



Best-run businesses make the world run better

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**The
Economist**

MAY 6TH - 12TH 2017

South Korea's unfinished revolution

Crunch time in France

Ten years on: banking after the crisis

Biology, but without the cells

The world's most valuable resource



**Data and the new rules
of competition**



Top 5 Publicly Traded Companies (by Market Cap)

 Tech  Other





Everything
is changing
faster than ever



The way value is
created and measured
is changing, too

A woman with dark hair is shown in profile, wearing a black VR headset. She is looking towards the left. The background is dark with several out-of-focus, colorful bokeh lights in shades of red, blue, and white. The overall mood is futuristic and immersive.

**Disruptive business
models are **reshaping**
industries**



Rapid growth
in data volume
is **overwhelming**
decision-makers

A woman wearing a red hijab and sunglasses is walking on a city street. She is holding a smartphone in her right hand, a red coffee cup in her left hand, and a blue and white polka-dot shopping bag. The background is a blurred city street with buildings and other people, suggesting a busy urban environment. The lighting is warm, possibly from the setting or rising sun.

**Empowered
customers are
demanding more**

A young girl with dark skin and short hair is carrying a large, clear plastic water bottle on her head. She is wearing a purple shirt and looking directly at the camera with a serious expression. The background is a sandy, outdoor environment.

**The world's
resources are
getting scarcer**

An aerial, high-angle photograph of a large crowd of people walking across a wide, paved walkway or bridge. The people are densely packed and moving in the same direction. The walkway is flanked by metal railings and support structures. The background shows a dark sky with several power lines or cables stretching across the frame.

**A more diverse
workforce**

**is seeking a
greater purpose**

**Best-run
businesses**
create value by
being disruptors



**They are
insight-driven**





They are
customer-centric



**They manage
resources
effectively**

A close-up, low-angle shot of a human hand reaching upwards, palm facing up. The hand is positioned in the lower foreground, with fingers slightly spread. The background is a soft-focus landscape under a bright, low sun, creating a warm, golden glow. A faint rainbow is visible in the sky, arching across the middle ground. The overall mood is hopeful and aspirational.

**And grounded
in purpose**



**Best-run
businesses are
intelligent
enterprises**



**Intelligent
enterprises need
visibility, focus,
and agility**

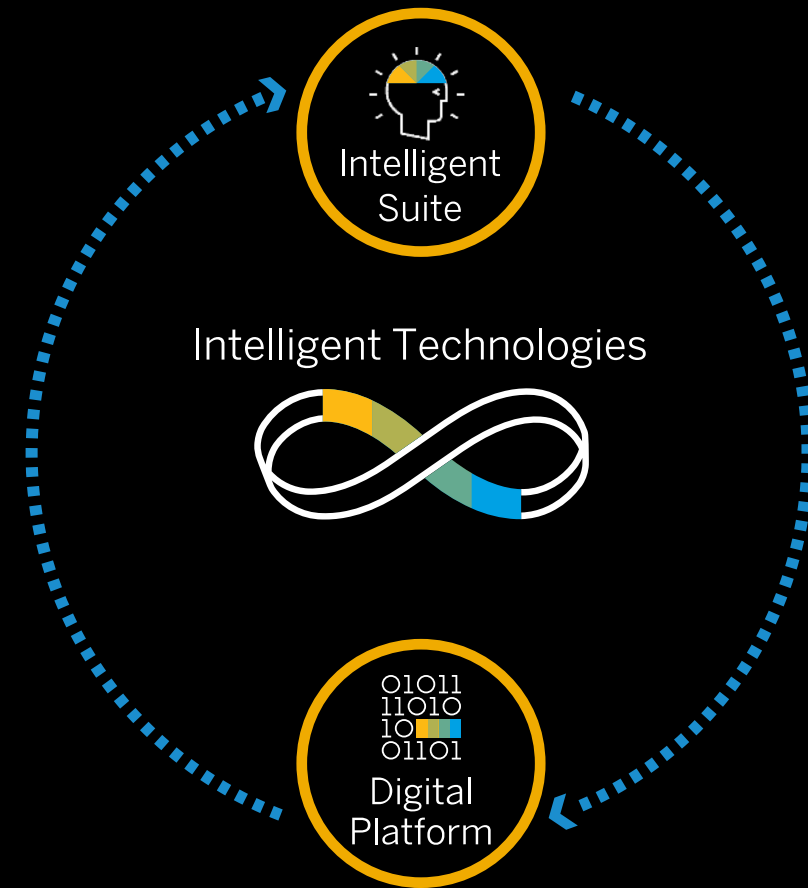


Redefine the
customer experience

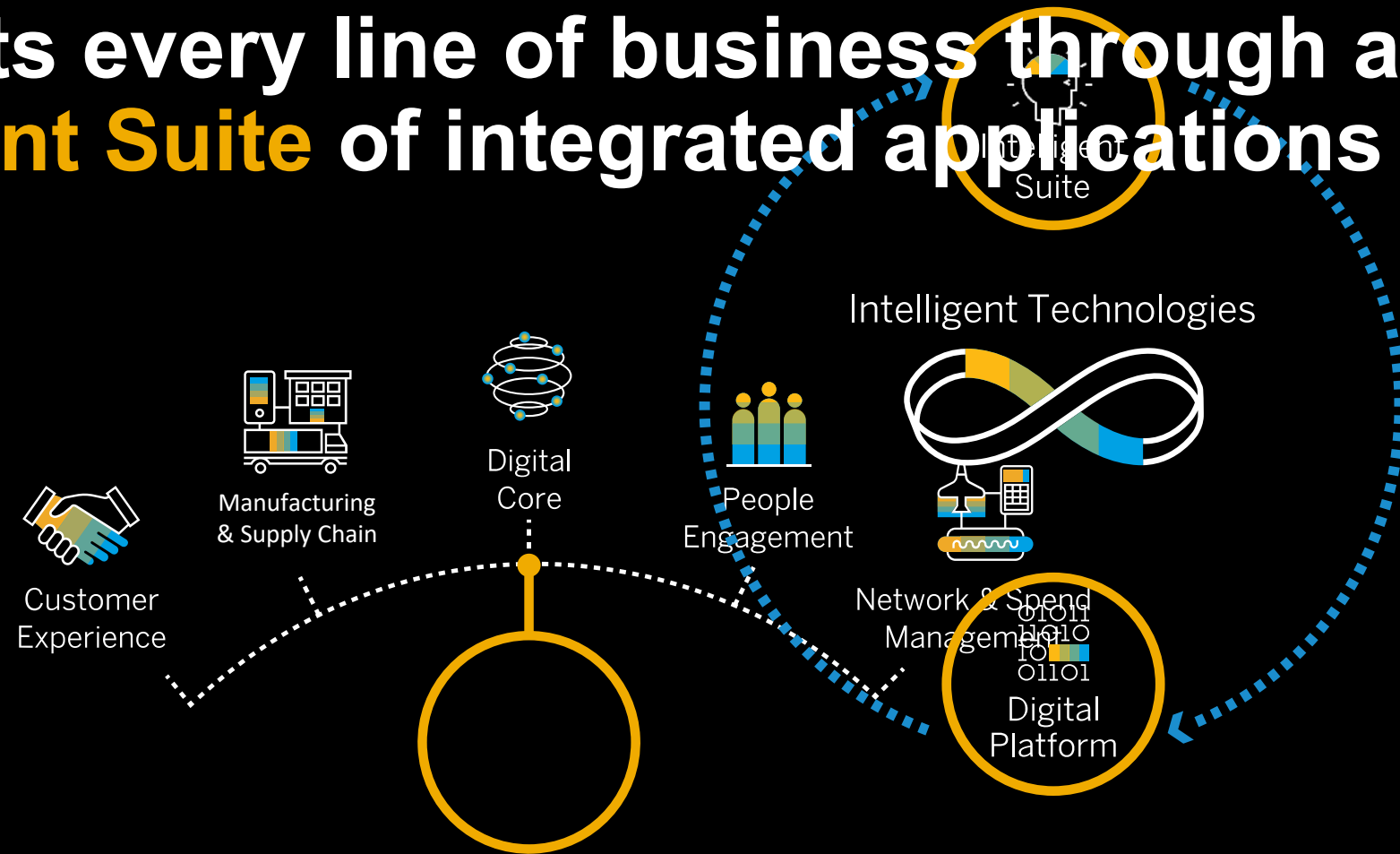
Deliver a step change
in **productivity**

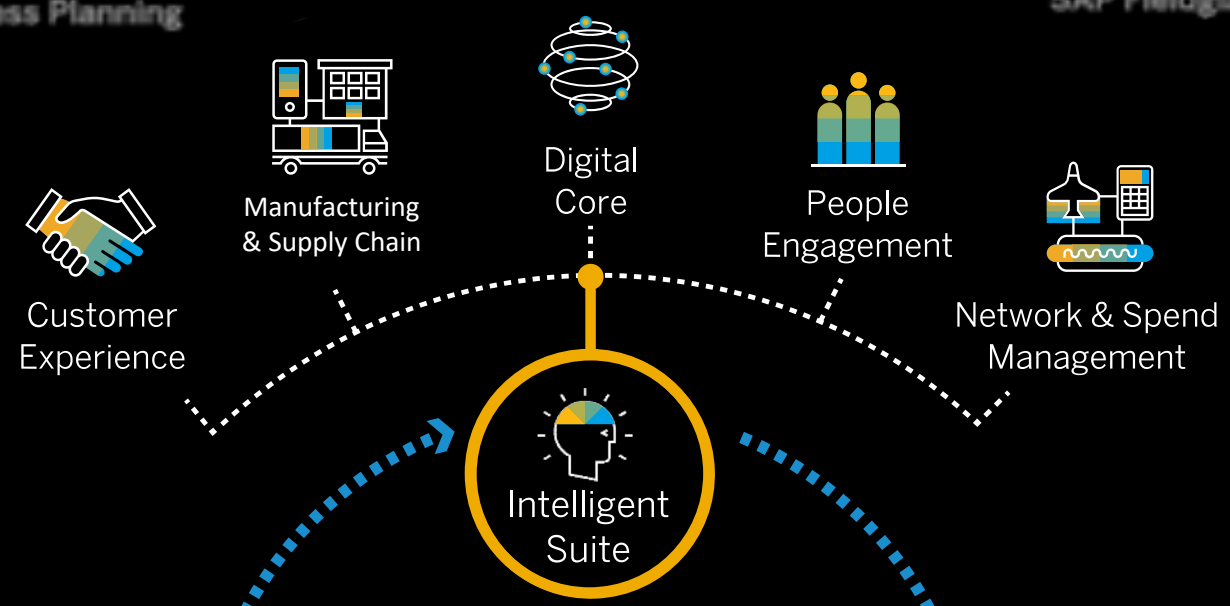
Transform **workforce
engagement**

Our Intelligent Enterprise works as one to automate, anticipate, and invent

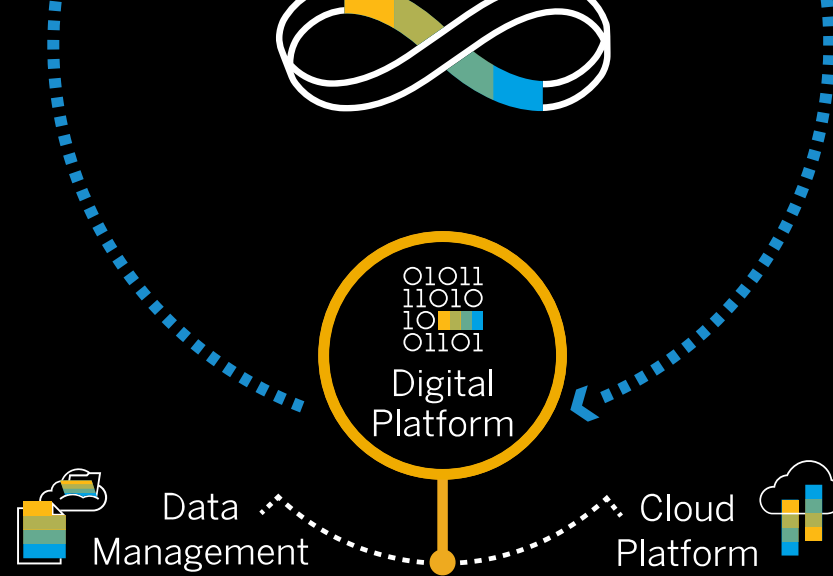


It connects every line of business through an **Intelligent Suite** of integrated applications





Intelligent Technologies



a **Digital Platform** to orchestrate data
and integrate processes

and **Intelligent Technologies** to detect patterns,
predict results, augment decisions,

Intelligent Technologies

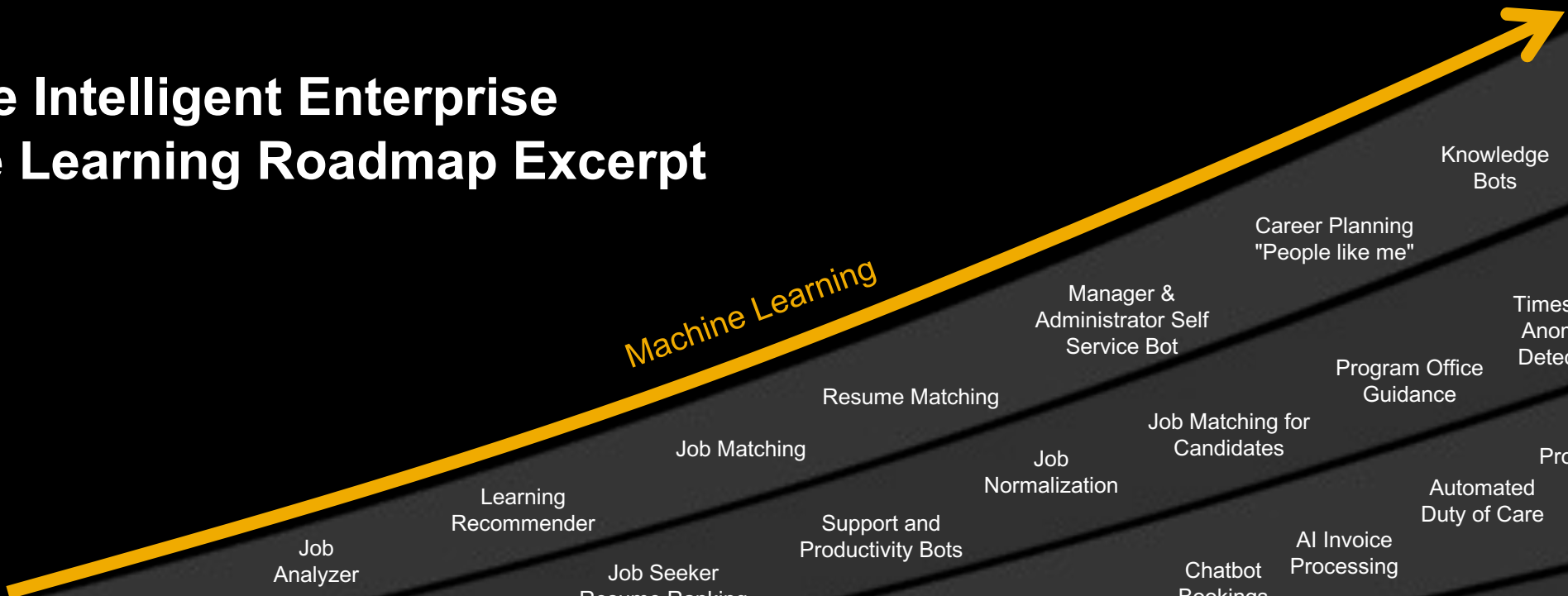


AI/ML | IoT | Analytics

And turn actions into outcomes.

Build the Intelligent Enterprise Machine Learning Roadmap Excerpt

Machine Learning



SAP SuccessFactors

Employee Self Service Bot, Job Analyzer, Learning Recommender, Job Matching, Resume Matching, Manager & Administrator Self Service Bot, Career Planning "People like me", Knowledge Bots, Payroll Fraud Detection

SAP Fieldglass

SAP Fieldglass Live Insights, Total Workforce Insights, Job Seeker Resume Ranking, Support and Productivity Bots, Anomaly Detection, Chatbot Bookings, AI Invoice Processing, Timesheet Anomaly Detection, Statement of Work Builder

SAP Concur

Itinerary Capture, Self-Writing Expense Digitization, Risk Impact Predictions, Chatbot Bookings, Computer Vision Receipts, Job Normalization, Job Matching for Candidates, Program Office Guidance, Proactive Assistant, AI Expense Approvals

SAP Ariba

Semantic Contract Repository, Self-Service Contracts, Attribute Normalization, Semantic Search, Item Normalization, Item Recommendation, Sourcing Recommendation, Sourcing Optimization

SAP C/4HANA

Ticket Intelligence, Contextual Merchandizing, Product & Offer Recommendation, Lead Intelligence, Influencer Map & Deal Finder, Multi-Touch Customer Attribution, Customer Retention, Intelligent Customer Experience Suite

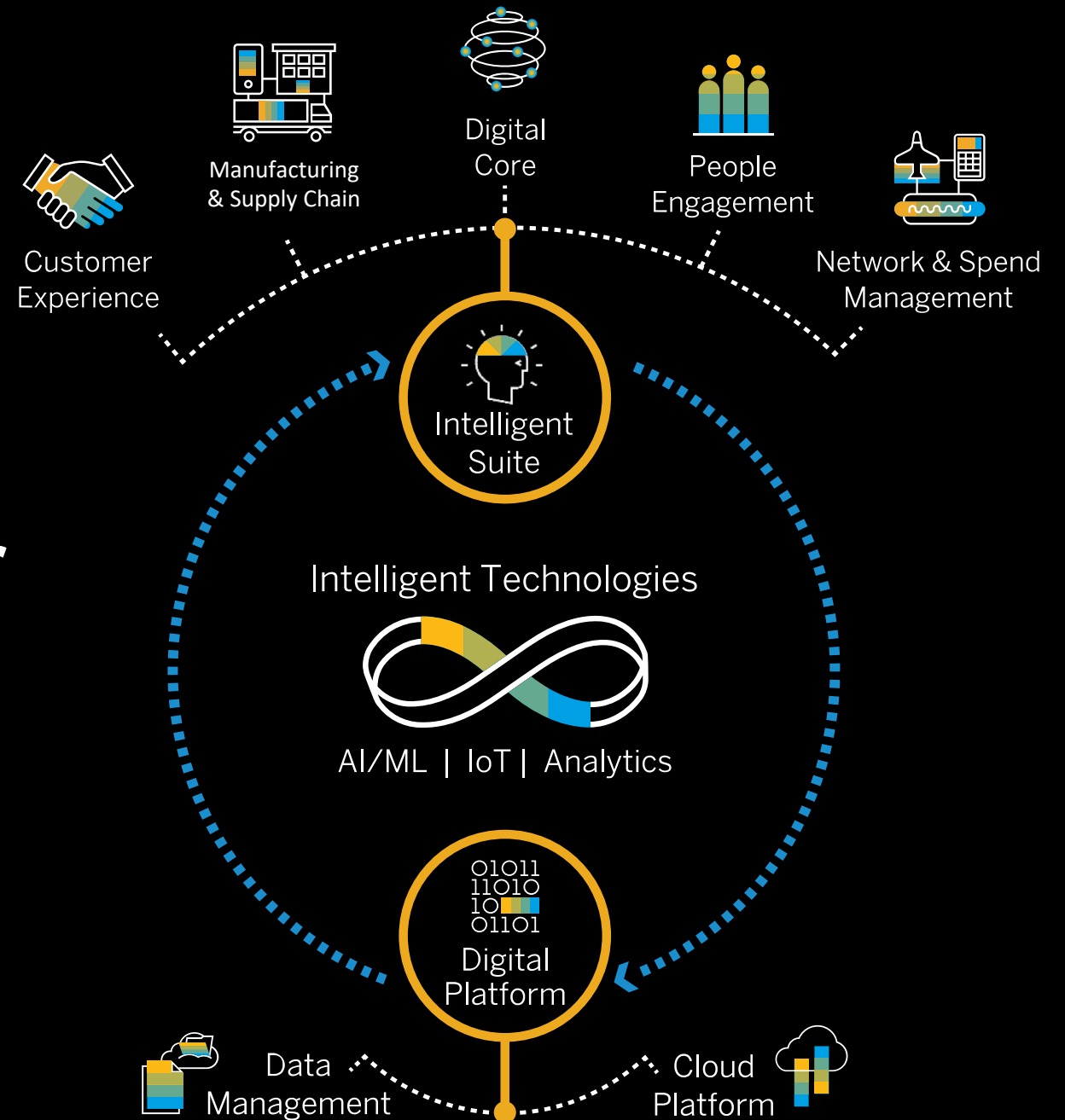
Manufacturing & Supply Chain


Predictive & Prescriptive Maintenance, Demand Sensing, Predictive Engineering Insights, Predictive Quality Management, Advanced Forecast Accuracy, Supply Chain Segmentation, Smart Worker Enablement on Shop Floor, Predictive Overall Equipment Effectiveness

SAP S/4HANA

Contract Consumption, Stock in Transit, SAP Tax Compliance Smart Automation, Cash Application, Sales Performance Prediction, Payment Block – Cash Discount at Risk, Smart Alerts for Real Spend and P&L Analysis, Demand-Driven Replenishment Adjustment

It creates a virtuous cycle between insights and processes to deliver the **highest impact** in every industry.



A man in a blue shirt and a woman in a beige blazer are shaking hands in a modern office. They are standing in front of a large window that offers a panoramic view of a city skyline and a river. The man is on the left, and the woman is on the right. They are both smiling and looking at each other. The background shows a dense urban landscape with various buildings and green spaces.

Recruiters
will spend their time
building the pipeline
instead of reading resumes

A photograph of an industrial control room. In the foreground, a person with short brown hair is seen from the back, sitting at a desk with a computer monitor displaying a data dashboard. In the background, a worker wearing a red hard hat and a high-visibility orange safety vest is leaning over a control panel with several joysticks. The background shows a factory floor with a glowing orange furnace or molten metal area.

Plant engineers
will rationalize assets
instead of tending the asset failures

A photograph of two men in business attire sitting at a table, engaged in a conversation. The man on the left is wearing a dark suit, a blue shirt, and a red tie. The man on the right is wearing a light blue checkered shirt. They are both looking towards each other. The background is a bright, out-of-focus office environment.

Financial Controllers
will find new ways to fund innovation
instead of closing the books



Best-run businesses
make **the world** run better

An aerial photograph of a river winding through a landscape of green agricultural fields. A long barge is visible on the river. The text is overlaid on the top left of the image.

7 ways the 4th Industrial Rev can help the planet

1. Proliferation of AI

2. Roll out of automation

3. Increased tracking and monitoring

Opportunity can't knock if it doesn't know where you live.

COMPARTAMOS IS A BEST-RUN BUSINESS. In Latin America, millions of people still don't have a bank account. Compartamos uses SAP® mobile solutions to help bring financial products and opportunities to previously underserved people. So they can use their talents to improve their communities, their country, and their world. **THE BEST-RUN BUSINESSES MAKE THE WORLD RUN BETTER.** For more, go to sap.com/opportunity

THE BEST RUN



Because feeding the world doesn't have to mean starving the planet.

STARA IS A BEST-RUN BUSINESS. Stara farm equipment utilizes an IoT platform powered by SAP Leonardo to apply only the precise amount of fertilizer — precisely where it's needed. Contributing to sustainable farming while increasing food yields for a world that desperately needs it. **THE BEST-RUN BUSINESSES MAKE THE WORLD RUN BETTER.**

For more, go to sap.com/agriculture

THE BEST RUN 

Because moving water is more powerful when you move it to where it's needed.

VECTUS IS A BEST-RUN BUSINESS. In India, millions live without clean water. With SAP S/4HANA[®], Vectus was able to streamline operations and increase efficiency. So they could eliminate water waste and offer more reliable service to those in India who desperately need it. **THE BEST-RUN BUSINESSES MAKE THE WORLD RUN BETTER.**

For more, go to sap.com/cleanwater

THE BEST RUN 

Communities will always stand together. Provided their buildings do too.

HAKUSAN IS A BEST-RUN BUSINESS. Over 1,500 earthquakes occur in Japan every year. With SAP HANA[®], Hakusan blends Big Data, analytics and cloud technology to monitor the structural integrity of buildings in earthquake zones, and deliver relevant data to help protect the structures, along with the people and businesses that rely on them. **THE BEST-RUN BUSINESSES MAKE THE WORLD RUN BETTER.**
For more go to sap.com/safety



THE BEST RUN **SAP**

The environment is priceless. Now make protecting it affordable.

VESTAS IS A BEST-RUN BUSINESS. Vestas uses SAP[®] Cloud Platform to enable faster, more efficient, and cost-effective wind turbine installations. And to lower the cost of maintaining them. So a cleaner environment is never out of reach. **THE BEST-RUN BUSINESSES MAKE THE WORLD RUN BETTER.**

For more, go to sap.com/greenenergy

THE BEST RUN



Sometimes it's the strongest among us that need the most help.

ELEPHANTS, RHINOS & PEOPLE IS A BEST-RUN BUSINESS. Every year, poachers take the lives of thousands of wild elephants and rhinos in Africa. The nonprofit Elephants, Rhinos & People (ERP) trusts SAP HANA[®] to help integrate drone footage and GPS data into their efforts to keep endangered elephants and rhinos safe. Thereby helping to preserve the world's ecosystem for future generations. **THE BEST-RUN BUSINESSES MAKE THE WORLD RUN BETTER.**
For more, go to sap.com/conservation

THE BEST RUN



Best-Run Businesses Run SAP



THE BEST RUN  **SAP**®