





SOCIAL 4.0

Experience Matters

How Industry, Government and Academia align to ensure Data Privacy

Dr. Nicholas Nicoloudis, SAP
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So how are **companies** reacting? What are the IT trends?

Healthy IT budgets: 44% , 43% , 11% 

More cloud services: 55% (particularly big ones)

Data protection complacency: 57% don't know/care about GDPR

New tech: 43% adopted automation 29% IoT, 18% VR, 13% AI 

- 22%, 19%, 14% and 17, respectively, will do next year (particularly big ones)



Sources: MIT technology review + Gartner + Fortune + Forbes + Spiceworks voice of IT

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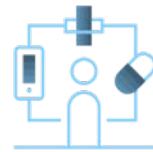
Hanna Köpcke
Webdata Solutions GmbH



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SAP SE

Machine Learning on HANA 2.0

Office of State Revenue Queensland – Debt Propensity Indicator



Business Challenge

How to accurately predict early indicator of land taxpayers not having the capacity to pay.

Provide insights into vast array of data:

23 Data tables

187 Million Records

Inability to conduct root cause analysis of events leading to taxpayers becoming debtors

Lack of visibility of taxpayer experience journey across different data sources

Unable to conduct early intervention strategies for at risk taxpayers



Solution provided

Machine Learning on SAP HANA 2.0

SAP Predictive Analytics

Odata services for consumption by **Hybris** Citizen Engagement Accelerator

ML User Interface and Events Engine

Integration with SAP Fraud Management



Benefits

Reduction of debt levels across multiple tax types within the organisation

Potential target amount of liability reduction in order of \$800+ Million (AUD) annually

Effectively prevent and reduce levels of outstanding debt through targeted interventions

Measure effectiveness of intervention strategies and their success rates

Real-time taxpayer segmentation and risk-profiling

Increased transparency of applied methods

Support evidence-based decision-making

Company

Office of State Revenue

Queensland Government

Industry

Public Sector

Products/Services

Responsible for collecting state taxes and royalties, and administering the Queensland First Home Owners' Grant.

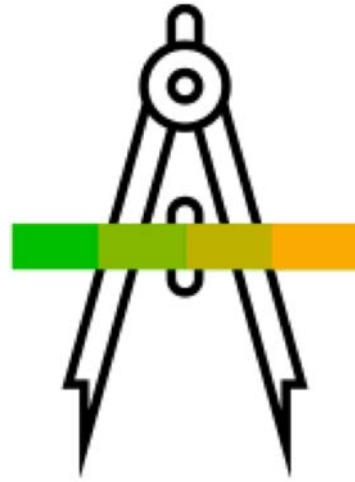
Revenue

Revenue collected provides approximately \$13 Billion (AUD) income for state of Queensland, Australia

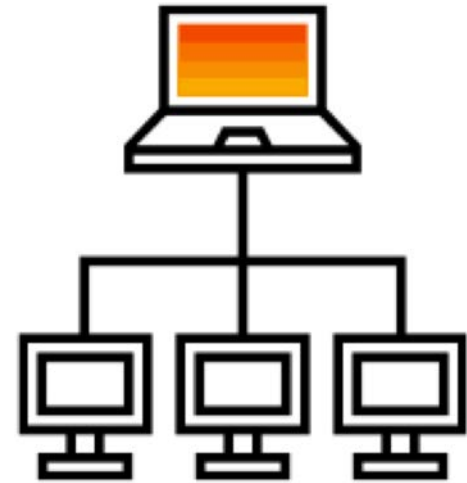
SAP is a global leader in **data protection**



Over 20 years of data protection leadership



GDPR compliance is built in by design



SAP is the leader in enterprise technology

Thank you.

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