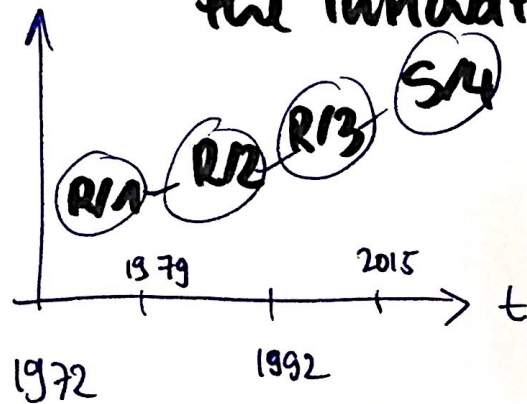


Collaboration | Control
Cultivation | Competence

Keynote #1: "A New Vision of Innovation"

3 AUGUST 2016 @ UCI

SAP's Evolution to Overcome the Innovator's Dilemma



from SAP GOI to SAP Fiori & DESIGN THINKING

Here comes 'HanaHaus'

initial idea by Hasso Plattner

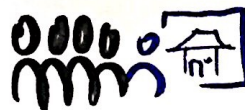


Vision:

European Coffee House Culture, e.g. Lloyds of London

Innovation Center Approach applied:

Interdisciplinary team incl. Architects



But: - no SAP Branding
- no sales
- good coffee ☕

(Surjaey Shirolb)

INNOVATION CENTER NETWORK

EXPLORE ind. Thought Leadership
ENGAGE With Architects, young firm
SCALE GTM and Early Adopters

"Twelve Concept" First Prototype at Cebit 2014
Applying Design Thinking
100+ public seats
Workspace for rent (from \$3/hr for seat)
various physical space concepts
Research on Real Estate
↳ famous movie Twelve
↳ into Borders store

"Innovation is in our DNA since 1972"

