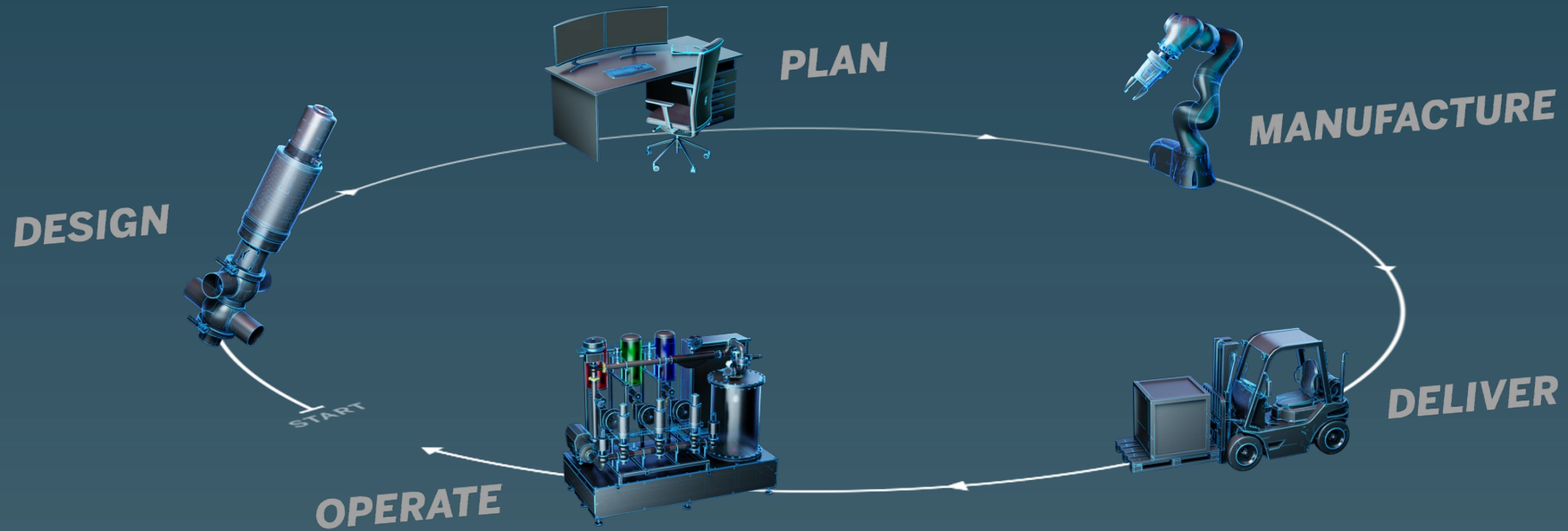




SAP Enterprise Product Development

PLM is moving to the cloud

SBN webinar
June 7th 2022

Lars Fossum & Audun Grimstad

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SBN webinar 07.06.2022

Webinar objective

Presentation outline

- 1 PLM trends and value opportunities
- 2 SAP Enterprise Product Development
- 3 Business processes and main capabilities
- 4 Customer examples
- 5 Investment areas and roadmap



SBN webinar 07.06.2022

Webinar objective

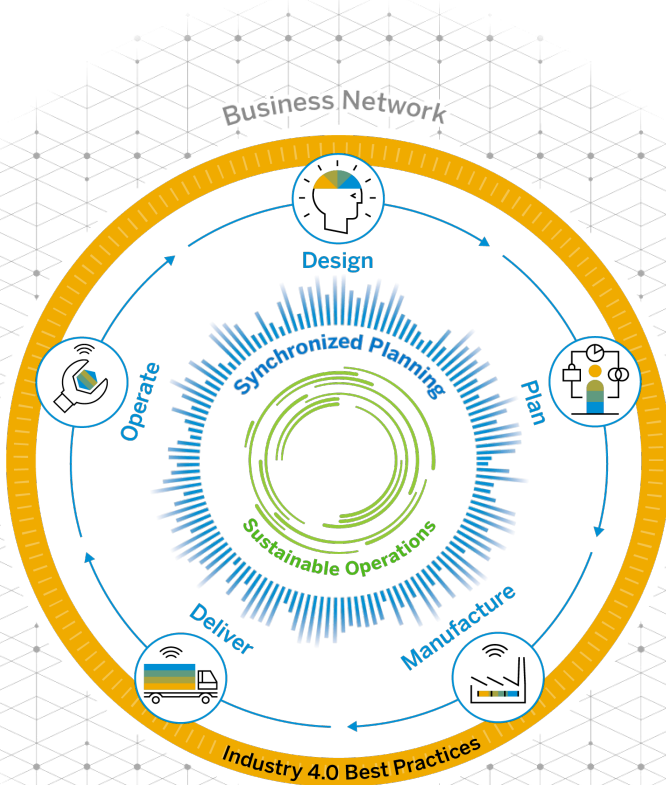
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An integrated design function is key to establish a responsive supply chain

Value Opportunities in PLM



Establish a **digital thread** to connect all the data and processes from design to operate



Capture the **voice of your customer** to continuously refine product requirements



Collaboratively develop innovative, sustainable, and compliant products



Close the loop in performance and operational analysis to improve products and customer satisfaction

Product Lifecycle Management Trends

Trends



Cloud Technology

Take advantage of the cloud to simplify IT administration and reduce cost of ownership

Product Complexity & Individualization

Increase in product configuration complexity with mechanical, electronic and software components

Multi-discipline Development Teams

Need to collaborate and share data between teams, both internally and externally

Quality & Sustainability

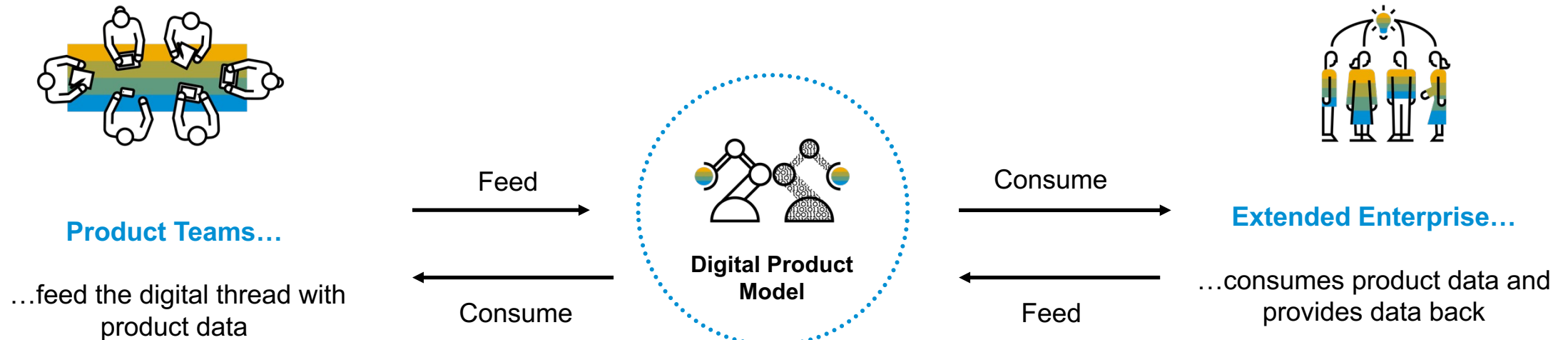
Products built sustainably and of high quality directly result in positive customer experiences

Closed-looped Enterprise Processes

Innovation is driven by insights into a product's behavior and how it impacts the extended enterprise

To capture the value at stake, it is today more important than ever to create an **end-to-end digital thread** across the value chain.

Our Mission: Deliver an integrated Digital Thread



A **single digital thread** that integrates all the real-time information, feedback, performance, and data on a product from inception to sunset.

The solution portfolio with S/4HANA, EPD and SAP Teamcenter by Siemens provide end-to-end processes required to develop the digital thread.

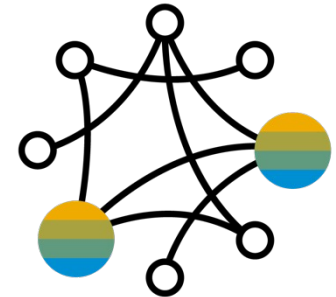
Solution Portfolio



PLM in S/4HANA as the system of record and downstream business process integration. Including SAP ECTR and SAP PLM System Integration.



SAP Enterprise Product Development as the system of differentiation & innovation for product development as a native Cloud PLM.



SAP Teamcenter by Siemens to extend and complement the SAP PLM portfolio.



Why PLM in the cloud?



Benefits of PLM in the cloud



Speed of implementation –
Instant on



Global access – Available
anywhere, on any device



Adopt latest technology



Always up-to-date



Modern user experience



Scalability and flexibility



Increased reliability and
security



Lower Total Cost of
Ownership (TCO)

SBN webinar 07.06.2022

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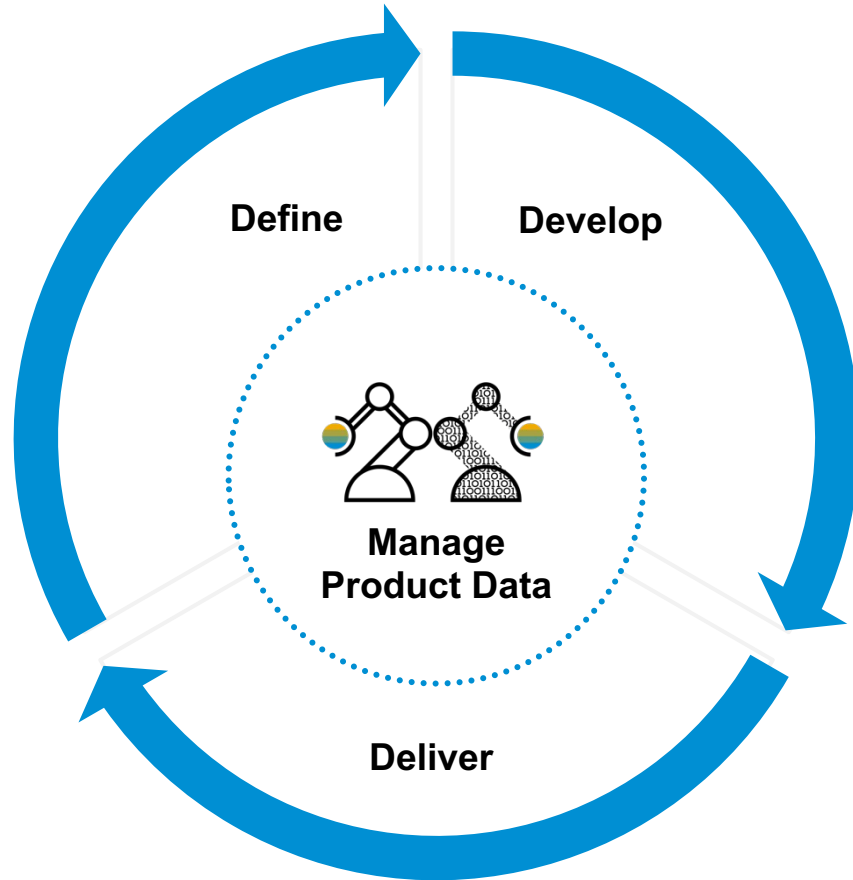
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SAP Enterprise Product Development is a SaaS PLM suite that enables our customers to Define, Develop and Deliver Intelligent & Sustainable products.

Product Overview



Define

Collect ideas, prioritize needs and define product & project requirements based on the Voice of Customer and market insights.



Develop

Collaboratively develop and industrialize products. Streamline processes across the extended enterprise.



Deliver

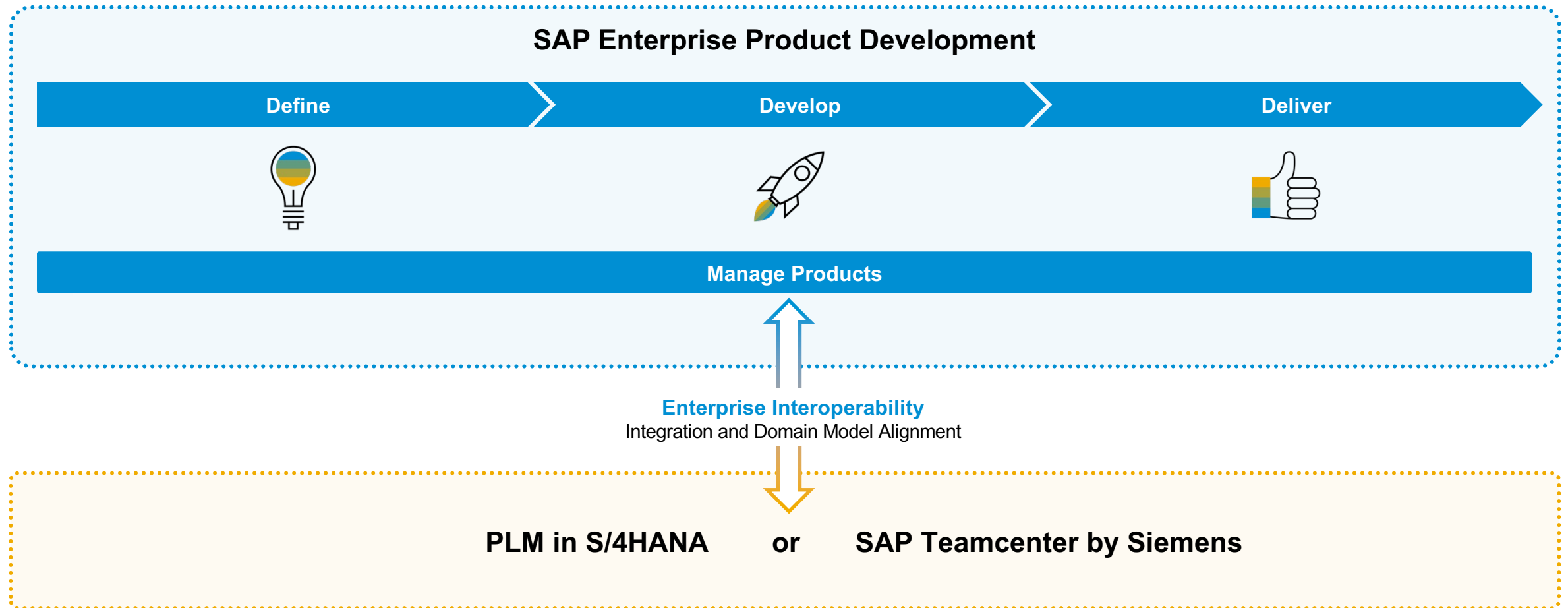
Leverage product information across the extended enterprise to support digital thread initiatives and closed loop processes.



Manage Product Data

Establish a single source of truth for product data across the extended enterprise. Develop with cost, compliance and sustainability in mind.

SAP Enterprise Product Development is **extending the value** of PLM in S/4HANA or SAP Teamcenter



SAP EPD is used by Discrete and Process Industries alike, even **outside classical PLM areas**



R&D



Engineering



Marketing



Procurement



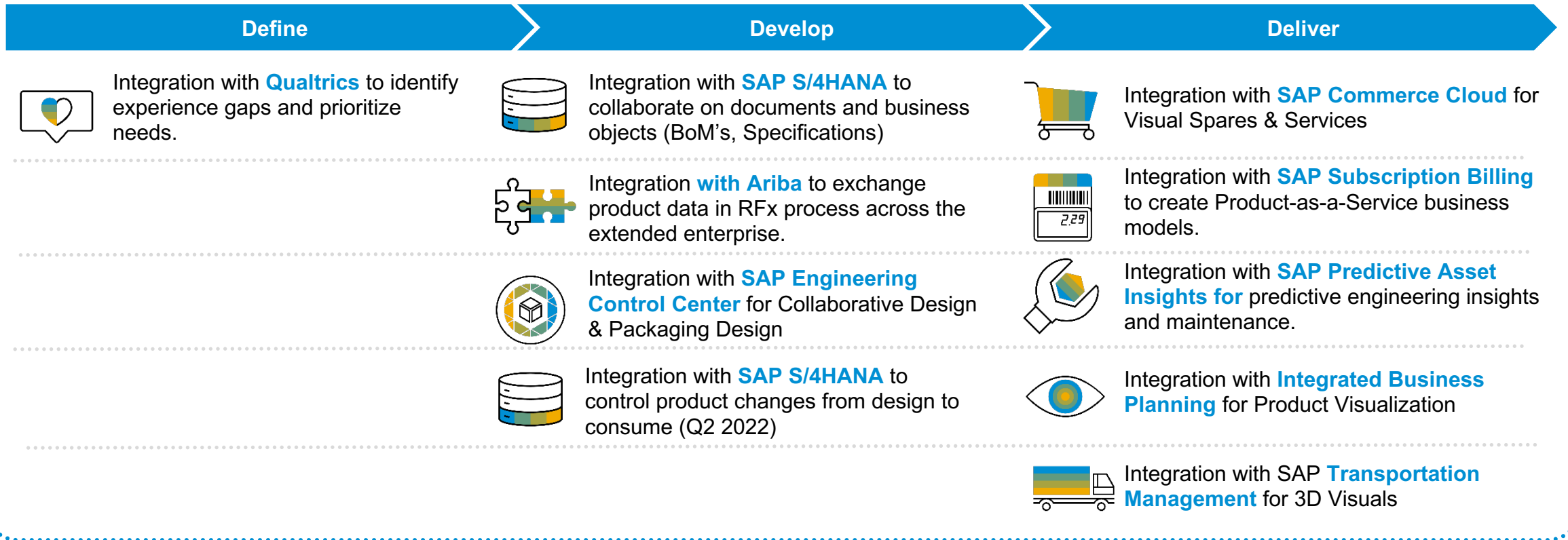
Maintenance



Aftermarket

SAP EPD integrates with a wide variety of SAP solutions across the value chain

Integration Scenarios



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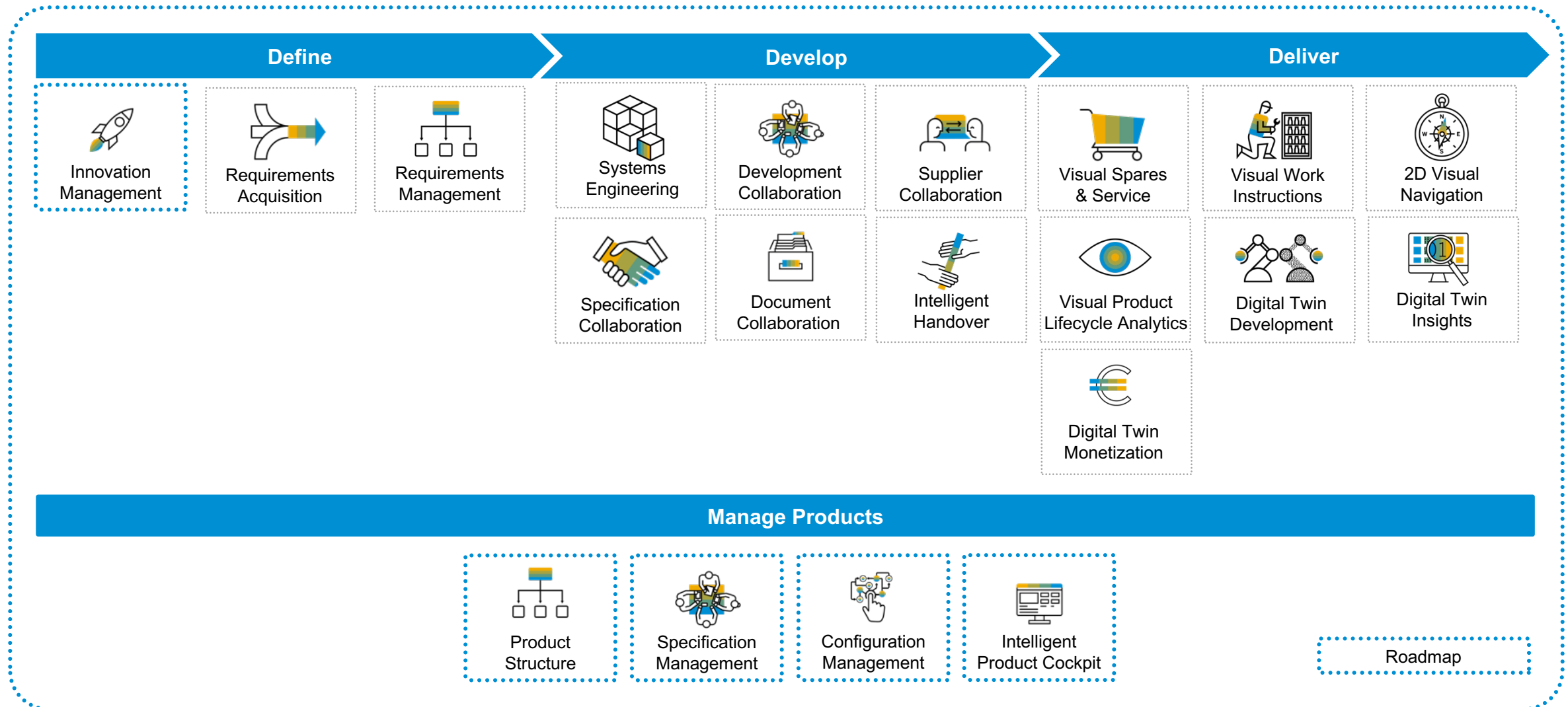
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The **business processes in SAP EPD** are designed to help our customers address the needs of digital product development organizations.

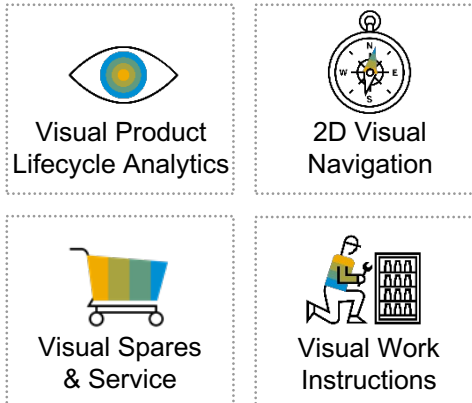


SAP Enterprise Product Development

Selected use cases

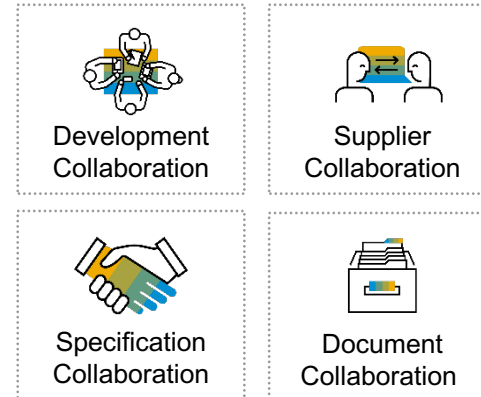
1

Visualization



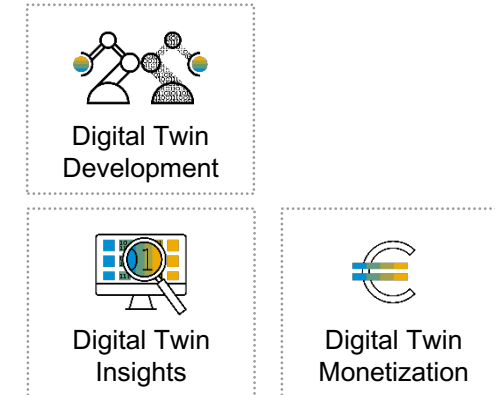
2

Collaboration



3

Digital twins

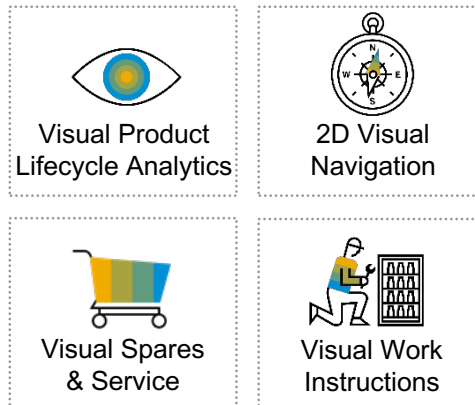


SAP Enterprise Product Development

Selected use cases

1

Visualization



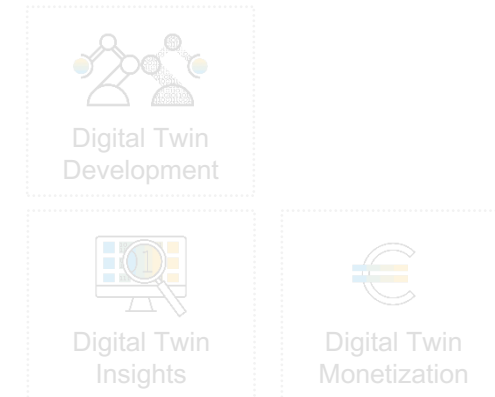
2

Collaboration



3

Digital twins

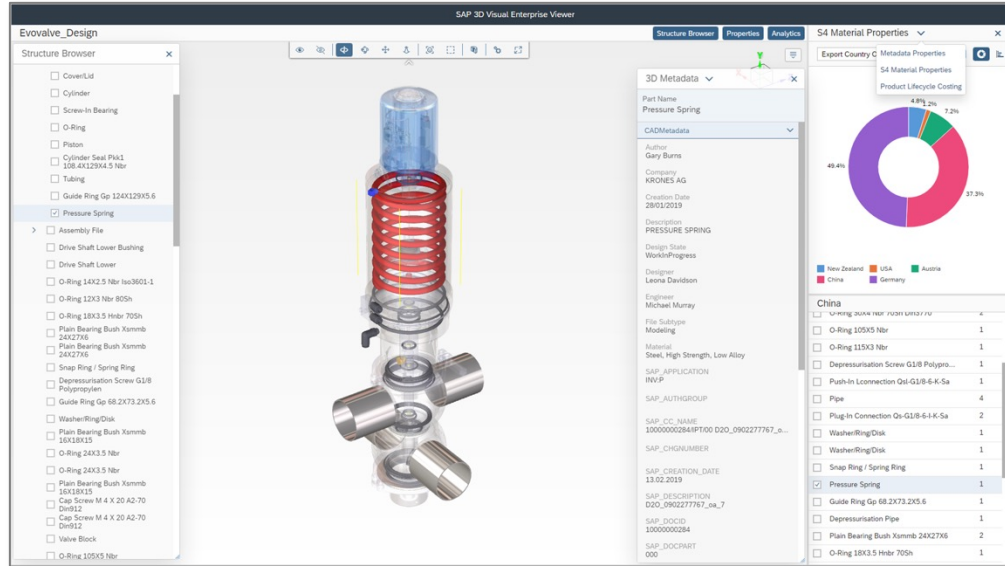




Visual Product Lifecycle & Asset Analytics enables key business decisions by providing access and visibility to business data, insights and actions

Business Outcomes

“As a **Product Manager**, I need to shorten the new product introduction process by having product lifecycle insights of new & legacy product master data from Design to Service.”

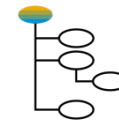


“As an **Asset Operator**, I want to reduce downtime of critical assets by making timely maintenance decisions based on operational master data and visual asset insights.”

Process Highlights



Import 3D Computer Aided Design (CAD) product & 3D Building Information Modeling (BIM) ISO 16739 data



Associate 3D Product, 3D Building Information Modeling (BIM) and 3D Asset visualizations with enterprise master data from Design to Operations



Apply Materials to enhance 3D visualization



Author Views to showcase enterprise analytic queries from Design to Operations



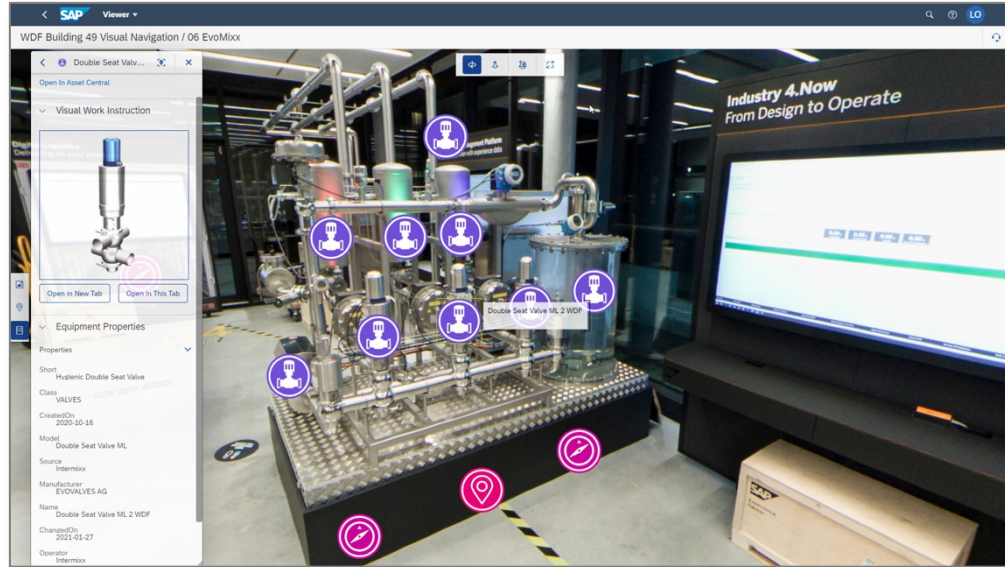
View 3D visualizations within Product Lifecycle & Asset Analytics template to access predefined product, manufacturing, or maintenance queries relevant for a particular business persona



2D Visual Navigation enables quick access and insights to operational data of assets, plants and buildings via interlinked 2D & 360 panoramic images

Business Outcomes

“As a **Maintenance Planner**, I want to reduce downtime of critical assets by making timely maintenance decisions based on operational master data of brownfield assets.”



“As a **Maintenance Technician**, I want to quickly locate and identify key assets and understand the operational environment in which, I am to perform the various maintenance tasks assigned within my Work Orders.”

Process Highlights



Import 2D raster & 360 panoramic images



Drag & Drop 2D & 360 panoramic images to quickly create interactive navigation links and virtual tours



Drag & Drop 2D mapped symbols to link enterprise technical data connects such as hierarchies (Locations, Equipment and Spare Parts)



Preview predefined Card Templates to validate Locations, Equipment and Spare Parts properties are displayed when a 2D symbol is selected



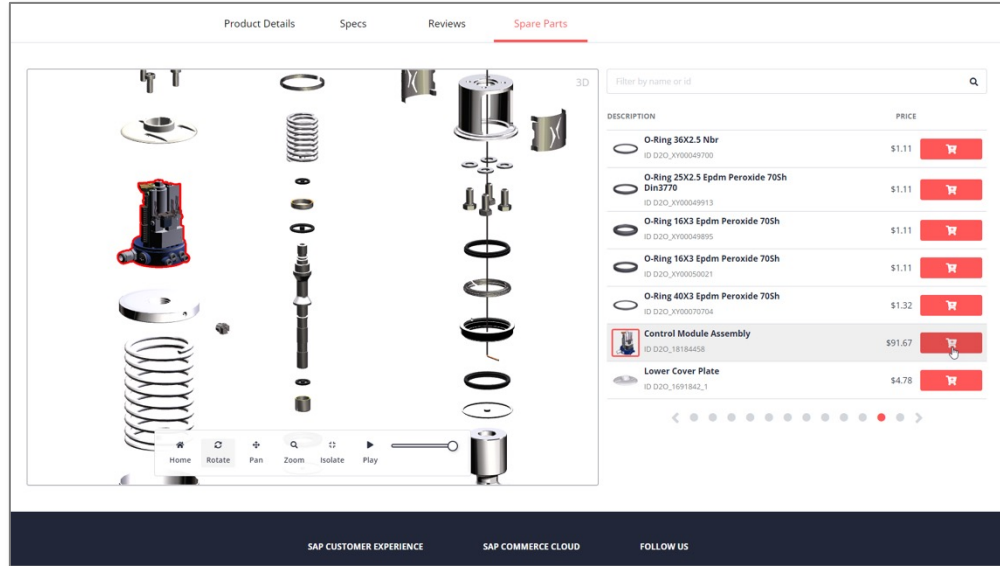
View 2D Navigation within a predefined Template & Cards to access all the relevant Locations, Equipment and Spare Parts information



Visual Spares & Service enables manufacturers to transform 2D & 3D product data into interactive spare parts catalogs to increase aftermarket revenue.

Business Outcomes

“As a **VP of Aftermarket Sales**, I want to grow revenue and increase brand loyalty by digitally transforming aftermarket sales and service providers into profit centers.”



“As a **Service Provider**, I want to maximize first time fix rates and increase customer satisfaction by quickly identifying the correct spare parts and confidently ordering and installing via a mobile device.”

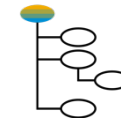
Process Highlights



Import 2D raster & vector, & 3D Computer Aided Design (CAD) product data



Author & Tag 2D Hotspots



Associate 3D CAD EBOM to SBOM



Author 3D Exploded View & Visual Work Instructions



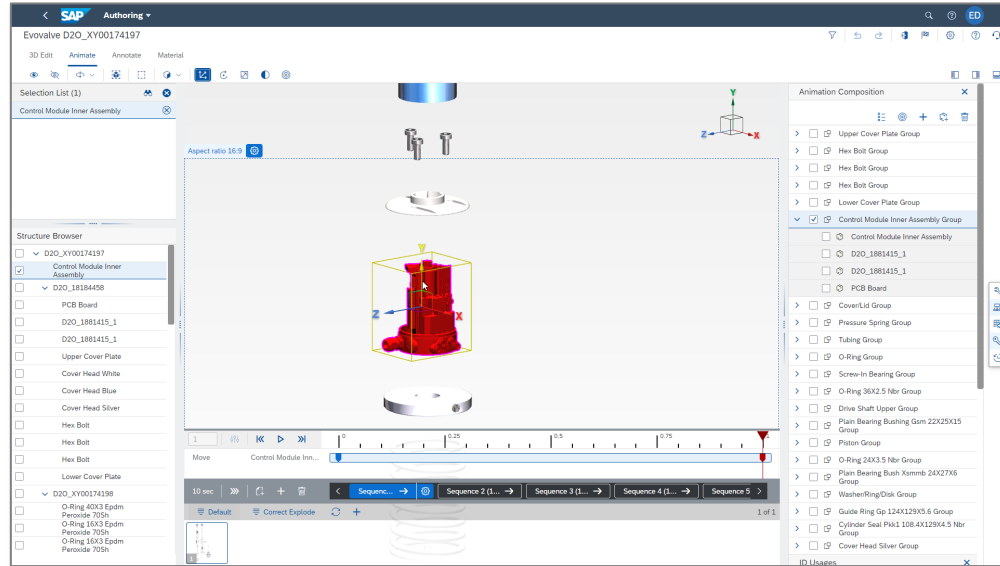
Publish 2D & 3D visualizations to enable streaming into SAP Commerce Cloud Storefronts



Visual Work Instructions enable manufacturers to transform 3D product data into interactive service instructions leading to increased service efficiency.

Business Outcomes

“As a **VP of Customer Service**, I want to maximize first time fix rates and increase customer satisfaction by digitally transforming our service operations.”

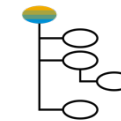


“As a **Service Provider**, I want to minimize downtime and provide the best quality service for my customers by optimizing product installations, repairs and routine maintenance procedures.”

Process Highlights



Import 3D Computer Aided Design (CAD) data



Associate 3D CAD EBOM or MBOM to SBOM



Apply Materials to enhance 3D visualization



Author Views, Animations and Annotations into 3D Visual Work Instructions



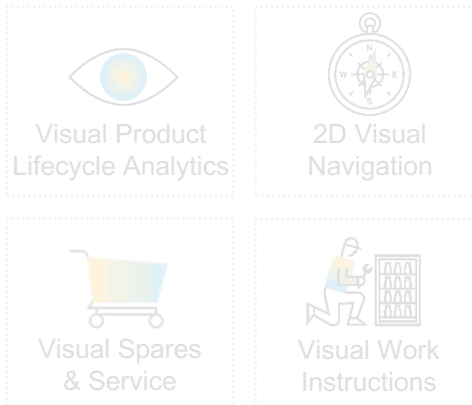
Publish visualizations to make them available to global stakeholders and applications for manufacturing, maintenance and service

SAP Enterprise Product Development

Selected use cases

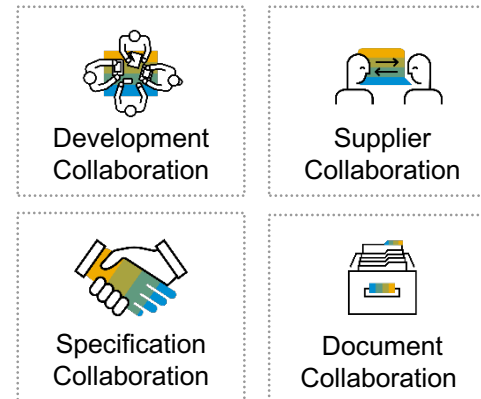
1

Visualization



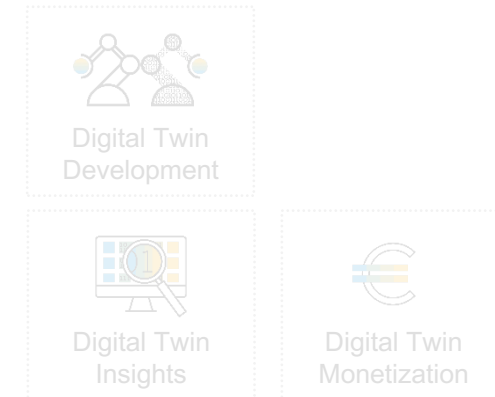
2

Collaboration



3

Digital twins

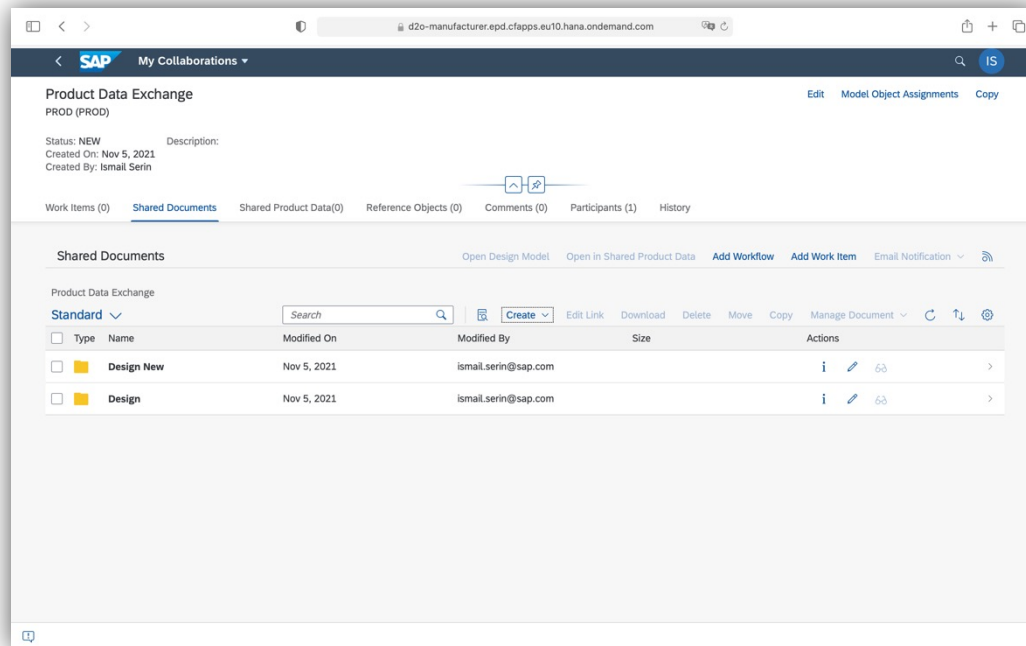




Document Collaboration enables product teams to exchange documents across the extended enterprise.

Business Outcomes

“As a **Product Developer**, I want to collaborate with team members and business partners to exchange and collaborate on documents to **reduce lifecycle cost**.”



Process Highlights



Create and use virtual spaces to collaborate with people across the extended enterprise



Store, share, and review engineering documents in collaborations



Manage document versions by creating one or more versions for the base version of a file



Upload documents from the document management system in S/4HANA



Create robust workflows including an integrated task management to support collaboration



Collaborative Product Development enables product teams to collaborate with the extended enterprise, to develop and change products.

Business Outcomes

“As a **Product Developer**, I want to detail out product data and collaborate with business partners across the extended enterprise to **lower product and lifecycle cost**.”

The screenshot shows the SAP Collaborative Product Development interface. On the left, there's a sidebar with 'My Collaborations' and a list of shared product data. The main area displays a 'Product Engineering with Co-Man' document for 'CAR_V'. It includes a table of items with columns for Item, Item Category, Component, Item Text, Quantity, Component Unit of Measure, Valid From, Valid To, Change Number, Status, Comment, and Sort String. The table lists four items: 0010 (engine), 0020 (chassis), 0030 (wheel), and 0040 (navigation). The interface also shows a 'Shared Product Data (6)' section with a list of materials and a 'BOM-QM7-002' section with a list of materials.

Item	Item Category	Component	Item Text	Qua...	Comp onent Unit of Measure	Valid From	Valid...	Chang e Number	Status	Comm ent	Sort String
0010	L	ENGIN E_V	engine	1	EA	Jan 1,1970	Dec 31,999 9	RK_PE			
0020	L	CHASI S_V	chasis versioned	1	EA	Jan 1,1970	Jan 1,1970	RK_PE			
0030	L	WHEEL _V	wheel	4	EA	Jan 1,1970	Dec 31,999 9	RK_PE	Edited		3
0040	L	NAVIG ATION	Navigation	1	EA	Jan 1,2021	Jan 1,2022	RK_PE	Create d		4

Process Highlights



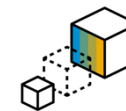
Share business objects and documents across disciplines and enterprise borders



Add business objects as references to a collaboration and establish a single source of truth



Import BOMs from S/4HANA and perform collaborative redlining



Collaboratively redline and visually annotate 2D/3D design models. Integration with SAP ECTR



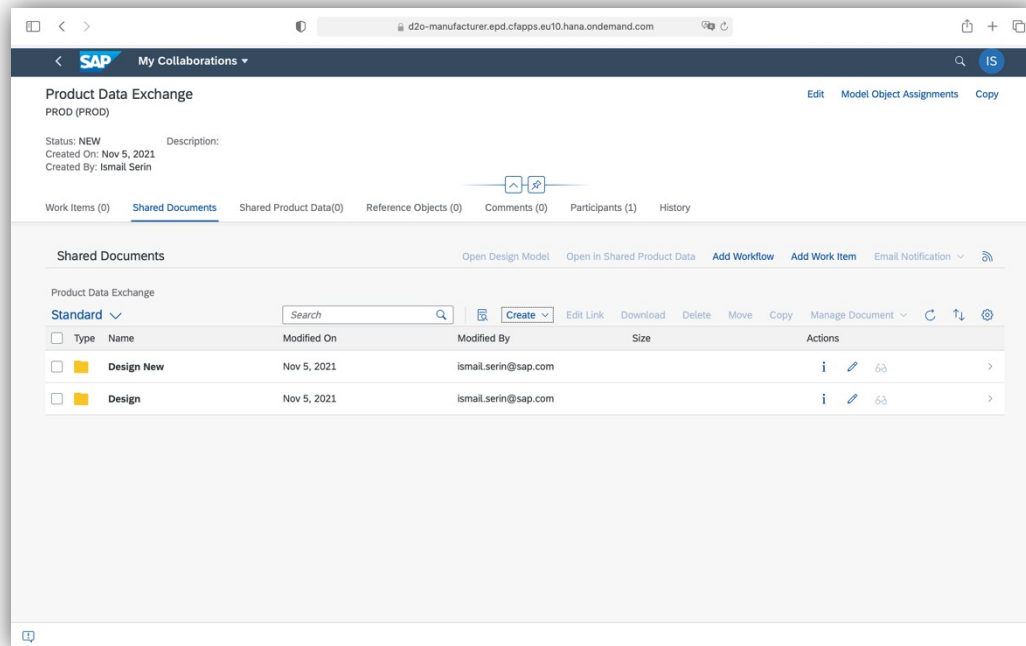
Create and leverage workflows with safe exchange of information across the extended enterprise



Supplier Collaboration enables product teams to collaborate with Suppliers and Vendors to "exchange" product data for RFx processes.

Business Outcomes

"As a **Technical Buyer or Seller**, I want to exchange product data (e.g., BoM's, Specifications, Documents) and manage the RFx process to **lower product costs**."



Process Highlights



Create collaborations and invite suppliers from Ariba to exchange product data



Link collaborations to RFx projects in Ariba



Flexible search and filter options to navigate to the right collaboration across multiple suppliers



Workflow driven collaboration with suppliers for safe exchange of information



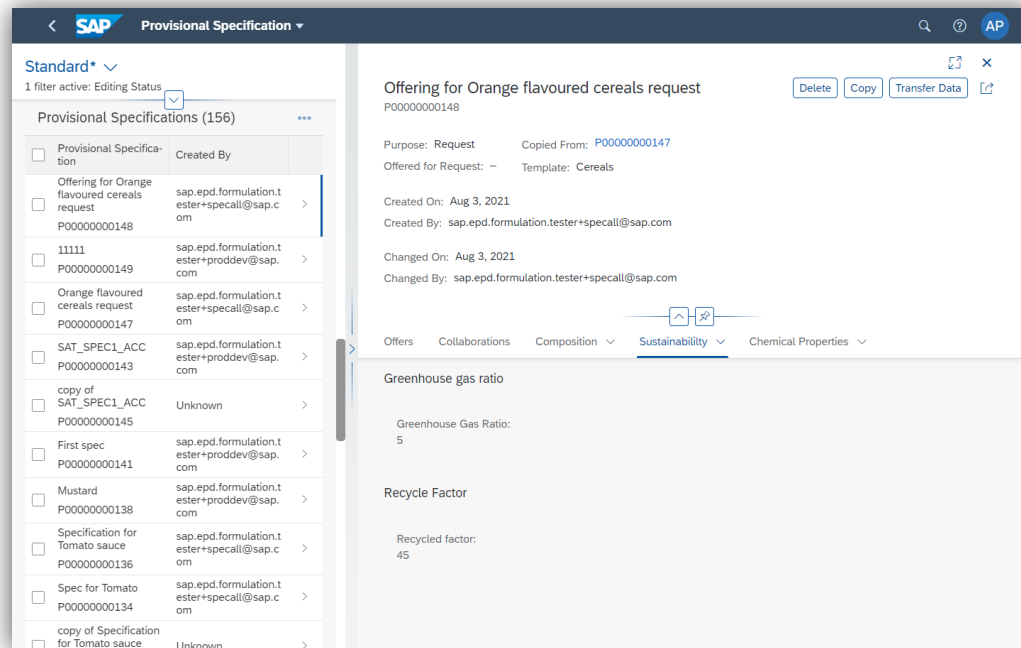
Bi-directional exchange of documents from S/4HANA Document Management System



Specification Collaboration enables product teams to exchange specification information with the extended enterprise.

Business Outcomes

“As a **Product Developer**, I want to manage all product specification information in a single source of truth including greenhouse gas information to **lower lifecycle costs** and **decarbonize products**.”



Process Highlights

1

Collaborate on provisional specifications with suppliers to shorten the time for final specification

2

Assign a Provisional Specification to collaborations to exchange with suppliers

3

Transfer Data from a Provisional Specification back to the source system to use in recipes

4

Load Value Sets for Specification from the source system to work with provisional specifications

5

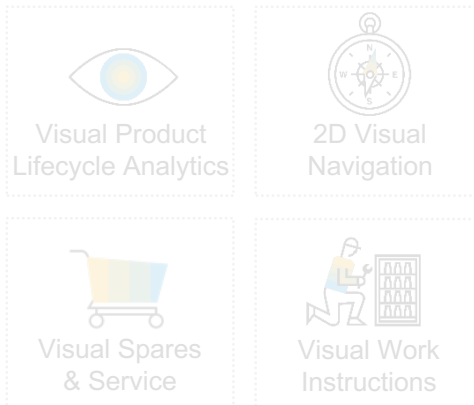
Store greenhouse gas emissions as provisional specifications

SAP Enterprise Product Development

Selected use cases

1

Visualization



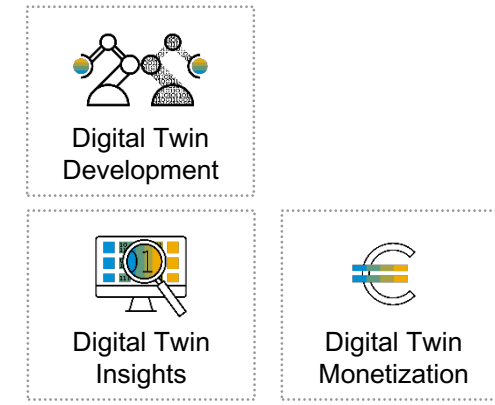
2

Collaboration



3

Digital twins

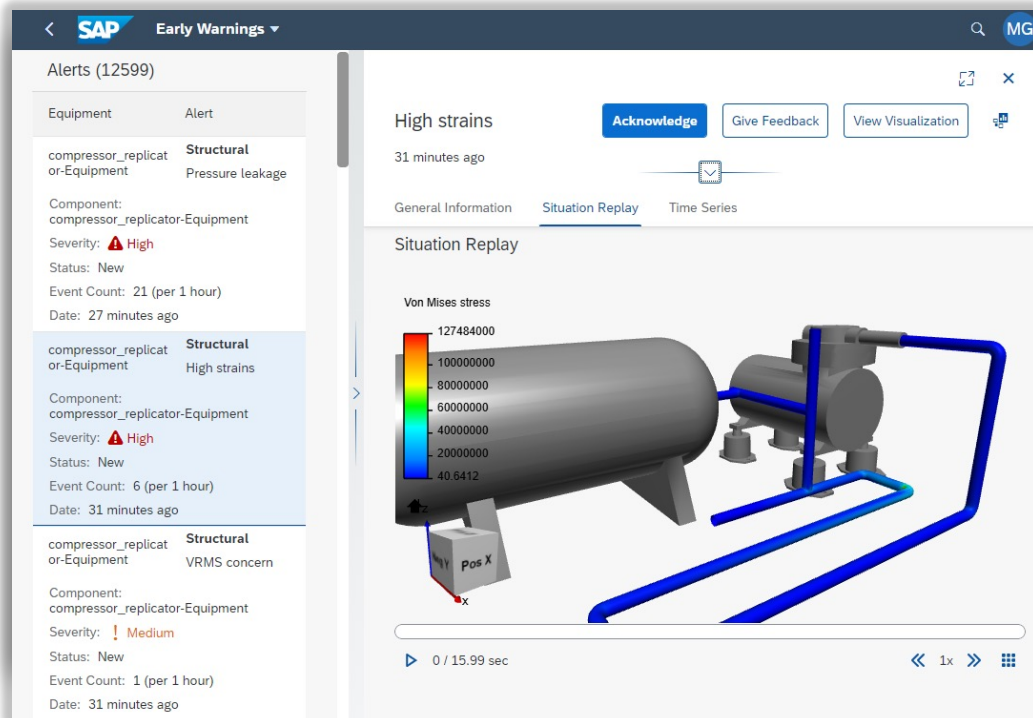




Digital Twin Development enables product teams to create smart and digital products by combining IoT with engineering models.

Business Outcomes

“As a **Digital Twin Engineer**”, I want to reuse engineering models to create a Digital Twin to **increase the lifecycle revenue** of products in operation.”



Process Highlights



Develop Digital Twins based on engineering and/or machine learning models



Reuse engineering models from engineering phase to cost-effectively create Digital Twins



Test and calibrate the digital twin to verify and validate



Prepare the production master data and fingerprints the physical product together with digital twin



Define hardware and sensor requirements for the productive usage of the digital twin



Digital Twin Monetization enables product teams to create new business models.

Business Outcomes

“As a **Product Manager**, I want to offer digital services and outcome-based business models for my product to **increase the recurring product revenue**.”

The screenshot displays the SAP Subscriptions interface. On the left, a 'Subscription' card for ID 4283 is shown, with customer 'John Malko', market 'EU Countries', and time zone 'Europe/Paris'. The status is 'Active'. Below this is an 'Item List' for 'Item 1' with details: Number 1, Product Name 'Simulation', Product ID 'Simulation123', Subscription Type 'Commercial', and a Recurring Net Amount of 0.00 EUR per month. On the right, the 'Item' card for 'Item 1' shows the Product Name 'Simulation', Subscription Type 'Commercial', Effective From 'Nov 4, 2021', and Effective Until. Below the card are tabs for 'Billing', 'Pricing', 'Custom References', and 'Technical Resources'. The 'Billing' tab is active, showing a Billing Cycle of 'Monthly', Next Scheduled Billing Date of 'Dec 1, 2021', and Waive Recurring Charges of '0 month'. The 'Pricing' tab is also visible, showing a table for 'Pricing Parameters' with columns 'Description' and 'Value'. The table currently contains the text 'No pricing parameters defined'. At the bottom, there are buttons for 'Save' and 'Cancel'.

Process Highlights



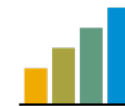
Create new business models based on time-based subscription and pay-per-use models



Monetize and provide access to engineering models based on model-exchange standards



Integration with SAP Subscription Billing to automate billing in S/4HANA



Enable the asset user to provide product feedback and improvement requests



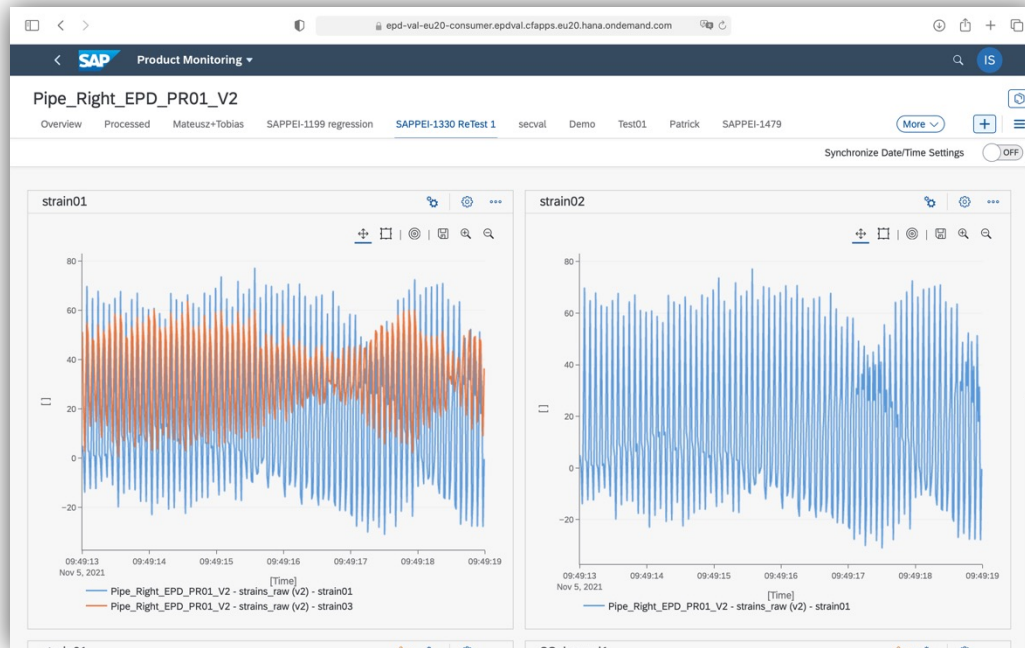
Integration with SAP Asset Intelligence Network to manage authorizations in the business network



Digital Twin Insights from Operations enables product teams to analyze operational data for product improvements.

Business Outcomes

“As an **Engineer**, I want to analyze operational data and use the insights for product improvements to **improve the voice of customer** through relevant design upgrades.”



Process Highlights



Leverage IoT data in product development and create product feedback based on operational data



Connect sensor data with physics-based simulation models for advanced engineering insights



Define and manage rules to automatically create alerts based on emerging issues



Integration with the SAP Asset Intelligence Network to handover engineering simulation models



Integration with SAP Predictive Asset Insights to improve asset maintenance decisions

SBN webinar 07.06.2022

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SAP EPD can address customers in many industries

Manufacturing companies

- ✓ Discrete (IM&C, HT, Automotive,...)
- ✓ Process industries (CP, Chem, LS,...)



Use case:

Support development collaboration, sourcing collaboration or outsourcing processes to gain efficiency and ensure compliant change management

Asset-rich companies/organizations

- ✓ Public Sector (Infrastructure)
- ✓ Transportation (road, rail, ...)
- ✓ Utilities (wind, hydro, solar, grid, ...)
- ✓ Chemicals, Oil and Gas etc



Use case:

Monitor health of industry assets (machines, process plants, large equipment, ...) and infrastructure (bridges, wind parks, floating structures,...) to reduce maintenance cost and outages

Harmonizing Lifecycle Management for Engineer-to-Order Projects with **SAP® Enterprise Product Development**



Before: Challenges and Opportunities

- Insufficiently formalized business processes for engineer-to-order (ETO) compressed air station projects
- Difficulties in providing technicians with relevant, up-to-date information at the point of consumption
- Lack of harmonized workflows, preventing seamless collaboration between internal and external stakeholders

Why SAP

- Cloud-based SAP® Enterprise Product Development solution, aligning with KAESER's cloud strategy
- Powerful access control capabilities, enabling internal and external users to work together securely
- Integration with document management systems via SAP S/4HANA®, simplifying process automation
- Intuitive, mobile-friendly browser-based user interface, built with SAP Fiori® user experience
- SAP Workflow Management service in SAP Extension Suite, part of SAP Business Technology Platform, supporting collaboration and enriching the user experience with 2D and 3D visualizations
- Product lifecycle management knowledge and project support from SAP Services and Support experts
- Potential to explore use cases in connected products and systems engineering in the future

After: Value-Driven Results

- Simplified access to project documentation, including technical documents and visualization
- Automated business processes with integrated cross-company workflows, boosting collaboration and efficiency
- Enabled earlier detection of design errors, leading to better quality and lower costs
- Harmonized lifecycle management process across the enterprise for ETO compressed air station projects

“The SAP Enterprise Product Development solution makes it much **easier for internal and external stakeholders to collaborate** on engineer-to-order projects – so we can always deliver the right solutions to meet the customer’s needs.”

Falko Lameter, CIO, KAESER KOMPRESSOREN SE

15,000

Product lifecycles are now fully managed using the SAP solution, boosting product development efficiency

900

Stakeholders are using the SAP solution to collaborate on product development worldwide

**KAESER
KOMPRESSOREN SE**
Coburg, Germany
www.kaeser.com

Industry
Industrial
Machinery and
Components

Products and Services
Compressed air products,
services, and systems

Employees
6,000

Revenue
€800 million

Featured Solutions
SAP Enterprise Product Development,
SAP S/4HANA, SAP Business
Technology Platform, and SAP Services
and Support

THE BEST RUN 

Online Collaboration in the Cloud with Enterprise Product Development

COMPANY

The UK branch of a major Oil and Petrochemicals company

SITUATION

- Moving from a legacy document management system, the Company first implemented OpenText but realised that they also needed document collaboration functionality between the involved parties.
- Furthermore, a link between maintenance BOMs, asset hierarchies and the corresponding documents was required.
- EPD integrated with Engineering Control Center (ECTR) provides the capability to easily use and copy Plant Maintenance objects in ECTR as well as using EPD to create collaboration spaces to exchange documents with contractors and manufacturers on these objects with a direct link into Document Management System (S/4 DMS) and ECTR.

WHY SAP?

To accelerate its digital transformation, SAP could offer the company a seamless collaboration solution including sharing of the maintenance and asset information between business partners:

- Collaborative Product data management with user-defined, access controlled secure workflows ensuring that business partners receive and acknowledge correct product designs and specifications
- Robust solution to share unstructured files and documents that were previously shared over e-mails, streamlining and harmonizing data and enabling efficient collaboration

Industry

OG&E

Country

EMEA

Featured Solutions and Services

SAP Enterprise Product Development (EPD)



Sustainable aquaculture from farm-to-fork with Enterprise Product Development

COMPANY

A major player in the aquaculture industry, the company's **production of salmon and rainbow trout** is 40,000+ tons annually and needs **additional production capacity**, e.g., from the open seas.

SITUATION

- **Ensure a lifetime of 25+ years at sea** for a floating mega-structure, i.e. the ~400m x 65m *Havfarm*, because it is impossible to bring it to dry-dock for maintenance
- Access relevant live and historic data, to **monitor structural integrity** of the Havfarm as well as conform to **regulatory requirements regarding feed spills**
- Monitor critical areas in the structure to better **focus inspection and maintenance activities** by means of physics based Digital Twins and virtual sensors

WHY SAP?

SAP provides **one common platform** to access all relevant data for the monitoring and operating of Havfarm. Business benefits are

- Provisioning heat maps to monitor feed output to **prevent negative impact** on the environment
- Real-time insights in ballast operations of the Havfarm, maintaining a **balanced vessel shape**
- Measuring the **integrity of the structure under adverse conditions** to ensure everything from the longevity of the materials to the grip of the mooring
- Execution of more **focused inspections**. Key spots identified via Digital Twin and virtual sensors



Industry

Consumer Products

Country

Norway

Featured Solutions and Services

SAP Enterprise Product Development (EPD) –
Connected Products

SBN webinar 07.06.2022

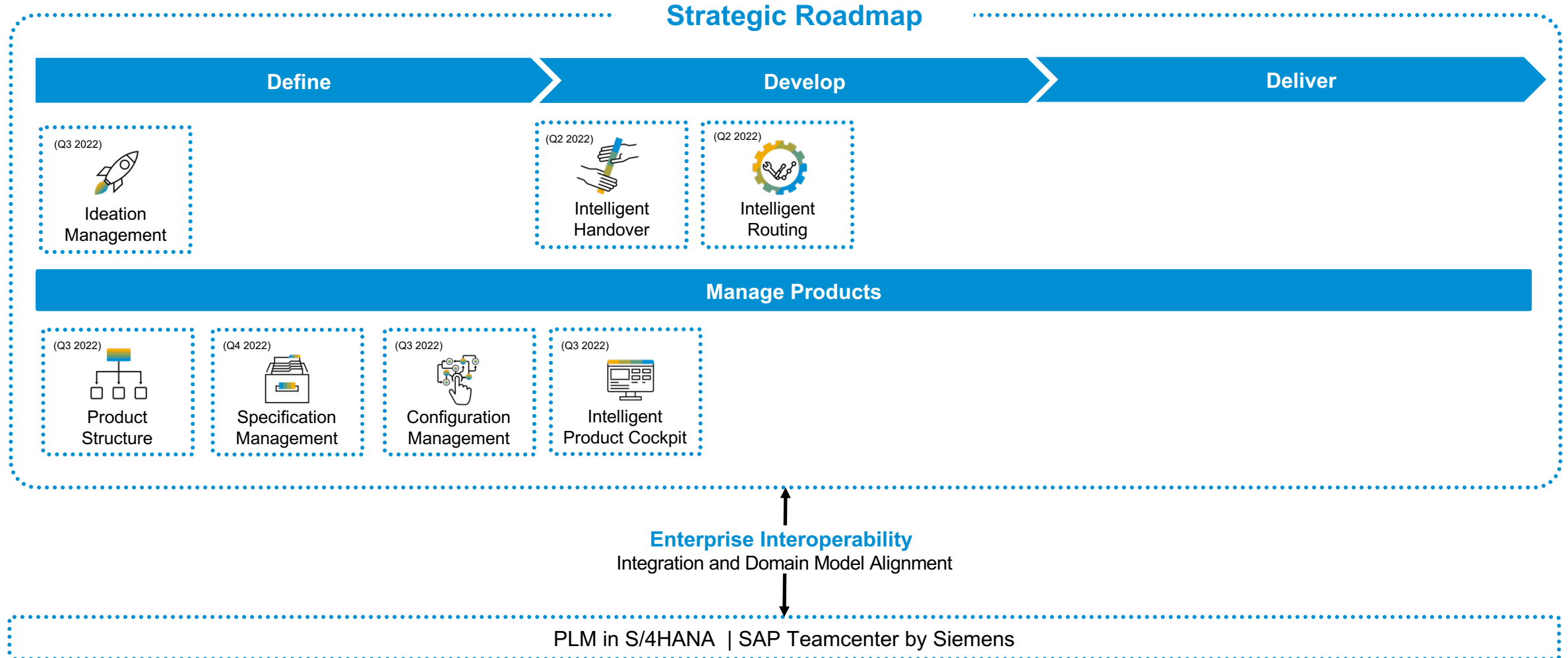
Webinar objective

Presentation outline

- 1 PLM trends and value opportunities
- 2 SAP Enterprise Product Development
- 3 Business processes and main capabilities
- 4 Customer examples
- 5 Investment areas and roadmap



The **product roadmap** is designed to gradually extend the functional coverage to manage product data across the extended enterprise.





Intelligent Handover enables the engineering teams along the product lifecycle to transform and synchronize the digital product model end-to-end

Business Outcomes

“As a **Production Engineer**, I want to define routings, component allocations and the effectivities of the M-BoM components, uncoupled from ongoing engineering releases.”

Source Panel Standard*				Target Panel Standard*			
Material	Description	Quantity	Status	Material	Description	Quantity	Status
0230-225-100101-BIKE	Bike Assembly		✓	0230-225-100101-BIKE	Bike Assembly		
0230-225-100102-CHASSIS	Chassis	1.000	✓	0230-225-100112-FORK_ROD	Fork Rod	1.000	
0230-225-100112-FORK_R	Fork Rod	1.000	✓	0230-225-100113-FRAME	Frame	1.000	
0230-225-100113-FRAME	Frame	1.000	✓	0230-225-100103-WHEEL	Wheel	2.000	
0230-225-100103-WHEEL	Wheel	2.000	✓	0230-225-100106-TYRE	Tyre	1.000	
0230-225-100106-TYRE	Tyre	1.000	✓	0230-225-100107-RIM	Rim	1.000	
0230-225-100107-RIM	Rim	1.000	✓	0230-225-100109-SPOKES	Spokes	25.000	
0230-225-100109-SPOKES	Spokes	25.000	✓	0230-225-100104-ENGINE	Engine	1.000	
0230-225-100104-ENGINE	Engine	1.000	✓	0230-225-100105-FUEL_TANK	Fuel Tank	1.000	
0230-225-100105-FUEL_TANK	Fuel Tank	1.000	✓	0230-225-100115-SEAT	Seat	1.000	
0230-225-100115-SEAT	Seat	1.000	✓	0230-225-100116-HANDLE	Handle	1.000	
0230-225-100116-HANDLE	Handle	1.000	✓				

“As a **Production Engineer**, I want to ensure a consistent production system by an integrated change process with (semi-) automated synchronization with conflict handling”

Process Highlights



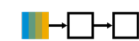
Integration with **change record** and **configuration management** ensures flexibility and consistency at the same time



Rule based and **AI/ML** supported **BoM** and **Routing** proposal **generation** and conflict solving capabilities



Integration with the EPD Visualization service to enable a **visual handover**



Synchronization of **E-BoMs**, **M-BoMs**, **Order- or Project-BoMs** as well as **Transport-, Installation and Service-BoMs**



Handover Integration to **Advanced Variant Configuration** to Support Object Dependency movement from Source to Target

Summary: SAP Enterprise Product Development enables the digitalization of product development organizations across the extended enterprise.

Value Proposition

Grow Product Revenue

(Q3 2022)



Ideation Management



Requirements Acquisition



Visual Spares & Service



Visual Work Instructions



Digital Twin Development



Digital Twin Insights



Digital Twin Monetization

Increase Profitability

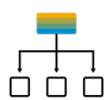
(Q3 2022)



Product Structure



Systems Engineering



Requirements Engineering



Collaborative Development



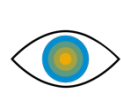
Intelligent Handover



Intelligent Routing



Product Validation



Visual Product Lifecycle Analytics

Decarbonize Products



Specification Collaboration

(Q4 2022)



Specification Management

(Q3 2022)



Configuration Management

(Q3 2022)



Intelligent Product Cockpit



Visual Product Lifecycle Analytics

Thank you.

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