

Business Applications and Process Automation Built & Deployed Safely by Anyone in the Intelligent Enterprise

Max Wessel, Chief Innovation Officer

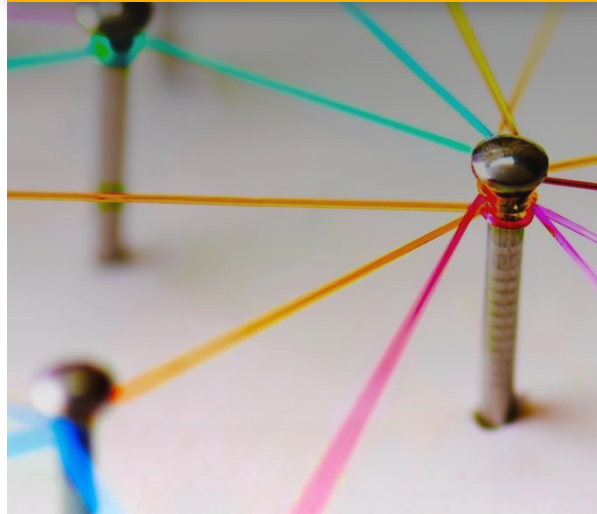
The Future of Enterprise Software

 **Personal**



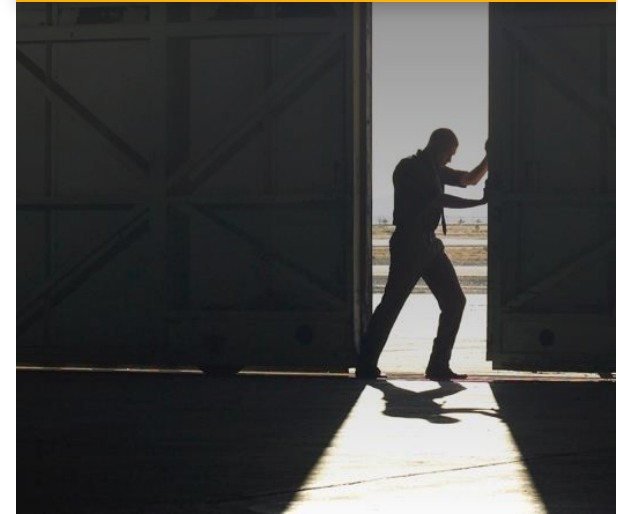
Contextually aware,
individualized experiences

 **Flexible**



Configurable for any use and
user in hours, not months

 **Open**

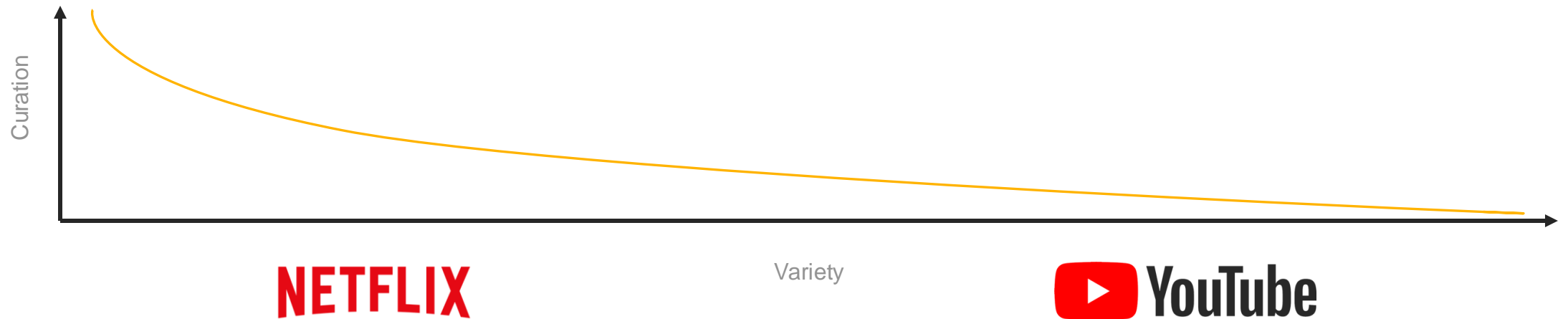


Open to a heterogeneous
world

The Long Tail of Content Creation

- **2,800 hours** of original content produced in 2019
- **27 Emmys** in 2019 (2nd to HBO)
- **183 million** viewers total

- **30,000 hours** of content uploaded every hour
- **16,000 channels** with 1m+ subscribers
- **2 billion** viewers per month



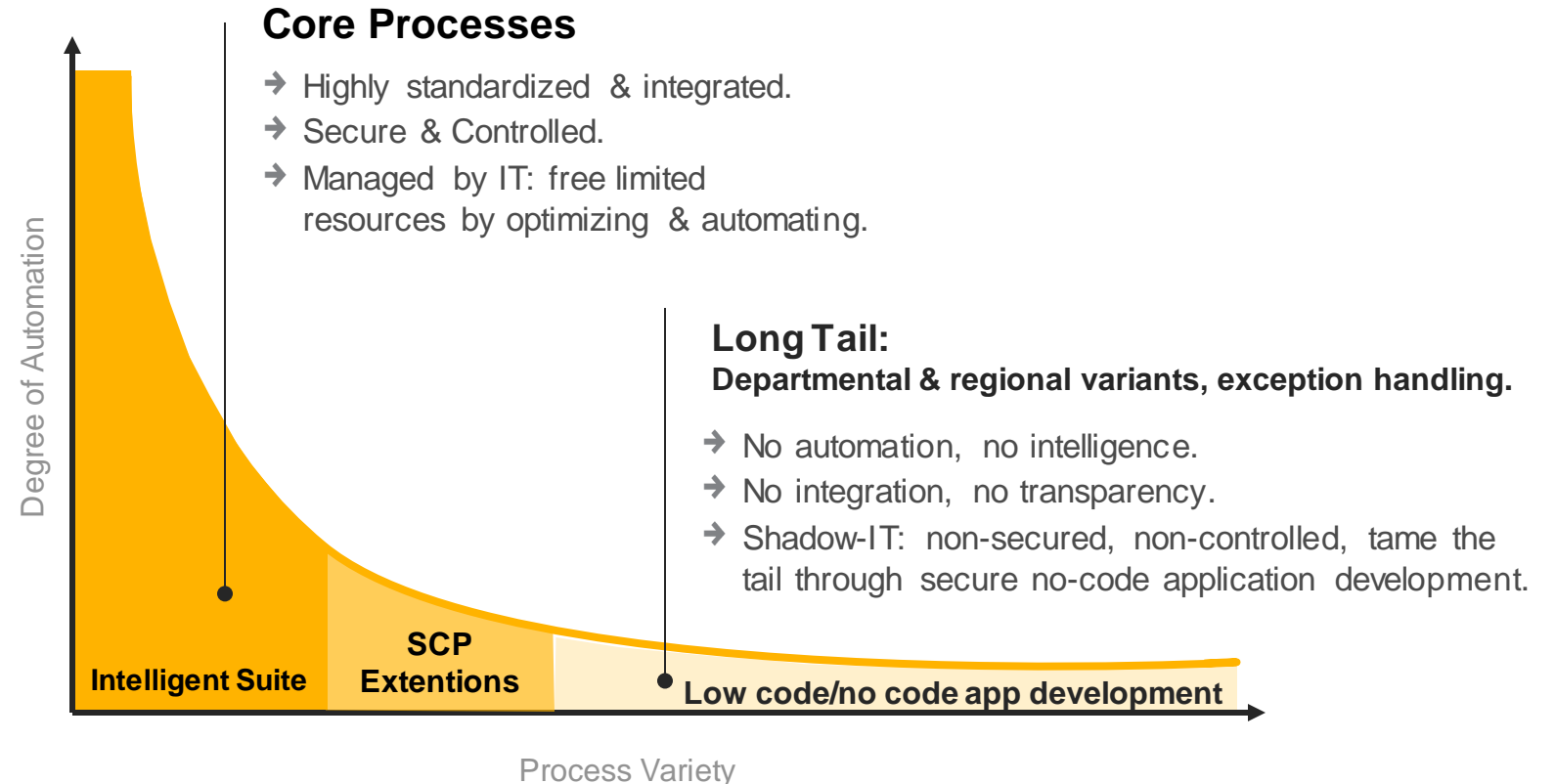
The Long Tail of IT Backlogs

How can IT departments deliver enterprise-scale value?

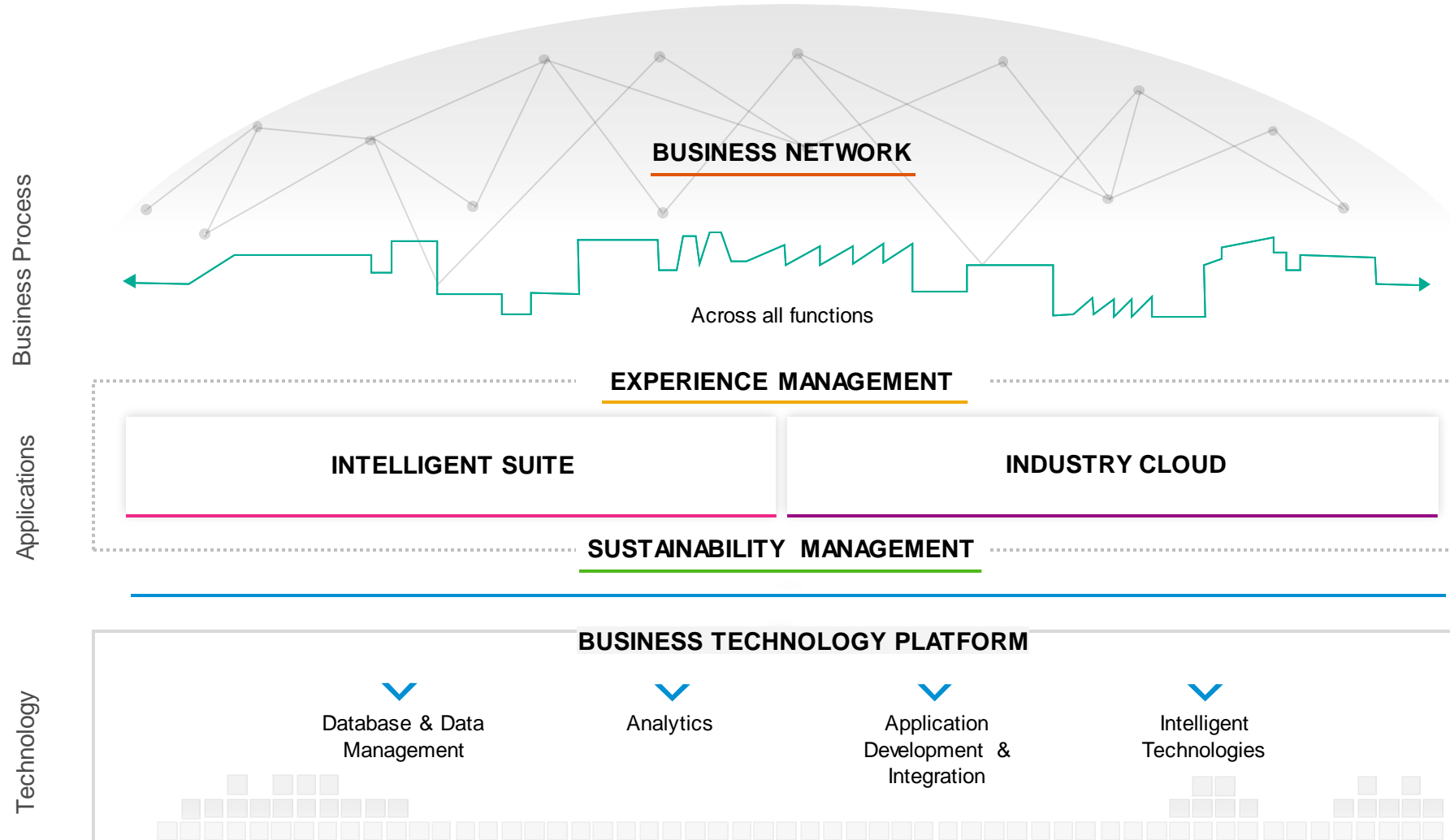


Optimize the core — deliver value at scale by automating core processes so you can focus on high-value.

Tame the long tail — hundreds of non-automated, non-integrated processes that do not merit IT projects and get lost in shadow IT.



Process Improvement Tooling For All



Process Experiences
Qualtrics XM Automated Action

Process Intelligence
SAP Spotlight

Digital Experience
SAP Mobile SDK

Conversational UX
Conversational AI/CoPilot

Process Intelligence
SAP Spotlight

Process Extensibility
SAP Graph

No-Code App Development
Ruum by SAP

Process Automation
SAP Intelligent RPA