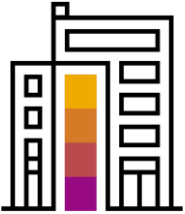




SAP® Innovation Awards 2020 Entry Pitch Deck

Transparent & Sustainable Food, strong Brands with SAP Blockchain & IoT
sine qua non GmbH



Company Information

Headquarters	Germany
Industry	Information Technology
Web site	www.yoy.cool

- sine qua non develops relevant solutions in the SAP Intelligent Enterprise Framework, utilizes SAP-Technology to ensure the Educated Consumer, Animal Welfare & honest Food Supply for the World.
- With YoY®-Digital Food transparency Label & Consumer Touchpoint, we establish a new dimension on how brand-owners in F&B-industry and retail can market their products and build stronger brands. Around a farm2fork traceability core, YoY® draws a Digital Twin of the entire genesis of a food product, thus engaging with the consumer at the most important touchpoints of the customer journey. YoY® builds on technologies such as Blockchain, IoT and AI.

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Dr. Ralph P. Moog - CEO

Challenge

Food consumers demand for transparency, food safety, sustainability & animal welfare. They prefer brands they can trust in. So far, food labels or advertisement statements are just promises. What if the brand-owners that take responsibility for the entire value chain –from farm to fork- had the means to proof they have a honest and superior food product? What if there were a means to boost UX and engage with end-consumer?

Solution

YoY® , the Digital Food Label & Consumer Touch-Point on an IoT-based farm to fork traceability platform, tracks and captures data along the entire value chain via IoT (real time from livestock or field, machine data, vehicles, etc) , from SAP-digital core and 3rd-party systems and presents it to the consumer in order to deliver transparency, excitement and consumer engagement.

Outcome

An already high-end food product can be delivered to an eventually educated consumer. The brand gains trust and value. Valuable and safe food products as well as well treated live stock animals will become the new currency in the market. Now, there is a digital tool to engage the consumer at the most important touchpoints along the customer journey: Point-of-Sale & Point-of-Consumption.



25%

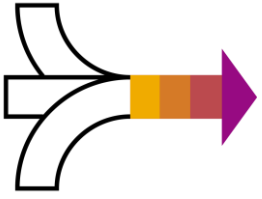
By lifting the perceived value of the product, margins could be raised by 25%

150%

Improved brand-awareness and -loyalty will lead to 150% higher sales

200%

Increased consumer engagement by 200%



Business Challenges and Objectives

Today`s consumers are demanding for frank and transparent information about the origin and processing of their food. On the other hand, companies that stand out and take responsibility for the entire food value chain have only limited chances to build a direct communication channel and engage the consumer. Advertisement statements and common food labels still remain mere promises - what is needed now: Delivering a proof to the customer. Complying with the increasing food regulations is a growing challenge. UX is the new currency in marketing and engaging with consumers directly - even as a manufacturer - is absolutely compulsory.

The narrative: “Trust is earned in drops, but lost in buckets” is no longer true. The brand owner wanted to valorize product and brand with trust and transparency, while protecting the brand against any damage by possible disaster. Plus, the intention was to engage with the end consumer directly and deliver an outstanding user experience right at the most important touch-points. In essence: Valorize the product, gain brand faith, protect brand, improve customer binding, deliver outstanding user experience. But not least important for all of us is the purpose: honest food, educated consumer, respected livestock, sustainability.





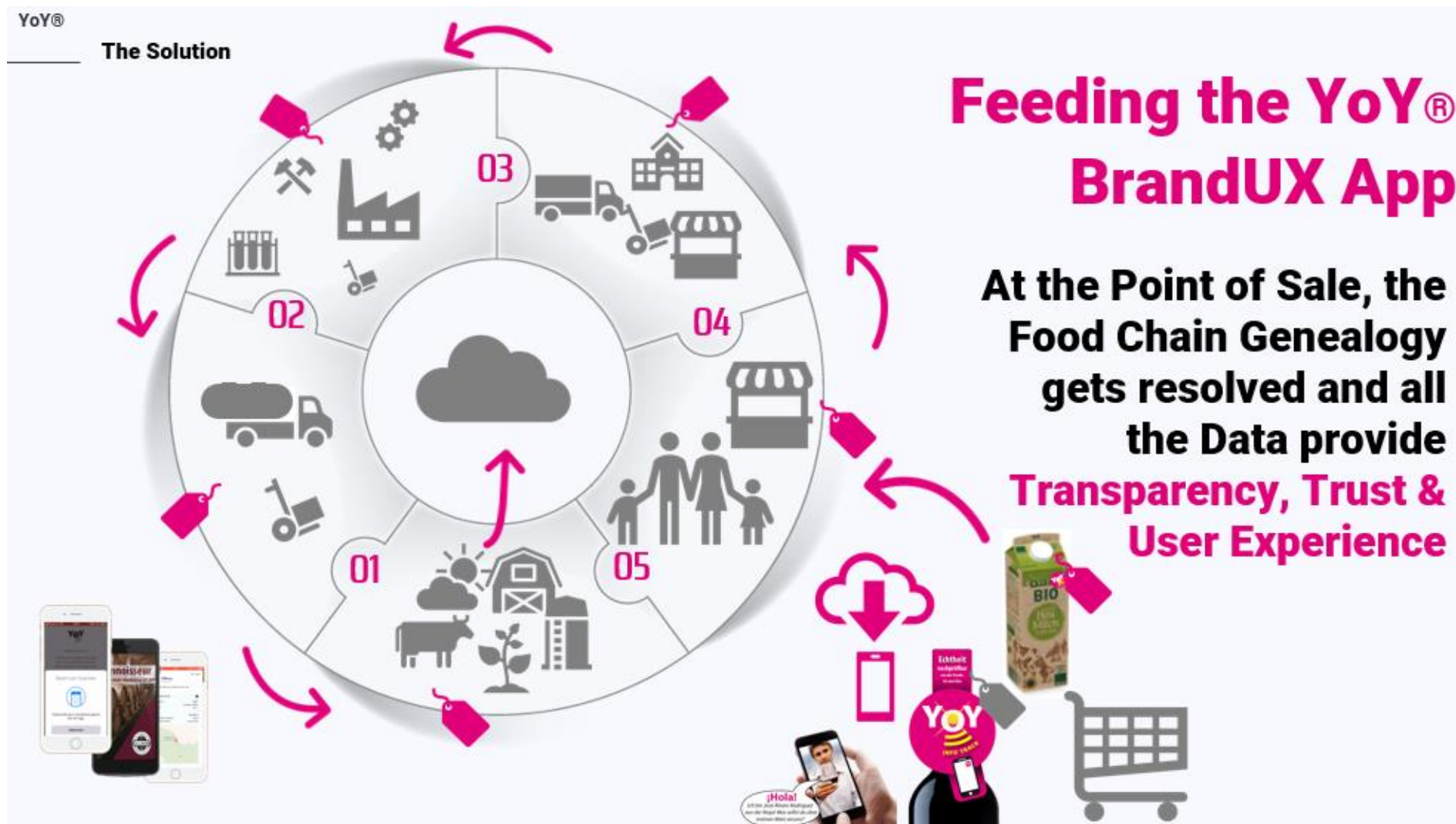
Project or Use Case Details

Along the entire value chain from Farm (down to livestock or field) to Fork, batches are tagged & data from IoT-sensors, ERP & 3rd party-systems is captured. As a result, a Digital Twin of the entire food manufacturing and supply chain is drawn. With this information we feed the YoY® BrandUX App which the consumer can use at the most important touch points of the user experience: Point-of-Sale & Point-of-Consumption. The app does not only deliver transparency, trust as well as user experience to the hereby educated consumer, it also provides a tool for any digital marketing initiative. The corresponding back-end applications of the YoY®-Platform build the foundation to:

- Secure Safety & Quality of Manufacturing and Logistic Processes along the entire Value Chain
- Monitor pre-Stage-Suppliers
- Apply Technologies such as Artificial Intelligence to
 - - Product Development
 - - Human centered robotic Process Automation
 - - Operations Research
 - - Efficient Disaster Management
- Comply with Food Safety Legislation

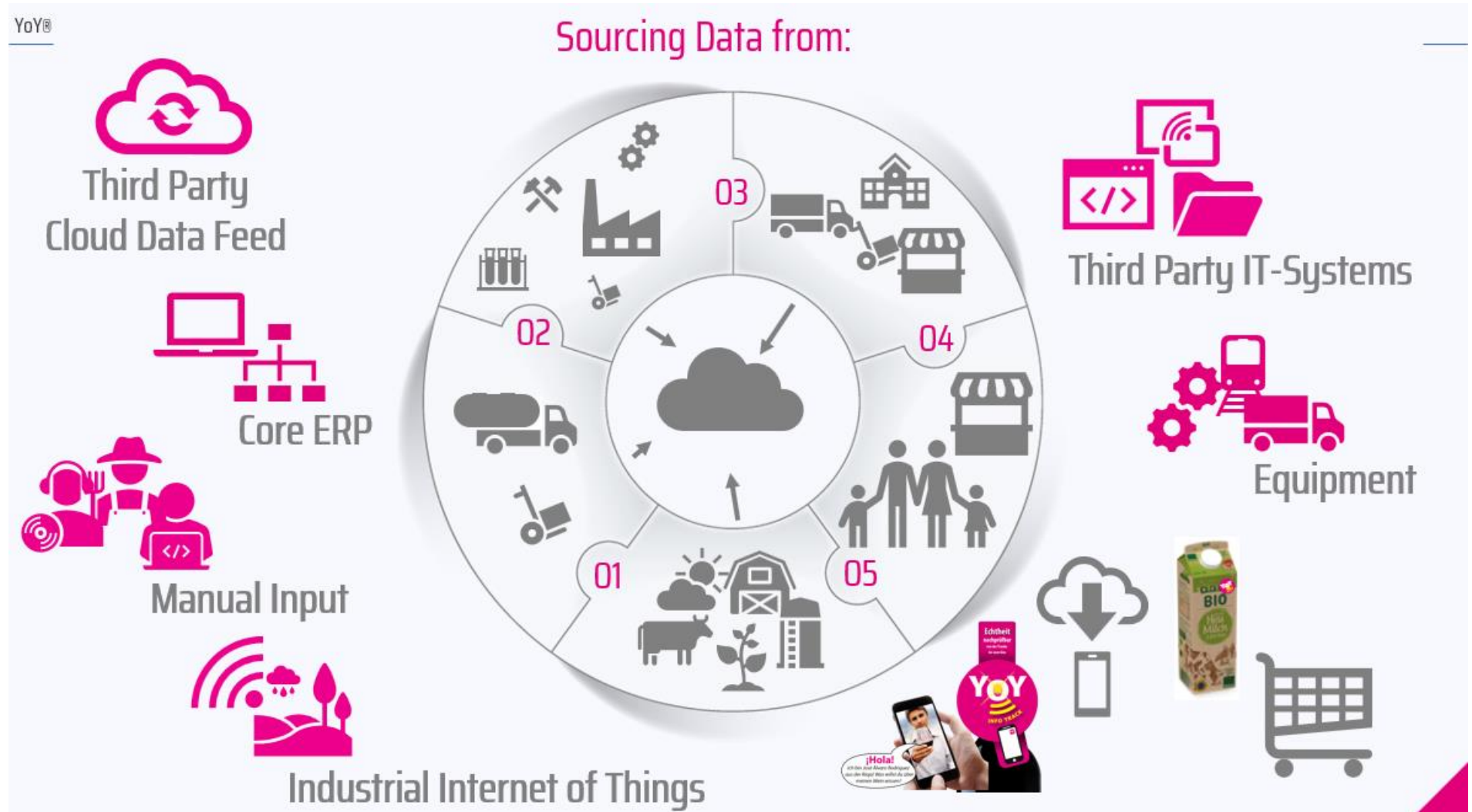


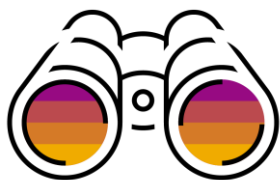
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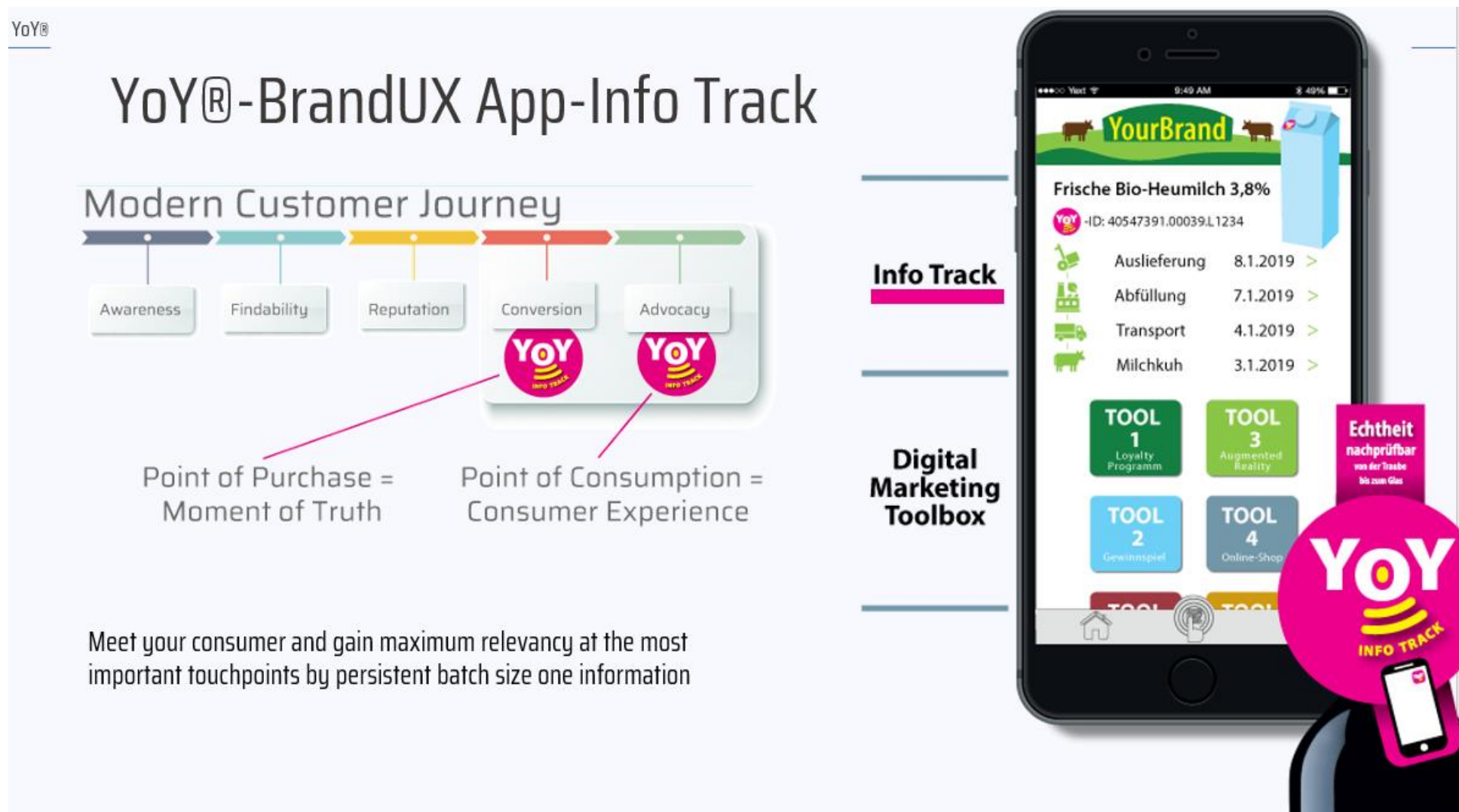


Project or Use Case Details



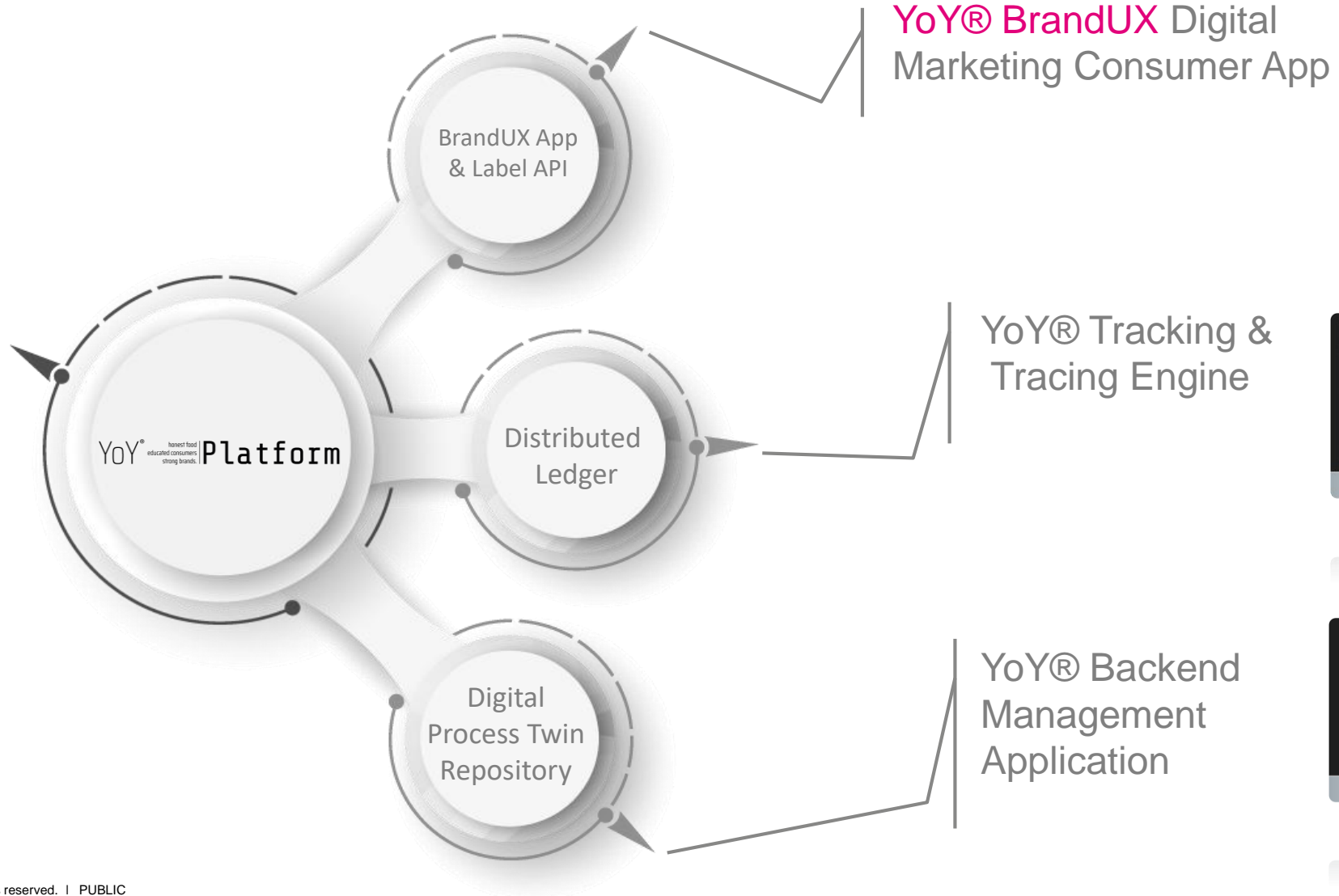


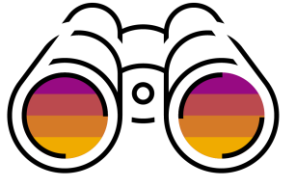
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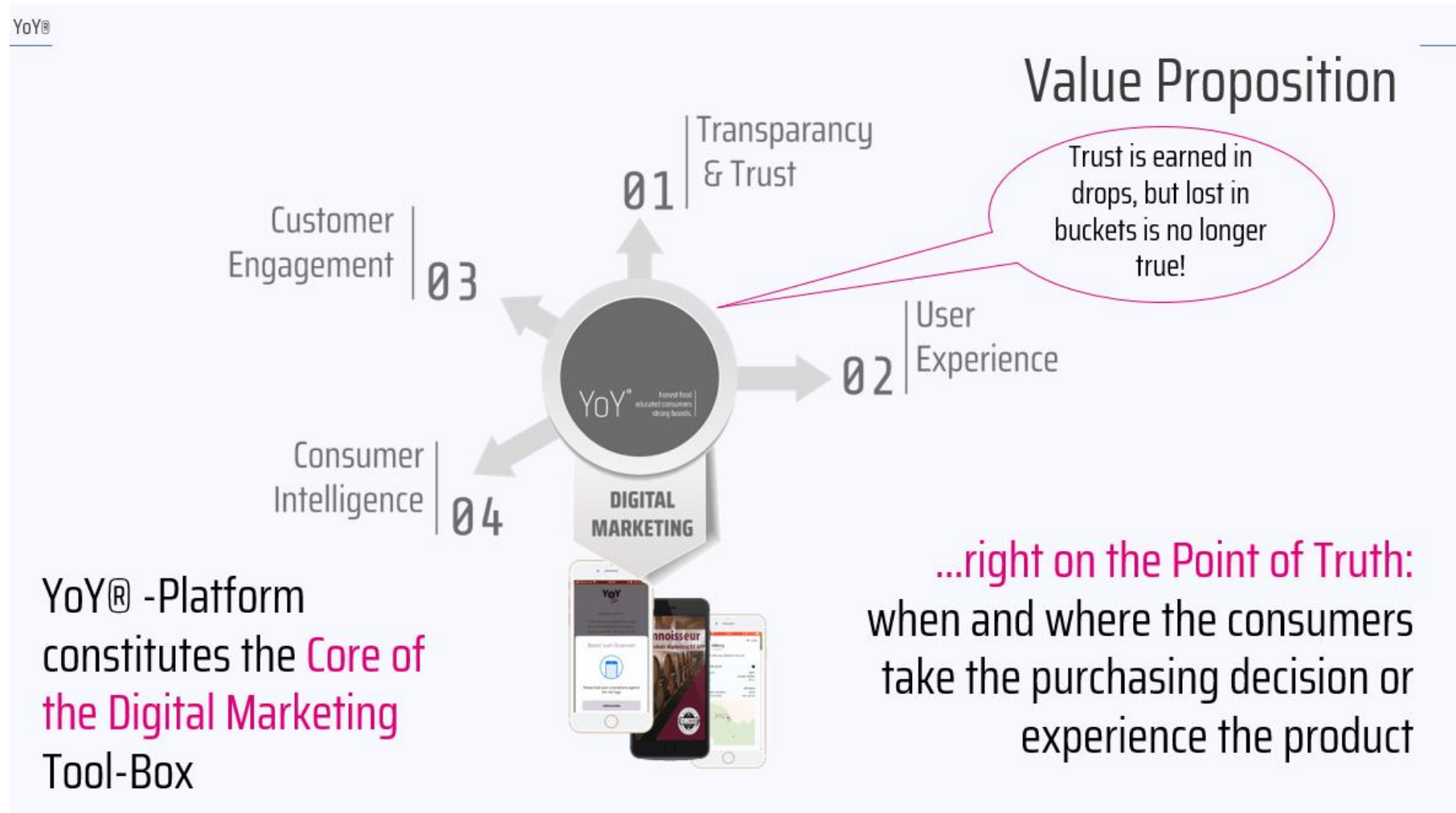


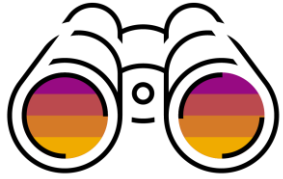
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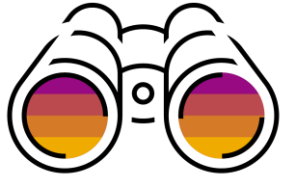
Project or Use Case Details





Project or Use Case Details





Project or Use Case Details





Benefits and Outcomes

Business or Social

Now, you do no longer depend on mere promises! Any food provider can establish a proof for the entire food value chain - much better than any regulation forced onto the manufacturers. Be transparent, be honest, produce sustainable, respect the dignity of livestock, deliver safe food.

Brand owners will realize higher margins, boosted sales and a valorized brand

IT

As batch tracking and tracing along the entire value chain is the foundation and any data from several sources is captured. There is a Digital Twin of the entire supply chain which can be used for any other purpose such as operations research & continuous improvement, product development, preventive maintenance, quality assurance, etc., and to apply latest technologies such as AI/ML, Human centered robotic Process Automation.

Human Empowerment

By growing success of the YoY-platform, pressure will emerge on any food producer to empower the food consumer to decide for the right product.

Probably much more than any legislation, market forces will provide for

Honest Food

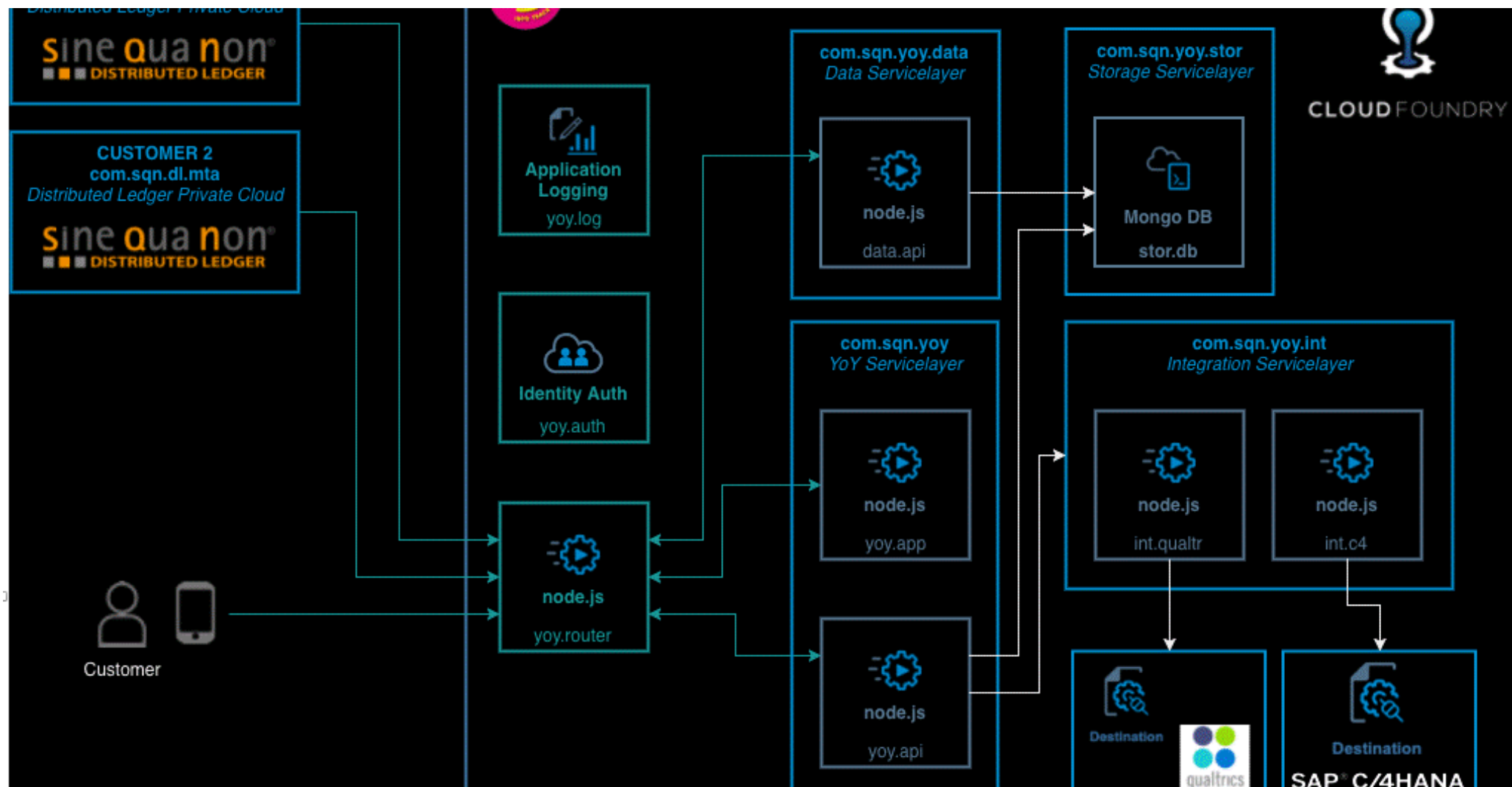
Educated Consumer

Animal Welfare

Sustainable Planet

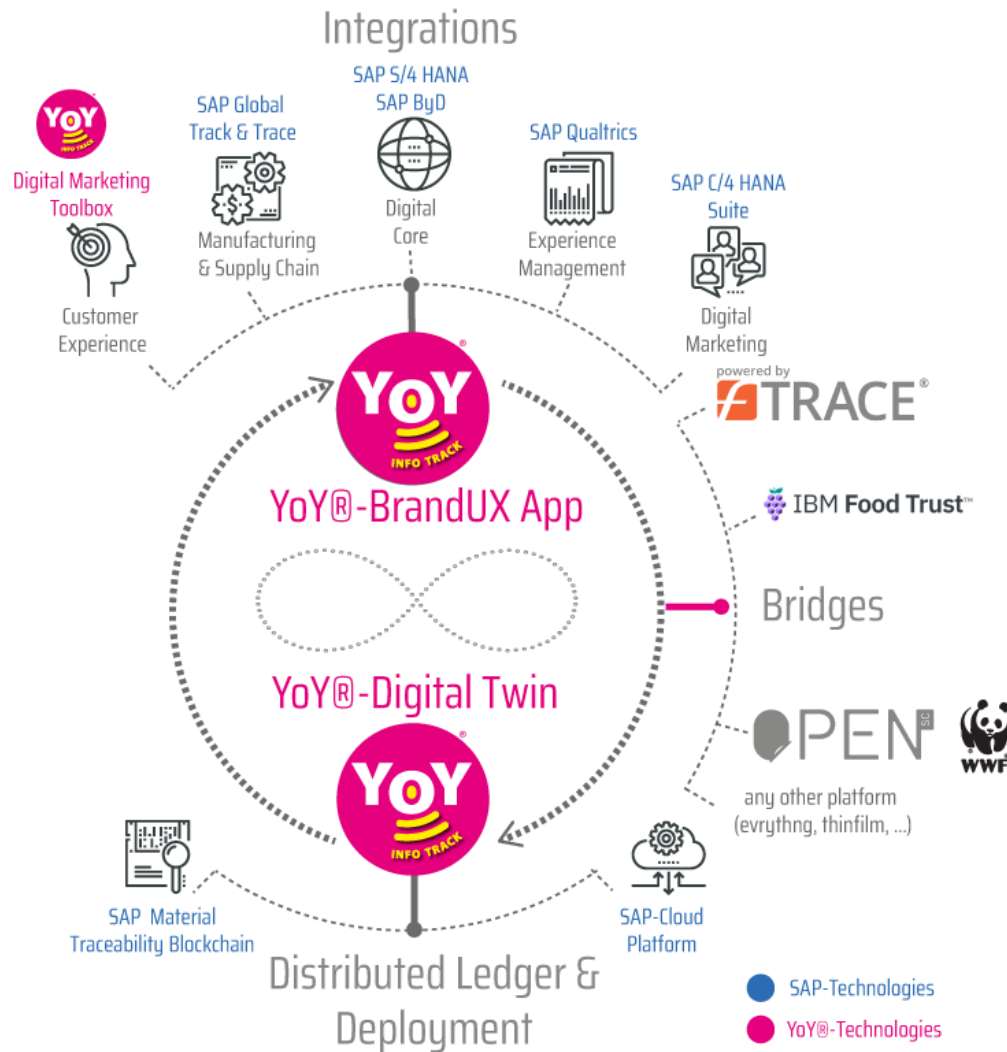


Architecture





Architecture



The YoY®-Platform has been awarded as

**SAP Intelligent Enterprise
Qualified Partner-Package**



Deployment

Deployment status Live

Date September 28, 2019 Number of users NA

SAP® technologies used:

	SAP product	Deployment status (live or proof of concept [POC])	Contribution to project
1	SAP Cloud Platform	Live	Development & Runtime-Environment
2	SAP Leonardo IoT	Live	Collect live process data
3	SAP Hyperledger	POC	Collect 3 rd party data
4	SAP Conversational AI	POC	User engagement ai-bot

5

If you have used one of SAP's services or support offerings from SAP Digital Business Services during the implementation or deployment phase, please select with ☒ one or more of the following offerings:

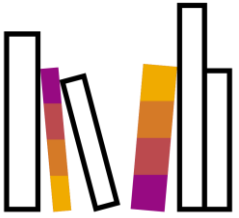
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|--|---|--|
| <input type="checkbox"/> SAP MaxAttention™ services | <input type="checkbox"/> SAP ActiveAttention offerings | <input type="checkbox"/> SAP Advanced Deployment service |
| <input type="checkbox"/> SAP Value Assurance program | <input type="checkbox"/> SAP Model Company service | <input type="checkbox"/> Others: |
| <input type="checkbox"/> SAP Innovation Services portfolio | <input type="checkbox"/> SAP Innovative Business Solutions organization | |



Advanced Technologies

The following **advanced technologies** were part of the project.

	Technology or use case	Yes or No	Contribution to project
1	3D printing	No	
2	Blockchain	Yes	
3	Internet of Things (IoT)	Yes	
4	Machine learning or AI	No	
5	Conversational AI	Yes	
6	Robotic process automation	No	
7	Data anonymization	No	
8	Augmented analytics	No	



Additional Information

- Solution has been awarded as first Intelligent Enterprise Certified Solution in Germany
- Find more information on www.yoy.cool