



# The Game of Sponsorship

Protect Sponsorship Business Value by Measuring What You Pay For

Niveditha Hari

SAP Leonardo Machine Learning

SAP Innovation Center Singapore

# SAP's vision for Enterprise Machine Learning

Deliver rapid value with business solutions

## SAP Leonardo Machine Learning

Create your own  
intelligent infrastructure

### Automate Knowledge Work



- Transformational **HR** services



- Lights out **finance** operations

SAP S/4HANA



- Self-driving customer **service**
- Conversational **sales** bots
- Customer **retention** insights

### Do the Impossible



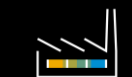
- Image-based Ariba **commerce**
- Contextual Concur **travel** concierge



- Video-aware **marketing**
- Visual **store execution**



- Drone and satellite-based **asset management**



- Vision-enabled **manufacturing**
- Contextual **logistic**

SAP S/4HANA

SAP Cloud Platform  
and SAP HANA

PUBLIC

# The Challenge of Sponsorship ROI Management

Brand visibility measurement as of today

- Unreliable measurements
- Time-consuming analysis
- Limited media coverage



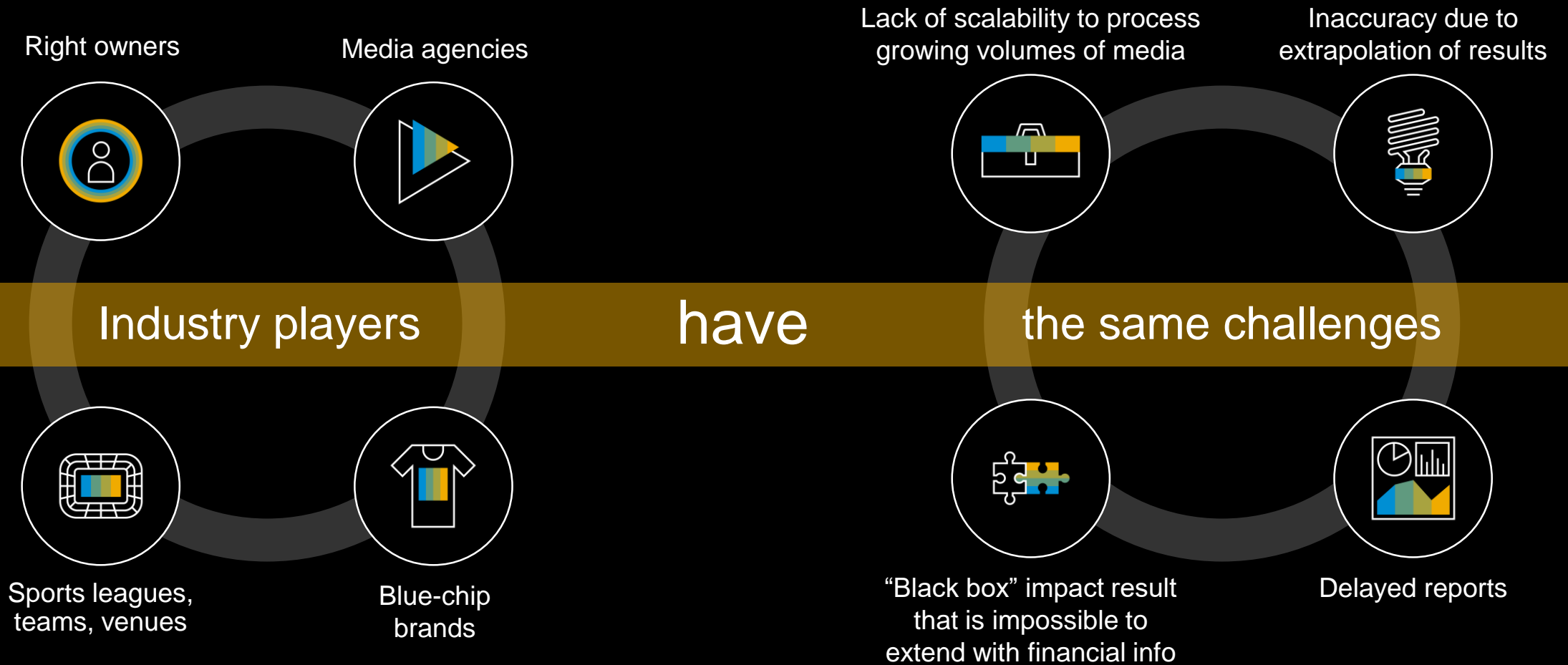
**Not** addressing  
all questions

---

How will **new technologies**  
influence sponsoring?



# The Pain Points of the Industry Players



# SAP Brand Impact

Reimagine marketing and sponsorship engagements



SAP Brand Impact automatically analyzes brand exposure in video and images by leveraging advanced computer vision techniques. It helps media agencies, production companies, and brands to gain accurate, timely insights into sponsoring and advertising ROI.



Fast: Near real-time



Transparent  
Interactive interface



Accurate and scalable  
to millions of hours



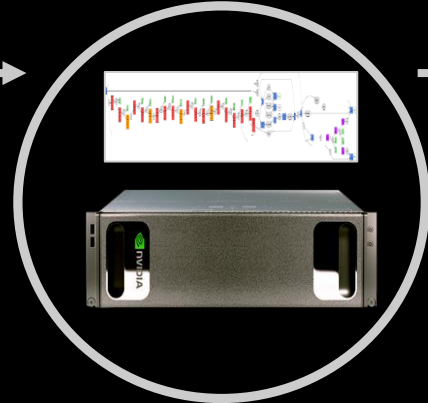
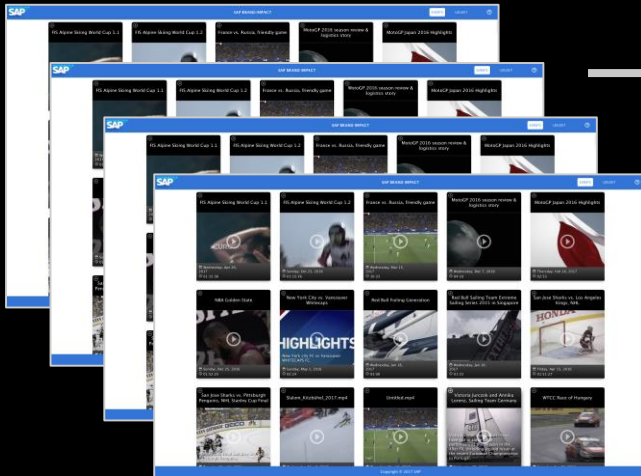
Time-annotated  
impact indicator API  
for combining data  
with CRM, ERP,  
Web site stats

# SAP Brand Impact: Extensibility options

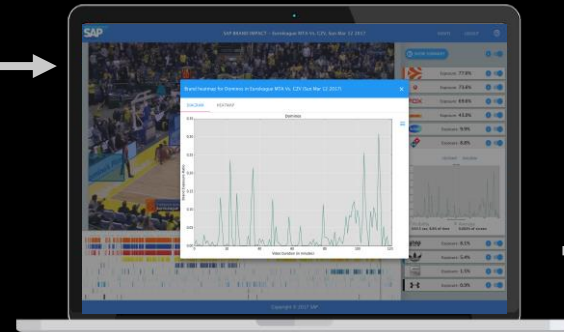
Customers Video Content

SAP Computer Vision Engine

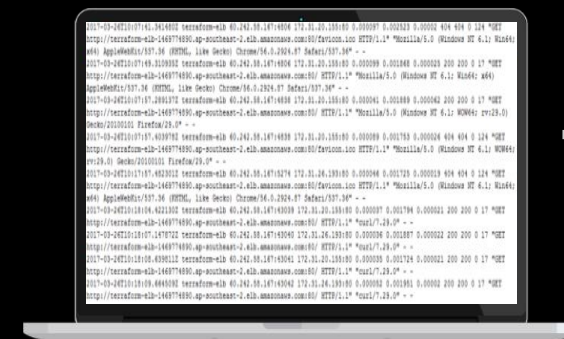
Exposure Analytics UI



Powered by  
Nvidia Deep Learning



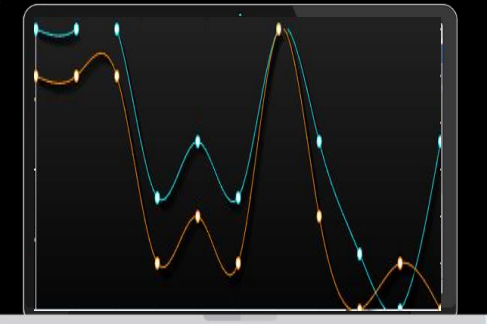
Time Labeled  
Brand Exposures



CRM/Sales/Web Site Log

Time Labeled  
Business Data

BI Analytics Tools  
Impact Index



Duration Of The  
Broadcast

# SAP Brand Impact Value Proposition

## Brand Impact application

**Automatically** analyzes brand exposure in videos and images by leveraging advanced **computer vision** techniques. The application helps media agencies, broadcasters, and brands gain **accurate, timely** insights into sponsoring and advertising ROI.

### Fast

Processing time is times faster than the broadcasting frame rate

### Transparent

Interactive interface  
downloadable time annotated  
Reports of detections

### Accurate and scalable

Enterprise grade  
precision  
unprecedented scale

### Flexible

Media processing  
based  
pricing structure

## vs existing offerings

### Slow

low reports SLA

### Black Box

Aggregated statistical  
info

### Estimated

Sampled based  
extrapolated calculation

### Lock-in

Large consulting  
contract

# DEMO

SAP

SAP BRAND IMPACT – WTC Race of Hungary, Fri Apr 22 2016

EVENTS LOGOUT

LIVE EUROSPORT 1

6/17 LAPS

TAGHeuer

TAGHeuer

TAGHeuer

BATTLE FOR 5TH

5 TARQUINI

6 BJORK

5040|50540

SHOW SUMMARY

451.3 sec, 10.1% of time 0.021% of screen

Exposure: 10.1%

HEATMAP DIAGRAM

Visibility: 443.2 sec, 10.1% of time Average: 0.005% of screen

Exposure: 7.3%

HEATMAP DIAGRAM

Visibility: 317.7 sec, 7.3% of time Average: 0.057% of screen

Exposure: 6.8%

HEATMAP DIAGRAM

Visibility: 290.7 sec, 6.8% of time Average: 0.010% of screen

JVC

Exposure: 6.2%

Copyright © 2017 SAP

PUBLIC



**Thank you.  
Stay Curious!**

[Niveditha.Hari@sap.com](mailto:Niveditha.Hari@sap.com)

© 2017 SAP SE or an SAP affiliate company. All rights reserved.

No part of this publication may be reproduced or transmitted in any form or for any purpose without the express permission of SAP SE or an SAP affiliate company.

The information contained herein may be changed without prior notice. Some software products marketed by SAP SE and its distributors contain proprietary software components of other software vendors. National product specifications may vary.

These materials are provided by SAP SE or an SAP affiliate company for informational purposes only, without representation or warranty of any kind, and SAP or its affiliated companies shall not be liable for errors or omissions with respect to the materials. The only warranties for SAP or SAP affiliate company products and services are those that are set forth in the express warranty statements accompanying such products and services, if any. Nothing herein should be construed as constituting an additional warranty.

In particular, SAP SE or its affiliated companies have no obligation to pursue any course of business outlined in this document or any related presentation, or to develop or release any functionality mentioned therein. This document, or any related presentation, and SAP SE's or its affiliated companies' strategy and possible future developments, products, and/or platform directions and functionality are all subject to change and may be changed by SAP SE or its affiliated companies at any time for any reason without notice. The information in this document is not a commitment, promise, or legal obligation to deliver any material, code, or functionality. All forward-looking statements are subject to various risks and uncertainties that could cause actual results to differ materially from expectations. Readers are cautioned not to place undue reliance on these forward-looking statements, and they should not be relied upon in making purchasing decisions.

SAP and other SAP products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP SE (or an SAP affiliate company) in Germany and other countries. All other product and service names mentioned are the trademarks of their respective companies.

See <http://global.sap.com/corporate-en/legal/copyright/index.epx> for additional trademark information and notices.