



Conferencia Anual ASUG México 2019

Cuando
el cambio
es la constante



_ 11 Septiembre



Your data strategy in the new economy

Moisés Morales, SAP
September, 2019

PUBLIC

The Data trends in the industry

There is a strong trend in the industry related to data and the strategy to deal with ...

[Why Data and Analytics Are Key to Digital Transformation](#)

Gartner

[BECOMING A DATA-DRIVEN ENTERPRISE](#)

Accenture

[Data strategy The asset-centric perspective](#)

Deloitte

[5 Ways Your Data Strategy Can Fail](#)

Harvard Business Review

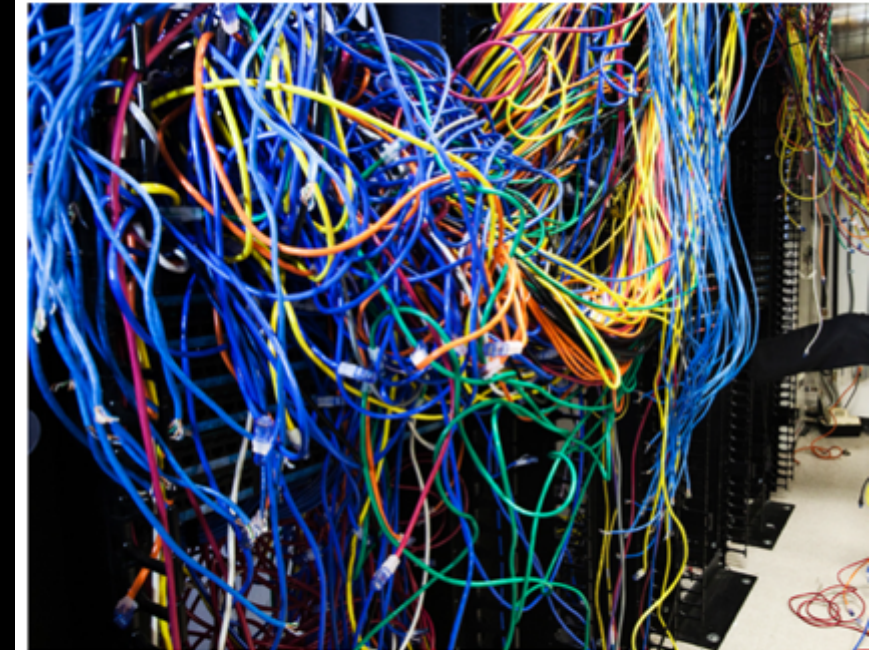
DATA

5 Ways Your Data Strategy

by Thomas C. Redman

OCTOBER 11, 2018

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MINT IMAGES/GETTY IMAGES

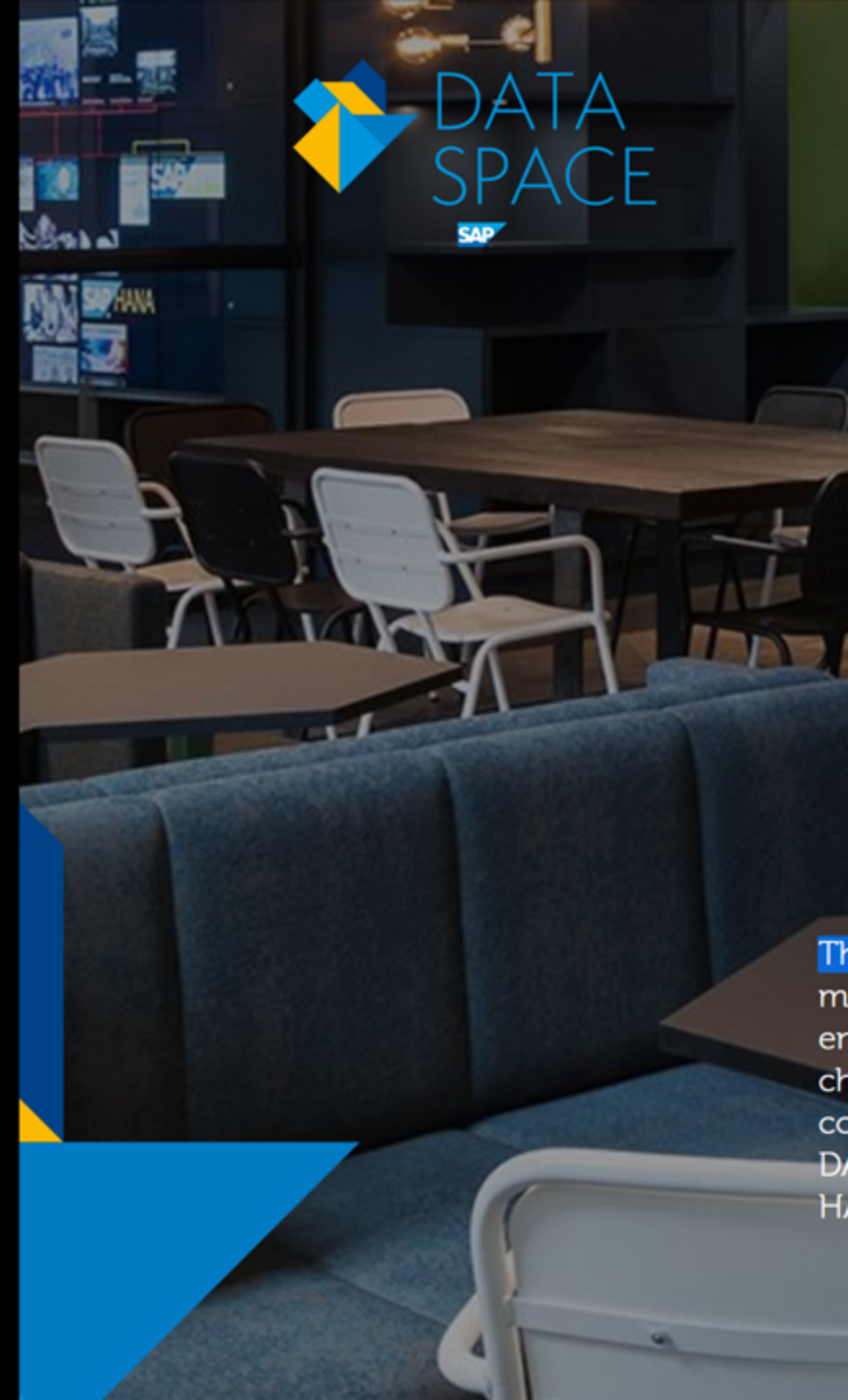
There are plenty of great ideas and techniques in the data space: from analytics to machine learning to improving data quality. Some of these ideas that have been around for a long time are being rediscovered themselves again and again. Others have enjoyed wide socialization in the business, popularized by *The Economist* proclaimed that data are now “the world’s most valuable asset.”

With all these success stories and such a heady reputation, one might expect to see comparable revenue growth, permanent reductions in cost structures, dramatic improvements in customer benefits. Except for very few, this hasn’t happened. Paradoxically, “data” appear everywhere on the income statement. Indeed, the cold reality is that for most, progress is agonizingly slow.

It takes a lot to succeed with data. As the figure below depicts, a company must perform s...

Data Strategy Initiative

Even SAP has recently launched its DATA SPACE ...



THINK, MEET, INNOVATE, GET INSPIRED, DATA SPACE!

The **DATA SPACE** is SAP's flagship space in Berlin. It is a space to meet, work, and eat together in a stimulating and innovative environment. We offer a physical handshake with innovators, change makers, partners, startups, artists, Berlin's multifaceted community, and all people interested in Digital Transformation. The DATA SPACE is build up out of four interconnected areas: DATA HALL, DATA KITCHEN, DATA HUB, and DATA ROOM.

What is driving evolving Data Management needs? Everything!



Digital Economy Challenges Require Going Beyond Traditional Applications

Business Outcomes realized with strong data management capabilities

Customer First

Customer Insight, Engagement,
Segment of One, Sentiment, Loyalty...

Grow revenue and increase
customer satisfaction



Industry 4.0

Connected Plant, Connected Equipment,
Predictive Quality, Predictive Maintenance...

Reduce costs. Increase productivity and
quality.



Sharing Economy

Revenue/Cost/Information Sharing with
Providers, Customers/Consumers. Service to
needs matching...

Leverage your business network. Create
economies of scale. Focus on core
competency.



Business Model

New Offerings, Channels, Pricing
Models, Service/Consumption
Models...



Differentiate offering. Gain
market share. Reduce time-
to-market.

Strategic Alternatives

Mergers, Acquisitions, Divestiture,
Major Investments Projects ...

Accelerate long term decisions.
Accelerate execution. Reduce
time to benefits.



Resource Scarcity

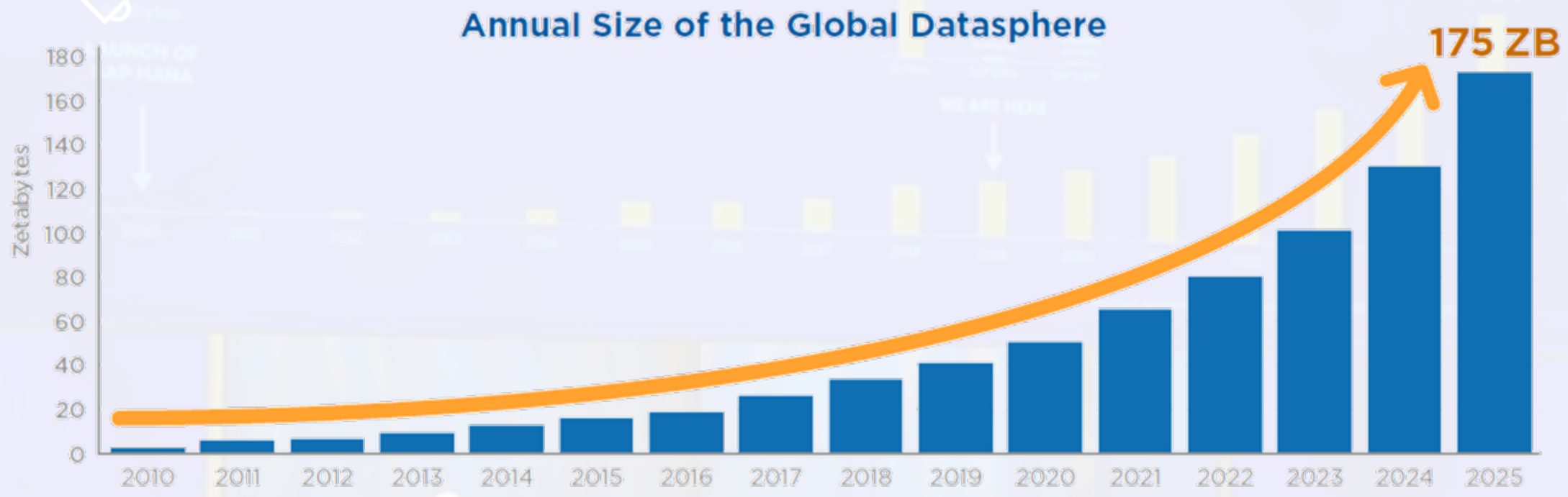
Self-service, Data-Driven
Decisions, Usability, Learning
Curve Acceleration...

Attract, retain, and develop
talent. Improve efficiency

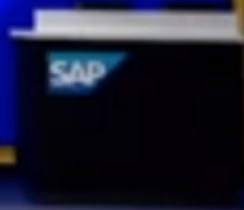
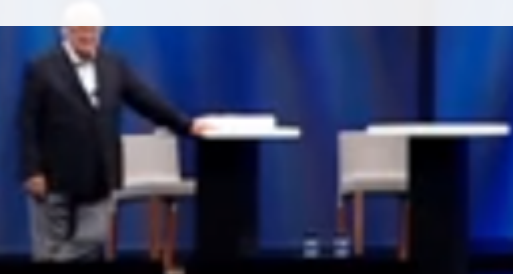


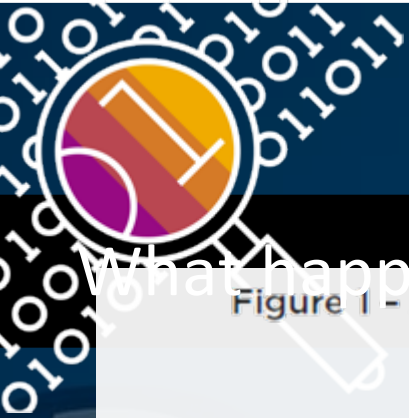
The Global Data Sphere

Figure 1 - Annual Size of the Global Datasphere



Source: Data Age 2025, sponsored by Seagate with data from IDC Global DataSphere, Nov 2018





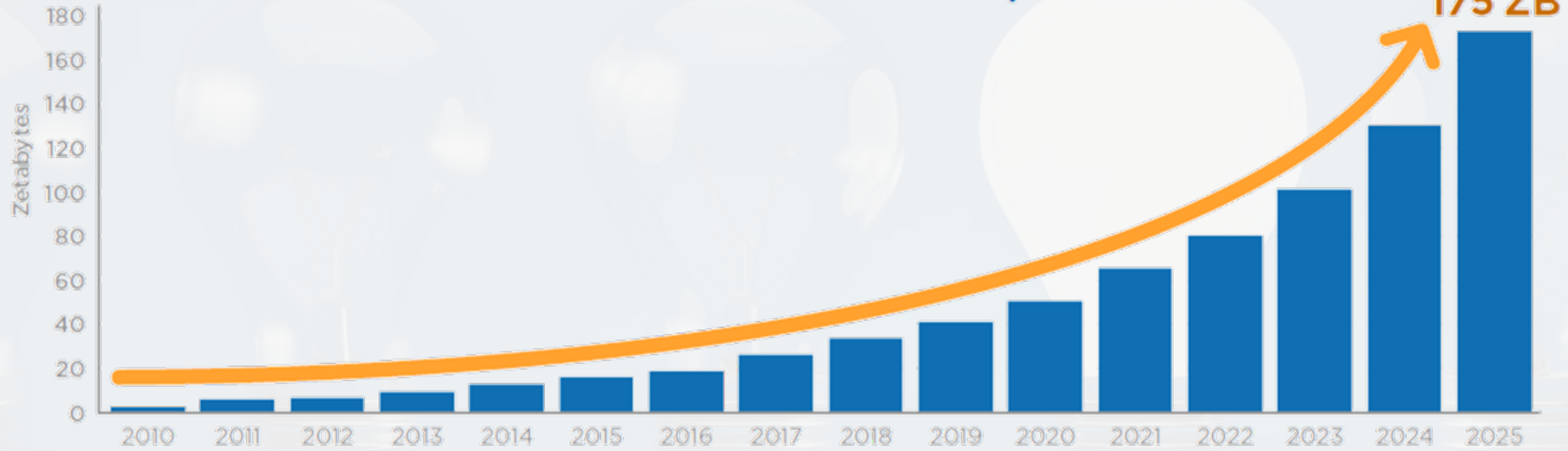
What happened

What happens

What could happen

Figure 1 - Annual Size of the Global Datasphere

Annual Size of the Global Datasphere



What happened



What happens



What could happen



Where is your organization?

What happened

What happens

What could happen



Where ~~where~~ ~~is~~ ~~your~~ ~~organization~~ ~~like~~ to be?

What happened

What happens

What could happen



Where should your organization like to be?

HISTORICAL
DATA

ACTUAL
DATA

What could happen



HISTORICAL
DATA



ACTUAL
DATA

What could happen



HISTORICAL
DATA



Predict what happens



HISTORICAL
DATA



ACTUAL
DATA



What could happen



**Are you just trying to speed up
what is already happening?**

The world's most valuable resource is no longer oil, but data

The data economy demands a new approach to antitrust rules



<https://www.economist.com/leaders/2017/05/06/the-worlds-most-valuable-resource-is-no-longer-oil-but-data>

The world's most valuable resource is no longer oil, but data

The data economy demands a new approach to antitrust rules



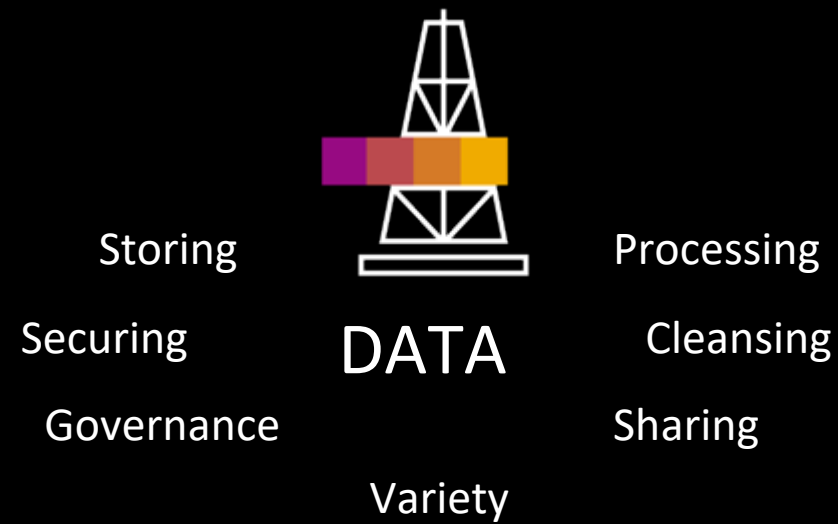
<https://www.economist.com/leaders/2017/05/06/the-worlds-most-valuable-resource-is-no-longer-oil-but-data>



Store
Secure
Control

Manage
Refining
Distribution

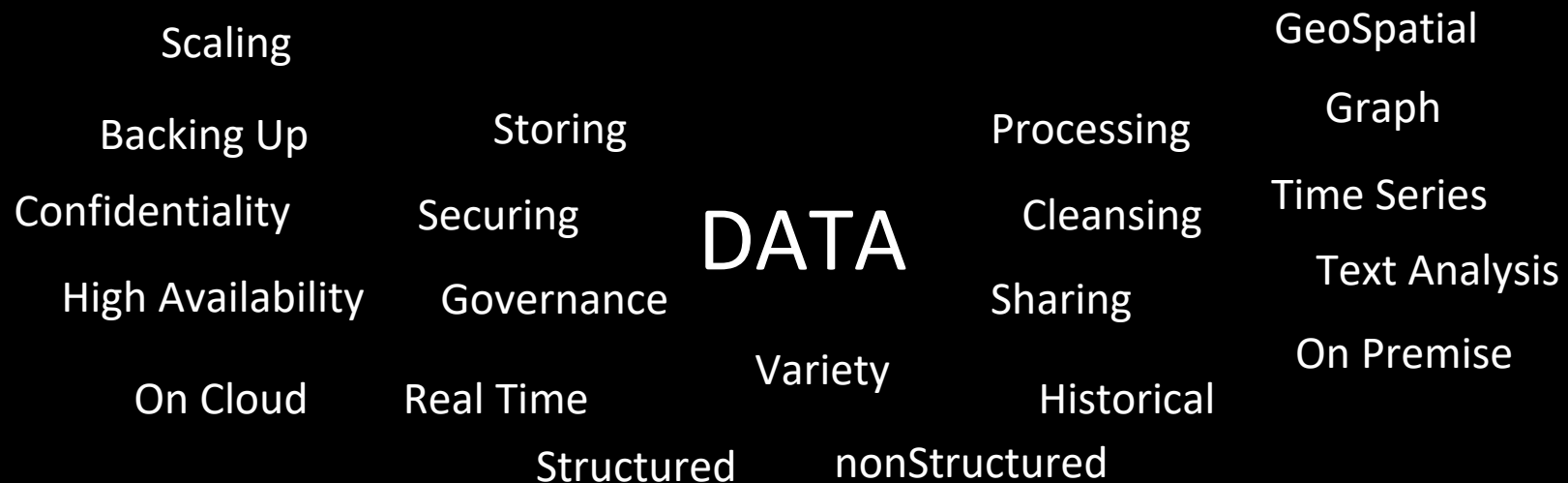
Variety





Customer
Experience

eXperience

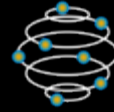




Customer Experience



Manufacturing & Supply Chain



Digital Core



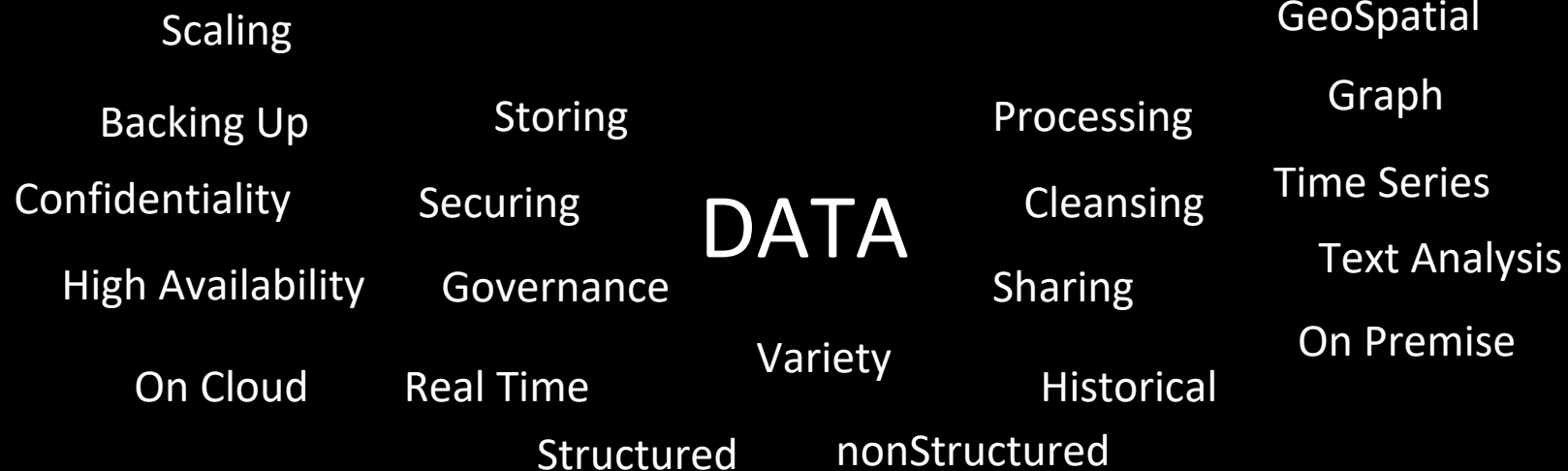
People Engagement



Network & Spend Management

eXperience

Operational

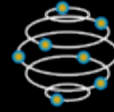




Customer Experience



Manufacturing & Supply Chain



Digital Core



People Engagement



Network & Spend Management

eXperience

Operational

Scaling

Backing Up

Confidentiality

High Availability

On Cloud

Storing

Securing

Governance

Real Time

Structured



Digital Platform

Variety

Processing

Cleansing

Sharing

Historical

nonStructured

GeoSpatial

Graph

Time Series

Text Analysis

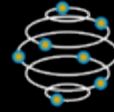
On Premise



Customer Experience



Manufacturing & Supply Chain



Digital Core



People Engagement



Network & Spend Management

eXperience

Operational

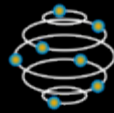




Customer Experience



Manufacturing & Supply Chain



Digital Core



People Engagement



Network & Spend Management

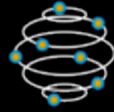




Customer Experience



Manufacturing & Supply Chain



Digital Core



People Engagement



Network & Spend Management

Intelligent Technologies



AI/ML | IoT | Analytics

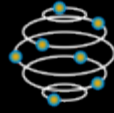




Customer Experience



Manufacturing & Supply Chain



Digital Core



People Engagement



Network & Spend Management



Intelligent Suite

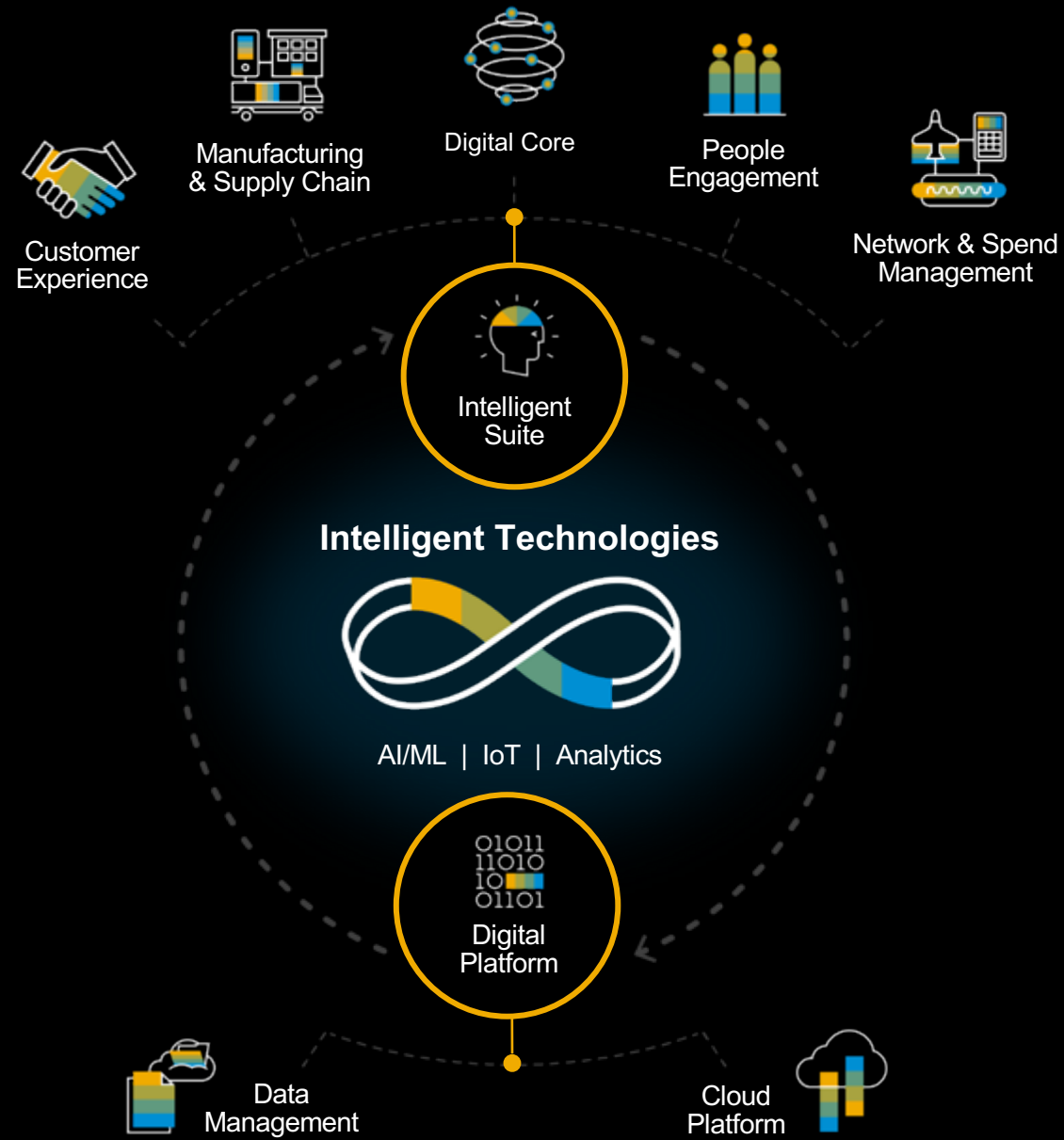
Intelligent Technologies



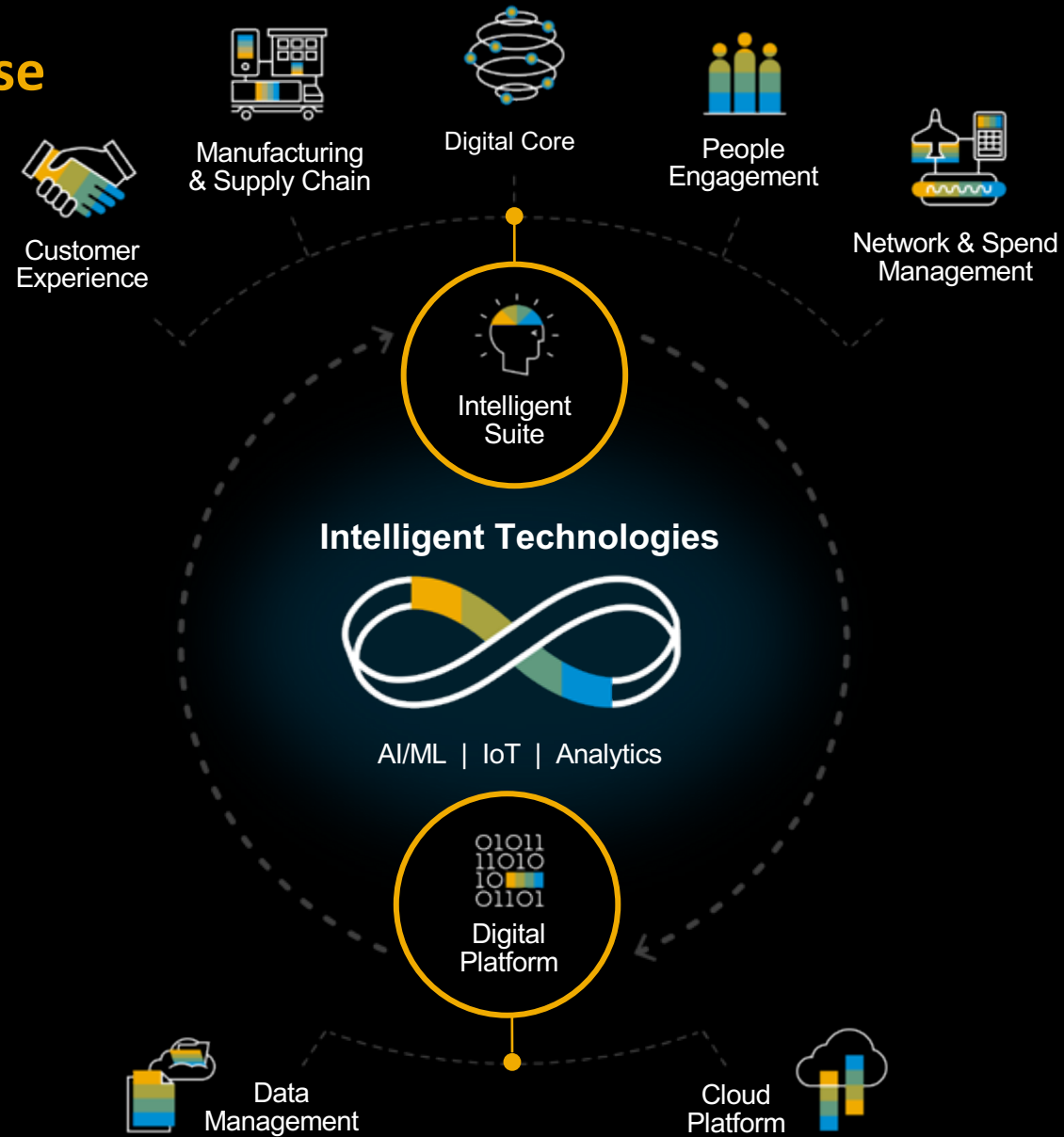
AI/ML | IoT | Analytics



Digital Platform

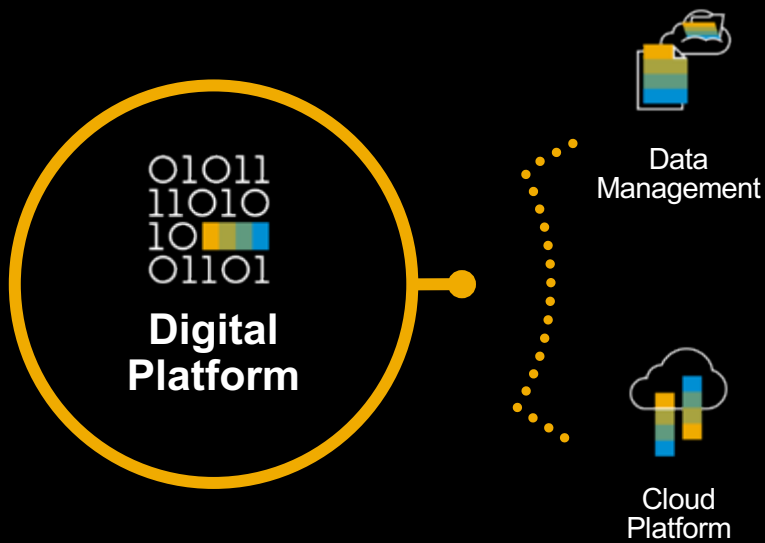


The Intelligent Enterprise



SAP Digital Platform to innovate and integrate

Enterprise-ready, trusted, and optimized for a hybrid world



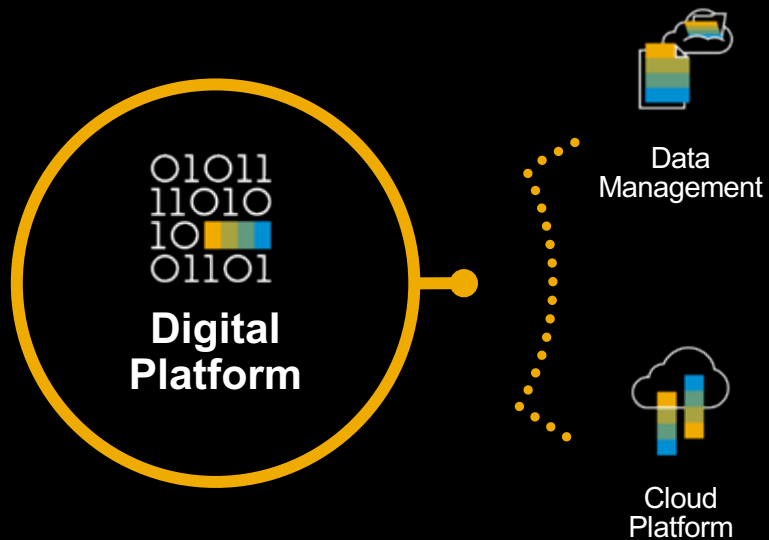
Value creation from data management use cases achieved with **one fundamental architecture**

Simplified foundation with a **scalable**, and **open** data platform

Time-to-value acceleration by shortening the data related critical path of all **digital transformation** initiatives

SAP Digital Platform to innovate and integrate

Enterprise-ready, trusted, and optimized for a hybrid world



What happened

What's happening

What could happen

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Cuando el cambio es la constante



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#ExperienciaASUGMEX