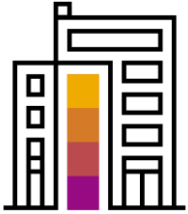




SAP® Innovation Awards 2020 Entry Pitch Deck

Connecting People, Processes and Data via a Digital Assistant Using SAP Conversational AI to Enable an Intelligent Enterprise

Schaeffler Technologies AG & Co. KG



Company Information

Headquarters	Herzogenaurach, Germany
Industry	Automotive
Web site	https://www.schaeffler.com/content.schaeffler.com/en/index.jsp

Founded in 1946, the Schaeffler Group is today a global automotive and industrial supplier. Schaeffler delivers high-precision components and systems for engine, transmission, and chassis applications, as well as rolling and plain bearing solutions for many industrial applications. The Schaeffler Group is already shaping “Mobility for tomorrow” to a significant degree with innovative and sustainable technologies for electric mobility, digitalization, and Industry 4.0.

The technology company generated sales of approximately 14.2B euro in 2018. With around 89K employees, Schaeffler is one of the world’s largest family companies and, with approximately 170 locations in over 50 countries, has a worldwide network of manufacturing locations, research and development facilities, and sales companies. With more than 2,400 patent applications in 2018, Schaeffler is Germany’s second most innovative company according to the DPMA (German Patent and Trademark Office).

In Schaeffler's continued drive towards innovation, the company sought a solution that would support employees globally and foster better decision-making and process execution. Schaeffler partnered up with the SAP Digital Business Services organization using the SAP Innovation Services portfolio to create a digital assistant to support intelligent employee engagement as an important step towards the journey to a data-driven enterprise.

Digital Assistant for an Intelligent Enterprise Enabled by SAP Technology

Schaeffler Technologies

SCHAEFFLER



“Groundbreaking innovations are at the core of our business and operating model. Working with SAP Digital Business Services helped us leverage a digital assistant for the business and integrate our technologies for future interaction with SAP S/4HANA.”

Jürgen Henn,
Senior Vice President,
Strategic IT, Schaeffler AG

Challenge

Schaeffler’s IT team was looking for a solution to support its employees world-wide to enable better and faster decision-making and process execution.

Solution

The IT team knew that an intelligent enterprise requires machine learning, predictive analytics and cloud-technologies in better decision-making processes. SAP Digital Business Services held a Design Thinking workshop to explore the use of digital assistant which was the basis for designing a solution based on conversational AI.

Outcome

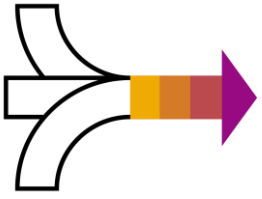
The digital assistant was built based on the latest SAP technologies around conversational AI to provide a differentiated and more intuitive user experience, and to deliver deeper operational insights and faster transactional decisions on the SAP platform. Schaeffler and SAP created this future vision by combining the Schaeffler Chatbot eLISA (eLoquent Intelligent Schaeffler Assistant) and SAP Conversational AI.



170 Locations
globally linked

50 Countries
globally linked

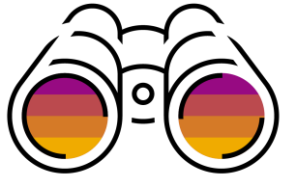
35% Expected
increase in
usability for SAP
Fiori Launchpad



Business Challenges and Objectives

- Enable an intelligent enterprise by leveraging machine learning & predictive analytics capabilities as well as cloud technologies, and by integrating different individual applications into decision-making processes
- Consolidate SAP applications to help ensure maximum value for the enterprise, for example, SAP S/4HANA®, the SAP Fiori® user experience, and SAP Leonardo Artificial Intelligence capabilities
- Deliver a great user experience through intuitive GUI and natural-language processing, providing deep operational insight based on machine learning algorithms

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- Provide proactive personalized information for each user by leveraging available internal and external sources, such as news, alerts, market trends, and forecasts
 - Support in-place enterprise-wide collaboration, enabling real-time information exchange and communication without media breaks
 - Integrate SAP Conversational AI with Schaeffler's digital assistant "eLISA" as well as the option to integrate third-party digital assistants to initiate further internal processes, such as meeting requests and accessing external sources, for example, sentiment analysis



Project or Use Case Details

Schaeffler's IT Technology roadmap sees Cognitive Interaction as one key capability for improving the Human Interaction and Collaboration with IT Systems in the future.

Therefore, AI-based technologies like digital assistants that enable more intuitive interactions based on speech or gestures are attractive. Thus eLISA was born (**e**Lloquent **I**ntelligent **S**chaeffler **A**ssistant) and the idea to also have a digital assistant for Schaeffler's SAP ERP system.

In a common Design Thinking workshop Schaeffler and SAP identified how to best use a digital assistant to meet employees needs with SAP systems. The user can interact with SAP systems via voice to boost personal productivity e. g. through the daily prioritization of tasks, the easy access of background information or voice enabled transactions.

In order to provide a seamless user experience, integration between SAP solutions and other tools e. g. for office collaboration (such as the Microsoft Office365 suite) is key. Digital assistants can bridge the gap between SAP S/4HANA and other tools so bidirectional information sharing is possible. In summary, this PoC laid the groundwork for future projects to leverage the benefits of digital assistants in an intelligent enterprise.

Together with SAP Digital Business Services Schaeffler has implemented SAP Conversational AI in SAP S/4HANA and prepared the integration to eLISA. This serves the goal of Schaeffler becoming a data-driven enterprise.



Benefits and Outcomes

Business or Social

Voice-enabled digital assistant saves training dollars due to its intuitive use

Easier and faster access to available internal and external information sources

Collaboration in teams without media breaks either within SAP system or between 3rd party systems

IT

Voice-enabled digital assistant removes obstacles in dealing with IT systems.

Better image of the internal IT by providing state-of-the-art technologies to interact with IT systems

Human Empowerment

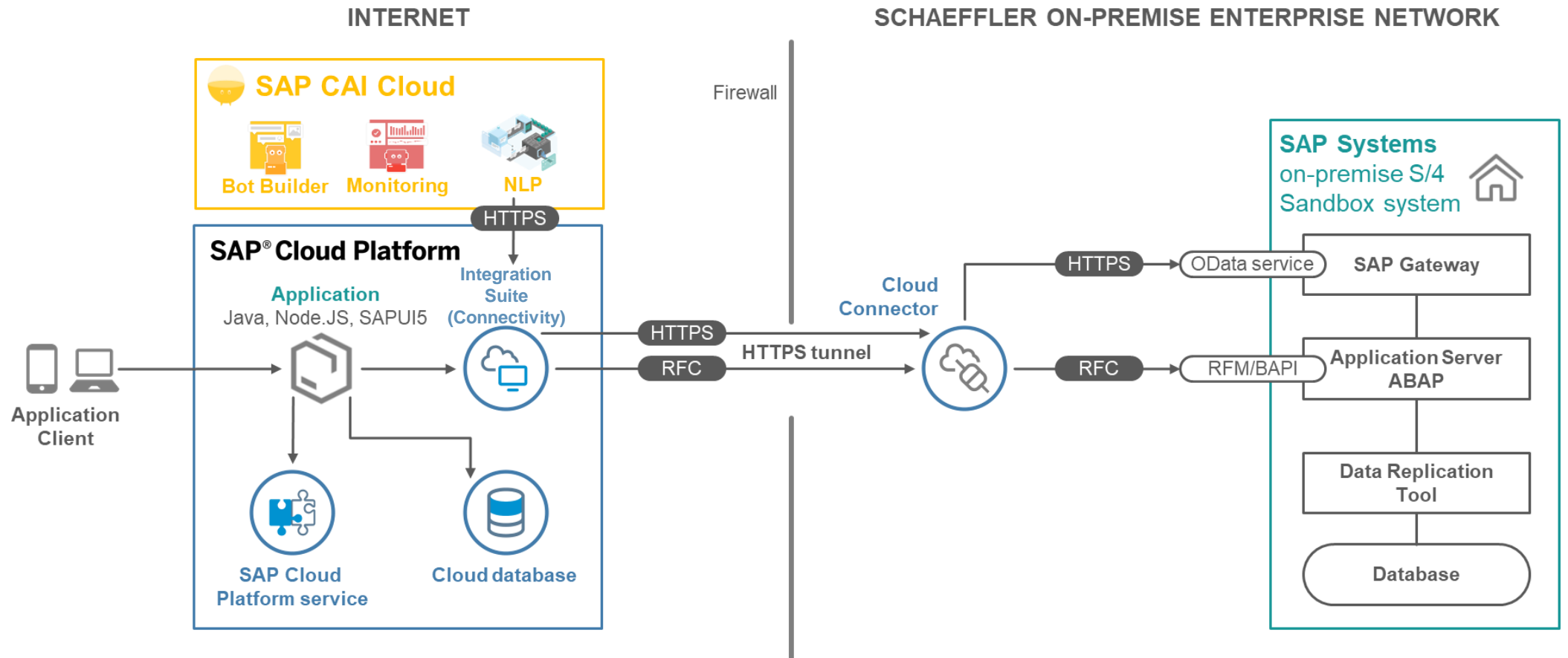
35% increase in usability for surveyed SAP Fiori Launchpad users

Reduction of training effort through more intuitive user experience

Reduction in complexity of interaction with SAP system leads to self-empowered users



Architecture





Deployment

Deployment status PoC finished - Live in Sandbox

Date 12/2018 - 07/2019

Number of users ~100

SAP technologies used:

SAP product	Deployment status (live or proof of concept [POC])	Contribution to project
1 Conversational AI	PoC – Live in Sandbox	SAP S/4HANA implementation
2 SAP Cloud Platform	PoC – Live in Sandbox	SAP S/4HANA implementation
3 SAP Fiori Notification Center	PoC – Live in Sandbox	SAP S/4HANA implementation
4		

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 Digital Business Services

☒ SAP Innovation Services

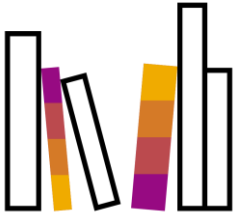
☐ SAP Innovative Business Solutions



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	Yes	Digital assistant, SAP S/4HANA implementation
5	Conversational AI	Yes	Digital assistant, SAP S/4HANA implementation
6	Robotic process automation	No	
7	Data anonymization	No	
8	Augmented analytics	Yes	Digital assistant, SAP S/4HANA implementation



Additional Information

Schaeffler discovers how a digital assistant can drive intelligent employee engagement (3:34 mins.) <https://www.youtube.com/watch?v=SLRQsqg7ANM>

Schaeffler discovers how a digital assistant can drive intelligent employee engagement (1:45 mins) <https://www.youtube.com/watch?v=ZzjbUWmbROI>

How Can a Digital Assistant Link People, Processes, and Data to Enable an Intelligent Enterprise? [https://d.dam.sap.com/a/QGJokom/63038 BTS 63038 enUS.pdf](https://d.dam.sap.com/a/QGJokom/63038_BTS_63038_enUS.pdf)

Schaeffler und SAP etablieren strategische Partnerschaft (Schaeffler and SAP establish a strategic partnership)
https://www.schaeffler.de/content.schaeffler.de/de/news_medien/presse/pressemitteilungen/pressmitteilungen_detail.jsp?id=87404352

Neue strategische Partner: Schaeffler und SAP (New strategic partners: Schaeffler and SAP)
<https://news.sap.com/germany/2019/08/partnerschaft-schaeffler/>