



SAP Product Strategy

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Changes in Business in Economic Volatility



Speed of Change

Years It Took to Reach a Market Audience of 50 Million



Radio
38 years



TV
13 years



Internet
4 years



iPod
3 years



Facebook
2 years

Everything is Changing?



First published book
describing double-entry
book-keeping by
Luca Pacioli, 1494

Still valid!

Businesses Want to Take Advantage of IT Opportunities – At Different Speeds



- All people, all devices, all “things”
- Extreme ease of consumption
- (Very) short innovation cycles (**6 weeks**)

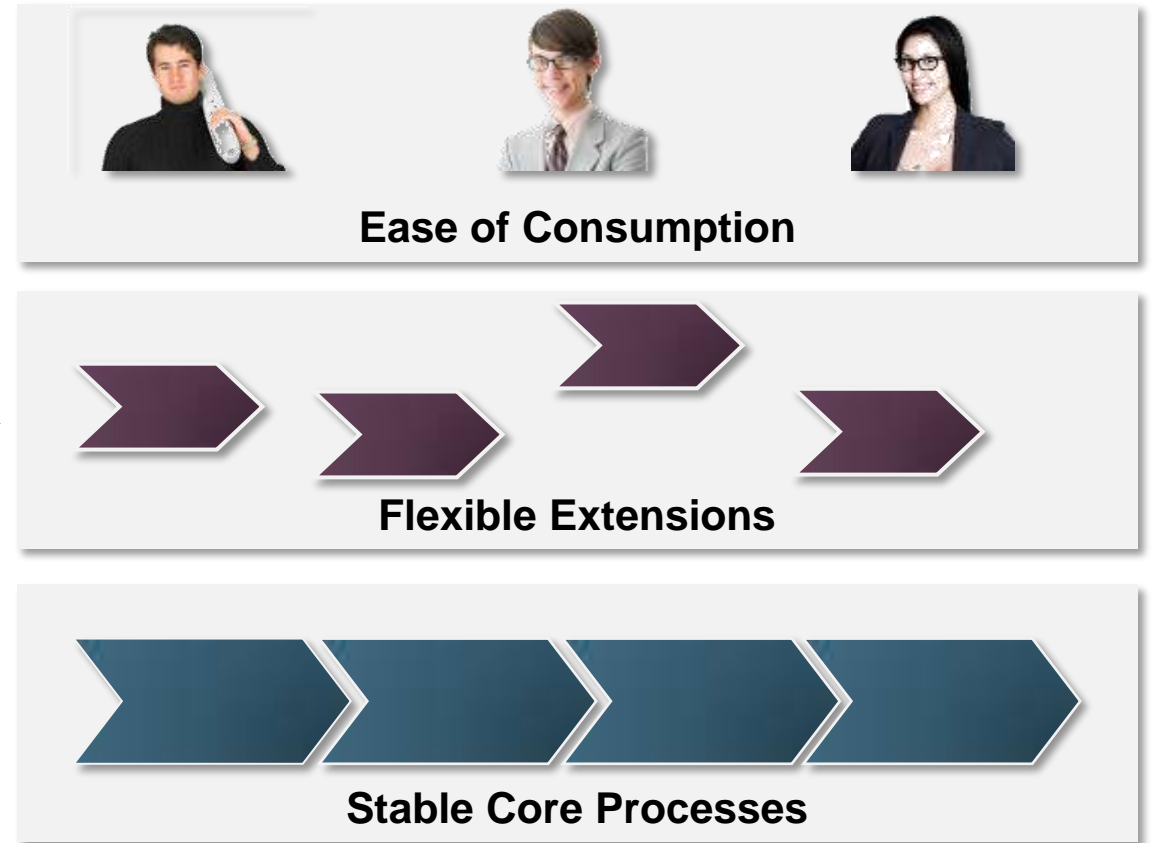
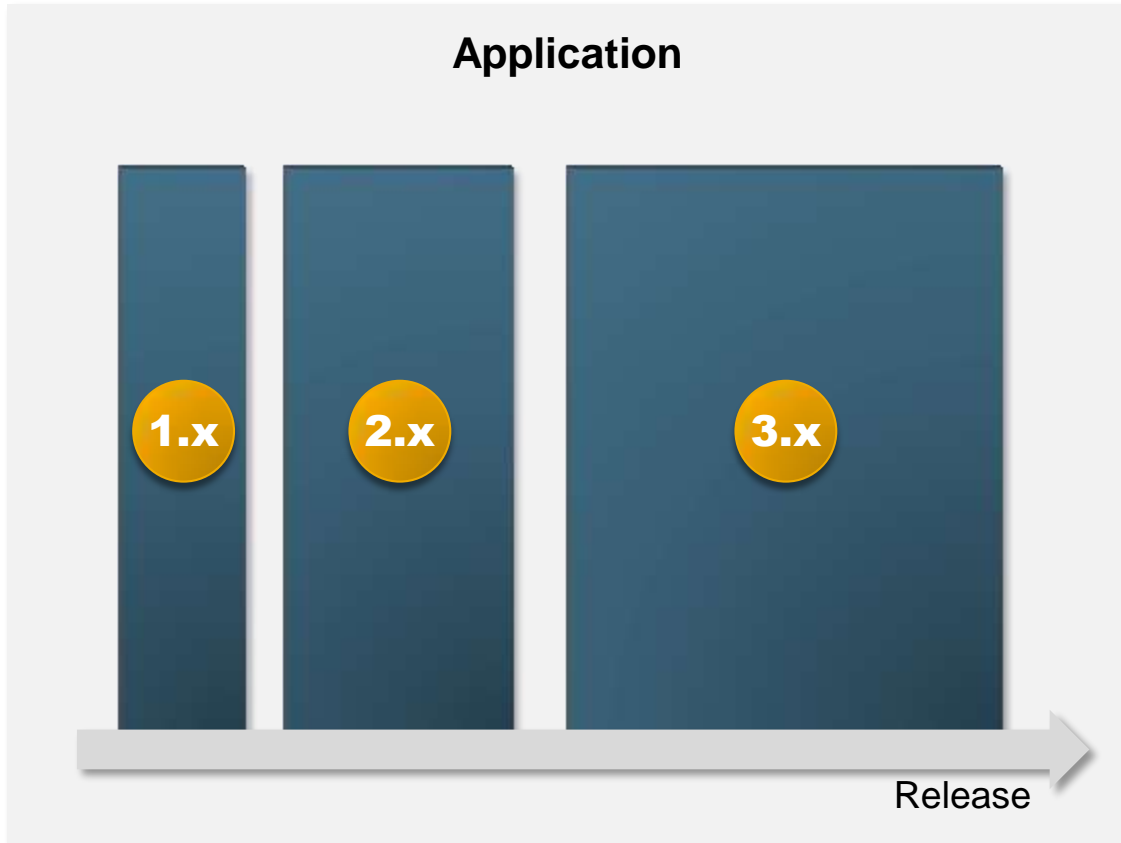


- Industry / LoB innovations
- Instant value
- Medium innovation cycles (**6 months**)



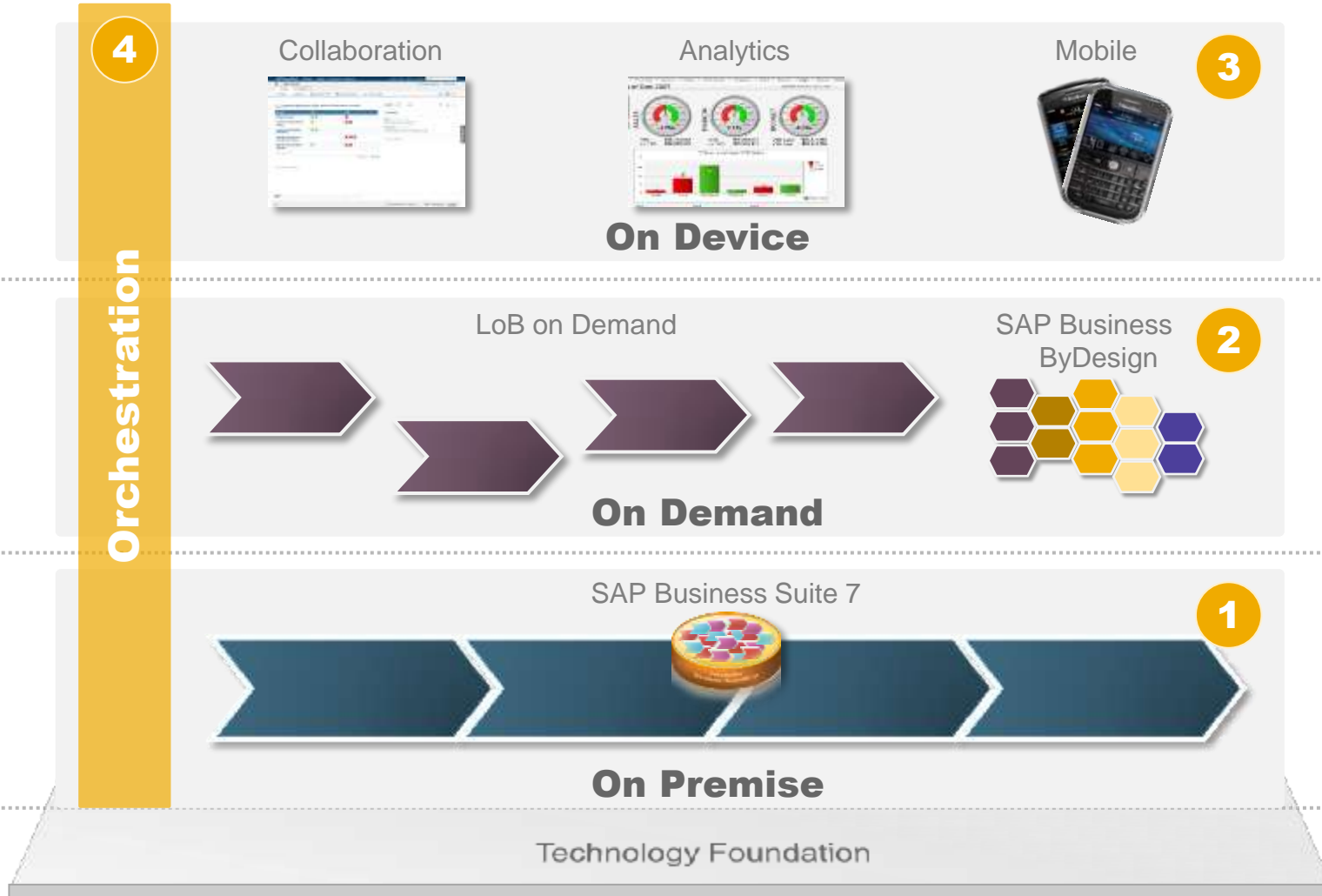
- Standardized best practices
- Enhancements without disruption
- Long innovation cycles (**6 years**)

A Different Architecture is Needed: Timeless Software



SAP Product Strategy

Extend from the Core to the People



- **All** devices
- **All** user experiences
- **Easy to extend**

- **Instant** value
- **LOB** or **suite**
- **Integrated** to on premise

- **SOA** enabled
- **Best practice** packages
- **Non-disruptive** enhancements

- **Platform**
- **In-memory**

1 Best Practices Beyond ERP with SAP Business Suite 7

SAP Business Suite 7



Solutions for all industries

■ More Business Value

- End-to-end business processes
- Pre-packaged best practices
- Embedded Analytics

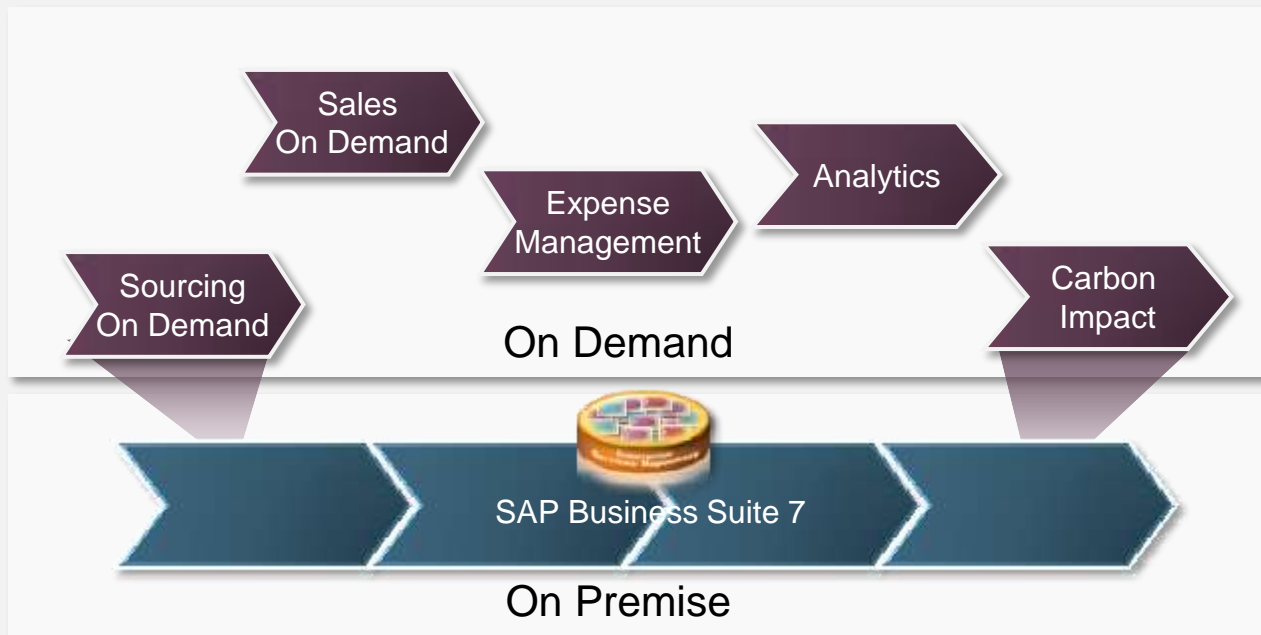
■ Lower Cost

- Enhancements without upgrades
- Rapid Deployment Solutions
- Harmonized User Interfaces



2 Taking the Lead in Integrated On-Demand Solutions

LOB On Demand



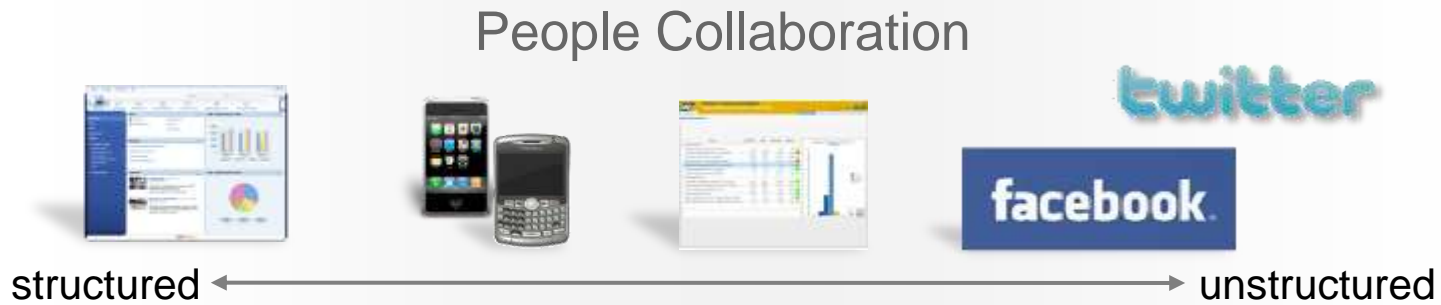
- Deliver competitive **on-demand extensions**
- Leverage **SAP Business Suite** and **SAP BusinessObjects**
- Use **next generation technologies**

Suite On Demand

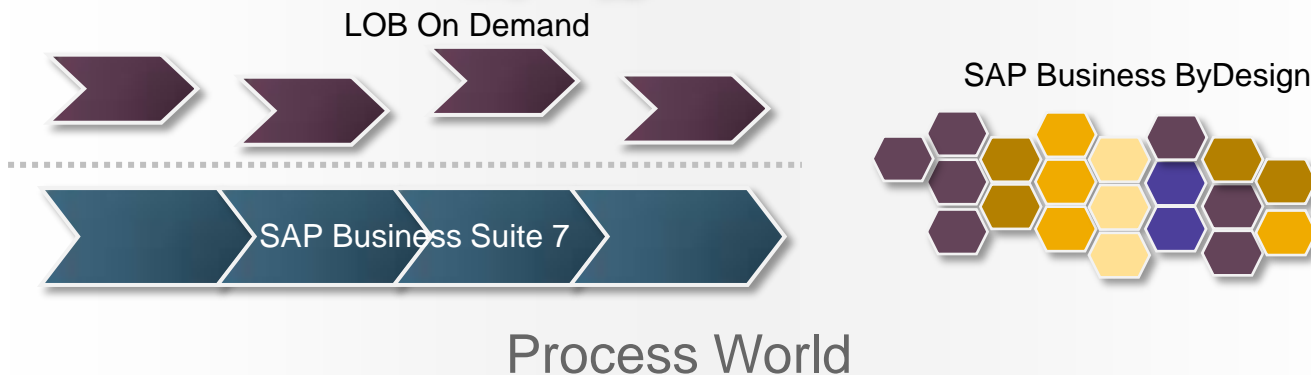


- **SAP Business ByDesign** – the most modern on-demand suite in the market

3 Bringing Process and Community World Together for People



- Unpredictable
- Unstructured
- People Collaboration

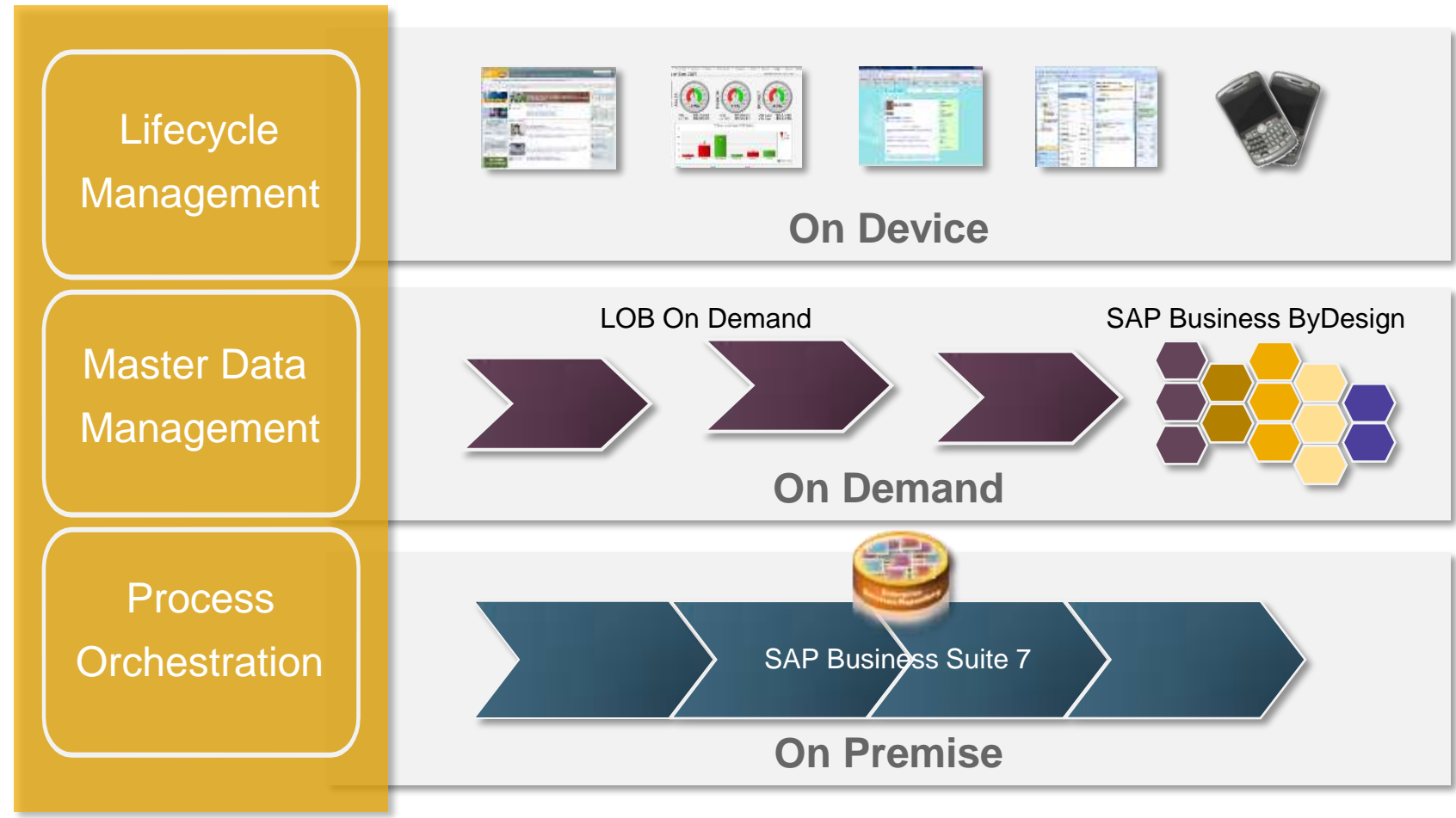


- Compliance
- Stability
- Business Collaboration

4 Differentiate via Orchestration and Consistency

ORCHESTRATION

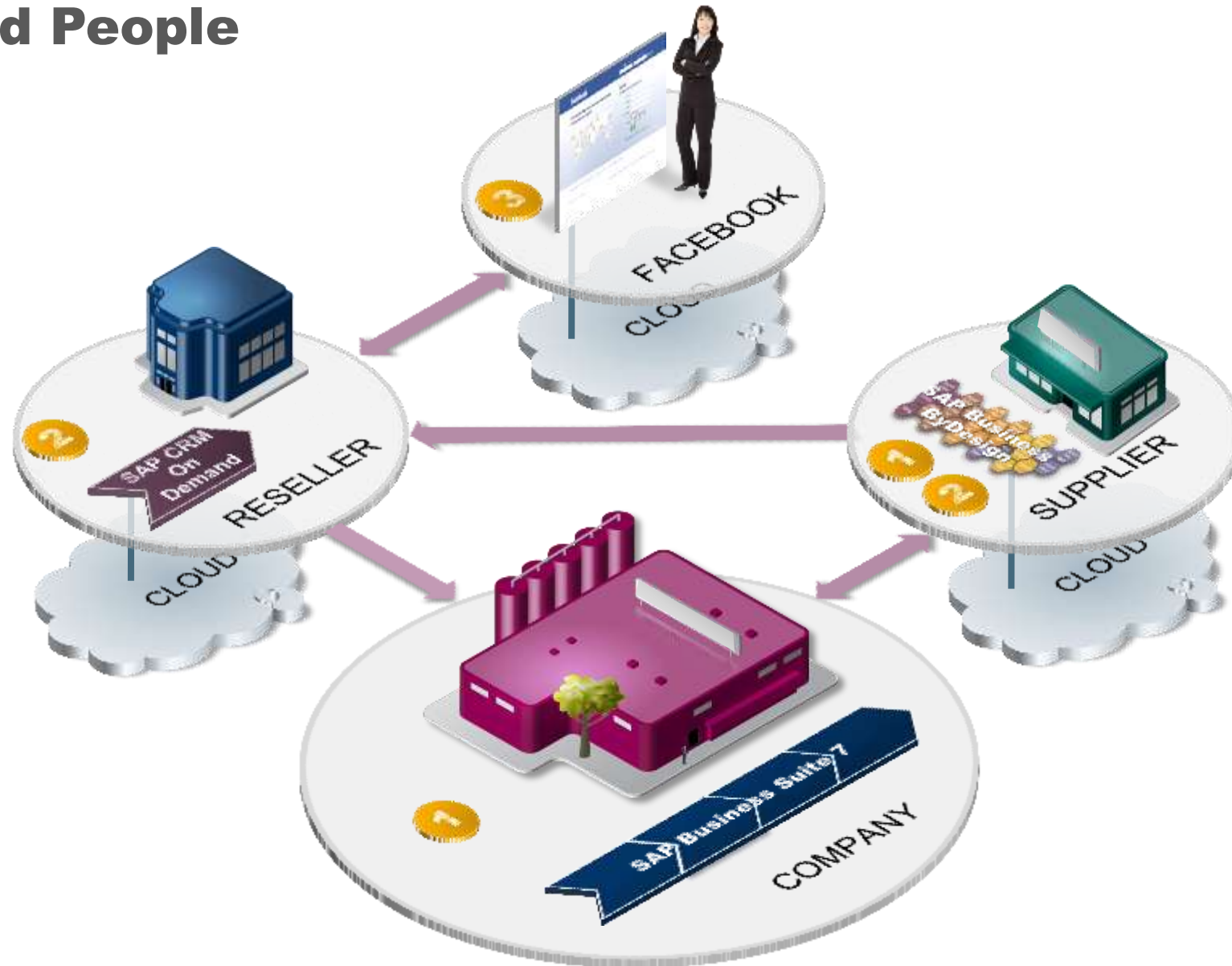
CONSISTENCY



- Consumer-grade **user experience**
- Lowest **TCO**
- **Integrated**
- Common **Architecture**



Summary – Network of Solutions Supporting Network of Business and People



- Horizontal integration across business networks
- Consistency across multiple solutions
- Stepwise migration to cloud computing



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