



AI in the Travel Industry

The Future is Already Here

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 @bitterer



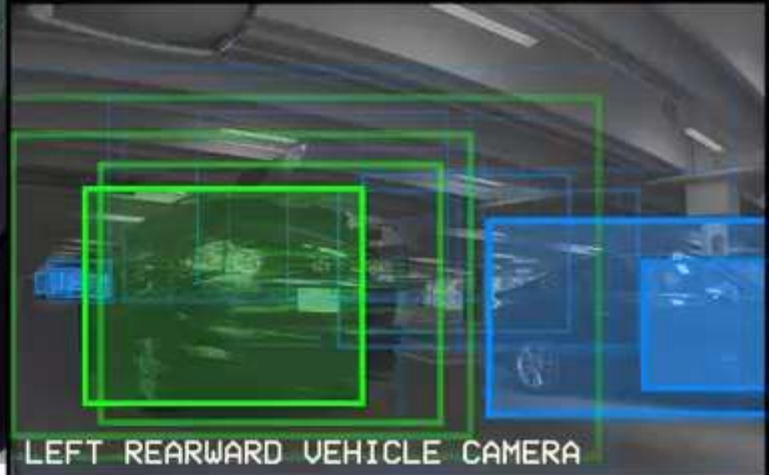
Elon Musk 

@elonmusk

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This is nothing. In a few years, that bot will move so fast you'll need a strobe light to see it. Sweet dreams...



General Motors vs. Tesla



10,000,000 cars in 2016

\$55Bn



76,000 cars in 2016

\$2.5Bn

2011

(average market cap)

2017

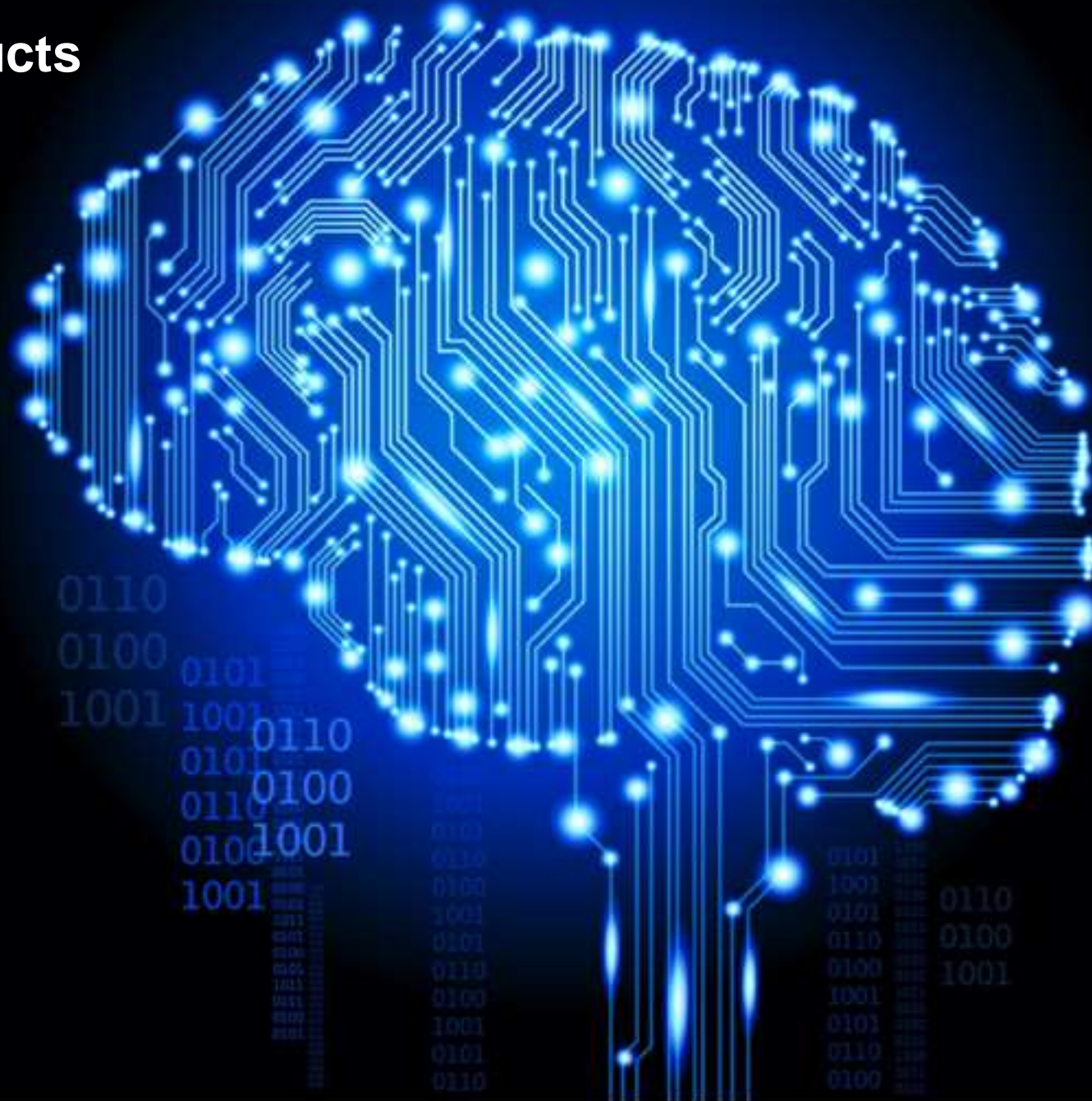
\$58Bn

\$51Bn

Self-Improving Products

It's all about the experience.

Products, services, and processes will *improve automatically*



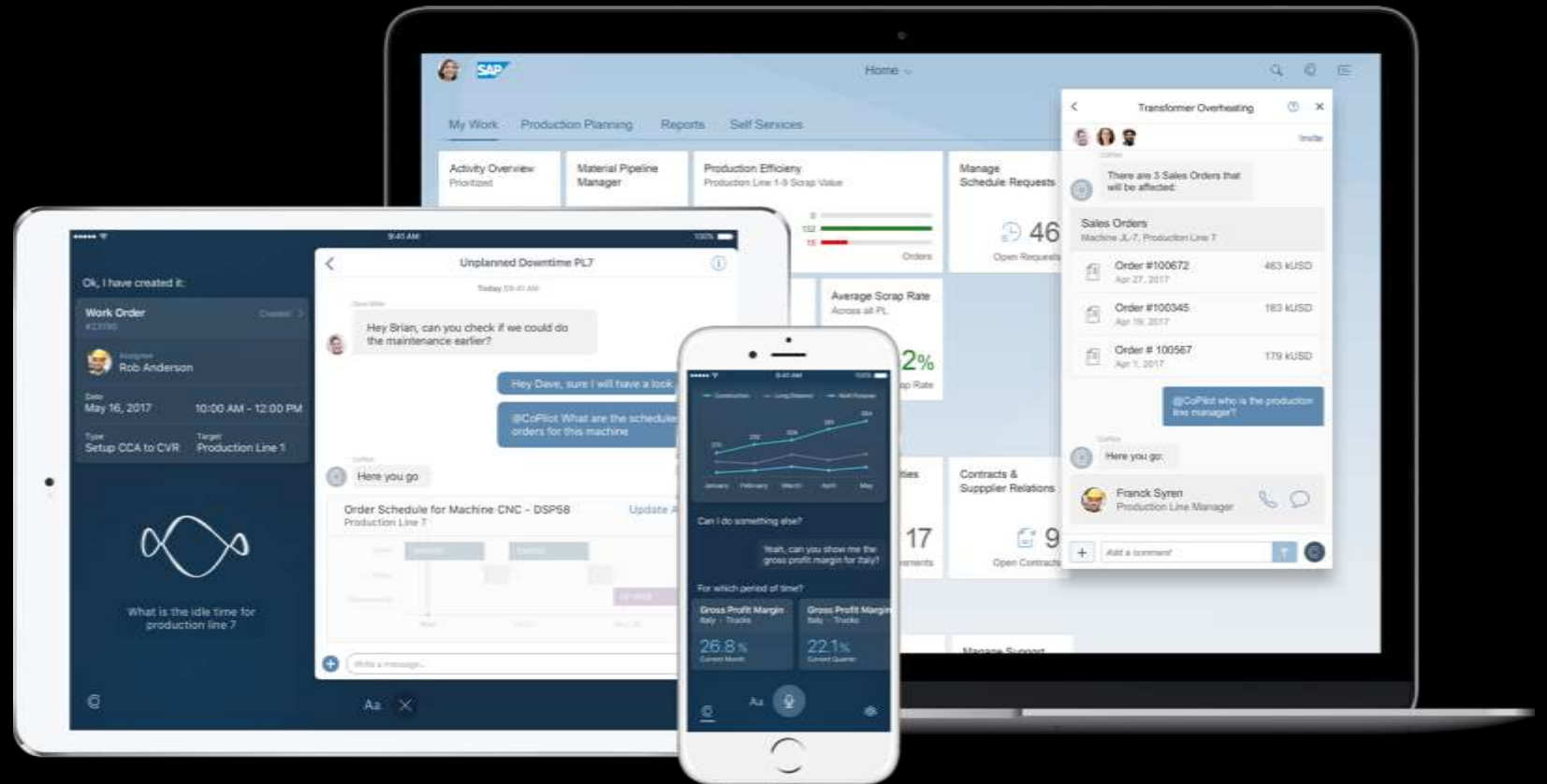
SAP CoPilot

SAP CoPilot is an *Enterprise Digital Assistant* — what Siri, Alexa, and Cortana are to consumers.

“Did ACME pay that invoice from last month?”

“Do we have enough XY in stock to fulfill projected orders?”

“Who is the most qualified technician to fix ACME’s machine?”





Misconception: AI is here to enable “new things.”

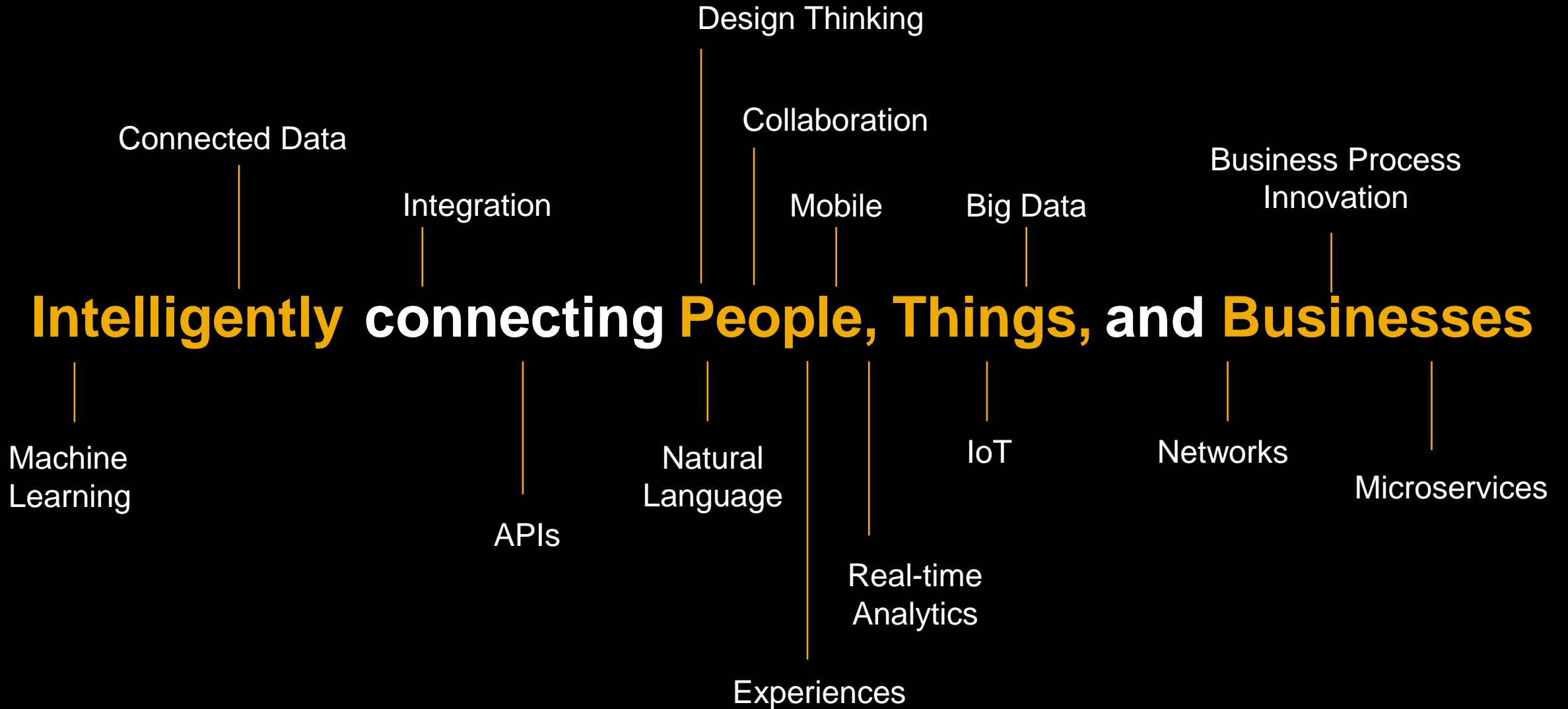
AI is there to augment tasks, not to replace humans.

Digital transformation is about creating value.

SAP uses AI in Leonardo, Concur, CoPilot, etc.

Bottom line: Let AI do the boring tasks and let humans do the thinking.

Digital Business



An aerial photograph of a city grid, showing a dense network of streets and buildings. The image is dark, with a yellow vertical bar on the right side. The text is overlaid on the left side of the image.

Thank You.

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