Solution Overview						
R & D and Engineering	Executive	Customer-Driven	SAP Solutions	SAP Innovations	References	
	Summary	Innovation			Contact Us	

Sustainable Innovation





Customer-Driven Innovation

SAP Solutions

SAP Innovations

References Contact Us

Differentiate Through Innovation

Differentiation

Product Innovation

Sustainable Innovation

SAP Innovations

Today's market rewards nothing less than the highest quality produced at the most competitive cost. Enterprises must offer the best products and services to remain competitive while streamlining operations as they face mounting cost pressures. They must also optimize innovation potential by mastering product complexity.

Market globalization has increased consumer choice, and the enterprise response is more extensive product segmentation and differentiation in what it offers. Cost is often a differentiating factor; but to leverage brand equity, sell on value, and maintain margin, many organizations focus their point of differentiation on added features, style, quality, and other attributes.

Increasing global competition – combined with fast-follower strategies that leverage low-cost manufacturing – puts pressure on product

margins and effective lifecycles. Organizations respond by focusing on margins to drive profitability, on performance to maximize loyalty, and on next-generation product releases to stand out and capitalize on new market segments.

Increasing consumer and environmental protection drives new regulations and product standards that enterprises must comply with. There is more documentation complexity, and compliance is key to ensuring maximum return on investment and protection of brand value.







Progressive enterprises continuously deliver innovative offerings to meet evolving markets. They achieve faster time to market and volume ramp-up to maximize

revenue and manage compliance requirements to protect brand value. They show excellence in innovation by combining creativity with speed while minimizing risk.

Product Innovation Excellence

Differentiation

Product Innovation

Sustainable Innovation

SAP Innovations

In a climate of constant change, the drive for sustainable innovation and speed to market is a challenge. Process integration is key to using evolving technologies and initiatives to maximize profitability.

To turn ideas into marketable offerings quickly, organizations need a single, consistent process overview – from concept to field service. They then have the information to establish performance targets, analyze current operations, and determine profitable next steps.

Sustainable innovation needs an integrated approach to drive new levels of performance. Reduced time to profit comes by using decision-support dashboards that provide a single view of product performance, processes, and financials. Efficiencies appear by connecting development, sourcing, manufacturing, and service seamlessly from design to launch.

As regulatory compliance requirements grow in number, scope, and complexity, enterprises use risk management software to deal with global requirements – from health and safety to environmental impact.

Best-Run Product Innovation and Development







Sustainable Innovation for Business Growth

Differentiation

Product Innovation

Sustainable Innovation

SAP Innovations

61%

Higher revenue from new products when companies communicate portfolio goals downwards through the organization and measure and report results

Source: SAP Performance Benchmarking

Explore new market opportunities and develop innovative products and services to meet them. The results are a greater market share, increased profits, and more customer satisfaction

Organizations need to achieve maximum advantage from their product and service investments. They do this through improved decision making at all levels, as they gather insights into portfolio performance, customer trends, market demand, supplier performance, product quality compliance, and service satisfaction. They improve financial performance by reducing time to market and achieving volume. This reduction occurs through close integration of their product and service development by using sophisticated functions for task execution.

The successful organization also integrates its interactions with external stakeholders – such as customers, partners, and suppliers - into its information networks, where it ensures there is a focus on core competencies. Where task outsourcing is a part of the process of getting products and services to market, these organizations use tools available to manage the relationships and control costs tightly.



Customer-Driven Innovation

SAP Solutions

Product development in a global environment requires innovative technologies that

enable companies to collaborate beyond their enterprise boundaries, access

product data widely, and gain deep insight into product-level performance.

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Differentiation

Product Innovation

Sustainable Innovation

SAP Innovations

Database and technology solutions, including the SAP HANA platform, enable companies to manage large volumes of master data associated with highly complex product structures. The access controls that these solutions provide are essential for efficient collaboration with external design partners.

Analytics solutions directly embedded in business applications provide 360-degree views into the performance of products, services, and projects. This functionality plays an important part by enabling the tracking of

product development throughout the complete project lifecycle, resulting in faster, fact-based decision making.

Mobile solutions help increase employee efficiency by directly providing technicians in the field with such things as service instructions and 3D information about product assembly. This capability enables project teams to record job time and work progress through mobile devices, increasing the overall quality of project performance tracking.





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SAP Innovations

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Customer-Driven Innovation

Customer-Driven Innovation

Continuous Innovation

Project Profitability

Product Development

Innovation for Process

Product Marketability

Organizations can safeguard future revenue streams with continuous, sustainable innovation and integrate product development processes to increase collaboration and reduce costs.



Manage Innovation

Organizations can optimize resource and financial management and analyze impact on overall performance.



Increase Project Profitability

Effectively manage processes for commercial projects to leverage real-time transparency and standardize processes and project structures.



Design Products

Best-run companies manage all data centrally, for a single source of truth that gives all stakeholders the same product information.



Develop Recipes

Integrated, comprehensive solutions are critical to deal with global regulatory needs, diverse customer data sets, and process management.



Ensure Product Marketability

Shield revenue and expand markets through built-in compliance. Lower compliance cost by automating processes while addressing environmental concerns.



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Continuous Innovation for Success

Customer-Driven Innovation

Continuous Innovation

Project Profitability

Product Development

Innovation for Process

Product Marketability

14%

Higher proportion of total enterprise revenue from new products when there are clear and documented metrics to evaluate the idea management process

Source: SAP Performance Benchmarking

Organizations need to constantly identify growth opportunities, while ensuring that innovation road maps align with corporate strategies and shifting resources to projects with the greatest potential. Robust program management processes help ensure completion with full visibility of portfolio performance.



Delivering innovative new products requires the gathering of information from multiple sources. Organizations require full project visibility to improve their selection, scoring, monitoring, and review.

Project task durations and outcomes can be uncertain, which makes resource management a key ingredient of success. Closed-loop project execution helps keep productivity levels optimal, reduces development cost, and increases output of the innovation pipeline. Innovative organizations are flexible enough

to fine-tune resource allocation when priorities change as market volatility forces shifts in focus.

Simply developing and launching a new product on time and within budget cannot ensure value. Other critical factors include cost structure, pricing, and market adoption - factors over which those responsible for developing the new product may have little influence. The path to success lies with coordinating development and market launch, engaging all stakeholder groups from the outset.



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Increased Project Profitability

Customer-Driven Innovation

Continuous Innovation

Project Profitability

Product Development

Innovation for Process

Product Marketability

65%

Lower total project lifecycle management cost as a percentage of revenue for enterprises evaluating product ideas with a standard set of analytics

Source: SAP Performance

Benchmarking

Companies in the business of selling, developing, and producing projects must be able to accurately assess profitability early in the bidding phase. They need to carefully assess project cost estimates and ensure the project demand fits to available resources and capacities, and must establish accurate delivery timelines.



Companies can dramatically improve the profitability of their business with holistic, end-to-end management. By applying a collaborative and integrated approach to the complete sale-to-completion project lifecycle, companies are able to maximize the quality of their financial planning and pricing for projects.

With comprehensive project tracking from precontract negotiations through the planning phase and consultation to project execution, organizations can confidently expect to deliver their projects according to scope, time, and quality requirements.

With dedicated processes in place for issue resolution and change management, organizations can react to unforeseen project challenges and flexibly adjust outcomes to meet customer needs. At the same time. companies can stay within their overall project budgets and keep profitability within its target range.



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Product Development for Discrete Industries

Customer-Driven Innovation

Continuous Innovation

Project Profitability

Product Development

Innovation for Process

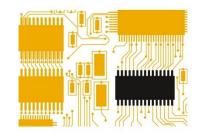
Product Marketability

19%

More new products meet revenue targets in companies where enterprise idea management is integrated with all relevant new-product development and introduction applications

Source: SAP Performance Benchmarking

When developing, producing, and maintaining a product, it is vital to share the same information along the whole value chain. The product structure is the skeleton on which all information is hung for use by the departments concerned. That gives everyone access to the latest product-related information.



The product structure provides the project backbone, while at the next level, more detailed information is introduced for validation and release.

The manufacturing process is accelerated when production and purchasing start in parallel. Depending on the decision to make or buy, suppliers are found or production lines prepared. Transfer of information from product engineering to manufacturing engineering is critical. With their own bills of materials, both departments have freedom and flexibility, but they must stay in sync.

Strong change management is needed for good record keeping, sound decision making, timely implementation, and clear communication.

Authorized information is grouped so that users only see what they need to know. Regulatory compliance must be monitored during product development, when all inputs are defined. Analytics give insight into other links in the value chain, such as quality notifications, logistic information, and supplier details. Master data management is also critical.



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References Contact Us

Effective Process Industry Innovation

Customer-Driven Innovation

Continuous Innovation

Project Profitability

Product Development

Innovation for Process

Product Marketability

23%

Higher proportion of total revenue from new products, when organizations capture new product ideas from all stakeholders through multiple channels

Source: SAP Performance Benchmarking

In product development, it is critical to consider every need throughout the process. As well as the requirements of individual product development professionals, it is also critical to understand the business requirements in managing the process effectively.



In the product development activities of process industries, effective innovation management has become critical to success - both for the products themselves and for brand recognition.

Best-run companies active in product development always account for the capabilities of integrated product development solutions. They focus on the tools the solutions give product development professionals, so they can effectively support and drive the new process for product creation.

Businesses must also think about additional uses the solution has - such as providing consistent processes applicable to the global trading environment, which is essential to help ensure rapid data usage and effective development.

In addition, integrated product development solutions accommodate the rapidly changing regulatory reporting environment, as well as the data needs of customers and consumers as their information demands increase.





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References Contact Us

Ensure Product Marketability

Customer-Driven Innovation

Continuous Innovation

Project Profitability

Product Development

Innovation for Process

Product Marketability

Manufacturers rely on a comprehensive productstewardship process to ensure global marketability of their products. This process helps them understand and meet regulatory requirements, ensure compliance across the supply chain, and support the recycling of products at the end of their lifecycle.



An effective product-stewardship program can help organizations expand marketability to more geographies and rapidly get products to market. A comprehensive program incorporates many processes and controls across the complete product lifecycle. These steps help manufacturers meet regulatory and customer requirements and optimize environmental performance.

The process begins with a thorough understanding of global and regional regulations across the product portfolio.

By evaluating compliance and collaborating with the supply chain, manufacturers reduce risk of noncompliance. Controls and communication requirements for purchasing, inventory management, transportation, and sales help ensure compliance and the safety of people and the environment.

Finally, establishing effective end-of-lifecycle reporting and management processes is critical for recycling products and related packaging and waste responsibly.





Executive Customer-Driven SAP Solutions SAP Innovations References Contact Us

R & D and Engineering Value Map

SAP Solutions

Product and Service Innovation

Commercial Project Management

Discrete Products

Process Products

Stewardship for Discrete

Stewardship for Process

SAP solutions address key requirements for product innovation.





Customer-Driven Innovation

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References Contact Us

Ongoing Product and Service Innovation

SAP Solutions

Product and Service Innovation

Commercial Project Management

Discrete Products

Process Products

Stewardship for Discrete

Stewardship for Process

65%

Lower total product cost for organizations that evaluate product ideas with a standard set of analytics

Source: SAP Performance Benchmarking

Develop new offerings based on sound investment decisions.

Organizations can identify opportunities to develop concepts into products, optimize project management processes, and commercialize new offerings. They have ready access to integrated revenue and cost analytics, which facilitates the monitoring of product performance for use in formulating future strategies.



Idea Management

Collect, screen, and rationalize new ideas, conduct preliminary assessments, and help ensure prospects match company strategies.

Portfolio Management Identify projects that will generate the most value. Take into account available financial and human resources, as well as required skill sets.

Project Management Integrate project management with enterprise resource planning software for insight into cost, time, scope, and quality performance at each stage of product development.

Resource Management Allocate appropriate resources to specific tasks. This starts in the project planning phase, where resources are reserved for later confirmation and use once the project is under way.

Enterprise Project Connection

Connect to third-party scheduling tools to retrieve up-to-date project information presented in a comprehensive view of the enterprise portfolio.





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Commercial Project Management

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Product and Service Innovation

Commercial Project Management

Discrete Products

Process Products

Stewardship for Discrete

Stewardship for Process

86%

Lower finance costs for expertise subprocesses when organizations focus on accurate planning and forecasting

Source: SAP Performance Benchmarking

Sell, plan, and deliver customer projects.

With integrated project management and the use of accurate, realtime data, businesses can execute commercial projects efficiently and increase project profitability. They can better manage the commercial aspects of projects to reduce failure rates and keep within scope, on time, and on budget.



Portfolio Management

Monitor performance and health of customer-oriented projects to improve transparency and optimize efficiency.

Project Management Manage project scope, timelines, and budgets of commercial projects throughout the entire lifecycle to enhance the productivity of team members.

Project Issue and Change Management Manage and monitor project-related issues, change requests, and their financial impact. Take immediate action to resolve issues and approve project scope changes.

Resource Management Plan and level commercial project-related resource demands along priorities, resource availabilities, skills, and costs.

Project Financials

Unify management of project quantities, costs, and revenues throughout the project lifecycle from bidding to execution.



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Product Development for Discrete Industries

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Product and Service Innovation

Commercial Project Management

Discrete Products

Process Products

Stewardship for Discrete

Stewardship for Process

17%

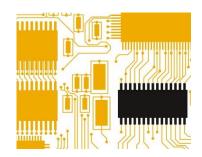
More new products meet revenue targets with clear, documented metrics to evaluate idea management processes

Source: SAP Performance Benchmarking

Develop new products smoothly for optimal success.

Integrated product development is a process that succeeds with the implementation of steps for product design, component and task sourcing, and ramp-up to production.

In this end-to-end process, every step directly contributes to reduced time to profit, increased returns, and greater competitiveness.



Product Design

Reduce development times with a single, integrated process that enables more opportunities for innovative product design. Increase efficiency and product quality with data integration.

Strategic Sourcing

Consider material sourcing and procurement at an early stage of product development. Get accurate information for evaluating potential suppliers and conducting the bidding process.

Ramp-Up to Production

Enable project managers to synchronize development processes with manufacturing for consistent, up-to-date data in both areas. This capability results in higher levels of product quality and shorter time to market with fewer change cycles. Engineering bills of materials (BOMs) transform to manufacturing BOMs, with prototypes and production ramp-ups defined on a smooth flow of data communication.



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Product Development for Process Industries

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Product and Service Innovation

Commercial Project Management

Discrete Products

Process Products

Stewardship for Discrete

Stewardship for Process

13%

Shorter time to market for new products when managing development projects from concept via a documented process

Source: SAP Performance Benchmarking

Provide a complete and integrated platform for product development.

The solution must provide an effective and integrated platform for developing innovative products in process industries. In addition, the solution must be capable of meeting the challenges associated with all the relevant activities.



Product Development Reduce development times with a single, integrated process that enables more opportunities for innovative product design. Increase efficiency and product quality with data integration.

Strategic Sourcing

Consider material sourcing and procurement at an early stage of product development. Get accurate information for evaluating potential suppliers and conducting the bidding process.

Manufacturing Ramp-Up

Combine and synchronize development processes with manufacturing, and enable continuous data synchronization. This guarantees up-to-date information in both areas, resulting in high product quality and fewer change cycles. It reduces time to market and transforms the design formulations into manufacturing BOMs through routings based on a seamless data flow of synchronized communication.



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References Contact Us

Product Safety and Stewardship for Discrete Industries

SAP Solutions

Product and Service Innovation

Commercial Project Management

Discrete Products

Process Products

Stewardship for Discrete

Stewardship for Process

Embed compliance in the product development process.

Help ensure new products are compliant by determining all their attributes systematically. This is achieved through quality planning, gathering and analyzing compliance information on all inputs, and giving formulators and designers access to this information within the context of their work.



Product Compliance Improve product marketability, brand protection, and compliance costs. Combine compliance data from the supply chain with out-of-the-box regulatory content to assess product compliance during design and provide necessary documentation.

Dangerous Goods Management

Protect revenue and help ensure operational safety and legal compliance by enabling real-time verification of shipment based on destination and transportation mode.

Substance Volume **Tracking**

Help ensure product compliance and business continuity when given requirements to monitor volume thresholds, including EU REACH mandates.

Product Safety Communication

Safeguard operational safety and legal compliance. Support the entire process of collecting and determining required information. Then, automate the creation and shipping of required documents, such as (extended) safety data sheets.

Recycling Administration Comply with recycling legislation at low risk and cost. Avoid over- and underpayment of fees by centralizing materials and recycling master data. Combine the data with sales and distribution information to generate recycling declarations.





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Product Safety and Stewardship for Process Industries

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Product and Service Innovation

Commercial Project Management

Discrete Products

Process Products

Stewardship for Discrete

Stewardship for Process

75%

Reduction in substancevolume-tracking support time with SAP software, plus 80% reduction in reporting time

Source: SAP Performance Benchmarking

Manage safety and compliance for the product lifecycle.

Evaluate compliance and assess safety to help ensure products can be legally marketed, sold, and shipped. Help ensure safe handling and storage of hazardous substances through material classification and safety checks. Update customers with accurate safety data sheets in appropriate format and language.



Chemical Compliance

Monitor purchases, manufacturing, and sales-order transactions. Evaluate them against allowed volumes and required registrations to issue threshold alerts.

Product and REACH Compliance

Protect revenue and brand value by helping to ensure environment, health, and safety product compliance and global marketability.

Dangerous Goods Management

Provide correct dangerous-goods classification, use adequate packaging, and select the proper transportation mode and route.

Global Label Management Leverage predefined reporting templates to generate accurate compliance documentation and fee calculations.

Safety Date Sheet Management

Accurately classify products and generate and deliver safety data sheets and labels in the appropriate format and language.

Recycling Administration Leverage predefined reporting templates to generate accurate compliance documentation and fee calculations.





Customer-Driven Innovation

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SAP HANA

Mobile

Analytics

Cloud

36%

Higher operating margin when organizations use IT to enable strategic and competitive advantages

Source: SAP Performance Benchmarking

Leading organizations deliver customer-focused, innovative, quality products and services faster. Leveraging new technologies is the key to success. Mobile solutions provide information anywhere, anytime, while analytics support decision making. Effective Big Data management frees up time for creativity.



SAP HANA

Manage large volumes of highly granular and complex product information. Perform analysis with visibility through real-time, in-memory processing to drive better design.

Mobile

Build flexibility in design networks. Have information available anytime and anywhere, gain greater insight into customers, and operate faster.

Analytics

Evaluate large volumes of product design data quickly to help bring innovative products to market faster.

Cloud

Collaborate with design teams, partners, and customers across the globe to identify innovations and find new product opportunities.



Customer-Driven Innovation

SAP Solutions

SAP Innovations References

References Contact Us

SAP HANA

SAP Innovations

SAP HANA

Mobile

Analytics

Cloud

80%

Of decision makers think access to the right information at the right time is critical to the business

Source: SAP Performance Benchmarking

Best-run companies use the massive volumes of data that go into new-product development. They constantly collect data related to the product, processes, customer demand, market behavior, and business trends, enabling faster fact-based decisions on designing customer-focused products.



Integrated Product Development

To meet customer needs in today's consumer market, products are constantly increasing in both complexity and variety. At the product development stage, that means the amount of time designers and engineers spend searching and organizing documents is enormous.

Integration tools for product development enable project managers to gain insight into all product-related information captured in the documentation.

Integration also creates an efficient document structure that enables designers to make decisions faster using up-to-date information. With the SAP document structure explosion capabilities based on the SAP HANA platform, project managers can extract from the massive data volumes contained in these complex documents the information they need in real time, enabling them to accelerate follow-up actions.





Customer-Driven Innovation

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Contact Us

Mobile

SAP Innovations

SAP HANA

Mobile

Analytics

Cloud

24%

Higher operating margins when enterprise mobility is embedded in all business processes

Source: SAP Performance Benchmarking

Improve the efficiency and effectiveness of development and service team members with product and projectrelated information on mobile devices. Enable employees with direct access to the information they need while working at the customer site or operating in the field.



Continuous Product and Service Innovation

Project team members can record the time they work on a project directly through their handheld devices. While engaged with assigned project tasks, they are able to report back rates of job completion, improving the quality of data used to track project costs and progress against planned and budgeted values. Stakeholders and decision makers can use SAP BusinessObjects Explorer software on tablets at portfolio review meetings to analyze overall performance, compare project proposals against each other, and review the innovation pipeline for new products.

Integrated Product Development

With direct integration of 3D visualization in the development process, project managers can provide visual product information to service technicians operating in the field. Equipped with mobile devices, field operators can review 3D maintenance instructions and retrieve information on replacing parts. The SAP 3D Visual Enterprise Viewer mobile app helps to remove the obstacles that can inhibit communication between the department developing the product and those using the product information.





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Analytics

SAP Innovations

SAP HANA

Mobile

Analytics

Cloud

53%

More staff leverage analytical information where business intelligence provides access to advanced analysis tools not requiring technical expertise

Source: SAP Performance Benchmarking

Development efficiency depends directly on the amount and quality of information available to all concerned. Costly errors are avoided when organizations open traditional departmental borders and integrate data from diverse sources, thus facilitating comprehensive product and project analytics.



Continuous Product and Service Innovation Gain insights into development health by accessing project analytics combined with product-related information. An analytic application directly embedded in portfolio management enables frequent reviews of the overall performance of the development project portfolio.

Integrated Product Development

The business context viewer embedded in the working environment of product managers and engineers gives them visibility into advanced product information. This includes product costs, quality notifications, and component inventories – viewed in side panels or individually defined dashboards.

Embedded Product Compliance

With the business context viewer giving direct access to product compliance information provided in the early design phase, engineers can easily include that important information when selecting product components. Full integration with SAP solutions for product compliance helps ensure regulatory requirements and product standards are considered throughout the whole development phase.



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Cloud

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SAP HANA

Mobile

Analytics

Cloud

85%

Of organizations stated that the cloud will have a major impact on them through efficiencies, innovation, or competitive differentiation

Source: SAP Performance Benchmarking

Effectively collaborate with customers and partners on new product proposals and ideas. Skip organizational boundaries to facilitate discussion and assessment of ideas between co-innovation partners.



Integrated **Product** Development

The SAP StreamWork application enables project managers to involve design partners and strategic customers from conception on, allowing team members to jointly identify, rate, and select the best ideas for new-product development. The solution provides an on-demand collaboration platform that enables administration of the complete process, facilitates communication between collaboration members, and documents the overall progress of the co-innovation process. With mobile access, partners can start the process wherever they may be.



Customer-Driven Innovation

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Best-Run Customers

Best-Run Customers

ACH Foods

Cinterion

Dow Corning

SMS Siemag

Tangshan Railway

Why SAP?

SAP is recognized by CIMdata Inc. as the leader in direct revenue for collaborative product definition management.







































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Customer Co-Innovation

Best-Run Customers

ACH Foods

Cinterion

Dow Corning

SMS Siemag

Tangshan Railway

Why SAP?

SAP co-innovates with leading companies to continuously improve solutions, using enhancements managed in customer-connection activities. Customers also influence upcoming solutions by participating in customer engagement initiatives.

Recipe Development Advisory Council

Collaborate with leading companies in the definition, specification, and testing of the recipe development functions of the SAP Product Lifecycle Management application.













Co-Innovation Partners

Continuous innovation with SAP co-innovation partners in customer connection cycles improves the CAD desktop from SAP. Joint collaboration on design and architecture enables a new CAD service layer.



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Best-Run Customers

ACH Foods

Cinterion

Dow Corning

SMS Siemag

Tangshan Railway

Why SAP?

ACH Foods is a leading manufacturer of food products including spices.

With the implementation of their enterprise systems, ACH determined it was a great opportunity to improve their product development process by creating a single source of the truth that was fully aligned with their manufacturing needs.

Key Benefits

- Improved information consistency with a single source of the truth
- Increased speed and flexibility of product design
- Enhanced and generated new development process capabilities
- Realized significant improvement in alignment of product development information and manufacturing data

75%

Less time for internal new-product initiation

25%

Improvement in time to market with new products

Donnie Steward, Chief Information Officer, ACH Food Companies Inc.



[&]quot;The future support for our legacy software was in doubt, and we didn't want to bet on our future. In SAP we found a stable, mature product that made our future course clear and certain to us."

Customer-Driven Innovation

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Best-Run Customers

ACH Foods

Cinterion

Dow Corning

SMS Siemag

Tangshan Railway

Why SAP?

Cinterion Wireless Modules GmbH supplies innovative wireless modules for cellular machine-to-machine communication.

For efficiency, Cinterion replaced its legacy product lifecycle management system with the SAP Product Lifecycle Management (SAP PLM) application.

Key Benefits

- Eliminated legacy system maintenance costs
- Took advantage of robust PLM functionality within existing SAP software
- Enabled more responsive supply networks
- Increased communication speed between manufacturing facilities and suppliers

+20%

Product quality improvement

+60%

Flexibility to choose best component suppliers

+80%

Flexibility to choose best external manufacturing partners

"The SAP software helped us optimize the entire component qualification process as well as the product release process. These new-product lifecycle efficiencies will support our company's growth."

Annette Boelcke, Team Leader, Mechanical Design Systems and Support, Cinterion Wireless Modules GmbH

-10%
Manufacturing cycle time







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DOW CORNING

Best-Run Customers

ACH Foods

Cinterion

Dow Corning

SMS Siemag

Tangshan Railway

Why SAP?

A global leader in silicones, silicon-based technology and innovation, Dow Corning offers more than 7,000 products and services.

One of Dow Corning's core principles is to protect customers and employees during all phases of product design, creation, distribution, and use. It therefore decided to implement SAP's product compliance solutions, which are tightly integrated with the SAP ERP application.

Key Benefits

- Consolidated, many-point solutions for generating material safety data sheets (MSDS) to one
- Cut time to comply with requirements of new geographies by 75%
- Optimized use of experts' time by automating the decision-making process
- Increased number of MSDS languages from 7 to 31

31 Languages supported for MSDS, up from 7

99% Reduction in time for shipment compliance

75%

verification

Reduction in time it took to comply with requirements of new geography

"It is hard to envision how we could be accomplishing so much in product and REACH compliance without SAP."

Dave Johnson, Business Process Team Leader, Dow Corning Corporation



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SAP Solutions

SAP Innovations

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Best-Run Customers

ACH Foods

Cinterion

Dow Corning

SMS Siemag

Tangshan Railway

Why SAP?

As a leading specialist in large-plant construction, SMS Siemag AG delivers custom-built smelting and roller mills to customers worldwide.

To optimize its engineering processes in the area of electronics and automation, the company established an integrated construction platform for electronic components based on SAP PLM.

Key Benefits

- Enabled rapid, cost-effective, and high-quality construction of specialized plants
- Accelerated the construction process with high reusability rates and a fixed range of equipment
- Eased cross-area and cross-location collaboration

"Standardization is definitely possible in specialized plant construction. Our SAP software—based Process Control Center is proof of this."

Martin Schneider, Head of Plant Engineering and Hardware Design, SMS Siemag AG





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Best-Run Customers

ACH Foods

Cinterion

Dow Corning

SMS Siemag

Tangshan Railway

Why SAP?

CNR Tangshan Railway Vehicle Co. Ltd. (TRC) integrated R & D, manufacturing, and maintenance with SAP PLM, improving quality and efficiency while reducing costs.

SAP PLM helped increase TRC's overall operating efficiency by unifying product R & D, manufacturing, and maintenance through the realization of enterprise-wide project management and process standardization. Results included significantly improved accuracy of product data, greater project management effectiveness, and enhanced process efficiency. And the advantage of integrated SAP software is the ability to manage performance within an expanding business model.

Key Benefits

- Significantly improved R & D management, efficiency, and quality while reducing costs
- Unified source data across departments with a single application
- Established a well-trained and efficient operation and maintenance team for the R & D software to continuously meet the requirements of R & D management

By offering a single application that supports unified market management, R & D, manufacturing, and customer service, SAP has helped TRC run better."

Song Yubin, CIO, CNR Tangshan Railway Vehicle Co. Ltd.

30 / 33

33% Faster product R & D cycle

13%

Decrease in product costs

40%

Improvement in accuracy of engineering changes

erences tact Us

Why SAP?

Best-Run Customers

ACH Foods

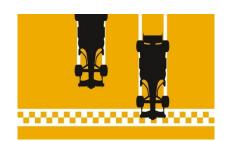
Cinterion

Dow Corning

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Why SAP?



SAP solutions for R & D are developed to help manufacturers be innovative and bring new and enhanced products to market faster. Only SAP provides the breadth of comprehensive product data management – across 24 different industries.

Deliver integrated, comprehensive processes with strong industry-specific functionality by using SAP solutions.

Connect product portfolio strategy and development across time horizons in one unified product lifecycle solution.

Help ensure low risk with proven functionalities broadly adopted by product development leaders across all industries.

Deliver deep insight with comprehensive performance management, benchmarking, and dashboards.

Obtain packaged services to leverage the value potential of product development improvements with fast deployment.



Executive	Customer-Driven	SAP Solutions	SAP Innovations	References
Summary	Innovation			Contact Us

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Benchmark Your Performance

Position your organization for dominance in this new economy with the business performance benchmarking program from SAP – available free to SAP customers and select prospects. The SAP benchmarking program has helped more than 3,000 organizations assess their strengths, uncover areas for improvement, and identify best practices and IT strategies that generate clear, tangible value – not someday, but today.

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Solution Overview					
R & D and Engineering	Executive	Customer-Driven	SAP Solutions	SAP Innovations	References
	Summary	Innovation			Contact Us

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