

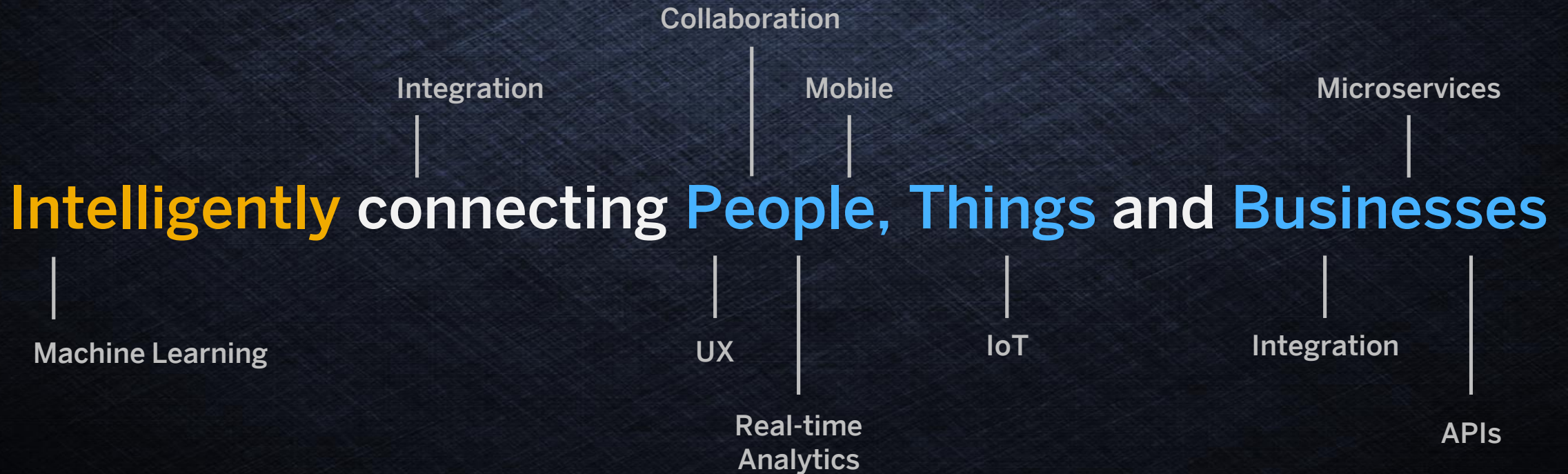


Smart = Digital
Transformation for Public

SAP[®]

Digitalization

Every Company to become a Software-driven Company by ...



ALL INDUSTRIES ARE TOUCHED BY THE **DIGITAL HURRICANE** WITH DIFFERENT LEVEL OF IMPACT


HIGHER EDUCATION
MILLS & MINING • O&G
CHEMICALS

HIGH WINDS 

LIFE SCIENCE / HEALTHCARE
SERVICES / TRANSPORTATION
CONSUMER GOODS / AFS
PUBLIC SECTOR • AUTO
UTILITIES • IM&C • A&D •
EC&O

SEVERE STORM 

SPORTS & ENTERTAINMENT
DEFENSE & SECURITY
RETAIL / WHOLESALE
INSURANCE • MEDIA
HIGH TECH • TELCO
BANKING

HURRICANE 

Internet of Things

Consumer Experience

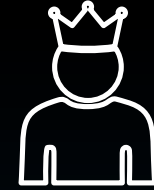
BIMODAL IT



Bi-Modal IT



How to steer
your company?



How to engage?



How to run your
company?

Mode 1



Mode 2



How to sense?



How to decide?

Setting the foundation

1 0 1 0 1 1 0 0 1 0 1
1 1 0 1 0 0 1 0 0

Thank you

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