



SAP TOTAL ENTERPRISE REINVENTION FOR INDUSTRIES

VIDEO TRANSCRIPT

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Hi, everyone. I'm Peter purity and responsible for technology in Accenture for our products industries. And I'm here today with James Crawley, which is the industry chair for products. And we want to talk a little bit about the importance of sap in total enterprise reinvention in the context of any industry. So James, based on your point of view, and when you think about total enterprise invention, why you think SCP plays a role?

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Well, PHR we know, total enterprise reinvention incorporates many components, talent, continuous reinvention, breaking down silos, and working in a boundaryless way. But we also know that the digital core is a critical component of total enterprise reinvention, and specifically that the digital core creates an opportunity, a large opportunity for our clients to drive competitive advantage. And I think we could all agree that when you're talking digital core, you have to be talking about SAP as a key player in that. And we've seen that with our clients. We've seen how SAP plays a big role. And we're seeing how SAP is closing the gap on some of

the disruption and the the change that our clients need to go through to drive new capability, business reinvention, and inevitably value for for the business. Yeah. Now, I know that you have spent a lot of time in SAP and working in the digital core broadly, across many of our products industries. What do you think is critical as we move forward? With our clients with the reinvention agenda with digital core with SAP? What are the keys to success? What do we have to get right?

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What's important is that we don't treat the next recipe wave as another ERP implementation, if you really, company wants to reinvent themselves, they really need to look at a digital clean core with a number of industry extensions. And that's where you build your own differentiation, your own innovation, and you're going to create those capabilities. That helps you to become the new company reinvented company that looks at the new performance frontiers and win against the competition. So just to give you an example, think about the ability that a consumer goods company will have in the future to embed software and configurability in their products. So this is not any more something that has to do with the way a company integrates with, with a client, but also how the entire supply chain is rewired to be able to fulfill this. So this is just an example. And we can have more think about cars that are becoming software on wheels. And now a consumer that is in a car is



actually interacting with a car and himself with a producer. And now the entire back end has to then realign to be able to do that. So we need to think within reinvention mindset, and use technology beyond ERP using platform like BCP and composable architecture to be able to unlock the value of data, the automation, the AI, the different user experience.

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Thank you pa tro very well said. I think the top line messages are companies need to embrace reinvention. They need to accelerate their transformation, and they need to do it with technology and SAP to deliver meaningful business results. And the time is now.