



SAP Innovation Awards 2019 Entry Pitch Deck

Paperless Sales: Eliminating millions of sales flow pages, accelerating sales

Daimler

Paperless Sales: Eliminating millions of sales flow pages, accelerating sales

Daimler

DAIMLER

“Quote”

With this solution, Daimler realizes the vision of seamless, paperless selling workflow – including dramatically simplified processes and, in particular, significant savings in time and money for all involved.

- Maximilian Gerlach,
Project Leader
Processes

Challenge

Daimler's sales processes used to be based on one medium: sheets of paper. Compared to the digitalization within our products, the time has come to ban the several million sheets of paper used annually. Daimler was convinced the elimination of paper would result in a dramatic acceleration of sales processes, allow our German branches to better collaborate, save enormous costs, and deliver a better experience for consumers.

Solution

Daimler created a Digital Sales File (“Digitale Verkaufsakte”) solution based on the three core elements: ‘document management’, an ‘information platform’ and ‘workflow functionality’ to deliver an online experience for our sales staff, sales management and our customers. The solution is based on key SAP technologies like SAP HANA and Fiori.

Outcome

No more paper, signatures or internal mail are required. The speed of the sales and administrative processes is accelerated due to the online and mobile capabilities provided to all involved parties.

Business Metric 1

Digitalization at its best – the removal of paper and replacement with online documents.

Business Metric 2

3 of 7 sales regions in Germany are successfully connected to the Digital Sales File with over 1,700 users.

Business Metric 3

More than 150,000 sold vehicles producing more than 6 million sheets of paper will now be processed digitally.



Company Overview

Daimler – The world's biggest manufacturer of commercial vehicles and one of the biggest producers of premium cars

Submission - Paperless Sales: Eliminating millions of sales flow pages, accelerating sales

2017



Revenues	€ 94.7 bn	€ 13.2 bn	€ 35.7 bn	€ 4.4 bn	€ 23.8 bn
Employees	142,666	25,255	79,483	18,292	13,012



Note: 2017 Revenue Group 164,330 million €, Employees: 289,321 , thereof corporate-wide functions & services 10.613



Business Challenge & Objectives

Business Challenges – Over 1,700 employees, 100 sales points, and numerous trucks were moving paper every day through the Daimler Mercedes-Benz sales process in Germany. Processing sales took too long, customers were frustrated, dealerships felt the company was operating in the prior century. The company had to do something to bring the Mercedes-Benz sales process into current times.

Project Objective – Our objective was to eliminate paper in the selling process for all vehicles (cars and trucks) sold in Germany and to gain all the benefits that accrue from such a massive change in how we work, how customers interact with us, and how we sell.



Project / Use Case Details

An outdated paper-based process for automotive sales was difficult to scale and maintain. It was far from the outstanding end-user experience our customers expect from Daimler.

Lengthy internal approval workflows and complicated change and correction processes resulted in significant delays for end-users.

We were physically shipping thousands of paper documents per month between multiple subsidiaries. This process was inefficient and costly, as well as ecologically questionable.

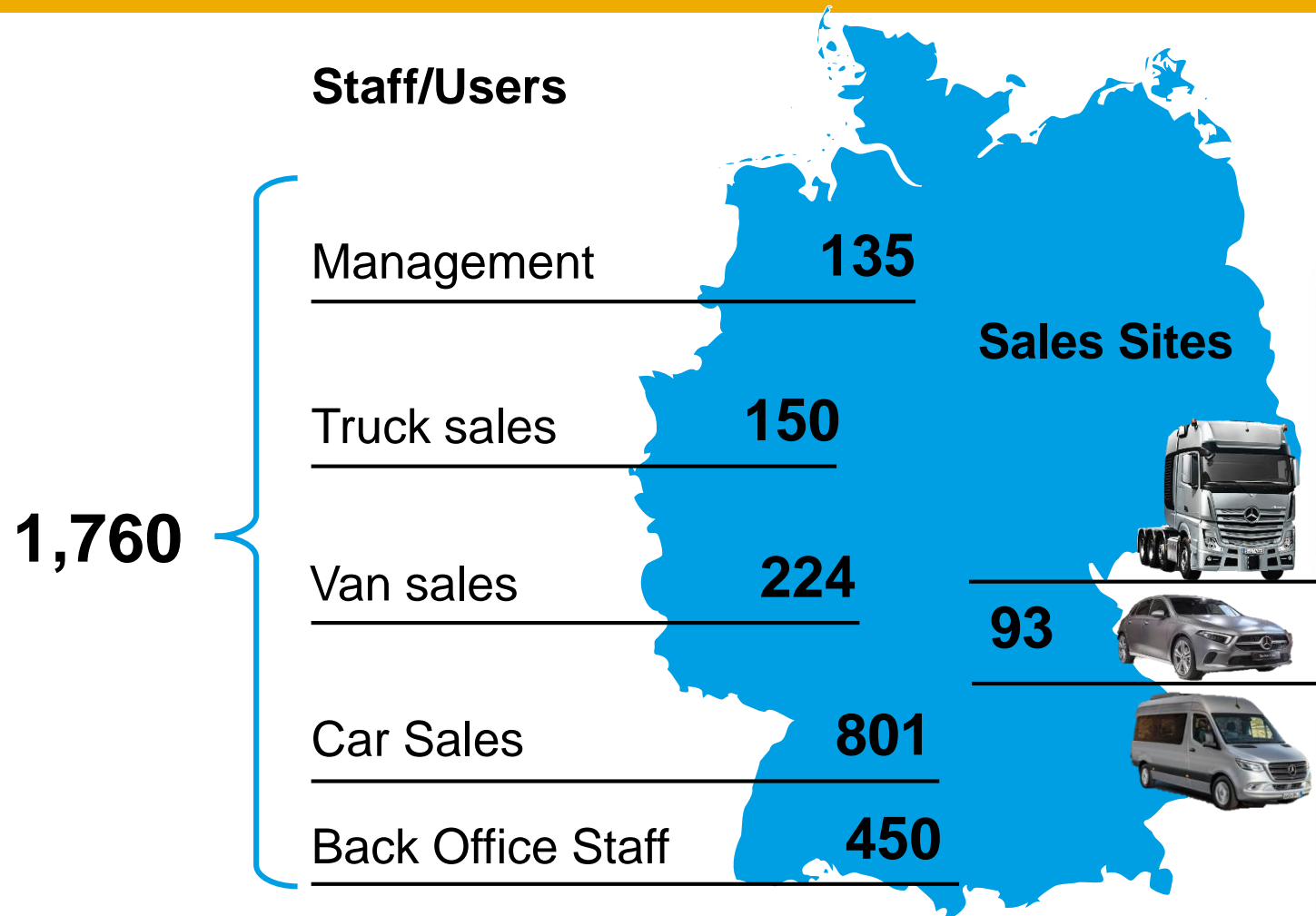
Our solution is a digital end-to-end selling experience (signatures to documents) that is much quicker and easier for users.

Simplified workflows & state-of the art SAP technology (e.g. SAP Fiori) enable real-time access to relevant data for all staff, everywhere, anytime. We redesigned complex and fragmented original processes for a digital implementation. All this pioneering work during design and implementation can now also be used as reference for upcoming customer digitalization needs.



Project / Use Case Details

Empowering Daimler employees and sales organizations across a whole country!





Benefits and Outcomes

Business / Social

Daimler saves money every year due to the costs avoided from processing and transporting massive volumes of paper every day associated with the sales process. Additionally, Daimler expects to significantly reduce errors from manual information transfer and to speed up handling of changes or corrections.

The company is also saving nearly 1,000 trees a year.

While it is difficult to quantify, we are also certain we are increasing sales with less frustration from employees and customers in the process. Sales representatives now have more time and energy to focus on customer interests with potential upsell opportunities.

IT

This project required enormous creativity and achievements from the Daimler IT team.

Without a digital predecessor, every design and implementation decision had to be crafted from scratch.

15+ external systems and interfaces had to be analyzed and, in most cases, adapted without disrupting daily operations.

We overcame additional complexity with external hardware (tablets, multi-function peripherals) plus handling sophisticated permissions.

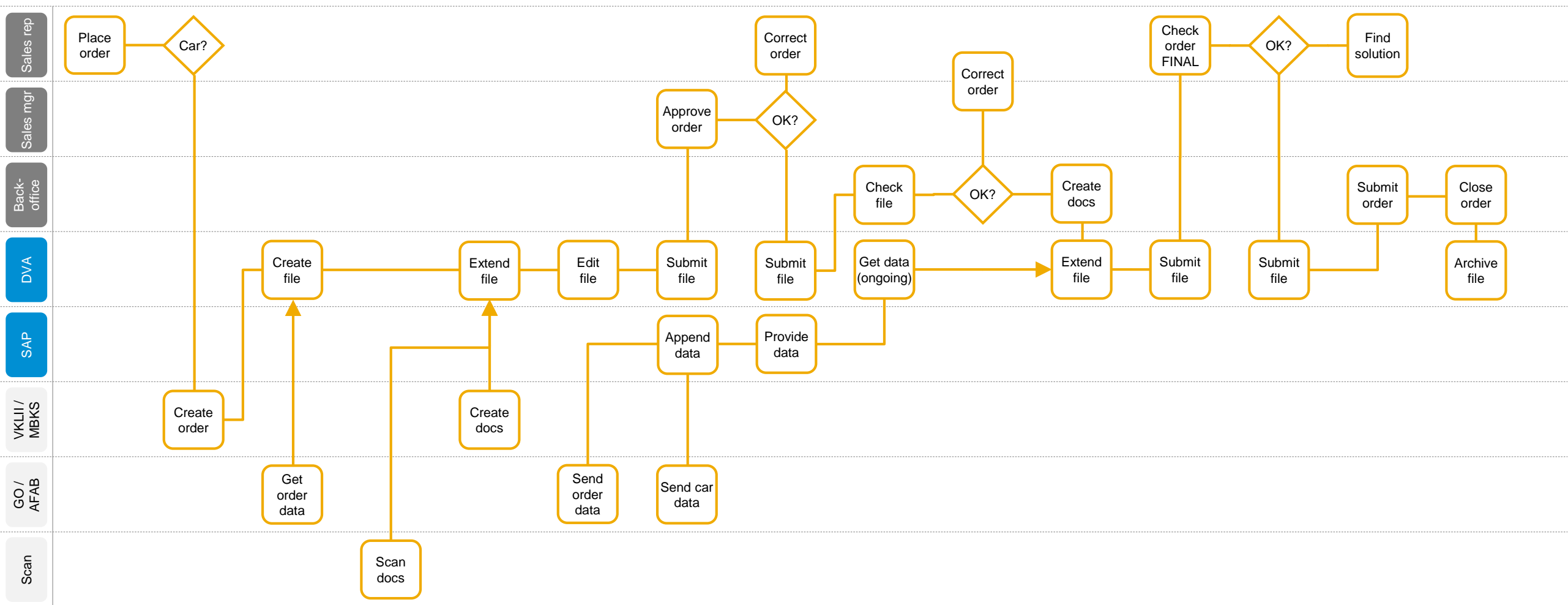
Finally, Daimler senior management expects a nearly flawless application right from the start. This was all achieved in this project.

Human Empowerment

Thousands of employees and tens of thousands of customers can now experience a new, lower stress vehicle sales process.

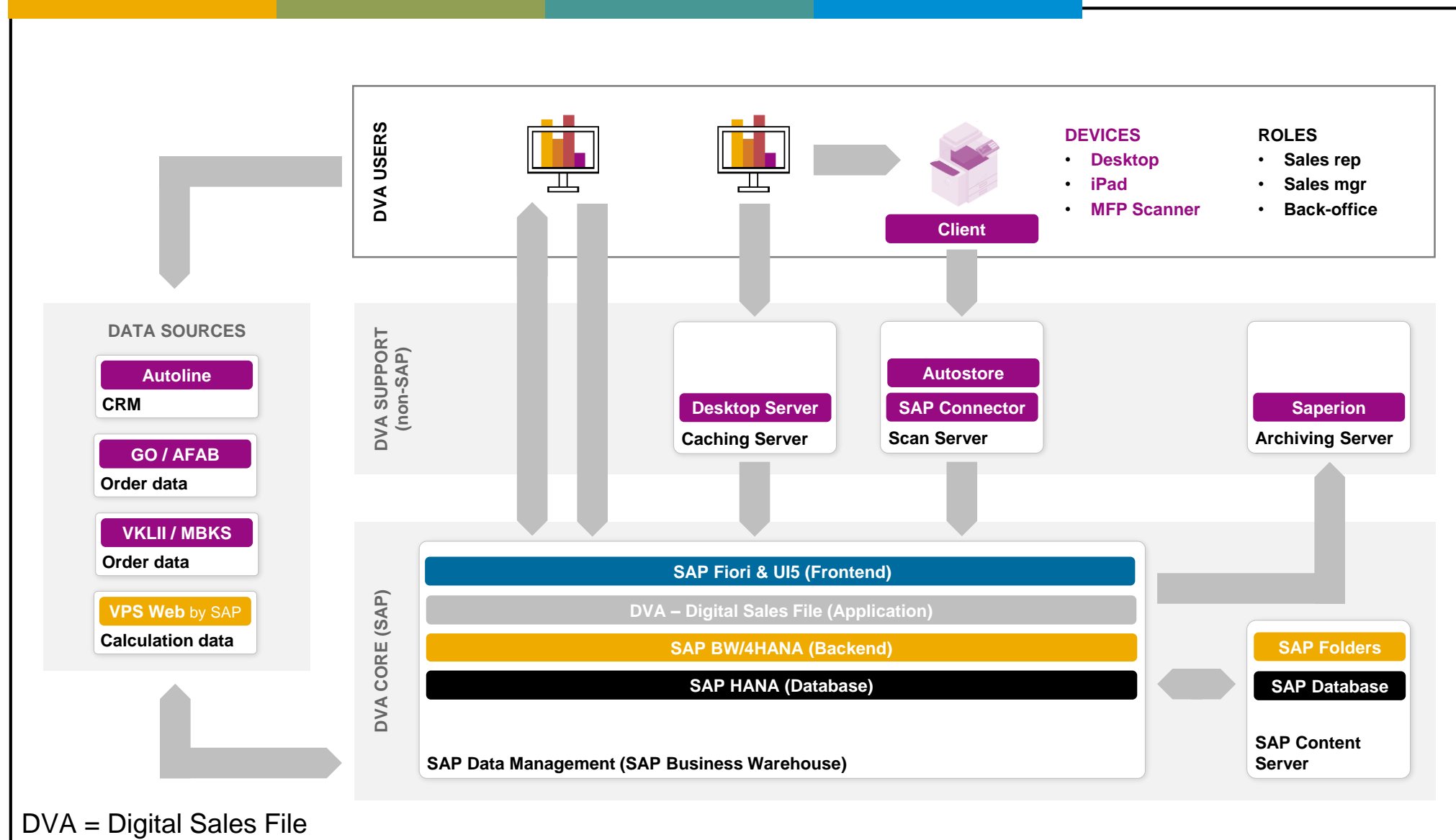
Purchase of a car or truck is among the largest financial transactions for many people. This solution transforms our corporate processes to better serve, empower, both our customers, dealers, and employees.

How it Works: High-Level Process View





Architecture





Deployment

Date of Deployment or POC: September 2018 Go Live

Number of live users: 1,700+

SAP Technologies Used:

SAP Fiori & UI5	Live
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SAP HANA	Live
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SAP Data Management	Live
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SAB Business Warehouse	Live
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Server Processor: VM: 18 cores / 192 GB

Linux Distribution: SLES 11