# Is your Consumer Products company ready for Digital Transformation?

## Business models

### Expand beyond traditional boundaries
- Digitally connected supplier network
- Monetization of services around smart devices
- Omni-channel sales and distribution

## Business processes

### Operate proactively and driven by insight
- Predictive real-time analytics
- Automation throughout the value chain
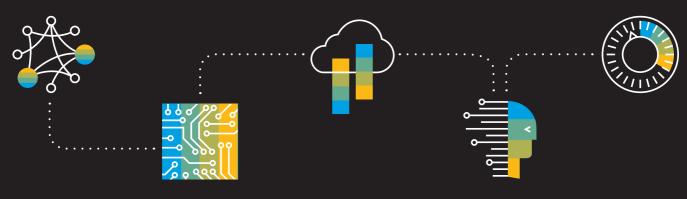- Detail-driven customer engagement

## Workforce productivity

### Allocate people and work for optional engagement
- Digital business processes
- Predictive, self-guided learning
- Interactive technologies

## Five trends that are changing the world for consumer products companies

**HYPERCONNECTIVITY**

Every consumer, every business, and every machine is connected, disrupting all the established rules around business channels. Connectivity drives the movement of goods, services, people, knowledge and wealth.

**SUPER COMPUTING**

The limits of 20th century computing power are gone. Networking and in-memory computing allow for exponential improvements in modeling and simulation to improve innovation processes, demand and supply forecasting, consumer behavior analysis, and more.
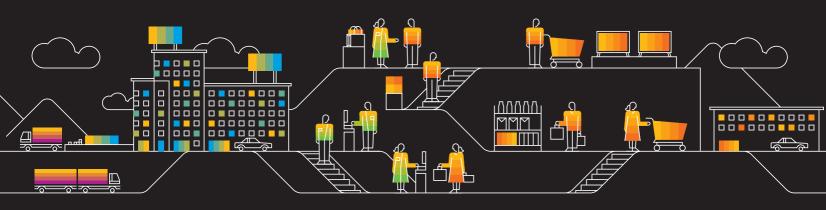
**CLOUD COMPUTING**

Technology adoption and business innovation move at lightning speed. Technology infrastructure is now rented to eliminate barriers to entry. B2B and B2C transactions are moving to new cloud-based collaboration platforms, where millions of businesses, users, and consumers are connected in a matter of days.

**SMARTER WORLD**

Sensors, robotics, 3D printing, and artificial intelligence are the new normal, enabling the ability to sense, analyze, optimize, and act in real time to deliver on moments of consumer, customer, and market need.

**CYBER SECURITY**

Cyber criminals have expansive new capabilities to attack, undermine, and disrupt businesses. Trust remains the ultimate currency, giving security-focused businesses a significant advantage in brand reputation.

## Why SAP?

BUSINESS DIGITIZATION IS A NATURAL NEXT STEP FOR THE **#1 BUSINESS APPLICATION COMPANY**

It took years of innovation, strategic investement, and the forging of new strategic relationships to build the end-to-end digital business platform.

**Vision**
Help the world run better and improve people's lives

**Mission**
Help our customers run at their best

**Strategy**
Become the cloud company powered by SAP HANA

### GLOBAL PRESENCE AND RELEVANCE
- **75K employees** representing 120 nationalities
- **295K customers**
- SAP operates in **191 countries**

### INDUSTRY AND LOB FOCUS
- Over **100 Industry Solutions for SMB's**
- Trusted by **60,000+ SAP Business One Customers**
- **75% of the world's transactions** run on SAP systems

### DIGITAL ECONOMY - READY
- **80 million** business cloud users
- **1.9 million connected** businesses
- **$800 billion+** in B2B commerce
- **97%+ of mobile devices** connected with SAP messaging

### INNOVATION LEADER
- 2012 **SAP Business One, version for SAP HANA** launched
- 2013 **SAP Business One Cloud** launched
- 2016 **SAP Business One 9.2** was the fastest adopted version ever

**SAP** Run Simple