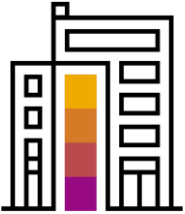




# SAP® Innovation Awards 2020 Entry Pitch Deck

From Metal Works to Platform Business - Intermediate Bulk Container (IBC)  
Become Smart

Schaefer Werke / VIZUU



## Company Information

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<b>Headquarters</b>	Neunkirchen, Germany
<b>Industry</b>	Manufacturing
<b>Web site</b>	<a href="http://www.schaefer-werke.de">www.schaefer-werke.de</a> ( <a href="http://www.vizuu.io">www.vizuu.io</a> )

VIZUU, a Schaefer Company, delivers a digital cockpit for industrial containers (IBC) that creates real-time transparency for the entire logistics chain. With VIZUU you are permanently informed about all relevant conditions - from the filling level to the exact location of your load carrier. Experience maximum security in your enterprise resource planning and benefit from automated quality monitoring of your products.

VIZUU equips IBCs with data loggers that permanently collect data about physical location, inner pressure, temperature, filling level and many more. Based on this real time data VIZUU's customers are able to optimize their supply chain, intralogistics processes and replenishment planning. VIZUU transforms Schaefer's traditional business of selling and leasing IBCs to a data driven business model that adds value for VIZUU's customers.

VIZUU software complies with the SAP standard and offers interfaces to all common ERP systems.

# From Metal Works to Platform Business – IBCs become smart

Schaefer Group / VIZUU



**VIZUU allows us to open up new markets for SCHAEFER Group with a perfect interaction between the “old” and “new” world.**

**Both VIZUU and the traditional IBC-business increase because customer understand the benefit and recognize SCHAEFER from a different point of view.**

**Michael Wehler**

## Challenge

Develop a data driven business model that helps customers to better monitor and organize their supply chain for stainless steel IBCs containing heatable, aseptic, or hazardous goods, ion exchange units or bespoke special containers.

## Solution

Provide a scalable platform that provides real time information on the status of individual containers such as location, filling level, inner pressure and many more. The collected data has to be available for both IBC owners for their containers, customers of IBC owners for IBCs at their location.

## Outcome

The outcome of the project is VIZUU an intelligent data platform providing B2B and B2B2B data services based on a subscription model that can be sold to both direct and indirect customers.



**10%** Reduction of IBC Working Capital

**20%** Increase of IBC Turnover Ratio

**10%** Reduction of claim costs



## Participating Partner Information



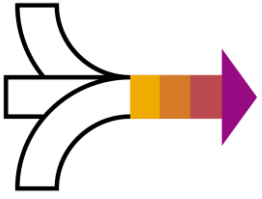
**IBsolution GmbH**

**Implementation Partner**



Great teamwork with all parties involved and people who always believed in the idea and the opportunities were key for our success. That's where IBsolution came into play. The company and its employees supported us with excellent skills in all areas of SAP technology and their willingness to succeed.

Michael Wehler

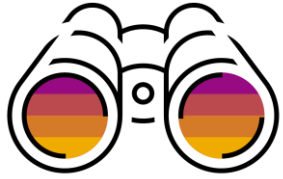


## Business Challenges and Objectives

IBCs are long lasting products that are sold or leased to companies that transport or process liquids, unfishished goods, chemicals or others. In most of the cases those suppliers have a lack of transparency about what happens to the containers and the environmental conditions they are exposed to. That's why SCHAEFER Group was looking for a complementary solution addressing the challenges these suppliers were facing.

VIZUU was born. A platform that provides SCHAEFER's customers with reports and data that's collected by sensors placed in the lid of an IBC.

- Enhancement of traditional business: digitalization and data usage offer new opportunities
- Definition of new business model (at project start unique solution in our "IBC niche industry")
- Core of the future business model: software/platform (datalogger = enabler)
- Important: our solution is an "easy to understand" B2B IoT solution
- Infrastructural backbone of our solution is the SAP Leonardo IoT stack



# Project or Use Case Details

## ■ Steps

- Definition of solution concept (not just asking what we can improve?)
- Give customers “ideas” and start discussions
- Understanding of processes
- First definition of reasonable and scalable business models
- Creation of first hardware- and software roadmap

## ■ “Hardware” / Sensor Technology

- Visit customers and explain the “idea”
- Evaluation of feedback & prioritization of real customer pain points
- Searching for right development partner for sensor technology – detailed selection process
- Definition and manufacturing of the “hardware-solution”
- Continuous customer feedback

## ■ “Software”/Platform

- Searching for best development partner for software/platform
- Creation of detailed software blueprint
- Decision: Leonardo IoT-Stack and IBsolution as development partner
- Continuous customer feedback

## ■ Organization

- Searching for the best team
- Set up of future core competency



# Benefits and Outcomes

## Business or Social

For VIZUU's customers

- Increased transparency throughout the entire supply chain
- More efficiency in fleet management
- Process excellence
- Optimized forecasting
- Seamless documentation
- Reduced working capital
- Better replenishment planning

for VIZUU and SCHAEFER Group

- additional business and revenue stream
- higher customer retention

## IT

Automated collection of sensor data by SAP Leonardo IoT Services, giving insights about the current state of industrial containers and its content

- Inside the container: Filling level, surface temperature, humidity, pressure, ambient light
- Outside the container: Physical position, acceleration, temperature, humidity, pressure, ambient light

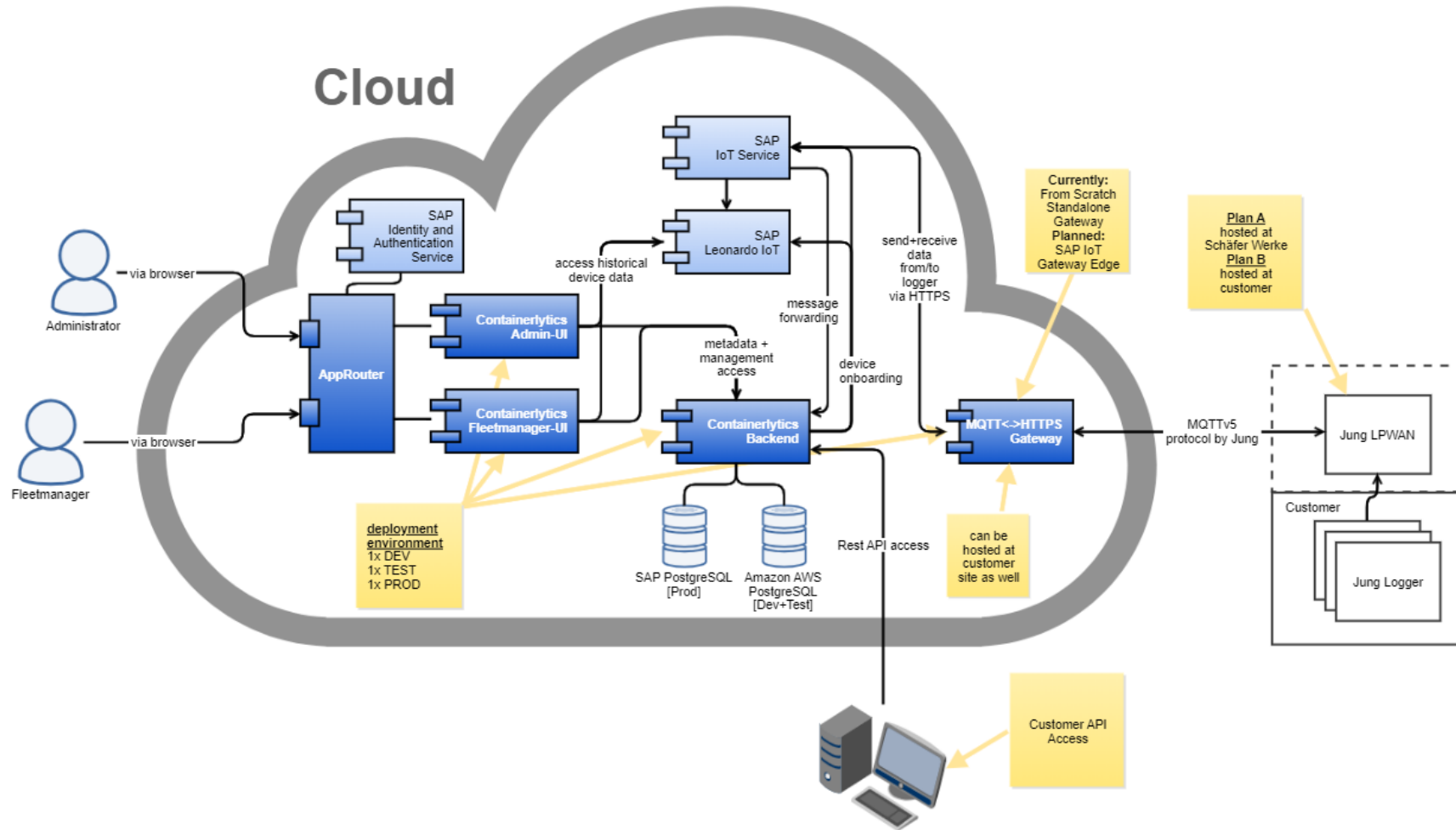
Presentation of user specific reports through portal solution. Access management via SAP Identity and Authentication Service

## Human Empowerment

- Increased knowledge about available assets
- Reduced effort for replenishment planning
- Easier access to important information about the current state e.g. of hazards or other critical goods



# Architecture







# Deployment

**Deployment status** Live

**Date** 31.01.2019

**Number of users** 30

## SAP technologies used:

	SAP product	Deployment status (live or proof of concept [POC])	Contribution to project
1	SAP Leonardo IoT	Live	IoT Data Storage
2	Identity Authentication	Live	Authentication Service
3	SAP Cloud Platform Internet of Things	Live	IoT Device Management
4	SAP Cloud Platform – Cloud Foundry	Live	Application platform to provide backend services & monitoring

5

If you have used one of the 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:

☐ SAP MaxAttention™

☐ SAP ActiveAttention™

☐ SAP Advanced Deployment

☐ SAP Value Assurance

☐ SAP Model Company

☐ Others:

☐ SAP Innovation Services

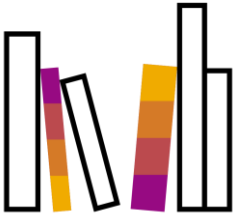
☐ SAP Innovative Business Solutions



# 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	no	
3	Internet of Things (IoT)	no	
4	Machine learning or AI	planned	Automatic Ordering
5	Conversational AI	no	
6	Robotic process automation	no	
7	Data anonymization	no	
8	Augmented analytics	no	



## Additional Information

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- <https://konzept-pr.de/schaefer-werke-gruppe-gruendet-vizuu-gmbh/>
- <https://www.schaefer-werke.de/de/newsroom/detail/partnerschaft-mit-sap>
- <https://www.it-zoom.de/dv-dialog/e/sap-schart-iot-partner-um-sich-23922/>
- <https://www.neue-verpackung.de/65147/schaefer-werke-gruendet-start-up-vizuu-fuer-smarte-ibc/>
- <https://www.bigdata-insider.de/lieferkette-40-wenn-container-ihren-status-funken-a-870486/>
- <https://www.vizuu.io/2019/08/20/vom-stahlverarbeiter-zum-prozessoptimierer/>