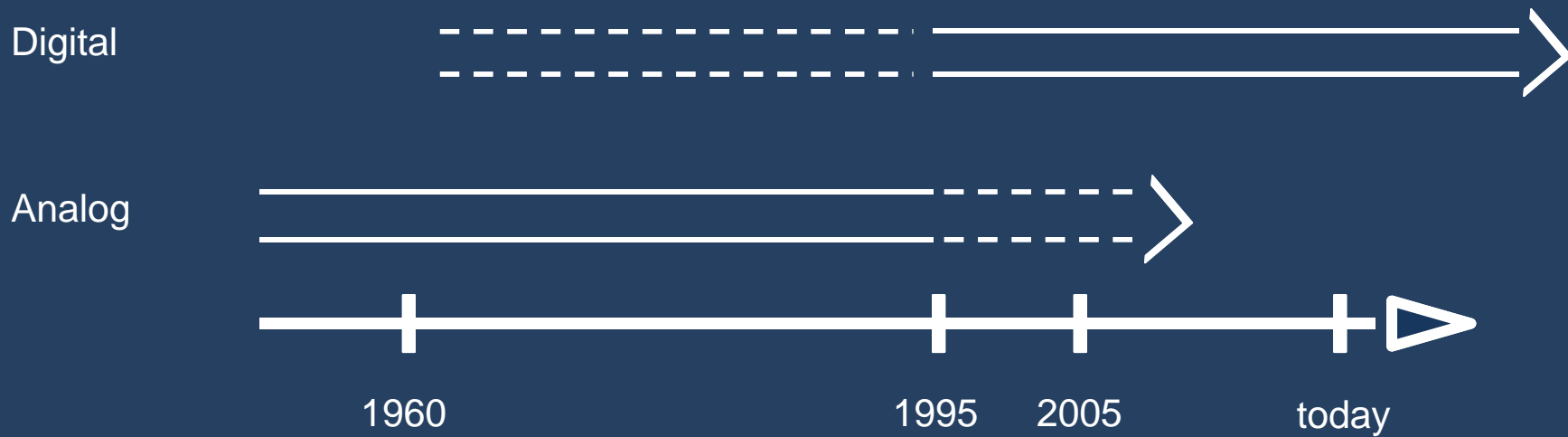


# Impulse on Competitiveness

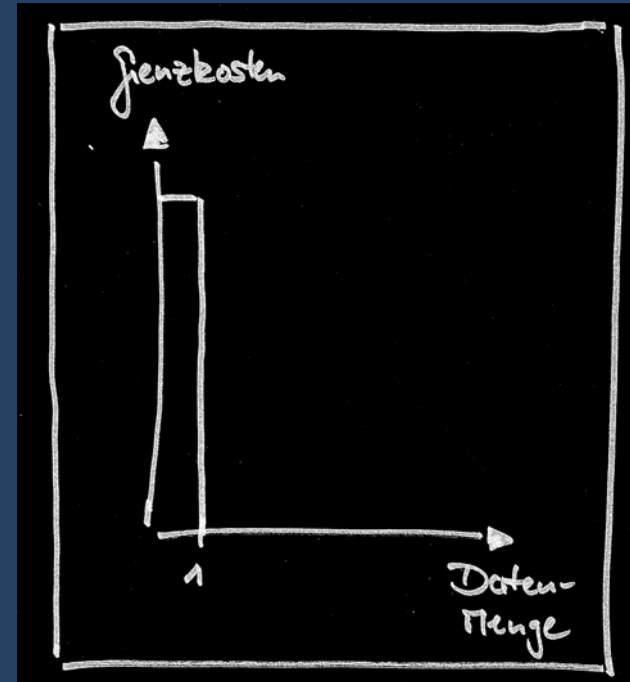
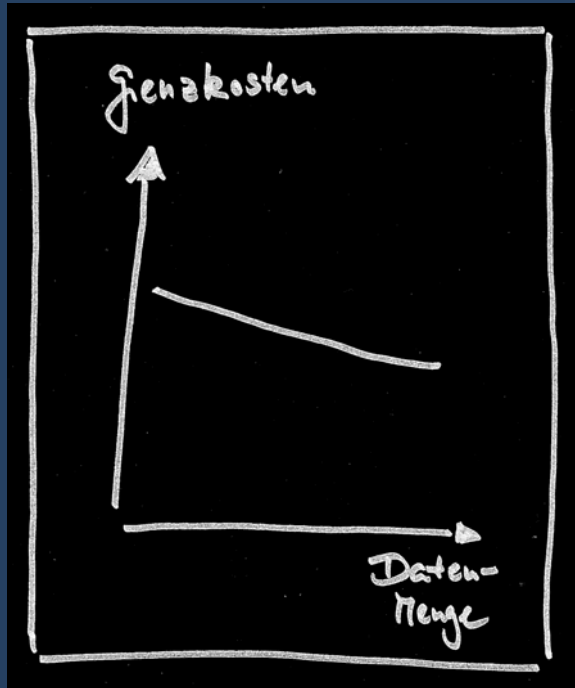
Workshop

Dr. Carsten Polenz – SAP SE

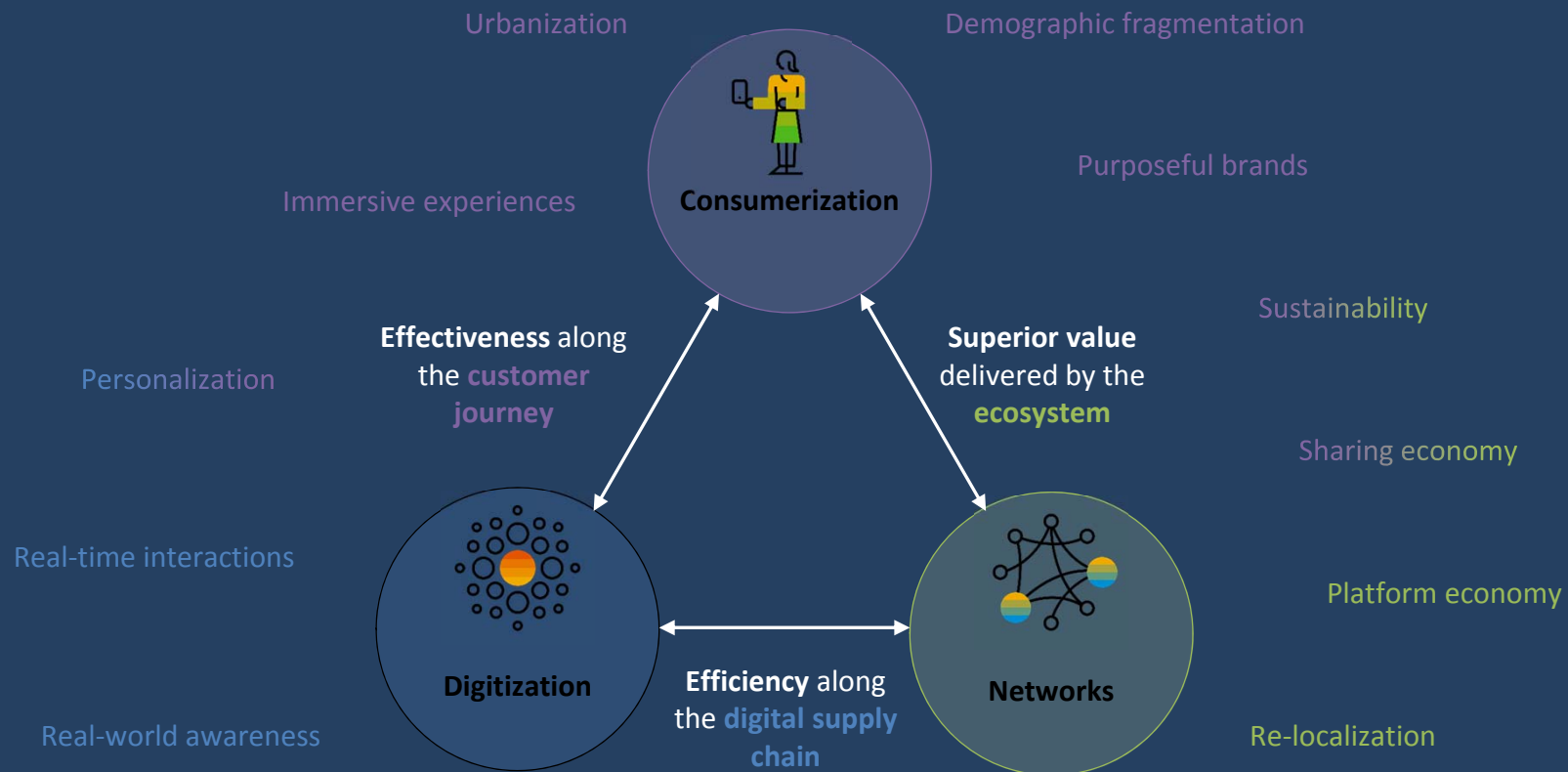
# Digital Twin – Bank Book



# Marginal Costs of Data – Analog vs. Digital

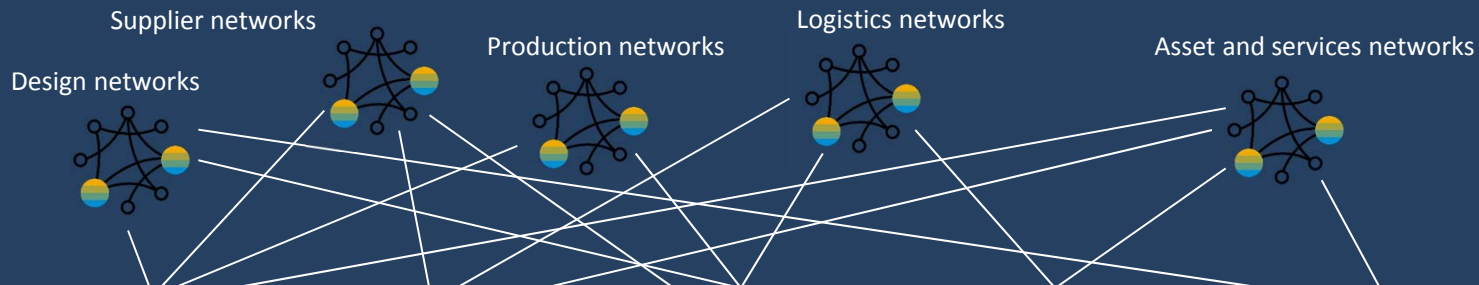


# Future Consumer-Driven Economy is Digital and Connected

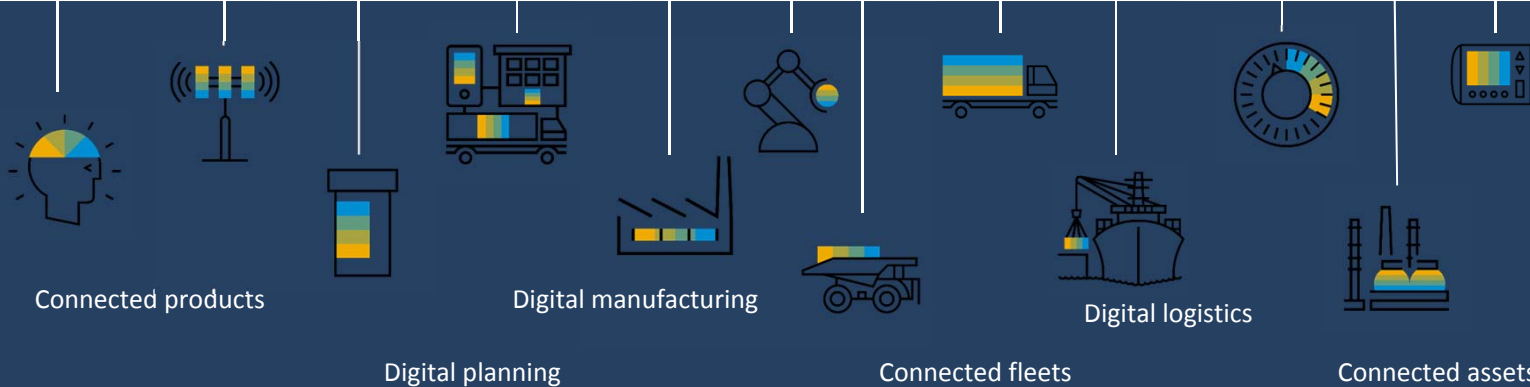


# Augment the existing Value Chain with Physical Objects and Networks

NETWORK



DIGITAL



CONSUMER