



The New Digital Economy: Building Your Foundation for Simplicity and Growth

A Perspective on Growth for Small and
Midsize Companies

OCTOBER 2015

Welcome to the New Digital Economy.

A place where a strong, digital business foundation is a must.



We live in a
technology-driven,
global economy,
where everything is
connected.

Technology is being applied to all aspects of life. People, business, and societies.

The digital economy presents new challenges – what to do with all the data? But it also brings opportunities to be more competitive, to know your customers better, and to better predict future needs.

SAP is uniquely positioned to be the best strategic innovation partner for small and midsize companies. SAP can help build your business and your vision for the future through the power of a digital business foundation.

SAP can help you run simpler, leaner, faster in this hyper-connected world.

Build a Digital Foundation for Simplicity and Growth

1

The New Digital Economy is Bigger than Ever
Unprecedented challenges and business opportunities are everywhere

2

Why Growing Companies Should Run Digital
Buyer behavior has changed. Data is growing. You need insight, connectivity and scale to succeed

3

SAP: A Leader in Digital
40 years of experience, partnerships, innovation. Your best choice in a digital world

4

Our Portfolio: Simple, Flexible, Fast
Designed for growing companies in the digital economy

5

Start With SAP Business Suites
Manage every aspect of your business in real-time, with a solution designed to grow with you

6

Connect With Your Customers Anytime, Anywhere
Making e-commerce and customer interactions simple

7

Enrich Your Workforce and Supplier Interaction
More connections. Better alignment to support your business goals

8

Get Fast, Easy Access to Business Insights
The power of actionable information at your fingertips

9

SAP Partners Deliver Digital Expertise
Making SAP solutions relevant to more customers of all sizes and across all industries

10

SAP Customer Success Proves the Value
Delivering business outcomes that go beyond technology

The New Digital Economy is Bigger than Ever

Unprecedented challenges and business opportunities are everywhere

Hyper-connectivity

People, business, and devices—has created a new digital landscape powered by real time data.



75 billion

connected devices
in the Internet of Things



Over 2.55 billion

social media users by 2020



USD\$65 trillion

in global trade through
connected businesses

Most leaders are aware, but not acting
90% of CEOs believe the digital economy will impact their industry, but less than 15% are executing on a digital strategy*

Early adopters are winning

Early adopters are achieving 9%+ revenue creation, 26%+ impact to profitability, and 12%+ market valuation*

Industry boundaries are blurring

Every company is expanding beyond traditional industry boundaries and also becoming a technology company

Digital business models transform.
They change the rules.



Under Armour is not just selling shirts and shoes – It is connecting 38 million people on a digital health platform



U B E R

Uber is not just another taxi company – It is an “urban logistics” company with 200,000 drivers, roughly double the size of the UPS delivery workforce

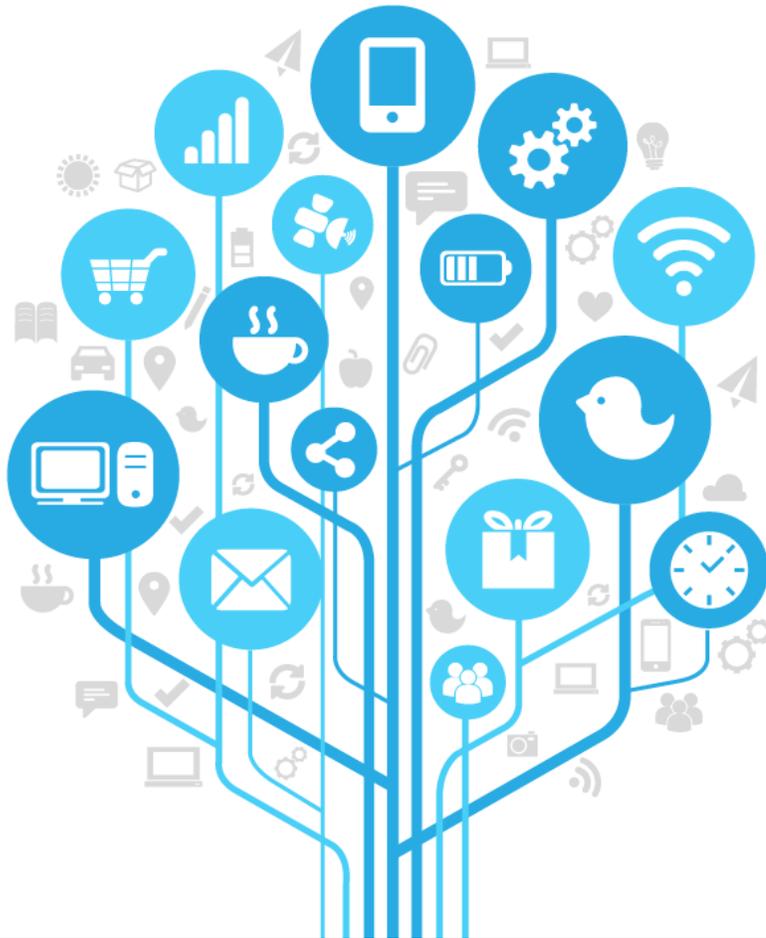


Alibaba is not just the largest e-commerce company – It is also a financial services and technology company, blurring industry lines

* MIT Sloan and CapGemini, 2013,

Why Growing Companies Should Run Digital

Buyer behavior has changed. Data is growing. You need insight, connectivity and scale to succeed.



74%

of buyers rely on social media to influence their purchasing decisions¹

72%

of business leaders believe complexity has hurt efforts to meet process and decision-making goals²

>50%

Small and midsize businesses struggle with data accuracy and quality³

57%

of customers already know what they want to buy before the first interaction with sales⁴

Key Components of a Successful Digital Business

Simplified software and technology landscape, and lower cost

A mobile-connected, empowered workforce to make fast decisions

Real time connections to data, customers, partners and suppliers

Customer ability to interact when they choose, in a way that's convenient to them

Technology that grows with the business and provides a competitive advantage

Sources: 1 – Gartner 2010; 2 – Simplifying the Future of Work Survey, 2015; 3 – Oxford Economics Study, 2013; 4 – “The Digital evolution in B2B Marketing” Customer Executive Board, 2012

SAP: A Leader in Digital

40 years of experience, partnerships, innovation. Your best choice in a digital world



A Leader for 40+ years

40+ years of experience and we're here to stay. 190+ countries. A history of innovation to unlock value for our customers.



SAP Understands Your Needs

We uniquely understand your business, with packaged solutions for 25 industries and 11 lines of business.



Expert Partners

13,000 digital-savvy SAP Partners with industry and local market expertise offer customized solutions that are right for you.

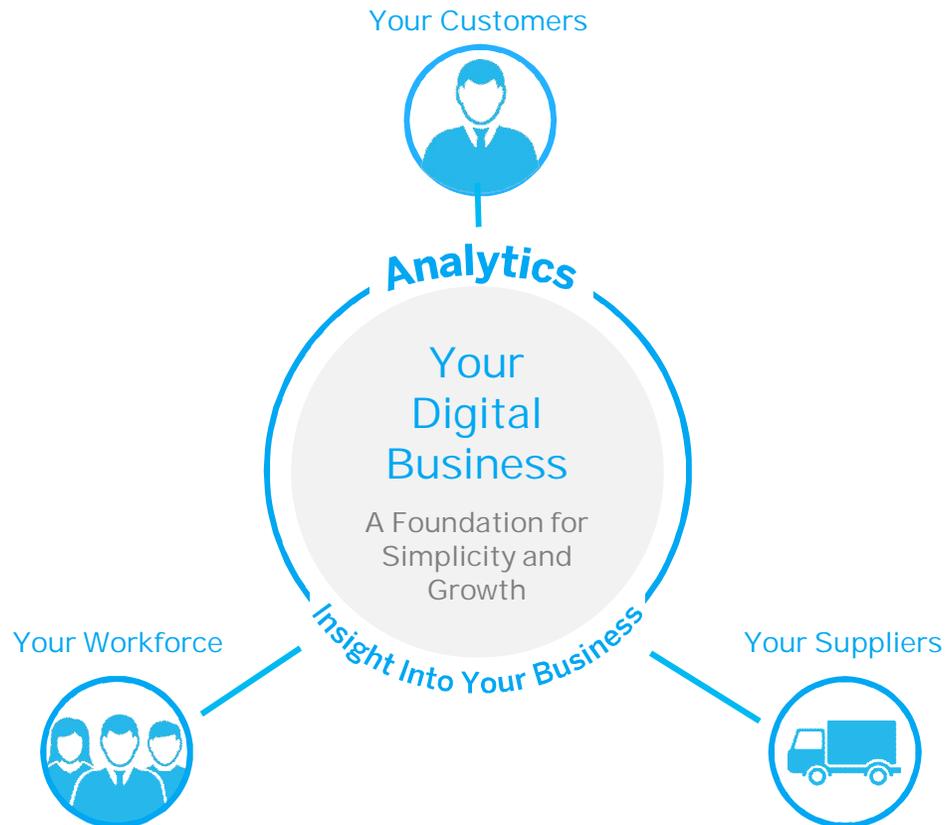


Solutions that Scale

Our solutions are made to create value for growing companies. Over 80% of SAP 296,000+ customers are small and mid-size companies.

SAP Solutions: Simple, Flexible, Fast

Designed for growing companies in the digital economy



To succeed in the digital economy,

you need solutions that help you know your business, know your people, and connect with customers better than ever. This requires real-time connectivity, enriched interactions, and a common platform for simplicity and scale.

SAP solutions are designed for growing companies in the digital economy:

- Simple to consume
- Simple to price
- Simple to configure
- Simple to scale

Start with SAP Business Suites

Manage every aspect of your business in real-time, with a solution designed to grow with you

SAP Business
All-in-One

SAP Business
ByDesign™

SAP® Business
One

Digital Foundation

Proven business processes incorporating 40+ years of testing and practice with customers of all kinds and sizes

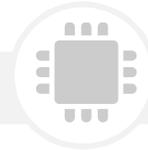
Integrated

Seamless connectivity from your front office to back-end operations. One source of truth, a single view of your entire business.

Cloud and Mobile

- Anytime, anywhere access
- Simple to consume
- Quick time to value
- Run your business from any device

POWERED BY



SAP HANA

Financials | Sales | Service | Purchasing | Inventory | Production

Connect With Your Customers Anytime, Anywhere

Making e-commerce and customer interactions simple

SAP Anywhere



POWERFUL

- Seamlessly integrates sales, marketing, commerce and inventory activities
- Accelerates capacity for growth and reduces complexity



SIMPLE

- Designed to be up and running in one week
- Mobile-first and cloud-native



SCALABLE

- Scales with your business growth, from < 10 to 500 employees
- Natively integrates with SAP Business One



AFFORDABLE

- Just one solution for your business needs
- Simple, subscription pricing

Enrich Your Workforce and Supplier Interaction

More connections. Better alignment to support your business goals



YOUR
WORKFORCE

YOUR
SUPPLIERS



successfactors™
An SAP Company

To execute successfully at today's rapid business pace, re-thinking HR strategies is a must

- Find the right talent and engage them
- Plan and measure with accurate workforce data and metrics
- Stay compliant with changing legal requirements as you enter new markets
- Go live in as little as 5 days


A R I B A®

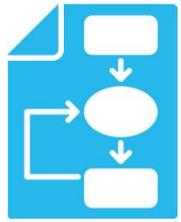
Discover new partners for growth and join the world's largest business-to-business trading community

 **CONCUR**

Save time and money during every step of the business traveler's journey

Get Fast, Easy, Access to Business Insight

The Power of Actionable Information at Your Fingertips



Plan

Simplify planning, budgeting and forecasting



Discover

Get lightening-quick insights with ad hoc reporting and search



Visualize

Create and share compelling data visualizations across the organization

SAP Business Objects BI Edge • SAP Lumira • SAP Crystal Solutions • SAP Crystal Solutions

SAP Partners Deliver Digital Experience

Making SAP solutions relevant to more customers of all sizes and across all industries

Partnership Innovation for Digital Business

Together we can help you realize the potential of the Digital Economy.

PARTNERS OFFER:

- Wide range of services
- Open Architecture – customer's choice of hardware and software
- Complementary and innovative third-party solutions
- Local market know-how; significant SAP and digital expertise/skill sets



IMPLEMENT

Implement SAP platforms and technology to meet your needs



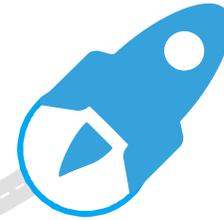
EXTEND

Partners add their own unique value-added services



SERVICE

Support, implement, and provide consultancy services



RUN

SAP solutions on behalf of customers



- >13,000 Partners, 25 Industries, local expertise and understanding
- >1,500 Partners specializing in Cloud

SAP Customer Success Proves the Value

Delivering business outcomes that go beyond technology

SAP Business Suites



15 day
Reduction in order-to-delivery time for incoming goods



245%
Increase in units delivered per month



20%
Inventory reduction

Customer, Supplier and Workforce Solutions



50%
Reduction in headcount attrition



53%
Faster completion of core HR tasks



40%
Improvement in HR efficiency

Business Insights



STYLEM

20x
Faster data extraction

hepsiburada.com

800x
Faster reporting



4x
Increase in business volume handled