

SAP Corporate Strategy

Q1 2024

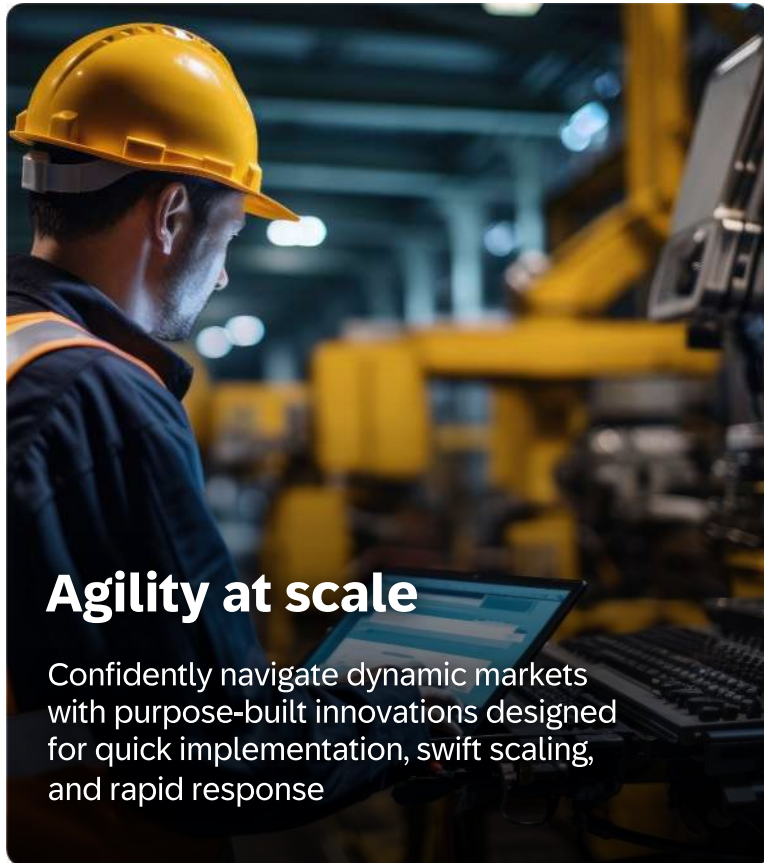




**Help the world
run better and improve
people's lives**

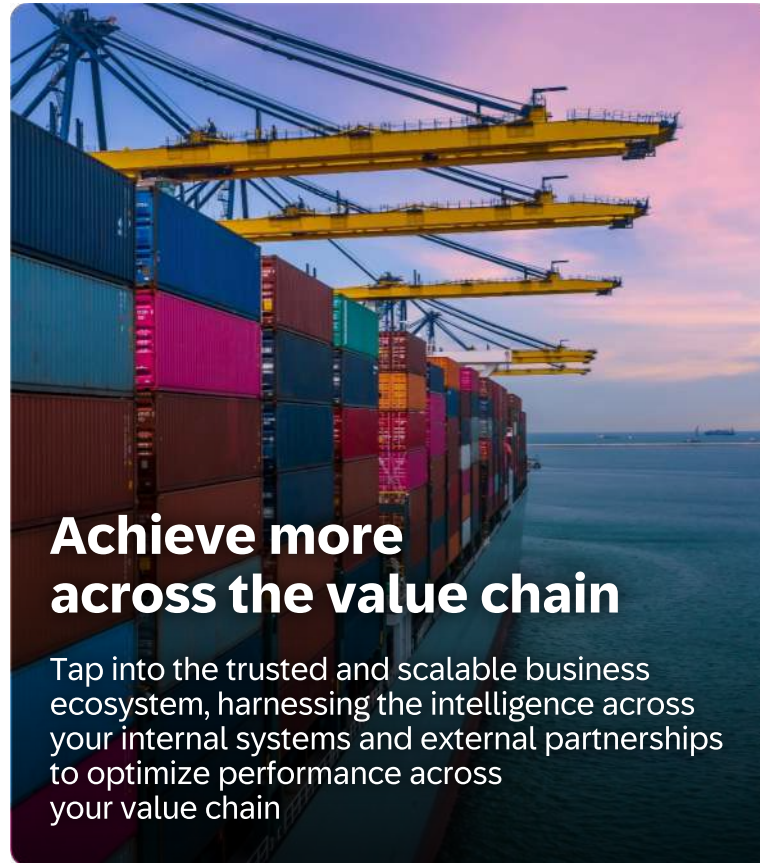
Our vision

We bring out the best in every business



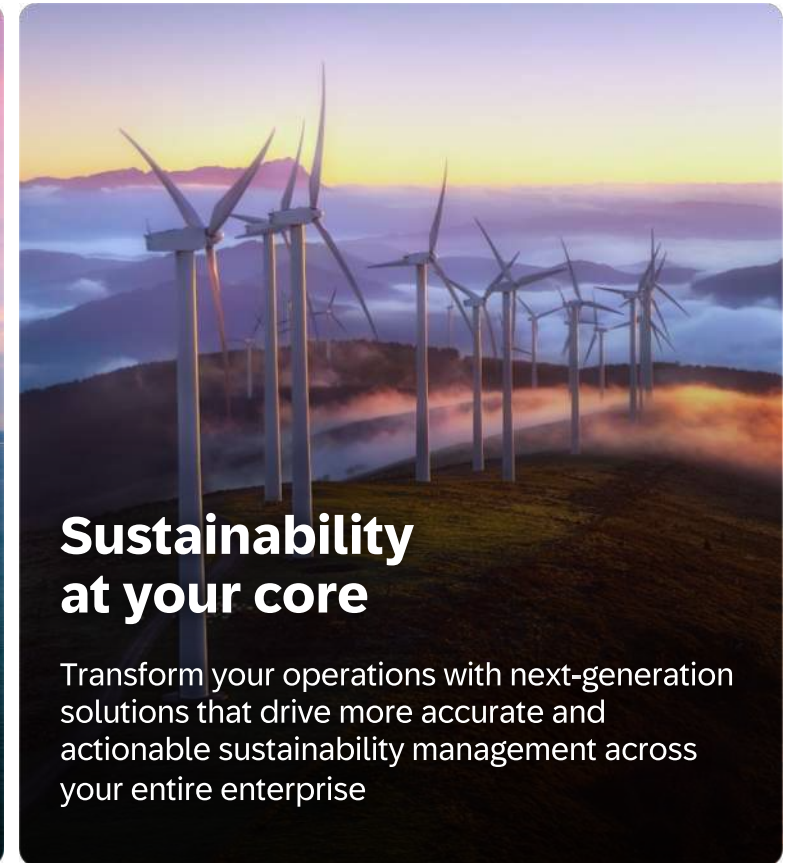
Agility at scale

Confidently navigate dynamic markets with purpose-built innovations designed for quick implementation, swift scaling, and rapid response



Achieve more across the value chain

Tap into the trusted and scalable business ecosystem, harnessing the intelligence across your internal systems and external partnerships to optimize performance across your value chain

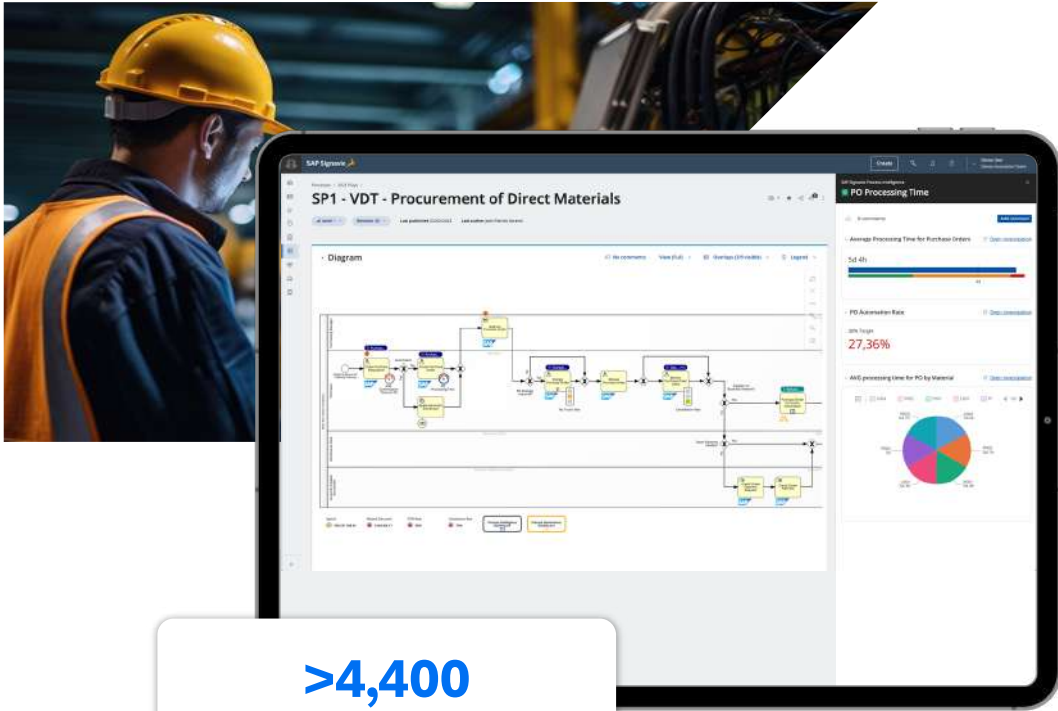


Sustainability at your core

Transform your operations with next-generation solutions that drive more accurate and actionable sustainability management across your entire enterprise

Agility at scale

Confidently navigate dynamic markets with purpose-built innovation



>4,400
RISE with SAP
customers

Business process redesign
and intelligence with SAP Signavio

Cloud migration towards a clean core with
Business Technology Platform

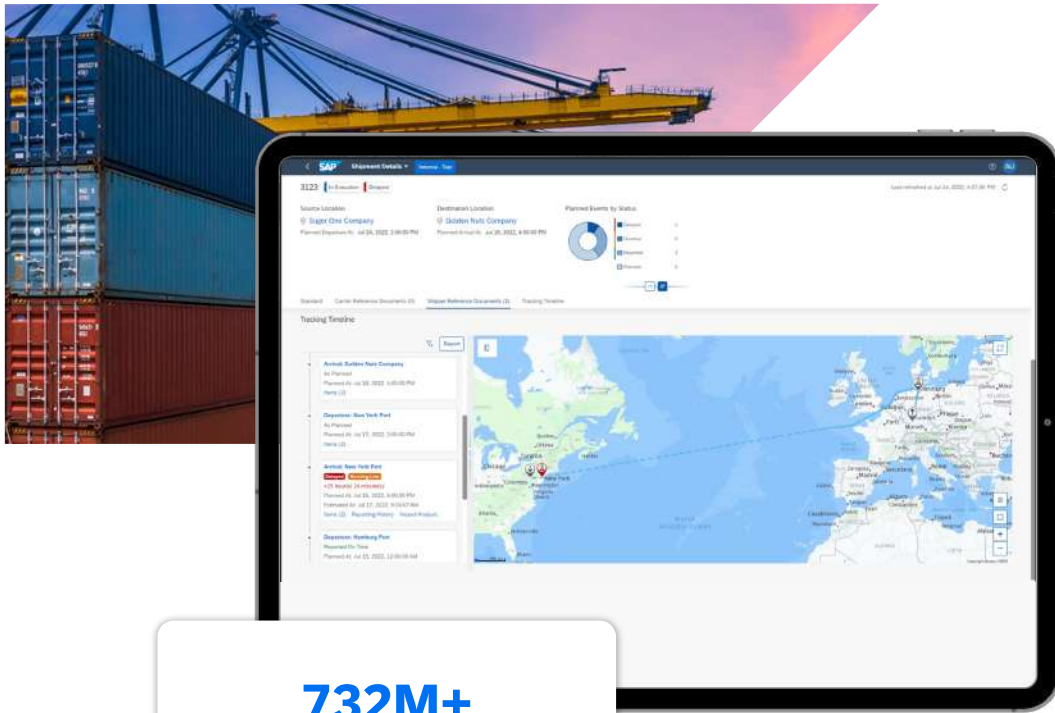
Innovation and automation
on top of Business Technology Platform

HITACHI
Inspire the Next

94% reduction
in customization footprint

Achieve more across the value chain

Tap into the trusted and scalable business ecosystem



732M+
B2B transactions¹

B2B marketplace

Establish a marketplace to search supply and demand

Tier N network

Build industry networks to help companies gain multi-tier visibility

Tier 1 network

Digitize B2B connections to help companies gain speed and efficiency

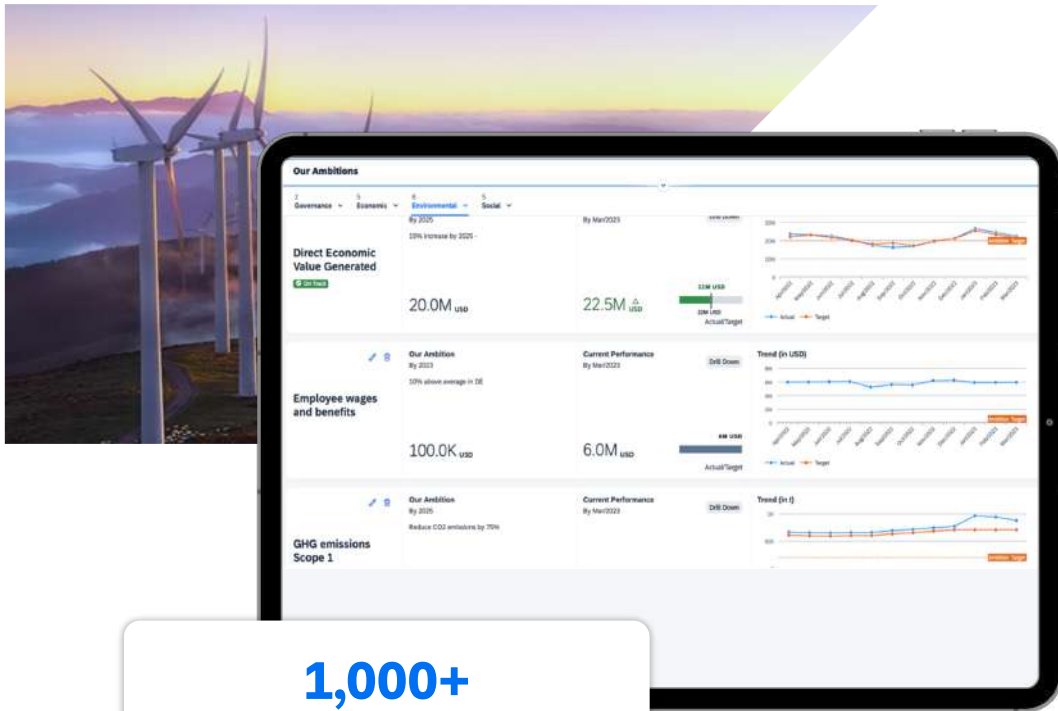
Baker Hughes 

US\$13 bn of purchase order spend transmitted through SAP Business Network in year one

¹ in Q3 2023

Achieve more across the value chain

Transform your operations with accurate and actionable sustainability management



1,000+
SAP Cloud for Sustainable
Enterprises customers¹

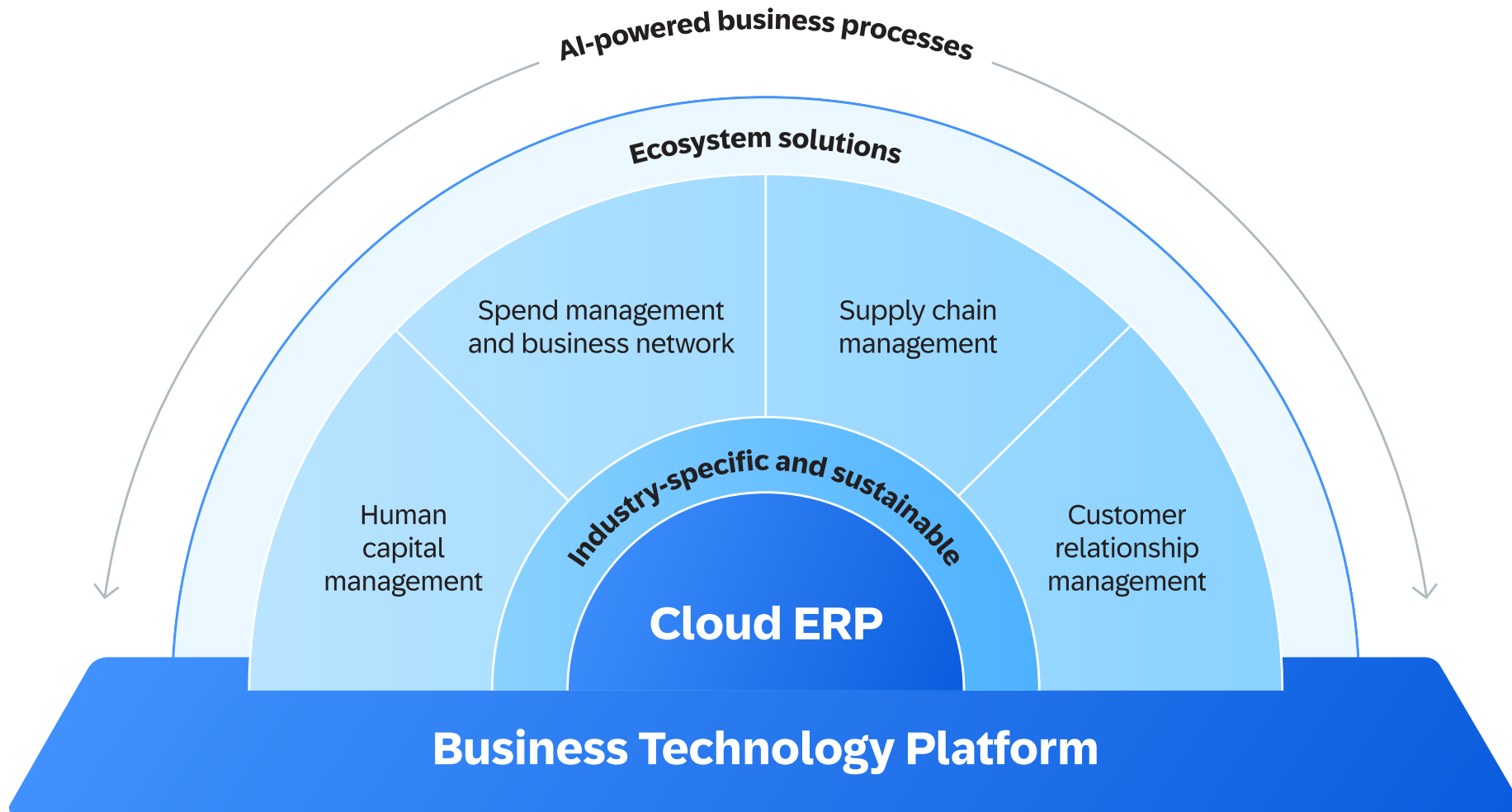
Record
actuals instead of averages

Report
audit-ready ESG metrics

Act
ESG embedded business processes

¹ includes L1 & L2 solutions since 2019

Our portfolio turns our vision to reality



Our business AI is embedded across the portfolio

Relevant

Reliable

Responsible



Joule

A copilot that truly understands your business

Embedded AI capabilities

Cloud ERP

Supply chain management

Human capital management

Spend management and business network

Customer relationship management

Business Technology Platform

AI Foundation

on Business Technology Platform

AI ecosystem partnerships and investments



ANTHROPIC



cohere

databricks

DataRobot

Google Cloud

IBM

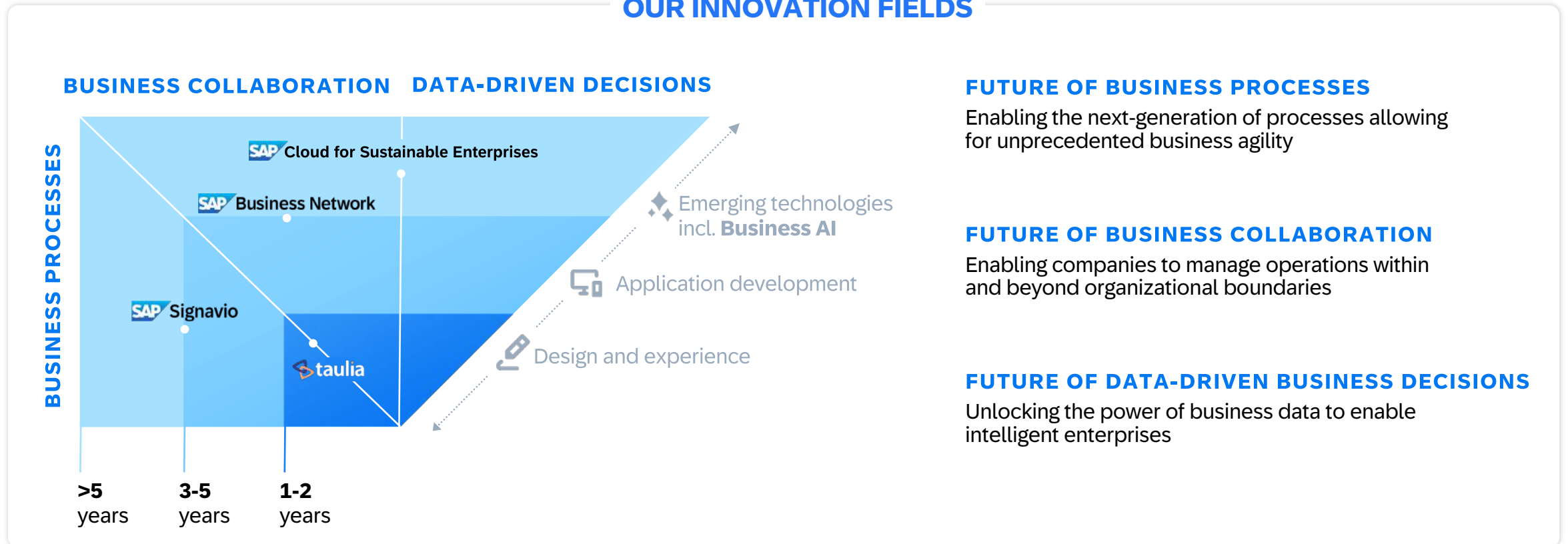
Microsoft

Our innovation fields guide our future

Business-driven innovation that creates real-life customer value

Grounded in **technology**. Powered by a trusted **application development**. Delivered through human-centered **design and experiences**.

OUR INNOVATION FIELDS



Our dedicated Cloud ERP + BTP offerings for all customers



Large enterprise customers

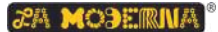
Brownfield ERP cloud migration

SAP S/4HANA Cloud, Private Edition + BTP

Mid-market customers

Greenfield ERP implementation

SAP S/4HANA Cloud, Public Edition + BTP





Our goal is clear

#1

**Enterprise application
and Business AI company**

powered by our leading platform

#1

in market
share

#1

in customer
satisfaction

#1

in customer
lifetime value

#1

in portfolio
adoption

Thank you.

