



# SAP Innovation Awards 2019 Entry Pitch Deck

Reaching the next level of Supply Chain Planning and  
Execution with Segment & Strategize  
Camelot ITLab GmbH

# Segment & Strategize

## Camelot ITLab GmbH

### “Quote”

“With the combination of data exploration and cloud-based microservices running on the Camelot Intelligence Engine, CAMELOT Segment & Strategize addresses the need of an integrated, continuous segmentation and configuration approach as basis for Supply Chain Planning and Execution.”

### Challenge

Customers are facing challenges in managing complex E2E Supply Chains in an efficient and effective manner for product and resource segmentation to determine forecast, inventory and replenishment strategies

### Solution

Segment & Strategize provides extensive functionalities for a self-adapting Supply Chain with automatic segmentation as well as Machine Learning algorithms for the continuous improvement for the Supply Chain strategies and tactical parameter definition

### Outcome

CAMELOT's innovative solution Segment & Strategize with its underlying process overcomes the shortcomings of current segmentation efforts enabling a continuous supply chain segmentation

-40% changeover time reduction

-50% effort reduction within business planning using segmentation and strategy assignment

Automatic buffer calculation for DDMRP



## Business Challenge & Objectives

- „One size fits all“ does not work anymore in today's complex supply chains
  - Nevertheless, no structured differentiation of products, market, customers, etc.; basic segmentation approaches often remain one-off activity
  - Similar handling of all products, customers, etc., though different requirements and characteristics apply
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- Segmentation is a key element to tailor the supply chain to its specific requirements
  - Continuous, demand-driven segmentation of all kinds of business objects (e.g. products, markets, customers, etc.) on the basis of mutual characteristics
  - Application of custom-fitted planning processes according to the specific requirements of each segment
  - Automated segmentation and smart strategy alignment will increase value at each planning stage within the supply chain



## Project / Use Case Details

**CAMELOT's innovative solution Segment & Strategize with its underlying process overcomes the shortcomings of current segmentation efforts enabling a continuous supply chain segmentation**

- Flexible connection of various data sources
- Definition and configuration of flexible, multi-dimensional segmentations
- Allocation of strategies to defined segments
- Execution of defined segmentations according to individually defined schedule
- Automatic transfer of results (segmentation as well as allocated strategies) to connected systems

### **Available use cases (selection):**

1. Continuous renewal of DDMRP parameters based on demand driven segmentation rules
2. Smart alarm & decision support system for inventory management based on Machine Learning
3. Seamless automation of product parameterization for SAP IBP
4. Automated update of Rhythm Wheel parameterization (e.g. product-to-line allocation) based on asset and product characteristics (integrated with CAMELOT Lean Suite)
5. Definition of Logistics Flexibility Index based on predefined market and product, and supply chain characteristics



# Benefits and Outcomes

## Business / Social

Optimizing and adapting inventory target ranges (buffer) via segmentation with DDMRP

- -30% inventory reduction
- -50% stock-out reduction

Smart Alarm System for Inventory

- 3d to 7d faster reaction time
- -10% - 30% manual firefighting interventions

Rhythm wheel resource segmentation

- 40% changeover time reduction
- 60% Supply Chain demand variability reduction

## IT

- Suitable extension to all systems/processes in the value chain
- Public cloud solution: fast setup for customer instances
- Automation of data-driven decisions and parameterization in business processes based on segmentation
- Calculate new segmentation criteria using Calculation Modules

## Human Empowerment

- Automation of rule-based segmentation and strategy assignment providing focused decision support for planners
- Identification and assignment of tailored strategies to defined segments – planners able to review system proposal
- Reporting and monitoring functionality to continuously improve segmentation, strategy assignment, and parametrization

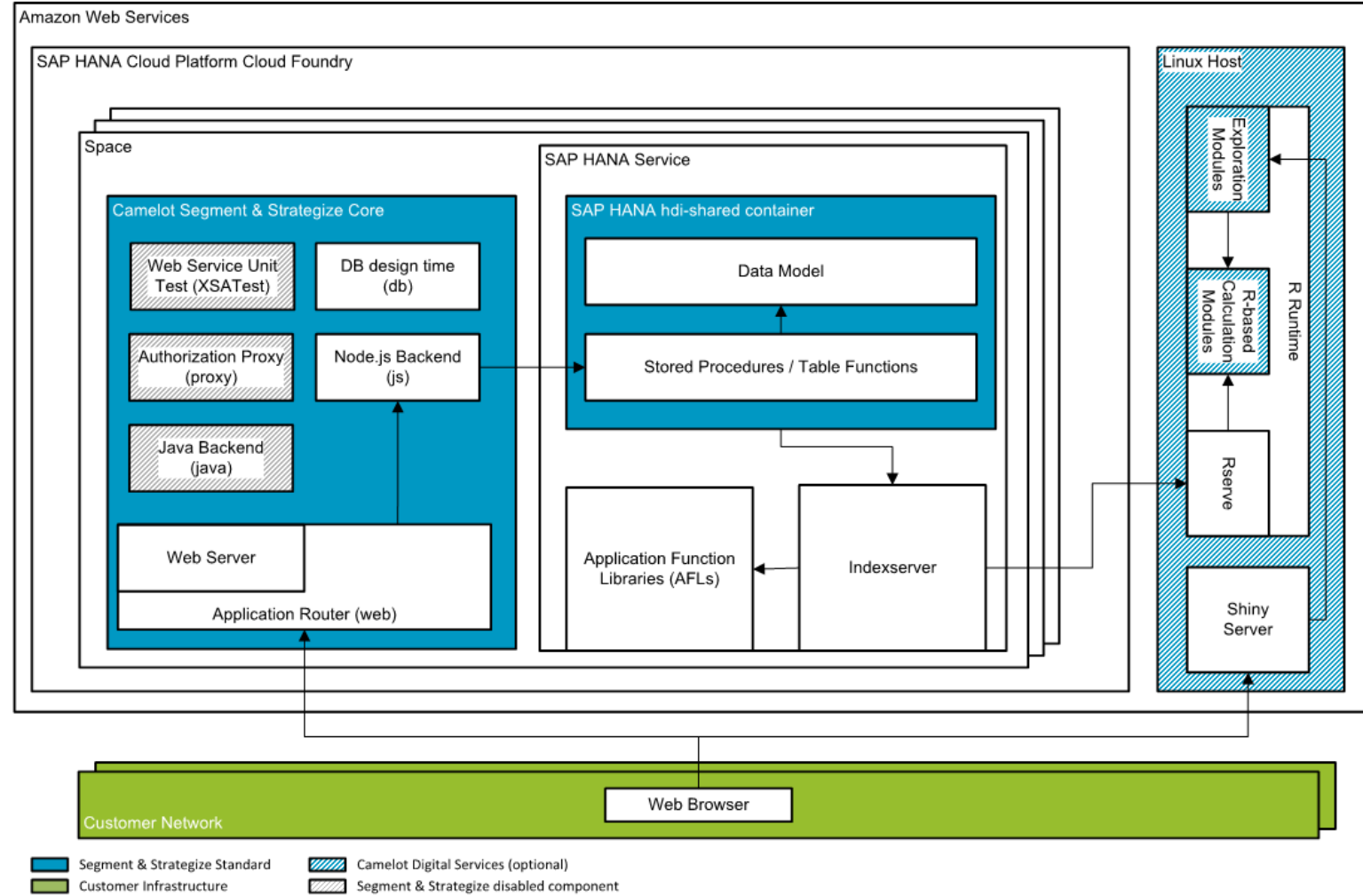




# Architecture



## Cloud Foundry Deployment Architecture





## Deployment

Date of Deployment or POC: October 2018

Number of live users: 9

### **SAP Technologies Used:**

SAP Cloud Platform

Proof of Concept

Analytics

Proof of Concept

Machine Learning

Proof of Concept

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	
2.	IoT	No	
3.	3D printing	No	
4.	Blockchain	No	
5.	API Economy / Integrate the Intelligent Enterprise	No	
6.	Cloud Native / Event Based Architectures	No	
7.	Extending the digital core with SAP CP / ABAP in SAP CP	Yes	
8.	SAP Leonardo Application ( extending SAP application, using Industry Innovation Kits or result of Design Thinking workshop)	No	



CAMELOT's long-lasting relationship with SAP for more than 20 years as innovation partner, global implementation partner and SAP customer can be described as a 360° relationship

