



# 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.

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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

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Unprecedented challenges and business opportunities are everywhere

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

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

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

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# 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



**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

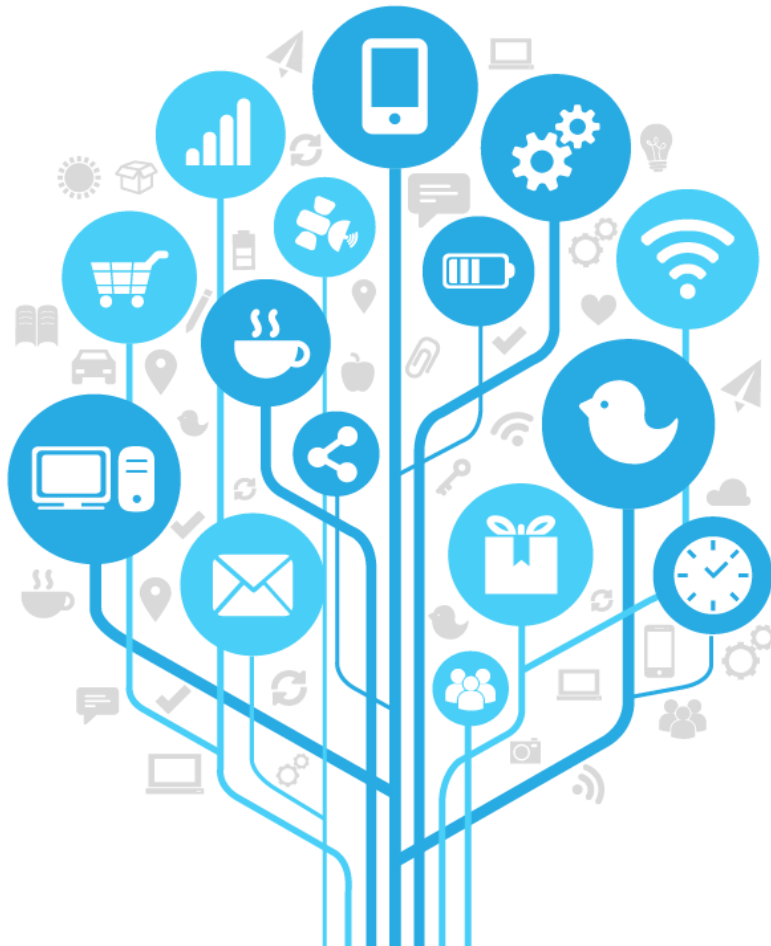


**Alibaba is not just the largest e-commerce company** – It is also a financial services and technology company, blurring industry lines

\* 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 decisions<sup>1</sup>

72%

of business leaders believe complexity has hurt efforts to meet process and decision-making goals<sup>2</sup>

>50%

Small and midsize businesses struggle with data accuracy and quality<sup>3</sup>

57%

of customers already know what they want to buy before the first interaction with sales<sup>4</sup>

### 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



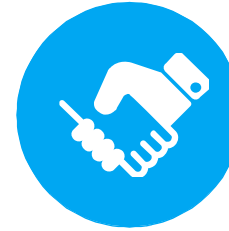
### A Leader for 40+ years

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.

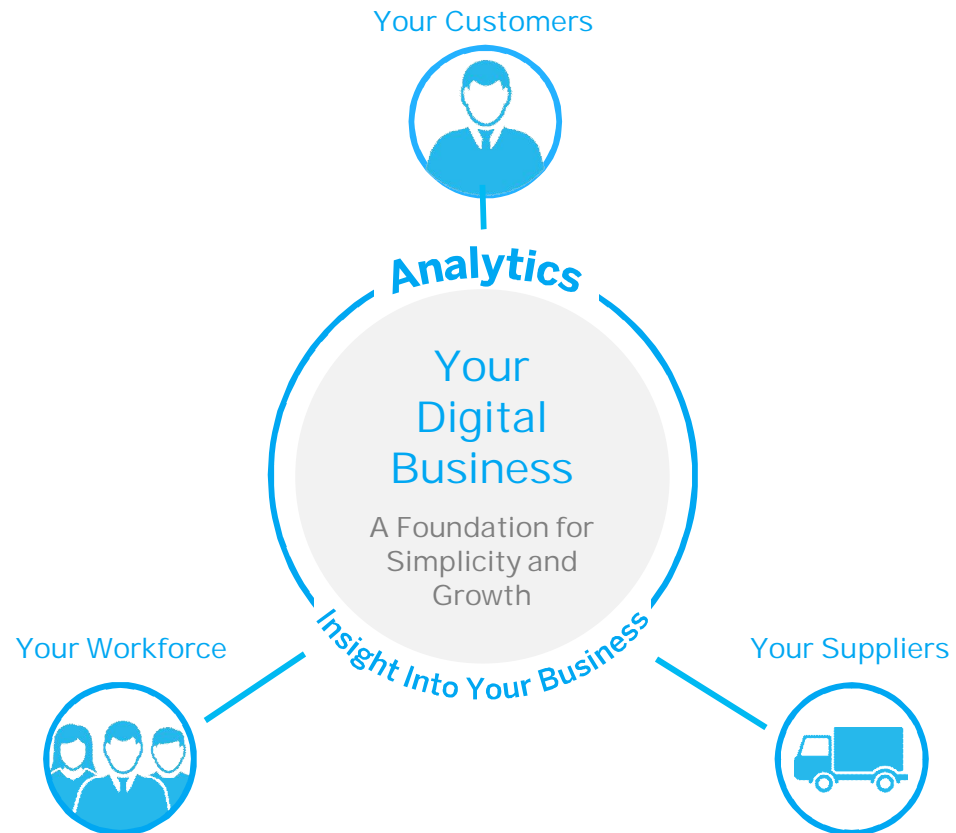


### Solutions that Scale

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

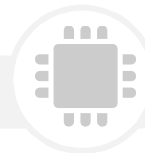
## Integrated

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



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



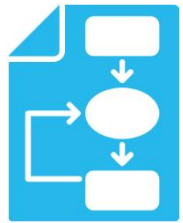
Discover new partners for growth and join the world's largest business-to-business trading community



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



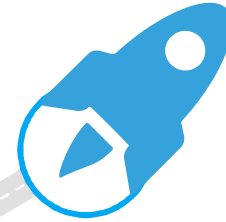
## EXTEND

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