

Financial Analyst and Investor Program

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



Welcome

Astrid Stroemer, Director Investor Relations





Agenda

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

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

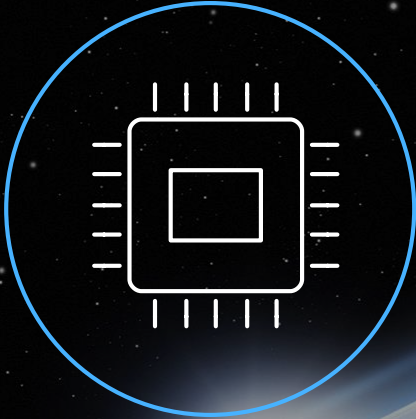
Rolf Schumann, Chief Technology Officer and Head of Innovation, MEE & EMEA Region



Megatrends



Hyperconnectivity



Super Computing



Cloud Computing

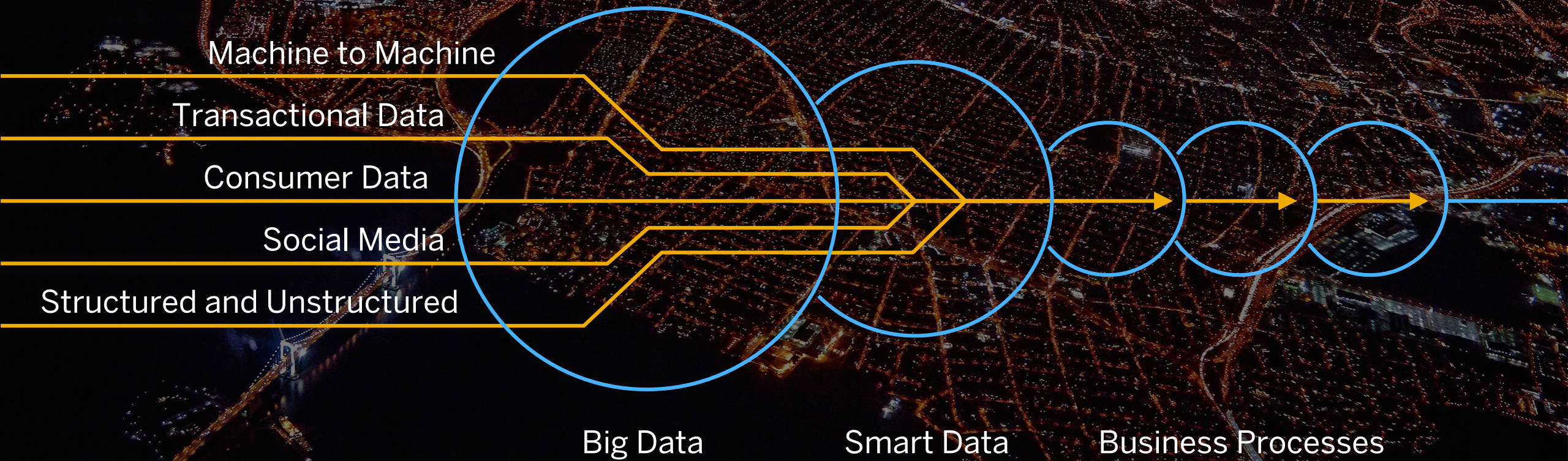


Smarter World

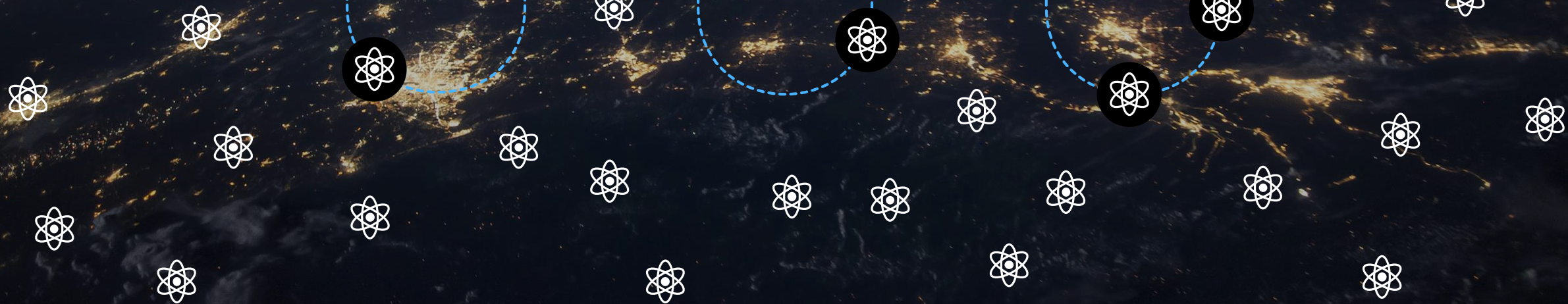
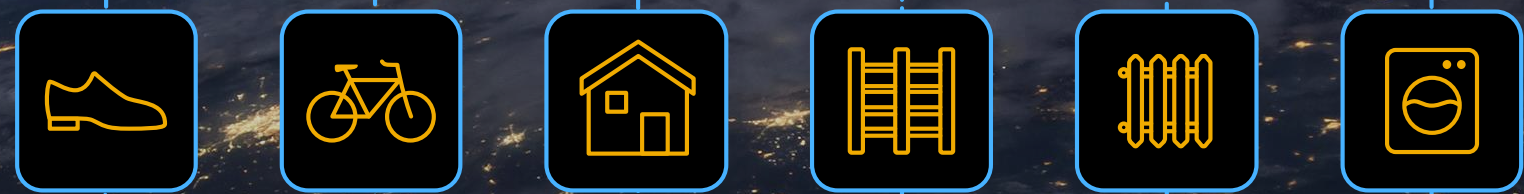


Cyber Security

Re-imagine work



Re-imagine processes

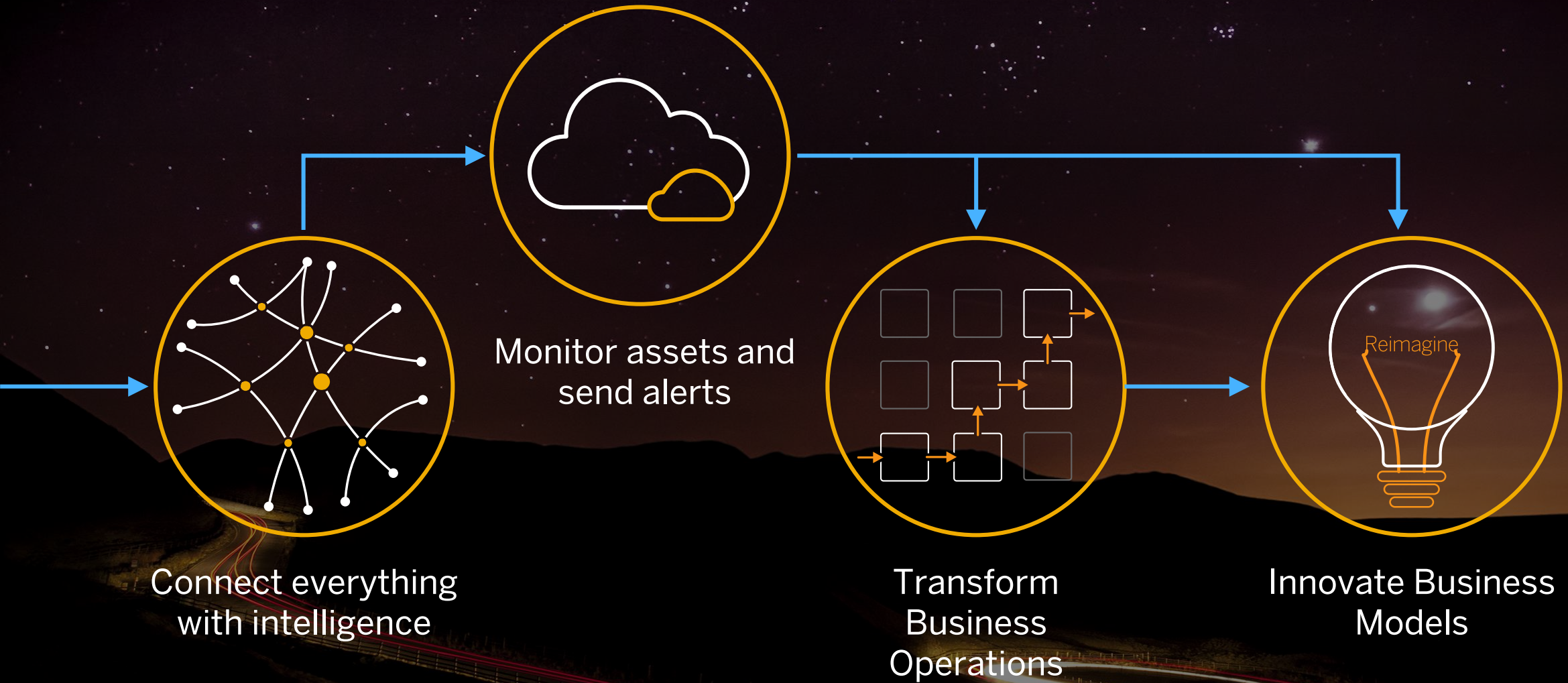




Thing + IT = Function + Service

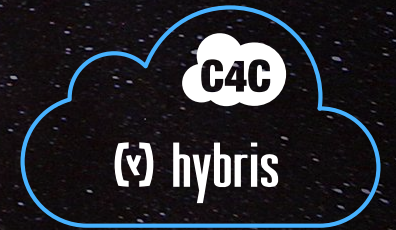
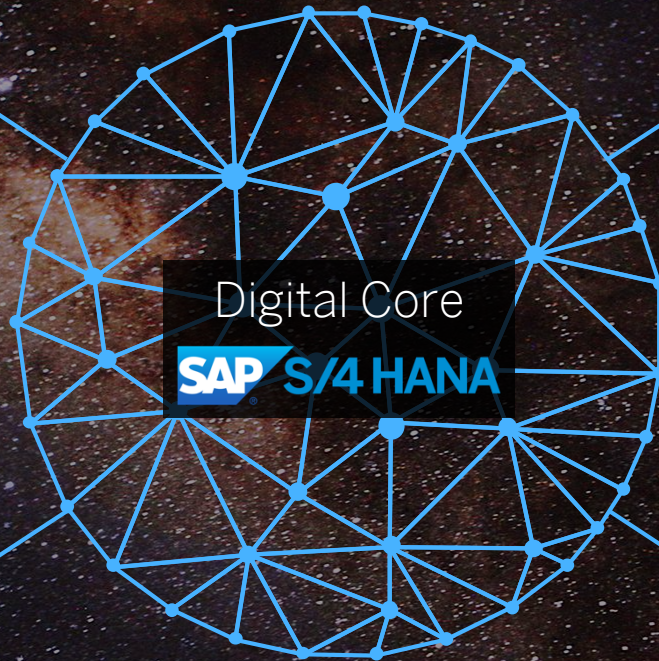


Re-imagine business models



Workforce
Engagement

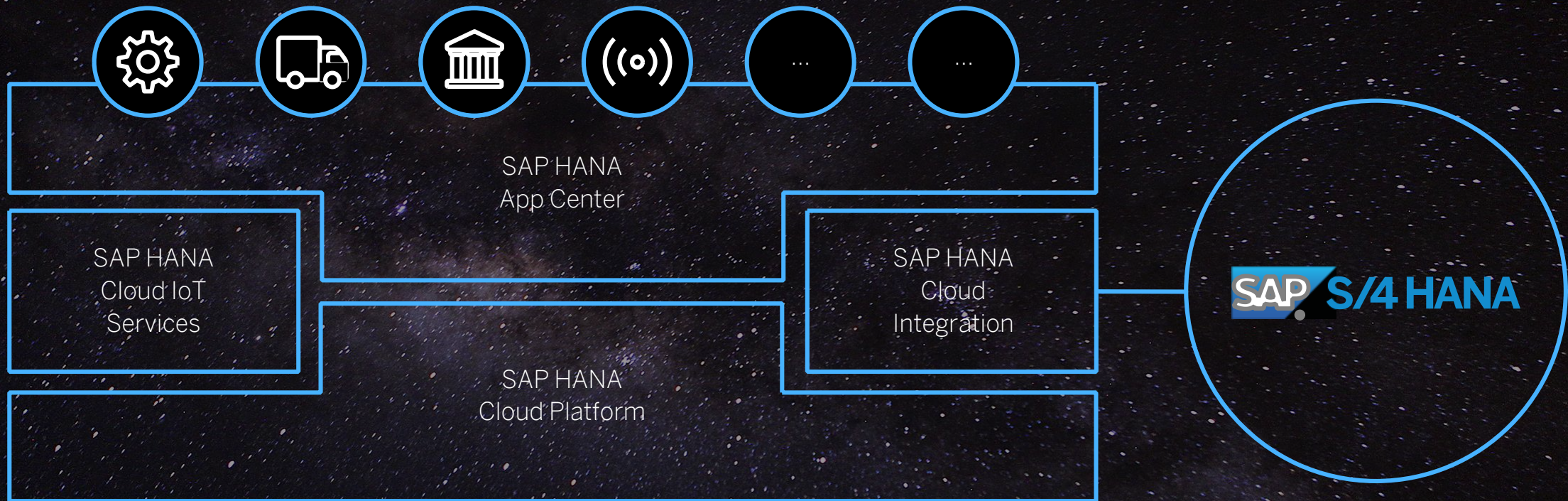
Supplier Collaboration
Business Networks



Big Data
Internet of Things

Customer Experience
Omni-Channel

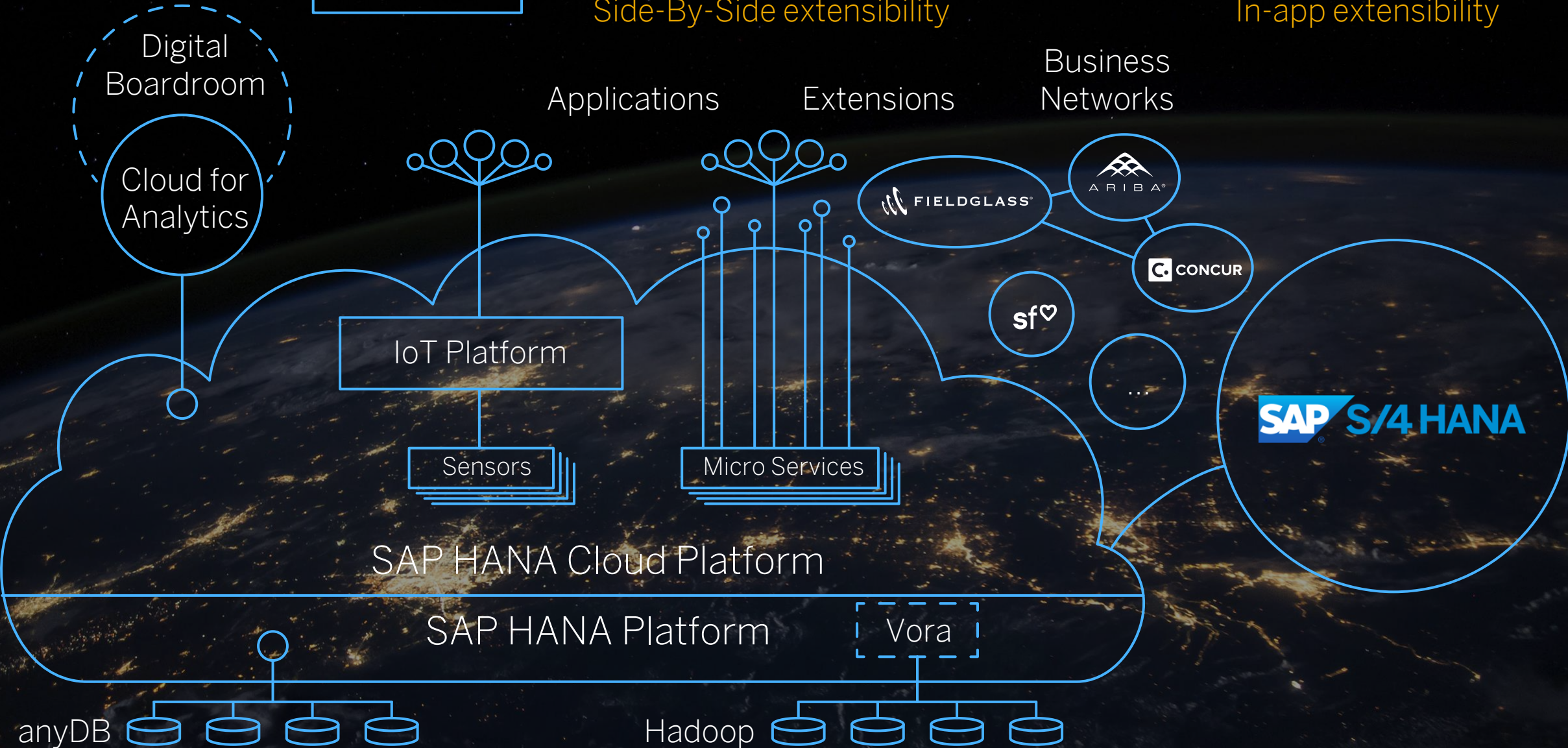
SAP HANA Platform



Any Device

Side-By-Side extensibility

In-app extensibility



Digital Boardroom

Cloud for Analytics

Applications

Extensions

Business Networks

IoT Platform

Sensors

Micro Services

FIELDGLASS

ARIBA

CONCUR

sf♥

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SAP S/4 HANA

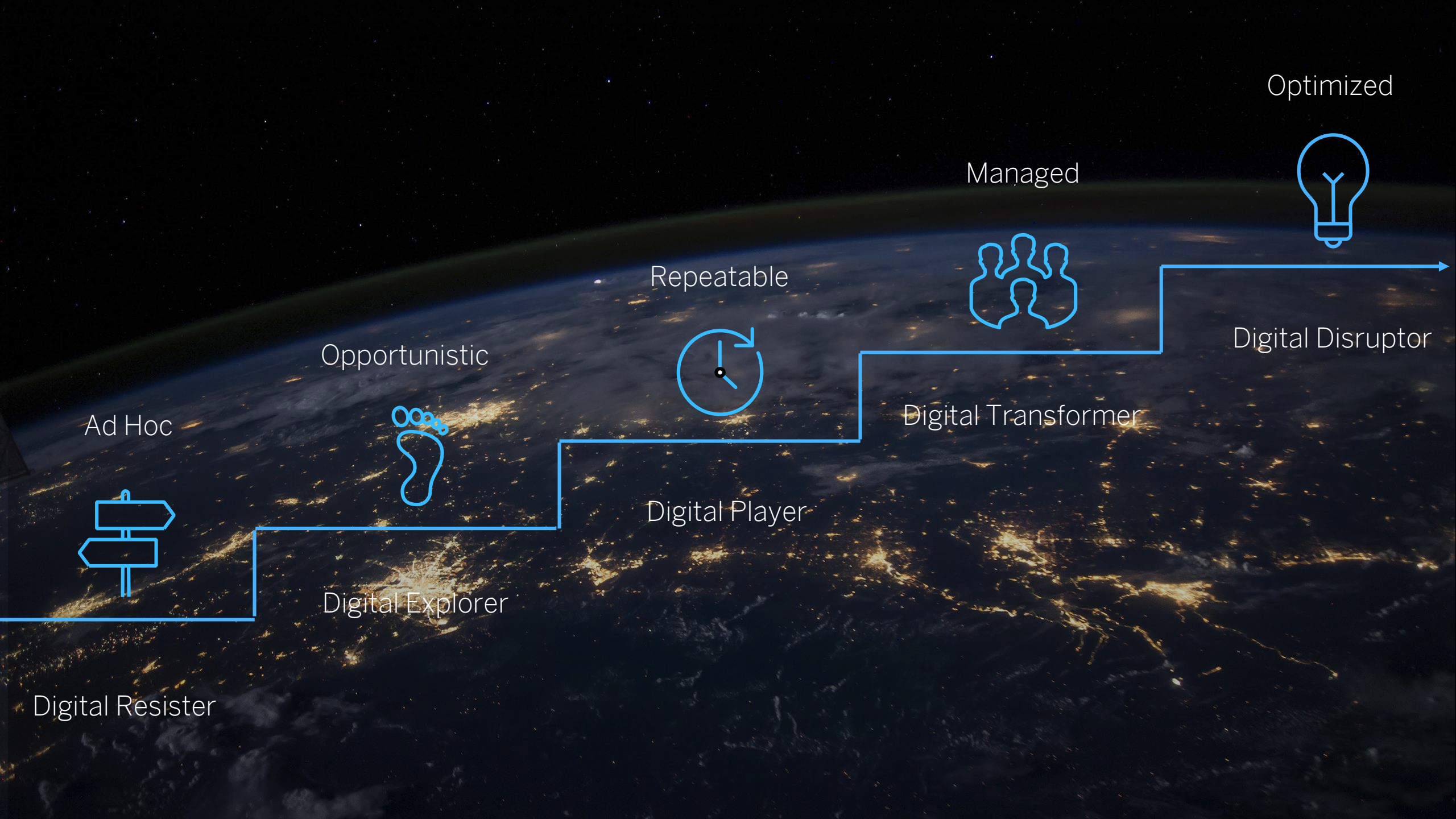
SAP HANA Cloud Platform

SAP HANA Platform

Vora

anyDB

Hadoop



Optimized



Managed

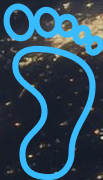


Repeatable



Digital Disruptor

Opportunistic



Digital Transformer

Ad Hoc



Digital Player

Digital Explorer

Digital Resister

A man in a dark suit and tie is shown from the chest up, holding a glowing blue globe with both hands. The globe is composed of a grid of small, white, cut-out photographs of diverse people of various ages and ethnicities. The background is a dark blue with abstract, glowing blue lines and patterns, suggesting a digital or technological environment. The overall tone is professional and collaborative.

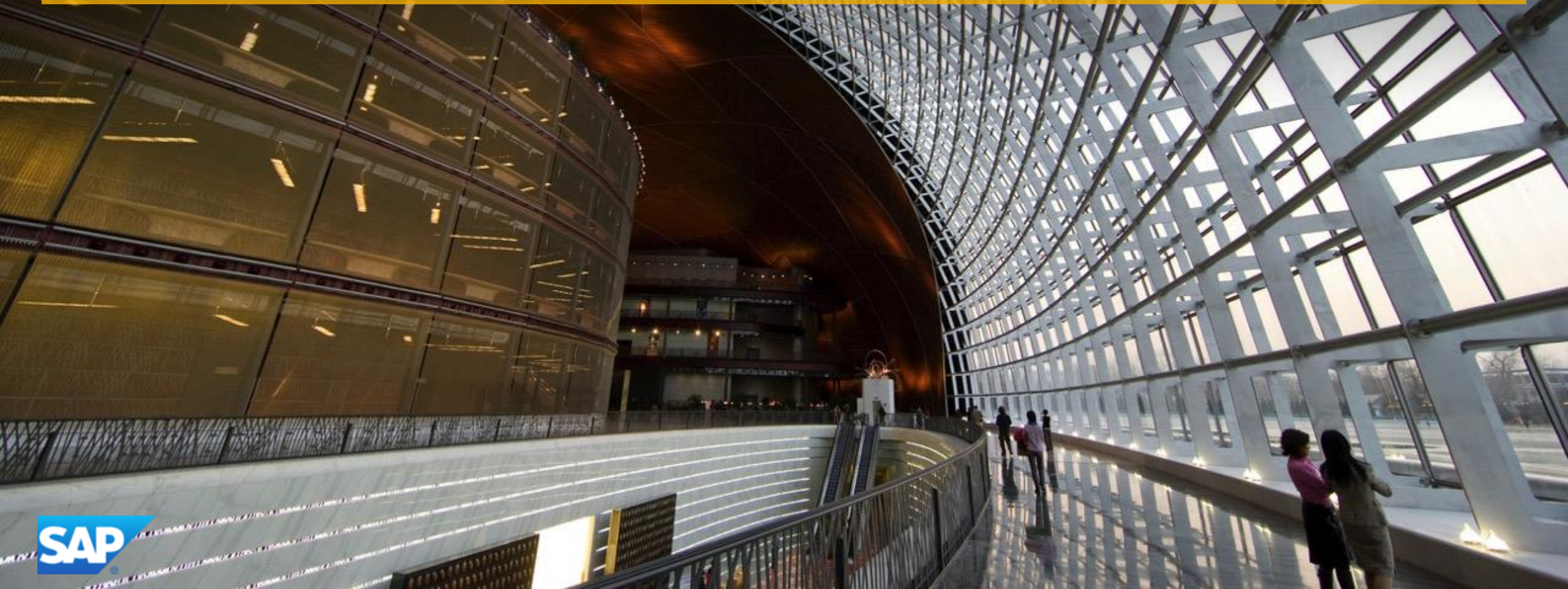
Let's Take Responsibility – Together!



live

SAP Cloud for Analytics and the Digital Boardroom

Dr. Stefan Sigg, Senior Vice President and Head of SAP Analytics

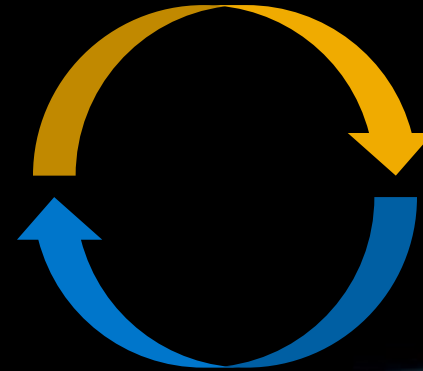


Innovate and Deliver Business-Aware Analytics

Business

IT

Drives



Enables

Agility

Consistency

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

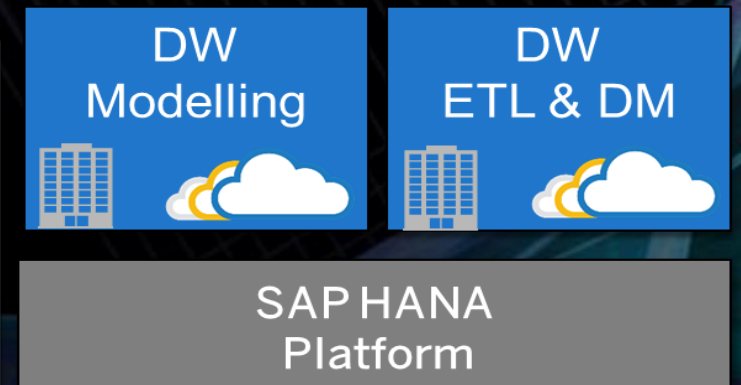
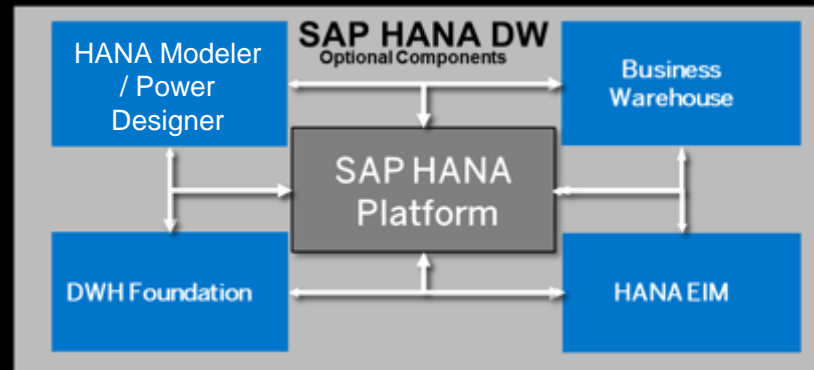
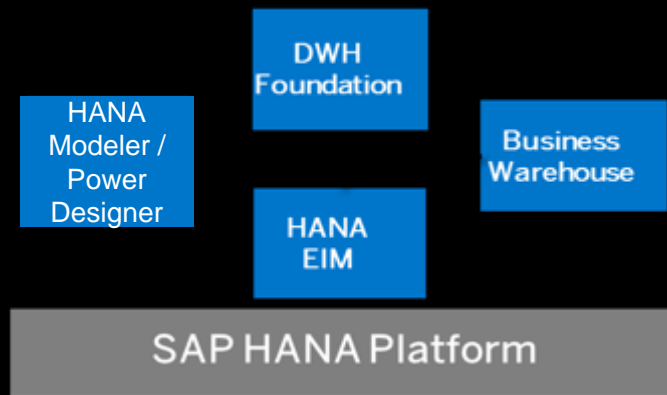


A scalable strategy for data lakes / warehouses

Planning & Definition
2015

Execution & Delivery
2016 - 2018

Roadmap



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

SAP Cloud for Analytics

All analytics capabilities
in one product

Consumer-grade
user experience

Embedded and
standalone

High-performance,
real-time platform

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

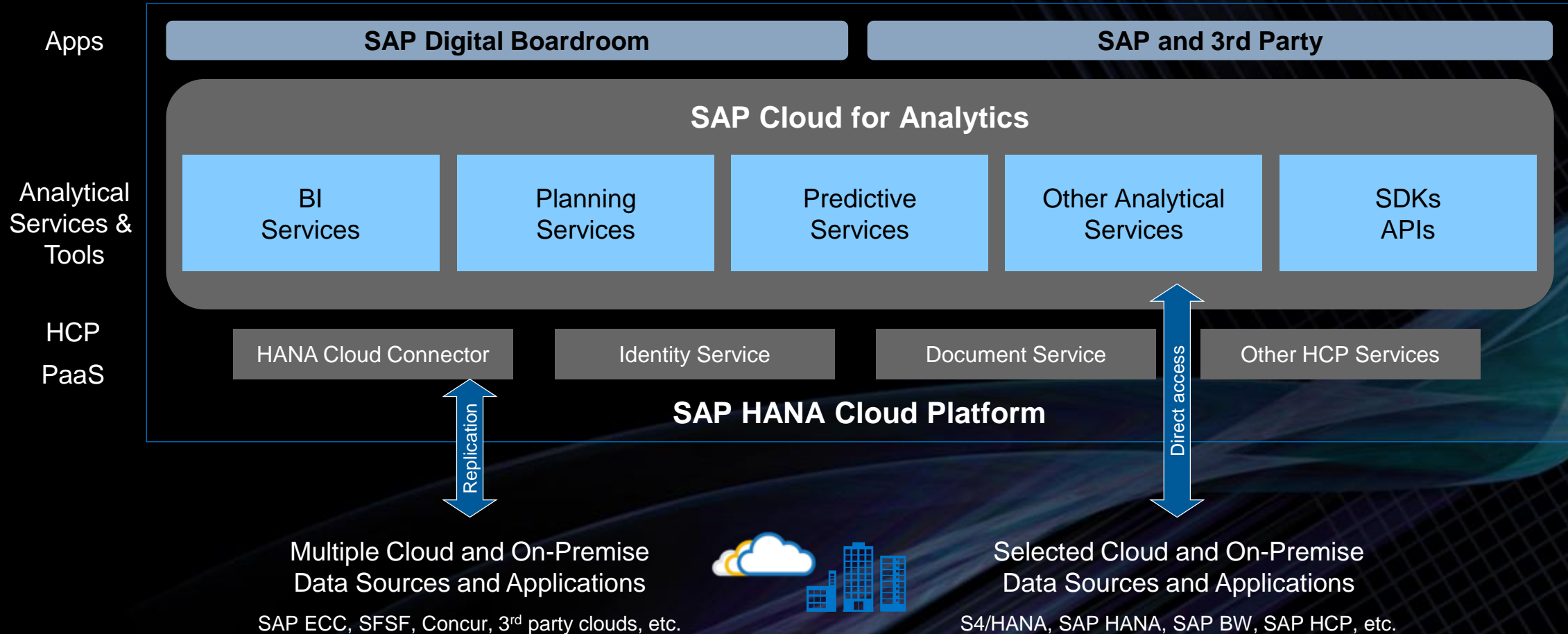
Lead the Cloud

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



SAP Cloud for Analytics

ALL ANALYTICS. ALL USERS. ONE PRODUCT.

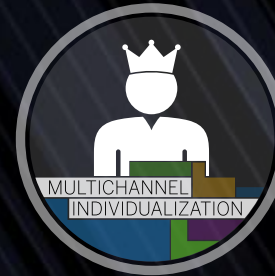


A Modular Suite

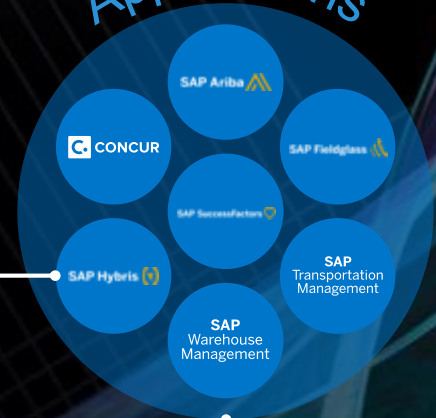
SAP S/4HANA

Digital Boardroom
Analytics

IoT-Applications



Applications



Hybris
as a service

IoT- Platform

IoT-Services

Business Services

SAP HANA Cloud Platform

SAP HANA Platform

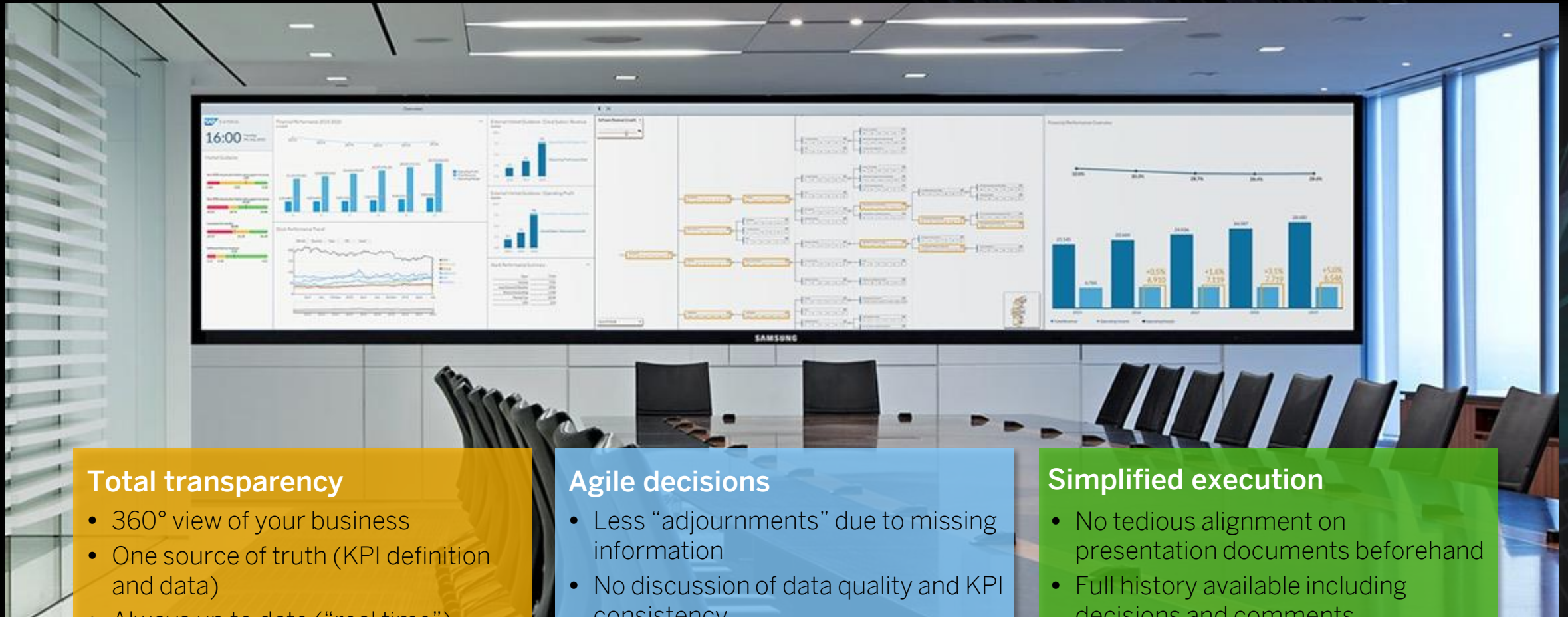
Vora

Hadoop

A row of six white cylinder icons representing Hadoop storage nodes.

SAP Digital Boardroom

Powered by SAP Cloud for Analytics



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!

The background features a dark, almost black, field with a subtle grid of thin, light-colored lines. Overlaid on this are several flowing, translucent bands of color in shades of deep blue, teal, and purple. These bands appear to be moving or flowing across the frame, creating a sense of motion and depth. The overall aesthetic is modern and digital.

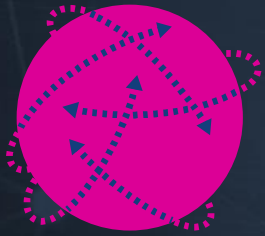
SAP's Digital Platform Strategy

Irfan Khan

Chief Technology Officer, Global Customer Operations



New macro technology trends are enabling digitization



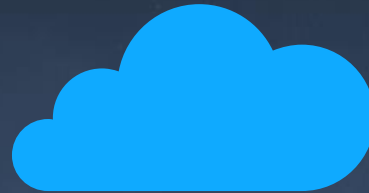
Hyper Connectivity

Everybody has access



Super Computing

Super computer power is everywhere



Cloud Computing

The cloud is where we compute



Smart World

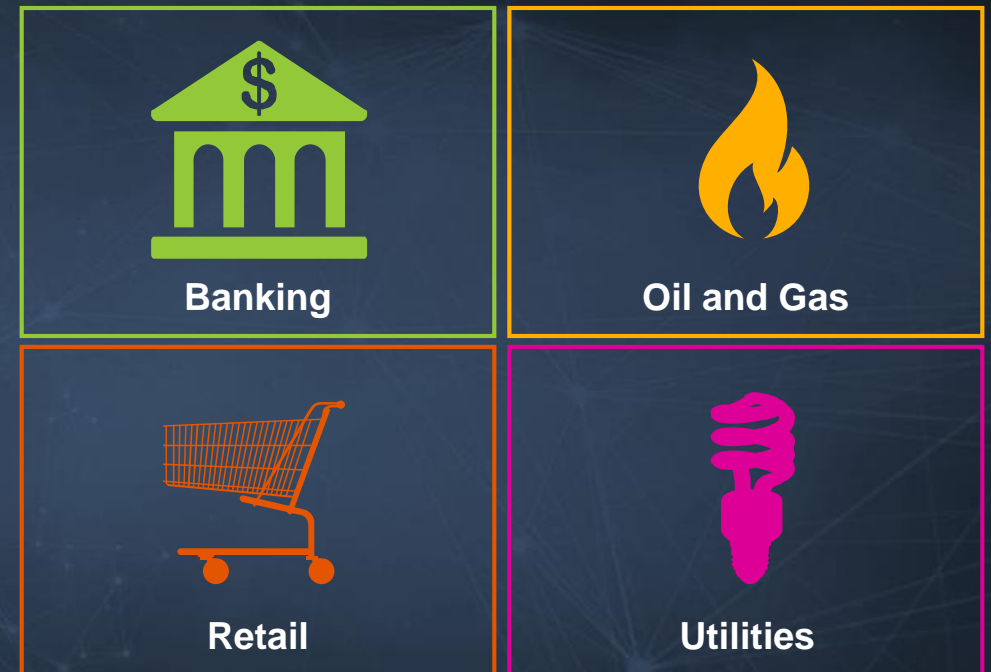
Fridges knows what you want for dinner



CyberSecurity

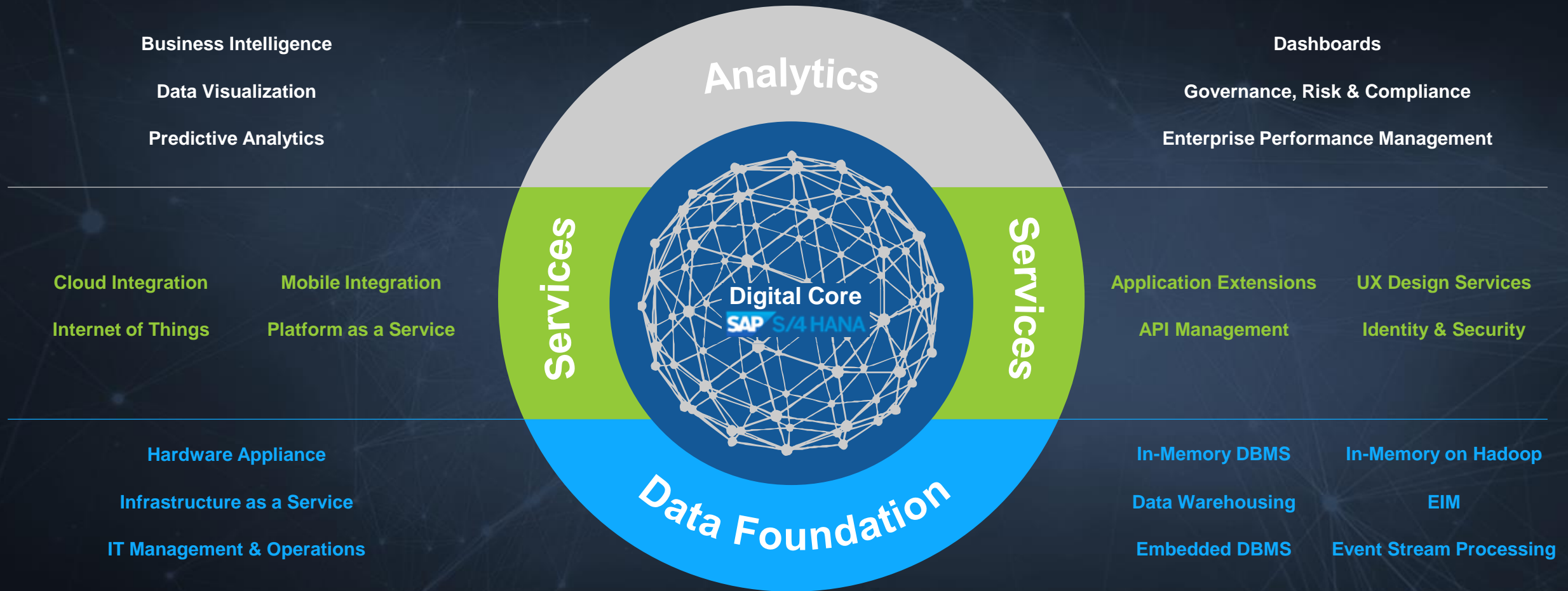
High-powered security is now the norm

Digitalization will impact existing environments



Abstraction of Common Requirements

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



Digital Core
SAP S/4 HANA

Any Data

Enterprise data
Contextual / external data
IoT sensor data

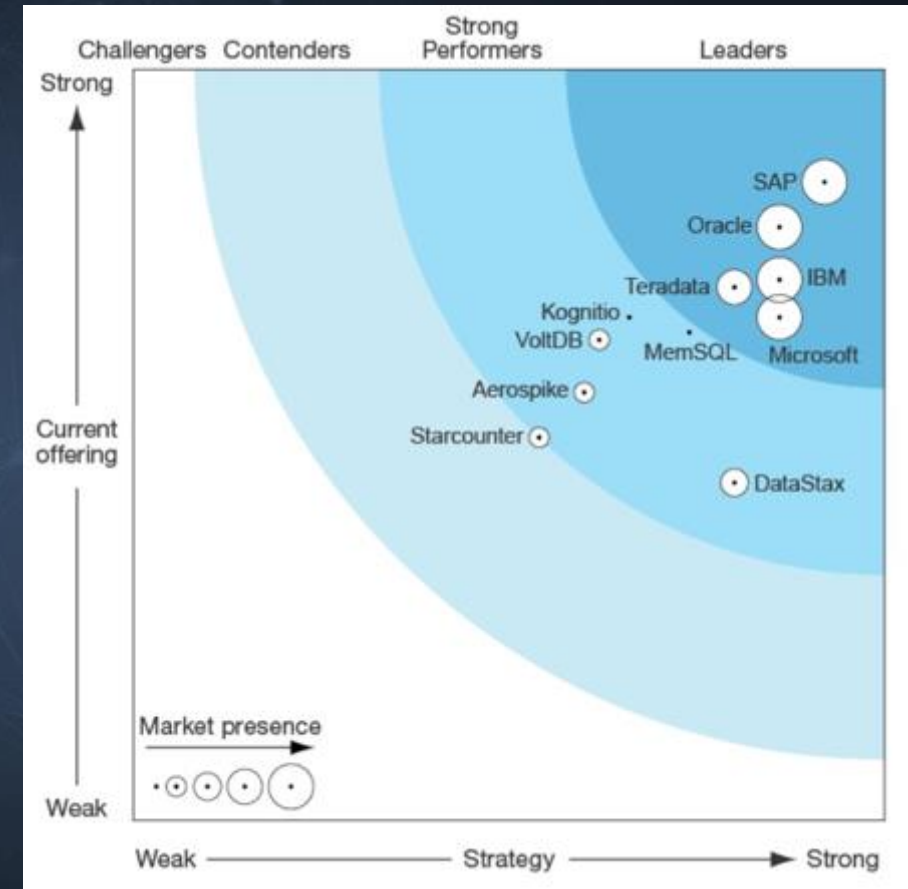
In Memory Services

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**

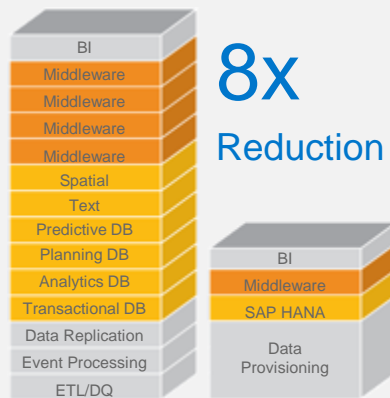


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Source: The Forrester Wave™: In-Memory Database Platforms, Q3 '15 by Noel Yuhanna, Forrester, August 2015

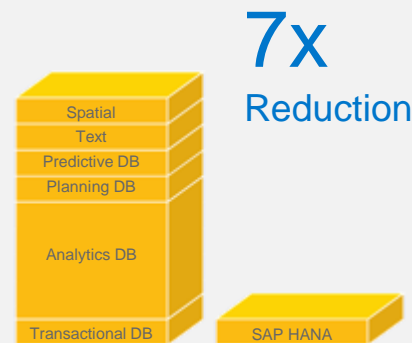
SAP's data platform reduces TCO through simplification

Collapsed Landscape



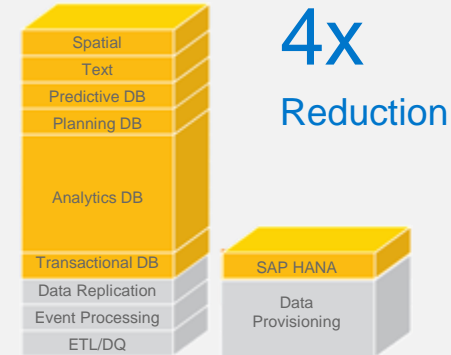
Consolidated application server, database server, backup server within the same DB

Smaller Data Footprint



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

Simplified Data Processing



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

37% overall TCO savings estimated*

Built in economies of scale for all data requirements

SAP HANA Platform

Information Management | Text | Search | Graph | Geospatial | Predictive

SAP HANA
In-Memory

0.1sec

Instant Results

HANA
Dynamic Tiering



Warm Data

SAP VORA
for Hadoop/Spark



Infinite Storage
Raw Data

Smart Data Streaming

Administration | Monitoring | Operations | User Management | Security

One Data Platform

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

With a distributed computing framework

Distributed
Computing
Framework
at Enterprise Scale

SAP VORA

The logo graphic for SAP VORA features a dark blue background with a grid of white lines forming a diamond pattern. Below the grid, several vertical white lines of varying lengths extend downwards, ending in small white circles, resembling a stylized data visualization or a network structure.

Business
Coherency
across enterprise data
and big data

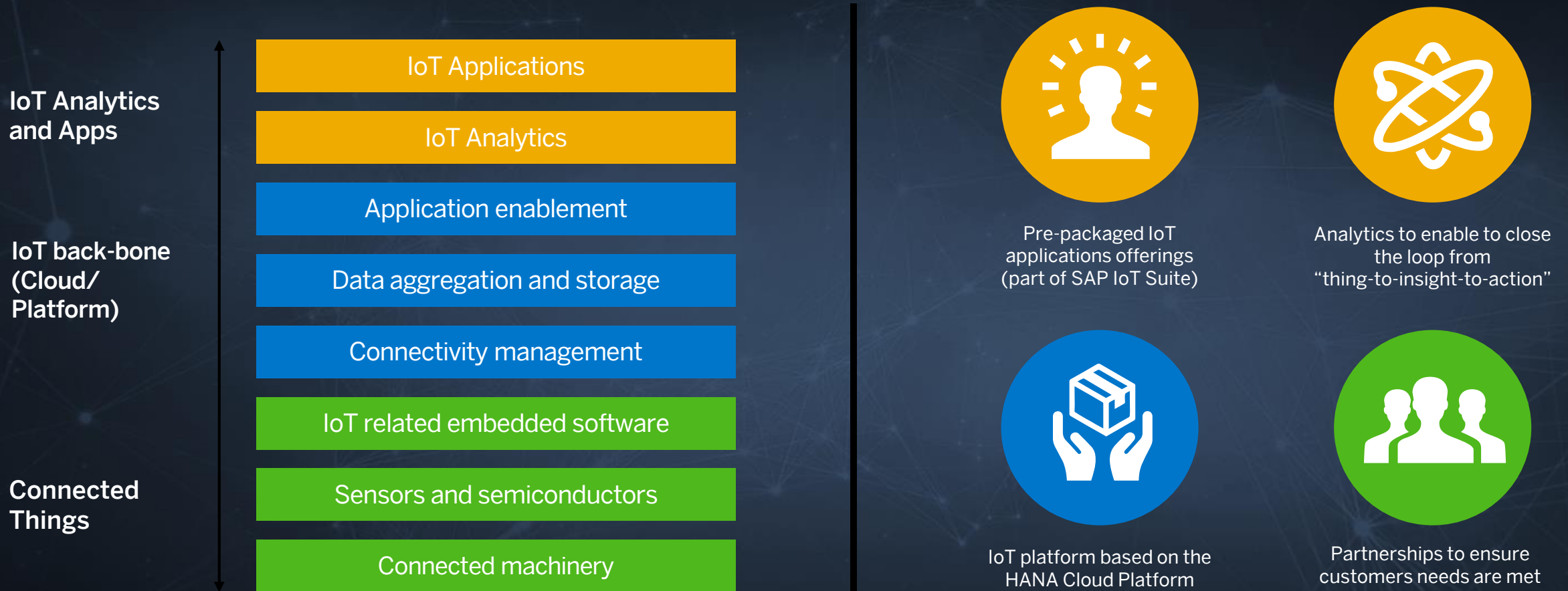
HANA-Spark Adapter for improved performance
between distributed systems

Familiar OLAP experience on Hadoop to derive
business insights from big data such as drill-down into
HDFS data

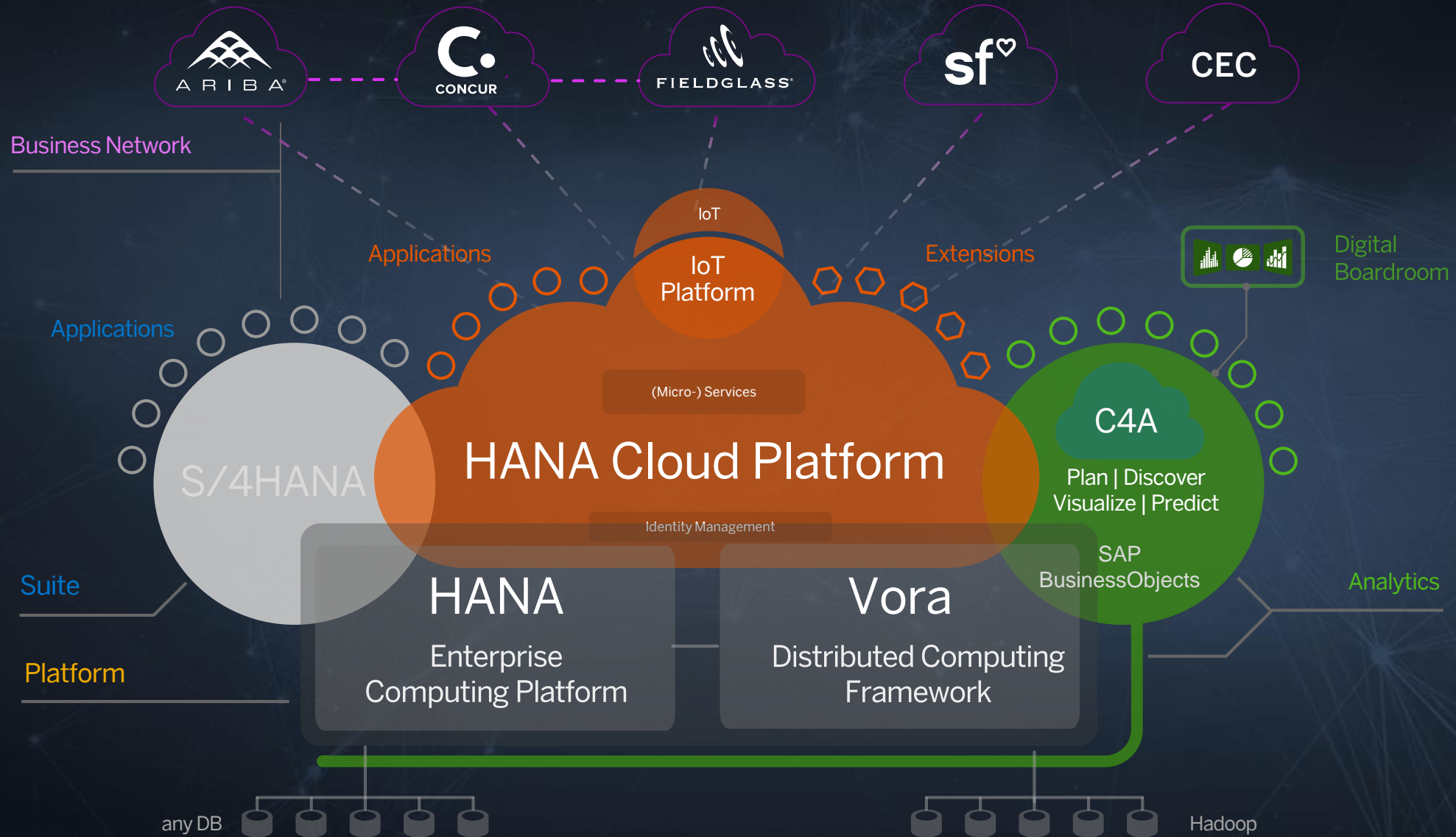
A Cloud Services (PaaS) approach enables incremental growth



SAP and SAP ecosystem can enable the full IoT stack



SAP blueprint for the digital enterprise





REIMAGINE THE FUTURE

RUN SIMPLE | GO DIGITAL



Thank you

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@i_kHANA

Financial Analyst and Investor Program

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