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Beyond Best Practices:
SAP as a Platform for Innovation

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Best Practices vs Innovation

Businesses thrive <u>incrementally</u> by:

cutting costs
increasing revenues

Businesses only thrive <u>exponentially</u> by:

significant innovation

What does SAP <u>now</u> help businesses do ?

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SAP **SAP's Current Market Strategy** **SAIC**

SAP's current market strategy

**is based on the BuzzWord "BestPractices"
and is, therefore, <u>self-limiting</u>**

**The BestPractices "pitch" is that SAP can
help businesses to:**

**<u>cut costs</u> by introduction of software
which supports or enforces efficiencies**

**<u>increase revenues</u> by introduction of software
which creates revenue-relevant
decision information from business data**

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SAP **"Innovation": a New BuzzWord** **SAIC**

SAP <u>could:</u>

**ramp-up for, and then market,
<u>innovation</u>**

Ramp-up its existing software into:

**a set of new products specifically designed
to support significant innovations**

Market these new products

**not only in SAP's <u>usual</u> vertical sectors, but also in
<u>new</u> vertical sectors not yet penetrated by SAP**

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SAP   **Two Examples**   **SAIC**

From a penetrated sector familiar to SAP:

the need for efficient "SMR-codes"
which is pervasive in US military logistics
(cf. US Army Materiel Command LMP Project)

From an unpenetrated sector new to SAP:

the problem of cross-referencing
structural and functional information
about protein tertiary structures
for drug-design/discovery processes
(cf. http://www.cumulativeinquiry.com/StrucClues)

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SAP   **Credentials (Domain Expertise)**   **SAIC**

The Efficient SMR-Coding Problem:

1991 Task Order from US Army AMC (SIMA/St.L)

1993 AMCOM-sponsored proposal to US AMC

1997 industry sponsored proposal to AMCOM

The Structure/Function "XRef" Problem

1997-1999: $400K Grant from US Army (Ft Detrick)

2004 Poster at Computational Genomics VII

Ongoing collaboration (since 1992) with
Drs. Jacques Fresco and Arthur Lesk

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SAP | **An <u>Existing</u> Business Model** | **SAIC**

The Insurance Services Office (ISO)
http://www.iso.com/about_iso/

Consortium-Driven
principals are property/casualty insurance firms

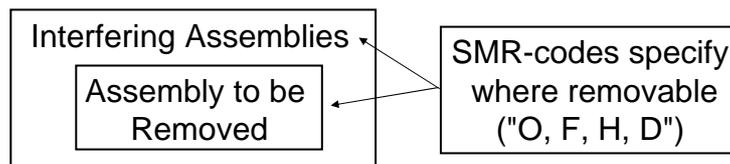## "Raison d'etre" (Reason for Being)
neutral 3rd-party pool of premium/loss stats
(for better actuarial analysis of proprietary data)
centralized actuarial staff, instead of
many staffs within companies

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SAP | **The "SMR-Coding Problem"** | **SAIC**

Interfering Assemblies

Assembly to be Removed

SMR-codes specify where removable ("O, F, H, D")

technican looks up SMR-code for assembly to be removed and finds it's OK to do so

technician looks up SMR-codes for "interfering assemblies" and finds one or more are not OK to remove

problem is at least <u>partially</u> machine-solvable with the use of "find-numbers" which THE MILITARY GETS ANYWAY (for manuals) !

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SAP **The Protein Struc/Func Problem** **SAIC**

**certain protein tertiary structure
domains support certain functions**

**not "one-to-one": one type of
structural domain may be multi-functional**

**but research is functionally organized, so
one lab may not know about
all good "attack" strategies on a structure,
even if information _is_ "open source"**

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SAP **Conclusion** **SAIC**

No, it's _not_ "low-hanging" fruit

But it's within reach of the knowing.

**And no one will fall off any ladders
picking it.**

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