



The Future of Business



Special Edition Series of

Coffee Break with Game-Changers

with your host **Bonnie D. Graham**

Presented by

Future of Business with Game Changers, Presented by SAP Archives Available September 3rd 2015: Creating Game-Changing Value through Digitization

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The buzz: What's in a name? Machine-to-machine connectivity, Industrial Internet of Things (IoT), Industry 4.0 – whatever you call the digital manufacturing revolution doesn't matter. What matters is the tremendous unrealized value available from the digitization of industrial processes, products, services. What will it take to design, build, maintain digital solutions that leverage the IoT, product innovation platforms, and re-imagined service offerings? The experts speak. Markus Lorenz, BCG: "Machines have always been great...now we are in the middle of a revolution. Machines are becoming in

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Featured Guests



Russ LeFevre

Russ LeFevre leads the US Enterprise Industry Field Marketing team for Cisco. He manages a team of 30 senior marketing professionals responsible for go-to-market strategy and program execution to Fortune 500 customers spanning manufacturing, healthcare, financial services and retail industries.

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Georg Kube

Georg Kube is the global head of SAP's industry business unit for the Industrial Machinery & Components industry. He is responsible for defining industry-relevant solutions based on SAP's complete portfolio of products and technologies, bringing them to market, and driving business in the regional units.

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Markus Lorenz

Markus Lorenz is a Partner in BCG's Munich office and leads BCG's machinery and components sector worldwide. He joined BCG in 2002 and before that he built digital printing machinery for industrial uses.

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