

Reimagine Business with Digital Technologies

Value Creation through Digital Transformation

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November 2018

PUBLIC

THE BEST RUN





The World's Largest Provider of Enterprise Application Software^{*)}

Vision

We help the world run better and improve people's lives

Mission

SAP is committed to helping every customer become a best-run business

[기본 정보]

- 설립: 1972년 4월 1일
- 본사: 독일, Walldorf
- 직원: 88,543명 (2017년 말)

[고객]

- 378,000+ 기업 (180개국)
(Forbes 2000대 기업 중 91%)
- 80% 고객은 중견/중소기업

[혁신]

- 매출액 대비 14.3%
- 전체 인력의 28.2% (24,872명)
- 100+ 개의 개발 센터
- 17,300개의 파트너사

*) ERP, 공급망관리, 고객관리, 인재관리, 전략소싱 및 구매, 출장 및 경비관리 등 business application (25개 산업)

Digital Immigrants



Digital Natives



2006

ExxonMobil



2018



Google



Phillips Lightning Case Video:
<https://www.youtube.com/watch?v=sKSj8HgGA4w>



Digital Transformation Journey of Phillips



Light Bulb



Connected Service (Smart Home)



Indoor Positioning

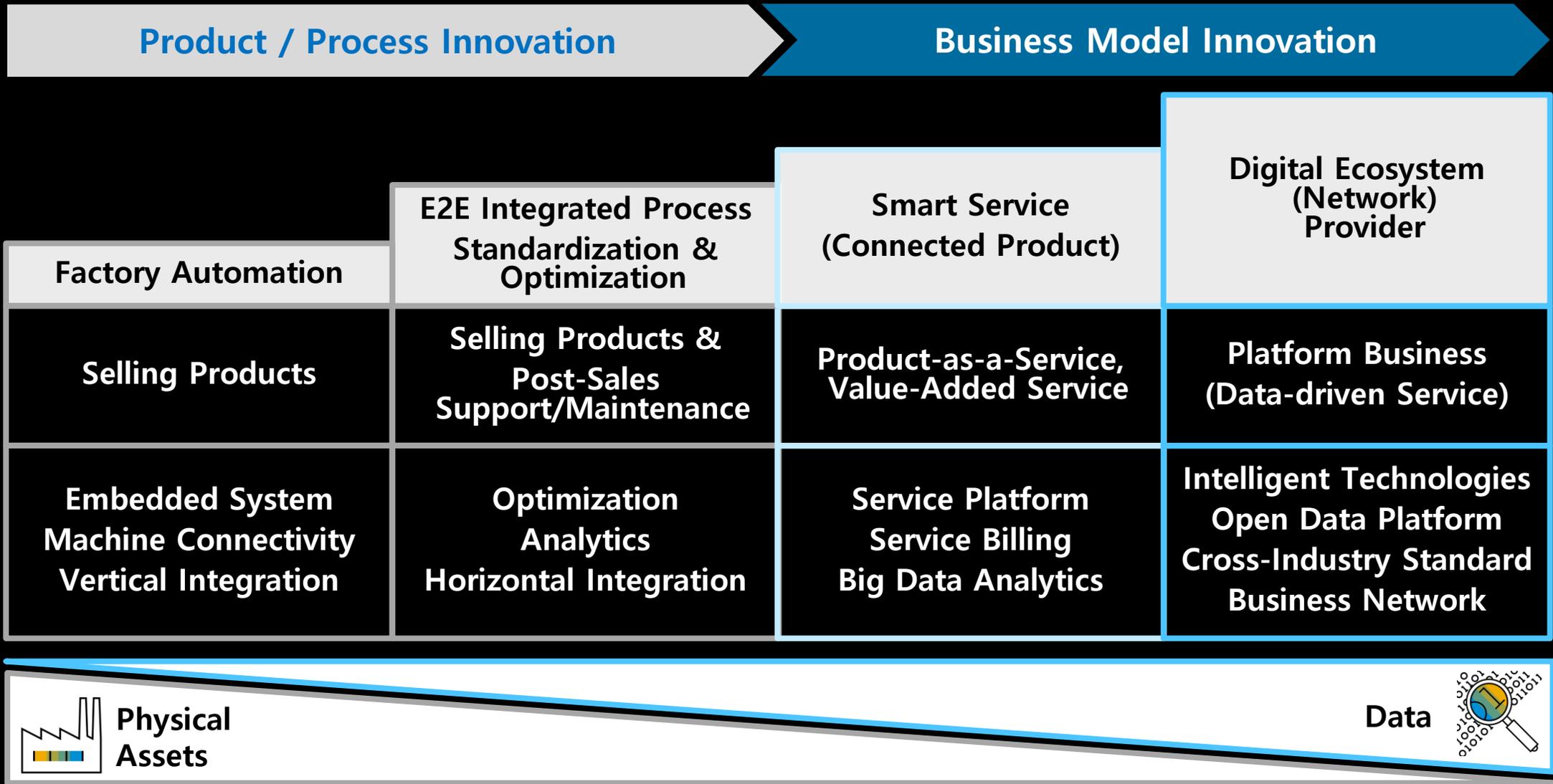


Light as a Service

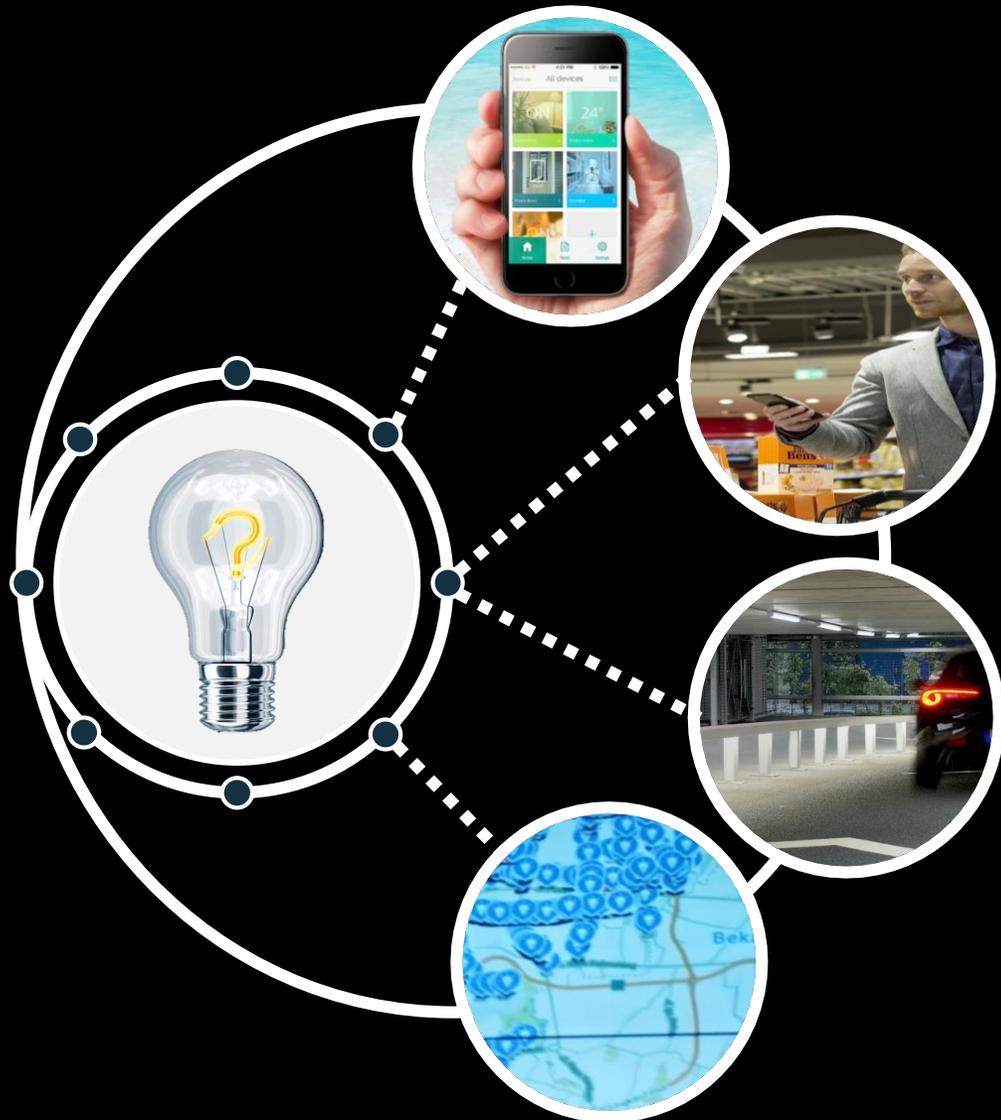


IoT Connected Platform Business

Evolution of (Digital) Transformation - Manufacturing Industry

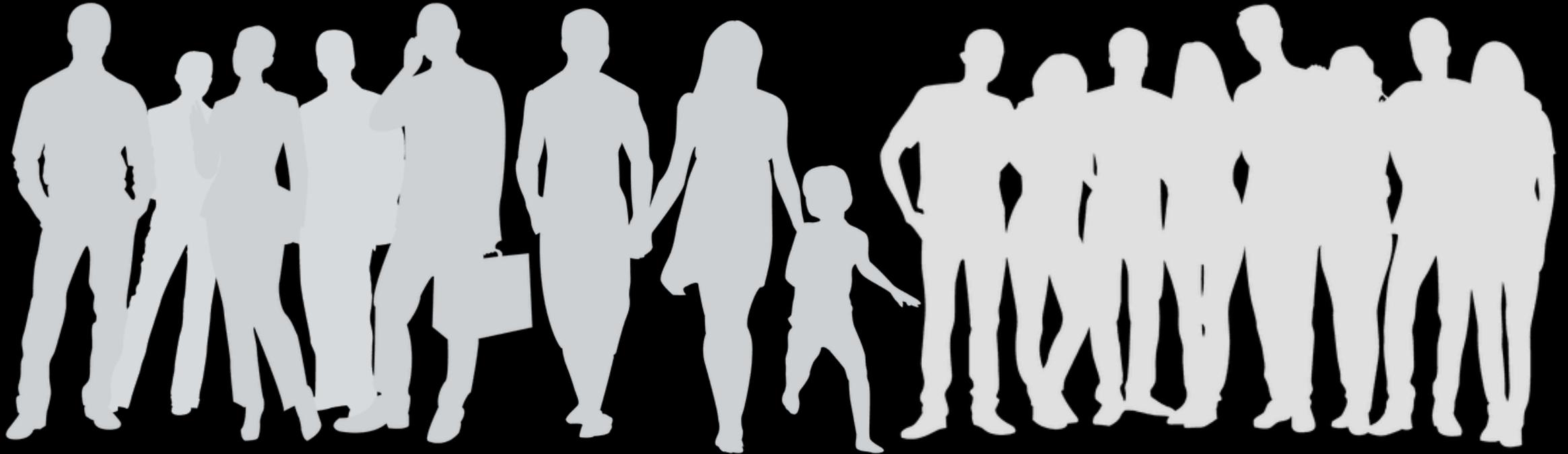


Companies are facing New Challenges amid Digital Disruption



- ✓ **Industries'** boundaries are blurring
- ✓ **Data** is a NEW enterprise asset
- ✓ **People and Machine collaboration** drives step change in **productivity**
- ✓ **IoT and Connectivity** change every Value Chain
- ✓ **Next generation applications** are needed

Customer and Employee are Driving Forces behind Digital Transformation



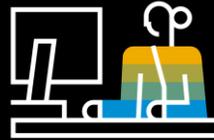
“The **Customer**, not Technology is **the most disruptive thing** in the market today.”

Source: Gartner

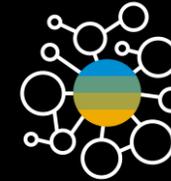
The Digital Era is evolving into the Intelligence Era



Mainframe & PCs
1960s – 1980s



Client Server & Internet
1990s - 2000s



Cloud, Mobile & Big Data
2000s - 2010s



Intelligent Technologies
2010s - 2020s

ENABLING TECHNOLOGIES

- Transistors & silicon revolution
- Large scale Mainframe Computing adoption
- Emergence of PC's
- Plant floor automation

- Widespread PC adoption
- Broadband Internet
- ERP and business process technologies

- Mobile & Smartphone ubiquity
- Cloud Computing
- Social Networks
- Big Data

- Machine learning (ML) and artificial intelligence (AI)
- Internet of things (IoT) and distributed computing
- Blockchain

CUSTOMER VALUE CREATION

**Industrial
Automation**

**Business
Process
Automation**

**Digital
Transformation**

**Intelligent
Enterprise**

Next Practices driven by an Intelligent Enterprise

Capabilities



Visibility

the ability to collect and connect data that was previously siloed and recognize unseen patterns



Focus

the ability to simulate the impact of potential options and direct scarce resources to the areas of maximum impact



Agility

the ability to respond faster to changes in the marketplace or the business and pivot business processes towards the right customer outcomes

Outcomes



Redefine the end-to-end customer experience

Self-service enabled by chatbots/voice; personalized customer experience, omni-channel customer service



Deliver a step change in productivity

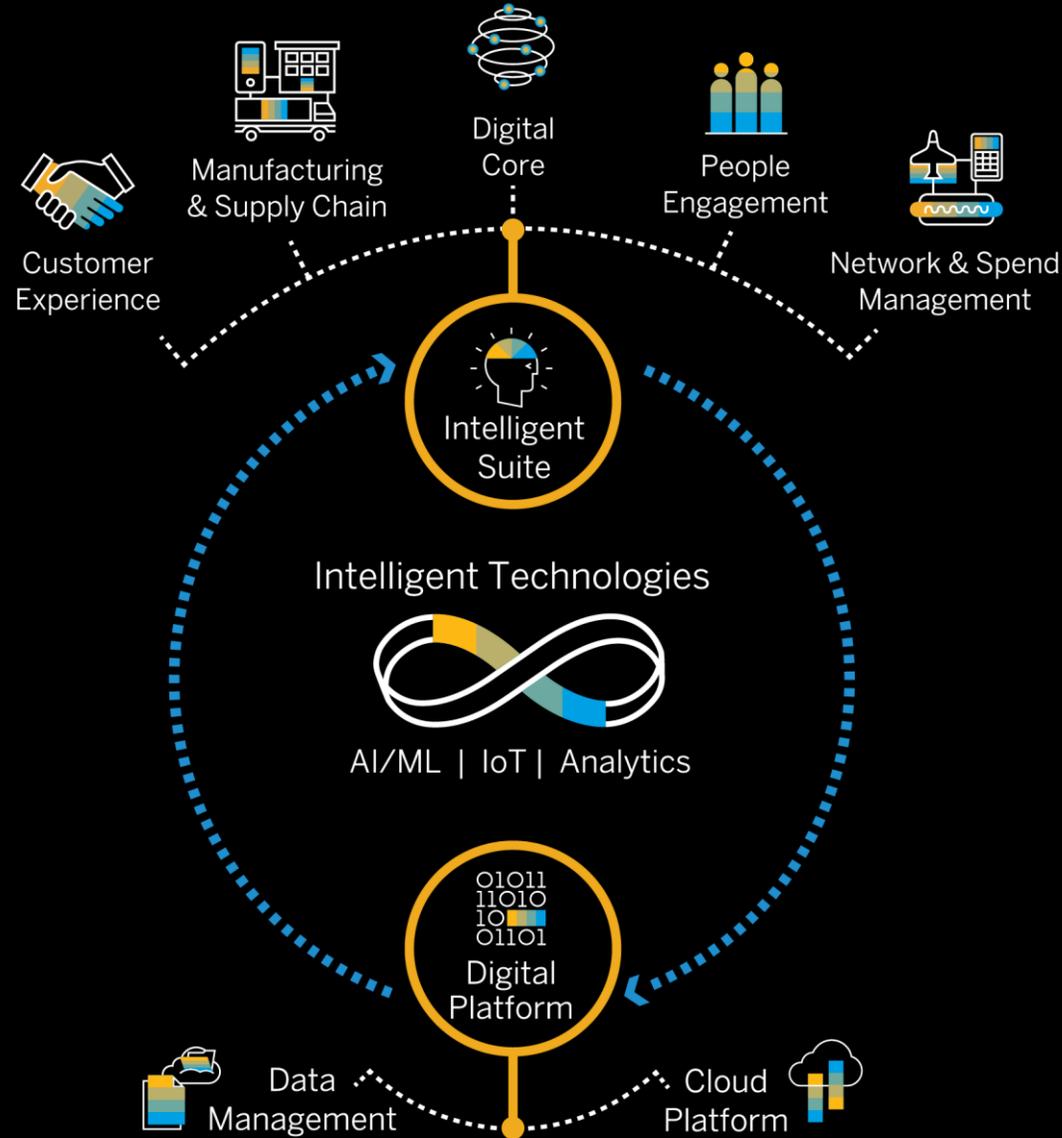
Automated invoice/payment matching; ML based resume matching, predictive lead mgmt.; automated sales discount approvals; predictive maintenance & service; real-time supplier & demand matching



Transform workforce engagement

CXO dashboard & boardroom of the future; ML-based employee approvals; guided process (buying for materials procurement)

The Intelligent Enterprise Framework



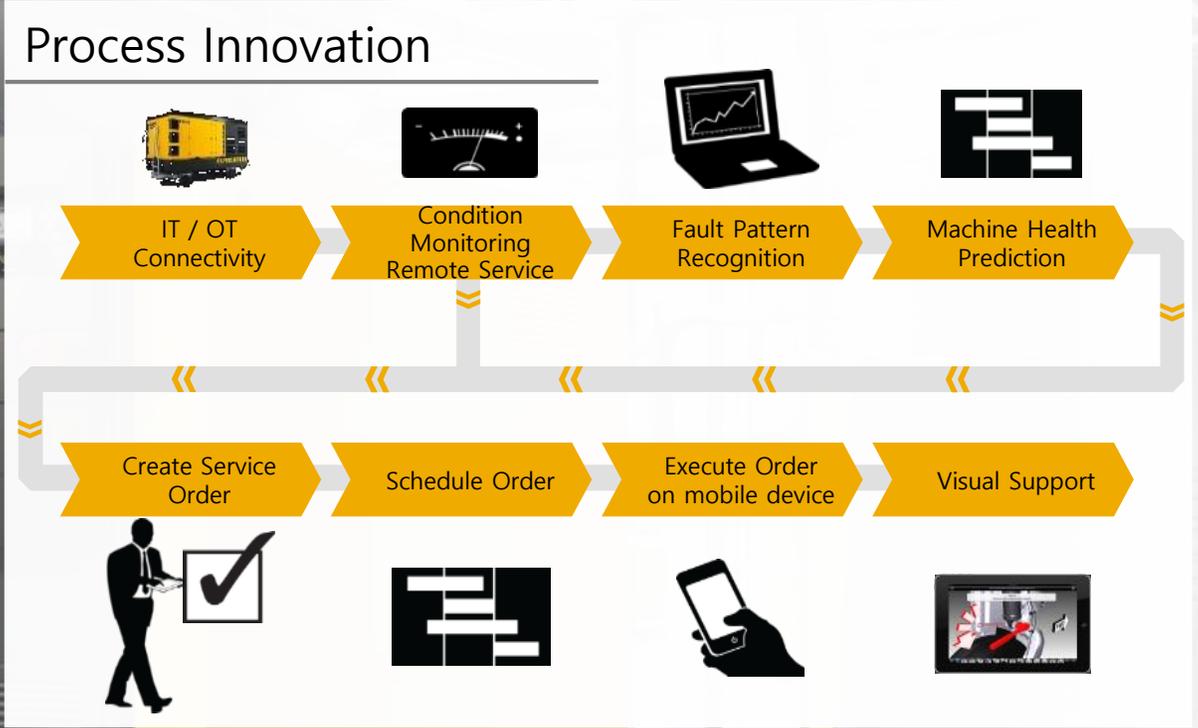
THE INTELLIGENT ENTERPRISE features **3 KEY COMPONENTS:**

1 Intelligent Suite

2 Digital Platform

3 Intelligent Technologies

Process Innovation driving New Business Model Transforming Products into Services



KAESER is the global leading **Air Compressors, Dryers, Filter** provider
Major customers include **BMW, Porsche, Siemens, BASF** etc.

Discover new business model leveraging **Big Data based Predictive Maintenance**

SIGMA AIR UTILITY

Just buy the air you need

Imagine that your new compressed air supply system required not a single cent of investment cost. You didn't need to fund it yourself or seek outside capital, yet the system is at the cutting edge of compressed air engineering technology and provides exceptional efficiency. Your compressed air supply is permanently guaranteed and the company's budget requirement for maintenance or repairs is zero. Sounds good? It is good. See and read for yourself!

Benefits without compromise

You would hardly build a power station to meet your electricity needs. Why then would you invest your liquid assets to buy a complete compressed air supply system when you can opt for a SIGMA AIR UTILITY package from KAESER? We take care of everything from planning and installation, to system operation, maintenance and repair. This provides you with significant benefits: a reliable compressed air supply, maximum energy efficiency and complete cost transparency.

Everything from an expert source

Compressed air is too important to production to risk leaving its supply to anyone other than proven specialists with extensive expertise. KAESER KOMPRESSOREN's hybrid service bundle is tailor-made: After-all, KAESER not only provides application-specific system solutions designed by highly experienced compressed air specialists.

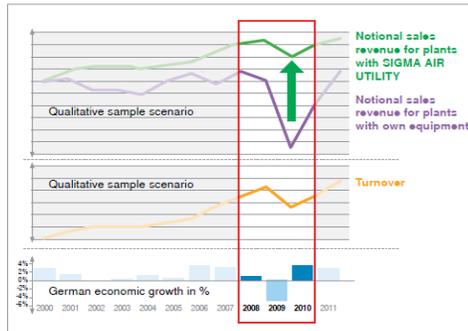
As a leading compressor manufacturer and compressed air systems provider, KAESER also offers the associated hardware – compressors, compressed air treatment systems and ultramodern compressed air management systems – and with globally recognised 'Made in Germany' quality. KAESER Teleservice, the logistics centre and our extensive service network improve compressed air uptime even further. Everything fits.

Transparent and reliable

Companies that only buy the compressed air they need instead of a complete compressor station enjoy maximum cost transparency. The price per cubic metre of compressed air is fixed contractually for an extended term, which provides a much more reliable basis for assessing costs than a complex blended calculation. The basic price over the term of the contract covers equipment and operating costs and use of a base volume of compressed air. Moreover, air consumption exceeding this base volume is charged at a contractually fixed price.

The never-ending management challenge: Variable costs not fixed costs

Companies should increase the share of variable costs and reduce fixed costs as a way of safeguarding their return on sales and liquidity in the event of significantly reduced turnover caused by economic crises. This is one way corporate management can ensure that the company remains viable even when times are hard.



The hybrid service bundle

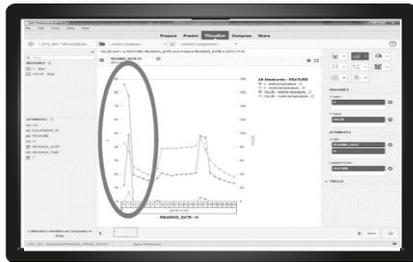


Air-as-a-Service: Sigma Air Utility



KAESER service center

24/7 real-time machine monitoring system



- 3 Optimal lifetime-based equipment maintenance
- 4 Time series data preparation before analysis
- 5 Predictive analytics to prevent equipment outages

- 2 Automatic and real-time monitoring of customer site air compressors

← Machine data

Customer service →

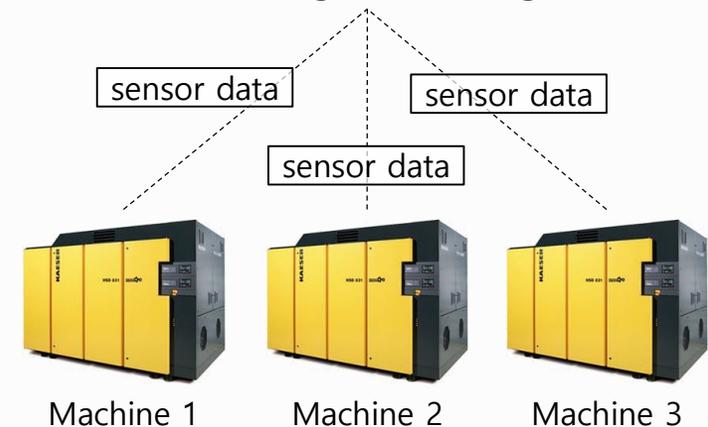
- 6 Proactive and customized service that accelerates problem resolution

Customer site

- 1 Provide customers with information on air usage and machine status (pay-per-use charging)



KAESER Sigma Air Manager



McCormick, 129 year old spice business goes DIGITAL

BASIL

CINNAMON

MINT

BLACK PEPPER

OREGANO

WE'VE BEEN OBSESSED
WITH FLAVOR FOR
129 YEARS.

GARLIC

CILANTRO

BAY LEAVES

CUMIN

CARDAMOM



129 year old spice business goes DIGITAL, building the **"the world's most sophisticated food experience platform,"** aims to forge connections between eaters and food suppliers. FlavorPrint, the company's analytic tool, combines information collected from an **online quiz customers take with big data analytics and artificial intelligence to personalize their food experience.**

Vivanda's FlavorPrint offers Personalized Food Experiences

BASIL

CINNAMON

MINT

BLACK PEPPER

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WE'VE BEEN OBSESSED
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GARLIC

PAPRIKA

BAY LEAVES

MIN

CHIPOTLE

CHIVES

McCormick FlavorPrint Recipes Spices & Flavors Easter

SAVED RECIPES (26) SHOPPING LIST (12) Like

Chloe's FlavorPrint

This is your personalized FlavorPrint. Each spike represents a different flavor. The bigger the spike, the more that flavor dominates. As you rate more foods, your FlavorPrint becomes smarter and better able to recommend the foods and flavors you're sure to love.

50% profile completion

TIPS TO COMPLETE YOUR PROFILE

- Rate more flavors > +20%
- Tell us about your cooking preferences > +10%
- Tell us about your household > +5%

YOUR TOP FLAVORS

- Cate
- ple

Recommendations for Chloe

Flavors you like

Recommended because of your interest in citrus, fruity and smoky flavors (edit)

Easy Mini Cheesecakes

★★★★★

95% Match
You will love these flavors!

- Sweet
- Nutty

Coffee/Chocolatey

Think less milk chocolate candy and darker, slightly bitter, roasted coffee or cocoa beans.

EXPORTING TO 35 COUNTRIES IN 5 CONTINENTS



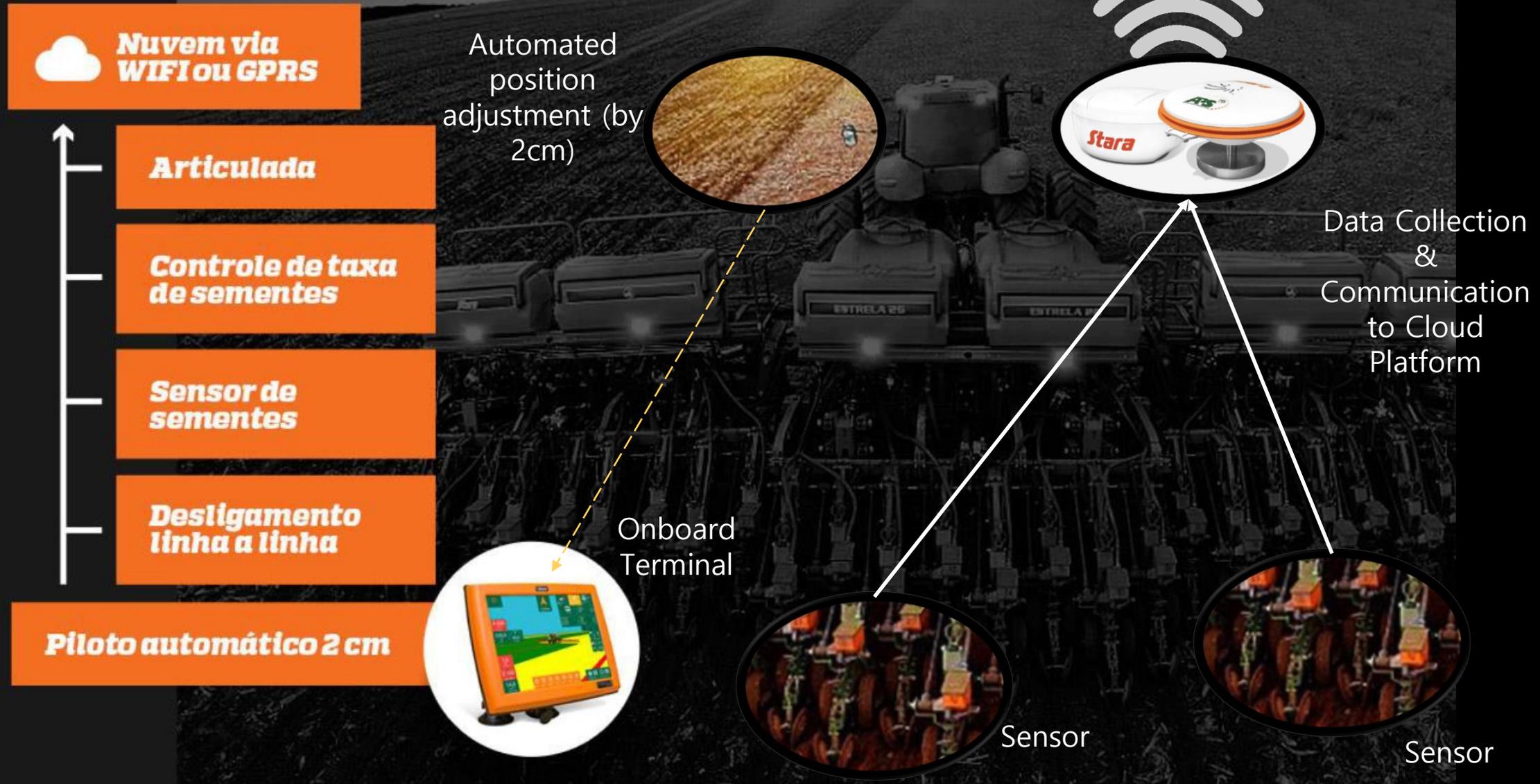
Stara
Evolução Constante



Brazil's **Agricultural Equipment** manufacturer

Export to over 30 countries
(Cultivator, Spreader, Planter,
Sprayer etc.)

Monitor Vital Farming Processes in Real-Time



Precision Agriculture: Provide PRODUCTIVITY instead of EQUIPMENT

- Precision agriculture
- Improved efficiency
- Re-imagined products through Digital Transformation



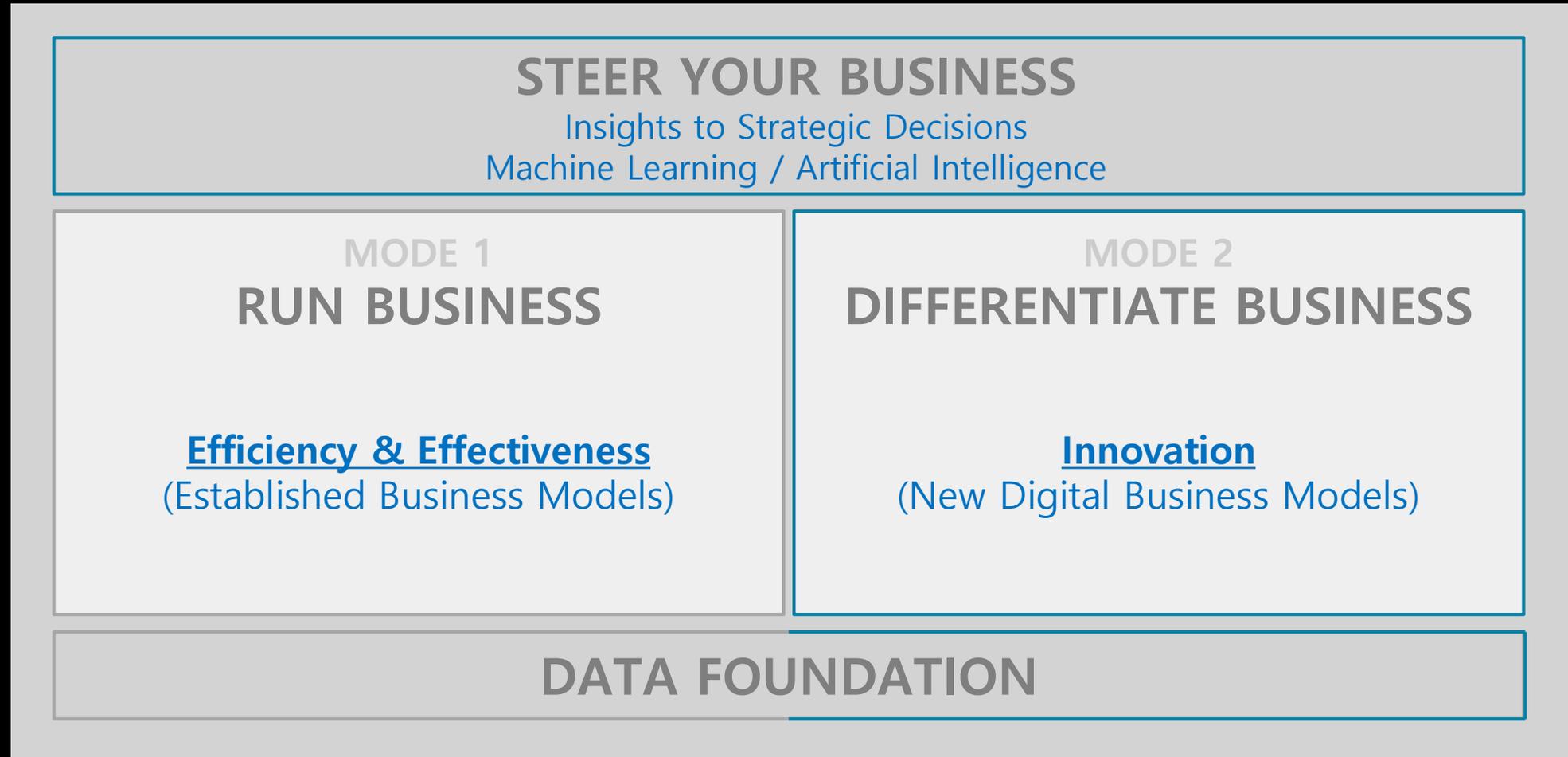
From Selling Tools to Tool Tracking and Asset Management Service



Tool Tracking and Asset Management Service with Pay-Per-Use



Reimagine Business with Digital Technologies to Drive Outcome





**Act Now, Start Small,
Be the First Mover, and
Create Next-Practice
with Intelligent Digital Technologies**

Thank you.

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