



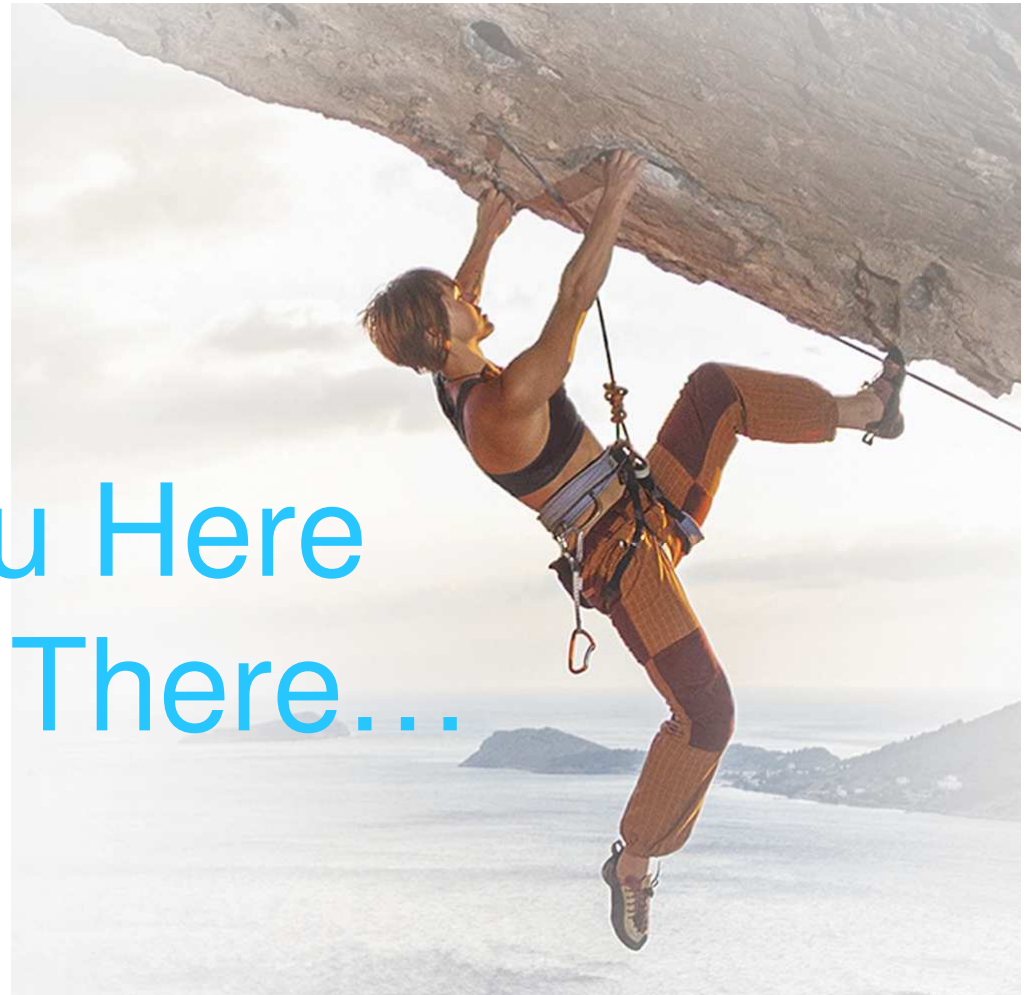
INNOVATION TOUR 2017

UNLEASH YOUR DIGITAL VISION
#WITHOUTCOMPROMISE

Phil La Fornara
COO, Continental & Eastern Europe, Israel, Turkey & Middle East
31st May 2017

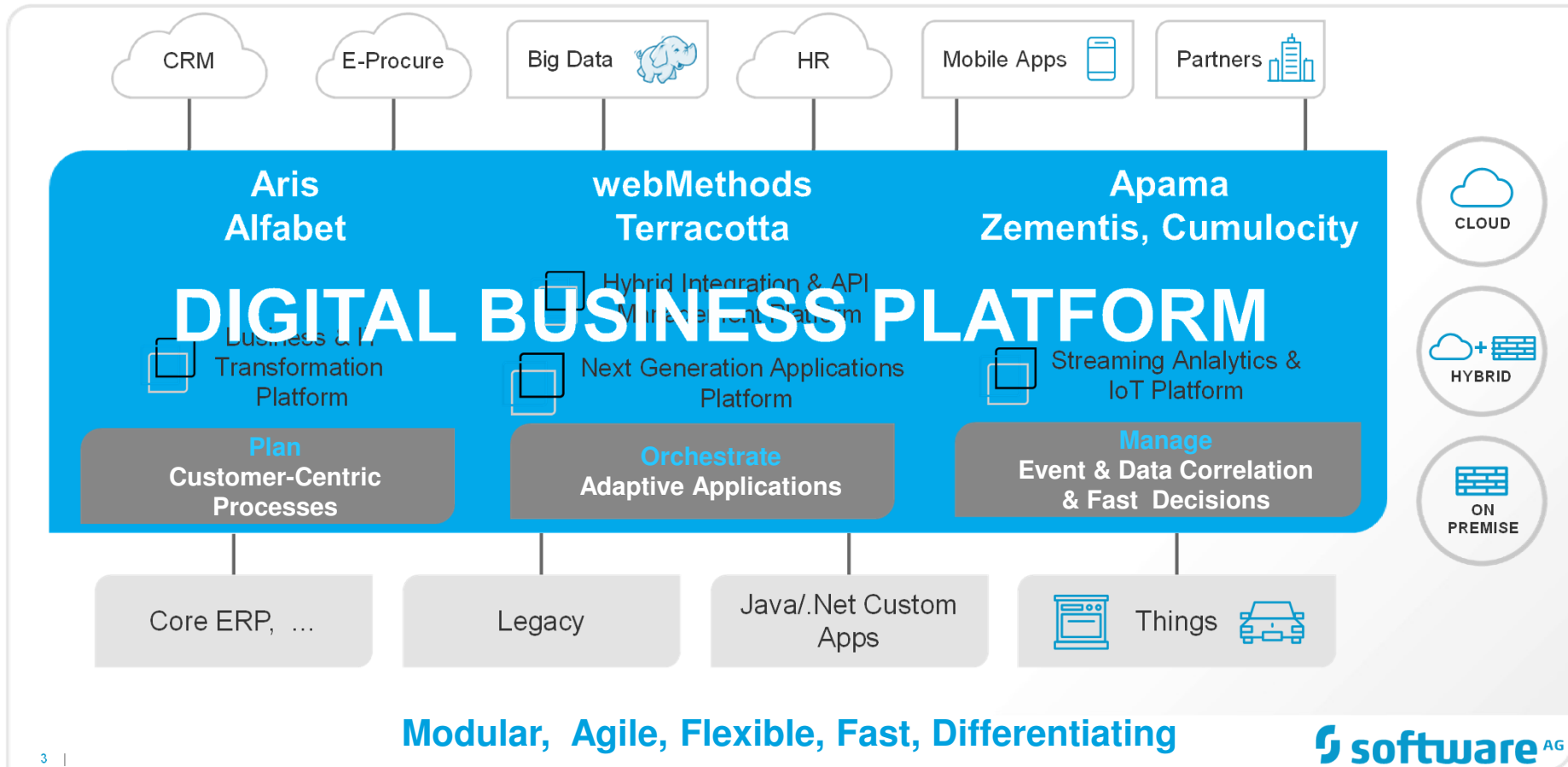


What Got You Here
Won't Get You There....



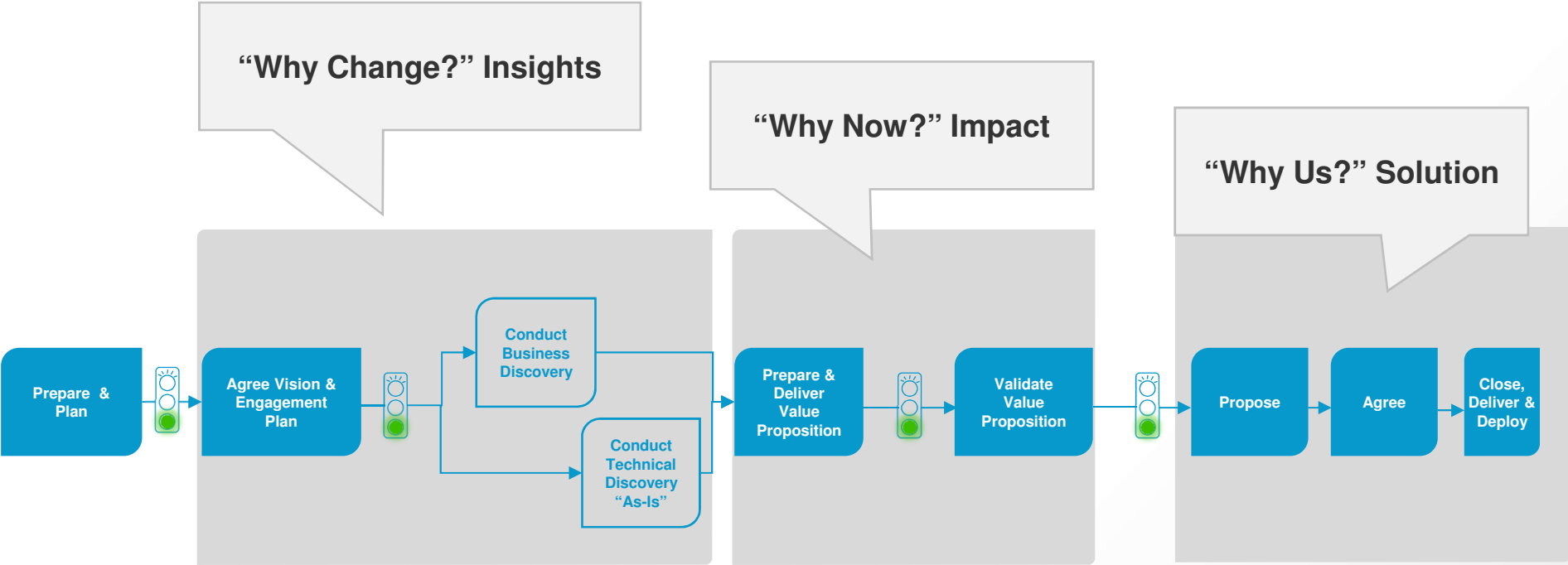
THE NEW LANDSCAPE ARCHITECTURE

DIGITAL BUSINESS PLATFORM AT THE CORE



SO...
**HOW DO WE REALISE
THAT VALUE TOGETHER ?**

SOFTWARE AG CUSTOMER ENGAGEMENT PROCESS




BUSINESS DISCOVERY

INDUSTRY INITIATIVE MAPS & GUIDES

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INDUSTRY INITIATIVE MAP: RETAIL

MAPPING DIGITIZATION INITIATIVES TO THE DIGITAL BUSINESS PLATFORM



Value Driver	Goal	Initiation	Essential Capabilities	Enabling Capabilities	Assessing Capabilities	Not Required
Revenue	Increase Marketing Focus	Customer Insight Program	○	●	○	●
		Personalized Content Marketing Initiatives	○	●	○	●
	Improve Merchandising Efficiency	Merchandise Planning Initiatives (category assortment, space)	○	●	○	●
		Pricing & Promotion Initiatives (dynamic, personalized, real-time)	○	●	○	●
Increase Transactions Sales Channels	Cross-channel Sales Initiatives	○	●	○	●	
	Redesign New Formats and Store Concepts	○	●	○	●	
Cost & Efficiency	Optimize Operational Efficiency	Plan or Optimize Platform Initiatives	○	●	○	●
		Smart Store Initiatives	○	●	○	●
	Inventory Efficiency	Store Assortment Efficiency Initiatives	○	●	○	●
		End-to-end Supply Chain Visibility	○	●	○	●
	Overall Business Efficiency	Inventory Visibility	○	●	○	●
		Merchandising Operations Central	○	●	○	●
	Supply Chain Efficiency	Process Streamlining	○	●	○	●
		Real-time Sales & Inventory Monitoring	○	●	○	●
Integrate Cross-channel Transportation Planning		○	●	○	●	
Integrate Cross-channel Order Initiatives		○	●	○	●	
Vendor Management Efficiency	Supplier Chain Planning & Execution Initiatives	○	●	○	●	
	Supplier Chain Planning & Execution Initiatives	○	●	○	●	
Risk Management	Manage Channel & Partner Risk	Vendor Risk Management	○	●	○	●
		Supplier Fraud Detection	○	●	○	●
	Manage Regulatory Compliance	Regulatory Compliance	○	●	○	●

Enabling Capabilities Key: ● Essential Capability, ○ Not Required, ● Assessing Capability


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Example As-is Architecture

OBSTACLES

- Legacy IT portfolio and data silos (e.g. business not aware of all systems)
- Poor integration among systems (e.g. inventory creates not sharing real-time inventory to be optimized)
- Shared data models and data sources (e.g. different definitions of inventory across systems)
- Complexity in legacy IT (e.g. lack of visibility into order lifecycle due to legacy legacy)
- Poor end-to-end process control and execution (e.g. unable to monitor process to pay processes due to multiple systems)
- Inability to scale to address data volume (e.g. inconsistent strategy across legacy systems)
- Poor connectivity to external stakeholders (e.g. massive external effort managing multiple connections)

Typical Allocation of IT Spend




Example To-Be Architecture


ENABLERS

- Platform as a IT portfolio and harmonize processes
- Efficient and simple integrated business systems
- Common data models, data and source harmonization
- High time-to-market, analytics and decision
- Business applications & process automation supporting end-to-end operational agility
- Capacity to address real-time data challenges
- Flexible connectivity to new channels (e.g. IoT, AR, Mobile)

Target Allocation of IT Spend



Example Discovery Process

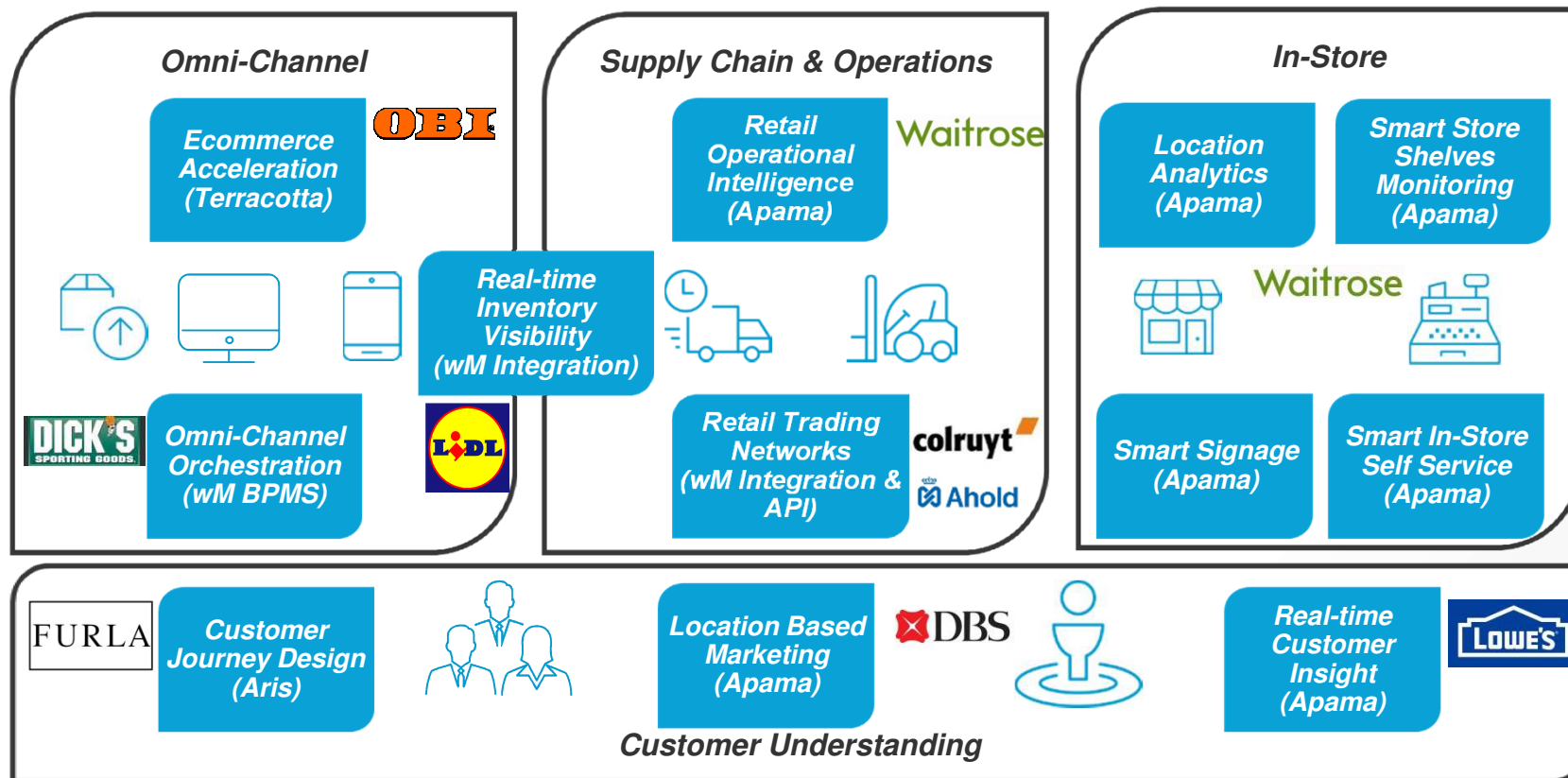


The Discovery Process & Action

1. Discover current state (Inventory, Existing Inventory & Investment)
2. Identify key challenges (Inventory, Existing Inventory & Investment)
3. Define key objectives (Inventory, Existing Inventory & Investment)
4. Develop a strategy (Inventory, Existing Inventory & Investment)
5. Implement a plan (Inventory, Existing Inventory & Investment)

INDUSTRY SPIN : RETAIL

EXAMPLE USE CASES & REFERENCES ASSOCIATED



11 INDUSTRY MAPS & 1 ADABAS NATURAL MAP

BANKING



INSURANCE



MANUFACTURING



RETAIL



GOVERNMENT



ADABAS/NATURAL



SECURITIES



UTILITIES



TRANSPORTATION



COMM. & MEDIA



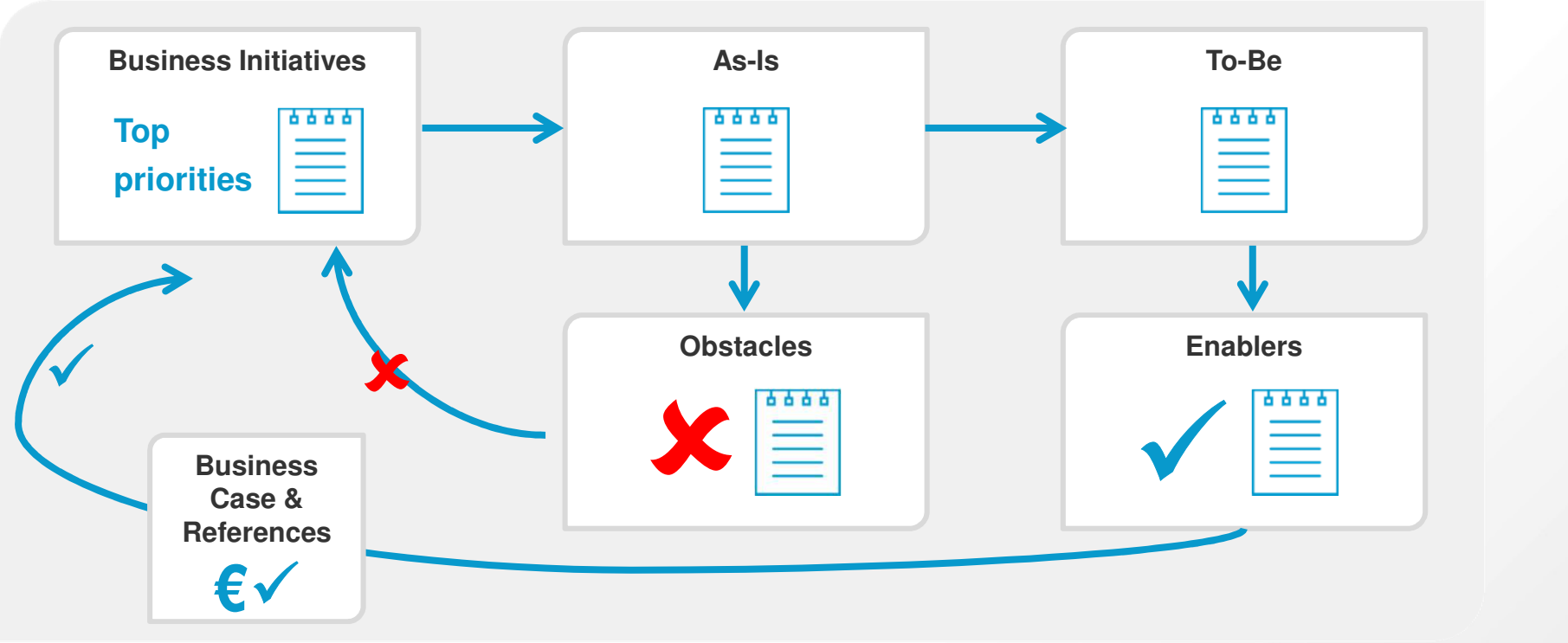
PHARMA/LIFESCIENCE



MACHINERY MAN.



CUSTOMER ENGAGEMENT FORMULA



win



win



**THANK YOU
AND...LETS ENGAGE !**

