

디지털혁신을 위한 지능형기업으로의 전환 with SAP Intelligent Enterprise

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THE BEST RUN 

SAP의 현재 (2019년)

Vision

We help the world run better and improve people's lives

Mission

SAP is committed to helping every customer become a best-run business

32조

2018 매출

183조

시가 총액
(독일 1위,
Global 약 47위)

25

활용 산업

144+

Countries

437,000+

고객수

92%

Forbes Global
2000 중 SAP
고객 비율

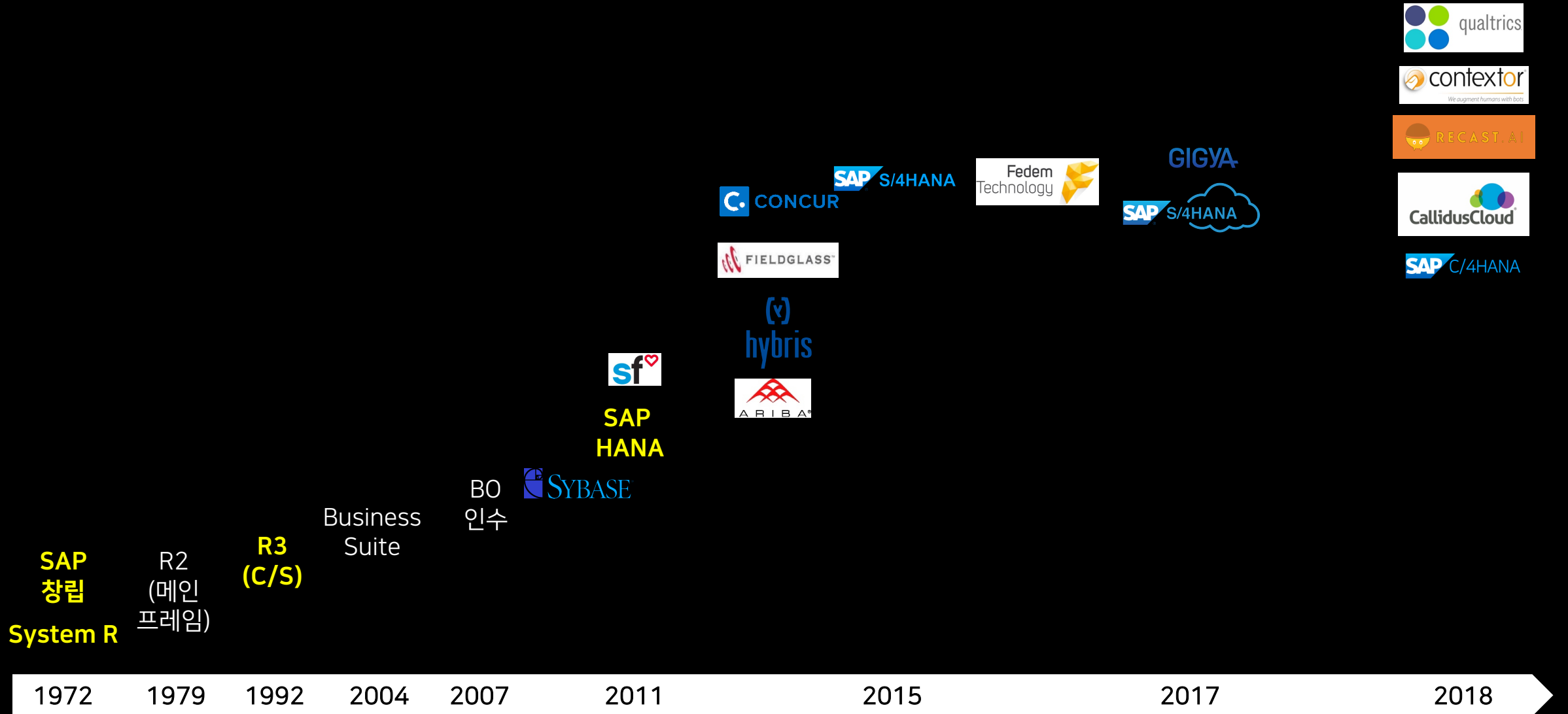
98,650+

임직원수

19,200+

파트너수

SAP's Own Transformation



Agenda

디지털혁신의 배경과 방향성

디지털혁신을 위한 SAP Innovation 및 SAP 고객 사례

Summary: 지능형 기업으로 전환을 위한 Framework – SAP Intelligent Enterprise



Digital Immigrants



Digital Natives



2006

Total MKT Cap: \$ 1.7T; MSFT: \$ 203B

ExxonMobil



2018

Total MKT Cap: \$ 2.8T; MSFT: \$ 680B



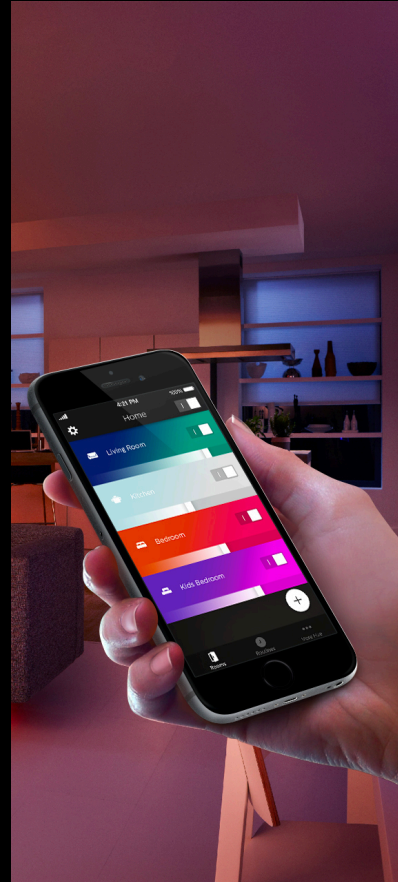
Google



Digital Transformation Journey of Phillips: 128-Year Old Company



Light Bulb



Connected Service (Smart Home)



Indoor Positioning



Light as a Service



IoT Connected Platform Business

Digital Transformation Journey of Phillips: 128-Year Old Company

시작은 전구 안전한 도시 만들기

상상 이상의 일들

사물을 연결해 세상을 스마트하게 만들고
고객에게 가치있는 정보 제공

데이터에서 Insight 확보

더 많은 수익 창출 조명컨설팅 서비스

사람들에게 새로운 감동 제공

특별한 경험 제공

도시 가로등을 플랫폼 비즈니스의 기반으로 활용

(IoT)센서로 데이터수집 및 모니터링

데이터 기반의 새로운 비즈니스도전

전에 없던 비즈니스

조명인프라로 물건 찾게 유도, 고객 위치기반의 마케팅

비즈니스모델을 변화

제품으로 시작한 우리는 완전히 새로운비즈니스로 재탄생

조명플랫폼 기반으로 IoT기술에 업계 최고 기업

통신, 가전, IT기업들과 협업 강화

커넥티드 조명 생태계 확장

빛 이상의 가치 제공

IoT Connected Platform Business

디지털 혁신 속에서 기업들은 새로운 도전과 기회를 접하고 있음

- ✓ **산업의 경계가 무너지고 있음**
- ✓ **데이터**가 기업들이 가치를 창출하는 중요한 자산임 (Data-driven Enterprise)
- ✓ **사람과 기계의 협업이 생산성혁신에** 큰변화를 주도함
- ✓ **IoT와 Connectivity**가 기존의 Value Chain의 가정과 모습을 변화시킴
- ✓ 제품의 서비스화 (**Servitization**) 가속화 (**Everything-as-a-Service**)
- ✓ **차세대 (지능형) Applications**의 요구 증대



디지털 기술이 아닌 **고객의 Needs**가
디지털혁신을 주도하는 것임

기업혁신의 Evolution

Product / Process Innovation

Business Model Innovation



Mainframe & PCs
1960s - 1980s



Client Server & Internet
1990s - 2000s



Cloud, Mobile & Big Data
2000s - 2010s



Intelligent Technologies
2010s - 2020s

ENABLING TECHNOLOGIES

- 트랜지스터, 반도체 칩에 의한 정보 통신 혁명
- 대용량 메인 프레임 컴퓨터 시대
- 개인용 PC의 성장
- 공장 현장 자동화

- PC 확산
- 광대역 인터넷의 시대
- ERP 및 다양한 기업 프로세스 자동화 지원 기술 확산

- Mobile과 스마트폰의 대중화
- 클라우드 컴퓨팅의 등장
- 소셜미디어 네트워크 확산
- Big Data

- Machine Learning (ML) 과 Artificial Intelligence (AI)
- Internet of things (IoT) 와 distributed computing
- Blockchain

VALUE CREATION

산업 자동화

비즈니스 프로세스
자동화

디지털 혁신

지능형 기업

Major
Value
Creating
Assets



Physical
Assets

Data



디지털혁신의 목적

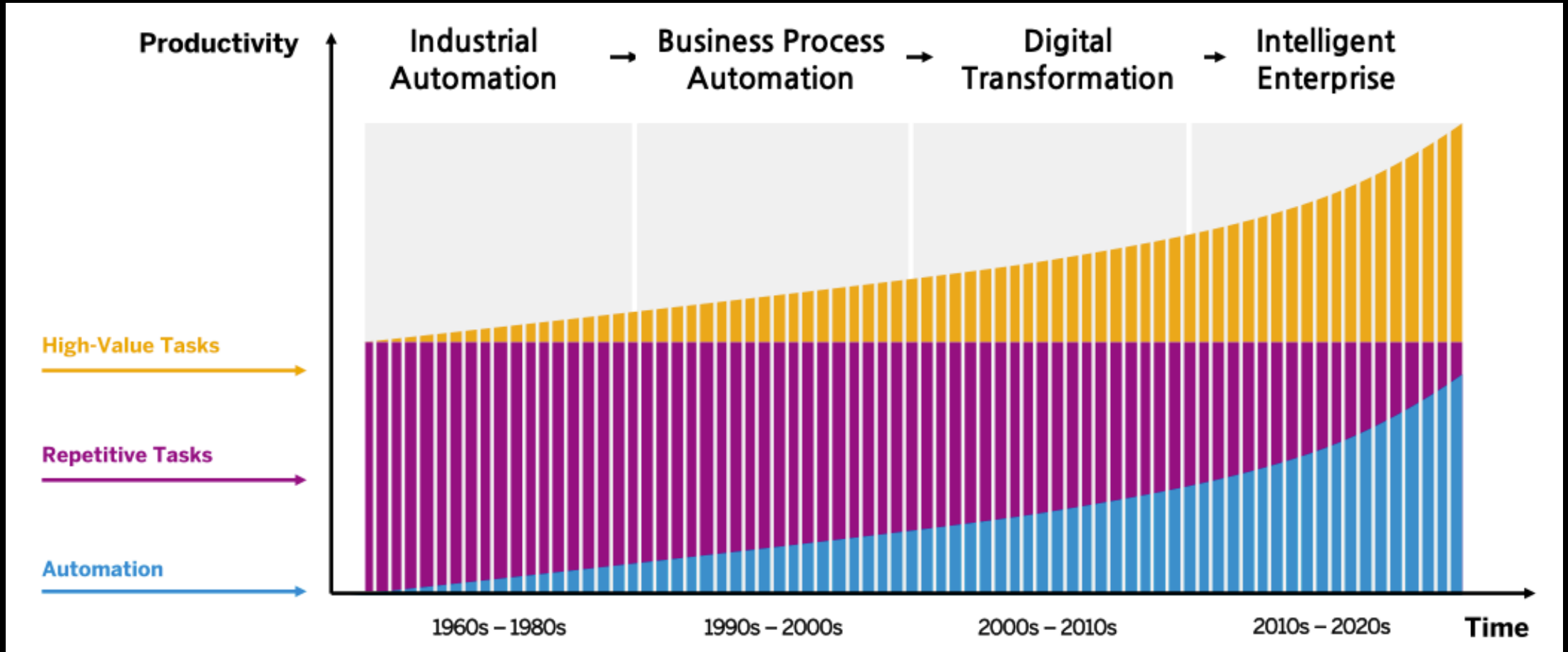
생산성의 혁신적인 변화
Deliver a step-change in **productivity**

전반적인 고객 경험의 새로운 정의
Redefine the end-to-end **customer experience**

임직원의 일하는 방식 전환
Transform **workforce engagement**

생산성의 혁신적인 변화
Deliver a step-change in **productivity**

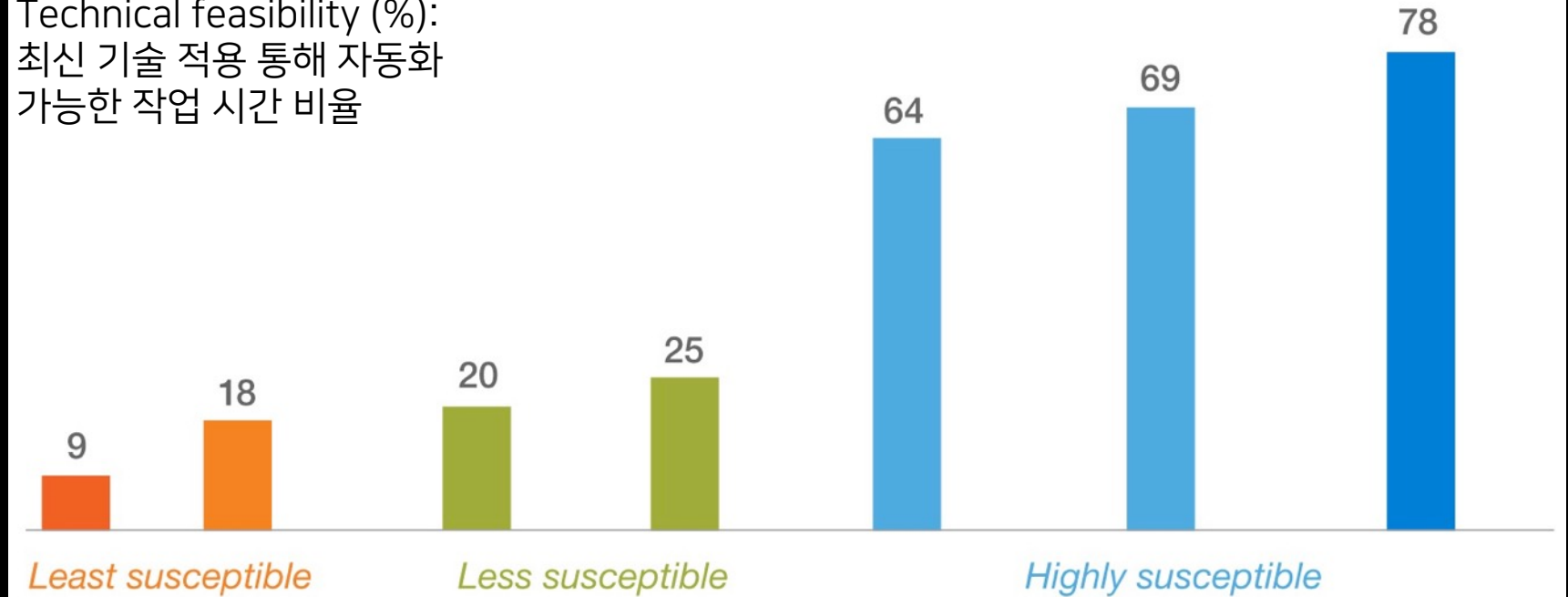
Intelligent Enterprise는 임직원이 보다 고부가 가치 작업에 역량을 집중할 수 있도록 함



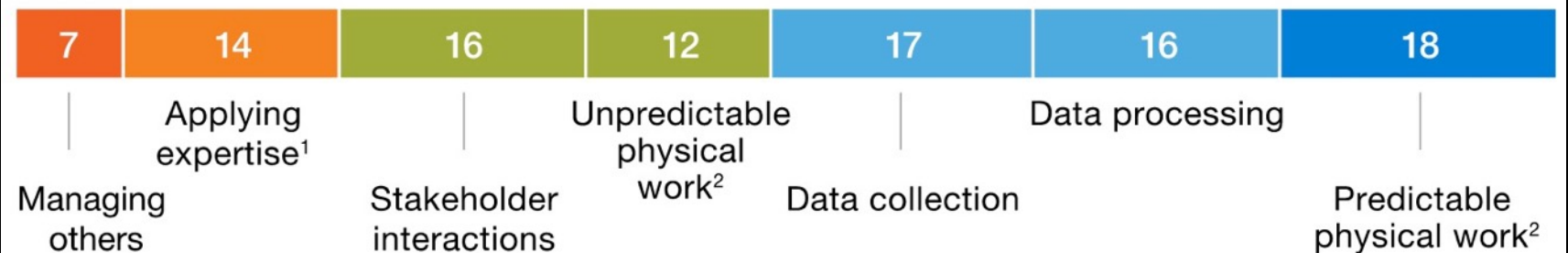
기술 발전에 따른 자동화 기회 (from McKinsey Report)

“전체 직업
60% 중
약 30%의
작업을
자동화 가능함”

Technical feasibility (%):
최신 기술 적용 통해 자동화
가능한 작업 시간 비율



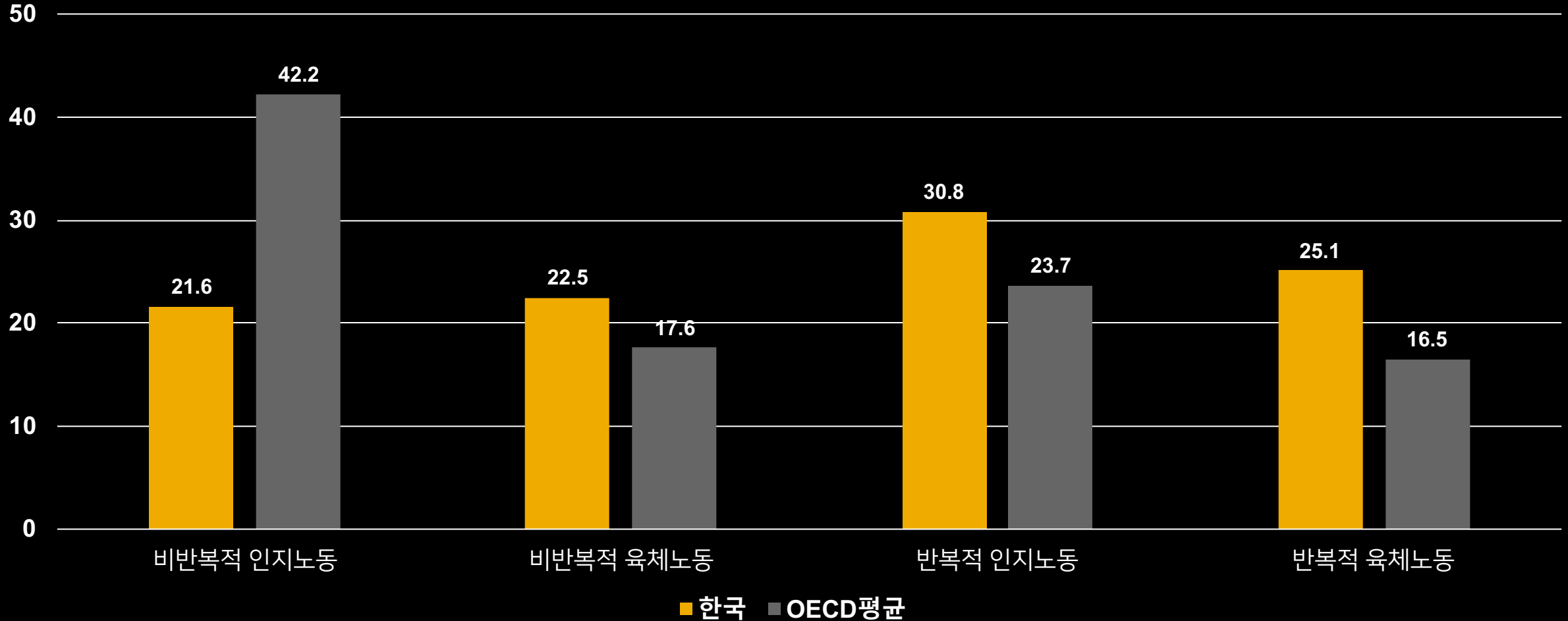
Time spent in all US occupations, %



Source: McKinsey

대한민국의 자동화 기회

직무유형별 노동비중



Source: World Robotics 2017

Automating Invoices to Payment Matching at BASF

40%

70%

94%



Intelligent Bakery Planning at COSTCO

Opened in 1983

759 membership warehouse stores (WW)

Total sales over \$120 Billion

Serves over 90 Million members (WW)



Goal: Optimize member **experience** and control **waste**

Digitizing Bakery Planning with Leonardo ML to Reduce Waste

SAP

Loses 10% of bakery total rev (time & product)

Approach:

From manual Excel based planning

To ML-based weekly forecasting with

- 7-year sales history (by store)
- current weather data at the store location
- and local promotion data +

(Design Thinking to define problem and solutions)

COSTCO
WHOLESALE



Jeff Lyons
Senior Vice President, Fresh Food
Costco Wholesale



SAP Intelligent Enterprise Suite의 Machine Learning 적용 로드맵

Machine Learning

SAP SuccessFactors

Employee Self Service Bot

Job Analyzer

Learning Recommender

Job Matching

Resume Matching

Manager & Administrator Self Service Bot

Career Planning "People like me"

Knowledge Bots

Payroll Fraud Detection

SAP Fieldglass

SAP Fieldglass Live Insights

Total Workforce Insights

Risk Impact Predictions

Chatbot Bookings

Computer Vision Receipts

Anomaly Detection

Chatbot Bookings

AI Invoice Processing

Automated Duty of Care

Proactive Assistant

AI Expense Approvals

SAP Concur

Itinerary Capture

Self-Writing Expense

Invoice Digitization

Attribute Normalization

Semantic Search

Item Normalization

Item Recommendation

Sourcing Recommendation

Sourcing Optimization

SAP Ariba

Semantic Contract Repository

Self-Service Contracts

Product & Offer Recommendation

Lead Intelligence

Influencer Map & Deal Finder

Multi-Touch Customer Attribution

Customer Retention

Intelligent Customer Experience Suite

SAP C/4HANA

Ticket Intelligence

Contextual Merchandizing

Predictive Quality Management

Advanced Forecast Accuracy

Supply Chain Segmentation

Smart Worker Enablement on Shop Floor

Predictive Overall Equipment Effectiveness

Manufacturing & Supply Chain

Predictive & Prescriptive Maintenance

Demand Sensing

Predictive Engineering Insights

Sales Performance Prediction

Payment Block - Cash Discount at Risk

Smart Alerts for Real Spend and P&L Analysis

Demand-Driven Replenishment Adjustment

SAP S/4HANA

Contract Consumption

Stock in Transit

SAP Tax Compliance Smart Automation

Cash Application

Program Office Guidance

Timesheet Anomaly Detection

Statement of Work Builder

지능형기업의 기반 S/4HANA 1809 - 인공지능 ERP의 시작

머신 러닝 비즈니스 프로세스

Machine Learning embedded
New Best Practices

#1 머신 러닝 기반 납기 지연 예측

Predicted Delivery delay of Sales order

머신 러닝 기반으로
고객 주문에 대한 납기 지연을 예측하여
조기 대응을 통해 고객 만족도를 높입니다

#2 머신 러닝 기반 자재 구매 옵션 제안

SAP Proposal of Options for
Materials without a Purchase Contract

구매 계약 이외의 자재 구매 시, 기존의 유사한
계약과 비교하여 자재의 가치를 판단하고 공급
업체와 조기에 효율적으로 협상 할 수 있도록
돕습니다

#3 머신 러닝 기반 이동 중 재고 예측

Predictive Analytics for Stock in Transit

현재 이동 중에 있는 재고의
정확한 배송 기간 및 시점을 예측하여
결품을 예방하고 사전 대응이 가능하도록 돕습니다

더 자세한 설명을
영상으로 확인하고 싶다면?
우측 QR 코드를 스캔해 보세요



#4 머신 러닝 기반 비정상 손익 탐지

Smart Alert for P/L

머신 러닝이 과거의 손익 패턴을 분석하여,
비정상적으로 낮거나 높게 기록되는 손익을 찾아
사용자로 하여금 인지할 수 있도록 돕습니다

더 강화된 디지털 코어

S/4HANA Line of Business Solutions

#5 법인 간 통합 구매 관리

S/4HANA for Central Procurement

SAP ERP를 사용하는 복수 법인에 대한
통합 구매 관리 프로세스를 제공하여
전사 및 그룹 차원에서의 구매 최적화를 지원합니다

#6 실시간 수요 기반 MRP

Demand-Driven MRP in S/4HANA

실시간 고객 수요를 기반으로
전략적 재고 지점의 최적 재고 수량을 계산하여
공급 사슬의 채찍 효과(Bullwhip-Effect)를
해소하고, 재고 관리 최적화를 달성 합니다

더 자세한 설명을
영상으로 확인하고 싶다면?
우측 QR 코드를 스캔해 보세요



#7 기본이 더 탄탄해진 영업 및 서비스 모듈

SAP S/4HANA for Customer Management

기존 SAP ERP와 별도의 솔루션이었던
SAP CRM이 S/4HANA에서는 하나가 되어
영업 및 서비스 관리의 디지털 코어가 되었습니다

#8 더욱 견고해진 기준 정보 관리

Master Data Governance in S/4HANA

기준 정보의 정확성 점검을 위한 툴 및 분석 틀을
제공하며,
강화된 기준 정보 대량 처리 기능으로
생산성 향상을 기대하실 수 있습니다

M/L 기반 납기지연예측

Real-time analytics =

실제 비즈니스 프로세스 상에서 실질적인 차이를 만들 수 있을 만큼 빠른 것

Standard* Hide Filters

Days since Posting Date (PO): Receiving Plant: Storage Location: Purchase Order: Issuing Plant:

All Items (604) Delivery Open (234) Delivery Completed (370) Adapt Filters Go

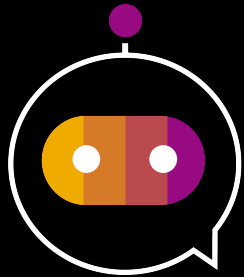
Shipping Days	Predicted Delivery Date	Delivery Status	Purchase Order	Purchase Order Item	Purchase Order Quantity	Material	Receiving Plant
	07/30/2017	Open	4100000001	10	10.000 PC	Trading Good (TG0001)	Plant 1 DE FIO (FIO2)
	07/29/2017	Completed	4100000002	10	10.000 PC	Trading Good (TG0001)	Plant 1 DE FIO (FIO2)
	07/30/2017	Open	4100000003	10	10.000 PC	Trading Good (TG0001)	Plant 1 DE FIO (FIO2)
	07/25/2017	Open	4100000004	10	10.000 PC	Trading Good (TG0001)	Plant 1 DE FIO (FIO2)
	07/30/2017	Completed	4100000005	10	10.000 PC	Trading Good (TG0001)	Plant 1 DE FIO (FIO2)
	07/30/2017	Completed	4100000006	10	10.000 PC	Trading Good (TG0001)	Plant 1 DE FIO (FIO2)

SAP Approach : Intelligent Robotic Process Automation

S/4 Pre-built Process

인텔리전트 봇 (RPA)

- 실행을 위한 다중 봇 워크플로우 (attended + unattended)



태스크 수행

최적화

머신 러닝 (ML)

- 예외로부터 배우는 적응력을 지닌 자기 학습 봇
- 비정형 데이터 분석



봇 성능 향상

인터랙션

Conversational AI (CAI)

- 사람과 로봇의 가교, 보완
- 실행 봇으로 전달



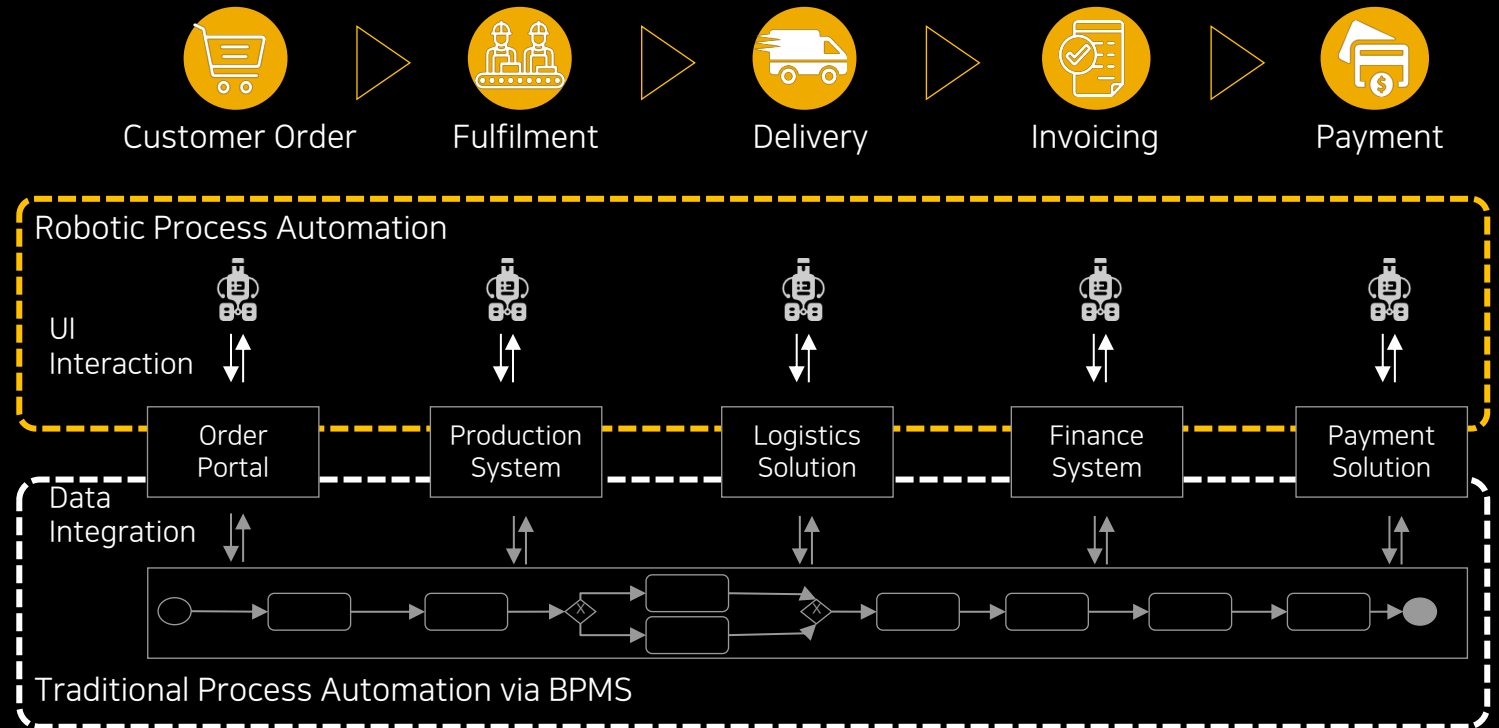
인터페이스

Intelligent Robotic Process Automation

SAP Approach : Pre-built Process Automation



- SAP 제품군에 Prebuilt : Out-of-the-box automation
- End-to-End 프로세스 자동화
- ERP 및 주변시스템과의 자동화 프로세스 통합
- 내/외부 로봇 활성화를 위한 API 제공
- 지속적인 Process Automation Use Case 제공



- Sits on top of existing systems, no invasive platform creation required (such as BPMS)
- Meets enterprise IT requirements (e.g. security, auditability - as opposed to scripting)

SAP Approach : Pre-built Process Automation



분기별 Process Automation Use Case 제공

Finance:

- [1902-1 Journal Entry Upload](#)
- [1902-4 Outgoing Payment File without File Interface and/or Bank Integration](#)
- [1902-8 Manage Payment advice](#)
- [1902-46 Automate Creation of Closing Cockpit based on Closing Task List Template](#)



Finance:

- [1905-10 Create Down Payment Request \(Customer\)](#)
- [1905-14 Manage Incoming Payment Files](#)
- [1905-15 Manage bank statement manually](#)
- [1905-16 Reprocess the bank statement line item](#)



SCM/MFG/Production:

- [1905-17 Automatic creation of matrix materials](#)
- [1905-37 Initialize Material Stock & Physical count upload](#)



Sales:

- [1905-23 Create Fast Order Entry: Sales Order \(Order Type = OR only\)](#)
- [1905-24 Manage Sales Orders: Create Sales Order with multiple order entry types](#)
- [1905-25 Manage Sales Inquiries: Create Sales Inquiry](#)
- [1905-26 Manage Sales Inquiries: Create Sales Inquiry](#)
- [1905-27 Create Sales Quotation Create Sales Contract](#)



Procurement

- [1902-12 Master Data - Create/Maintain/Validate Supplier Master Data](#)
- [1902-33 Operational Purchasing - Purchase Requisition](#)
- [1902-54 Purchase Order Confirmations](#)



PRO:

- [1905-19 Automated Project Creation via Excel upload](#)
- [1905-20 Project Cost rate update based on linked PO \(Contractor price-sync in Projects\)](#)
- [1905-21 Automated Resource Assignment \(work package\) to Project via Excel upload](#)
- [1905-22 Automated Resource Planning to Project via Excel upload](#)



Procurement

- [1905-29 Operational Purchasing - Purchase Order Creation](#)
- [1905-30 Operational Purchasing - Goods Receipt](#)
- [1905-31 Operational Purchasing - Purchase Requisition](#)



* This is the current state of planning and may be changed by SAP at any time without notice

전반적인 **고객 경험**의 새로운 정의
Redefine the end-to-end **customer experience**

Designing Experiences



 **asics**®

Shoes



Personalization

FOOT ID

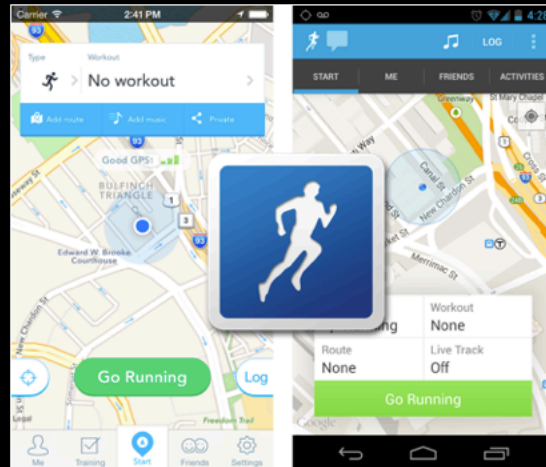


3D FOOT MAPPING STEP 1



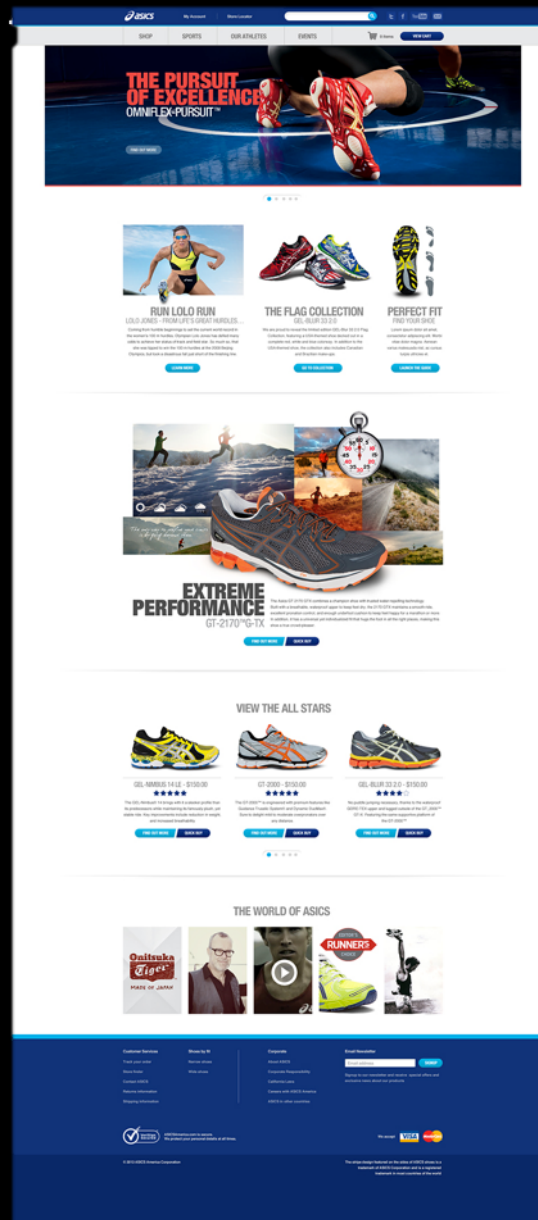
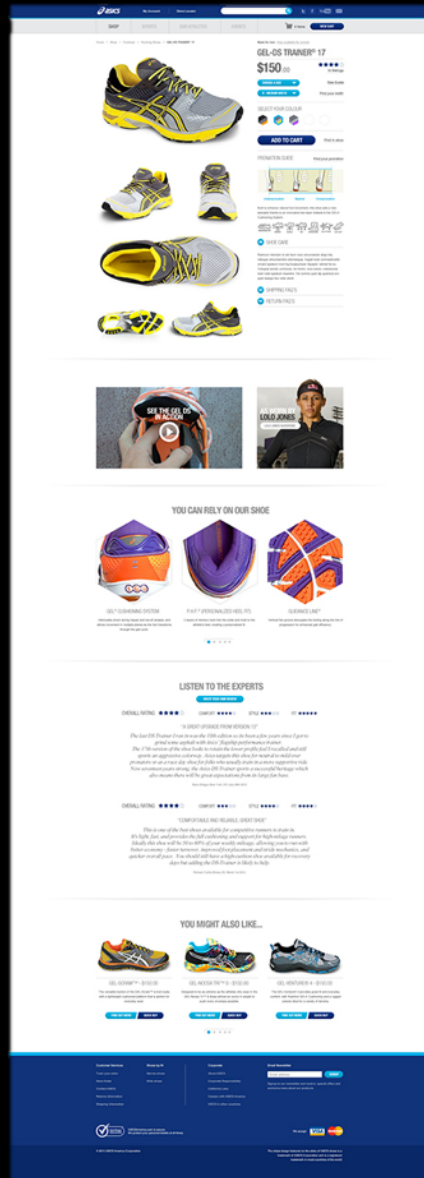
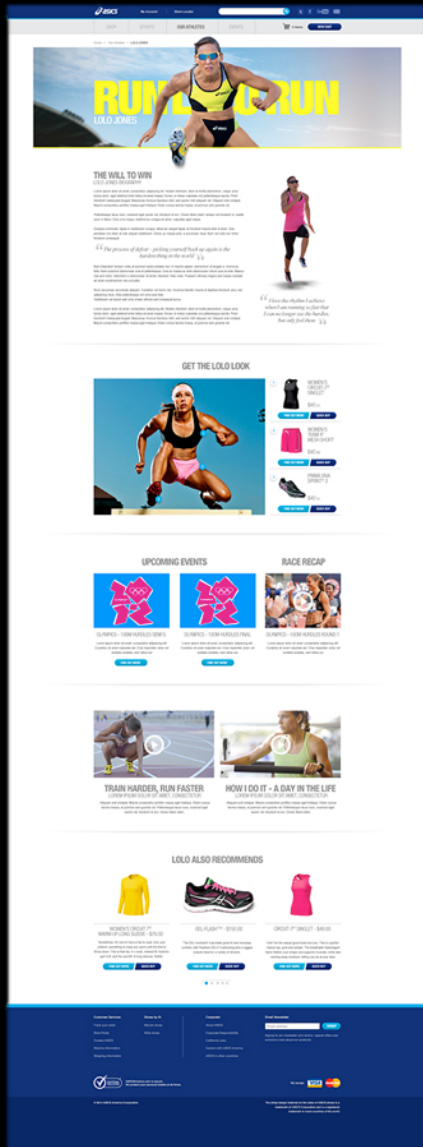
GAIT CYCLE ANALYSIS STEP 2

Coaching



Community





BENEFITS

- 데이터 관리와 분석 역량을 위한 단일 플랫폼
- 캠페인 동시 35% 증가
- 이메일 캠페인 응답률 65%

McCormick, 129 year old spice business goes DIGITAL

BASIL

CINNAMON

MINT

BLACK PEPPER

OREGANO

WE'VE BEEN OBSESSED
WITH FLAVOR FOR
129 YEARS.

GARLIC

CILANTRO



PURE GROUND
**Black
Pepper**®

NET WT 1.5 OZ

42 g

PARSLEY

PAPRIKA

BAY LEAVES

CUMIN

CARDAMOM

CHIPOTLE

CHIVES

Understanding and Creating Personalized FlavorPrint

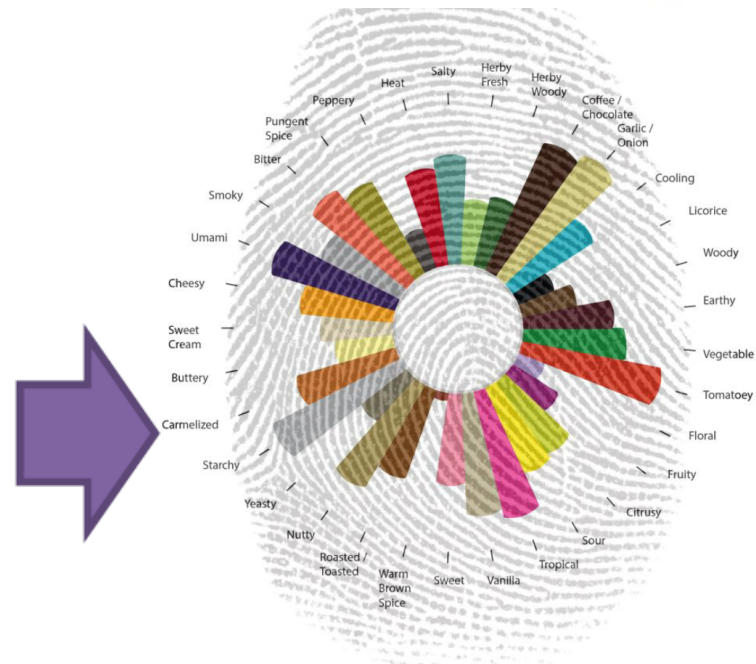
BASIL

CINNAMON

MINT

BLACK PEPPER

OREGANO

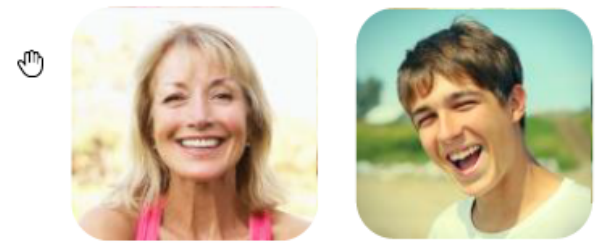


And/Or like and dislike...



Flavors that Standout in Your FlavorPrint

- 
Garlic/Onionish
 Fresh garlic and onion flavors can carry a sharp punch, but when cooked, they become sweet, mild and creamy.
- 
Cheesy
 Ranging in degrees of boldness, sharpness and fruitiness that you find in cheddar, Swiss and parmesan, cheesy flavors are adored in classics like macaroni & cheese, fondue, and manicotti.
- 
Coffee/Chocolatey
 Think less milk chocolate candy and darker, slightly bitter, roasted coffee or cocoa beans.



Vivanda's FlavorPrint offers Personalized Food Experiences

BASIL

CINNAMON

MINT

BLACK PEPPER

OREGANO

GARLIC

Chloe's FlavorPrint

This is your personalized FlavorPrint. Each spike represents a different flavor. The bigger the spike, the more that flavor dominates. As you rate more foods, your FlavorPrint becomes smarter and better able to recommend the foods and flavors you're sure to love.



50% profile completion

TIPS TO COMPLETE YOUR PROFILE

[Rate more flavors >](#) +20%

[Tell us about your cooking preferences >](#) +10%

[Tell us about your household >](#) +5%

YOUR TOP FLAVORS



Coffee/Chocolatey
Think less milk chocolate candy and darker, slightly bitter, roasted coffee or cocoa beans.



Recommendations for Chloe

Flavors you like

Recommended because of your interest in citrus, fruity and smoky flavors ([edit](#))



Easy Mini Cheesecakes

★★★★☆

95th Match
You will love these flavors!



95th Match

You will love these flavors!

Sweet

Nutty

BAY LEAVES

MIN

CHIPOTLE

CHIVES

Digitizing Personalized Taste Experience with Network of Food

BASIL

CINNAMON

MINT

BLACK PEPPER

OREGANO

GARLIC

PAPRIKA

BAY LEAVES

COMIN

CARDAMOM

CHIPOTLE

CHIVES



Digitizing Personalized Taste Experience with Network of Food

BASIL

CINNAMON

MINT

BLACK PEPPER

OREGANO

Albertsons
You're in for something fresh.

Find your store:

Recipe Box | **What's on Sale?** | Pharmacy | Order Cakes & Deli Trays | Our Stores | Our Company

Online Coupons
Like 1,757 people like this. Sign Up to see what your friends like.

CATEGORIES ▾ **\$267.89** Available Savings 0

Food Coupons 16 Food offers are available for you.

<p>SAVE \$1.00 Ritz Toasted Cheddar Chips</p> <p>98% FlavorPrint Match</p> <ul style="list-style-type: none"> Sour Fruity 	<p>SAVE \$1.00 Triscuit Four Cheese Crackers</p> <p>98% FlavorPrint Match</p> <ul style="list-style-type: none"> Salty Cheesy
<p>SAVE 75¢ belVita Blueberry Soft Baked Breakfast Biscuits</p> <p>96% FlavorPrint Match</p> <ul style="list-style-type: none"> Umami Salty 	<p>\$1.00 OFF Triscuit Garden Herb Crackers</p> <p>95% FlavorPrint Match</p> <ul style="list-style-type: none"> Garlic Onionish Herby (Woody)
<p>SAVE \$1.00 belVita Banana Bread and Cinnamon Soft Baked Breakfast Biscuits</p> <p>93% FlavorPrint Match</p> <ul style="list-style-type: none"> Sweet Cream Nutty 	<p>SAVE \$0.25 belVita's Chocolate Breakfast Bites</p> <p>92% FlavorPrint Match</p> <ul style="list-style-type: none"> Coffee Chocolatey Roasted Toasted



ShopRite Weekly Specials Digital Coupons Shop Online

View web version

Sarah, meet your flavor match

Recipes just for you

with ShopRite and FlavorPrint.

<p>Pepperoni Pizza Stackers</p> <p>98% FlavorPrint Match</p> <ul style="list-style-type: none"> Garlic / Onionish Salty 	<p>Buffalo chicken Dip</p> <p>97% FlavorPrint Match</p> <ul style="list-style-type: none"> Garlic / Onionish Hearty
<p>Mini Muffalattas</p> <p>89% FlavorPrint Match</p> <ul style="list-style-type: none"> Garlic / Onionish Herby (Woody) 	<p>RITZ Push-Cart Hot Dog Bites</p> <p>85% FlavorPrint Match</p> <ul style="list-style-type: none"> Roasted Toasted Salty
<p>BLING BLING</p> <p>GOLDEN BISCUITS</p> <p>83% FlavorPrint Match</p> <ul style="list-style-type: none"> Sweet Cream Nutty 	<p>belVita</p> <p>RUN YOUR MORNING CONTEST</p>

Value of Vivanda and the Network of Food

BASIL

CINNAMON

MINT

BLACK PEPPER

OREGANO

...and they bought more

Average Visit
Duration (min)

% Return
Visit

Page/Visit

Bounce Rate

Additional 17+

2x higher

6x higher

21x lower

19:18 mins.

34%

11.21

69%

1:39 mins.

14%

1.89

3%



BAY LEAF

TRIKA

IVES

임직원의 일하는 방식 전환 Transform **workforce engagement**

새로운 사용자 인터페이스, 대화(Conversation) : Finance Chatbot

The image displays four sequential screenshots of a chatbot interface, illustrating a conversation flow. Each screenshot shows a chat window with a header 'Finjoy Chatbot' and a close button. The chatbot's messages are in light gray bubbles, and user inputs are in orange bubbles. The chatbot's responses include text and a table.

Screenshot 1: The chatbot says "Hi, nice to meet you :)". The user asks for "ebitda actual for 2017". The chatbot asks "What quarter are you talking about?". The user selects "Q4". The chatbot provides the answer: "The actual value for KPI ebitda in Q4 2017 is 253.303 m€ for Flat Carbon Europe Segment".

Screenshot 2: The chatbot asks "What quarter are you talking about?". The user selects "Q4". The chatbot asks "Actual or Budget?". The user selects "Actual". The chatbot provides the answer: "The Actual value for KPI FTE in Q4 2017 is 35269.019 for Flat Carbon Europe Segment".

Screenshot 3: The chatbot asks "Actual or Budget?". The user selects "Actual". The chatbot asks "top-3 list". The user selects "2017". The chatbot asks "Actual or Budget?". The user selects "Actual". The chatbot displays a table:

Managerial EBITDA
Fixed Costs
Selling Price

Screenshot 4: The chatbot asks "What quarter are you talking about?". The user selects "Q4". The chatbot asks "Actual or Budget?". The user selects "Actual". The chatbot provides the answer: "The Actual value for KPI costs in Q4 2017 is -705.017€ for Flat Carbon Europe Segment".

Each screenshot concludes with the text "We run with Recast.AI" and a "Write a reply..." input field.

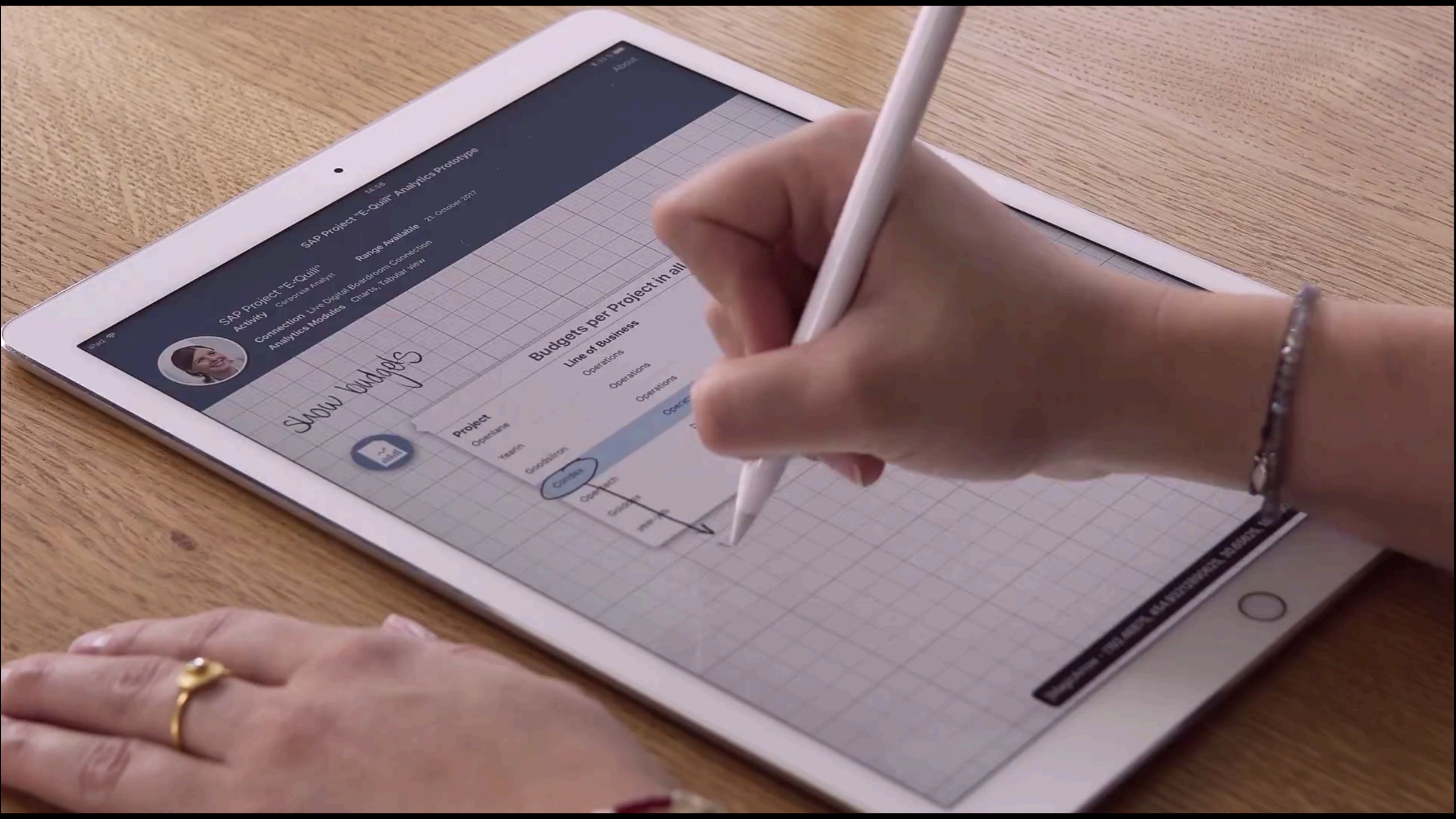
대화형 사용자 인터페이스



Intelligent Enterprise Suite
전체에
Smart Assistants 기능 제공



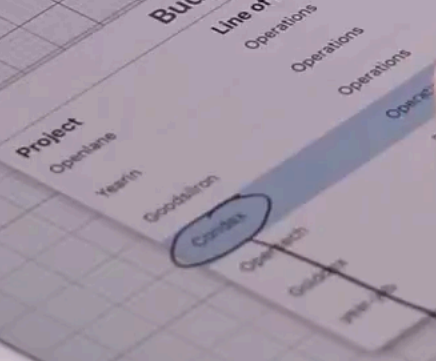
Siri, Alexa, 빅스비가 소비자(Consumers)를 위한
디지털 비서라면
SAP CoPilot은 기업용 디지털 비서입니다.



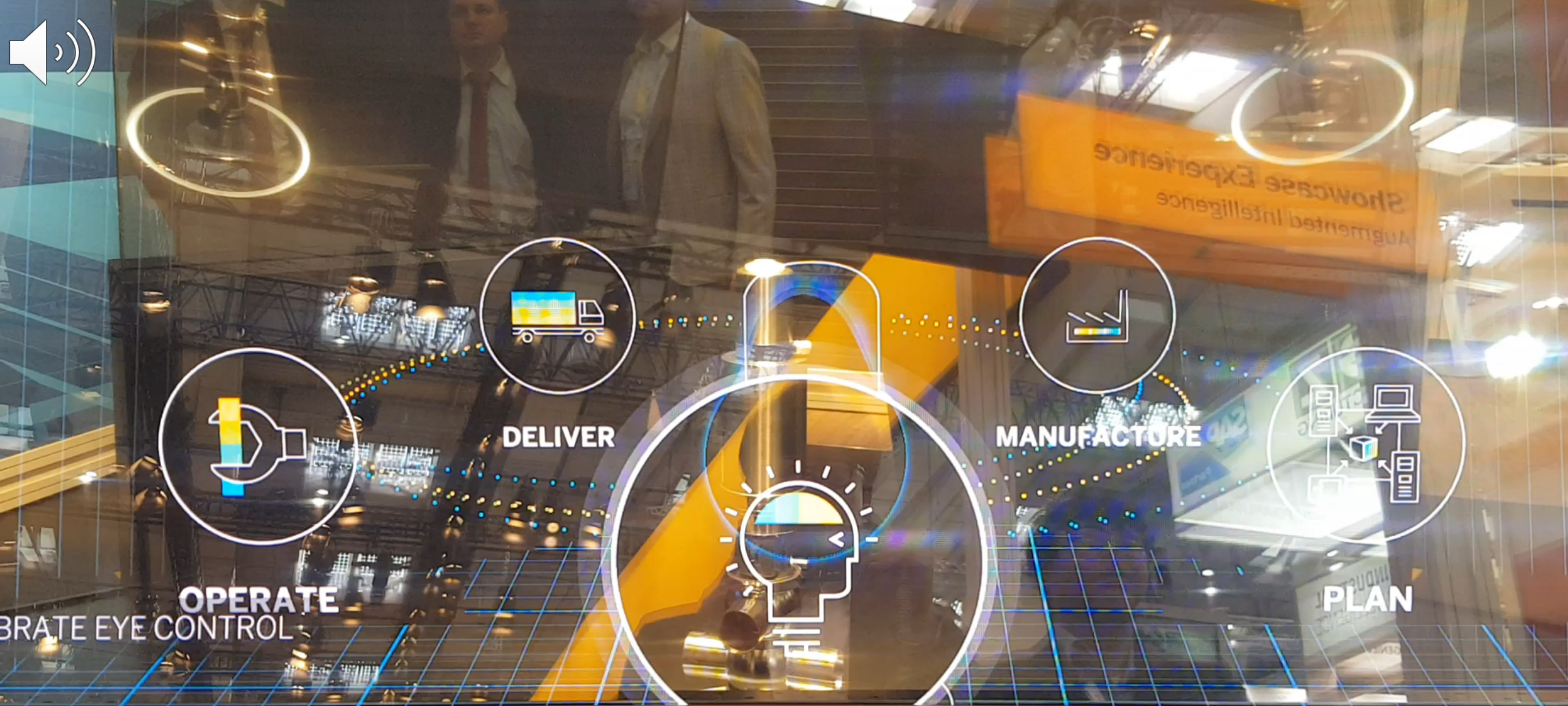
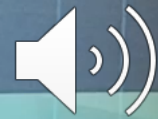
SAP Project "E-Quill"
Corporate Analysis
Activity
Connection Live Digital Boardroom Connection
Analytics Modules Charts, Tabular View
Range Available 21 October 2017
14:58

Show budgets

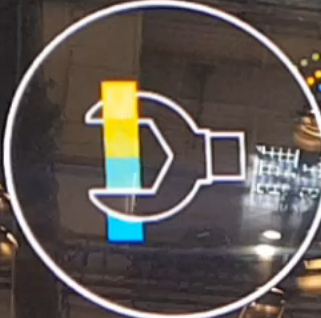
Budgets per Project in all
Line of Business



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Showcase Experience
Augmented Intelligence



OPERATE
OPERATE EYE CONTROL



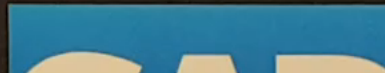
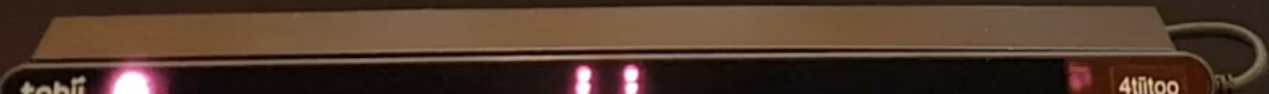
DELIVER



MANUFACTURE



PLAN



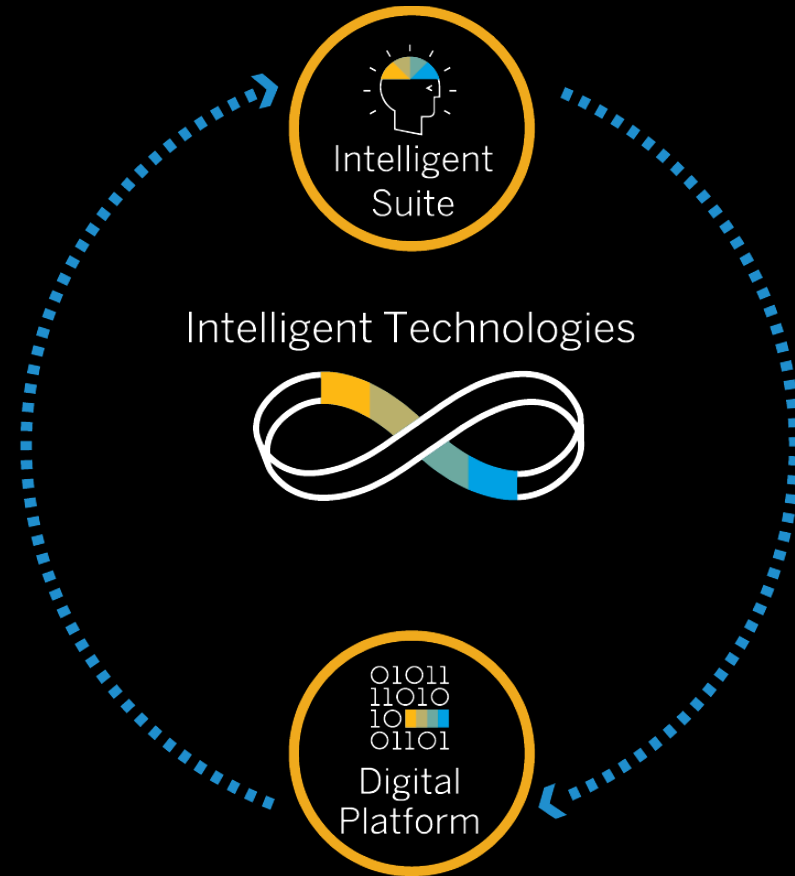
생산성의 혁신적인 변화
Deliver a step-change in **productivity**

전반적인 고객 경험의 새로운 정의
Redefine the end-to-end **customer experience**

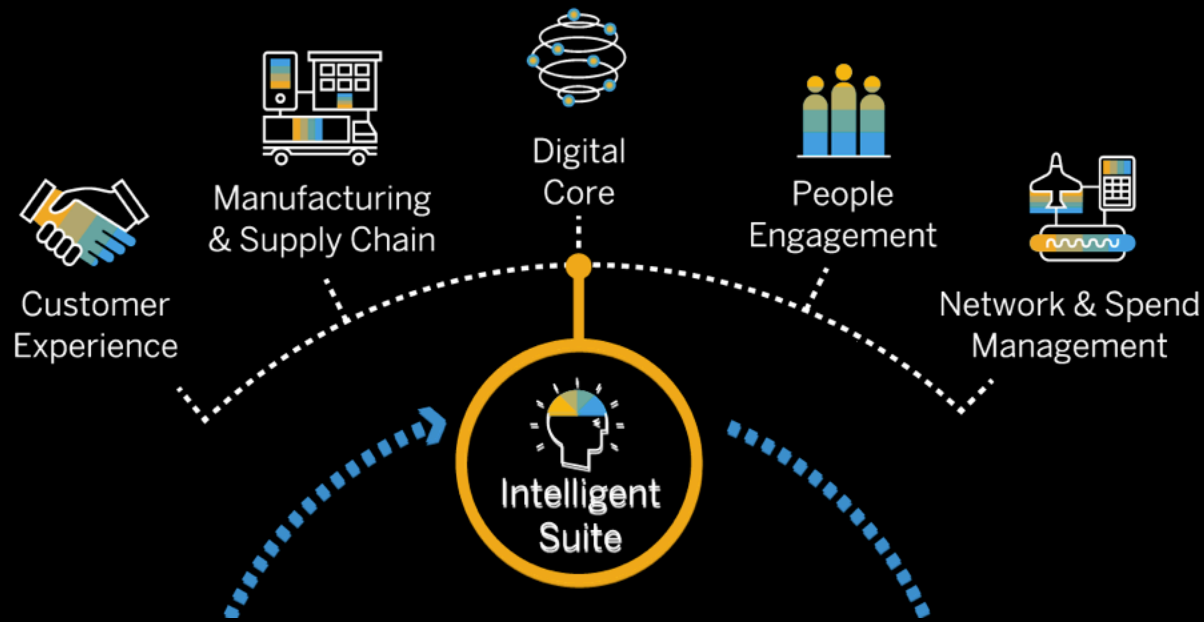
임직원의 일하는 방식 전환
Transform **workforce engagement**

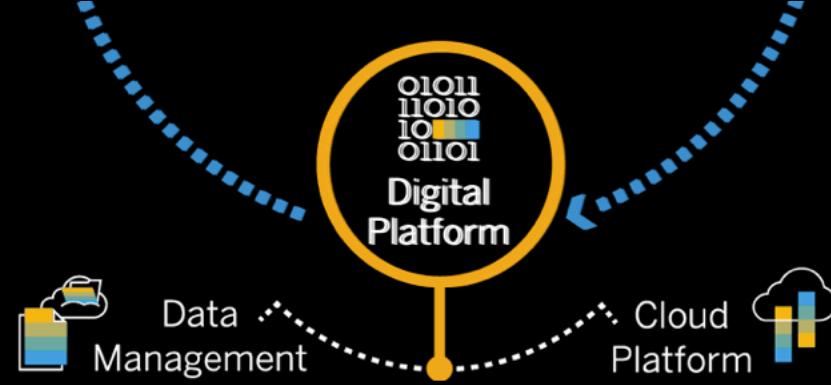
SAP의 Intelligent Enterprise

업무를 자동화하고,
비즈니스를 예측하고
프로세스를
혁신합니다.



모든 부서를 연결하는 통합된 애플리케이션으로
Intelligent Suite 을 사용합니다.





Digital Platform 은 데이터를 조율하고
프로세스를 통합합니다.

그리고 **Intelligent Technologies** 는 패턴을 파악하고
결과를 예측하여 의사결정을 강화합니다.

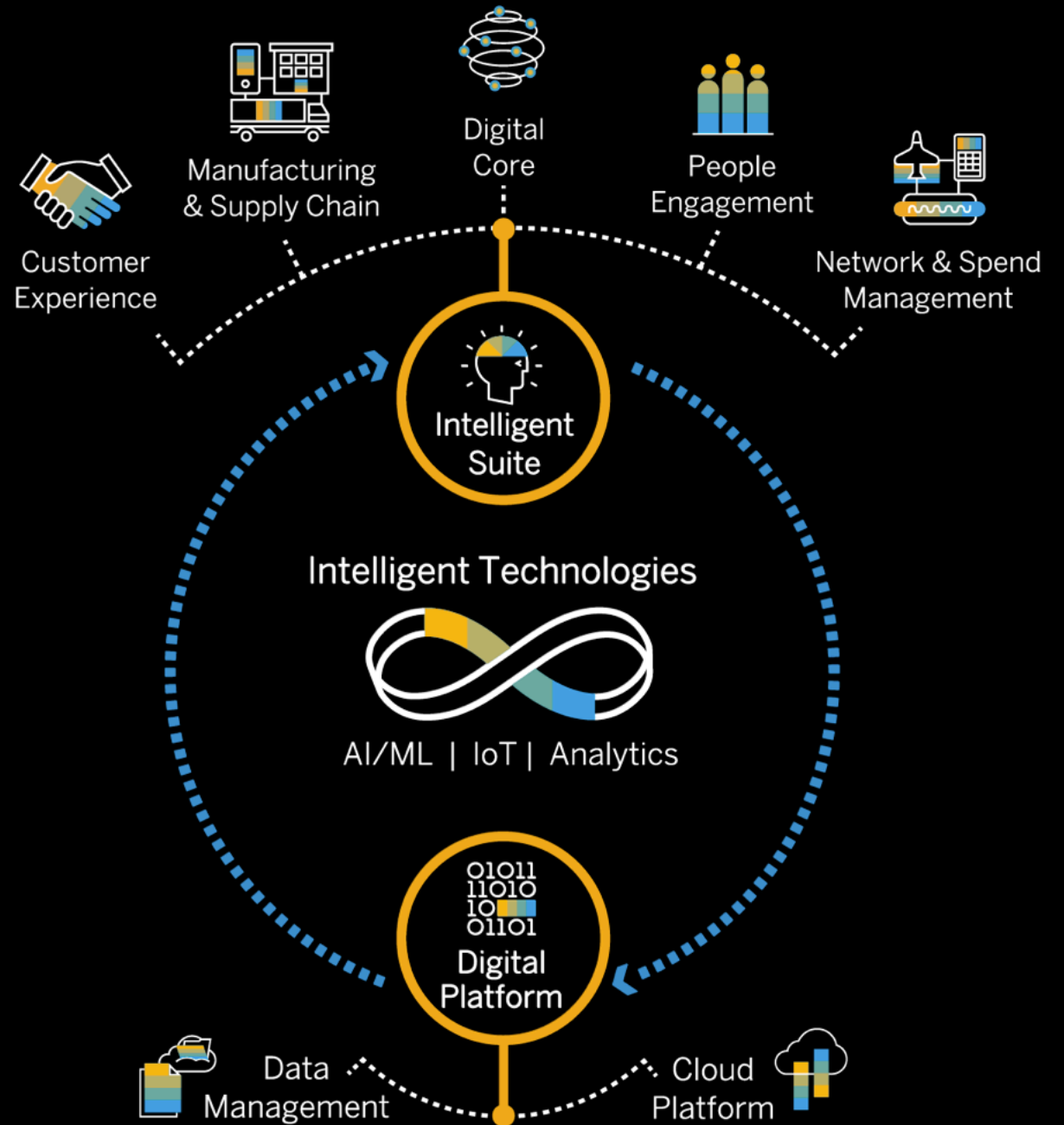
Intelligent Technologies



AI/ML | IoT | Analytics

그리하여 데이터를 행동으로 이끕니다.

모든 산업에서 최상의
 결과를 이끌어 낼 수
 있도록, 데이터와
 프로세스 사이에 선순환
 구조(Virtuous Cycle)를
 만들어 냅니다.



One more thing ...

Experience Matters

52%

의 미국 소비자들은 만족스럽지 못한 경험 때문에 다른 브랜드로 갈아 탔다¹

95%

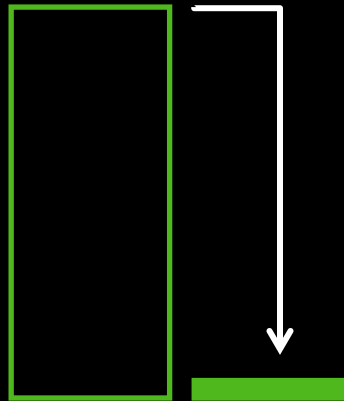
의 나쁜 브랜드 경험을 한 고객은 다른 사람들에게 그 경험을 공유한다²

\$550B

기업들은 임직원들이 좋지 않은 업무환경 속에서의 경험으로 매년 \$550B의 손실이 발생한다³

80%

의 CEO들은 본인의 기업이 고객에게 최상의 경험을 제공한다고 믿고 있다



8%

하지만, 단지 8%의 고객들만 동의 한다⁴

1 -Accenture, 2 - Dimensional research, 3- Gallup, 4- Bain

Experience Management is at the Heart of Digital Transformation

WHAT

is Happening?

Sales
Production
Finance
Delivery
HR
EHS

O
DATA

WHY

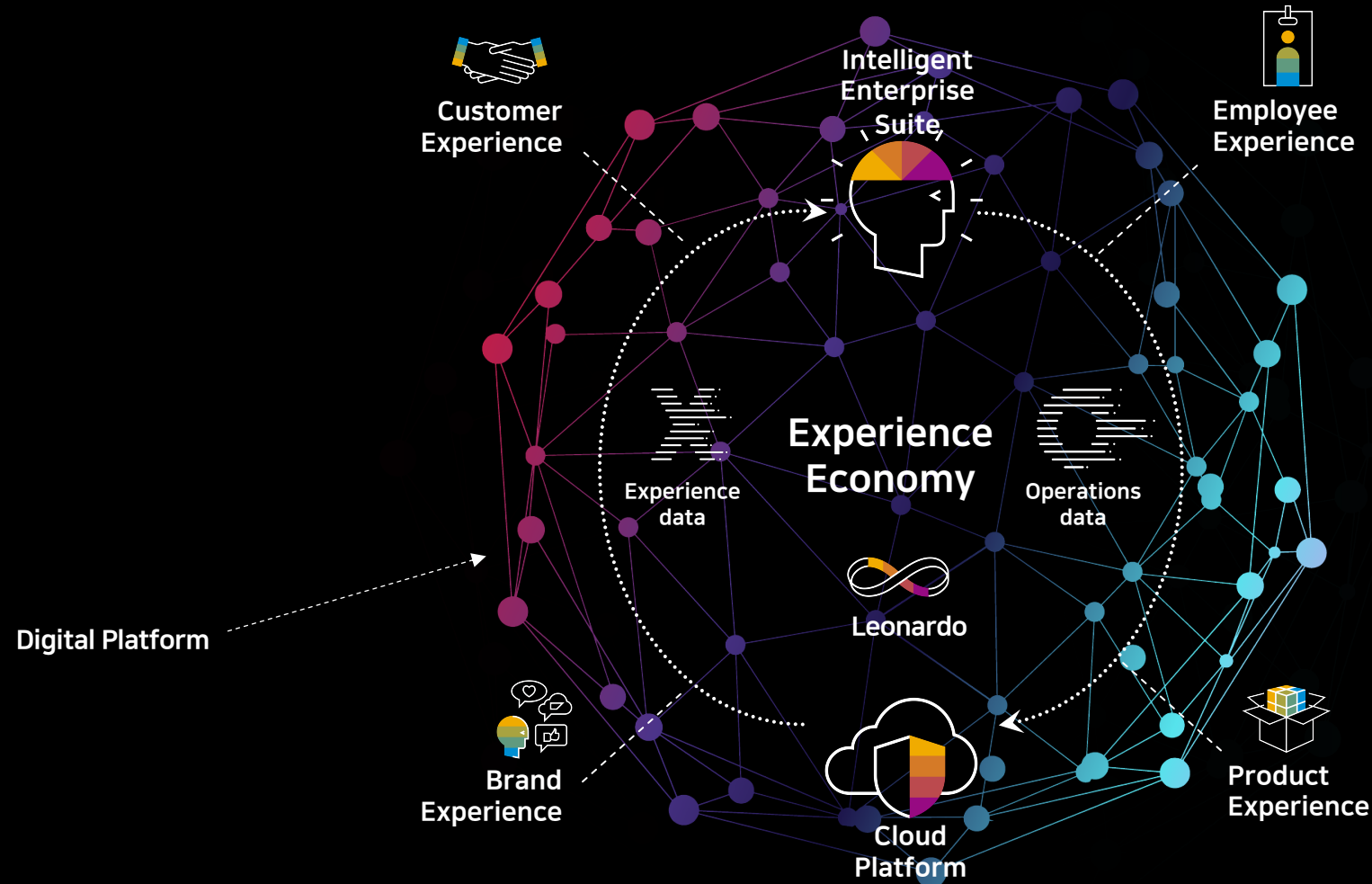
is it Happening?

Employee Engagement
Customer Satisfaction
Brand Perception
User Experience
Product Satisfaction
Sustainability

X
DATA

SAP is at the Forefront to Accelerate Experience Management

SAP Intelligent Enterprise with Qualtrics



DATA

PROCESS

ACTION

EXPERIENCE

**Act Now, Start Small,
Be the First Mover, and
Create Next-Practice
with SAP Intelligent Enterprise**

Thank you.

Contact information:

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SAP Korea

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