Welcome

Astrid Stroemer, Director Investor Relations
## Agenda

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<tr>
<th>Time</th>
<th>Session</th>
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<tr>
<td>12:00 p.m.</td>
<td>Welcome</td>
<td>Astrid Stroemer, Director Investor Relations</td>
<td>Convention Center Room 108-110</td>
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<td>12:10 – 01:00 p.m.</td>
<td>SAP's Digital Transformation Framework</td>
<td>Rolf Schumann, Chief Technology Officer and Head of Innovation, MEE &amp; EMEA Region</td>
<td>Convention Center Room 108-110</td>
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<td>01:00 – 01:30 p.m.</td>
<td>Lunch Break</td>
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<td>01:30 – 02:30 p.m.</td>
<td>SAP Cloud for Analytics and the Digital Boardroom</td>
<td>Dr. Stefan Sigg, Senior Vice President and Head of SAP Analytics</td>
<td>Convention Center Room 108-110</td>
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<td>02:30 – 03:30 p.m.</td>
<td>SAP's Digital Platform Strategy</td>
<td>Irfan Khan, Chief Technology Officer, Global Customer Operations</td>
<td>Convention Center Room 108-110</td>
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<td>04:15 p.m.</td>
<td>Guided Tour</td>
<td>We will offer a guided tour to experience our exhibition and see a product demonstration by the experts.</td>
<td>SAP Stand, Hall 4</td>
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Safe Harbor Statement

Any statements contained in this document that are not historical facts are forward-looking statements as defined in the U.S. Private Securities Litigation Reform Act of 1995. Words such as “anticipate,” “believe,” “estimate,” “expect,” “forecast,” “intend,” “may,” “plan,” “project,” “predict,” “should” and “will” and similar expressions as they relate to SAP are intended to identify such forward-looking statements. SAP undertakes no obligation to publicly update or revise any forward-looking statements. All forward-looking statements are subject to various risks and uncertainties that could cause actual results to differ materially from expectations. The factors that could affect SAP’s future financial results are discussed more fully in SAP’s filings with the U.S. Securities and Exchange Commission (“SEC”), including SAP’s most recent Annual Report on Form 20-F filed with the Securities and Exchange Commission. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of their dates.
SAP’s Digital Transformation Framework

Rolf Schumann, Chief Technology Officer and Head of Innovation, MEE & EMEA Region
Megatrends

Hyperconnectivity  Super Computing  Cloud Computing  Smarter World  Cyber Security
Re-imagine work

- Machine to Machine
- Transactional Data
- Consumer Data
- Social Media
- Structured and Unstructured

Big Data
Smart Data
Business Processes
Re-imagine processes
Thing + IT = Function + Service
Re-imagine business models

Connect everything with intelligence

Monitor assets and send alerts

Transform Business Operations

Innovate Business Models

Reimagine
Any Device

Digital Boardroom

Cloud for Analytics

Side-By-Side extensibility

Applications

Extensions

Business Networks

IoT Platform

Sensors

Micro Services

SAP HANA Cloud Platform

SAP HANA Platform

anyDB

Hadoop

Vora

SAP S/4 HANA
Let's Take Responsibility – Together!
SAP Cloud for Analytics and the Digital Boardroom

Dr. Stefan Sigg, Senior Vice President and Head of SAP Analytics
Innovate and Deliver Business-Aware Analytics

Business

Drives

Enables

IT

Alignment on Desirability, Feasibility, & Viability
Silos vs. workflows

- Niche & homegrown analytics tools
- Patchwork landscape
- Disparate data sources
- Disconnected systems and processes
Fast & Scalable Business Data Platform

Self-Service Business User Tools

Business Productivity & Economy of Scale
SAP Analytics – Closed loop portfolio

- Data Integration
- SAP Analytics
- Business Intelligence
- Planning, Budgeting, and Simulation
- Prediction and Forecasting
- Data Warehousing and Big Data
A scalable strategy for data lakes / warehouses
SAP Analytics product strategy

- **LEAD THE CLOUD**
  - Deliver new Analytics capabilities, build natively on HCP

- **INNOVATE THE CORE**
  - Continued investment in existing solutions

**SAP Digital Boardroom**

- All analytics capabilities in one product
- Consumer-grade user experience
- Embedded and standalone
- High-performance, real-time platform

**SAP Cloud for Analytics**

- Software-as-a-Service in the Public Cloud

**Enterprise BI Suite**
- Lumira
- Design Studio
- Web Intelligence
- Analysis Office
- Crystal

**Predictive Analytics**
- Classification Regression
- Time Series
- Clustering …

**Enterprise Performance Management**
- SAP Business Planning and Consolidation (BPC)
- PCM – Profit & Cost
- SSM – Strategy

**Data Warehouse / Data Lake**
- BW on HANA
- BW/HANA hybrid
- HANA native

**Enterprise Information Management**
- ETL
- Data Quality
- Data Lineage

**On-premise and/or Private Cloud Deployment Options**
SAP Cloud for Analytics

Unify planning, predictive, and BI into one-product experience, delivered as a pure cloud service

Lead the Cloud

- High-performance, real-time platform
- Embedded & standalone
- Consumer grade UX
- In the cloud
Total transparency
- 360° view of your business
- One source of truth (KPI definition and data)
- Always up to date ("real time")
- Any detail available

Agile decisions
- Less "adjournments" due to missing information
- No discussion of data quality and KPI consistency
- Instant simulation of alternative scenarios e.g. along value driver trees

Simplified execution
- No tedious alignment on presentation documents beforehand
- Full history available including decisions and comments
- Consistent tracking of follow-up's
Thank you!
SAP’s Digital Platform Strategy

Irfan Khan
Chief Technology Officer, Global Customer Operations
New macro technology trends are enabling digitization

Hyper Connectivity
Everybody has access

Super Computing
Super computer power is everywhere

Cloud Computing
The cloud is where we compute

Smart World
Fridges knows what you want for dinner

CyberSecurity
High-powered security is now the norm
Digitalization will impact existing environments

Abstraction of Common Requirements

- Real-Time Low Latency
- Store, Access & Distribute
- Manage Big Data

From: Milliseconds to Micro & Nanoseconds
From: on-prem Data centre to Clouds with wide distribution
From: Terabyte's to Exabyte's & Petabyte's

ENTERPRISES

Banking
Oil and Gas
Retail
Utilities
Adopting a digital platform is key
It all starts with a digital core

**Simplified Model**
- One data set
- OLTP & OLAP
- No duplication
- Near-zero latency

**Responsive & Scalable**
- Scale up
- Scale out
- Multi-core parallelism

**Any Data**
- Enterprise data
- Contextual / external data
- IoT sensor data

**In Memory Services**
- Application processing
- Data processing
- Integration Services
- Security services

powered by
SAP HANA Platform
SAP HANA Platform ranked as leading in-memory database

- “SAP’s razor-sharp focus on in-memory technology is paying off.”
- SAP HANA Platform earned the highest score of any vendor in strategy and current offering
- SAP is the only company to earn a 5/5 score for vision
- SAP is the only company to receive a 5/5 score for data management features and transaction capabilities
- SAP also earned a 5/5 for execution, market presence, customers, partners, revenue, performance and scale and analytics support

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Source: The Forrester Wave™: In-Memory Database Platforms, Q3 ’15 by Noel Yuhanna, Forrester, August 2015
SAP’s data platform reduces TCO through simplification

Consolidated application server, database server, backup server within the same DB

Single copy of data, column store, compression, delete many tables and indices for reduced footprint

Analyze text, geospatial, or structured data, dynamic schema within the same database

8x Reduction

7x Reduction

4x Reduction

37% overall TCO savings estimated*

* Based on Forrester Total Economic Impact study on SAP HANA Platform, April 2014 (link)
One Data Platform

• for distributed data computing
• with built in economies of scale
• eliminating data complexity & duplication

Built in economies of scale for all data requirements
With a distributed computing framework

**SAP VORA**

**Distributed Computing Framework** at Enterprise Scale

**Business Coherency** across enterprise data and big data

**HANA-Spark Adapter** for improved performance between distributed systems

**Familiar OLAP experience on Hadoop** to derive business insights from big data such as drill-down into HDFS data
A Cloud Services (PaaS) approach enables incremental growth

**Extension Environment**
for SAP Applications in the Cloud

**SAP HANA CLOUD PLATFORM**

**Business Application Dev Platform**
in the Cloud

**Micro services**

- SAP Core Applications
- Workforce Engagement (SuccessFactors)
- Business Networks (Ariba)
- Customer Engagement (Hybris, Salesforce)
- Predictive Analytics
- Internet of Things
SAP and SAP ecosystem can enable the full IoT stack

- IoT Analytics and Apps
  - IoT Applications
  - IoT Analytics
  - Application enablement
  - Data aggregation and storage
  - Connectivity management
  - IoT related embedded software
  - Sensors and semiconductors
  - Connected machinery

- IoT back-bone (Cloud/Platform)
  - Pre-packaged IoT applications offerings (part of SAP IoT Suite)

- Connected Things
  - Analytics to enable to close the loop from “thing-to-insight-to-action”
  - IoT platform based on the HANA Cloud Platform
  - Partnerships to ensure customers needs are met
SAP blueprint for the digital enterprise
REIMAGINE THE FUTURE
RUN SIMPLE | GO DIGITAL
Thank you

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March 15, 2016 – CeBIT Trade Show, Hannover, Germany