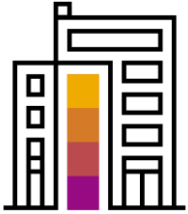




SAP® Innovation Awards 2020 Entry Pitch Deck

Pioneer on European roads with SAP Transportation Management and S/4HANA

Waberer's International Nyrt.



Company Information

Headquarters	Budapest, Hungary
Industry	Transportation
Web site	www.waberers.com

Waberer's International Nyrt. (Waberer's) is the leader owned vehicle operator in international full truckload (FTL) transportation in Europe and market leader in Hungary in the field of domestic freight and complex logistics services. The Company's activities cover long-haul international transport of standard pallet goods, domestic transport, storage and distribution of dry and refrigerated goods, as well as international brokerage.

Waberer's fleet of over 4300 truck-trailers, of an average age of approximately two years, completed some 500 million kilometers in 2018. Waberer's serves a diverse customer base across 28 countries in Europe with more than 8000 employees.

Waberer's started technology changes in 2013 with implementation of optimization engines and basic usage of IoT (telemetric sensor data). SAP S/4HANA implementation started in 2016 as one of pioneers in Hungary and in CEE. Consciously IoT (sensor data) usage stepped a level higher with IoT data warehouse, BI and ML capabilities in 2018. SAP S/4HANA roll-out continued for subsidiaries in 2018. After 2 year-long project the most complex IT implementation in company history ended in April 2019.

Pioneer on European roads with SAP

Waberer's International Nyrt.



This was really a joint product development project as previously SAP promised us. Waberer's provided road transportation specialties which were missing from the system, and SAP provided build-in logic and in case of other companies already well-tried processes and functions.

The result is the first successful SAP Transportation Management & SAP S/4HANA implementation in Europe in road transportation segment.

Challenge

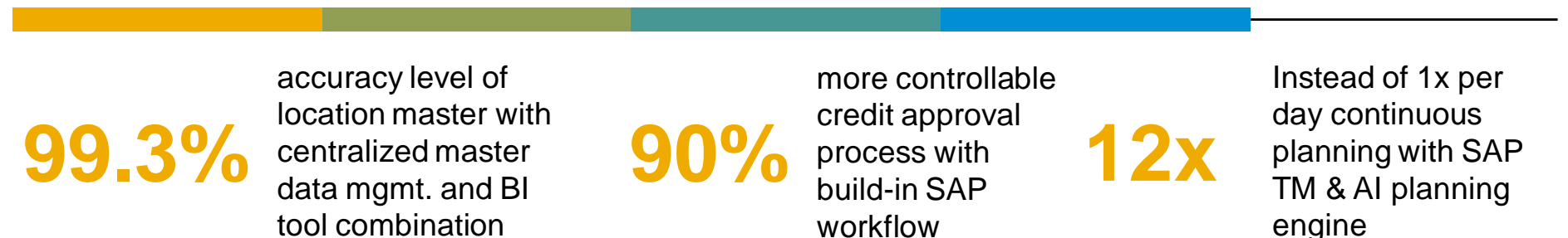
The technology outdated, since 12 years internally developed transportation system hindered the company growth. Waberer's wanted to use the already implemented SAP S/4HANA non-used but available functions. Expectations were integrating in wider scope IoT (sensor) data and combining transportation transaction data and sensor data and utilizing data treasure.

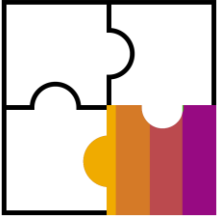
Solution

One SAP system was not able to cover all functions of previous transportation system. The solution was system integration where all SAP system components could provide the best capabilities to the solution. During the project many external (non-SAP) systems were integrated into the SAP systems.

Outcome

After 2 year-long project with 6+2 SAP systems implementation and more than dozen non-SAP system integration Waberer's is using the solution in productive way. The goal was achieved as all previous function were covered with the new system and more. Current system has wider functionality.





Participating Partner Information



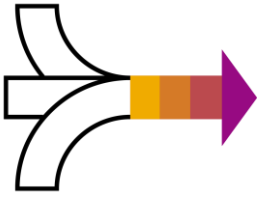
SAP Hungary

Implementation Partner



Based on the success of SAP Quality Award winning S/4 ERP implementation and following Waberer's renewed IT strategy, we were proud to participate in this integrated core transportation management implementation based on SAP industry solution components. As a result of the project the company now has a fully integrated SAP backbone, ready for further development and innovations, serving the International transportation business. Thanks to the exemplary cooperation with Waberer's professionals this is first full SAP Transportation Management implementation in European road transportation segment.





Business Challenges and Objectives

Waberer's was on ongoing growing path. Number of trucks increased from 1200 trucks to 4800 trucks between 2008 and 2016. The in-house developed transportation system contained all transportation and Waberer's specific functions but was outdated from technology and database structure point of view. Transportation system was available only in Hungarian language. These aspects hindered Waberer's in additional international growth.

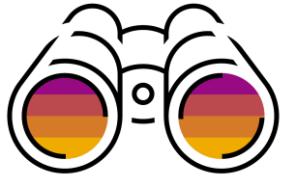
IT strategy decision was made that instead of new tailor-made system development a "pre-configured" and on the market already available IT software will be purchased. Result of many year long seeking process was a decision that the integration of different SAP systems could be the solution.

The project scope was not cut able neither from functional nor geographically point of view therefore one "big-bang" go-live was expected. Waterfall and agile project methodological phases were mixture during the project.

Transportation planning and routing optimization takes place in external systems therefore real-time integration was key factor. Similar the fast and almost real-time data flow was required as many customer specific solution were built on transportation system. The proper interface technology selection and implementation was critical factor.

As the project goal was a business critical system replacement therefore extra long testing, parallel run and end-user examination project phases had to insert project duration.





Project or Use Case Details

As a result of the 2 year long project S/4HANA, SAP TM, SAP EM, SAP C/4HANA, SCP, SAP BW/4HANA systems were implemented and integrated. The most important external systems were integrated as well: telematics system which provides sensor data, transportation AI planning engine and routing optimization engines which are in the cloud.

There were prototype system settings made during classical Business Blueprint phase proofing and validating the goodness of the functional and technology approaches.

Testing and fine-tuning followed an agile (business scenario based) approach. During the project SAP SolutionManager 7.2 was implemented and the new (business process based) testing methodology was used.

8 weeks long parallel operation phase (in productive hardware environment) simulated the real life with contribution of 65 key users covered all affected functional areas and special business cases.

We believed approx. 700 end-users will hate to read long, boring, Word based user manuals therefore we implemented SAP Enable Now (SEN). With help of SEN we created approx. 450 tutorial videos about system usage. This videos were used during end-user training and nowadays in newcomer training as well.



Benefits and Outcomes

Business or Social

Strict and structured processes
– data quality awareness on
end-user level

Central master data handling –
effect on master data quality

Human work reduction at order
creation with Transporeon
integration to SAP TM

Better analysis of IoT data and
individual events

Real-time information to
customers

IT

SAP middleware usage (SAP
Process Orchestration)

Advanced system monitoring
tool (SAP SolutionManager)

HANA CDS view creation

Better IT operation efficiency –
smaller application operation
staff for a more complex system

Reduced number of helpdesk
ticket – with help of dedicated
key users on-site

Cloud solutions (SCP,
C/4HANA) – less local IT
maintenance

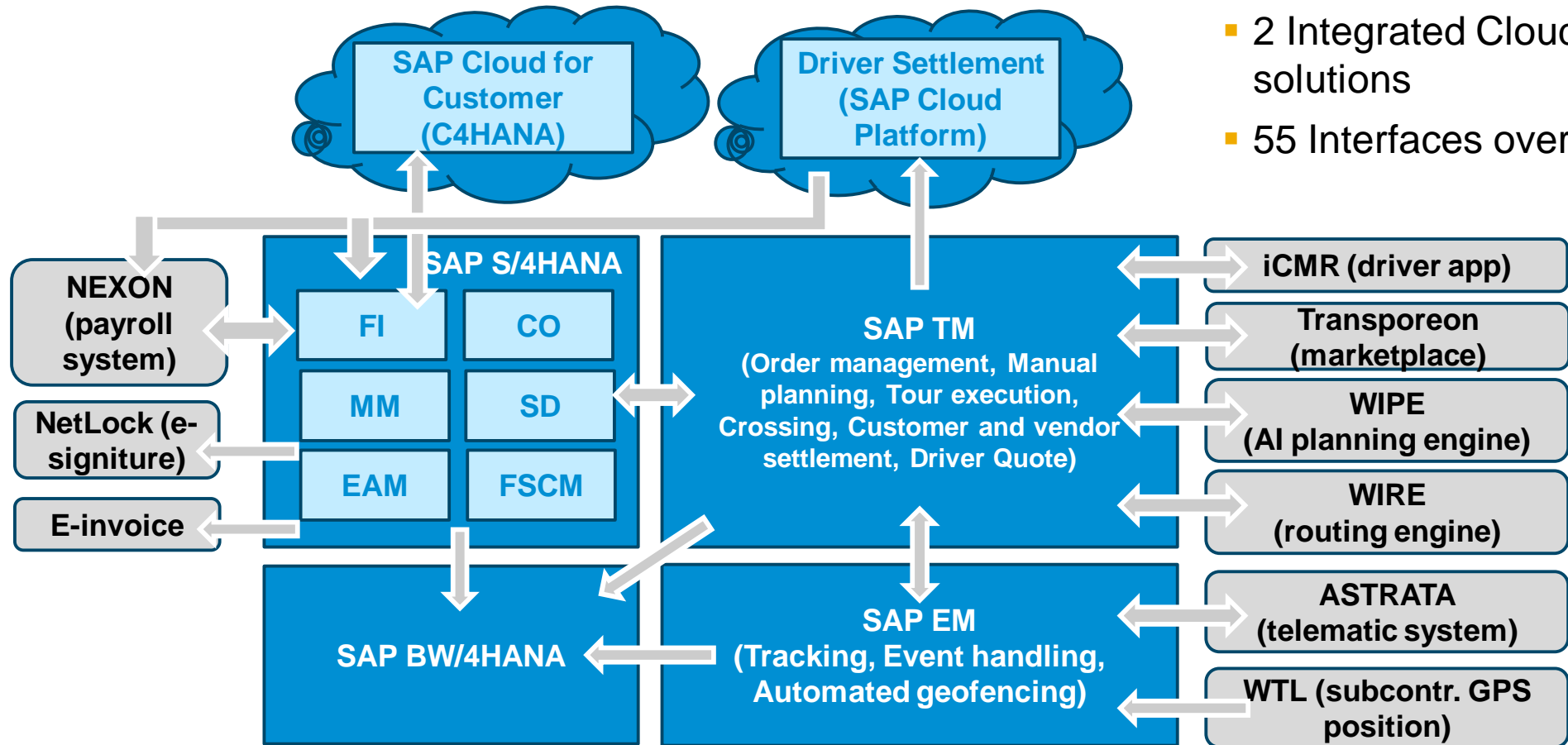
Human Empowerment

Built-in knowledge – SAP
Enable Now videos (also used
for newcomers)

SAP Cloud Platform based
Waberer's specific driver
settlement functionality – User
friendly functions, tiles



Architecture



- 4 Independent HANA DB
- 2 Integrated Cloud solutions
- 55 Interfaces overall



Deployment

Deployment status

Live

Date

1st April 2019

Number of users

670

SAP technologies used:

SAP product	Deployment status (live or proof of concept [POC])	Contribution to project
1 SAP S/4HANA	Live	Back office processes (Invoicing, Finance, FSCM)
2 SAP TM (Transportation Management)	Live	Core business (order management, planning, execution, settlement)
3 SAP EM (Event Management)	Live	IoT data gathering and automated event handling
4 SAP BW/4HANA	Live	Reporting
5 SAP C/4HANA (C4C)	Live	Sales support, CRM
6 SAP Cloud Platform	Live	Driver Settlement

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:

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SAP Advanced Deployment

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SAP Value Assurance

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Others: SAP IBSO

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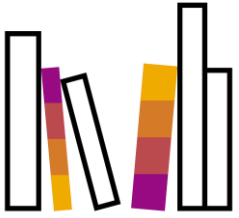
SAP Innovative Business Solutions



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)	Yes	Event handling, Geofencing: automated tour execution posting based on incoming geo position signal data
4	Machine learning or AI	Yes	Real time integration to external AI Planning Engine for continuous transportation planning (order-resource pairing)
5	Conversational AI	No	
6	Robotic process automation	Yes	SAP TM and SAP S/4HANA are working together with own RPA robots (Kapow Kofax)
7	Data anonymization	No	
8	Augmented analytics	No	



Additional Information

- Image video: <https://www.youtube.com/watch?v=VO8Qb2d9pg4>