

# The Journey to the Intelligent Enterprise



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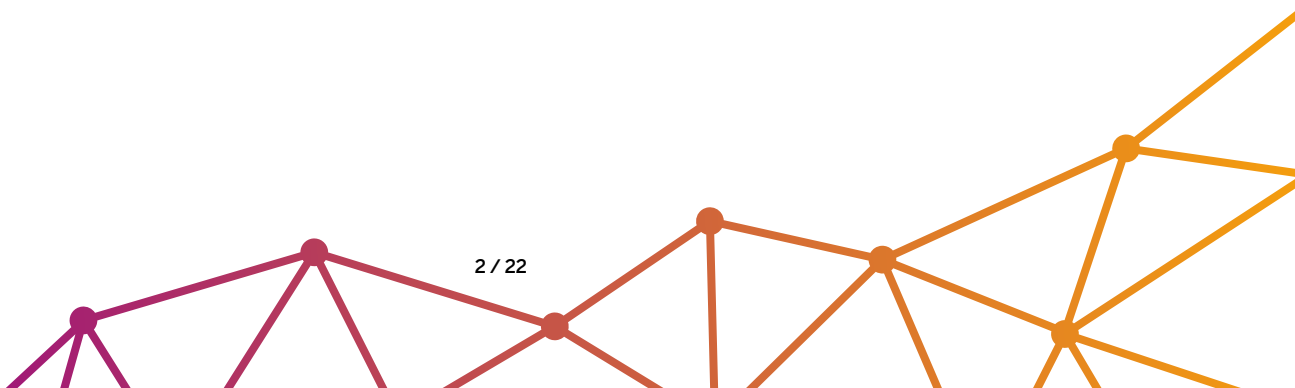
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# Chart Your Course to an Intelligent Enterprise

How far along is your company on the digital transformation journey? Just starting out, or similar to many businesses today, already heavily investing in modernizing operations with innovative technologies so you can stay ahead of your market and increase shareholder value? While this does give you a competitive edge – it's not enough.

**To stand out in today's economy**, companies of all sizes and across all industries need to be agile – able to make sense of staggering volumes of data to anticipate market trends and become an “insight-driven” company. You need to invest in technology to automate tasks and integrate processes to connect the business end-to-end, including suppliers and partners, with full visibility. And you must innovate relentlessly – faster than the competition – all while dealing with constant change and being mindful of the vital need to develop more sustainable business practices.

## **TAKE AN INTELLIGENT APPROACH WITH SAP**

The key to your successful digital transformation is to run your business as an intelligent enterprise. Intelligent enterprises run agile, integrated business processes, and use advanced technologies such as artificial intelligence, machine learning, and the Internet of Things. They apply leading-edge industry best practices and work together to build flexible value chains. They evaluate and act on customer, partner, and employee sentiment, and they understand and manage their environmental impact.

As a result, they can keep their workforce engaged, and increase organizational agility. They can deliver the products and services customers need. They can deliver personal, trusted, and connected customer experiences. They can control every source and category of spend. They can increase efficiency and gain insight to guide their business. And, they can make confident decisions and drive continuous innovation.

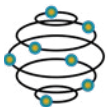
Running an intelligent enterprise helps you become more resilient: able to adapt, innovate, and overcome challenges. It helps you to become more profitable: able to run efficiently and drive long-term growth. It helps you to become more sustainable: able to reduce waste and emissions and make responsible choices.

Whether your company is embarking on its transformation journey or is already embracing the power of digital by using advanced technologies across its operations, you need an intelligent enterprise strategy to help chart your course to success. SAP has the solutions, services, and ecosystem to deliver this vision, and help your business run at its best.

**This white paper outlines many proven approaches to digital transformation** and explains how SAP's Intelligent Enterprise strategy can make your journey quicker and easier. Our Intelligent Enterprise strategy helps you break down departmental silos and adopt intelligent, dynamic, cross-functional business processes.

# Stand Out in Your Industry

The business world is changing at breakneck speed, and each industry and organization has its own dynamics and priorities. So, how do you make your business stand out in your industry? Solutions for the intelligent enterprise can help position your company for success by providing the ability – and the agility – to quickly adjust to important trends and situations. With extensive experience in 25 industries, SAP can help you rapidly identify patterns and see emerging trends that drive innovation.



## Innovative business models

Companies that embrace innovation are leading the way by transforming their business models using advanced technologies to reshape their business and redefine their industry. Some patterns that we see include billing for outcomes, being able to provide better services in the moment, monetizing data, and selling products as a service.

entirely new markets, reach new customers, and eliminate geographical and industry barriers.



## Competing as ecosystems

An emerging model of collaboration between companies can extend their reach, capabilities, and services. As companies create new business models and enter new markets, they often need to collaborate with new business networks to compete against unfamiliar competitors. Traditional rivals are teaming up in ways that would have been unheard of just a few years ago.



## Customer centricity

Today's consumers expect seamless experiences and rapid results. Understanding your customers and creating personalized, secure, and consistent product, brand, and customer experiences is the key to success.



## The changing workforce

Automation and artificial intelligence (AI), plus an aging skilled workforce, are accelerating the need for new skills in almost every industry. Automation and AI can potentially eliminate entire categories of jobs while also increasing the need for people with industry expertise and specialized skills. Leading companies are already reorganizing and restructuring to retrain and recruit employees with advanced skills.



## Blurring industry boundaries

Companies are crossing industry boundaries and even partnering with former competitors to create innovative opportunities. This trend creates a dramatic strategic shift that requires technical, cultural, and organizational adoption to enable business transformation. It can create

Learn more about how SAP can help you stand out in your industry at [www.sap.com/industries](http://www.sap.com/industries).

# Start Your Transformation

You are navigating your own unique course to digital transformation. Every industry has its own dynamics and standards for best practices, and every company is at a different starting point with its own set of business priorities. With so many variables, there are numerous ways to become an intelligent enterprise. Your path depends on your industry, your business objectives, your digital strategy, and your stage in the transformation journey. With SAP, you have the freedom to choose where to begin, and which path to follow to become an intelligent enterprise.

**SAP provides clear, guided pathways with a variety of solutions aligned to your strategic priorities.** The starting point you choose should be based on your highest priorities. Simply select which areas you want to focus on, and read the corresponding sections of the white paper to learn how SAP® solutions can help you transform those areas of your business:

- 1 Keep your workforce engaged, and increase organizational agility
- 2 Deliver the products and services customers need
- 3 Deliver personal, trusted, and connected customer experiences
- 4 Control every source and category of spend
- 5 Increase efficiency, and gain the insight to guide your business
- 6 Make confident decisions, and drive continuous innovation



# 1 Keep your workforce engaged, and increase organizational agility

In an intelligent enterprise, HR and people engagement play a key role in the organization's success, through cohesive experiences that improve engagement, people strategies linked to business priorities, and increased organizational agility.

## TRANSFORM YOUR CUSTOMER EXPERIENCE

How does your company view its workforce? Traditional human capital management (HCM) perceives employees as assets whose value is measured as an investment, as any other asset in the business. Human experience management (HXM), however, changes the HR focus from the organization's needs to the employee's experience.

Instead of focusing on data and process workflows, HXM reinvents employee experiences in ways that boost business growth. HXM intuitively interacts with employees through coaching, feedback, performance goals, development plans, and

mentoring. It also applies intelligent technologies to help get work done. For example, conversational AI lets employees simply ask questions and get quick answers. Machine learning nudges and recommendations can help curate content and give contextual guidance specific to an employee's role.

Through HXM, you not only learn what is happening with your workforce, but you can also understand the experience people are having. With tools to continuously listen to your workforce, you can find out where the experience gaps are, for both individuals and teams, and take the right actions to strengthen engagement, drive development, and create a motivated and productive workforce.

HXM helps people get work done faster, more easily, and in more productive ways, while breaking down traditional silos to create a culture where people thrive.

## HUMAN EXPERIENCE MANAGEMENT



### Deliver cohesive experiences that improve engagement

Continuously refine the workforce experience by capturing feedback at every moment that matters and increase satisfaction by facilitating collaboration and community across the organization.



### Link people strategies to business priorities

Improve business performance by translating detailed financial plans into a talent strategy. Increase accountability and consistency by aligning goals for all employees across the organization.



### Increase organizational agility

Bring more value to the planning table by gaining full visibility into all your talent and finances. Improve decision-making by driving powerful analytics across the organization.

## THE CHOICE IS YOURS

SAP offers a number of valuable solutions to manage HXM across your business:

- **SAP® SuccessFactors® solutions** comprise a complete, cloud-based HR management system that covers everything from payroll to employee engagement.
- **SAP® Qualtrics Employee Engagement** solution enables organizations to collect feedback and insights from employees at key touch points to understand the main drivers of employee engagement.
- **SAP® S/4HANA®** is an integrated Intelligent ERP suite.
- **SAP® Fieldglass® solutions** comprise a cloud-based, open vendor management system that helps businesses find, engage, and manage external workforce and procurement resources.
- **SAP® Concur® solutions** provide an integrated spend management system for controlling travel and expense processes from request to reimbursement.
- **SAP's Business Technology Platform** is designed to provide flexibility and agility for developing business applications.

## CHANGE THE WAY YOU WORK

HXM can fundamentally change the way you work and keep your business growing. With SAP solutions, you can deliver exceptional employee experiences that will help your business thrive.



## REAL-WORLD RESULTS

### A state-of-the-art transit system

serving a city of 2.8 million people was still using outdated paper-based payroll and HR processes. Partnering with SAP, it reengineered its HR systems to focus on the employee experience. The company streamlined back-end processes and improved the employee experience by creating an employee service center using SAP SuccessFactors Recruiting, SAP SuccessFactors Onboarding, SAP SuccessFactors Employee Central, and SAP S/4HANA. Now, the organization and its more than 15,000 employees have better visibility into their HR profiles and can update information from mobile devices in real time.

### The results:

**More accurate records** as 560 employees updated their addresses in the first week of deployment

**100% increase** in visibility into employee profiles

**Faster onboarding** for new employees

**Increased engagement** with employees

**Reduced paperwork**

Learn more about how to [achieve human experience management](#).

Discover ways to [enhance your workforce experience by capturing experience data](#).

## 2 Deliver the products and services customers need

The digital supply chain plays a key role in the success of an Intelligent Enterprise, with the customer at the center of the business. With full transparency across networks, you can improve reliability and performance. You can sense and respond to changing conditions by using embedded AI and real-time insights from smart products and services.

Every supply chain starts with a customer need or desire. This can start when a consumer sees something online, likes it on social media, looks for places to buy it, and is ultimately satisfied by clicking a “buy” button. But a great customer experience does not just start and end with the purchase decision by chance. It begins with designing customizable products that customers want, and goes to delivering high-quality products when, where, and how the customer wants them. This requires a great supply chain.

The winners in today’s economy must anticipate, understand, fulfill, and exceed customer desires in real time – every time – to deliver an exceptional experience. Digital supply chains must focus on closing experience gaps in customer and

employee experiences, building visibility into business networks, increasing productivity, and engaging in the circular economy by recovering and regenerating products to foster sustainability.

SAP Digital Supply Chain solutions, SAP S/4HANA, SAP Ariba solutions, and HXM solutions from SAP can address all these issues within one unified view of your supply chain.

### TRANSFORM YOUR SUPPLY CHAIN

SAP Digital Supply Chain solutions support four key business strategies:

#### **Demonstrate devotion to customers**

Put your customers at the center of your business by integrating their real-time insights and sentiments into product design, planning, production, and delivery. Build loyalty by creating positive experiences.

#### **Gain full transparency across your networks**

Improve reliability and performance by bringing together data from processes, people, products, and assets to deliver a digital twin of your supply network.

### SAP DIGITAL SUPPLY CHAIN SOLUTIONS



#### **Integration across the enterprise**

Integrate processes, people, products, and assets to create a full-scale digital representation of your supply chain.



#### **Powerful insights**

Integrate insights from your customer experience and operational data in real time from both structured and unstructured sources.



#### **Advanced technologies add intelligence**

Use machine learning and real-time data from IoT-enabled smart products and assets to bring intelligence to your entire supply chain.



### **Deliver disruptive innovations**

Take advantage of Industry 4.0 by delivering built-in intelligence and automation that transform the speed and effectiveness of your supply chain.

### **Safeguard our planet**


Minimize environmental impact by designing and manufacturing products that are environmentally friendly. Drive sustainable business practices by reducing or eliminating waste and carbon emissions.

### **CONNECT YOUR SUPPLY CHAIN: CONNECT YOUR BUSINESS**

The key to digital supply chain success is understanding and connecting desires across your business so that you can take the best action quickly to improve outcomes. Supply chains have evolved into customized, digital, networked processes that are a critical component of a company's business strategy and revenue growth plan.

What do your customers, employees, and business partners desire? Whether it is to design smarter customized products, deliver the perfect order, offer services instead of products, or participate in a circular economy, the best supply chains are making it happen and forcing others to catch up.

Ensure that your supply chain is positioned to evolve from a back-office cost center to a connected, customer-centric unit that delivers on desires. SAP solutions can help you achieve these goals.



### **REAL-WORLD RESULTS**

A popular athletic lifestyle company had technology limitations that were hampering its ability to receive feedback on its products, especially on new product categories. With SAP software, the company quickly went from having 100 to more than 10,000 athletes able to send feedback using a central directory, with filters that enable the company to distribute the right products to the right athletes every time. With this shortened feedback loop, the design, development, manufacturing, and supply chain can quickly apply adjustments to product lines. In one case, modifications made as a result of the feedback led to an industry recommendation award within weeks of the product's release, giving the company a foothold in a new space.

#### **The results:**

**100%** forecasted category growth

**100x** increase in product testers

**2000+** products tested annually

**Learn more** about how to [connect your manufacturing and supply chain with SAP](#).

**Discover** ways to [enhance your supply chain by capturing experience data](#).

**Get started** by visiting [SAP Store](#), where you can discover, try, buy, and renew digital supply chain software.

# 3 Deliver personal, trusted, and connected customer experiences

An Intelligent Enterprise is capable of delivering personal, trusted, and connected customer experiences. Customer relationship management (CRM) and customer experience play a key role in the organization's success, through in-depth customer understanding, effective engagement across every touchpoint, and exceptional delivery of a personal experience. Achieving this requires a unified customer profile incorporating customer interests, feedback, and preferences, and the ability to deliver timely, relevant campaigns, and rich, intuitive, mobile-first experiences. Customers today expect a frictionless experience and unparalleled service with sales, marketing, commerce, and service working together as a unified brand.

Many companies already recognize the importance of making customer experience management a top priority.

**TRANSFORM YOUR CUSTOMER EXPERIENCE**  
SAP can help you accomplish these objectives with customer experience solutions that comprise five cloud solution portfolios:

- 1. SAP Customer Data Cloud:**  
Turn unknown visitors into loyal customers
- 2. SAP Marketing Cloud:**  
Help marketers take the reins on revenue
- 3. SAP Commerce Cloud:**  
Reinvent commerce to create personalized buying experiences
- 4. SAP Sales Cloud:**  
Change the sales experience and sell more, faster
- 5. SAP Service Cloud:**  
Create perfect service moments

## CUSTOMER EXPERIENCE MANAGEMENT



### Develop in-depth customer understanding

Deliver personal commerce experiences based on customer interests, feedback, and preferences from a unified customer profile. Uncover unique customer insights in real time to close experience gaps and drive value to the bottom line.



### Engage effectively across every touchpoint

Meet customers where they are with timely, relevant campaigns and through rich, intuitive, mobile-first experiences. Grow revenues through an intelligent sales experience based on guided selling and accurate customer proposals that maximize opportunity for up-sell and cross-sell.




### Deliver an exceptional continuous experience

Deliver a frictionless experience and unparalleled service with sales, marketing, commerce, and service working together as a unified brand. Improve your retention and loyalty by listening to your customers and consistently exceeding their expectations in all interactions.

## BETTER CUSTOMER EXPERIENCE: BETTER OUTCOMES

SAP can help you improve your customer experience in these critical areas:

- **Experience.** The ability to predict, anticipate, and react in real time to a customer's experience with your brand is a key differentiator for sales, marketing, service, and commerce organizations. SAP solutions provide valuable insights in real time so you can stay several steps ahead of the competition.
- **Trust.** Instilling trust is crucial to gain customer loyalty. A consent-based single view of the customer – built from a unified customer record across the cloud portfolios and our SAP S/4HANA suite – differentiates SAP.
- **Integration.** The connected end-to-end experience is the vital link between customer demand and the supply chain, ensuring the right products and services are available in the right place at the right time.



### REAL-WORLD RESULTS

**A global food packaging company** offers high-quality products, but it needed a faster way to troubleshoot issues and respond to dissatisfied customers. It was using an outdated annual survey to gather customer feedback, resulting in a slow, reactive response rather than a quick, proactive approach to deal with customer issues.

The company launched a new customer experience program using SAP Marketing Cloud, SAP Service Cloud, and Qualtrics® CoreXM solutions. By embedding technology to collect experience and operational data at key interactions, the company can now collect instant customer feedback and respond immediately to improve the customer experience.

#### The results:

**€2.1 million increase** in annual sales by listening to promoter feedback

**€300K cost reduction** through embedded technology and source analysis of customer activities

**20% drop** in front-line administrative activities, resulting in €200K in annual savings

**Cut in customer response times** from 15 days to 48 hours

Learn more about how [SAP solutions can improve your customer experience](#).

Discover ways to [enhance your customer experience by capturing experience data](#).

# 4 Control every source and category of spend

As an Intelligent Enterprise, you can improve decision-making, control, and efficiency company-wide by embedding intelligent technologies and analytics across global spend processes. Enable procurement teams to adapt processes to their own needs and deliver comprehensive compliance and supplier management by capturing spend data from all sources.

## TRANSFORM YOUR SUPPLY CHAIN

In an intelligent enterprise, network and spend management plays a key role in the organization's success through:

**An adaptable, scalable platform:** Improve decision-making, control, and efficiency company-wide by embedding intelligent technologies and analytics across global spend processes.

**Best-in-class control of each spend category:** Focus on outcomes instead of building workflows by applying preconfigured, best-practice-based processes. Capture spend data from all sources and apply policies consistently.

**A global network of solutions and trading partners:** Automate and deliver true transparency into every step and detail of collaboration by

connecting to the world's largest business network, spanning hundreds of categories. SAP can help you consolidate spend data from best-in-class systems by managing each process and presenting it in a single unified view so you can see where every bit of your budget is going.

This ensures that you can:

- Connect to the world's largest business network to access and automatically collaborate with millions of suppliers across hundreds of categories.
- Deliver comprehensive spend compliance and supplier management by capturing spend data from all sources and applying policies consistently.
- Create a more responsive, responsible, and sustainable supply chain.

By connecting SAP Ariba, SAP Concur, and SAP Fieldglass solutions, you can manage all vendor spending, and consolidate and control spend from source to pay.

## SAP ARIBA + SAP CONCUR + SAP FIELDGLASS SOLUTIONS



Digitalize and simplify all your sourcing and procurement processes on a single integrated platform in the cloud.



Quickly and easily submit and approve expenses with Concur Expense; capture travel expenses from anywhere with Concur Travel; and automate and integrate your accounts payable processes across the enterprise with Concur Invoice.



Find, engage, and manage your external workforce and services procurement resources with this cloud-based, open vendor management system.

## MANAGE SPEND BETTER

With connected business processes and controlled spend, you can have a single view of spending across categories – without cobbling together reports from different systems. Centralize spending and apply policies uniformly across categories, minimizing risk caused by suppliers.

Bringing all your spend management tools together in one place – from procurement to travel and expense – provides a single view that enables you to take appropriate action across the enterprise. Having the right tools helps you capture different categories of spend, ranging from direct and indirect spending to complex services, plus contingent labor, travel spend, and spending on p-cards and virtual cards. This enables you to apply policies to spending that used to be “invisible” until an amount showed up on an expense report or an invoice appeared by surprise.

Increasing the number of suppliers and amount of spend you have under management helps you identify and manage risks, including environmental, ethical, human rights, and social performance risks. You can also negotiate savings based on all spending across categories, and then solidify rates and terms within contracts.

Having a unified view of your spend data provides up-to-date visibility into your KPIs and lets you:

- Analyze the data and take appropriate action
- Ensure spend aligns with corporate priorities
- Adapt quickly to support new business models



## REAL-WORLD RESULTS

### A large heating and cooling system manufacturer

had slow and cumbersome procurement and expense management systems. Business leaders wanted to improve services and increase visibility into indirect spend processes, so the company integrated SAP Ariba and SAP Concur solutions into its SAP S/4HANA software. Now the company has a spend management system with best-in-class control of indirect spend.

#### The results:

**45%** of procurement-related processes are now automated

**2 minutes** to order standard items from authorized suppliers

**Better visibility** into total company expenditures

Learn more about how to [control your procurement processes with SAP](#).

## 5 Increase efficiency, and gain the insight to guide your business

For the Intelligent Enterprise, finance plays a key role by equipping the entire organization with the ability to understand the financial context and profitability impact of decisions and plans. You can achieve new levels of productivity through intelligent automation and reimagined user experiences and workflows.

In the world of digital commerce, every business is a technology business. To stay ahead of the curve, your finance organization should be able to quickly launch new business models, standardize processes, foster trust, and increase scale without adding complexity.

Trust and financial stability are critical to your success. In order to increase – or even maintain – the trustworthiness and security of your business, it's vital to transform your finance organization.

### TRANSFORM YOUR SPEND MANAGEMENT

In an intelligent enterprise, ERP and finance play a key role in the organization's success, through:

**Real-time financial context:** Ensure the viability of business models and projects by equipping the entire organization to understand the financial context and profitability impact of their decisions and plans.

**New levels of productivity:** Increase both efficiency and digital trust by using intelligent automation to remove unnecessary steps as well as automating controls and managing identities, access, and data usage.

**Insights to adapt and improve:** Anticipate and respond to changes and challenges by using predictive analytics and simulations to predict behavior, evaluate scenarios, and deliver insight at the point of action.

### SAP S/4HANA FINANCE



#### Align finance with corporate goals

Intelligent ERP takes your business to the next level by aligning finance with corporate strategies to streamline processes and create agility to support changing business goals.



#### Automatically manage costs

Use automation to control costs, reduce errors, and manage risk and compliance, while also providing simplified multibook reporting.



#### Gain a single source of truth

A unified view of finance management delivers data consistency across your organization. This single source of truth eliminates reconciliation and provides unlimited drill-down details from real-time analytics for better decision-making.

The SAP S/4HANA Finance solution is targeted to the needs of the CFO, with an end-to-end view of the business and the power to act instantly on insights. Its underlying platform runs in memory, which significantly increases the speed of your operations and analytics, allowing you to move from a batch-oriented approach to a continuous, real-time finance organization.

SAP S/4HANA Finance includes core ERP processes as well as a fully integrated portfolio of solutions supporting all finance, risk, and tax functions.

### LAUNCH NEW BUSINESS MODELS: ENSURE FINANCIAL SUCCESS

You can't realize your digital vision without proper financial management systems in place. Advanced financial management aligns the finance organization with corporate goals by having the agility to support corporate strategy, analytics to provide better insights, assurance to manage risk and compliance, and automation to manage costs.

Take your finance organization into the digital age and ensure the financial viability of business model and enterprise transformation by delivering a complete view of your business so you can quickly take action on insights to innovate and thrive. SAP can help you become a streamlined finance organization, so your business can compete, succeed, and grow.



## REAL-WORLD RESULTS

**A leading food producer** had siloed finance processes that used error-prone manual spreadsheets. Business leaders wanted to unify and streamline the finance organizations throughout the company's global operations. Using SAP S/4HANA, the company established a single source of truth for end-to-end finance data across the enterprise. This significantly improved process efficiency, reduced costs, sparked product innovation, fostered market expansion, and positioned the company for growth with smoother mergers and acquisitions.

### The results:

**Accelerated finance** closing cycles

**Increased transparency** for faster data-based decisions

**More control** over standardized business processes

**Improved efficiency** and results

Learn more about how to [streamline your finance organization with SAP](#).

## 6 Make confident decisions, and drive continuous innovation

As the pace of innovation accelerates, Intelligent Enterprises are approaching disruptive technologies holistically. For example, they are implementing AI in increasingly expansive ways, moving from edge experiments into enterprise operations to break down geographic and operational barriers. Automation is an imperative, both to increase operational efficiency enterprise-wide and improve employee satisfaction. Toward that end, IT is becoming a true partner in defining their organization's digital transformation road maps.

The IT organization is the fundamental element that connects every part of your business, whether you are transforming HR, finance, procurement, your manufacturing and supply chain, or your overall customer experience. SAP's advanced technologies and Business Technology Platform portfolio provide the critical capabilities that make it possible for IT to build your intelligent enterprise.

Technology is rapidly evolving, and diverse landscapes offer a range of exciting new opportunities. Businesses that embrace these

opportunities are positioned to compete and destined to succeed. To do this, IT organizations should use advanced technology to connect operations with experiences to support data-driven decisions and continuous innovation.

A connected IT organization can accelerate data-driven innovation company-wide and integrate processes and experiences to increase customer and employee engagement. Effective IT can also deliver seamless experiences and improve the performance of people, equipment, and processes across the organization.

Intelligent IT increases the accuracy of your data and can uncover hidden opportunities with real-time, precise insights resulting in more confident decisions that lead to better actions.

Finally, your IT organization can improve overall results and influence continuous innovation by creating streamlined, end-to-end experiences throughout the enterprise

### BUSINESS TECHNOLOGY PLATFORM



#### Connect processes and experiences

Increase customer and employee engagement by analyzing experience data and operational data to uncover the root causes that are affecting results. Deliver smooth, seamless experiences by integrating data and processes across SAP solutions and other applications.



#### Make decisions with confidence

Uncover hidden opportunities by delivering real-time, accurate insights from across business networks and applications. Improve results company-wide by combining AI and machine learning with human expertise to provide relevant context and confidence in decision-making.



#### Innovate continuously

Create new, connected experiences by using prebuilt services and open architecture to quickly create and launch solutions that extend your SAP applications. Deliver impact while reducing risk by mining and extending your business processes using a suite of developer-friendly tools.



## TRANSFORM YOUR IT ORGANIZATION WITH SAP SOLUTIONS

SAP provides a variety of solutions that address your priorities with agility and flexibility. SAP Business Technology Platform (SAP BTP) is the fastest way to turn data into business value. With the SAP BTP portfolio of applications, services, technology, analytics, intelligent technologies, and tools, your IT organization can connect processes and experiences for better insights, make confident decisions while acting with integrity, and enable continuous business innovation.

**Database and data management** includes [SAP HANA](#) and [SAP Data Warehouse Cloud](#) solutions.

**Analytics** includes [SAP Analytics Cloud](#) and [SAP BusinessObjects](#) solutions.

**Application development and integration** includes [SAP Cloud Platform](#).

**Intelligent technologies** include [SAP Data Intelligence](#), [SAP Intelligent Robotic Process Automation](#), AI, machine learning, IoT sensors, and blockchain technology.

### INTELLIGENT IT ORGANIZATION: INTELLIGENT ENTERPRISE

IT organizations that use SAP BTP improve supply chain speed and efficiency, and deliver trusted and connected customer, employee, and product experiences. The platform automates processes and increases efficiency, enabling companies to transform logistics quickly. SAP's Intelligent Enterprise strategy and integrated portfolio accelerates data-driven innovation company-wide and delivers desired results.



## REAL-WORLD RESULTS

**A multinational bank** was challenged to meet customer needs for speed, reliability, and innovation in the fast-paced banking market. It knew digitalization was the key, but legacy systems were holding it back. It implemented SAP solutions for banking for its commercial loans and collateral portfolio. Now it uses AI, machine learning, and automation to handle all loan services. In fact, no manual intervention is needed on 95% of loan contracts until they are fully repaid.

### The results:

**95%** straight-through processing of commercial loans

**95%** match accuracy in reallocation using machine learning

**88%** reduction in FTEs handling commercial loans

**50%** increase in efficiency for matching unallocated payments

Learn more about how the [IT organization is fundamental to becoming an intelligent enterprise](#).

Get started by visiting [SAP Store](#), where you can discover, try, buy, and renew platform software.

# Imagine Your Future as an Intelligent Enterprise

Take a moment to imagine what your organization could look like as an intelligent enterprise. Whatever industry you are in, and whatever size your company is, think big. Not big in terms of size; big in terms of impact.

When it comes to advanced technology, any small change can have a big impact on your business. It could be something as simple as automating your invoices, or it might be a complete digital transformation that connects business processes and streamlines your entire business to deliver exceptional end-to-end experiences.

Whether you are part of a large enterprise, a midsize company, or a small business, integrating seamless processes powered by intelligence can

help you make your business resilient, profitable, and sustainable. All businesses have the same goal: they want to run at their best. They want to deliver the best employee experience, the best products and services, and the best customer experiences. They want to break down departmental silos and integrate their processes so that everything runs seamlessly. Sound impossible? It's not. It's the future of your business with an Intelligent Enterprise strategy.

SAP's Intelligent Enterprise strategy lets you build an intelligent enterprise at your own pace. Start wherever you are and go as far as you want with creative innovations. SAP offers the solutions, services, and ecosystem to deliver this vision and help your business run at its best.

## Take your business to the next level by implementing an Intelligent Enterprise strategy to help you:

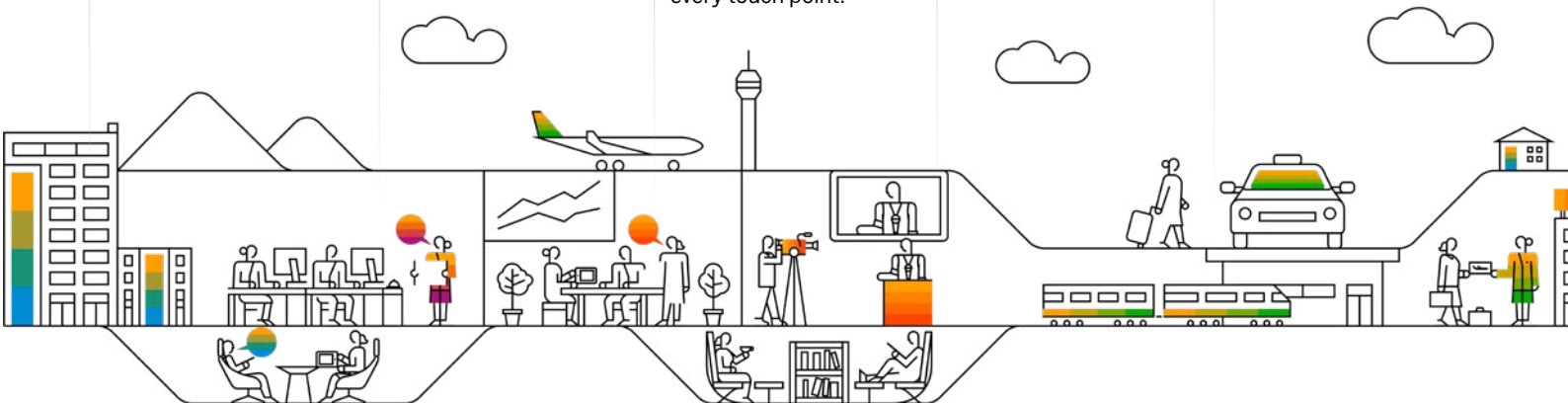
**Accelerate your speed to market** with connected, streamlined, transparent, and accountable business processes and supply chains that use embedded AI and insights to adapt to changing market conditions.

**Increase efficiency and decrease complexity** by using standardized processes and intelligent automation to manage controls, identities, access, and data usage globally.

**Deliver seamless experiences** for customers and employees by bridging organizational silos throughout sales, marketing, commerce, and services to provide consistent interactions at every touch point.

**Get better, faster ROI** by connecting SAP and third-party applications using out-of-the-box integrations.

**Increase productivity and quickly launch new business models** by transforming finance to streamline internal processes.





# Fast-Track Your Digital Journey

No matter where you are on your digital transformation journey, SAP and our partners would like to be at your side. You have the freedom to choose where to start and how to proceed, whether that's through focusing on a specific business priority as outlined on the previous pages, using embedded intelligence in SAP applications, or extending, configuring, or integrating your SAP or third-party solutions to address key business challenges.

We can help you fast-track your journey to the intelligent enterprise in the following ways:

1. Business transformation as a service.
2. Perform a customized assessment to uncover where you stand and discover your full range of opportunities.
3. Discover, try, buy, and renew solutions digitally online.
4. Talk to SAP experts to understand the best place to start.

Let's look at each option in more detail.

## 1. Business transformation as a service

A holistic business transformation is about changing the whole culture and mindset of an enterprise. It's about redesigning your business processes. It's about adopting new technologies – to unlock new ways of running your business and stay ahead of your industry. To truly transform your business, you need more than infrastructure-as-a-service (IaaS) or software-as-a-service (SaaS). You need a holistic offering. What you really need is business transformation-as-a-service.

**RISE with SAP** brings together everything you need to transform your business – and we are with you during every step of the way. Together with our strong ecosystem, we will help you chart your course to **your** business transformation, in three simple steps:

### Business Process Redesign

- Business process intelligence to analyze how your processes perform, get tailored recommendations, and benchmark them against industry standards

### Technical Migration

- Tools and services from SAP to support your whole journey that can be augmented by SAP's strong ecosystem

### Building of Your Intelligent Enterprise

- Your infrastructure of choice to benefit from IaaS capabilities without data and system lock-in
- SAP Business Technology Platform to easily complement, extend, and integrate with any other SAP, partner, or third-party solution, using the same data model and business services as SAP applications.
- SAP S/4HANA Cloud to be agile and responsive – not only at the edges but also at the core
- Unified access to the world's largest business network including SAP's supplier, logistics, and asset intelligence networks to foster cross-company connectivity and collaboration

Learn more about RISE with SAP at [www.sap.com/RISE](http://www.sap.com/RISE)

**2. Perform a customized assessment to uncover where you stand and discover your full range of opportunities.**

Many companies question their decisions during digital transformation. If you're not sure where or how to begin, SAP can help you navigate your digital journey with an Intelligent Enterprise Assessment.

Our **Intelligent Enterprise Assessment** is a strategic tool for companies that are just embarking on their journey or that have questions about their current course. With an **Intelligent Enterprise Assessment**, you will receive a personalized report that details where you are today, where you would like to be in the future, and how you compare to your industry peers.

**3. Discover, try, buy, and renew solutions digitally, online.**

You can also fast-track your digital journey by finding SAP solutions on **SAP Store** – from free trials to purchase to renewal.

Further extend your SAP solutions and find complementary solutions from SAP partners at **SAP App Center**, the ecosystem marketplace for enterprise innovations.

**4. Talk to SAP experts to understand the best place to start.**

SAP Services and Support guides customers throughout the intelligent enterprise journey. Experts can help you continually innovate, create new value, and apply the intelligence within your enterprise to realize better business outcomes and experiences. They can match your needs to the right next steps, helping you to:

- Envision a bold future that enables you to grow and pivot direction at scale with speed
- Realize new business value through outcome-focused services
- Thrive with confidence throughout your journey with SAP by your side

Tapping into these channels will allow you to reimagine your business and run with confidence. Learn more about how SAP Services and Support can help you to fully realize the business value from SAP's offerings for the intelligent enterprise.

Please find out more by visiting [www.sap.com/services](http://www.sap.com/services)



# Reach Your Intelligent Enterprise Goals

SAP's Intelligent Enterprise strategy is a blueprint for the future success of your business. It enables you to evolve your culture and build new capabilities, skills, and technologies to achieve better outcomes in all areas of your business. Putting intelligence at the center of your future not only delivers short-term value to shareholders, it also positions you to transform your industry and thrive in today's economy.

Adopting an Intelligent Enterprise strategy enables you to adapt, innovate, and overcome challenges. You can run more efficiently and drive long-term growth. And you can reduce waste and emissions and make more environmentally responsible choices.

Let us help you chart your course to reach your digital transformation goals and succeed as an intelligent enterprise.

Learn how an Intelligent Enterprise strategy can help you at [www.sap.com/industries](http://www.sap.com/industries).

Explore [www.sap.com/intelligententerprise](http://www.sap.com/intelligententerprise) or contact your SAP account executive to get started.



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