SAP® Leonardo Centers
Making Digital Tangible and Purposeful,
Making Digital Transformation a Success
While SAP® Leonardo technologies help you advance along your innovation journey with a proven approach for success in the digital economy, SAP Leonardo Centers serve as the “front end” for this journey.

These centers provide the physical space where customers, partners, and SAP come together for joint exploration of the digital future. Using our design thinking methodology and the capabilities of SAP Leonardo, we identify and validate top use cases to help you innovate faster and at lower risk.

Part of our aim is to make digital tangible. We do this with showcases that demonstrate and highlight key elements for digital transformation with SAP Leonardo. Think of the Internet of Things (IoT), machine learning, analytics, blockchain, Big Data, data intelligence, and building on SAP Cloud Platform.
Additionally, we make digital purposeful and doable through our global network of connected, physical locations that are the go-to places for digital inspiration, interaction, and execution. SAP Leonardo Centers offer an environment where technology can be:

- **Touched** through tangible demos of emerging technologies in action
- **Discussed** with developers, designers, and other practitioners
- **Applied** to the individual challenges you face as our customer or partner

SAP Leonardo Centers facilitate the connections you need to get innovation done – whether it’s to kick-start, boost, or further reimagine your purpose-driven digital transformation journey. In addition to partners, customers, and internal SAP experts, you get connected to an even broader technology and business ecosystem – one that includes relevant startups, tech communities, accelerators, and members of academia. Together, these experts and resources help you get your innovation off the ground and deployed quickly – so that you can succeed in the digital economy.

Redefine your path forward. Start your digital transformation now. Come visit us at an SAP Leonardo Center today.
The digital economy is changing almost everything for businesses everywhere. Customers today are empowered with information and choice like never before. If they can’t get what they want from you, they know they can go elsewhere and get it there – quickly and on their terms.

Entire industries are being disrupted by digitally savvy companies using new digital economy technologies in creative new ways to serve these customers better. The measure by which customers evaluate your value is no longer limited to price and quality. Today’s consumers crave convenience. They put value on the experience they have with your company – and if you can deliver the outcomes these customers want, chances are, you’ll do well.

But doing well requires change – before more nimble competitors get ahead of you. You may need to revamp your supply chain for improved collaboration and greater responsiveness to changing demand. You may need to devise new business models – such as products as a service – to deliver what customers want. Or you may need to rethink how you engage with your customers to build brand relationships that last.

Whatever the specific challenge you face, SAP Leonardo and SAP Leonardo Centers can help you rise to it with digital innovation that keeps you in the game and moving forward.

WHAT IS SAP LEONARDO?
Think of SAP Leonardo as faster innovation with less risk. Our goal is to help drive your purpose-driven digital transformation, and SAP Leonardo is what helps us – and you – get the job done. The four pillars of SAP Leonardo are:

Proven methodology: Reduce the risk of innovation with our design thinking (and doing) methodology to quickly identify your needs, design a solution, and build a prototype and services to scale and transform your business.

Industry accelerators: Speed your time to value with preintegrated, industry-specific solutions that move you from idea to prototype in as little time as 6 to 8 weeks.

Technology expertise: Collaborate with SAP to innovate with new technologies in a way that is less expensive, less risky, and more likely to yield results that keep you ahead.

The customer (you): Experience impact and create something valuable, designed to help you achieve your goals, your way, in your industry.
WHAT ARE SAP LEONARDO CENTERS?

SAP Leonardo Centers also enable faster innovation with less risk – by helping you to put SAP Leonardo into action. These centers offer dedicated physical spaces where teams, resources, and know-how are orchestrated into an inspiring experience that includes live showcases to stimulate the imagination and spaces to turn what you imagine into a reality.

Experience Spaces
Each SAP Leonardo Center includes dedicated experience spaces for mapping our iterative innovation process. These spaces offer a dedicated environment for each phase of your innovation journey. Get inspired with showrooms that feature cross-industry technology uses cases. Get moving with design thinking rooms for identifying problems and coming up with ideas. Get results with continued collaboration through workshops, project rooms, and maker spaces.

Tangible Showcases
Dedicated, real-life showcases provide an immersive experience around SAP’s product, industry, and technology portfolio – all linked to the IoT, machine learning, analytics, blockchain, Big Data, data intelligence, and SAP Cloud Platform. Showcases cover existing and ready-to-buy products, visionary products on our road map, and complementary third-party solutions from our curated partner ecosystem.

These showcases not only make SAP Leonardo touchable, they also tell the innovation stories of the industries and regions in which they’re displayed. You will see, touch, and learn about SAP Leonardo and digital innovation, and you’ll also encounter the entire ecosystem of customers, partners, and startups who have built them.
HOW DO YOU ENGAGE WITH SAP LEONARDO CENTERS?
SAP Leonardo Centers welcome all customers from all around the world – at all stages of their digital transformation journey. Maybe you’re a newcomer to digitalization seeking a strong ally to take your business model to the next level. Maybe you’re a seasoned practitioner wanting to take new industries by storm. Whatever your aim, what you’ll find at an SAP Leonardo Center near you is a strong and trustworthy team willing to work with you on a path toward innovation and a novel edge in the market.

All teams behind SAP Leonardo – from development to services to sales – are accessible through SAP Leonardo Centers. Discuss digitalization with development experts. Work with graphic designers, implementation consultants, and account executives. Get advice from technology partners and customers, too. And do it all at the same time – with all participants focused on your digitalization agenda.

Our engagement model is a structured model that brings together existing services and team offerings to set you on the right track for your innovation journey: from inspiration to engagement and leading to success. Get inspired by the showcases and demonstrations. Join our design thinking workshops and build a first prototype that is then continuously improved and applied to your business. Bring your initial results back to your company to help kick-start your digital transformation initiative. And when you’re ready to move forward, reengage with SAP to continue the cycle and push your innovation even further.

For partners, too
SAP® Leonardo Centers are designed to drive innovation – whether you’re an SAP customer or a partner in the SAP ecosystem. Advantages for partners include access to customers, markets, and expertise; integration with applications based on SAP Leonardo technology; and innovation that helps your company or startup succeed.
Get Inspired

SAP Leonardo Centers are physical spaces designed to inspire. Stop by, and you’ll walk away reenergized about how your company can win in the digital economy. Stay for design thinking workshops focused on your particular challenges. Then build a prototype that you can bring back to your company to kick off the conversation about how digital transformation and innovation can be applied for you.

Showcases That Show You the Way Forward

Think of SAP Leonardo Centers as the front end of your digital innovation journey. It all starts with immersive showcases of real-world developments that use SAP Leonardo and the power of emerging technologies to do new things in new ways. Learn about how technology can drive new business models, shift industry boundaries, or disrupt established markets.

What technology trends can you expect to see in all of the centers?

- Internet of Things
- Machine learning
- Analytics
- Big Data
- Blockchain
- Cloud
- Data intelligence

Touch and feel the innovation. Discuss and engage with SAP. Meet your digitalization challenge.
GLOBAL LOCATIONS, LOCAL FLAVOR
We maintain SAP Leonardo Centers in five locations – New York City, São Leopoldo, Paris, Bangalore, and Singapore. Other centers are launching soon in Berlin, Johannesburg, Moscow, Seoul, Shanghai, Silicon Valley (California), and Tokyo, as indicated in the map in Figure 1. To deliver the relevance you need to make wise decisions about your digital transformation journey, each SAP Leonardo Center is geared to the needs of local and regional ecosystems and industries. For instance, our New York center emphasizes financial, retail, and fashion industries, while in Brazil – a global center for agriculture – our São Leopoldo center focuses on the future of agriculture and farming solutions.
Build a Prototype

At SAP Leonardo Centers, we put at your disposal all of the tools, technologies, and services that are part of SAP Leonardo — along with the expertise of SAP experts and ecosystem partners. For customers ready to dive in, we can put these services to work for you immediately through our SAP Leonardo Services.

DESIGN THINKING WORKSHOPS DESIGNED FOR YOU

SAP Design Thinking is a unique approach to finding and solving problems with a focus on human meaning and the user experience (UX). Our design thinking workshops at SAP Leonardo Centers are led by talented designers available for ongoing co-innovation.

They use our design thinking methodology to lead you through an exploration workshop that often results in an initial prototype. The aim in the next innovation cycle is a higher-definition prototype using UX design techniques — one that you can use as the foundation of a live solution as you see fit (see Figure 2).

Lower the barrier to innovation.

Raise the bar for your competition.
COLLABORATION FOR CO-INNOVATION

The SAP ecosystem is second to none. At SAP Leonardo Centers, you get access to internal experts, leading business advisory firms, cutting-edge technology partners, startups, members of academia – you can even collaborate with peers from your own industry, if you choose.

Throughout your experience, our teams help you move swiftly to co-innovate solutions that you can put to use quickly. And the prototype that you bring home will be designed from the ground up to integrate with your environment.

Support from our ecosystem

- Customers
- Partners
- Startups
- Universities

Services That Foster Collaboration

Collaboration at SAP® Leonardo Centers is enhanced through services that support multiple innovation paths. These include:

**SAP Leonardo Services and accelerators:** Our guided approach to digital transformation helps you connect new technologies to use-case scenarios with the goal of shortening time to value. These services allow you to explore innovative technologies, business models, and processes on the path toward digitalization before deciding on suitable, existing SAP solutions that best fit your needs.

**Co-innovation services for SAP Leonardo:** These services provide structured and guided engagement models to help you craft and produce innovative solutions with the right technology and business partners. Create novel intellectual property with shorter time to market at reduced risk.

Figure 2. From Concept to Prototype with SAP® Leonardo Centers

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Launch Your Digital Transformation

With a prototype in hand, you’re now ready to start the discussion back at your company – the discussion about digital transformation and how to proceed. But instead of wasting time on hypotheticals, you actually have something concrete for people to react to.

Should we invest in a pilot program that tests the value of the innovation? How do we measure ROI? Where does the prototype fit in with our overall digital transformation strategy? These are the kinds of questions that help move projects forward. The prototype you bring home helps in facilitating these discussions by giving everyone a starting point for thinking about where digital transformation can lead your company.

A CYCLE FOR ONGOING INNOVATION

While you’ve made an impressive start, your journey is only beginning. As your trusted digitalization partner, SAP is there to help you continue your journey with an ongoing cycle of innovation.

If your outcome sparks new ideas internally, SAP can partner with you to develop further solutions for new business purposes. SAP becomes your trusted partner for the digital future: building on our existing portfolio with complementary partner solutions if needed – or creating with you a joint future portfolio. Additionally, you can loop back to the SAP Leonardo Center to accelerate your business and inspire others to reach their potential.

Go home with something concrete. Show it around. Start the conversation.

SAP Leonardo Services

From inspiration
Discover  Ideate and build (optional)

To engagement
SAP Leonardo Services  Co-innovation services for SAP Leonardo

To success
Showcase and reference  Reinspire
A Holistic Experience That Makes Digital Transformation Real – Right Now

From beginning to end, your experience at an SAP Leonardo Center is designed to be holistic and purposeful. We start with impressive physical spaces that invite collaboration, located in exciting cities around the world. In these spaces, we present immersive, future-focused showcases that can inspire you to move forward with the comprehensive tools and services that are part of SAP Leonardo.

If you’re ready, we jump into design thinking using an agile, iterative approach that brings together experts from a wide range of fields and experience for co-innovation. And once we help you identify the right solution that solves the right problem, we help produce a prototype that can kick-start your digital transformation efforts back at home.

The point is to focus on innovation – your innovation. Come to an SAP Leonardo Center near you and find out what we can do together.