



**ASUGMEX**

Asociación de Usuarios de SAP en México A.C.

C O N F E R E N C I A   A N U A L

# ASUGMEXICO 2016

*Revoluciona la Experiencia y descubre lo que la Transformación Digital puede hacer por ti*

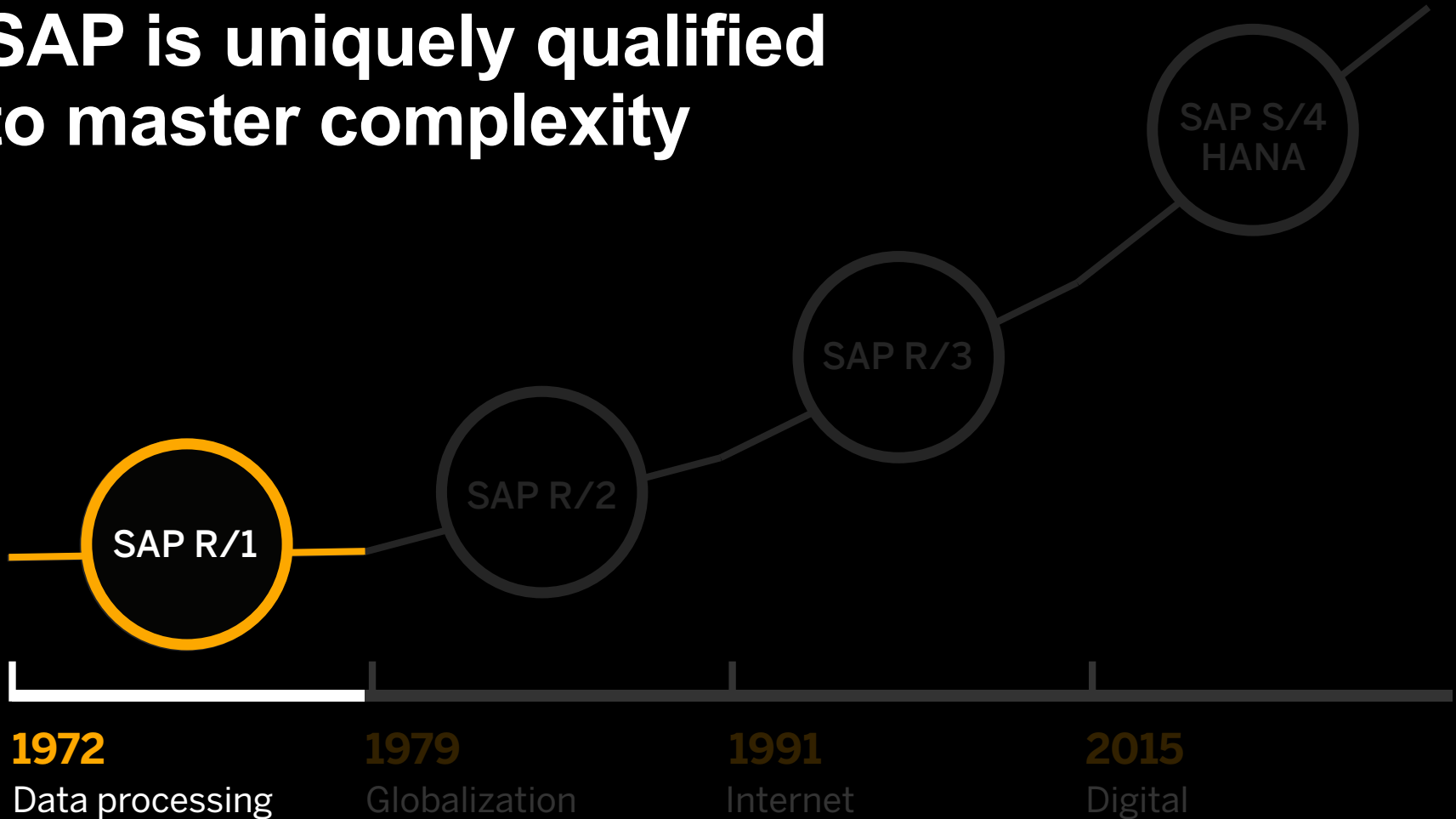




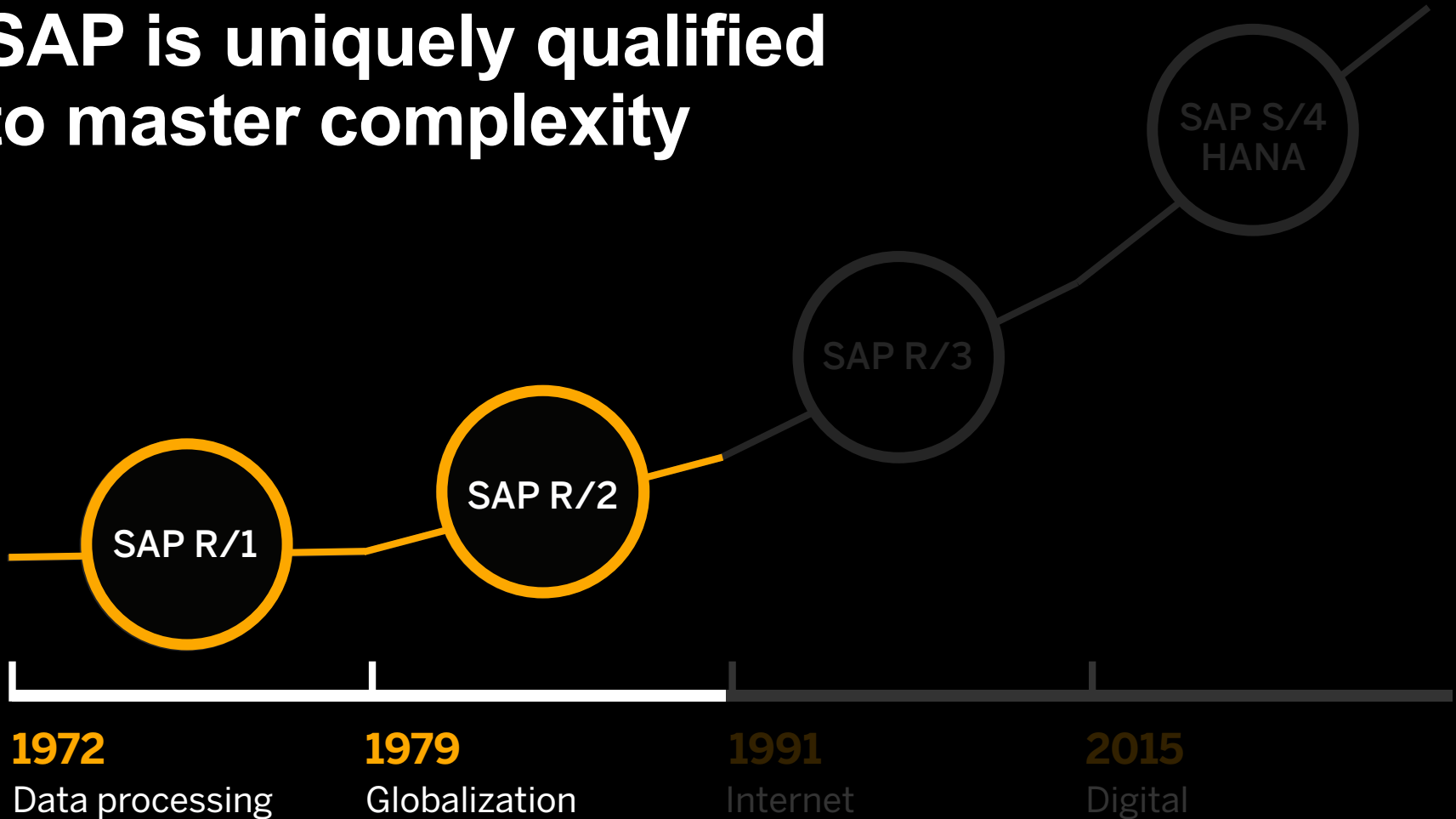
# SAP MÉXICO, TRAJECTORY AND FUTURE

Rafa Sánchez, MD SAP México

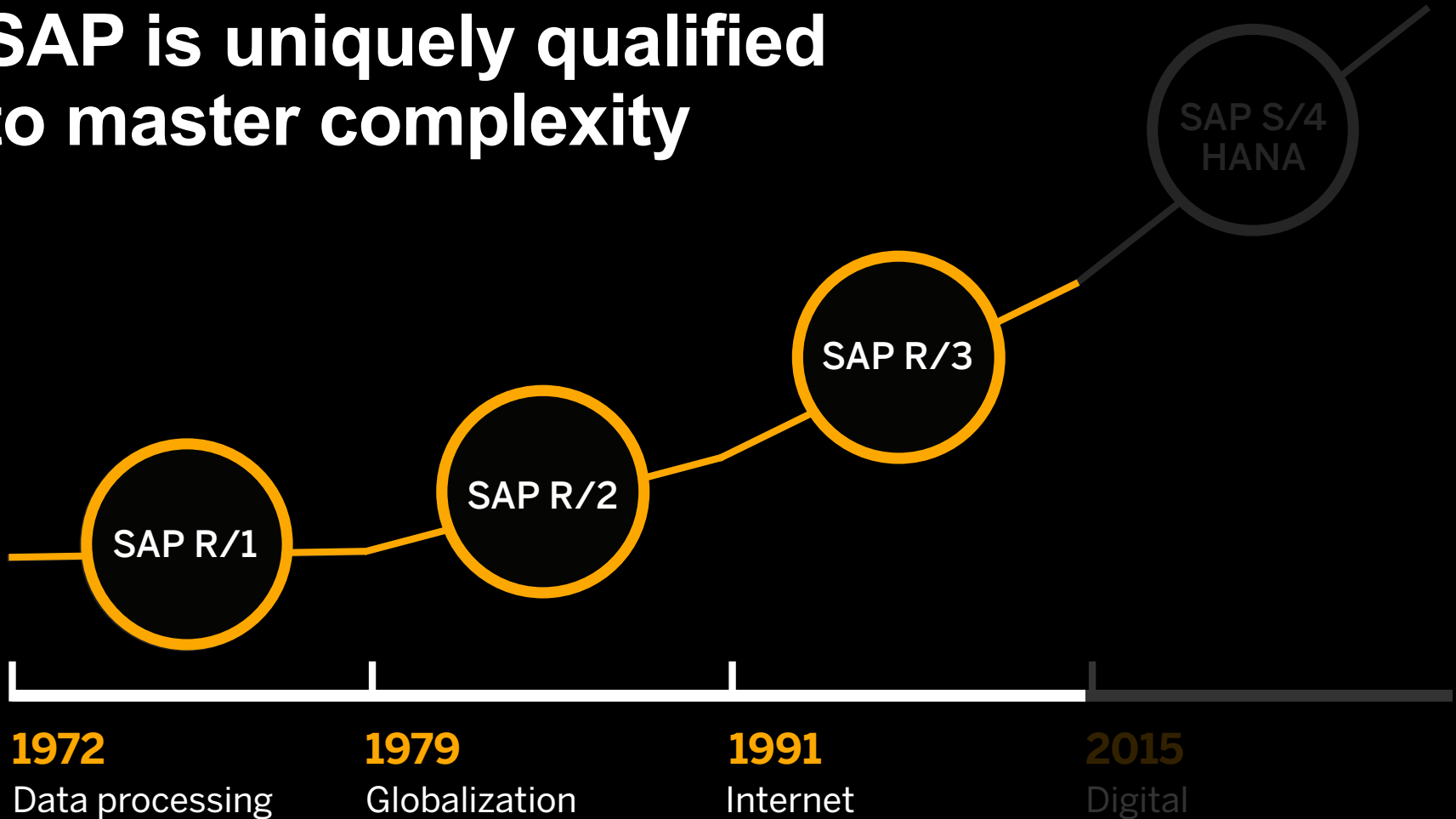
# SAP is uniquely qualified to master complexity



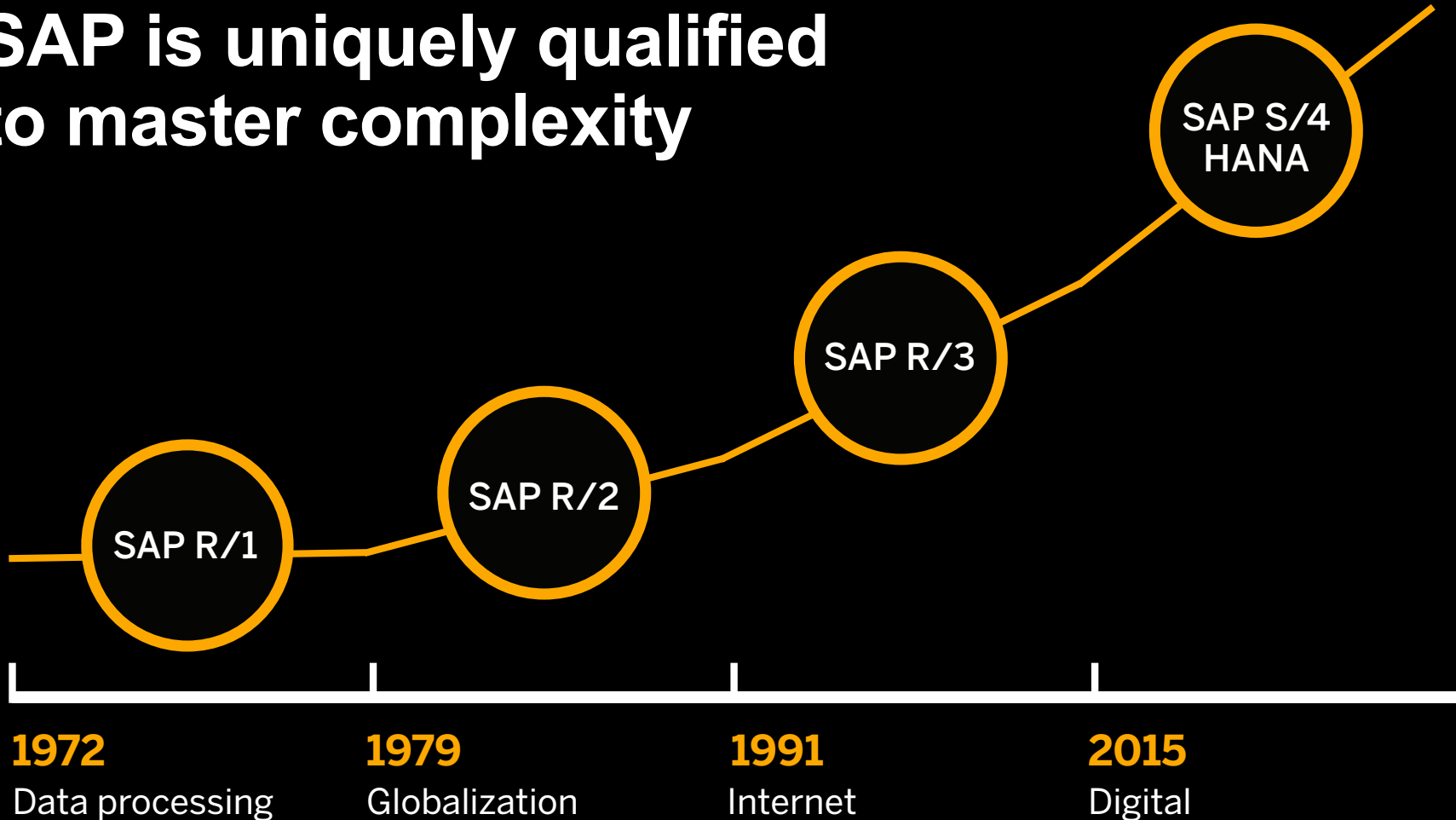
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A high-angle, dimly lit photograph of a business meeting. Several people in business attire are gathered around a large, illuminated digital display. The display shows a world map with glowing blue lines and dots, suggesting global connectivity or data flow. The text is overlaid on the center of the image.

**The Digital era is here**  
**No matter how good you are,  
disruption is coming to crash  
your business**

# What is innovation?

**Creativity = Problem Finding**

**Innovation = Creativity x Execution**

**Execution = Problem Solving**



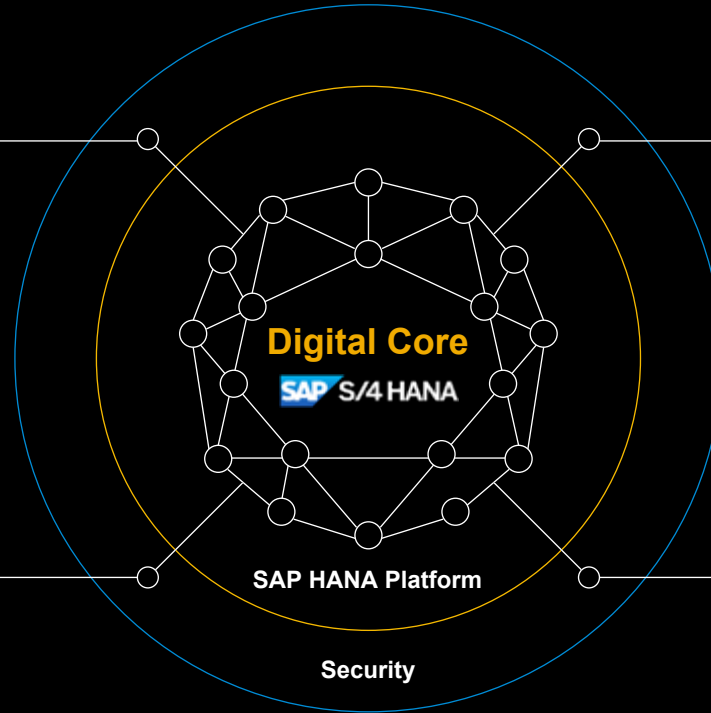


**Suppliers  
& networks**

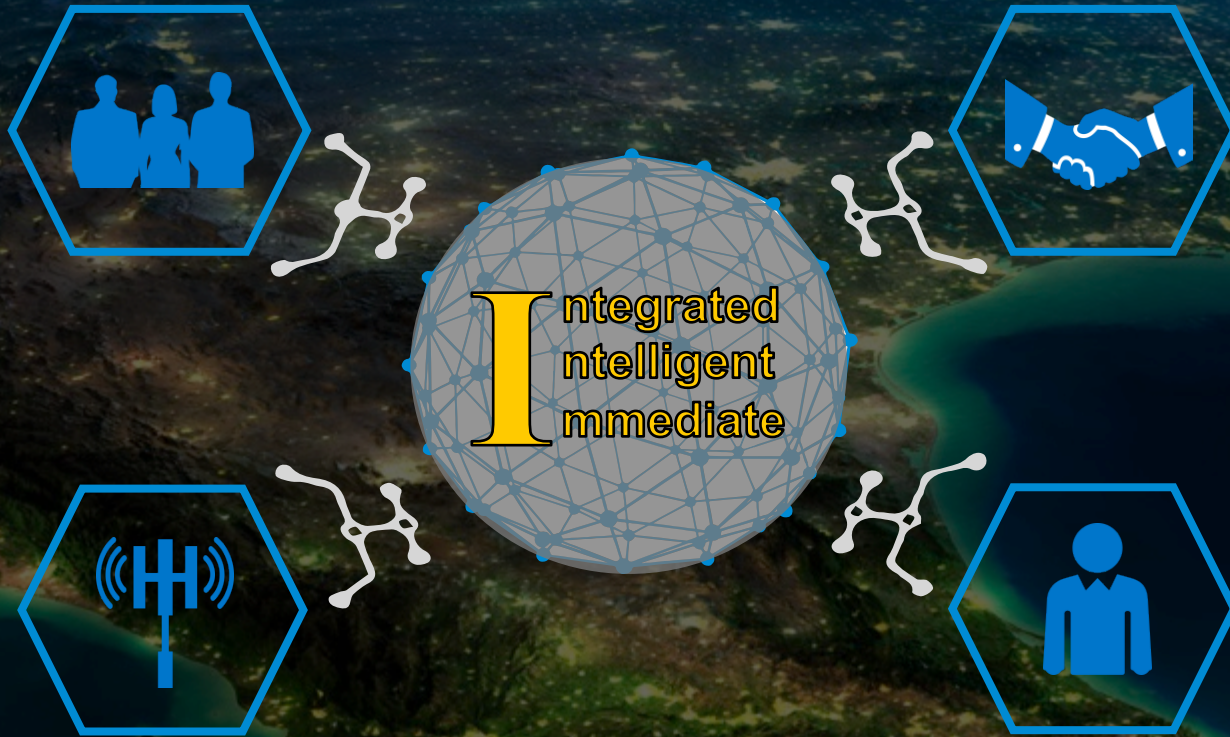
**Customer  
experience**

**Workforce  
engagement**

**IoT  
& big data**



# Digitize your business with SAP



**Re-imagine**  
Business  
Models

**Re-imagine**  
Business  
Processes

**Re-imagine**  
Work





# Re-imagine the music industry

- LP gave way to CD, improving overall industry efficiency
- Napster and iTunes transformed the physical world to the digital world, changing buying patterns from Album to Songs
- Spotify revolutionized the industry, replacing ownership to subscription, giving access to its users to millions of songs

**FROM – what I want :: TO – what I use**

**FROM – Return on Investment :: TO – Time to market**

# The main constraint will not be technology but TALENT

Listen to the **VOICE** of your people:

- **VORACIOUS** – Read, keep up to date
- **OPEN** – Ideas, opinions, new assignments
- **INVESTIGATES** – Proposes new ideas
- **CURIOUS** – Questions the status quo
- **EARNEST** – Authenticity

\* Tamara Carleton, Ph.D., CEO and founder of Innovation Leadership Board LLC and co-author of the Playbook for Strategic Foresight & innovation





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