



SAP
Innovation
Awards 2019



SAP Innovation Awards 2019 Entry Pitch Deck

Next level of demand, supply and integrated business
planning with Demand Driven MRP for SAP IBP
Camelot ITLab GmbH

THE BEST RUN





Franz Hero SVP Supply Chain & Logistics Development at SAP
discussing Demand Driven concepts with Dr. Josef Packowski CEO
CAMELOT Group:

<https://www.youtube.com/watch?v=-15BB-R5IIE>

Camelot DDMRP for SAP IBP:

https://www.youtube.com/watch?v=LbnaA7-tF1s&list=PLM0g9a_cDmgOpQXycSK410iGDR3CyyP8O

Camelot Demand-Driven LEAN Planning Suite for SAP:

https://www.youtube.com/watch?v=1HfQkAGETMQ&list=PLM0g9a_cDmgOpQXycSK410iGDR3CyyP8O&index=4

Carol Park about Camelot's DDMRP solution:

https://www.youtube.com/watch?v=7EuCwVDZ6FM&list=PLM0g9a_cDmgOpQXycSK410iGDR3CyyP8O&index=5

Why DDMRP for SAP Integrated Business Planning:

https://www.youtube.com/watch?v=Y1pXC_TRePs&list=PLM0g9a_cDmgOpQXycSK410iGDR3CyyP8O&index=7

Insights into Demand Driven Adaptive Supply Chain Management:

<https://www.youtube.com/watch?v=iNgSe33tSYE>

Next level of demand, supply and integrated business planning with Demand Driven MRP for SAP IBP

“Quote”

“DDMRP is the first step to enable organizations to become Demand-Driven Adaptive Enterprises allowing them to adapt to the complex and volatile market conditions we see today. It combines the fundamental principles of variability and flow management with the emerging new science of complex adaptive systems (CAS) and smart digital solutions. DDMRP is the way successful businesses will work in the 21st century.”

Dr. Josef Packowski, CEO
CAMELOT Group

Challenge

Today’s complex and volatile market conditions challenge companies to act flexible and fast by thinking in new paradigms in the supply chain context

Solution

Shift of demand planning, supply planning and integrated business planning processes to the next level supported by SAP IBP as the core planning solution to improve all connected KPIs

Outcome

First SAP IBP co-innovation extending SAP IBP standards through SAP Cloud Platform
Successful project implementations
Dramatical decrease in cost and lead times as well as inventory reduction with parallel increase of service level achievements



Double digit improvement in inventory reduction

Dramatically decreasing cost and lead times

Achievement of targeted service levels

DDMRP for SAP IBP (Camelot extension) on SAP Cloud Platform is a certified solution since launch in 2018

Certified solution promoting SAP IBP and Cloud



Co-Innovated with SAP®



Co-Innovated with SAP – Final Report

Based on the initial success of Camelot extension (DDMRP for SAP IBP)

SAP & CAMELOT form a strategic development partnership to bring the solution in standard IBP



CO-INNOVATED | **CO-DEVELOPED** | CO-MARKETED

Demand-driven replenishment in SAP Integrated Business Planning

Direction update

- A new application for demand-driven MRP (DDMRP) is planned for release with SAP Integrated Business Planning 1905.
- The planned scope for DDMRP in SAP Integrated Business Planning will include steps 1 through 5 natively in a new SAP Integrated Business Planning planning area with integration into SAP ERP.
- The current SAP Integrated Business Planning for inventory features related to DDMRP will move toward the new application.
- A detailed road map for DDMRP will be introduced with the next road map update for SAP Integrated Business Planning release 1905 – scheduled in May.
- It is intended to certify this application as DDMRP-compliant with the Demand Driven Institute.

<https://www.sap.com/germany/products/roadmaps.html#pdf-asset=f21b5a93-c37c-0010-82c7-eda71af511fa&page=23>





Business Challenge & Objectives

Customers want to enhance digital supply chain capabilities to improve demand analytics and optimize stock levels

The target is to shift demand planning, supply planning and integrated business planning processes to the next level supported by SAP IBP as the core planning solution to improve all connected KPIs

- Integrated end-to-end planning approach supported by SAP-based state-of-the-art technology
- Decision basis and transformation roadmap for future rollout of concept and system support
- Ensure reduction of inventories, lead time and cost and reach expected service levels to the customer
- Increase forecast accuracy and standardize demand planning globally
- Early visibility on constraints in the supply chain with the ability to evaluate solution options and taking cost optimized decisions
- Sustainable implementation of Integrated Business Planning globally as the decision making process within the company



Benefits and Outcomes

Business / Social

- Up to 50% inventory reduction
- Dramatically decreasing cost and lead times
- Increase forecast accuracy and standardize demand planning globally
- Decision basis and transformation roadmap for future rollout of concept and system support
- Ensure reduction of inventories, lead time and cost and reach expected service levels to the customer

IT

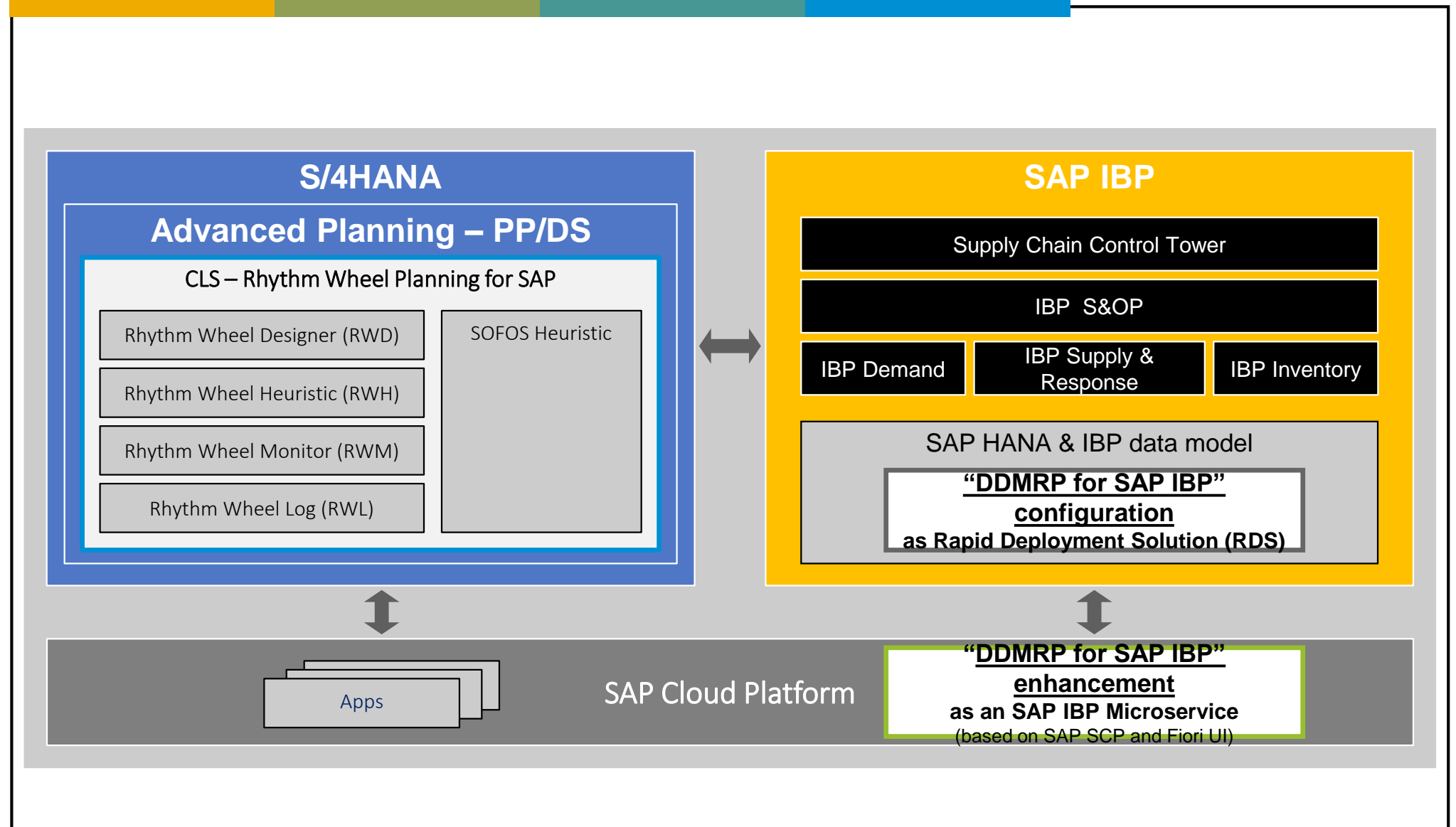
- Open and extendable infrastructure extending SAP IBP standards through SAP Cloud Platform
- Integrated end-to-end planning approach supported by SAP-based state-of-the-art technology
- Sustainable implementation of Integrated Business Planning globally as the decision making process within the company

Human Empowerment

- Early visibility on constraints in the supply chain with the ability to evaluate solution options and taking cost optimized decisions
- Achievement of targeted service levels



Architecture





Deployment

Date of Deployment or POC: February 2018

Number of live users: Different for every customer (50 – 200)

SAP Technologies Used:

| | |
|--------------------------------------|------|
| SAP IBP | LIVE |
| SAP Cloud Platform | LIVE |
| DDMRP on SAP IBP (Camelot extension) | LIVE |

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 | | |
| 3. | 3D printing | | |
| 4. | Blockchain | | |
| 5. | API Economy / Integrate the Intelligent Enterprise | | |
| 6. | Cloud Native / Event Based Architectures | Yes | |
| 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) | | |

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

