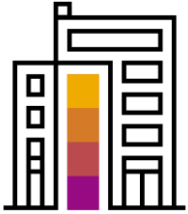




SAP® Innovation Awards 2020 Entry Pitch Deck

A Growth Culture Realized Through the SCHOTT App on SAP Cloud Platform
SCHOTT AG



Company Information

Headquarters	Mainz, Germany
Industry	Industrial glass
Web site	https://www.us.schott.com/english/index.html

SCHOTT is a leading international technology group in the areas of specialty glass and glass-ceramics.

With more than 130 years of outstanding development, materials and technology expertise, SCHOTT offers a broad portfolio of high-quality products and intelligent solutions. SCHOTT is an innovative enabler for many industries, including the home appliance, pharmaceutical, electronics, optics, life sciences, automotive and aviation industries. SCHOTT strives to play an important part of everyone's life and is committed to innovation and sustainable success. Their parent company, SCHOTT AG, has its headquarters in Mainz (Germany) and is solely owned by the Carl Zeiss Foundation. As a foundation company, SCHOTT assumes special responsibility for its employees, society and the environment.

Where do we come from?

Since 2018, SCHOTT has been driving cultural change worldwide. With Growth Culture, SCHOTT prepared for the constantly changing Volatile, Uncertain, Complex and Ambiguous (VUCA) world and aims to grow in various markets. This also applies to digital growth and thus the "growing together" of SCHOTT employees worldwide.

As a traditional industrial company, SCHOTT has over 16,000 employees in 34 countries, of which approximately 10,000 are employed in production. Those production employees could hardly be reached by internal communication (Marketing, HR etc.). Up to now, the focus here has been on analogue media, such as letters or notices. Under the umbrella of Growth Culture this problem has been addressed by digital solutions in the "My Digital World" project, such as the SCHOTT App available for all employees. Including various functions like the SCHOTT Chat, Newsletters or Pulse Checks the SCHOTT App helps to connect its global workforce in a collective communication campaign as part of their Growth Culture initiatives.

A Growth Culture Realized via SCHOTT App on SAP HANA Cloud Platform

SCHOTT AG



“My Digital World and SCHOTT App bring us closer together in the SCHOTT world - although we are spread across 6 continents and 34 countries with 16 different languages worldwide. Sharing knowledge, exchanging information and individual training opportunities are part of every employee's daily work routine. Even employees without a workplace computer are part of our digital community.

And the journey continues... “

Andreas Beeres,
CIO SCHOTT

Challenge

The SCHOTT AG workforce is spread over 6 continents, 34 countries, speaks 16 different languages and had no global form of communication.

Solution

“My Digital World” was developed and deployed on SAP HANA Cloud Platform to involve all colleagues in a worldwide communication campaign to participate in group-wide activities, keep up with corporate communications and team members, and participate in digital learning.

Outcome

Knowledge transfer, information exchange and training opportunities are available to all employees globally via the award winning mobile SCHOTT App, thus supporting SCHOTT AG's Growth Culture mandate.



74%

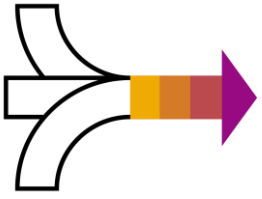
11,400 out of
15,500
employees use
the Schott App

56%

Of the Production
employees are
online for first
time via Schott
App

46%

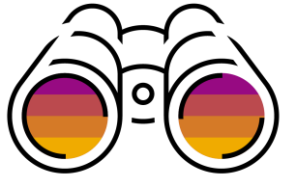
SAP
SuccessFactors
eLearning
adoption rate of
all employees



Business Challenges and Objectives

- Main drivers for the development of the SCHOTT App:
 - Many Global Initiatives were started that also needed to reach the production workers in our company, who do not have frequent access to office computers
 - GoLive of SAP SuccessFactors learning for 15K+ employees would not be sustainable without access for all employees
 - Growth Culture principle roadshow “Connected Company” must reach all employees
 - As office employees are connected through their workplace tools, the question was raised how production workers can be actively integrated into the SCHOTT’s Growth Culture initiatives
 - The SCHOTT App was developed to unite SCHOTT employees and their respective journeys.
 - Production employee communication was paper based. Therefore, cultural and logistical challenges included reaching the global workforce, the distribution of Account-names, passwords, etc.
-

- Provide a Global Communication platform for all employees
- Make SAP SuccessFactors learning available for everyone, even from home
- Provide email and calendar for everyone, e.g. to make use of SAP SuccessFactors notifications
- Bring strategy buzzword “Connected Company” to life
- Drive digitalization by launching customer-focused content and processes in the SCHOTT App
 - E.g. Work shift plan, Digital inventory scanning, Chat, Schott Tube, News, Pulse Checks
 - Currently around 30 choices for SCHOTT App available, with more coming online



Project or Use Case Details

Goal:

Developing a SCHOTT App: a modern, state-of-the-art mobile platform, which will allow every employee (15K+) to access corporate information, enhance communication and collaborate on his or her company or private mobile device.

Requirements:

- SCHOTT App for supported versions of iOS, Android and additionally a Browser Version.
- Agile software development according to the SCRUM model with two-week Sprints.
- Worldwide availability, including China via Baidu Store

Milestones:

- 07/2018: Project Start
- 10/2018: First Prototypes
- 02/2019: Go-Live worldwide
- Up to now: Continuous improvement and launch of new In-Apps

Achieved:

- Email for all, Calendar, Contacts, Chat, Shift plan, Learnings, SCHOTTnet (Intranet), Canteen Menu, SCHOTT magazine

Challenges:

- Publishing in China due to government restrictions
- Considering IT Security, Data Protection Officer and Workers Council Concerns, voluntary engagement
- Large variety and constant changes of operating system versions, mobile phone models, new features



Benefits and Outcomes

Business or Social

Connected Company -10K production workers are now able to connect to the SCHOTT world digitally (shift from paper-based)

Increased employee productivity

Increased workforce flexibility due to improved shift planning

Increased employee engagement

Increased survey feedback rate

IT

Decreased environmental footprint by eliminating the print version of the corporate magazine

Faster and more efficient publishing of corporate information

Human Empowerment

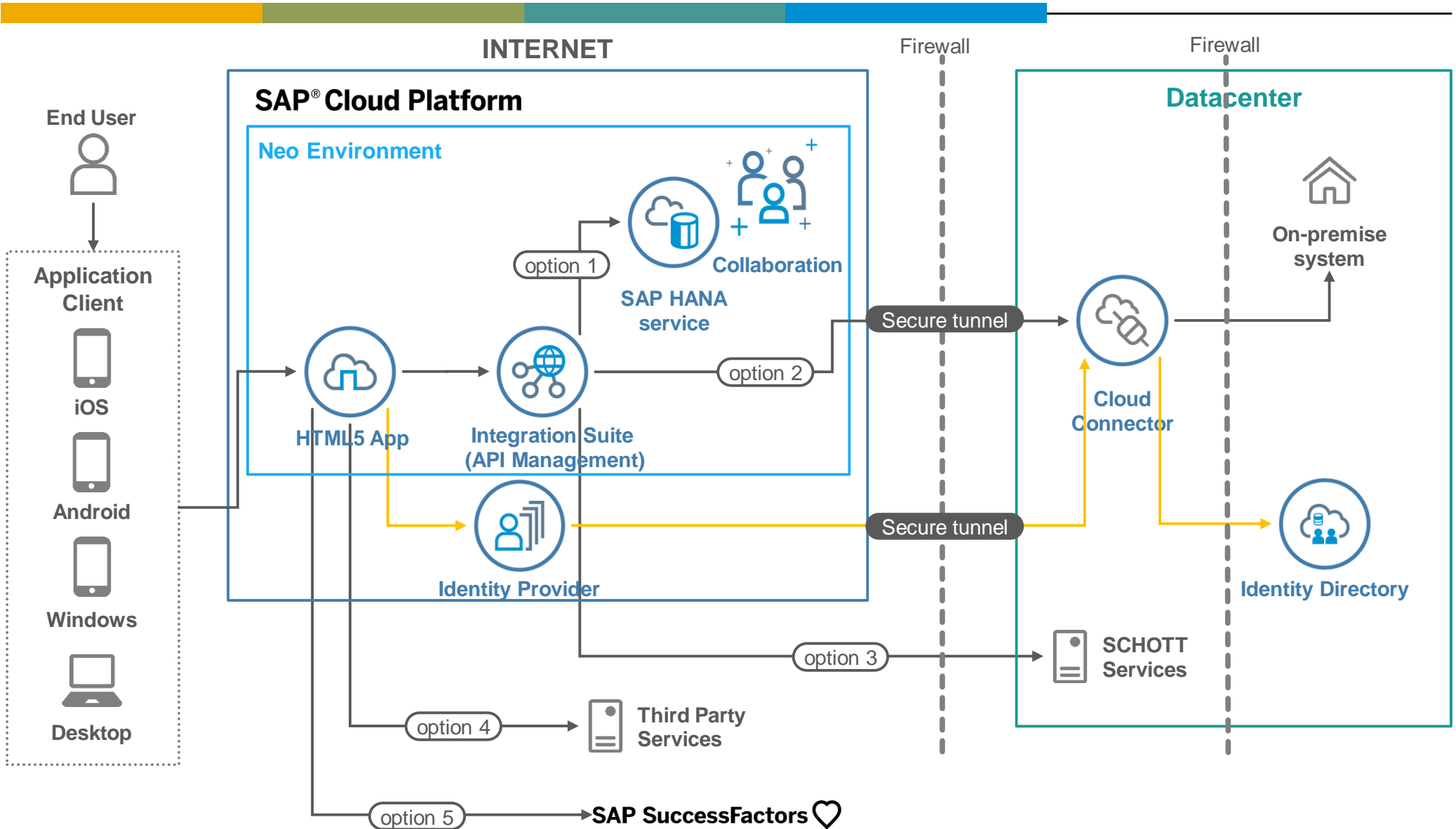
Increased alignment with corporate values and identification with SCHOTT's culture

Learning:

- Increased compliance and workforce safety
- Reduced service and support costs
- Increased workforce efficiency
- Reduced cost for classroom training



Architecture





Deployment

Deployment status Live

Date Jan. 18th, 2019

Number of users 11,421

SAP technologies used:

	SAP product	Deployment status (live or proof of concept [POC])	Contribution to project
1	SAP Cloud Platform	Live	Our Schott App application runs on this platform
2	SAP SuccessFactors	Live	Provides the Learning Platform for our Growth Initiative
3	SAP Cloud Platform Integration Suite	Live	(API Management) Provides necessary Interface Monitoring capabilities.
4	SAP Cloud *IDP	Live	*SAP Identity Provider used to provide SSO between our Network and 34 Applications via the SCHOTT App, (e.g. Mail, SFSF, ...)
5	SAP HANA	Live	Storage for User Data for Shift Plan and Asset Management App

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

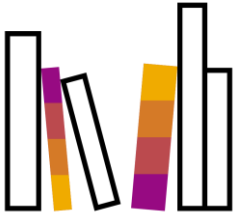
☐ SAP Innovative Business Solutions



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	No	
5	Conversational AI	No	
6	Robotic process automation	No	
7	Data anonymization	No	
8	Augmented analytics	No	



Additional Information

- 2019 EWA Award (German Award for Internal Communications)

<https://pr-journal.de/lese-tipps/preise-und-awards/24093-ewa-award-2019-wertschaetzung-auf-dem-siegertreppchen.html>

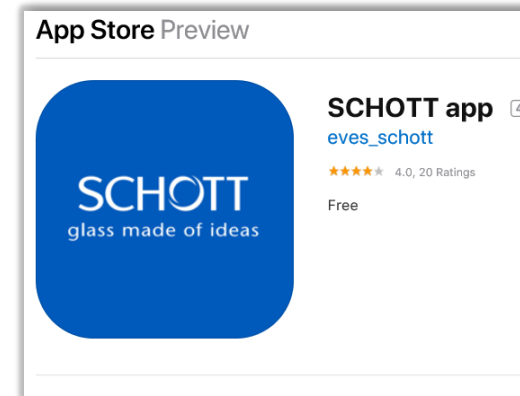
- Deutscher Online Kommunikationspreis 2019 (German Online Communication Award)
<https://www.onlinekommunikationspreis.de/best-of-2019/> (Category: Internal App & Intranet)

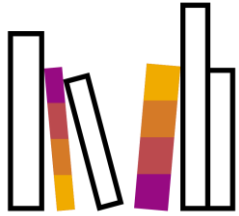
- German Design Award Winner 2020 (Category: Integrated Campaigns and Advertising)
<https://www.german-design-award.com/die-gewinner/galerie/detail/29336-my-digital-world.html>

- SCHOTT App and MyLearning introduction videos for SCHOTT employees (2 minutes)

<https://stats.schott.net/public/juryewa/app.html>

<https://stats.schott.net/public/juryewa/learning.html>





Additional Information

Screenshots of SCHOTT App: first two shots (left to right) are app choices, and image on the right is where Growth Culture app selection takes the employee

