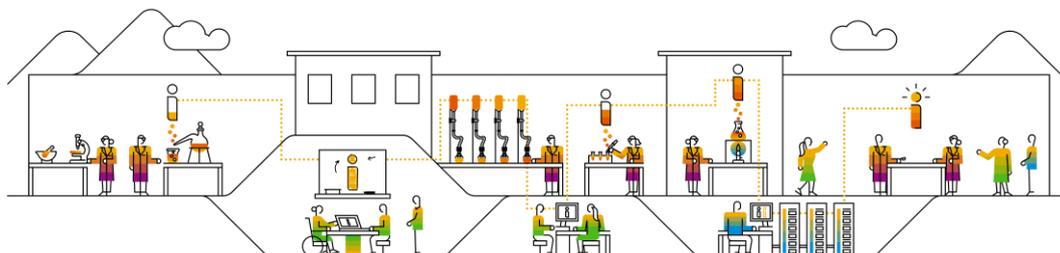


Entry Pitch Deck Instructions and Guidance



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Thank you for your interest in the SAP® Innovation Awards for 2021. You can participate by submitting an entry pitch deck that shares your story of breakthrough innovation in a creative and compelling way.

The pitch deck **template** is a vital tool in preparing your pitch deck. As a supplement to the template, 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 four perspectives of your project: Why? When? What? How?
- Explain how you are using SAP products and solutions to achieve your innovation rather than explaining the features and functions of the SAP products and solutions.
- Explain the context of the use case – for example, what metrics negatively impacted or challenged your organization.
- Explain the context of the challenges and benefits so that someone not in your industry would be able to appreciate them.
- Follow the recommended character with spaces (CWS) count for each of the content areas. 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. If necessary, create an additional slide (preferably in the appendix) where you can provide details.
- Insider tip: For inspiration, review the [2020 winning submissions](#) as well as others such as Love's Travel Shops & Country Stores, sine qua non GmbH, Kapura, and Accenture Belux.
- And finally, go ahead and brag. Tell us why you and your company are especially proud of what you have accomplished – don't be shy!

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

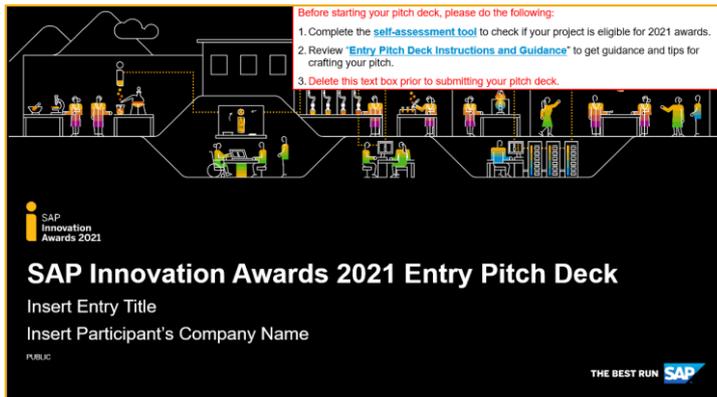
Participants may submit multiple entries, but each entry must be about a separate project or use case. We recommend focusing on a single well-developed entry rather than multiple entries.

For partners:

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

Partners may submit multiple entries. However, we recommend that partners submitting entries for the **Partner Paragon** category (for developing a next-gen application using at least one advanced technology) focus on a maximum of five entries (emphasizing quality of the entries over quantity).

SLIDE 1 – TITLE



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

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

We suggest three techniques for creating compelling titles:

- Start with an action: reducing, delivering, saving, ...
- Follow the action with what is impacted and be as specific as possible: online shopping experience, patient care recommendations, time to fulfill customer orders, ...
- Optionally, 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, ...

Here are examples of past entry titles that incorporate one or more of these techniques:

- Taking Action on Customer Insights Leads to Breakthrough
- Turning Customers into Brand Ambassadors
- Achieving Intelligent Enterprise Through SAP S/4HANA Transformation
- Saving Patient Lives with SAP Data Intelligence
- Taking a Fast Train to Reshape Rail Asset Management

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

For partners:

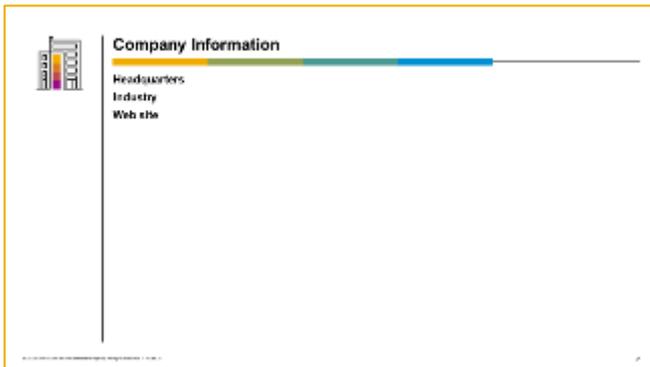
There are three possible ways in which an SAP partner may participate in the SAP Innovation Awards:

- **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 to submit on their behalf. Be sure to share with them a copy of the official rules, which they need to agree to. Do not include the partner name on the title slide – you have an opportunity to include information about your company and your role as partner in the project on slide 4. In this instance:
 - **Your customer will win the award** (and SAPHIRE NOW® conference pass and winner's trophy) if eligible and selected.
 - **Your company will be named as the partner in winner announcements**, and you will also receive a winner's trophy.
- **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 products for its own benefit. **Delete slide 4**, which is only relevant when submitting on behalf of your customer. In this instance:
 - **Your company will win the award** (and SAPHIRE NOW pass and winner's trophy) if eligible and selected.
- **Submit your own company (as a partner) for developing a next-gen application (partner IP) that makes you eligible to compete for the Partner Paragon award.** Enter **your company name** as the participant company name and **delete slide 4**, which is only relevant when submitting on

behalf of your customer. Note that there are additional eligibility requirements for this type of submission. These include:

- You have developed an application that extends SAP's intelligent suite or uses SAP's Business Technology Platform and industry cloud.
- Your application has been successfully deployed and is in production (live) for at least one customer, or you have a proof of concept (POC) validated by at least one customer.
- Your application uses at least one of the advanced technologies listed on slides 10 and 11.
- In this instance, **your company will win the award** (and SAPPiRE NOW pass and winner's trophy) if eligible and selected.

SLIDE 2 – COMPANY INFORMATION



The image shows a slide titled "Company Information" with a decorative header bar. Below the title, there are three input fields labeled "Headquarters", "Industry", and "Web site". The slide is framed by a yellow border.

On slide 2, provide a brief introduction about the participating company.

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.

- Keep it concise – no more than a few sentences. You may use paragraphs or bullets, whichever works best for you.
- Describe the purpose of your company. Who are your customers, and what do they desire in terms of a customer experience from your business?
- How does your corporate culture foster success among employees, customers, and partners?
- How is your company an innovator within your industry?
- Include any other information that is relevant to the innovation story.
- Does your company have any specific programs that actively engage with the broader community around social or environmental issues? If so, what are some of those initiatives, and how do you execute them?

For partners:

Complete this slide based on the way you as partner are participating.

- If you are submitting on behalf of one of your customers, provide brief introduction about **the customer's company** per the guidelines above.
- If you are submitting your own company as an SAP customer, provide a brief introduction about **your company** per the guidelines above. Be sure to enter your relationship to SAP in the entry form as "SAP customer."
- If you are submitting your own company (partner) in the Partner Paragon category for having developed a next-gen application, provide a brief introduction about your company and include key market facts for developing the application.

SLIDE 3 – SUMMARY

Entry Title (Shorter Version of Full Title from Slide 1)

Participant's Company Name

Click to insert participant logo

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

Solution
CWS 300: Enter a brief description of the solution based on SAP products and solutions.

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

XX% CWS 70: Insert business outcome achievement, such as 20% increase in revenue

Xx CWS 70: Insert business outcome achievement, such as 4x increase in productivity

XX% CWS 70: Insert business outcome achievement, such as 20% increase in order fulfillment

3

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

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

Provide at least three business proof points and metrics that reflect the business outcome achievement. The proof points, metrics, and quote should reinforce and provide credibility to the impact and results.

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

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

Outcome: What happened? Did the solution work, and how do you know? What has changed for the company, for individuals, or for the community since the project went live? Do you have any future plans as a direct result of the outcome?

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

Finally, make sure you consider the judging criteria for the awards as you create this slide. For the 2021 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? Substantiate the business outcome achievement by highlighting at least three business-centric proof points.
- **Intelligent enterprise:** How well does the entry demonstrate the company's journey toward becoming an intelligent enterprise?

For partners:

Focus on the specific use case and the outcome for a single set of customers, individuals, or a 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 a sales pitch. If the entry is on behalf of a customer or is 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

Participating Partner Information

Participating partner's company name

Partner's role in project

“ ”

CWS 470: Quote

Click to insert partner logo

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4

Slide 4 is all about the participating partner that was engaged in the success of the project.

This slide is **OPTIONAL** and only necessary if a customer wants to recognize a partner for their role in the project.

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 describe an

implementation role, expertise contributed, an actual intellectual property that the partner contributed in terms of hardware, or the 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.

Delete this slide if:

- You are a partner submitting a next-gen application in the Partner Paragon category
- The partner to be recognized is your company

For partners:

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. Otherwise, remove this slide.

SLIDE 5 – BUSINESS CHALLENGES AND OBJECTIVES

Business Challenges and Objectives

CWS 700 (total): Business challenges – Provide a brief overview of the challenge(s) your business was facing. Use bullets if more than one.

CWS 700 (total): Project objectives – Describe the key objective(s) of your project. Use bullets if more than one.

Click to insert partner logo

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5

Slide 5 is where you provide background and context for the project, including the rationale for selecting and deploying the specific use case.

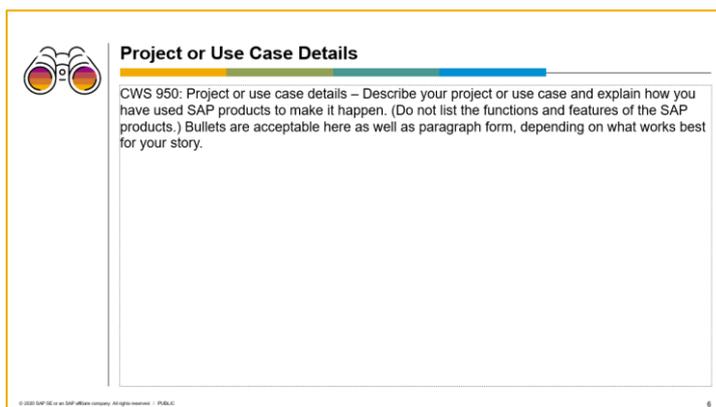
In the “Business challenges” section, include the challenges faced by your company. These might be competitive or business challenges, or about eliminating barriers restricting pursuit of a business opportunity, or relate to the company's ability to address a global crisis or challenge.

In the “Project objectives” section, include an overview of 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? On 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, this 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:

- If you are submitting on behalf of a customer, this slide should be used to describe the challenges and objectives of that customer.
- If you are submitting as a customer, describe the challenges and objectives of your company.
- If you are submitting in the Partner Paragon category with a next-gen partner application, this slide should describe the specific market or specific customer challenges and objectives the application addresses.



SLIDE 6 – PROJECT OR USE CASE DETAILS

Slide 6 provides a more detailed overview of the use case. Include a concise description of the overall solution and how you are using SAP products to address the business challenges and meet the objectives listed on the previous slide. Tell this story in 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 around the challenges or opportunities.

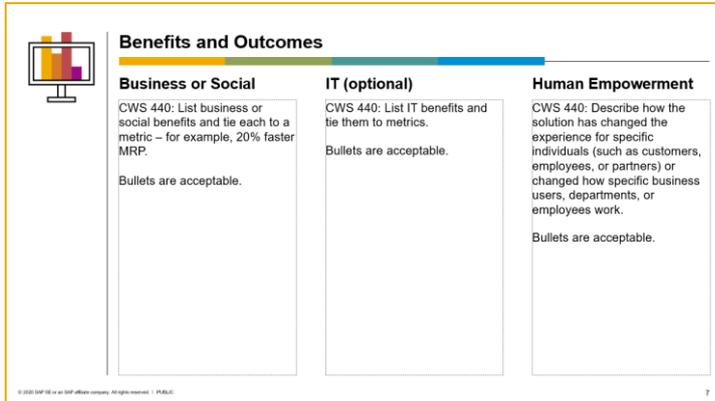
- Why did the challenge present such a big problem for the company?
- How will meeting the objective solve the problem and yield the best outcome?
- How you are using SAP products specifically to solve a problem or challenge? (Do not list generic features and functions of the SAP products.)
- Why are the SAP products the best choice to address the challenge?

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

For partners:

- If you are submitting on behalf of customer, describe the customer’s project or use case. Do not provide details about your role on this slide.
- If you are submitting as a customer, follow the guidelines above.
- If you have developed a next-gen application, this is your opportunity as a partner to describe how you built your solution and, where possible, make it specific to a customer situation. Avoid general solution descriptions to make sure this slide does not read like a product brochure.

SLIDE 7 – BENEFITS AND OUTCOMES



The screenshot shows a slide titled "Benefits and Outcomes" with a yellow border. On the left is a small icon of a computer monitor. The slide is divided into three columns:

- Business or Social**: CWS 440: List business or social benefits and tie each to a metric – for example, 20% faster MRP. Bullets are acceptable.
- IT (optional)**: CWS 440: List IT benefits and tie them to metrics. Bullets are acceptable.
- Human Empowerment**: CWS 440: Describe how the solution has changed the experience for specific individuals (such as customers, employees, or partners) or changed how specific business users, departments, or employees work. Bullets are acceptable.

At the bottom left, there is a small copyright notice: "© 2022 SAP SE or an SAP affiliate company. All rights reserved. | PUBLIC". At the bottom right, there is a small number "7".

Slide 7 is for specific benefits and outcomes that resulted from the project.

Insider tip: SAP Innovation Award judges like facts and figures that augment a good story. Add details that provide context to the challenges or opportunities. Highlight outcome achievements with three or more business-centric proof points.

Why is the use case relevant and important to achieving the company's innovation, business transformation, or 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 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?

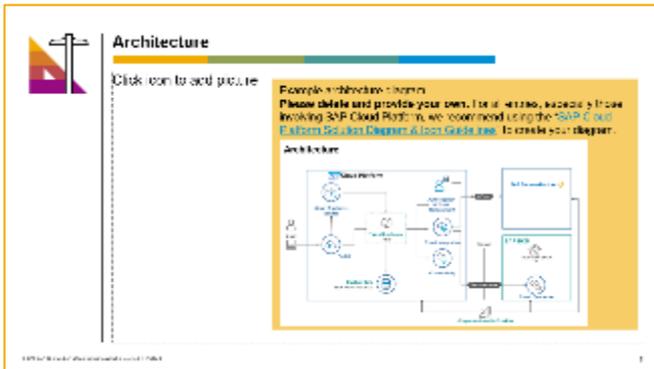
For the purposes of the pitch deck, you should include three different types outcomes: business or social benefits, IT benefits, and human empowerment benefits. Ideally, at least three of the benefits should be quantified. Business or social benefits and human empowerment benefits are **required**. IT benefits are **optional** but will strengthen your entry in most cases, so include them if possible. In general, including a few concise and compelling benefits is more effective than a laundry list of vague or generalized benefits.

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

For partners:

- If you are submitting on behalf of a customer, the benefits should be derived from **that customer's use case** using the guidance included above.
- If you are submitting as an SAP customer, the benefits should be derived from the outcome that **your company** has achieved from the use case.
- If you are submitting as a partner that has developed next-gen application in the Partner Paragon 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 benefit a specific market segment or group.

SLIDE 8 – ARCHITECTURE



Slide 8 should include a relatively high-level architecture diagram. For this slide, add a diagram showing how the solution comes together and where each product or technology fits into the overall picture. The goal is to provide a visual representation of the solution to illustrate the major technical components or elements of the project.

For example, the architecture diagram could represent inputs and outputs and show how various data sources and applications are

aggregated and analyzed in new and innovative ways. It should be a high-level overview meant for a moderately technical or informed audience and should not be of developer-level complexity. The example provided represents the level of detail that meets the requirements for judges to evaluate your submission.

For all entries, we recommend using [“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 and schematics of different complexity, and to illustrate the work of SAP Cloud Platform, its services, other solutions and SAP products, and the ways in which they are used.

The design guidelines were made specifically for architecture diagrams involving SAP Cloud Platform; however, they can facilitate the illustration of your project’s architecture even if SAP Cloud Platform is not involved.

For partners:

- If you are submitting on behalf of one of your customers, follow the 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 focus only on your solution.
- If you are submitting your own company as an SAP customer, follow the guidelines above and share a representation of how **your company (as a partner)** is using various technologies in implementing the solution for your company.
- If you are submitting as a partner entry (next-gen partner application in the Partner Paragon category), follow the guidelines above to represent the architecture of your solution and include how other elements, such as other SAP products or customer solutions, fit in. Essentially, you should provide an architecture of **your next-gen application within the context of potential customer environments**.

SLIDE 9 – DEPLOYMENT

In the table, list products used in the project – for example, SAP Cloud Platform, SAP HANA, SAP Analytics solutions, SAP S/4HANA, SAP SuccessFactors solutions, SAP Concur solutions, SAP Ariba solutions, or SAP Fieldglass solutions. For each product, specify the deployment status deployed in production (live) or in proof of concept (POC). In the third column, describe how you are using the product and what capabilities you are using.
Note that there are eligibility restrictions if all your products are in POC.
Delete this text box prior to submitting.

Deployment

Deployment status: Enter "Live" or "POC"

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 or more of the services or support offerings from SAP Services and Support during the implementation or deployment phase, please indicate which one(s) below with an X

SAP MaxAttention™ SAP ActiveAttention™ SAP Advanced Deployment
 SAP Value Assurance SAP Model Company Others: Click to add text
 SAP Innovation Services SAP Innovative Business Solutions

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

In the deployment status, enter “Live” if one or more of the SAP products in your use case is deployed. Otherwise, enter “POC” for proof of concept.

If your entry is about a project that is deployed (live), 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. Even with a project in the POC stage, it is still helpful to include the number of users (or an estimate) in the test environment.

Complete the table to provide the next level of detail about the project. List the main products that are involved, whether they are live or in POC, and the contribution each made to the project.

Finally, select the services and support offerings used during implementation or deployment phase of the project

Note: The overall solution may be running in production (live), but elements may still be in POC. Include this information 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 must comply with the eligibility requirements of using at least one of the advanced technologies on the two next slides.

For partners:

- If you are submitting on behalf of one of your customers, follow the guidelines above and make sure that you share **the customer’s** deployment details.
- If you are submitting your own company as an SAP customer, follow the guidelines above and share **your company’s** deployment details.
- If you are submitting as a partner entry (next-gen partner application in the Partner Paragon 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.

Note that for POC and partner submissions there are eligibility restrictions applicable for use of advanced technologies. Delete this text box prior to submitting.

Advanced Technologies (1 of 2)

The following advanced technologies were part of the project.

Technology or use case	Product used*	Contribution to project and how product used integrates with SAP products
1 Machine learning or artificial intelligence <small>Machine learning automation, conversational AI, AI-based knowledge graph</small>		
2 Intelligent data management <small>Machine learning, data visualization and governance, smart data sensing, persistent memory, data privacy</small>		
3 Advanced and augmented analytics <small>Real-time and streaming analytics, spatial analytics, Natural language query and generation, Analytics to identify trends, patterns, outliers, Predictive analytics (time series analysis and forecasting, regression, classification)</small>		
4 Data and analytics solutions in the cloud <small>Unified data and analytics cloud platforms by SAP, Modernized/customer data to analytics</small>		

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SLIDE 10 AND 11 – ADVANCED TECHNOLOGIES

Slides 10 and 11 address advanced technologies and are required if your project is in POC or you are a partner submitting a next-gen application in the Partner Paragon category.

This is your opportunity to highlight how you are using one or more of advanced technologies listed on these slides as part of your use case to address business challenges, meet objectives, or achieve desired outcomes. For each advanced technology, list the product used and briefly summarize how the technology is used and its contribution to the overall solution. If the product used for the advanced technology is not from SAP, briefly explain how that product integrates with SAP products.

Note that for POC and partner submissions there are eligibility restrictions applicable for use of advanced technologies. Delete this text box prior to submitting.

Advanced Technologies (2 of 2)

The following advanced technologies were part of the project.

Technology or use case	Product used*	Contribution to project and how product used integrates with SAP products
5 Advanced cloud integration <small>API economy (middleware and API marketplaces), AI-based or microservices integration, High throughput, low-latency digital integration hub</small>		
6 Industry cloud platform		
7 Blockchain		
8 Internet of Things		
9 3D printing		

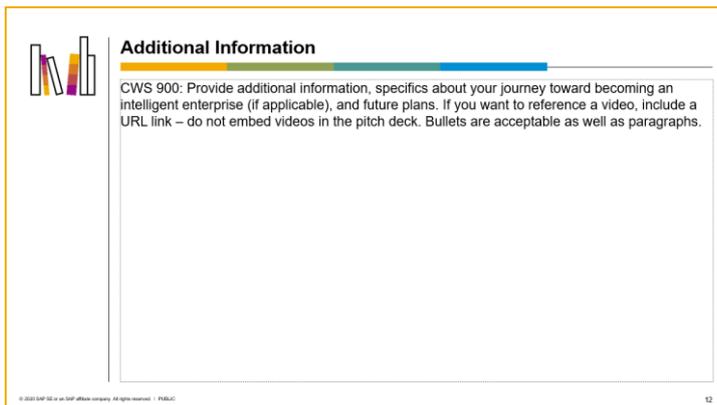
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For partners:

These are important slides for including details about advanced technologies your next-gen application is using – a requirement for all partner and POC submissions.

- If you are submitting on behalf of one of your customers, follow the guidelines above and make sure that you are sharing **the customer's use** of advanced technologies.
- If you are submitting your own company as an SAP customer, follow the guidelines above and share **your company's use** of advanced technologies.
- If you are submitting as a partner entry (next-gen partner application in the Partner Paragon category), you must explain how **your next-gen application** is making use of advanced technologies.

SLIDE 12 – ADDITIONAL INFORMATION



Slide 12 is completely optional – there is no expectation that additional information should be provided.

Include this slide only if there is specific information or content that you believe is critical to your story but you were unable to include in other parts of the pitch deck. It is a good place to add any future plans for potential or additional use of SAP solutions.

For partners:

Follow the 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 current and public because your pitch deck will be posted on SAP's Web site.
- 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 (such as the partner slide) per the guidelines above.
- Proofread and spell-check to find and correct typos.
- Ask someone unfamiliar with your project to review your entry and give feedback (is anything unclear, is there too much jargon, and so forth).
- Use fonts and colors that are clear and easy to read.
- If you are using images containing text that is not in English, include a note describing the contents of the image.

APPENDIX

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 is impacted by the solution. Empowerment is defined as easier access to information, improved ability to make decisions, removing of constraints, and similar things. Also consider how accessible the solution is – intuitive, adaptable, approachable with minimal training, and so on.

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