



Digital Industries: Changing the Game



Special Edition Series of

Coffee Break with Game-Changers

with your host **Bonnie D. Graham**

Presented by

Digital Industries: Changing The Game,
Presented by SAP
Tuesday at 9 AM Pacific
July 26th 2016: Encore: Your Moving Assets:
Tune-in for Operational Value

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The buzz: Shhh. Do you hear it? Your commercial moving assets are talking. What are they? Significant machines that move while doing something to create business value – a fleet of trucks, aircraft, fork lifts, floor sweepers. What are saying? Their data will teach you about opportunities, efficiencies, trust and loyalty, competitive advantages, risks, operational improvements – and lead to profound business cases and new business models across ecosystems. Everyone wins: manufacturers, fleet managers and above all the moving asset operator. The experts speak. Larry Stolle, SAP: “Not everythi

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Featured Guests



Larry Stolle

Larry Stolle is the Senior Global Director of Automotive Marketing at SAP. He is responsible for marketing the entire solution portfolio, spanning the Automotive OEM, the Automotive Supplier and Automotive Sales and Service organizations including automotive retail and importer business.

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Bill Powell

Bill Powell is the Director of Enterprise Architecture for Automotive Resources International (ARI), the largest privately-held fleet management company in the world.

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Guest Image

Joe Barkai

Joe Barkai is a recognized industry analyst, strategies and published author focusing on the business value of emerging technologies. He appeared on CNN Japan and was quoted by The Wall Street Journal, The New York Times, The Economist, CIO Magazine and industry publications. With more than 30 years of experience helping organizations across diverse industries, Joe offers a unique perspective on topics such as the industrial Internet of Things, autonomous vehicles and robotics, artificial intelligence and machine learning and augmented reality. His book The Outcome Economy explores the impact of the industrial Internet of Things on manufacturing companies and offers a perspective on product

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