

Bernd Welz
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SAP Next-Gen

Innovation
with
Purpose



Springer

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“Your winner’s dream is the essence of who you are. So imagine it, be ever loyal to it, and be forever inspired by it.”

Bill McDermott

Preface: SAP Next-Gen—A Purpose Driven Innovation Community

SAP Next-Gen: Innovation with Purpose is intended for next-generation business leaders, chief digital officers, chief innovation officers, chief information officers, and IT professionals who are defining the vision, strategy, technologies, and organizational changes needed to drive their exponential enterprise and to innovate with purpose.

The book opens with turning bold ideas into reality with a purpose-driven mindset supporting the 17 United Nations Global Goals. Part I focuses on what's at stake including Digital: The New Normal, Exponential Growth, and Innovation in the Twenty-First Century. Part II introduces readers to the SAP Next-Gen match-making model, and readers are invited to join SAP Next-Gen clubs for industries, technologies, and methodologies. Readers also learn about the Silicon Valleys of the world, make versus buy versus join, and where to learn more and get engaged with SAP Next-Gen.

SAP Next-Gen is a purpose-driven innovation community supporting SAP's **365,000+** customers across **25** industries in **180+** countries. You get an invitation to become a member of SAP Next-Gen clubs and benefit from SAP Next-Gen services. There are SAP Next-Gen clubs for all 25 SAP industries; clubs for SAP Leonardo e.g. IoT, machine learning, Blockchain, and analytics; clubs for other exponential technologies e.g. VR/AR, robotics, drones, and iOS enterprise apps; clubs for innovation methodologies e.g. science fiction thinking, exponential thinking, design thinking and purpose driven thinking; and clubs for special topics including advancing opportunities in education, entrepreneurship and innovation for women and girls, and Snap! which fosters coding skills among younger students.

SAP Next-Gen for SAP Leonardo Services include salons, innovation tours, boot camps and other purpose driven innovation services enabling digital innovators to accelerate purpose driven innovation linked to the 17 UN Global Goals and leveraging SAP Leonardo offerings.

The SAP Next-Gen flagship is at the SAP Leonardo Center New York in partnership with Hasso Plattner Institute. You will also find SAP Next-Gen at other SAP Leonardo Centers in Paris, São Leopoldo, and Bangalore, at other SAP locations, and at university campuses globally.

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