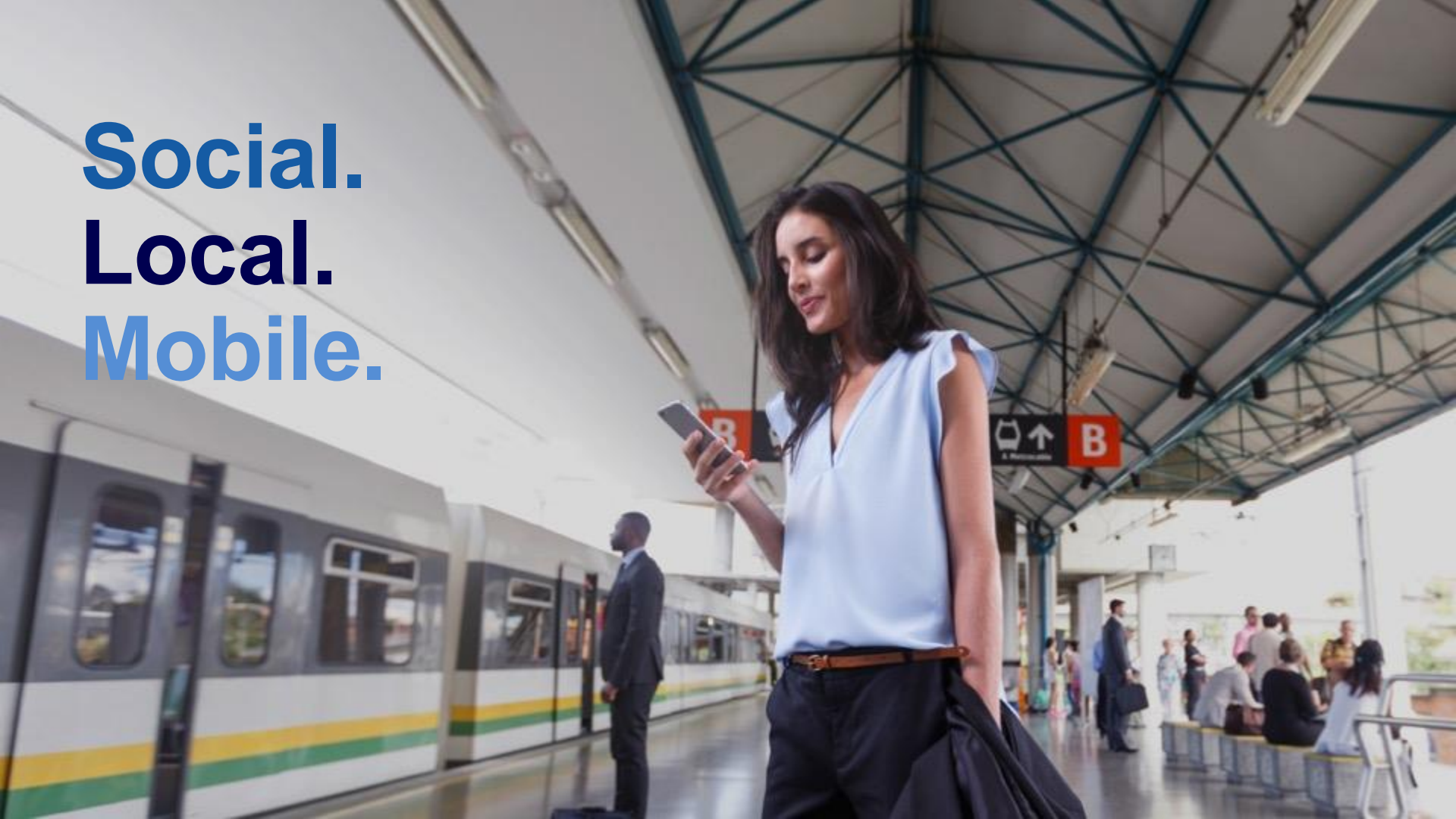




EJ Jackson, *SVP & GM*, SAP Anywhere

**Social.
Local.
Mobile.**



Social.

70% of the U.S. population for the first time has at least one social networking profile



Local.

Locality is an essential
part of all ecommerce

U B E R
R U S H

Instacart



Mobile.

With the launch of Europe 5G, it is expected the total population of Europe will use mobile commerce 7 billion

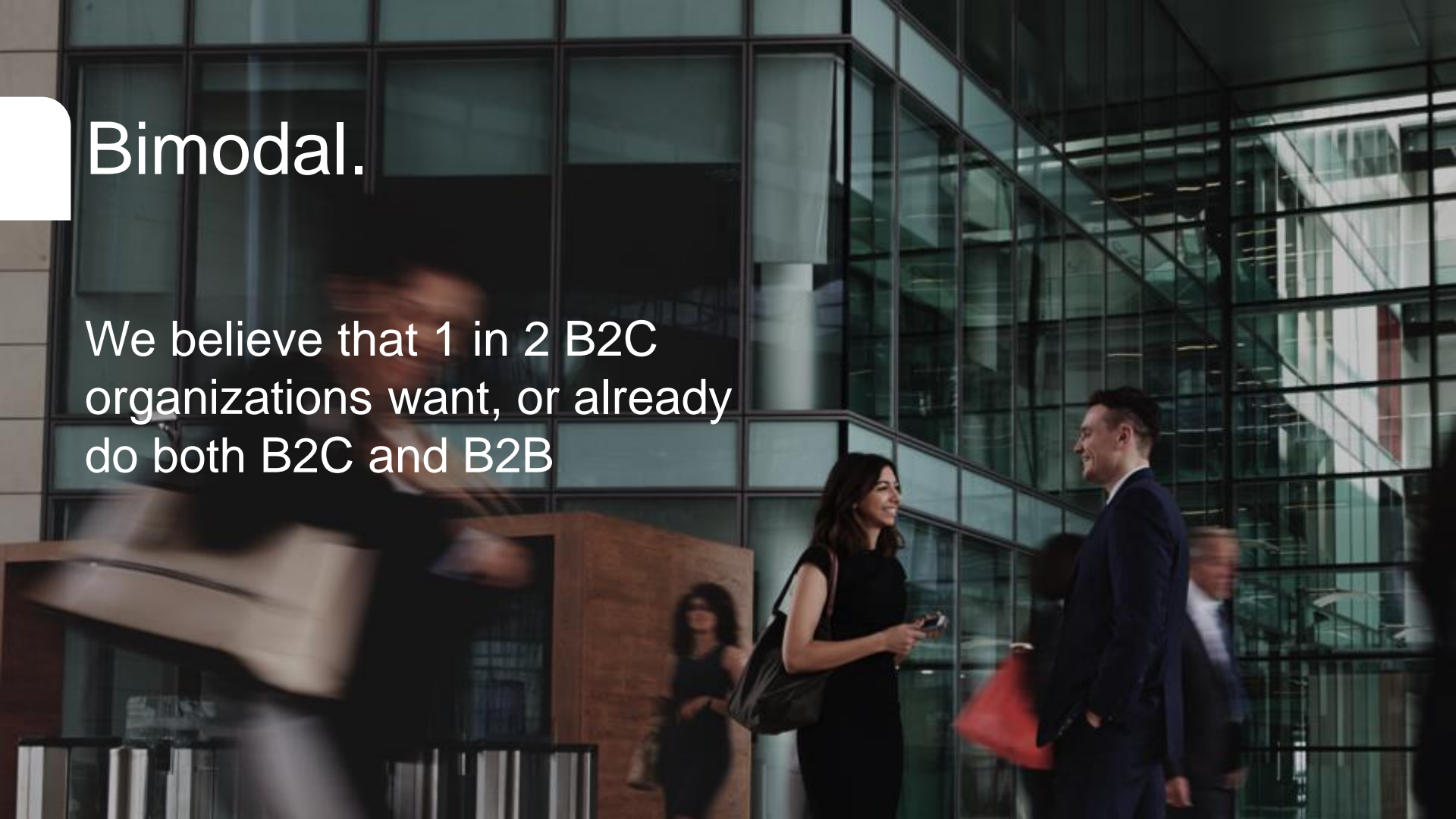
Bimodal.

B2B has been a
consistent laggard
to the B2C commerce
development



Bimodal.

We believe that 1 in 2 B2C organizations want, or already do both B2C and B2B

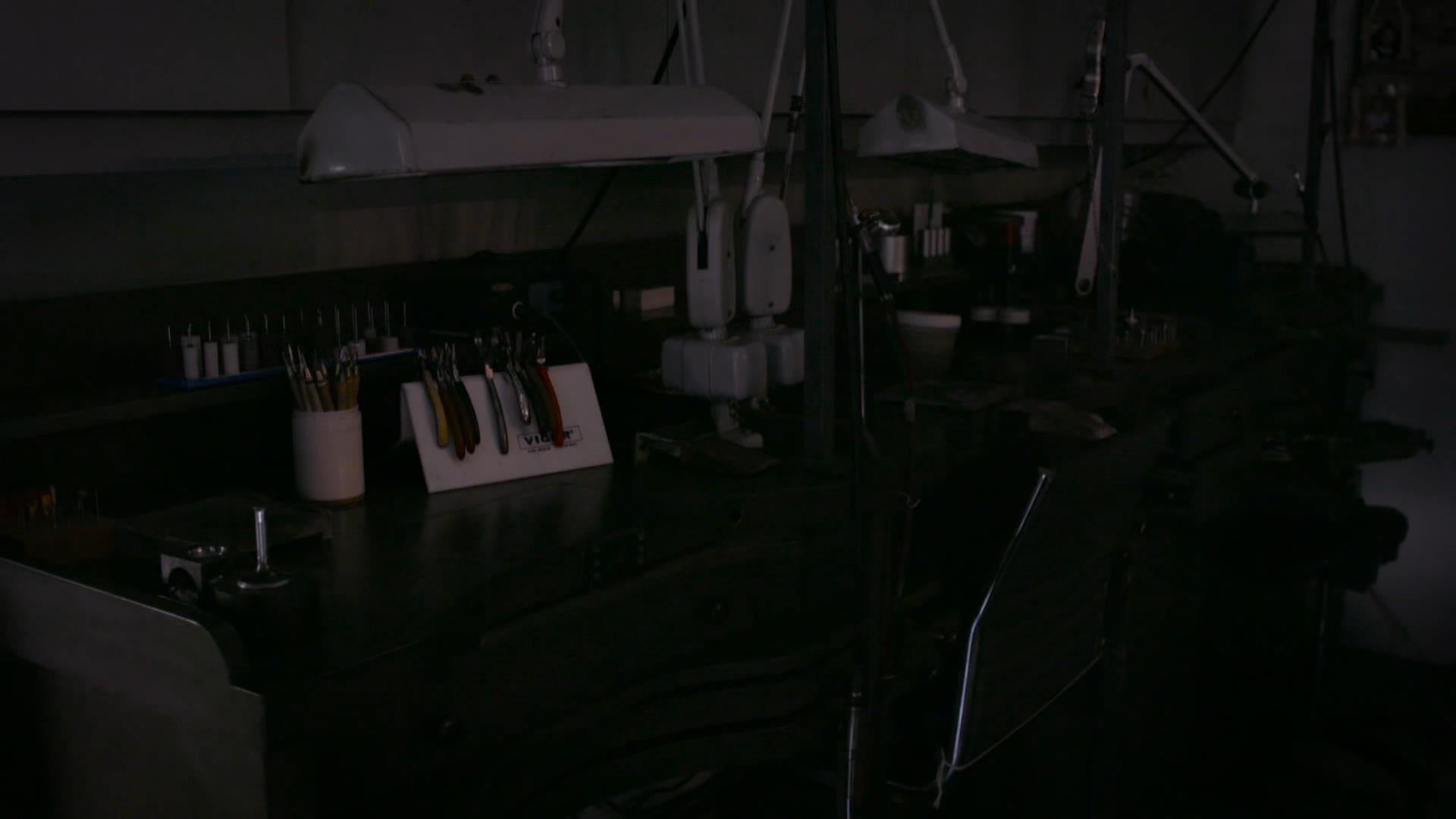


Call to arms.

Every channel of engagement matters

Digital transformation is often referred to as the **fourth industrial revolution**. It is a phenomenon that is **reshaping the way we live, work and play**. It is a **force that is driving change across all industries** and is **attracting attention in greater velocity** going forward.







Panel Discussion.

Moderator, Toby Davidson

SAP, EJ Jackson – *SVP & GM*

Google, Pankaj Dugar – *Head of ISV Partnerships*

Brand Networks, Wayne St. Amand – *CMO*



Thank you

Booth D31

April 27th, 1:00 p.m. Workshop 3

Learn how you can bring the power that retail giants have to your growing business

April 28th, 12:00 p.m. Workshop 3

Facing the challenges of expanding into new routes to market