

Digital Business: Tomorrow Is Already Here



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Vienna, 23 October 2019



@bitterer



Elon Musk 
@elonmusk

Follow

This is nothing. In a few years, that bot will move so fast you'll need a strobe light to see it. Sweet dreams...



General Motors vs. Tesla



10,000,000 cars in 2016

\$55Bn



76,000 cars in 2016

\$2.5Bn

2011

(average market cap)

\$58Bn

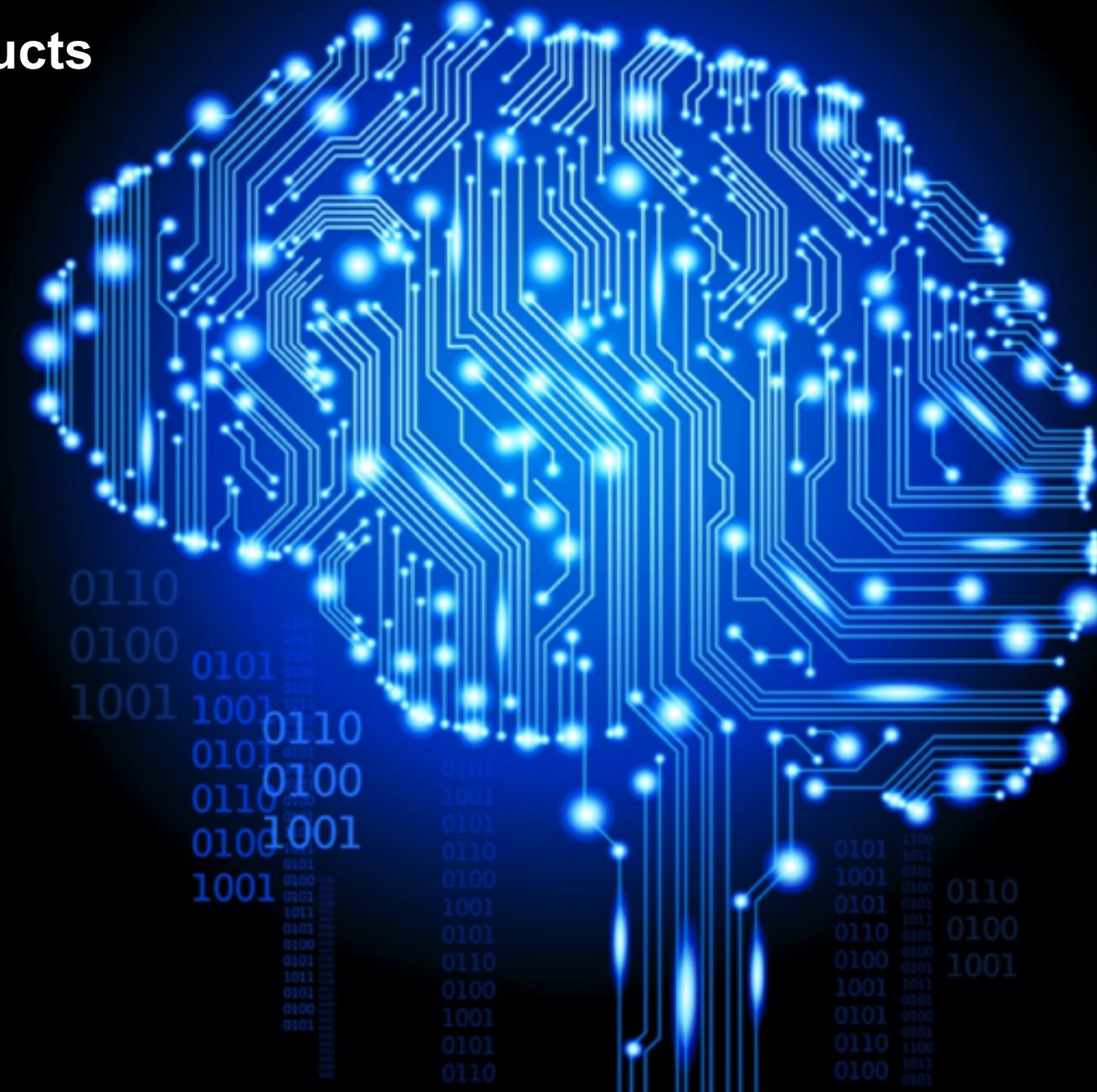
\$51Bn

2017

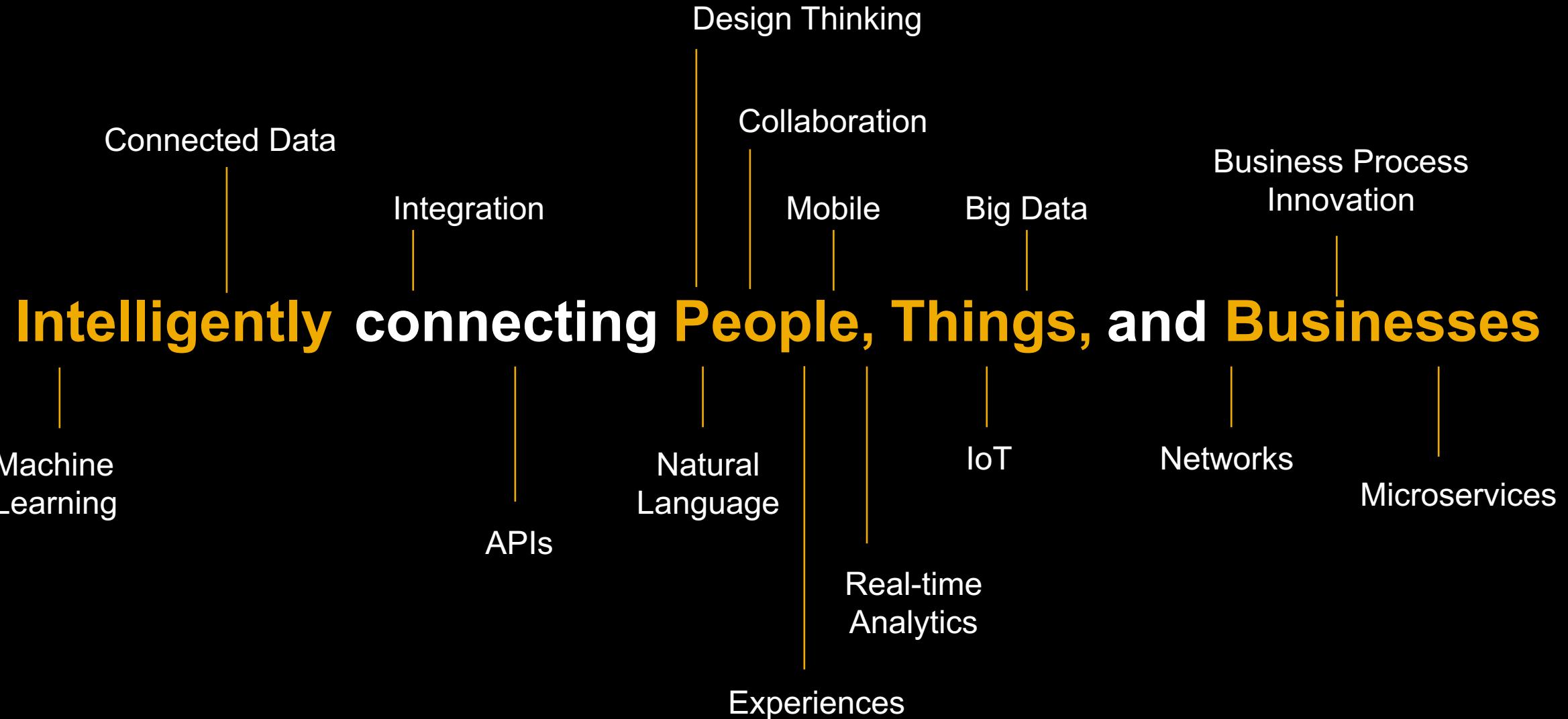
Self-Improving Products

It's all about the experience.

Products, services,
and processes will
improve automatically

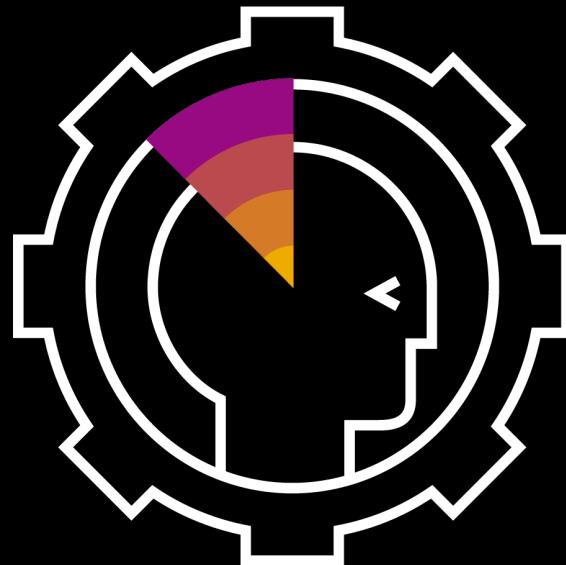


Digital Business



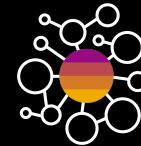
Market trends – Digital transformation

Emerging systems of intelligence



**Artificial intelligence
and machine learning,
IoT, insights**

By 2018, **75%**
of enterprise and ISV
development will
include AI or ML. – IDC



**Embedded machine
learning, analytics
providing built-in
guidance**

By 2019, **APIs**
**will be the primary
mechanism**
to connect data,
algorithms, and decision
services. – IDC



**Conversational
applications: the new
user experience**

By 2019, **natural-
language
generation**

will be a standard feature
of **90%** of modern BI
platforms. – Gartner

It's All About Data

- Transactions
- Customer
- Product
- Point of Sale
- Text
- Image
- Video
- Audio
- Social
- Sensor
- Seismic
- Stream
- Health
- Location
- Mobility
- Meteorological
- Demographic

What Are You Going To Do With All That Data?

Prediction

Detection

Optimization

Risk

Forecast

Correlation

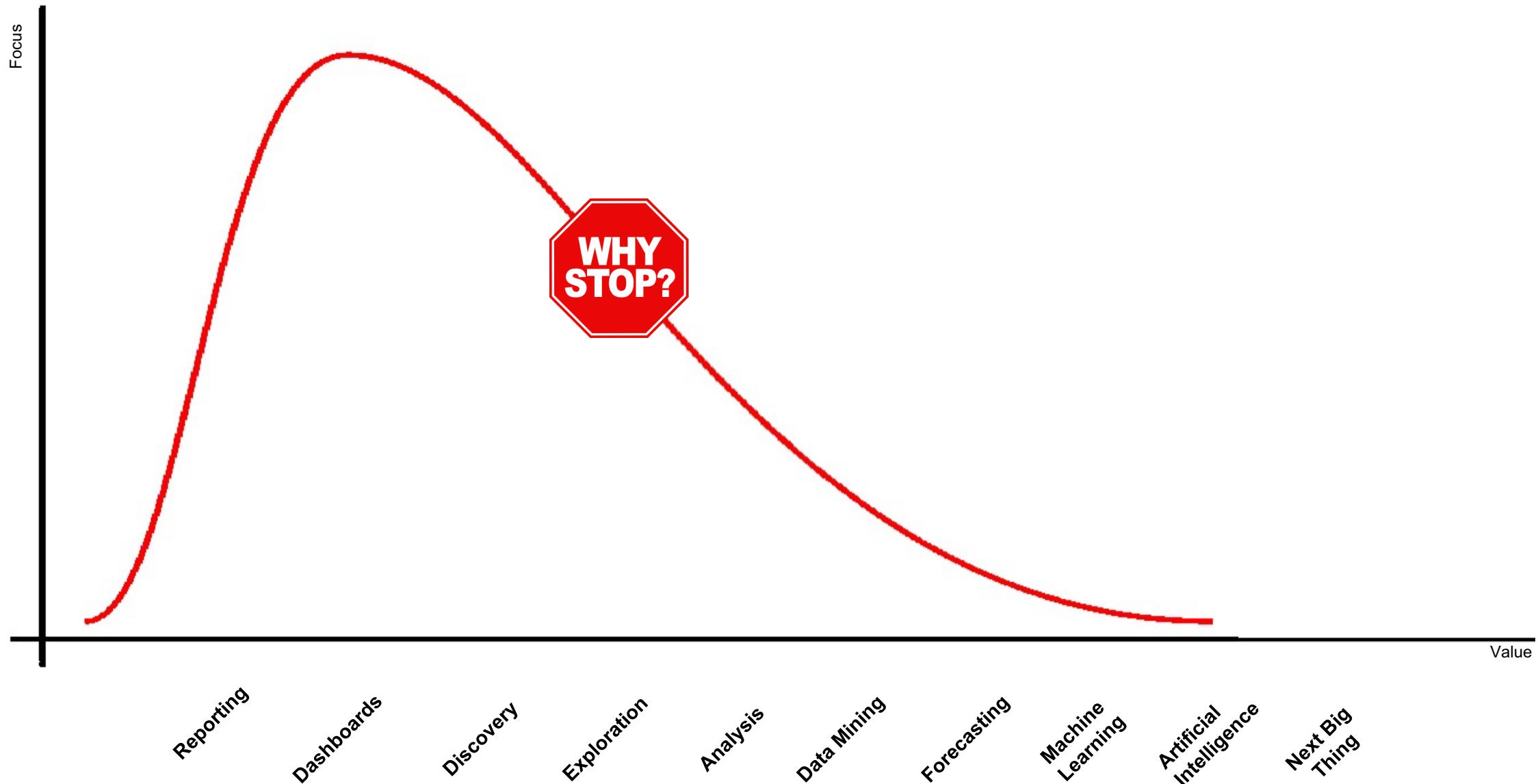
Scoring

Simulation

Analysis

Alert

There is more to digital assets than reporting

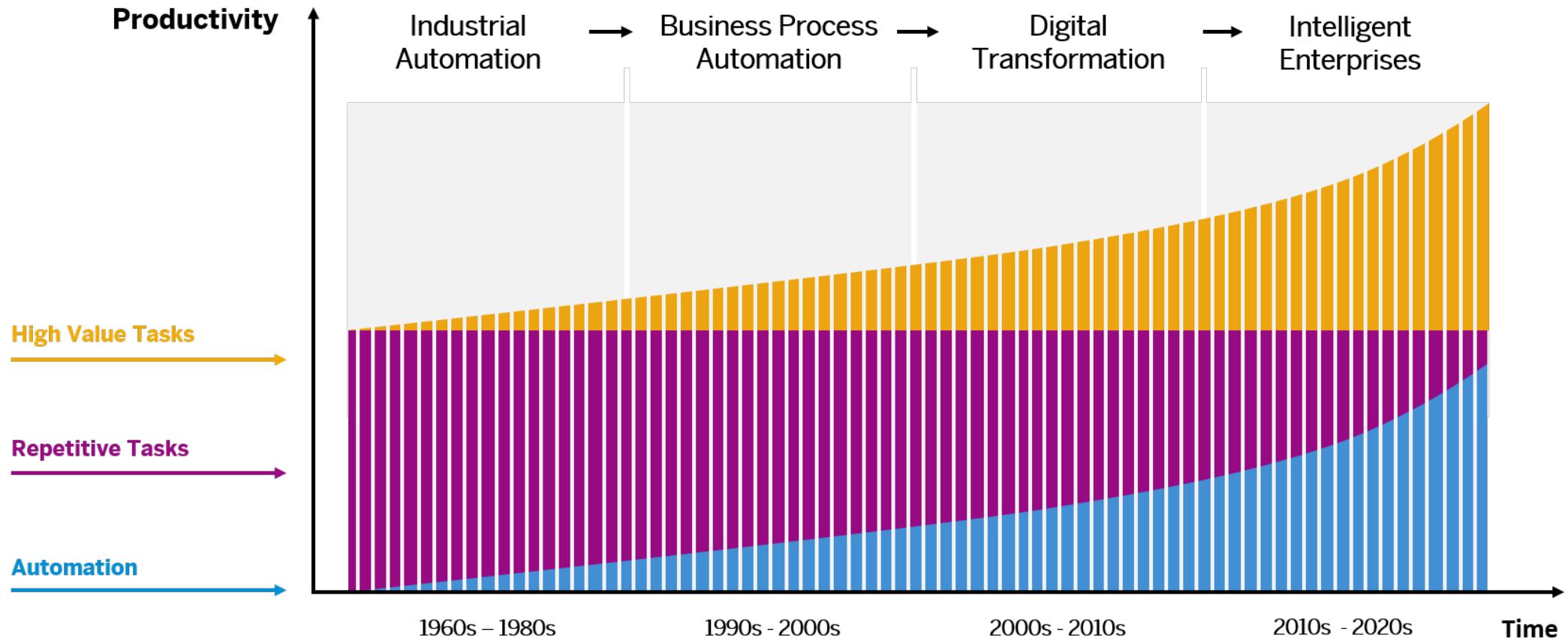


Background and Purpose
Objectives and Scope
Current State and History
Requirements and Business Case
Priorities and Alignment
Architecture and Standards
Organization and Steering Committee
Quality and Stewardship
Sourcing (Build, Buy, or Hybrid)
Program Management
Education and Training
Support and Help Desk
Roadmap and Milestones
Future State



Source: Gartner

The Digital Era is evolving into The Intelligence Era





Misconception: AI is for “new things”

**People want to do the same things they've always done,
only faster, cheaper, more reliable
and with much more data.**

Fear vs Trust



Which Artificial Intelligence group do you belong to?

Forbes CommunityVoice Connecting expert communities to the Forbes audience. [What is This?](#)

12,640 views | Feb 26, 2018, 08:00am

Artificial Intelligence Will Take Your Job: What You Can Do Today To Protect It Tomorrow



Andrew Kucheravy CommunityVoice

Forbes Technology Council CommunityVoice

POST WRITTEN BY

Andrew Kucheravy

Founder and CEO of [Intechnic](#), 9th in the world to be awarded Master UX Certification while consulting world's largest brands on UX.

A black and white photograph of Doug Engelbart. He is an elderly man with white hair, wearing a light-colored corduroy jacket over a striped shirt and a striped tie. He is seated at a desk, looking slightly to his left. In front of him is a vintage computer setup, consisting of a monitor displaying a dark screen, a keyboard, and a mouse. The background shows a wall with framed pictures.

Doug Engelbart (1958):

Technology should not
aim to replace humans, rather
amplify human capabilities.

The image shows a wide-angle aerial view of a bustling port during sunset. The sky is filled with dramatic orange and yellow clouds. In the foreground, several large cargo ships are docked at the pier, with numerous yellow industrial cranes positioned around them. The water of the harbor reflects the warm colors of the sunset. In the background, a dense city skyline with many skyscrapers is visible, its lights beginning to glow against the darkening sky.

The Intelligent Enterprise is coming to life
in every industry

Meet Flippy.

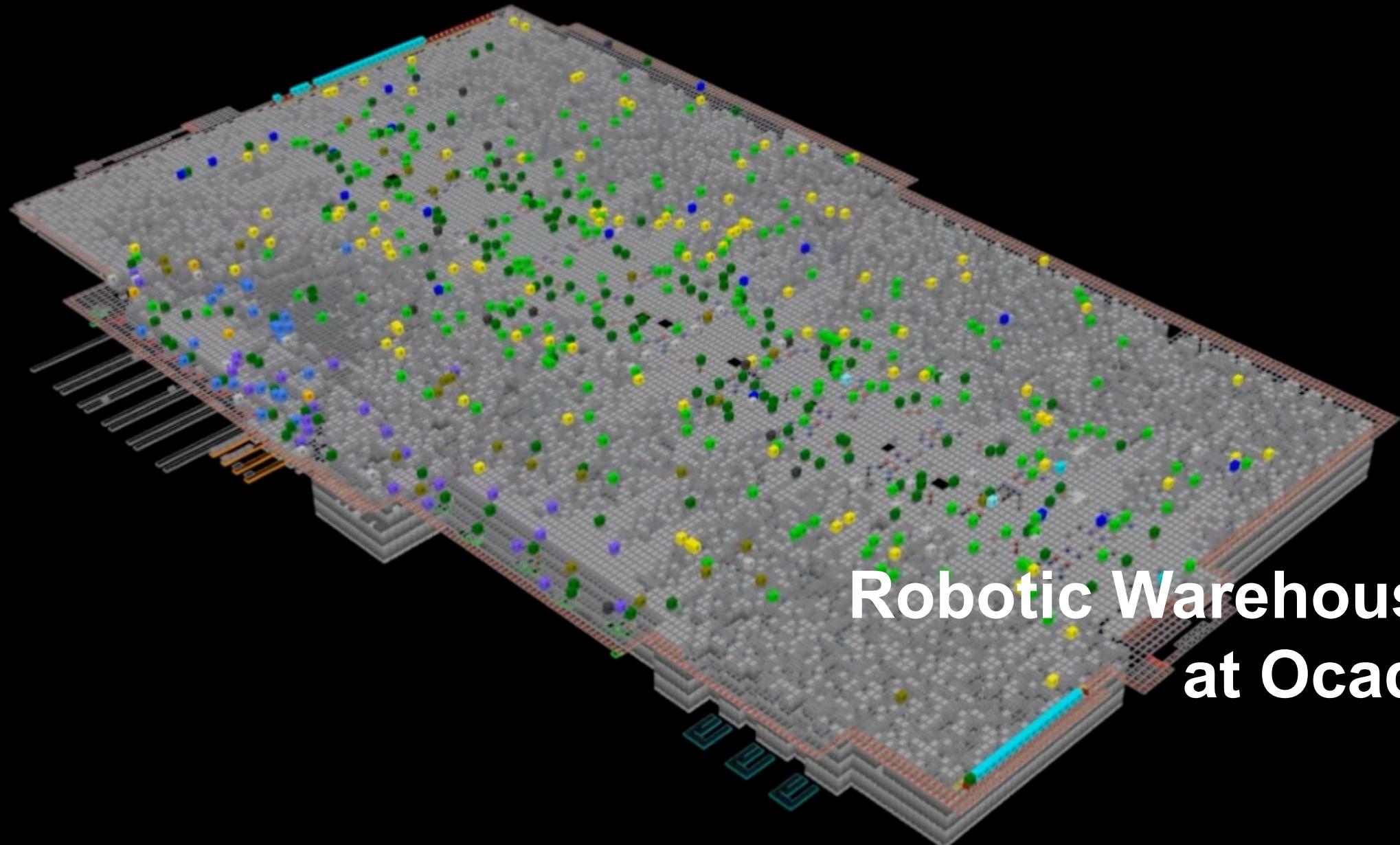




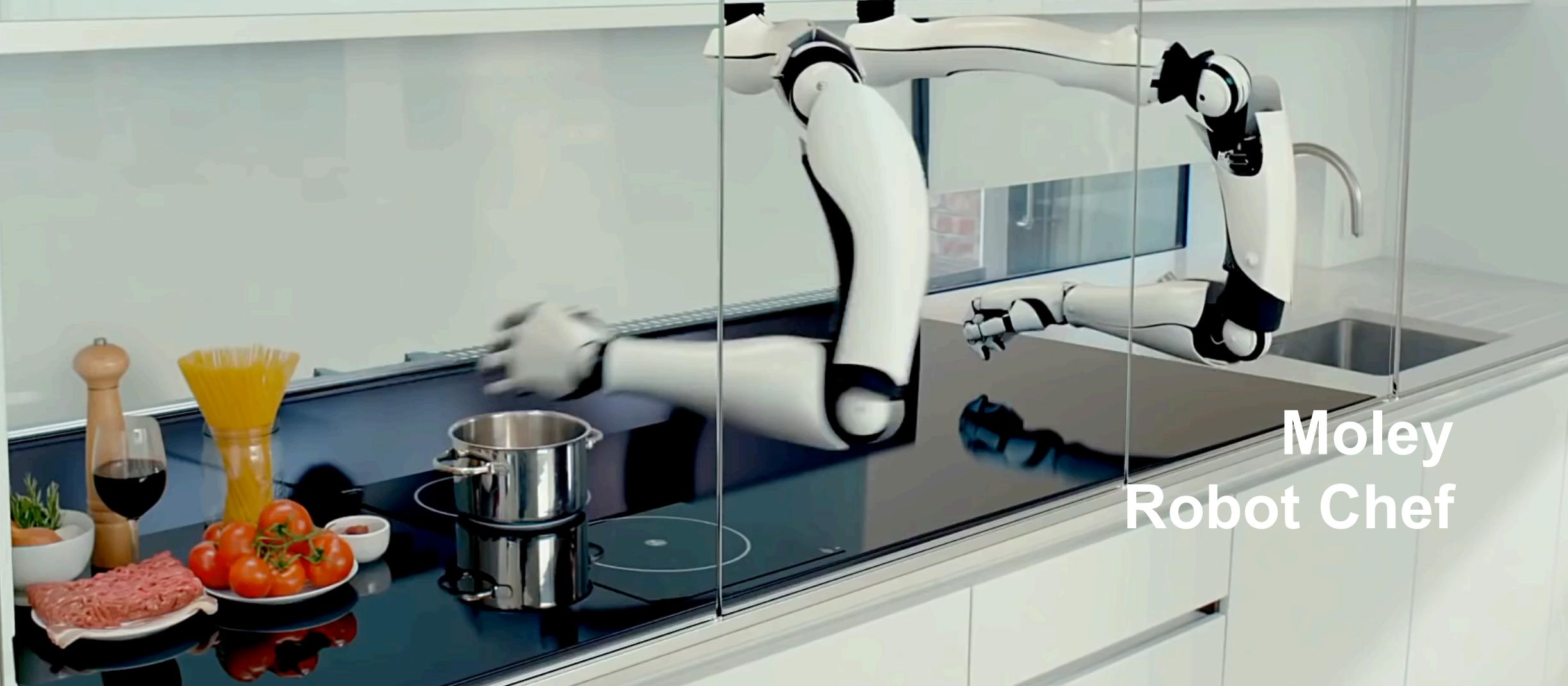
Robo Janitor
at Walmart



Garbage Truck
in Hamburg



**Robotic Warehouse
at Ocado**



Moley
Robot Chef

Image Analytics / Machine Learning:

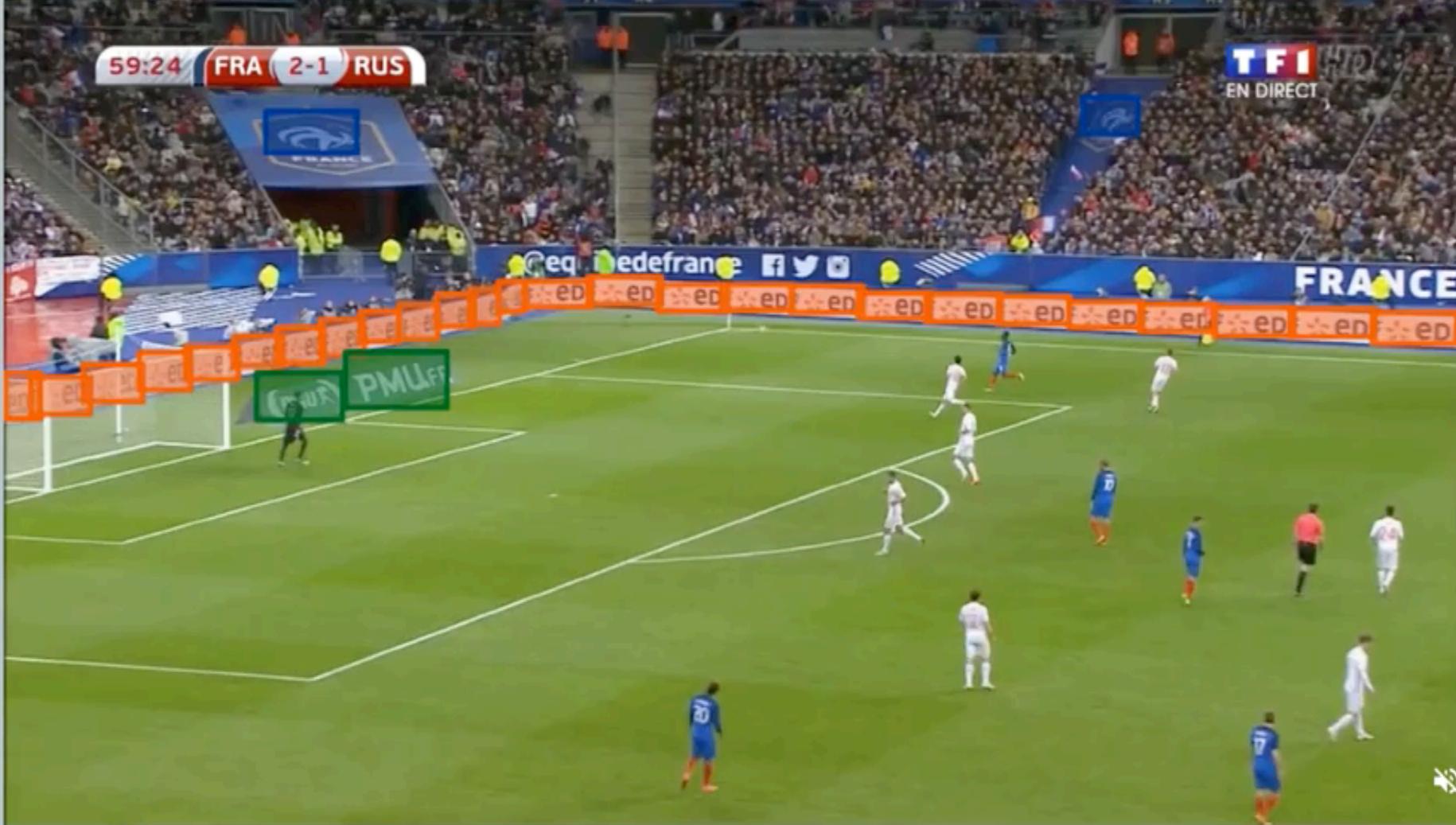
How many dogs?



59:24 FRA 2-1 RUS

TF1 HD
EN DIRECT

SHOW SUMMARY



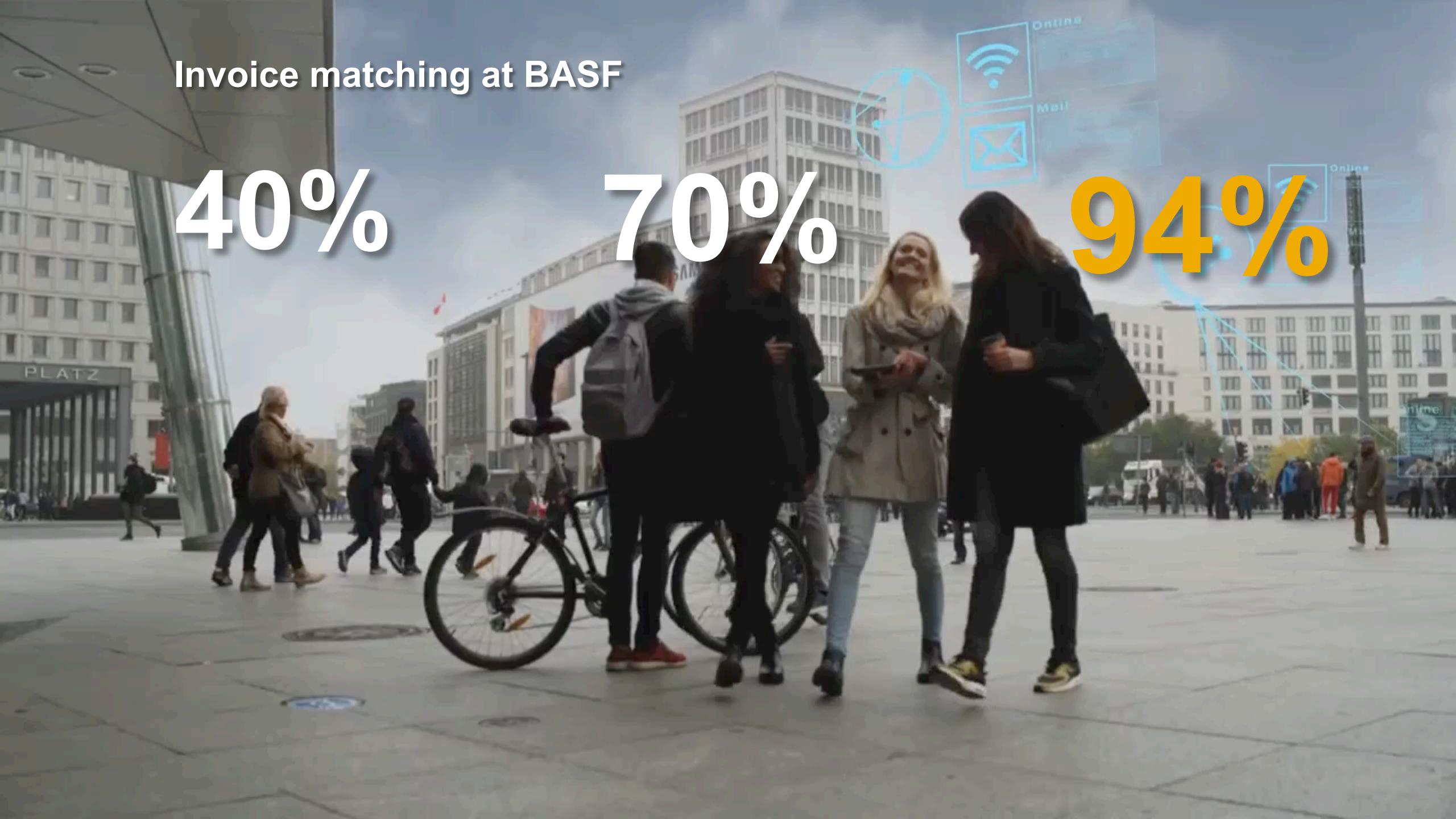
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	Exposure: 6.0%	<input type="checkbox"/>
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Invoice matching at BASF

40%

70%

94%



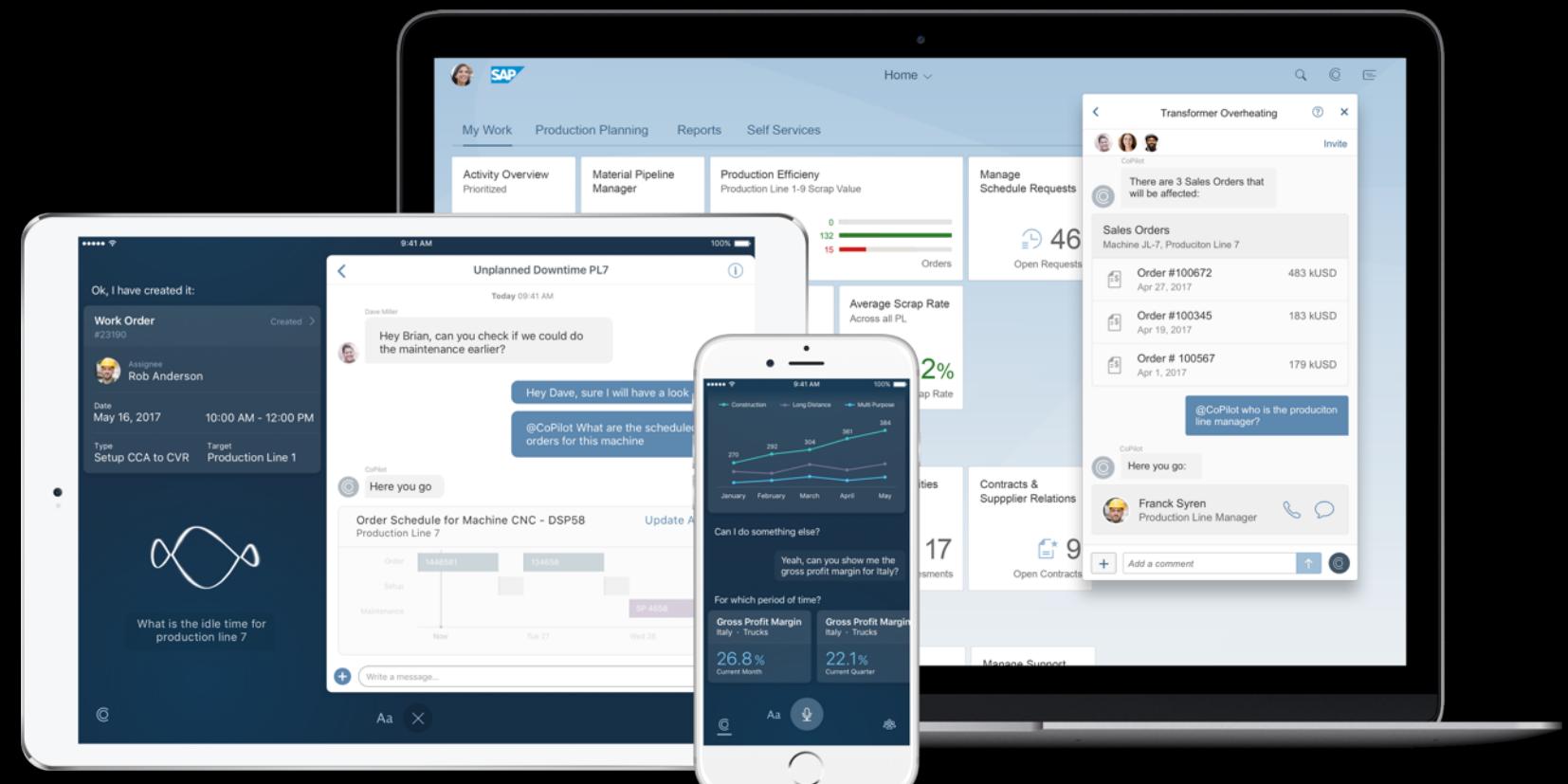
You Talkin' To Me?

Businesses will use Enterprise Digital Assistants — what Siri, Alexa, and Cortana are to consumers.

“Did ACME pay that invoice from last month?”

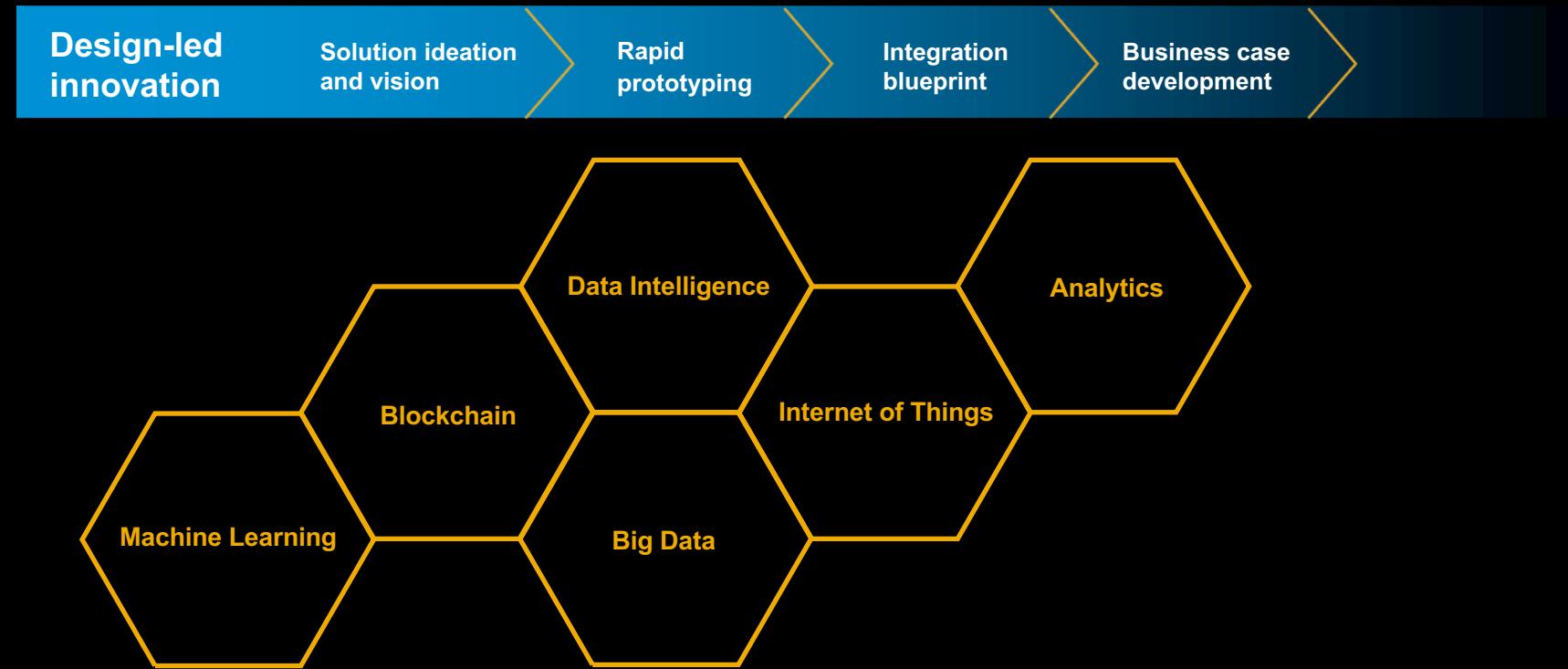
“Do we have enough XY in stock to fulfill projected orders?”

“Who is the most qualified technician to fix ACME’s machine?”



Open innovation

SAP Leonardo

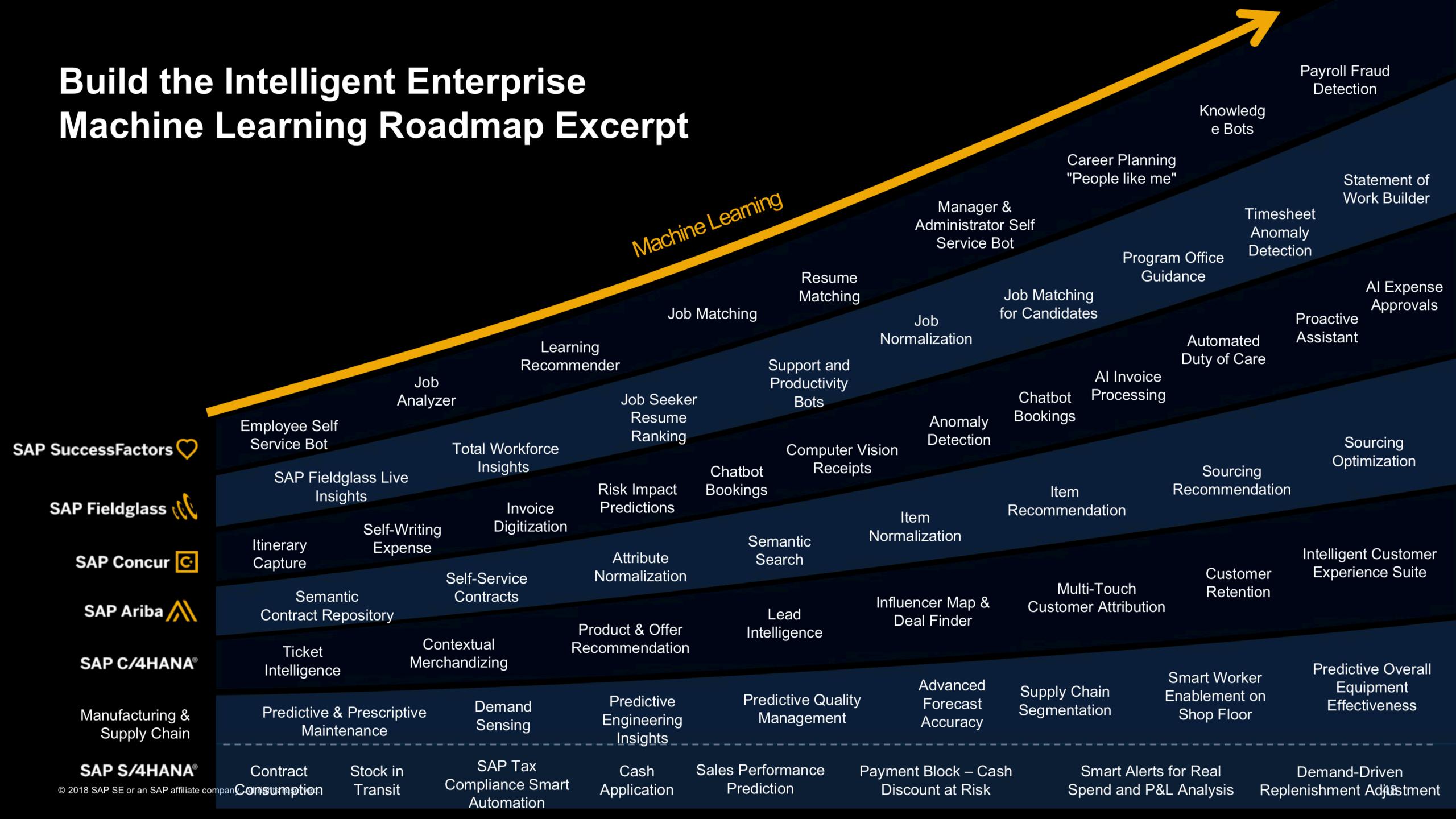


SAP Cloud Platform	Microservices Open APIs Flexible Runtimes Integration
SAP HANA Data Management Suite	SAP HANA SAP Data Hub SAP EA Designer Services
Multi-Cloud Infrastructure	SAP Google Cloud Platform Microsoft Azure Amazon web services

- AWS S3
- SWIFT
- Hadoop
- ...-

Build the Intelligent Enterprise

Machine Learning Roadmap Excerpt



Use Case Examples



Use Case: Retail

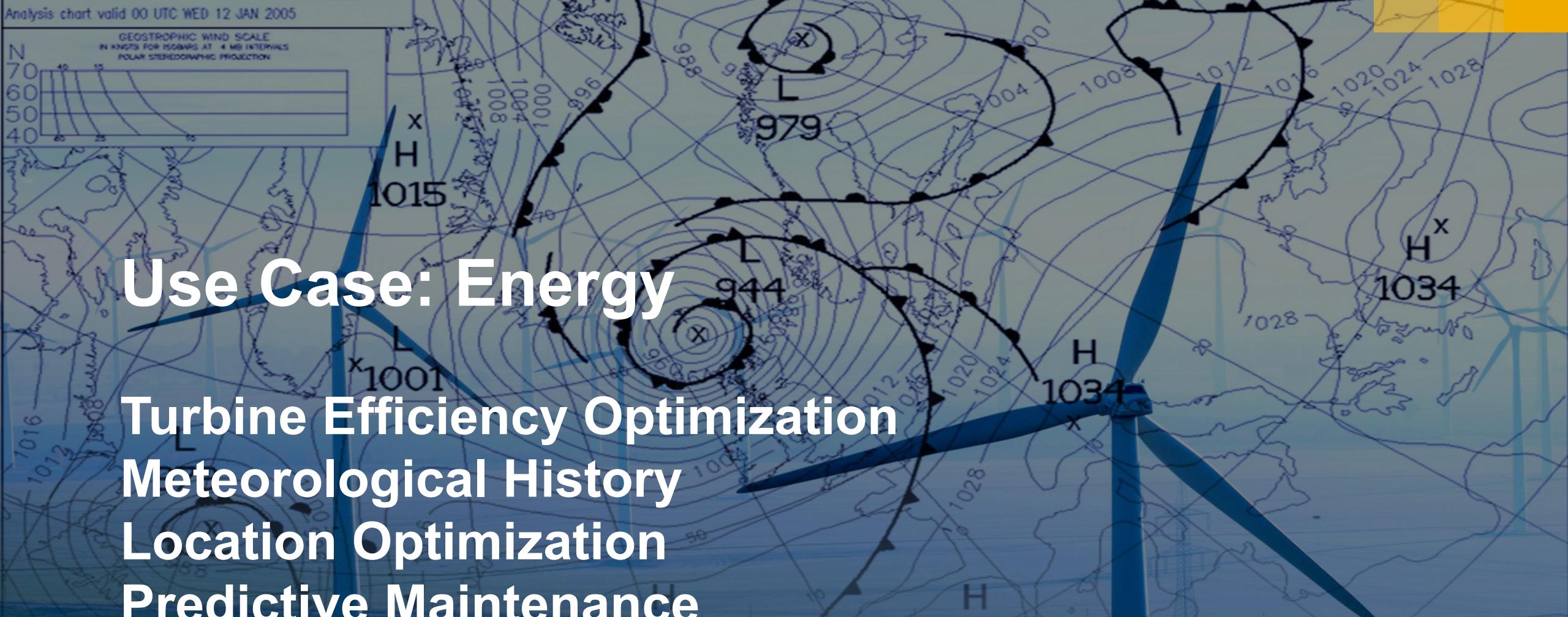
Location Intelligence
Cart Monitoring
Frequmentation Analysis
Promotion Management
Price Optimization

Frequmentation

High

Average

Low



Use Case: Energy

Turbine Efficiency Optimization Meteorological History Location Optimization Predictive Maintenance



Source: MetOffice UK

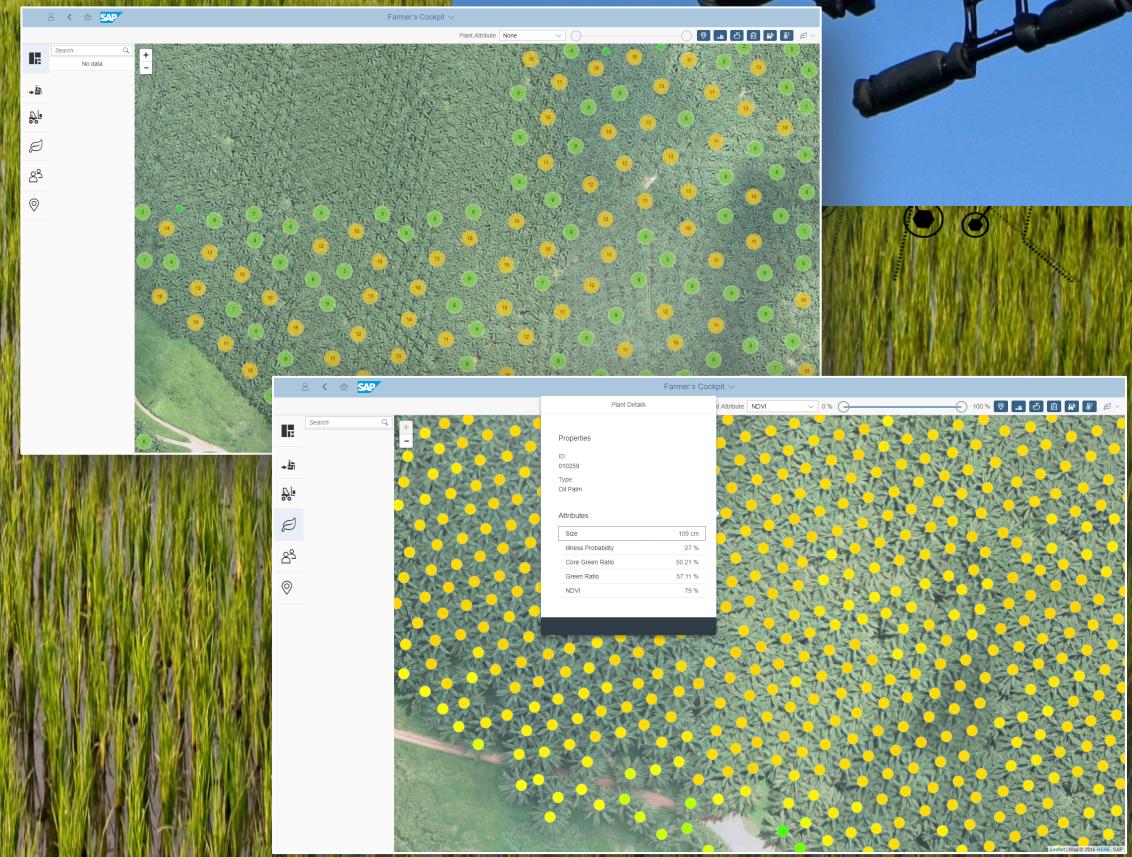
Use Case: Agriculture

A photograph of a vast field of golden wheat under a clear blue sky. In the distance, a yellow combine harvester is harvesting the crop, kicking up a cloud of dust. The foreground is filled with the heads of ripe wheat.

Smart Irrigation
Precision Harvesting
Yield Monitoring
Soil Sampling
Variable Rate Fertilization
Weed Mapping
Variable Spraying

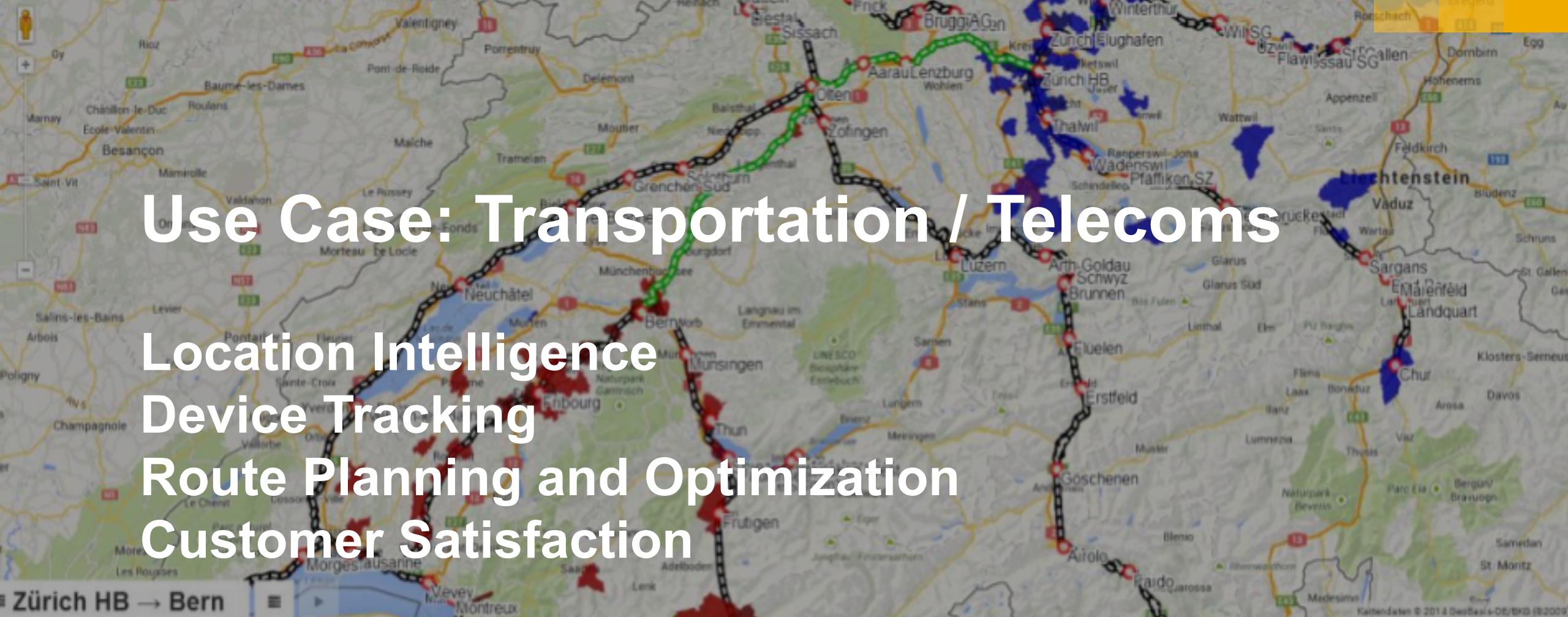
Use Case: Agriculture

Drone image analysis
for large scale
oil palm plantations



Use Case: Transportation / Telecoms

Location Intelligence
Device Tracking
Route Planning and Optimization
Customer Satisfaction



Location three hours before
and three hours after using
train transport

Source: Swisscom, SBB

Use Case: Retail

Direct Marketing
Customer Loyalty
Location Tracking
Competitor Targeting

Source: BrainDo, MeatPack

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A close-up, slightly blurred photograph of a person's hands working with a large lump of brown clay on a pottery wheel. The hands are covered in clay, and the wheel is blurred, suggesting motion. The background is out of focus.

Creativity

The missing link in your organization.

Use cases are not invented by robots.

Human intelligence drives artificial intelligence.

Thank You

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