

The Game of Sponsorship

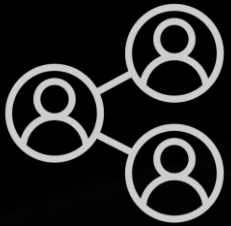
Protect Sponsorship Business Value by Measuring What You Pay For
via automated video analytics powered by machine learning

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SOME FACTS ABOUT SAP



84.183+

Employees
(>150 nationalities)



45+

Years of innovation



345.000+

Customers



140 Development locations

19 Development Centers
(SAP Labs)

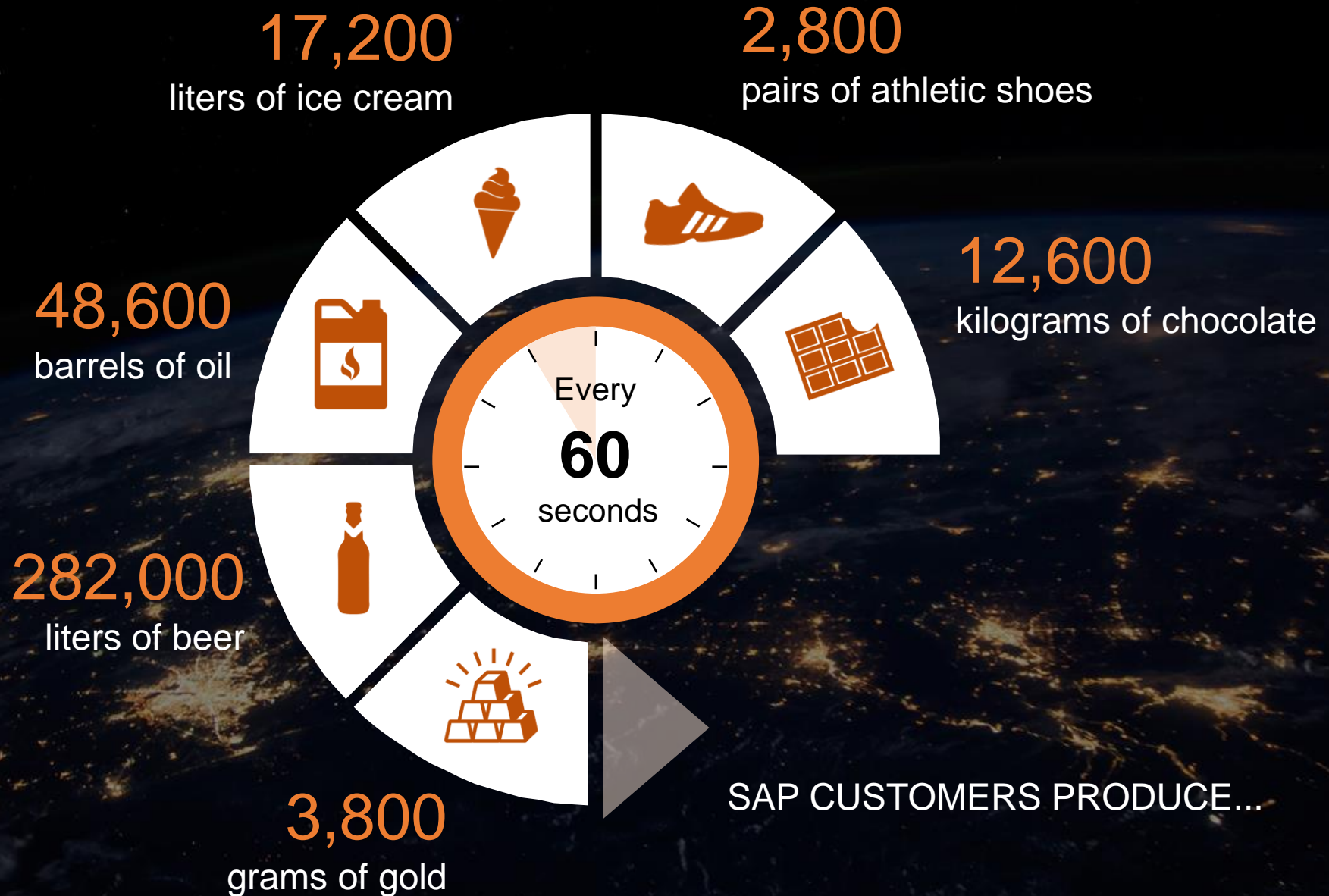
10 Innovation Centers

SAP IN 60 SECONDS



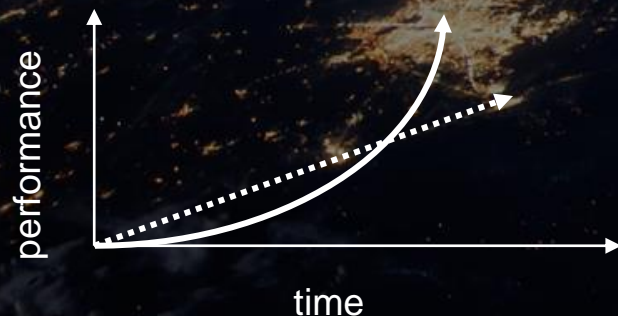


SAP customers generate
\$74.2 million
of global private sector GDP

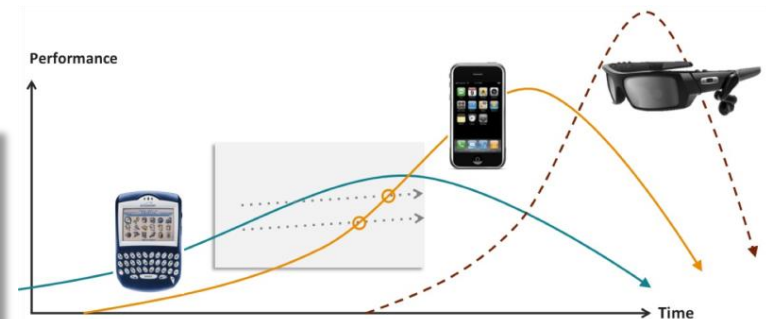
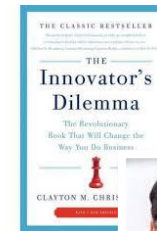
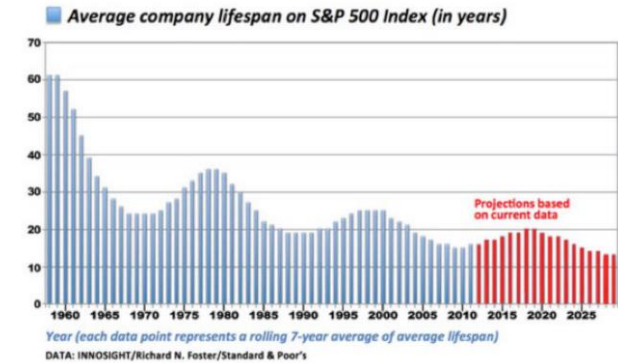


SAP INNOVATION CENTERS NETWORK, WHY?

- Threat of startups and new incumbents
- Digital and mobile markets are lowering market entry
- New customer and employee demands and expectations
- The Innovator's Dilemma: Traditional R&D teams are ill-equipped to respond to the growing need of innovation to keep competitive advantage



“
52% of the Fortune
500 have been merged,
acquired, or have gone
bankrupt since 2000.
”



Sources: Clayton M. Christensen –The Innovator's Dilemma (1997)
Capgemini Consulting - The Innovation Game: Why and How Businesses are Investing in Innovation Centers (2015)

SAP INNOVATION CENTERS NETWORK, WHY?

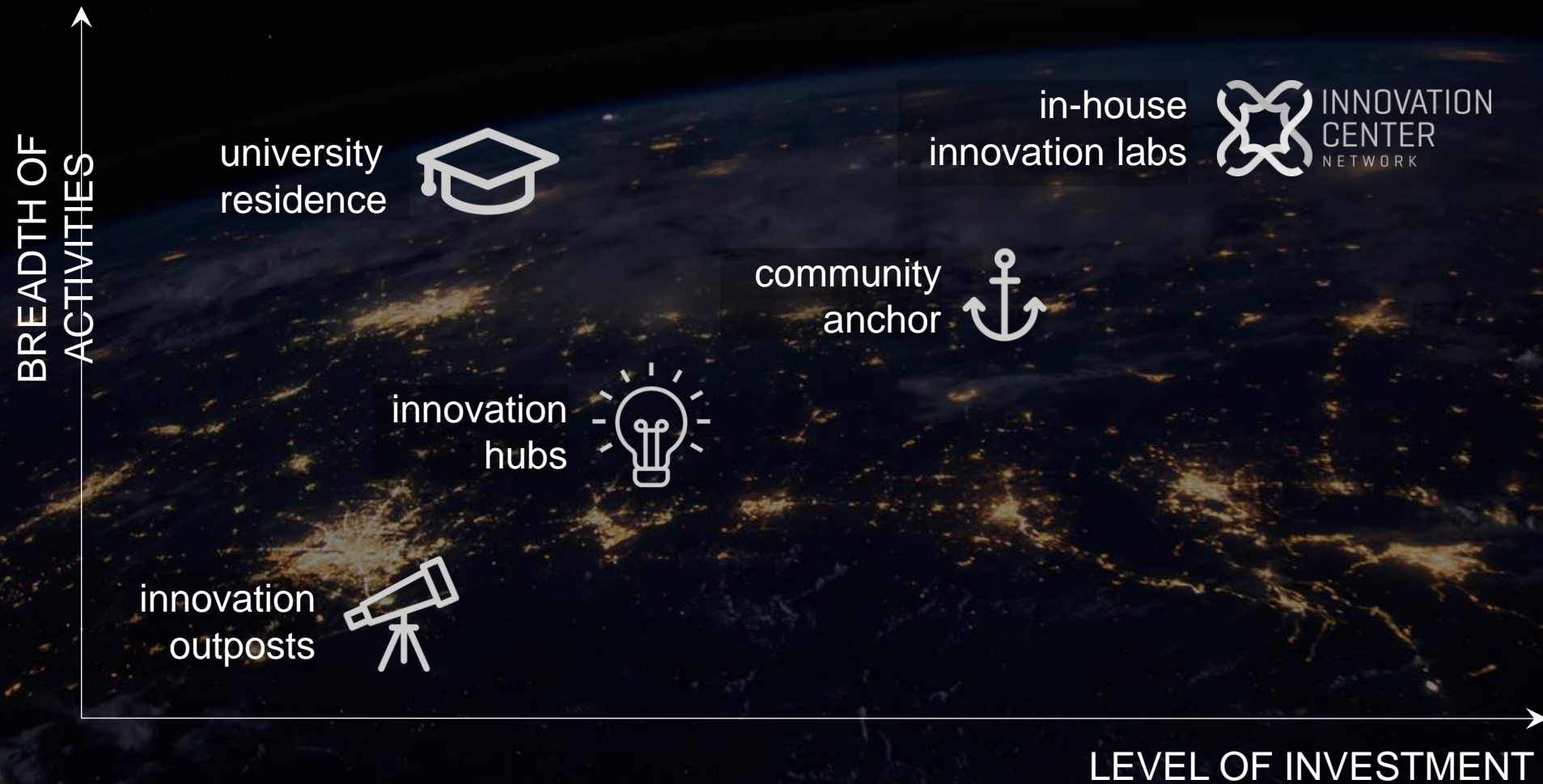
Life Expectancy of a Fortune 500 Company



HOW TO STAY INNOVATIVE?



TYPES OF INNOVATION UNITS





At the Innovation Center Network, we create **new growth businesses** for
SAP by **pioneering new markets** and **disruptive technologies**



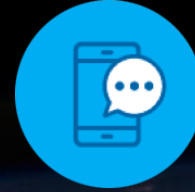
Technology Trends 2017



Applied AI & Advanced Machine Learning



Conversational Systems



Intelligent Apps



Virtual & Augmented Reality



Blockchain & Distributed Ledgers



Intelligent Things



Digital Twins



Adaptive Security Architecture



Digital Technology Platforms



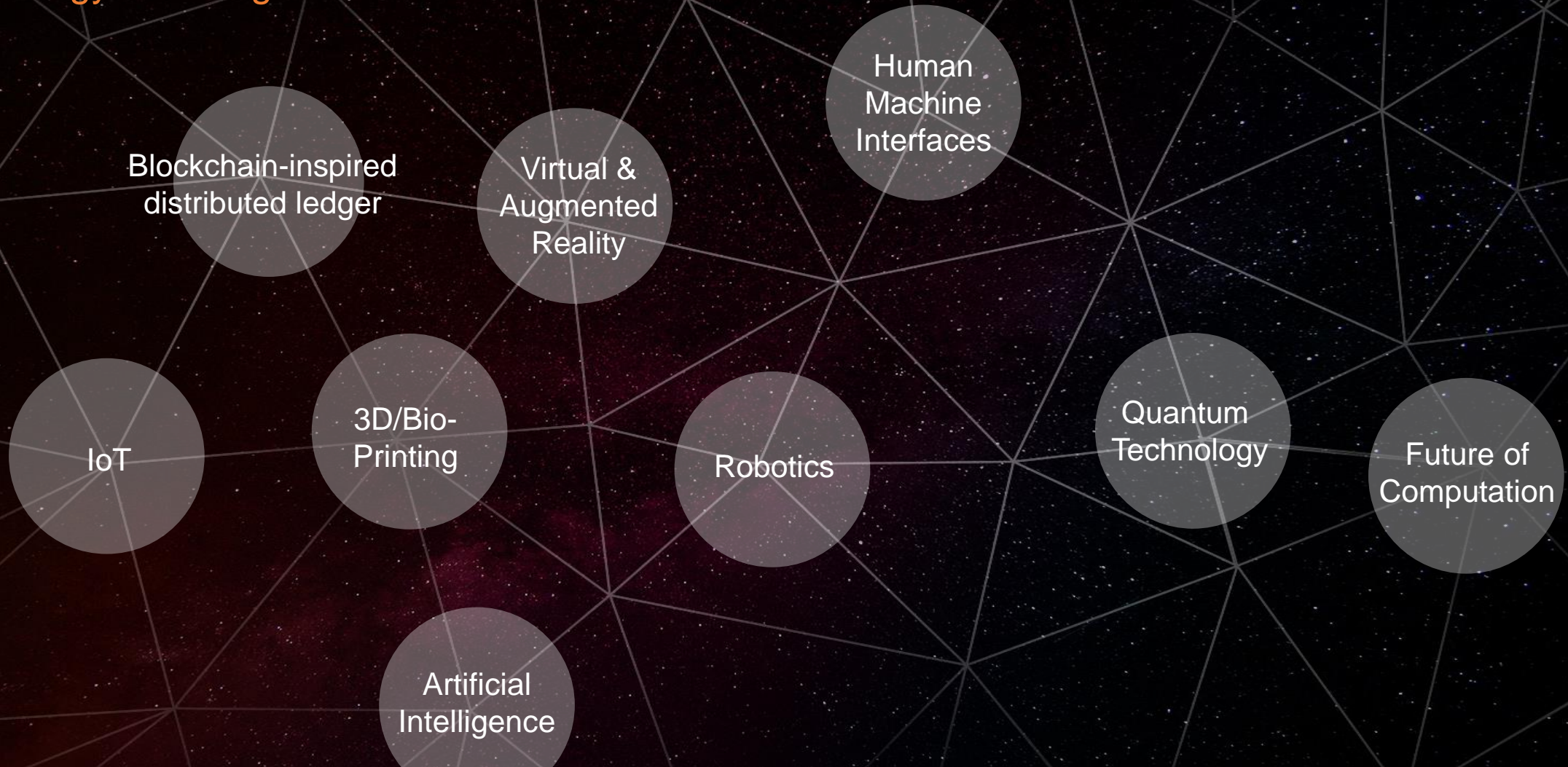
Mesh App & Service Architecture

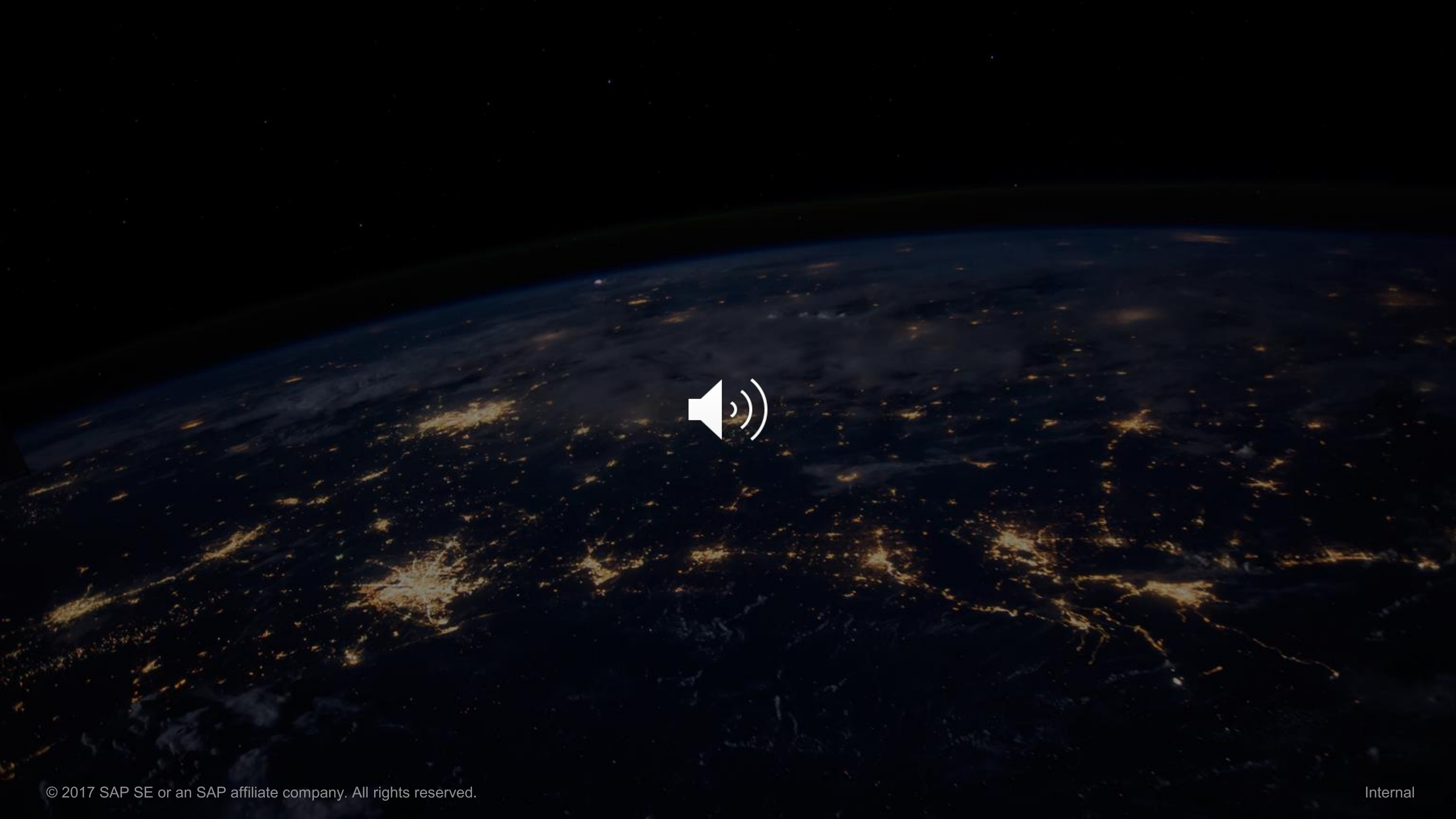
Source: Gartner

THOUGHT LEADERSHIP


Proactively sourcing the future technologies for SAP

Technology Scouting





**BEYOND
THE
FENCE**



Android Lloyd Webber

Soon, we won't program computers.
We'll train them. BY JASON TANZ

WIRED

/*the
end
of
code*/

What that means
for us. BY CADE METZ





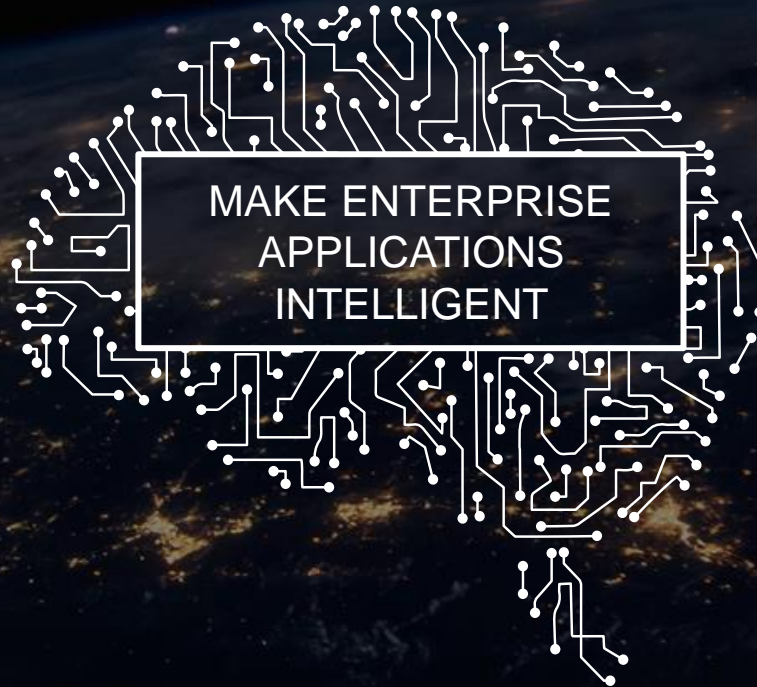
Money Never Sleeps, Neither does your data.....

MACHINE LEARNING

Machines can help us to spend more time on the important tasks

WHAT IS MACHINE LEARNING?

- Computers learn from data without being explicitly programmed
- Machines can see, read, listen, understand, and interact

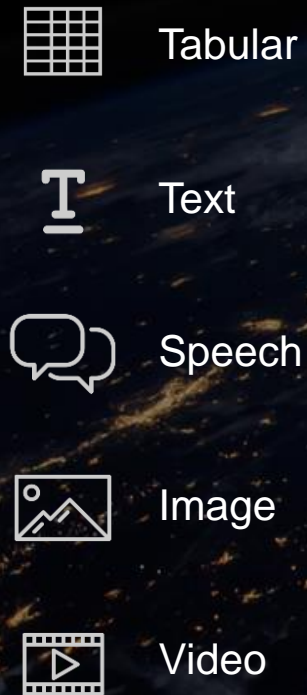


WHY NOW?

- Massive improvements in hardware (multicore, GPU)
- **Deep Learning** algorithms
- **Big data** (e.g. from business networks, and cloud applications, IoT, S/4HANA)

TRANSFORMING ENTERPRISE DATA INTO BUSINESS VALUE USING MACHINE LEARNING

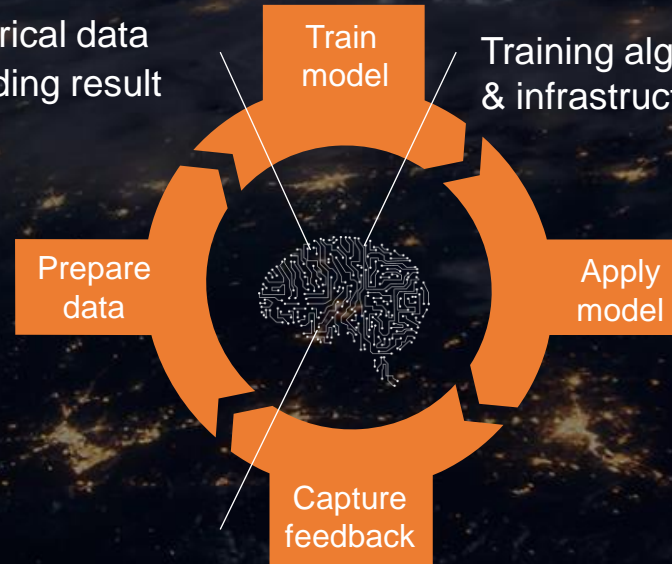
INPUT DATA



MACHINE LEARNING

TRAINING DATA
Historical data
including result

LEARNING
Training algorithm
& infrastructure

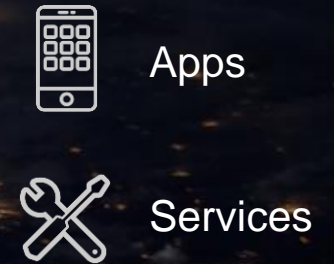


MODEL

- Text analytics
- Pattern recognition
- Classifier
- Regression model
- Recommender
- and more...



APPS & SERVICES



SAP VISION FOR ENTERPRISE MACHINE LEARNING

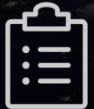
Deliver rapid value to customers with business solutions

MAKE ENTERPRISE APPLICATIONS INTELLIGENT

AUTOMATE KNOWLEDGE WORK



Transformational **HR** services



Lights out **finance** operations



Self-driving customer **service**
Conversational **sales** bots
Customer **retention** insights

DO THE IMPOSSIBLE



Image-based Ariba **commerce**
Contextual Concur **travel** concierge



Video-aware **marketing**
Visual **store execution**



Drone & satellite-based **asset**
management



Vision-enabled **manufacturing**
Contextual **logistics**

MACHINE LEARNING FOR INTELLIGENT ENTERPRISE APPLICATIONS

Fast. Simple. Intelligent.

GOALS



Higher
revenue



Lower
costs



Satisfied
customers



Happy
employees

ACTIVITIES



Automated optimization
by continuous learning



Detect business
patterns



Automate
repetitive tasks



Accelerate business
processes



Identify relevant
business insights



Simplify user
interaction



Reduce human
intervention



SAP Leonardo

Machine Learning

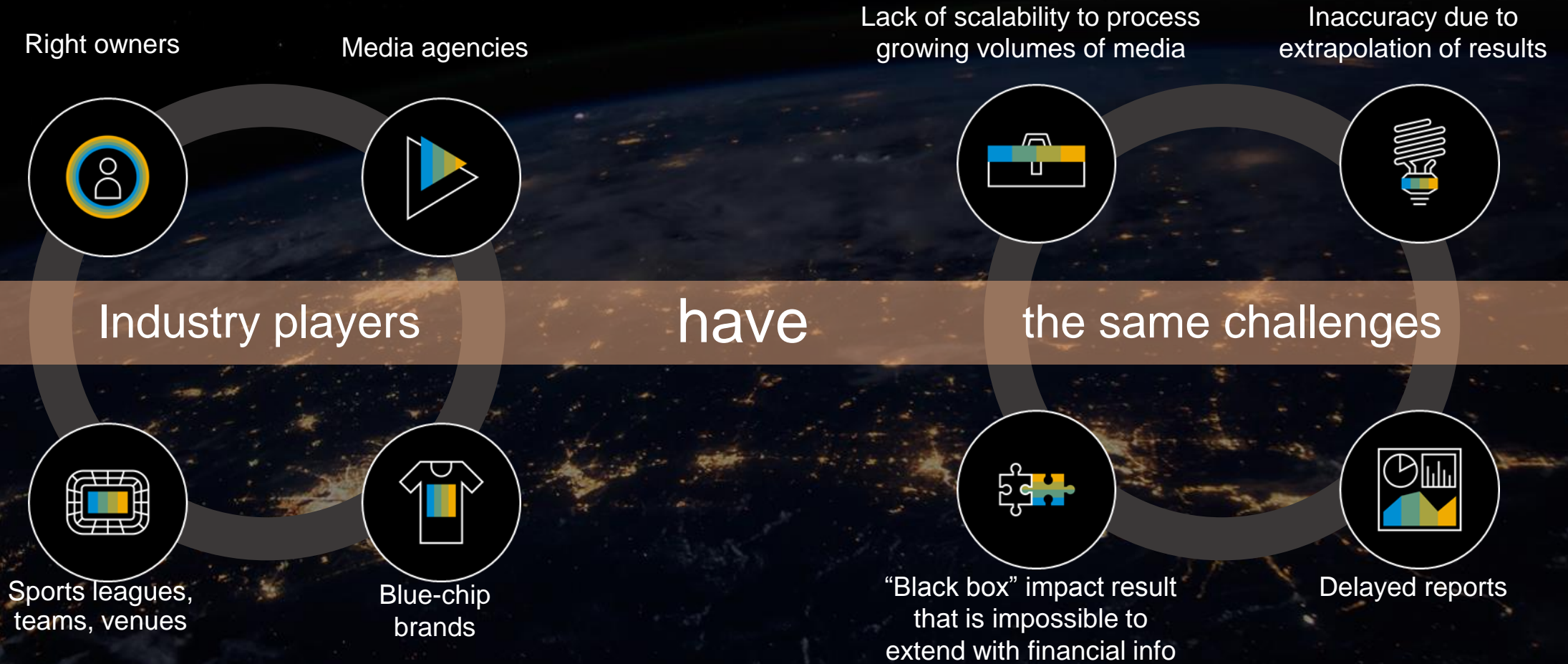
Big Pool of SAP Leonardo Machine Learning Use Cases & Features

We already identified many relevant applications and product extensions



ZOOM IN: SAP BRAND IMPACT

Primary-focus customers



ZOOM IN: SAP BRAND IMPACT

Reimagine marketing and sponsorship engagements



SAP Brand Impact automatically analyzes brand exposure in video by leveraging advanced computer vision techniques. It helps media agencies, production companies, and brands to gain accurate, timely insights into sponsoring exposure.



Fast: Near real-time



Transparent
Interactive interface



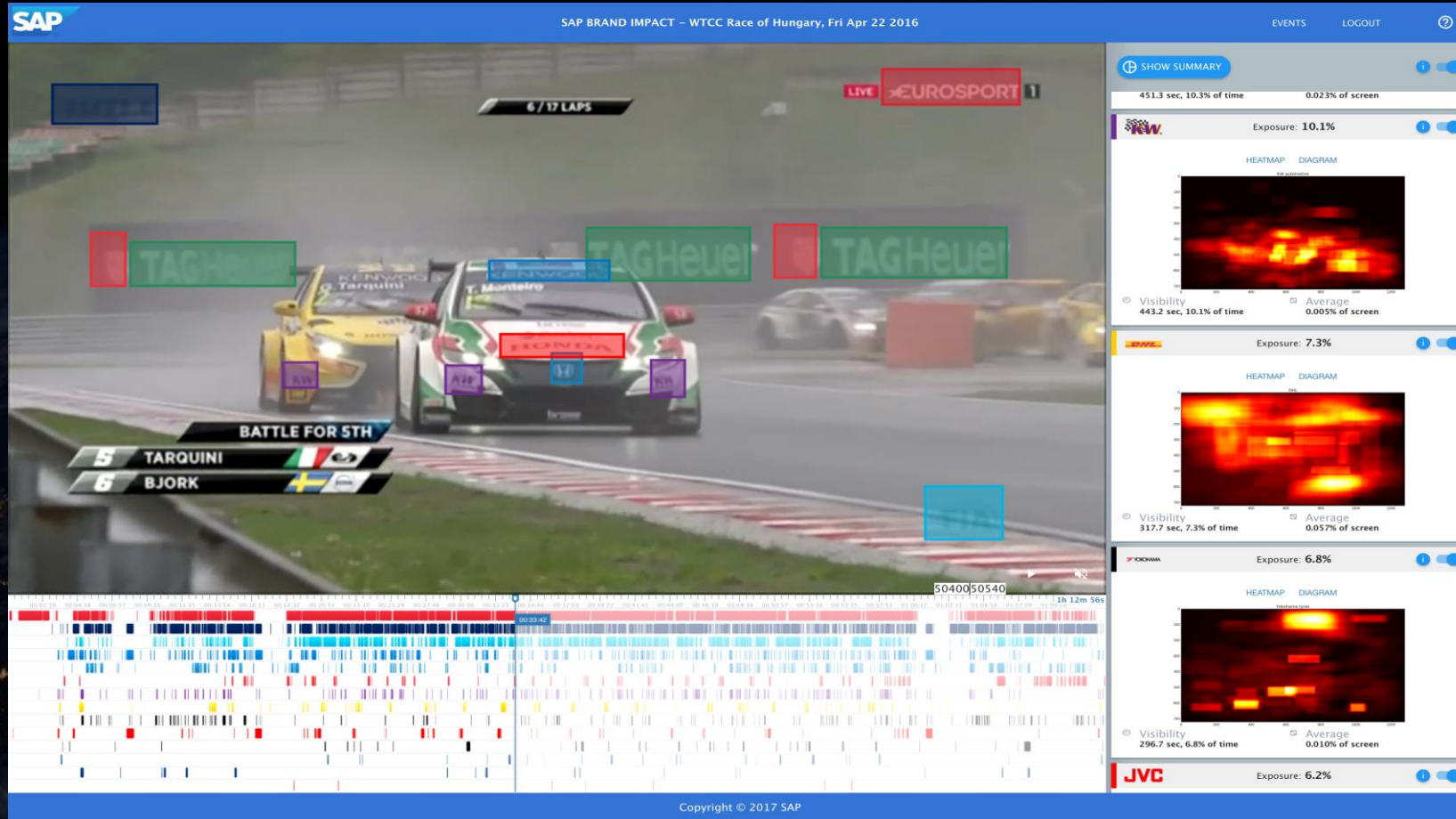
Accurate and scalable
to millions of hours



Time-annotated
impact indicator API
for combining data
with CRM, ERP,
Web site stats

SAP BRAND IMPACT

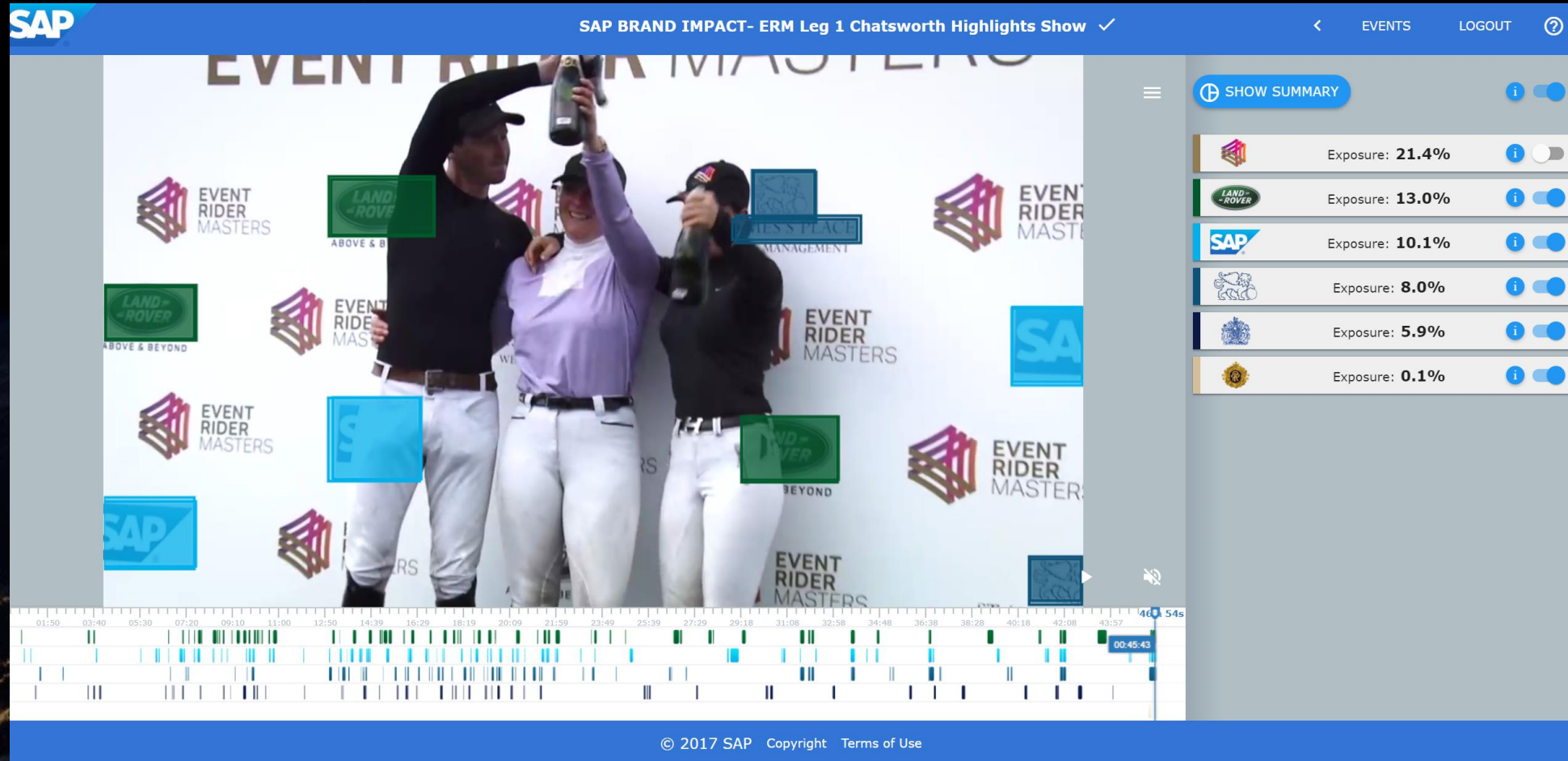
DEMO





SAP BRAND IMPACT

ERM CASE STUDY: DRINK YOUR OWN CHAMPAGNE



SAP Brand Impact Value Proposition

Reimagine marketing and sponsorship engagements

SAP Brand Impact solution automatically analyzes brand exposure in videos by leveraging advanced Machine Learning techniques. The application helps media agencies, broadcasters, and brands gain accurate, timely insights into sponsoring and advertising exposure.

Fast

Processing time is times
faster than the
broadcasting frame rate

Transparent

Interactive interface
downloadable time annotated
Reports of detections

Accurate and scalable

Enterprise grade
precision
unprecedented scale

Flexible

Media processing
based
pricing structure

vs existing offerings

Slow

low reports SLA

Black Box

Aggregated statistical
info

Estimated

Sampled based
extrapolated calculation

Lock-in

Large consulting
contract

SUMMARY

This is just the beginning...



New opportunities to **automate** processes, **augment** tasks, and enable **new business models** based on data, insights, and learning



SAP is **making enterprise applications intelligent** and is currently productizing the third wave of Machine Learning enabled applications



We are looking for customers interested in **co-innovation**, **exploration**, and **validation** of new Industry and Line of Business use cases





Stay curious!

IT'S TIME

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