

**mySAP.com®**  
**E-Business Solutions**



# **mySAP™** **AUTOMOTIVE**

THE BEST-RUN E-BUSINESSES RUN SAP



## **SOLUTIONS FOR THE *NEW*, NEW ECONOMY (YOU KNOW, THE PROFITABLE ONE)**

Sketchy business plans, empty IPOs, and red ink are out. Customer satisfaction, informed decisions, and bottom-line results are in. SAP® is dedicated to helping companies and their employees, customers, and partners collaborate and succeed in this *new*, New Economy. With the mySAP.com® e-business platform, SAP delivers the solutions, technologies, and services companies need to work together toward common goals.

And through mySAP™ Automotive, a mySAP.com industry solution, you get the tools and automated processes designed specifically to run an automotive enterprise – effectively and profitably. It's the unified power of SAP's leading industry expertise with the best e-business technology available today.

## WE'LL TAKE YOU THERE



Today's automotive industry matches some of the world's most powerful corporations in the toughest global competition. It is a manufacturing environment in which the new advantages of Internet-powered e-business, offered by the mySAP Automotive industry solution, can resolve inefficiencies and put your company on the road to success.

Success depends on Internet speed – speed in product development, speed in product assembly, and speed in product delivery. The automotive supply chain consists of a network of suppliers and partners that must be closely managed to make certain that the correct parts are delivered where and when they are needed.

Support for collaborative business scenarios among all the industry players, suppliers, OEMs, importers, dealers, and customers is essential.

The mySAP Automotive industry solution can handle the high volumes and the specific needs of the automotive industry by linking complex business processes into a logical flow, maximizing efficiency and providing new levels of customer satisfaction. Through the state-of-the-art mySAP™ Enterprise Portals, it provides a role-based, single point of access to information and applications, seamlessly integrating external enterprises in tight collaboration with your internal organizations.



# SOLUTIONS MADE TO ORDER FOR YOUR INDUSTRY

## **mySAP™ Supply Chain Management**

mySAP™ Supply Chain Management (mySAP™ SCM) is perhaps most important to the automotive industry because it provides the basis for the move from make-to-stock to make-to-order scenarios for complex, highly customized products. mySAP SCM supports collaborative demand and supply planning, characteristics-based forecasting, and model-mix planning.

## **mySAP™ Customer Relationship Management**

Fundamental to building a satisfied customer base, mySAP™ Customer Relationship Management (mySAP™ CRM) handles all customer contacts whether they are by call center, sales force, or Internet. The solution can track the customer relationship throughout the life of a vehicle. mySAP CRM enhances the selling experience by allowing dealers to configure and price vehicles for customers online. Using the Vehicle Management System, dealers can search for a specific vehicle anywhere in the network or place an order for the production of a specific vehicle, based on the customer preferences.

## **mySAP™ Product Lifecycle Management**

With mySAP™ Product Lifecycle Management (mySAP™ PLM), you can create, manage, and access project, product, and process data for all phases of the vehicle life cycle, including components assembled with the vehicle – from engineering through pre-production and production, to sales and service.

## **mySAP™ Business Intelligence**

mySAP™ Business Intelligence (mySAP™ BI) works closely with mySAP Automotive to deliver demand planning capabilities and to improve product quality by evaluating sales and service data. In addition, mySAP BI is used to analyze manufacturing data and product and process costs to evaluate parts quality and supplier qualifications.

## **mySAP™ E-Procurement**

mySAP™ E-Procurement offers online business-to-business procurement for nonproductive goods and services, including bidding and negotiation. But it also supports procurement of

productive materials like parts and components for vehicle production. Its collaborative business processes provide substantial cost savings. Smaller suppliers can use it as a low-cost alternative to EDI.

## **mySAP™ Enterprise Portals**

The Supplier Enterprise Portal provides a role-based enterprise portal to link OEM, suppliers and business partners. mySAP Enterprise Portals leverages the Internet to provide access to OEM systems to suppliers of all sizes regardless of their existing infrastructure. It can serve as a low-cost alternative to EDI. The Dealer Enterprise Portal offers a highly efficient, integrated solution for the vehicle and spare parts business.

## **mySAP™ Hosted Solutions**

mySAP™ Hosted Solutions benefit small suppliers, such as engineering service providers or small component suppliers, by allowing them to conduct business-to-business Internet collaboration with large OEMs without purchasing applications or infrastructure themselves. Solutions are hosted by SAP.

## **mySAP™ Exchanges**

Electronic marketplaces are Internet hubs that offer hosted applications, such as e-commerce, collaborative forecasting, collaborative planning, and collaborative engineering. mySAP™ Exchanges, delivered through MarketSet™, a joint solution from SAPMarkets and Commerce One, provides a collaborative platform that drives business processes across multiple software systems and value-added services.

## **mySAP™ Mobile Business**

mySAP™ Mobile Business extends mySAP.com applications beyond wirebound networks, establishing new ways to interact with enterprise systems. mySAP Mobile Business supports a variety of technologies, connectivity options, and infrastructures, such as wireless LANs, in distribution center warehouses or portable devices for notification of emergencies on the production line.

# EVERYTHING YOU NEED TO DRIVE ALL ASPECTS OF YOUR BUSINESS

mySAP Automotive is a package of solutions designed specifically for the needs of the automotive industry in the new e-business world. It offers an Internet-enabled platform for engineering, planning, supply chain management, procurement, and customer relationship management. mySAP Automotive is built for an industry in which production volumes may reach thousands of vehicles a day, each vehicle is configured differently, and production planning and parts delivery are calculated to the hour not the day. mySAP Automotive groups industry processes and functions by market segment – OEM, suppliers, and sales and service – and it delivers the specific functions that each one needs.

## INTEGRATED MANUFACTURING AT THE OEM: WHERE DEMAND MEETS SUPPLY

The automotive OEM is the center of a network of independent suppliers, distributors, dealers, and customers all tightly linked in a single virtual enterprise. An action taken in one area of the business prompts a reaction in all the others. For example, a design change caused by a faulty part discovered in routine vehicle maintenance may affect engineering suppliers, parts manufacturers and suppliers, assembly procedures, and delivery schedules. The advantage of Internet-enabled e-business is that the OEM becomes the hub, the central point where all business partners have access to up-to-the-minute, online information.

The mySAP Automotive solution for OEMs allows OEMs to share large amounts of data with all their partners – easily, inexpensively, and in real time. To meet the information requirements of the automotive industry (and taking into account the specific demands of different partners and their roles in the network), mySAP Automotive business applications are seamlessly integrated, based on an open architecture and are completely Internet enabled. E-business solutions for OEMs feature:

- Collaborative engineering and design, providing complete visibility of all changes made by any partner at any time in the vehicle development process

- The integration of manufacturing processes, business partners and suppliers, and production schedules, including all business-to-business and business-to-consumer interaction across the entire supply chain
- Real-time, collaborative visibility for manufacturers, suppliers, importers and dealers of the demand and supply status at all stages of the design, production, and distribution pipeline
- Fast and efficient vehicle production scheduling and requirements planning for complex, individually configured vehicles
- Low-cost purchasing by bringing new suppliers into the request for information and request for proposal processes
- Procurement and transportation of components and parts for just-in-time (JIT) manufacturing
- Optimization of spare parts availability on a regional and global basis

## INCREASED EFFICIENCY AND DECREASED COSTS FOR SUPPLIERS

The supply chain includes all the steps that add value to a vehicle, from design engineering and raw materials to the finished product. Suppliers can be enterprises of any size, providing products that range from simple, single parts to complex, ready-to-install manufactured components like air bags or brake systems.

Suppliers must deliver their components to the right car in the right sequence, according to a production schedule that can include thousands of vehicles per day. mySAP Automotive e-business supplier solutions provide suppliers with 24-hour visibility of an OEM's demand and offer OEMs visibility of a supplier's capacity, including:

- Supply chain planning and execution, tightly integrating OEMs' anticipated demand with suppliers' planning, scheduling, and transportation
- Collaborative engineering that instantly notifies suppliers of design changes in parts and components
- Management of packaging processes and materials, giving all partners an accurate overview of packaging materials at all times

- mySAP Automotive Supplier Enterprise Portal, supporting suppliers without their own information systems or electronic document exchange systems. A standard browser connects them to an OEM's system to track orders, deliveries, and settlements, as well as to produce shipping notices.
- Best Practices for mySAP Automotive, offering standard practices for processes along the entire supply chain, from orders delivered via EDI to production planning and control

#### **SALES AND SERVICE SOLUTIONS: WHERE THE RUBBER MEETS THE ROAD**

All pre- and post-sale customer contact is crucial to customer satisfaction, brand loyalty, and the long-term improvement of your products. mySAP Automotive Internet-enabled sales and service solutions bring customers and dealers into the ordering, pricing, production, and delivery process and provide OEMs with valuable information on vehicle maintenance and customer preferences. At the same time, spare parts inventories can be monitored and tracked keeping repair time to a minimum. With mySAP Automotive solutions for sales and service:

- Customers can configure and order vehicles via the Web from the dealer's showroom with current pricing information.
- Sales reps can locate individual vehicles at any point in the distribution process from the OEM to the dealer. If a vehicle matching a customer's order can't be found, the rep can place an order and confirm the delivery date online.
- Marketing can track customer interaction for the lifetime of the vehicle to maximize customer satisfaction.
- Maintenance departments and engineering can track vehicle maintenance history to identify the frequency of parts replacement, an indication of a need for redesign.
- Inventories of common spare parts can be maintained at dealers' premises and at distribution centers to assure their rapid availability.
- Warranty claims and issues can be managed using master warranty records maintained by the mySAP Automotive solution.

#### **COMPETITIVE ADVANTAGE AND A SOLID ROI**

Increased competitiveness in a stable market means that businesses must be poised to react quickly to customer demands and market trends. The tightly linked system of OEMs, system and parts suppliers, development partners, and dealers must be optimized on a global scale to react swiftly to regional and individual requirements.

This requires a collaborative effort among all industry players, supported by a set of industry-specific solutions that integrate all business processes, including:

- Purchasing productive and nonproductive materials and services
- Collaborative engineering of complex components
- Procurement of standard parts
- Collaborative planning and forecasting with suppliers of systems and components
- Sales and service of new vehicles and spare parts

mySAP Automotive provides a complete solution ensuring a solid return on your investment by:

- Improving customer relationships
- Reducing order-to-delivery time
- Strengthening supply chain partnerships
- Enhancing organizational flexibility
- Improving decision-making capability
- Reducing time-to-market
- Reducing costs by reducing inventory

#### **BRING YOUR BUSINESS TOGETHER**

The mySAP Automotive solution offers you the opportunity to tune all your operations as finely as the products you build. Using Internet technology, mySAP Automotive enables you to work in seamless collaboration with all partners across multiple enterprises in real time.

To learn more about how mySAP Automotive can help you, visit our Web site at [www.sap.com/automotive](http://www.sap.com/automotive)

# COMPARE FEATURES AND BENEFITS, AND YOU'LL CHOOSE mySAP AUTOMOTIVE

FEATURE	BENEFIT
Integrated product and process engineering	■ Supports product and process engineering from the early planning phase through product launch and provides master data throughout the product life cycle
Characteristics-based forecasting	■ Allows planning on the level of vehicle and product characteristics
Rapid planning matrix	■ Requirements planning for 70,000 different vehicle orders in less than an hour
Model-mix planning	■ Sequence planning for the production of vehicles according to differing assembly time requirements
Collaborative supply chain management	■ Collaborative supply chain management with suppliers via the Internet
Vehicle management system	■ Supports the entire sales process: order, configuration, pricing, search, allocation, and delivery
Warranty	■ Traces warranty liability for parts or function failures to the correct source
Sequenced JIT	■ Assures the delivery of parts and components to the assembly line at a specified time and in a specified sequence



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**SAP AG**

Neurottstraße 16

69190 Walldorf

Germany

T +49/1805/34 34 24

F +49/1805/34 34 20

**[www.sap.com](http://www.sap.com)**