

Digitalität@
Heidelberg



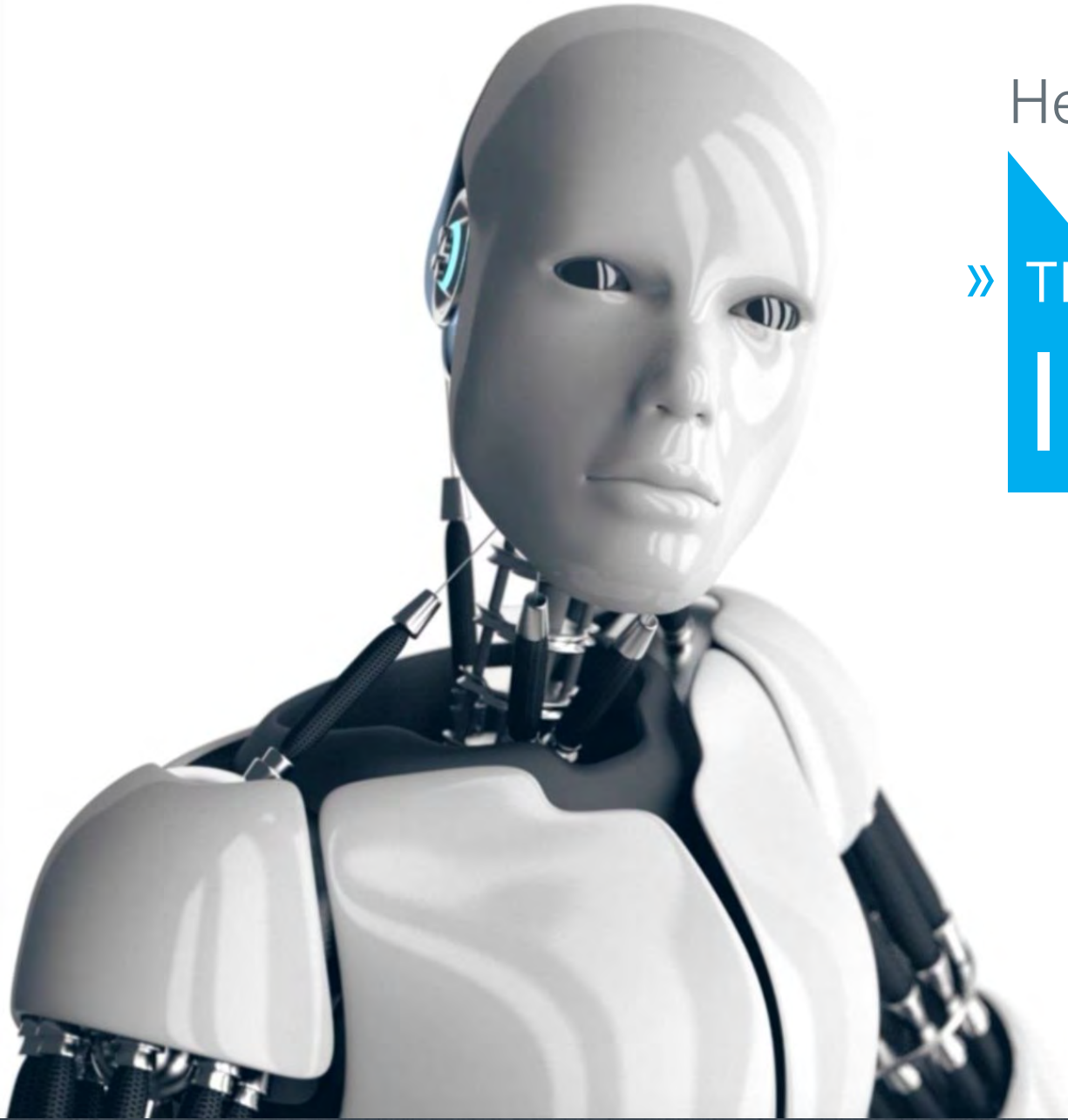
A futuristic landscape featuring several advanced, metallic, spherical buildings with glass facades and curved structures. Two flying cars are visible in the sky. The scene is set against a backdrop of a blue sky and a body of water, with a lush green forest in the foreground. A dark blue vertical bar is on the left side of the image.

Welcome to the future

Intelligently connecting people, things and businesses

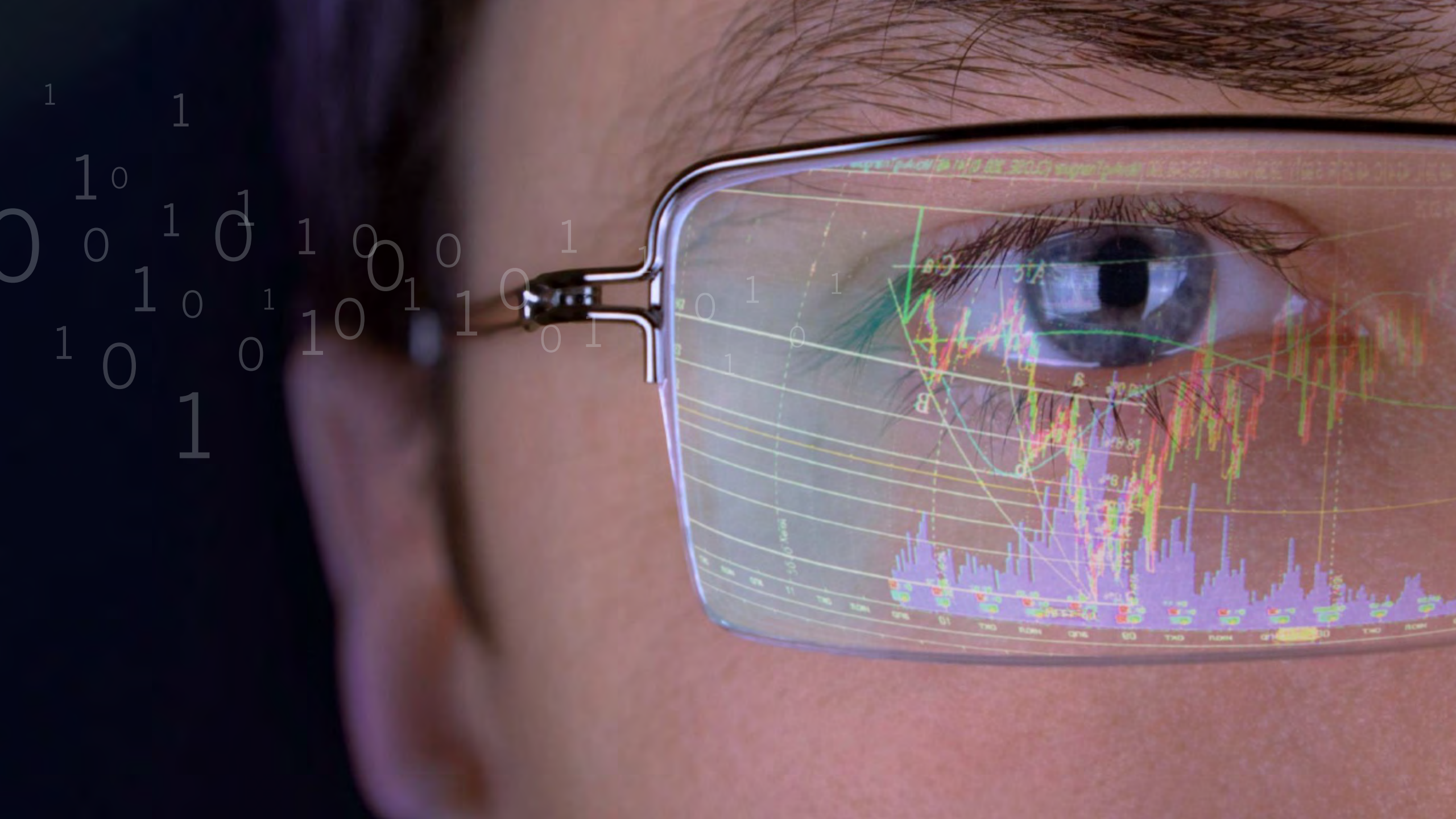
Rolf Schumann

Global General Manager Platform and Innovation | SAP HANA Cloud Platform



Heraclitus:

» THE ONLY THING THAT IS CONSTANT
IS CHANGE. «





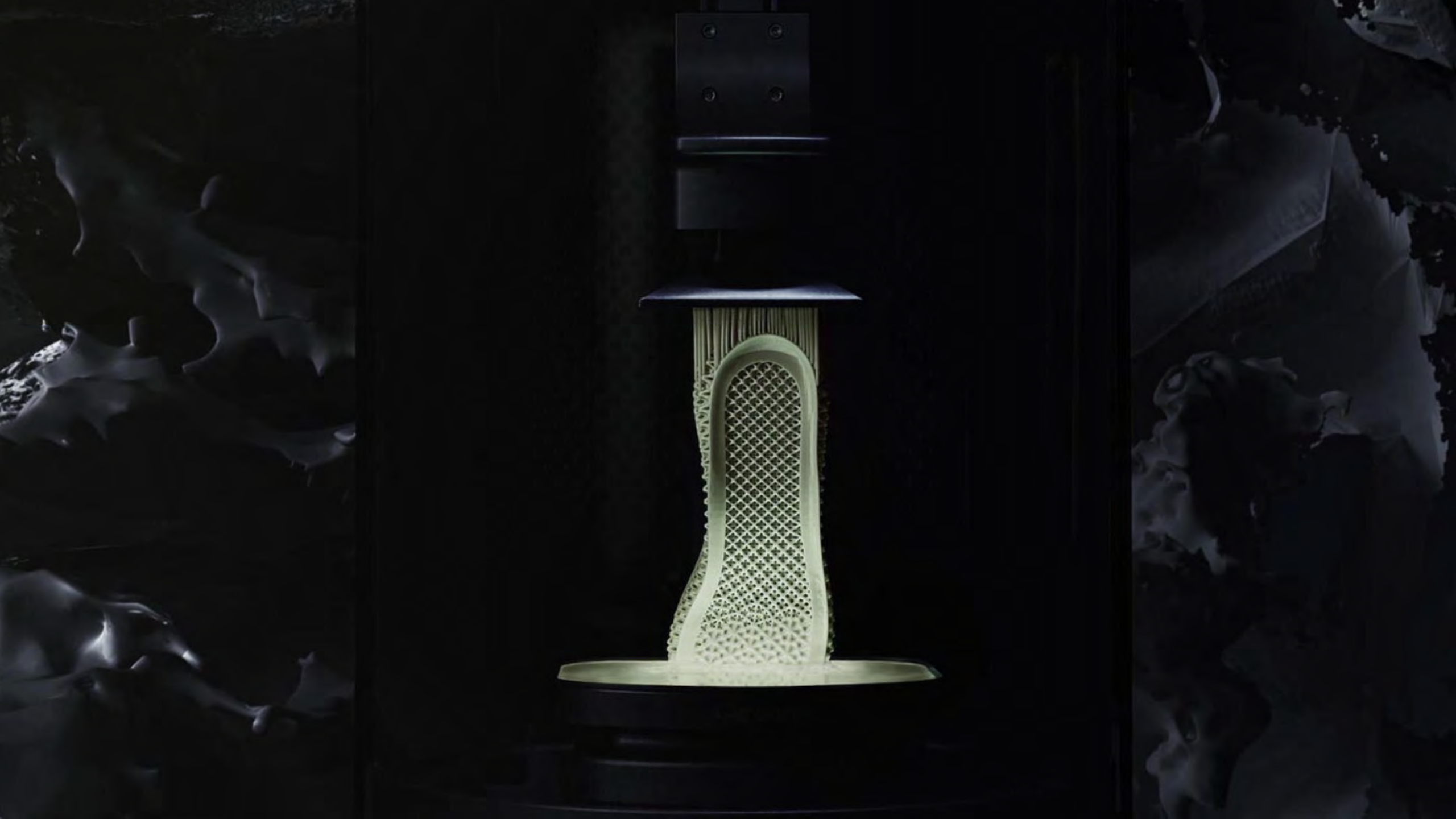
180 pts

39

Loren Ipsum







Digitalization

Every company to become a software-driven company by...

Intelligently connecting People, Things and Businesses

Machine Learning

Integration

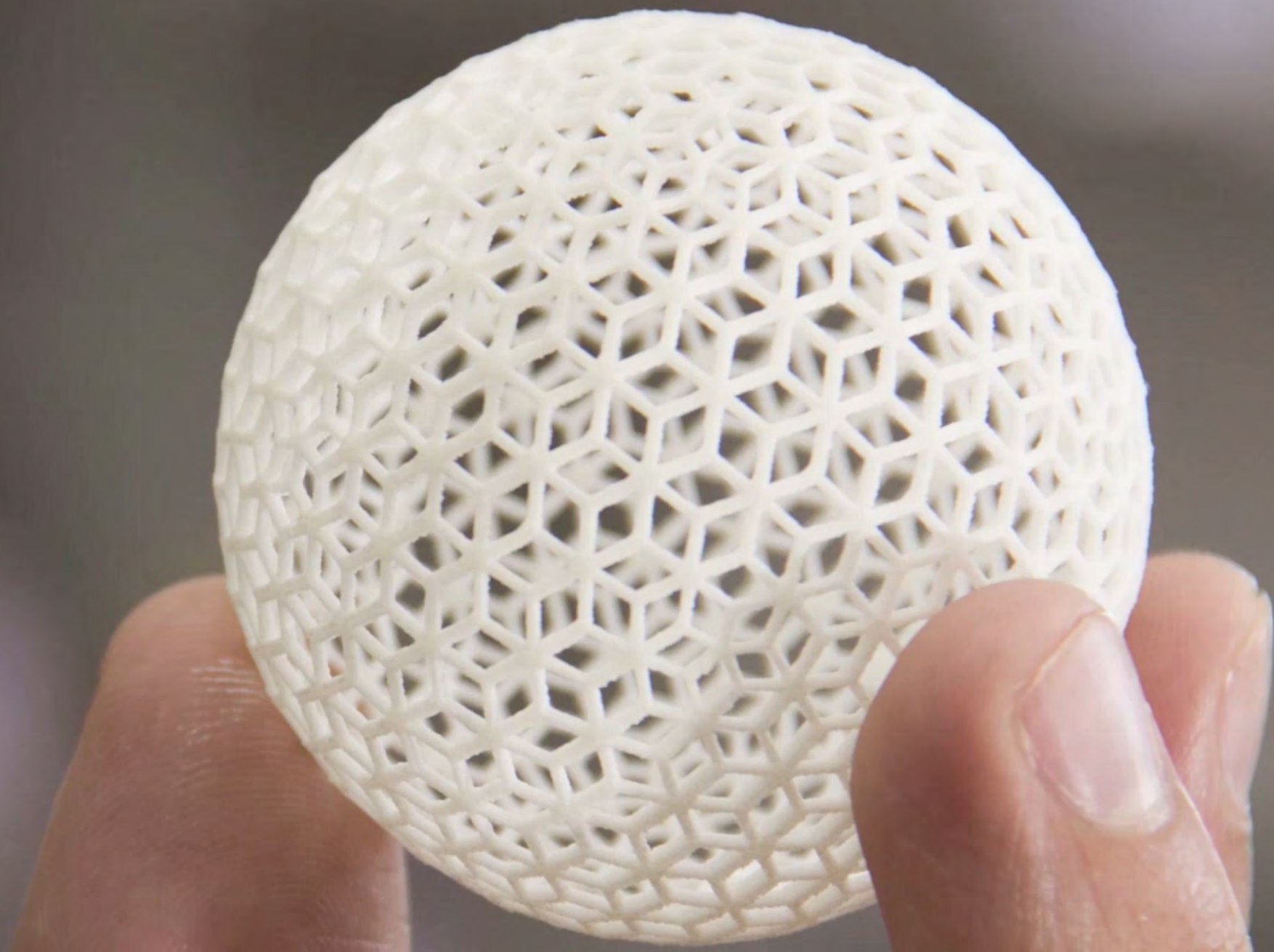
UX
Mobile
Collaboration

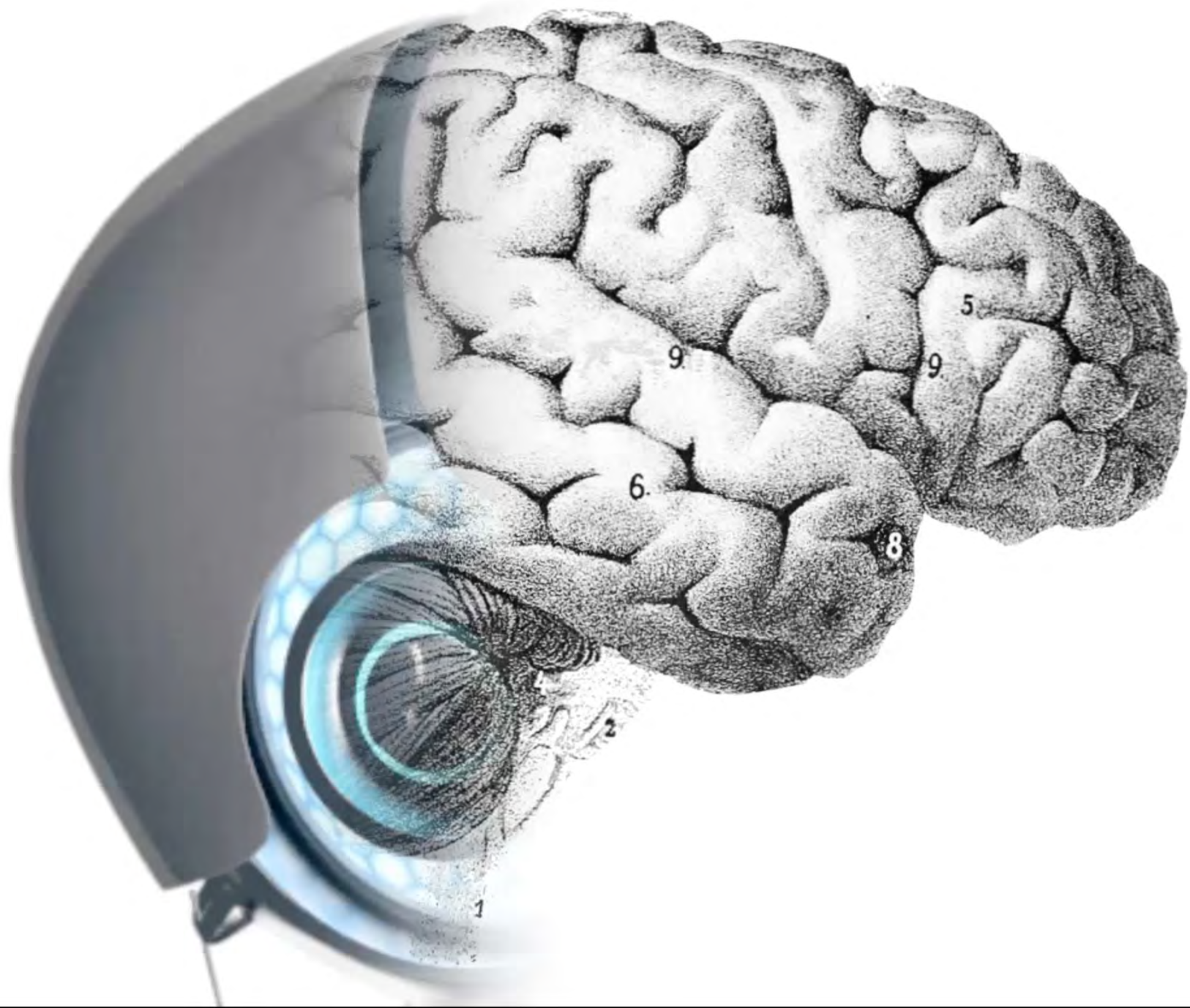
IoT

APIs
Microservices
Integration

Real-time Analytics









2014 FIFA

Champions

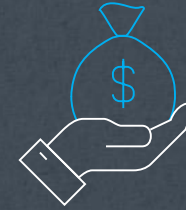
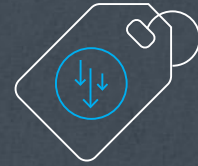


CHAMPION

2014 FIFA World Cup



Digital Technology is NOW



Feasible.

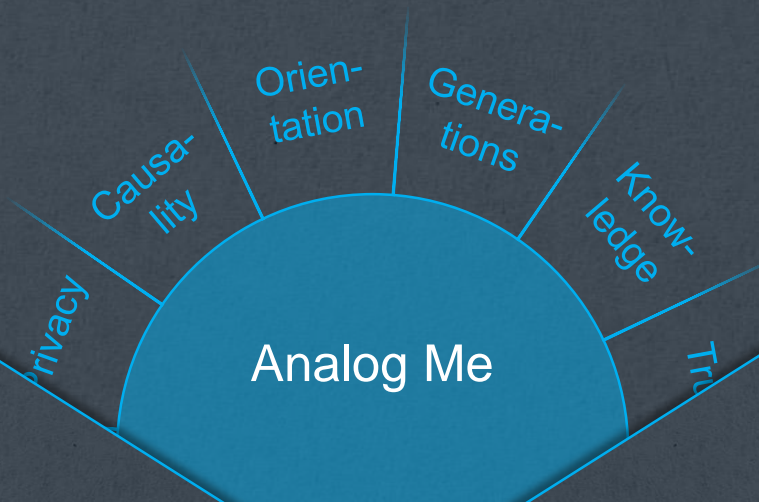
Affordable.

Viable.

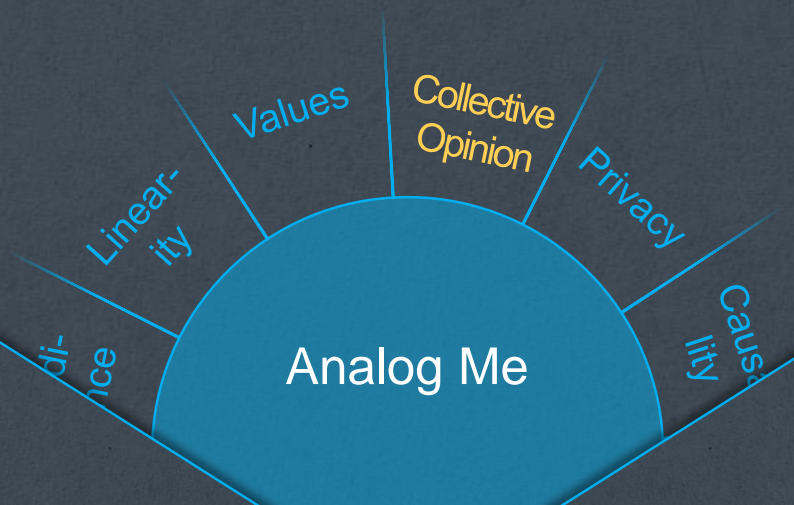




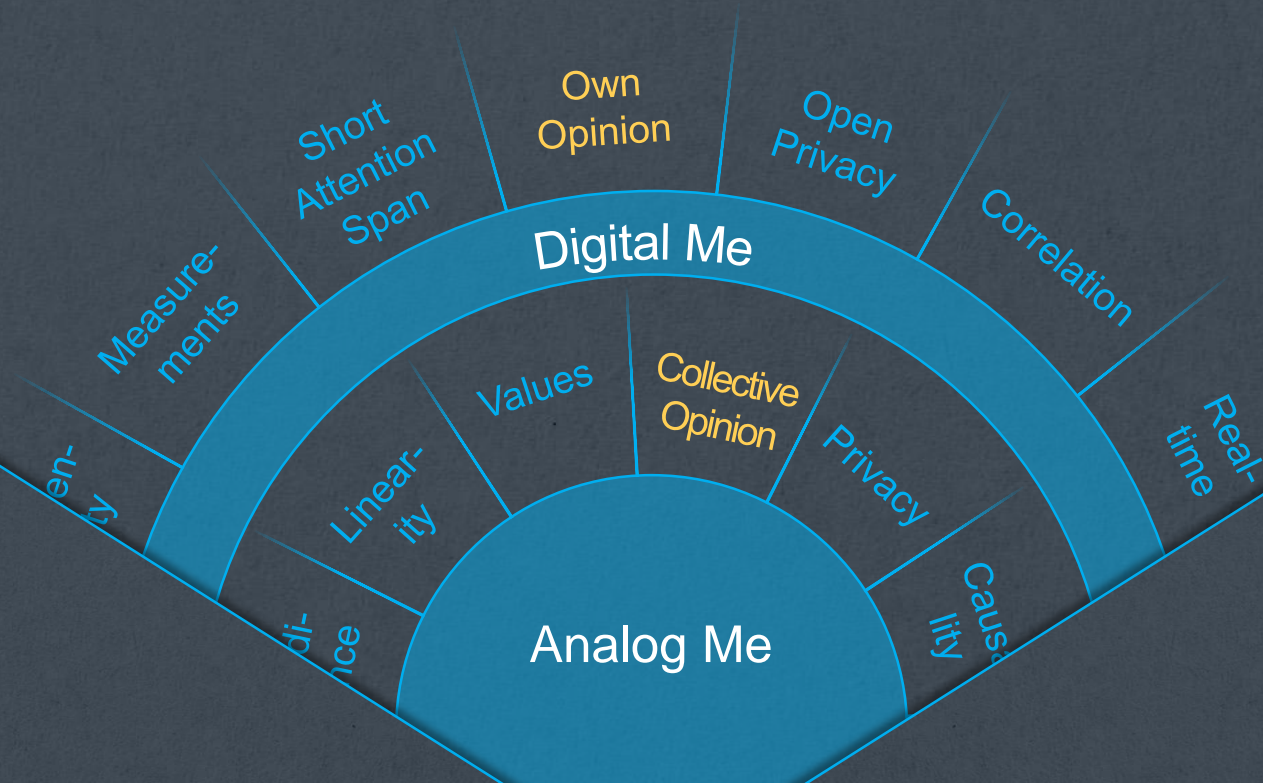
Digital Transformation Compass



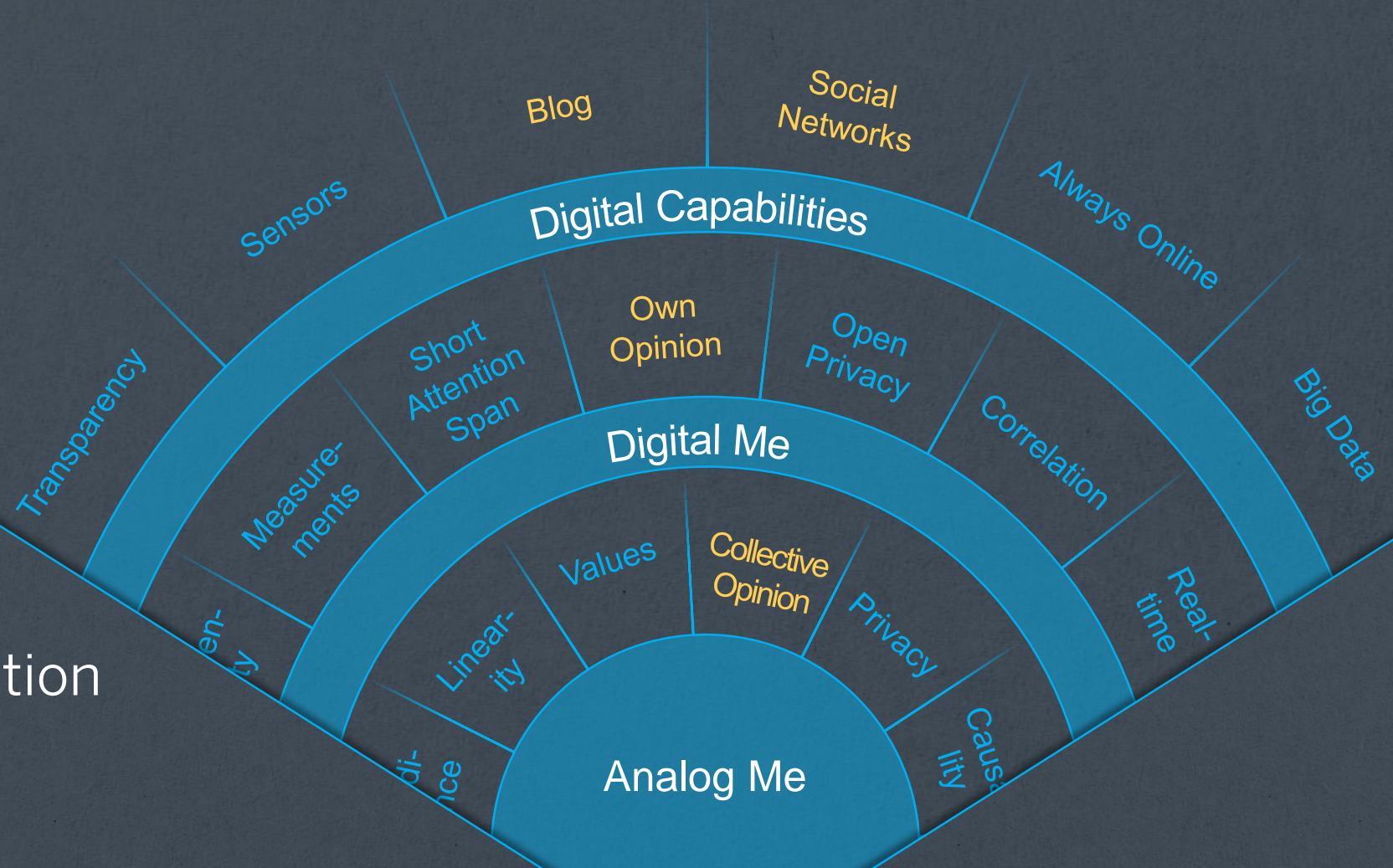
Digital Transformation Compass



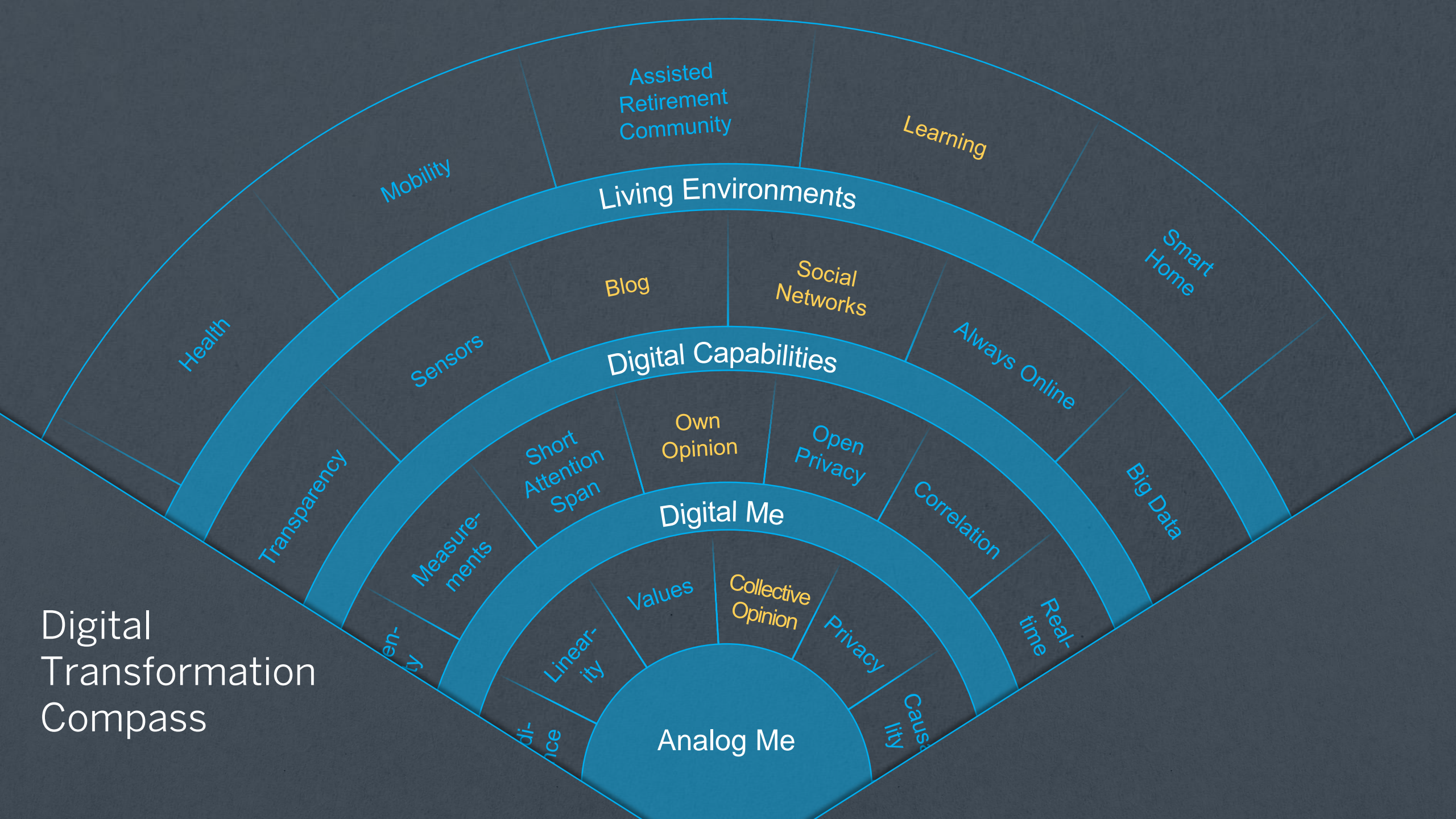
Digital Transformation Compass



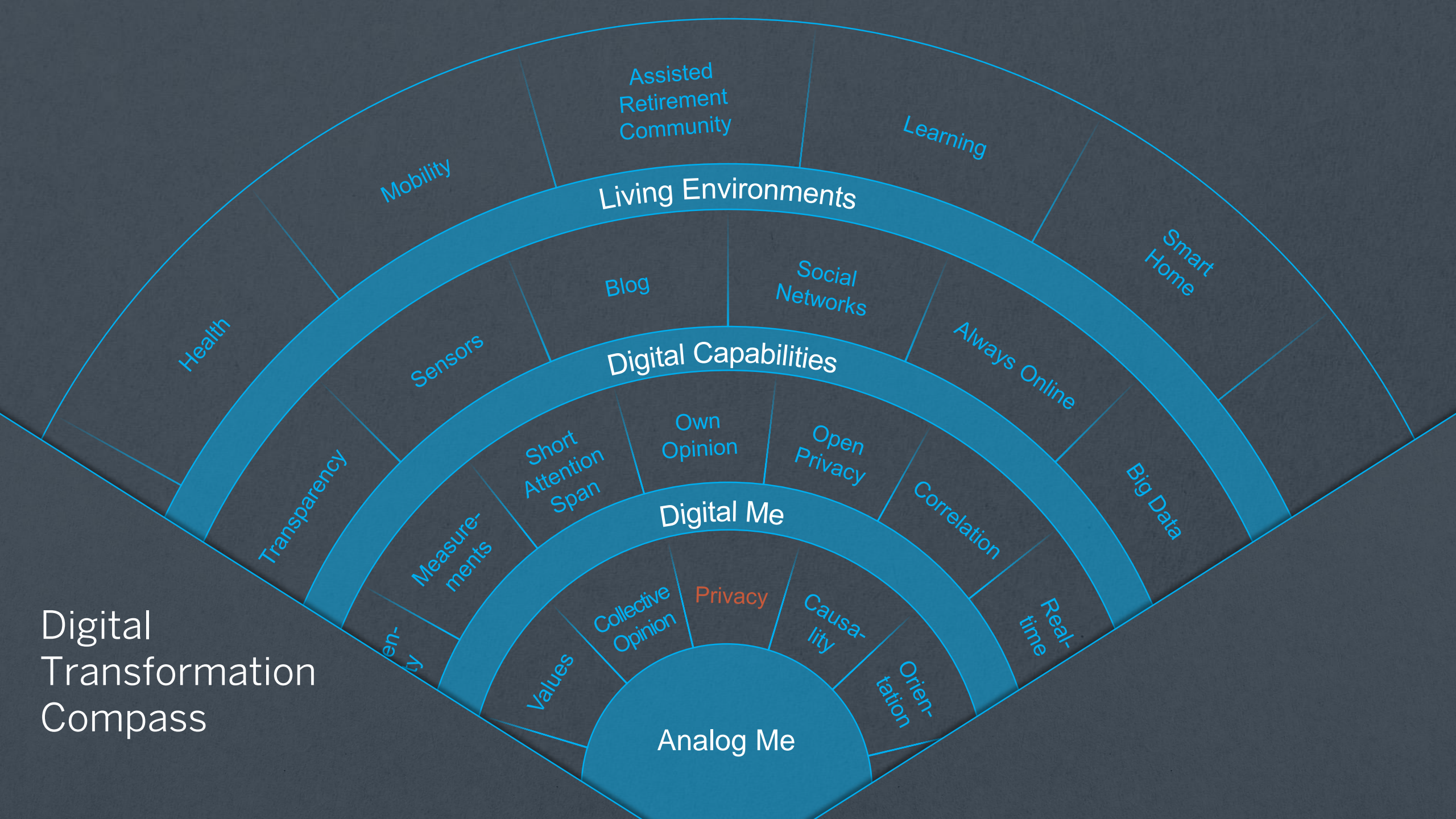
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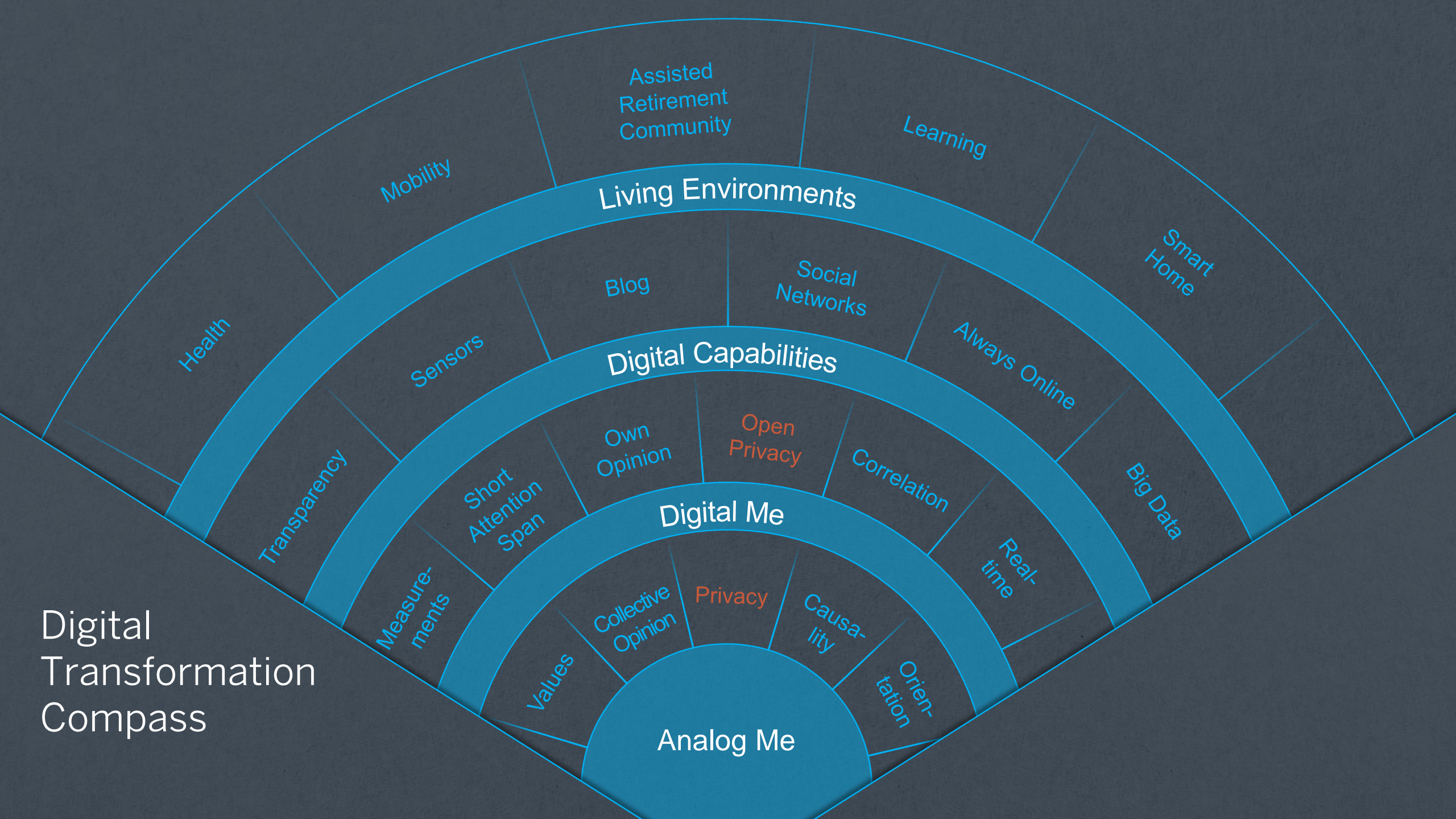
Digital Transformation Compass



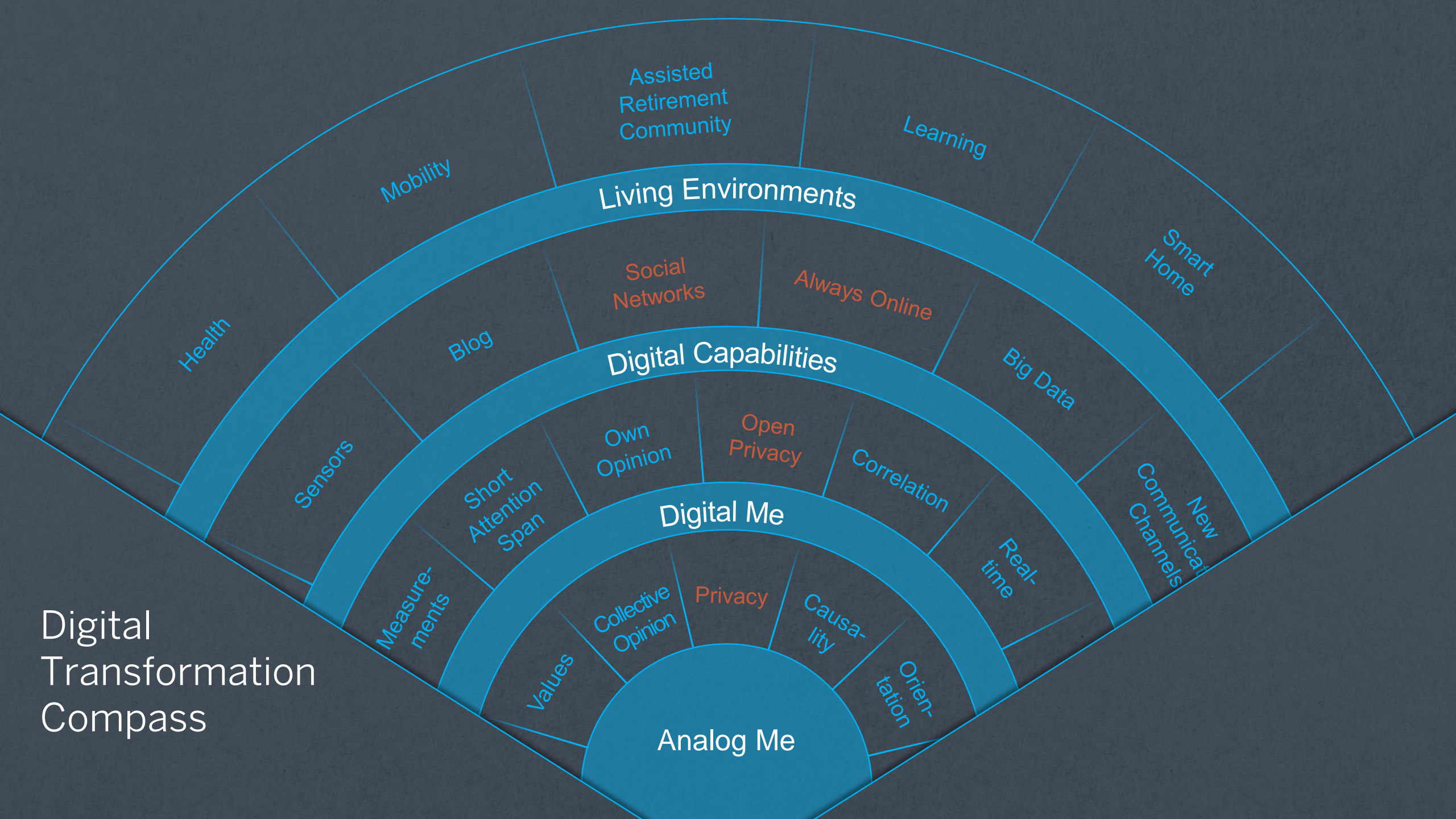
Digital Transformation Compass



Digital Transformation Compass



Digital Transformation Compass



Health

Mobility

Living Environments

Assisted Retirement Community

Learning

Smart Home

Digital Capabilities

Social Networks

Always Online

Big Data

Sensors

Blog

Own Opinion

Open Privacy

Correlation

New Channels
Communicat
Channels

Digital Me

Short Attention Span

Real-time

Measurements

Collective Opinion

Privacy

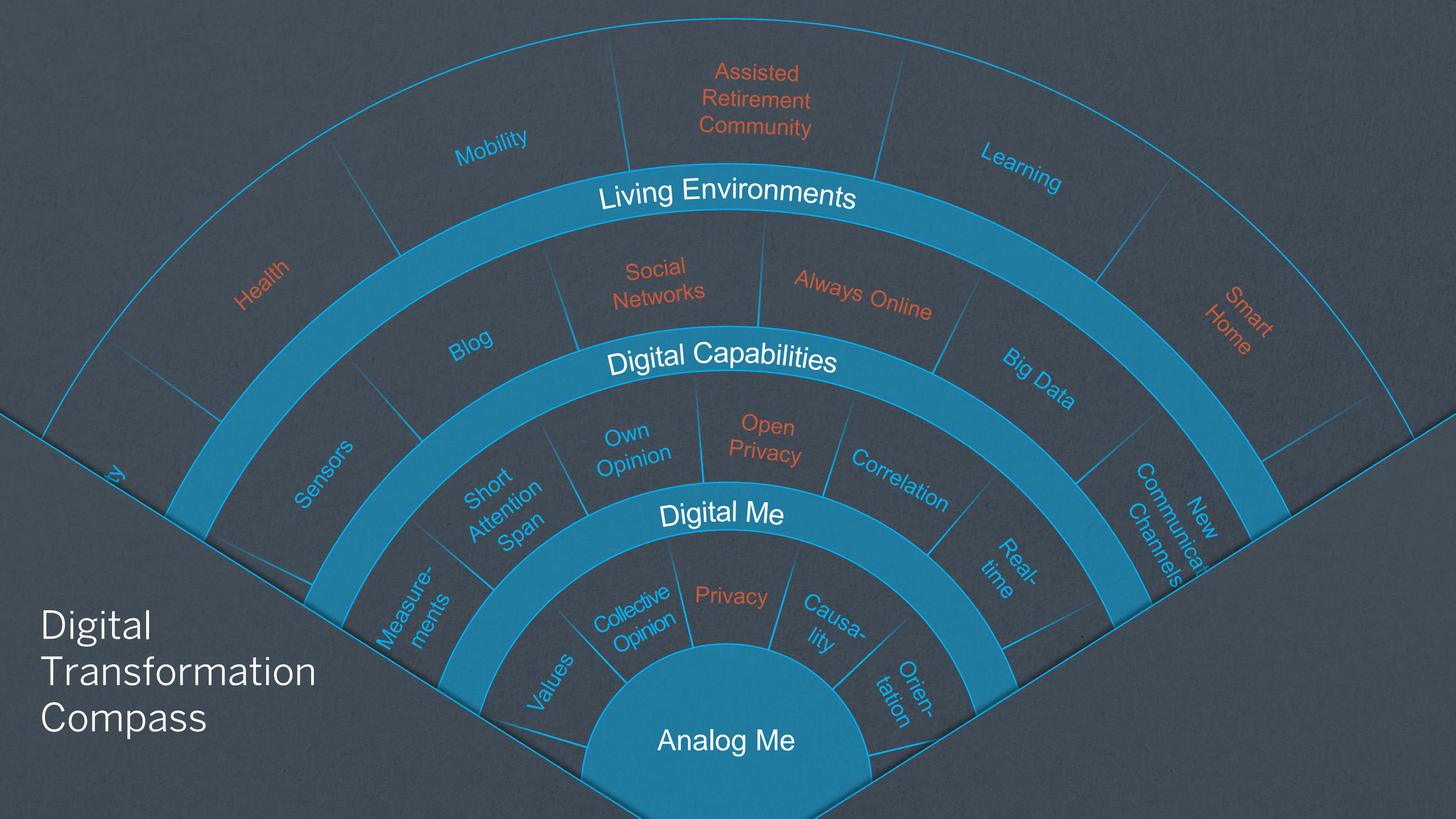
Causality

Orientation

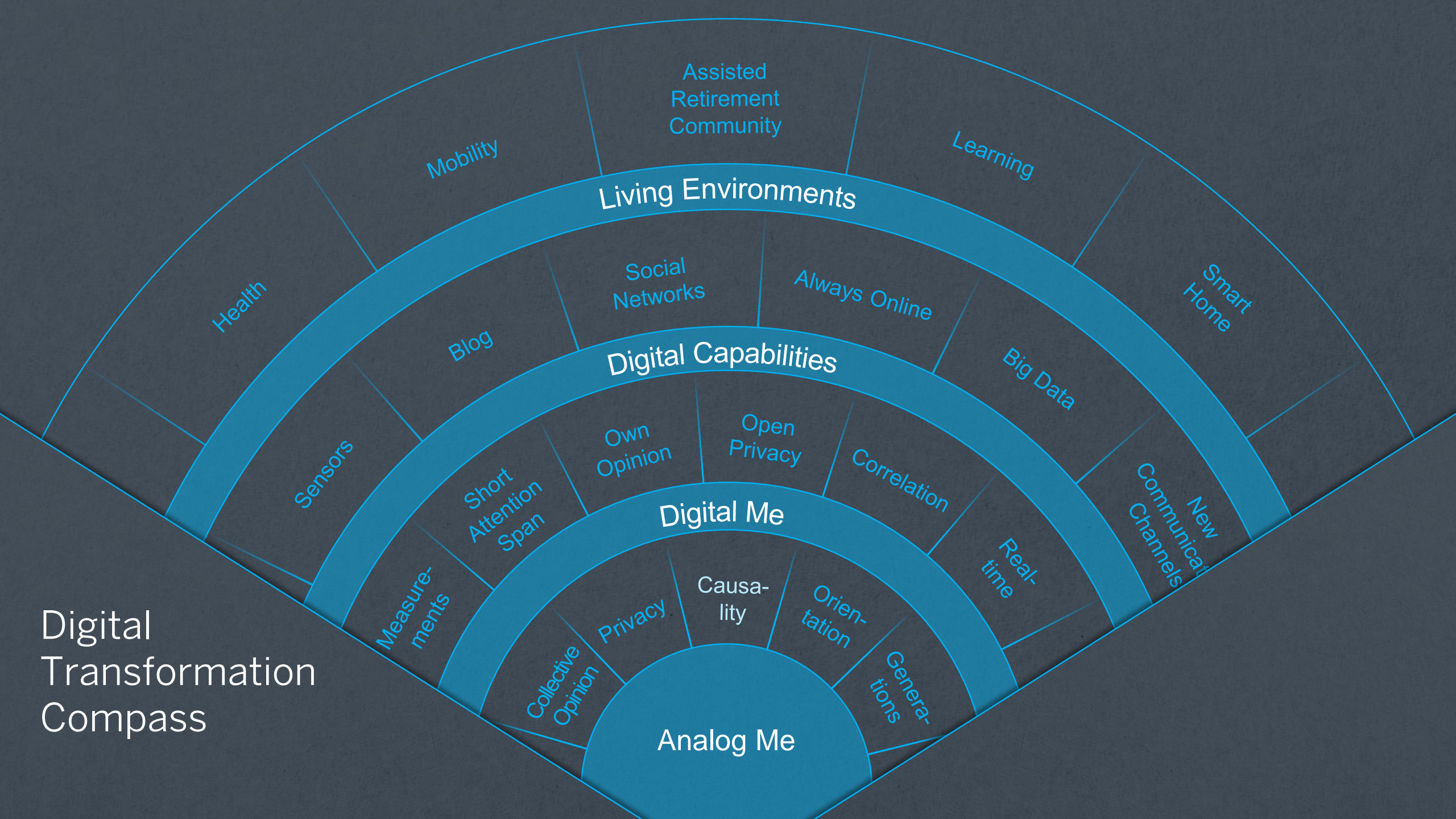
Analog Me

Values

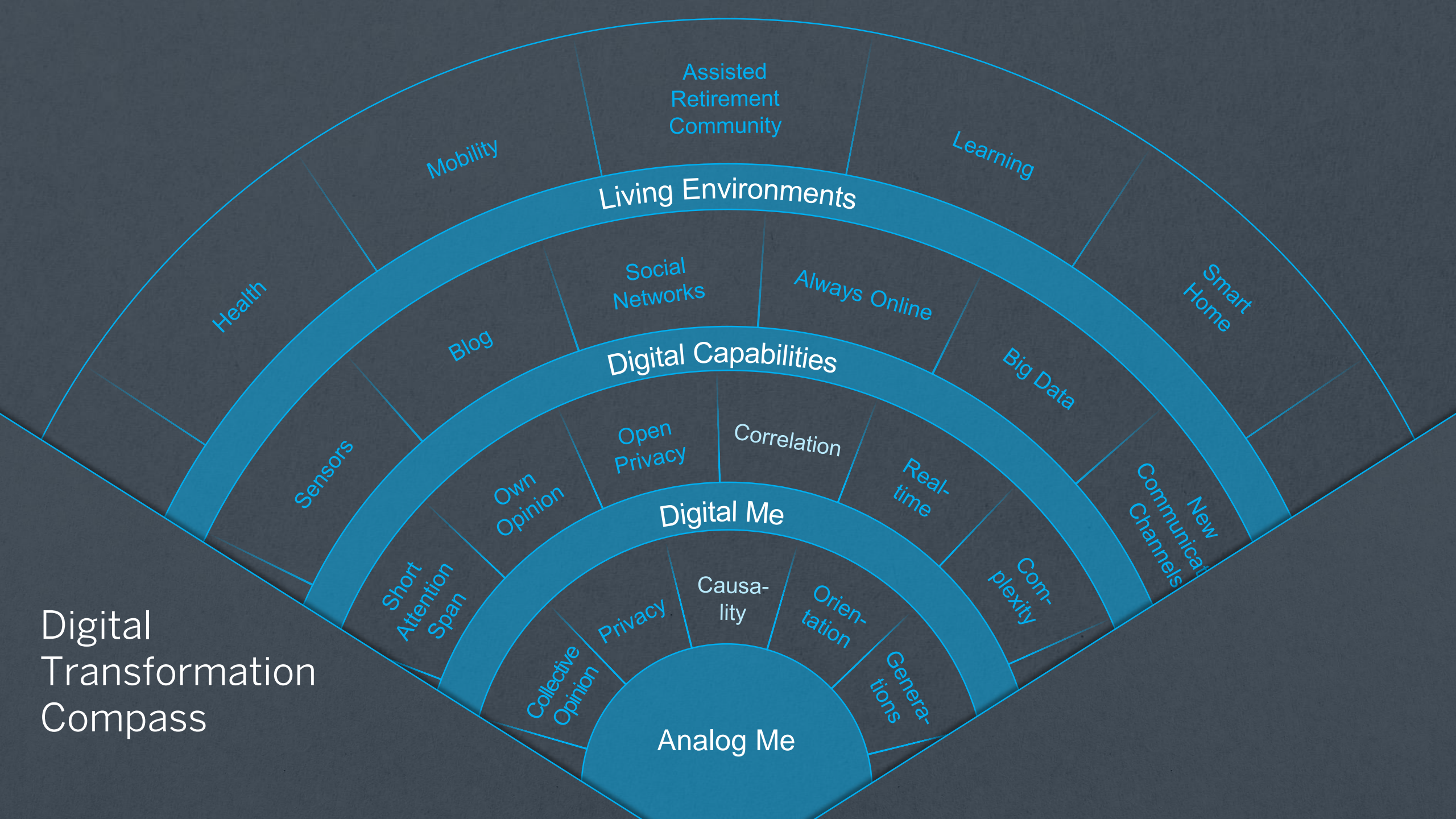
Digital Transformation Compass



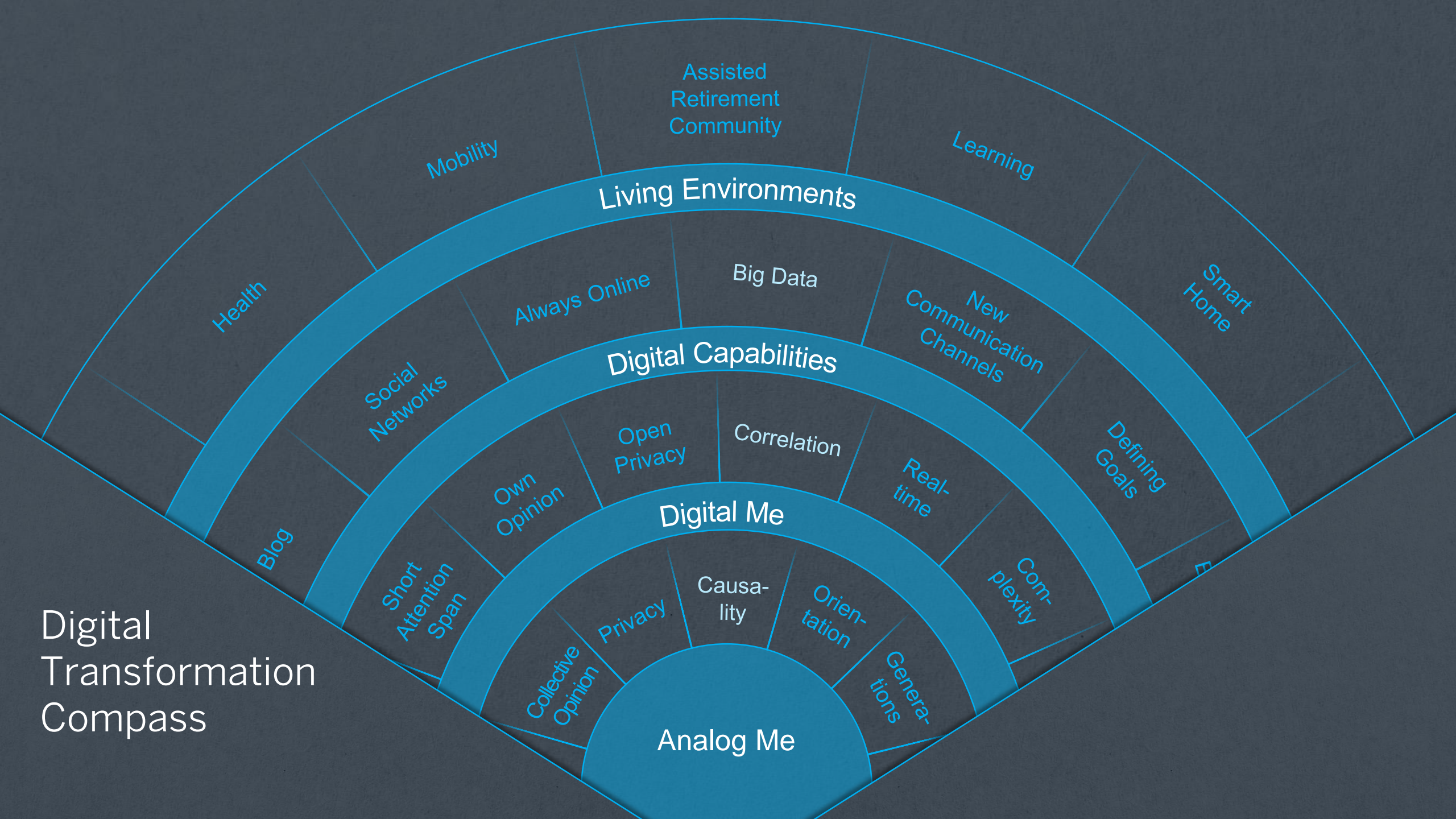
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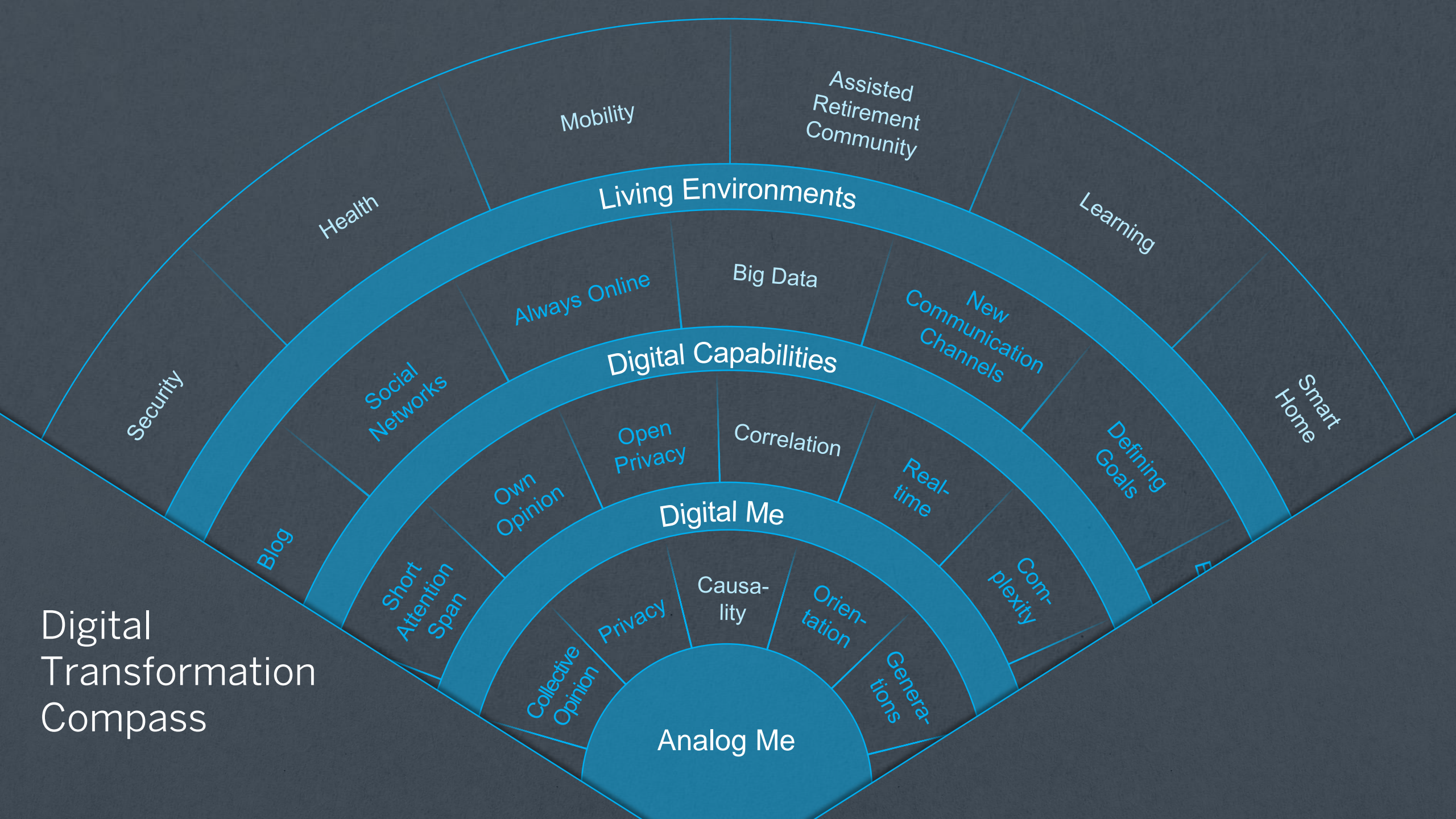
Digital Transformation Compass



Digital Transformation Compass



Digital Transformation Compass





Take responsibility together



It's Time