

SAP Innovation Awards 2019

Entry Pitch Deck Instructions and Guidance



Before starting with your Pitch Deck please:

- Complete the [Self-Assessment tool](#) to check if you are eligible and to get immediate feedback on your submission.
- Review the [Pitch Deck Guidelines](#) to get tips for creating your pitch the requirements.
- NOTE:** Quotes will have prior to submission.

SAP Innovation Awards 2019 Entry Pitch Deck

Insert entry title

Insert company name

THE BEST RUN

Intro Video

Paste video link here...

This year we are introducing the ability to provide us with a short video (no more than 3 minutes), that describes the challenges your project addresses and any notable benefits.

To provide a video:

- Create your video
 - Post to [YouTube](#), [Vimeo](#) or other publicly accessible site
 - Paste video link in above

IMPORTANT: If you include a video in your Pitch Deck, you must comply with data privacy, and in particular [GDPR](#). This requires that you have written consent from anyone whose personal data is included in the video.

Insert entry title

Company name

Insert Quote

Challenge

Project

Results

Insert business metric 1
e.g. 20% faster MRP

Insert business metric 2

Insert business metric 3

Partner Information

Company name

Partner role in project

Quote

Business Challenge & Objectives

Business Challenge – Please provide a brief overview of the challenges your business was facing

Project Objective – Please describe the key objectives of your project

Project / Use Case Details

Please describe your project or use case

Benefits and Outcomes

Business / Social	IT	Human Empowerment
Insert business metric 1 e.g. 20% faster MRP	Insert business metric 2	Insert business metric 3

Architecture

Please provide details of your project architecture

Example architecture diagram:
Please delete and provide your own. For all entries, especially those involving SAP Cloud Platform, we recommend using the [SAP Cloud Platform Solution Map](#) and [Low-Code/No-Code](#) to create your diagram.

Deployment

Date of Deployment or POC: _____

Number of live users: _____

Enter Number of Users: _____

SAP Technologies Used:
Create a 2 column table listing up to 5 SAP products used in the project. For each product, use the 2nd column to identify whether the product is in production (Prod) or in proof of concept or test (POC). For example, SAP Cloud Platform, SAP HANA, SAP Leonardo, SAP Analytics, SAP S/4HANA, SAP SuccessFactors, SAP Concur, SAP Ariba, SAP Fieldglass, ...
Note that there are eligibility restrictions if all your products are in POC.

Server Processor: (Enter Server Processor/Intel Xeon, IBM Power Systems, other, unknown)

Linux Distribution: (Enter Linux Distribution (Red Hat, Suse, other, unknown))

Emerging Technologies and Use Cases

The following Emerging Technologies and use-cases are part of the project and describe the contribution.

Technology or Use Case	Yes/No	Contribution to Project
1. Machine Learning / Artificial intelligence		
2. 3D printing		
3. Blockchain		
4. Augmented Reality		
5. IoT (Sensors) / Integrates the intelligent Edge/Things		
6. Cloud Native / Event Based Architecture		
7. Leveraging the digital core with SAP / SAP S/4HANA		
8. SAP Leonardo Application / extending SAP capabilities using Industry Innovation Kits or result of Design Thinking workshop		

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Thanks for your interest in the SAP Innovation Awards 2019. This document provides detailed instructions for crafting your entry, as well as tips and guidance.

SLIDE 1 – TITLE



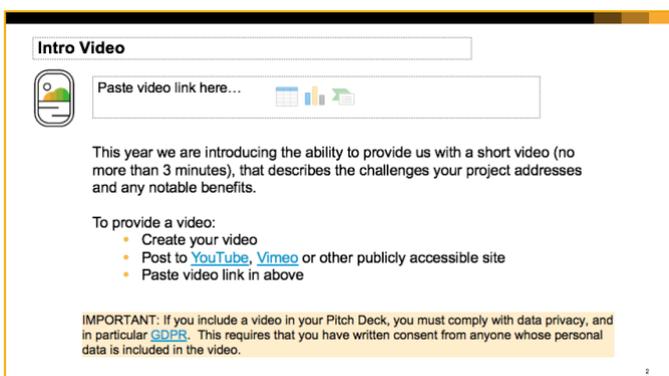
The only information you need to add on this slide are the entry title and the company name of the participant.

The participant is the person (and company) entering the contest. If you are completing the Pitch Deck and submitting an entry on behalf of a customer (for example, if you are an SAP partner), then “company name” refers to the company you are submitting on behalf of.

The entry title is critically important. With a large number of entries the title is an opportunity to draw attention to your entry and set it apart from others. Think of your title as the title of a book, news headline, or an article. Include a major outcome and make it emotionally appealing.

There are a number of great articles circulating about how to tell a story about innovation, which you can find with a simple Google search. As one example, here is a relatively recent article from Julian Birkinshaw in the July 2018 McKinsey Quarterly publication, “[Telling a good innovation story](#)”. The short article provides some great ideas to consider as you create your title and tell your story.

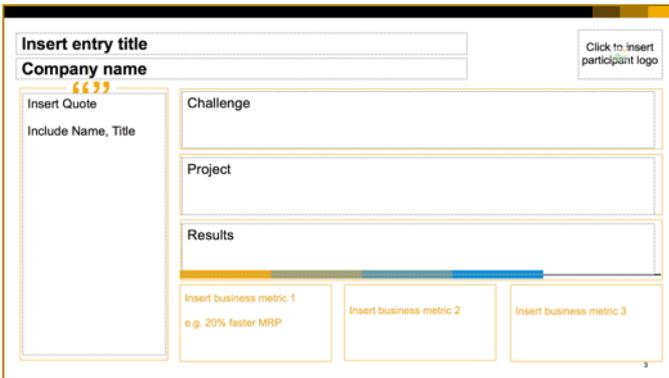
SLIDE 2 – VIDEO INTRODUCTION



NEW this year is the opportunity to include a self-created video introduction about you, your company, and your entry. It’s easy. Just create the video and host it publicly on your own, then simply add the public video link in the space provided. Most importantly, you must comply with data privacy, and in particular [GDPR requirements](#), which means ensuring you have written consent from anyone whose personal data is included in the video.

Beyond that, the actual structure and contents of the video is up to you. We recommend no more than 1-3 minutes in length. Think of it as a verbal elevator pitch for your project. A brief introduction of you and your company, what the project is about, and why you think it represents innovation. If you have time, you could also include interesting facts and some benefits or results achieved. We recommend first completing the detailed slides, then the summary, and then last the video.

SLIDE 3 – SUMMARY



The screenshot shows a form for Slide 3. At the top left is a text box for 'Insert entry title'. Below it is a text box for 'Company name'. To the right of the 'Company name' box is a button that says 'Click to insert participant logo'. On the left side, there is a large text area for 'Insert Quote' with the instruction 'Include Name, Title'. To the right of the quote area are three stacked text boxes labeled 'Challenge', 'Project', and 'Results'. Below the 'Results' box are three smaller boxes for 'Insert business metric 1', 'Insert business metric 2', and 'Insert business metric 3'. An example metric is provided: 'e.g. 20% faster MRP'. A small number '3' is in the bottom right corner of the form.

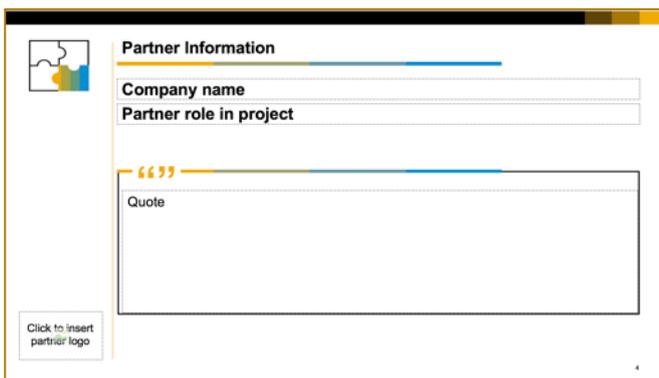
Slide 3 is where you can summarize your full use case or project in a single slide. This serves as a resource for those reviewing and scoring your entry by providing a snapshot of the project and calling out the main highlights to look for in the rest of the pitch deck. **We recommend completing the rest of the pitch deck before completing the summary slide.**

Think of this slide as your elevator pitch in text form. What was the challenge your company faced? What was the solution of project the team undertook? And what was the result? The article referenced above again has some excellent suggestions for how to phrase the short descriptions on this slide in ways that are most compelling and attention grabbing.

There are five key pieces of information that should be included on the summary slide.

1. Challenge. A short description of the challenge that led to the project. This can also be thought of as background.
2. Project. A short description of the project and the solution deployed. Mention the top two or three products involved (HANA, Analytics, etc.) along with any emerging technologies (ML, IoT, etc.).
3. Results. What happened as a result? What is different / better now compared to before the project.
4. Quote. A quote from a key stakeholder (company executive, customer, etc.) highlighting the impact of the project.
5. Value. The top two or three benefits (ideally with quantifiable metrics).

SLIDE 4 – PARTNER INFORMATION (Note remove this slide if no partner should be recognized with your submission!)

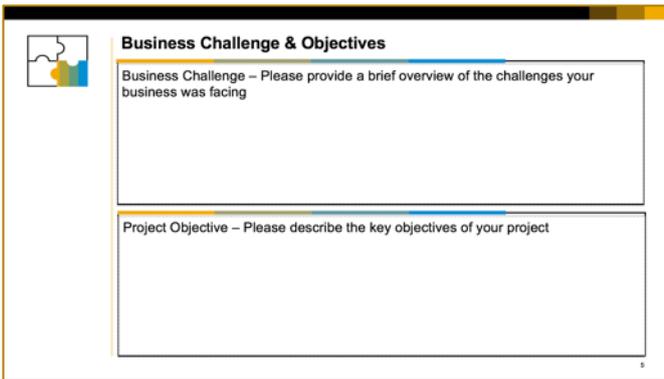


The screenshot shows a form for Slide 4. At the top left is a logo icon. To its right is the title 'Partner Information'. Below the title are two text boxes: 'Company name' and 'Partner role in project'. Below these is a large text area for 'Quote' with a quote icon. At the bottom left is a button that says 'Click to insert partner logo'. A small number '4' is in the bottom right corner of the form.

NEW this year is a slide to introduce an SAP partner involved in the project. This slide is optional and only necessary if an SAP partner was part of the project and you want them to be recognized for their role in the overall entry. We have added the partner slide to make sure there is adequate space and opportunity for the partner to be described and also p share details about their role in, and contribution to the project and the results.

There is a placeholder where you can insert the partner company name and logo (lower left). There is also a space to include a few sentences about the role the partner played in the project. This could include an implementation role, expertise contributed, or actual IP (intellectual protocol) that the partner contributed in terms of hardware, an application of other product or service. Finally, there is a section where you can include a quote from the partner or from the customer describing the impact the partner had on the success of the project.

SLIDE 5 – BUSINESS CHALLENGES AND OBJECTIVES

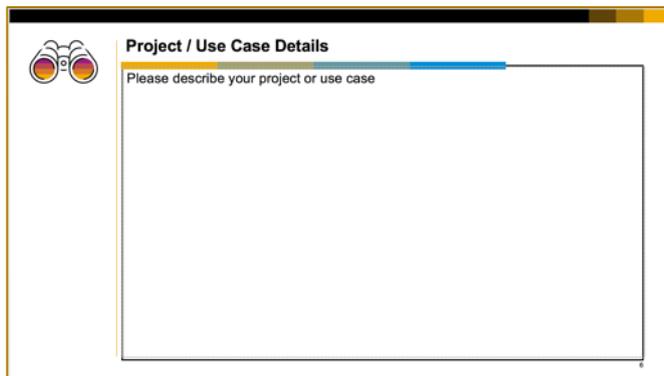


With this slide, you should provide background and context for the project including the rationale for selecting and deploying the specific use case.

In the upper space, include the challenges faced by your company. As several examples, these might be competitive or business challenges; or the challenges could be about eliminating barriers restricting pursuit of a business opportunity; or relate to the company's ability to address a global crises or world challenge.

In the lower space, include an overview as to what the team set out to accomplish. Were there specific guidelines or requirements that had to be addressed with the deployed solution? What were the key design points used to come up with the desired use case? With this slide, you can also introduce any innovative approaches that were used. For example, did you complete a design thinking workshop to help develop the use case that best addresses the company's needs?

SLIDE 6 – PROJECT / USE CASE DETAILS



This slide provides the opportunity to tell the main elements of your story in more detail. A more comprehensive description of the use case and solution that led to the outcome and results.

Once you have described the use case, then explain what happened.

- What was the impact/outcome, or what has changed since the project was completed?
- What were the primary SAP products, solutions, or technologies that were part of the project and briefly what was the role of each or the main value that each contributed?
- Why is the project innovative? How is the company leading or breaking barriers as a result of this project?

There are two ways you can position your story / use case to present what happened.

Option 1: To position as a candidate for Digital Trailblazer awards, you should consider addressing the following questions:

- How has your company used technology and specific SAP products to open markets, add new services or product categories, alter the customer experience or redefine how data is accessed and consumed.

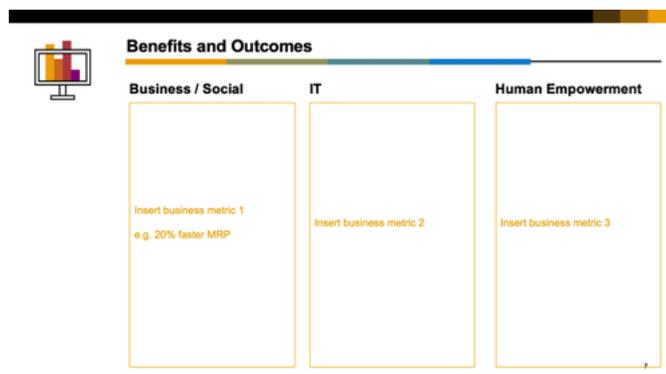
- How is the world or your industry or even the perception of your company altered or evolving because of this project?
- If possible, can you give examples of things that you are now able to do as a result of the project that your competitors or other companies in your industry are unable to do?
- Has the project transformed the way the company operates or how it makes decisions, how it launches products or services, or how it functions across geographies?

Option 2: To position as a candidate for Process Innovator awards, you should consider addressing several of these questions:

- How has the project changed the current business or current business processes? How does the resulting environment compare to the previous status quo?
- How has the project improved operations? Why is this change innovative compared to what peers or competitors are doing?
- Does the solution make people’s jobs easier or does it help them to be more effective or handle more work or responsibility?
- Does the solution have an impact on end users, customers, or community members in a way that positively impacts their lives?

Additionally, there are a number of important technologies, use cases, and capabilities that are critical to driving innovation with various SAP products. For each product portfolio, there are several focus areas to call out if involved in your project. See [Appendix](#) for details .

SLIDE 7 – BENEFITS AND OUTCOMES



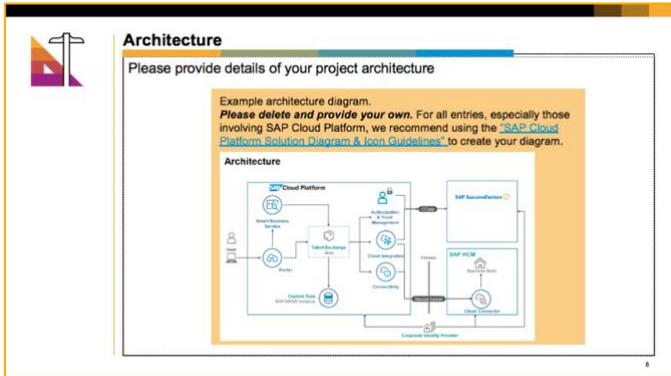
Slide 7 is where you should include specific outcomes and benefits that resulted from the project.

For the purposes of the pitch deck, you should include three different types outcomes. Business and Social benefits, IT benefits, and Human Empowerment benefits. The most important part of this slide is to be specific and share the most powerful benefits you are able to include. Ideally, at least some of the benefits should be quantified.

Business or Social benefits and Human Empowerment benefits are required. IT benefits are optional but will strengthen your entry in most cases so you should include IT benefits if possible.

Examples of the three different types of outcomes or benefits are included in the [Appendix](#).

SLIDE 8 – ARCHITECTURE



For this slide, include a diagram showing how the solution comes together and where each product or technology fits into the overall picture. The intent is to provide a visual representation of the solution to illustrate the major technical components, capabilities for the scope of the project. For example, this could be a representation of inputs and outputs and show how various data sources are aggregated and analyzed in new and innovative ways. Avoid including too much technical detail in the diagram. The diagram should be a

high-level overview meant for a moderately technical or informed audience and not meant to be a developer-oriented architecture diagram (building the solution). The example architecture is a representation of the level of detail that meets the requirements for judges to evaluate your submission.

For all entries, especially those involving SAP Cloud Platform, we recommend using the [“SAP Cloud Platform Solution Diagram & Icon Guidelines”](#) to create the diagram. The “SAP Cloud Platform Solution Diagram & Icon Guidelines” (MS PowerPoint slide deck) makes documenting viable SAP Cloud Platform solution implementations easier than ever before. It includes a comprehensive set of official SAP Cloud Platform service icons, capability icons, graphical design elements and a set of sample diagrams. All these tools can be used to design SAP Cloud Platform solution diagrams, schematics of different complexity, and to illustrate the work of SAP Cloud Platform, its services, solutions and SAP products, and the ways of their use. Learn how to build your own diagrams for SAP Cloud Platform end-2-end solution scenarios.

The design guidelines were designed specifically for architecture diagrams involving SAP Cloud Platform; however, they may be used for diagrams including most SAP products and technologies.

SLIDE 9 – DEPLOYMENT

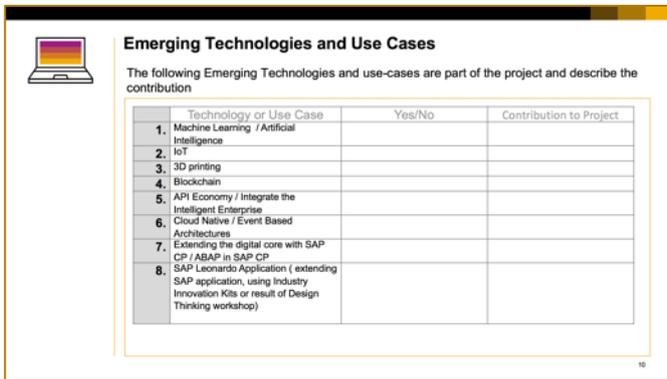
In the deployment slide, provide specifics about your project implementation. If you are a customer submitting a proof of concept (POC), you are required to include details about the emerging technologies or use cases on slide 10. For live deployments slide 10 is optional

The information requested includes:

1. The deployment status of your project. Enter either **live** (deployed in production) or **POC**(Proof of concept)
2. The number of users that the project is being used by in production (or was tested by in the POC)
3. The top five SAP products involved in the use case and whether that product is deployed in production or in POC phase
4. What processors (servers or other equipment are deployed). The possible options that you can enter for this question are Intel Xeon, IBM Power Systems, other, Uknown.

5. What Linux distribution is used as part of the project The possible options that you can enter for this question are are Red Hat, Suse, other, unknown

SLIDE 10 – EMERGING TECHNOLOGIES AND USE CASES



Emerging Technologies and Use Cases

The following Emerging Technologies and use-cases are part of the project and describe the contribution

Technology or Use Case	Yes/No	Contribution to Project
1. Machine Learning / Artificial Intelligence		
2. IoT		
3. 3D printing		
4. Blockchain		
5. API Economy / Integrate the Intelligent Enterprise		
6. Cloud Native / Event Based Architectures		
7. Extending the digital core with SAP CP / ABAP in SAP CP		
8. SAP Leonardo Application (extending SAP application, using Industry Innovation Kits or result of Design Thinking workshop)		

This final slide asks for information about your specific use of emerging technologies and use cases. This is required for POCs and will be used by the team to verify eligibility. For live deployments this is optional. Remove the areas(rows) that do not apply to your project. You should include a brief description of the contribution of each included technology to the overall project.

APPENDIX

PART 1. INNOVATIVE TECHNOLOGIES AND USE CASES FROM EACH SAP SOLUTION AREA

SAP Data Management Suite, anchored by SAP HANA and SAP Data Hub, is part of the foundation of the Intelligent Enterprise, delivering trusted, connected data for the Intelligent Enterprise. Customers are innovating by enabling a simplified data landscape, reducing complexity by merging transactional and analytical workloads onto a single data source and data management suite. Combining on-premise and cloud elements in an integrated solution is an emerging way to for companies to add flexibility and ensure access to up-to-date data. Solutions that involve increased visibility are also critical to innovation in providing access to data that was previously siloed and to recognize unseen patterns. Finally, trusted data, with reliable accuracy, security and privacy is critical and especially important for projects that involve powerful new technologies such as machine learning and internet of things. Other emerging technologies in use cases in the HANA Data Management Suite arena include processing non-SAP data, blockchain service, data anonymization, enterprise architecture designer, using graph processing, HANA as a Service, predictive analytics, SAP HANA, Express Edition, smart data access, spatial services, streaming analytics, and text analytics.

SAP Cloud Platform (CP) is part of the foundation of The Intelligent Enterprise. SAP CP customers and partners are driving business transformation through a number of powerful capabilities. Innovative solutions involving SAP CP include business-ready, enterprise-connected, cloud-native, and intelligence-centered applications that leverage enterprise-class security and privacy and help to accelerate innovation within a company. Solutions that involve integration across multiple business processes, extend the digital core and line of business applications, and create net-new applications to deliver the exact application needed with seamless digital experiences and best-in-class user interfaces. Companies who build cloud native apps with the freedom to deploy on a hypercloud of choice while leveraging open micro-services, orchestration, choice of programming languages and rapid development frameworks. And solutions that leverage advanced analytics to combine analytics and transactions in order to achieve real-time situation awareness. Other



important technologies and use cases with CP include API Economy and integrating the Intelligent Enterprise, Cloud Native / Event Based Architectures, and extending the digital core with SAP CP or ABAP in SAP CP.

SAP Leonardo and SAP Analytics are the core of the Intelligent Technologies component of the Intelligent Enterprise. They help customers use and integrate the critical and emerging technologies that are so important to any business transformation initiative. These include machine learning, internet of things, blockchain, advanced analytics, big data, data intelligence, and digital boardroom. These Intelligent Technologies help customers accelerate innovation through applications that deliver intelligence within core business processes such as Intelligent ERP and Intelligent HR. Customers are also developing custom solutions on their own or through co-innovation that incorporate one or more of these Intelligent Technologies and deliver out-of-the box innovation and intelligent access to data. Technologies and capabilities such as digital boardroom are letting companies connect the enterprise to intelligence and giving powerful new access and abilities to the CXO. And, by combining design-thinking and new industry accelerators, customers can realize value from innovative new technologies quickly and with reduced risk. Emerging technologies and innovative use cases and approaches with Analytics and Leonardo include hybrid analytics, or analytics solutions that combine enterprise and cloud data; data analysis and visualization, or self-service data visualizations available to anyone, anywhere; and planning and analysis solutions that accelerate planning cycles and enable decisions based on real-time insights. Additionally, specific SAP Leonardo customers POCs are of interest including using SAP Leonardo to extend SAP applications, SAP Leonardo Industry Innovation Kits, and incorporating Design Thinking workshops into the development process.

SAP S/4HANA Solutions are the digital core, a main element of the Intelligent Suite component of the Intelligent Enterprise. SAP S/4HANA lets customers operate consistently at the speed of thought by connecting teams with modern, integrated processes to ensure complete, consistent information across the company. Customers are using intelligent automation to drive transformation and make the most of resources at all times – from capital, to talent, to inventory, and beyond – and adjust to new needs with maximum agility. SAP S/4HANA enables total visibility and instant insights across the finance value chain and the supply chain with an ERP that recommends, predicts, and solves. Customers can also accelerate innovation and outcomes by helping employees make faster and better decisions with hands-free ERP, enabled with an interactive digital assistant. Important S/4HANA use cases include S/4HANA + add-on products such as Extended Warehouse Management, Central Finance, Transportation Management; Digital Supply Chain; and solutions that combine S/4HANA on-premise and S/4HANA Cloud in 2-tier deployments.

And, finally use cases and innovations involving other intelligent suite solutions including **SAP SuccessFactors**, **SAP Ariba**, **SAP Concur**, and **SAP Fieldglass** should also be called out here and highlighted as part of the project.

PART 2. EXAMPLES OF BENEFITS AND OUTCOMES

Business Outcomes:

- Do more with less and empower employees
 - Automated invoice and payment matching
 - ML-enabled resume matching and employee approvals
 - Predictive lead management
 - Automated sales discount approvals
 - Warehouse automation
 - Real time supplier and demand management
 - Predictive maintenance and service

- Deliver best-in-class customer experience
 - Self-service enabled by chatbots and voice
 - Personalized and distinctive customer experience
 - Omnichannel customer service (available anytime and available anywhere)
- Invent new business models and revenue streams
 - Outcome-based business models by digitizing products and services
 - Expansion into new industries and markets
 - Shared economy and network based business

Social Outcomes

- Environment
 - Predict illegal deforestation and save the rainforest
 - Crop disease management to feed the world
 - Smart farming enabling beet growers to use fewer pesticides and nutrients while producing more food per hectare than traditional farming
 - Foster smart sustainable cities
 - Sustainable waste collection
 - The internet of things as the driving force helping to stop climate change
 - Driving water conservation and operational efficiency through digital customer engagement
- Healthcare
 - Improve mental healthcare: suicide prevention, crisis response, and recidivism
 - Personalized medicine: Improve treatments, clinical decisions, and diagnostic monitoring
 - Unlock cancer data to improve care and outcomes
 - Harnessing big data to help keep patients – and nurses – in good health
 - Develop new medicines for both undruggable and underserved conditions

IT Outcomes

- Reduced IT costs
- Better IT efficiencies, empowering IT staff to do more
- Reduced hardware requirement or more efficient use of hardware and facilities
- Accelerated cycle times and greater control or visibility

Human Empowerment Outcomes

- What impact has the project or solution had on people or individuals? Consider how broad the population is that the solution affects and to what degree it impacts them. Empowerment should be seen in things such as easier access to information, improved ability to make decisions, removing of constraints, etc. Also consider how accessible the solution is – intuitive, adaptable, approachable with minimal training, etc.
 - For employees, how does it impact how they do their job or interact with the company, partners, suppliers, and customers

- 
- For customers, how does it improve how they receive services from the business or improve their satisfaction