



The Intelligent Manufacturing Enterprise Thriving in the Experience Economy

Georg Kube, SAP
2. April, 2019





Create **superior customer experiences.**
Through **tailor-made solutions.**
Delivered **at scale.**
And **as a service.**

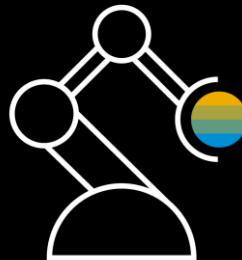
Customer
centricity



Serving the
“Segment of
One”



Digital
smart products



Digital supply
chain and smart
factory



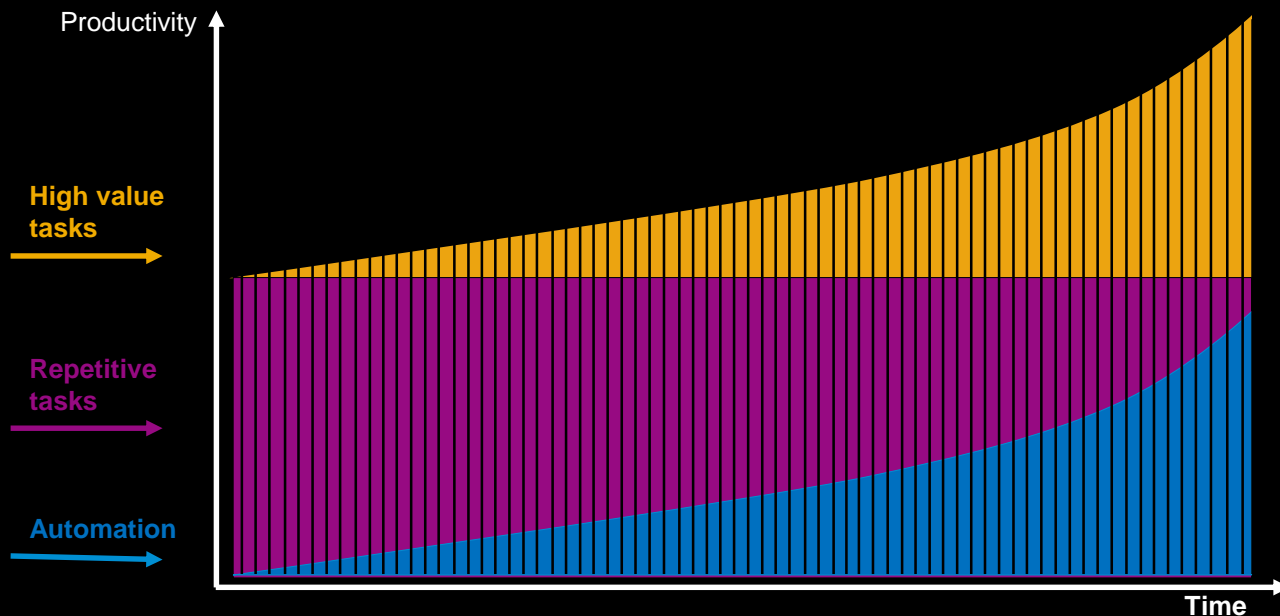
Servitization and
new business
models



SAP point of view: **Intelligent Enterprises** will lead the way . . .



“Intelligence is the ability to learn from experience, anticipate problems, and use knowledge to adapt to new situations.”



Optimize existing processes for more efficiency or reliability

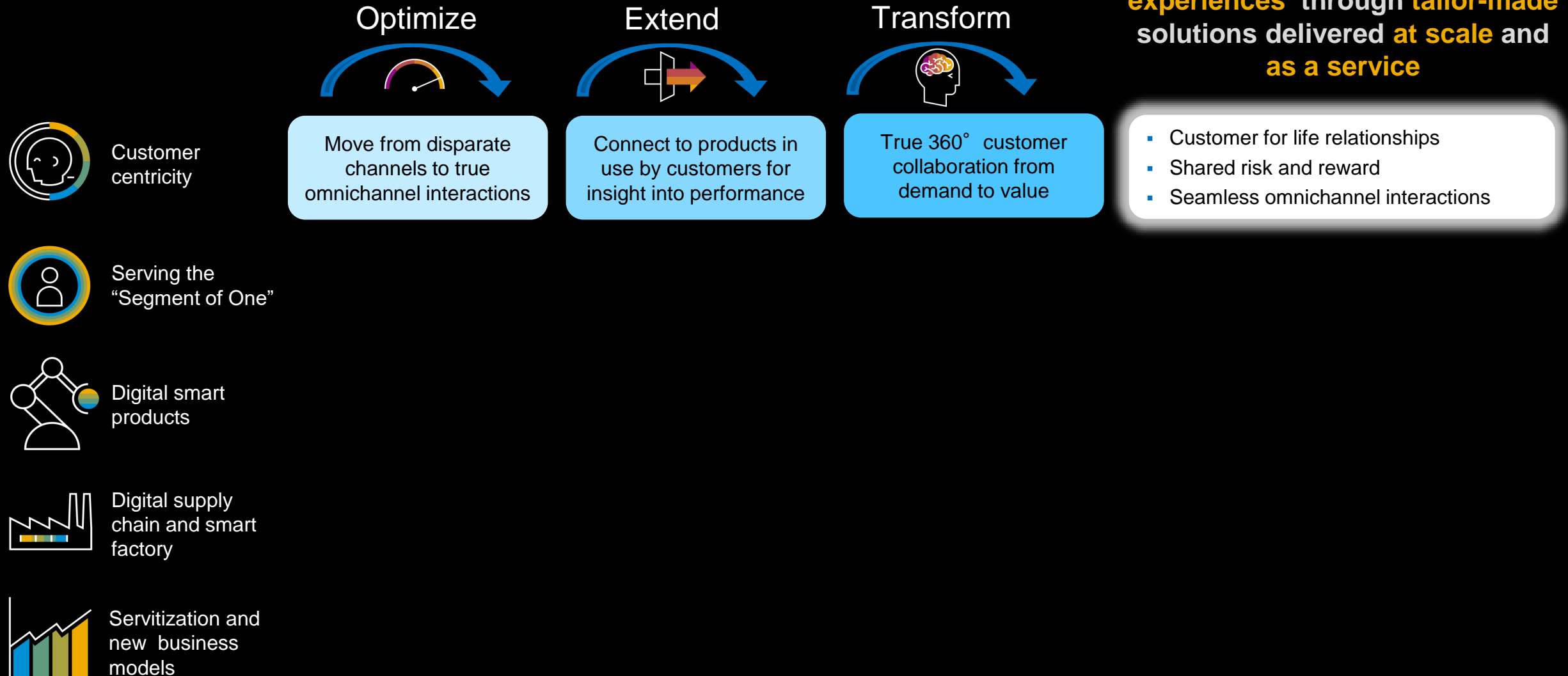


Extend current business processes beyond efficiency gains to capture new sources of value



Transform the company's value chain or business model

... as they evolve their **Strategic Priorities**





Customer
Centricity

Closing the experience gap

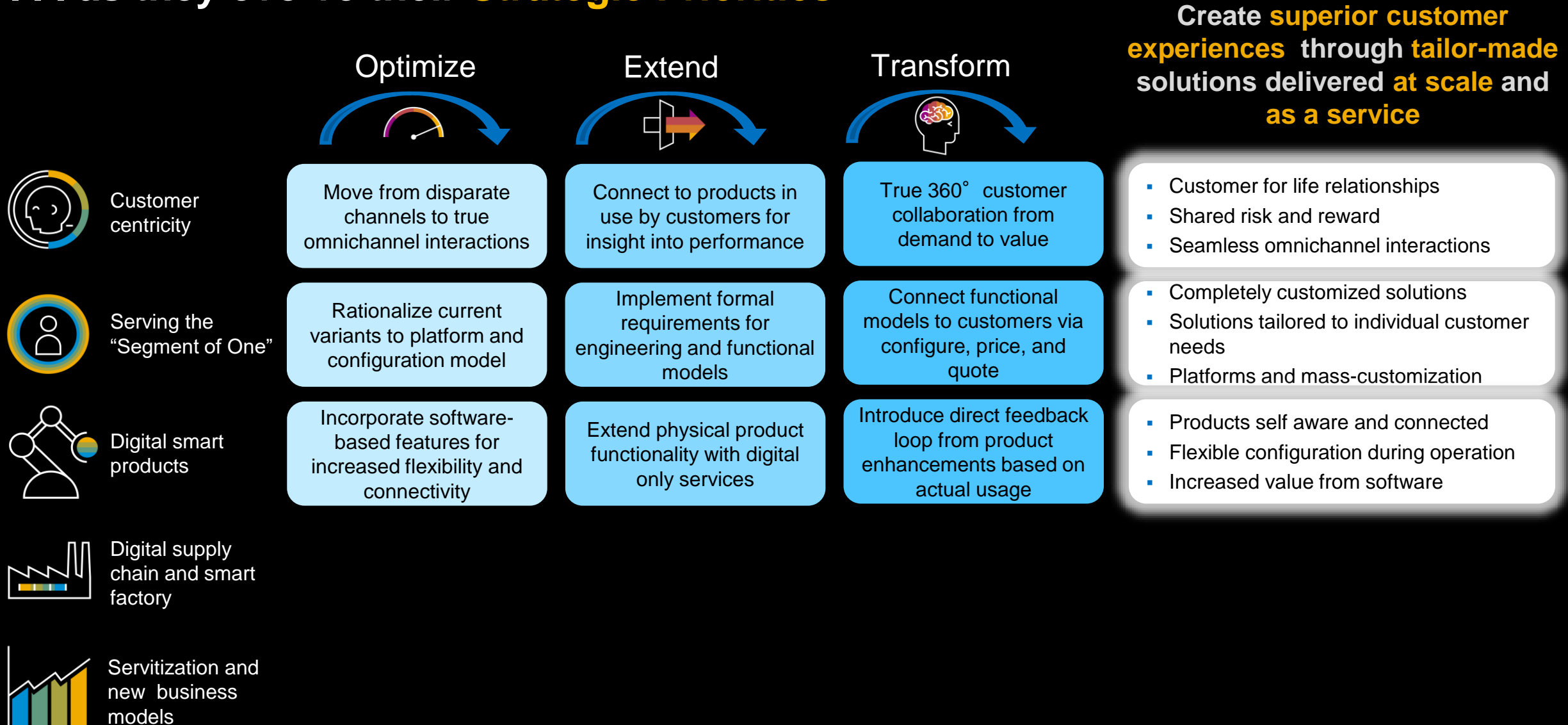
- Annual survey showed that customers had small disappointing interactions at various moments.
- By measuring feedback at every touchpoint, Grundfos is able to follow up with unhappy customers and turn detractors into promoters.
- Grundfos sees the ability to create a seamless customer experience as a key differentiator in the crowded B2B space.

CUSTOMER



Source: Grundfos

... as they evolve their **Strategic Priorities**





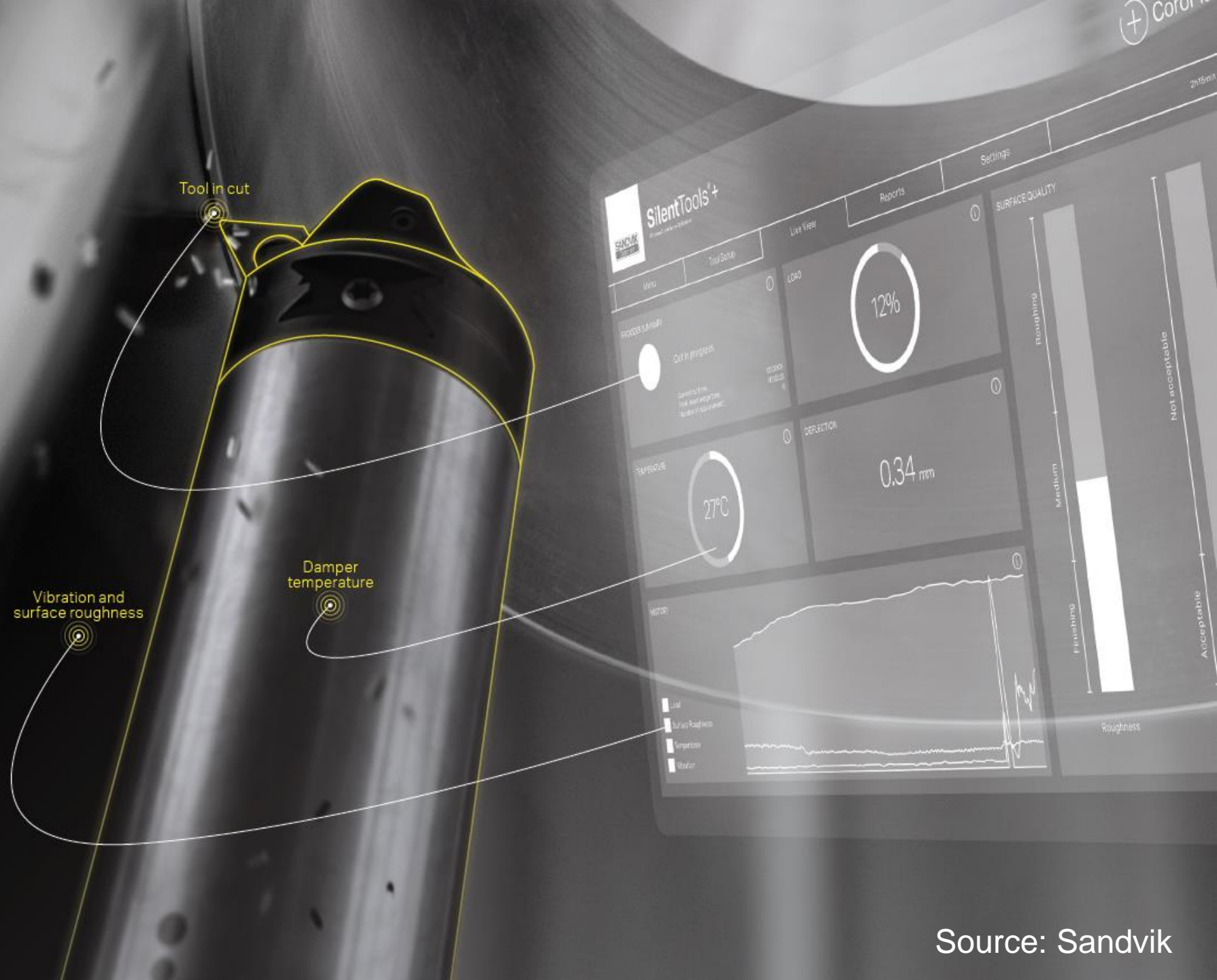
Digital smart
products

Digitally enabled cutting tools

CoroPlus

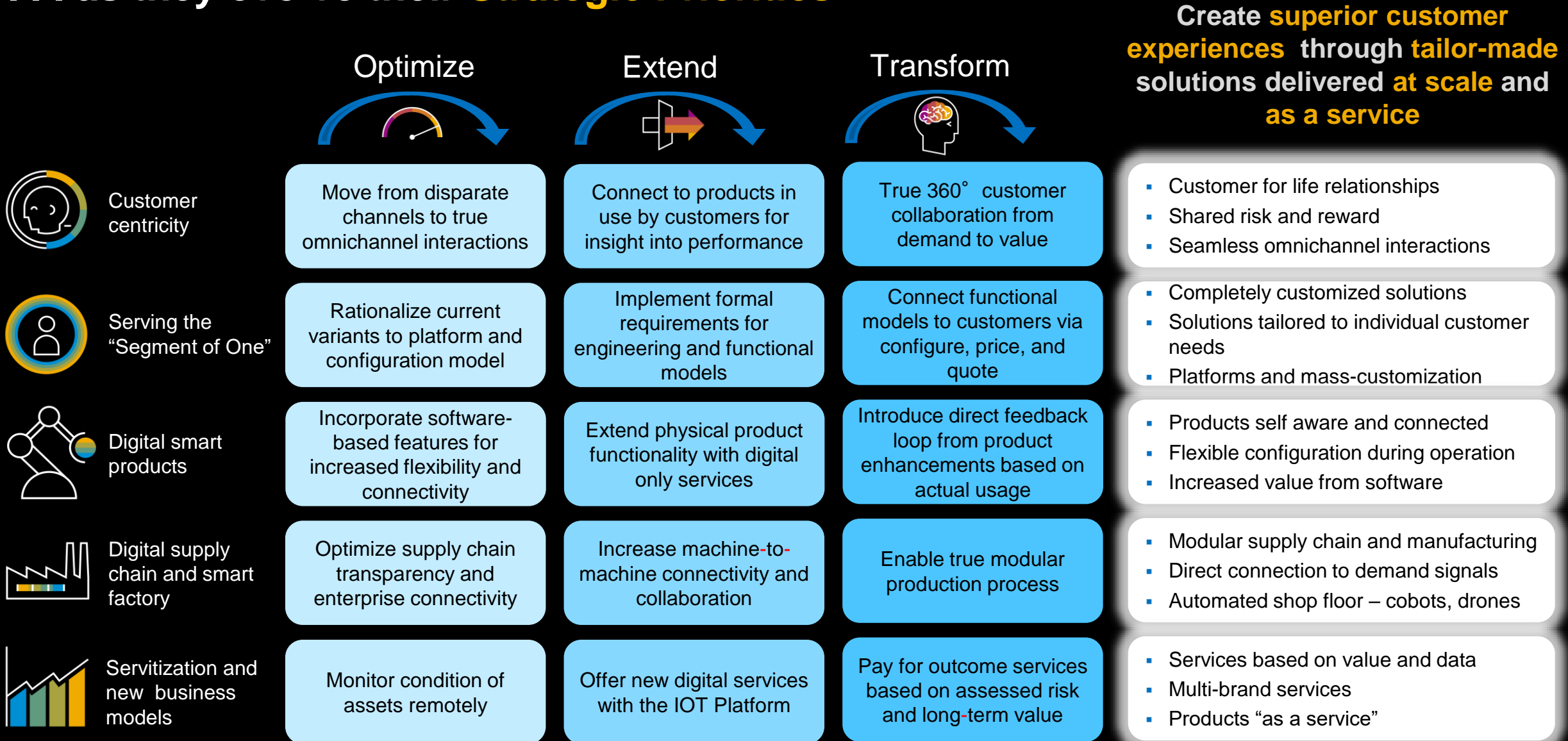
- Platform for connected tools
- Optimize manufacturing through insight into what's happening in real time in the machining environment
- Monetize tools “as an application” through Entitlement Management

CUSTOMER



Source: Sandvik

... as they evolve their **Strategic Priorities**





Compressed air as a service

- Increased service efficiency
- Higher customer and dealer satisfaction
- Greater transparency across the installed base
- New digital services and business models

SIGMA AIR UTILITY

Just buy the air you need

Imagine that your new compressed air supply system required not a single cent of investment cost. You didn't need to fund it yourself or seek outside capital, yet the system is at the cutting edge of compressed air engineering technology and provides exceptional efficiency. Your compressed air supply is permanently guaranteed and the company's budget requirement for maintenance or repairs is zero. Sounds good? It is good. See and read for yourself!

Benefits without compromise

You would hardly build a power station to meet your electricity needs. Why then would you invest your liquid assets to buy a complete compressed air supply system when you can opt for a SIGMA AIR UTILITY package from KAESER? We take care of everything from planning and installation, to system operation, maintenance and repair. This provides you with significant benefits: a reliable compressed air supply, maximum energy efficiency and complete cost transparency.

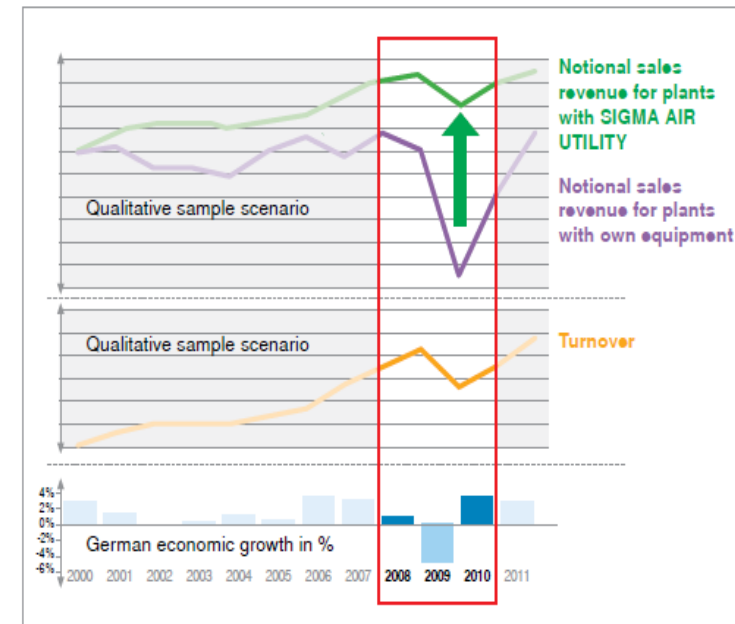
Everything from an expert source

Compressed air is too important to production to risk leaving its supply to anyone other than proven specialists with extensive expertise. KAESER KOMPRESSOREN's hybrid service bundle is tailor-made: After-all, KAESER not only provides application-specific system solutions designed by highly experienced compressed air specialists.

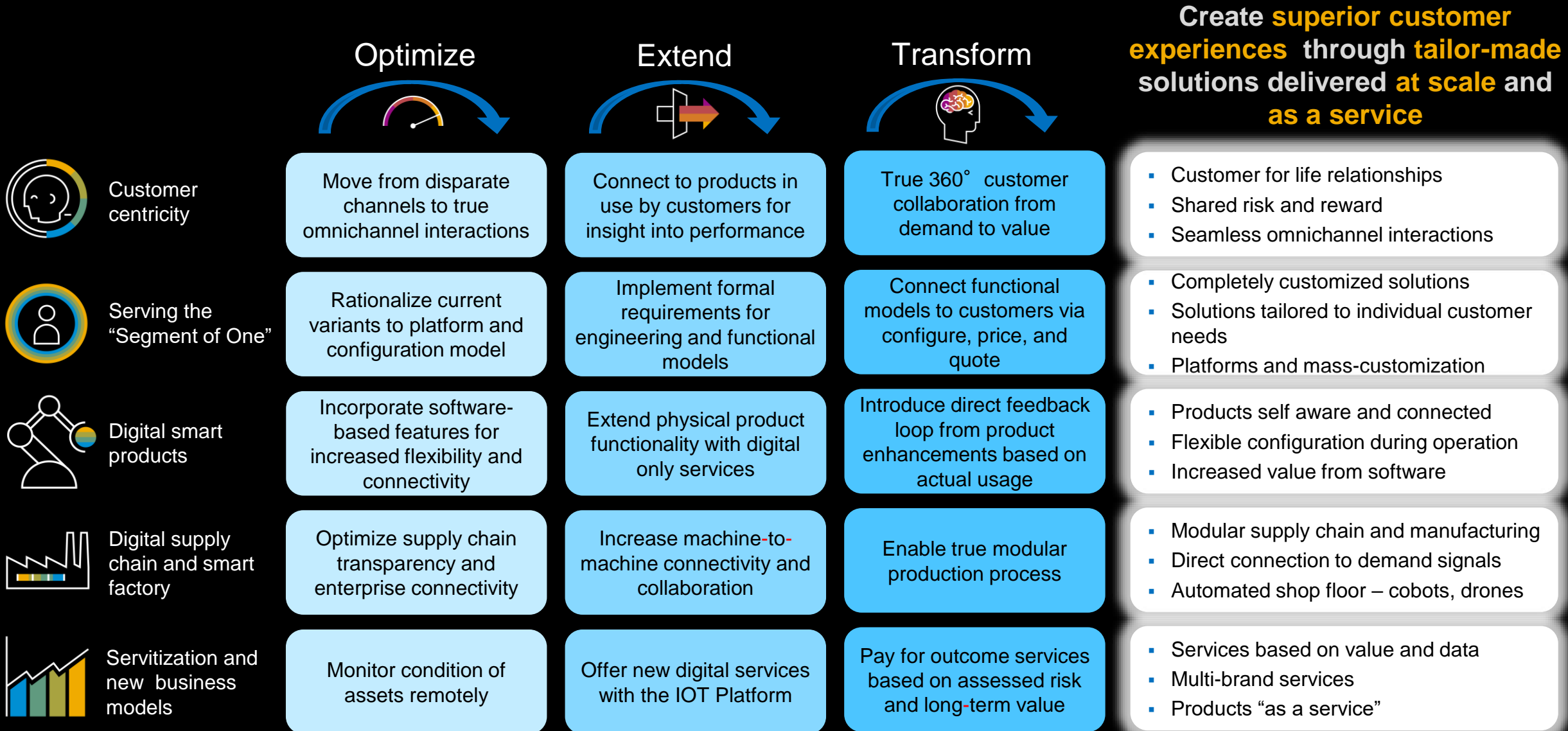
As a leading compressor manufacturer and compressed air systems provider, KAESER also offers the associated hardware – compressors, compressed air treatment systems and ultramodern compressed air management systems – and with globally recognised 'Made in Germany' quality. KAESER Teleservice, the logistics centre and our extensive service network improve compressed air uptime even further. Everything fits.

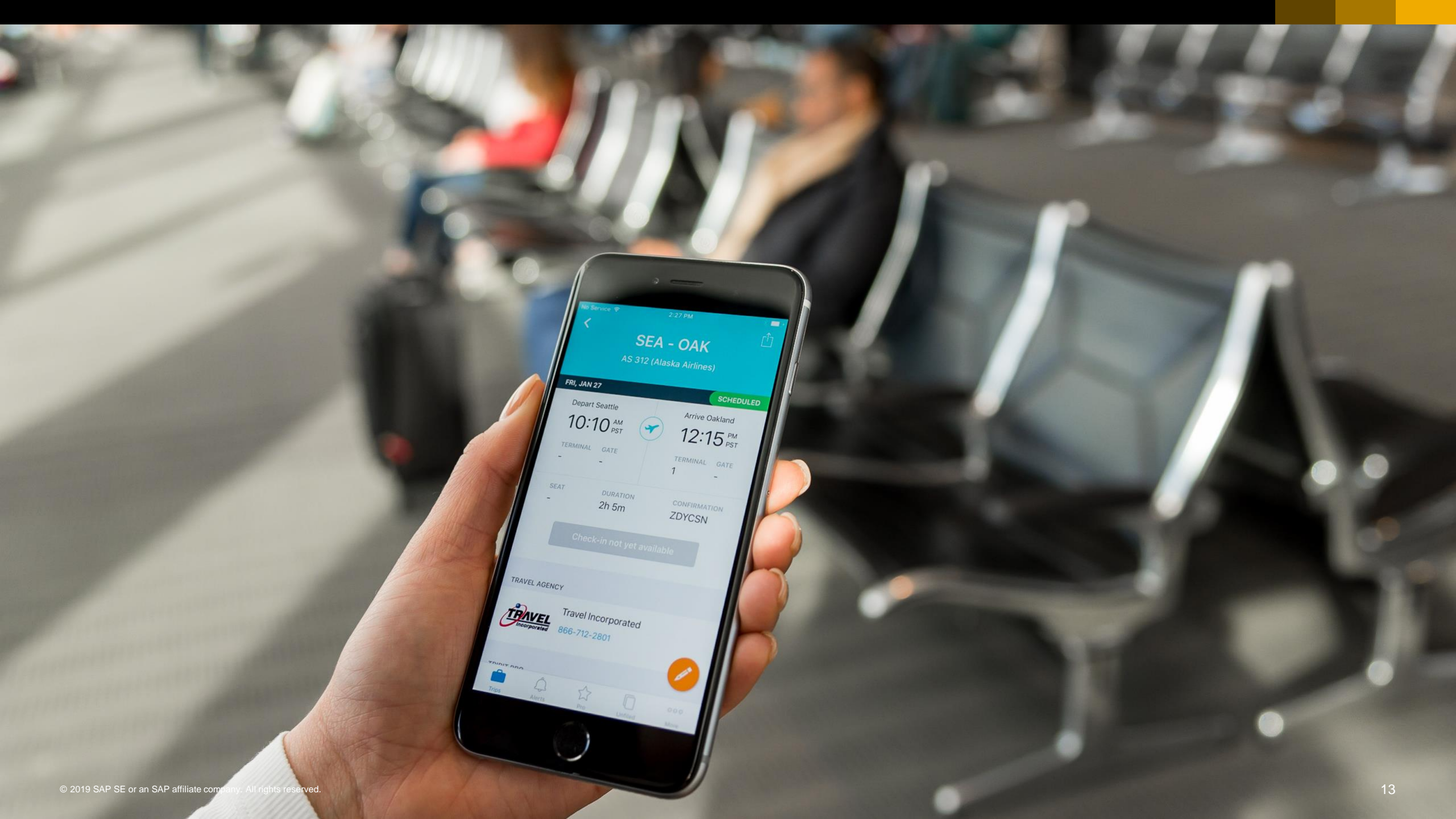
Transparent and reliable

Companies that only buy the compressed air they need instead of a complete compressor station enjoy maximum cost transparency. The price per cubic metre of compressed air is fixed contractually for an extended term, which provides a much more reliable basis for assessing costs than a complex blended calculation. The basic price over the term of the contract covers equipment and operating costs and use of a base volume of compressed air. Moreover, air consumption exceeding this base volume is charged at a contractually fixed price.



Manufacturing Enterprises evolve to become **Intelligent Enterprises**





SEA - OAK

AS 312 (Alaska Airlines)

FRI, JAN 27

SCHEDULED

Depart Seattle

10:10 AM PST

Arrive Oakland

12:15 PM PST

TERMINAL

GATE

1

SEAT

DURATION


2h 5m

CONFIRMATION

ZDYCSN

Check-in not yet available

TRAVEL AGENCY

 Travel Incorporated

866-712-2801

Trips

Alerts

Favorites

Logout

More

Thank you.

Georg Kube

Global Vice President, SAP SE

georg.kube@sap.com