
Innovation, Speed, & Success

Hasso Plattner

Chairman & Chief Software Advisor

Influencing Events

Cellular phone with camera and internet

Large 20 - 200 Gigabyte Memory

Internet Revolution STILL Going On

iPod as part of an Ecosystem

Communities as Driving Force

Broadband Communication

4-gigahertz Computer Chips

HDTV with 2 mega pixels in motion

Google - One of the Largest owner of Computer systems

20 Cores on One CPU

Aspects of the "New Idea"

Harmonized UI

In-Memory Databases

Real-time Analytics

Cloud Computing

On-Demand

Modular Deployment

Community

Standards

Standards

Model-based Configuration

No Code Exposed

New Markets

Events & Triggers

A Complete Solution

Manufacturing

Planning

Compliance

Service and Sales

Marketing

Procurement

Customer Service

Employee Services

Human Resources

Finance

Payroll

Product Development

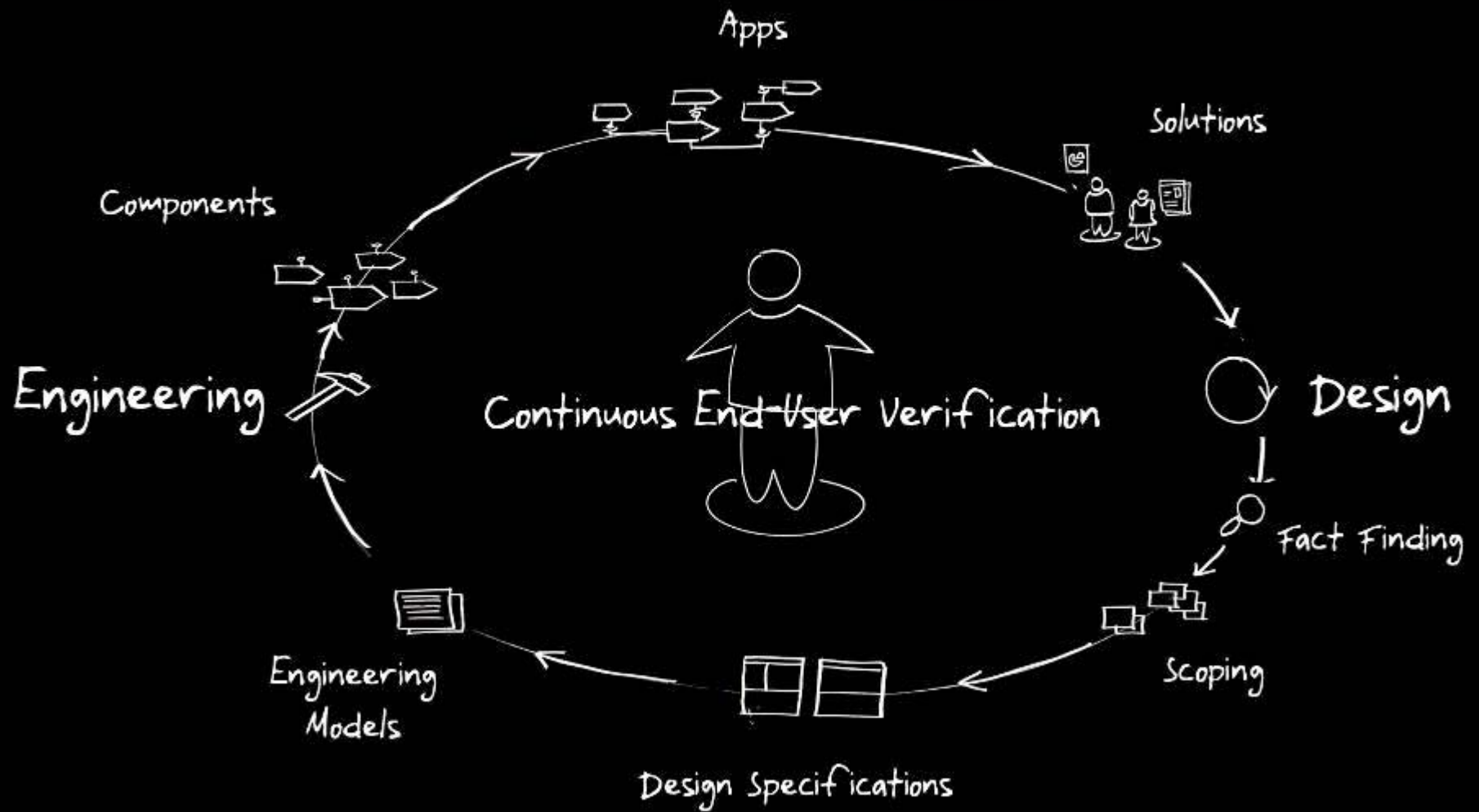
Internet Sales

Business Management

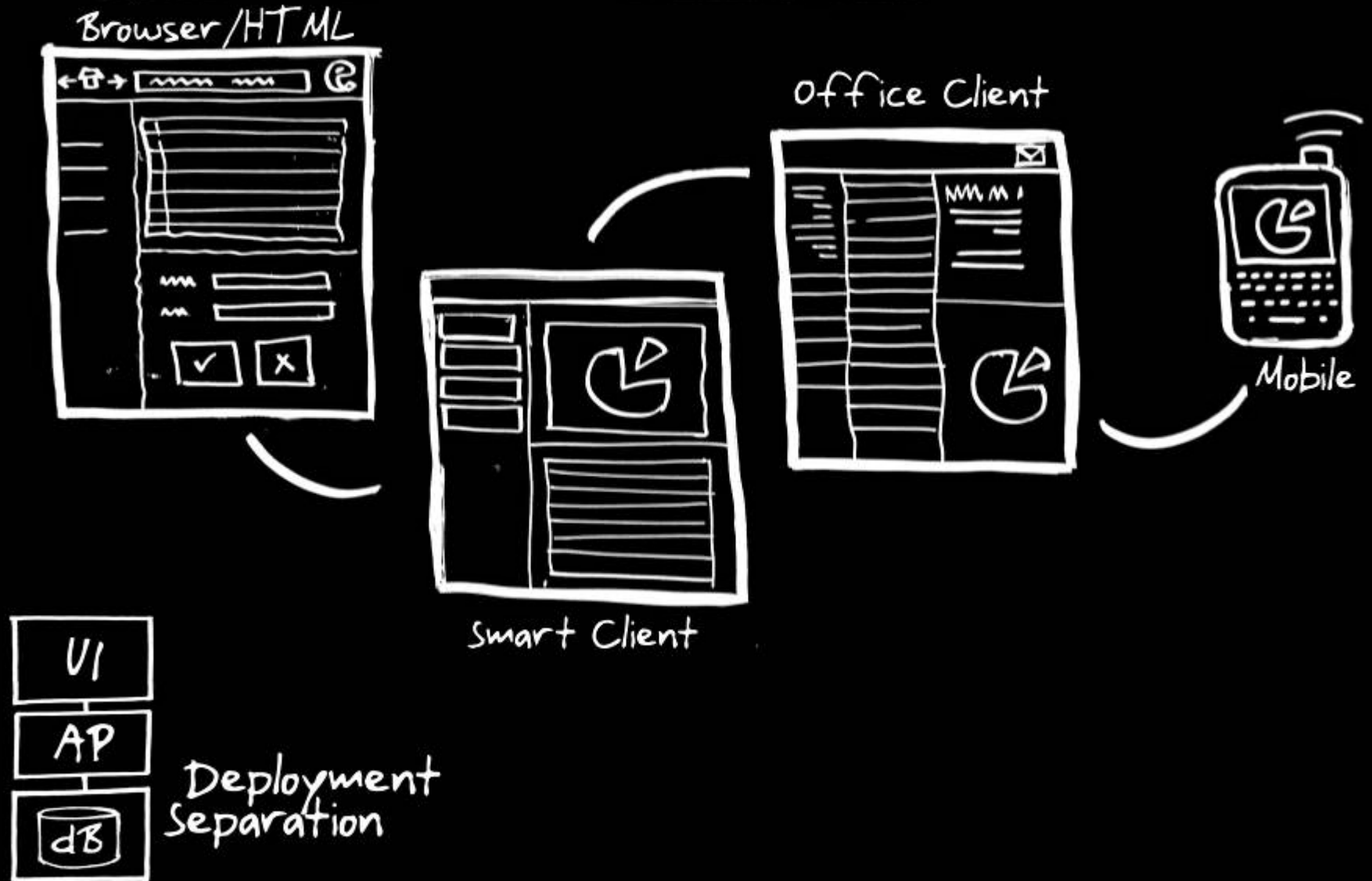
Logistics

Project Management

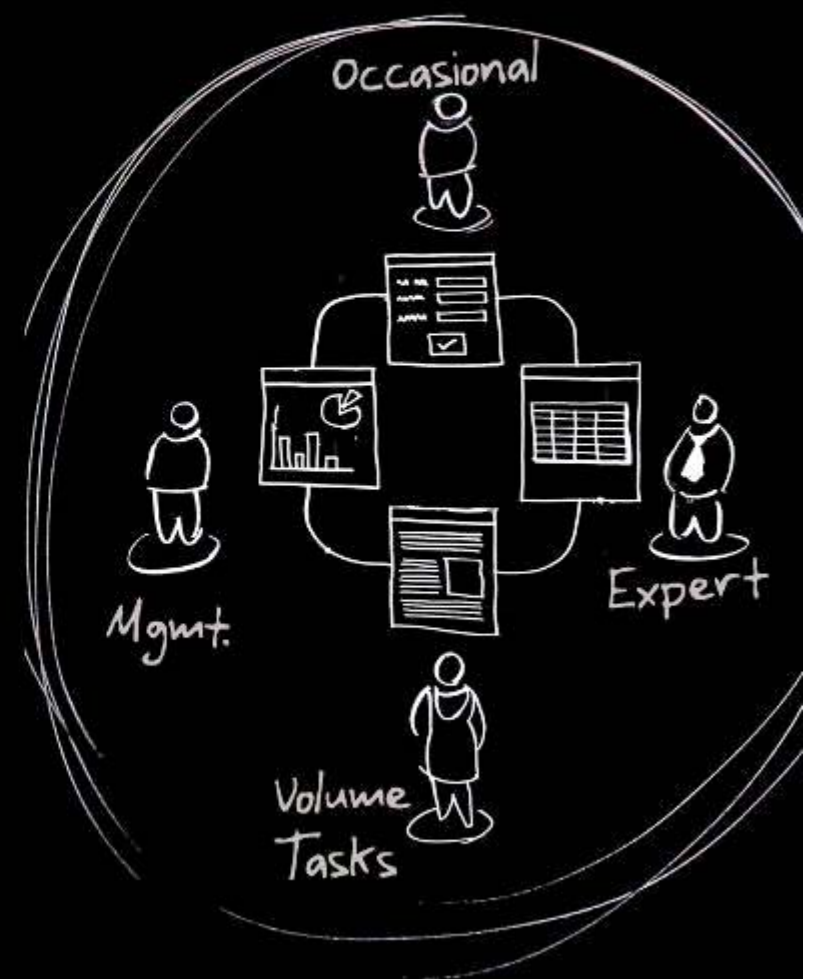
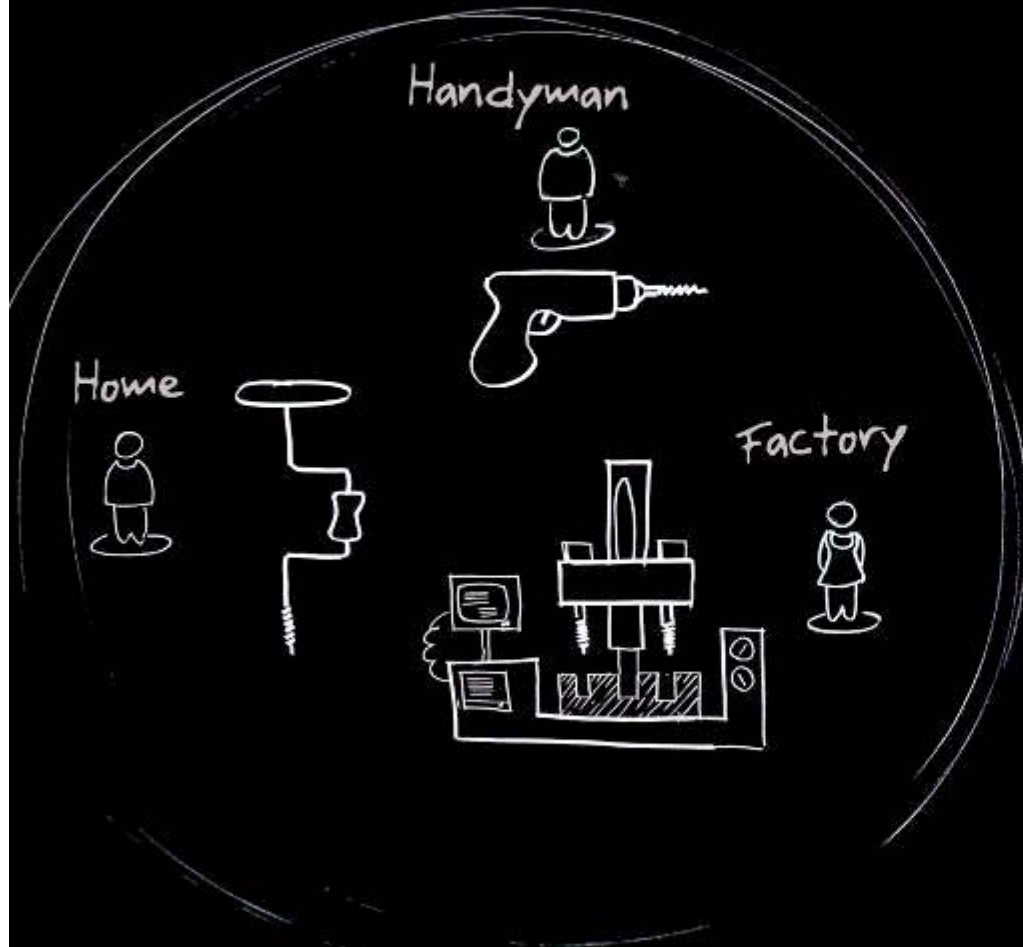
User Centered Design



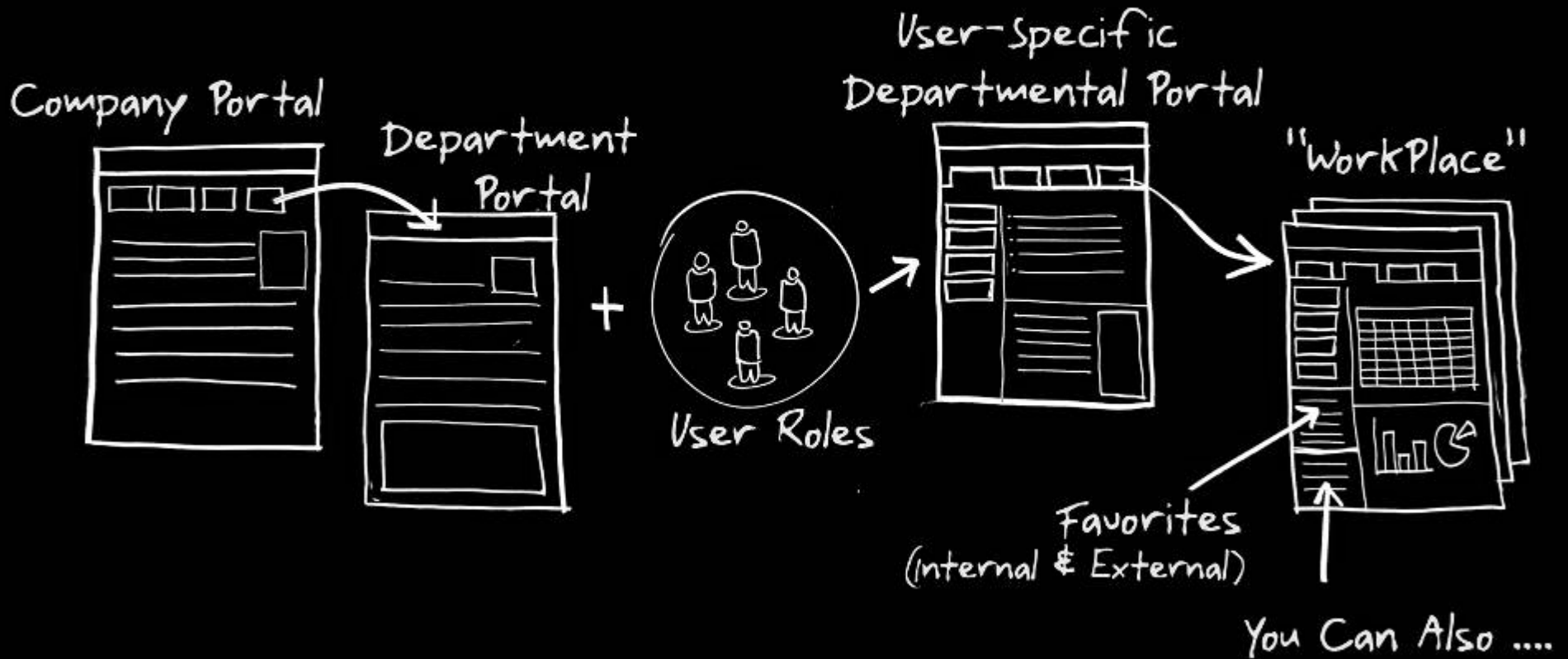
Harmonized UI



Relativity of Complexity

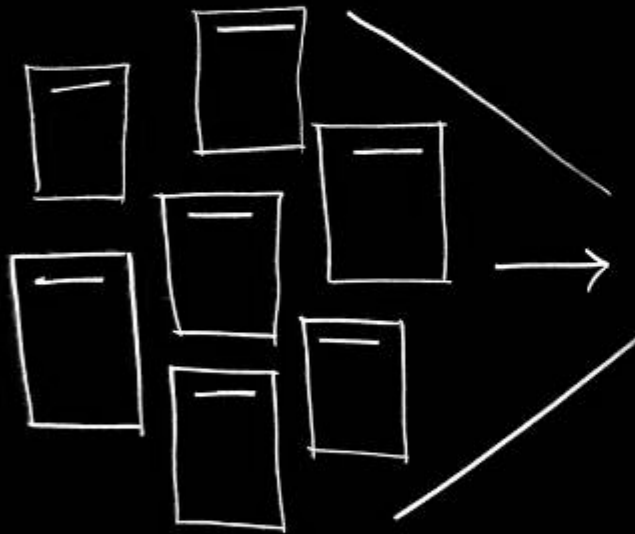


From Portal, to Task

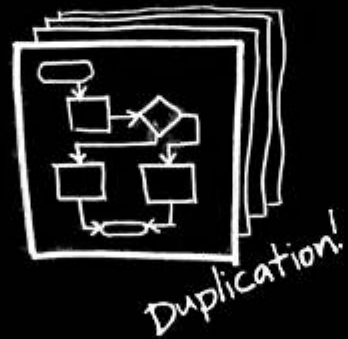


Event Driven

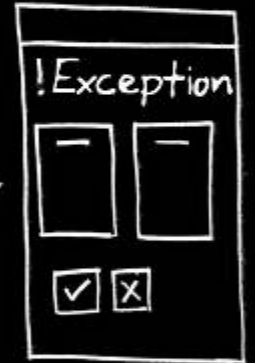
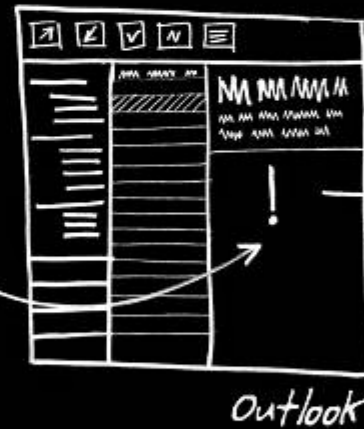
Incoming Invoices



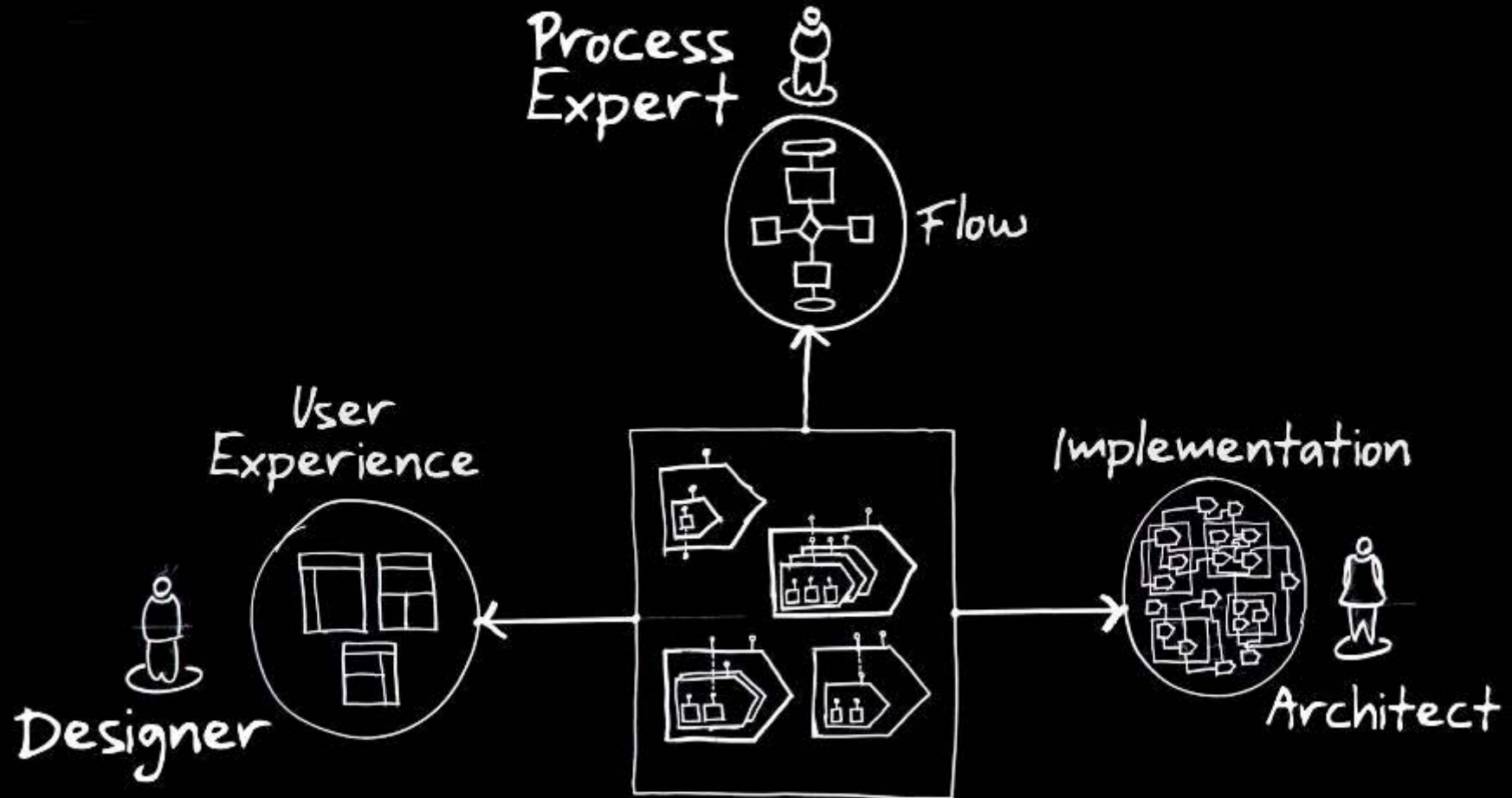
Detection



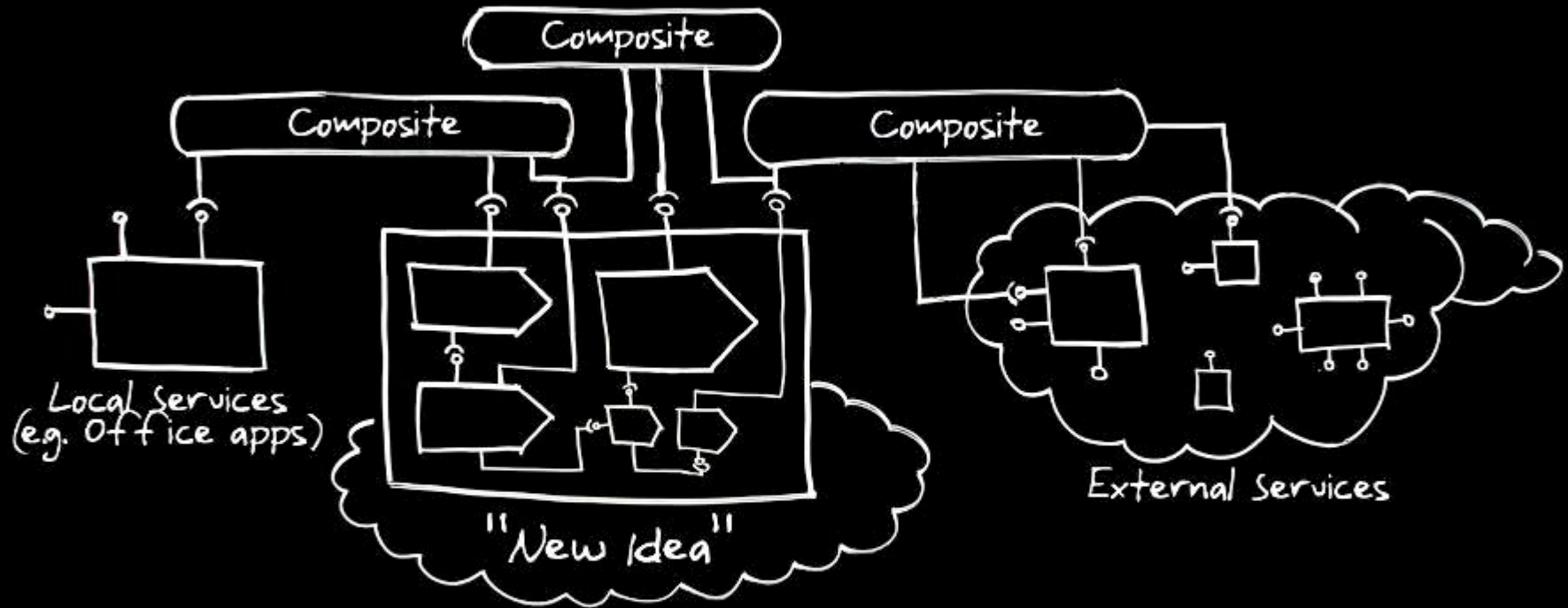
Notification Resolution



Model Based System



Composites - the new Enterprise Mashups



- Data validation
- Business services
- Bank information
- GIS
- Credit card validation
- Business information
- Financial information
- Tracking services
- Conversion
- Map & directions

Community

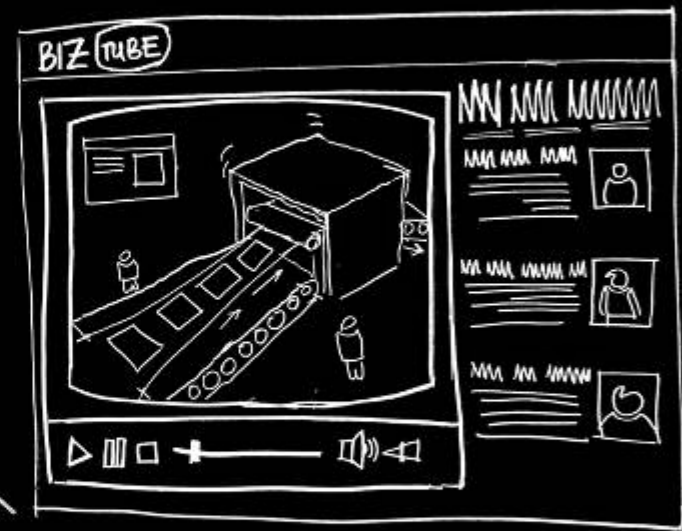
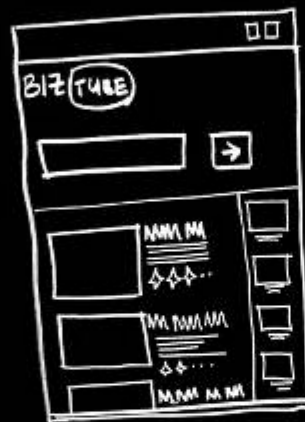
"Let's share
what we did."



Chat

Blog Wiki

Tube



I Like
THIS!



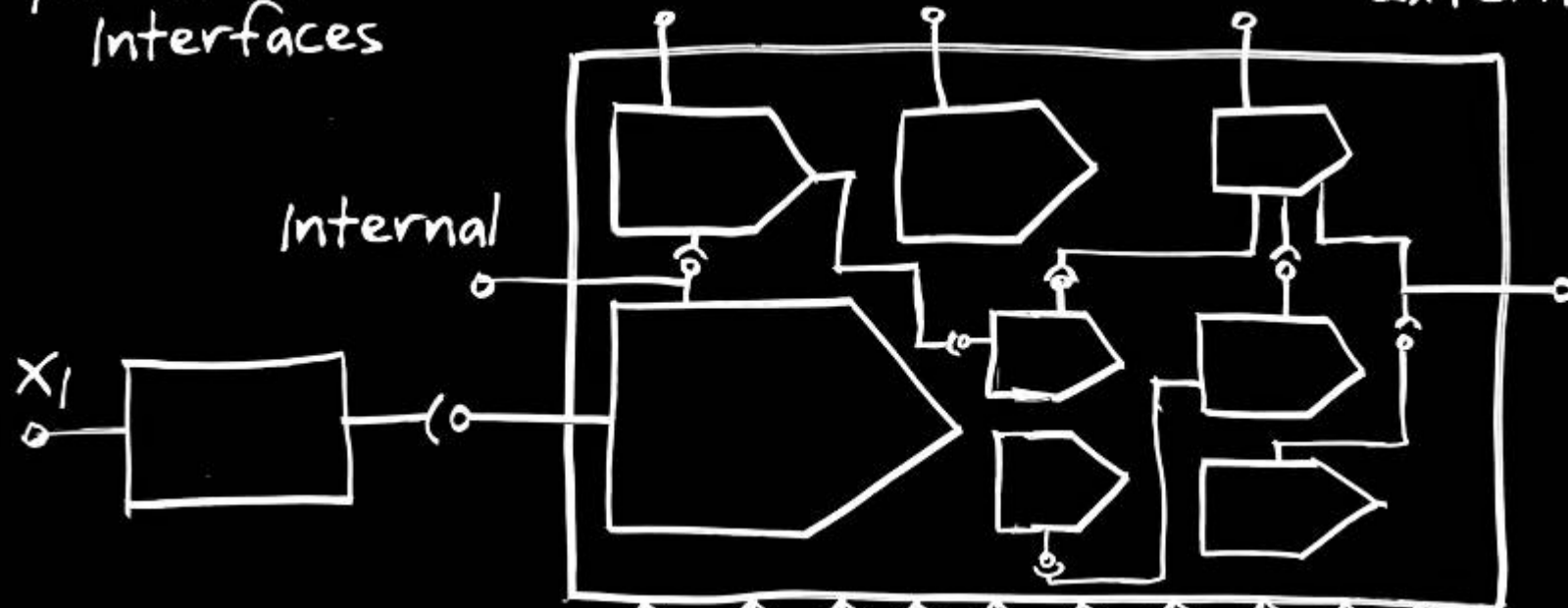
I WISH I
HAD THIS



SOA by Design

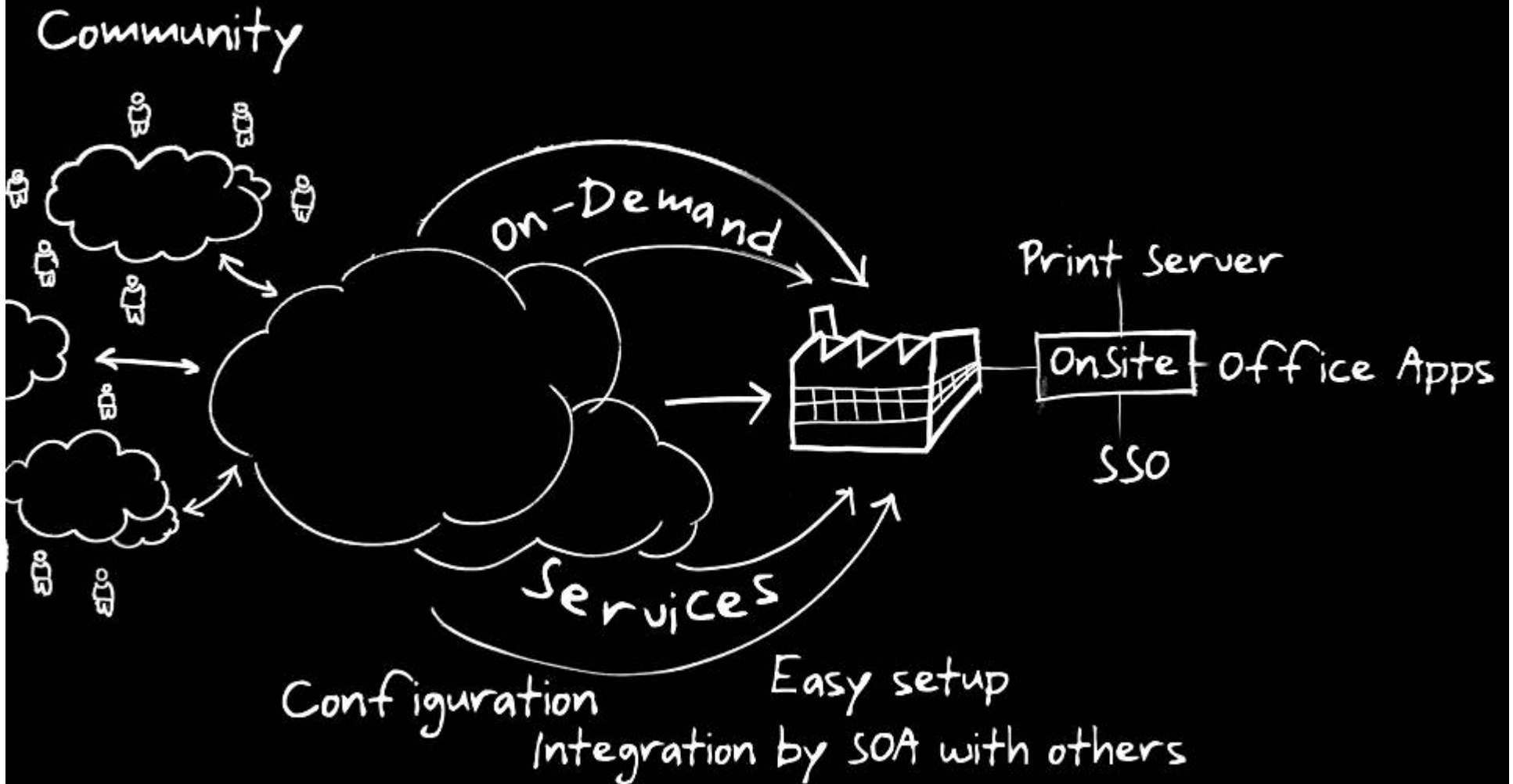
> 1,000 Service Interfaces

External



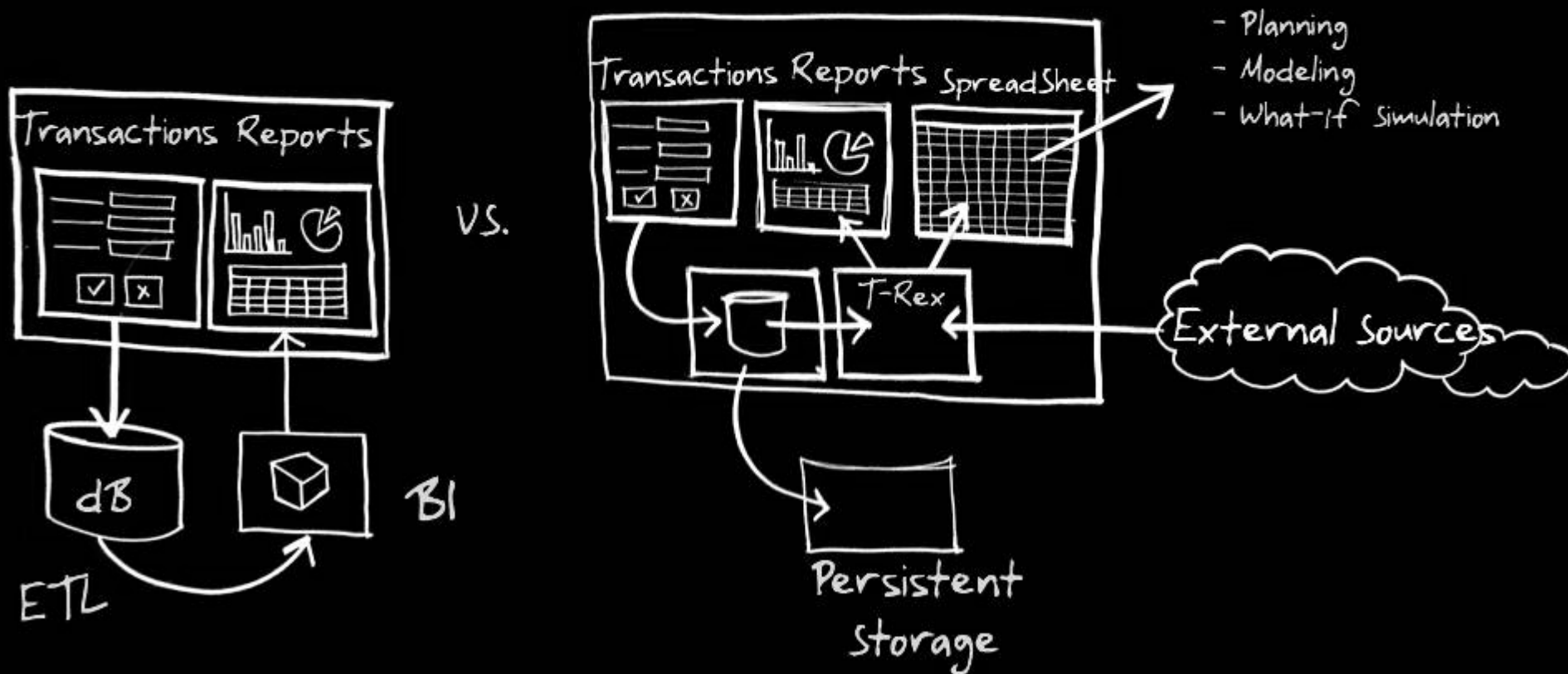
NetWeaver Services

On-demand Services



Instant Enterprise Information

!
36 Million Records < 1 sec



Benefit

