

微軟的數位供應鏈升級之路

瞭解微軟如何攜手 SAP 打造端到端的數位供應鏈，與製造代工廠建立多層次的庫存與生產規劃策略。不僅降低了 2 億美元的庫存，合作夥伴只需要不到 1 週就能上線，一目了然地掌握產品在供應鏈的動態，隨時隨地更新即時數據。



啟動轉型

數位轉型的浪潮下, 您準備好了嗎?

謝良承

SAP全球副總裁、台灣總經理





SAP是全世界最大的企業應用軟體公司

The World's Largest Provider of Enterprise Application Software

404,000

SAP擁有40萬4千家+企業用戶
在全世界超過180個國家

SAP Global Corporate Affairs (July 19, 2018)

25

SAP提供25個產業別最佳實踐解決方案

92%

Forbes Global 2000大的企業裡面
有92%是SAP客戶

3

2018 SAP台灣三大發展策略

協助台灣企業數位轉型
邁入工業4.0時代



全力拓展雲端市場
擴大雲端夥伴生態



發掘隱形冠軍
擴大中小企業市佔





6

企業數位轉型的六個階段

1. 電腦化

將原本靠人力處理的事，
轉由IT系統處理

2. Internet(網際網路)

系統開始與網際網路連結

3. 電子商務

將網際網路納入業務通路
範疇

4. 數位行銷

借由電子商務與社群媒體
分析的資料，服務客戶

5. 數位企業

業務拓展至物聯網，使用
3D/VR等技術擴大市場

6. 自動化

借由人工智慧、機器人等
自動化技術拓展業務

Gartner “數位企業發展路徑” (Digital Business Development Path)

5%

台灣企業數位轉型現狀分析

- 42% 產業的數位化處於第階段電腦化
- 高達77% 還未跨越第三階段—電子商務
- 人工智慧的發展，只有5%的企業使用機器學習

3

台灣企業在數位化轉型上, 面臨的**前三項挑戰**

1

領導共識與數位發展策略

企業領導階層缺乏明確的領導方向和數位發展策略

2

新科技技術人才

缺乏數位轉型的技能、資源、與掌握新科技新技術的人才

3

缺乏長期競爭思維

數位化預算少, 重視成本與營收等短期效益

4

領導企業成功轉型領導者的**四大特質**

專注於真正的轉型

由內而外, 上到下,
建構創新能力, 創造價值, 將科技融入企業經營模式

優化客戶體驗

建立轉型策略和流程, 提升顧客滿意度與客戶互動能力

堅持人才優先策略

投資員工學習數位技能, 協助企業吸引和留住人才, 改變人才管理模式

投資下一代技術

數位平台、雙模
架構、大數據、
商業分析、機器學習和物聯網

3

智慧企業擁有三個關鍵要件

1

應用整合套件
(Integrated Suite)

2

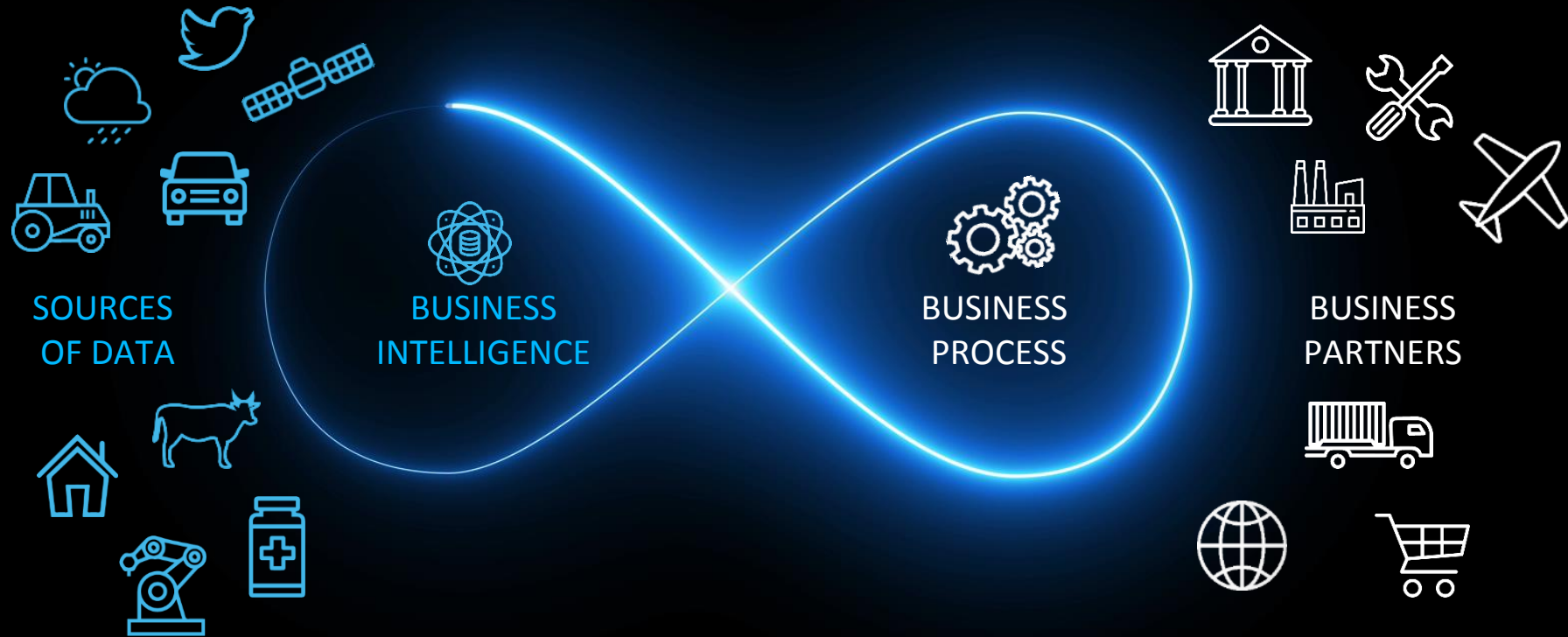
智慧系統
(Intelligent Systems)

3

數位化平台
(Digital Platform)

The Infinity Model

典範業務流程+商業智能



THE BEST RUN





Philips Lighting：透過建築照明為城市提供附加價值

Philips Lighting 正轉型為提供系統和服務的企業，且在物聯網方面是最頂尖的照明企業。SAP Cloud Platform 提供高擴展的長期解決方案，用於收集其在全球大量的照明安裝資料。這些資料可為客戶轉化為深入的洞察。

THE BEST RUN



Thank you.

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