


Living in Extraordinary Times

How do we ensure the Intelligent Enterprise helps the World Run Better?

Simon Carpenter,
Lead. COEs UKI
October 2019. Oslo
 @SimonJSAP

THE BEST RUN

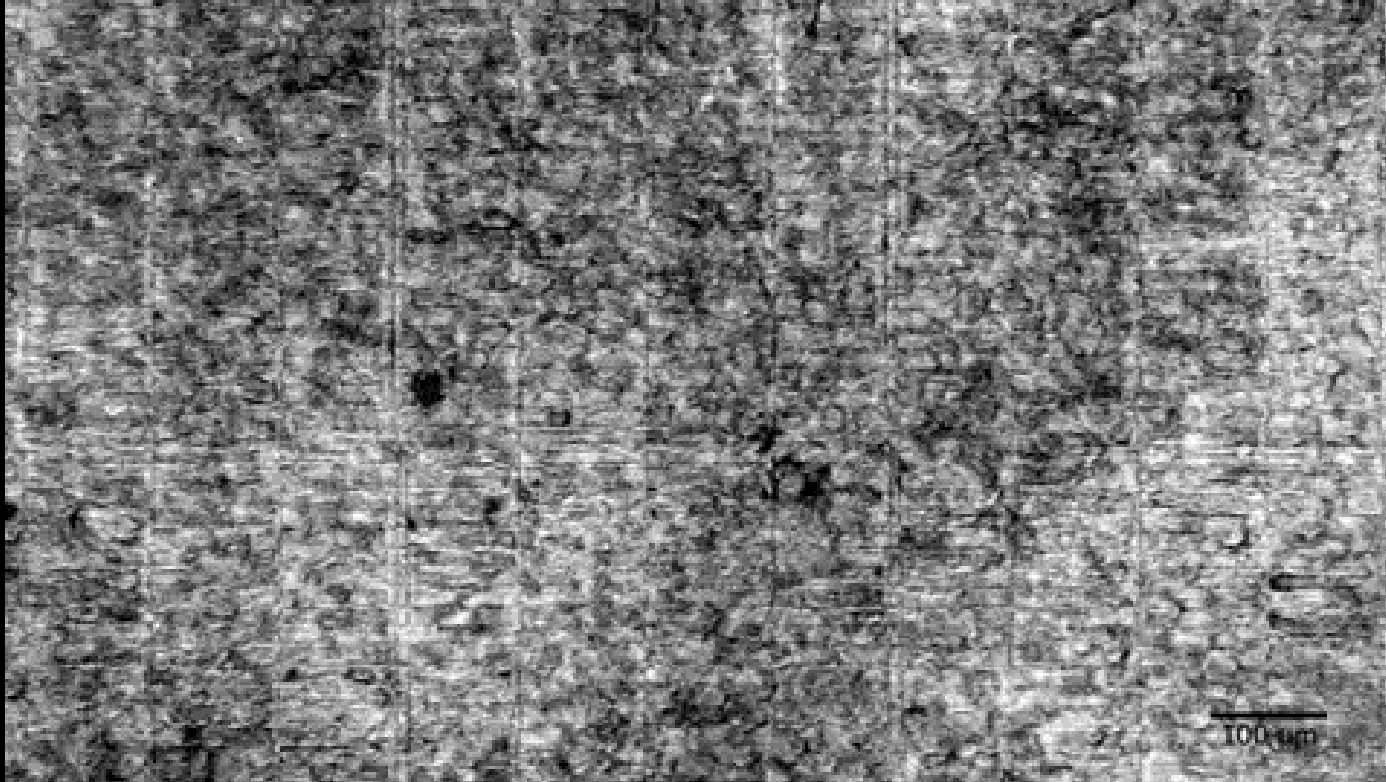


PUBLIC



Extraordinary Times





3D-Bioprinting

Incorporates stem cells derived from adult human heart cells on a matrix.

Credit: Brenda Ogle, University of Minnesota

Source:

<https://www.youtube.com/watch?v=4VqliqZ-tkU>



Source: <https://www.youtube.com/watch?v=1GyJBBB8O> M&t=39s



Picture: <https://harrowonline.org/2016/08/03/the-story-of-sir-roger-bannister/>

The world is get faster and faster

Airlines



68y

Automobile



62y

Telephone



50y

Electricity



46y

Credit Card



28y

Television



22y

ATM



18y

Computer



14y

Cell Phone



12y

Internet



7y

iPod



4y

YouTube



4y

Facebook



3y

Twitter



2y

Pokémon Go



19 days

It will never be this slow again!

Extraordinary Times



THE BEST RUN



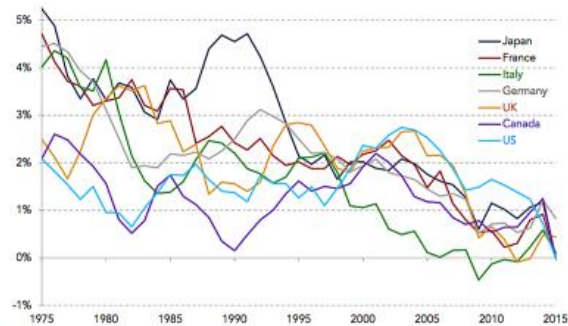
Pressing Challenges for business in Extraordinary times



How to boost declining Productivity?

Figure 18: G7 productivity growth has declined both structurally and as a result of the financial crisis

Annual growth in GDP per hour worked, average of last 5 years



Source: WP analysis of OECD

Picture source: Resolution Foundation

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"Productivity gains are the wellspring of higher living standards, and the well has been running pretty dry lately."

Alan S. Blinder, Wall Street Journal
May 14, 2015

How to Innovate & Disrupt?

28%
Drive business innovation

Shareholder Value & Growth

Drive breakthrough business innovation

72%
Keep the lights on

Productivity Optimisation

Keep the lights on

TODAY

THE FUTURE

Forrester IT Survey, 2013

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How to Engage Talent?



Only 13% of employees worldwide are engaged, meaning that the other 87% are *not* involved in, enthusiastic about, and committed to their work and company.

Source: Gallup, The Worldwide Employee Engagement Crisis

Companies with **engaged employees outperform their peers by up to 202%.**

Source: Dale Carnegie Training, The Importance of Employee Engagement

80%

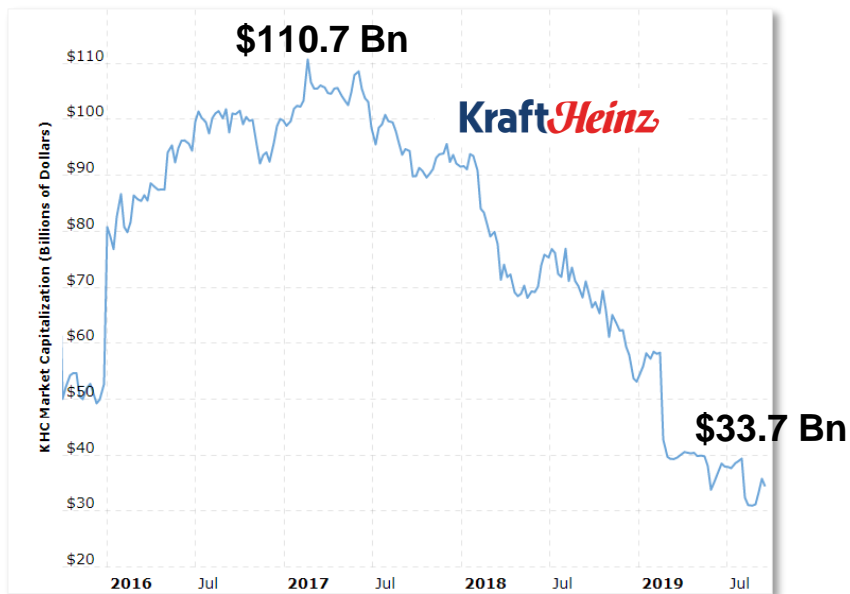
Of CEOs believe they deliver a superior experience

How to close the Experience Gap?

8%

Of their customers agree

When you don't innovate



Source: <https://www.macrotrends.net/stocks/charts/KHC/kraft-heinz/market-cap>



Source: CB Insights

“I’ve been living in this cozy world of old brands and big volumes. We bought brands that we thought could last forever. You could just focus on being very efficient. All of a sudden we are being disrupted.”

Jorge Paolo Lemann, co-founder of 3G Capital on CNBC August 2018


Wed 09:15-10:15

 **Gassco and Capgemini experiences from a POC S/4HANA migration**
Sigmund Frøiland, Gassco
Odd Reidar Sømme, Capgemini Norge AS
Odd Christian Hauge, Capgemini Norge AS


Read more

 **Digitalisering av finansfunksjonen i Statkraft**
Sindre Andreas Rønning
Johansen, EY Skye
Roy Eidset, Statkraft AS
Marco Tussing, Statkraft AS


Read more

 **Update on SF EC and ECP from localization perspective**
Heinz Schillinger, SAP SE
Cornelia Storr, SAP SE


Read more

 **Intelligent asset management**
Johan Malmström, SAP Svenska AB
Audun Grimstad, SAP Norge AS


Read more

 **SAP's strategy in Retail – What is the Intelligent Enterprise for Retail?**
Dani Khalaf, SAP SE


Read more

The conference starts in Innovation and Technology, Finance & Analytics, HR & Remuneration, Logistics and Lead2Cash incl. Retail

Read more

The conference starts in Innovation and Technology, Finance & Analytics, HR & Remuneration, Logistics and Lead2Cash incl. Retail

Read more


Wed 10:15-10:45

Break - Visit our exhibition area and network - Meet Students becoming world class engineers - Revolve NTNU


Read more




Wed 10:45-11:25

 **SAP Anno 2020 - Et kildesystem eller selve grunnlag for digitalisering?**
Tom Stensrød, Bouvet Norge AS



Read more

 **Hvordan brukes Robotics Process Automation (RPA) og SAP til å automatisere og effektivisere finans prosesser?**
Frode Skjæveland, Equinor


Read more

 **Updates in the area of HCM and Norwegian Payroll.**
Marit Andersen, SAP Norge AS



Read more

 **SAP Filosofi for logistikk - Deep Dive Demo into Extended Warehouse Management (EWM)**
Trond Revang, SAP Norge AS



Read more

 **Fremtidens handleopplevelse.**
Kristin Bigseth, Norgesgruppen Data AS

Read more

 **Gain Better Business Insight with SAP SuccessFactors People Analytics.**
Søren Højby, SAP Danmark AS


Read more

 **Integrate signatures, EDI, mobile, cloud exchanges and tracking in document distribution**
Florian Lissandres, Symtrax S.A

Read more


Wed 11:30-12:30


Served lunch in restaurant - enjoy the discussion with your peers - visit our exhibition area and make your HEADSHOT

Read more


Wed 12:30-13:10


 **Krig, fred og SAP -**

 **Next-Generation SAP**

 **Ledelse på godt og vondt**


 **SAP Filosofi for logistikk -**


 **SAP Allocation**


 **Lokalisering av finansiella**

 **Live Hacking – SAP system**

 Exoskeleton Cont....mp4 ^

 Brain-computer i....mp4 ^

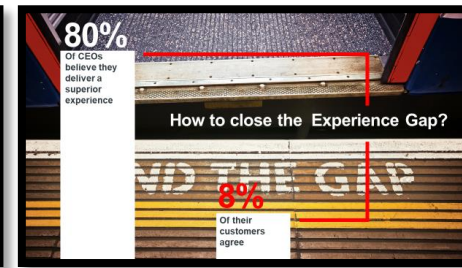
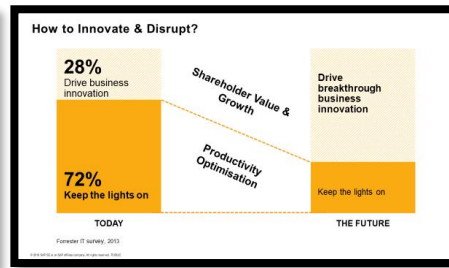
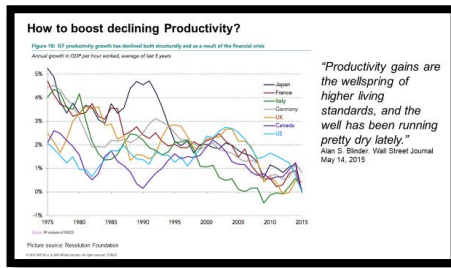
 Population-cartog....png ^

 True-Size-of-Africa....pdf ^

 Africa True Size.png ^

 L3-SAP-ERP-S4H....pptx ^

Show all X

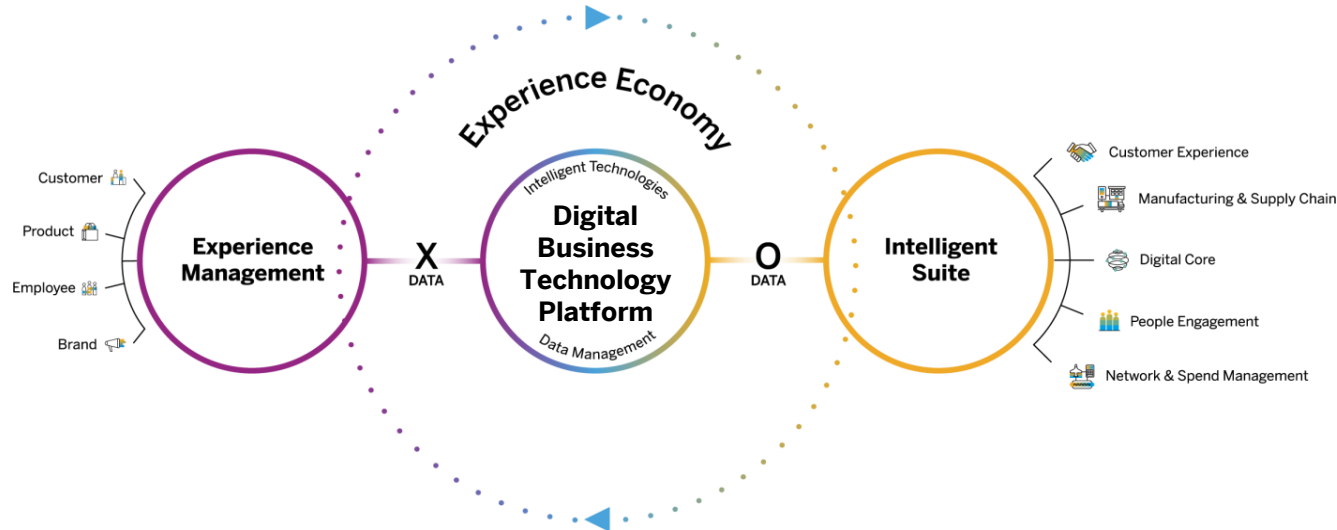


Step changes in productivity

Innovate for value & growth

Profound Employee engagement

Amazing Customer experiences

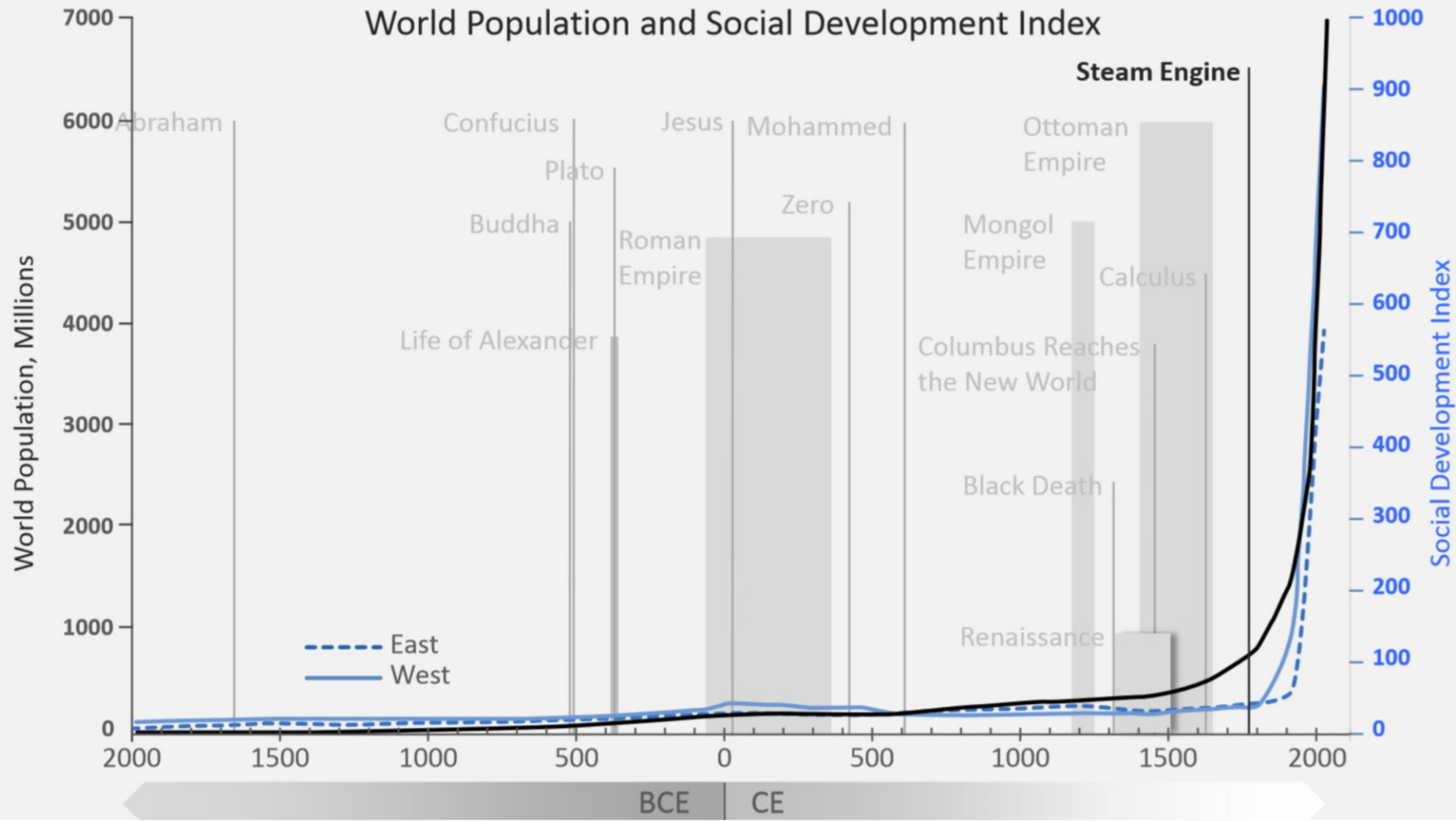


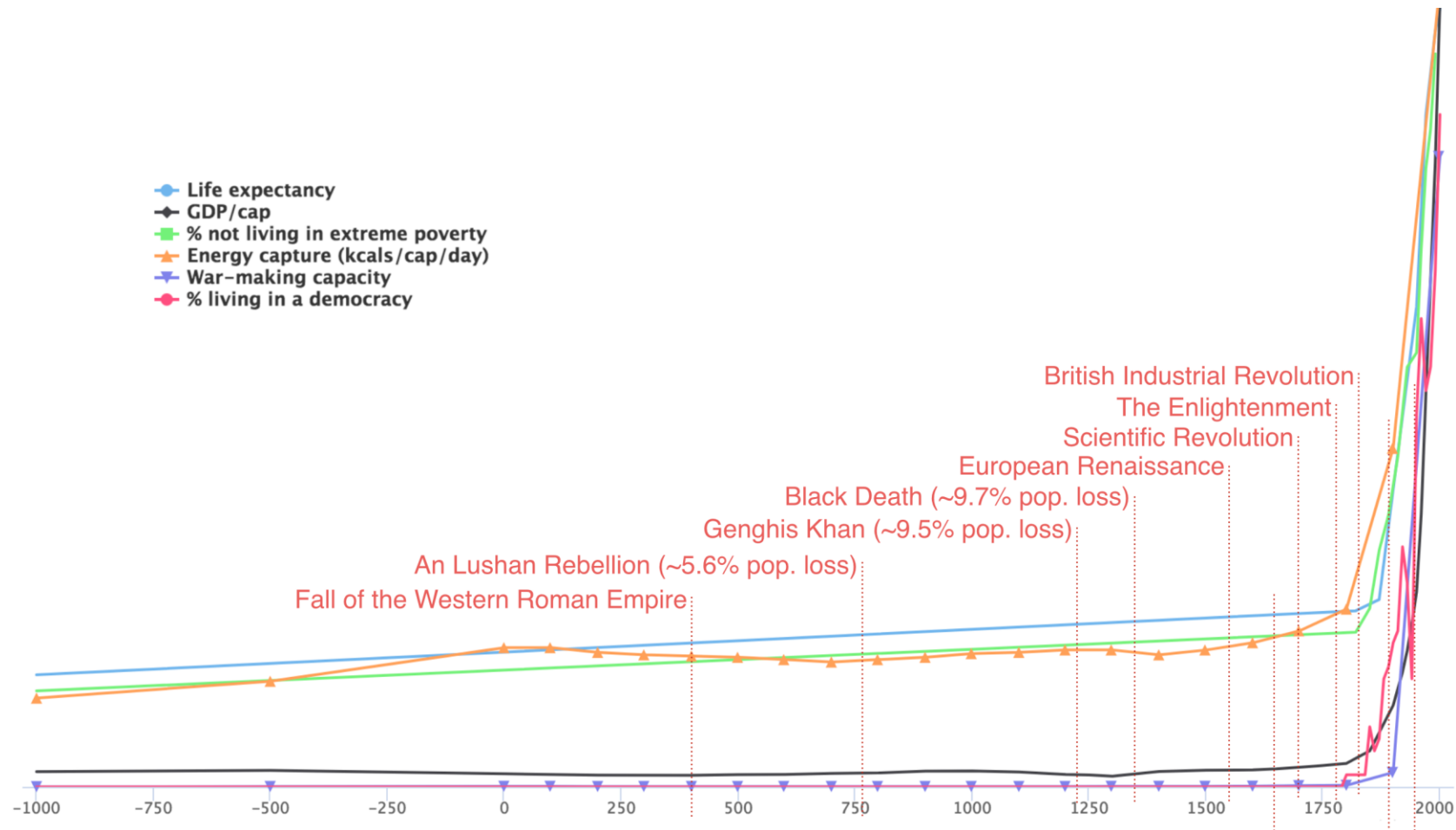


Step back: The Big Picture



World Population and Social Development Index





Source: <http://catalaxyfiles.com/2017/09/27/capitalism-and-ignorance/>

Greenhouse Gases and Pollution



Picture: <https://www.nationalgeographic.com/environment/2018/09/news-air-quality-brain-cognitive-function/>

Climate Change and Extreme Weather - Cyclone Idai



Picture: <https://www.mirror.co.uk/news/world-news/gallery/cyclone-idai-late-haric-14153634>

Poverty and Malnutrition - Venezuela



Picture: <https://www.aljazeera.com/indepth/inpictures/2016/10/face-hunger-malnutrition-venezuela-161007055723064.html>

Unstoppable Urbanization

The number of people living in cities is increasing

1900 – 1 out of 10



2015 – 5 out of 10



2050 – 8 out of 10



(>500 cities >1m)

Cities generate **80% of the world's GDP**



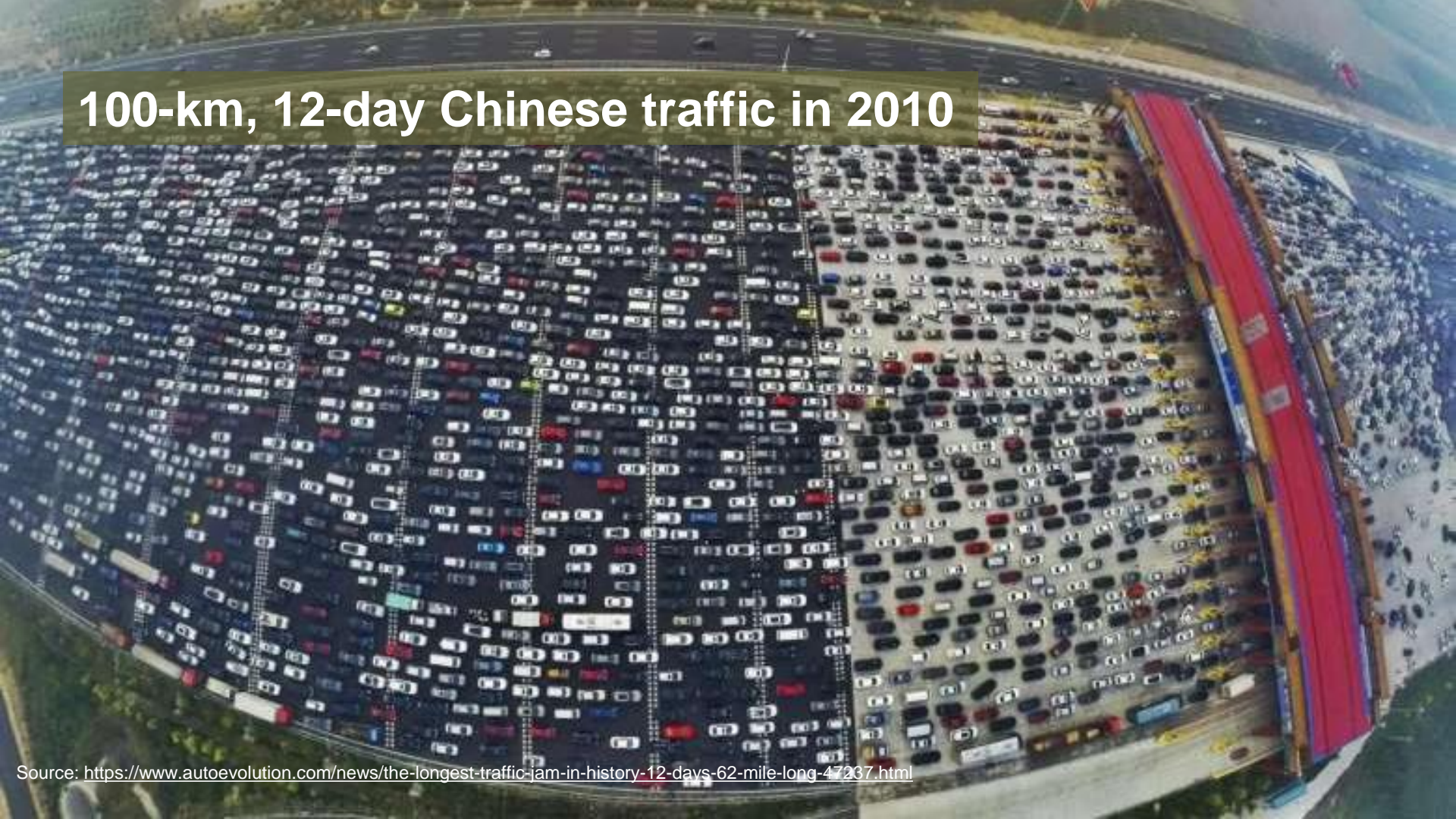
... and consume **80% of the world's resources**



Infrastructure challenges

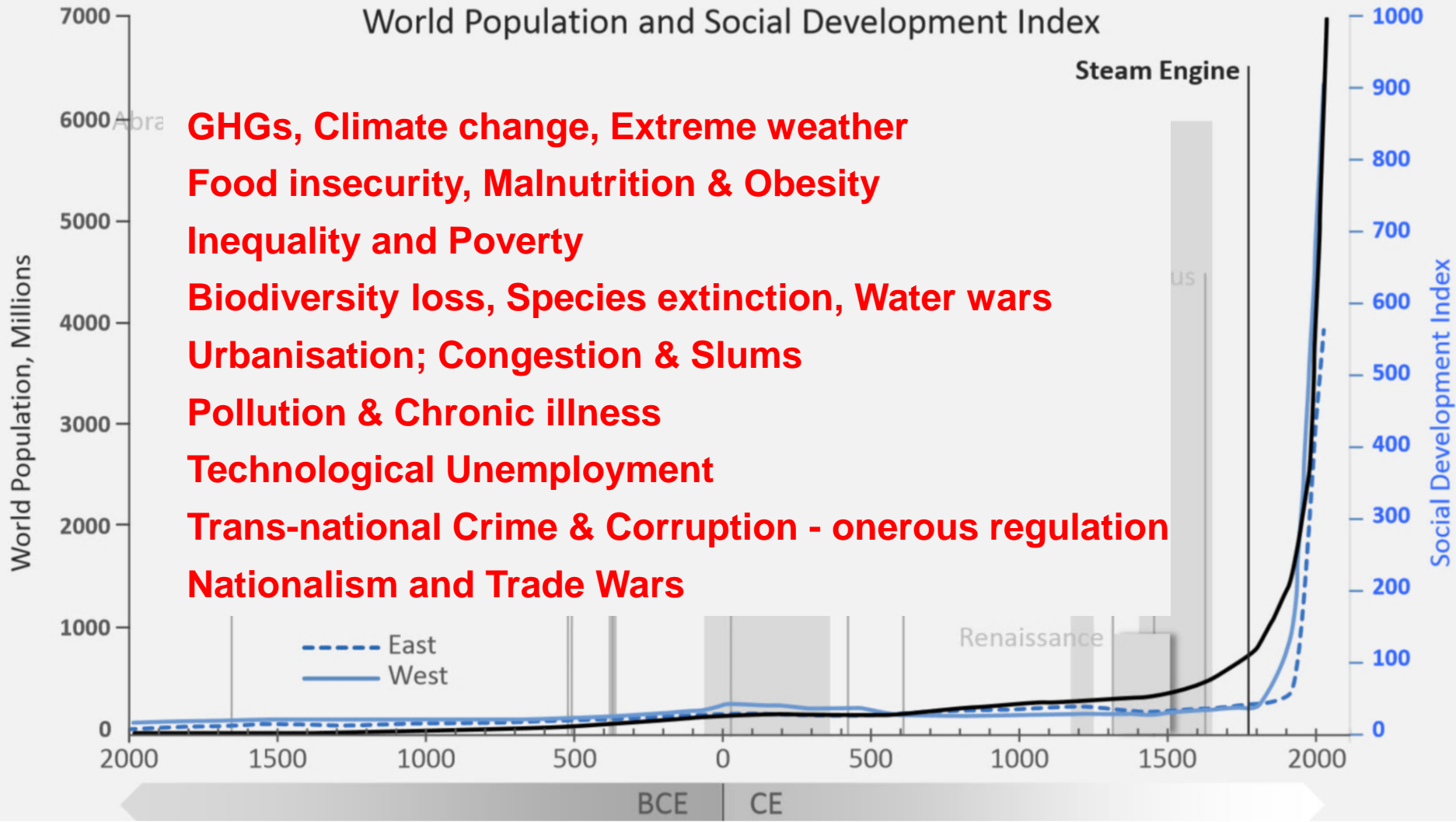


100-km, 12-day Chinese traffic in 2010



Source: <https://www.autoevolution.com/news/the-longest-traffic-jam-in-history-12-days-62-mile-long-47237.html>

World Population and Social Development Index



GHGs, Climate change, Extreme weather

Food insecurity, Malnutrition & Obesity

Inequality and Poverty

Biodiversity loss, Species extinction, Water wars

Urbanisation; Congestion & Slums

Pollution & Chronic illness

Technological Unemployment

Trans-national Crime & Corruption - onerous regulation

Nationalism and Trade Wars

Where I come from



20.4% of Global Landmass



Picture: <https://matadornetwork.com/read/true-size-africa/>







Picture: <https://www.newtimes.co.rw/news/what-you-need-know-about-mountain-gorillas>







54 Countries

1500 – 2000 languages

45% dryland, 38% hyperarid/desert

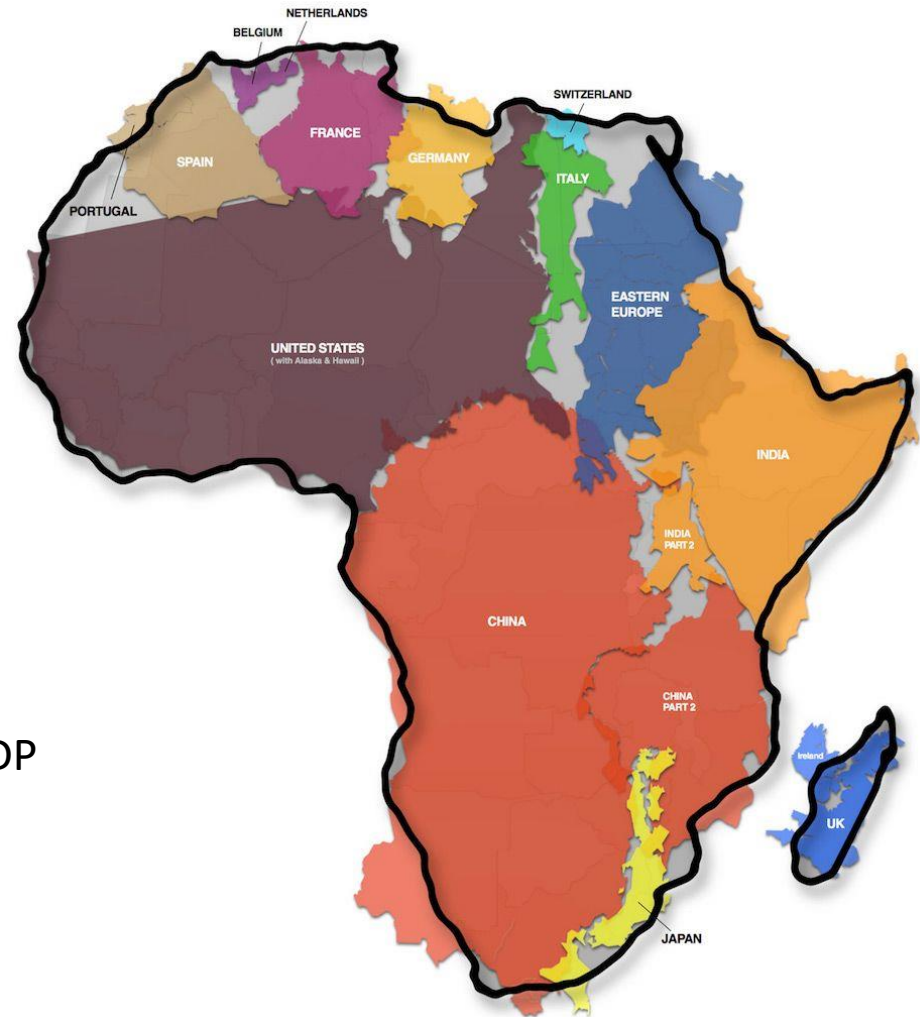
60% of world's uncultivated arable land



BUT!!



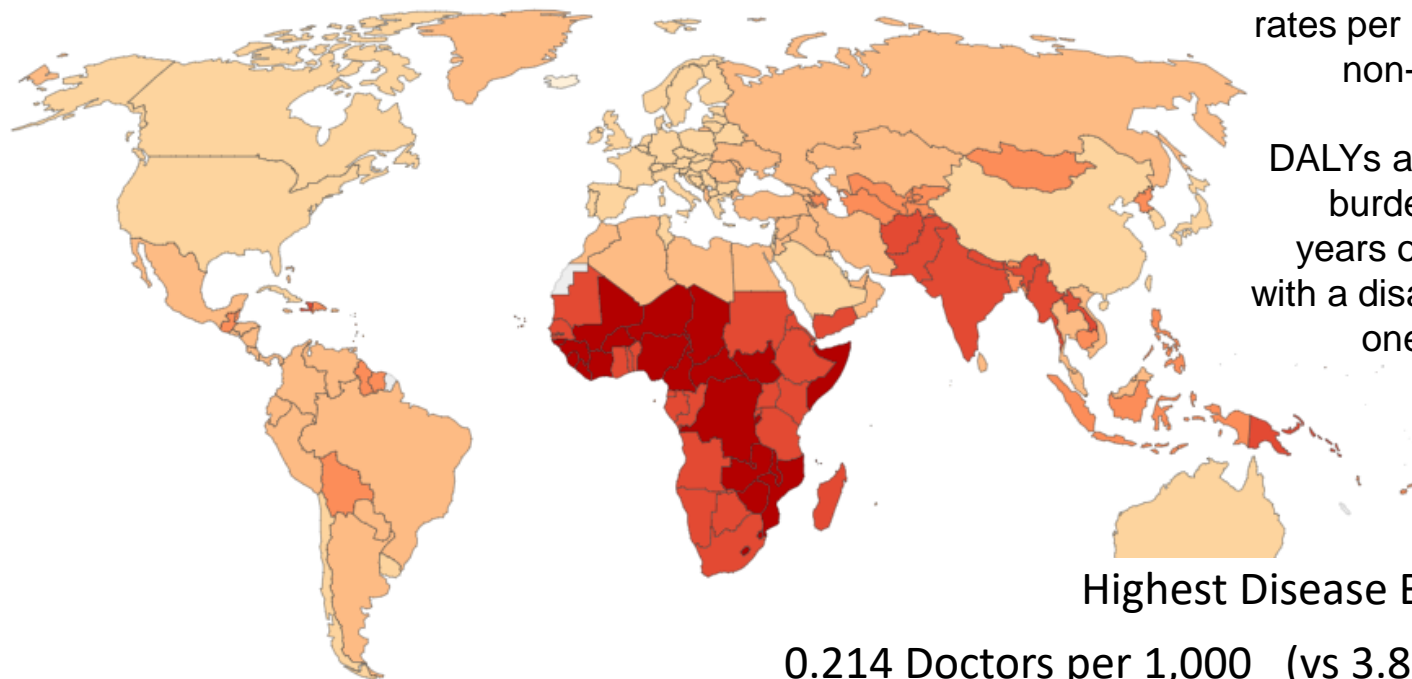
Susceptible to Droughts and Famine
35 of 47 Least Developed Nations
27 of Top 30 High Fertility countries
17% of World Population but < 2% of World GDP



Disease and Illness

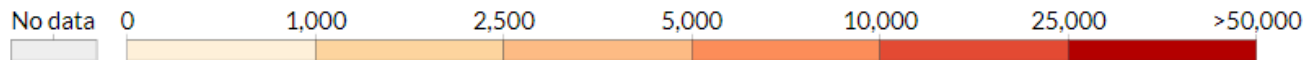
Age-standardized DALY
(Disability-Adjusted Life Year)
rates per 100,000 individuals from
non-communicable diseases
(NCDs).

DALYs are used to measure total
burden of disease - both from
years of life lost and years lived
with a disability. One DALY equals
one lost year of healthy life.



Highest Disease Burden on the planet

0.214 Doctors per 1,000 (vs 3.8 per 1,000 in € area)



Source: IHME, Global Burden of Disease

CC BY

▶ 1990 2017

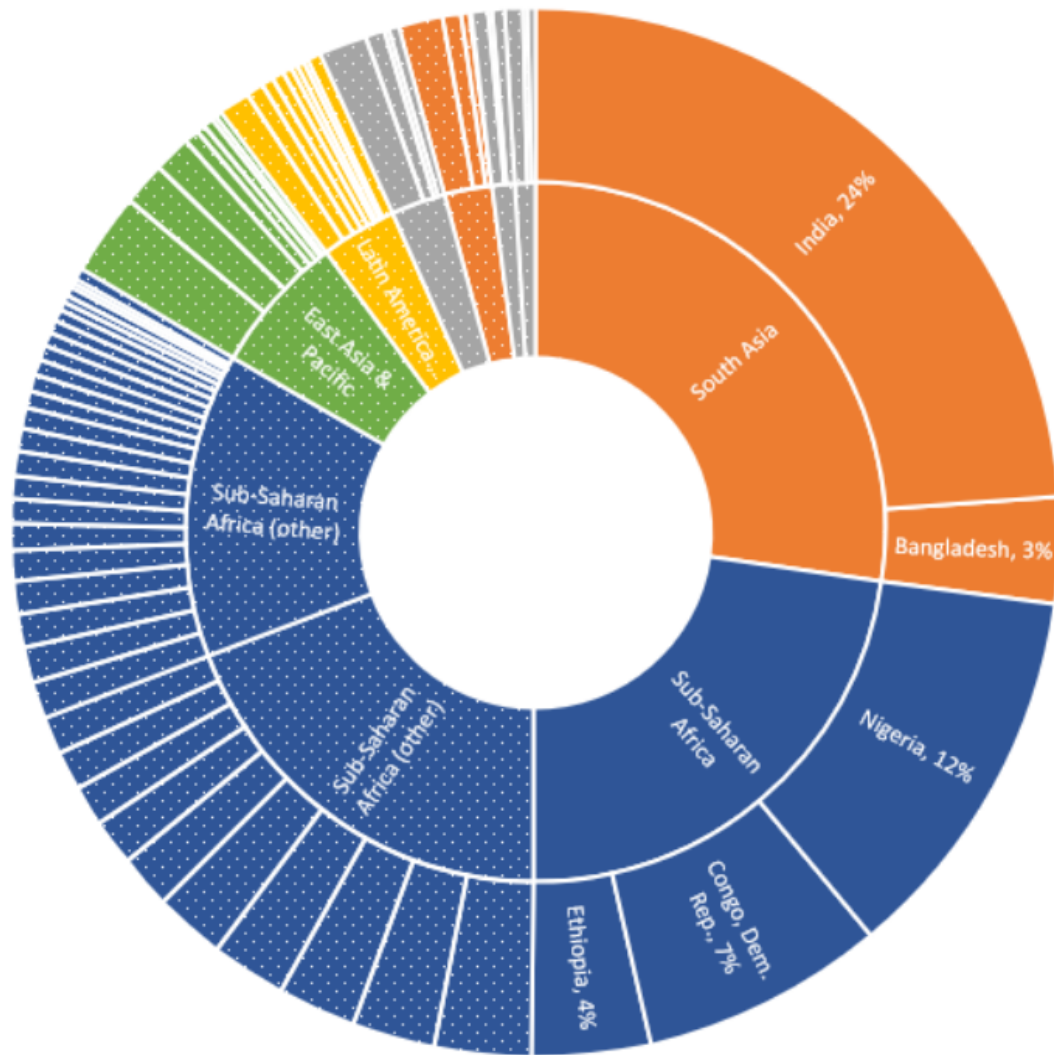
CHART

MAP

DATA

SOURCES





Poverty

Half of the world's poor live in just 5 countries

More than half of the world's extreme poor live in Sub-Saharan Africa (SSA).

The number of poor in SSA increased by 9 million, with 413 million people living on less than US\$1.90 a day in 2015, more than all the other regions combined.

If trends hold, by 2030, nearly 90% extreme poor will be in SSA.

Source: World Bank

<https://www.worldbank.org/en/topic/poverty/overview>

<http://blogs.worldbank.org/opendata/half-world-s-poor-live-just-5-countries>



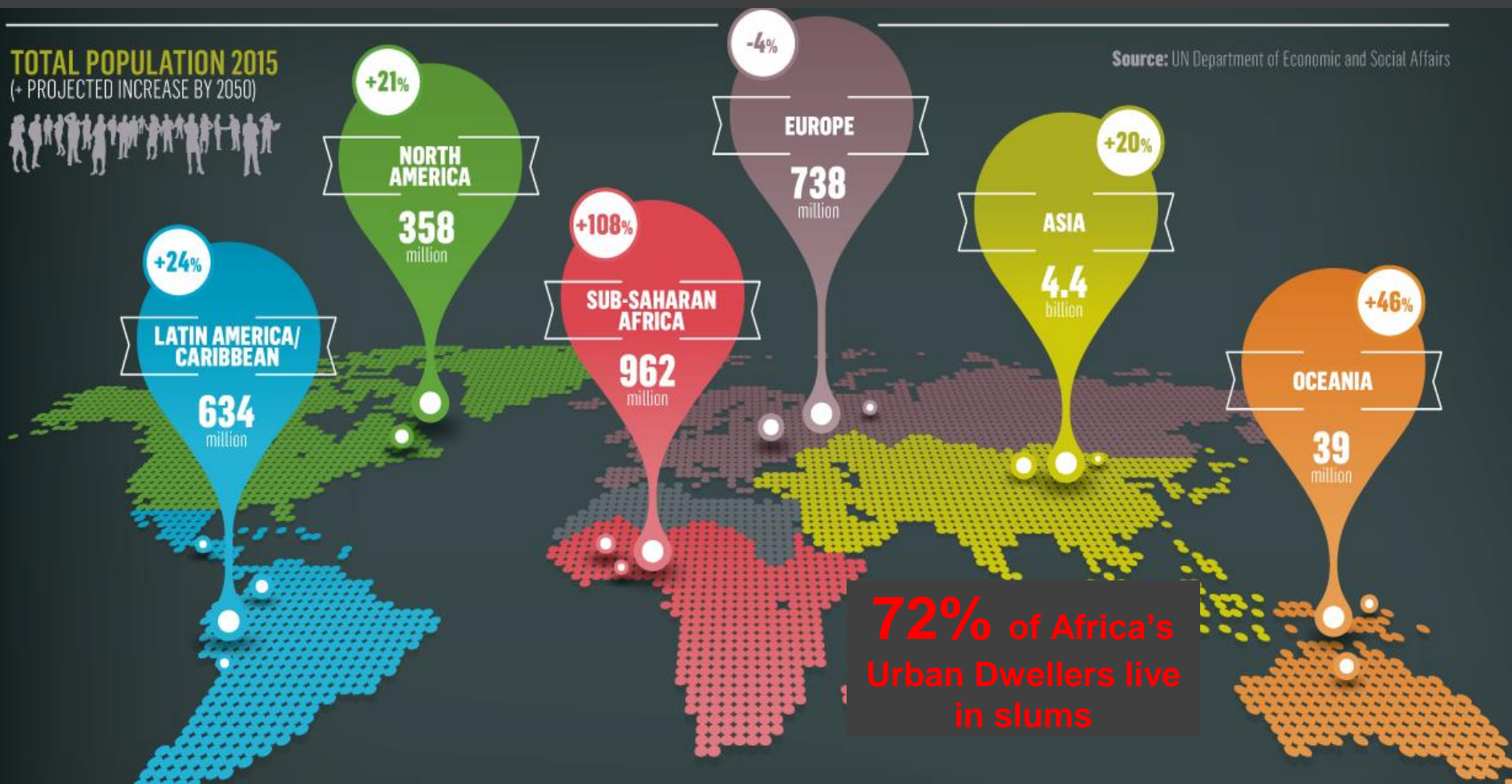
55,5% (30,4 million South Africans) live in poverty (less than US\$ 80 per month)

90% of Global increase in Urbanisation will be in Africa & Asia

TOTAL POPULATION 2015
(+ PROJECTED INCREASE BY 2050)



Source: UN Department of Economic and Social Affairs



72% of Africa's
Urban Dwellers live
in slums

Kibera Slum, Kenya

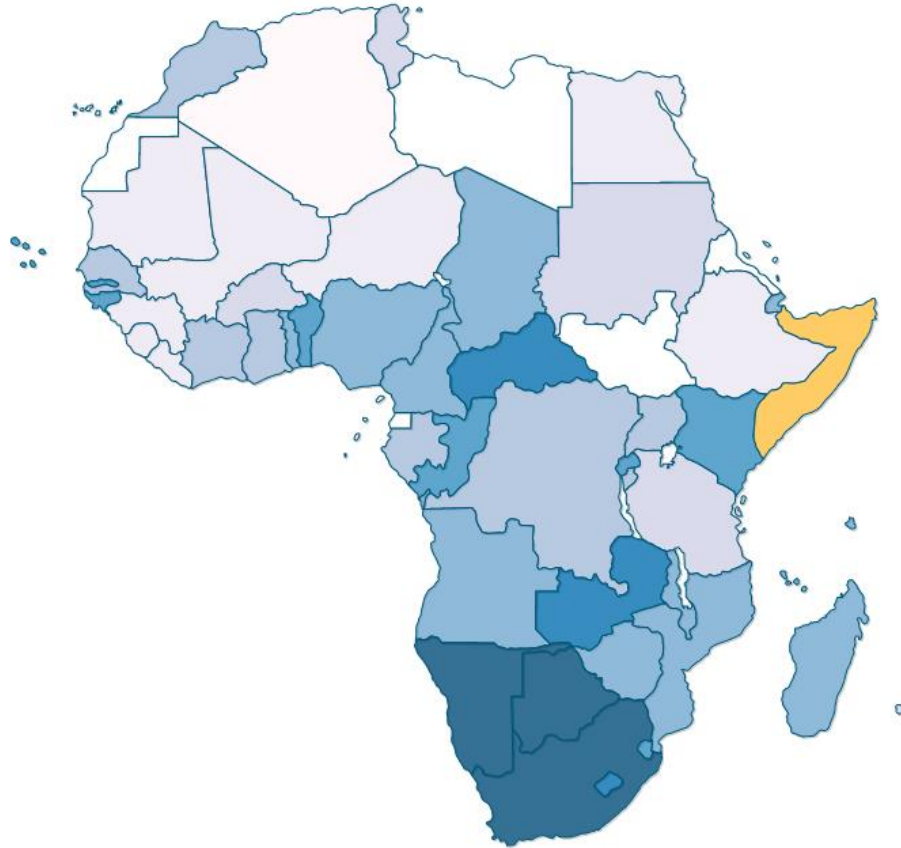


Kibera, Kenya



Inequality

Gini Coefficient; 0 = complete equality. 1 = complete inequality



24 - 28	Slovenia, Czech, NORDIC countries
28 - 31	France, Germany
31 - 34	Ireland, Canada
34 - 38	United Kingdom, Japan, Spain, India
38 - 43	United States of America
43 - 47	
47 - 52	
52 - 57	
57 - 63	Lesotho, Botswana, South Africa 63.4

Sources:

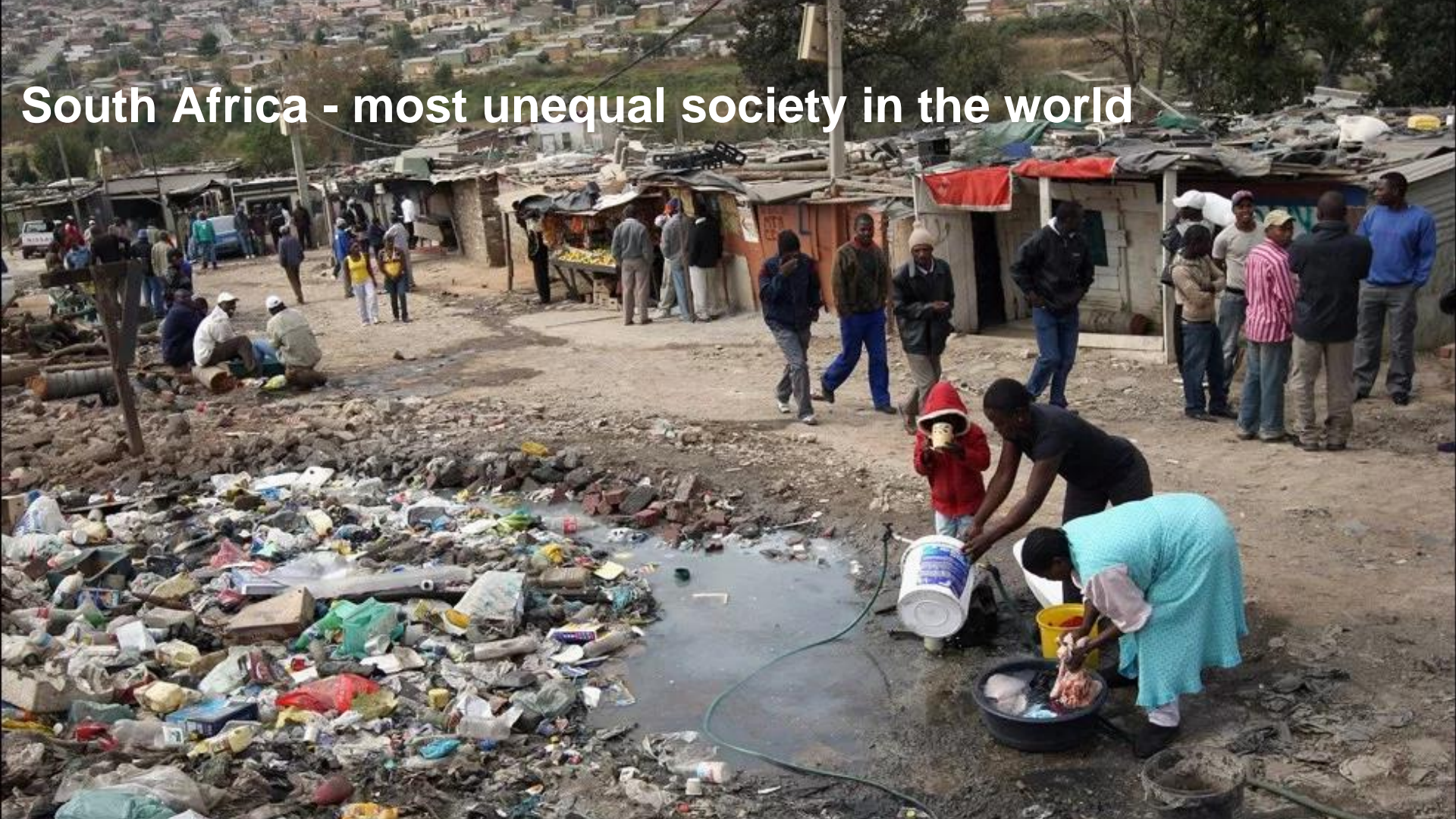
<https://data.oecd.org/inequality/income-inequality.htm>

<https://data.worldbank.org/indicator/si.pov.gini>





<https://www.insider.com/drone-photos-show-inequality-in-south-africa-2016-6>



South Africa - most unequal society in the world



Young – median age in Africa is 19.4 years

For the EU - median age is 42.6 years

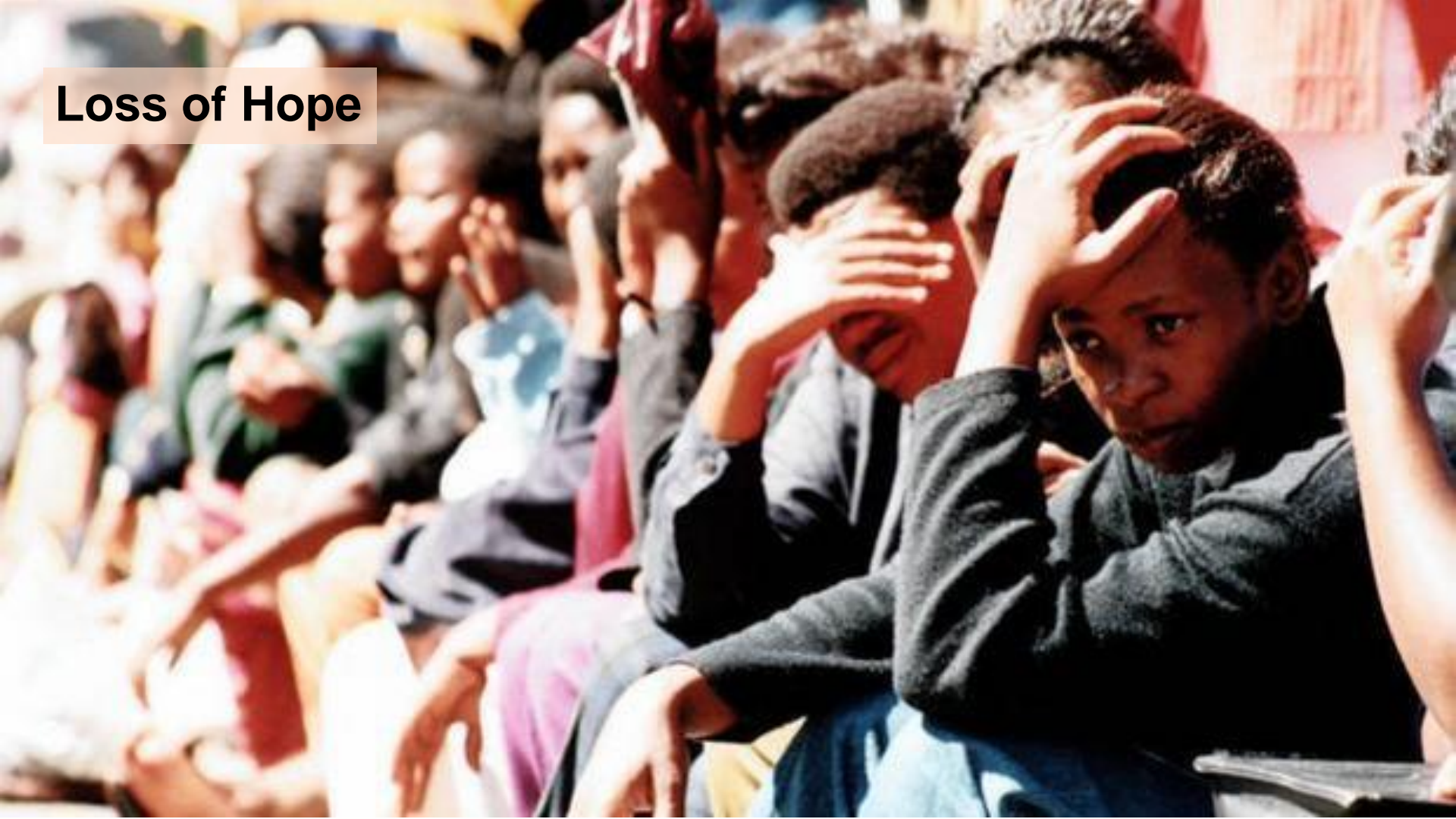
54.7% of South Africa's youth has no job



Sorry I Need a Job Please
Help Me if you Can
I am Strong to Work

Nordics youth unemployment 9.4 – 16.8%

Loss of Hope





Cyclone Idai – Mozambique, Zimbabwe, South Africa





Andile Mngxitama. File photo.

Black First Land First (BLF) has blamed Tropical Cyclone Idai on whites and wants the African Union to demand reparations and relief from the West for the disaster. BLF president Andile Mngxitama charged in a statement that the cyclone, which hit Mozambique, Zimbabwe and Malawi, was “not a natural disaster but a direct consequence of the white, Western system of ecological assault for profits”.

Source: <https://www.timeslive.co.za/politics/2019-03-23-whites-created-cyclone-idai-and-must-therefore-pay-says-blf/>

Cyclone Idai: rich countries are to blame for disasters like this – here's how they can make amends

March 22, 2019 4:39pm GMT



Authors



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Research Fellow, Centre for Climate Justice, Glasgow Caledonian University



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Disclosure statement

Michael Mikulewicz receives funding from The Carnegie Trust through the Universities of Scotland Research Incentive Grant for another research project not directly connected to the subject matter discussed in this article.

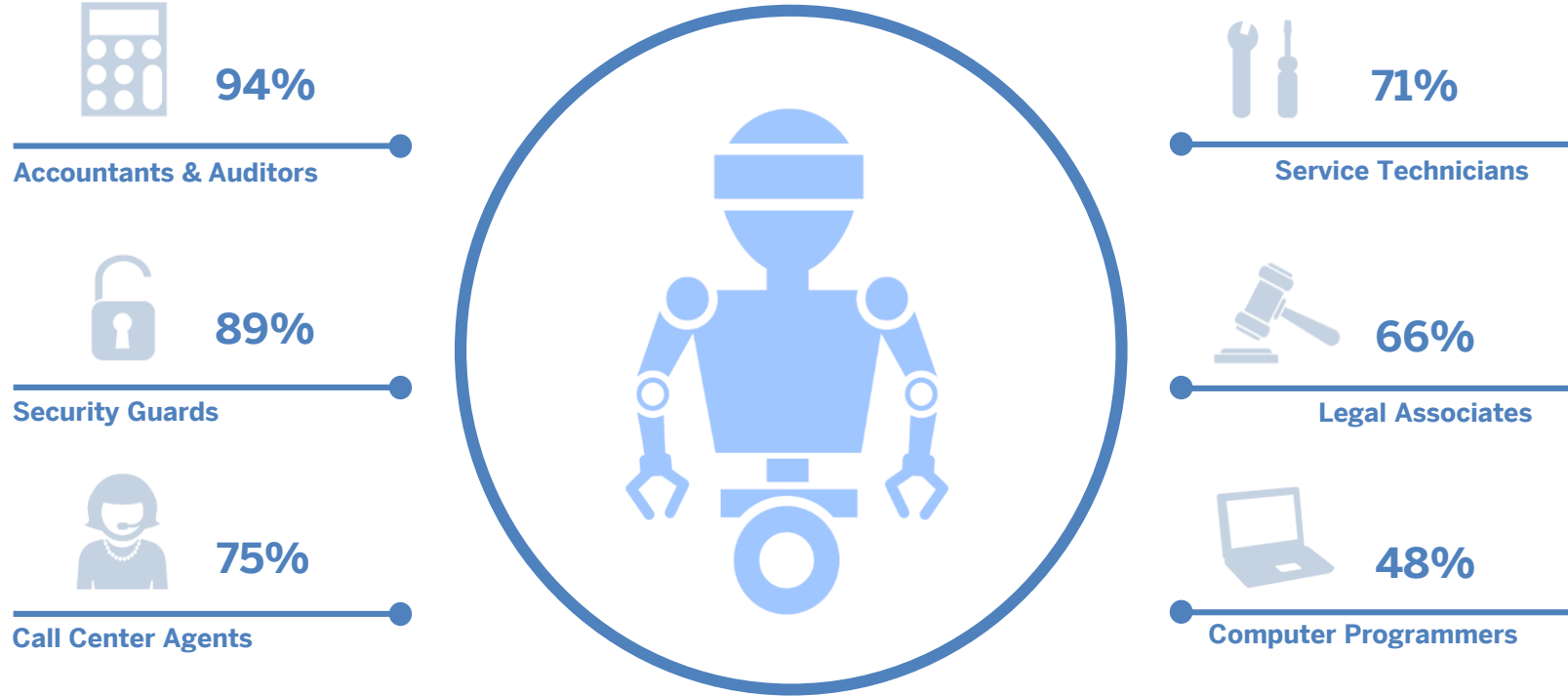
Tahseen Jafry receives funding from the Scottish government.

Partners

So what?

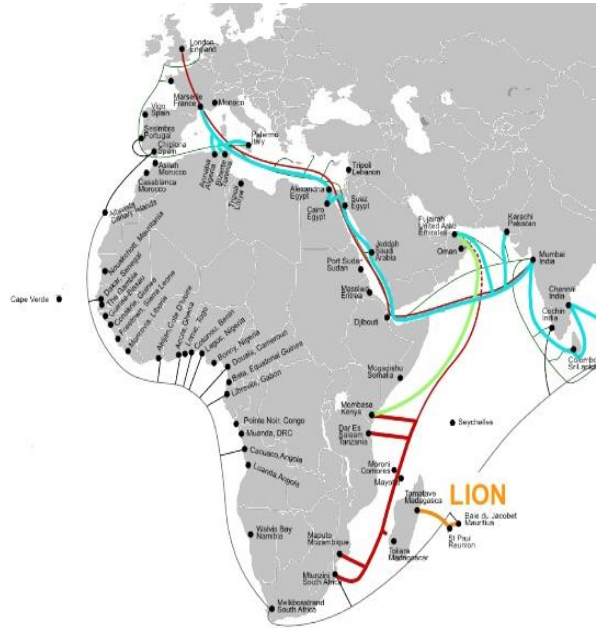


Percentage of today's work that Robots / Machine Learning will do in 2030



Cloud Computing enables Africa to Leapfrog

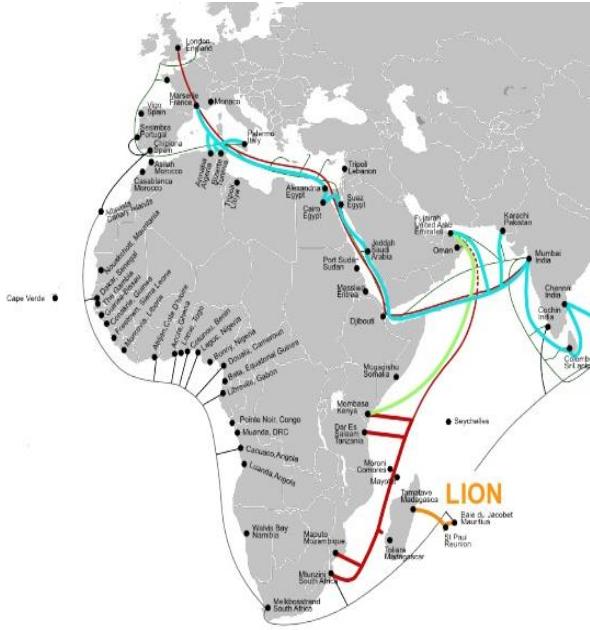
2009



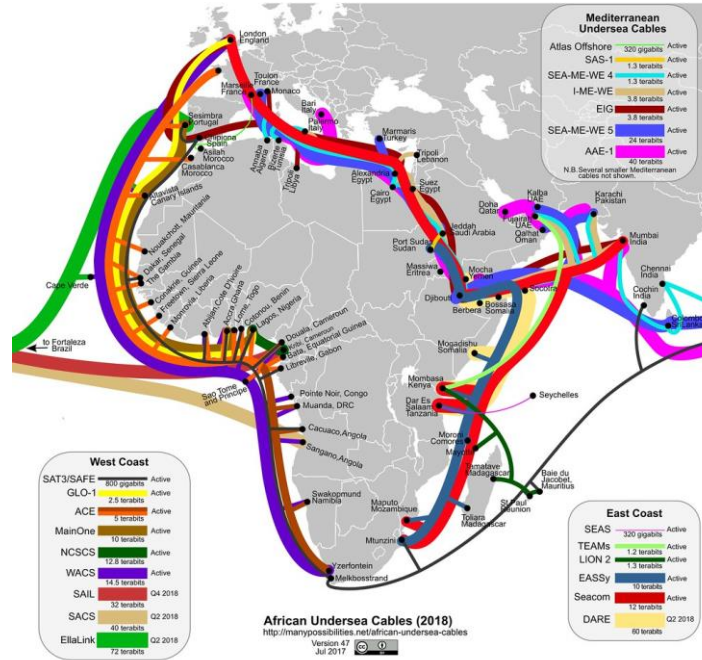
Source: https://www.google.co.za/imgres?imgurl=http://mybroadband.co.za/news/wp-content/uploads/2013/04/African-Undersea-Cables-Map-2014-header.jpg&imgrefurl=http://mybroadband.co.za/news/telecoms/133060-undersea-cable-systems-in-south-africa-from-1879-to-2015.html&h=400&w=600&tbid=FF7y6_B4Vs5BAM:&docid=U6v0nrpi0r_O6M&ei=dNXdVqhdwvBSgbyNgAs&tbn=isch&ved=0ahUKEwio56XSpq_LAhVCuBQKHQFeA7AQMwgdKAMwAw

Cloud Computing enables Africa to Leapfrog

2009



2018



By some estimates, a 10% increase in broadband penetration in low- and middle-income countries can result in a 1.38% increase in economic growth.

Source: https://www.google.co.za/imgres?imgurl=http://mybroadband.co.za/news/wp-content/uploads/2013/04/African-Undersea-Cables-Map-2014-header.jpg&imgrefurl=http://mybroadband.co.za/news/telecoms/133060-undersea-cable-systems-in-south-africa-from-1879-to-2015.html&h=400&w=600&tbid=FF7y6_B4V55BAM:&docid=U6v0nrpIDr_O6M&ei=dNXdVqhdwvBSgbyNgAs&tbn=isch&ved=0ahUKEwio56XSpq_LAhVCuBQKHQFeA7AQmWgdKAMwAw

Uplifting



**2/3rds of children entering school today will
work in jobs that don't yet exist.**

WEF 2019

**FIRST DAY
OF
KINDERGARTEN**

How do we help prepare them for a new world?



Africa Median Age 19.4

SAP Africa Code Week

SAP social investment started in 2015 to drive sustainable growth in Africa.

100s of schools, teachers, governments, businesses and non-profits get together to give birth to and sustain a continent-wide digital literacy initiative.

MIT Scratch and web-based programming is taught

Addresses children and youth between the ages of 8-24 years.



Picture: Kingsley Ufumwen. SAP Nigeria

Africa Code Week



2015



2016



2017



2018

Arguably the largest digital literacy programme in Africa

SAP Skills for Africa (Young Professionals Program)



Skills for Africa (Young Professionals Program)

“We are proud to be part of the SAP Skills for Africa programme. This is truly an excellent initiative. SAP have afforded young talent in the country a rare opportunity to kickstart their careers and at the same time create a sustainable model offering training and securing employment. This is what differentiates the SAP Skills For Africa programme from other skills development initiatives.”

Naadira Lahri, Manager: Governance, Strategy, Planning, SAP Shared Services Centre, BMW Group South Africa



Kelvin Githinji

“I came having done one project. I have recently completed another one here. I now have two full cycle projects. Number of projects completed is a KPI of career growth in SAP. TBL has been provided exposure, more responsibility and experience.”

Irenaeus Muoka

“I have gained extensive experience in a global project implementation covering three countries: - Kenya, Tanzania, and India. Consulting five independent legal entities.”

Doing what we do everywhere



Royal Swazi Sugar Corporation



From 53 systems

To

- SAP Business Suite
- SAP HANA
- SAP Farm Management by Vistex
- SAP Leonardo
- SAP Analytics Cloud

100%

Improvement
in the visibility
of our
operations

8%

Reduction in
the use of
fertilizer on the
farm

23%

Reduction in
the time to
process
invoices and
creditor
payments

Map

Satellite

Royal Swazi Sugar Corporation



“Our vision is to be the leading grower of sugar and energy in Southern Africa, and our purpose really goes beyond sugar. We currently have a social initiative that says we go beyond sugar, and that’s where we produce and assist the community to live together with us in Swaziland. SAP supports us to achieve our purpose-driven goals.”

Rob Coombe – CIO

Innovating



A large crowd of people, mostly seen from the back, filling a city street. In the background, there are tall buildings and a clear sky. The image is slightly blurred, emphasizing the scale of the gathering.

By the middle of this century the world's population will approach **10 billion** people.

A close-up view of a healthy green cornfield. In the background, the dark, skeletal structure of a roller coaster is visible against a hazy sky. The image is slightly blurred, focusing on the foreground crops.

Our global agri-output per acre must **double** to meet demand.

A person wearing a white shirt is holding a white cup filled with coffee beans. The background is a blurred outdoor setting with green foliage.

Consumers want to
be able to **trust**
their food

A close-up of a white coffee machine pouring coffee into a white cup. The coffee is a light brown color and is being poured from a spout. The background is blurred.

Consumers ask for
the **highest quality**.
Consumers value
sustainable food
production.

- **500 million smallholder farms** produce about **80% of the food consumed** in Asia and sub-Saharan Africa.
- **90% of world cocoa production** comes from **5.5 million smallholders**.



Reimagine life and work

Automated



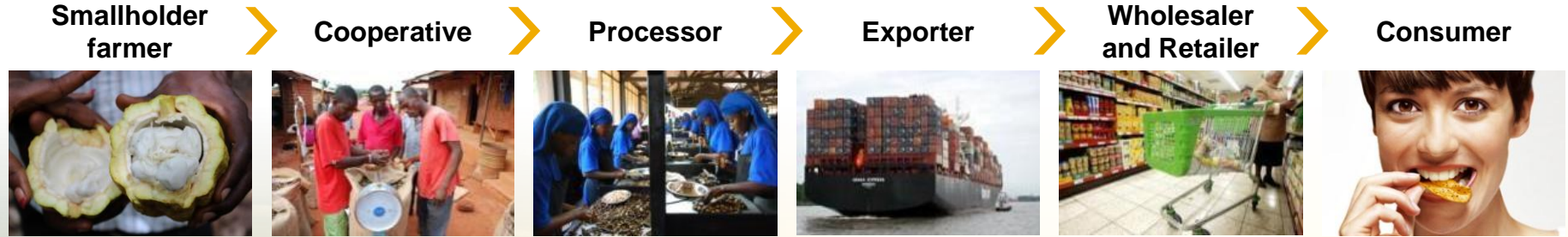
Collaborative



Fair and sustainable



SAP Rural Sourcing Management



SAP Rural Sourcing Management

Watch a video here: <https://www.youtube.com/watch?v=w0Gg9dpUMnA>

[!\[\]\(919a2cb85b99741a73c0c31a427236a8_img.jpg\)](#)
[!\[\]\(c9cd5a1c35167a83f09a35036fe5dcbd_img.jpg\)](#)
[!\[\]\(ae1936640fabdea8c18f922ca69733fe_img.jpg\)](#)
[!\[\]\(e81307241bb070bc7c1be4e4328b2244_img.jpg\)](#)
[!\[\]\(5145ac5c495d0d3391897543e0ba7223_img.jpg\)](#)

- A predecessor of the solution was developed and piloted by an SAP research division, in a development partnership with the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH under the framework of the [developPPP.de](#) program on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ). Before the solution became generally available, SAP and Barry Callebaut, the world's leading manufacturer of high-quality chocolate and cocoa products, cooperated in a custom-development project helping [Barry Callebaut enable sustainable cocoa farming](#).

SAP Rural Sourcing Management Solution is an integrated, cloud-based solution running on the [SAP HANA® Cloud platform](#). It combines mobile and desktop access to track produce from farm to factory. The introduction of mobile business applications provides farmers and cooperatives access to important data immediately to help simplify and digitalize business processes. The solution covers farmer registration, e-procurement, transportation, geo information, traceability, and analysis.

Partnering



Women at Risk International Foundation: Reducing Violence and Protecting Nigerian Women and Girls

25% of Nigerian women experience sexual violence in their childhoods.

70% of those who experienced sexual violence experienced it more than once.

The Women at Risk International Foundation (WARIF) has developed programs designed to raise awareness of these atrocities and **improve the lives of women** affected by these crimes.

Communication is key, which is why WARIF relies on the SAP® People Connect 365 mobile service from SAP.



Picture Credit | WARIF, Lagos, Nigeria. Used with permission.

Critical notifications help reduce violence & protect women and girls

Challenges

- Address communication channels and processes
- Provide organizational services in rural areas
- Enhance internal cloud technology expertise

50%

of population lives in areas with limited Internet access

Outcome

- Automated keywords and workflows improve efforts
- Real-time risk feed helps detect and prevent harm
- SMS and e-mail connect teams during emergencies

2-3 week

lag time reduced to real-time access to crisis services

Value

- Simplified tool supports personnel in all service areas
- Enables streamlined, scalable communications

500

personnel in 15 counties easily trained to use solution

SAP People Connect 365 enables us to send and receive information in a timely fashion.”

Dr. Kemi DaSilva, founder, Women At Risk International Foundation (WARIF)



Watch a video here: https://www.youtube.com/watch?v=FoLlkmV_9aA



How Can Cloud Computing Help the World's Smallholder Farmers Ward Off Crop Disease and Increase Yields?





“The challenge is making huge amounts of data and very complex algorithms very easy to use. That is the beauty of Crop Disease Alert. SAP Cloud Platform gives us the power to make it all possible.”

Ronald Lanjouw, Technology Officer, Waterwatch Cooperative



“Our Crop Disease Alert app monitors a crop’s growing conditions and the overall environment to detect any change that might cause a specific disease. Farmers are then **immediately alerted via smartphone of any potential threat.**

It is really quite revolutionary.”

Ad Bastiaansen, Chairman, Waterwatch Cooperative



First

Continent-wide
database
on vegetation
in Africa



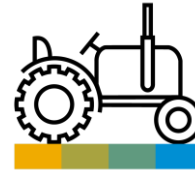
25% Less

water consumption
for wineries in
Africa using
Waterwatch apps



15% Reduction

in pesticides
applied by farmers
using Crop Disease
Alert



US\$1 Yearly

cost for a farmer to
use Crop Disease
Alert



25 – 40%

Reduction in
incidents of crop
disease for farmers
using Crop Disease
Alert



Watch a video here: <https://www.youtube.com/watch?v=skwnWfJW8Kk&t=2s>



“For example, thanks to its weather alerts, crop calendaring and crop monitoring, cocoa farmers in Ghana have been able to triple their average yields per hectare from 400 to 500 kg to up to 1,500 kg.”

Source: Knowledge@Wharton and SAP. Building Business Value by Optimizing Digital Experience Using a Platform. January 2019.



Find out more <https://waterwatchcooperative.com>

Cervical Cancer Screening in Kenya

SAP's Design and Co-Innovation Centre, Heidelberg University Hospital, Germany and the Moi Teaching and Referral Hospital, Kenya.



Solutions

- SAP Cloud Platform
- Mobile Application

Results at a Glance:

- Significantly reduced paper trail
- Valid test results are available faster
- Remote monitoring, in real-time

eTiCCS*

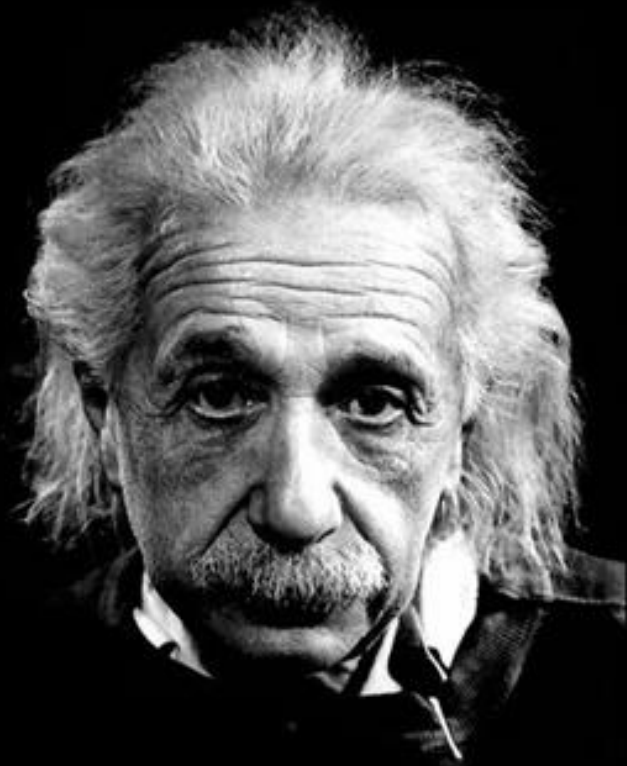
Case Study

*Emerging Technologies in Cervical Cancer Screening

Watch a video here: <https://www.youtube.com/watch?v=kbK2sIGhWwY>

The case for good business





We **CAN'T** solve
problems by using
the same kind of
thinking we used
when we created
them.

Responsible Business

18th Responsible Business Summit Europe 2019
10-11 June 2019, Royal Hotel, London, UK

ONLY 5 PASSES LEFT!
Secure your place now

**It's time to Act, it's time to Lead:
Innovate, Invest and Collaborate**

Only 5 passes left. Register now

500+ Attendees
100+ Speakers
4 Stages
20+ Hours of networking
9 passes left - don't miss out!
REGISTER NOW

JOIN OUR RECORD-BREAKING EVENT: We've had a phenomenal response to RBS2019. It's on track to be our largest and most senior meeting to date with more CEOs, public representatives, sustainability leaders, investors and NGOs confirmed to attend. 500 business leaders will descend on London (10-11 June 2019) to outline new strategies, investments and collaborations to address the climate and social challenges we face. We have **limited space** left at the venue. Book now to ensure you're at the sustainability event of the year.

CHATHAM HOUSE
Institution of International Affairs

RESOURCES | EVENTS | MEMBERSHIP | ABOUT US | CONTACT

Home > Events > **CONFERENCE**

Responsible Business 2019

Priorities, practices and principles in a digital age

28 February 2019 - 9.30am to 5.00pm
Chatham House, London

Book now

f t in +

Overview +
Agenda +
Speakers +

RHIC RADISSON HOTEL GROUP

HOME | ABOUT US | OUR BRANDS | **RESPONSIBLE BUSINESS** | DEVELOPMENT | MEDIA | CAREERS

RESPONSIBLE BUSINESS

Radisson Hotel Group has a long history of being a responsible business. We are passionate about caring for others, and that extends beyond the walls of our hotels. This involves conducting business ethically as well as doing what we need to be a thriving, sustainable and responsible business for people, communities and the planet. Our employees see Responsible Business every day as it forms together with their hotel colleagues and in their local communities where we work on creating building better futures and a better planet for all.

THANK PEOPLE
At Radisson Hotel Group, we believe that people are at the centre of a successful, responsible business. The focused way in which we empower them to grow, learn.

THANK COMMUNITY
We strive to provide a global work environment where our team members can see the impact their actions have, empowering them to grow, learn.

THANK PLANET
Our sustainable action-based approach of reducing resources and minimising our carbon footprint is a key part of our business and is a key to our success.

PERFORMANCE AND POLICIES
At Radisson Hotel Group we are committed to caring for people, communities and the planet. We believe this is essential to business success and growth.

UNIVERSITY OF BIRMINGHAM
Study | Research | International | Business | News | About us

Home > Schools and Departments > Birmingham Business School > Research > United Banking Group Centre for Responsible Business > What is responsible business?

What is responsible business?

We asked some of the leading academics from across the University of Birmingham how they would describe what it means to be a responsible business in today's society. Over time we shall be publishing more views from our leading academics and will be holding a debate in the near future on some of the issues raised here.

Professor Robert Elliott
Professor Elliott is an applied economist who works at the intersection of international economics, development economics, environmental and energy economics and international business. He has a particular interest in the impact of globalisation on the environment.

"The common view from environmental economics is that companies have a responsibility to factor in 'negative externalities' such as pollution, into their business models."

[Open all sections](#)

OXFORD | Said Business School

Home > Oxford experience > News

Responsible Business Initiatives

Research Centres, Initiatives and Networks

Associated British Foods plc

Home > About us > Investors > Responsibility > Media

About us
Our group: Board of directors
Our history: Global manufacturing
International retailing

Our businesses
Associated British Foods plc is a diversified group of companies which enjoy a high degree of autonomy.
[Read about our businesses](#)

Our 2018 corporate responsibility update is now available.
[Corporate Responsibility Overview](#)
[Download our 2018 CR Update](#)

Doing good every day

[Grocery](#) [Sugar](#) [Agriculture](#) [Ingredients](#) [Retail](#) [Annual report 2018](#) [Corporate responsibility 2018](#)

BrandZ™ 2019

2 | The BrandZ™ Global Top 100 Brands |

BrandZ™ Top 100 Most Valuable

Brand	Category	Brand Value 2019 \$Bn.	Brand Contribution	Brand Value % Change 2019 vs. 2018	Rank Change	Country of Origin
1 amazon	Retail	315,505	4	+52%	2	US
2 Apple	Technology	309,527	4	+3%	0	US
3 Google	Technology	309,000	4	+2%	-2	US
4 Microsoft	Technology	259,244	4	+25%	0	US
5 VISA	Payments	177,918	5	+22%	2	US
6 facebook	Technology	158,968	4	-2%	0	US
7 Alibaba Group	Retail	131,246	3	+16%	2	China
8 Tencent 腾讯	Technology	130,862	4	-27%	-3	China
9 McDonald's	Fast Food	130,368	4	+3%	-1	US
10 AT&T	Telecom Providers	108,375	3	+2%	0	US
11 verizon	Telecom Providers	94,598	4	+11%	1	US
12 Mastercard	Payments	91,929	4	+30%	3	US
13 IBM	Technology	86,005	4	-11%	-2	US
14 Coca-Cola	Beverages	80,825	5	+1%	0	US
15 Heineken	Tobacco	71,958	3	-12%	-2	Netherlands
16 SAP	Technology	57,528	3	+4%	1	Germany
17 Disney	Entertainment	57,007	4	+6%	2	US
18 DHL	Logistics	54,899	5	-9%	-2	Germany
19 Xfinity	Retail	53,507	3	+13%	1	US
20 xfinity	Telecom Providers	48,889	3	+14%	4	US
21 Nike	Apparel	47,360	4	+23%	8	US
22 LV	Luxury	47,214	5	+15%	4	France
23 HSBC	Regional Banks	46,468	3	-15%	-5	UK
24 Starbucks	Fast Food	45,884	4	+3%	-1	US
25 T-Mobile	Telecom Providers	44,219	3	+7%	0	US

Source: BrandZ™ / Kantar (including data from Bloomberg).
Brand contribution measures the influence of brand score on financial value, on a scale of 1 to 5, 5 being highest.

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BrandZ™ Top 100 Most Valuable Global Brands 2019

Global Brands 2019

Brand	Category	Brand Value 2019 \$Bn.	Brand Contribution	Brand Value % Change 2019 vs. 2018	Rank Change	Country of Origin
26 PayPal	Payments	44,366	5	+25%	4	US
27 中国移动 China Mobile	Telecom Providers	39,322	4	+15%	-6	China
28 accenture	Technology	39,184	3	+16%	4	US
29 ICBC 中国工商银行	Regional Banks	38,432	2	-16%	-7	China
30 Spectrum	Telecom providers	38,423	2	-2%	-3	US
31 CHANEL	Luxury	37,006	5	NEW		France
32 Walmart	Retail	36,801	2	-8%	-1	US
33 Netflix	Payments	35,071	4	+17%	2	US
34 NETFLIX	Entertainment	34,290	3	+65%	27	US
35 Anheuser-Busch	Alcohol	33,924	4	+6%	-1	US
36 Intel	Technology	31,880	2	-13%	2	US
37 Audi	Luxury	30,966	5	+10%	2	Germany
38 SAMSUNG	Technology	30,369	4	-6%	-5	South Korea
39 YouTube	Entertainment	29,603	4	+29%	12	US
40 中国平安 Ping An	Insurance	29,470	3	-13%	3	China
41 TOYOTA	Cars	29,191	4	-3%	-5	Japan
42 Cisco	Technology	28,861	2	+35%	15	US
43 L'ORÉAL PARIS	Personal Care	28,376	4	+9%	1	France
44 Instagram	Technology	28,205	4	+95%	47	US
45 Adobe	Technology	27,830	2	+57%	30	US
46 Intel	Technology	26,917	3	+58%	32	US
47 HUAWEI	Technology	26,908	3	-8%	1	China
48 Conglomerate	Conglomerate	26,700	2	-32%	-20	US
49 Vodafone	Telecom Providers	26,499	3	-8%	-12	UK
50 ORACLE	Technology	26,488	2	+3%	-5	US

The Brand Value of Coca-Cola includes Diet Coke, Coca-Cola Light and Coca-Cola Zero.

*“The intensifying imperative for brands to **act ethically and responsibly throughout their supply chain**, and especially regarding the environment.*”

The influence of Millennials and Centennials drove many of these cultural shifts and trends, which touched all categories.

Consumer disappointment with privacy breaches affected the brand value growth of consumer technology brands.”

BrandZ Top 100 Global Brands 2019

33

SAP; the leading tech company when it comes to living one's Purpose

The Index 2018 (1-25)

1
UNILEVER

90% ▾

2

LLOYDS BANKING GROUP

88% ▾

3

ROYAL PHILIPS

85% ▾

4

GSK

85% ▴

5

NESTLÉ

83% ▴

6

JOHNSON & JOHNSON

83% ▴

7

RB

83% ▾

8

NOVO NORDISK

81% ▾

9

PEARSON

81% ▾

10

DANONE

81% ▴

11

BRITISH LAND

80% ▾

12

SAP

79% ▴

13

BT

76% ▾

14

ELI LILLY & CO.

74% ▾

15

BASF

74% ▴

16

DELOITTE

73% ▴

17

KERING

73% ▴

18

IKEA

72% ▴

19

SYNGENTA

71% ▾

20

GE

71% ▾

21

ASTRAZENECA

71% ▾

22

AXA

69% ▴

23

SAINT-GOBAIN

68% ▴

24

HEINEKEN

68% ▴

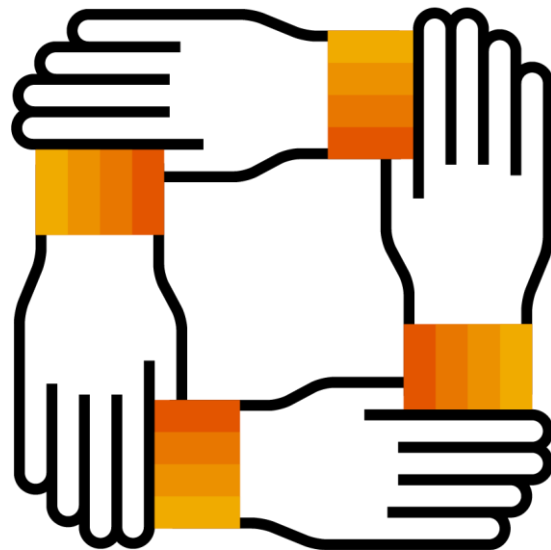
25

L'ORÉAL

68% ▴

At SAP, we believe:

The most iconic
businesses of the
future will be those
that **collaborate to
advance humanity**





Our Vision

**Help the world run better
and improve people's lives.**

Our commitment:

This is our enduring cause; it's our higher purpose. We are helping countries, private and public sector organizations, and everyday citizens control risk, ensure regulatory compliance, operate with efficient resources, and innovate new business models in the digital economy.

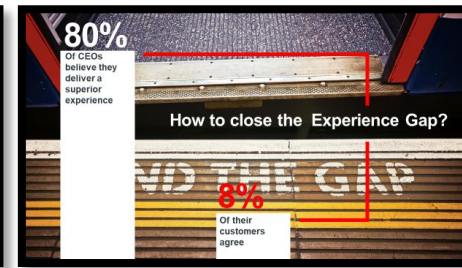
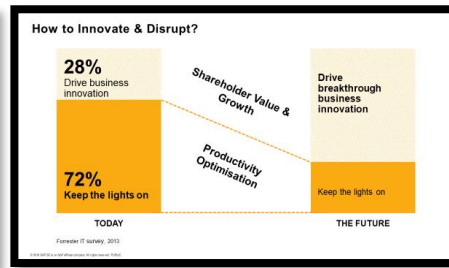
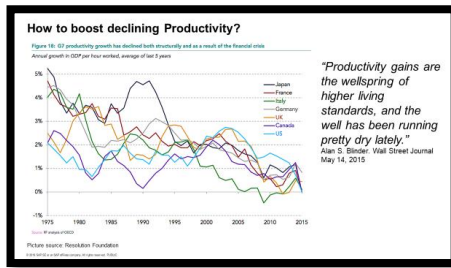


Adopted by World Leaders of the United Nations in Sept. 2015 ([Sustainable Development Goals](#))

17 global goals are aimed at sustainable prosperity for all - in emerging and developed regions

The world has embraced these goals – [and so has SAP](#)



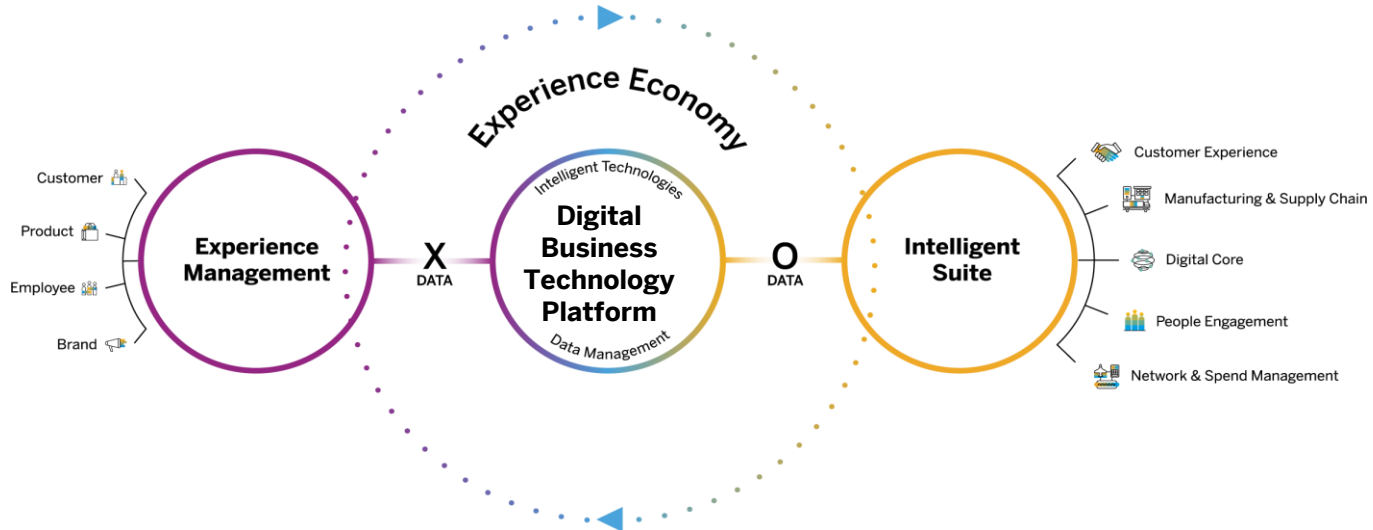


Step changes in productivity

Innovate for value & growth

Profound Employee engagement


Amazing Customer experiences





Living in Extraordinary Times

How do we ensure the Intelligent Enterprise helps the World Run Better?

Simon Carpenter,
Lead. COEs UKI
October 2019. Oslo
 @SimonJSAP

THE BEST RUN



PUBLIC

