Today's 'Tech Trends' to Tomorrow's Value Innovation

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What were once considered to be tech trends soon to permeate businesses in our *future*, terms like Machine Learning, Blockchain, Big Data, Internet of Things (IoT) and Artificial Intelligence (AI) are quickly shifting from 'trends to watch' to disruptive forces in the enterprise today.

When it comes to the potential magnitude of their impact, some of the writing is already on the wall. For example, Machine Learning and AI will bring a new level of intelligence to business environments, enabling people to focus on work that adds value, rather than repetitive tasks. Blockchain is poised to become the new protocol for digital assets, exchanges, and identity. And IoT is creating massive amounts of data that can be gleaned for insights to make business processes more connected, efficient and productive.
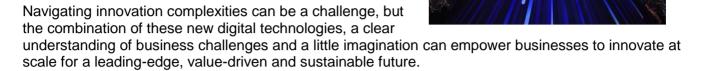
In today's innovation race, identifying and acting on technology trends quickly is crucial. However, as technology so often does, these shifts are coming fast and with such complexity that their impacts can be difficult to predict. Many companies don't know where to even begin, or more importantly how to be sure they won't waste money on innovation they can't implement, adapt and scale. Furthermore, innovation far too often occurs in silos and without a core strategy. With this rapid proliferation of new technologies, it's no surprise that companies may find themselves with a significant disconnect between *innovation* and *business value.*

Businesses need new ways to think about the future and new tools to take full advantage of these opportunities quickly and in a way that drives business value. I call this *value innovation.* We hear often that innovative organizations must facilitate a culture that nurtures creativity- I believe that equally important is making sure that businesses are identifying the *right* problems to solve. This combination of creativity and understanding which problems to tackle are key base ingredients in the recipe for value innovation.

Another pitfall organizations can fall into is one-off innovation. One-off innovation limits the ability for organizations to be truly transformative. Think about it this way- new technologies I mentioned above are becoming disruptive forces in their own right, but the *scale* and *sustainability* of impact when they intersect and converge have the power to fundamentally transform companies, economies, the way we work and the way we live. Taking advantage of these new systems of intelligence requires an understanding of the specific business problem to be solved as well as creativity to combine and apply these technologies to the business.

SAP **Run Simple**

Like many enterprises, SAP is undergoing a transformation of its own, rethinking the way it approaches innovation with the launch of the SAP Leonardo portfolio, a new system of innovation that brings together the core of businesses with machine learning, IoT, blockchain, analytics, Big Data and data intelligence into a holistic digital innovation system empowering businesses to innovate at scale.

Navigating innovation complexities can be a challenge, but the combination of these new digital technologies, a clear understanding of business challenges and a little imagination can empower businesses to innovate at scale for a leading-edge, value-driven and sustainable future.

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