

A bright sun with rays shining over a blue ocean horizon. The sun is positioned in the upper center, casting a glow across the sky and reflecting on the water below. The sky is a deep blue, and the water is a lighter blue with a shimmering surface.

SAP's Growth: Driven By Technology & Innovation

Dr. Vishal Sikka
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The background of the slide features a silhouette of an ancient Greek temple with several columns, set against a bright, golden sunset sky. The sun is visible as a bright point of light between two columns, creating a lens flare effect. The overall mood is one of history and foundation.

Where We Are Coming From

Business Applications | Technology Platform

Business Analytics

Information Management

Basic Strategy

Grow in **Mobility, Cloud and HANA**

Grow the Market and Within the Installed Base

Without Disruption





Mobility

SUP & Afaria | 365 | Gateway

Mobile Apps and Mobility@Suite



SAP HANA

100M | 100K | 1

Analytics and Planning | Renewed Products | New Products
Open | Core of our Platform



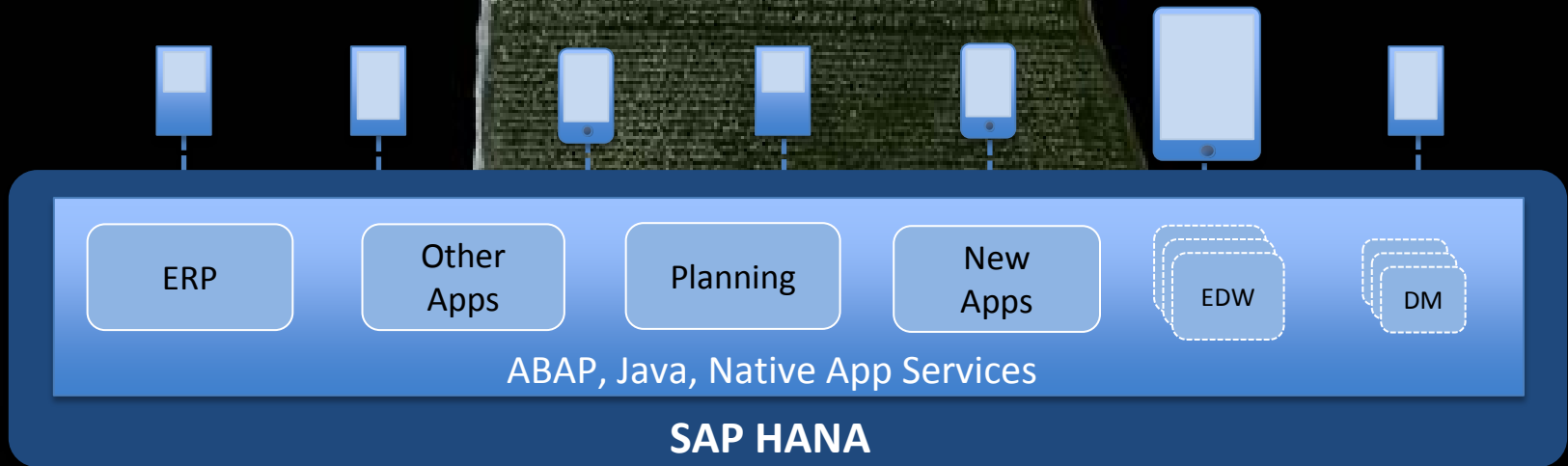
A scenic landscape featuring a sunset over a mountain range. The sky is a gradient of orange and yellow, with the sun low on the horizon. The mountains are silhouetted against the bright sky. In the foreground, there are dark, rocky formations. A black banner is overlaid across the middle of the image, containing white text.

Cloud

Open Virtualization & LVM | RAM Optimized Cloud

SME Suite | LE Edge

Freedom to Innovate. New Apps. New Experiences.



Ram-Optimized x86 Infrastructure
Appliance. Enterprise Cloud. Cloud.
Easy, Self Serve, Integration and Operation Services



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Renew. New. Open.

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