Marketing Marijuana in Colorado

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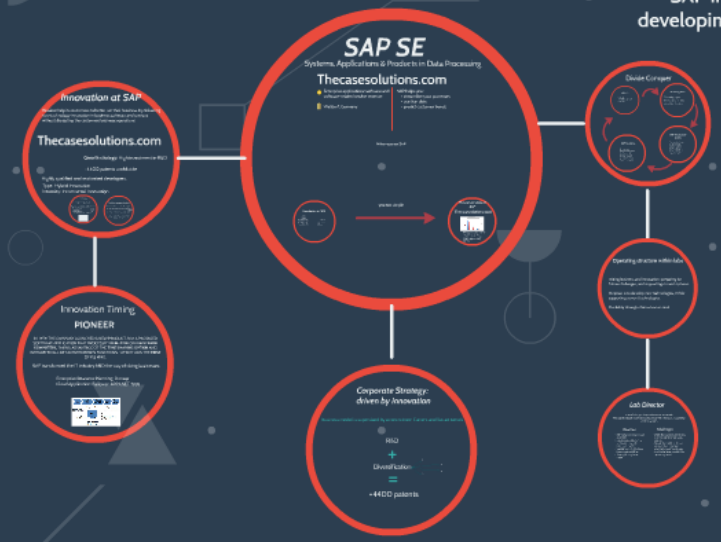
"SAP innovation goes beyond software – we're developing breakthrough technologies that shape IT and business trends."



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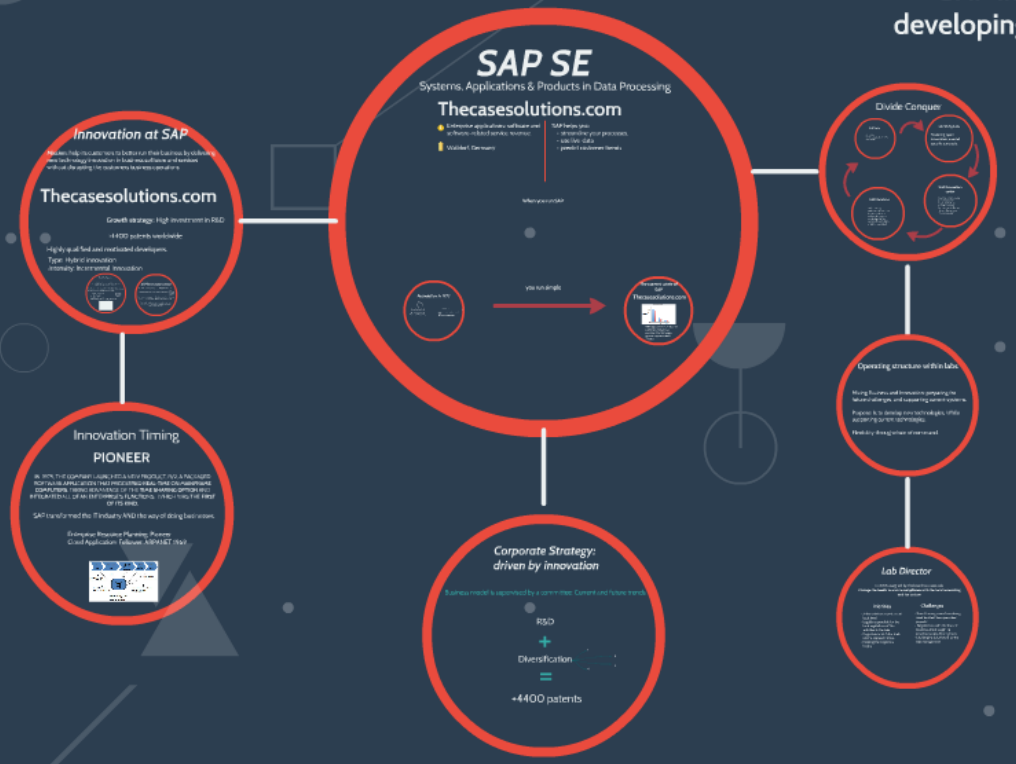

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SAP SE

Systems, Applications & Products in Data Processing

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1 Enterprise applications: software and software-related service revenue.

Walldorf, Germany

SAP helps you:

- streamline your processes,
- use live data
- predict customer trends

When you run SAP

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Claus Wellenreuther Hans-Werner Hector Klaus Tschira Dietmar Hopp Hasso Plattner

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→ IBM failed project

→ Imperial Chemical Industries

→ 1 year: DM 620,000

5 years later

Trademark emerges

25 employees = DM3.8 millions

First steps abroad

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The current state of SAP

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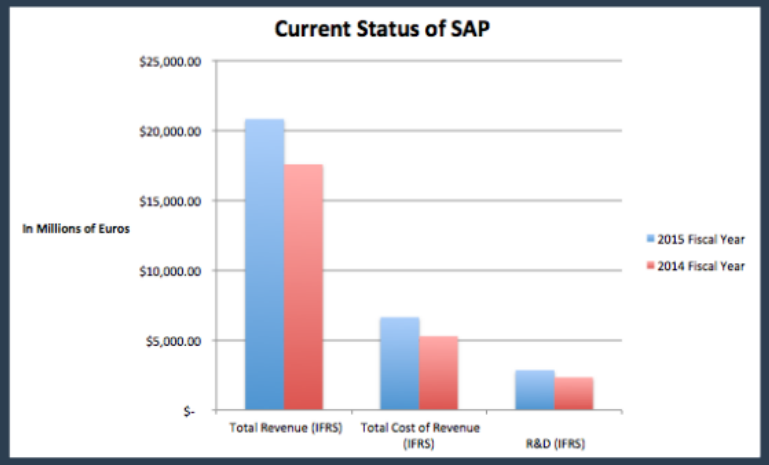

With approximately 300,000 customers in over 180 countries, the SAP Group employs approximately 77,000.

Innovation at SAP

Mission: help its customers to better run their business by delivering new technology innovation in business software and services without disrupting the customers business operations

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Growth strategy: High investment in R&D

>4400 patents worldwide

Highly qualified and motivated developers.

Type: Hybrid Innovation
Intensity: Incremental Innovation