

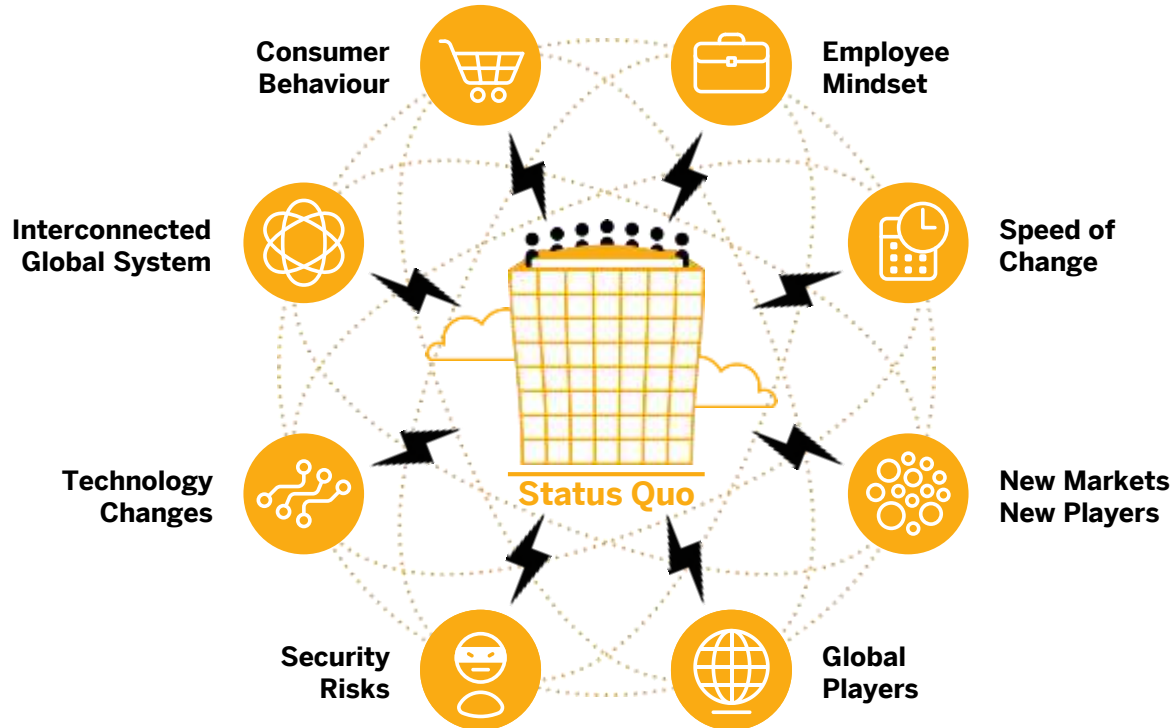


The Design-Led Innovation Approach

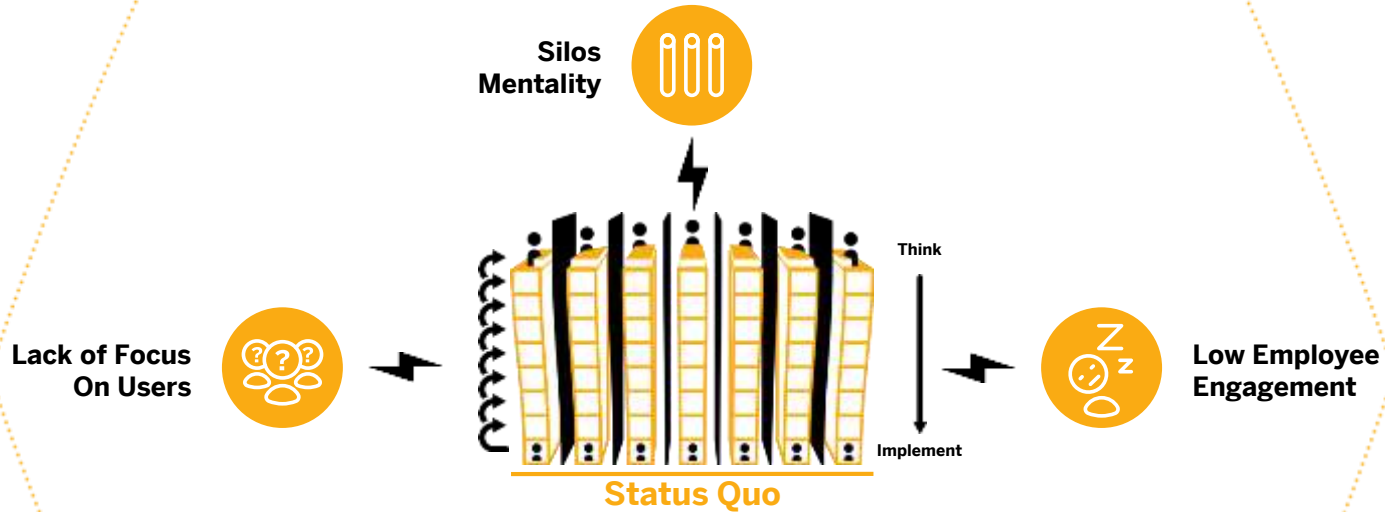
Michael Byczkowski, SAP SE
9th of March @ MKWI 2016

The Value of Design

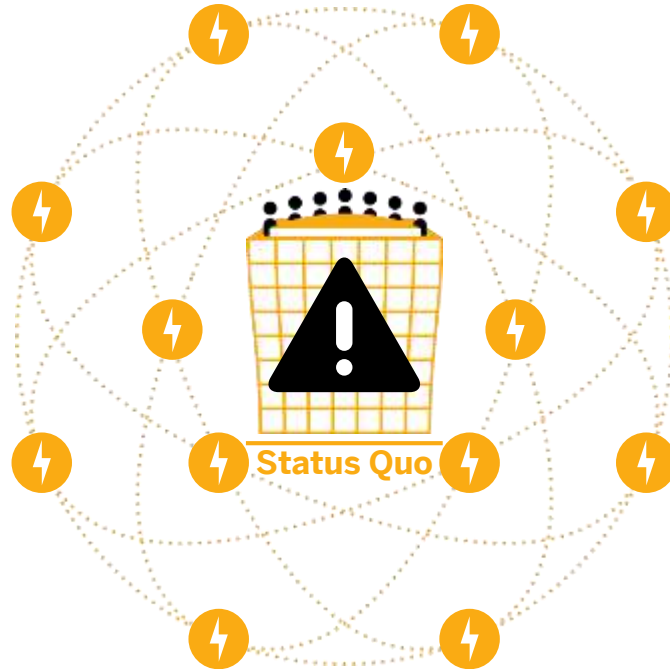
External Factors



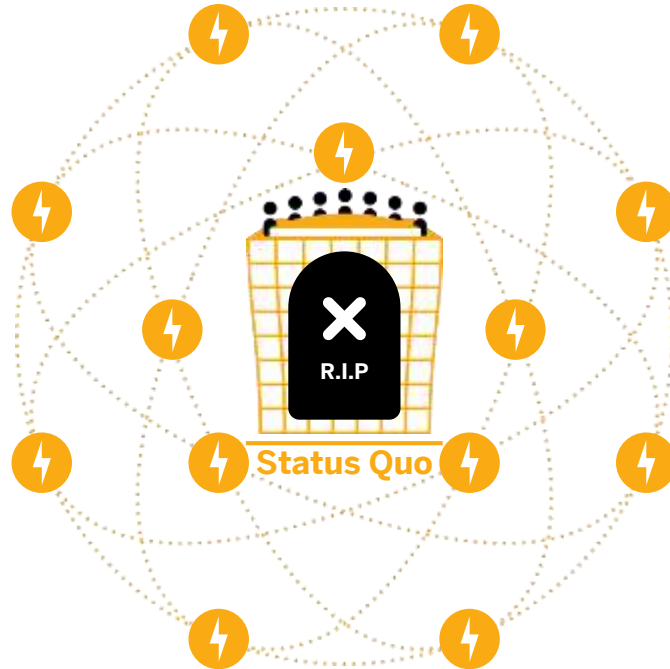
Internal Factors



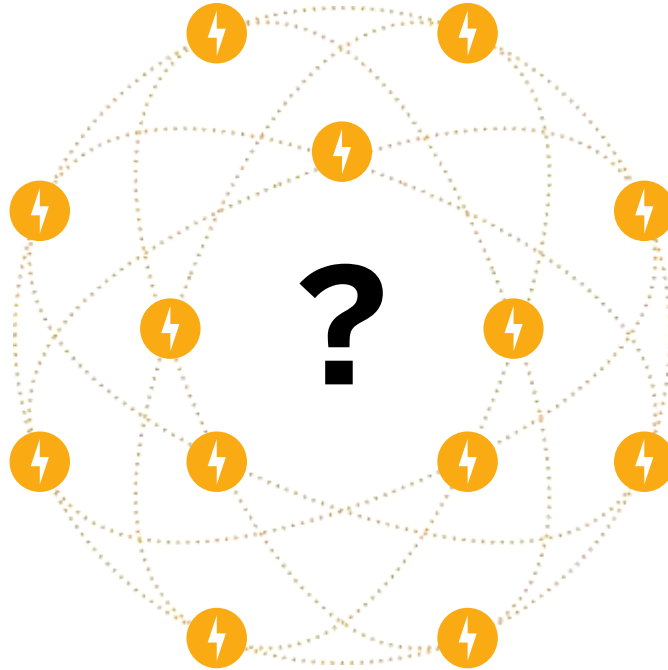
Adapt ...



... or Die

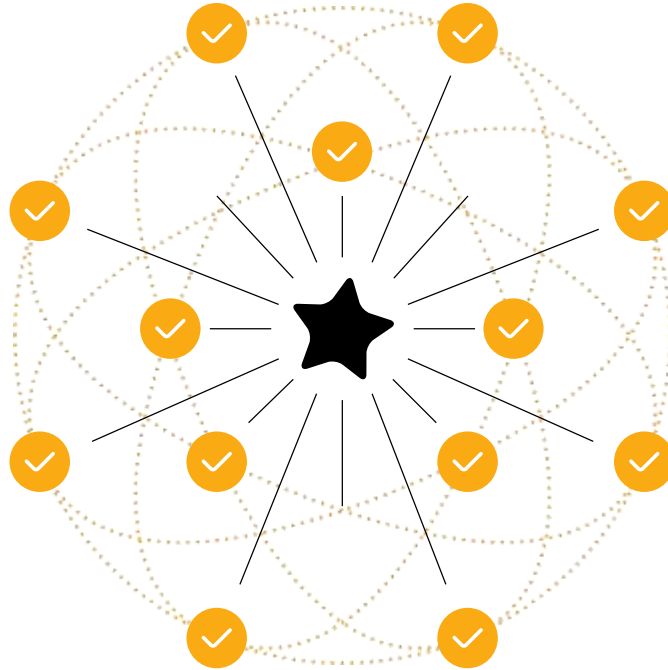


How do you adapt?



Innovate through Design

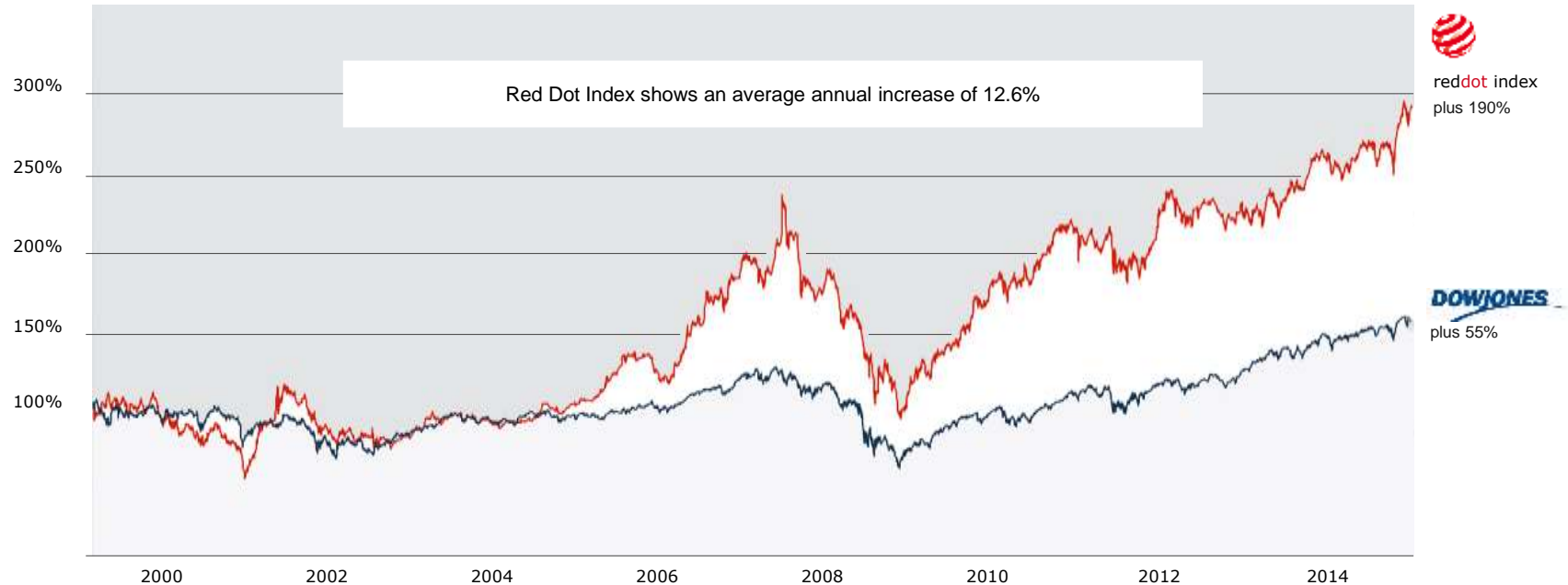
Drive a valuable, meaningful change by focusing on the end-user



The Red Dot Design Index

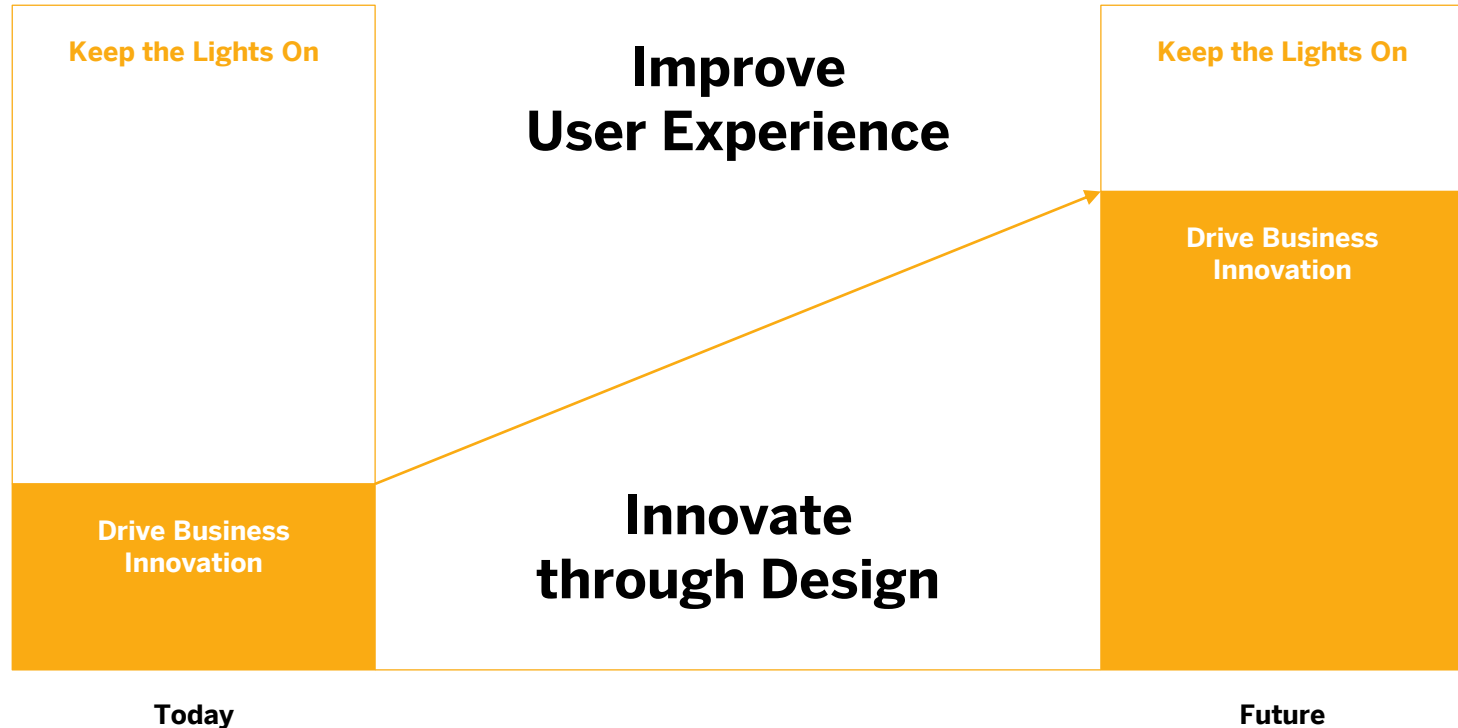
Red Dot Design Institute - Red Dot Design Index 2000-2014

Red Dot Design Index versus Dow Jones Index



The Impact of User Experience & Design

Forrester IT Survey 2013



The Value of Design and User Experience

Monetary Value

**Gain
Productivity**

**Save
Training
Costs**

**Decrease
User
Errors**

**Decrease
Change
Requests**

Human Value

**Increase
User
Satisfaction**

**Increase
Customer
Loyalty**

**Increase
Solution
Adoption**

**Strengthen
Relationship
(IT and Business)**



UX Value Calculator

Launch

What we do



Establish design as a driver for human-centered digital transformation and foster design-led innovation culture in organizations



© 2016 SAP SE or an SAP affiliate company. All rights reserved.

Our Mission

We won Design 15 Awards and Recognitions



SAP AppHaus Heidelberg

2016 German Design Award
2014 UX Magazine's Design for Experience Award



WTA Tennis App

2015 UX Awards



SAP Medical Research Insights

2015 Red Dot Design Award
2015 iF Design Award
2015 Interaction Awards
2015 German Design Award
2015 Land der Ideen
2014 Core 77 Design Award
2014 SAP HANA Innovation Awards
2013 White House Office of Science and Technology Policy



Principles of the Design & Co-Innovation Center of SAP

2014 Design Management Europe Award



SAP Consumer Insight 365

2014 UX Awards
2013 UX Magazine's Design for Experience Award



Ferrovie dello Stato Italiane

2015 SAP Quality Awards Italy

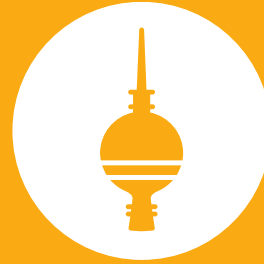




Palo Alto



Heidelberg



Berlin



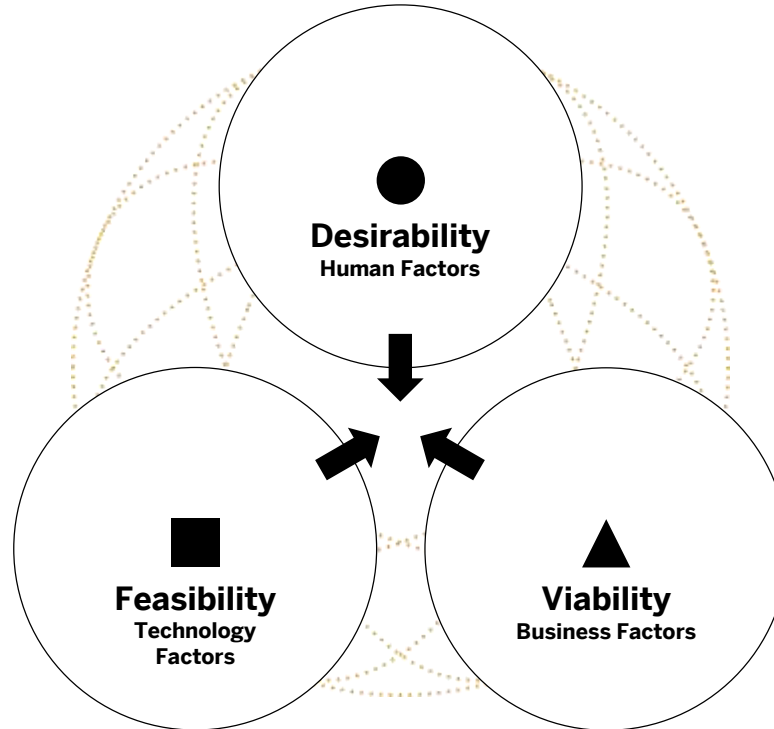
Seoul

How we do it

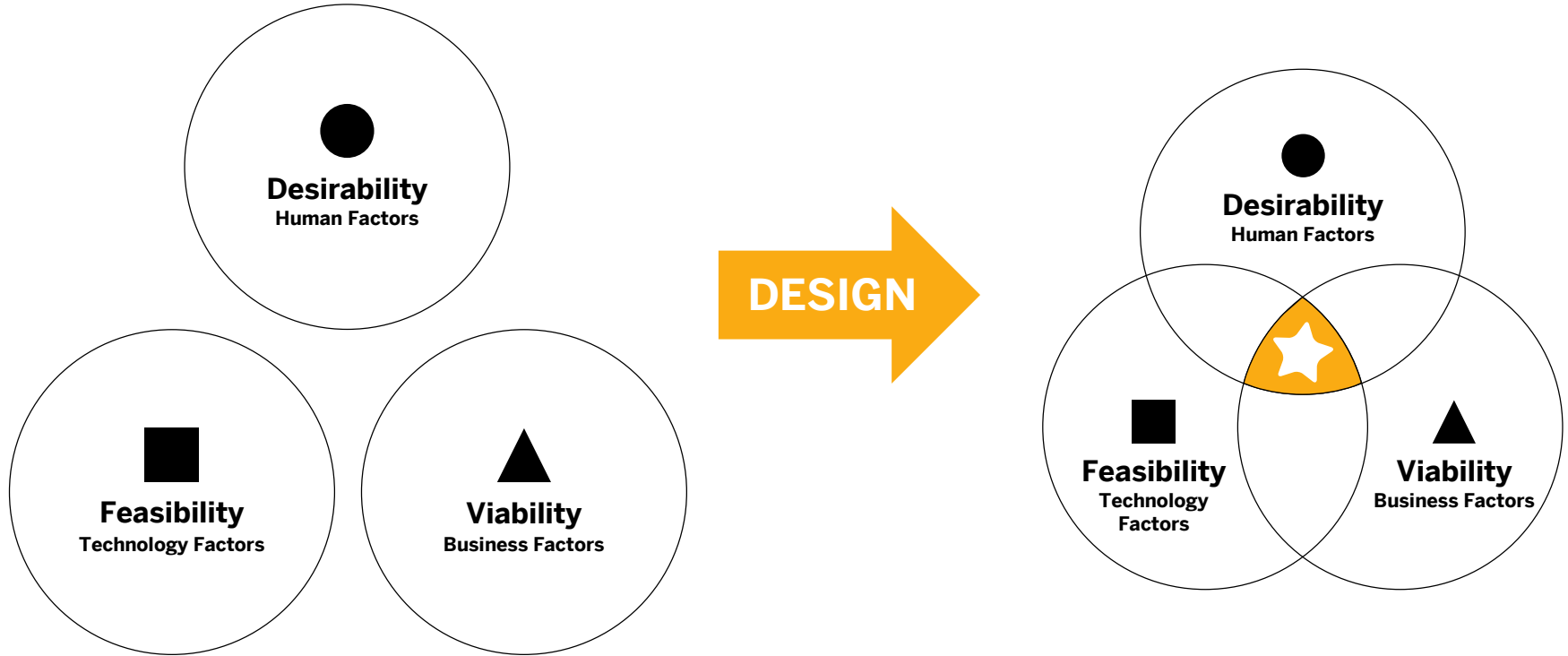
Convert Attacking Forces to ...



... Organizational Needs



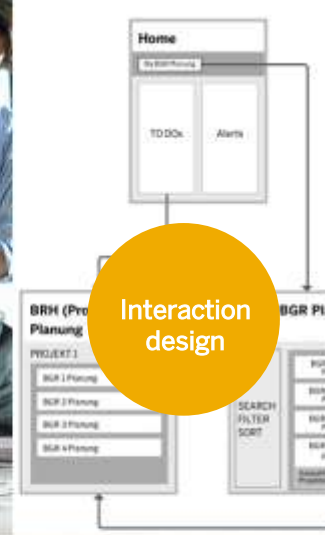
Design Drives Innovation



Design requires special skills and mindset



User
research



Interaction
design



Design
Management



Visual
Design



Design
Thinking

**We observe real
end-users**









**We co-innovate
with customers in
a creative space**

AppHaus Heidelberg

Provide an Inspiring and
Creative Environment
to Enable Customer
Co-Innovation

Challenge

Communicate
SAP's design leadership
through a space concept

Solution

Creation of the first
customer-facing AppHaus
a rough, workshop-like
location that supports
collaboration and
inspires creativity

Benefits

More than 810 customers
hosted in the first two
years; now customers are
asking for DCC to support
them setting up their
own design
spaces



AppHaus Heidelberg 2014 & 2015



**8132
Visitors**

**819
Customers**

**320
Events**

**4,9 out of 5
Customer
Satisfaction**



**2016 German
Design
Award**



**2014 Design
for Experience
Award**







Customer Examples

Create Business Value and Drive Innovation with Design

MOI TEACHING & REFERRAL HOSPITAL

Digitizing Cervical Cancer Screening in Kenya with SAP HANA Cloud Platform



© 2016 SAP SE. All rights reserved.

ETiCCS | EMERGING TECHNOLOGIES IN
CERVICAL CANCER SCREENING



UniversitätsKlinikum Heidelberg

DESIGN
& CO-INNOVATION
CENTER



Mission

Implementing
innovative
healthcare screening
in fragile infrastructure
starting with
cervical cancer

WHY

**“Women are vital
to social welfare
and a cornerstone
of African economic
development”**



Cervical cancer is easily preventable, so
CONSISTENT SCREENING IS A MUST

ETiCCS – the screening process



1. Community Concern



2. Community Mobilisation



3. Eligible woman goes to clinic



4. Examination at the Health Center



5. Laboratory Investigation



6. Delivery of Results



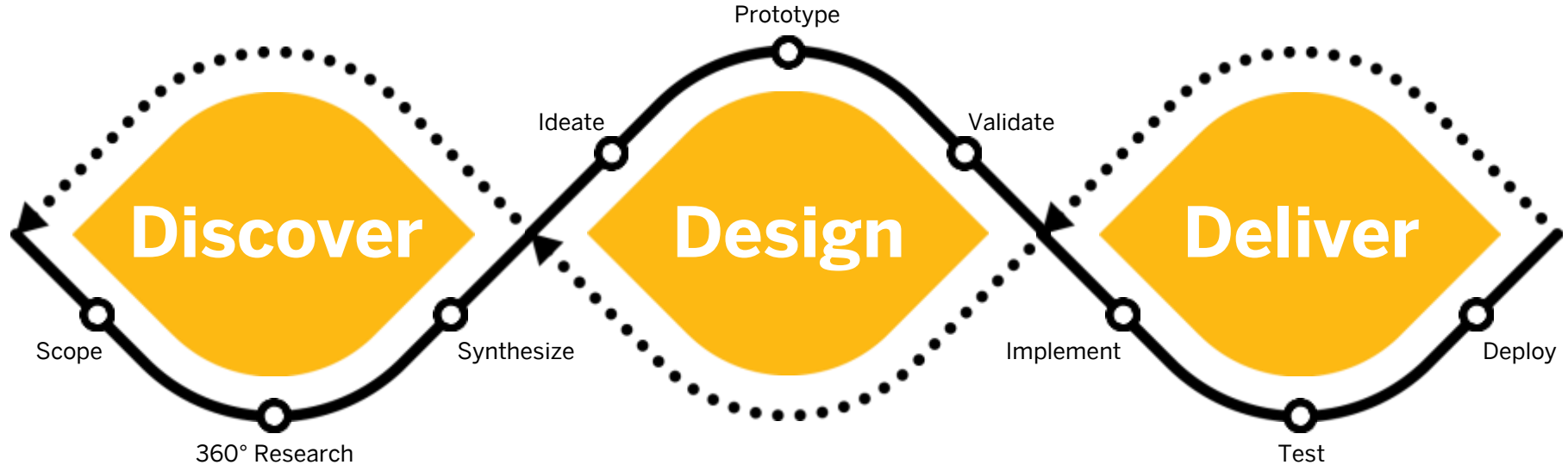
7. Patient at Risk



8. Cancer Treatment in Hospital

HOW

Design & Co-Innovation Center Approach



Discover

Relevant user roles



(Potential) Patient

25-40, living in rural sub-saharan Africa, probably key supporter of large family.



Lab Technician

Works in local hospital or med lab and analyzes the samples.



Local Doctor

Works at a Hospital close to the research area. Will provide medical service to diagnosed patients.

Local Nurse

Works in a local health center in sub-saharan Africa, maintains connection to patients there, provides much of the services health centers offer.



Local Recruiter

Works in the same health center as the nurse and informs female patients in the waiting area about cervical cancer and prevention.



Researcher @ Uni HD

Researcher at the Ruprecht Karl Universität Heidelberg, Germany - Scientific lead.



Discover

Onsite Research
Heidelberg, Germany
Eldoret, Kenya



Discover

Findings & Insights

**High
workload
for nurses (50-
100 patients
daily)**

**Significant
paper trails**

**Long and
exhausting trip
for woman to
reach Health
Center**

**Cervical
cancer is a
stigma**

**Building
empathy
was easy**

**Everybody
owns a
smartphone**

**Hierarchical
social
structure**

**Each East
African
country is
different**

Design

User Journeys



Deliver

Mobile Cloud
Application

By SAP Custom
Development



Recruited Women

ETiCCS

<p>Kimberly Robinson 01.06.1980.</p> <p>702</p>	<p>Lucille Lewis 29.09.1971.</p> <p>703</p>	<p>Marie Quinn 13.01.1980.</p> <p>704</p>	<p>Shelly Stevenson 08.12.1977.</p> <p>705</p>	<p>Ada Walton 11.05.1976.</p> <p>706</p>
<p>Rachel Reyes 29.08.1982.</p> <p>707</p>	<p>Antoinette Cohen 23.11.1985.</p> <p>708</p>	<p>Tiffany Sherman 19.10.1986.</p> <p>709</p>	<p>+</p> <p>Add New Woman</p>	

Recruited Women Today:

9

Recruited Women Total:

326

Submit to Nurse

No further changes are possible after submitting.
You can submit recruited women at any time.

New Candidate

ETiCCS

Recruitment ID:

2681

Name

First Name*

Middle Name

Last Name*

Date of Birth

Day*

Month*

Year*

Eligibility

The woman lives near (max. 30 km) to health facility

☐ Yes ☐ No

The woman is aged 18 years or above

☐ Yes ☐ No

The woman is able to understand the informed consent

☐ Yes ☐ No

The woman is able to undergo an interview

☐ Yes ☐ No

The woman has no history of cervical cancer

☐ Yes ☐ No

Candidate has signed the informed consent*

☐ Yes

☐ No

Save

VISION

Outlook

1 VISIT WOMAN IN HER COMMUNITY

Instead of woman traveling to health center

3 PROCESS SAMPLES

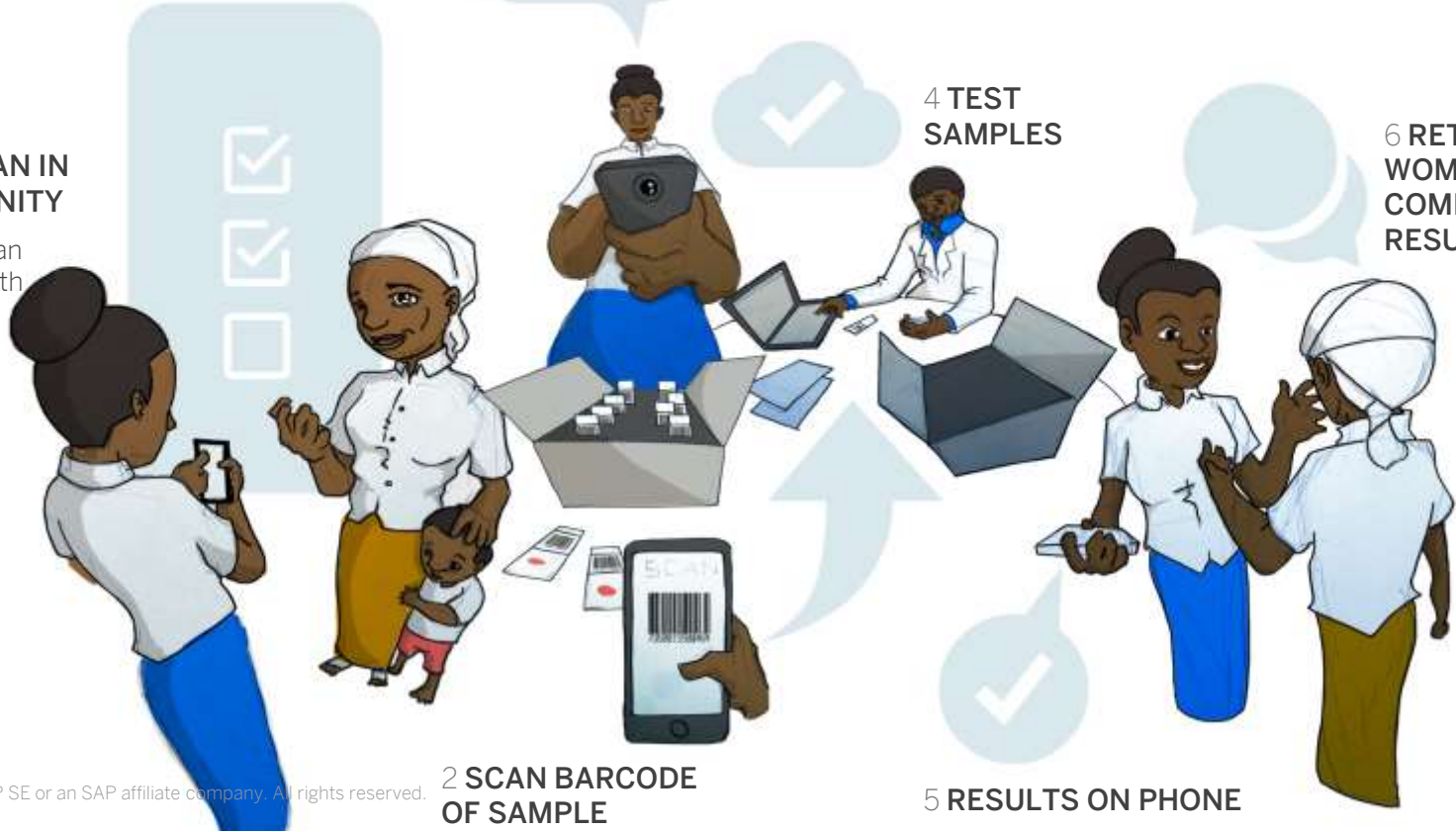
Collect, package and take them back to the lab

4 TEST SAMPLES

6 RETURN TO WOMAN & COMMUNICATE RESULTS

2 SCAN BARCODE OF SAMPLE

5 RESULTS ON PHONE



Take Away

User Centric Design
approach combined with
state of the art cloud
technology by SAP
can contribute significantly
to **improving lives**
in Kenya

www.eticcs.org



[WHAT WE DO](#) [WHERE WE WORK](#) [ABOUT CERVICAL CANCER](#) [WHO WE ARE](#) [NEWS](#) [CONTACTS](#) [Q](#)

EVERY WOMAN COUNTS

IMPROVING
CERVICAL CANCER PREVENTION
WORLDWIDE



Customer Examples

Foster Design-Led Innovation Culture

Consumer Products Company

Transform the organization with Design Thinking

Trained 400 people in Design Thinking and 5 Design Thinking coaches

4 projects executed and coached

Design Thinking Center of Excellence established



Large US Oil & Gas Company

Creation of Design Center of Excellence

100+ people participated in
Design Thinking workshops

15 Design Thinking coaches trained

18+ processes redesigned putting
experience in the center

Design Center of
Excellence created



**Want to gain
Design skills
and mindset?**

A close-up, slightly blurred photograph of a person's face and hands. The person is looking down at a smartphone held in their hands. The background is out of focus, showing what appears to be an outdoor setting with some foliage.

**WE'RE PROVIDING THE RIGHT
SKILLS AND TOOLS TO FUTURE
ENTREPRENEURS.**

HELPING THE WORLD RUN BETTER. IMPROVING LIVES. THAT'S OUR PURPOSE.

Request your FREE Design booklet (pdf)



E-Mail us at **dcc@sap.com**
Subject line: **Free Design Booklet**

FREE Online Courses



Creating business value with user experience design



Design for non-designers



Developing software using design thinking

Become a Design Thinking Expert (€)

Design Thinking for Business Innovation

2 day classroom training

Who:

- Solution Architects, Project Leaders, Managers, Application and Technical Consultants
- People who would like to run the methodology within their own company and act as multiplier there.



Register today



Thank
You

Michael Byczkowski

Vice President, Head of
Customer Design Engagement

michael.byczkowski@sap.com



Website



Email



Twitter



YouTube



Facebook



LinkedIn

© 2016 SAP SE or an SAP affiliate company. All rights reserved.

No part of this publication may be reproduced or transmitted in any form or for any purpose without the express permission of SAP SE or an SAP affiliate company.

SAP and other SAP products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP SE (or an SAP affiliate company) in Germany and other countries. Please see <http://global12.sap.com/corporate-en/legal/copyright/index.epx> for additional trademark information and notices.

Some software products marketed by SAP SE and its distributors contain proprietary software components of other software vendors.

National product specifications may vary.

These materials are provided by SAP SE or an SAP affiliate company for informational purposes only, without representation or warranty of any kind, and SAP SE or its affiliated companies shall not be liable for errors or omissions with respect to the materials. The only warranties for SAP SE or SAP affiliate company products and services are those that are set forth in the express warranty statements accompanying such products and services, if any. Nothing herein should be construed as constituting an additional warranty.

In particular, SAP SE or its affiliated companies have no obligation to pursue any course of business outlined in this document or any related presentation, or to develop or release any functionality mentioned therein. This document, or any related presentation, and SAP SE's or its affiliated companies' strategy and possible future developments, products, and/or platform directions and functionality are all subject to change and may be changed by SAP SE or its affiliated companies at any time for any reason without notice. The information in this document is not a commitment, promise, or legal obligation to deliver any material, code, or functionality. All forward-looking statements are subject to various risks and uncertainties that could cause actual results to differ materially from expectations. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of their dates, and they should not be relied upon in making purchasing decisions.