

Reinventing Brainlab (B)

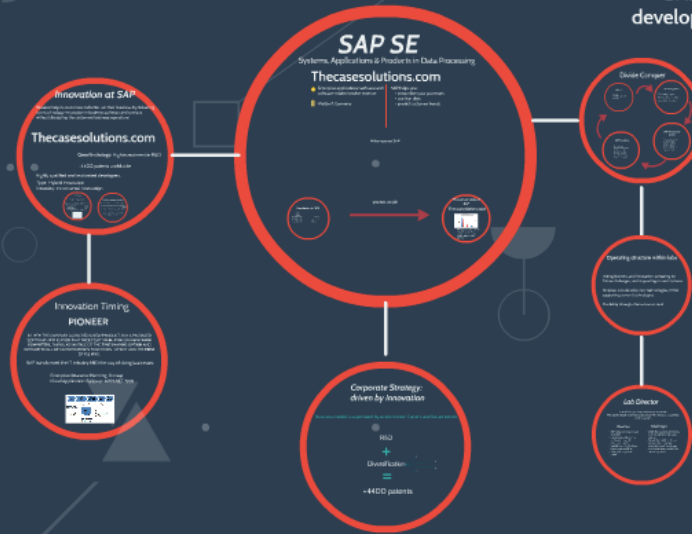
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4. The place and the role of Innovation in SAP's corporate strategy
5. How is innovation organized at SAP?
6. Lab Director's role?
7. Questions

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



Annabelle Voogd
Diana Solano
Marco Camacho
Mauricio Chaves

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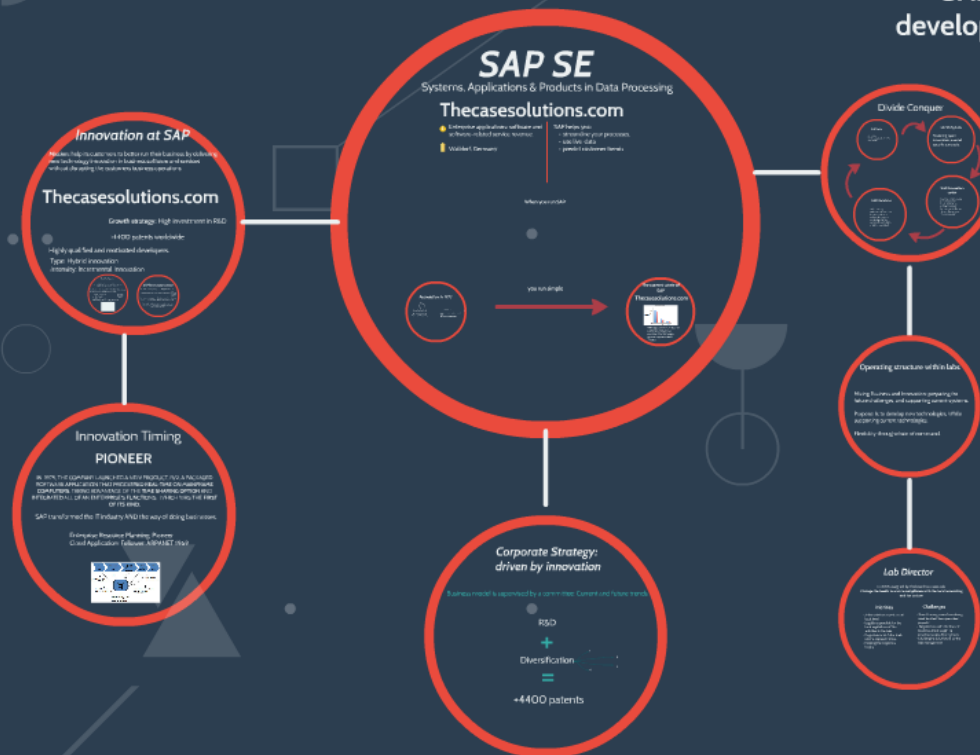
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SAP SE

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

TM

25 employees = DM3.8 millions

\$

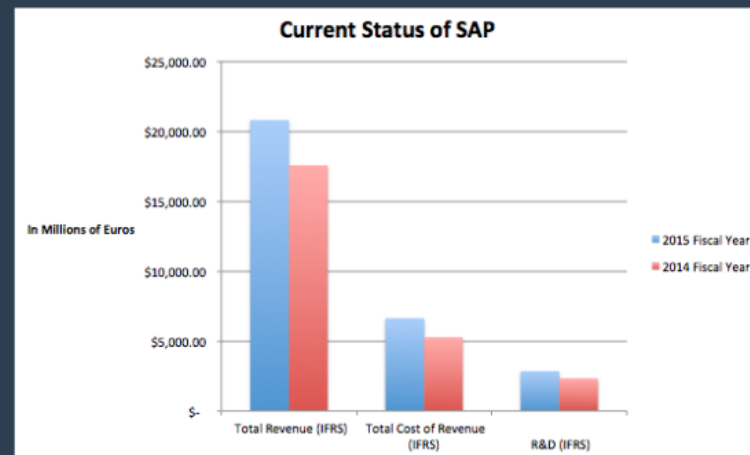
First steps abroad



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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

The SAP living Labs

Explores and assesses how the use of existing SAP technology can be applied in a particular field for future applications.

Its role is to foster open innovation with customers and partners around some specific concepts

1. Future energy center
2. Future factory
3. Future retail center
4. Technologies for emerging economies



SAP Innovation Center

Potsdam, Germany (2011) Nanjing, China (2013)

Start-up mentality with Global Market Leader resources



The Innovation centers keep up with the latest trends and groundbreaking research concepts to eventually turn them into software solutions.

The innovation centers work on projects only for a few months and hand the prototypes over to other units in the wider SAP development organization