

Henning Kagermann Keynote

Role of SAP

rip and replace? transformation to SOA too complex and pricey? T

- Faster innovation without disruption for ERP
 - NetWeaver
 - ERP
 - Enhancement Packages EhP
 - The Burger
 - Composite Applications
- "Business innovation with enterprise service bundles"
 - easy-to-consume
 - implementation in less than two weeks
- customer evolution strategy
 - MDM the stable platform with extensions and plugins (Enhancement Packages) on-top
 - pulling out the services
- expanding biz network along 3 dimensions
 - user groups
 - communities of innovation
 - partners

Role of C-Level

- CEO
 - collaborating with external people
 - "In 2000 little more than 10 percent of our innovation was partnered...last year more than 40 percent of what we commercialized had at least one external partner."
 - AG Lafley, CEO Procter and Gamble
 - co-innovate
 - "mine the wisdom of the crowd"
 - combine complimentary skills
- COO
 - "build these networks"
 - focus on efficient processes
 - "enterprise SOA delivers these functionalities"
 - transform and perform
- CFO
 - rapidly changing... collaboration
 - John Chambers video
 - CFO working to talk about risks and compliance
 - strategy to execution
 - risk adjusted business insight
 - real-time business intelligence
 - integrity and innovation in a networked enterprise
 - unified financial management across the network
 - "which return you get for which risk"
- CIO
 - other people in the company coming to CIO to help fulfill their services
 - making IT strategic to the business
 - speed
 - IT at the speed of "networked" business
 - consolidation if time/will
 - working in heterogeneous, non-consolidated scenarios too
 - layer on NetWeaver to integrate things together

Connect, Transform, Innovate

"This is the year we finally deliver on our promise."

enterprise soa migration easy, proven low-risk

Numbers

- ASUG survey
 - expect 75% upgrade by mid08
 - 53% of respondents say NetWeaver strategic platform
- 8500+ customers using platform
- "only platform that brings .Net and Java together" [not quite true...e.g., ColdFusion]

Business Trends

- every 20 mins, an M&A happens
- every 3.5 mins, new consumer product
- every 0.1 sec, container shipped
- "not innovating on product, you're innovating on terms and conditions"
- "business network has become the primary source of new differentiation"
- "innovation is not happening at the core, it's happening at the edges"

controlling the cost of production
not letting technology and production costs outrun the final price
so, as people are producing stuff let "events bubble up" that tell them stuff is too expensive



"Web 2.0 Concepts Beings Embraced by Enterprises"

- self-sufficiency
 - Harmony inside SAP
 - by cooshoo.com
- customrconnect
 - "social business networking service"
 - "create communities independent of their [geographic location]"
- unstructured workflow
 - email in Outlook 2007/Duet
 - click "track event button"
 - SAP's knowledge management system
 - creating a sort of "work item" email shows up in drawer
 - can add notes to the "work item"
 - adding tasks
 - [kind of like Highrise mixed with Basecamp]
 - e.g., approving new supplier bundles up tasks for a best practice "wouldn't it be cool if your best practices were saved within SAP"
 - [how do you do this customization] all sorts of contextual portlets on page
 - "and this, ladies and gentleman, is how we bring web 2.0 to structured business processes"
 - so we've been using this stuff for virtual coffee corners
 - we have no more coffee corners for people to physical meet
 - globo!

Dow Chemical CIO

you used to think of boxes, now you think of lines IT architecture

"...we have to start early enough to re-architect the entire application[/platform]

need IT to support it UPGRADE! you've got these Agile needs and all that