Business Technology Platform Customer Success Stories

Discover how customers like yours are quickly turning data into business value

THE BEST RUN **SAP**

Business Technology Platform
The fastest way to turn data into business value

What is the Business Technology Platform?

SAP's Business Technology Platform is a portfolio of integrated solutions that accelerate the transformation of data into business value. It includes database and data management, application development, integration and analytics as well as intelligent technologies – from on premise to the cloud.

Database and Data Management

Analytics

Application Development and Integration

Intelligent Technologies

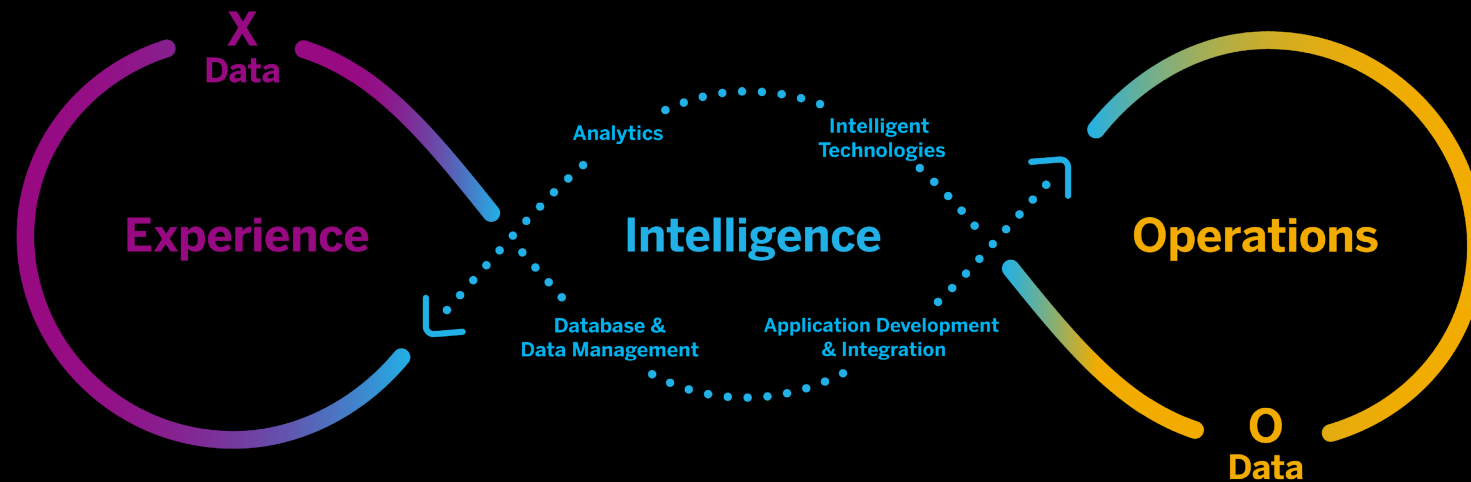Juergen Mueller, SAP CTO, presents the Business Technology Platform strategy for the Intelligent Enterprise
Watch the replay from SAP TechEd

Business Technology Platform
The fastest way to turn data into business value

What makes our Business Technology Platform different?
The Business Technology Platform is designed to provide flexibility and agility for developing business applications for customers and employees, allowing organizations to extend SAP® applications, integrate entire landscapes, and build new applications that have a high impact on business processes to deliver superior business outcomes.
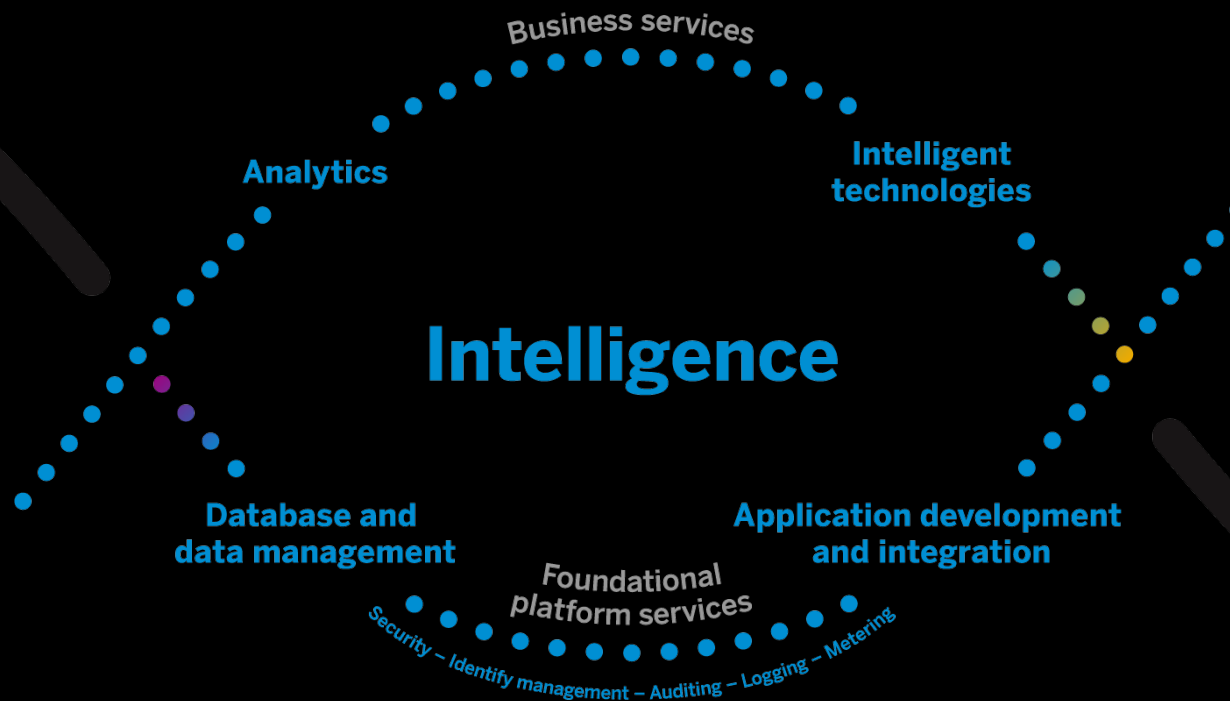

X
Data

Analytics

Intelligent Technologies

Experience

Intelligence

Operations

Database & Data Management

Application Development & Integration

O
Data

Business Technology Platform
The fastest way to turn data into business value

Built for business

Fastest way from data to business value

Intelligence

Business services

Analytics

Intelligent technologies

Database and data management

Application development and integration

Foundational platform services

Security – Identify management – Auditing – Logging – Metering

Open

Highest flexibility to extend SAP apps

Unified

Most sustainable way to build and maintain SAP® solution extensions

Table of Contents

Database and Data Management

BASF SE
Chemicals – Germany

Charité
Healthcare – Germany

HarrisLogic
Healthcare – United States

Koehler Paper Group
Mill products – Germany

Meteo Protect SAS
Insurance and professional
services – France

Moen Incorporated
Consumer products –
United States

PayPal Holdings Inc.
Banking – United States

Swisscom AG
Telecommunications –
Switzerland

**Technical University
of Munich**
Life sciences – Germany

Winterhalter Gastronom GmbH
Industrial machinery and
components – Germany

Application Development and Integration

Bacardi Limited
Consumer products –
Bermuda

Delivery Hero SE
Consumer products – Germany

Endress & Hauser Group
Industrial machinery and
components – Switzerland

**Globus SB-Warenhaus
Holding GmbH & Co. KG**
Retail – Germany

Loblaw Companies Limited
Retail – Canada

Murphy Oil Corporation
Oil and gas – United States

National Hockey League
Sports and entertainment –
United States

**Norddeutsche
Seekabelwerke GmbH**
Mill products – Germany

VINCI Energies
Industrial machinery and
components – France

**Zuellig Pharma Holdings
Pte. Ltd.**
Healthcare – Singapore

Table of Contents continued

Analytics

Intelligent Technologies

Database and data management

Make better decisions faster with in-memory database management systems that safeguard compliance and optimize storage and analytics.

- ✓ Run advanced analytics alongside high-speed transactions

- ✓ Access real-time data at your fingertips

- ✓ Choose from cloud, on-premise, or hybrid deployment

- ✓ Gain a single view of the truth across the organization

Business services

Analytics

Intelligent technologies

Intelligence

Database and data management

Application development and integration

Foundational platform services

Security – Identify management – Auditing – Logging – Metering
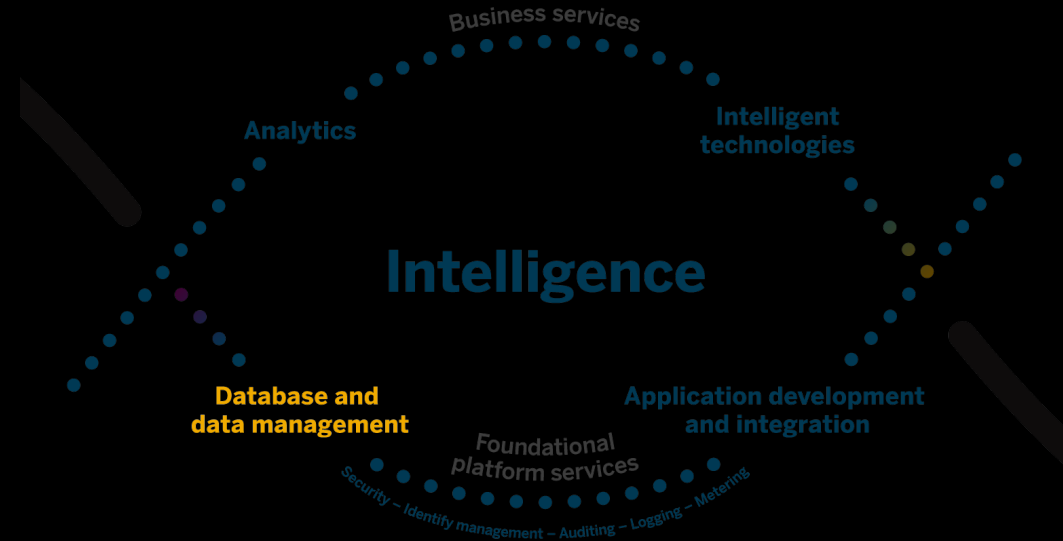
BASF: Realizing Agile Data Orchestration and Machine Learning Model Integration with SAP Data Hub

Before: Challenges and Opportunities
- Data scientists were building a unique data pipeline for each specific use case and manually adjusting pipelines to support upscaling of solution into the different business areas and regions of the company
- Need for a consistent and flexible data pipeline solution to apply machine learning models to solve use cases for several business units and regions

Why SAP
- Co-innovation project to create a solution using the SAP Data Intelligence solution – a stable data orchestration platform that connects data silos, integrates machine learning models, and averts the need to rebuild a data pipeline for each use case
- Platform to orchestrate data loading, data preparation, machine learning model execution and visualization using cloud and on-premise services

After: Value-Driven Results
- More agile environment that will easily embrace new data science techniques and quickly respond to changing business needs
- Developers can focus on applying state-of-the-art modeling techniques and no longer have to spend time on building unique data pipelines
- Scalable, enterprise-ready data science solutions can be orchestrated efficiently
- Data scientists can leverage their respective machine learning models skill sets and drag-and-drop user interface empowers different skill sets to be more productive

"BASF utilizes data science for a competitive edge in a digital economy. Therefore, a flexible environment to address rapidly evolving data science techniques is key to leverage opportunities of digitalization. To achieve this developers of SAP and BASF showed **co-innovation at its best**."

Frank Strohmaier, Director Advanced Business Analytics – IT Solutions, BASF SE

Weeks

Saved by having a transparent and consistent data pipeline for each use case, with time and money saved on not rebuilding pipeline for each use case

Days

To change data models instead of weeks

Find out more
SAP Innovation Award Use Case

BASF SE
Ludwigshafen, Germany
www.basf.com

Industry
Chemicals

Revenue
€62.67 billion

Featured Solutions
SAP Data Hub and
SAP HANA® platform

SAP
**Innovation
Awards**

Charité: Improving Research and Care with a Scalable Platform Built on SAP HANA®

Before: Challenges and Opportunities
- Provide a flexible platform that ensures continued leadership in healthcare and research
- Reduce labor-intensive upkeep of parallel research databases
- Create a clinical documentation platform that captures important research data
- Improve patient care through interoperability between hospitals, insurers, and patients

Why SAP
- SAP HANA extended application services and SAPUI5 allow for flexible front-end HTML5 development in different popular runtime environments, such as Node.js, Python, or Java
- SAP HANA platform, which enables real-time data processing and analytics and secures communication, data storage, and application services
- SAP Fiori® user experience (UX), which enables statistics and other data visualizations integrated in one flexible and consistent UI
- Tool set for SAP Web IDE, which simplifies development of innovative SAP Fiori applications

After: Value-Driven Results
- Clinicians and researchers work in a single shared, integrated platform
- Platform flexibility allows developers to easily produce tools specific to clinical and research needs
- In-memory technology vastly accelerates data processing for researchers compared to legacy databases
- Digital patient records lay the foundation for innovative patient care using AI methods and telemedicine
- Open research platform that supports charitable projects and knowledge transfer

"The Tbase platform secures our position as a **global leader** in innovative medical research and healthcare."

Dirk Raschke, SAP HANA Application Architect, Charité University Research Hospital

30,000

Nephrology patients migrated from old database

80

Scientific publications resulting from the Tbase platform published in last 10 years

Find out more
Business transformation study

Charité University Research Hospital Berlin, Germany www.charite.de	Industry Healthcare	Products and Services Healthcare and medical research	Employees 15,000	Featured Solutions SAP HANA and SAP Fiori UX

HarrisLogic

Healthcare

HarrisLogic
Ballwin, Missouri
www.harrislogic.com

Featured Solutions
- SAP HANA
- SAP Predictive Analytics

Find out more
Presentation from the SAPPHIRE NOW conference

HarrisLogic: Better Run World – Transforming Mental Health with Data
HarrisLogic leverages technology to transform behavioral healthcare. SAP HANA and SAP Predictive Analytics help the company support jail diversion programs for people with serious mental illness by connecting the data – everything from pharmacy to services – that clinicians need to succeed in their mission.

Koehler Paper Group: Accurate, Real-Time Multimodel Data to Better Ensure Customer Satisfaction

Before: Challenges and Opportunities
- Mapped billions of records of unstructured time-series and sensor data to structured business data
- Manage this data in real time on a single platform to increase accuracy in quality management and improve product quality

Why SAP
- Faster, easier development of intuitive, pleasing, and user-friendly UIs with the SAP Fiori UX
- Security and authorization concept that integrates nicely with the existing SAP ERP application
- Real-time simulations during development and real time reporting and pivot tables using SAP Analysis software for Microsoft Office, which connects directly with SAP HANA and operates on live data
- Integration and strong performance of SAP HANA with docker containers using standard drivers

After: Value-Driven Results
- High-performance mapping and analytics of quality lab data and real-time time series data from production, making billions of records available within a second using embedded business functions
- All order and handling data at a glance and in real time, speeding process analysis and diagnostics
- Ability to easily factor in time offsets in production processes
- Quality management processes that are more exact, efficient, and easier to handle
- Flexible, efficient custom development, lowering total cost of ownership and adding value business-wide
- High compression rates combined with intelligent and cost-effective data tiering
- Statistical business data services using standard SQL methods

"SAP HANA, enterprise edition, has brought us so far with custom development. We are reaping the benefits and value of its **powerful and intuitive development framework**."

Marco Bruder, Head of IT Information Management, Koehler Paper Group

Increased
Accuracy in quality management

Improved
Product quality

Find out more
Business transformation study

Koehler Paper Group
Oberkirch, Germany
www.koehlerpaper.com

Industry
Mill products

Employees
1,850

Revenue
>€850 million

Featured Solutions
SAP HANA, enterprise edition; SAP Analysis for Microsoft Office, and SAP Fiori user experience (UX)

Meteo Protect

Insurance
Professional services

Meteo Protect SAS
Paris, France
www.meteoprotect.com

Featured Solutions
SAP HANA

Find out more
Digitalist article

Meteo Protect Executive Series
Watch Meteo Protect CEO Gabriel Gross explain how his company can make the weather more predictable. Using SAP HANA to analyze 80 billion weather observations a second, Meteo offers an insurance product that protects 10,000 farmers from catastrophic losses in the case of abrupt changes in the weather.

Moen: Solidifying Relationships with SAP Data Quality Management, Microservices for Location Data

Before: Challenges and Opportunities
- Consolidate and centralize customer data across the group
- Ensure correct contact data for customers and suppliers
- Replace third-party software

Why SAP
- Longtime user of SAP software
- Analyst assessments of SAP Data Quality Management software, microservices for location data, as a market leader
- Comprehensive and robust address cleansing with an intuitive UI
- Integration with SAP and third-party systems

After: Value-Driven Results
- User-friendly way to make sure address data is correct and current
- Deployment that was on time and within budget for a fast return on investment
- Time and money saved on shipping catalogs and other materials
- Better customer and supplier relationships by mitigating the risk of incorrect recipient information
- Fewer user queries to IT – from three to four per day to one or two per month
- Upgrades requiring a fraction of the time and effort (four people down to two people, two to four months down to weeks)

"With SAP Data Quality Management, microservices for location data, getting the correct address is simple. Sending materials to the right people **solidifies our relationships with customers and suppliers**."

Gina Carlson, Senior IT Director, Moen Incorporated

~97%
Reduction in user support requests*

50%
Fewer people needed to perform upgrades*

25%
Less time required for upgrades*

Find out more
Business transformation study

*Compared to previous third-party software

Moen Incorporated North Olmsted, Ohio www.moen.com	**Industry** Consumer products	**Products and Services** Water systems and services	**Employees** 1,100	**Revenue** US$1.3 billion	**Featured Solutions** SAP Data Quality Management, microservices for location data

PayPal: Harnessing Data at the Transaction Level with SAP Solutions

Before: Challenges and Opportunities
- Harness finance data at the transaction level to meet current and future business and regulatory demands
- Meet daily service-level agreements
- Automate data lineage for reporting
- Embed business processes and control in technology, not in people

Why SAP
- Reduction in regulatory burden, increase in analytics ability, and automation of the reconciliation process enabled by the SAP Bank Analyzer set of applications
- Robustness of the SAP HANA platform to meet the need to process an enormous volume very quickly
- Ability for ongoing adaptation and change by using the SAP PowerBuilder® application development tool
- Depth of knowledge and the flexible level of engagement with SAP MaxAttention™ services

After: Value-Driven Results
- Implemented a scalable and agile platform from SAP
- Mitigated compliance risk through centralization of data governance and business and accounting rules
- Ensured detailed financial data ties to ledger
- Empowered finance to innovate at the speed of business
- Increased efficiency by automating data acquisition and reconciliation processes
- Improved data lineage traceability from external financial statements to source systems
- Gained better control of operational costs by embedding business processes in applications, not people

"Unless you are continually investing in training, the pace of innovation will outstrip the capabilities of captive resources. That's what makes SAP MaxAttention **more critical now**."

Tim Crum, Senior Director, Finance, PayPal Holdings Inc.

90%
Improvement in runtimes and memory consumption following analysis and redesign by SAP MaxAttention

5 hours
To run key process chains after tuning SAP MaxAttention (reduced from more than 16 hours)

Find out more
- Business transformation study
- Customer testimonial video

PayPal Holdings Inc.
San Jose, California
www.paypal.com

Industry
Banking

Products and Services
Open digital payments platform; credit, debit, and prepaid cards; PayPal Credit; and business loans

Employees
21,800

Revenue
US$15.45 billion

Featured Solutions
SAP Bank Analyzer powered by SAP HANA, SAP PowerBuilder, and SAP MaxAttention

Swisscom: Becoming a Data-Drive Enterprise with a Next-Generation Data Warehouse

Before: Challenges and Opportunities
- Combine three disparate data warehouses into one standard, modern, highly maintainable system that is fast, agile, and interoperable with other data sources
- Facilitate reporting and the creation of predictive use cases by the business
- Enable self-service analytics for business users
- Transform an enterprise-wide data warehouse landscape for 15,000 users

Why SAP
- First conversion from the SAP Business Warehouse application to the SAP BW/4HANA® solution
- Full compatibility with SAP S/4HANA®, the SAP Analytics Cloud solution, and other SAP products
- Ability to scale the development of predictive use cases, saving millions of Swiss francs each year
- Easier source connections and smarter integration with SAP and third-party data sources, such has Apache Hadoop, enabling dynamic tiering (pushing historic data to warm or cold stores) and the use of SAP BW/4HANA for model calculations only

After: Value-Driven Results
- Faster execution of reports, some by a factor of 100 or more, and the production of some reports that were impossible to create in the past
- Simpler data modeling, saving time and boosting IT productivity while enabling business agility
- Increased reliability of data uploads and data provisioning to the business

"Implementing SAP BW/4HANA was a great move for Swisscom. It has fulfilled all our expectations and positioned us to take full advantage of SAP developments for some time to come. OneBI is **an investment in the future** that is being repaid very quickly."

Tjarko von Lehsten, OneBI Solution Architect, Swisscom AG

100x
Faster report execution, in some cases

Millions
Of Swiss francs saved each year

Find out more
Business transformation study

Swisscom AG	**Industry**	**Employees**	**Revenue**	**Featured Solutions**
Worblaufen, Switzerland	Telecommunications	24,000	CHF 12 billion	SAP BW/4HANA
www.swisscom.ch			(US$12 billion)	

TUM: Helping Researchers Devise Life-Saving Medical Treatments with SAP HANA

Before: Challenges and Opportunities
- Map all proteins in the human body to create the human proteome
- Substantially increase the sharing of experimental data for use in proteome analytics
- Deliver high-speed, free-form analysis without building aggregates that make assumptions about what researchers are looking for
- Advance understanding of relationships between proteins and how they interact with drugs

Why SAP and IBM
- Robust, versatile, and high-speed processing capabilities that allow the team to incorporate several types of complex, multidimensional data and develop a variety of features
- More efficient interactions between scientists and their large collections of proteomics data enabled by the SAP HANA platform

After: Value-Driven Results
- Advised leading doctors on targeted, individualized treatments in a "Molecular Tumor Board"
- Improved overall database performance for faster data analysis and visualization without constraints
- Enabled faster response to research inquiries based on enhanced system performance

"SAP HANA on IBM Power Systems is the ideal infrastructure to build our protein-centric database – **helping scientists make the most of large collections of proteomics data**."

Dr. Harald Kienegger, Managing Director of the University Competence Center, Technical University of Munich

243
Cancer drugs analyzed to enable personalized treatment in the future

8.85 TB
Of proteome data stored in SAP HANA and open to the public for research purposes

Find out more
Business transformation study

Technical University of Munich (TUM)
Munich, Germany
www.tum.de

Industry
Life sciences

Products and Services
Education and research on engineering sciences, natural sciences, and life sciences

Featured Solutions
SAP HANA

Winterhalter: Getting Service Teams the Right Address with SAP Data Quality Management

Before: Challenges and Opportunities
- Provide complete, closed-loop washing solutions for the food service sector
- Speed response times for customer service requests to minimize kitchen downtime
- Ensure that customer address data is correct and easy to find
- Eliminate duplicate addresses across line-of-business systems

Why SAP
- SAP ERP application user, with plans to move to SAP S/4HANA
- Robust address cleansing and validation capabilities of SAP Data Quality Management software, microservices for location data
- Geocoding that provides location data for regional analysis of service requests and more
- Cost-effective, consumption-based pricing model

After: Value-Driven Results
- Successful rollout at the Australian subsidiary in just two months
- Significant reduction in duplicate addresses
- Address error rate of less than 1% – another drastic reduction
- Intuitive pop-up interface requiring no user training
- Faster service response times and time savings in daily work

"You cannot have downtime in the kitchen. With SAP Data Quality Management, microservices for location data, we have the **right address every time**, so our delivery teams and technicians know exactly where they need to be."

Siegfried Weber, Senior Project and Team Lead for SAP Systems, Winterhalter Gastronom GmbH

15 days
To cleanse 5,000 addresses during deployment

<1%
Error rate for customer addresses

Find out more
Business transformation study

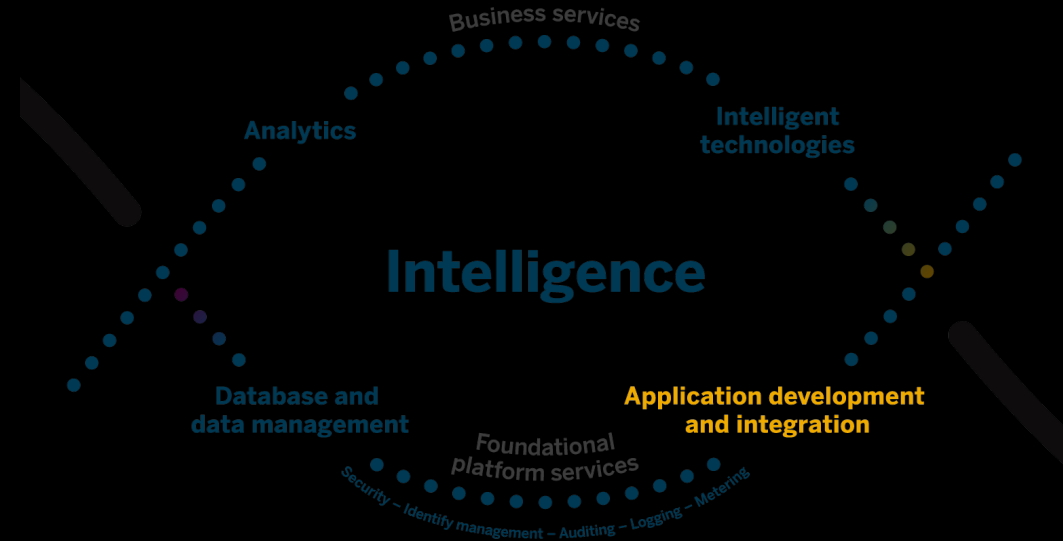| Winterhalter Gastronom GmbH	Industry	Products and Services	Employees	Revenue	Featured Solutions
Meckenbeuren, Germany www.winterhalter.com	Industrial machinery and components	Commercial ware-washers, chemicals, and services	1,700	€325 million	SAP Data Quality Management, microservices for location data; and SAP S/4HANA

Application development and integration

SAP's Business Technology Platform is open, allowing you to integrate, extend, and build intelligence at scale.

- ✓ Build and integrate innovative business applications

- ✓ Gain access to solution partners

- ✓ Personalize the user experience for fast adoption and effectiveness

- ✓ Extend solutions with prepackaged integration and connectivity

Business services

Analytics

Intelligent technologies

Intelligence

Database and data management

Application development and integration

Foundational platform services

Security – Identify management – Auditing – Logging – Metering

Bacardi: Enhancing the Customer Experience with SAP Solutions

Before: Challenges and Opportunities
- Bacardi IT landscape becoming more heterogeneous, with integration complexity at an all-time high
- Digital processes and applications that rest strongly on integration capabilities, increasing integration flow volume dramatically
- Need to deliver simple, connected digital experiences to customers, partners, and employees quickly

Why SAP
- Integration components implemented and delivered in a short period of time, matching business digital standard expectations – less than one month
- SAP Cloud Platform API Management and SAP Cloud Platform Open Connectors services for integration and implementation
- SAP Master Data Governance application used on the back end and SAP Process Orchestration software also part of the architecture

After: Value-Driven Results
- Improvement of sales efficiency in the field with consequent benefits for the business
- IT now able to leverage new competencies to faster implement complex integration scenarios with a secure and agile cloud approach, making it possible to maximize existing investments
- Significant increase in integration delivery speed, accommodating the need for agile cycles
- New skills easily acquired by IT employees as well as good adoption by sales in the field, who appreciated the newly provided solution in terms of user experience

"Customers' experiences have been improved. By creating a **new easy-going sales force automation tool set** tailored to the specifics of the on-trade channel, sales employees are enabled to make their work more effective. This was made possible by providing a single integrated system linked to all the markets, teams, and IT solutions."

Sergio Morales Manager, Global IT Service Management Integration, Bacardi Limited

Improved
Productivity due to better UX and speed

Improved
Order creation and customer data access under a multi-cloud environment

Find out more
- SAP Innovation Award Use Case
- Video from the SAP TechEd conference

Bacardi Limited
Hamilton, Bermuda
www.bacardilimited.com

Industry
Consumer products

Products and Services
Beverages

Featured Solutions and Services
SAP Cloud Platform API Management, SAP Cloud Platform Open Connectors, SAP Master Data Governance, and SAP Process Orchestration

SAP Innovation Awards

Delivery Hero: Managing Capital Expenditures with SAP S/4HANA and SAP Cloud Platform

Before: Challenges and Opportunities
- Become the global leader in food delivery in 10 years
- Keep pace with explosive global growth in the 2020s
- Debut as a public company and safeguard value for shareholders
- Make wise decisions for internal resource allocation

Why SAP
- Leadership in enterprise-grade ERP
- Best-practice-based solutions that support both stability and innovation
- Scalability of processes with SAP S/4HANA and SAP Cloud Platform
- Flexibility to extend current business applications while keeping the digital core intact

After: Value-Driven Results
- Thorough standardization of core processes to increase efficiency and flexibility
- Tighter approval processes for capitalization requests to add value quickly
- Faster response to new consumer requests to raise satisfaction
- Augmentation of existing procurement processes in SAP Ariba solutions

"When you grow from zero to more than 1.5 million orders per day, you need a **solid platform to support IT projects** that protects and improves that performance."

Johannes Langguth, Senior Director of Finance Systems, Delivery Hero SE

Increased   Faster

Efficiency and flexibility   Response to new consumer requests

Find out more
Business transformation study

Delivery Hero SE Berlin, Germany www.deliveryhero.com	**Industry** Consumer products	**Products and Services** Delivery services for take out food, logistics services, and groceries	**Employees** 19,000	**Revenue** €792 million	**Featured Solutions** SAP S/4HANA, SAP Cloud Platform, SAP Digital Boardroom, SAP Web IDE, SAP CoPilot Web application, SAP Fiori launchpad, and SAP Ariba, SAP Concur, SAP Analytics Cloud, and SAP BW/4HANA solutions

Endress+Hauser: Enabling New and Innovative Solutions with a Business Data and Integration Hub on SAP Cloud Platform

Before: Challenges and Opportunities
- Business data kept and owned by the application owners and their departments
- No possibility to combine, integrate, or reuse data in a standardized and easy way
- No data thinking and new IT solutions had to be built on completely new data silos
- High demand for EDI customer integrations (order-to-cash processes)
- Hardly able to comply with legal integration requirements

Why SAP
- Business data and integration hub powered by the latest tools in SAP Cloud Platform
- Simplicity by using platform-as-a-service model, rather than reinventing the wheel
- Standardized integration packages provided by SAP – wherever possible
- Intelligent product configuration based on machine learning, ad hoc data science using the SAP Data Intelligence solution, and intelligent business-to-business (B2B) customer integrations
- Self-service analytical capabilities of the SAP Analytics Cloud solution

After: Value-Driven Results
- Delivery of data needed to generate new IT solutions, just a few clicks away
- Standardized platform for data scientists to make effective and timely use of enterprise data
- New home and greater visibility for data scientists within the company group
- Easy access to business data and B2B interfaces for end customers
- Business data lake that supports new business models, such as the IoT
- Increased customer satisfaction through intelligent product configuration

"Digitalization is key at Endress+Hauser and the Business data and integration hub is an essential pillar to drive Endress+Hauser into the age of data. It is a **game changer** for us, enabling new offerings for our customers and new data insights for ourselves. For us, it's data-driven intelligence."

Jürgen Schrempp, Director of Applications, Endress+Hauser Group

>5x

Faster project speed and lower costs compared to former projects

€50 million

Digital net sales through B2B cloud integrations

Find out more
- Customer testimonial video
- SAP Innovation Award Use Case

Endress+Hauser Group
Reinach, Switzerland
www.endress.com

Industry
Industrial machinery and components

Products and Services
Measurement instrumentation, services and solutions for industrial process engineering

Featured Solutions
SAP Cloud Platform, SAP Cloud Platform Integration Suite, SAP HANA services in the cloud, SAP API Management technology, and SAP HANA smart data integration

SAP Innovation Awards

Globus: Reimagining Customer Loyalty Management for a Better Shopping Experience

Before: Challenges and Opportunities
- Manual data consolidation across loyalty program channels
- Customer data analysis and segmentation using spreadsheets
- Time-consuming application development required for each channel

Why SAP
- SAP Customer Relationship Management (SAP CRM) application to unify back-end CRM operations
- SAP Marketing solution to digitalize customer segmentation and campaign management
- SAP Customer Data Cloud solutions from Gigya to unify data between touch points and manage compliance
- SAP Cloud Platform API Management service to serve as a central, multichannel engagement layer

After: Value-Driven Results
- Centralized customer data across all channels
- Personalized marketing and offers that meet unique customer needs
- Cross-channel application development, speeding deployment, lowering costs, and enabling an omnichannel user experience
- General Data Protection Regulation (GDPR) compliance across all systems
- Increase in "Mein Globus" membership, as well as improved customer retention

"Our new customer loyalty management solution from SAP lets us tailor offers to our most valuable customers. We have the **insight and flexibility to quickly innovate** ever-better shopping experiences."

Wolfgang Hiemisch, Director of IT Innovation and Development, Globus SB-Warenhaus Holding GmbH & Co. KG

4 months   Omnichannel

To get up and running on the new SAP system

Customer experience

Find out more
Business transformation study

Globus SB-Warenhaus Holding GmbH & Co. KG Wendel, Germany www.globus.de (German)	Industry Retail	Products and Services Hypermarkets	Employees 18,500	Revenue €7.52 billion	Featured Solutions SAP Customer Relationship Management, SAP Marketing, SAP Customer Data Cloud, and SAP Cloud Platform API Management

Loblaw: Prioritizing a People-Centered Approach and Making It Easier for Vendors to Do Business

Before: Challenges and Opportunities
- Replace many disconnected legacy portals with one that incorporates all capabilities and applications for all divisions
- Increase synergies between company divisions through consolidation of infrastructure and consistency in operations

Why SAP and Accenture
- Expert design of a new vendor portal using SAP Cloud Platform
- Consistent look and feel for the vendor that is branded to represent the full organization and link to all existing applications

After: Value-Driven Results
- Suppliers incentivized to do business with Loblaw thanks to positive user experiences
- All merchandising-related activities on one portal
- Leveraging new technology to change the retail landscape and set standards
- Extensive portal built with single sign-on and user interface customizations
- Flexibility to expand and continue building and integrating customer-centric applications
- Simple, seamless experience for vendors, who can now conduct all onboarding- and product-related activities on one portal and manage their own user access
- Internal teams spending less time on manual activities, shifting the focus to value-added tasks that engage and satisfy customers

"The Loblaw Vendor Portal has expanded our capability and reach of communicating with vendors. We have built a trusted system in which suppliers can contact Loblaw and receive a response to a question or solution to a problem in a timely fashion. We have made it **easier for suppliers to do business with Loblaw** by creating one central location of information, news, applications, and tools that is secure and easy to access."

Loblaw Companies Limited

One
Interface and sign-on for 30 brands and three lines of business

5,617
More satisfied merchant and supplier users

Find out more
SAP Innovation Award Use Case

SAP Innovation Awards

Murphy Oil Corporation: Building a Next-Generation Digital Oil Field with SAP Solutions

Before: Challenges and Opportunities
- Gain a holistic, real-time view of new well development as well as existing wells and maintenance processes to provide better decision support for the operations and management teams
- Improve well productivity and production rates through constant collaboration and communication within different divisions and with external partners and contractors
- Create a one-stop platform to capture data from multiple business processes, allow real-time data processing, and enable management teams to proactively monitor resources and assign tasks swiftly

Why SAP and Incture LLC
- SAP Cloud Platform and SAP HANA and multitude of non-SAP systems and intelligent digital apps that can be used to solve a multitude of business and technology problems
- Centralized monitoring cockpit, which brings essential efficiencies and visibility into day-to-day activities

After: Value-Driven Results
- Ten percent improvement in health and safety
- Real-time, visual data representation of completion data for greater consistency and repeatability, and rapid decision-making
- Reduction of operational cost and expenses by leveraging remote assistant
- Mitigation of operational risks and reduced discrepancies by leveraging bots
- Breakdown of organizational and data silos by creating a single view of data and completion process
- Integrated information from more than 15 on-premise and cloud applications

"Murphy's advanced digital initiatives on SAP Cloud Platform are **optimizing well operations**. Onshore field operators can now operate with improved effectiveness and safety with touchless mobile applications. Machine Learning, pattern recognition, and RPA features are helping Murphy business operate effectively and efficiently."

Rajesh Satewar, Director of SAP and Enterprise Applications, Murphy Oil Corporation

12%
Reduction in cycle time to process data for more than 24 million well tags for more than 800 wells

15%
Improved productivity

Find out more
SAP Innovation Award Use Case

Murphy Oil Corporation
El Dorado, Arkansas
www.murphyoilcorp.com

Industry
Oil and gas

Products and Services
Oil exploration and production

Featured Solutions and Services
SAP Cloud Platform, SAP HANA services in the cloud, SAP Fiori user experience, SAP Cloud Platform Integration service, SAP Intelligent Robotic Process Automation technology

SAP Innovation Awards

National Hockey League: Enabling Better Coaching Decisions with the NHL Coaching Insights App for iPad

Before: Challenges and Opportunities
- Statistics and analytics communicated using paper-based reports during intermissions
- On-bench coaching environment that was void of technology except for video replay
- Vibrant market in which technology is becoming more and more of a requirement and differentiator
- Desire to evolve product offerings and capture market share

Why SAP and Apple
- Coaching insights app on iPads delivered through iOS using the SAP Cloud Platform SDK for iOS – providing a complete experience for NHL coaching staff
- SAP Cloud Platform to enable a smooth adoption of future innovation, particularly around the planned puck- and player-tracking rollout planned for the 2019–2020 season
- Workshop that captured critical design capabilities directly from the NHL and developed a working high-level user experience mock-up

After: Value-Driven Results
- Real-time information that allows coaches to make more-informed tactical in-game calls – potentially making the difference between winning and losing a game
- Insights into team and player performance as well as in-game statistics, enabling coaches to make more insightful and educated coaching decisions
- A more competitive league environment that will enhance the on-ice NHL experience for clubs, players, coaches, and fans

"This [SAP app] will provide **real-time data, analytics, and metrics** to complement the video and give [coaches] what they want in the live game environment. As far as we know, we'll be the only sports property delivering real-time video and data to the benches for the coaches and the players."

Dave Lehanski, SVP of Business Development and Innovation, National hockey League

Instant

Digital access to 11 official NHL game reports and 60 stats that were previously printed and hand-delivered during intermissions

Real-time

Insights for improved NHL coaching decisions in a high-performing, user-friendly interface

Find out more
SAP Innovation Award Use Case

National Hockey League (NHL)
New York, New York
www.nhl.com

Industry
Sports and entertainment

Products and Services
Ice hockey clubs

Revenue
>US$4.8 billion annually

Featured Solutions
SAP Cloud Platform SDK for iOS

SAP Innovation Awards

Norddeutsche Seekabelwerke: Enriching Customer and Employee Experiences

Before: Challenges and Opportunities
- Integrate business and IT and foster collaborative design thinking across functional boundaries
- Accelerate the definition of technical and user requirements and prototyping of new solutions
- Streamline problem resolution and simplify administration by capitalizing on cloud computing

Why SAP
- 20 years of partnership with SAP, which already added significant business value
- Deep portfolio of mobile apps to enhance employee and customer experiences
- SAP Cloud Platform to boost transformation through tools for building applications quickly and economically

After: Value-Driven Results
- Agile development platform to improve the ability of IT to meet the needs of the business and deliver a satisfying user experience (users are more involved in the development process and can influence all software products positively)
- Operation dashboard to help monitor details on orders currently being processed and accelerate response to issues
- Central project dashboard to deliver a financial overview of all projects

"We began our app development journey adapting a standard app from the library of SAP Fiori apps to manage the approval of requisitions, but **pure invention soon became second nature** to our inspired team."

David Wagener, SAP Senior Consultant, Norddeutsche Seekabelwerke GmbH

5 days   Streamlined

For attendees to learn how to create a requested app and deploy it on SAP Cloud Platform

Production and financial reporting

Find out more
Business transformation study

Norddeutsche Seekabelwerke GmbH, a member of the Prysmian Group Nordenham, Germany www.nsw.com	Industry Mill products – Cable	Products and Services Communications, submarine, overhead, power, and offshore cables	Employees 500	Featured Solutions SAP Build service, SAP Cloud Platform, and SAP Cloud Platform Mobile Services

VINCI Energies: Strengthening Operational Efficiency by Offering a Unified Digital Core to 31,000 Business Users

Before: Challenges and Opportunities
- Streamline heterogenous ERP systems that were starting to get in the way of innovation
- Find a central digital core to unify processes and data and the right partner to help put it in place

Why SAP
- Collaboration with the Customer Success organization to deploy a wide array of SAP solutions centered around SAP S/4HANA
- SAP Analytics Cloud solution for real-time insights and visualizations of data from SAP S/4HANA and the SAP C/4HANA® suite

After: Value-Driven Results
- Harmonized core business processes on a global scale, improving reliability and visibility
- Updated its ERP portal with an action-oriented user interface
- Optimized customer interactions with customers using SAP C/4HANA, including the SAP Service Cloud solution
- Enabled an end-to-end process for managing customer requests
- Planned an end-to-end process for cash application, cash flow management, and supplier invoice management
- Created mobile-specific apps based on SAP Cloud Platform and the SAP Fiori user experience (UX) to capture worker time sheets as well as project costs and activities

"The support provided by our dedicated team Customer Success has been **crucial to the success of our conversion to SAP S/4HANA.**"

Dominique Tessaro, Chief Information Officer, VINCI Energies

98%
Reduction in the time needed to create quarterly reports

600 hours
Saved per month

Find out more
- Business transformation study
- Customer spotlight video

VINCI Energies	Industry	Employees	Revenue	Featured Solutions
Montesson, France	Engineering, construction, and operations	75,000	€12.5 billion	SAP S/4HANA, SAP Fiori UX, and SAP Cloud Platform
www.vinci-energies.com				

Zuellig Pharma: A Cloud-Based Integration Suite to Help Make Healthcare More Accessible

Before: Challenges and Opportunities
- Desire to become a technological and digital innovation hub for the industry
- Dominant market position and 100 years of business tradition that were increasingly seen as potential impediments to modernization
- Need to make healthcare more accessible in 13 Asian markets

Why SAP
- SAP Cloud Platform Integration Suite to help manage the proliferation of digital healthcare applications both within and outside of the company

After: Value-Driven Results
- Propel its sales force into the digital age through real-time data access on the go, increasing decision-making autonomy and creating a competitive edge on the ground
- Combat counterfeiting and quality incidents by using blockchain technology to facilitate coordination across the supply chain
- Transform untraceable manual processes into digitalized value-added business processes that span multiple systems
- Improve customer satisfaction throughout the end-to-end experience and reduce processing times
- Conduct data processing, reporting, and analytics in a consolidated, consistent manner across the business – creating time efficiencies

"SAP Cloud Platform Integration Suite provided us with the tools we needed to fulfill a very ambitious vision – transforming a traditional, 100-year-old distribution company into **a front-runner in technological and digital health innovation**."

Maikel Kuijpers, CIO and SVP, Operations,
Zuellig Pharma Holdings Pte. Ltd.

360-degree
Visibility and coordinated task management that increases efficiency and productivity and customer service centers

100 years
Of providing healthcare in Asia

Find out more
Business transformation study

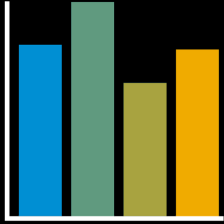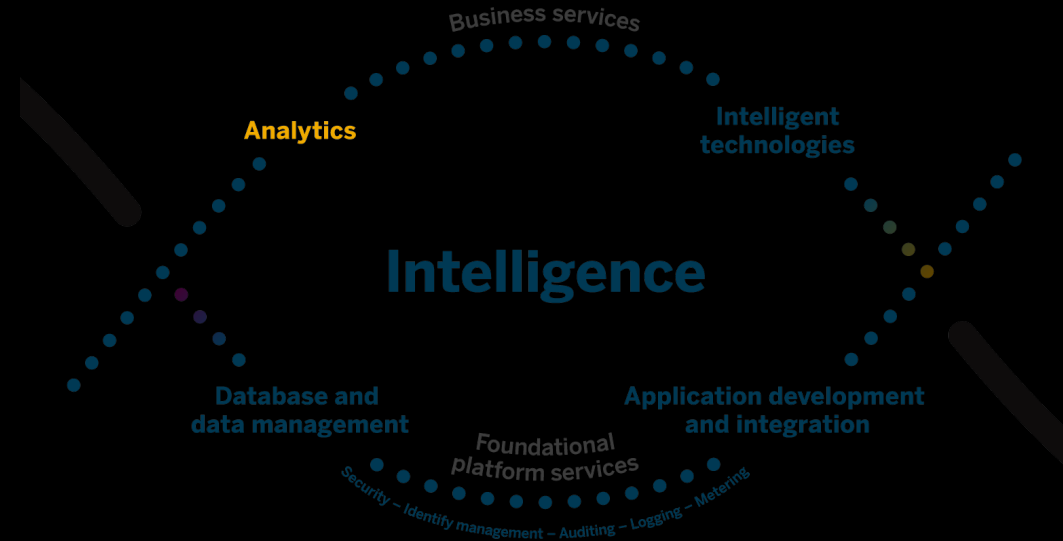| Zuellig Pharma Holdings Pte. Ltd. Singapore www.zuelligpharma.com	Industry Healthcare	Employees >10,000	Revenue US$12 billion	Featured Solutions SAP Cloud Platform API Management, SAP Cloud Platform Integration, and SAP Cloud Platform Workflow service

Analytics

Discover deep insights and simplify access to critical information to drive better business outcomes and accelerate growth.

- ✓ Visualize insights with intuitive business intelligence

- ✓ Turn insights into actions with end-to-end capabilities

- ✓ Drive better business outcomes with collaborative enterprise planning

- ✓ Accelerate growth with augmented analytics powered by AI and machine learning

Business services

Analytics

Intelligent technologies

Intelligence

Database and data management

Application development and integration

Foundational platform services

Security – Identify management – Auditing – Logging – Metering

DEUTZ: Paving the Way to Greater Transparency and Better Data Quality with SAP Analytics Cloud

Before: Challenges and Opportunities
- Data quality was insufficient and preparing key figures took too much time
- Existing analytics solutions were not running smoothly
- Departments had to first harmonize their key figures

Why SAP
- Implementation of SAP Analytics Cloud as a central analytics platform for business intelligence, with plans to add embedded reporting
- SAP Analytics Cloud paves the way to greater transparency and better data quality
- Single source of truth through a live connection to SAP Business Warehouse powered by SAP HANA
- Replacement of three analytics solutions with one

After: Value-Driven Results
- Increased transparency, thanks to consistent data and accurate analysis
- Key figures now consistently defined, eliminating the proliferation of departmental KPI versions
- Automated, centralized reporting for managers, including dynamic reports and ad hoc analysis with extensive filtering options – doing away with cumbersome data preparation and spreadsheets
- Agile implementation methodology, enabling activation of additional key figures in a dashboard
- Analytics that improves decision-making in areas such as production controlling
- Proven data visualization method for IBCS built into SAP Analytics Cloud
- Foundations for mobile use and embedded reporting within other SAP solutions

"In the past, an employee might spend one day a week looking for the relevant data. Now, **one click is all it takes**. We use reports much more often. And we have just one source of truth: It's located in the SAP Analytics Cloud."

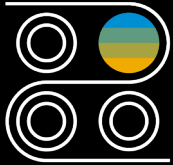Marina Illner, Division Manager – Data Intelligence, DEUTZ AG

Increased
Transparency

Improved
Decision-making

Find out more
Business transformation study

Deutz AG
Cologne, Germany
www.deutz.com

Industry
Industrial machinery and components

Employees
4,645

Revenue
€1.778 billion

Featured Solutions
SAP Analytics Cloud and SAP Business Warehouse powered by SAP HANA

Graphic Packaging

Mill products

Graphic Packaging International Inc.
Sandy Springs, Georgia
www.graphicpkg.com

Featured solutions
SAP Analytics Cloud

Find out more
- Customer testimonial video
- Interview at the SAPPHIRE NOW conference

How Does a Packaging Company Use Data to Drive Better Business Decisions?
The SAP Analytics Cloud solution helps Graphic Packaging to optimize sales forecasting and to drive greater visibility and better decision-making into the organization.

Randstad

Professional services

Randstad Deutschland GmbH & Co. KG
Biberach, Germany
www.randstad.de

Featured solutions and services
- SAP Data Warehouse Cloud
- SAP HANA Cloud Services

Find out more
- Business transformation study
- Customer testimonial video

Unlocking Your Data's Potential with SAP Data Warehouse Cloud: Randstad
Data is the backbone of Randstad's mission to provide staffing solutions for companies. But its existing data management system was making data analysis laborious and complicated. Explore how the SAP Data Warehouse Cloud solution powers Randstad's new connected data landscape.

San Francisco 49ers

Sports and entertainment

San Francisco 49ers
San Francisco, California
www.49ers.com

Featured Solutions
- SAP HANA
- SAP Cloud Platform
- SAP HANA services in the cloud
- SAP Analytics Cloud for business intelligence
- SAP Digital Boardroom

Find out more
SAP News article

Helping The 49ers Feel The Pulse Of the Stadium with SAP's Executive Huddle
SAP helped San Francisco 49ers elevate the gameday experience for fans through the Executive Huddle platform. It's a first-of-its-kind venue management solution that helps the 49ers business analytics team identify game-day issues, from parking to concessions to restroom lines and more, in real time.

Signify

High tech

Signify Netherlands B.V.
Noord-Brabant, The Netherlands
www.signify.com

Featured Solutions
- SAP Analytics Cloud
- SAP HANA

Find out more
SAP Innovation Award
Use Case

Transforming into a Data-Driven Enterprise with SAP Analytics Cloud
To achieve cost savings, simplification and better insights, Signify, a spin-off of Philips, needed a standardized analytics platform. SAP Analytics Cloud empowers Signify to make fact-based decisions more quickly – ultimately enabling the company to offer their customers better products and services.

Swisscom AG: Simplifying Real Estate Operations with SAP Analytics Cloud

Before: Challenges and Opportunities
- Improve reporting and analytics for the Central Real Estate Management team
- Reduce the number of front-end errors experienced with the previous analytics system
- Harmonize and simplify the data and analytics architecture
- Increase flexibility, improve governance, and reduce cost

Why SAP
- User-friendly, intuitive cloud analytics solution
- Success with unifying Swisscom's data warehouse on the SAP BW/4HANA solution and the SAP HANA platform
- Desire to run a pilot project with a domain data warehouse before upgrading the corporate data warehouse to the newest version of SAP HANA

After: Value-Driven Results
- Simpler, more intuitive reporting that is context based and requires fewer steps to build a dashboard
- Better collaboration among the real estate team by enabling comments in another user's dashboard
- Twelve times faster ramp-up time with business – from six months to two weeks
- Lower operational costs and an option to phase out servers by moving to the cloud
- Simplified IT operations by leveraging support, security, and governance best practices for other projects, such as the planned upgrade of the enterprise data warehouse

"SAP Analytics Cloud offers a **much simpler solution – both for IT and for users**. The interface is very user friendly, so we spend a lot less time supporting users. And this project is going to serve as a model for larger database upgrades in the future."

Tim Giger, Analytics Consultant, Swisscom AG

2x
Faster report creation by the business – from 2 weeks down to one

90%
Reduction in issues related to the front end, saving time and allowing the IT team to focus on strategic tasks

Find out more
Business transformation study

Swisscom AG	Industry	Products and Services	Employees	Revenue	Featured Solutions
Bern, Switzerland www.swisscom.com	Telecommunications	Telecommunications and IT services	19,845	€20.15 billion	SAP Analytics Cloud and SAP HANA

Team Beverage

)))

Media

Team Beverage AG
Bremen, Germany
www.team-beverage.de

Featured Solutions
SAP Analytics Cloud

Digitizing the Beverage Industry with SAP
With SAP Analytics Cloud, Team Beverage, the leading association group for the German beverage market, can provide its partners with a holistic view of the market – helping them to generate bigger turnovers and contribution margins in a rapidly consolidating industry.

Topgolf Gold Coast: Gaining the Insight to Keep Guests Coming Back with SAP Solutions

Before: Challenges and Opportunities
- Find a business intelligence (BI) solution to meet global and Australian specific requirements
- Extract data from the SAP ERP application and five other non-SAP systems
- Deliver the project in less than a month

Why SAP
- SAP HANA platform to optimize queries and data storage
- SAP Analytics Cloud solution for use in dashboard reporting on any iOS device
- SAP BusinessObjects Web Intelligence® software to send reports to a large audience
- SAP Data Services software and SAP Business Warehouse (SAP BW) powered by SAP HANA to provide critical information in near-real time

After: Value-Driven Results
- 360-degree, anytime, anywhere view of the business
- Instant collection, analysis, and transmission of customer feedback, helping managers better serve customers and improve guest loyalty
- Detailed labor spend reporting and cost and trend analysis
- US$46,710 in savings with SAP – roughly 50% of the price quoted by other vendors

"Our SAP solution gives us **total BI** – from real-time metrics to in-depth analysis. It helped us optimize operations. Now, it's fully embedded in how we work and a key tool for intelligent decision-making."

Kirk Edwards, CEO, Topgolf Gold Coast

15%
Reduction in labor costs*

23%
Increase in Net Promoter Score*

Find out more
Business transformation study

*Over the first month of operation

Topgolf Gold Coast
Gold Coast, Queensland, Australia
https://topgolf.com.au
http://villageroadshow.com.au

Industry
Sports and entertainment

Products and Services
Golf, party venue, sports bar, and restaurant

Featured Solutions
SAP HANA, SAP Analytics Cloud, SAP BW powered by SAP HANA, SAP Data Services, and SAP BusinessObjects BI solutions

VELUX

Mill products

VELUX Group
Copenhagen, Denmark
www.velux.com

Featured Solutions
- SAP Data Warehouse Cloud
- SAP HANA Cloud Services

Find out more
Business
transformation study

Creating a Connected Data Landscape with SAP Data Warehouse Cloud: VELUX
VELUX has been bringing daylight and fresh air into people's homes for 75 years. Discover how the SAP Data Warehouse Cloud solution helped VELUX reach its goal of creating a data landscape of both on-premise and cloud sources for both business and IT.

WelinkData: Optimizing Channel Revenue for Companies Large and Small with Better Business Intelligence

Before: Challenges and Opportunities
- Offer reporting and analytics that are fast, flexible, and intuitive
- Better understand customer needs to support revenue generation and inventory optimization

Why SAP
- SAP's extensive insight and rich practical experience in ERP software and financials
- SAP Analytics Cloud – a unified solution that integrates business intelligence, machine learning, predictive analytics, and planning to aid decision-making for anyone, anytime, anywhere
- Advanced analytics and high-speed transaction processing based on SAP HANA
- Rich, diversified, and interactive geographic graphs with SAP Digital Boardroom for deeper business analysis

After: Value-Driven Results
- Fast, complete, and accurate business insights that can be used to implement new processes and applications, accelerating digital transformation
- Anytime access to intuitive executive dashboards that integrate KPIs and allow detailed drill-down to compare trends, identify correlations, discover issues, simulate solutions, and make relevant plans
- Real-time data access by eliminating predefined aggregation, materialized views, and data replication between operational and decision-supporting systems
- Enhanced visibility into customer needs, market demands, and product opportunities with revenue optimization analysis, enabling better predictions and actions
- Comprehensive analytics to help customers build new competitive advantages to increase revenue

"SAP Analytics Cloud enables user-friendly, multidimensional data analysis through visual reports and interactive design to increase business insight, **speed decision-making, and increase customer acceptance**."

Wang Zhixiu, VP of Advisory Services, WelinkData

<1 second   **35%**

Response time, enabling real-time transaction processing and analysis

Profit growth for brand owners since deployment of Welink ABC

Find out more
Business transformation study

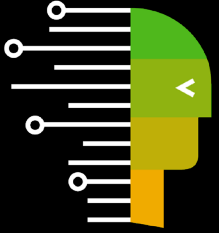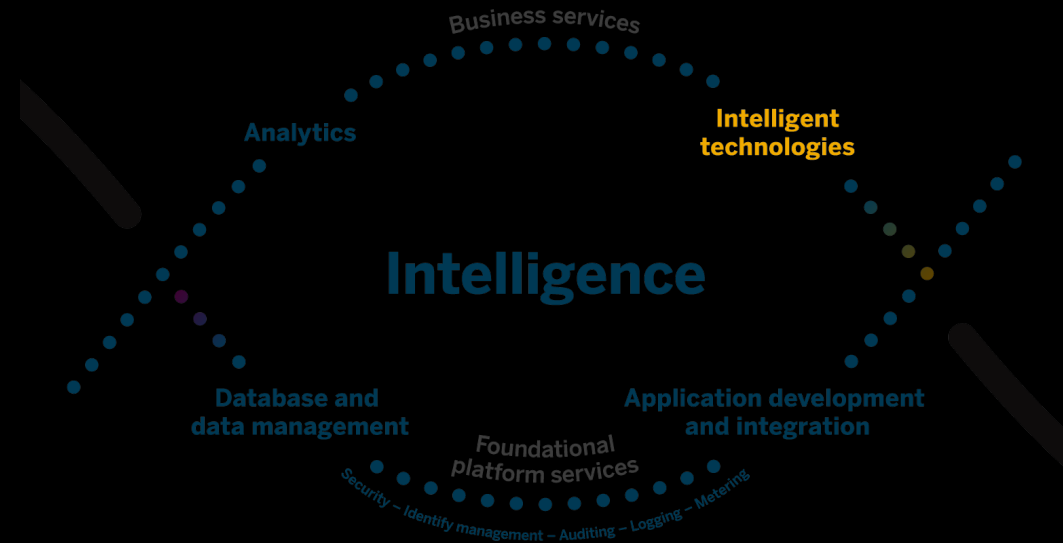| **WelinkWelinksoft Co. Ltd.** ShanghaiData, part of Shanghai, China www.welinkdata.com (Chinese)	**Industry** Professional services – financial services	**Products and Services** Accounts receivable management, cash management, supply chain financing, and credit investigation	**Employees** >130	**Featured Solutions** SAP Analytics Cloud and SAP Digital Boardroom

Intelligent technologies

Leverage intelligent technologies such as AI and the Internet of Things to help you optimize business processes and resources and ignite innovation in any area of your business.

✓ See end-to-end benefits from using a single business-first solution

✓ Innovate with partners on an open business platform

✓ Realize fast ROI with built-in integrations

✓ Leverage industry-specific capabilities

✓ Support all go-to-market models with AI and machine learning

Business services

Analytics

Intelligent technologies

Intelligence

Database and data management

Application development and integration

Foundational platform services

Security – Identify management – Auditing – Logging – Metering

CC Energie: Using AI and Machine Learning to Improve Customer Service

Before: Challenges and Opportunities
- Manual communication management that was inefficient and time-consuming, sometimes delaying responses to customers by as much as five days
- Need for automation and AI to create a clear overview of incoming e-mails and also save time for team leaders, who manage and distribute e-mails manually

Why SAP
- Service Ticket Intelligence business service to analyze e-mails and identify actions, such as making high priority or forwarding to the relevant person
- SAP Early Adopter Care program to help implement solutions to organize e-mails automatically
- Expert knowledge, access to development departments, and guidance on solutions that would integrate well into the existing SAP environment

After: Value-Driven Results
- Easier classification of communication due to machine learning capabilities that identify language and keywords such as "urgent", "complaint", or "CEO"
- Preprocessing that ensures communication is handled in the fastest way possible, helping the company maintain excellent customer service
- Increased data volume on customer communication that will help with reporting, complaints processing, and further developments in the future
- Further scope identified for use of these tools in other departments beyond data science, such as reporting and for input of paper communication

"These tools have **opened up new possibilities** for us. And, with SAP Early Adopter Care, we had all the support we needed, from preparing data, to training, and beyond we couldn't have done it by ourselves."

Mihaita Marinescu , SAP CRM Architect, CC Energie SA

Faster

Processing of incoming e-mails with AI and automated processes for sorting and forwarding

Accuracy

That is tested and adapted on a monthly basis

Find out more
Business transformation study

CC Energie SA	Industry	Employees	Featured Solutions and Services
Murten, Switzerland	Utilities	148	Service Ticket Intelligence, SAP Customer Engagement Center, and SAP Early Adopter Care
www.ccenergie.ch			

Döhler: Taking the Work Out of Financial Reconciliation with Automation and Machine Learning

Before: Challenges and Opportunities
- Maintain innovation prowess with more than 10,000 offerings across more than 120 product categories – all of which make managing the company's financial transactions a complicated task
- Deploy an automated solution to reduce the manual effort of reconciliation

Why SAP
- Deployment of SAP Cash Application software running on SAP Cloud Platform in just four weeks using the SAP Early Adopter Care program and the SAP Cloud Platform Integration service
- Fast and accurate end-to-end reconciliation process – in a matter of minutes the accounts receivable team can pull items from SAP S/4HANA, run them through SAP Cash Application, and repost to the ERP system

After: Value-Driven Results
- Automated processing of roughly 3,000 postings per month – with the number of automated postings increasing as new company codes are incorporated
- A continuous calibration of the algorithm, thanks to retraining the model with new data from SAP S/4HANA every three months
- Machine learning helps the accounts receivable team save time with a 20% boost in the number of automated financial postings
- Simple configuration to manage automation
- More time for value-added tasks

"Users in accounts receivable really like SAP Cash Application. It **saves them time** that can be spent on nonadministrative tasks such as following up on unpaid invoices. And it is an important milestone in our journey to digitally transform the finance function."

Harald Muley, Head of Corporate Functions IT, Döhler GmbH

20%
Boost in the number of automated financial postings

3,000
Postings per month automatically processes

Find out more
Business transformation study

Döhler GmbH
Darmstadt, Germany
www.doehler.com

Industry
Chemicals

Employees
>6,000

Revenue
€1.55 billion
(2016)

Featured Solutions and Services
SAP Cash Application, SAP Cloud Platform Integration, SAP Early Adopter Care, and SAP S/4HANA

GEBHARDT Group: Transitioning from Supplier to Service Provider with SAP Solutions

Before: Challenges and Opportunities
- Become the worldwide know-how leader in the internal logistics ("intralogistics") sector
- Transform from a pure-play equipment supplier into a full-service provider
- Deliver superior quality service to clients and help them meet demanding new customer expectations

Why SAP
- Ability to use intelligent technologies embedded in SAP solutions to build a modern, connected, and intelligent enterprise
- Expertise that has been at the forefront of technological innovation for many decades

After: Value-Driven Results
- Optimized operations for the next generation of intralogistics by connecting all systems and processes in the cloud
- Launched its Galileo IoT platform based on SAP technologies
- Automated service ticketing, helping ensure that client inquiries are dealt with instantly
- Provided a 24x7 overview of clients' intralogistics ecosystems
- Enabled sales teams to keep better track of quotations and contracts
- Improved communication with clients during solution design processes
- Centralized training to help ensure compliance and high-quality standards are met
- Made new predictive maintenance, condition monitoring, and augmented reality services possible

"**SAP technology is at the heart of our transformation** into a truly connected, intelligent enterprise, which has empowered us to become one of the world's top intralogistics service providers."

Stephan Riemensperger, Head of Business IT, GEBHARDT Group

99%
System availability

80%
Faster response times for service calls

Find out more
Business transformation study

| **GEBHARDT Intralogistics Group GmbH & Co. KG** Sinsheim, Germany www.gebhardt-foerdertechnik.de | **Industry** Industrial machinery and components | **Products and Services** Systems and solutions for intralogistics | **Employees** 550 | **Revenue** €90 million | **Featured Solutions** SAP Asset Intelligence Network; SAP Cloud Platform; SAP ERP application; intelligent technologies, SAP Jam collaboration platform; and SAP SuccessFactors® Learning, SAP Sales Cloud, SAP Service Cloud, and SAP Analytics Cloud solutions |

Kaiserwetter

Professional services

Kaiserwetter Energy Asset Management GmbH
Hamburg, Germany
https://kaiserwetter.energy

Featured Solutions
- SAP Cloud Platform
- SAP HANA

Kaiserwetter: Together with SAP Against Global Warming
Kaiserwetter and SAP team up to provide a significant contribution to achieving the goals of the Paris climate agreement and improve the lives of millions of people.

Naturipe

Consumer products

Naturipe Berry Growers Inc.
Salinas, California
www.naturipefarms.com

Featured Solutions
SAP Leonardo Blockchain

Find out more
Digitalist article

From Vine To Table: Blockchain Enters the Food Chain
Remember those berries you just bought? Soon, you'll be able to trace them all the way back to where they were harvested – and have proof of the grower's sustainability practices. Naturipe is working to implement blockchain to help export fresh fruit faster.

Queensland OSR: Using Machine Learning to Help a Government Uncover Patterns and Gain Insights

Before: Challenges and Opportunities
- Support the Queensland community by predicting which taxpayers were likely to incur debt
- Gain next-generation tax and revenue management capabilities that could provide data-driven, client-centric services digitally to improve services and outcomes for taxpayers, OSR staff, the government, and Queensland as a whole

Why SAP
- Artificial intelligence capabilities to help uncover patterns and gain insights with machine learning for better decision-making
- Ability to evaluate 187 million records to predict which taxpayers may become debtors

After: Value-Driven Results
- Play a critical role in delivering efficient and equitable revenue management services to Queenslanders
- Make better decisions through data-driven insights
- Redefine business processes with taxpayers at the center
- Generate a 360-degree view of taxpayer needs and behaviors
- Predict taxpayers at risk of default with 71% accuracy
- Enable proactive, personalized payment plans and support for taxpayers to better meet their financial
- obligations
- Implement targeted campaigns to reduce levels of debt by at least 5%

"In the midst of a digital world, people want a human connection and services that are proactive and personalized. The true value of artificial intelligence is the insights it provides to **enrich our taxpayers' experiences**, create a client- centric environment, and realize better revenue outcomes for Queensland."

Elizabeth Goli, Commissioner, Queensland Office of State Revenue

5%
Debt reduction goal through targeted campaigns

360-degree
View of taxpayer needs and behaviors

Find out more
- Business transformation study
- Digitalist article

Office of State Revenue (OSR) Queensland, Australia	Industry Public sector	Employees 490	Revenue US$10.7 billion	Featured Solutions Machine learning and artificial intelligence capabilities

Schaeffler: Driving Intelligent Employee Engagement with a Digital Assistant

Before: Challenges and Opportunities
- Support employees worldwide in better and faster decision-making and process execution
- Link people, processes, and data to enable an intelligent enterprise

Why SAP
- Customer Success organization and the SAP Innovation Services portfolio help to showcase the value of SAP Conversational AI services
- Intelligent enterprise enablement by integrating machine learning, predictive analytics, and cloud technologies in decision-making processes
- Consolidation of SAP applications to help ensure maximum value for the enterprise, for example, SAP S/4HANA and the SAP Fiori user experience
- Integration of technologies with Schaeffler's digital assistant "eLISA" and with third-party digital assistants to initiate further internal processes and access external sources, for example, sentiment analysis, as well as with SAP S/4HANA in the future

After: Value-Driven Results
- Discovery of how a digital assistant can drive intelligent employee engagement
- Embedded, enterprise-wide collaboration, enabling real-time information exchange and communication
- Customized information for each user by leveraging available internal and external information, such as news, alerts, market trends, and forecasts
- Anytime, anywhere access through a mobile Web application

"Groundbreaking innovations are at the core of our business and operating model. Working with SAP Digital Business Services helped us leverage a digital assistant for the business and **integrate our technologies for future interaction with SAP S/4HANA.**"

Jürgen Henn, Senior Vice President, Strategic IT, Schaeffler AG

Great
User experience through intuitive GUI and natural-language processing

Deep
Operational insight based on machine learning algorithms

Find out more
- Business transformation study
- Customer testimonial video

Schaeffler AG
Herzogenaurach, Germany
www.schaeffler.com

Industry
Automotive

Employees
>92,000

Revenue
€14.2 billion

Featured Solutions and Services
SAP Conversational AI, SAP Digital Business Services, and SAP Innovation Services

Schnellecke Group: Industry 4.0 with SAP Cloud Platform and SAP Leonardo Internet of Things (IoT)

Before: Challenges and Opportunities
- Significant communication necessary to resolve customer complaints
- Manual checking
- No delivery transparency beyond company premises
- Time-consuming exception handling

Why SAP
- Long-standing customer of SAP
- Best integration opportunities for self-developed software
- Excellent value for money
- Status as a leading innovator in IoT

After: Value-Driven Results
- Cross-company, real-time overview of goods delivery
- Simplified planning through full transparency
- No supply bottlenecks or stoppages in production due to mission parts
- Precise delivery cost forecasts possible
- Better understanding of opportunities brought by IoT technologies – also regarding collaboration with customers

"We and our customers now have an **overview of each shipment in real time** – without having to be on-site."

Karsten Keil, Vice President IT, Schnellecke Group AG & Co. KG

>100

Smart containers shipped to the customer every day

15%–20%

Less communication required

Find out more
- Business transformation study
- Blog

Schnellecke Group AG & Co. KG Wolfsburg, Germany www.schnellecke.com	**Industry** Professional services	**Products and Services** Automotive supplies and logistics	**Employees** 19,500	**Revenue** €730 million	**Featured Solutions and Services** SAP Cloud Platform, SAP Leonardo IoT, and SAP Digital Business Services

Severstal
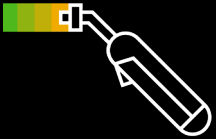
Mill products

PAO Severstal
Cherepovets, Russia
www.severstal.com

Find out more
Business
transformation study

Severstal Best Run Business: Managing an Intelligent Enterprise
Severstal is among the largest manufacturers of steel in Russia, and therefore the world. Severstal is redesigning its business into an intelligent enterprise and is able to monitor real-time energy use and analyze energy consumption disparities; sending alerts when there may be electricity fraud.

Villeroy & Boch: Software Bots Help Improve Operational Efficiency Across the Enterprise

Before: Challenges and Opportunities
- Improve operational efficiency across the enterprise by automating repetitive tasks across several business functions
- Respond to thousands of customer interactions each year

Why SAP
- SAP Intelligent Robotic Process Automation technology with SAP Cloud Platform for routine activities in finance, purchasing, and customer service
- Tight process integration with the SAP ERP application and productivity solutions

After: Value-Driven Results
- Created "attended" bots (under staff supervision) that complete simple, frequently occurring tasks, such as responding to standard e-mail inquiries and making general ledger postings
- Made it possible for customer service staff to spend more time assisting wholesale customers with nonroutine inquiries
- Freed up finance and purchasing staff to focus on strategic tasks
- Began to evolve the bots to trigger tasks autonomously and leverage SAP AI Business Services, such as Document Classification and Document Information Extraction services, for automation of more complex tasks

"Although we're just at the beginning of our journey with SAP Intelligent Robotic Process Automation, we are already realizing its potential to help us **work more efficiently, serve customers better, and gain competitive advantage**."

Dr. Daniel Neuhäuser, Head of ERP Core Solutions, Villeroy & Boch Group

More
Time to assist customers

Thousands
Of customer interactions each year

Find out more
- Business transformation study
- Blog

Villeroy & Boch Group
Mettlach, Germany
www.villeroyboch-group.com

Industry
Consumer products

Employees
7,500

Revenue
€853 million

Featured Solutions
SAP Intelligent Robotic Process Automation, SAP Cloud Platform, SAP ERP, and SAP AI Business Services

Thank you.

For more information, please visit us online.

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