

Is Your Company Ready for Digital Retail?

Business models



Expand beyond traditional boundaries

- Retail-as-a-service, focuses on outcome not on the product
- Business networks and marketplaces are enabling retail with no physical inventory
- Consumer need for instant gratification is giving rise to retail on-demand models, such as flash sale sites and pop-up

Business processes



Operate proactively and driven by insight

- Automated, dynamic, and contextual pricing based on a shopper's digital footprint
- Flexible supply networks enabling short lead times and "make-to-order" assortments
- Tracking and tracing along the supply chain with Connected warehouses

Workforce productivity



Allocate people and work for optional engagement

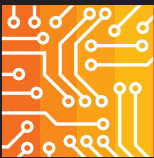
- Knowledgeable store associates, armed with more information than consumers
- Social Engagement involving brand, employees, and consumers
- "Segment of One" merchandising, marketing, and loyalty

Five trends that are changing the world for retail companies



HYPERCONNECTIVITY

From smart phones to smart clothing, we are witnessing an explosion in connections at the individual and machine level. Retailers can engage with the hyperconnected world to reach new customers, open the doors to new levels of personalization, connect with suppliers in real time to drive new levels of efficiency, and derive new insights and business models from sensors and physical assets.



SUPER COMPUTING

The limits of 20th century computing power are gone. In-memory computing enables true real-time retailing and the delivery of personalized consumer experiences that are both relevant and contextual. Supply chain, marketing, merchandising, and forecasting processes can run in minutes, not hours or days, changing how people work and how business is optimized.



CLOUD COMPUTING

Technology adoption and business innovation now move at lightning speed. Retailer supplier interactions are moving to new cloud-based collaboration platforms, where millions of businesses and users are connected in a matter of days. Consumers are inherently social, congregating on cloud platforms, freely sharing opinions and influencing shopping behavior. The need for flexibility and speed when ramping up in new markets or channels highlights the role of cloud delivery in retail businesses.



SMARTER WORLD

Smarter robots, smarter printing, artificial intelligence, and smarter products will completely reshape value chains, retailing in general, and ultimately the entire world. For example, with 3D printing, retailers can make spare parts on demand or test out new fashion designs with more advanced textiles. With connectivity and smarter products, retailers can manage products they are selling remotely.



CYBER SECURITY

Several recent high-profile and massive data breaches have put securing customer and financial data at the top of the priority list for retail CIOs. Contrary to popular perception, hackers are not the primary culprits in the majority of security incidents – internal mistakes made by employees lead to nearly two-thirds of data breaches. Technology and proper governance are required for all data, interactions, identities, and business partners – any vulnerability could lead to catastrophe.



Why SAP?

BUSINESS DIGITIZATION IS A NATURAL NEXT STEP FOR THE #1 BUSINESS APPLICATION COMPANY

It took years of innovation, strategic investment, and the forging of new strategic relationships to build the end-to-end digital business platform.

Vision

Help the world run better and improve people's lives

Mission

Help our customers run at their best

Strategy

Become the cloud company powered by SAP HANA

GLOBAL PRESENCE AND RELEVANCE



- **75K employees** representing 120 nationalities
- **295K customers**
- SAP operates in **191 countries**

INDUSTRY AND LOB FOCUS



- Over **100 Industry Solutions for SMB's**
- Trusted by **60,000+ SAP Business One Customers**
- **75% of the world's transactions** run on SAP systems

DIGITAL ECONOMY - READY



- **80 million** business cloud users
- **1.9 million connected** businesses
- **\$800 billion+** in B2B commerce
- **97%+ of mobile devices** connected with SAP messaging

INNOVATION LEADER



- 2012 **SAP Business One, version for SAP HANA** launched
- 2013 **SAP Business One Cloud** launched
- 2016 **SAP Business One 9.2** was the fastest adopted version ever