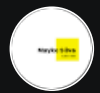


# Digital Transformation and Intelligent Enterprises



por Mayko Silva



# The Digital Divide in Business

## The Flip Phone Analogy

Imagine using a flip phone while everyone else has smartphones. This scenario mirrors the current business landscape, where some companies are racing ahead with new technologies while others struggle to keep up.

## The Importance of Digital Adoption

Understanding and embracing digital transformation is crucial for businesses to remain competitive in today's rapidly evolving market. It's not just about keeping up; it's about thriving in the digital era.



# Our Digital Journey: From Natives to Transformation

1

## Digital Natives vs. Digital Immigrants

We'll explore the concept of digital comfort in companies, distinguishing between those born into the digital age and those adapting to it.

2

## Digital Transformation Unveiled

Moving beyond the buzzword, we'll delve into how digital transformation is revolutionizing businesses across industries.

3

## The Changing Business Landscape

Discover how digital transformation is reshaping business strategies, operations, and customer experiences.



# The Intelligent Enterprise and Rise with SAP

## Intelligent Enterprise

Explore how businesses are becoming smarter from top to bottom, integrating intelligent technologies to enhance operations and decision-making.

## Rise with SAP

Uncover the benefits of SAP's comprehensive offering that helps businesses transform into intelligent enterprises.

## Beyond Office Robots

Learn how intelligent enterprises leverage data and AI to create more efficient, responsive, and innovative business models.



# SAP Business Technology Platform: The Digital Lego

## Integration

Connect all aspects of your business seamlessly.

## Agility

Adapt quickly to changing business needs.



## Innovation

Build and extend new applications rapidly.

## Intelligence

Embed AI and analytics into your processes.





# Embracing the Digital Future

1

## Learn

Understand the concepts of digital transformation and intelligent enterprises.

2

## Apply

Identify opportunities for digital transformation in your organization.

3

## Transform

Leverage SAP BTP to become an intelligent enterprise.

4

## Innovate

Lead the way in your industry with cutting-edge digital solutions.