Drive Your Company’s Digital Transformation
Take the Lead in Your Digital Transformation Journey

Digital disruption is happening everywhere – and changing everything. It’s driving new business models, new ways of working, and new ways of collaborating and communicating.

Technology innovations like machine learning, artificial intelligence, and the Internet of Things (IoT) are turning our hyperconnected world into a huge information system where business value no longer lies in traditional assets, but in information about those assets. For enterprises that are willing to think big, embrace change, move quickly, and organize differently, there are countless opportunities to reap the rewards of the digital economy.

Digital transformation is now a CEO priority as more business leaders understand that the organizations that thrive in the digital economy will be those that:

• Can execute on a vision for digital transformation
• Blend digital and physical experiences to garner customer allegiance
• Turn information into a competitive advantage
• Create new revenue streams from connected systems
• Leverage technology to win the talent war

How can the CIO take the lead in digital transformation and execute effectively?
Create a Live Business

Leaders in digital transformation are highly connected companies: complex, adaptive systems that function more like an organism than a machine. At SAP we call these “Live Businesses,” designed for agility, robustness, resilience, productivity, and longevity.

These leaders share three common characteristics.

**Seamless**
They are using digital technology to offer a seamless, in-the-moment customer experience that delivers personalization through automation.

**Connected**
These seamless experiences can be achieved only when processes and the enterprise are connected to ecosystems, things, people, and customers.

**Data driven**
Digital experiences use sophisticated data analysis and intuitive user design to filter large volumes of information and show you only what you need to know.

So what does the enterprise architecture that connects everything together look like? And, more importantly, what do you need to do to get there?
Establish a Future-Proof Digital Platform

IDC has identified the building of a future-proof digital platform as one of its key recipes for success in the digital economy.¹

The digital platform comprises a number of technology building blocks, each dependent on having the right data at the right time. The platform architecture is driven by cloud, enterprise mobility, Big Data, analytics, and social media, together with innovation accelerators such as robotics, natural interfaces, 3D printing, the Internet of Things, cognitive systems, and next-generation security. Core enterprise resource planning (ERP) processes still have a critical role to play, but they must be able to integrate seamlessly with these new digital technologies.

Gartner describes this as a bimodal practice. Mode 1 focuses on exploiting what is known, while renovating the legacy environment into a state that is fit for a digital world. Mode 2 is exploratory, experimenting to solve new problems and optimized for areas of uncertainty.²

“Both modes are essential to create substantial value and drive significant organizational change, and neither is static. Marrying a more predictable evolution of products and technologies (Mode 1) with the new and innovative (Mode 2) is the essence of an enterprise bimodal capability.”³

3. “Gartner IT Glossary.”
## What a Digital Platform Needs to Achieve for the Business

### External Facing

- Be the engine by which an organization creates new revenue streams from its products and ultimately allows it to become a platform company.
- Allow the building of an ecosystem of partners, suppliers, and customers – by transforming experiences.
- Connect to and manage multiple things (in the Internet of Things – IoT ecosystem) to feed data analysis capabilities.
- Provide an environment to develop "net new" applications to deliver new capabilities to the ecosystem in an open fashion.

### Internal Facing

- Allow the development of innovation-led business logic and new internally developed digital applications.
- Leverage data sets from modernized core ERM, SCM, CRM, and ME systems and provide the ability to trigger new business processes within these core applications.
- Allow internal and external Big Data sets to be accessed and interact with the ecosystem and augment decision making.
- Allow the business to produce new insights in real time.

---

Delivering Integration with SAP® Digital Transformation Framework

The SAP® Digital Transformation Framework methodology provides for an end-to-end digital enterprise architecture that can digitalize business processes. Based on a unified platform that is enterprise ready, agile, and trusted, this architecture and our next-generation business suite fully integrate the front-end and back-end operations through a solid digital core.

This digital enterprise architecture dramatically simplifies the IT landscape and provides an expandable platform for future business innovation. The digital core is the hub that links your business processes to create a fluid, nimble, and live digital business that adapts to an ever-changing environment, enabling you to take the lead in the digital economy.
Drive Business Flexibility and Value from Innovation with SAP Solutions

SAP S/4HANA® combines business transactions and analytics to form a reimagined digital core that connects applications and ecosystems across all the key parts of your business. Deployable on premise and in the cloud, it delivers real-time intelligent insights for enhanced decision making.

The SAP HANA® platform ties into the full suite of SAP applications, both at the core with SAP S/4HANA and at the edge with our line-of-business applications. Cost management is a top priority for every CEO and CFO, and SAP Ariba® and Concur® solutions digitalize spend management across materials and travel, while SAP SuccessFactors® and SAP Fieldglass® solutions digitalize the management of the entire employee and contingent workforce. SAP Hybris® solutions drive fourth-generation customer engagement and commerce, and the SAP Leonardo system intelligently connects people, things, and businesses.

As your needs change, you can continue to innovate and evolve with SAP Cloud Platform, which provides the foundation for new application development, extensions, and integration across the SAP product portfolio.
Work with SAP As Your Trusted Partner to Deliver New Business Value

With our industry-leading portfolio of cloud solutions, SAP is uniquely positioned to enable digital transformation across all key aspects of your business value chain. With the help of SAP, you can:

- Create new value from applications rapidly
- Drive automation, agility, and business innovation
- Gain insight and predict outcomes
- Enable live business by turning insight into action
- Help ensure business continuity
- Reduce total cost of ownership (TCO) and drive operational efficiencies
Modern Analytics for the Digital Economy

Enable the right decision in the moment with SAP tools for business intelligence, predictive analytics, and enterprise performance management.

1. SAP’s Viewpoint on Digital Transformation
2. Introducing the SAP Analytics Portfolio
3. If Data Is Fuel in the Digital World, Analytics Is the Engine
4. Integrated Analytics on a Single Platform
5. Bring Analytics to your Data, Not the Other Way Around
6. SAP BW/4HANA: The Next-Generation Data Warehouse
7. Where Could SAP Analytics Take You?
8. SAP Analytics in Action: Customer Successes

Learn more about the SAP Analytics portfolio
Find out more >
Contact us >
Free 30-day trial >
SAP’s Viewpoint on Digital Transformation

What is your viewpoint on digital transformation?
The digital economy is significantly redefining how companies manage their business. Research shows that data-driven decisions are at the forefront of digital leaders’ minds. It’s not an option to adopt a data-driven culture; it’s the essential ingredient to stay alive in today’s hyperconnected market. Those who view data as a strategic asset and quickly analyze the insights hidden within have a solid, quantifiable advantage.

Why now? What is the competitive advantage of digital transformation?
The hyperconnectivity between people, processes, data, and things is disrupting traditional data management and analytics. Data that was previously siloed by lines of business or systems is being connected like never before, through integrated platforms that share data types across groups and devices. With analytics on every device, enterprises are becoming insight-driven and making real-time decisions to achieve instant value.

Mala Anand,
President, SAP
Leonardo | Data & Analytics, Products & Innovation, SAP SE
How do you get started with digital transformation?
First, organizations must view data as a strategic asset and evolve into a data-driven culture where everyone has the right level of information at their fingertips. Second, organizations must establish an agile, self-service model where data prep and visualization are available anytime, anywhere, allowing teams and individuals to translate their departmental information into insights and ultimately into outcomes that drive material ROI for the business. Implementing a self-service, data-driven culture that stretches from the boardroom to the manufacturing floor creates a quantifiable competitive advantage for the business.

Do you have some examples of digital transformation in action?
B. Braun Melsungen AG is one of the world’s leading providers of products and supplementary services to the healthcare sector. The company turned to SAP Cloud Platform and the SAP Analytics Cloud solution to help it take a big step into the digital future and develop new, innovative services for its customers.

mBank is Poland’s largest online bank and leverages SAP Predictive Analytics software to anticipate future demand of its 4.5 million customers, optimize marketing campaigns, and provide relevant offers to specific customer groups.

Molson Coors Brewing Company is growing rapidly through the acquisition of smaller brewers, and SAP BusinessObjects™ business intelligence solutions are playing a vital role in integrating and delivering accurate data from across the organization.
What roles do recent technology innovations like cloud, digital boardroom, and machine learning play in analytics? What’s next?
The portfolio of analytics solutions (cloud, digital boardroom, machine learning, BI, and planning) helps users better understand, plan, and simplify their business in the digital age. New functions including machine learning can help companies leverage data in new ways to gain a deeper understanding of their businesses, identify new opportunities, and deliver value to all stakeholders. The SAP Analytics Cloud solution provides a single experience for business users to discover, visualize, plan, and predict – all in one application, and it’s built for the cloud. New enhancements include data wrangling features that take advantage of embedded machine learning to provide data profiling, error detection, and recommended visualizations. Live connectivity to SAP S/4HANA is available with plans for live connectivity to the SAP Business Warehouse application in the near future.

Predictive analytics, machine learning, and artificial intelligence are the next innovative technologies that organizations will leverage to make better decisions. When machine learning and contextual user experiences are added into the analytics engagement model, the connections intensify, and organizations are seeing even faster responses and more favorable, competitive business outcomes.
Introducing the SAP Analytics Portfolio

The SAP Analytics portfolio (see Figure 10) enables you to:

• Give employees the freedom to analyze the specifics of the business
• Simulate and predict what could happen next
• Plan and collaborate on a course of action
• Implement decisions to derive immediate value

Figure 10: SAP Analytics Portfolio
If Data Is Fuel in the Digital World, Analytics Is the Engine

In leading organizations, executives agree that:

- 75% of decisions can be mapped directly to company strategies
- 78% of decisions are data driven
- 62% of decisions are made in real time
- 62% of decision making is distributed across the organization

Integrated Analytics on a Single Platform

The SAP Analytics portfolio provides a comprehensive set of modern analytics capabilities, on premise and in the cloud, that work together to analyze data wherever it resides for enterprises of all sizes and across every industry.
Bring Analytics to Your Data, Not the Other Way Around

Unified user experience

On Premise
- SAP applications
- All other data sources, from personal to Big Data

SAP® Analytics
- Live data connections
- Common universes and semantic layer
- Integration services
- SAP HANA® and SAP Cloud Platform

Cloud
- Cloud sources from SAP
- Other cloud sources
- Hybrid data scenarios

Enterprise ready

Figure 12: Bring Analytics to Your Data
SAP BW/4HANA: The Next-Generation Data Warehouse

- Next-generation data warehouse for more than 16,000 customers using SAP Business Warehouse – and new opportunities
- Optimized for SAP HANA, solving in seconds what takes other systems days
- Logical data warehouse for data from SAP solutions and third-party sources, integrating with data lakes
- Native access from SAP Analytics Cloud for a complete solution for all analytics use cases
Where Could SAP Analytics Take You?

- **171%** Three-year ROI
- **US$2.4 million** Annual cost savings
- **60%** Reduction in process costs

Tap into the full power of smart analytics with this free study from Forrester Consulting.

SAP Analytics in Action: Customer Successes

Aldo
Aldo updates data against its targets every 30 minutes, providing sales directors with improved decision speed right from their mobile device.

B. Braun Melsungen AG
Brings together 6 billion records to blend data without moving it. This helps to improve safety and quality of service to its healthcare customers.

Vodafone Plc
Leverages SAP Analytics solutions to obtain a granular view of customer profitability in the moment and provide detailed analytical insight on profitability and revenue leakage.

mBank
Uses SAP Predictive Analytics software to improve targeting and response rates to marketing campaigns.
Getting Started: Create Your Path to Digital Business and Get There with the Help of a Trusted Advisor

Helping companies drive solution stability and reliability across complex digital environments

New digital business models require high levels of service and accountability from IT. This involves a highly coordinated ecosystem of providers to meet every need from transformation through support within a single digital-business service framework (see Figure 14).

Businesses everywhere are engaged in digital initiatives to innovate faster, ensure sustainable, long-term solutions, and uncover maximum value. To achieve this, you need a robust strategy strengthened by seamless, end-to-end enablement; continuous operations; and a trusted advisor with expertise in technology and your business.
A holistic approach to digital transformation helps identify and implement new processes and capabilities with faster time to value. By uniting the business and IT with a common language, toolset, and methodology, you can set your direction, articulate your strategy, and align scope, budget, and timing.

No matter your digital enterprise vision, the SAP Digital Business Services organization is committed to your success by helping to ensure that our software delivers ongoing, unsurpassed value as you address the demands of the ever-evolving digital economy. With in-depth knowledge and insights at your fingertips, you can free up your valuable resources and focus on meeting the needs of your people and customers in the moment of opportunity.

SAP Digital Business Services focuses on customer success by aligning premium engagements, project services, and support in order to deliver outcomes quickly (see Figure 15).

Figure 15: SAP Digital Business Services

Get started now, and learn how SAP Digital Business Services can help you.

Cirque du Soleil
View video ›

Trenitalia
View video ›

© 2017 SAP SE or an SAP affiliate company. All rights reserved.
Contact Us

To learn more about how SAP solutions and services can help you on your digital transformation journey, please get in touch with us today.

Contact SAP