

Abstract: Disruptive B2B2C eBusiness solutions provided on next-generation mobile empowered Business Webs

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Prof. Przewloka is based at the SAP headquarters in Walldorf Germany, additionally, he holds university degrees in physics, economics, and medical sciences from the universities of Giessen/Germany, Geneva/Switzerland and Kaiserslautern/Germany. Furthermore, he holds a professorship in mathematics from the Technische Hochschule Mittelhessen/Germany and a professorship in computer sciences from the Proxadis School of International Management & Technology Frankfurt/Germany.

It is an undisputed fact that the Internet is becoming the centre of new and innovative businesses. While mobile business is growing dramatically fast, and social networks are continuously expanding their reach into the Internet, we all expect that not only the consumers, but also the business users will soon use mobile devices for their daily work and coordinate their collaboration through the Internet, enabling value chains to be created quickly with a variety of delivery channels and business models. SAP has introduced the concept and the vision of a Business Web to offer a real-time, trusted marketplace of services, accessible on any device to enterprises, governments, and citizens. The presentation will outline the key ideas of the Business Web vision and will showcase, based on concrete use cases and prototypes, how a mobile-enabled Business Web allows seamlessly integrated information processing resulting into innovative and disruptive B2B2C business models.

The presentation is divided into the following 3 key areas:

- Next-generation Business Webs in the Digital Ecosystem
- From Apps to Services to Solutions
- Concrete B2B2C use cases and prototypes (Urban Management = Smart-Cities, Future Energy = Utilities, Information as a Service) incl. first customer driven project experiences/results.

Cities and communities form the nucleus of our modern society. In modern urbanizations the need for cross-organizational processes and management tasks has grown ever more in the recent years. Consequently, there is a strong need for disruptive, mobile empowered concepts for collaboration processes between citizens, local governments and companies. Smart Cities require smart energy infrastructures which includes for example the de-carbonization of road transport and new consumer energy management services. Last but not least, same applies to Urban Security: mobile empowered collaboration processes between security & safety agencies, protection of critical infrastructure (e.g. energy supplies, transportation systems) will be key.

Concrete scenarios and use cases illustrate our research and advanced development strategy, and they are also used to explain how we instantly build and deliver those sustainable solutions based on a cloud based universal platform, called the Business Web.

Furthermore, the presentation will include some challenging socio-economic aspects as they get more and more importance to future (e)Businesses: mobile solutions to empower businesses and consumers/citizens have to become more relevant to the users and to create additional value. The winner in the market will be those who provide innovative and disruptive solutions that deliver significant more value to the users instead of just 'translating/converting' existing scenarios/use cases and make them consumable on a mobile device. Consequently, mobiles will play one of the most important role to mitigate or even overcome some of the 'grand challenges', such as the aging problem, the challenges in context with urbanization and future energy supply as well as to allow the emerging countries to leapfrog steps on their social and economical development. The 3rd part and main part of the presentation will therefore showcase concrete examples of SAP projects (incl. prototypes) but also describe obstacles and lessons learned in those areas.