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2: SAP Solutions for Automotive - Business Process Expert [Read-only] - SCN Wiki

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Share on Google Plus Share The fourth technological revolution is the digital revolution. The evolution in digital technology has changed the business pattern of every industry. This is said by the founder of the World Economic Forum Klaus Schwab, who has related the merging of technologies in the physical, digital and biological spheres as the fourth iteration in the industry since the industrial revolution of the 18th century. The industry has to adopt new business practices as per the digital transformation. The companies adopting the best digital practices are having a competitive edge over those who have not adopted the digital technology. The automotive industry has been significantly transformed due to digital disruption. This acts as the nerve center of the business as it integrates all the process of the business and provides an accurate analysis and projections of the business. The digital age has brought new technology like artificial intelligence, machine learning, real-time computing, and changes in sensor technology, e-mobility, autonomous driving, and pay as you go service. The advancement in technology will reduce vehicular emissions. A report published in Mckinsey, shows that new technology is changing customer expectations for vehicles. The automotive industry will need to bring technological changes in hardware, software and alternative business models. The change in the technology that needs to bring in hardware includes enterprise connectivity, hardware, drive train and industrial design. Enterprise connectivity is connected to the business system such as fleet operations, transportation management. Hardware is about advanced sensors, etc. The Drivetrain includes electric motors and advanced batteries. Industrial designs are about the modular bodies, advanced user interface. Software changes that are to be incorporated include entertainment platform and autonomous drive. The customer wants entertainment features similar to home experience and want to have an option of the operating system with self-driving capacity. The customer expects apps and services that can be downloaded from the third party and company want data analytics that gives data feed to the manufacturers. However, the strategic priorities for the automotive industry are to build small products, digital supply chain, engage the changing workforce, customer first and new business models and mobility services. The company has been building products and bringing innovations in design where sensors and software can be embedded while improving the overall product lifecycle. The supply chain has to be integrated from the suppliers to the customer. The integration of the entire process helps in predicting the fluctuations in supply and demand. It also facilitates inventory management. Engaging a changing workforce: The type of workforce has changed in the digital world. The millennial wants engaging, experience, and skilled work instead of boring repetitive jobs. The digital technology has increased the demand for smarter products which require skills in software development, machine learning, artificial intelligence, etc. Market forces and change in technology has brought the customer in the middle of the product development cycle. Now the products are prepared to meet the expectations of the customer. There is a need for a continuous feedback mechanism. The good customer experience builds loyalty helps in customer retention and predicts the customer interests. New business models and mobility services: The suppliers, dealers, aftermarket retailers are utilizing new technologies to open new business models and finding new possibilities for monetizing the services. The big question for the automotive industry is finding the ways to achieve these priorities. It achieves these priorities by integrating the five pillars of digital strategy. The innovation has been brought in the SAP portfolio to provide stable digital core facilities and flexible line-of-business extensions. The emphasis is on to cover the entire digital transformation right from the planning a digital innovation, implanting those plans with industry best practices and efficiently utilizing the resources for various deployment purposes. Sustainable Innovation Product 1. The typical challenge faced by automotive sector is their inability to bring customer-driven product offerings to

market timely. This leads to low brand equity and slow growth. The other area of concern was that the automotive industry was unable to identify the reasons for unsuccessful product initiatives. The product life cycle tool enables removing out of unprofitable product configurations. There were inefficiencies in results as there were several heterogeneous platforms for engineering and manufacturing builds. The solutions offered are the enterprise product engineering with SAP Fiori. It maintains multiple Bills of Material in a personalized user interface with enhanced analytics. The handling of configuration model is complex and costly. The multidisciplinary approach was challenging labor-intensive and erroneous. But the optimization of low-level configuration in the context of materials requirement planning simplifies variant management. The team was unable to use the software component of the vehicle during the development stage. The new SAP Fiori app provides degree product views, including electronic, mechanical, software simulations, etc. The time for entering of new products to market from assembly line is reduced. There is an improvement in gross margin. The research and development expenses, optimize to 2. The engineering change cost reduced to 1. Manufacturing and Logistics 1. There were planning inefficiencies due to long and overnight batch runs. The inability to include real-time, changing demands leads to inaccurate planning. The improved MRP runs are 10 times faster and run multiple times a day. The system locking behaviors leads to delayed material postings. The distributed systems lead to inaccurate stock reporting. There is now the facility of real-time inventory management and materials valuation. There were difficulties in filling customer orders on time with a proper quantity in the near time horizon. The higher cost of ownership available to promise functionality in ERP. This requires the use of supplemental software products. There were overhead costs of managing a separate set of shop floor across multiple plants which were not integrated into enterprise planning and business. These innovative developments improve the manufacturing and logistics segment of the automotive industry. The manufacturing cycle time reduced to 4. The manufacturing planning and function, efficiency improved. The inventory time is reduced to 6. There is a reduction in the lead time, safety stock inventory, revenue loss due to fulfillment issues, order lost, manufacturing technology cost and manufacturing overhead costs. Responsive Supply Networks 1. The supply networks need to be automated and robust. The priority is to track digital components, actualize efficient replenishment strategies and enable 3D printing for spare parts. The aim is to achieve real-time, end-to-end visibility into supply chain management. It requires simulation scenarios in real-time and actions are to be recommended. The supply networks have to establish key metrics to help manage by exception and focus on problems. They have to deliver on-time and advance availability-to-promise capabilities. There is a need for collaboration between customers and suppliers. The demand sensing is to be improved and automate replenishment. The logistics performance and service parts planning are to be optimized. The entire business planning has been integrated and transportation management. There is a facility of collaborative supply chain and efficient planning related to service parts. The application, like advanced available to promise boosted the efficiency of supply networks. There is also inventory and basic warehouse management. Marketing, Sales and Aftermarket 1. The lack of visibility into the order management process leads to slow resolution of the order fulfillment process and delayed the risk of delivery. The new sales order monitors and prepare a prioritized list with an outstanding order based on real-time analytics. There was a lack of transparencies in order-to-cash performance due to difficulties in monitoring order-to-cash performance. The general users struggle with the complexities of the user interface for the comprehensive process and sometimes missed simplified search capabilities. SAP HANA allows end users to do the full-text searching for business documents and provides results ranking along with business criteria. There were difficulties of selling low-availability products. The advanced ATP helps the user with new strategies for high volume, backorder processing and confirmation on business priority. The handling of rebate processing was complex. The new business models were based on flexible contracts. There is a central contract administration with a single point of entry of contract data and contract-related conditions. The systemic changes brought by adopting these measures brought several benefits. There is an increase in on time delivery, reduced sales costs to 3. The increasing order management FTE productivity 1.

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Follow Digitization is impacting the businesses globally. In context of automotive industry, clearly 3 trends are emerging as a result of digitization: These trends will lead to operational efficiencies in manufacturing, quality after-sales service for consumers and to innovative business models resulting into tremendous opportunities for OEM, Suppliers and Dealers. To enable Automotive Industry adapt a new digital business framework and maximize unprecedented opportunities, SAP offers a comprehensive solution portfolio for Automotive Industry Making Supply Network Responsive by enabling Just-In-Sequence Processing One of the important process in vehicle manufacturing is: While the parts are needed as per the assembly sequence and in-time, OEMs also need to keep inventory levels down and optimize the use of assembly line space. These challenges require automotive companies to transition from supply chain silos to product and demand networks. One of the ways to establish this demand network is to enable Just-In-Sequence JIS processing to proactively exchange demand of parts, between OEM and Supplier, as per the production sequencing. Just-In-Sequence process sits right in middle of planning translating the actual production requirements into actual production sequence and actual production process at assembly line. There are various conditions such as: Since result of JIS execution serves as planning and execution input for the suppliers, a JIS solution needs to be framework driven to factor-in impact of any condition change, to minimize the impact on supplier side. Some key applications of a JIS solution are: To cut lead times by sourcing material in the sequence it was to be used. To minimize the impact of engineering changes due to minimum inventory level, thereby reducing production cost per vehicle. To eliminate the need of multiple interfaces to facilitate reporting and help ensure data consistency. For example, Fleet operators of a trucking company would like to monitor real-time performance of trucks in fields and reward drivers with best driving practices. Thanks to Internet-of-things IOT revolution, telematics and connected vehicles are reality. As constant endeavour to differentiate from competition, provide value added services and better stakeholder collaboration, OEMs are developing a mobile enabled vehicle analytics platform. Some basic applications of such a platform are: Provide fleet operators with real time actionable insights leading to reduced cost. Support dealers in providing better quality support in case of vehicle breakdown Help in providing effective repair and maintenance services. What does future hold? Worldwide population growth is already increasing pressure on existing infrastructure. The infrastructure in emerging economies is not feasible to have every individual own a vehicle. Although we expect the clean energy be the fuel of future transport, still the petroleum will continue to be a prime source of fuel for next years. These new models will also put tremendous pressure on improving the operations and cut per vehicle products cost. There will be heavy use of Big-data pattern detection with algorithms , sensors infrared scan, sensor controls and active process control, during production process, to catch defects early and to lower per vehicle cost. These are exciting times for automotive industry and Automotive Team at SAP Custom Development have been working closely with customers to help them tackle these new realities of volatile markets, individualization of products, manufacturing automation, and increased regulations by delivering innovative business solutions and products. You can follow him here [Alert Moderator](#).

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