

Sustainable Product Innovation in SAP *Solutions for Discrete Manufacturers*



- **Introduction**
- **What Is Sustainable Product Innovation?**
- **Customer Centricity**
 - Klaus Brettschneider, Director PLM-Discrete, Linx-AS
- **SAP's Capabilities for PLM**
 - Consumer Products Scenario (Demo)
 - IM&C Scenario (Demo)
- **SAP Connected Products**
 - Mark Landrosh, SAP
- **Q&A**



- **Introduction**



At Linx-AS, we help customers get the most out of their investment in enterprise technology.

Our success lies in fully understanding the people and processes that drive your business. Only then can we apply our in-depth technical knowledge to design and deliver the right solution.

From streamlining product development to improving corporate sustainability to giving your users access to SAP when, where, and how they want it—we make SAP run like you've never seen.

- **SAP Consulting for Product Lifecycle Management (PLM)**
- **SAP Consulting for Environment, Health & Safety Management (EHSM)**
- **SAP User Experience (UEX) Consulting**
- **Software Innovations**





Consistent Growth since 2000

Founded on a core strength of EHS consulting in 2000, Linx-AS has grown in both size and offerings to include complementary practices and software development capabilities.

2000

**Environment,
Health, & Safety**

2003

**Product Lifecycle
Management**

2006

**Software
Innovations**

2013

UEx and Mobility

Offices:

- Blue Bell, Pennsylvania US (headquarters)
- Johannesburg, South Africa

Cross-Industry Record of Success



Bristol-Myers Squibb



Limited Brands



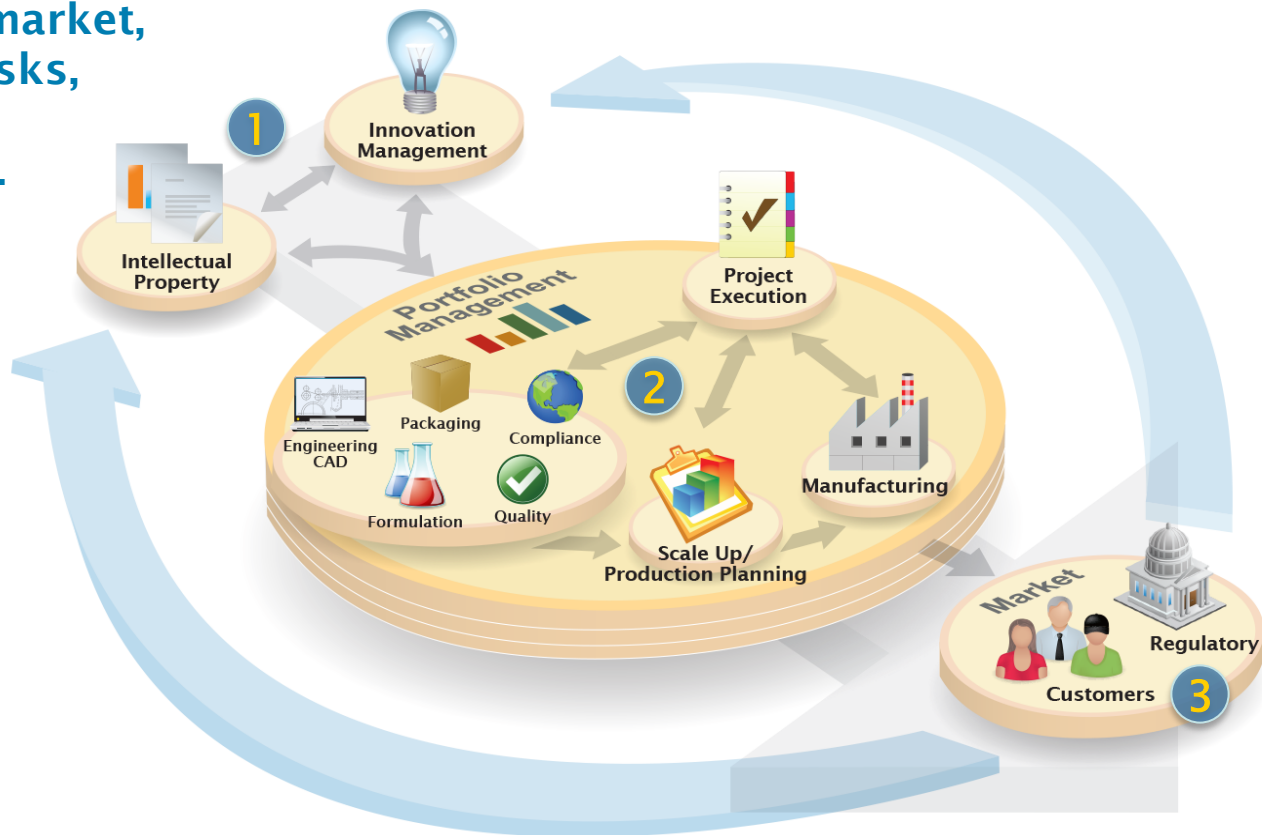


- **What Is Sustainable Product Innovation?**



Accelerating speed to market,
reducing compliance risks,
and informing the next
generation of products.

- 1 *Ideas and IP feed the business portfolio with new product concepts.*
- 2 *Winning concepts are identified and moved through development.*
- 3 *Market response and regulation inform the next generation of products*





Innovation Management

Portfolio Management

NPDI Project Management

Product Development

- Engineering/CAD/Visualization
- Recipe Development
- Packaging Engineering
- Label/Artwork Management
- Quality Testing
- Vendor Collaboration
- Document Management
- Handover to Manufacturing

Commercialized Product

Lifecycle PDM

Integrated Compliance

• Product Safety & Stewardship • Regulation Management

• Logistics Integration



The Business Drivers

- Faster time to market
- Improvements in R&D productivity (greater percentage of winners)
- Improvement in resource utilization to define, design & launch products
- SKU complexity reduction
- Greater accuracy of product data
- Improved visibility of resources use on programs
- Improved usability of existing product content & intellectual property
- Increased ability to model and predict behaviors and characteristics of products and processes under development
- Greater bandwidth of communication and collaboration of stakeholders in the product life cycle across the value chain



- **Customer Centricity**



45%

of enterprises are building direct-to-customer fulfillment capabilities

52%

of manufactures expect to be highly integrated over the next 5 years

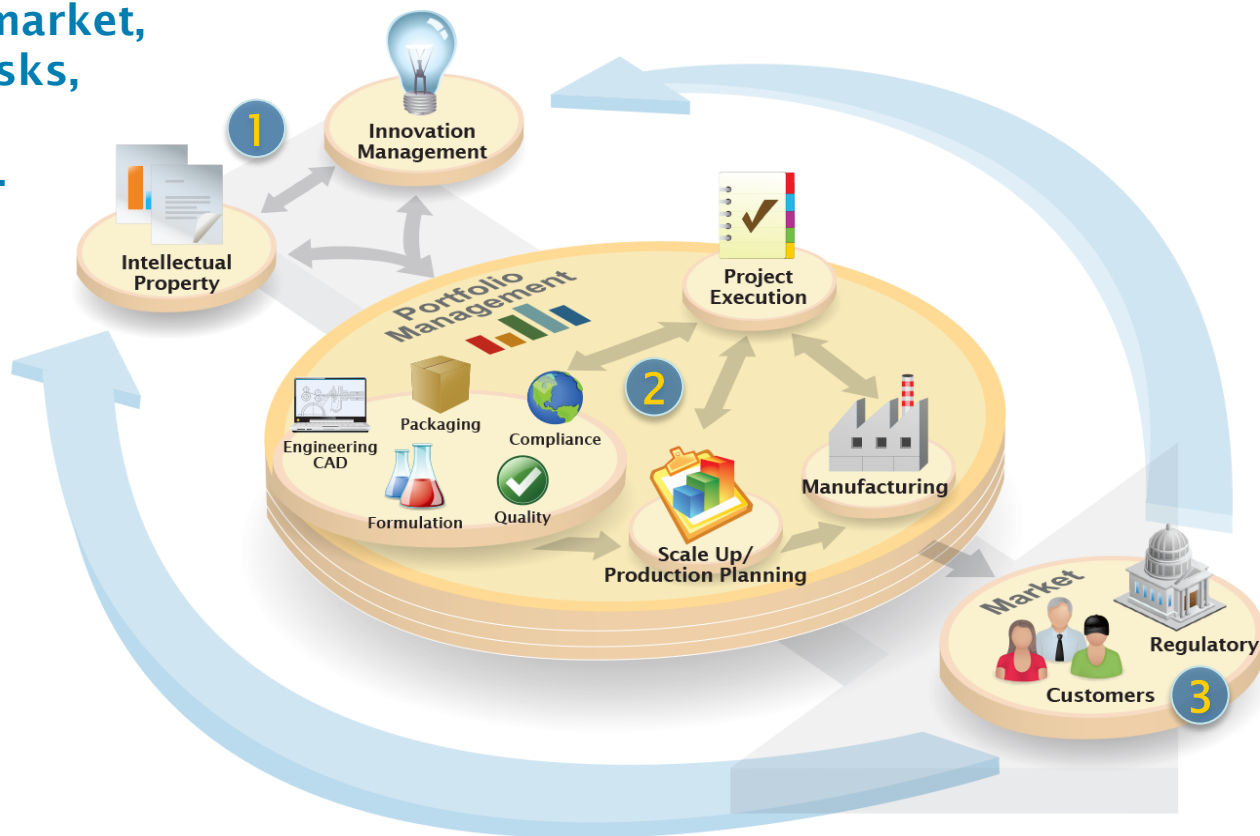
81%

of CEOs agree that speed of innovation is business critical



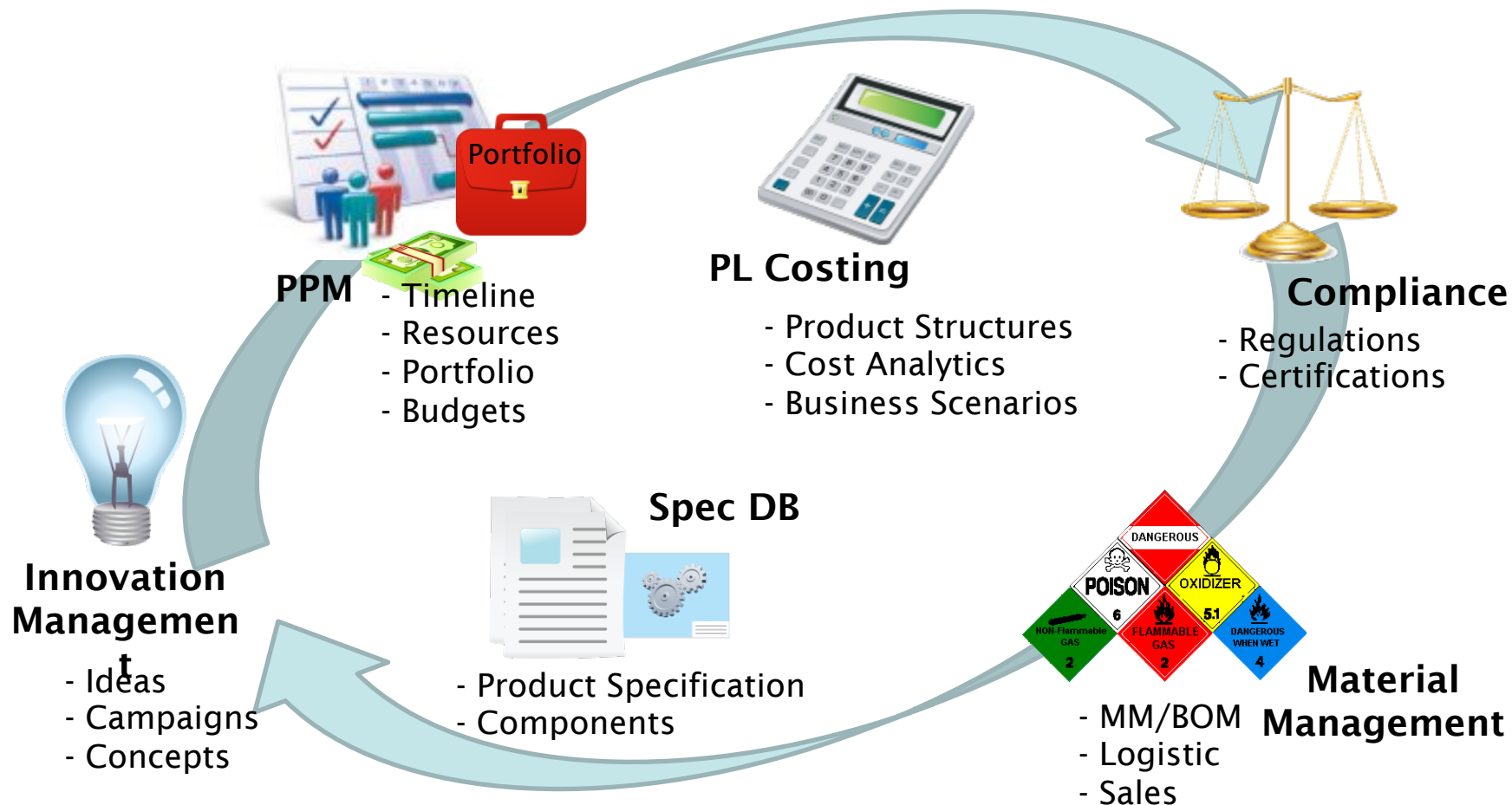
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SAP Modules for the Consumer Product Industry

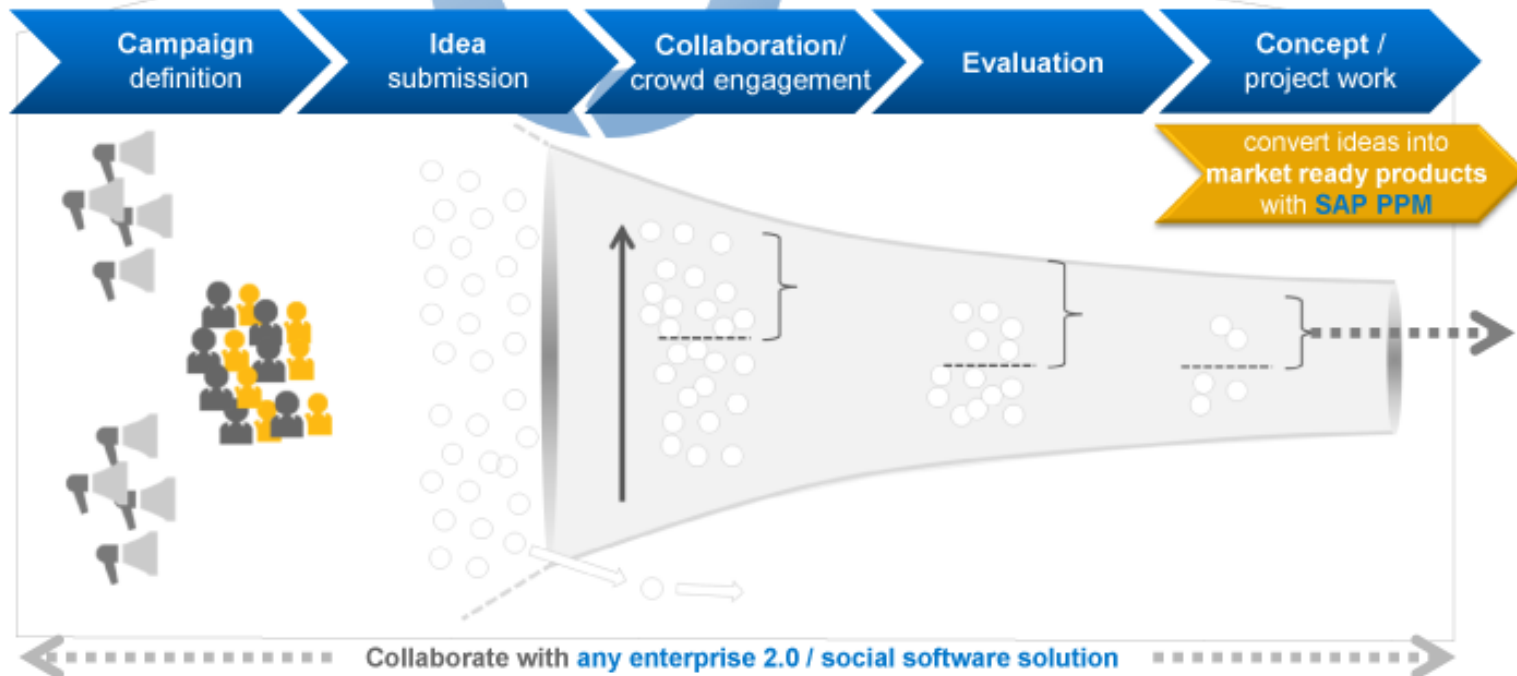




Innovation Management

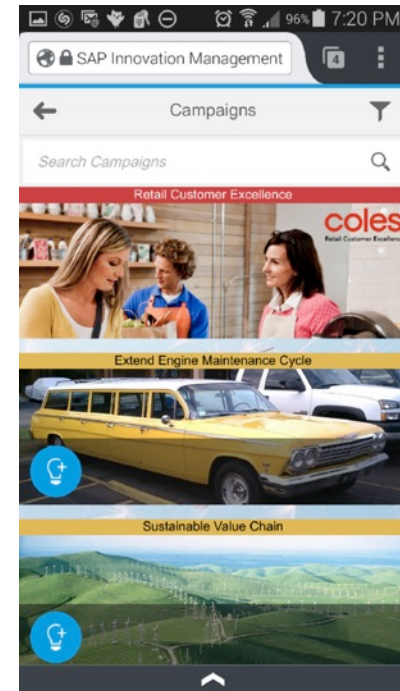
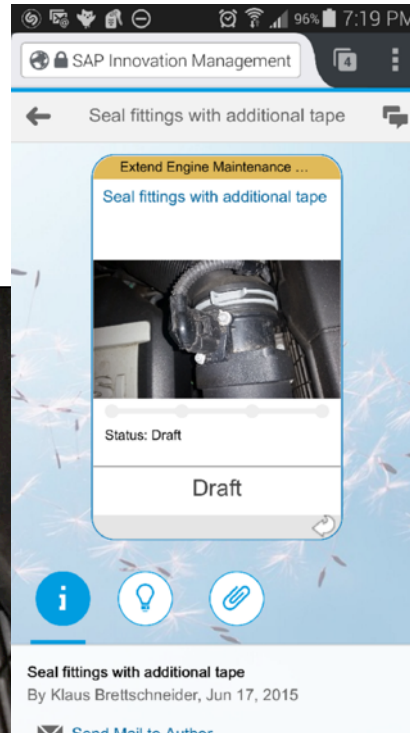


"Idea Exploration
& Evaluation"



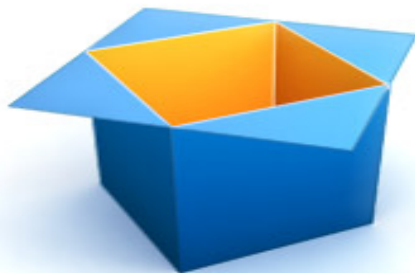


Collecting Ideas





Let's go have a look....



Demo



Integration to PPM objects

IDEA

TITLE

Carbon Footprint by Product

GENERAL INFORMATION

Campaign

Sustainable Value Ch.

Author

Michael Stadler

Coauthors

Completed

Jul 1, 2014

Comm. Score

3.33

Expert Score

0

Votes

3

Community Comments

3

Coach

Hans Klopfer

Due

No

Follow Up

Open in Idea Community

Idea Details

People

Community Comments

Evaluations

Activities

Related Ideas

Projects / Portfolio

TITLE

Carbon Footprint by Product

CAMPAIGN

Sustainable Value Chain

DESCRIPTION

Analyze and Measure Carbon Footprint for individual products:

Existing solutions do not allow carbon footprint measurements to be integrated within IT operations systems across the whole product life cycle, for each and every product, We need to design a unique carbon footprint measurement model and deployed a dedicated SAP platform globally. Since SAP is also strongly committed to sustainability and offers solutions that can serve as a basis for innovation in this area, working together quickly became the natural way to go for our installed base customers

Sustainable Value Chain

Carbon Footprint by Product

Phase: Assessment

Status: New

★ ★ ★ ★ ☆

3.3 (3 Votes)

3

Change Status

Follow Up

Edit

Add to Clipboard



Enterprise Portfolio and Project Management



SAP Portfolio and Project Management 6.0

Portfolio Management



Analytics



Initiate



Project Management

Project Planning and Execution
Monitoring
Progress Tracking



Aggregate

Others



Integrate

SAP Commercial Project Management

Financial Planning
Issue and Change
Management

Sales & Logistics

SD/CRM
PP/SCM
MM/SRM

R&D

PLM
EHS

Resources

HR
MRS
Time (CATS)

Financial Data

Project System
FI/CO

“Managing and
monitoring the portfolio
& programs”
Strategic Level

“Project Management
and Execution”
Tactical Level

“Core enterprise
processes & Activities”
Operations - Level



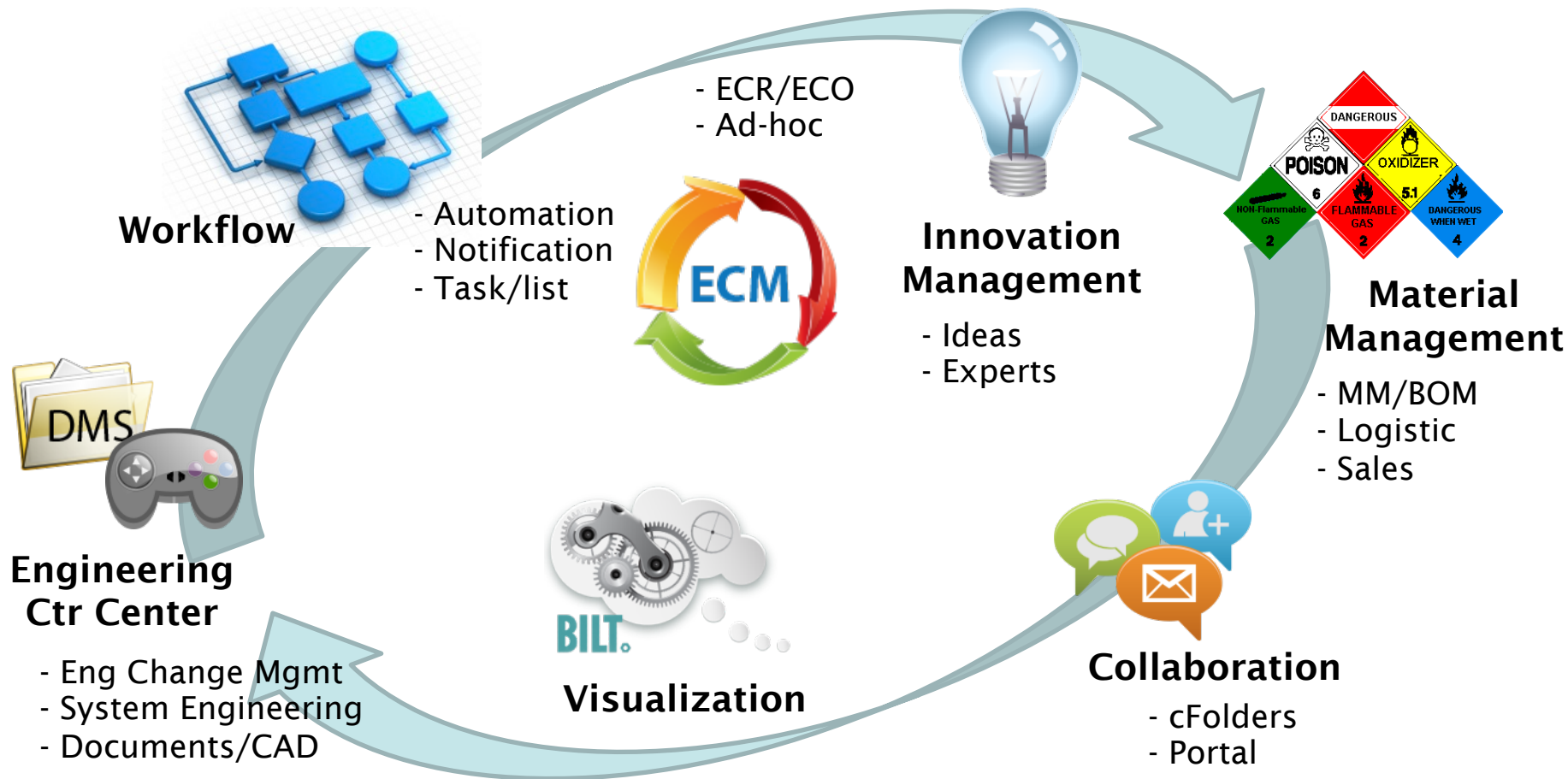
Let's go have a look....



Demo



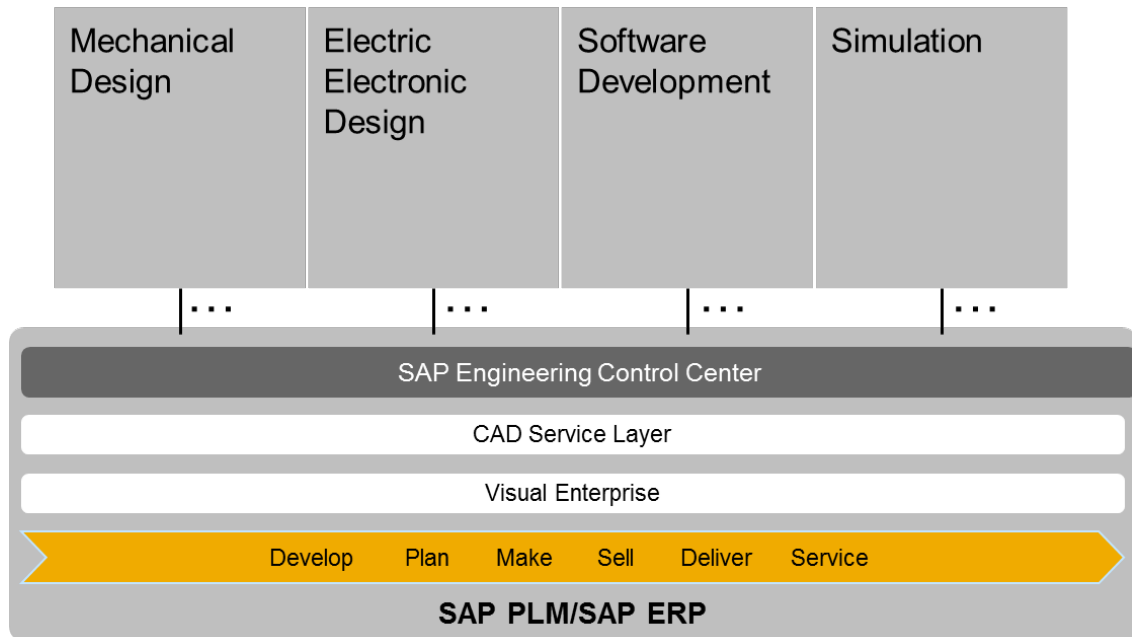
SAP Modules for the Industry Machinery and Component Industry





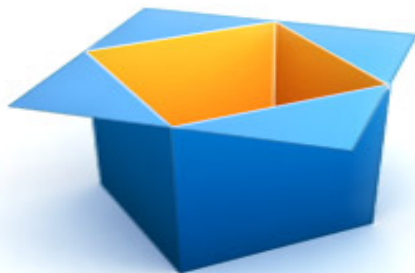
- Holistic Product View
- Engineering + Business
- Version Control
- Enabler for system engineering and mechatronic

One platform, for all authoring tool interfaces





Let's go have a look....



Demo



- **SAP Connected Products**
Mark Landrosh, SAP

New SAP Enterprise Product Packages

SAP Collaborative
Product
Development

SAP Product
Structure
Synchronization

SAP 3D Visual
Enterprise
Generator

SAP 3D Visual
Enterprise Author

SAP Enterprise
Product Formulation
7018191, 8003501

Products

CPD, PSS**

** Recipe Development
Version*

SAP Enterprise
Product Engineering
7018192, 8003502

Products

*CPD**, PSS**, VEA,
VEG***, VMP*

*** Product Development
Version*

**** 1 Core usage right*



SAP Enterprise
Product Engineering
7018192, 8003502

Products

CPD**, PSS**, VEA,
VEG***, VMP

** *Product Development
Version*

*** *1 Core usage right*

Package Contains:

- CPD – Collaborative Product Development
- PSS – Product Structure Synchronization
- VMP – Visual Manufacturing Planner
- VEA – Visual Enterprise Author
- VEL – Visual Enterprise Link
- VEG – Visual Enterprise Generator

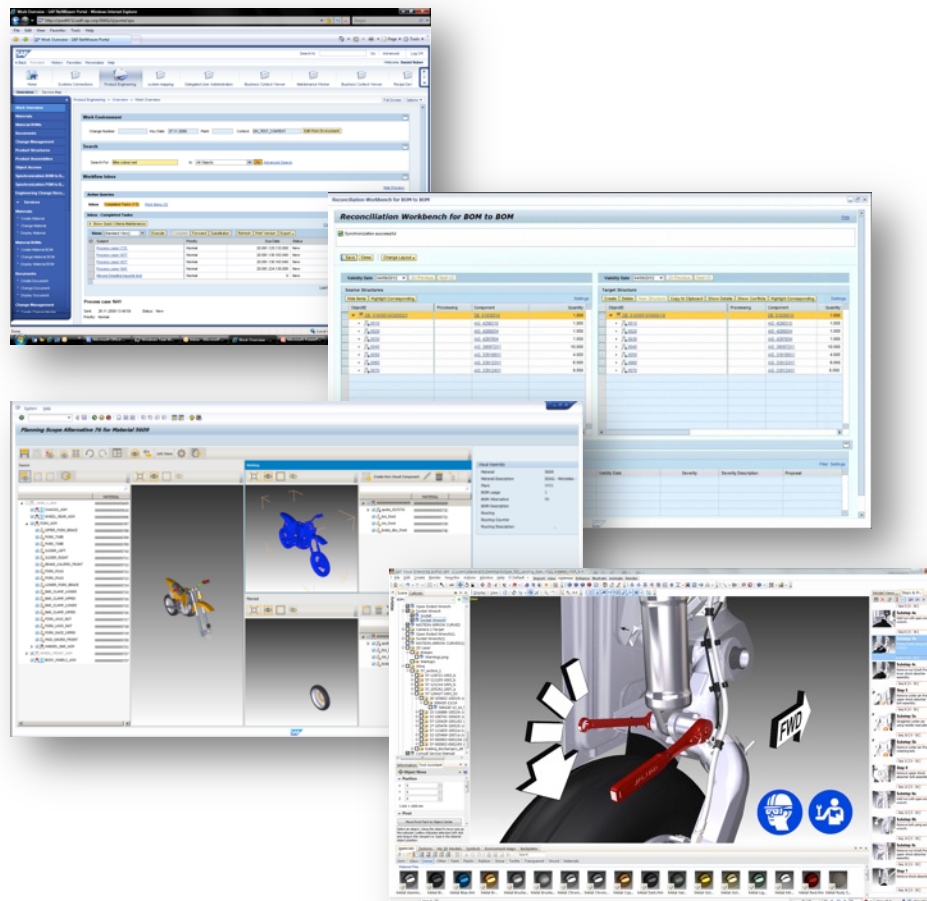
Note:

- This package provides a one-time usage right of 1 core of VEG. So, if you license (1) or (1000), you will only have rights for (1) VEG core. Additional cores can be purchased through the VEG price list material number.



SAP Enterprise Product Engineering Benefits

- Simplified Licensing
- Rounds out a full Product Innovation Platform
- Ties **Directly** into manufacturing, quality, service, sales, etc
- Eliminates the hurdles in hand-over processes
- Leverages directly connected visual product communications through out the enterprise
- Introduces a new acronym: EPE!



Document Management and Access Control

Engineering Change Workflow

Status and Release Management of Master Data Lifecycle Phases

Publish CAD data into lightweight visualization formats

Display Product Structure: IPD_WORKSTATION

Simulation Inactive | Product Structure IPD_WORKSTATION | Description IPD_WORKSTATION | Class IPD_WS_CLASS | Key Date 20.11.2012

Position: IPD_WORKSTATION > IPD_WS_DRIVE_SATA > 00001765

General Data | Descriptions | **Status** | Object Dependencies | Documents | Classes

Product Structure

Show: All Items	Levels	Items
Item	Description	Status
IPD_WORKSTATION	IPD_WORKSTATION	
IPD_WS_CHASSIS	Chassis	
10	SFF Chassis Tower Stand	✓
20	SFF Chassis Assembly (Main Body)	✓
IPD_WS_CHASSIS_FRONT_PANEL	Front Panel Assembly	
30	Front Panel Assembly	✓
IPD_WS_DRIVE_CONTROLLER	Hard Drive Controller	
1761	RAID 1 (Mirrored Array) Configuration	✓
IPD_WS_DRIVE_SATA	SATA Hard Drive	
1765	1000GB SATA 7200 1st HDD	✓
1766	1600GB SATA 10K SFF 1st HDD	✓
1767	1600GB SATA 7200 1st HDD	✓
1768	250GB SATA 7200 1st HDD	✓
1769		
1770		
1771		
1773		
1790		

Current Status

Status: 40 ✓ Released | Scheme: PRODUCT ITEM VARIA | Product Item

Attributes: Check release Status | Explore Status Scheme

Next Possible Status

Status: 10 - In Work | Assign Selected Status

Attributes: Target Context: Responsible User:

Status History

Export

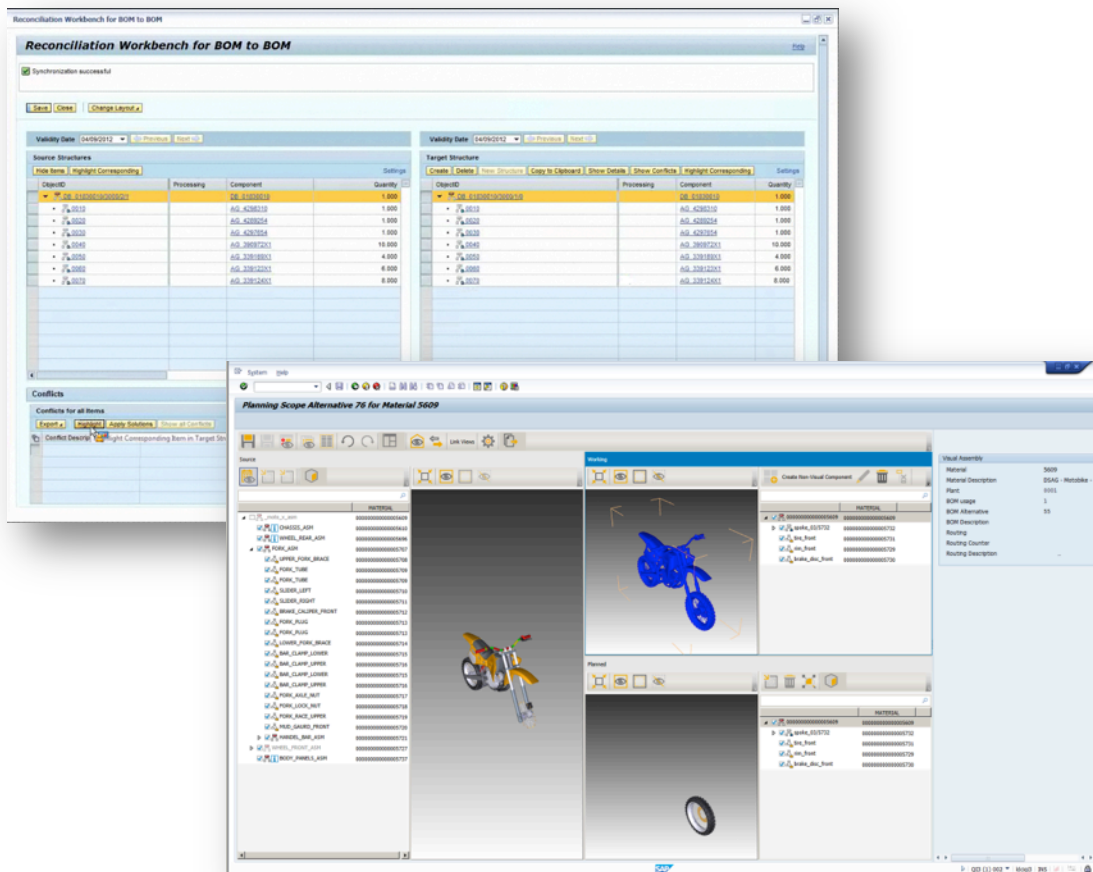
Environment | Originals | System | Help

- Display Changes
- Revision Levels
- Document Where-Used
- Product Structure Ctrl+Shift+F1
- Document Structure
- Document Distribution
- Digital Signatures
- Check In Archive
- Display from Archive
- Copy from Archive
- 3D Visual Enterprise
 - Start Conversion
 - Register Document

Enterprise

Map Engineering BOM to Manufacturing BOM to accelerate hand-over time

Visually allocate engineering designs to manufacturing routings



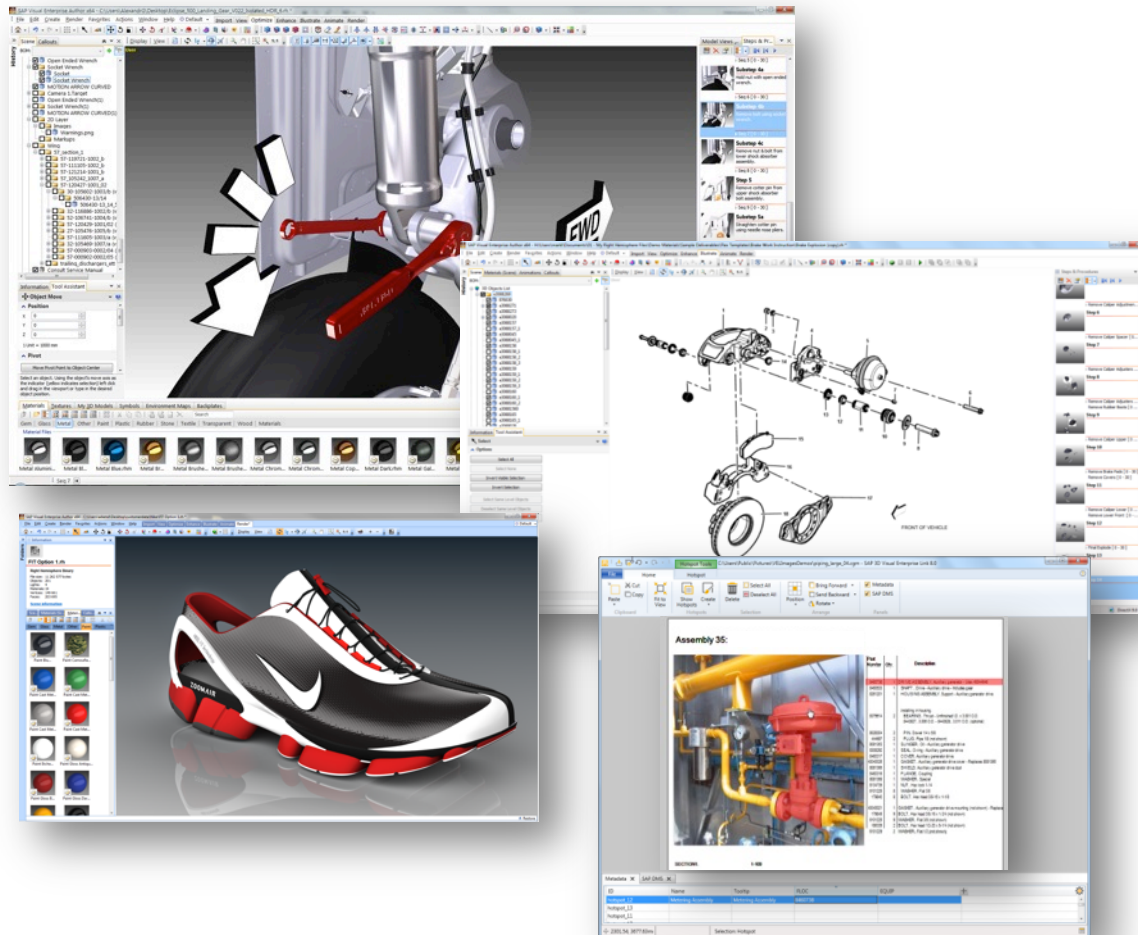


Product Technical Communications (via VEA, VEL & VEG)

Create animated procedures to document assembly, inspection, or maintenance work instructions

Generate life-like renderings to support Web and print marketing efforts

Automate the publishing of authored content into multiple formats





SAP Enterprise Product Engineering Value Points

Capabilities

Foster Extended Design Collaboration Throughout the entire organization with

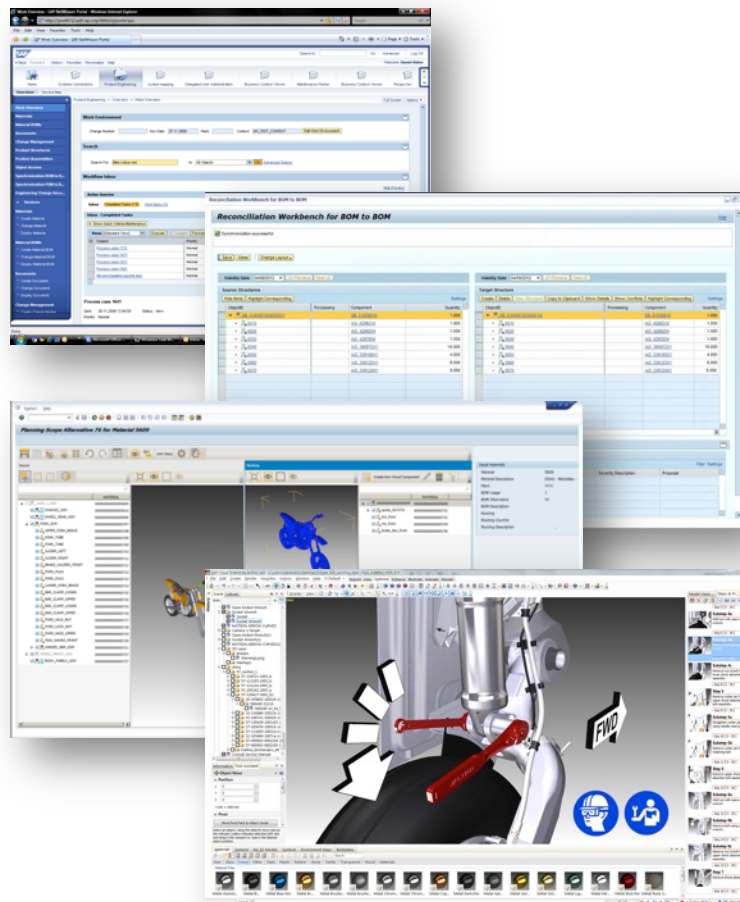
- Document Management and Access Control
- Engineering Change Workflow
- Status and Release Management of Master Data Lifecycle Phases
- Publish CAD data into lightweight visualization formats

Enable the Handover to Manufacturing Process

- Map Engineering BOM to Manufacturing BOM to accelerate hand-over time
- Visually allocate engineering designs to manufacturing routings

Leverage engineering designs to create downstream Technical Communications

- Create animated procedures to document assembly, inspection, or maintenance work instructions
- Generate life-like renderings to support Web and print marketing efforts
- Automate the publishing of authored content into multiple formats



Business Benefits

- Reduce time to market by standardizing the innovation process
- Reduce cost of new product development and introduction by enabling reuse of existing designs
- Use visualization to fully understand issues and make faster and more accurate decisions
- Reduce time to market by automating processes for transferring BOM data
- Reduce cost of product development
- Catch and remove errors during the handover to manufacturing process before costs add up
- Eliminate downstream rework by repurposing engineering CAD data
- Improve quality and throughput with easily understood documentation
- Raise quality and safety levels with enhanced training materials
- Reduce rework of end deliverables through automatic publishing



Linx-as™

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