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## Mega Trends

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SID # 83172

# About the Speakers

## **Svend Wittern**

- Vice President, Industry Business Innovation, SAP SE
- Driving strategy, innovation & future topics, at SAP since 20 years
- Likes to paint watercolors and cook for his family & friends

## **Tom Kohnen**

- Industry Business Innovation, SAP SE
- Economist, with SAP since 2012, focus on innovation topics
- Explores Europe with an old VW campervan in the summertime

# Key Outcomes/Objectives

1. Learn which mega trends are relevant for you
2. Understand what they mean for your company
3. Get inspired what to do about them

# Agenda

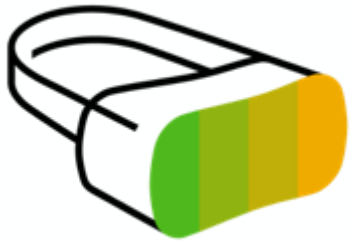
1. Introduction to Mega Trends
2. Examples & Deep Dives
3. Next Steps & Further Information

# 1. WHY MEGA TRENDS

Why are mega trends important?

What are our observations from across 25 industries?

# 1. What are the mega trend drivers?



**Technology**



**Blurring  
Boundaries**

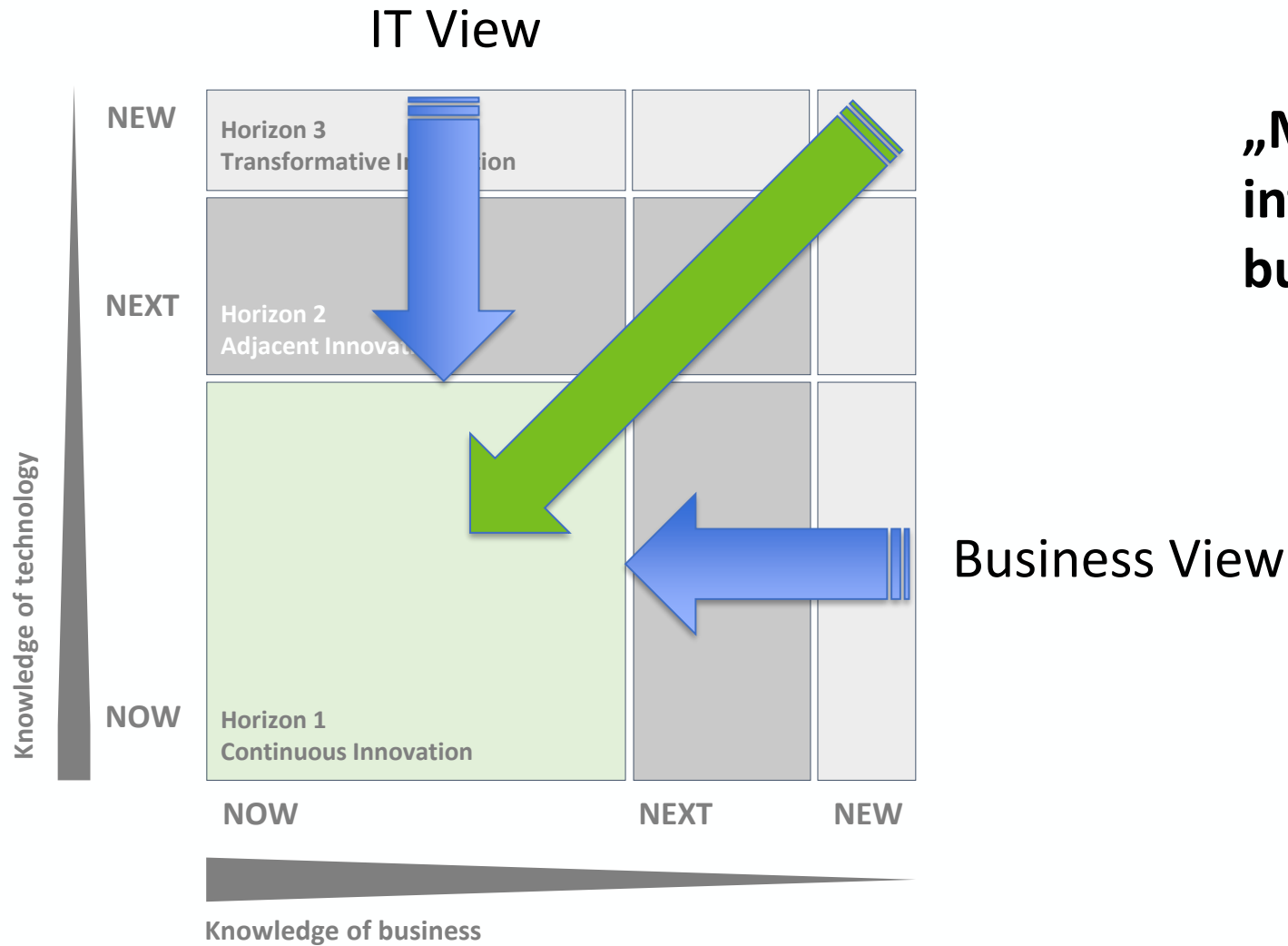


**Customer  
Demands**



**Purpose**

# 1. Why are mega trends important?



**„Mega trends happen at the intersection of technology and business“**

## 2. WHICH MEGA TRENDS?

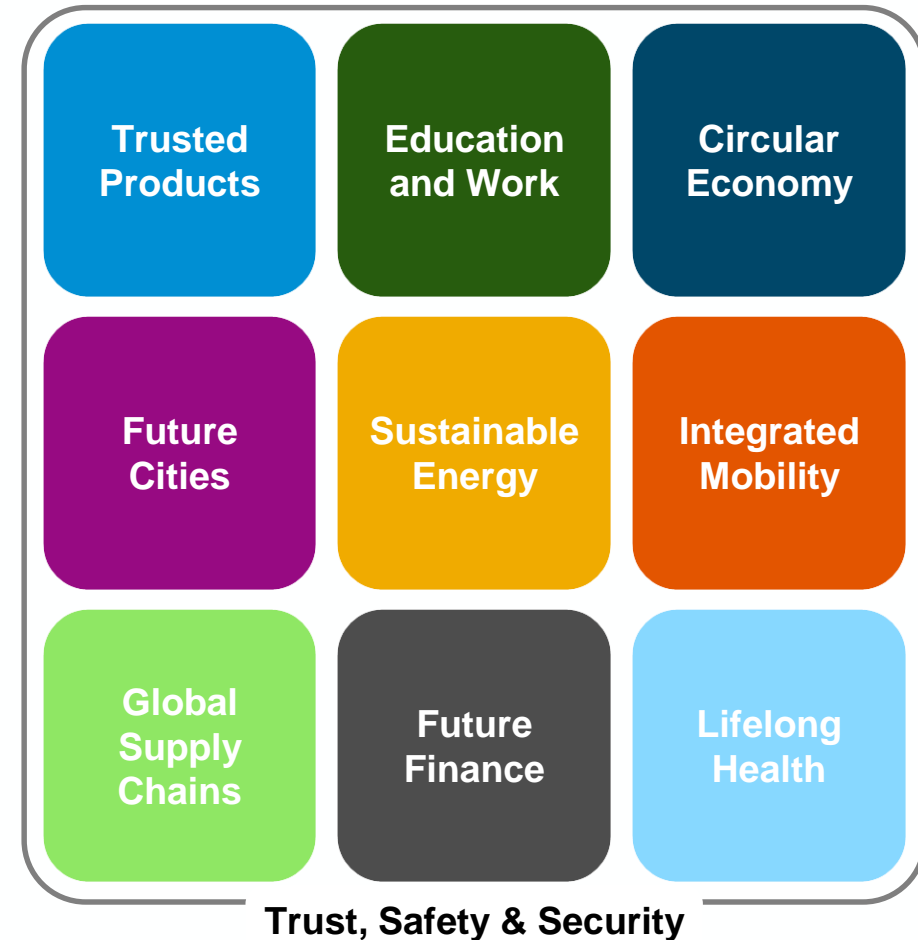
What are the mega trends that we have identified?



# 10 Mega Trends

We have identified 10 initial mega trends that ...

- Will stay relevant for the next 5-10 years
- are interconnected and span many industries
- will dramatically change industries and organizations





## Trusted Products

Challenge: Even in a global and complex economy people need to trust the products they process and use.

# Deep Dive: Trusted Products



## What are the key drivers?

Consumers and companies want to trust the products they use and process. This includes:

- Product origin & safety
- Fair working conditions
- Adherence to laws & regulations



## What is the business impact?

- Increased revenues
- New addressable markets
- Reduction in recalls
- New business models



## Example Use Case Examples

- Bumble Bee Tuna
- Cobalt Provenance

# Your Food

**BROUGHT TO YOU BY**

**BUMBLE BEE**  
SEAFOODS



## Video: Bumble Bee

Bumble Bee Foods is using the SAP Cloud Platform Blockchain service to trace the journey of yellowfin tuna from the Indonesian ocean to the dinner table. For more information please read: <http://sap.to/6059EXKk9>



# Sustainable Energy

Challenge: Escalating climate change requires consumers to help produce energy and providers to re-think centralized energy generation

# Circular Economy

Challenge: With finite resources, we must re-think the entire product lifecycle from design, manufacture & delivery through to recycling.



# Deep Dive: Circular Economy



## What are the key drivers?

- Every year, we are extracting 85 Gt of resources
- 52 Gt are dispersed or emitted into the biosphere, polluting our planet
- Recycled materials are often easier to obtain, cheaper and have higher quality

## What is the business impact?

**Take:** minimize resource extraction by prioritizing re-use

**Make:** Design products with circularity, longevity, sustainability and material efficiency in mind

**Use:** Prolong the use of resources as much as possible, while keeping efficiency and utilization in mind.

**Dispose:** only dispose what cannot be re-used. Disassemble products into reusable components.

## Example use cases:

- Exide Connected Battery

## Exide

(Placeholder for Customer Case)



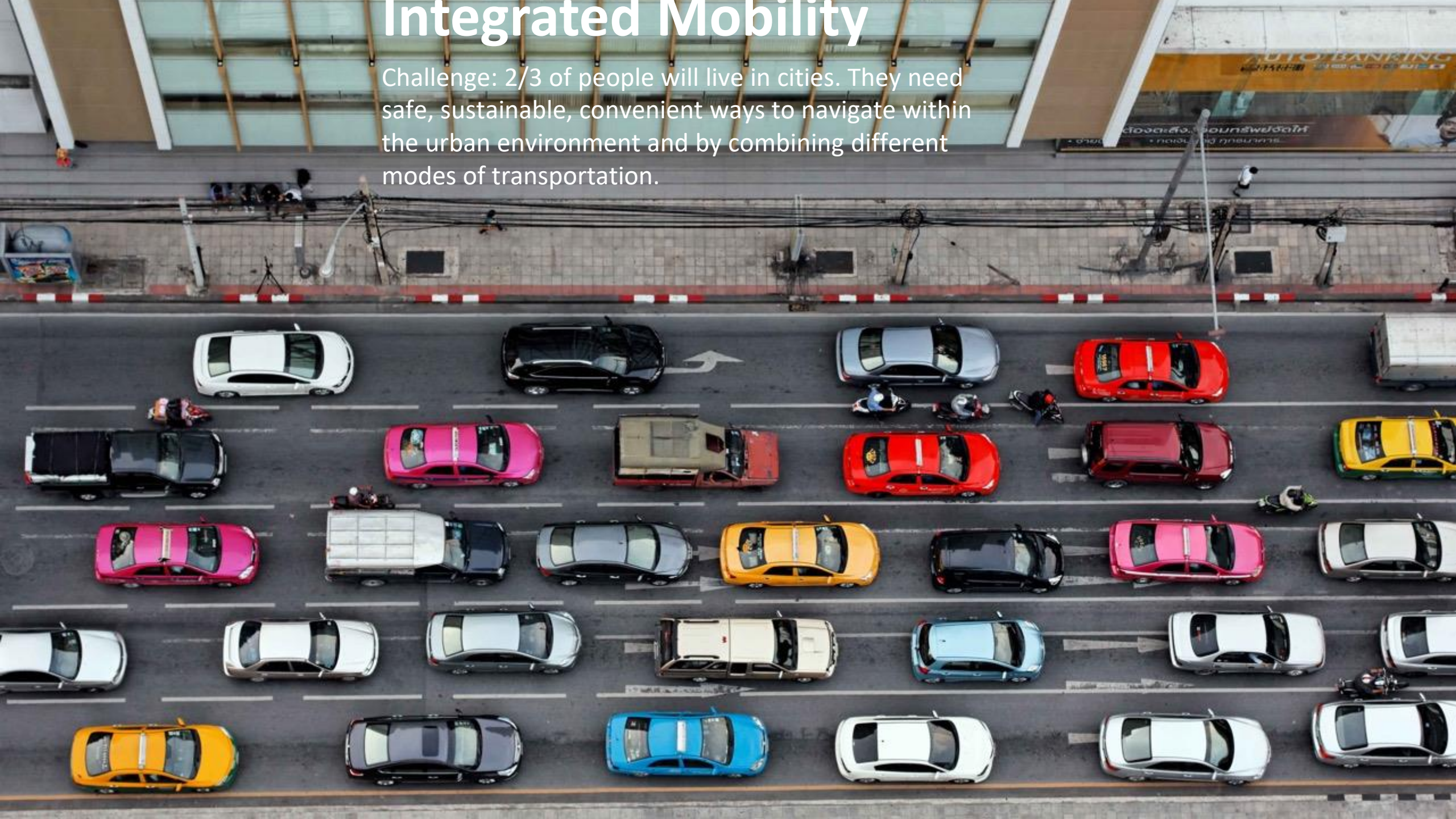


## Education & Work

Challenge: A single professional training is no longer enough to sustain a life-long career. Leaders must periodically re-skill to succeed.

# Integrated Mobility

Challenge: 2/3 of people will live in cities. They need safe, sustainable, convenient ways to navigate within the urban environment and by combining different modes of transportation.





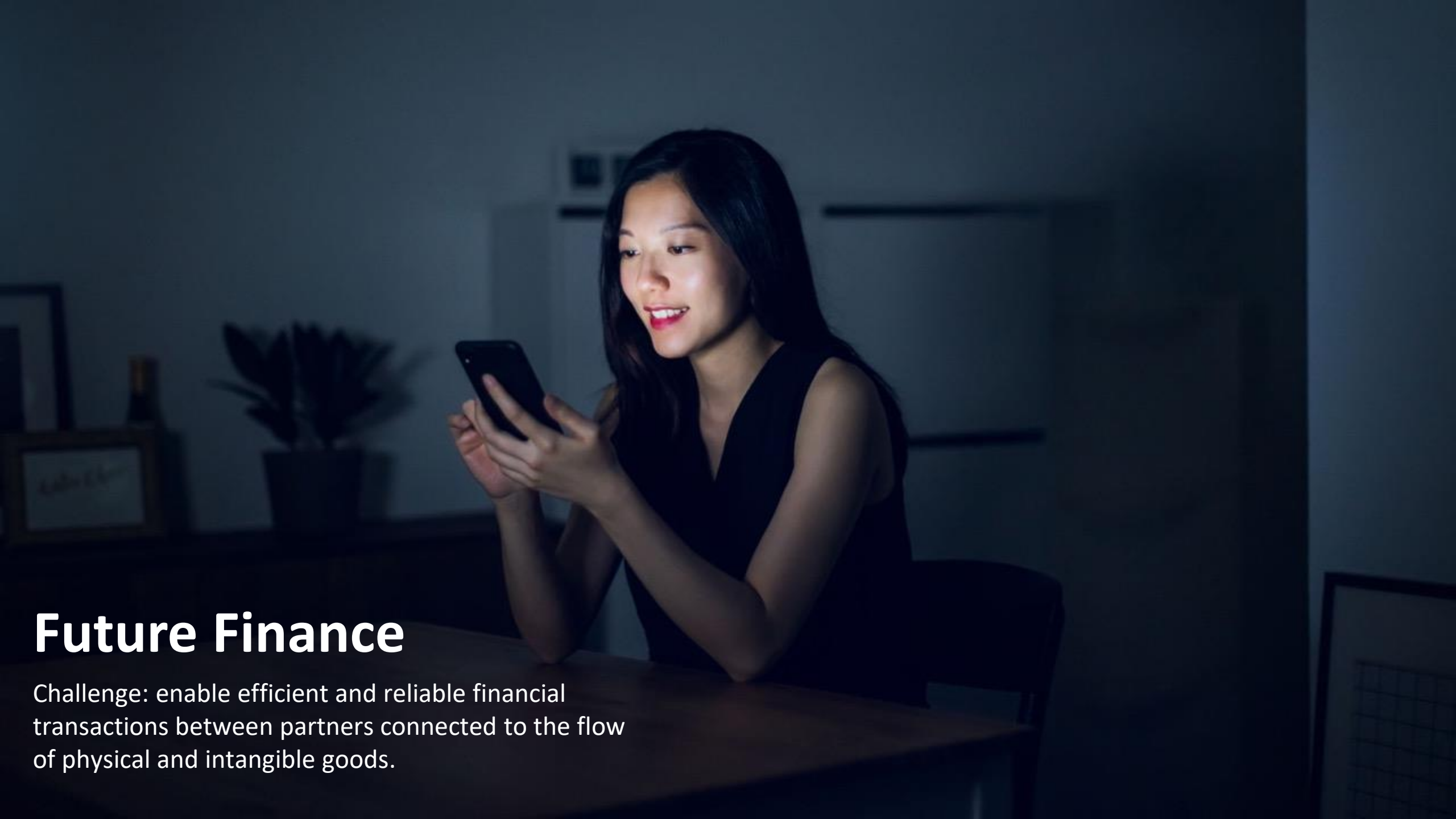
# Future Cities

Challenge: Cities must find intelligent ways to house 2/3 of the global population and sustainably equip them with needed resources.



# Global Supply Chains

Challenge: Customer trust in product quality, origin, and compliance is difficult to win but easy to lose.



# Future Finance

Challenge: enable efficient and reliable financial transactions between partners connected to the flow of physical and intangible goods.

# Lifelong Health

Challenge: A growing and aging population needs access to affordable healthcare, innovative care, and ways to prevent illness





## Trust, Safety & Security

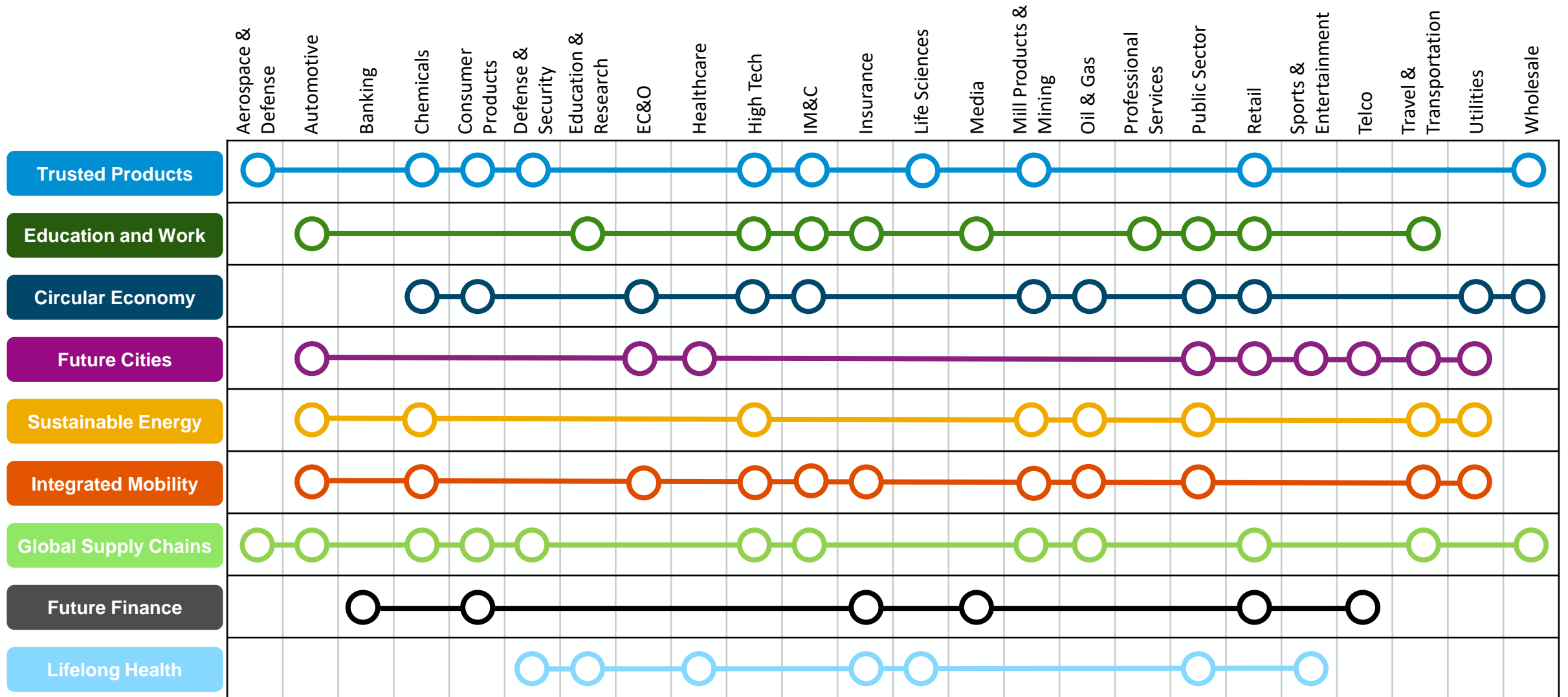
Challenge: institutions need to be able to counteract and re-establish trust, safety and security against an evolving threat of disasters, cyber-attacks, and targeted misinformation.

# 3. WHAT DOES IT MEAN FOR YOU?

Which mega trends are important to you and your organization?



# 3. Mega trends impact many Industries



# 3. Mega trends are both risk and opportunity



- Change is happening no matter what
- Your customers and their preferences are going to change
- You need to move with them – adapt or die



- See mega trends as an opportunity
- Try new business models & experiment
- Stay close to your customers



- As SAP, we will help you to achieve this & we try to inspire you
- We need to change as well & mega trends will influence our portfolio

### 3. Mega Trends Survey

**Which mega trends are most important for your organization?**

Powered by  
**qualtrics.**<sup>XM</sup>



Or go to:

<https://bit.ly/2JV91uy>



# 3. Survey Results

(in browser)

# More on Mega Trends – Get Inspired



## Further Sessions:

- CE Sessions
- Rinspeed Snap (Mobility)

## Kaleidoscope:

- Repository with 200+ Innovation Use Cases
- In „Platform & Intelligent Technologies Neighbourhood“

## Coffee Break with Game-Changers:

- Keep up to date on Mega Trends with our monthly „Coffee Break with Game-Changers“ Radio Series

“Trends, like horses, are easier to ride in the direction they are going.”

**John Naisbitt**

Author of “Megatrends” (1983)

# Thank you.



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**Tom Kohnen**

Industry Business Innovation

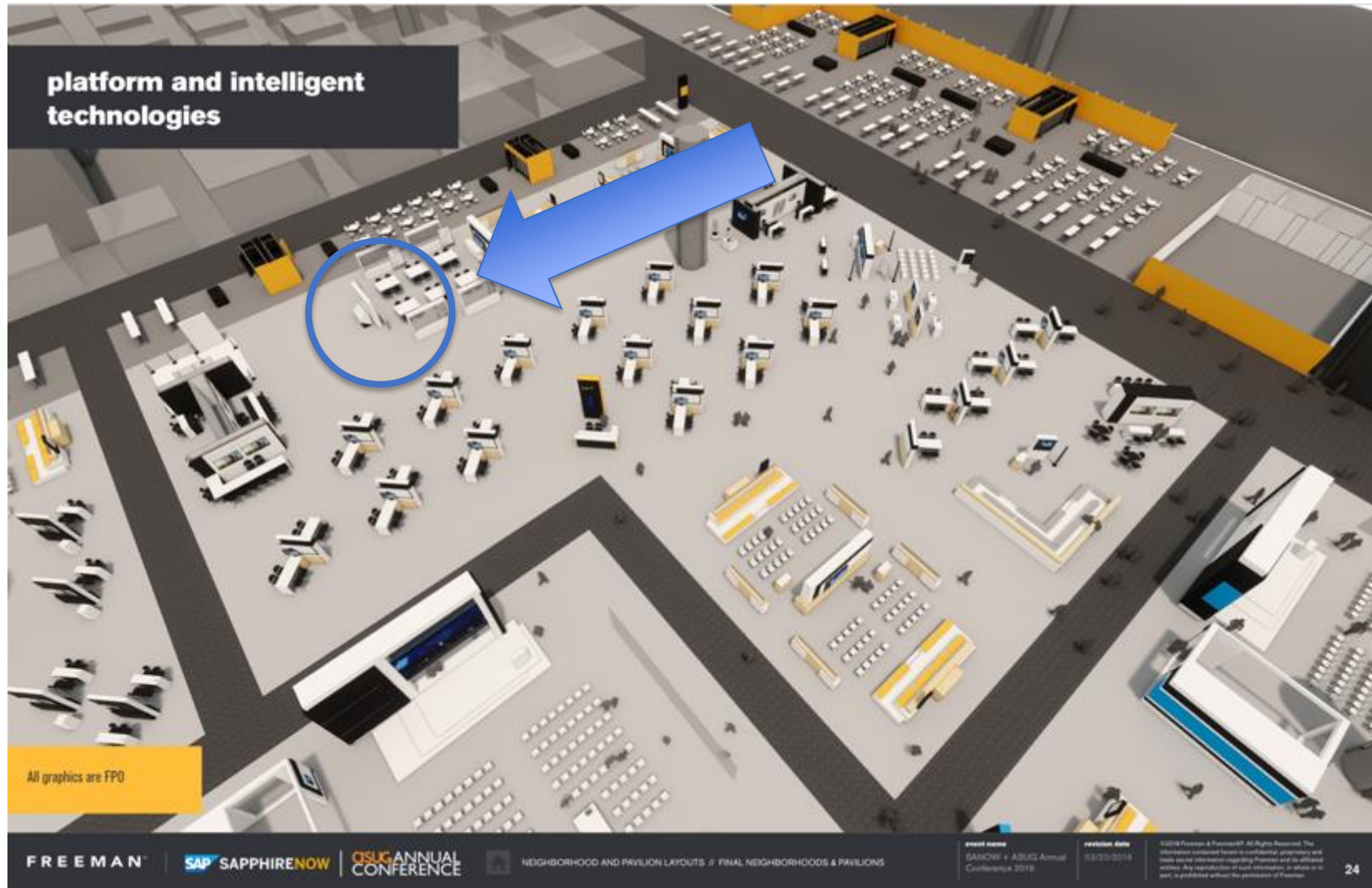
Contact: [tom.kohnen@sap.com](mailto:tom.kohnen@sap.com)

LinkedIn: <https://www.linkedin.com/in/tomkohnen>

**BACKUP SLIDES**



# Kaleidoscope: Innovation Use Case Repository



- **SAP's Purpose:** Help the world run better & Improve people's lives.
- **“We drive global impact through our technology by transforming business and life to solve the world's most complex and intractable problems. Our aspiration is to improve billions of lives.”**

# Take the Session Survey.

We want to hear from you! Be sure to complete the session evaluation on the SAPPHIRE NOW and ASUG Annual Conference mobile app.



# Presentation Materials

Access the slides from 2019 ASUG Annual Conference here:

<http://info.asug.com/2019-ac-slides>

# Q&A

For questions after this session, contact us at [svend.wittern@sap.com](mailto:svend.wittern@sap.com) and [tom.kohnen@sap.com](mailto:tom.kohnen@sap.com)

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