

SAP Innovation Awards 2020

Entry Pitch Deck Instructions and Guidance



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Thanks for your interest in the SAP Innovation Awards 2020. Maximize your chance of winning by submitting a compelling and well-structured story. The pitch deck template is a vital tool in preparing your pitch deck and is required. This document provides detailed instructions, tips and guidance for crafting your pitch deck.

Here are several tips and general guidelines to consider and apply throughout the pitch deck.

- Be authentic and stick to the facts. No one knows your innovation story better than you do.
- Include simple, clear, and quotable statements. Avoid jargon or abbreviations.
- Use short but complete sentences. Bullets generally are less effective for conveying a story.
- Make sure that your entry covers all three perspectives of your project: Why? What? How?
- Don't reduce the font or change the format to pack more details on the slide. Instead, find a way to shorten your sentences and stick to what is most important and, if needed, create an additional slide (preferably in the appendix) where you can provide the details. We have recommended a character with spaces count (CWS) for each of the content areas.
- And finally, go ahead and brag. If you and your company are especially proud of what you have accomplished, say that and tell us why!

To get started, you can access and download the [\[SAP Innovation Awards Pitch Deck Template HERE\]](#). Remember to delete the guidance text boxes before submitting.

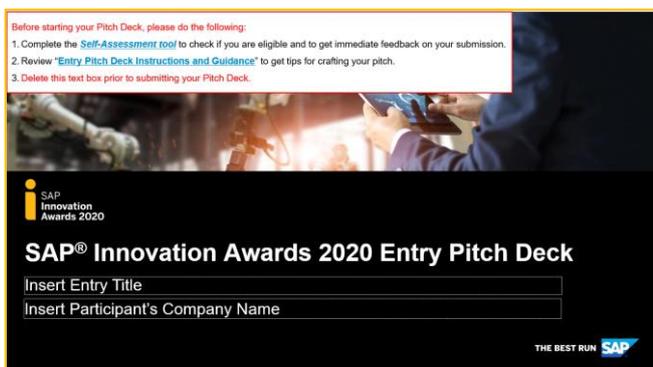
Participants may submit multiple entries, but each entry must be about a separate project or use case. In general, we recommend focusing on a single, well-developed entry vs. multiple entries.

For partners:

Most of the suggestions and guidance included in this document applies equally to both customer and partner participants. We have also included specific additional guidance for each slide for partners to consider when developing their pitch decks.

Partners may also submit multiple entries; however, partners (as participants) are limited to a maximum of three entries.

SLIDE 1 – TITLE



The pitch deck title is critical, and a great way to introduce and differentiate an entry.

The most effective titles are short but specific and emphasize the outcome. As with any good news headline, the objective of title is to entice the reader to want to know more.

We suggest three techniques for creating compelling titles:

1. Start with a gerund phrase, suggesting an action (Reducing, Delivering, Saving, etc.).
2. Follow the action with what is impacted and be as specific as possible (Online Shopping Experience, Patient Care Recommendations, Time to Fulfill Customer Orders, etc.).

- 
3. Finish with a phrase that conveys the most important element of the use case (Machine Learning, Next-Generation Digital Supply Chain, SAP HANA powered Real-Time Analytics, etc.).

Here are examples from 2019 SAP Innovation Awards entries that incorporate one or more of these techniques (these are examples and in some cases could still benefit from shortening for greater impact):

1. Reducing Prison Recidivism Through Data Science on SAP HANA Platform
2. AI, Machine Learning Help SAP Partner Move the Homeless to Safe Public Housing Faster
3. Revolutionizing Citizen Engagement for Christchurch City Council
4. Sustainable Shopping and Vision of "Zero Waste": Coop Improving Their Customer Experience with AI
5. The Intelligent Stadium: Leveraging Real-Time Insights to Optimize Fan Experience

If you are a customer, enter your company name as the participant company name.

For partners:

- There are three possible ways in which an SAP partner may participate in the innovation awards:
 1. **Submit on behalf of one of your customers.** In this case, use your customer's company name as the participant company name. Make sure you have approval from your customer in order to submit on their behalf and share with them a copy of the official rules which they need to agree to. You have an opportunity to include information about your company and your role as partner in the project on slide 4 hence do not include the partner name in the title slide.
 - **Your customer will win the award (and SAPPHIRE NOW conference pass and winner's trophy) if selected.**
 - **Your company will be named as the partner in winner announcements and you will also receive a winner's trophy.**
 2. **Submit your own company as an SAP customer.** In this case, your company name is the participant company name, and your use case must be about how your company uses SAP product for its own benefit. Delete slide 4, as it's only relevant when submitting on behalf of your customer.
 - **Your company will win the award (and SAPPHIRE NOW pass and winner's trophy) if selected.**
 3. **Submit your own company (partner) having developed a next-gen application (partner IP) eligible competing for Technology Disruptor award.** Enter your company name as the participant company name and delete slide 4, as it's only relevant when submitting on behalf of your customer. Note there are additional eligibility requirements for this type of submission. These include:
 - ✓ Developed an application that is extending SAP's intelligent suite, using intelligent technologies or digital platform
 - ✓ Successfully deployed in production (go-live) by at least one customer or proof of concept (POC) validated by at least one customer

- ✓ Used at least one of these advanced technologies: 3D printing, blockchain, IoT, machine learning, artificial intelligence, conversational AI, robotic process automation, data anonymization, or augmented analytics
- **Your company will win the award (and SAPPHIRE NOW pass and winner's trophy) if selected.**

SLIDE 2 – COMPANY INFORMATION

Company Information

Headquarters: Enter country

Industry: Enter industry

Web site: Enter Web site URL

CWS 900-1,100: Please describe your company and its business. How is your company attempting to run as an intelligent enterprise?
 • Bullets if more than one

In Slide 2, provide a brief introduction about the participating company. Keep it concise – no more than a few sentences. What does the company do, and what are the primary markets and geographies in which it operates? What is the company known for? Is the company in the middle of a transition or significant transformation? Does the have a history of innovation? And any other information that is relevant to the innovation story.

The simplest option for customers is to include the company's standard boilerplate overview and provide details about how the company is becoming an intelligent enterprise.

For partners:

There are three different ways that partners can enter:

1. Submit on behalf of one of your customers. Provide brief introduction about the customer's company as per guidelines above.
2. Submit your own company as an SAP customer. Provide a brief introduction about your company as per guidelines above.
3. Submit your own company (partner) having developed a next-gen application. Submit as a partner entry (Technology Disruptor). Provide a brief introduction about your company and include key market facts for developing the next-gen application.

SLIDE 3 – SUMMARY

Insert Entry Title

Participant's Company Name

Click to insert participant logo

Quote
CWS 400
Name

Challenge
CWS 300: Enter a brief description of the business challenge.

Solution
CWS 300: Enter a brief description of the solution.

Outcome
CWS 300: Enter a brief summary of the results of the project. Has the outcome contributed to an intelligent enterprise?

XX% CWS 70: Insert business metric 1, for example, 20% increase in revenue

Xx CWS 70 - Insert business metric 2, for example, 4x increase in productivity

XX% CWS 70: Insert business metric 3, for example, 20% Improved order fulfillment

Slide 3 is your submissions elevator pitch and the most important slide in the pitch deck.

The slide should tell a story, effectively conveying the challenge, the solution, and the result or outcome.

The metrics and quote should both reinforce and validate the impact and results.

Challenge: Why did the project happen? What was the primary struggle that the company was hoping to address?

Solution: This should be the concept, not a list of what products were bought. What was the approach and how was the solution expected to address the challenge?

Outcome: What happened? Did the solution work and how do you know? What is different for the company, for individuals, or for the community since the project went live?

Be sure to include how the use case represents progress in the company's journey toward becoming an intelligent enterprise.

Finally, make sure you are considering the judging criteria for the awards as you create this slide. For the 2020 awards, the criteria are:

- **Use case:** How compelling and disruptive is the use case described in the entry? Does the use case involve a big idea and innovative approaches? Can it drive significant change?
- **Outcome:** What was the result of the project? What is the magnitude of the outcome, what is the impact on individuals, and how compelling are the quantified results?
- **Intelligent Enterprise:** How well does the entry demonstrate the company's journey to becoming an intelligent enterprise?

For partners:

Focus on the specific use case and the outcome for a single set of customers, individual, or community. Highlight the gap in the market that your solution is addressing and how are customers driving value with your solution. Avoid general statements about products and solutions as this tends to come across as sales material. If the entry is on behalf of a customer or a partner entry about your use of SAP products for your own benefit, then this slide should emphasize results for that specific deployment.

SLIDE 4 – PARTNER INFORMATION (Note: Remove this slide for customer submissions if no partner should be recognized or where a partner is the participant.)

The image shows a slide template titled "Participating Partner Information". It includes a logo placeholder on the left, a text input field for "Participating Partner's Company Name", another for "Partner's role in project", a quote icon, and a large text area for "CWS 470: Quote". A "Click to insert partner logo" button is located in the bottom left corner.

Slide 4 is all about the participating partner (max one). This slide is **OPTIONAL** and only necessary if customer wants to recognize a partner for their role in the project.

Delete this slide if you are

- A partner submitting as a customer
- A partner submitting a next-gen application and use slide 2 to provide details about your company

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

For partners:

This slide should be removed for all submissions where the partner is the participant. If you are a partner submitting on behalf of a customer, then this is the slide where you can highlight your company's contribution to the success of the project.

SLIDE 5 – BUSINESS CHALLENGES AND OBJECTIVES



Slide 5 is where 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. 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 crisis 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?

Alternatively, the objectives section may be used to describe the opportunity that the company hopes to benefit from by deploying the solution. For example, the project may have the objective of enabling access to a new market or geography.

For partners:

Be specific.

1. If you are submitting on behalf of a customer, then this slide should be used to describe the challenges and objectives of the participant customer.
2. If you are submitting as a customer, then describe the challenges and objectives of your company.
3. If you are submitting in a next-gen partner application in the Technology Disruptor category, then this slide should describe the specific market or specific customer challenges and objectives.

SLIDE 6 – PROJECT / USE CASE DETAILS

Slide 6 is the slide to provide a more detailed summary of the use case. You should include a concise description of the overall solution and how it addresses the business challenges and met objectives listed on the previous slide. You should tell a story within two or three paragraphs. One effective technique is to use



the challenge / solution / outcome framework from the summary slide (slide 3) and add a bit more detail for each topic.

Include examples and anecdotes to help illustrate your message, as well as details that provide context about the challenges or opportunities.

- Why is the challenge presented such a big problem for the company?
- How will meeting the objective solve the

problem and yield the best outcome?

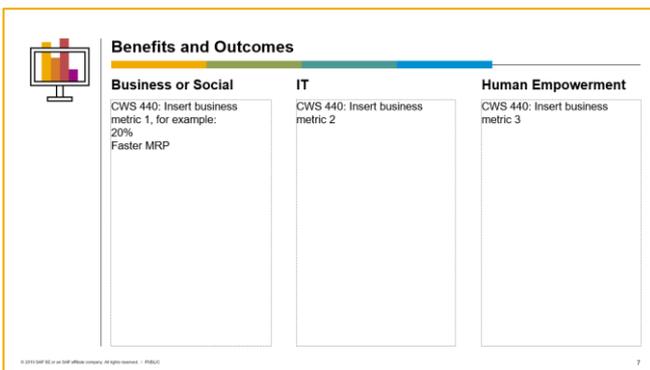
- Why are the SAP products the best choice to address the challenge?

You should also connect the use to the company's overall vision and its journey toward becoming an intelligent enterprise.

For partners:

1. Submitting on behalf of customer – describe the customer's project / use case and refrain from providing details about your role on this slide.
2. As a customer, follow guidelines above.
3. A developed next-gen application offers an opportunity for you as partner to detail out how you built your solution and, where possible, make it specific to a customer situation. Make sure it does not read like a product brochure by avoiding general solution descriptions.

SLIDE 7 – BENEFITS AND OUTCOMES



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

SAP Innovation Awards judges like facts and figures that augment a good story. Add details that provide context to the challenges or opportunities.

Why is the use case relevant and important to achieving the company's innovation / business

transformation / intelligent enterprise goals?

On Slide 6, you provided details about the use case. Use this slide to tell the rest of the story.

- What was the impact and / or outcome?
- What has changed since the project was completed?
- What were the primary SAP products, solutions, or technologies that were part of the project and 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?

For the purposes of the pitch deck, you should include three different types outcomes: business and social benefits, IT benefits, and human empowerment benefits. 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 include IT benefits if possible.

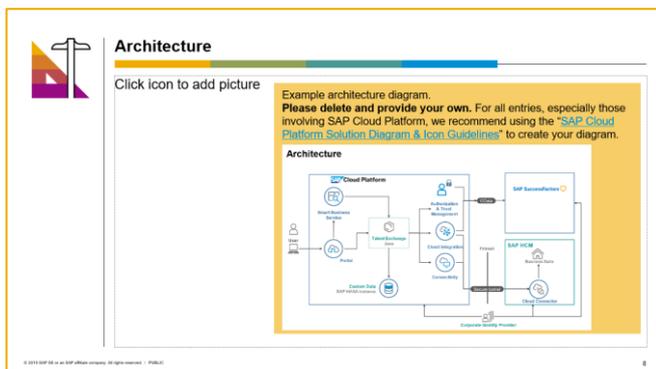
In general, including fewer but more concise and compelling benefits is more effective than a laundry list of vague or generalized benefits.

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

For partners:

- If you are submitting on behalf of a customer, then the benefits should be derived from that customer’s use case using the guidance included above.
- If you are submitting as an SAP customer, then the benefits should be derived from the outcome that your company has achieved from the use case.
- Finally, if you are submitting as a partner that has developed next-gen application in the Technology Disruptor category, the benefits should be derived from the results achieved by customers who are using your application. You may also include how the application will drive benefits to a specific market segment or group.

SLIDE 8 – ARCHITECTURE



Slide 8 should include a relatively high-level architecture diagram. 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 or elements 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. The diagram should be a high-

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

For all entries, we recommend using the [“SAP Cloud Platform Solution Diagram & Icon Guidelines”](#) to create the diagram, to make documenting your project, use case, and solution implementations easier. 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.

The design guidelines were made specifically for architecture diagrams involving SAP Cloud Platform; however, they can facilitate the illustration of your project's architecture.

For partners:

1. Submit on behalf of one of your customers. Follow guidelines above and make sure the architecture diagram is representation of the customer's use case. Include how your products fit in the use case – do not only focus on your solution.
2. Submit your own company as an SAP customer. Follow guidelines above and share a representation of how your company (partner) is using various technologies in implementing the solution for your company.
3. Submit as a partner entry (next-gen partner application in the Technology Disruptor category). Follow guidelines above to represent the architecture of your solution and include how other elements, e.g. other SAP products or customer solutions fit in – essentially an architecture of your next-gen application within the context of potential customer environments.

SLIDE 9 – DEPLOYMENT

Deployment

Deployment status: Enter "Live" or "POC" Delete this text box prior to submitting

Date: Enter the date Number of users: Enter the number of users

SAP® technologies used:

SAP product	Deployment status (live or proof of concept (POC))	Contribution to project
1		
2		
3		
4		
5		

If you have used one of SAP's services or support offerings from SAP Digital Business Services during the implementation or deployment phase, please select with one or more of the following offerings:

SAP MaxAttention SAP Active Attention SAP Advanced Deployment
 SAP Value Assurance SAP Model Company Others: Enter the service

Slide 9 is about deployment and the primary SAP products that are part of the use case and the services and support offerings from SAP Business Services.

In the deployment status, enter LIVE if one or more of the SAP products in your use case is deployed, otherwise enter Proof of Concept (POC).

If your entry is about a project that is deployed (LIVE), then enter the date your project went live

and the number of users in production.

Estimates are fine for either the date or number of users. If your entry is about a project in the POC stage, indicate that in the top box. Even with a POC, it is still helpful to include the number of users in the test environment or an estimate.

The table should be completed to provide the next level of detail about the project. We are interested in the main products that are involved, whether they are live or POC, and the contribution each made to the project.

Additionally, please select the services and support offering from SAP Business Services during implementation or deployment phase of the project

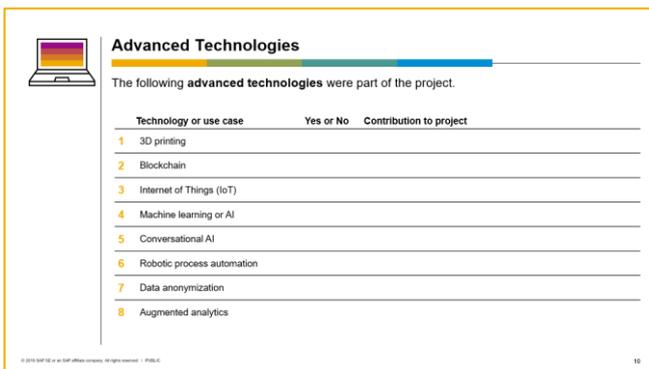
NOTE: The overall solution may be running in production (LIVE), but elements may be in POC. That information should be indicated in the table. This is a way to show that the project is ongoing with additional phases and enhancement planned or in progress. Additionally, if all products are in POC, you have to comply with the eligibility requirements of using at least one of the advanced technologies on the next slide.

For partners:

1. Submit on behalf of one of your customers. Follow guidelines above and make sure that you are sharing the customer's deployment details.
2. Submit your own company as an SAP customer. Follow guidelines above and share your company's deployment details.
3. Submit as a partner entry (next-gen partner application in the Technology Disruptor category). Share the deployment details of your customers (collectively) using your next-gen application.

You may include partner products and solutions here if they were a critical part of the solution.

SLIDE 10 – ADVANCED TECHNOLOGIES



Advanced Technologies

The following **advanced technologies** were part of the project.

Technology or use case	Yes or No	Contribution to project
1 3D printing		
2 Blockchain		
3 Internet of Things (IoT)		
4 Machine learning or AI		
5 Conversational AI		
6 Robotic process automation		
7 Data anonymization		
8 Augmented analytics		

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Slide 10 is for advanced technologies and is required if your project is in POC or if you are a partner submitting a next-gen application in the Technology Disruptor category. This slide provides an opportunity to highlight how you are using one of advanced technologies as part of your use case. As with the deployment slide, for each technology that you indicate is part of the project, you should also briefly summarize how the technology is used and its contribution to the overall solution.

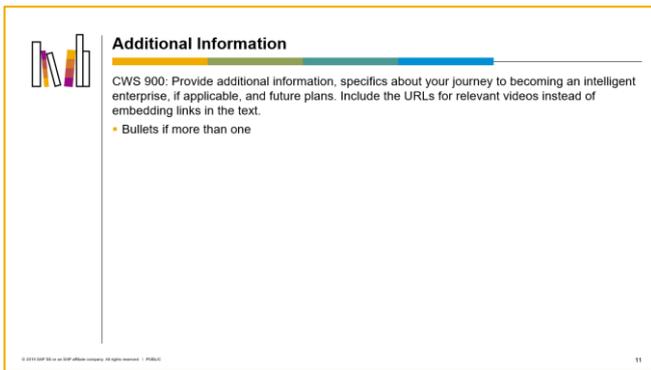
Be brief but specific. This is another opportunity to highlight innovative thinking by explaining how advanced technologies were used to address business challenges, meet objectives, or achieve desired outcomes.

For partners:

This is an important slide for including details about advanced technologies – a requirement for all partner submissions and POC's.

1. Submit on behalf of one of your customers. Follow guidelines above and make sure that you are sharing the customer's use of advanced technologies.
2. Submit your own company as an SAP customer. Follow guidelines above and share your company's use of advanced technologies.
3. Submit as a partner entry (next-gen partner application in the Technology Disruptor category). This is required and you should share how your next-gen application is making use of advanced technologies.

SLIDE 11 – ADDITIONAL INFORMATION



Slide 11 is optional and there is absolutely no expectation that additional information should be included. This slide should only be included if there is specific information or content that you believe is critical to your story and that you were unable to include in other parts of the pitch deck.

For partners:

Same guidance as above. If it will contribute to the overall story, you may also include more information, backup materials about partner products, or partner contributions to the customer project.

General Guidelines and Tips

- Do not include personal data unless you have obtained consent from the person.
 - Ensure that all links are public as your pitch deck is posted on sap.com.
 - Provide links to large graphics and videos instead of embedding them in the deck, as there is a 10 MB limit to the size of the pitch deck.
 - Ensure that the SAP product names are in accordance with SAP naming (awards team will correct product naming before publishing).
 - Delete optional slides (e.g. partner slide) as per guidelines above.
 - Do a spell-check and check for typos.
 - Ask someone unfamiliar with your project to review your entry and give feedback (what is unclear, too much jargon, etc.).
 - Use fonts and colors that are clear and easy to read.
 - If you are including images containing text that is not in English, include a note describing the contents of the image.
-

APPENDIX

PART 1. EXAMPLES OF BENEFITS AND OUTCOMES

Intelligent Enterprise Business Outcomes

- 
- Optimized resources
 - Decrease risk in the global supply chain
 - Create sustainable products
 - Protect profits from increasing costs
 - Engaged workforce
 - Build a people-centric business model
 - Create the ideal employee experience
 - Become a magnet for talent
 - Delighted customers
 - Build customer profiles that are private and protected
 - Gain visibility into the full customer journey
 - Build customer loyalty
 - Applied intelligence
 - Run a successful, digitally connected business
 - Provide business with effective and timely use of enterprise data
 - Monetize data to create new revenue streams
 - Use machine learning to improve expertise
 - Innovative business
 - Move from selling products to selling outcomes
 - Benefit from the shared economy
 - Digitalize products and services

Social Outcomes

- Environment
 - Predict illegal deforestation and help save the rainforest
 - Feed the world through crop disease management
 - Enable beet growers to use fewer pesticides and nutrients while producing more food per hectare than traditional farming with smart farming
 - Foster smart sustainable cities
 - Promote sustainable waste collection
 - Leverage the Internet of Things as the driving force to help stop climate change
 - Drive water conservation and operational efficiency through digital customer engagement
- Healthcare
 - Improve mental healthcare: suicide prevention, crisis response, and recidivism
 - Personalize medicine to improve treatments, clinical decisions, and diagnostic monitoring
 - Unlock cancer data to improve care and outcomes
 - Harness 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
 - Fewer hardware requirements 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, and so on. 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?