



Web-Seminarserie

INDUSTRY4.NOW

für die Fertigungsindustrie

Guided Selling

mit der SAP MOCA Methodologie für den Maschinenbau
im CTO und CTO+



**Model Once – Configure Anywhere:
Wie Modellbasiertes Systems
Engineering Prozesse in Sales, Service &
Logistik vereinfacht**

03.09.2021 10:00 - 11:15 Uhr



**Guided Selling mit der SAP MOCA
Methodologie für den Maschinenbau
im CTO und CTO+**

10.09.2021 10:00 - 11:15 Uhr



**Die Zukunft des Servicegeschäfts im
Maschinenbau: Guided Selling und
Design and Maintenance for
Serviceability**

17.09.2021 10:00 - 11:15 Uhr



**Hochprofitabel und kundenspezifisch
produzieren - Integration aller Change
Prozesse im Maschinenbau**

24.09.2021 10:00 - 11:15 Uhr



**Das intelligente Manufacturing
Execution System für den Anlagen- und
Sondermaschinenbau**

01.10.2021 10:00 - 11:15 Uhr

End-to-End Scenario

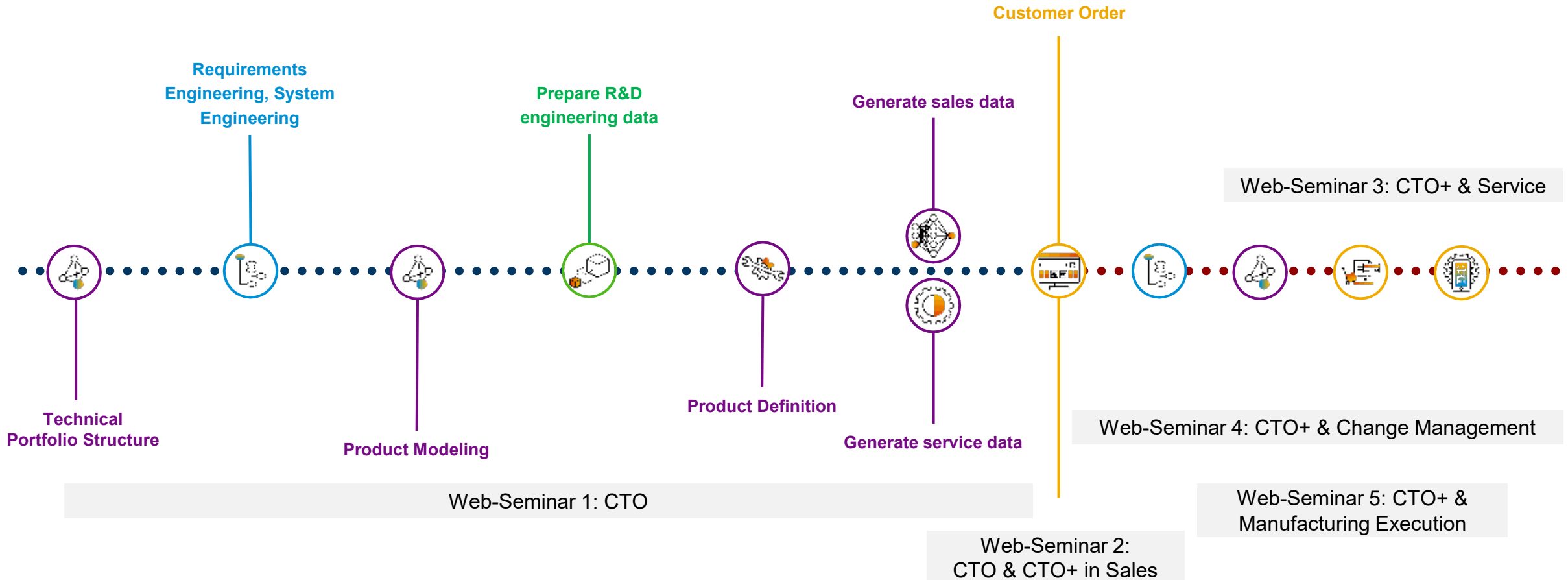


The „Blue“ Process

Order Neutral Product Development & Design

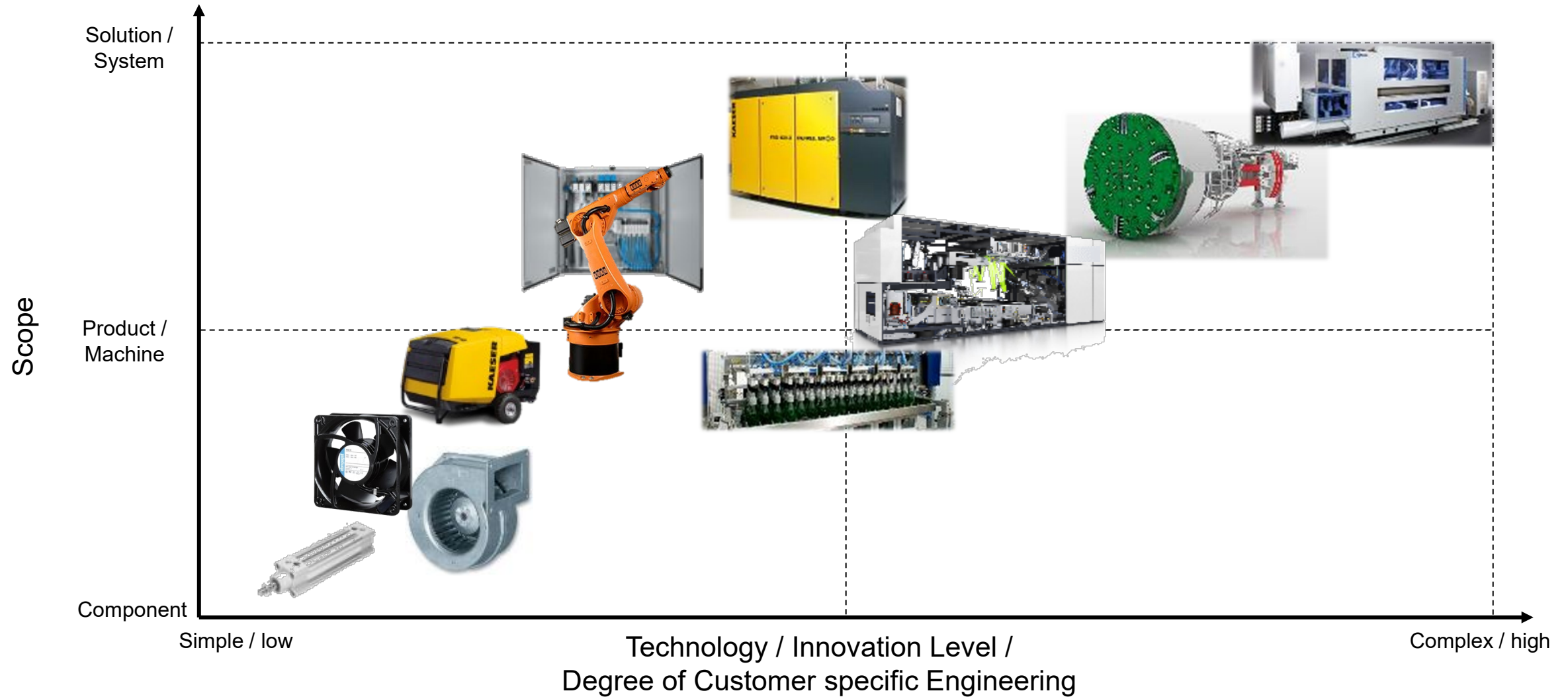
The „Red“ Process

Order Engineering and Order Management



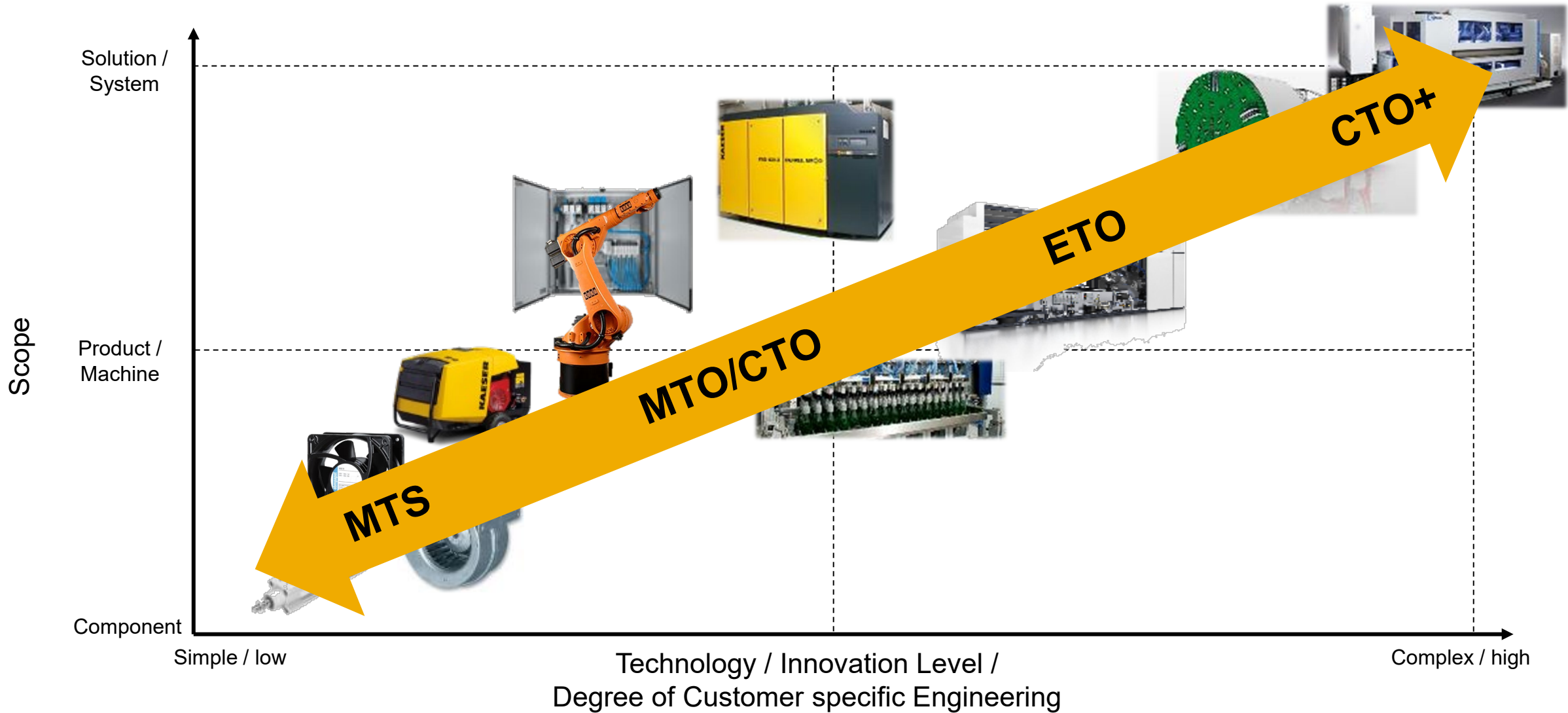
Product and Business Model

Scope and Complexity along a continuum



Product and Business Model

Scope and Complexity along a continuum



How to make selling complex products easier



Vera
Sales Representative

As a Sales Representative Vera is responsible for:

**Finding
the right product**



**Creating
the quote**



**Negotiating
the price**



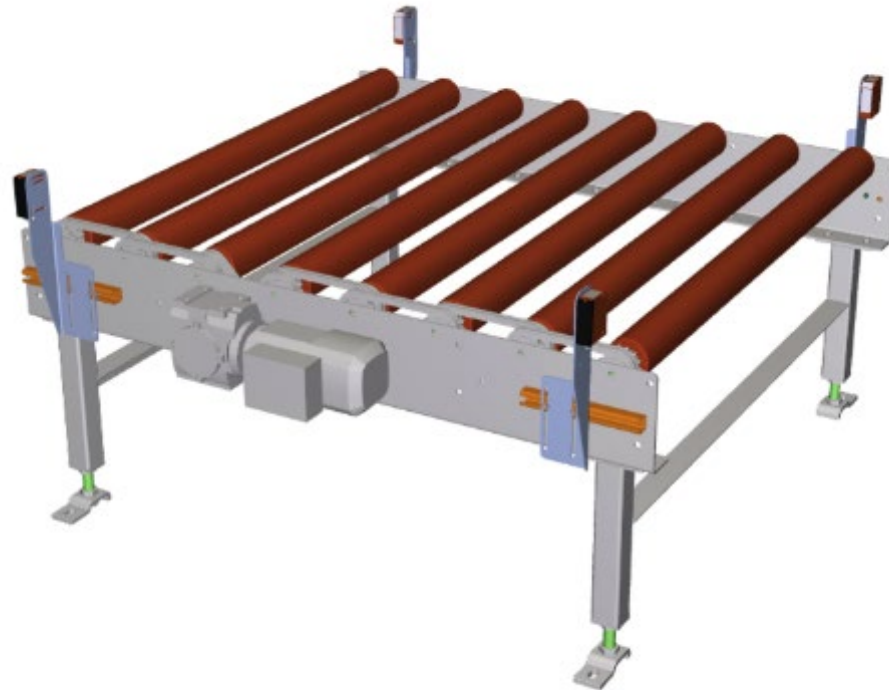
**Changing
the order**



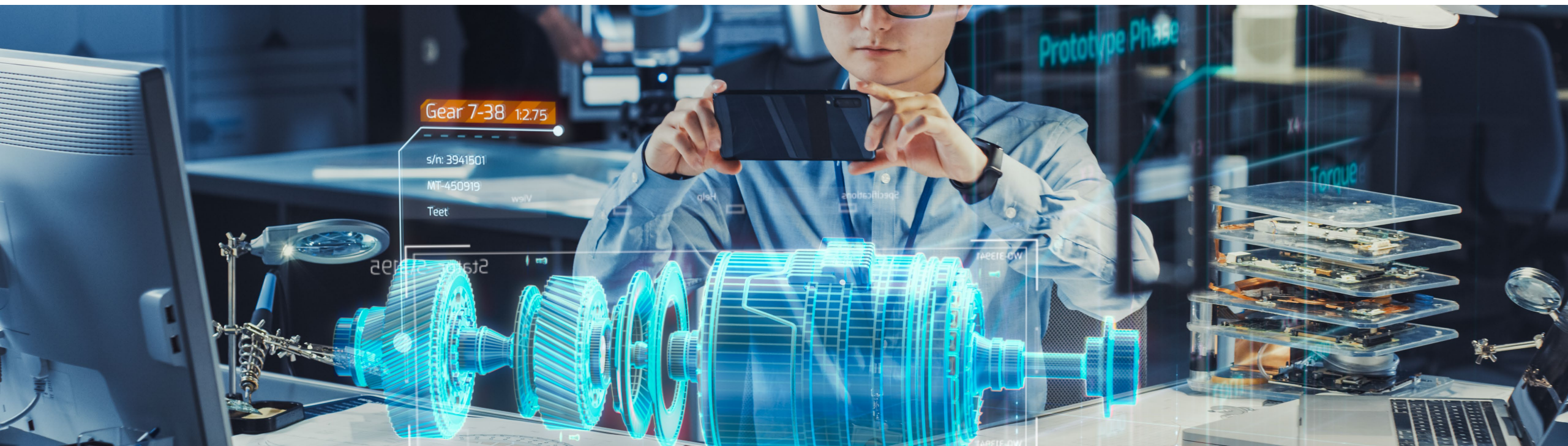
Webinar 2

Webinar 4

Example – Different parts force different processes



Where does the knowledge come from?



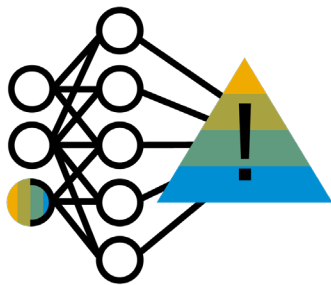


Paula
Product manager

As product manager Paula is responsible
to fulfill these requirements:

IIoT

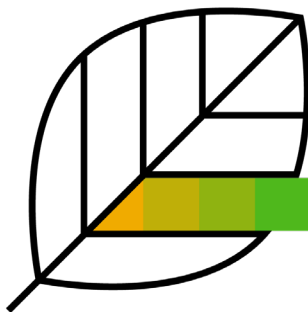
Conveyer sends technical issue



More power is needed

Sustainability

Energy saving



Stop conveyer when not in use

Voice of Customer

Customer centricity



New dimensions required

SAP Product and Process Governance enables Model Once – Configure and Reuse Anywhere

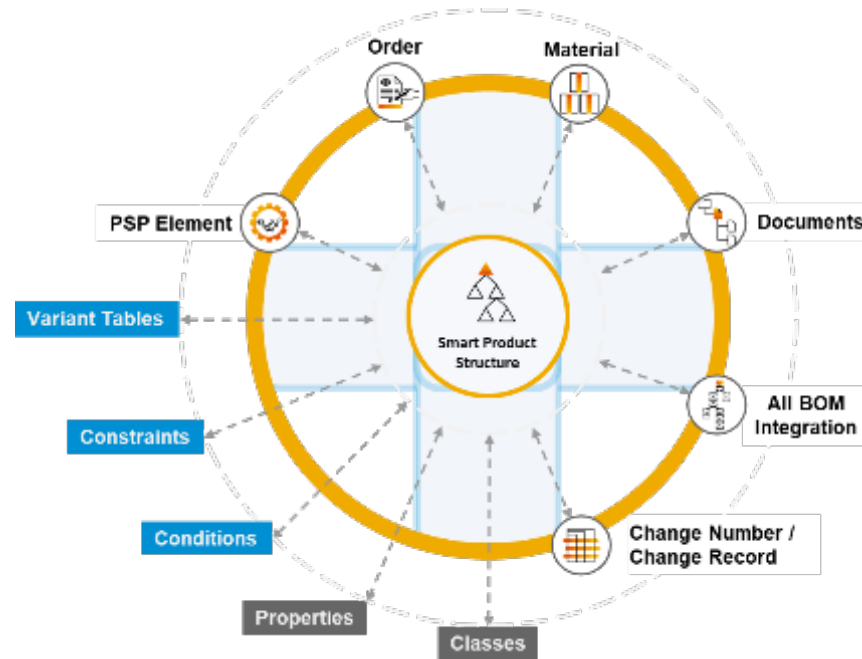
by using the iPPE Data Model in S/4HANA



Model Once

Configure (Products) anywhere

- Logical Structure & Knowledge Management to drive Variant Configuration
- Synchronized handover
 - Engineering BOM
 - Manufacturing BOM
 - Sales Order BOM
 - Project BOM
 - Service BOM

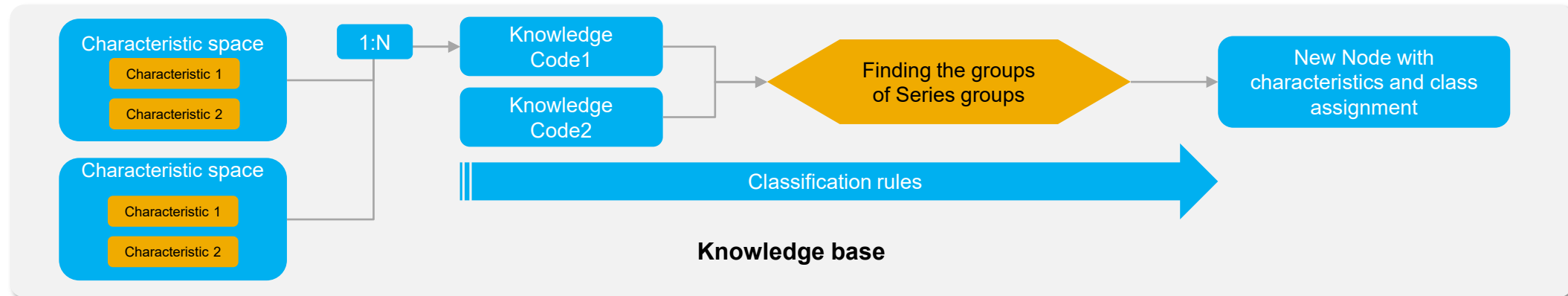


Reuse (in Process) anywhere

- by Purchasing Integration
- by PP Integration
- by PS Integration
- by SD Integration
- for Sub-Systems
- with Change Number
- in Change Record

The PPG master data centers at a glance:

1. Characteristics Center: Management of characteristics and characteristic spaces at the node.
2. Class Center: Management of classes at the node
3. Structure Center: Used for rule-based node creation
4. Knowledge Center: Used to create and manage GenTab and constraints.



Application example PPG structure setup:

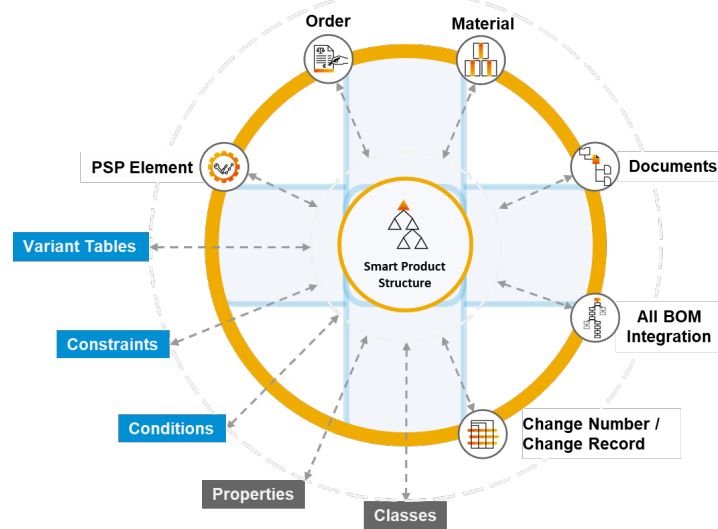
1. The characteristic space "STL" was assigned to the node type.
2. The characteristic name "P_02_AAO674" was "inherited".
3. And contains a "SAP value list
4. Currently without "value restriction"



Exc...	Merkm	Raum	Beschreib.	Merkmalname	Merkmalbezeichnung	Vererbt	Werteeinschränkung
<input type="checkbox"/>	STL		Stetigförderer Logist...	P_02_AAO674	Zulässige Fertigungswerke	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	STV		Stetigförderer Vertri...	P_02_AAD2202	Betriebsspannung	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input type="checkbox"/>	STV		Stetigförderer Vertri...	P_02_AAF442	Motorleistung	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	STV		Stetigförderer Vertri...	P_02_AAP026	Beschichtungsbezeichnung	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	STV		Stetigförderer Vertri...	P_02_AAP097	Werkstoff der Stützen	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	STV		Stetigförderer Vertri...	P_02_BAH926	Breite	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	STV		Stetigförderer Vertri...	P_02_BAI020	Bodenabstand	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	STV		Stetigförderer Vertri...	P_02_BAI021	Förderlänge	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	STV		Stetigförderer Vertri...	P_02_BAI022	Höhe	<input checked="" type="checkbox"/>	<input type="checkbox"/>

SAP Intelligent Enterprise

PPG Data Center



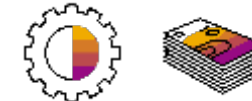
Configure Price Quote



Sales and Distribution



Variant Configuration Pricing



How can Vera use the knowledge in SAP **Configure Price Quote**



End-to-End Scenario

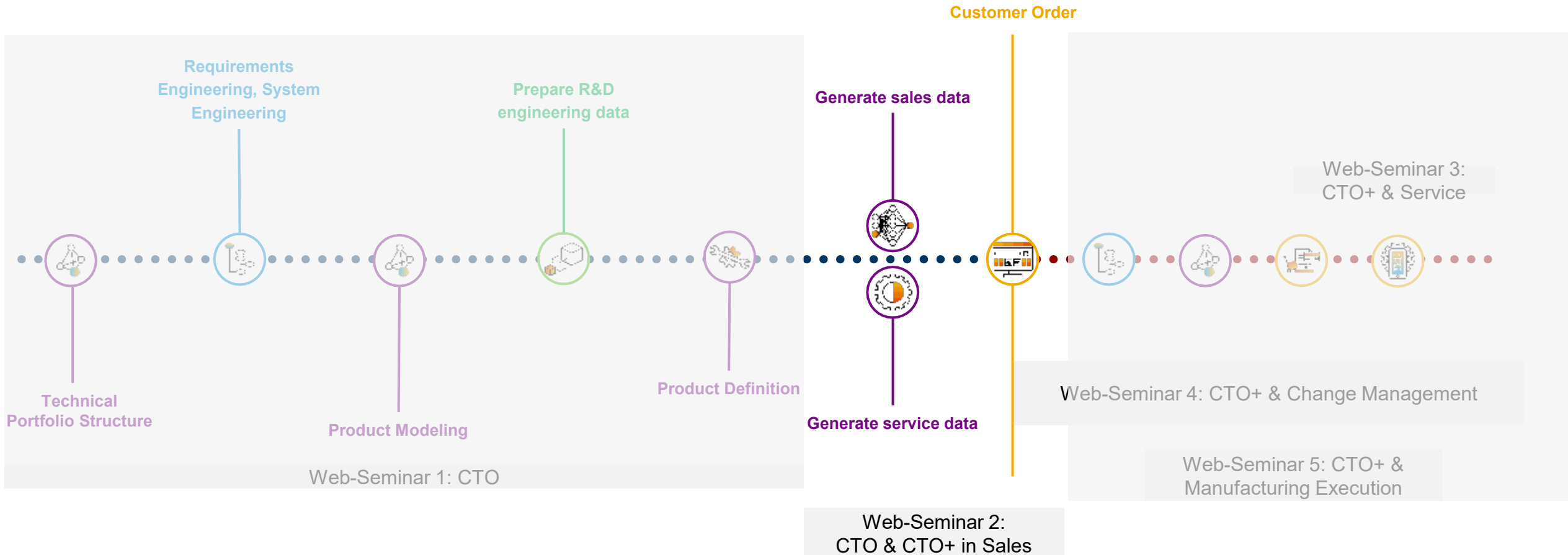


The „Blue“ Process

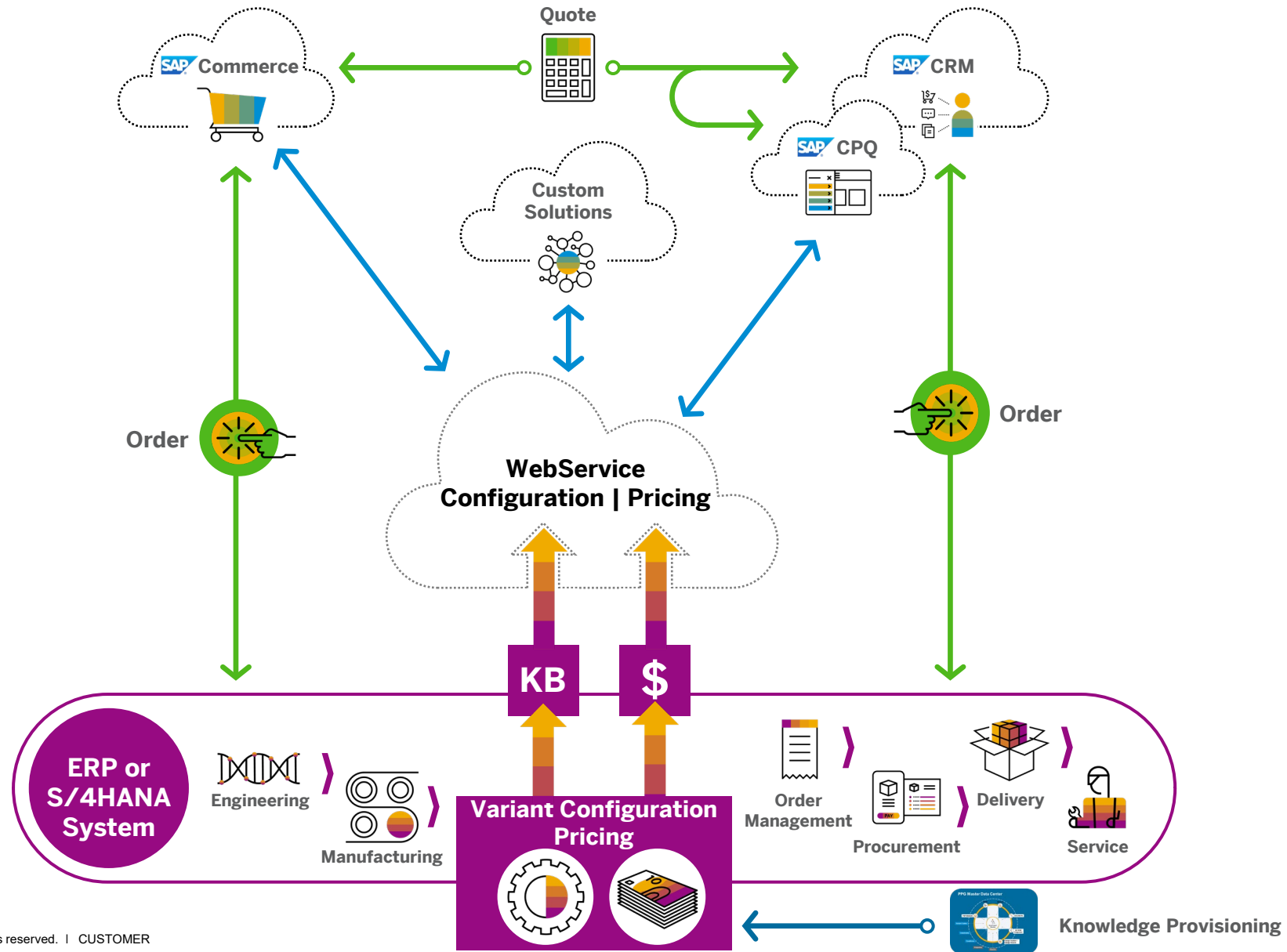
Order Neutral Product Development & Design

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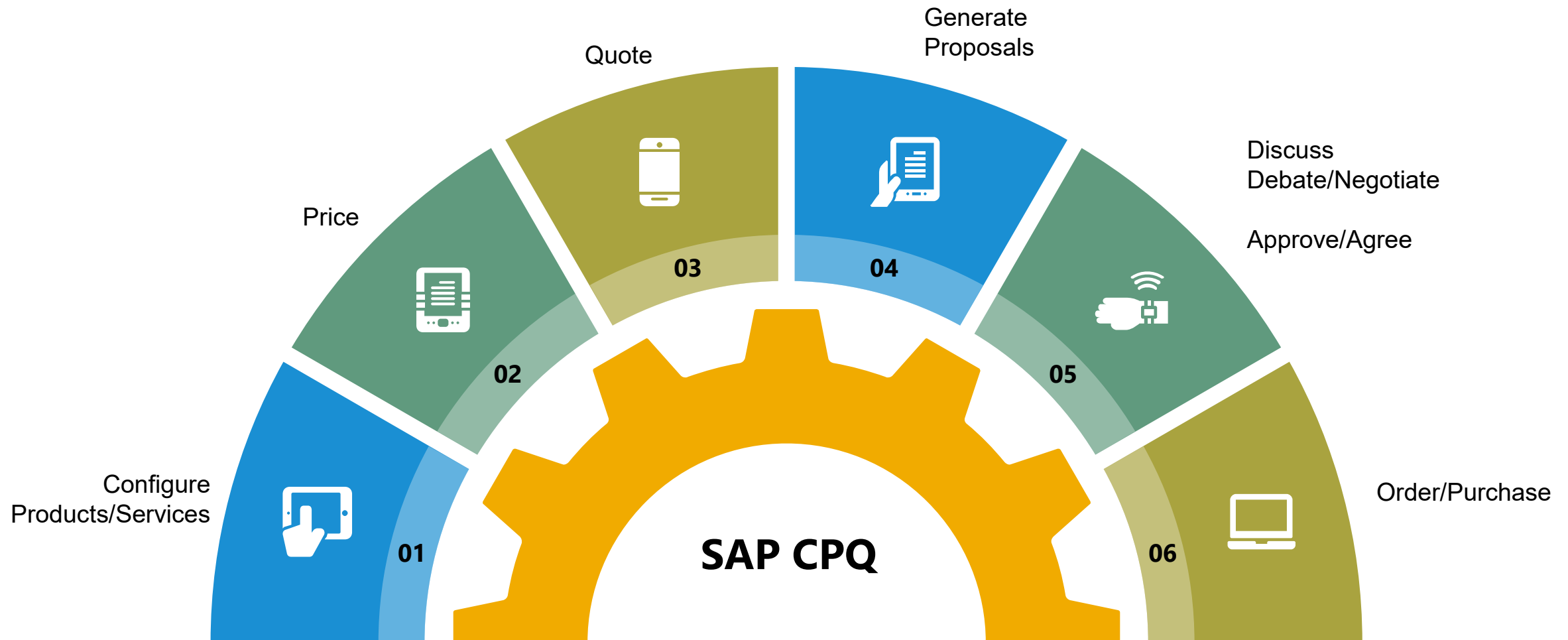
Model Once - Configure Anywhere



Why SAP CPQ?



Configure Price Quote (CPQ) is a powerful sales tool that enables companies to produce accurate and highly configured sales quotes for customers. It allows sales to sell more and faster as it speeds up and automates the sales cycle.



Summary – The value of MOCA in Sales



	<div>Speed</div> 	<div>Simplicity</div> 
Sales	<ul style="list-style-type: none">• Different sales channels are provided with new knowledge at the same time• Fast onboarding of new sales employees	<ul style="list-style-type: none">• Complexity and depth handled in seconds• Intuitive guided selling simplifies complex quoting scenarios in CTO+• Integrated Communication with Engineering and Management
Corporate	<ul style="list-style-type: none">• Central configuration management• Short lead time for sales and production	<ul style="list-style-type: none">• One central Knowledge Base• Easy provisioning of knowledge for sales

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