

# SAP in the Metaverse - Innovation in Action

**Dr. Oliver Gutzeit**

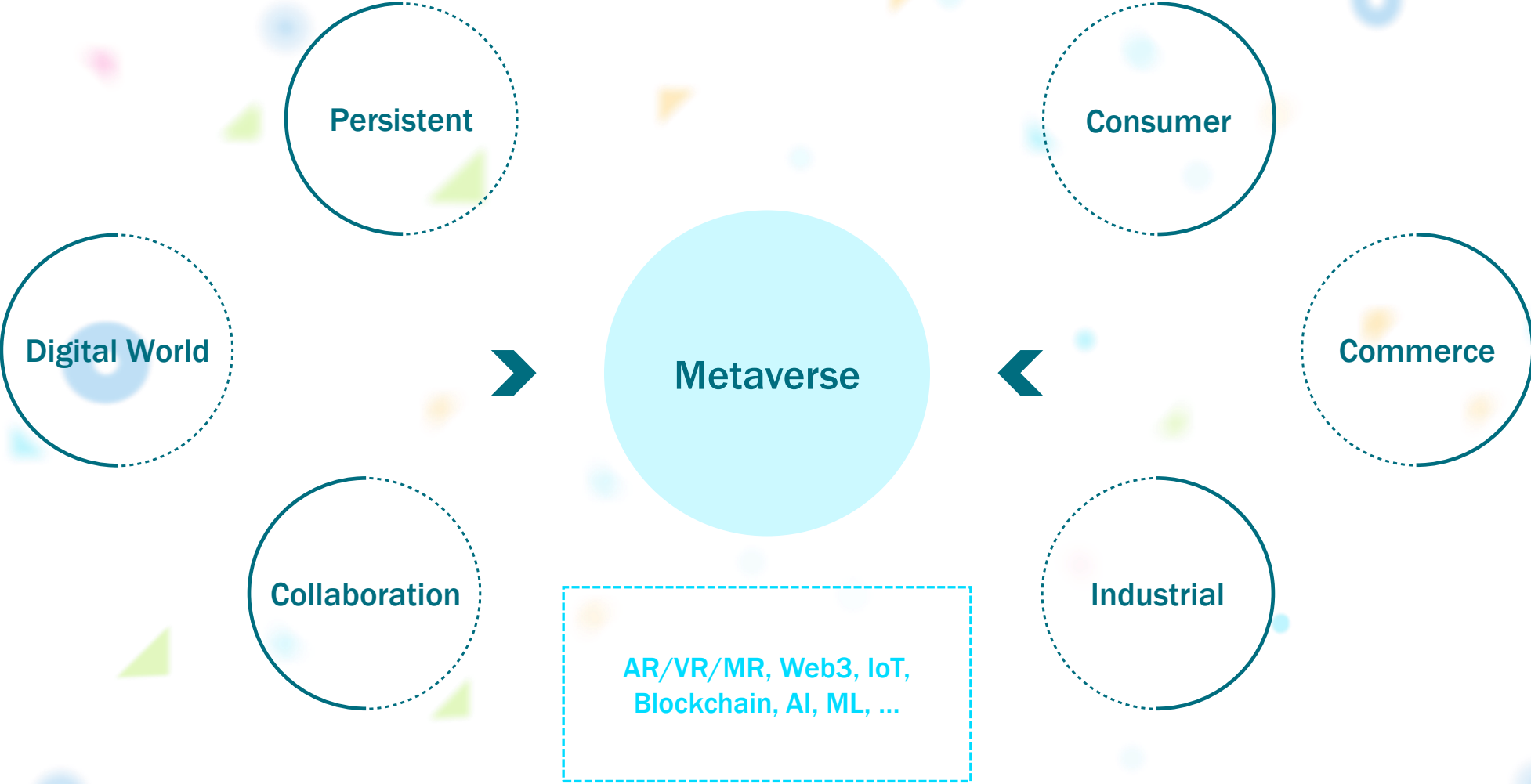
Vice President, Experience Technology

SAP SE



SAPHILA <sup>20</sup><sub>23</sub>  
ASPIRE

# What is the Metaverse?



A man wearing a VR headset is standing in a meeting room, gesturing with his hands. Another man is sitting at a table in the foreground, looking towards the man with the VR headset. The room has large windows and indoor plants.

# 7 Myths of Metaverse

- 1 No one knows what the Metaverse is.
- 2 The Metaverse is at the same time dead and making trillions in 2030.
- 3 The Metaverse is always coming in 5 to 10 years, every year.
- 4 Words about the Metaverse are more profitable than the Metaverse itself.
- 5 The open Metaverse is built of walled gardens.
- 6 Nobody knows how to come from a strategy to a realization.
- 7 The Metaverse is the Internet, Mark Zuckerberg, or both.

# Five Facts about the Industrial Metaverse

Drive a new era of interoperability

## Top trends

### **\$22.73B Revenue**

by 2025 for industrial digital twin, simulation and extended reality

### **\$100B Market Potential**

by 2030 for the virtual reality market

### **85% Preparation**

of enterprises think that preparation for the metaverse is necessary today

### **20% Adoption**

of manufacturers are developing metaverse applications or underlying solutions

### **6% only**

of enterprises deem that the metaverse is just a hype

# Why the need to talk about Metaverse?

Metaverse can revolutionize your business processes

## Recruit to Retire



Maximize employees' productivity and well-being with contextualized and tailored data.

SAP Museum  
VR Onboarding  
IES Showroom

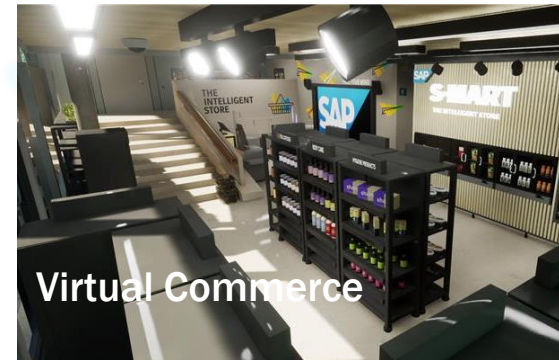
## Source to Pay



Enable seamless financial and digital asset flows in the Metaverse.

SAP Virtual Boardroom

## Lead to Cash



Bring our customers' businesses into the emerging Metaverse economy.

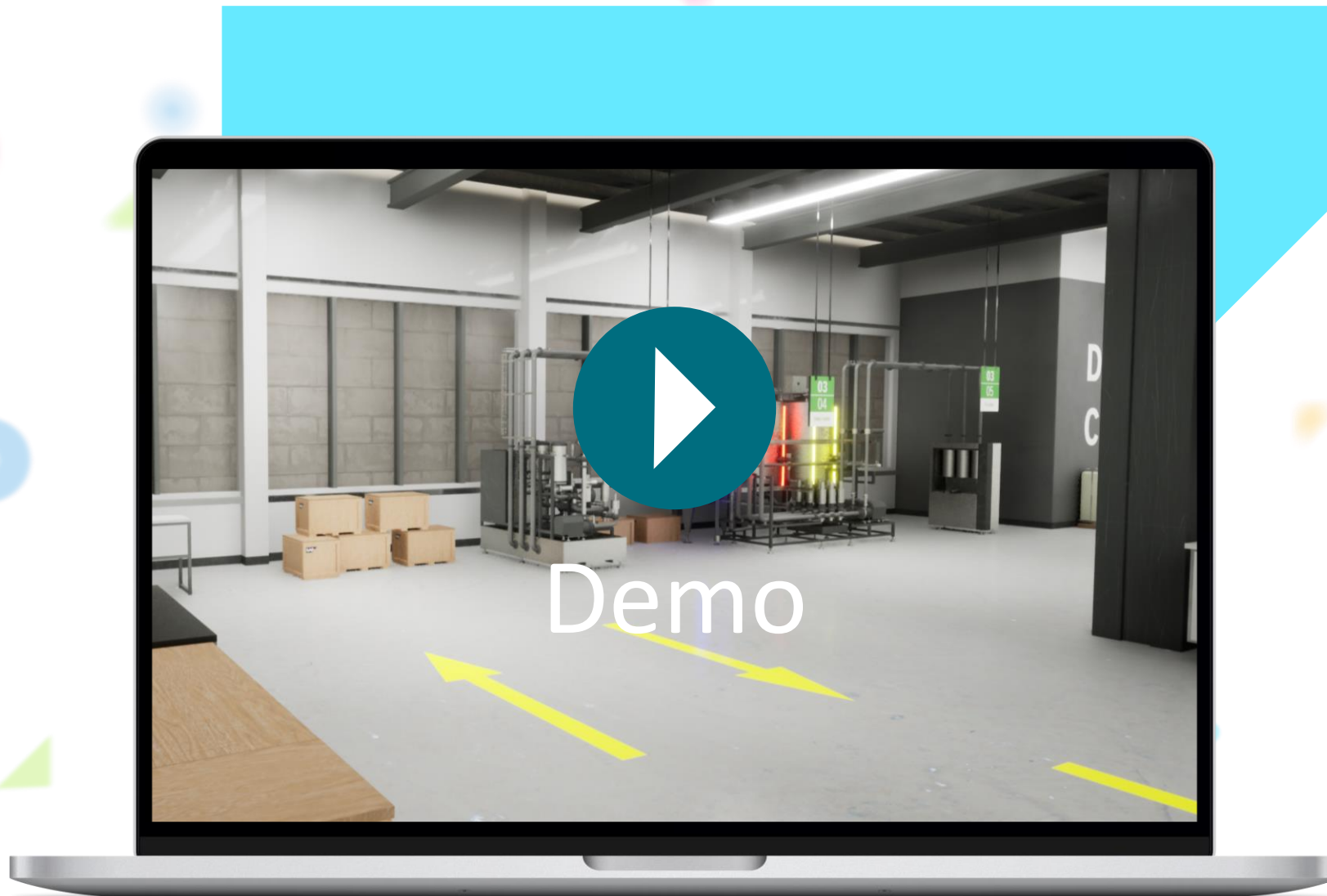
SAP S.MART  
SAP Retail Store

## Design to Operate



Drive a new era of interoperability in the Industrial Metaverse.

SAP FACTORY





“

**The Metaverse is the next frontier for human experience. Digital, immersive experiences are the next big opportunities in tech and business.**

- Tim Puplinkhuisen  
SAP Metaverse Expert

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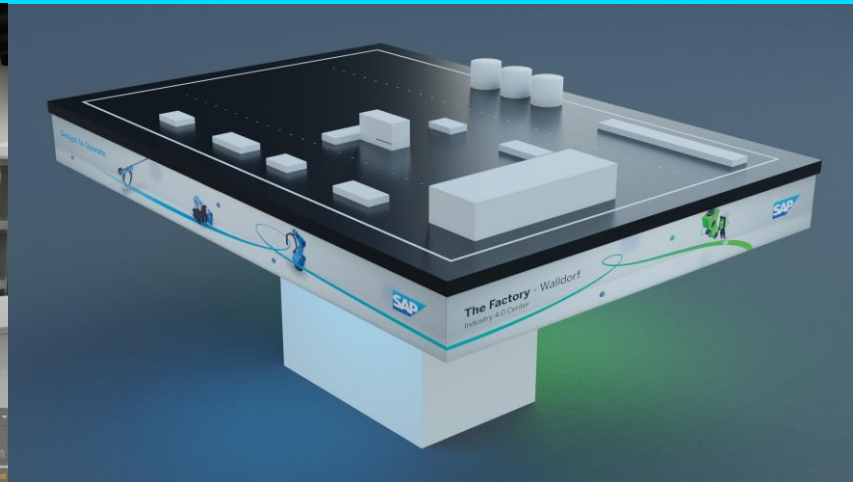
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ASPIRE The logo graphic for ASPIRE consists of a cluster of colorful triangles (green, yellow, pink, cyan) and a blue circle with a white dot inside, positioned to the right of the word.

Thank you

# Immersive SAP Factory Showcase

A REAL VIRTUAL EXPERIENCE



## » WHY

Interact with data made tangible from wherever you are

## » WHAT

Immerse yourself into the digital twin of the SAP Factory and its SAP solutions

## » HOW

Experience the best of both worlds, with our VR solutions and the connected 3D table