



SAP  
Innovation  
Awards 2019



# SAP Innovation Awards 2019 Entry Pitch Deck

Intelligent Analytics Digital Edge - Path to Intelligent Enterprise

AQOIA

THE BEST RUN



# Intelligent Analytics Digital Edge Path to Intelligent Enterprise AQOIA



## “Quote”

"The transparency from the "Through-time" dataset has enabled us to change our culture.

We are collaborating at the executive level and below cross functionally like we never could before.

We have impacted our margins by 2% and we have initiatives identified in the region that will keep us going for 2 years.

## Challenge

Transparency within and across markets to drive operational improvements to free cash build capacity and enable new competencies as part of a digital transformation.

## Solution

Intelligent Analytics Suite – Powered by Through-Time datasets. A compliment to present enterprise data warehouses and fragmented point solutions.

## Outcome

Within a 12 week window we achieved cashable benefits in excess of 20x return.

Margin improvement - .5% of revenues onto the bottom.

Faster better decisions to drive new innovations, discontinue or improve old lines. Improve product mix and pricing

Growth (margin expansion) from better targeted marketing, product mix and business building investments.



## Partner Information

**AQOIA**

**Solution Provider**



This was a pilot for the automotive industry and we proved that with curated Through-time automotive datasets that are impossible to achieve with standard transaction systems and EDW's we can complement and enhance an enterprise reporting layer in compelling new ways that solves real world problems fast. Point solutions and Excel are unable to fill this gap, although they try. An end to end picture of the vehicle and consumer lifecycles is now possible – future proofing automotive manufacturers and OEMs to the disruptions that lay ahead.



## Business Challenge & Objectives

Ability to optimise and grow operations against aggressive targets at the Region and Market level in the face of rising competition and pricing cost pressures.

Demonstrate we can provide a new dataset that can provide

End-to-end visibility of the automotive distribution chain – from factory gate to dealer

New levels of detailed insight to tell the specific story of an single VIN lifecycle at the VIN level

Provide a comprehensive detailed cross functional view that can support both new insights from within function and across function to drive 10x returns in 12 wks.



## Project / Use Case Details

Deliver a valuable end to end multi-dimensional consistent detailed and granular view of Profitability within and across functions

Deliver deep new high precision actionable insights on market level customer centric business growth and operational cost drivers

Rapid activation – we just need data - delivers fast Cashable Benefits meaning an almost immediate positive ROI

Delivers a Governed “Group/Glocal View” of the same data allowing group wide initiatives , market comparisons and cross fertilization of best practices and learnings

Provides a “Through-Time” view to be built up around the transaction to compliment real-time, allowing a true story to be told of what happened and what was the effect, allowing closed loop organisational learning and best practice feedback.

Collaboration built in to facilitate the “Connected Enterprise” by enabling & fostering collaboration and knowledge sharing, enterprise wide

Extends and replaces ad-hoc and point solutions like: Net Revenue Management (NRM), Gross Margin Variance Analysis (GMA) Cost to Serve (CTS) and Profitability Management solutions and have them on one common platform with one “system of truth”

“Outcomes Out the Box” including reports, guided and ad-hoc analytics across complex difficult to reach domains powered by our underlying models across the whole P&L (that are typically curated in excel and point solutions) that enable rapid value capture

Designed to enable simulation what-if, rapid business model prototyping and innovation and enhancing modern forecasting and planning trends



# Benefits and Outcomes

## Business / Social

Margin expansion >2% beyond gross to net.

## IT

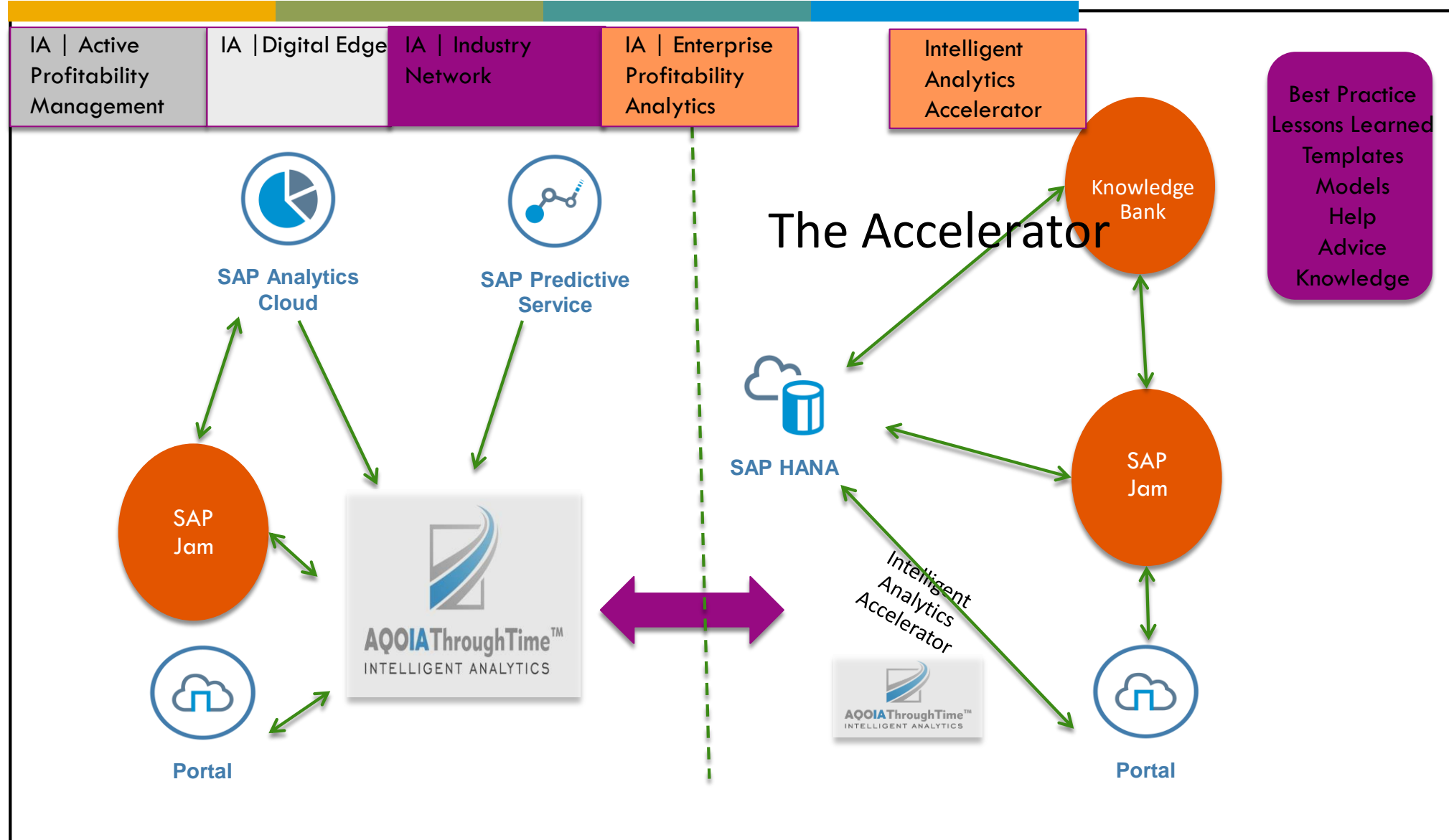
Rapid high quality enterprise scale decision support – high impact RoI >10x return in 12 weeks. Sunset legacy point solutions.

## Human Empowerment

Better faster decisions and improved collaboration not just of the analyst but the whole region and market functions down to dealer across 4 high priority initiatives detected by the analytics



# Architecture







## Deployment

Date of Deployment or POC: 2018

Number of live users: 10

### SAP Technologies Used:

Sap HANA	POC
SAP DATA HUB	POC
SAP Analytics	POC
SAP ML/AI	POC

Server Processor:

Linux Distribution:





## Emerging Technologies and Use Cases

The following Emerging Technologies and use-cases are part of the project and describe the contribution

	Technology or Use Case	Yes/No	Contribution to Project
1.	Machine Learning / Artificial Intelligence	YES	Analytics
2.	IoT	NO	
3.	3D printing	NO	
4.	Blockchain	NO	
5.	API Economy / Integrate the Intelligent Enterprise	NO	
6.	Cloud Native / Event Based Architectures	YES	SAP HANA DATA
7.	Extending the digital core with SAP CP / ABAP in SAP CP	YES	SAP HANA SAP SAC
8.	SAP Leonardo Application ( extending SAP application, using Industry Innovation Kits or result of Design Thinking workshop)	NO	