

Transformación Digital en México



ASUGMEX

Asociación de Usuarios SAP México



Agenda

09:00 - 09:10 **Bienvenida - Héctor Calva, Presidente de ASUG México**

09:10 - 09:50 **Cómo SAP entiende la Transformación Digital**

09:50 - 10:15 Discussion Panels, Salones Morelia y Guanajuato
Conoce servicios que apoyan la transformación digital de tu empresa

10:15 - 11:00 **Transformación Digital en México**

11:00 - 11:20 Discussion Panels, Salones Morelia y Guanajuato
Conoce servicios que apoyan la transformación digital de tu empresa

11:30 - 12:10 **Innovation Success Story**

12:10 - 12:30 Discussion Panels, Salones Morelia y Guanajuato
Conoce servicios que apoyan la transformación digital de tu empresa

12:30 - 13:00 **Sorteo pase Sapphire 2016*** e intercambio de pasaportes

Como SAP entiende la Economía Digital



ASUGMEX

Asociación de Usuarios SAP México

Ariel Aguilar
Solutions & Presales Head
SAP Latinoamérica

**ARE YOU
READY
FOR THE
DIGITAL
ECONOMY?**



WHERE THE CONSUMER IS KING



**WHERE
OUTCOMES
MATTER MORE
THAN PRODUCTS
AND SERVICES.**





**HYPER-CONNECTIVITY
IS DRIVING CHANGE**

EVERYWHERE

IN REAL TIME



**SMARTER MACHINES AND
ARTIFICIAL
INTELLIGENCE ARE
TRANSFORMING HOW WE
LIVE AND WORK**



**HIGH PERFORMANCE, LOW COST
COMPUTING IS ACCELERATING
INNOVATION &
DISRUPTION**



Uber is becoming one
of the largest logistics
companies **without
owning a fleet**



Airbnb is the worlds
largest accommodation
site with **no real estate**



UNDER ARMOUR®

**Under Armour is
becoming a
technology and
lifestyle company**



Digital Business Models

are
DISRUPTIVE.

The rules have

CHANGED.



Industry Boundaries are
BLURRING.

A man in profile, wearing a dark jacket and a light-colored scarf, is holding a tablet computer. He is looking at the screen. In the background, the Eiffel Tower is visible, slightly out of focus, against a bright, hazy sky. The overall scene suggests a professional or business context, possibly related to technology or global communication.

**Software runs the
Every Company. is now a
TECHNOLOGY
COMPANY.**



Early adopters are DRIVING SIGNIFICANT VALUE

90%
GROWTH

26%
IMPACT TO
PROFITABILITY

+12%
MARKET
VALUATION

An overhead view of a group of business professionals sitting around a long wooden table. They are engaged with various mobile devices, including smartphones and laptops. The scene is brightly lit, and the wood grain of the table is clearly visible. The text is overlaid on a semi-transparent white banner across the center of the image.

**90% OF CEOs agree it
will impact their
business**

An overhead view of a business meeting around a long wooden table. Several people are seated around the table, some looking at their smartphones, others at laptops or tablets. The scene is brightly lit, and the wood grain of the table is clearly visible. A semi-transparent white banner is overlaid across the center of the image, containing the text.

**BUT, only 15% are
taking comprehensive
actions**



WHY?



DIGITAL BUSINESS
REQUIRES
SPEED & **AGILITY**



COMPLEXITY
SLOWS INNOVATION
AND DIGITAL
TRANSFORMATION



SAP HANA

HIGH PERFORMANCE, DIGITAL PLATFORM

IN A REAL-TIME ECONOMY

**10X
SMALLER**
DATA FOOTPRINT
THAN CONV.
SYSTEMS

7X HIGHER
THROUGHPUT,
MASSIVE
PARALLELIZATION

**1800X
FASTER**
ANALYTICS AND
REPORTING

50-70%
IMPROVEMENT IN
OPERATIONAL
REPORTING AND
PRODUCTIVITY

SAP HANA BRINGS IT ALL TOGETHER



SMARTER

DECISIONS +

SMARTER

TRANSACTIONS =

SMARTER

BUSINESS

SAP HANA BRINGS IT ALL TOGETHER

Marketplace

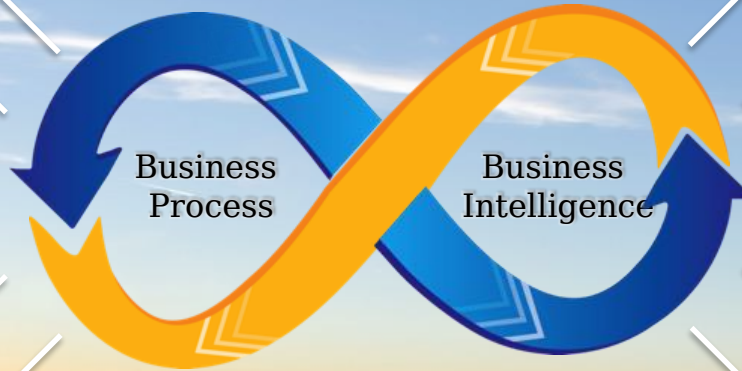
Travel Network

B2B Payments

Logistic Services

Services & Labor

Supplier Collaboration



Social

Big Data Source

Web Services

Geospatial

Machine Data

Third Party Data

SAP HANA ENABLES



INFINITE OPPORTUNITIES

IT'S TIME TO
RE-IMAGINE
EVERYTHING

RE-IMAGINE
BUSINESS
MODELS



RE-
IMAGINE
BUSINESS
PROCESSES

RE-IMAGINE
WORK

**Outcome Based
Business Models**

Business Outsourcing



**RE-IMAGINE
BUSINESS
MODELS**

Data-Driven Businesses

**Real-Time
Supply Chain**

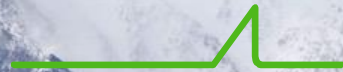


**Simplified
Finance**



RE-IMAGINE BUSINESS PROCESS

**Collaborative Business
Planning**



Actionable Insights



**3D and Geospatial
Navigation**

Consumer Grade UX



RE-IMAGINE WORK

**Actionable
Insights & Mobile**

Automate Work



**SAP HANA HELPS
YOU DIGITIZE
YOUR BUSINESS
ACROSS 5
PILLARS:**

5 DIGITAL PILLARS POWERED BY SAP HANA

Workforce
Engagement



Supplier
Collaboration &
Business Networks



Digital Core

SAP S/4 HANA

Assets
& Internet
of Things



Customer
Experience &
Omni-Channel



SAP HANA PLATFORM

Outcome Economy

Customer Journey

1. Customer Experience

**DIGITAL TECHNOLOGY HAS CHANGED THE GAME.
BUT, CUSTOMERS CHANGED THE RULES.**

Omnichannel

Big Data and Marketing
in Near Real Time



Perfect Trip

Perfect Order

2. Supplier Collaboration

**CONNECT BUSINESSES TO THE WORLD AND
THE WORLD TO YOUR BUSINESS**



Digital Invoicing
& payment

eMarketplaces

**Talent Acquisition
& Retention**

Employee Engagement

3. Workforce Engagement

**CULTURE AND WORKFORCE ENGAGEMENT
MAKE OR BREAK YOUR STRATEGY**



HR Shared Services

Learning

Contingent Labor

**Preventive
Maintenance**

Secure World



4. Assets & The Internet of Things

**PEOPLE/MACHINE COLLABORATION DRIVES NEXT
GENERATION PRODUCTIVITY AND BUSINESS
MODELS**

Predictive Healthcare

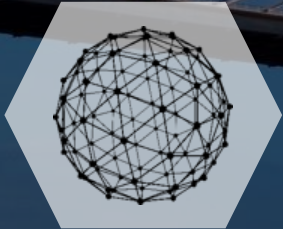
**Secure &
Sustainable World**

Cloud

Real-Time
Supply Chain

Simplified
Finance

Risk
Management



5. The Digital Core

A NEW GENERATION OF REAL-TIME, PREDICTIVE, MOBILE ERP WILL CHANGE HOW WE RUN OUR BUSINESS AND HOW WE CONSUME INFORMATION

Collaborative
Product & Service
Innovation

Digital
Boardroom

Mobile & Consumer
Grade UX

SAP is the Digital Partner of Choice...

Workforce
Engagement



Supplier
Collaboration &
Business Networks



Digital Core

SAP S/4 HANA

Assets
& Internet
of Things

HANA CLOUD
PLATFORM

Customer
Experience &
Omni-Channel



SAP HANA PLATFORM

with END-2-END PORTFOLIO

DIGITAL BUSINESS SOLUTIONS ACROSS 25 INDUSTRIES



DIGITAL BUSINESS SOLUTIONS ACROSS 13 LINES OF BUSINESS



RUN DIGITAL



RUN SIMPLE



A woman with long hair, wearing a grey cardigan and bright red pants, is sitting on a wooden deck. She is holding a yellow mug with both hands and has a ring on her finger. Her feet are bare and resting on the deck. The background is a blurred green forest under a bright sky.

**WITH SAP
POWERED BY
HANA.**

DISCUSSION PANEL

Transformación Digital en México

Alejandro Camino
CMO
Softtek
@globalnearshore



ASUGMEX
Asociación de Usuarios SAP México

Breve resumen



Softtek®

Empresa privada

Fundada en 1982 en Monterrey, México

Portafolio de servicios digitales orientados al resultado

Sirviendo a organizaciones Global 2,000

Fuerte presencia en Latino América y alcance global

Más de 10,000 colaboradores

Softtek ayuda a las organizaciones a moverse y operar en un modo digital

STARBUCKS COFFEE



(least accurate at top)

Rank Country

- 1 Mexico
- 2 India
- 3 Brazil
- 4 Peru
- 5 New Zealand
- 6 Colombia
- 7 Belgium
- 8 South Africa
- 9 Argentina
- 10 Italy
- 11 Russia
- 12 Chile
- 13 Great Britain
- 14 Israel
- 15 Australia
- 16 Japan
- 17 Canada
- 18 Germany
- 19 Netherlands
- 20 Spain
- 21 Norway
- 22 France
- 23 Sweden
- 24 United States
- 25 China
- 26 Poland
- 27 Ireland
- 28 South Korea



PERILS OF PERCEPTION 2015 INDEX OF IGNORANCE



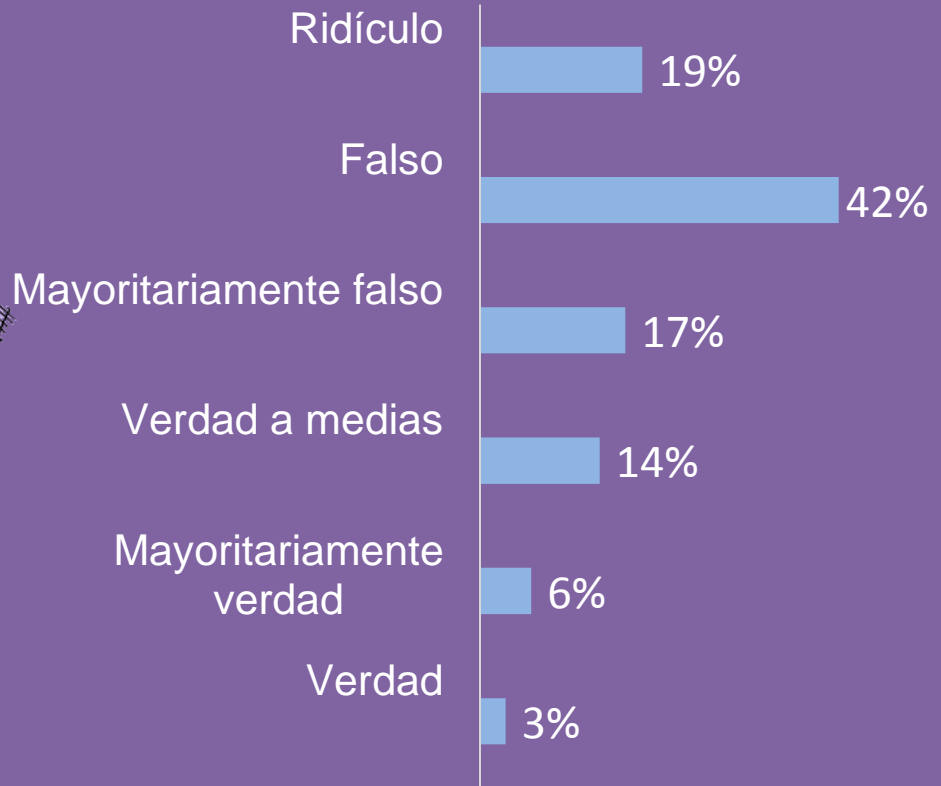
MAKE AMERICA
GREAT AGAIN



Los “hechos” de Donald Trump

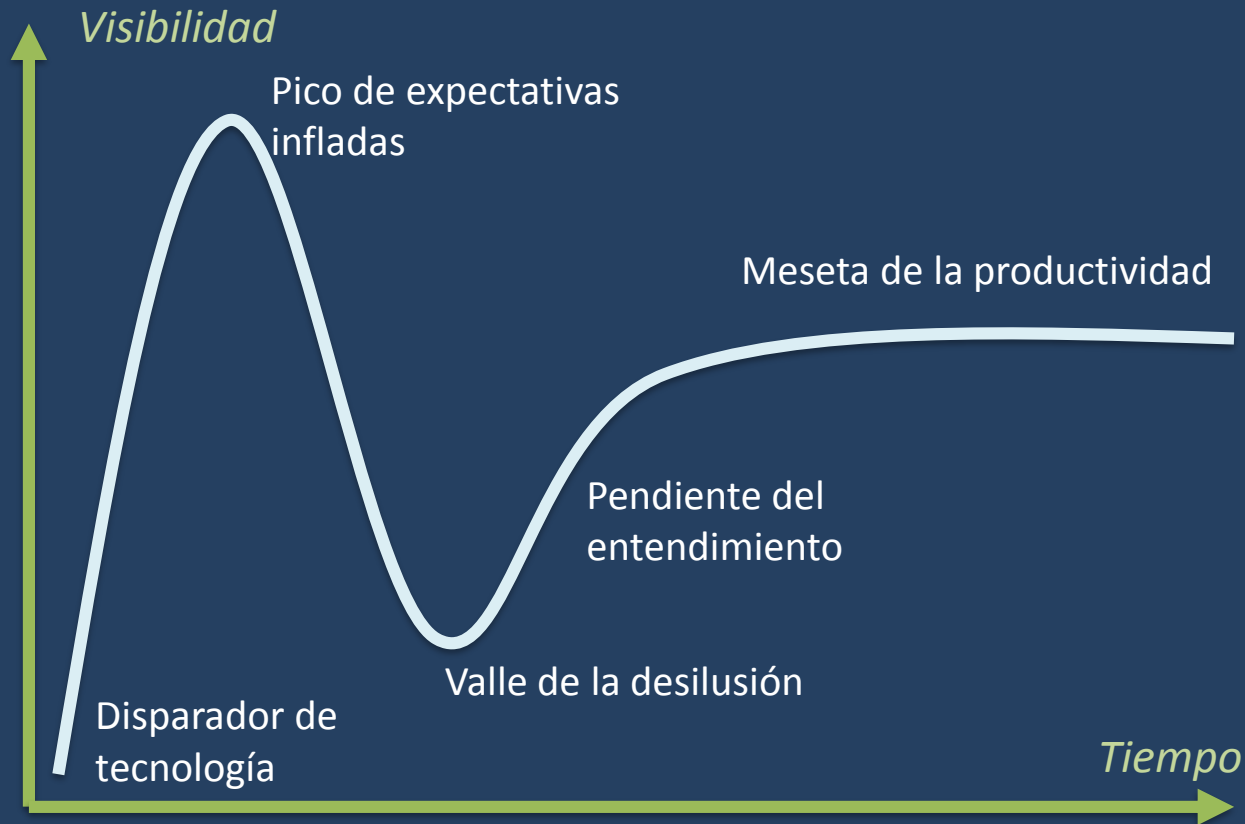


78% ridículo, falso o mayoritariamente falso

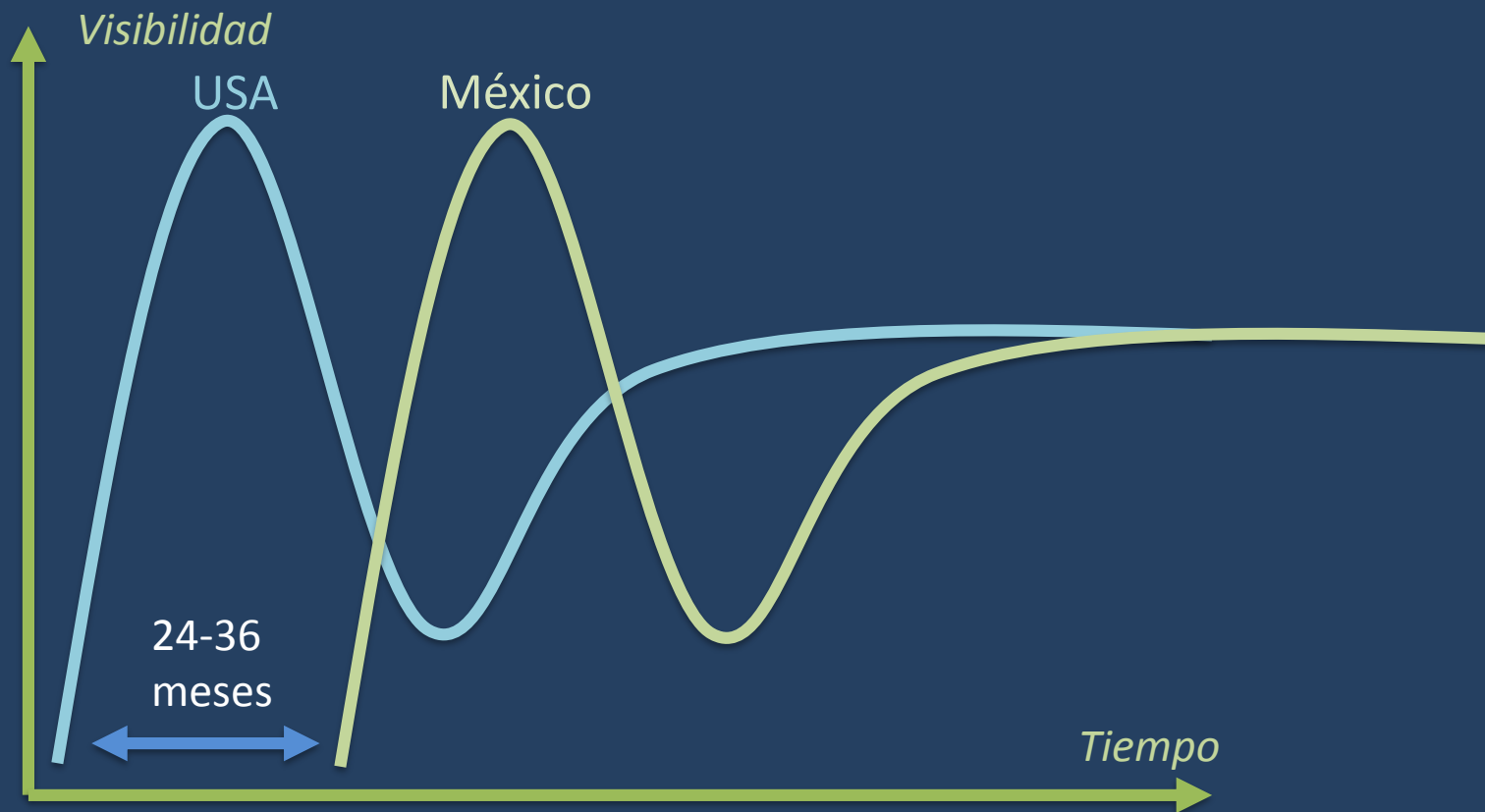


Datos ~~≡~~ **Conocimiento**

Gartner Hype Cycle

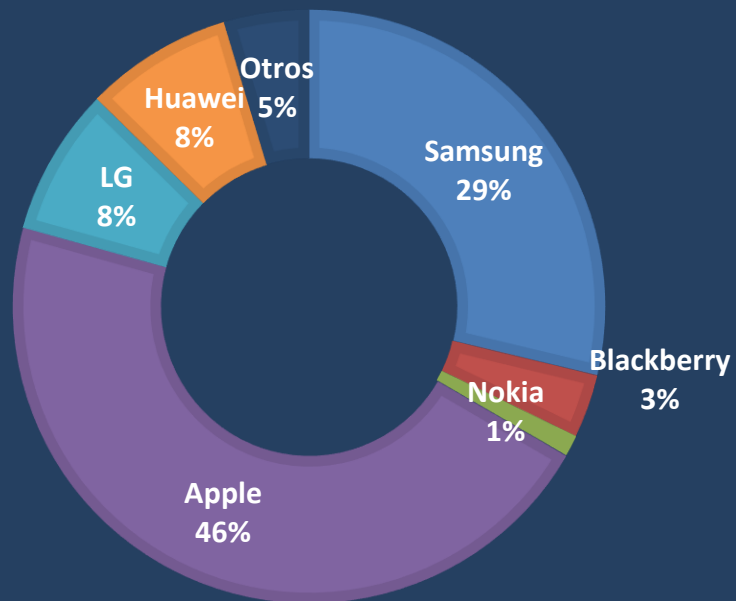


Gartner Hype Cycle



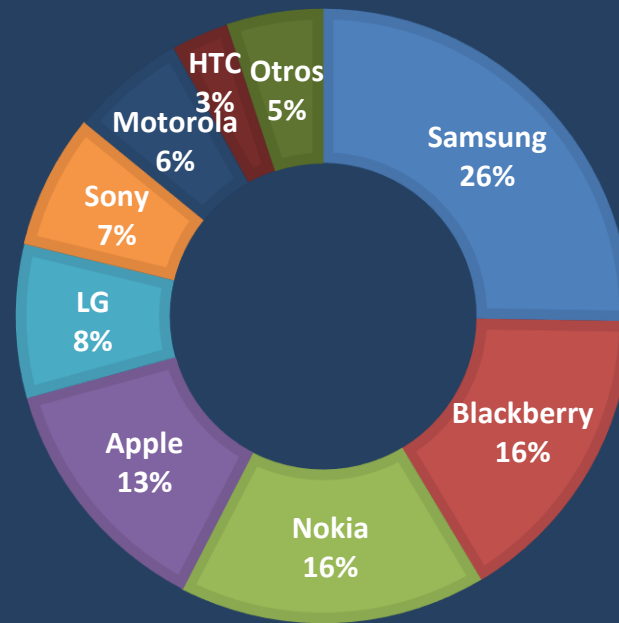
Participación de mercado de fabricantes de smartphones 2013

Estados Unidos



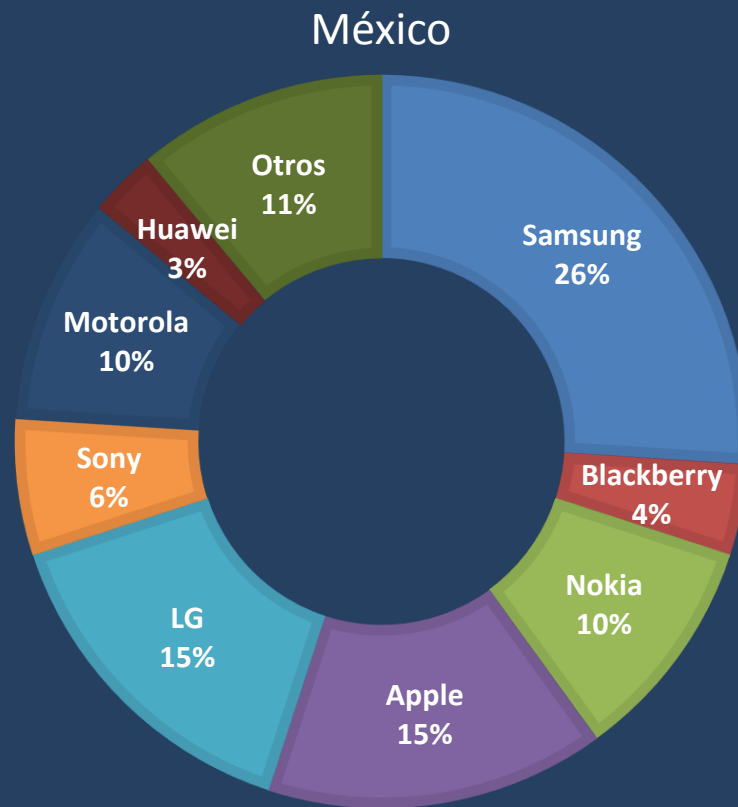
Fuente: Nielsen

México



Fuente: The Competitive Intelligence Unit, México

Participación de mercado de fabricantes de smartphones 2015



Fuente: The Competitive Intelligence Unit, México

México

Latency 169ms



Download 10.50Mbps



Upload 0.88Mbps



Retest

Share




USA

Latency 18ms



Download 59.72Mbps



Upload 26.12Mbps

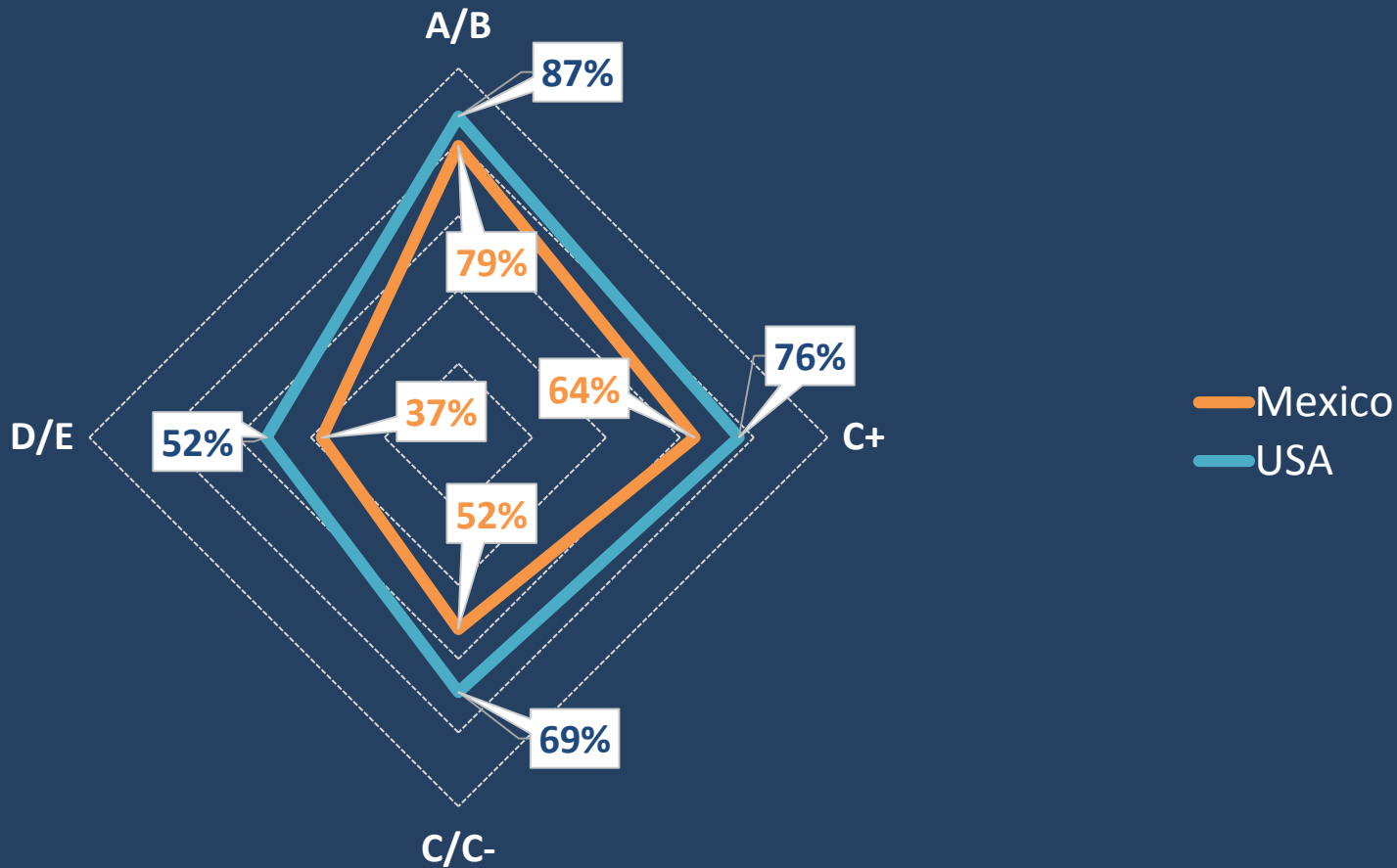


Retest

Share



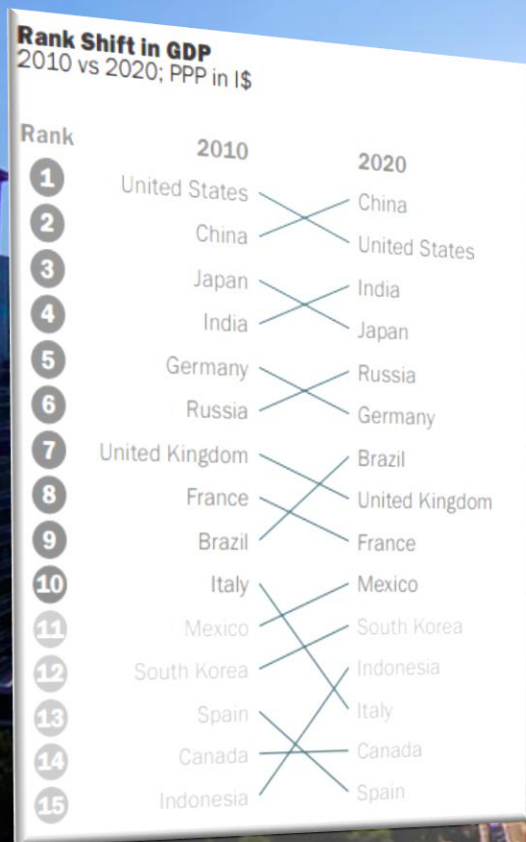
Penetración de banda ancha móvil por nivel socio económico





México está lleno
de contrastes

México es un gran país





Mixup

Mixup

Venta de música en Estados Unidos

\$12 Billion

\$10

\$8

\$6

\$4

\$2

Físico

Digital

CDs

Vinil

Videos

Ringtones

Regalías radio digital

Streaming con
comerciales

Streaming suscripción

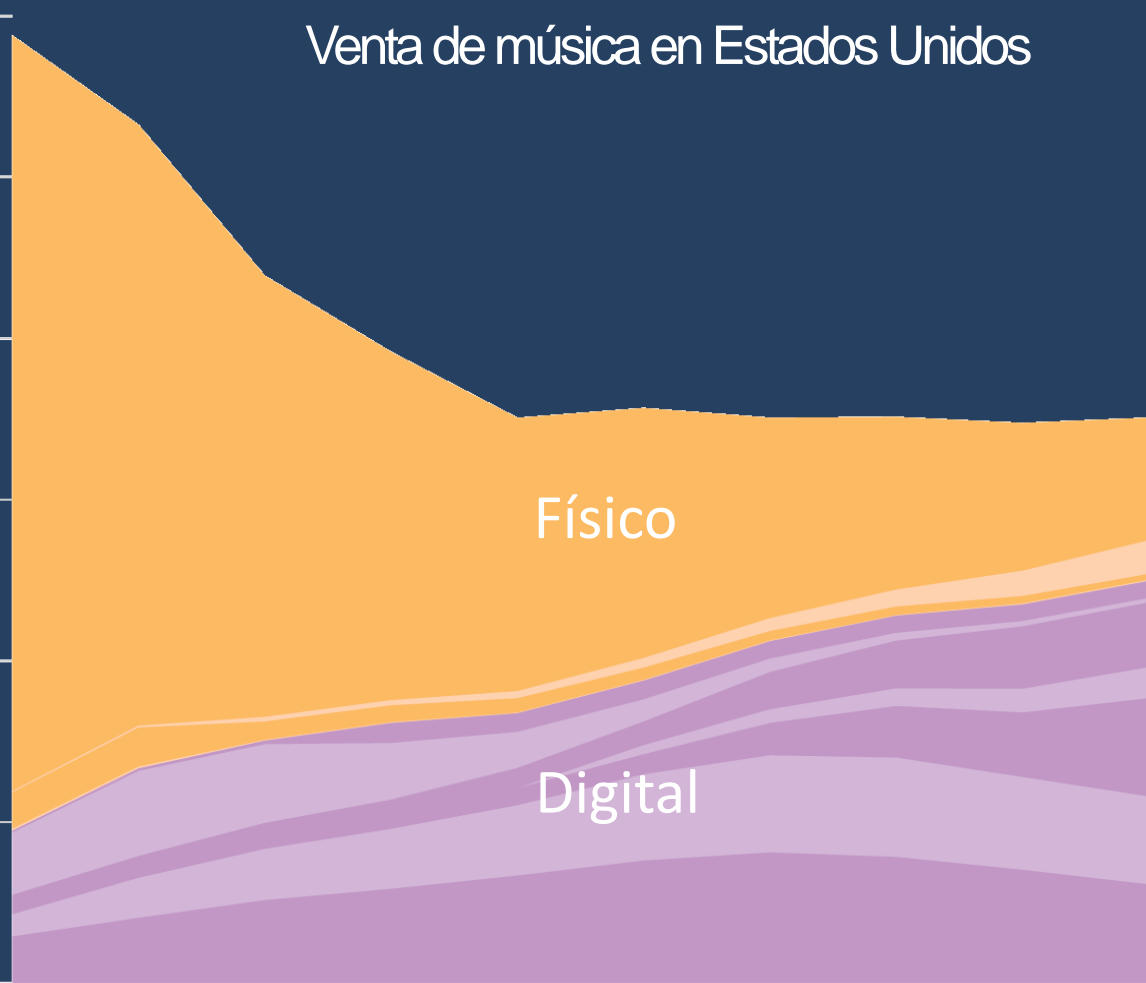
Download albums

Download sencillos

Fuente: NYTimes

'06

'15



PREESTRENO

STAR EL DESPERTAR DE LA FUERZA WARNS

VER DETALLE



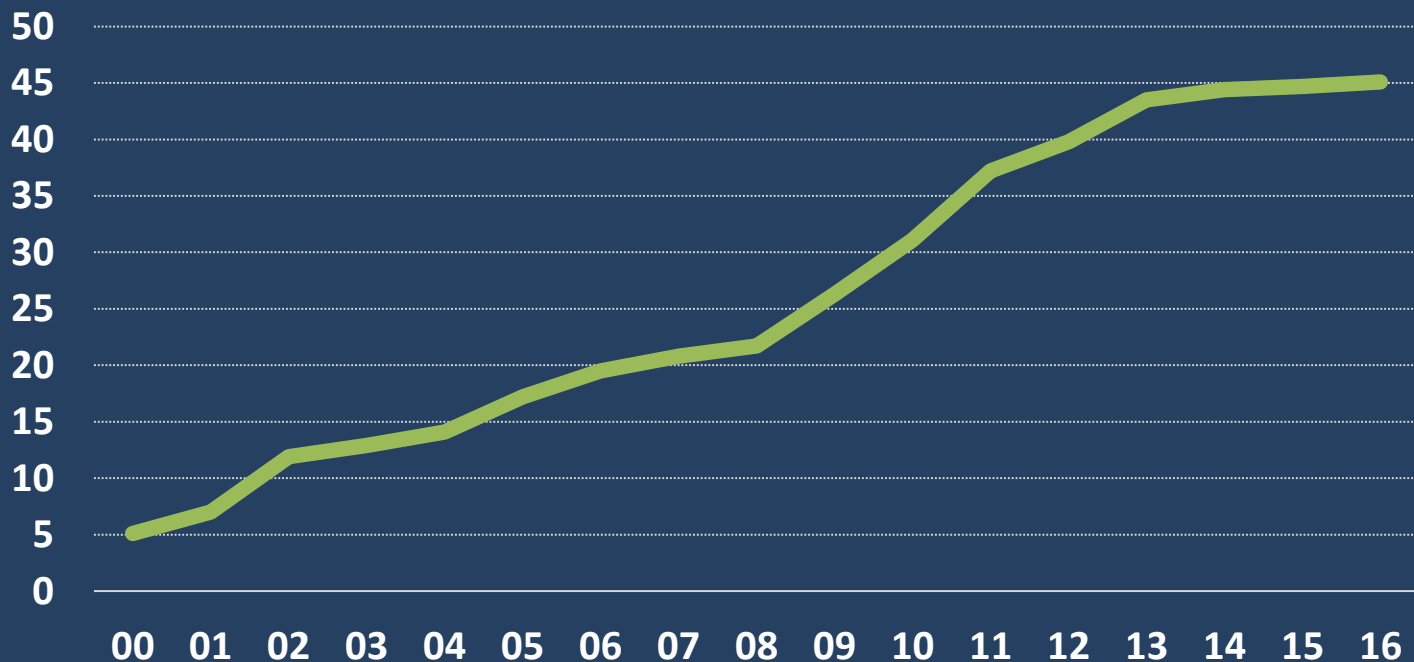




Cibernauta

58 Millones de usuarios de Internet en México (48%)

Colombia > 50% Brasil > 60% Argentina > 70% USA > 90%



Fuente: Internet Live Stats con datos de International Telecommunication Union (ITU), World Bank, and United Nations Population Division.



CONSUMOCULTURAL

[RADIO Y MUSICA](#)
[TELEVISIÓN](#)
[NUEVAS TECNOLOGÍAS](#)
[MEDIOS IMPRESOS](#)
[CINE](#)
[CONCLUSIONES](#)
[METODOLOGÍA](#)

15

Le voy a leer algunas actividades que la gente hace en Internet, ¿usted la ha hecho, estaría dispuesto a hacerla, o nunca la haría?

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10
- 11
- 12

	Lo ha hecho	Nunca lo haría
Enterarse de las noticias	63%	15%
Bajar o descargar música	55	18
Dar datos personales para recibir información	23	61
Realizar transacciones bancarias	19	61
Hacer pagos de servicios (luz, teléfono)	17	54
Pagar impuestos	12	57
Hacer compras	10	77

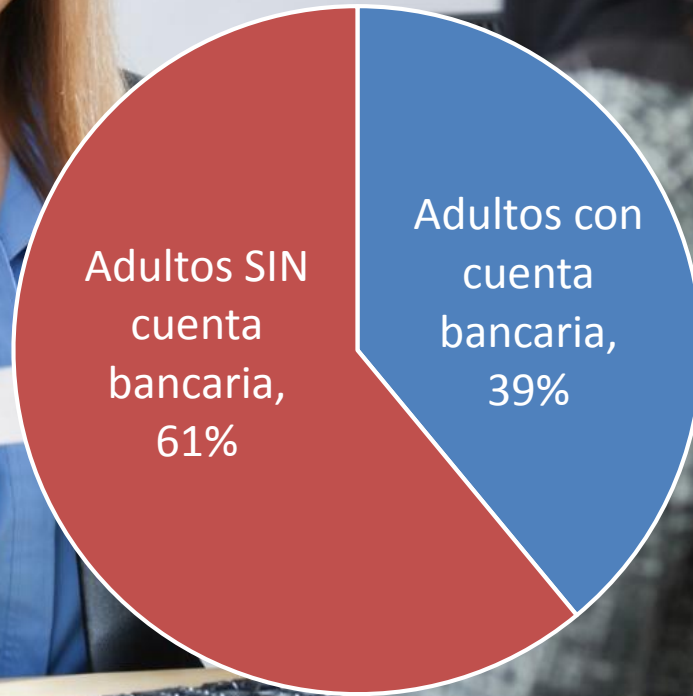


No suman 100 por ciento por que no se muestra las respuestas "estaría dispuesto a hacerla".

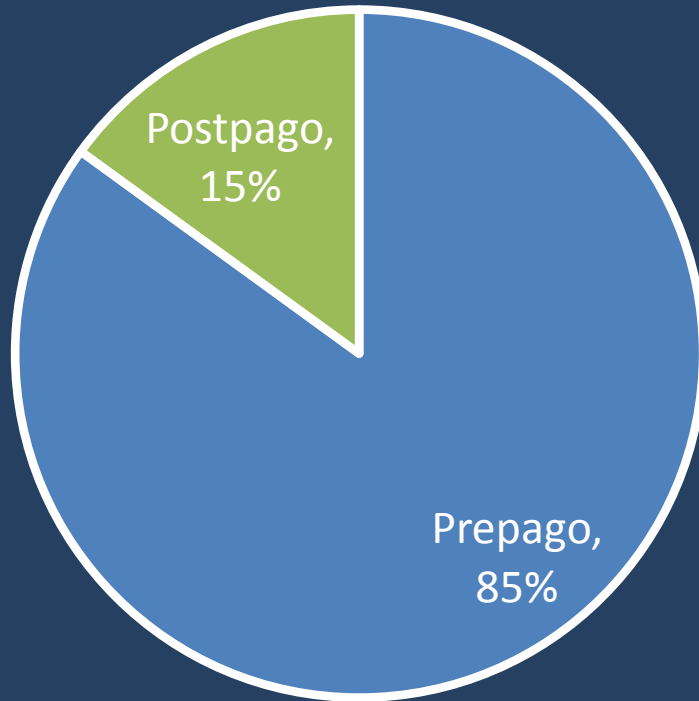




Más del 60% de la población adulta en México NO tiene cuentas bancarias



Prepago de telefonía celular domina el mercado mexicano

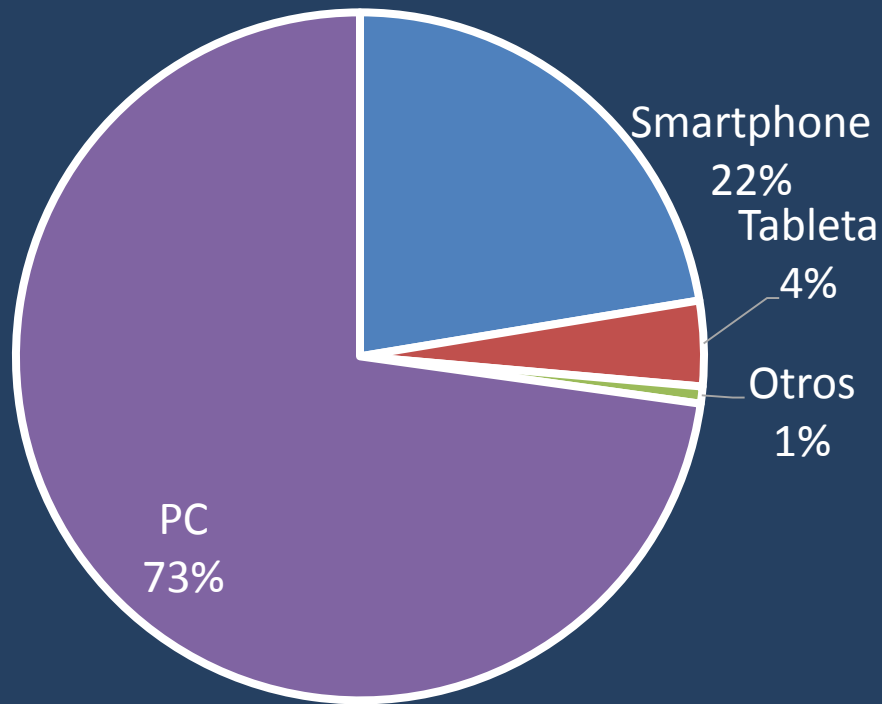


Prepago:

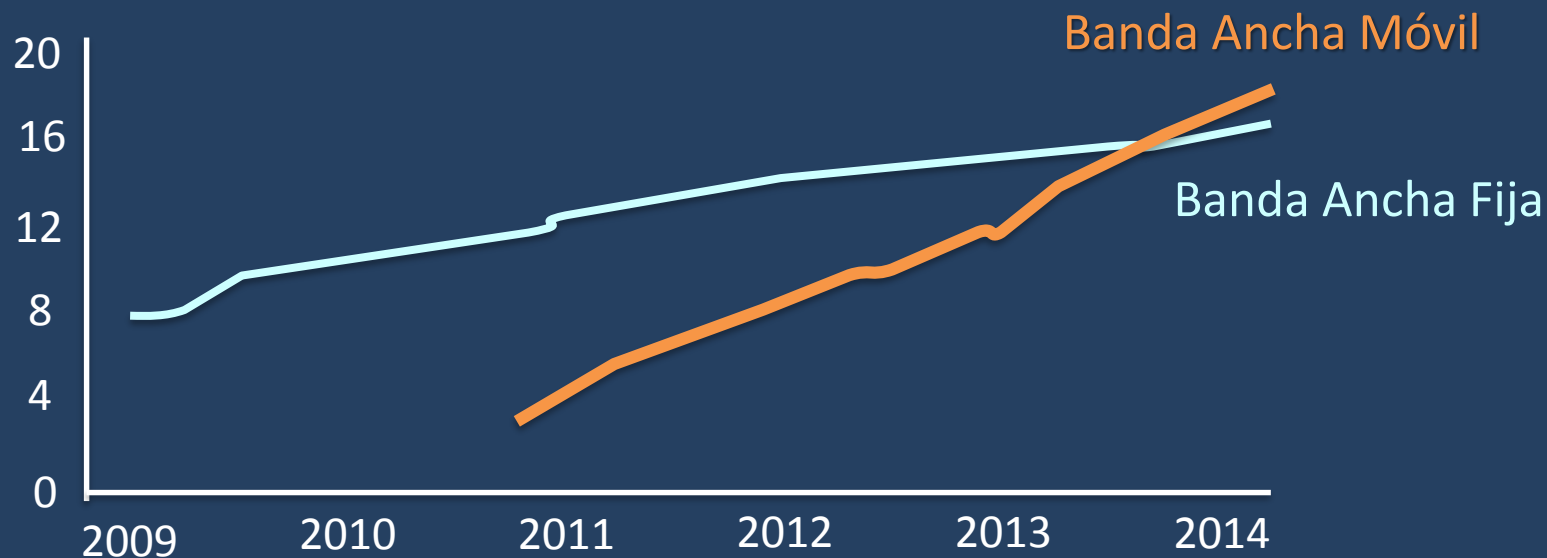
Voz y SMS mismo costo

Datos = 2x Costo en prepago

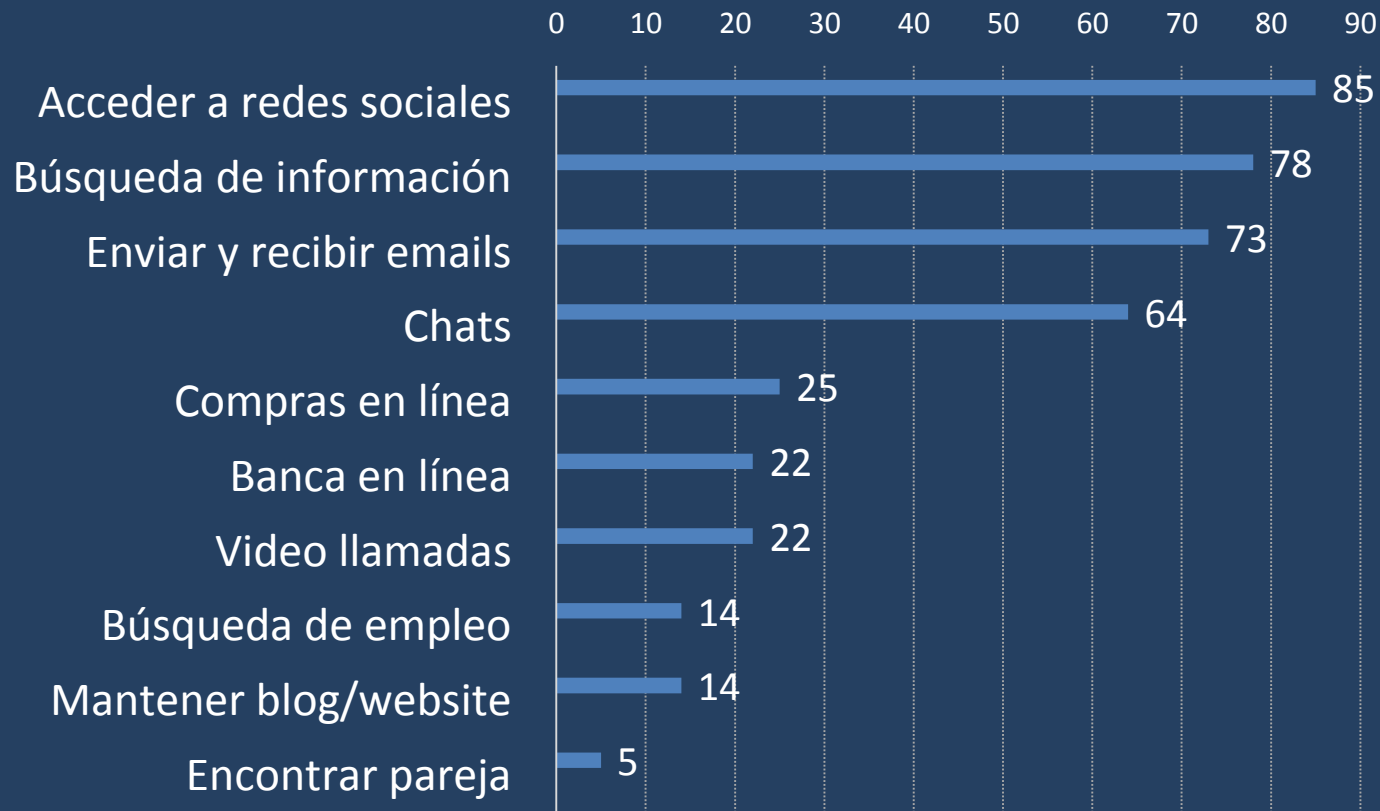
Tráfico en Internet por tipo de dispositivo en México (Diciembre 2014)



México debe ser considerado como un mercado “Mobile First”



Actividades Online



Apps más populares en México - 2014



1



2



3



4



5



6



7



8



9



10



Vecino con capacidades cívicas distraídas
ENDED 19 hours ago



Arne aus den Ruthen
@arnemx

Share

Hide Chat



#LordFerrari



LOS

SUPERCIVICOS

The image features three men standing side-by-side, dressed in bright red jumpsuits with yellow accents and suspenders. They are positioned in front of a large Mexican flag, which is partially obscured by the text. The man on the left has a beard and is looking slightly to the right. The man in the center has a full, curly beard and is looking forward. The man on the right is also looking forward. The background is a dark, textured surface, possibly a wall or a backdrop, with the flag's colors (green, white, and red) visible. The overall tone is patriotic and heroic.

SAVING
MEXICO



¡No sólo de redes sociales
vive el hombre!

Revolución Digital



2010



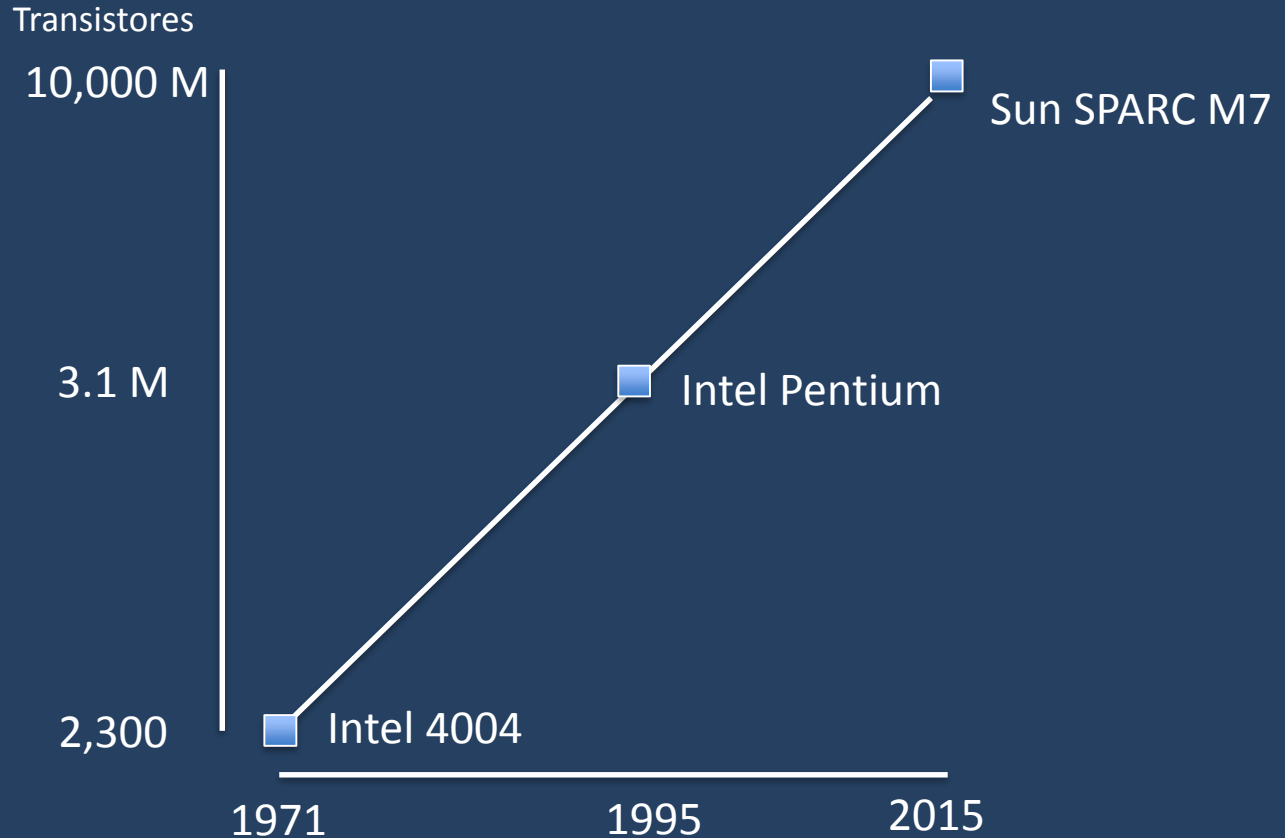
“Hoy, el producto es el proceso. Si ves una turbina de avión, el contenido de mano de obra es quizá menor al 5%. Un refrigerador tiene dos horas de mano de obra. Así que realmente no importa si lo haces en México, Estados Unidos, o China. Hoy el reto es la globalización, no outsourcing; se trata de cómo capturo mercados más rápido que la competencia.

Jeff Immelt
CEO
General Electric

La ley de Moore

“El número de transistores integrados en un chip se duplicará aproximadamente cada 24 meses.”

Gordon Moore,
Intel co-founder



1996



2006



1956

5 MB
1,000 Kilos
\$3,200 / mes

2014

16 GB (3,200x)
2.3 x 0.8 x 0.4 pulgadas
\$12.33



Radio Shack
AMERICA'S TECHNOLOGY STORE

PRESIDENTS' BIRTHDAY SALE!

DON'T DELAY!

3-DAY SPECIALS ABOVE GOOD SATURDAY THRU MONDAY ONLY!

0% INTEREST!
NO PAYMENTS UNTIL MAY!
NO DOWN PAYMENT!

HURRY! OFFER ENDS TUESDAY FEBRUARY 19

 All-Weather Stereo Cut 34% \$1199 Radio Shack 12200-Stereo all-weather stereo system with 80-watt amplifier and 8 speakers.	 AM/FM Clock Radio 30% Off! \$1399 Champion 200-Clock radio with AM/FM tuner, auto sleep timer, and 12-hour display.	 In-Car Stereo Phone HALF PRICE! \$799 Hands-free on your phone! Auto answer, call transfer, call hold, call park, call wait, call transfer, call hold, call transfer.	 Stop-Then Calculator 39% Off! \$499 Radio Shack EC-419-a powerful 200,000-step 16-digit scientific calculator, 256 memories.
--	---	--	---

INTRODUCTORY SPECIAL!

Save *\$670
\$1599



- 286-Based PC Compatible
- Color Graphics
- 20MB SmartDrive™ Hard Drive
- Easy-to-Use 10-in-1 Modem Software

BONUS PACKAGE
For Dest Mac
• Locks Spreadsheet
• Dest Mac 2.0K
• Quicken
• 2-Button Mouse

Mobile Cellular Telephone
Save *\$100
\$199

Model PAC-2000
100 MHz 2000 Hz

Deluxe Portable CD Player
Save *\$40
\$1599

Model CP-100
100 MHz 2000 Hz

Tiny Dual-Superhet Radar Detector
Save *\$60
\$7995

Model RAD-2000
100 MHz 2000 Hz

Compact 10-Channel Desktop Scanner
Save *\$30
\$9995

Model PND-20
100 MHz 2000 Hz

VHS Camcorder
Save *\$100
\$799



3-Way Speaker With Massive 15" Woofer
Save *\$110
\$14995

Mobile CD With Channel Controls on Sides
HALF PRICE! \$4995

20-Memory Speed-Dial Phone
Cut 33%
\$2995

Our Easiest-to-Use Phone Answerer
Cut 17%
\$4995

Handheld Voice-Activated Cassette Tape Recorder
40% Off!
\$2995

Check Your Phone Book for the Radio Shack Store or Dealer Nearest You

Most Major Credit Cards Welcome



La segunda mitad cambia todo

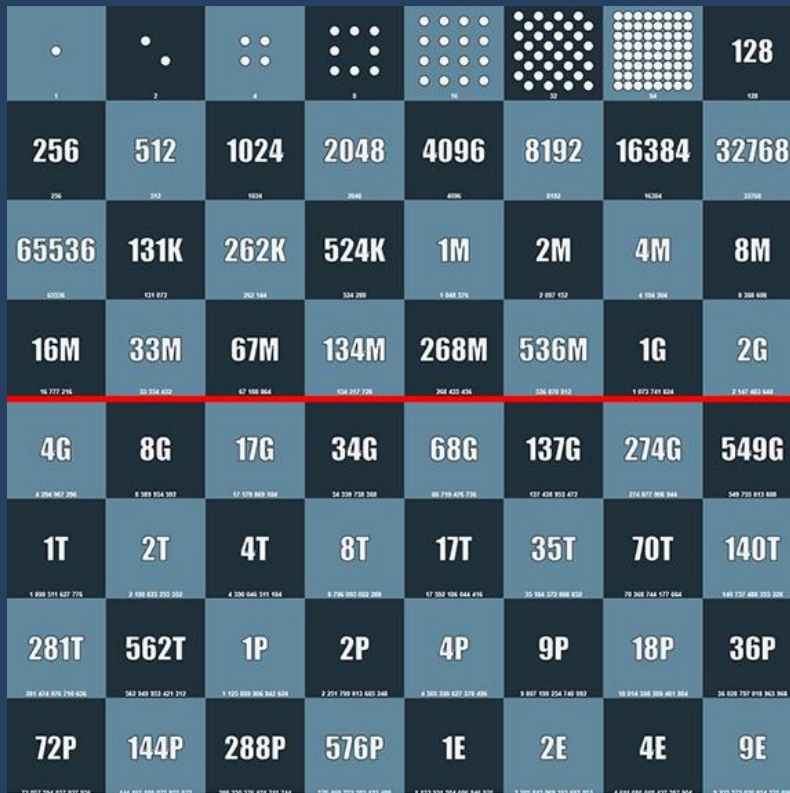
18 meses



En 1958

TI se reconoce como categoría de inversión corporativa.

U.S. Bureau of Economic Analysis



2006

Enero 2007

Apple introduce iPhone



Temblor en Los Angeles

A shallow magnitude 4.7 earthquake was reported Monday morning five miles from Westwood, California, according to the U.S. Geological Survey. The temblor occurred at 6:25 a.m. Pacific time at a depth of 5.0 miles.

Google™

Un terremoto de magnitud 4.7 de poca profundidad se informó el lunes por la mañana a cinco millas de Westwood, California, según el Servicio Geológico de EE.UU.. El temblor ocurrió a las 6:25 am, hora del Pacífico, a una profundidad de 5.0 millas.



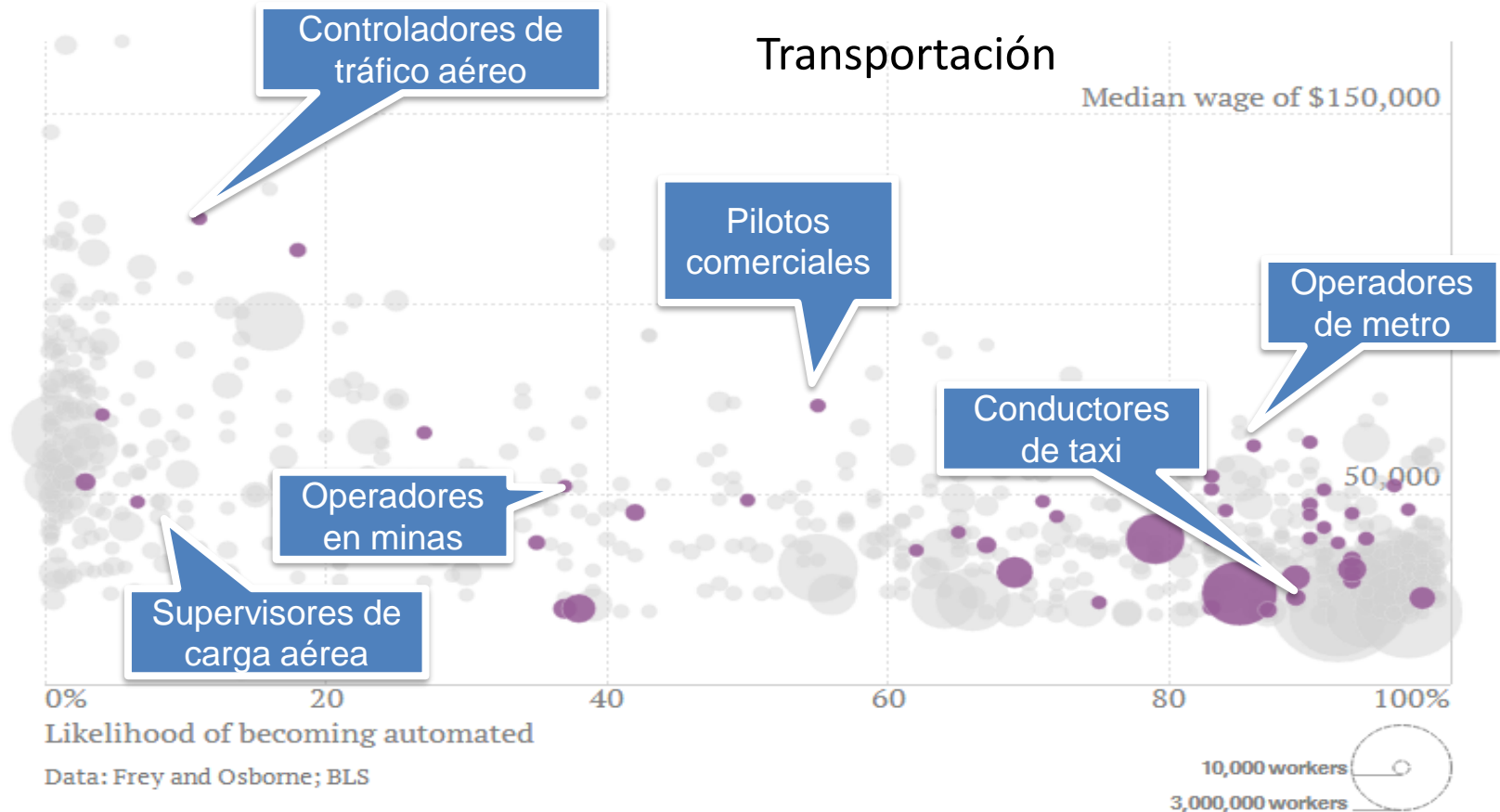
En la bolsa de valores



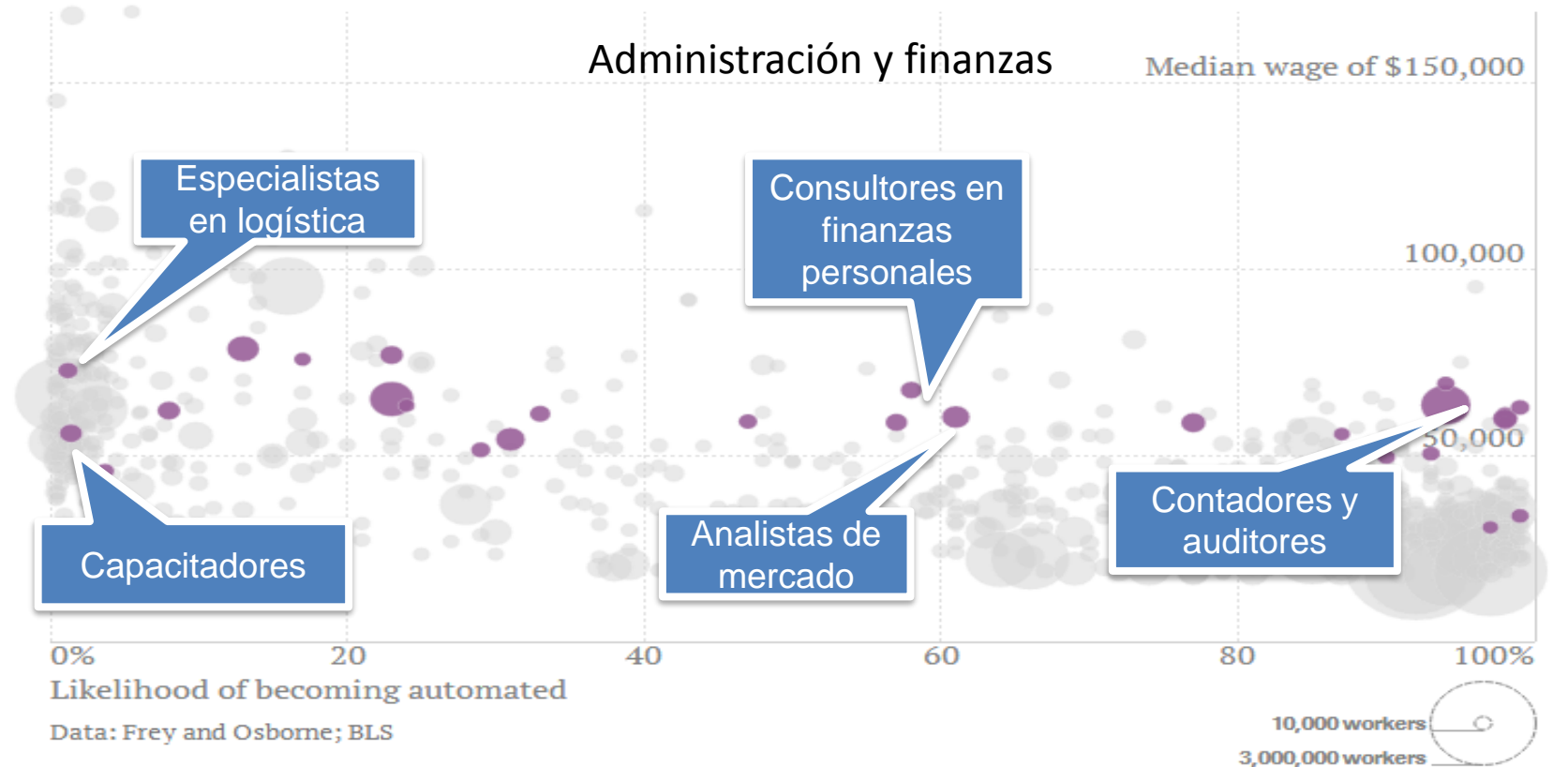
High-frequency trading
165,000 transacciones



Posibilidad de automatización de empleos



Posibilidad de automatización de empleos



Adaptabilidad para la 4ª revolución industrial



- Flexibilidad de estructuras laborales
- Habilidades avanzadas
- Adaptabilidad del sistema educativo
- Infraestructura
- Protección legal

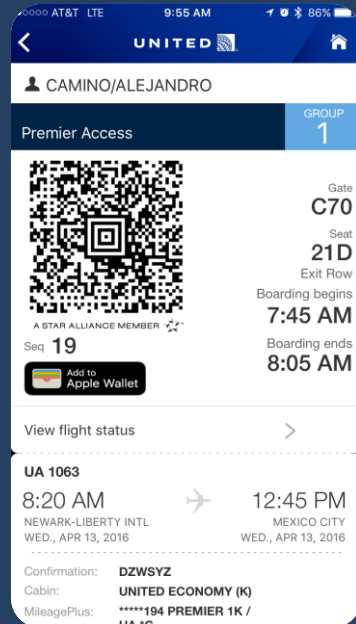
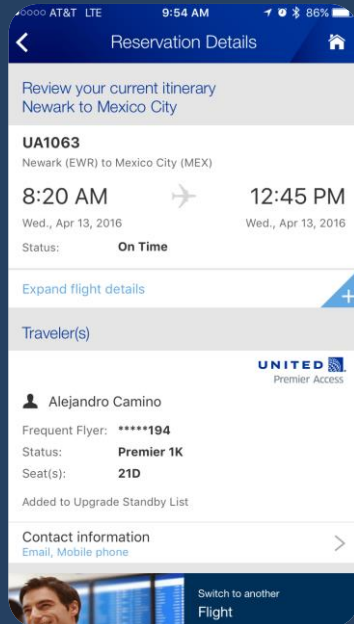
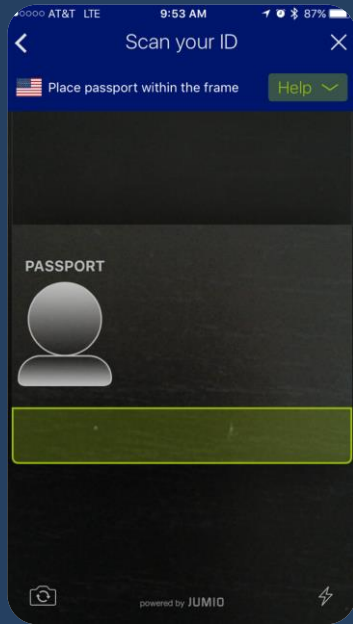
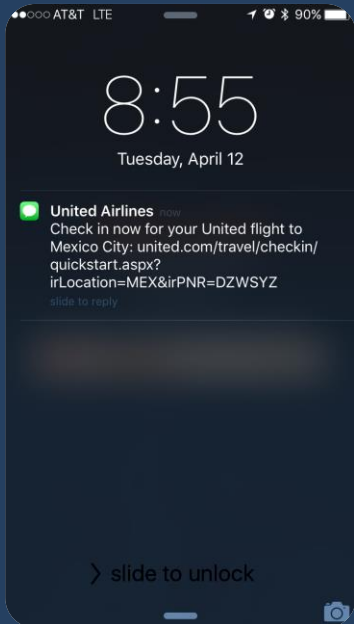
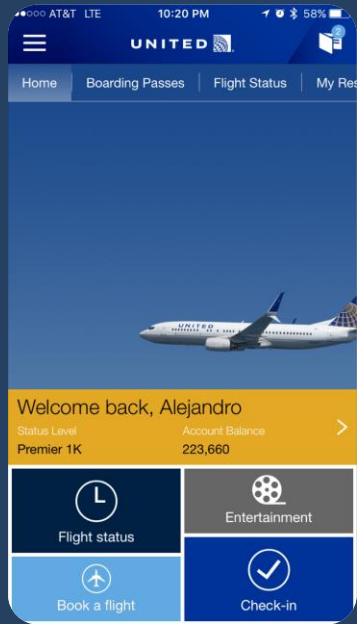
		Impacto
1	Suiza	3.4
2	Singapur	4.9
3	Holanda	9.4
4	Finlandia	10.1
5	USA	10.2
...		
40	Colombia	82.4
41	India	83.4
42	México	85
43	Brasil	92.2
44	Perú	92.8
45	Argentina	95.0

A group of Mexican national football players in green jerseys and white shorts are huddled together on a field, celebrating. The players' names and numbers are visible on their backs. The background is a blue wall with a large white graphic of a stylized plant or tree.

Compromiso
de cambio

#allin
or
nothing







CEO LETTER

Our Future Is Digital

Welcome aboard, and thank you for flying United today. We invest a lot in our business so we can provide our customers a great travel experience. We want to provide you the tools you need to have better control over your travel, and to-date information at will. We've been working hard to lay the foundation for some great digital tools that you can use on your computer, tablet or mobile phone at the airport.

We've listened to what our customers want, and we are installing technology at our airports to help speed you through. For example, at our hub in Houston, customers can quickly and easily tag their own bags for check-in instead of having to wait in line for an agent to do it, and we have introduced rapid self-boarding at some of our gates, allowing you to

stand in line less and board our aircraft more quickly.

We also recently opened a new customer service center located in the C concourse of Terminal 3 at our Chicago O'Hare hub. At this new center, customers can use self-service kiosks to control their travel, from flight rebooking to seat upgrades. If a customer wants to see an agent and there is a wait, we have introduced "intelligent queuing," which provides an estimate of how long the wait will be, with real-time text or e-mail updates when an agent is ready to serve the customer. That way, our customers can relax, grab a bite to eat or shop while they wait. We are working on further rollout of these time-saving and hassle-reducing features at additional airports later this year, and into next year.

We continue to make many improvements behind the scenes, including supplying you with more options, more information on more of the devices you use. Considering how fast technology changes, we want to be ready with the best technology to provide you with the best travel experience better every year. Thank you again for choosing United. We hope to see you onboard again soon.

Jeff Smisek

CHAIRMAN OF THE BOARD, PRESIDENT
AND CREEP EXECUTIVE OFFICER,
UNITED AIRLINES



Estimado Cliente:

Hoy, Amazon abre sus puertas virtuales como nunca antes. Estamos lanzando en México con más categorías, más artículos y más funcionalidades que en cualquier lanzamiento previo que hayamos realizado en otras partes del mundo. Encontrarás una amplia selección de productos, desde electrónicos, artículos deportivos y para actividades al aire libre, hasta DVDs y videojuegos – incluyendo artículos de tus marcas locales e internacionales preferidas.


De igual manera, podrás descubrir muchos productos únicos que antes eran difíciles de encontrar y que ahora están a un clic de distancia – una selección tan amplia que incluso podrás comprar hasta un [porta aguacates](#).

Nos emociona compartirles que Amazon.com.mx tendrá disponible el totalmente nuevo [Kindle Paperwhite](#) y el [Kindle Voyage](#), el Kindle más avanzado que hemos creado.



Nuestra misión en Amazon es ser la compañía más orientada al cliente en el planeta, donde puedes descubrir una amplia selección de productos a precios bajos, con envío rápido y eficaz, así como una experiencia de compra segura y conveniente, en la que puedes confiar. Estamos ansiosos de cumplir esta promesa en México.

Estamos lanzando en México con más categorías, más artículos y más funcionalidades que en cualquier lanzamiento previo que hayamos realizado en otras partes del mundo. Encontrarás una

An advertisement for Uber featuring a white SUV in the foreground. In the background, the Great Pyramid of Giza is visible under a clear sky. A man in a white shirt and dark trousers stands near the car, looking towards the pyramid. Other people are walking in the distance. The Uber logo and tagline are overlaid on the image.

UBER

EVERYONE'S PRIVATE DRIVER™

Uno de los mercados más grandes y rentables

Decenas de miles de socios y más de 100 mil viajes al día

Aguascalientes



Ingreso promedio por hora socio Uber México =
\$90.23 pesos

Vs

\$33 pesos / hora promedio de ingreso nacional

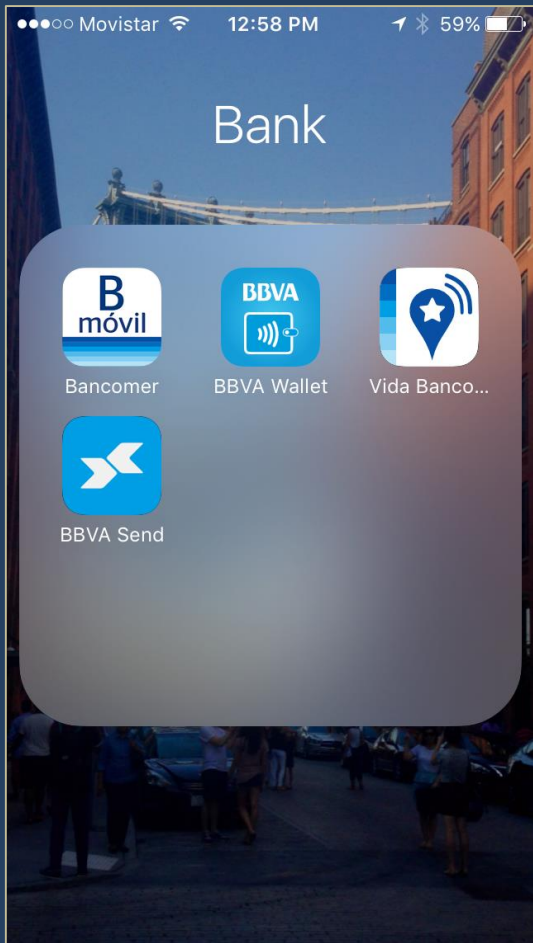


Uber es el mayor generador de cuentas bancarias nuevas para micro-empresarios en Estados Unidos. Abre más cuentas que Wells Fargo, Bank of America y Chase juntos.



“Nuestro objetivo es convertir a BBVA en una compañía totalmente digital, incluyendo nuestros productos y servicios, y con nuestros más de 100,000 empleados trabajando de manera digital”

Francisco Gonzalez, Chairman & CEO BBVA



BBVA Bancomer

BBVA Bancomer





Políticas públicas que disparan crecimiento

**DIARIO OFICIAL
DE LA FEDERACION**

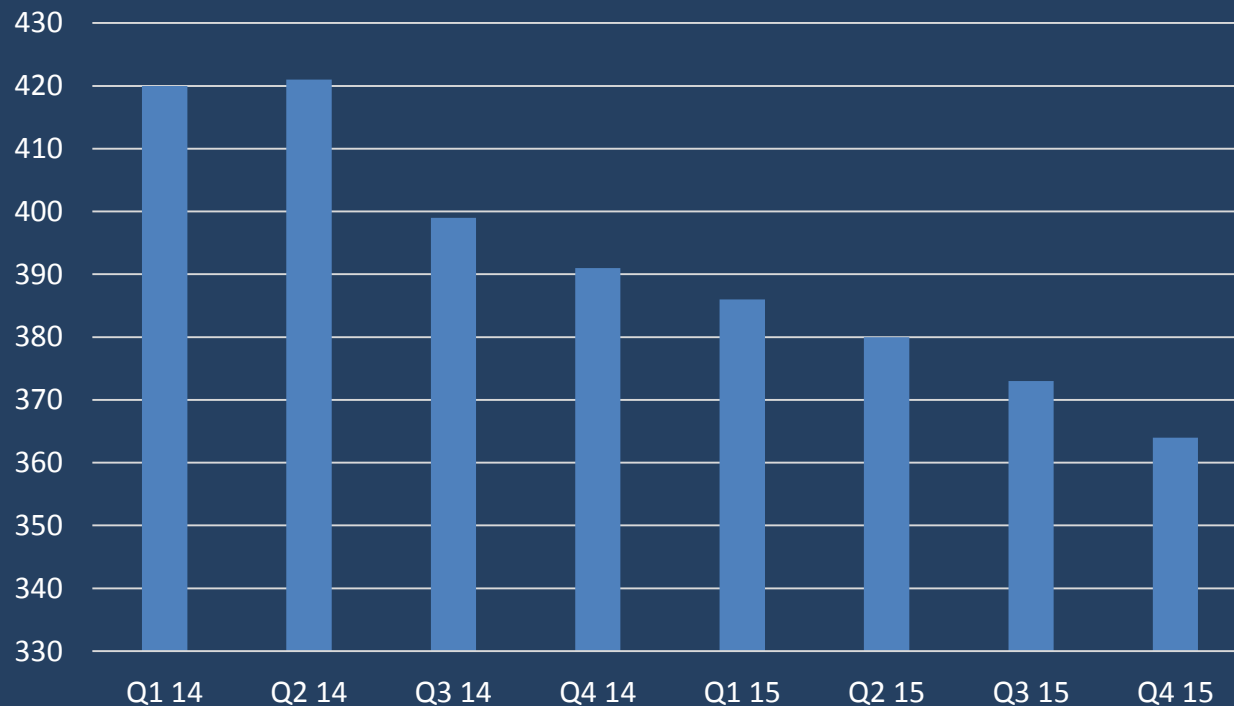
ORGANO DEL GOBIERNO CONSTITUCIONAL DE LOS ESTADOS UNIDOS MEXICANOS

Penetración de telefonía móvil en México (Usuarios por cada 100 mil habitantes)



La reforma de telecomunicaciones genera efectos positivos

Ingreso promedio por usuario de Telefonía Móvil (ARPU)



Fuente: The Competitive Intelligence Unit con información de los operadores móviles

Hoy México es más barato que USA



Telcel Max Sin Límite 1000

Ilimitado

Minutos incluidos

Ilimitado 1000 MB

SMS incluidos

Internet



WhatsApp



Facebook
y Twitter

\$199.00/mes

Telcel Max Sin Límite 3000

Ilimitado

Minutos incluidos

Ilimitado 3000 MB

SMS incluidos

Internet



WhatsApp



Facebook
y Twitter

\$399.00/mes

verizon

S



1GB / \$30

Un aparato que se usa principalmente con Wi-Fi.

M



3GB / \$45

La talla más popular para un aparato.

Reforma financiera estimula el crédito

+17.44%

Créditos a actividad
empresarial

+11.34%

Créditos
personales

+19.38%

Créditos de
nómina

+1.84%

Créditos de tarjeta

+11.48%

Créditos al
consumo

+11.64%

Créditos de adquisición
de vehículos

+13.40%

Créditos para
vivienda

Crédito como % del PIB:

24.4 %
2012



28.3 %
2015



Objetivo

40 %
2018



datos.gob.mx



Datos abiertos por



Economía



Movilidad



Social



Seguridad



Salud



Movilidad



Movilidad

Año

- 2015
- 2014
- 2013
- 2012

Año

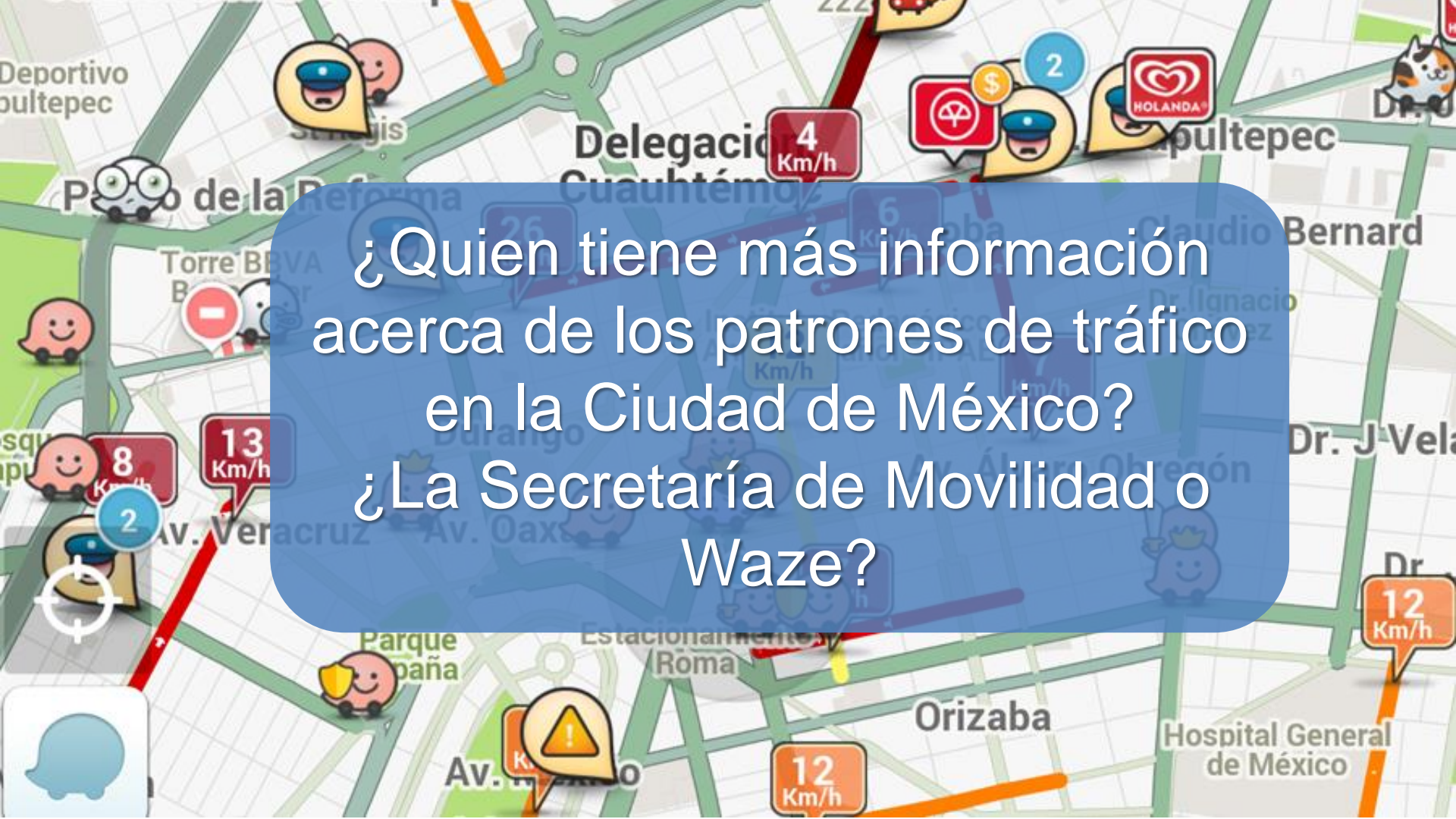
- 2015
- 2014
- 2013
- 2012

la categoría

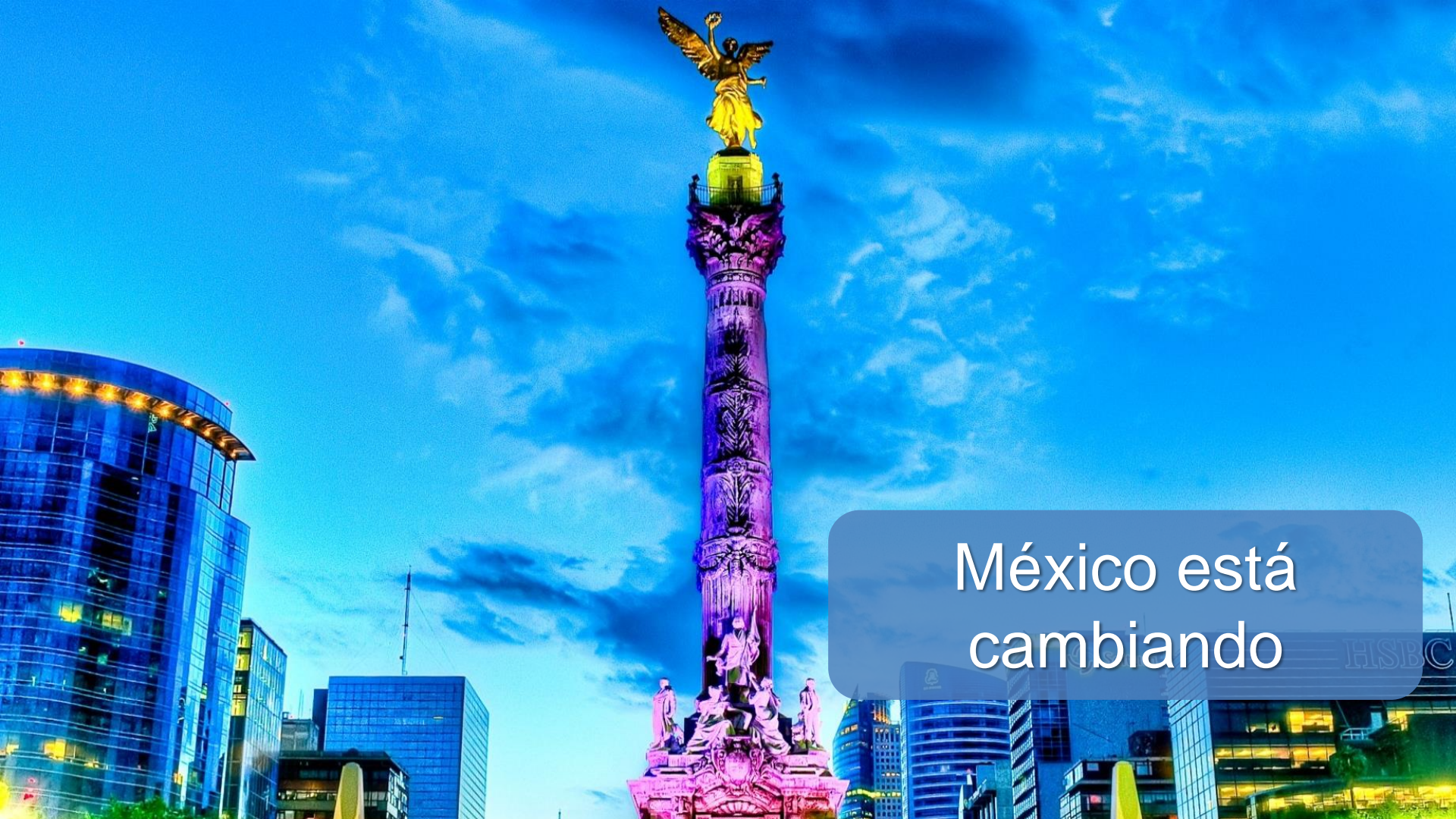
Sin Resultados

← Anterior 1 Siguiente →

← Anterior 1 Siguiente →



¿Quién tiene más información
acerca de los patrones de tráfico
en la Ciudad de México?
¿La Secretaría de Movilidad o
Waze?



México está
cambiando

HSBC



Cornershop



Nueva clase de consumidor, que espera un servicio de calidad y está dispuesto a pagar por ello

Un ambicioso proyecto de transformación digital:

300
procesos
más el
portafolio
completo de
aplicaciones

Proceso de
comercio
100%
digitalizado

Proceso
de TI
100%
digital

Migrar
toda la
plataforma
a la nube

Process as a
Service
Costo por
transacción

Gestión del
cambio en 12
agencias
gubernamentales

Operaciones
centralizadas

Mejorando la competitividad de México

*Ventanilla única del Comercio Exterior Mexicano
Estandarizando más de 300 procesos y
mejorando la aplicabilidad de regulaciones y
eficiencia del proceso.*



Mejorando la competitividad de México

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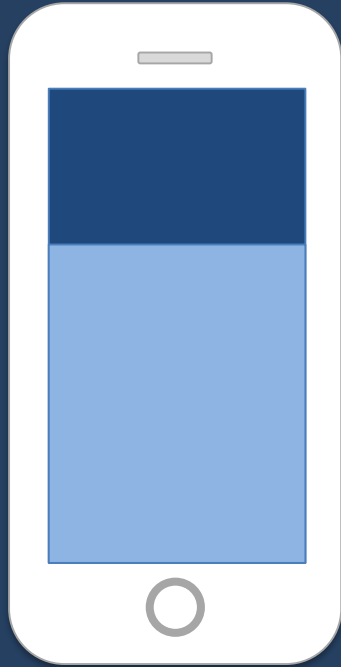


Análisis de Impacto

	Tradicional	Modo Digital	Impacto
Volumen anual	USD 700 B	USA \$776 B	\$76 B
Costo de cumplir	12 dependencias	Una sola ventanilla	32% reducción de costo
Costos indirectos	Mex \$795 millón	Mex \$678 millón	15% reducción
Proceso tradicional	Formas impresas	100% digital	93% reducción
Complejidad reqs	Alto costo y complejidad	Reqs simplificados	31.2% menor costo
Tiempo			38.3% de reducción
Tiempos de resolución			32.7% reducción

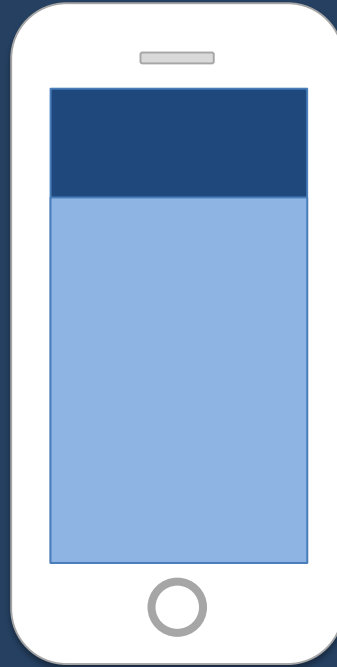
Penetración de smartphones en México

2015
71.7%



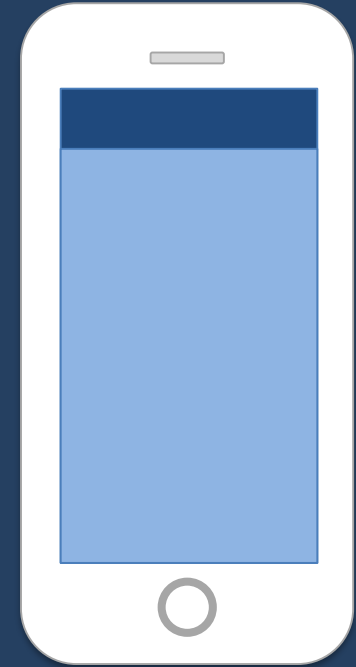
76.4 millones

2016^e
82.7%



93 millones

2017^e
+90%



+101 millones

¿Qué se puede hacer cuando todos traen una súper computadora en el bolsillo?



= 625 x



Todos traen una súper computadora en el bolsillo



Mexico

San Juan Yae
Oaxaca

Gulf of
Mexico

Cuba

Guatemala

Honduras



ASUGMEX
Asociación de Usuarios SAP México

Alex Camino

Chief Marketing Officer

Softtek

acamino@Softtek.com

@globalnearshore

DISCUSSION PANEL

Innovation Success Story



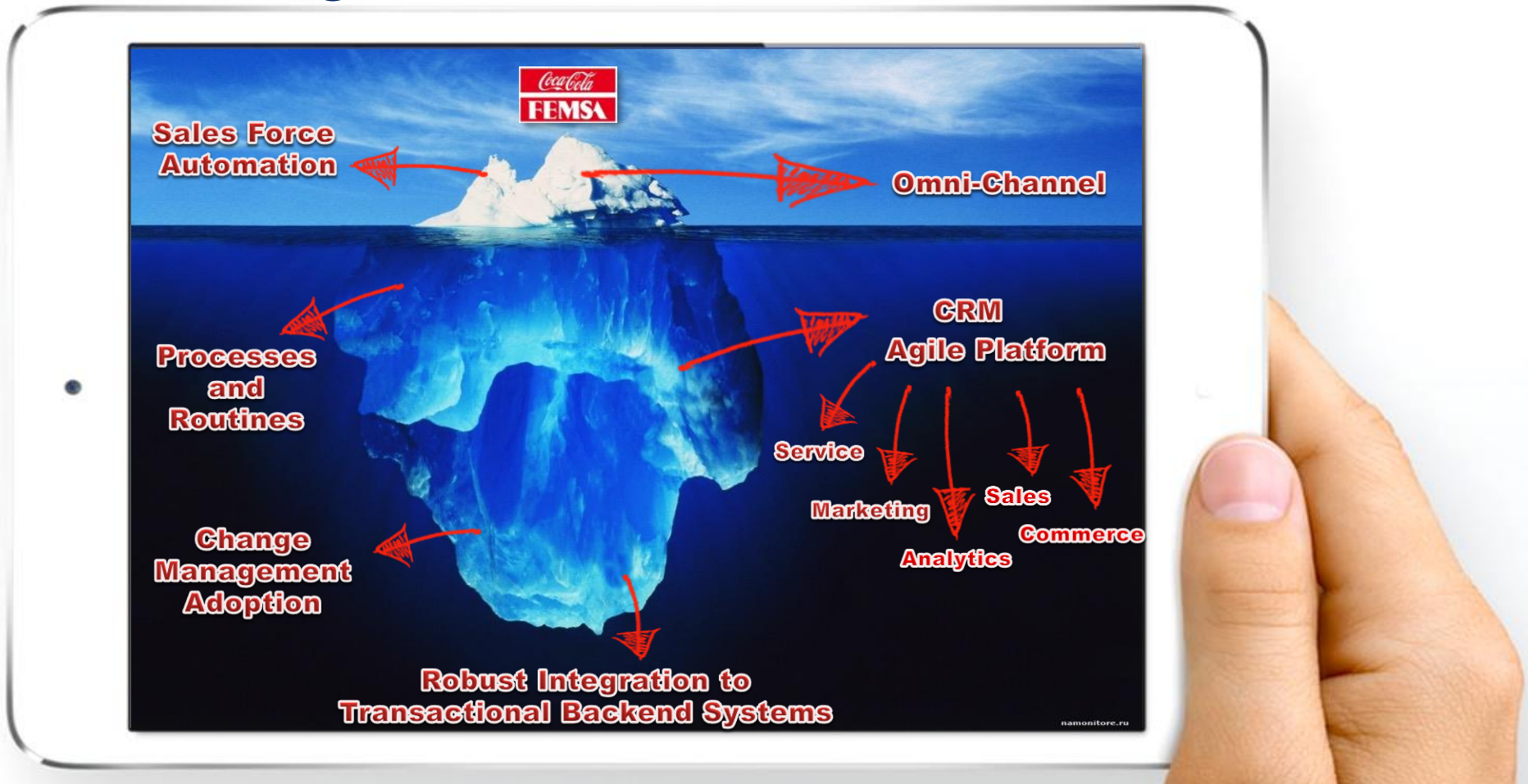
ASUGMEX
Asociación de Usuarios SAP México

KOF Technology Innovation
Marvin Nahmias © 2016

KOF Commercial & Marketing Success Story

OUR JOURNEY ... KDP ...

Let's change our SFA Solution...



KOFmmercial Digital Platform



Speed & agility (Time to market) to capture opportunities and mitigate risks



Customized plans & better resource allocation through granular segmentation



Flawless execution of high value commercial initiatives through processes enhancements



Accelerating multi-category portfolio through better information and targeted initiatives for emerging categories



Better & faster service levels through real-time customer information and service orders



Cost leadership and innovation adoption through strategic partnerships & processes re-definition

**Maximize
Revenues &
Profitability**



KOFmmercial Digital Platform (KDP)

1

Enablers

Transform BackOffice

2

Advanced RGM & Insights



3

Trade Marketing Next Generation

Segmentation + Activity Management



4

SalesForce Automation



Feedback

We made changes in our IT Architecture to set our new platform

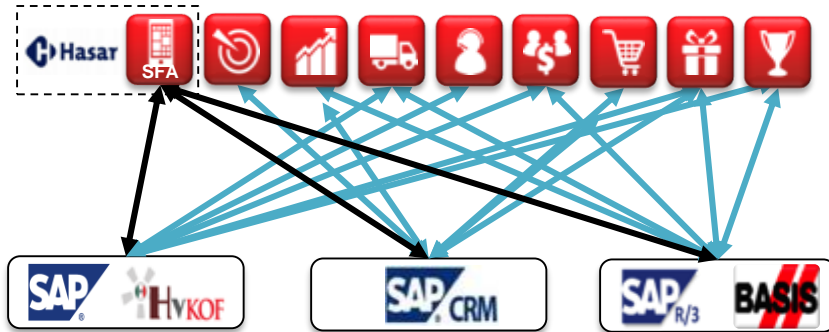
1

Enablers

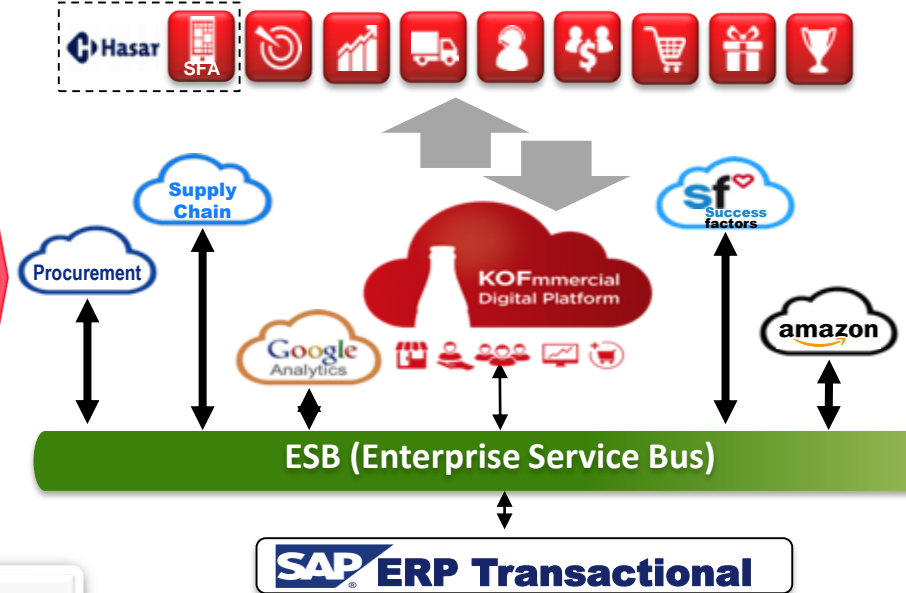
Transform BackOffice

•IT Architecture

From:



To:



800 k daily orders / 21 Bn transactions yr

Online / Cloud & Offline Capabilities

Set the foundations (operative and transformational) to enable KDP



1 Enablers

Transform BackOffice

• *Redesigned processes*

• *Develop new skills to enable transformation*

**Documented
To-Be
Processes**

- **27** Processes / flows
- **377** Functional Requirements
- **94** Functional Designs

Plus:

Housekeeping



Leaner processes & better service (internal)

Processes Transformation



Developed capabilities & ready structures to enable transformation

Process Enhancements



Less bureaucracy & better service (client)

KOFmmercial Digital Platform

1

Enablers

Transform BackOffice

• *Redesigned processes*

• *Develop new skills to enable transformation*

Action Plan

- ***To Be Processes Implementation***

- ***Housekeeping***
- ***Processes Transformation***
- ***Process Enhancements***

Challenges

- Change Management
- Customization

- Keep documentation updated

- Review main process to enhance them (all operations)

KOFmmercial Digital Platform

1

Enablers

Transform BackOffice

2

Advanced RGM & Insights

- **Faster opportunities detection**
- **Analytical Science tools & capabilities**
- **Actionable feedback from market activity**

3

Trade Marketing Next Generation

Segmentation + Activity Management



4

SalesForce Automation



Feedback

KOFmmercial Digital Platform

1

Enablers

Transform BackOffice

2

Advanced RGM & Insights



3

Trade Marketing Next Generation

Segmentation

- **Strategic**
→ Resource allocation
- **Tactical**
→ Picture of success
→ Value proposition
- **Granular**
→ Dynamic
→ Unique customer ID

Activity Management

- Design **Targeted Initiatives** for each **segment**
- Better initiatives **mgmt. & prioritization**

4

SalesForce Automation



Feedback

Increased variables and new tools...



Segmentation Level:

Strategic & Tactic



Granular

NEW

Tools:



For:

*Resources Allocation +
Value Proposal / Picture of Success /
Service Model*

*Targeted Initiatives: Promotions /
Adjustments to Value Proposal / Picture of
Success / Service Model*

Variables:

Few / mostly internal

*Lots / internal & external (ICE, Nielsen,
performance KPIs, Surveys)*

Frequency:

Annual / Half year

Quarterly / Monthly / Weekly

Segments:

One client to one segment

One client to many segments

Agility to go from weeks to days to address an opportunity

Redesigning end to end Activity Mgmt. Process & IT Architecture



Activity Management Process



Initiatives Management: Control / Roles / Routines / Compensation

Integration with Other Processes

Tools:



KOFmmercial Digital Platform

1 Enablers

Transform BackOffice

- *Redesigned processes*
- *IT Architecture*

- *Develop new skills to enable transformation*

2 Advanced RGM & Insights



3 Trade Marketing Next Generation

Segmentation + Activity Management



4 Salesforce Automation

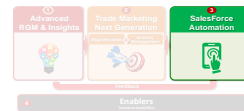


- More **Revenues** through Sales Force **Productivity & Execution Effectiveness**
- **Less Costs** through Back Office **Efficiency**

Feedback

4

Identified three key value levers from Sales Force Automation



SFA Value Levers

Benefits

1



Sales Force Productivity

- **Faster & simpler Order Entry**
- **Integrated KPI's** in device
- New **user-centric device & solution**

**Additional time
for execution & Sales
6 hrs. / week / preseller**

2



Execution Effectiveness

- **Targeted & Prioritized Initiatives**

Increased Sales thru:

- **More Availability**
- **Better Execution (ICE Score)**
- **Initiatives Compliance**

3



Back Office Efficiency

- **Automatic Reports**
- **Standardized tool**, aligned to sales force needs

**Paper & App
Development Savings!**



We are rolling out as we speak... April 2016

CHALLENGES – PEOPLE, CAPABILITIES, NEW ORGANIZATION & CHANGE MANAGEMENT

**COLLABORATION
LEADS TO
GREATER
INNOVATION**

Let's Recapitulate

A SHORT STOP FOR INNOVATION

What is innovation?

Hundreds of similar definitions can be found in the literature. Here is the one I use, adapted from various sources:

“Innovation is the profitable implementation of ideas.”

What are the essential ingredients, or elements, of an innovation ecosystem?

There are many. They are rooted in national culture and can take years to develop: Trust, Curiosity, Tolerance of Diversity, Faith, Confidence, Lack of Fear, the Will to a) make the world a better place and b) wreck the *status quo* c) take risks and fail.



What we learned to be successful

**INNOVATION IS ABOUT COLLABORATION,
FAILING FAST AND CORRECTING, AND
LAUGHTER ...**

How to discover and utilize soft skills

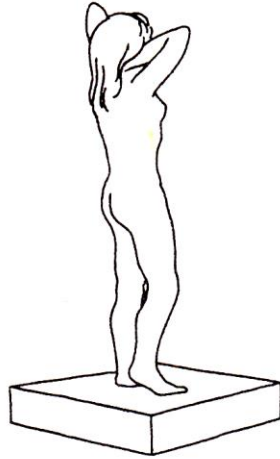


Defined by the American Management Association as the Four C's — *creativity, collaboration, communication, and critical thinking* — soft skills are the transformative skills necessary for innovation to take root and grow in any organization. Here's how to put them to work:

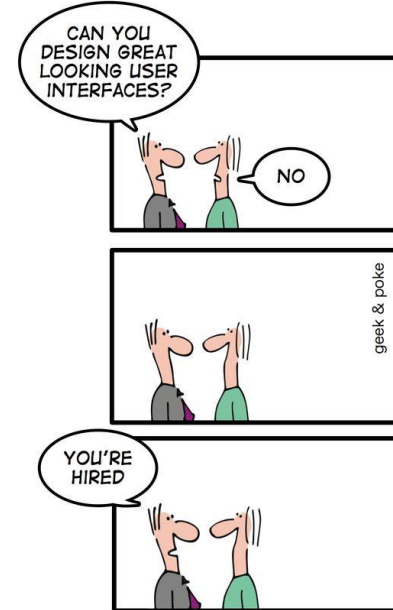
- **Create a culture of trust.** “Laughter Marks a Successful Culture of Innovation,” soft skills cannot develop without a culture of trust. Employees need to know that they are important to their company's progress. Once they understand that they're valued and secure, and that they can trust their leaders to deal with them in good faith, they will be more likely to open up and share new ideas while simultaneously taking on new projects.
- **Stay transparent.** Transparency is a key element in this equation because it allows everyone to feel secure and respected. Encourage executive management teams to proactively communicate clearly and effectively to the organization as a whole, and not to be afraid of collaborating with their employees on decisions that will have a company-wide effect. In fact, if the decision is strategic, and part of the a vision for the department, division or organization, the need to “over-communicate” is critical. People need to hear this over and over again, it simply becomes part of the change management process. Transparency is critical, but so too is alignment.

In breaking down these barriers, you're encouraging employees to take part in the greater needs of their organization, and building a culture that organically promotes a creative staff that is unafraid to think critically and collaboratively with a team.

Having Fun with SAP Experiences



HOW TO MAKE ENTERPRISE SOFTWARE



RULE 1:
YOU NEED VERY SPECIAL SKILLS

MP3 Player Innovation

What was the first MP3 Player in the U.S. Market?

The Diamond Rio PMP300 was introduced to the market in September, 1998. So why do most of us have an Apple iPod which was introduced almost four years later in 2001? I think you know the answer.

Even though the Diamond Rio PMP300 had better battery life, more storage space, and was first to market, Apple's intuitive design and sleek look took the market by storm.



UX DESIGN MATTERS

Mobile Phone Innovation

Crazy Girl !!?





Concluding...

**SOFT SKILLS, COLLABORATION, FAIL FAST &
CORRECT, STAKEHOLDERS & CHANGE
MANAGEMENT IS THE NAME OF THE GAME.
TECHNOLOGY IS JUST AN ENABLER &
BUSINESS DRIVER.**

¿ Questions ?



Thanks !

marvin.nahmias@kof.com.mx



ASUGMEX
Asociación de Usuarios SAP México

[**http://kof.com**](http://kof.com)

MUCHAS GRACIAS POR SU PRESENCIA

Consulte detalle sobre las membresías,
sus beneficios y cuotas asociadas:

En nuestro portal: <http://asug.mx/>

Vía correo electrónico: contacto@asug.mx