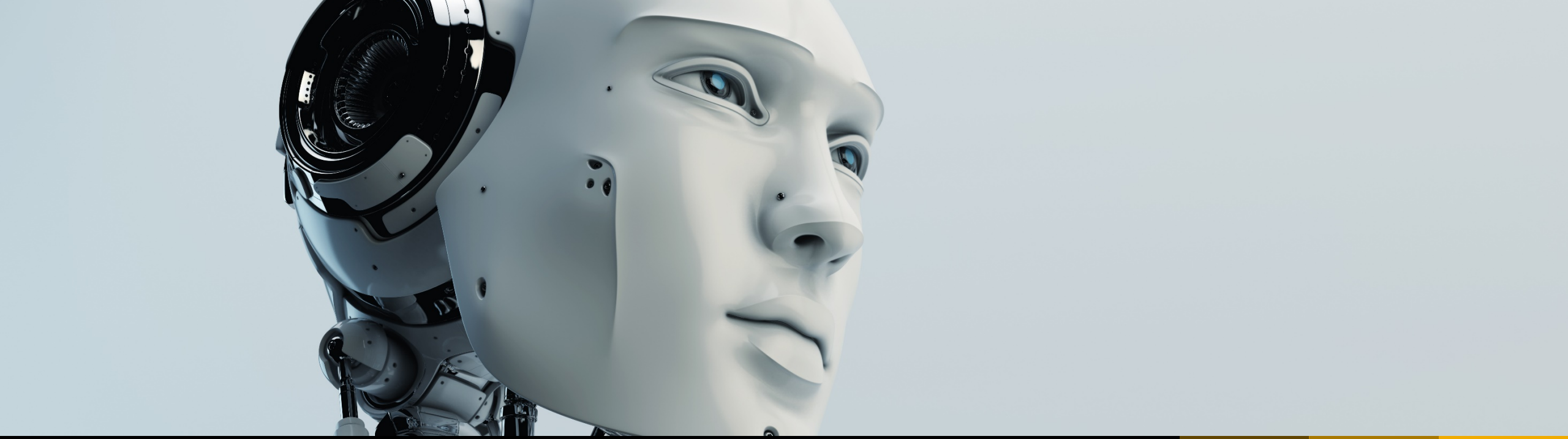


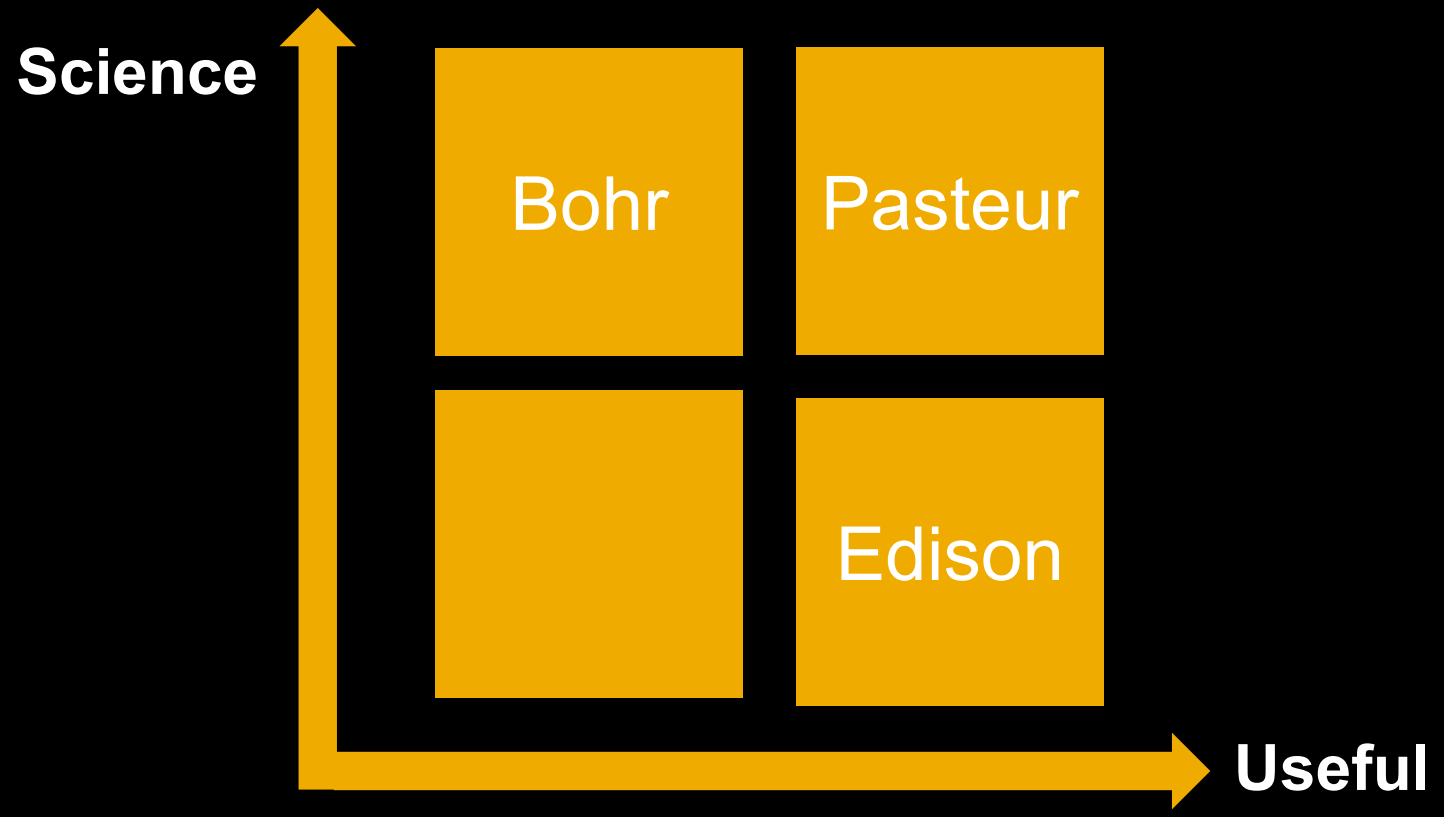
On the Challenges of Translating NLP Research into Commercial Products

Daniel Dahlmeier
ACL 2017 - Vancouver

PUBLIC

SAP Run Simple

Basic Research
Applied Research
Engineering
$$$



Innovation = Novelty + Impact

Challenges to Innovation

- Lack of value focus
- Lack of Reproducibility
- Lack of (Domain) Data
- Overemphasis on test scores
- Difficulty of adoption
- Timelines

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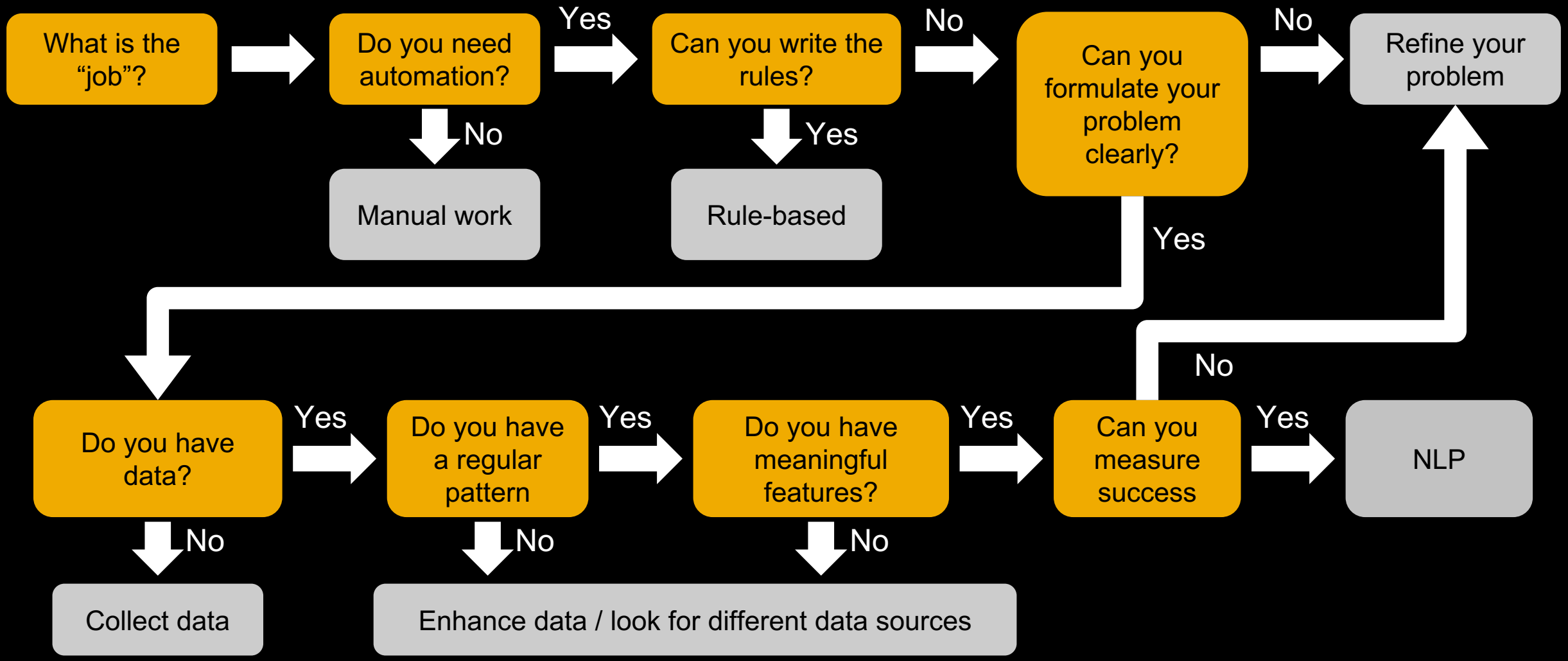
From Business Problem to NLP Problem

The “cheat sheet”



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SAP is hiring ML and NLP experts!
Come and talk to us at the SAP booth!

sap.com/ml

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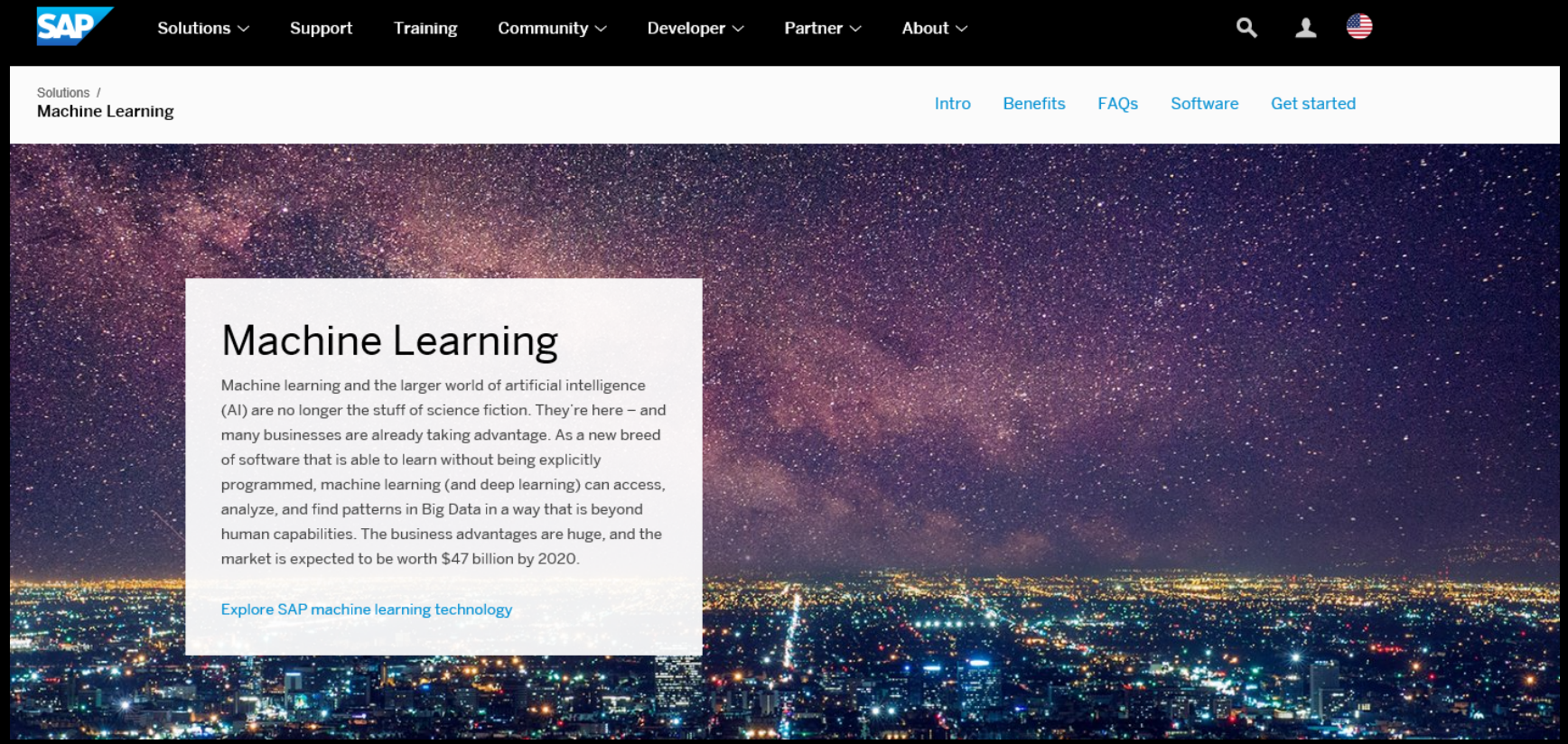

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Appendix

SAP's vision for enterprise machine learning

SAP Leonardo
Machine Learning

Create your own intelligent infrastructure

Automate Knowledge Work

- Transformational **HR** services

- Lights out **finance** operations

- 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 **logistics**

SAP Cloud Platform and SAP HANA

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Build your intelligent enterprise now

SAP makes machine learning incredibly simple

SAP Assets

76% of the world's transaction revenue touches an SAP system

25 industries

12 lines of business

The world's largest business network

SAP Leonardo Machine Learning

Applications/tools

Business Services

Functional Services

Training and Lifecycle management

SAP Cloud Platform and SAP HANA

Business Outcomes

- Increase revenue with superior sales targeting and execution
- Re-imagine business processes with digital intelligence
- Improving quality time at work for employees
- Increased customer satisfaction with superior service
- Enabling product, process and business model innovations

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