

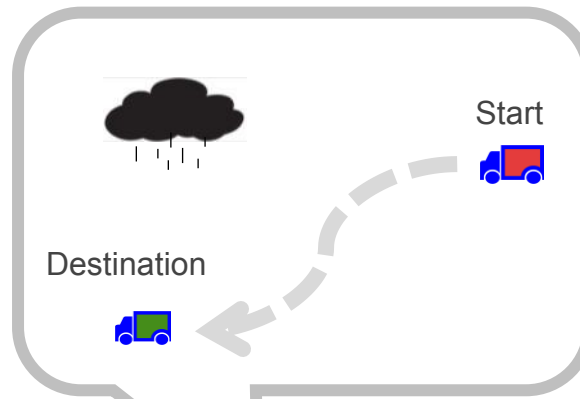
# SAP® Visual Business

# Current Situation

## SAP Data

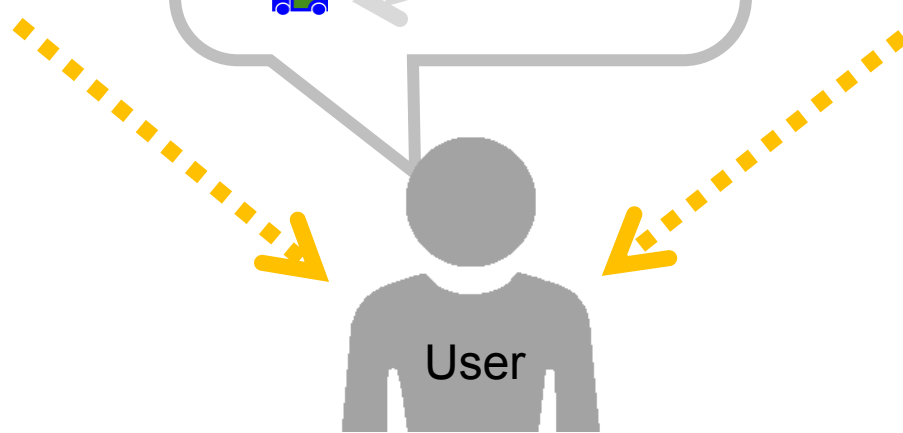
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01001101101111110
010011011101011110111
0110111101011001111011
11101101101
1010111011101100110101
011010101111011101101101
111010101010110110111
110110110101111011101
```


## Mental Image



## External Data

```
011010111010110111010010
01001101101111110
010011011101011110111
0110111101011001111011
11101101101
1010111011101100110101
011010101111011101101101
111010101010110110111
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```



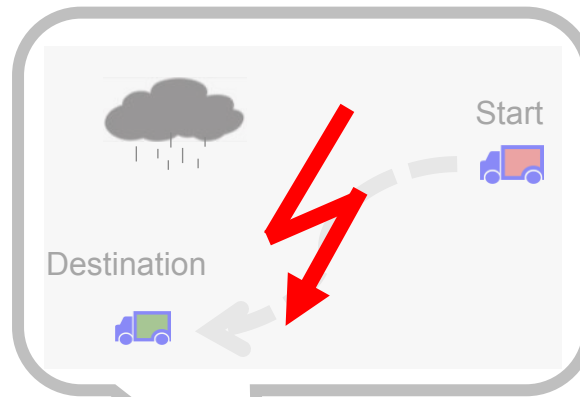
 **Critical Decisions based on partial data**

# Current Situation

## SAP Data

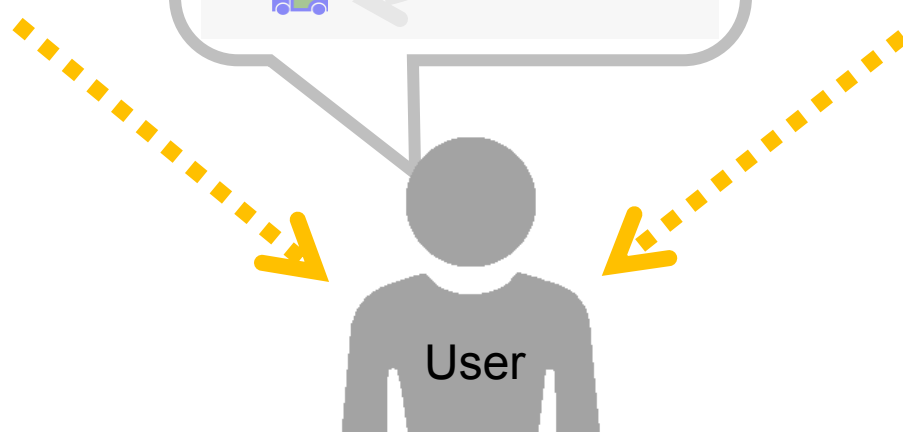
```
011010111010110111010010  
01001101101111110  
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0110111101011001111011  
11101101101  
1010111011101100110101  
011010101111011101101101  
111010101010110110111  
110110110101111011101
```


## Mental Image



## External Data

```
011010111010110111010010  
01001101101111110  
010011011101011110111  
0110111101011001111011  
11101101101  
1010111011101100110101  
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111010101010110110111  
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```



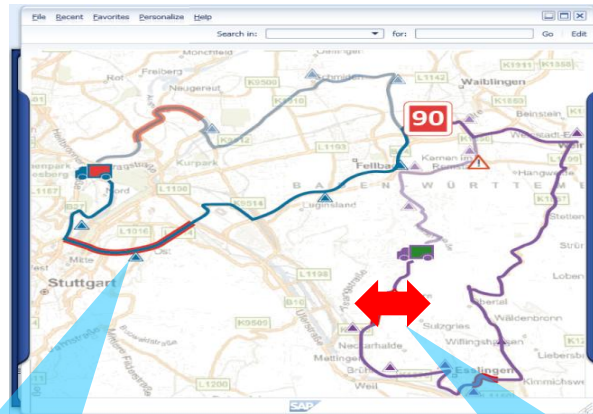
 **Critical Decisions based on partial data**

# A better Solution: SAP Visual Business

## SAP Data

```
011010111010110111010010  
01001101101111110  
010011011101011110111  
0110111101011001111011  
11101101101  
1010111011101100110101  
011010101111011101101101  
111010101010110110111  
110110110101111011101
```

## SAP Visual Business



## External Data

```
011010111010110111010010  
01001101101111110  
010011011101011110111  
0110111101011001111011  
11101101101  
1010111011101100110101  
011010101111011101101101  
111010101010110110111  
110110110101111011101
```

Aggregate

Aggregate

**See**

e.g. contextual details

**Act**

e.g. optimize route

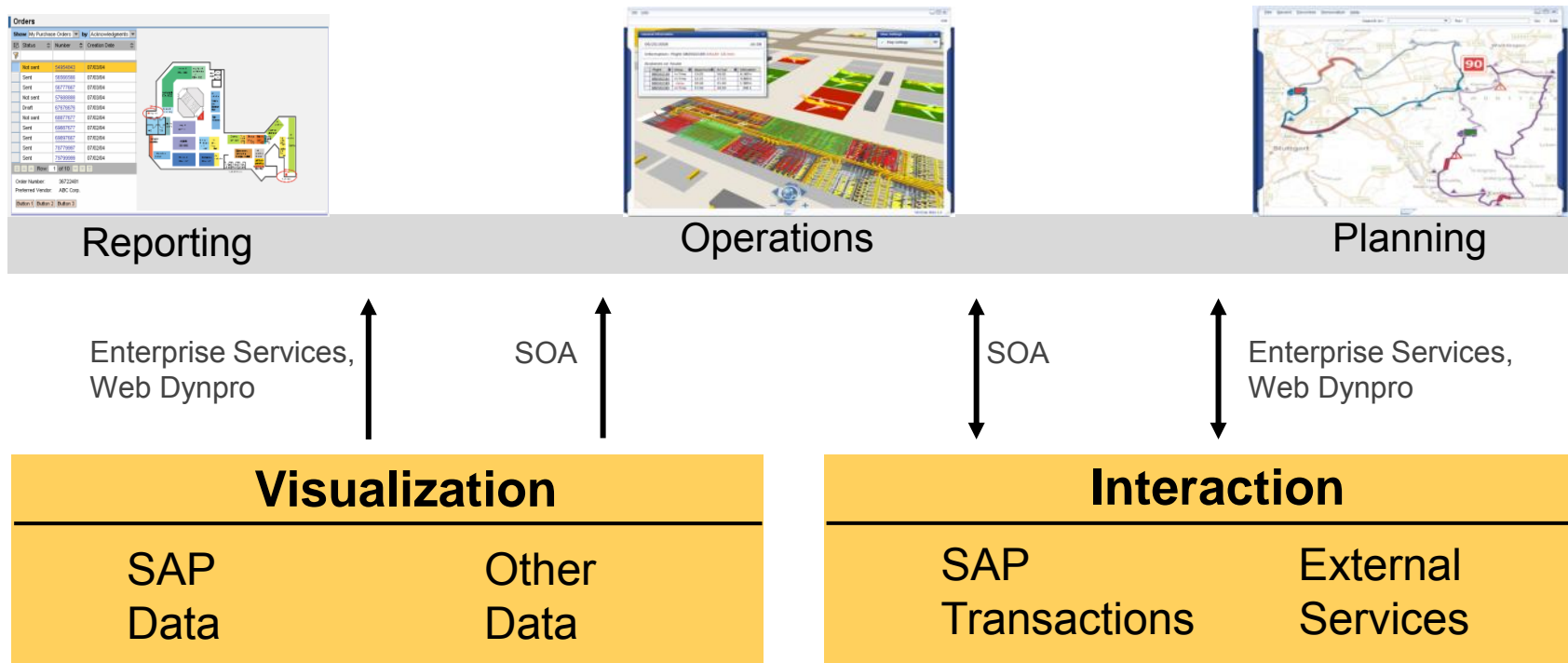
User

Funded Decisions based on relevant data

# SAP Visual Business

## SAP Visual Business

Integration Layer between different SAP or Non SAP Systems

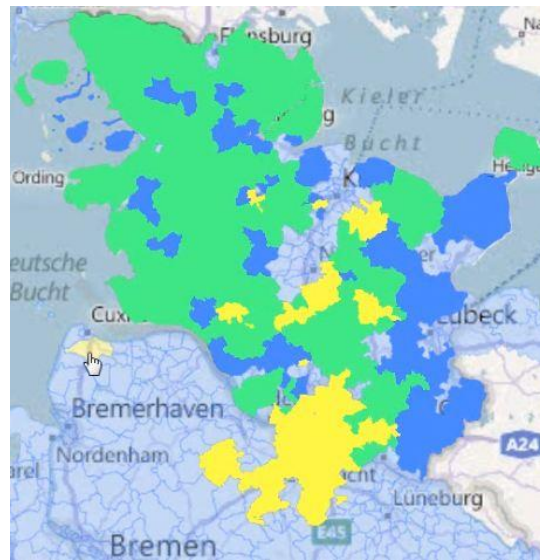


# SAP Visual Business – Some Use Cases

SAP Visual Business can be used in a variety of scenarios:



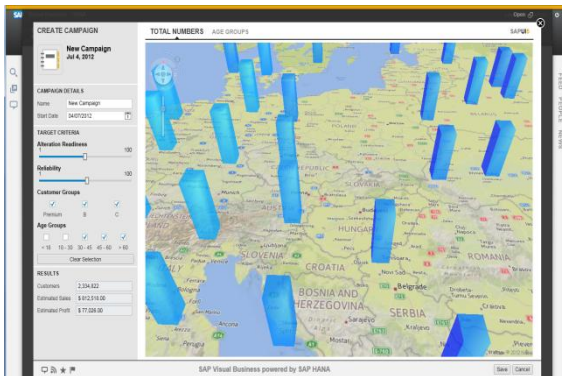
Transportation Mgmt



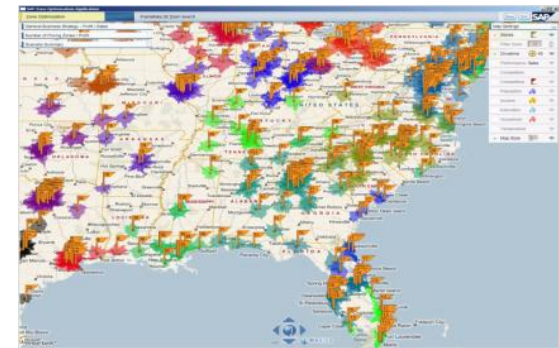
Market Analysis



Logistics, EWM



Sales



Retail

Others, like

- Production Control
- CRM

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