

# Design-Driven Enterprise Design to Sales

Varianten-reiches MTS oder CTO

Gear 7-38 12.75

s/n 3941501

MT-450919

Teet

Advanced  
Motor 30051

Prototype Phase

Torque

25.3.2022

THE BEST RUN



## Our model company

**Conveyor Solutions AG** is a manufacturer of

- components
- equipments
- systems

for sorting and transporting of luggage or packages.

They

- configure to customers needs (CTO/MTS),
- design customer specific solutions (ETO, CTO+),
- manufacture in large quantities.



# Conveyor's Challenge

Senior management would like to

- Become more **customer centric** and **agile**
- Reduce **cost** and **workload**

So, they engage an external consulting company to propose **a new approach**.



**What capabilities are required to solve  
Conveyors' business challenges?**



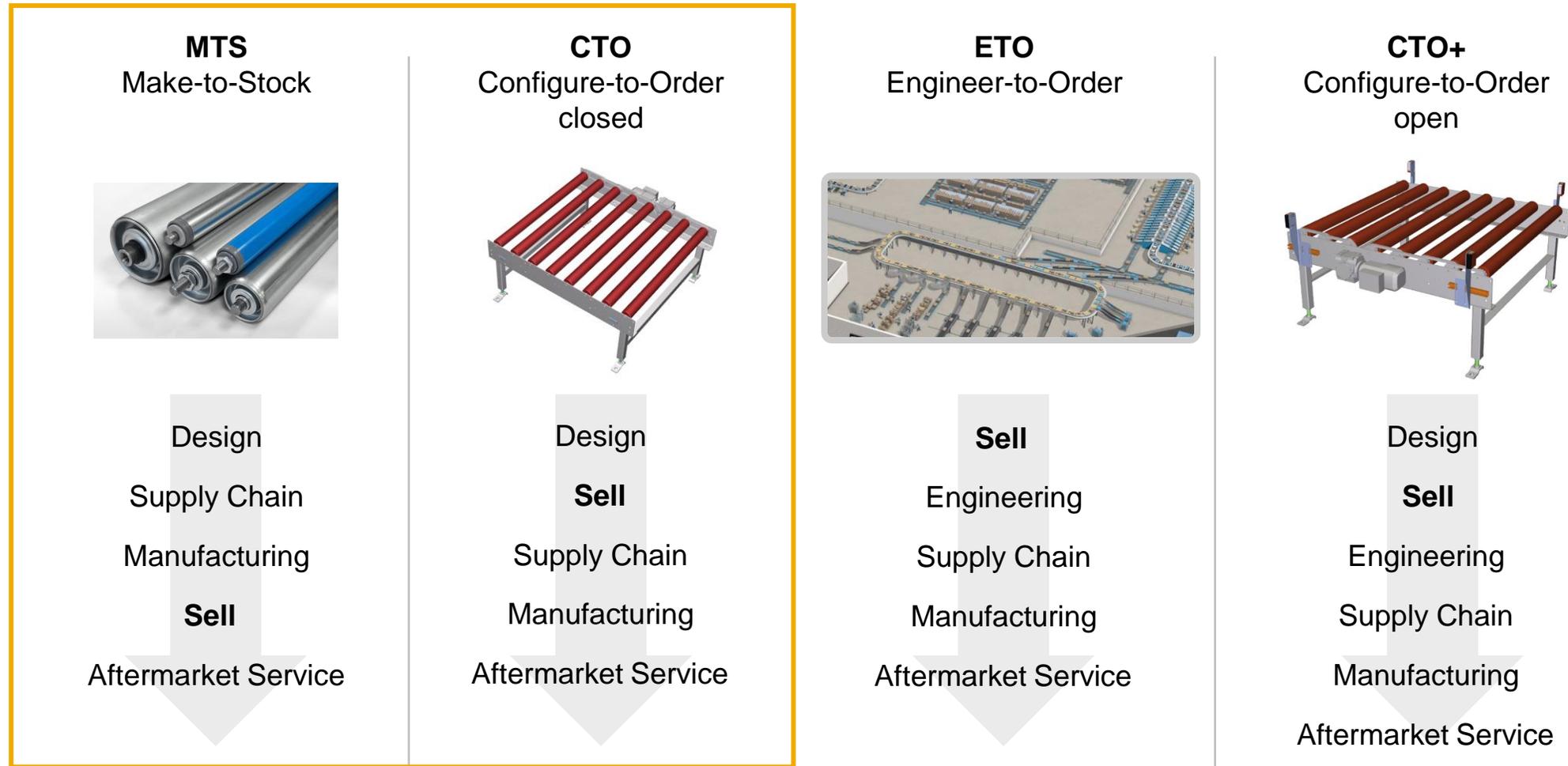
# Design-Driven Enterprise

AGIL.EFFICIENT.CUSTOMER-CENTRIC

- **Increase the level of automation** in the process flow from engineering into sales, production, service with **model once configure anywhere.**
- Use a **smart product structure** as **single central solution** to achieve **high level of consistency, automation and accuracy** across all departments.
- Improve the leverage of their existing investment in the **SAP core. Reduce complexity** of applications outside of the core.

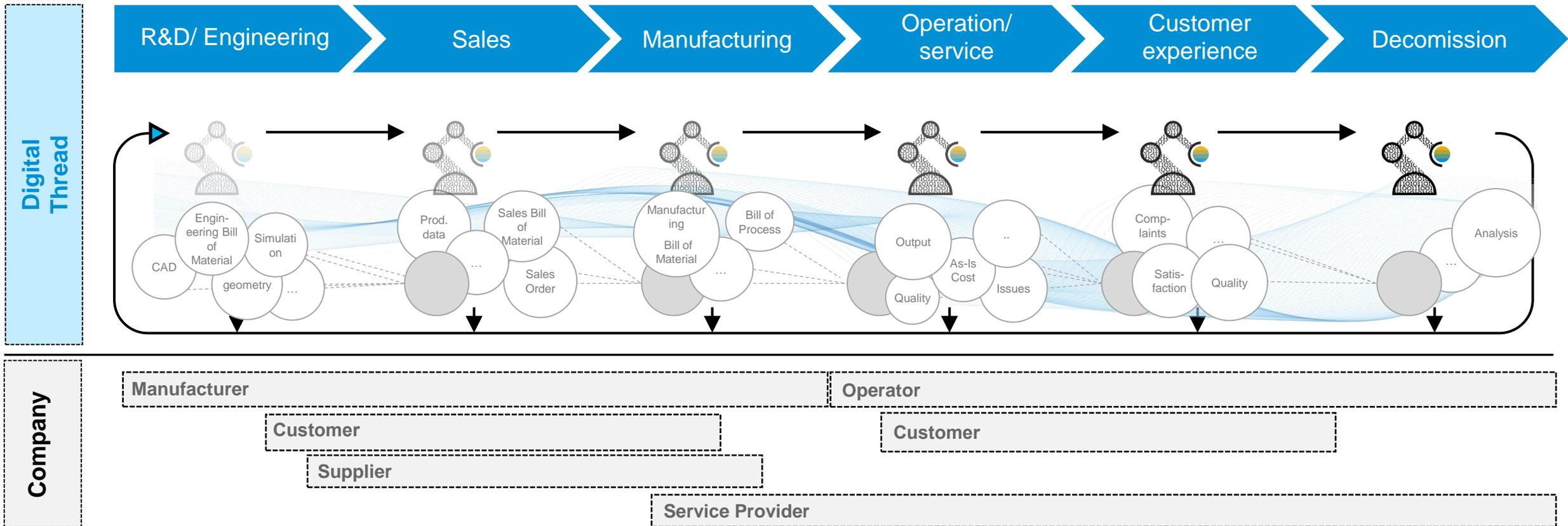


# Different Products – Different Value Chains – Different Processes



Since sales, purchasing and planning are deeply embedded in ERP, an ERP-centric approach can provide full flexibility.

# The **Digital Thread 4.0** provides engineering knowledge and integration



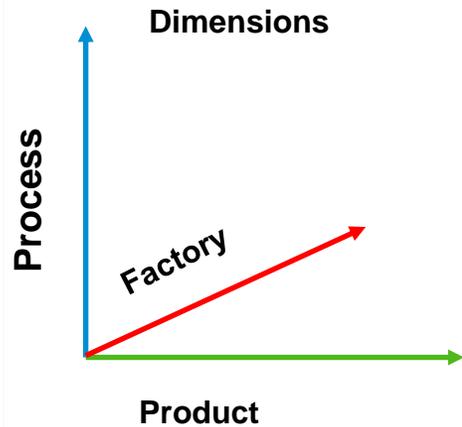
The product data model in ERP needs to include engineering knowledge. Standard integration needs to support the enhanced data model.



**Why is the SAP Product Structure able to solve Conveyors' business challenges?**

# The Capabilities of the SAP Product Structure

Powerful Embedded Integrated Data and Business Applications in SAP ERP or S/4HANA



## Dimensions of PPG

allow to use configuration to automatically derive a routing, work instructions or any other documents from the product BOM configuration.

## Virtual Structure



Real Documents/Master Data in any

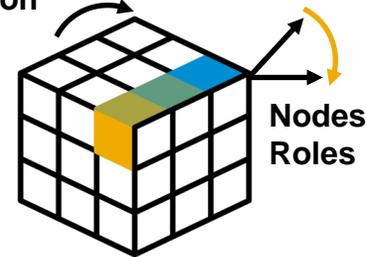
SAP Core and Applications

## Integration

of business applications with node types ensures seamless integration between data and business processes. (e.g. publish a configured manufacturing data package for the production order).

## Structure

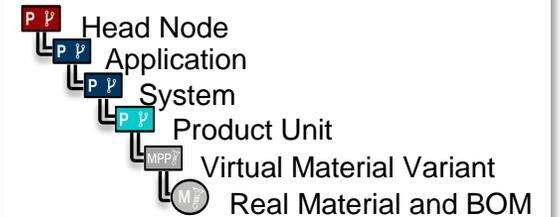
Relation



## Relationships and roles

determine how the dimensions of the product structure are assigned.

## Node type



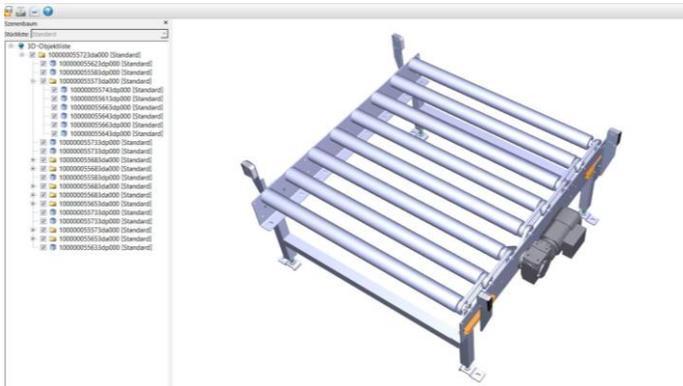
## Characteristic values

can be inherited to all subordinate objects with the classification tab of each node.

# Relationship between CAD, Classic BOM and Product Structure

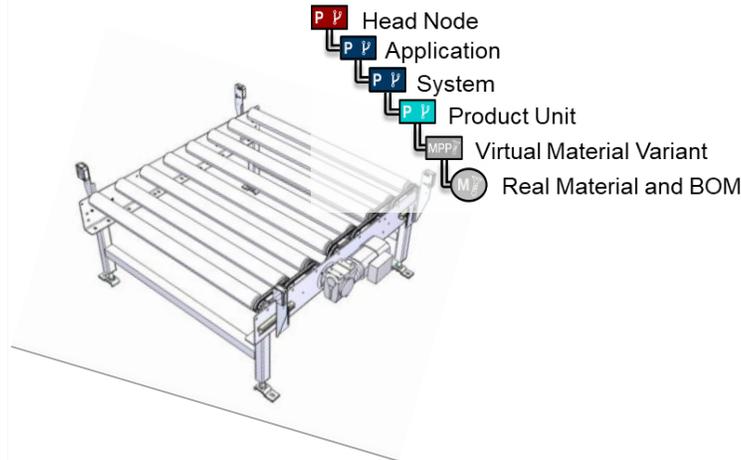
Why can't I use the CAD or Classic BOM instead?

## CAD Structure



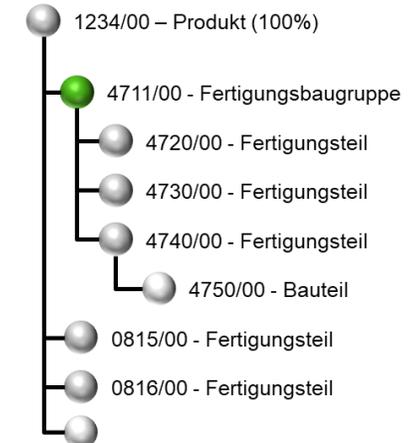
The **CAD Structure** describes the geometrical relationships between the BOM elements. The **variance** therefore is **implicitly described**.

## Product Structure



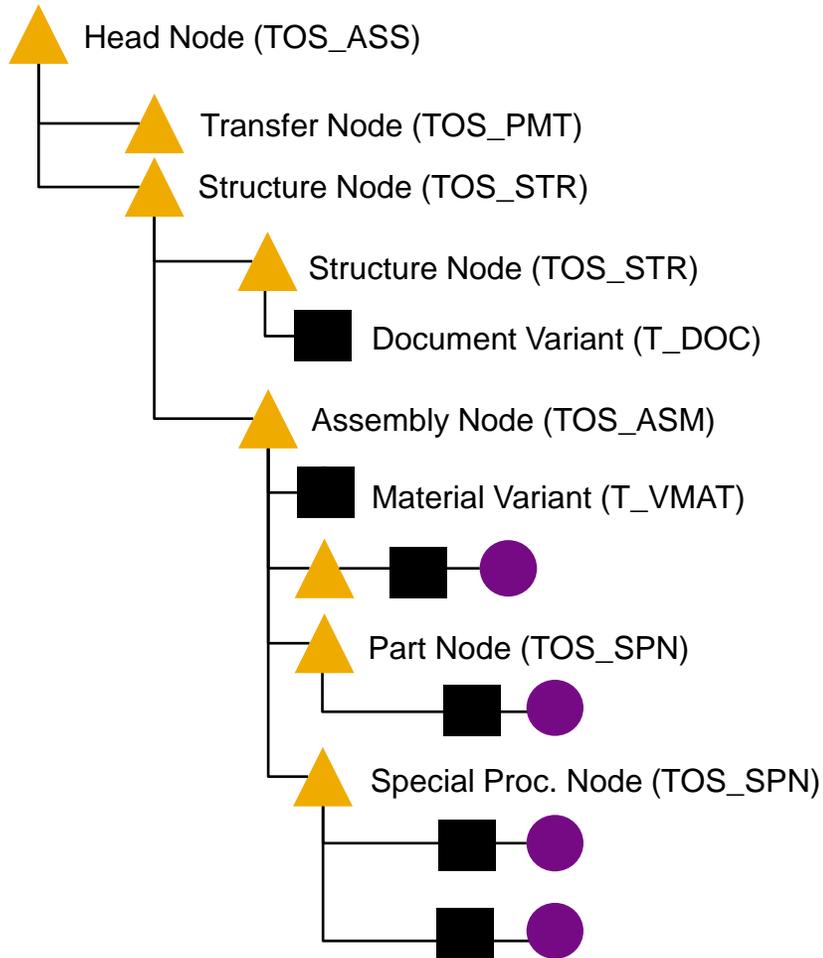
The **Product Structure** models variance structurally and thus is **able to incorporate variance information directly** and link it to CAD documents.

## Classic BOM



The **Classic BOM models** variance on a material level and therefore **does not scale very well**.

# Node Structure and Types (2D View)



## Head

- Used for opening the technical order structure.
- All project relevant nodes are linked below.



## Transfer

- Used to store ECP information which cannot assigned to a specific part of the product.



## Structure

- Used to divide products in segments. Complex Customer Systems have more segments.
- Can have n Structure nodes or n Assembly nodes below.
- No material master information is stored here.



## Assembly

- Used for structure information regarding assemblies.
- Can have n Assembly nodes or n Part nodes below.



## Part

- Used for structure information regarding assemblies.
- Lowest Level of an assembly structure. Can not have nodes below.



## Special Procurement

- Used for long lead items.



## Material Variant (MPP = Material Planning Position)

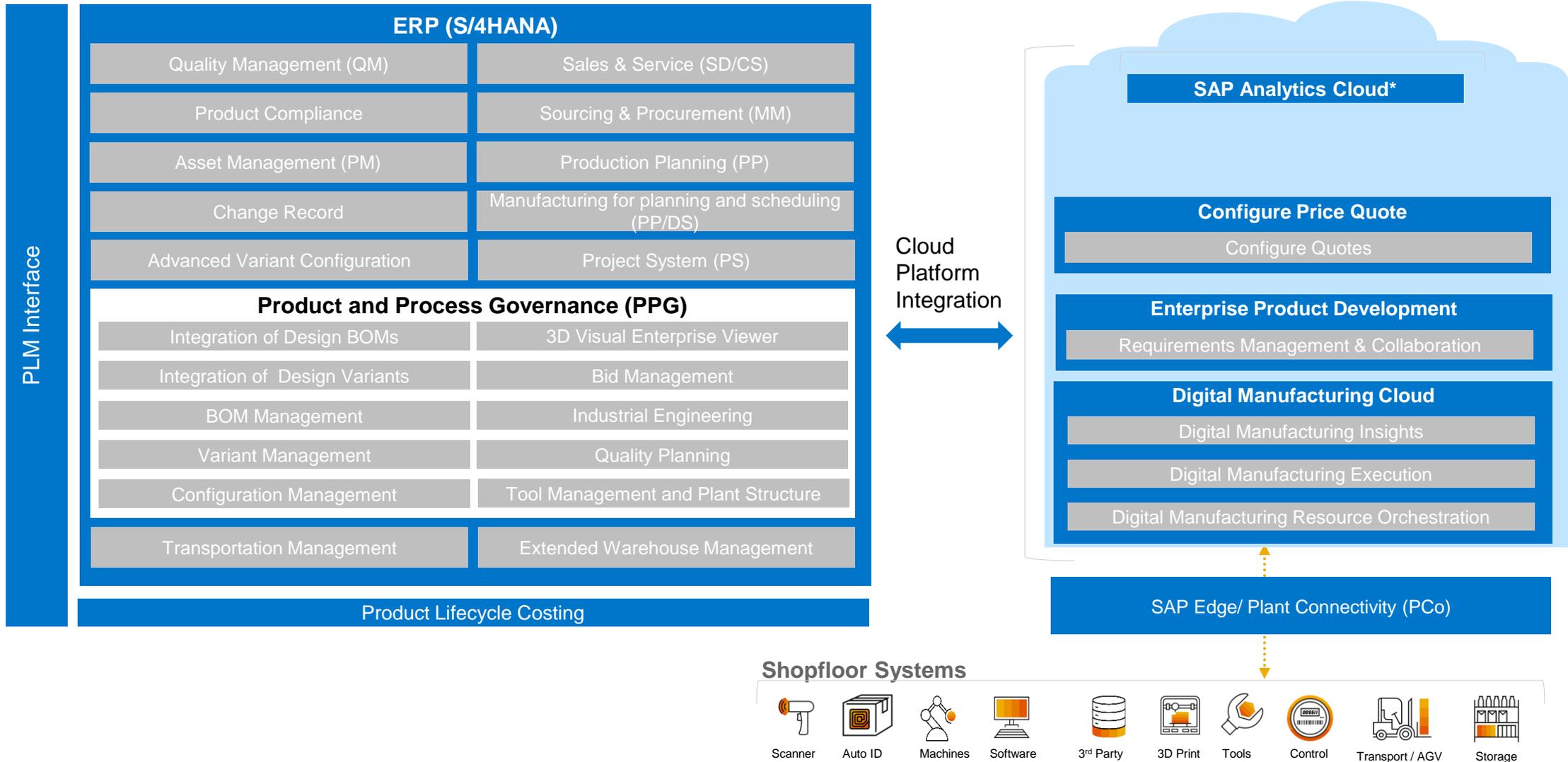
- Used for storing material master information, even without a material master attached.
- Materials can be created from this variant.



## Document Variant (DPP = Document Planning Position)

- Used for storing document information.
- Documents can be planned from this variant.

# Solution Architecture - Component View



**How will Conveyor work in the future?**



# DESIGN-DRIVEN ENTERPRISE MTS/CTO

## From Design to Sales



### Product

- Variant Management
- Configuration Management
- Innovation Management
- Requirements Management
- Systems-Engineering
- Product Validation

### Detailed Engineering

- Material Management
- Component Classification
- E-BOM
- 3D-Model

### Internal/external Collaboration

- Design Collaboration
- Document Collaboration
- Systems Engineering

### in Production

- Routing Management
- Integration of MTM
- Work Instruction Management
- Change Mgmt and Integration across and within different SAP BOM-types
- BOM Knowledge Management, Conversion and Configuration
- Configuration of Quality Management

### in Service

- Configuration of services, documents, and service-BOM

### in Sales

- Enhancement of configuration with application knowledge

### Modelling

- Life Cycle Management of Product model
- Management of Variant Configuration with Engineering Knowledge

### Customer Order - Configuration

Document Collaboration  
Supplier Collaboration (only with Ariba)  
Visual Product Analysis

### Short- to Midterm- Planning and Optimization

- Order network
- Production Optimization considering product configuration dependent routing capacity, demand, takt times, set up times, man power and tooling while also considering material availability.

### Order Management

- Generation and Release of production orders

### Assembly

- Configuration specific work Instruction

### Inline Quality Management

- Collection of configuration specific quality data during each production step.

### Machine Integration

- Configuration specific machine control

### Intelligent Asset Management

Providing the digital twin to internal and external collaboration partners IOT services

### Service-Management

- Ticketing
- Service-Order Mgmt.
- Service Order Execution
- Visual Spareparts
- Visual Service-Instructions
- Digital Twin Insight
- Digital Twin Monetization

# From Design to Sales: Detailed Process Flow



**Anton**  
Product Manager



**Barbara**  
Systems Engineer



**Carla**  
Engineer



**Daniel**  
Sales Rep



Overview product portfolio

Map product features

Extend product features

Revise product features

Adjust system models

Complete detailed engineering

Handover to sales

Sell via Configure Price Quote



# From Design to Sales: **What do we want to achieve?**

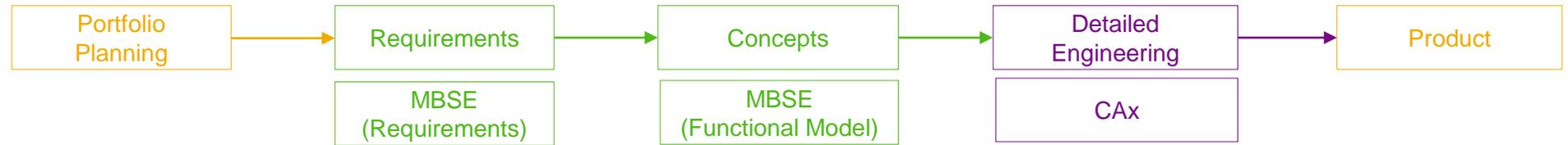


Anton needs a **portfolio structure** which describes the **complete** offering of products and services. The portfolio structure has to cover the needs of sales, (planning, production, purchasing and service) **without creating silos**.

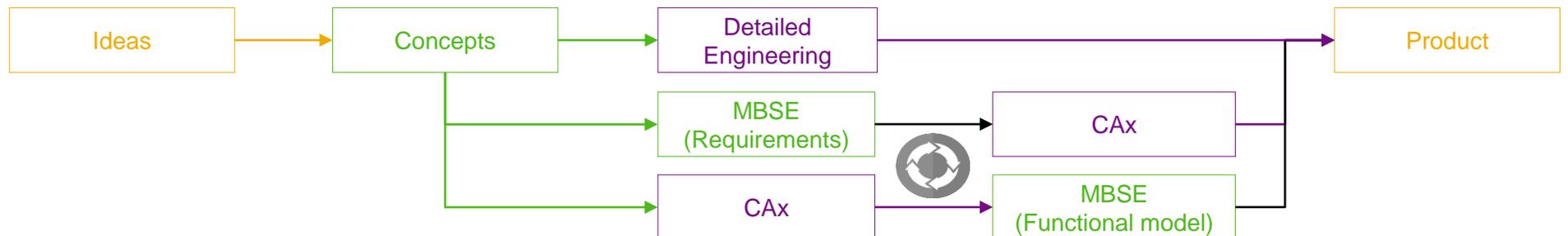


Barabara and Carla work with Anton to create the **product structure** with **embedded knowledge**. to **be able to automate sales (all) business processes**.

Approach A

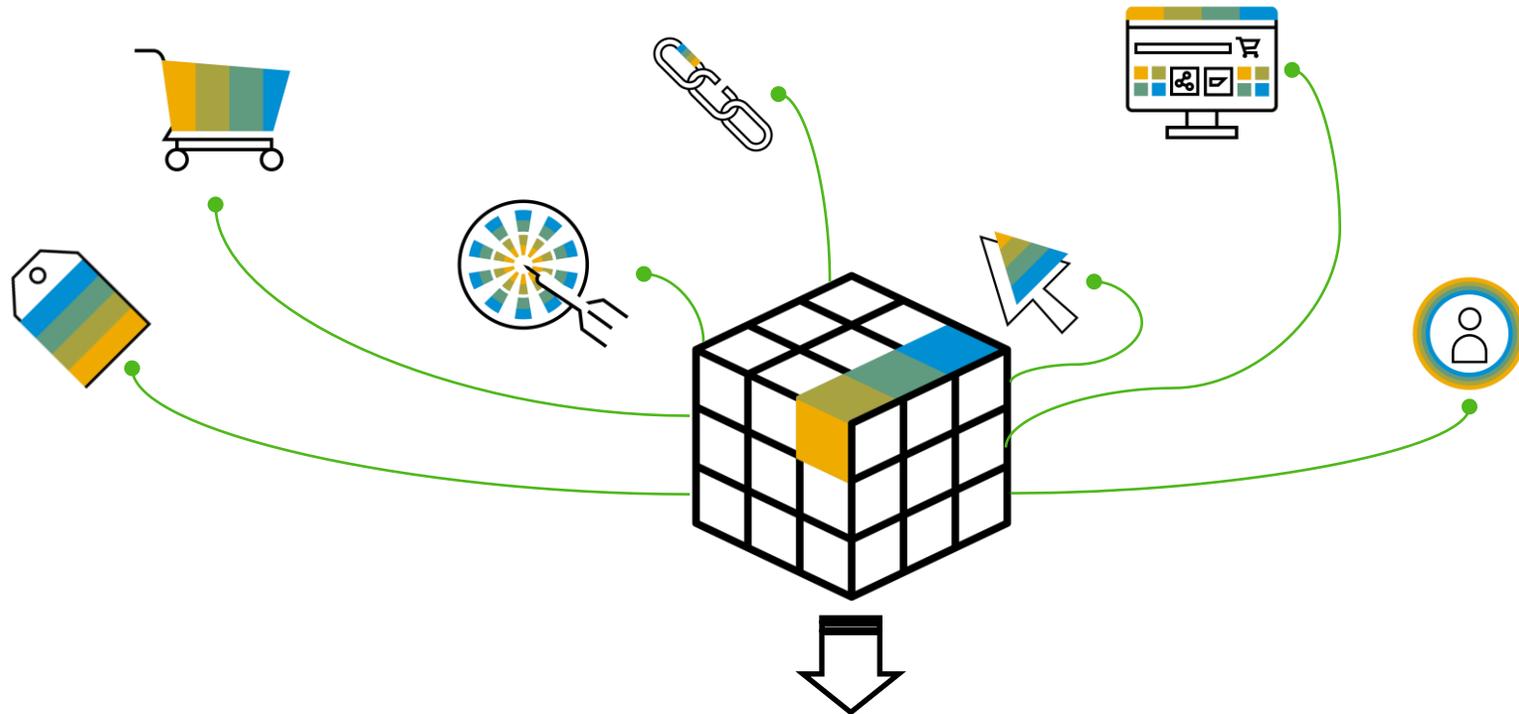


Approach B



# Build up product structure and then leverage in CPQ

Example for **Model once configure anywhere**



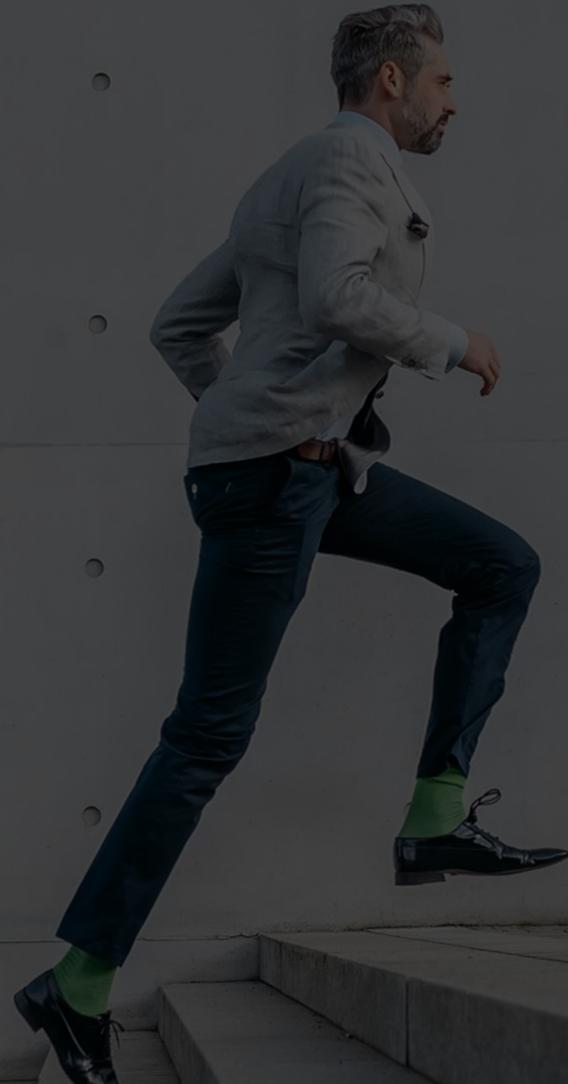
The product structure enhances the standard capabilities of the sales tool.

The sales tool is always synchronized with engineering.



**Daniel can now support his customers without having to be a technical expert.**

# How will Conveyor work within SAP in the future?



# From Design to Sales: Detailed Process Flow



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Product Manager



**Barbara**  
Systems Engineer



**Carla**  
Engineer



**Daniel**  
Sales Rep



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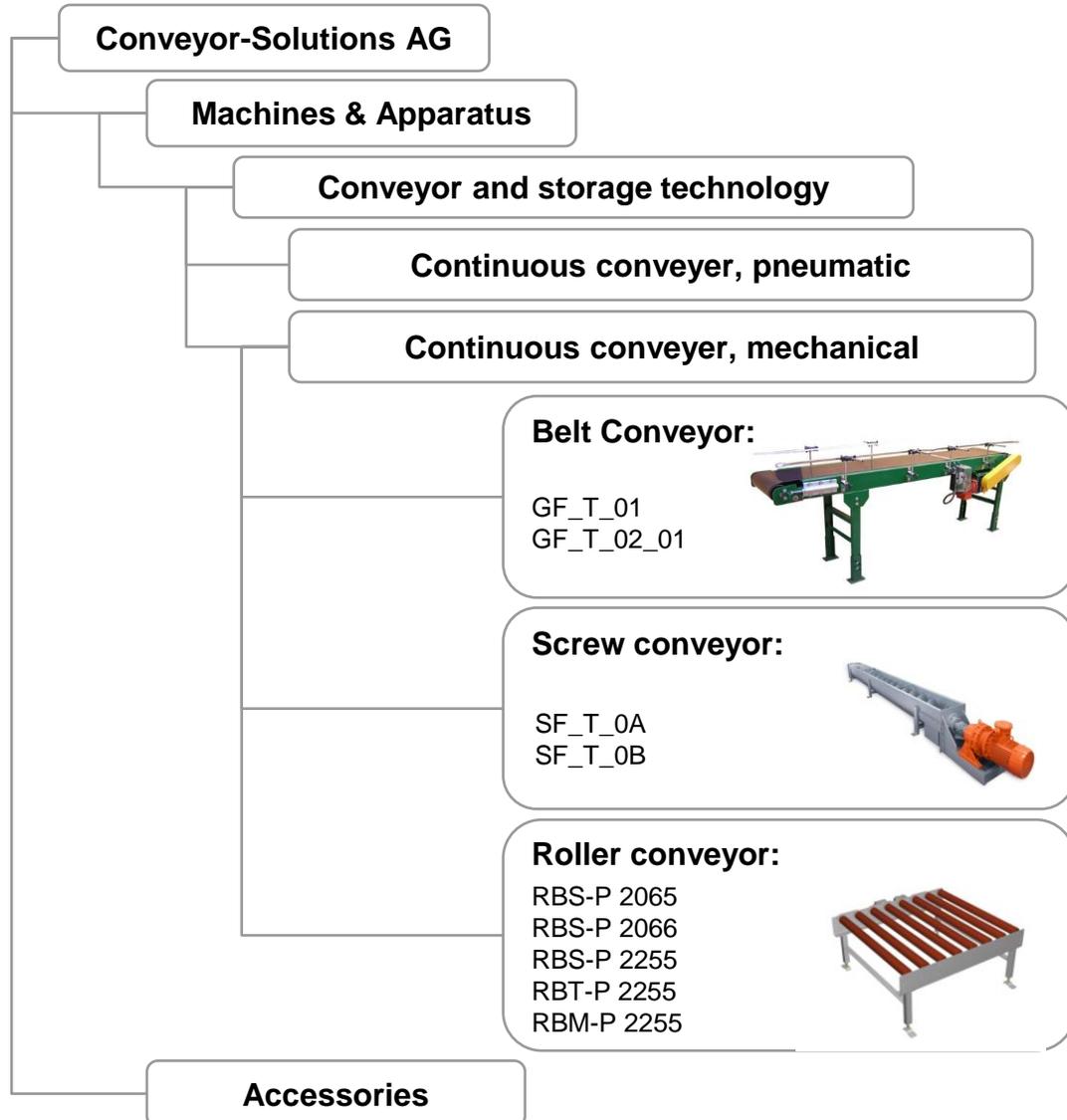
Handover to sales

Sell via Configure Price Quote





# Conveyor Solutions AG's Product Portfolio Structure



Profile: Portfolio Structure		D.. Description
<input checked="" type="checkbox"/>	▼ P00001000	Portfolio Knowledge Management
<input type="checkbox"/>	▼ P00000367	Machines & Apparatus
<input type="checkbox"/>	▼ P00000368	Conveyor and storage technology
<input type="checkbox"/>	▼ P00000369	Continuous conveyor (pneumatic)
<input type="checkbox"/>	▼ P00000370	Continuous conveyor (mechanical)
<input type="checkbox"/>	▼ P00000371	Belt conveyor
<input type="checkbox"/>	🔗 E00000508	✎ Conveyor segment Type CTO 0000
<input type="checkbox"/>	🔗 E00000837	✎ Conveyor segment Type CTO 0001
<input type="checkbox"/>	🔗 E00000839	✎ Conveyor segment Type CTO 0002
<input type="checkbox"/>	🔗 E00000840	Conveyor segment Type CTO 0003
<input type="checkbox"/>	🔗 E00000844	Conveyor segment Type CTO 0004
<input type="checkbox"/>	🔗 E00000943	Conveyor segment Type CTO 0005
<input type="checkbox"/>	🔗 E00000945	Conveyor segment Type CTO 0007
<input type="checkbox"/>	🔗 E00000946	Conveyor segment Type CTO 0008
<input type="checkbox"/>	🔗 E00000947	Conveyor segment Type CTO 0009
<input type="checkbox"/>	🔗 E00001211	Conveyor segment Type CTO 0011
<input type="checkbox"/>	🔗 E00001212	Conveyor segment Type CTO 0012
<input type="checkbox"/>	> P00000372	Screw conveyor
<input type="checkbox"/>	> P00002011	Roller conveyor
<input type="checkbox"/>	> P00002012	Accessories

# Modelling of product portfolio

## Business Outcomes

“As a **Product Manager**, I want to structure my product portfolio such that **all enterprise business units are covered and all processes can be accelerated.**”



**Anton**  
Product Manager

Profile: Portfolio Structure	D.. Description
<input checked="" type="checkbox"/> P00001000	Portfolio Knowledge Management
<input type="checkbox"/> P00000367	Machines & Apparatus
<input type="checkbox"/> P00000368	Conveyor and storage technology
<input type="checkbox"/> P00000369	Continuous conveyor (pneumatic)
<input type="checkbox"/> P00000370	Continuous conveyor (mechanical)
<input type="checkbox"/> P00000371	Belt conveyor
<input type="checkbox"/> E00000508	Conveyor segment Type CTO 0000
<input type="checkbox"/> E00000837	Conveyor segment Type CTO 0001
<input type="checkbox"/> E00000839	Conveyor segment Type CTO 0002
<input type="checkbox"/> E00000840	Conveyor segment Type CTO 0003
<input type="checkbox"/> E00000844	Conveyor segment Type CTO 0004
<input type="checkbox"/> E00000943	Conveyor segment Type CTO 0005
<input type="checkbox"/> E00000945	Conveyor segment Type CTO 0007
<input type="checkbox"/> E00000946	Conveyor segment Type CTO 0008
<input type="checkbox"/> E00000947	Conveyor segment Type CTO 0009
<input type="checkbox"/> E00001211	Conveyor segment Type CTO 0011
<input type="checkbox"/> E00001212	Conveyor segment Type CTO 0012
<input type="checkbox"/> P00000372	Screw conveyor
<input type="checkbox"/> P00002011	Roller conveyor
<input type="checkbox"/> P00002012	Accessories

**Belt Conveyor:**

GF\_T\_01  
GF\_T\_02\_01



**Screw conveyor:**

SF\_T\_0A  
SF\_T\_0B



**Roller conveyor:**

RBS-P 2065  
RBS-P 2066  
RBS-P 2255  
RBT-P 2255  
RBM-P 2255



## Process Highlights



Complete and consistent across all products, components and services



Portfolio structure can be **exported into online presence**



Portfolio structure **supports the different needs of services, strategic and tactical planning, production, service, ..**



**Change Management** is complete and consistent across all products, components and services. Standardization is encouraged



**New products** can be launched quickly.

# From Design to Sales: Detailed Process Flow



**Anton**  
Product Manager



**Barbara**  
Systems Engineer



**Carla**  
Engineer



**Daniel**  
Sales Rep



Overview product portfolio

Map product features

Extend product features

Revise product features

Adjust system models

Complete detailed engineering

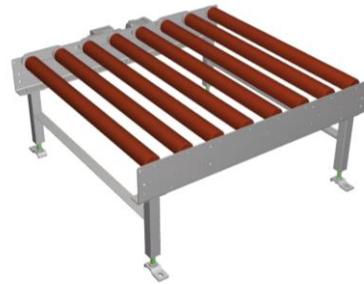
Handover to sales

Sell via Configure Price Quote

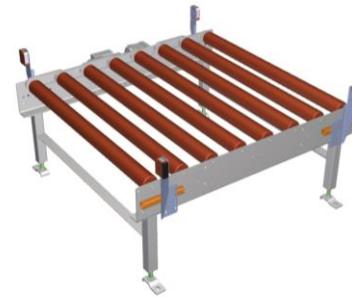


# Overview of product variants and customizability

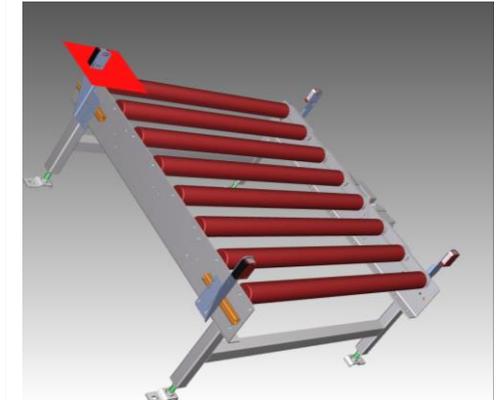
**Catalog variant RF17**  
RF17\_EV01



**Catalog variant RF18**  
RF18\_EV01



**Customer Feature**  
RF18\_EV02 with sheet



Photoelectric barrier

no

yes

yes

Motor power

240V or 380V

240V or 380V

240V or 380V

Height and width

1.00 to 2.00 m

1.00 to 2.00 m

1.00 to 2.00 m

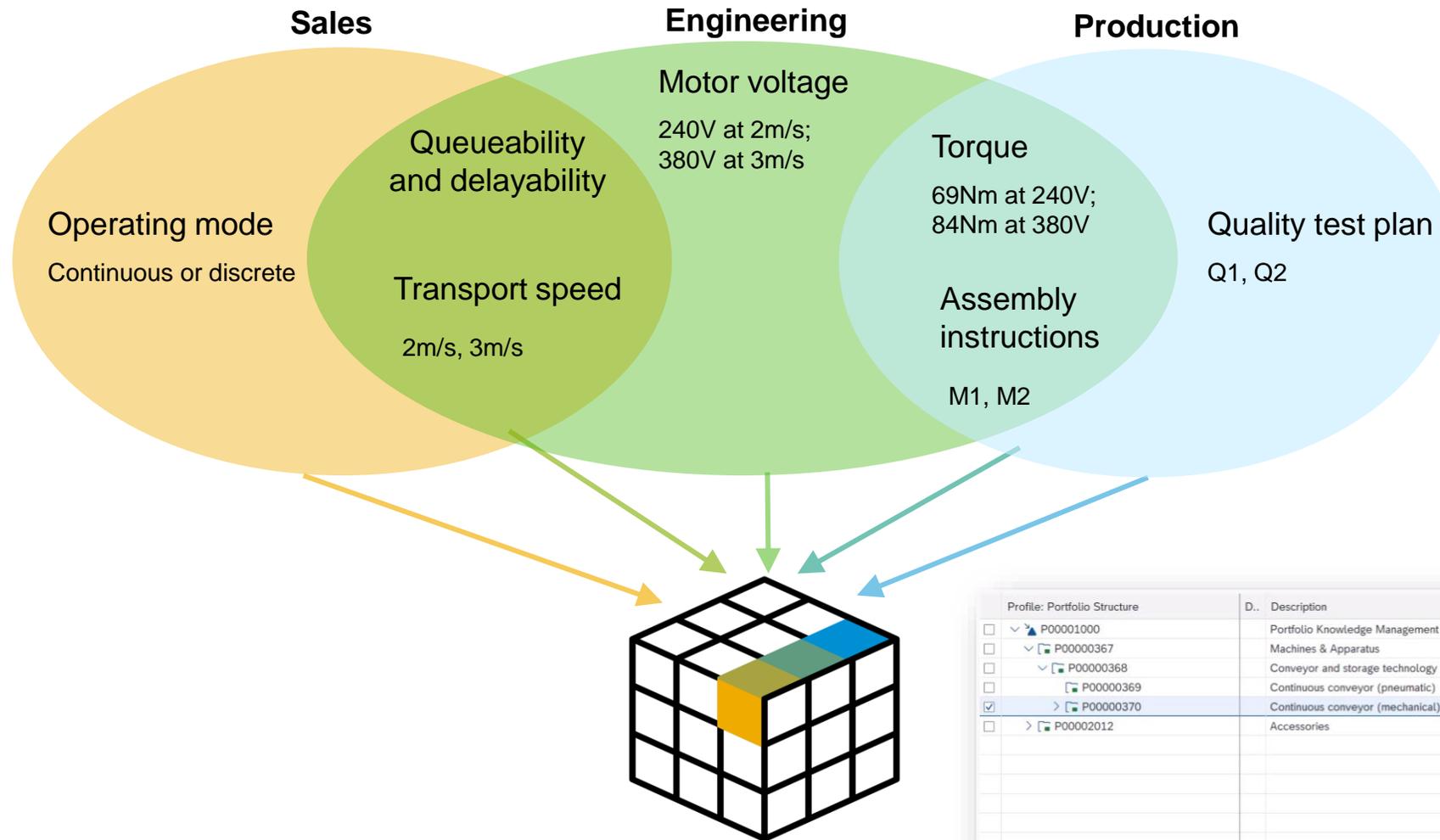
Adaptable to customer requests

no

no

yes

# Mapping of product features to portfolio

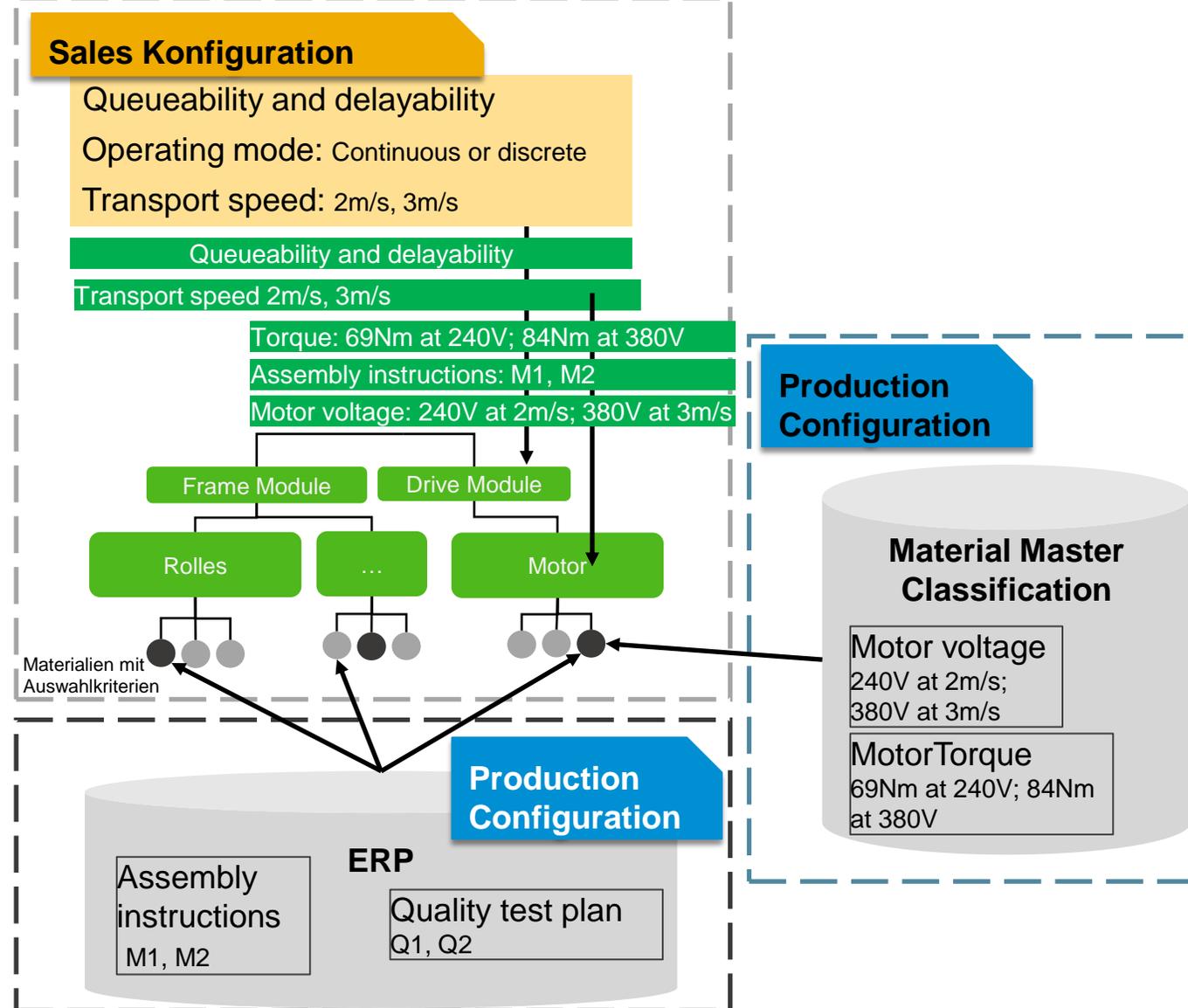


Profile: Portfolio Structure	D.. Description	Structure Node:	Description:
<input type="checkbox"/> P00001000	Portfolio Knowledge Management	P00000370	Continuous conveyor (mechanical)
<input type="checkbox"/> P00000367	Machines & Apparatus		
<input type="checkbox"/> P00000368	Conveyor and storage technology		
<input type="checkbox"/> P00000369	Continuous conveyor (pneumatic)		
<input checked="" type="checkbox"/> P00000370	Continuous conveyor (mechanical)		
<input type="checkbox"/> P00002012	Accessories		

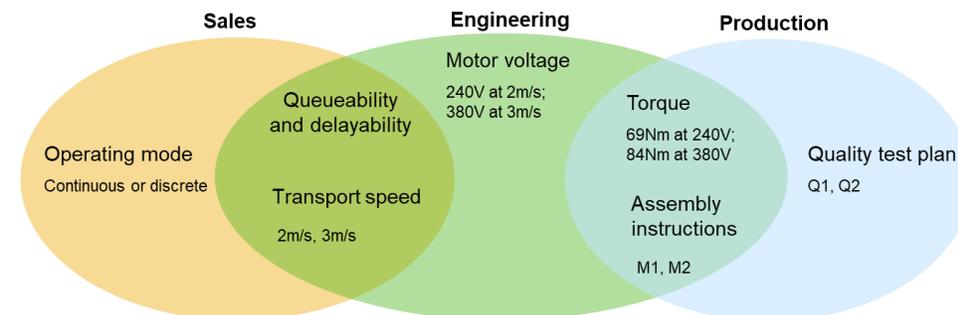
  

Exc.	feature sp	descript.	Characteristic	Char. description	Inherited
<input checked="" type="checkbox"/>	STV	P_02_AAD2202	Operating voltage		<input type="checkbox"/> <input checked="" type="checkbox"/>
<input type="checkbox"/>	STV	P_02_AAF442	Motor power		<input type="checkbox"/> <input type="checkbox"/>
<input type="checkbox"/>	STV	P_02_AAP026	coating material description		<input type="checkbox"/> <input type="checkbox"/>
<input type="checkbox"/>	STV	P_02_AAP097	Material of supports		<input type="checkbox"/> <input type="checkbox"/>
<input type="checkbox"/>	STV	P_02_BAH926	Segment width		<input type="checkbox"/> <input type="checkbox"/>
<input type="checkbox"/>	STV	P_02_BAI020	Ground clearance		<input type="checkbox"/> <input type="checkbox"/>
<input type="checkbox"/>	STV	P_02_BAI021	conveying length		<input type="checkbox"/> <input type="checkbox"/>

# Mapping of product features and characteristics to product structure



- In order to specify a product sufficiently, special areas of knowledge are necessary
- These areas can be clustered into information types
- An information type therefore provides a compilation of certain information in defined SAP objects
- In this example three basic information areas are to be distinguished





# Mapping of product features

## Business Outcomes

“As a **Product Manager**, I want to manage the product features such that I capture all business department needs and dependencies.”



**Anton**  
Product Manager

Profile: Portfolio Structure	D.. Description
<input checked="" type="checkbox"/> P00001000	Portfolio Knowledge Management
<input type="checkbox"/> P00000367	Machines & Apparatus
<input type="checkbox"/> P00000368	Conveyor and storage technology
<input type="checkbox"/> P00000369	Continuous conveyor (pneumatic)
<input checked="" type="checkbox"/> P00000370	Continuous conveyor (mechanical)
<input type="checkbox"/> P00000212	Accessories

Profile: Portfolio Structure	D.. Description
<input type="checkbox"/> P00001000	Portfolio Knowledge Management
<input type="checkbox"/> P00000367	Machines & Apparatus
<input type="checkbox"/> P00000368	Conveyor and storage technology
<input type="checkbox"/> P00000369	Continuous conveyor (pneumatic)
<input checked="" type="checkbox"/> P00000370	Continuous conveyor (mechanical)
<input type="checkbox"/> P00000212	Accessories

Exc.	feature sp	descript.	Characteristic	Char. description	Inherited
<input checked="" type="checkbox"/>	STV	P_02_AAD2202	Operating voltage		<input checked="" type="checkbox"/>
<input type="checkbox"/>	STV	P_02_AAF442	Motor power		<input type="checkbox"/>
<input type="checkbox"/>	STV	P_02_AAP026	coating material description		<input type="checkbox"/>
<input type="checkbox"/>	STV	P_02_AAP097	Material of supports		<input type="checkbox"/>
<input type="checkbox"/>	STV	P_02_BAH926	Segment width		<input type="checkbox"/>
<input type="checkbox"/>	STV	P_02_BAI020	Ground clearance		<input type="checkbox"/>
<input type="checkbox"/>	STV	P_02_BAI021	conveying length		<input type="checkbox"/>

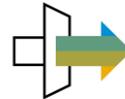
## Process Highlights



**Central management** of product features



**Reuse** of existing product features



**Turning product features** into (technical) characteristics



**Structure** product features efficiently.



**Speed up** the change management process.

# From Design to Sales: Detailed Process Flow



**Anton**  
Product Manager



**Barbara**  
Systems Engineer



**Carla**  
Engineer



**Daniel**  
Sales Rep



Overview product portfolio

Map product features

Extend product features

Revise product features

Adjust system models

Complete detailed engineering

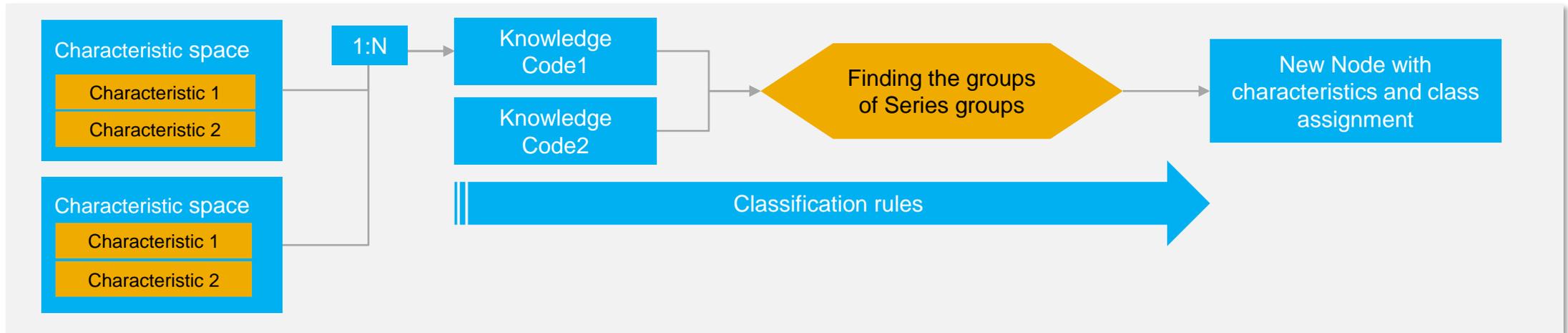
Handover to sales

Sell via Configure Price Quote



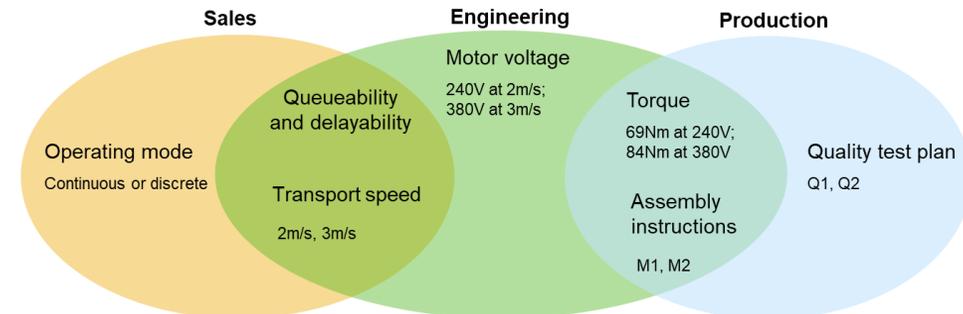
# Overview PPG – Master Data Center for Classification

- **Characteristics Center:** Management of characteristics and characteristic spaces at the node.
- **Class Center:** Management of classes at the node
- **Structure Center:** Used for rule-based node creation
- **Knowledge Center:** Used to create and manage GenTab and constrains.



## Application Example PPG structure setup:

- The characteristic space is assigned to the node type.
- The characteristic name is "inherited".
- And contains an SAP value list (with or without value restriction)



# Extend product features & classification

## Business Outcomes

“As a **Product Manager**, I use **extend product features** to add engineering knowledge to model dependencies beyond classical BOM configuration.”



**Anton**  
Product Manager

Profil: Portfoliostruktur	D.. Beschreibung	Strukturknoten Portfolio: P00000371
▼ P00001000	Portfolio - Wissensmanagement	Beschreibung: Gurtförderer
▼ P00000367	Maschinen und Apparate	
▼ P00000368	Fördertechnik u. Lagertechnik	
▼ P00000369	Stetigförderer (pneumatisch)	
▼ P00000370	Stetigförderer (mechanisch)	
▼ P00000371	Gurtförderer	
▼ P00000372	Schneckenförderer	
▼ P00002011	Rollenförderer	
▼ E00000941	RF17	
▼ E00000942	RF18	
▼ E00000954	RF17: Roller Conveyor	
▼ E00001524	Roller Conveyor	
▼ E00001744	Roller Conveyor	
▼ E00001745	Roller Conveyor	
▼ E00001746	Rollen C	
▼ E00001751	RF17: Roller Conveyor	
▼ E00001769	RF18: Roller Conveyor & Blech	
▼ E00002020	BDF_KK_40000213726_sea_000	
▼ P00002012	Zubehör	

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

## Process Highlights

You can **link product features to application knowledge**. This allows later CPQ to help sales configure the product application orientated.



Sales can ask the customer how many luggage pieces do you need to transport per minute? What is the average weight of the luggage? Will you transport non-standard sized luggage? How fast should the luggage arrive at the pick up area? What screening steps do you need to take?

You can **link product features to manufacturing, service or any other form of knowledge** to link the product features to quality planning, routing, packaging, service planning, ....



This allows for seamless integration with other departments, a high level of automation, seamless change process and optimized manufacturing and service processes.

# From Design to Sales: Detailed Process Flow



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Product Manager



**Barbara**  
Systems Engineer



**Carla**  
Engineer



**Daniel**  
Sales Rep



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# Revise product features

## Business Outcomes

“As a **Systems Engineer**, I want to revise product features so that the requirement structure is up to date.”



Barbara  
Systems Engineer

Title ID	Name	Code	Priority	Workload	Risk	Status
1.	<b>Funktionale Anforderungen</b>	REQ_0...	Undefin...	0	Undefin...	Draft
1.1	Material- und Teileanforderungen	REQ_0...	Undefin...	0	Undefin...	Draft
1.2	Teilespezifische Anforderungen	REQ_0...	Undefin...	0	Undefin...	Draft
1.3	Transportgeschwindigkeit	REQ_0...	Undefin...	0	Undefin...	Draft
1.3.1	Werkstoffanforderungen	REQ_0...	Undefin...	0	Undefin...	Draft
1.3.2	Korrosionsschutz	REQ_0...	Undefin...	0	Undefin...	Draft
2.	<b>Nichtfunktionale Anforderungen</b>	REQ_0...	Undefin...	0	Undefin...	Draft
2.1	Unfallverhütungsmaßnahmen	REQ_0...	Undefin...	0	Undefin...	Draft
2.2	Betriebskosten	REQ_0...	Undefin...	0	Undefin...	Draft
2.3	Bauraum	REQ_0...	Undefin...	0	Undefin...	Draft
2.4	Zugänglichkeit	REQ_0...	Undefin...	0	Undefin...	Draft
3.	<b>Rahmenbedingungen</b>	REQ_0...	Undefin...	0	Undefin...	Draft
3.1	Regulatorische Vorgaben	REQ_0...	Undefin...	0	Undefin...	Draft
3.2	Betriebliche Vorgaben	REQ_0...	Undefin...	0	Undefin...	Draft
3.3	Wirtschaftliche Vorgaben	REQ_0...	Undefin...	0	Undefin...	Draft

## Process Highlights



Manage requirements in a central repository and share requirements with suppliers & business partners



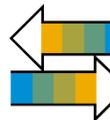
Assess the quality of requirements based on defined criteria



Launch an impact and lineage analysis on requirements, model objects and associated objects



Edit one requirement model concurrently across the extended enterprise



Import and export requirements based on standard formats, like Requirements Interchange Format

# From Design to Sales: Detailed Process Flow



**Anton**  
Product Manager



**Barbara**  
Systems Engineer



**Carla**  
Engineer



**Daniel**  
Sales Rep



Overview product portfolio

Map product features

Extend product features

Revise product features

Adjust system models

Complete detailed engineering

Handover to sales

Sell via Configure Price Quote



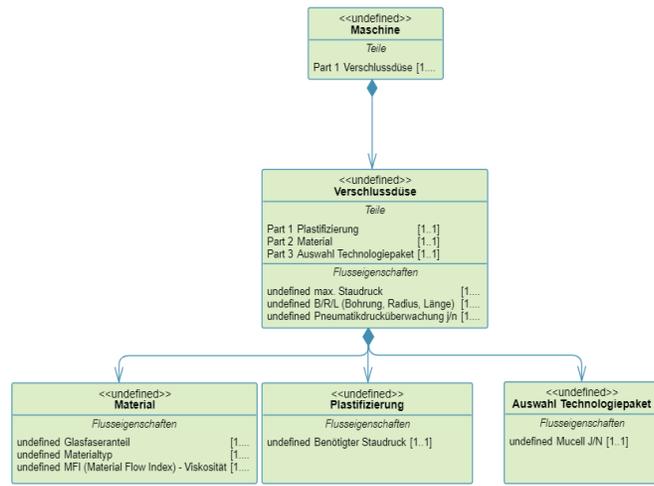
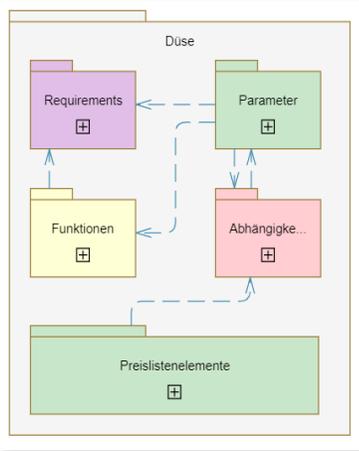
# Adjust system models

## Business Outcomes

“As a **Systems Engineer**, I want to adjust the MBSE artifacts so that I have systematically captured my product.”



**Barbara**  
Systems Engineer



## Process Highlights



**Create and manage system architectures and behavior** based on the standard language SysML



**Define and visualize** object links on the objects and in a dependency matrix



**Analyze change impacts** on various business objects to boost product quality and lower change costs by identifying potential product flaws early



**Collaborate** with system engineering partners across the extended enterprise



**Define product features and variants** in an early development phase to make sure your product complies with the original customer demand

# From Design to Sales: Detailed Process Flow



**Anton**  
Product Manager



**Barbara**  
Systems Engineer



**Carla**  
Engineer



**Daniel**  
Sales Rep



Overview product portfolio

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# Complete product data

## Business Outcomes

“As an **Engineer**, I want to complete the product data so that downstream processes can be executed.”



Carla  
Engineer

The screenshot displays the SAP TOS Industrial Engineering interface. On the left, a tree view shows the product structure for 'KW\_GLOBAL', including components like 'KW\_ANTRIEBSKETTEN', 'KW\_FAHRTREPPEN', and 'KW\_INNENGLIED'. The right pane shows detailed data for a work order, including 'Beschreibung: Arbeitsplan „Buchse mit Gleitlager“', 'Klasse: KW\_FAHRTREPPEN', and 'TOS Workingplanposition: 10'. It also lists various parameters such as 'Vorgang: 0010', 'SteuSchlüssel: PP01', and 'ObjektId: 0'. A table at the bottom shows 'Leistungsart' and 'Vorgabewert Eh.' values.

## Process Highlights & Benefits



**Unify** product development disciplines including mechanical, electronic/electrical & software structures into one product definition



**Manage** detailed mechatronic engineering data on a single platform



**Synchronize** product data, structures, access and documents across the extended enterprise



**Provide** digital twin foundation early in design phase



**Better decision-making** due to accurate definition of the product that combines design and business information

# From Design to Sales: Detailed Process Flow



**Anton**  
Product Manager



**Barbara**  
Systems Engineer



**Carla**  
Engineer



**Daniel**  
Sales Rep



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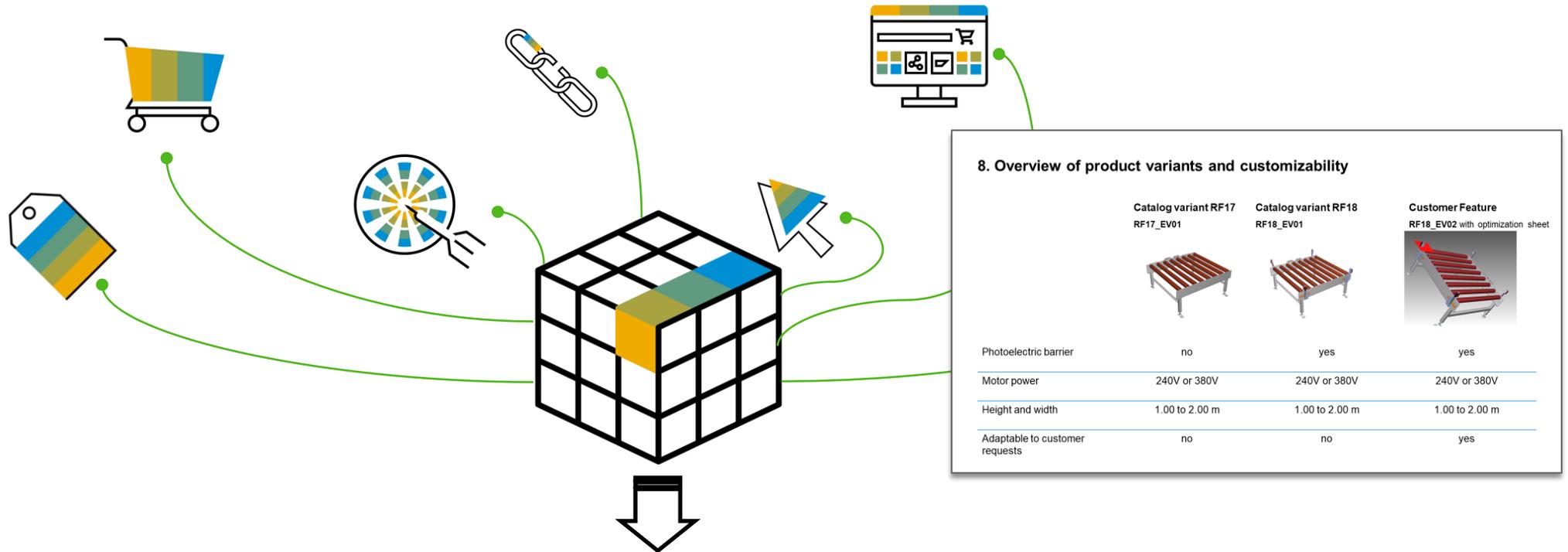
Handover to sales

Sell via Configure Price Quote



# Handover to Sales

Example for **Model once configure anywhere**



The product structure enhances the standard capabilities of the sales tool.

CPQ

The sales tool is always synchronized with engineering.



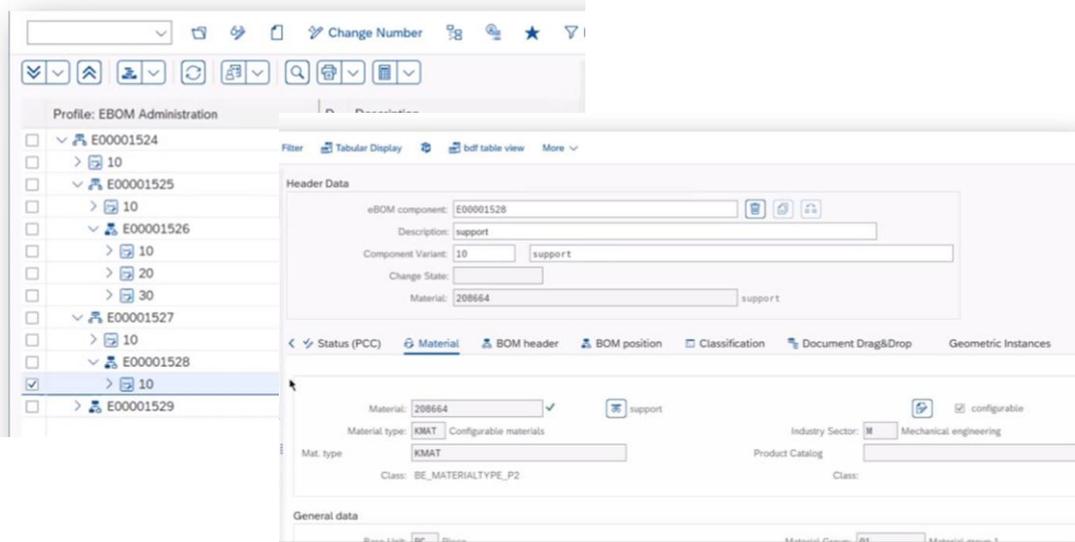
**Daniel can now support his customers without having to be a technical expert.**

# 8. Handover to Sales

“As a **Product Manager**, I want to provide data to sales so that the product can be sold.”



**Anton**  
Product Manager



## Process Highlights & Benefits



**Improved** configuration capabilities: The configuration data of the different knowledge types are finally maintained and checked.



**Model once** configure anywhere



**Support of different variant characteristics** (open, closed)



**Automated generation of ERP data** like material masters and configuration profiles



**Simulate and visualize** configuration

# From Design to Sales: Detailed Process Flow



**Anton**  
Product Manager



**Barbara**  
Systems Engineer



**Carla**  
Engineer



**Daniel**  
Sales Rep



Overview product portfolio

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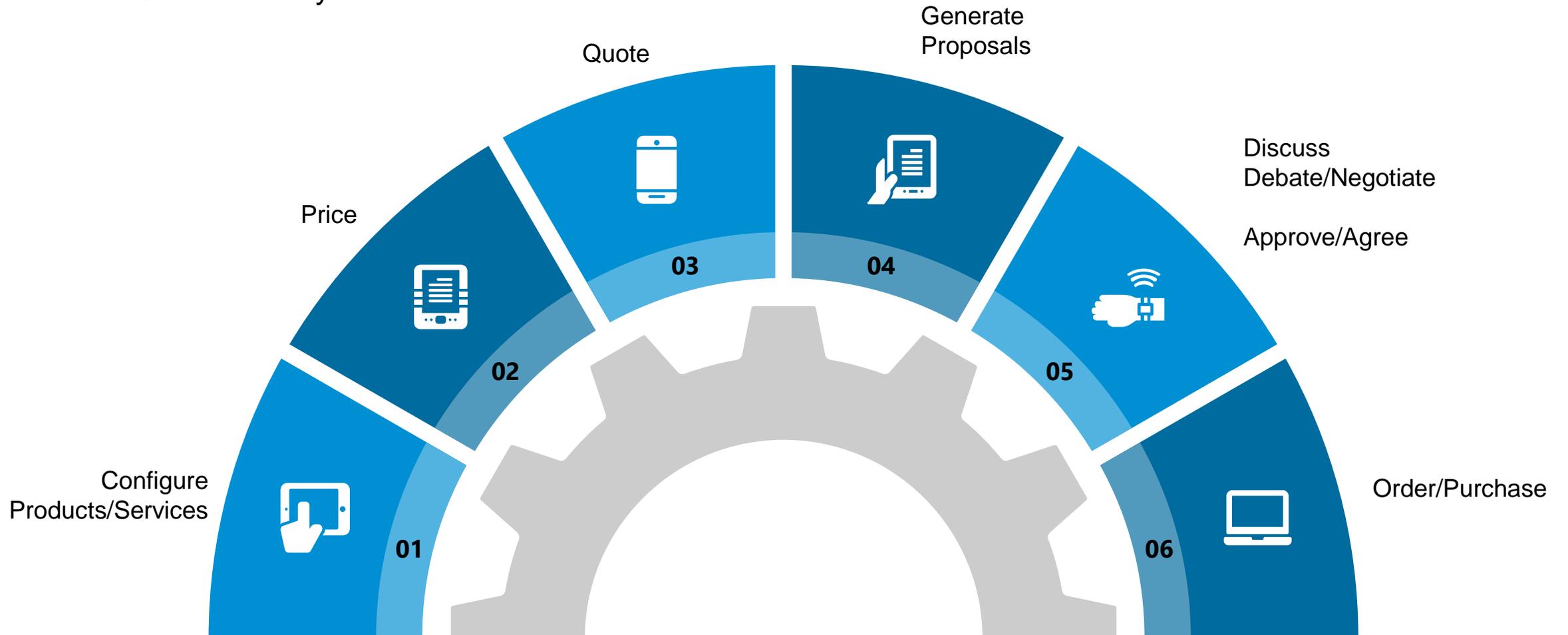
Handover to sales

Sell via Configure Price Quote



# Why 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.



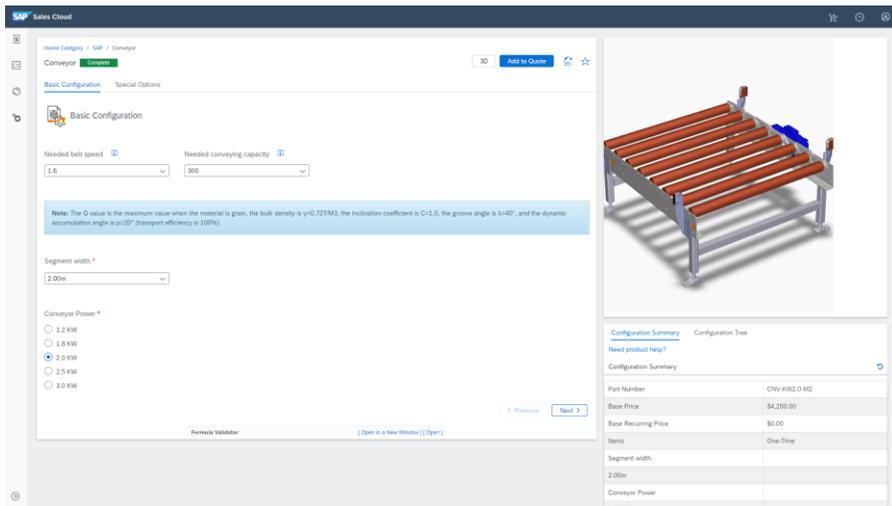
# Sell via Configure Price Quote

## Business Outcomes

“As a **Sales Rep**, I want to be supported in generating a quote, **fast and error free.**”



**Daniel**  
Sales Rep



## Process Highlights



**Reduced** quoting time



**Error free** quotes



**Automated** document generation

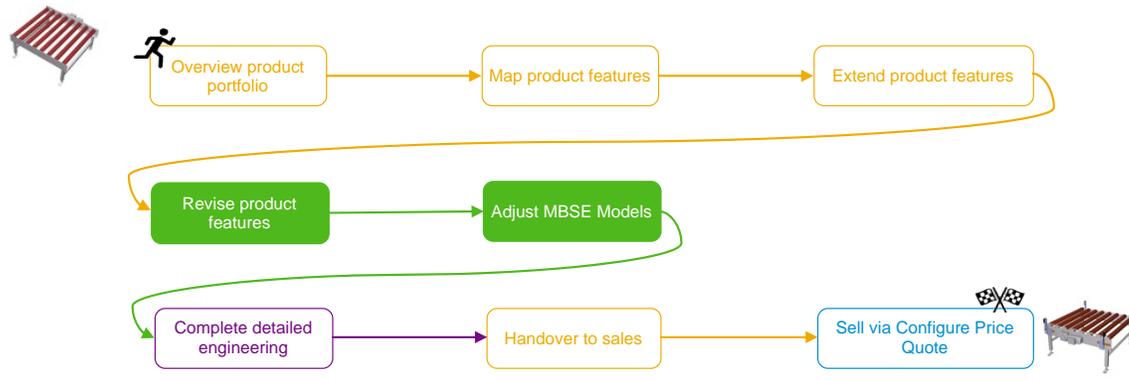


**AI** supported



**Integrated** text text text

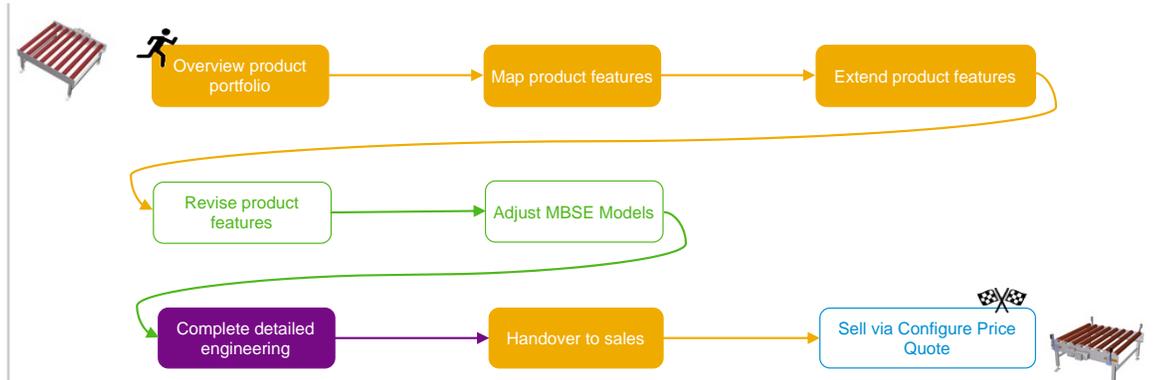
# Running Business Processes with SAP



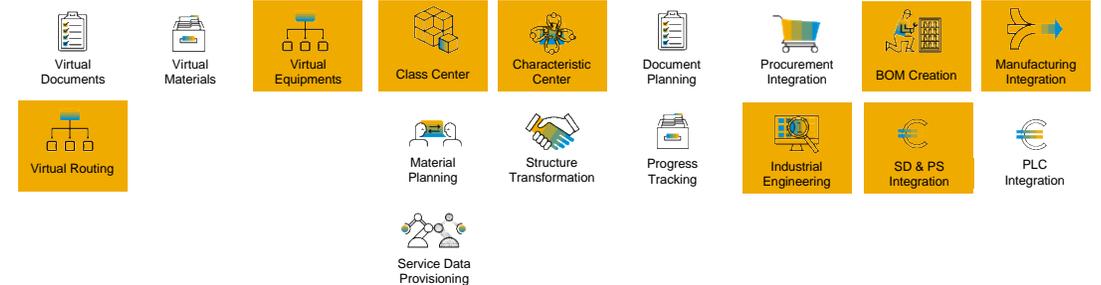
**Business Processes in SAP Enterprise Product Development**



↑  
SAP PPG | SAP ECTR | SAP Teamcenter by Siemens



**Business Processes in SAP Product Process and Governance**

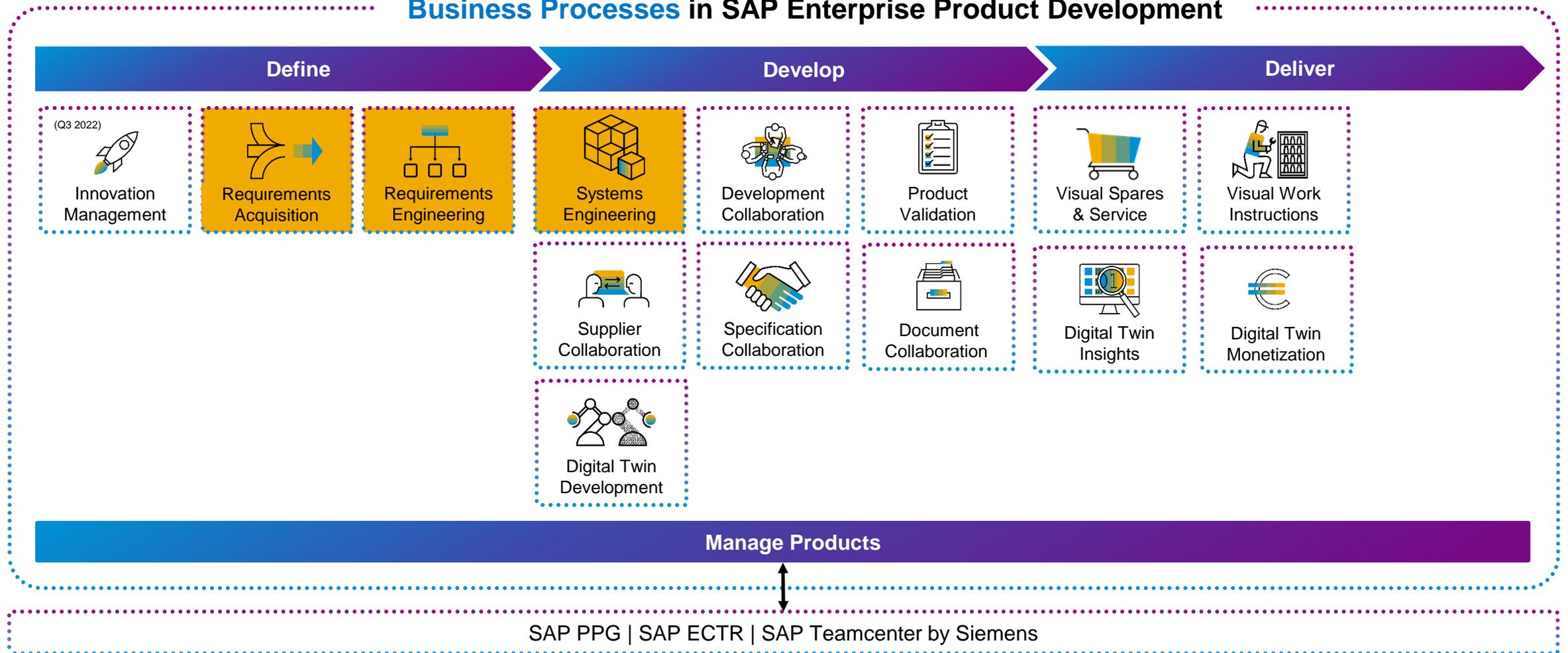


↑  
SAP EPD | SAP ECTR | SAP Teamcenter by Siemens



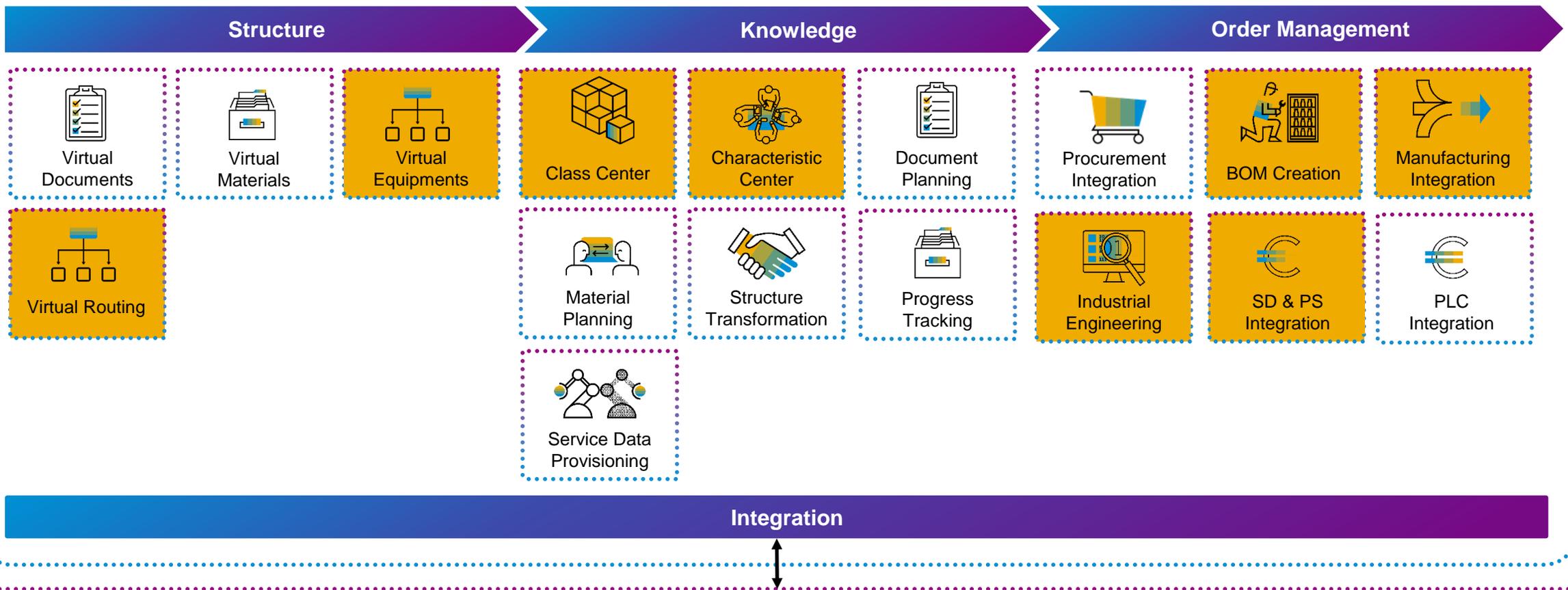
# The **business processes in SAP EPD** are designed to help our customers address the needs of digital product development organizations.

## Business Processes in SAP Enterprise Product Development



# The business processes in SAP PPG are designed to help our customers address the needs of design-driven enterprise.

## Business Processes in SAP Product Process and Governance



SAP EPD | SAP ECTR | SAP Teamcenter by Siemens

# Summary

The Design-Driven Enterprise is  
**AGIL.EFFICIENT.CUSTOMER-CENTRIC**

- ✓ **Increased the level of automation** in the process flow from engineering into sales, production, service with **model once configure anywhere.**
- ✓ Using a **smart product structure** as **single central solution** to achieve **high level of consistency, automation and accuracy** across all departments.
- ✓ Improved leverage of their existing investment in the **SAP Core. Reduce complexity** of applications outside of the core.



# Outlook

Our Vision: Digital Thread 4.0 automates all business processes



## Product Teams...

...feed the product model with new iterations and versions, aligned with customer requirements and compatibility

Feed



Consume

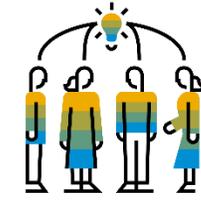


## Digital Product Structure

Consume



Feed



## Extended Enterprise...

...consumes product model/information to buy, make, sell/configure, simulate or maintain a product.

*Webinar 1 – Create Portfolio & Product Structure*

*Webinar 1 – Consume in Sales*

*Webinar 2 – Consume in Manufacturing (01.04.2022)*

*Webinar 3 – Consume in Service (08.04.2022)*



# Design-Driven Enterprise Engineering to Manufacturing

Varianten-reiches MTS oder CTO

1.4.2022

**Thank you & see you soon.**

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