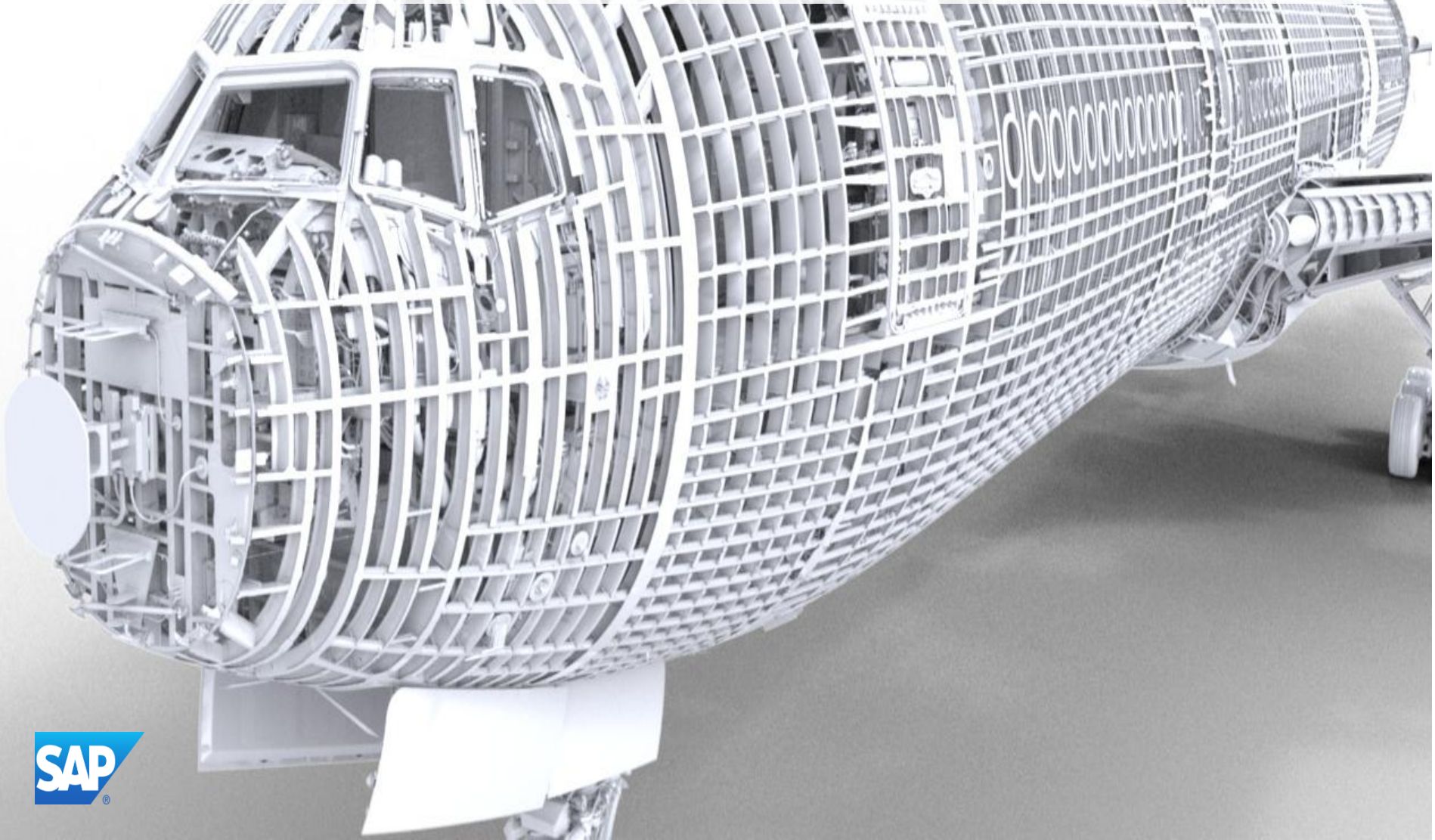


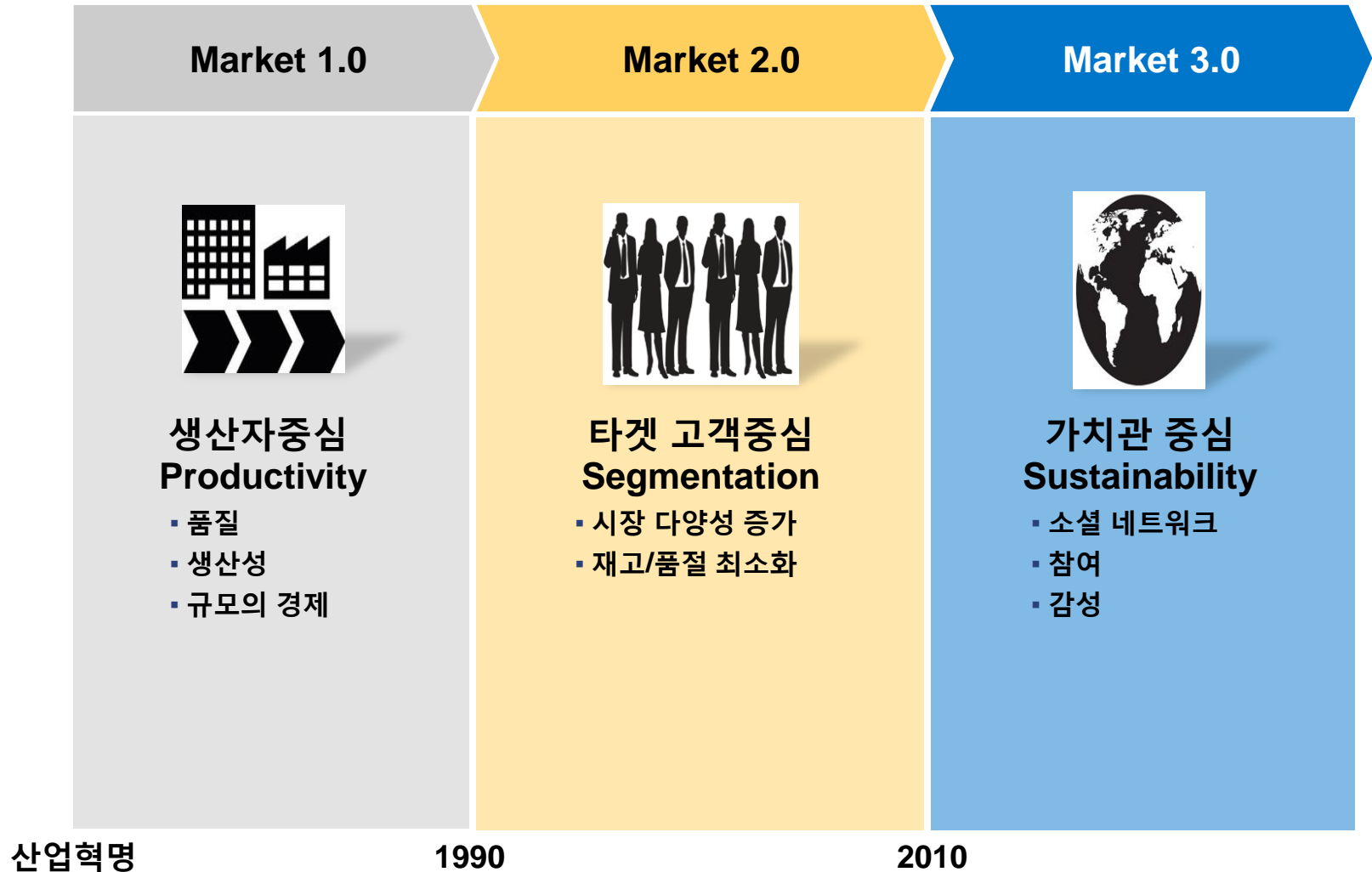
Smarter Simpler Faster with Visual Enterprise

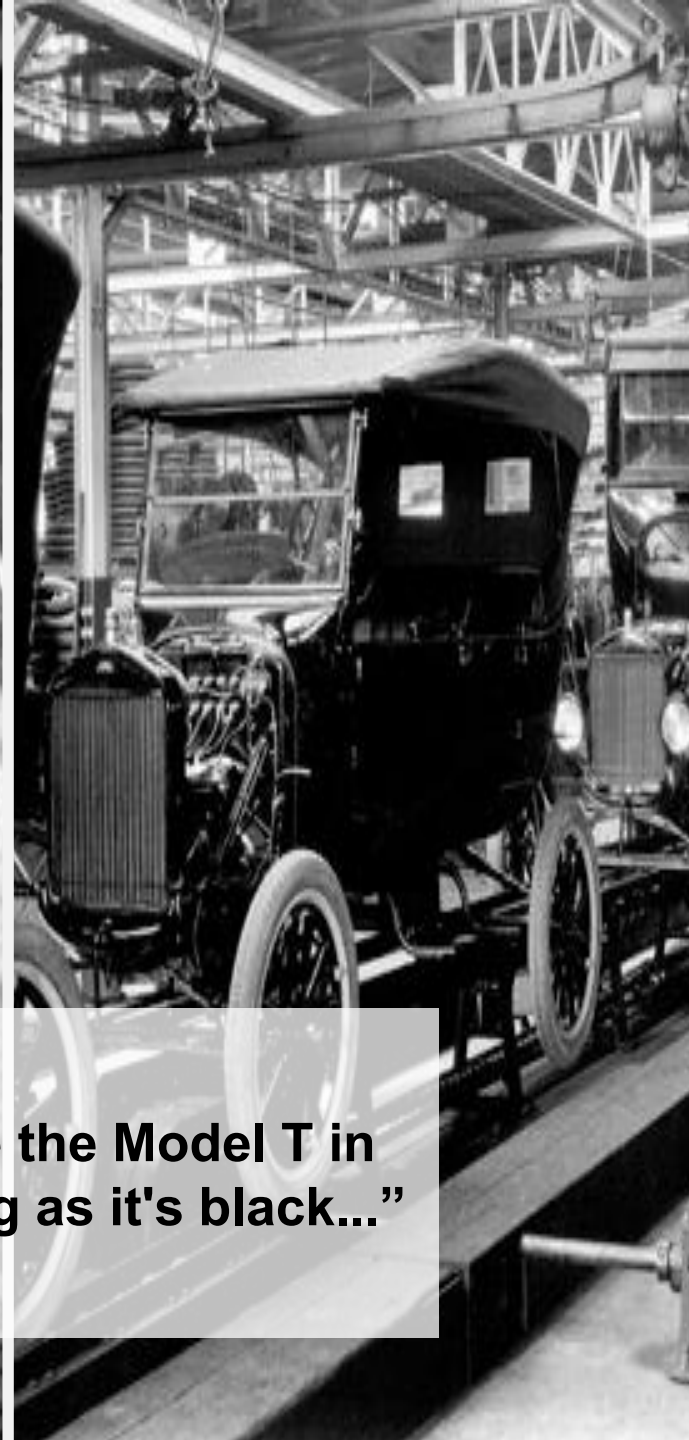
SAP Korea, President
Won-Joon Hyung



소비자 주도의 지속 가능한 혁신

Market 3.0 by Philip Kotler





PUSH for Market 1.0

**“People can have the Model T in
any color--so long as it's black...”**

PULL for Market 2.0

Target Segment에 선택과
집중하는 PULL방식 R&D



Newly emerged enterprises for Market 2.0

Market Segment's PULL - React to global diversity

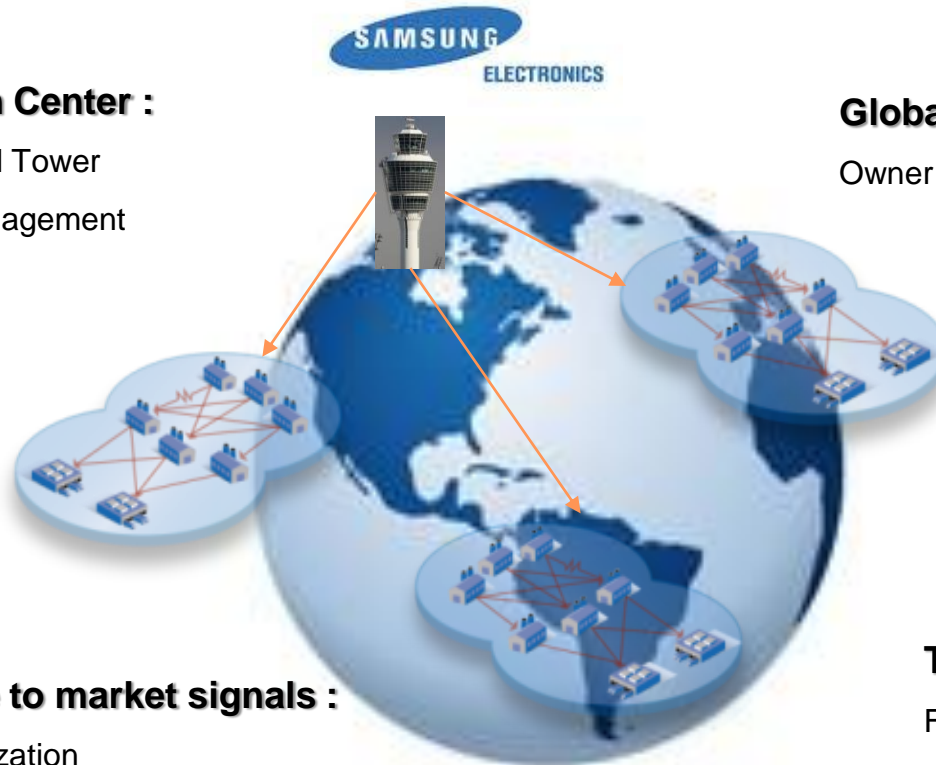
PULL

Global Operation Center :

Supply Chain Control Tower
Shared Portfolio Management

Global Business Manager :

Owner of Total Landed Cost



Weekly response to market signals :

Daily Network Optimization

Two days fixed schedule

Fanatic Discipline

萬人萬色 : 고객이 원하는 대로 만드는 시대

Market 3.0 시대의 상품개발

TANGO



Mass-Production Volume



Mass Production

- Economy of Scale
- Push 방식의 생산성 중심 R&D
- Product Life Cycle 5~10 years

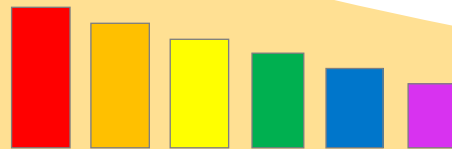


WAL*MART



Lean Manufacturing

- Target Segmentation에 기반한 선택적 Product Mix 운영
- Pull 방식/글로벌 SCM 기반의 물류 Efficiency 제고
- Product Lifecycle 1~3 years



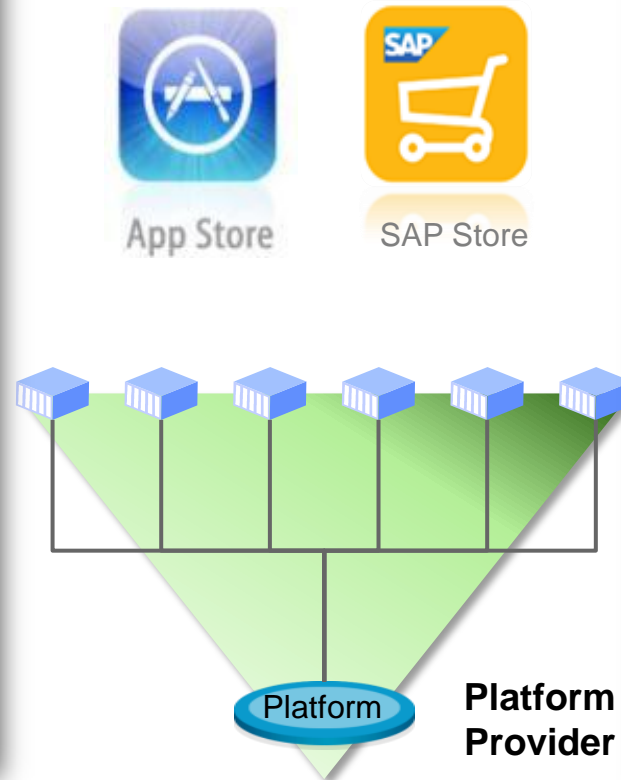
Mass Customization

- 플랫폼 기반 위의 1:1 주문 맞춤형 대응
- 제품 판매 후, Real Time Sensing/분석 기반의 지속적인 제품 개선
- Preventive, Proactive Maintenance와 감성 교류
- Continuous Evolution of Products



萬人萬色：Mass Customization

TANGO for Market 3.0





萬人萬色 : 소비자 개개인의 R&D 참여

TANGO for Market 3.0



Story-telling Kits



Create your own Story with
1:1 Customizable Components



The LEGO Design by Me interface is shown. It includes a user profile picture, a computer monitor displaying a LEGO design, and a download button. The text "Get Started" is visible, along with a "Download Now!" button. The interface also features a "Tell us what you think" button and a "Download Now!" button.

R&D Strategies for Market 3.0

**Consumer-driven,
sustainable
innovation**

**Integrated
product
development**

**Quality and
compliance
excellence**

➤ **Empowered Customer**

- Differentiation and growth
- Establish portfolio planning and analyze the financial impact
- Create feasible and lean project plans

➤ **Globalized Development and Manufacturing**

- Reduce Time to value
- Leverage information from the entire enterprise
- Visualize product information
- Global Talent Platform

➤ **Dynamic Product Regulations**

- Introduce “embedded” compliance, and quality processes
- Change management across the value chain
- Standardize safety measures

SAP PLM solutions

Marketing

Engineering

Procurement

Manufacturing

Service

Product
visualization,
Visual Enterprise



Portfolio and project management

Embedded analytics and collaboration

Engineering change management

Embedded quality and compliance management

Product data and
structure
management

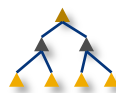
Ideation



Portfolio



Concept



Design, Variants



Simulation



Manufacturing



Maintenance



Service

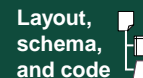


Tool integration



CAD

...



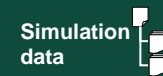
EDA/ECAD

...



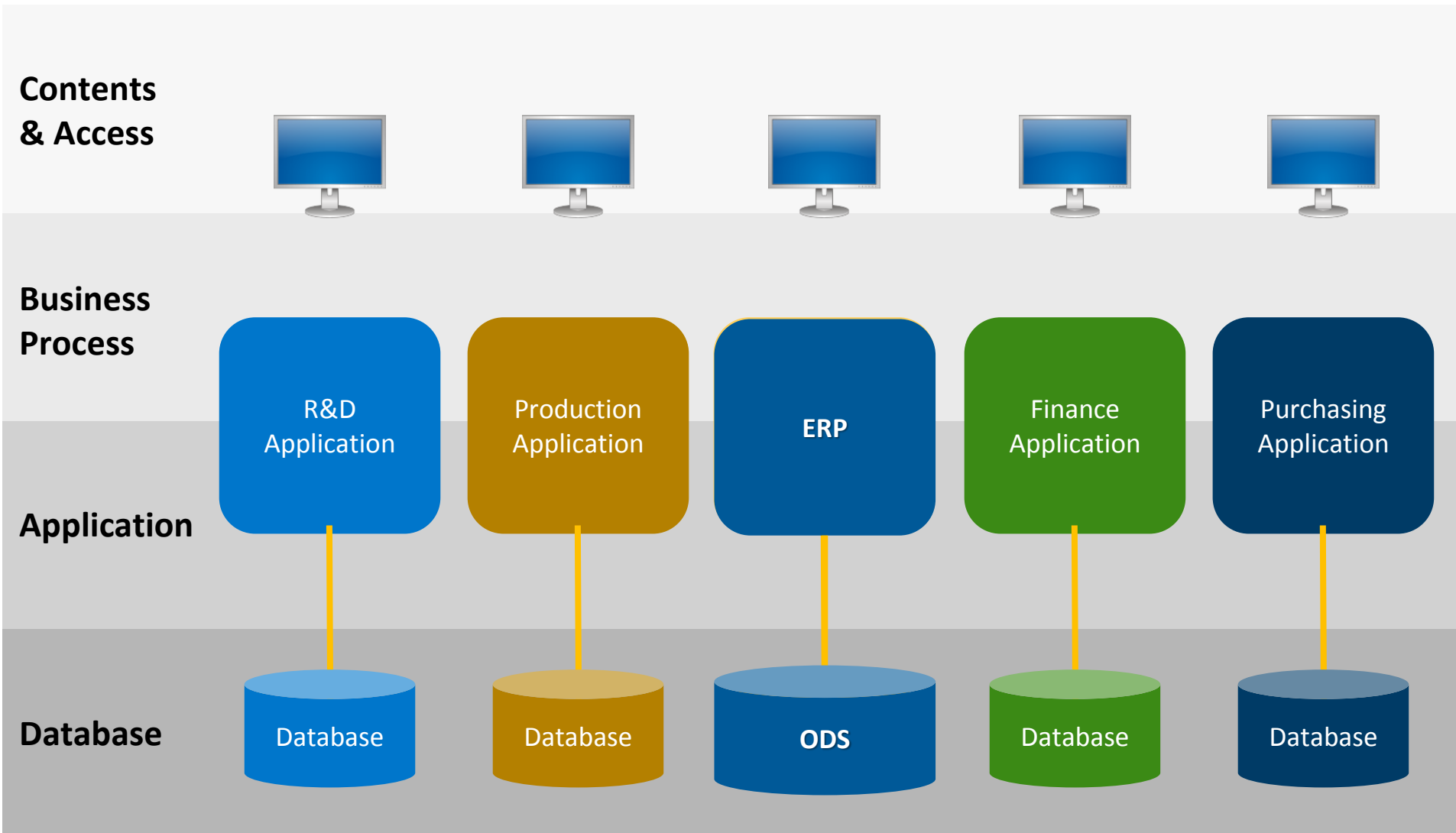
CAE

...

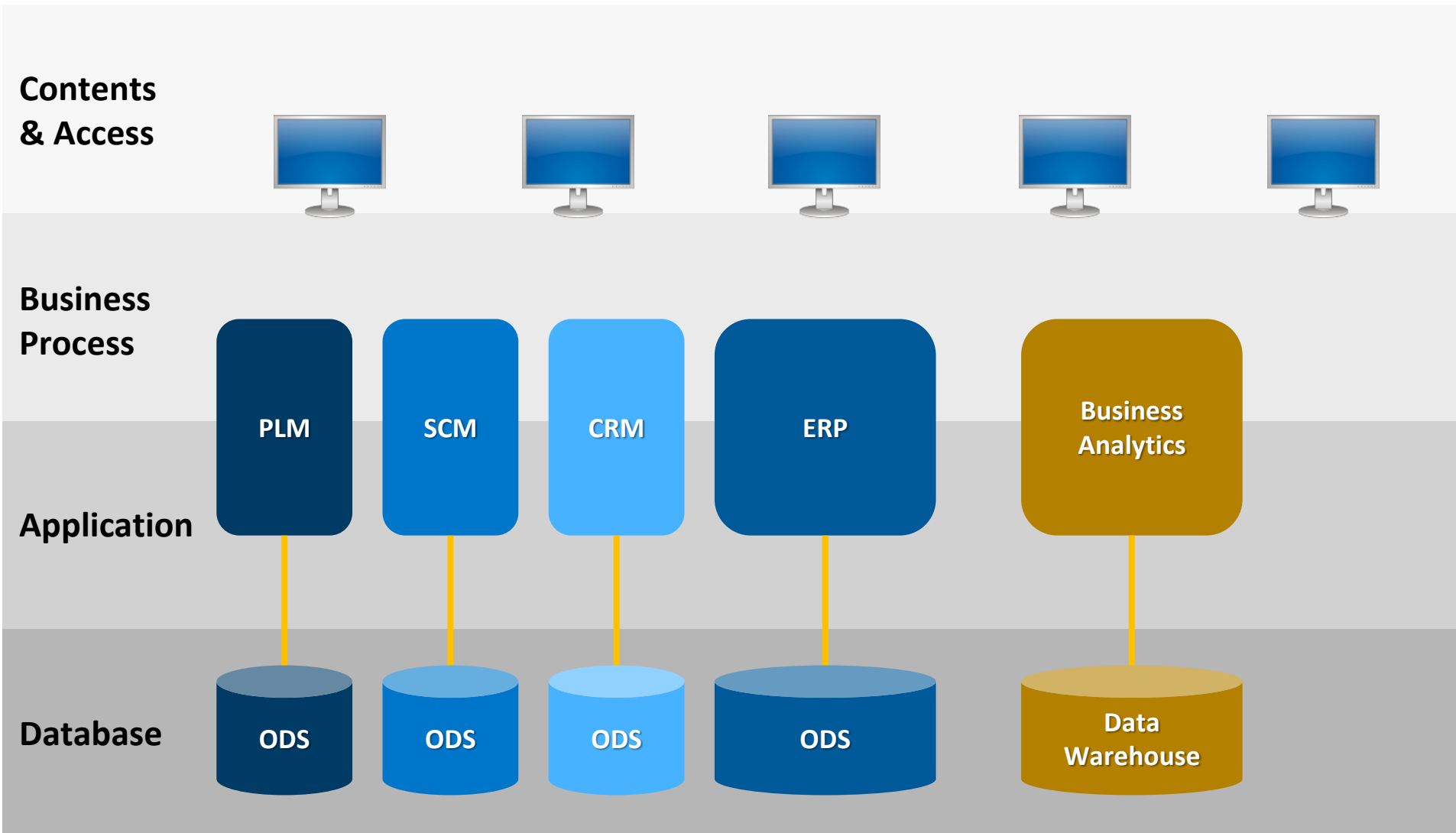


Digital
Manufacturing.

Evolution of Enterprise Computing



Evolution of Enterprise Computing

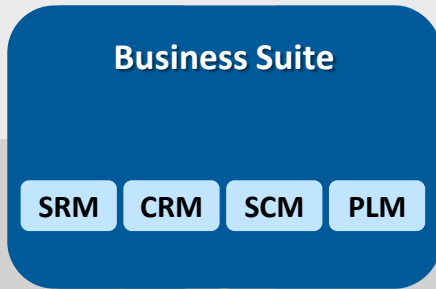


Evolution of Enterprise Computing

**Contents
& Access**



**Business
Process**



Application



Database

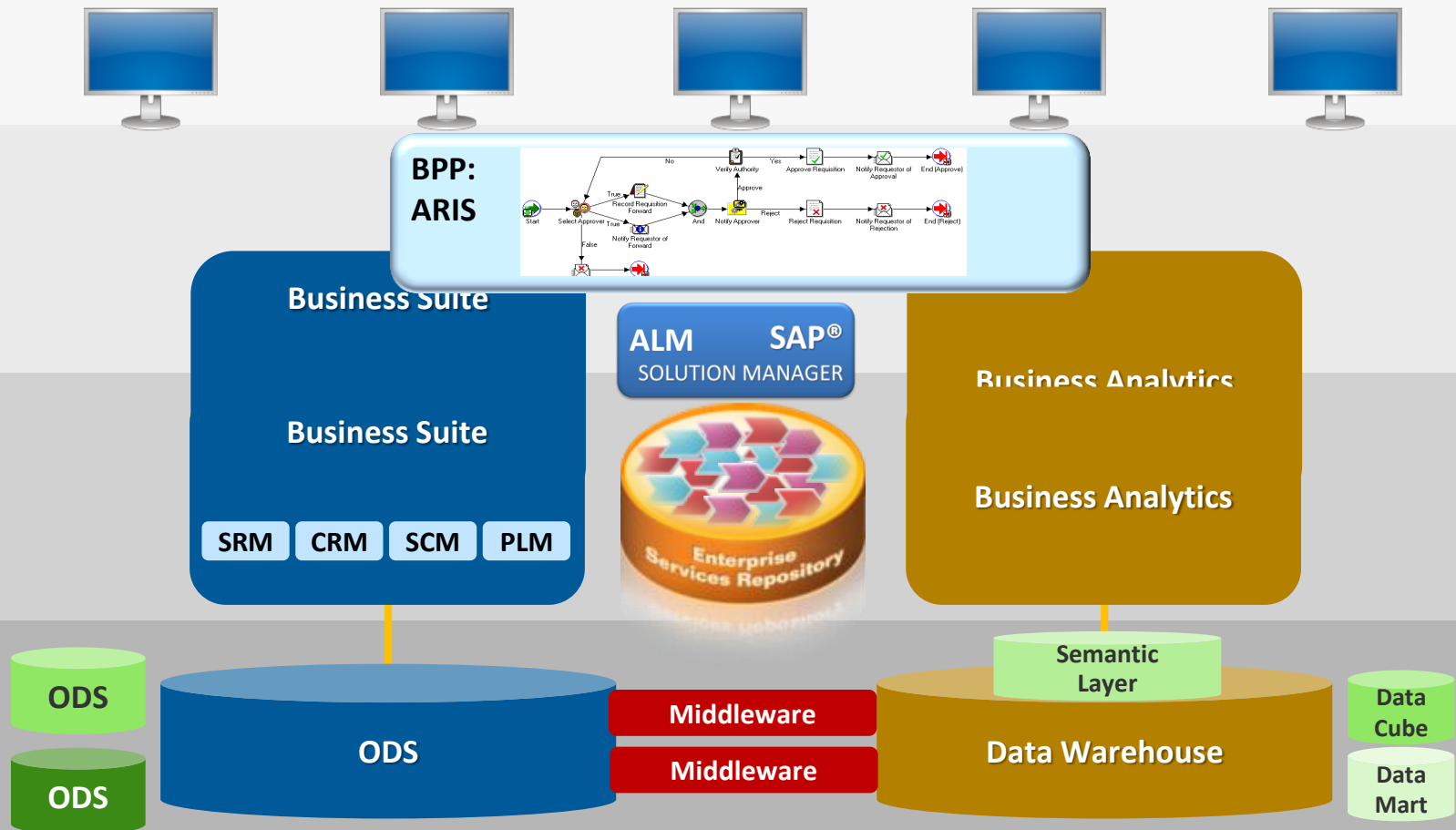
Evolution of Enterprise Computing

Contents & Access

Business Process

Application

Database

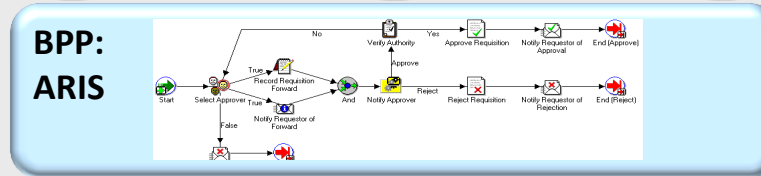


Evolution of Enterprise Computing

Contents
& Access



Business
Process



Application



Database



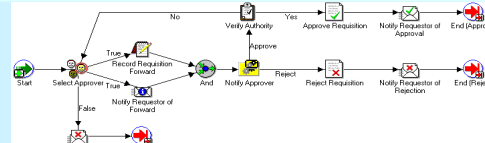
Evolution of Enterprise Computing

Contents & Access



Business Process

**BPP:
ARIS**



Application

Business Suite

SRM CRM SCM PLM

**ALM SAP®
SOLUTION MANAGER**



Business Analytics

Database

ODS

ODS

HANA

Middleware

Middleware

Data HANA Base

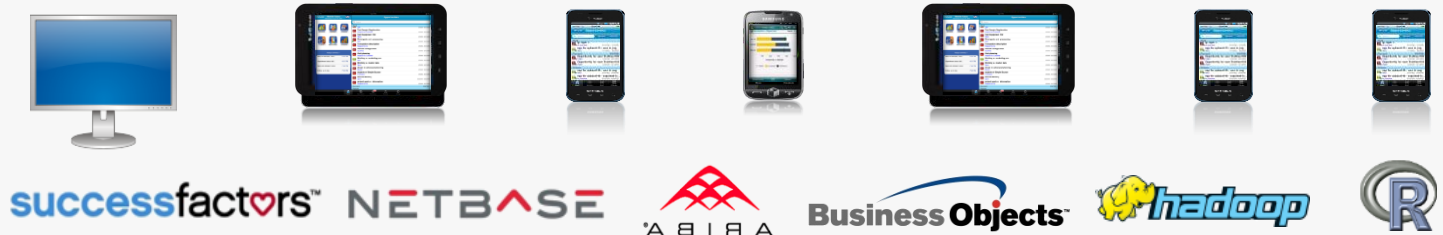
Semantic
Layer

Data
Cube

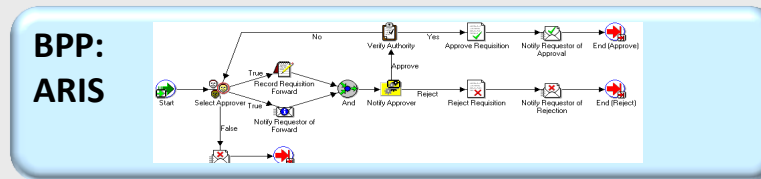
Data
Mart

SAP Suite on HANA

Contents & Access



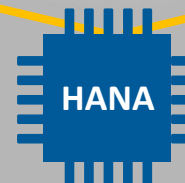
Business Process



Application



Database



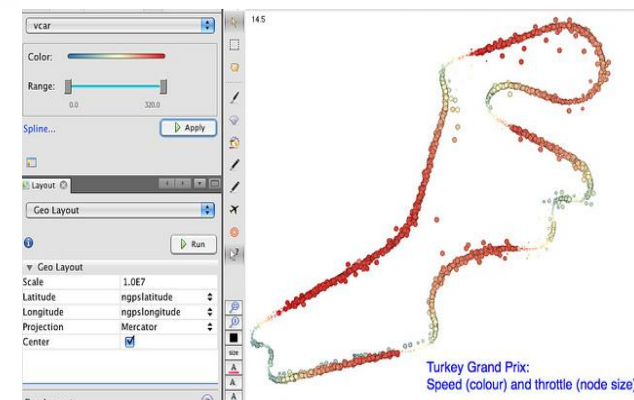
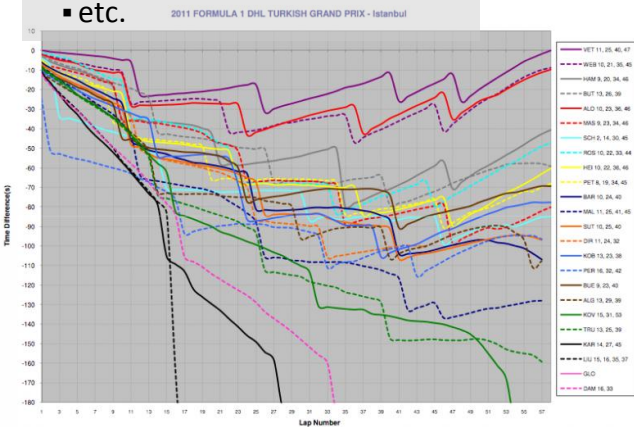
HANA for OLAP and OLTP

F1 with Real time Data

Real-Time Vehicle Data :

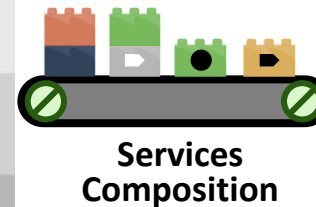
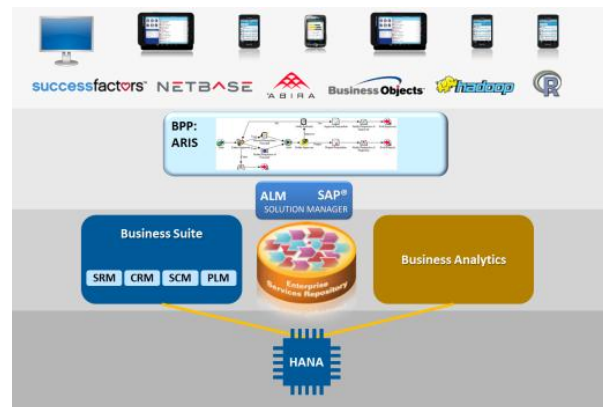
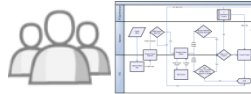
- Engine Temp
- Oil Pressure
- CO2
- Speed
- RPM
- etc.

“We probably run one thousand simulations a minute during a race, so by the end of the first or second lap we have a 90 percent probability of the outcome.”



Build best practices faster and differentiate with your own practice

**Your own
Value Scenario**

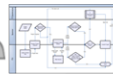


Business Process Platform

Everything is on Cloud : SAP HANA Enterprise Cloud

Public or Private

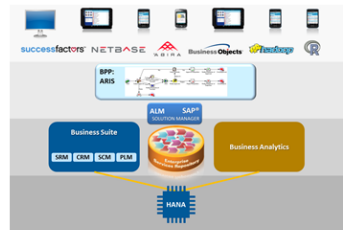
Samsung
Value Scenario



Best
Practice



Enterprise
Services



Services
Composition

Distribute
Customized
Services



Global
Reach
With
Diversity

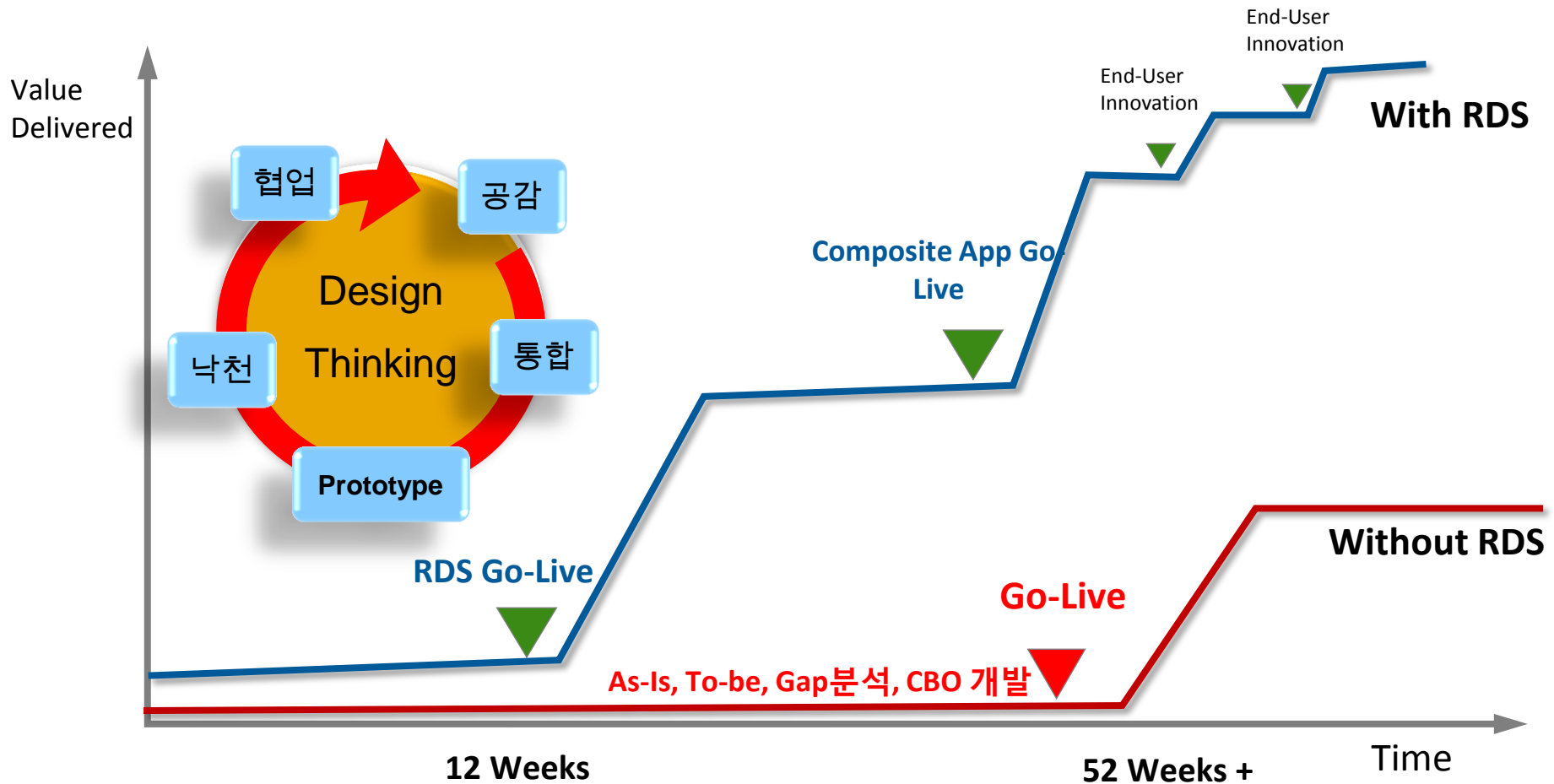


HANA Enterprise Cloud

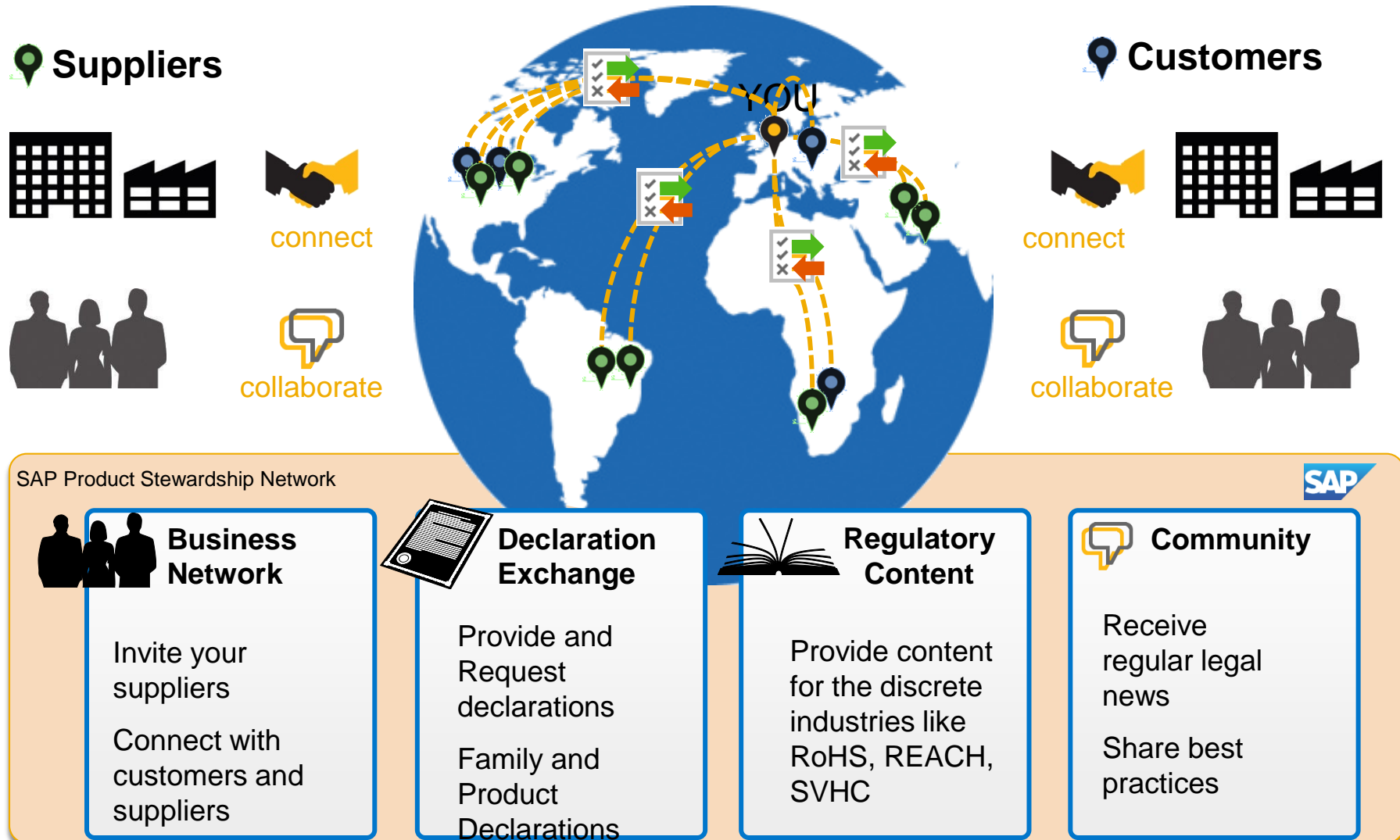
Accelerate Time to Value

Rapid Deployment Solution & Design Thinking

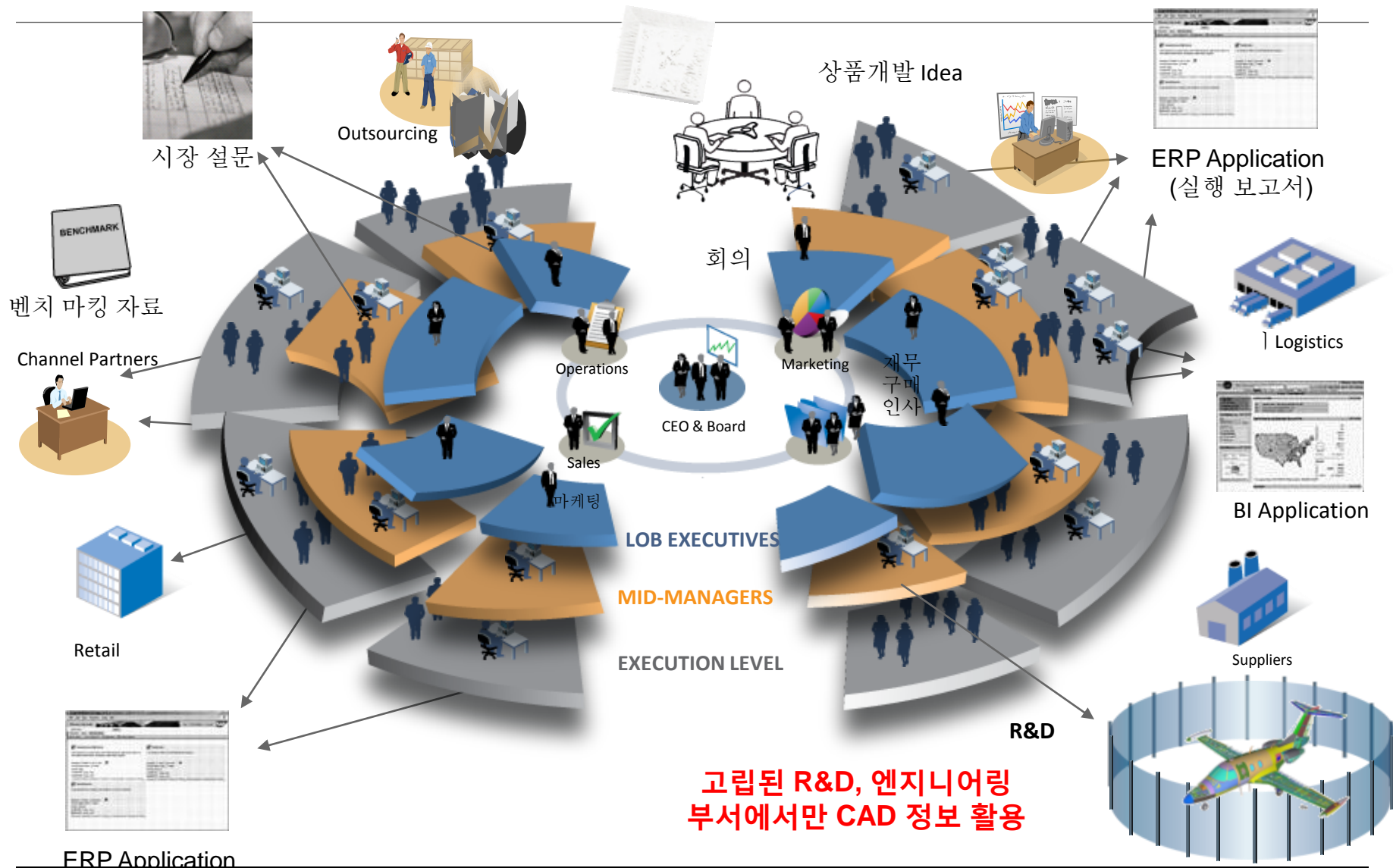
Best Practice 적용 후 점진적 개선 방식을 통한 신속한 IT Adoption 필요



Globalized governance for Product Regulations



Silos of Specialization throughout Product Lifecycle



Global Business Process Platform for R&D



영업 및 마케팅부문을 위한 Visualization

비즈니스 시나리오

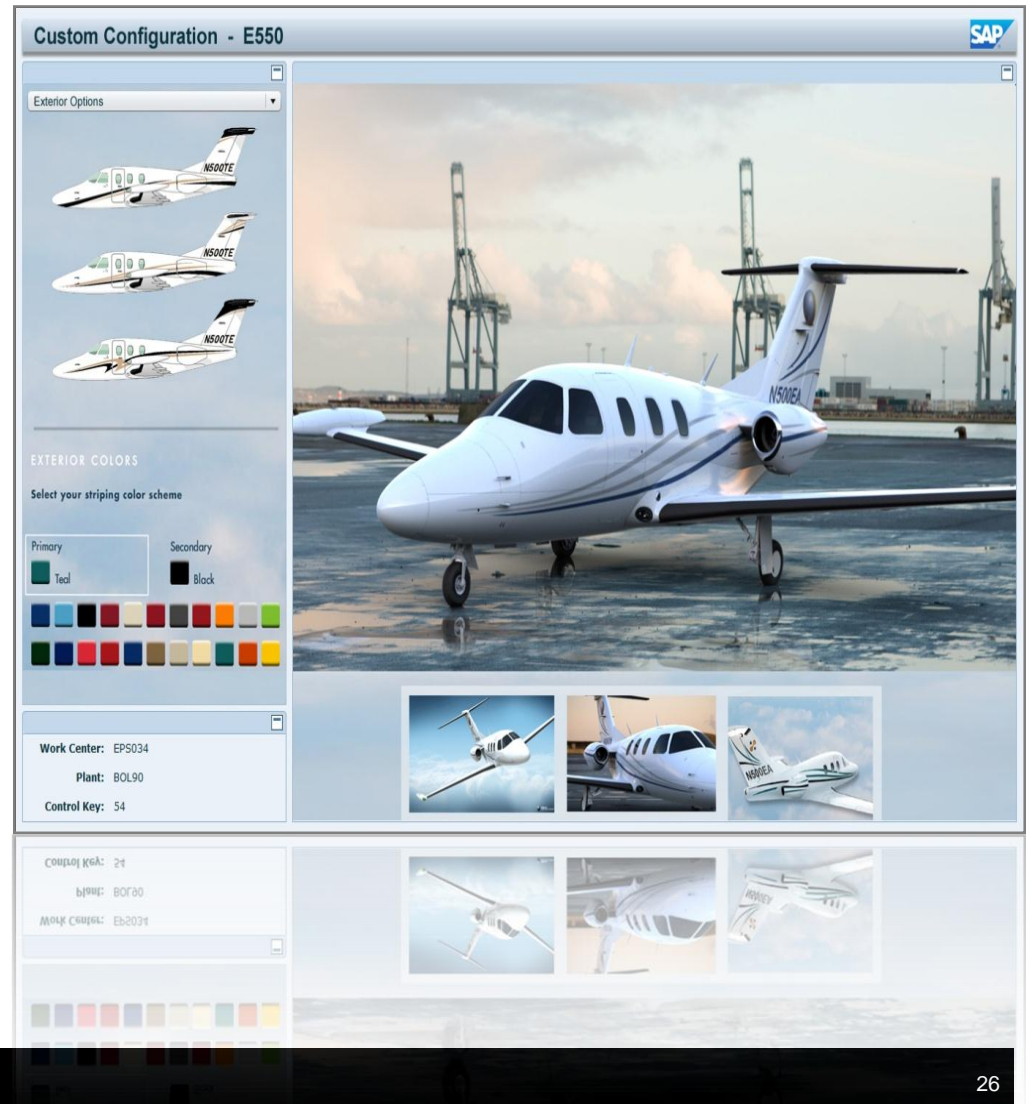
- 브로셔 및 멀티미디어 제작을 위한 생동감 넘치는 사진 렌더링
- 3D 제품 카탈로그 출판
- 다양한 옵션 사양 구성 리뷰

Visual Enterprise 솔루션

- 3D 모델을 활용한 이미지 렌더링
- 사양구성 관리 및 시각화 컨트롤 제공
- 비주얼 정보를 활용한 검색 및 질의

가치

- 비주얼 미디어 비용을 줄여 마진과 매출 증대
- 프로토타입 제작 없이 시장진출 소요시간 압축
- 인지도 및 수요 창출 가속화



FAVORITES

- News Feed**
- Friends
- Messages
- Events
- Photos
- Find Friends

Update Status

Add Photos/Video

How are you feeling, Seungjoon?

SORT ▾



SAP Korea Ltd.

저희 회사의 새로운 신제품입니다.



View in 3D with SAP Visual
Enterprise Viewer. Free at
www.righthemisphere.com/dv

Like · Share · Yesterday at 6:40am near Seoul ·

2,676 people like this.

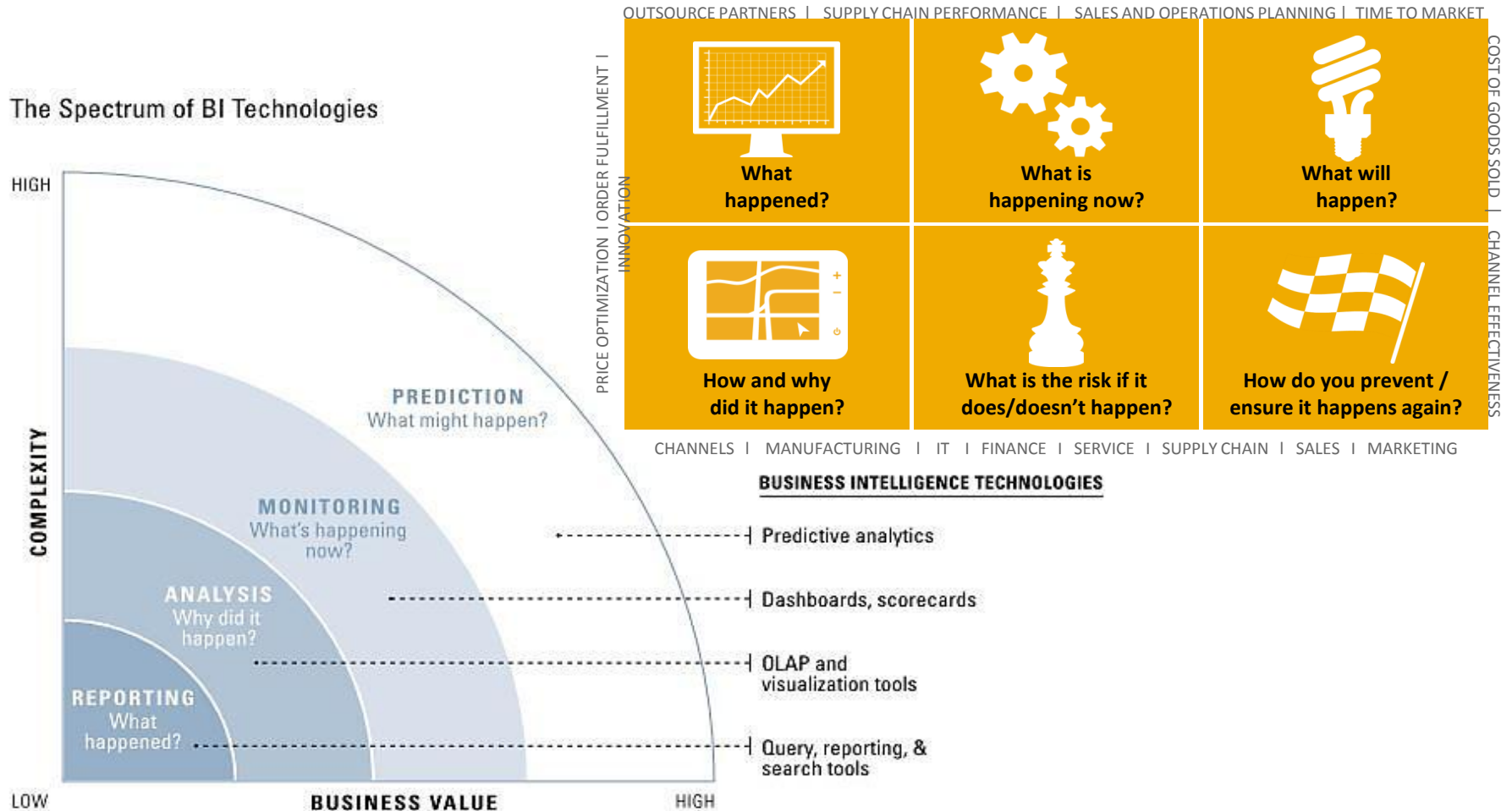
57 shares

View previous comments

4 of 185

Intelligent Analytics for insight of past, present & future

과거, 현재, 미래 분석에 대한 예측적 통찰 및 패턴학습에 의한 근본 원인규명 및 예방



Real-time SNS Market Analysis

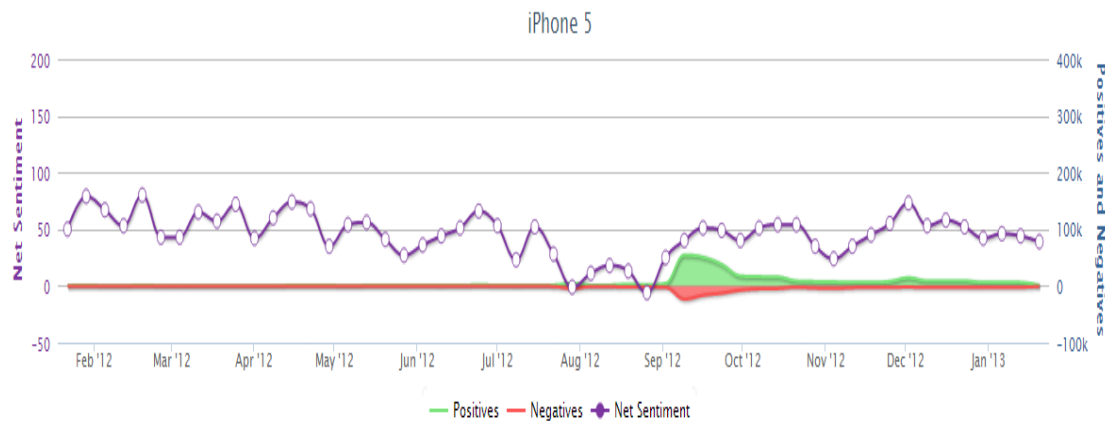
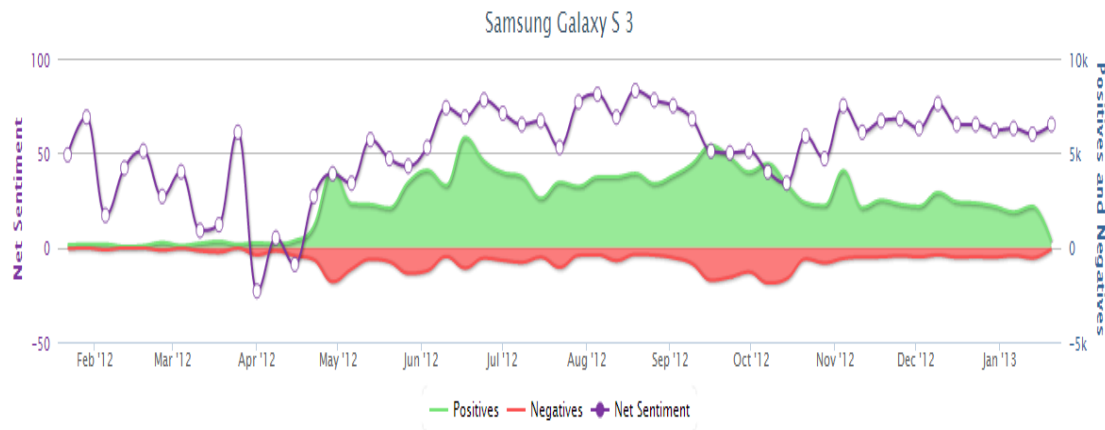
NETBASE

Galaxy S3, iPhone 5 비교 분석, 2012/1/22 ~ 2013/1/22

SENTIMENT TIMELINE 2 topics, 1/22/2012 - 1/22/2013

Net Sentiment Positives and Negatives

Months Weeks Days

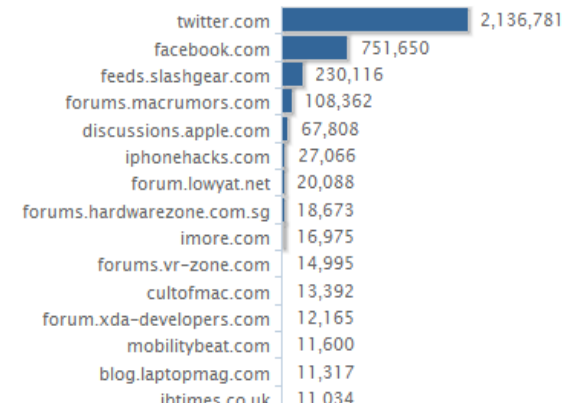


SM 소스 분포도

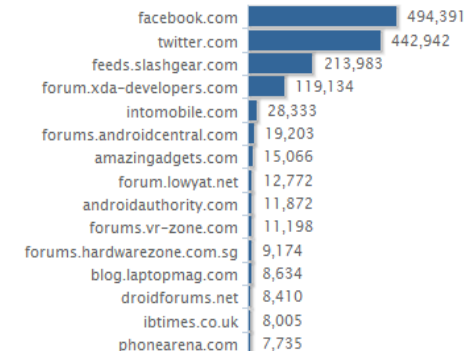
DOMAINS 2 topics, 1/22/2012 - 1/22/2013

Domains Top 15

iPhone 5



Samsung Galaxy S 3



HANA 플랫폼을 활용한 Internet of Things



중장비 Usage 데이터

- 엔진온도
- 오일 압력
- 회전수(RPM)
- 탄소배출량(CO2)
- 결함코드
- 속도

Real Time



Real Time

Computing Engine



중장비
소유주/작업자

딜러

제조, R&D

R&D 최고의 무기는 프로세스 혁신을 주도하는 인재



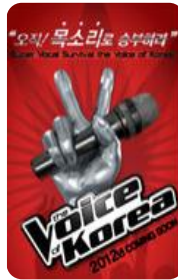
“인재가 SW를 활용해서 프로세스를 잘 만들면
그 프로세스는 **황금알**을 계속 낳는다!”

Strategy Execution & Talent Management

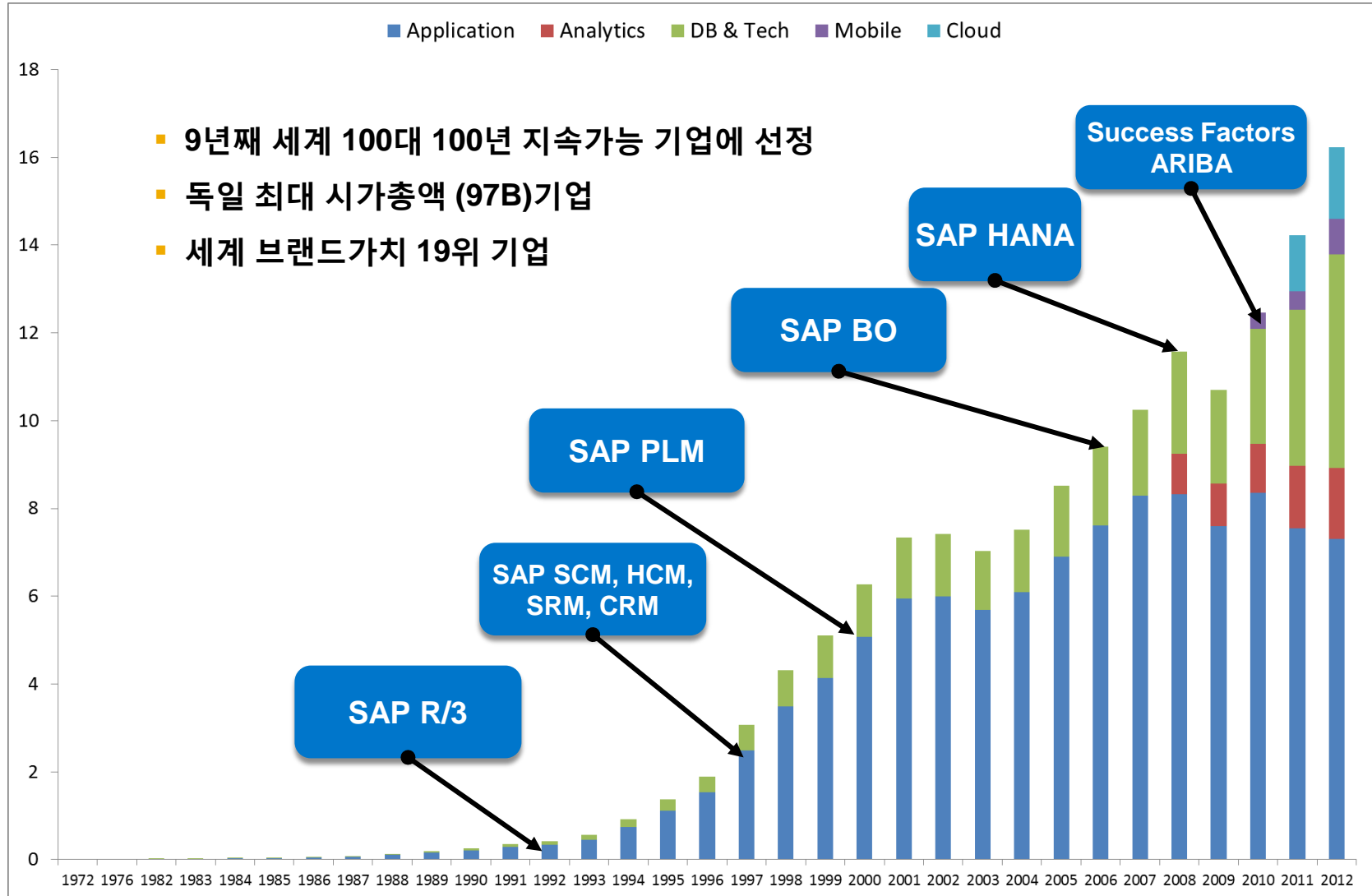
TANGO
for Market 3.0

“84% 이상의 기업들이 직원들의 역량을 제대로 활용하지 못하고 있다”

Source : the Saratoga Institute



40+ Year of SAP Innovation Journey





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