

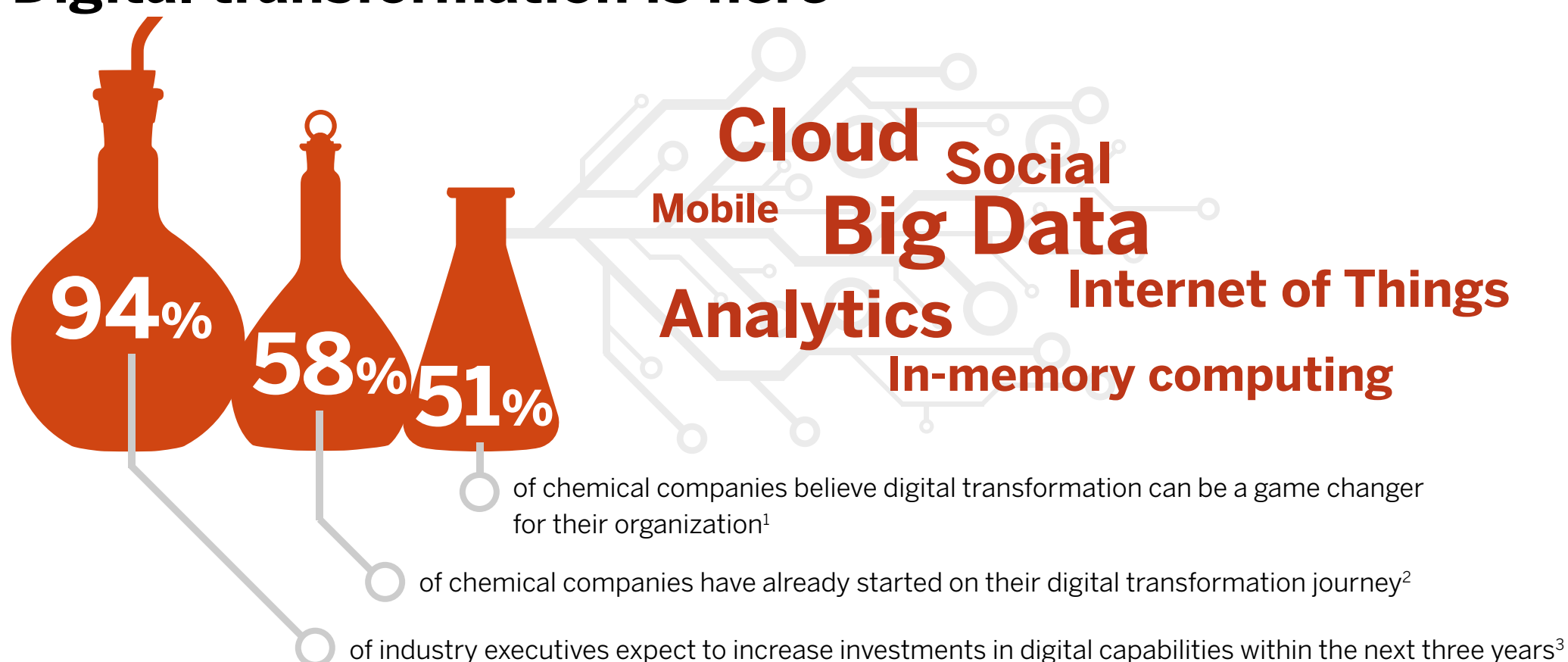
The Chemical Industry

More Agility, Faster Innovation,
and Higher Growth with . . .

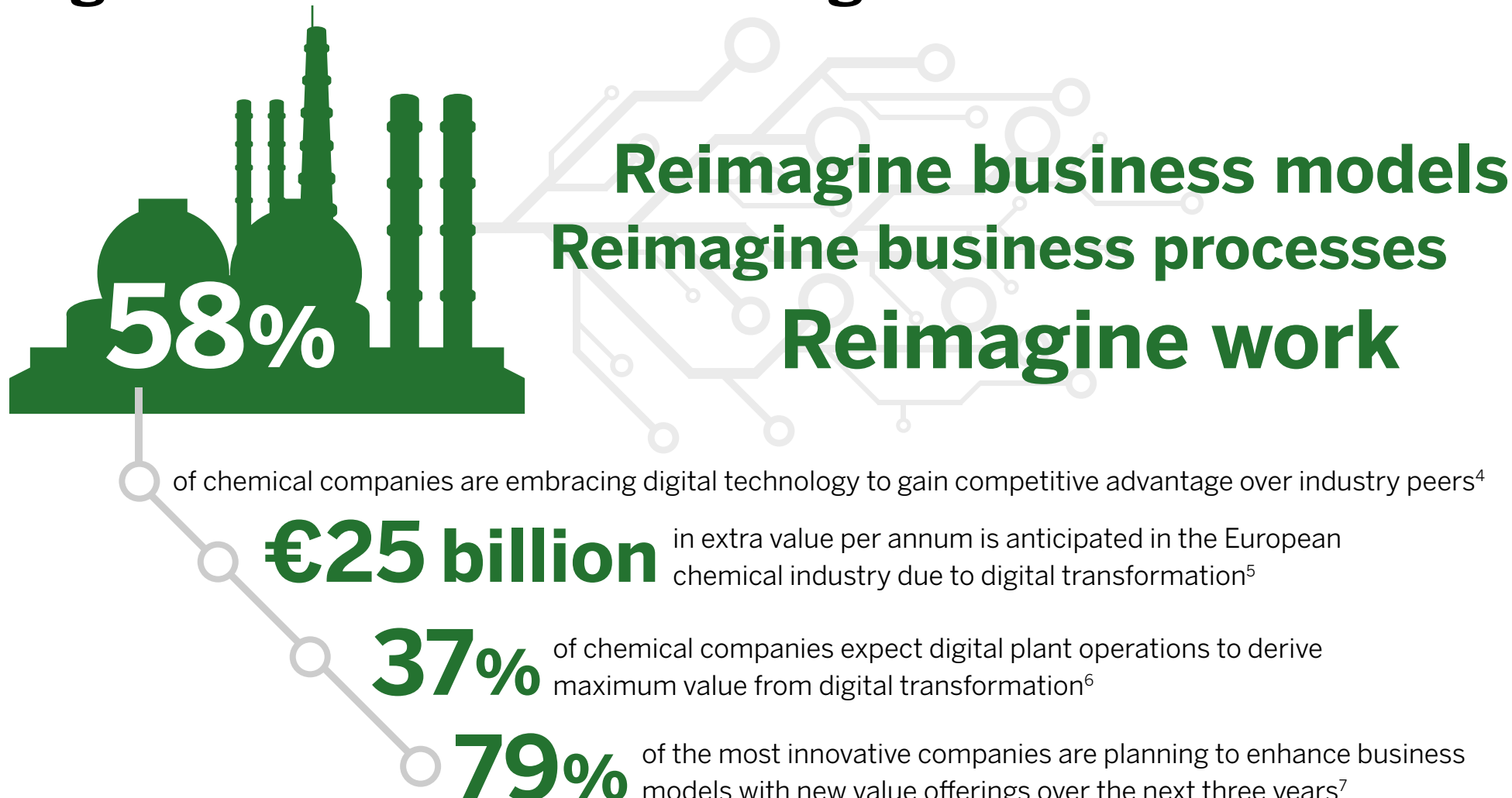
Digital Transformation for the Digital Economy

The digital economy is bringing unprecedented change to the chemical industry. By embracing digital technology, companies are reimagining their businesses and discovering new sources of value. Although the opportunities are immense, seizing the advantages of the digital economy requires digital transformation. Is your company prepared?

Digital transformation is here



Digital transformation has big business value



Digital transformation can be easier than you think

More customers
New markets
Greater insight
Faster delivery
Higher profitability
Lower cost

Strategic Guidance

SAP can help you build a road map for digital transformation that focuses on the core pillars of the digital business framework. This approach enables you to:

1. **Deliver** simple, seamless, personalized, and service-driven customer experiences
2. **Empower** a smarter and more engaged workforce
3. **Increase** supplier collaboration to accelerate innovation and growth
4. **Harness** assets and the Internet of Things to drive real-time insights and new business models
5. **Reengineer** core business processes to bring together transactions and analytics in real time

Digital Core

Overcome complexity, Run Simple, and seize the advantages of the digital economy with a digital core based on the SAP HANA® platform and the SAP® S/4HANA suite.

Faster Business Processes

- Product innovation and integrity
- Manufacturing
- Supply chain management
- Sales and marketing
- Finance
- Human resources
- Procurement

Greater Business Value

- Transact in real time:** Improve inventory management, supply planning, plant scheduling, logistics, and product pricing.
- Predict and simulate business outcomes:** Make smarter decisions, improve asset reliability, and reduce plant outages.
- Increase your business agility:** Analyze and align your product portfolios, reimagine business models, and enter new markets more quickly.
- Deliver a consumer-quality user experience:** Help ensure adoption, enhance employee engagement, and increase productivity enterprise-wide.
- Deploy your way:** Run your digital core in-house or in the cloud for a lower total cost of ownership – freeing up funds for infrastructure investment.

Start your digital transformation journey now

In the digital economy, chemical companies have tremendous opportunities to serve more customers in more markets more effectively than ever before. But to realize these opportunities, you must move forward with digital transformation today. [Read more](#) about how to digitally transform your chemical business.

Sources:

- 1.–2. SAP survey on digital transformation in the chemical industry.
- 3.–4. "The Chemicals Industry: Getting Ready for Next-Generation B2B," Accenture, 2015.
5. "The Digital Transformation of Industry," Roland Berger Strategy Consultants, 2015.
6. SAP survey on digital transformation in the chemical industry.
7. "The Road to Growth," PricewaterhouseCoopers, 2015.