



SAP MARKET IN ASIA THROUGH SAP Q4 & 2023 FULL-YEAR REPORT

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Strategic Focus Areas for Asia Pacific & Japan market

Intelligent and sustainable businesses through cloud solutions, business networks, AI, data analytics, and sustainability innovations.

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Key SAP Initiatives (Examples)

- SAP Signavio
- SAP Datasphere
- SAP Build Workzone
- SAP Sustainability Footprint Management used for process and data innovation.

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Outlook and Strategy

Forward-thinking businesses in Asia Pacific & Japan recognizing the need for strategic transformation supported by SAP.

Emphasis on creating a solid cloud foundation to explore growth in AI, data analytics, and sustainability.

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