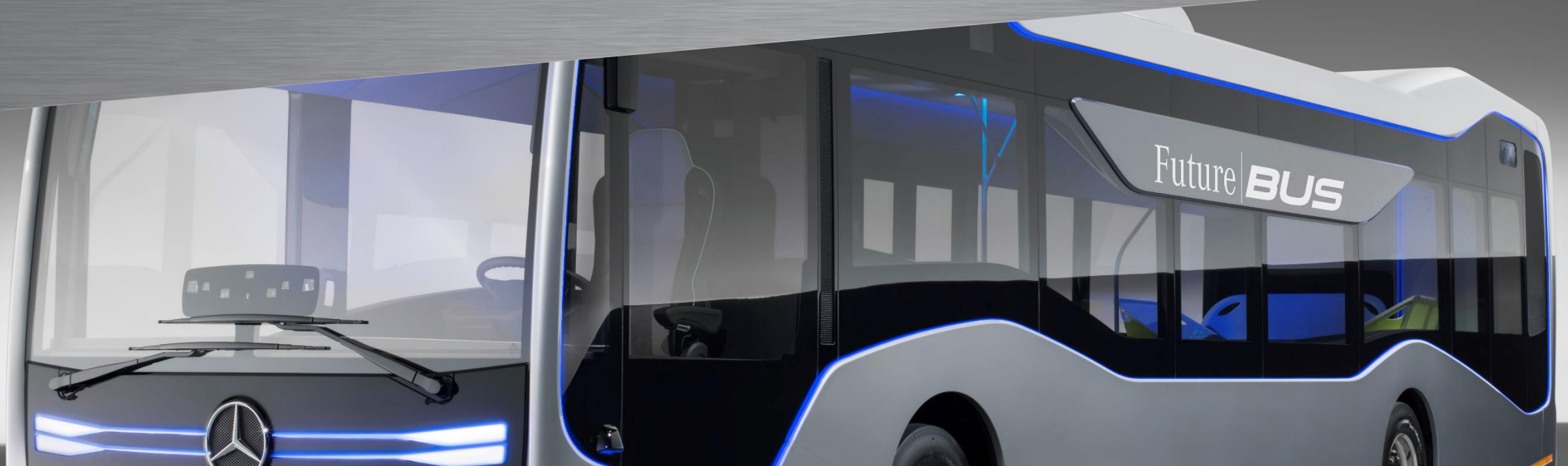


# DAIMLER

Sebastian Steffen

Creating an Analysis and Execution Workplace for the Global  
Supplier Manager at Daimler Buses

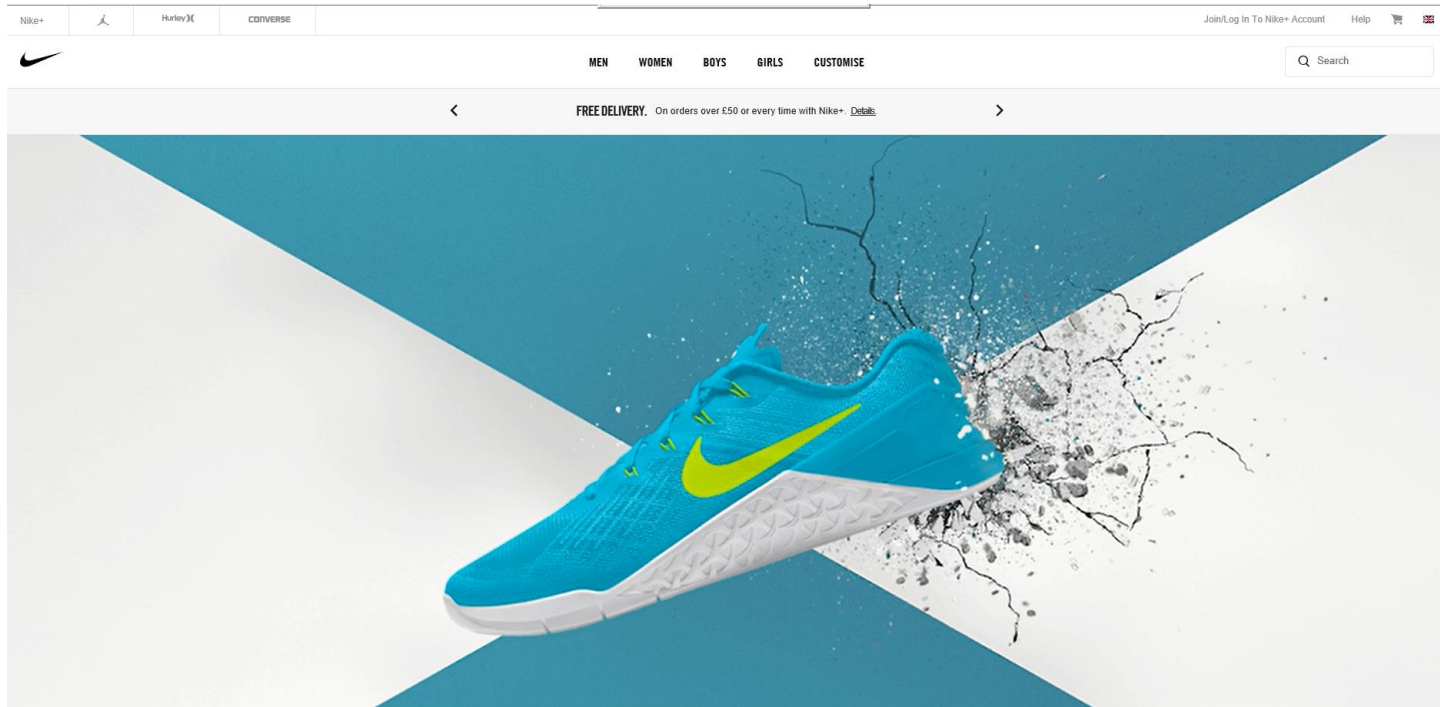


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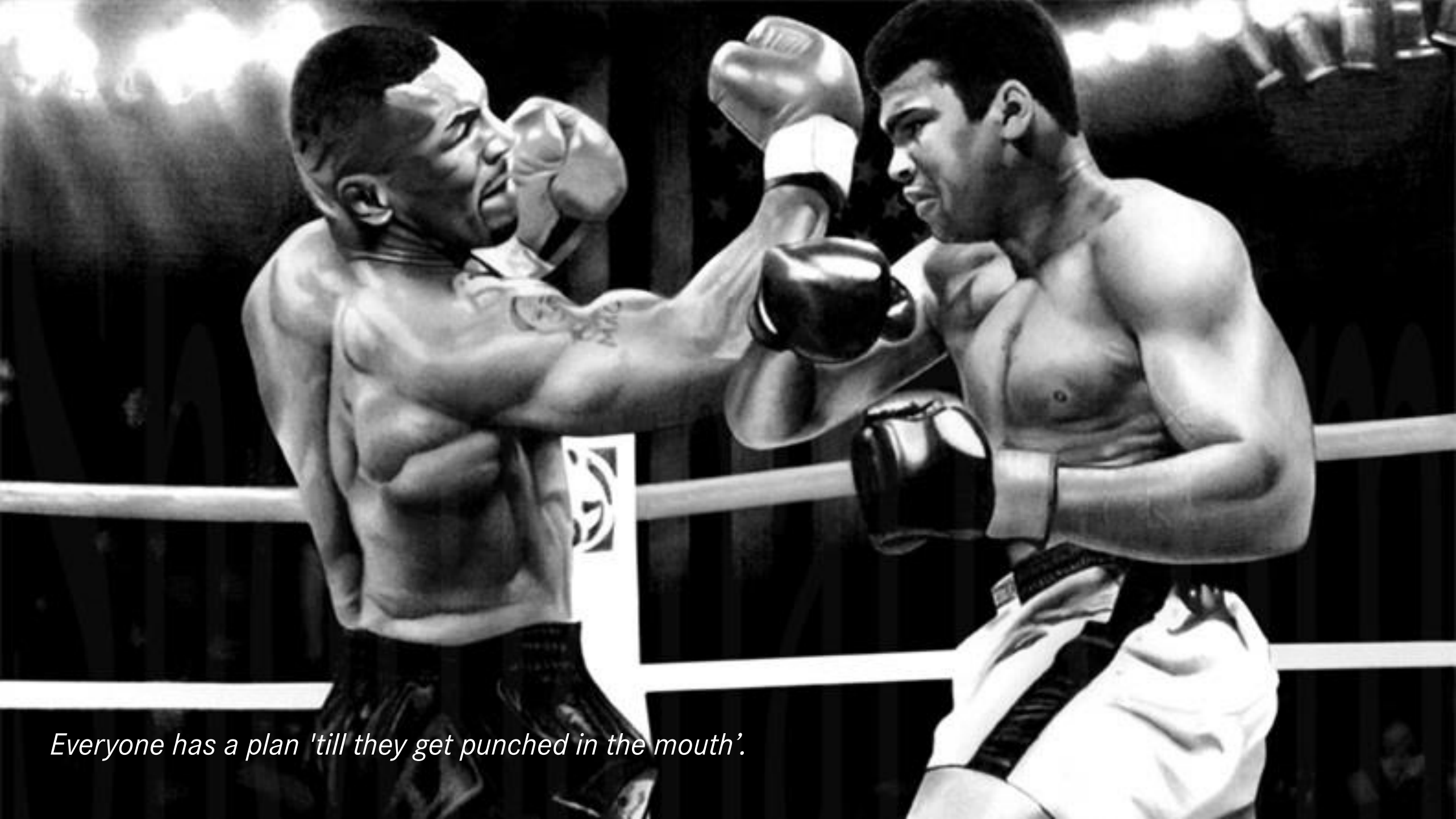


# Personalisation



Speed





*Everyone has a plan 'till they get punched in the mouth'.*

# Responsive Manufacturing

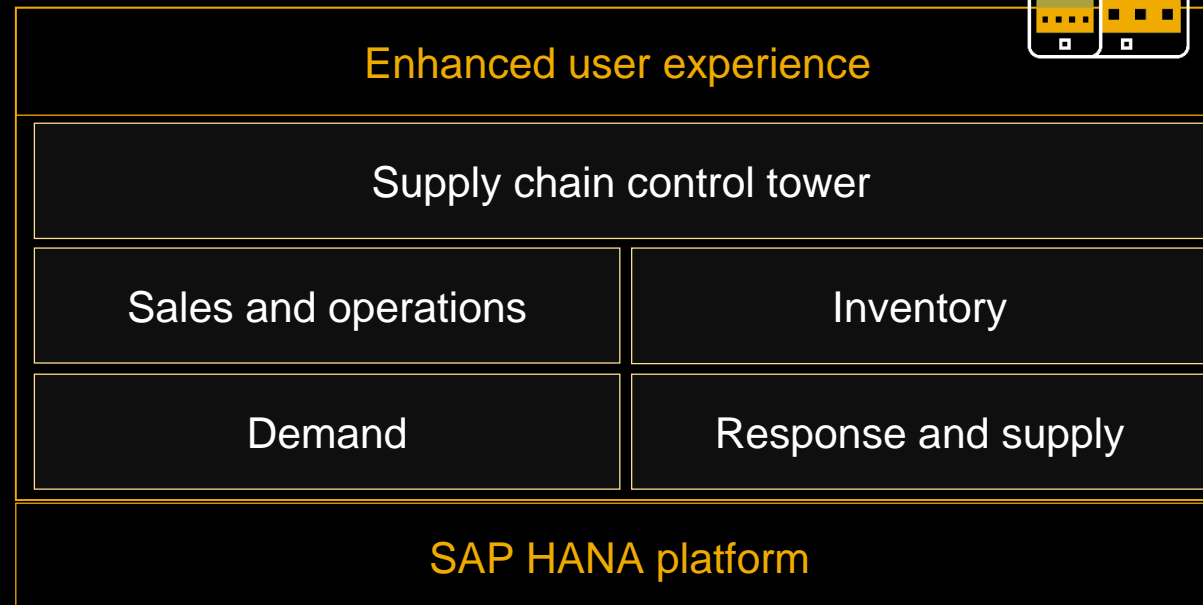
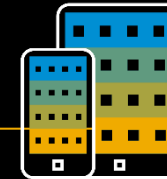


# Collaboration



# A single solution for demand-driven business planning and response management

## SAP Integrated Business Planning

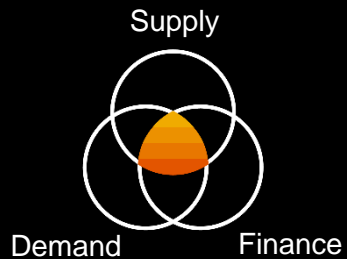




# SAP Integrated Business Planning

Foundation for integrated supply chain processes

## Complete scalable model



Demand, supply chain, and financial model at aggregate and detailed levels

## Real-time what-if scenario planning



Real-time scenarios and simulation on entire model

## Collaboration



Transparent communication, record of decisions

## Intuitive user interfaces



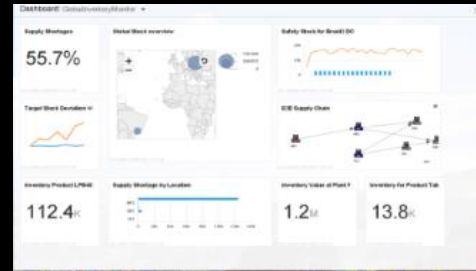
Access anytime using Web, Microsoft Excel, and mobile user interfaces

# SAP Integrated Business Planning

## Engaging all stakeholders across the supply chain

### Unified user experience

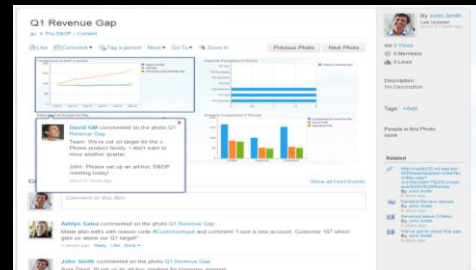
Real-time insight and monitoring on aggregated and detailed levels



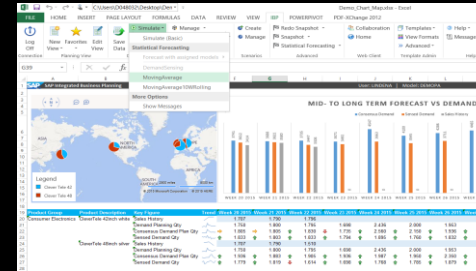
Integrated business processes and value chain



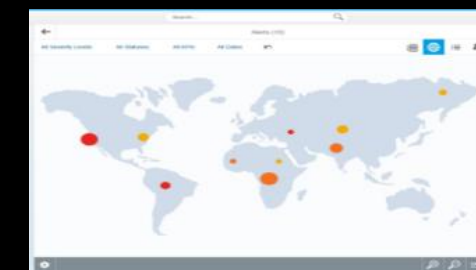
Embedded social collaboration platform for transparent communication, record of decisions



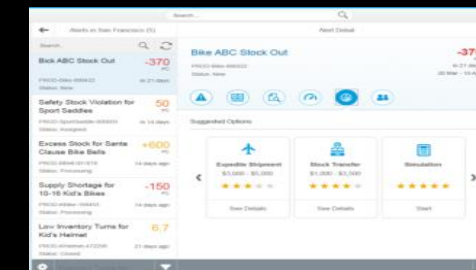
Real-time planning and simulation capabilities in Microsoft Excel



Flexible data model and prebuilt templates



Role-based user experience with SAP Fiori

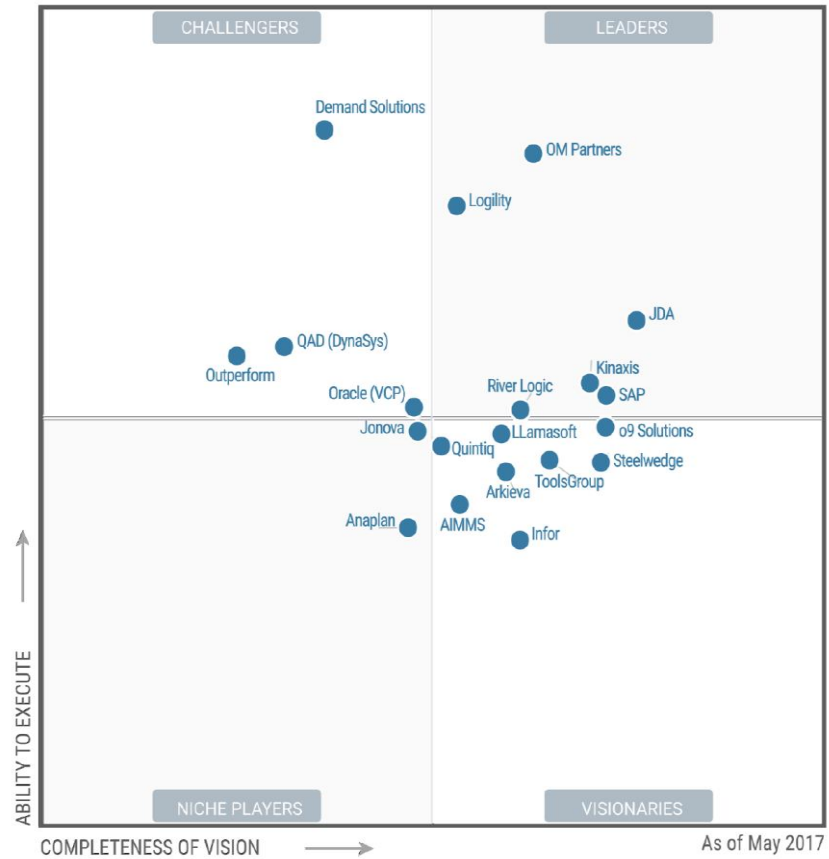


### Real-time scenario analysis – powered by SAP HANA

# Positive analyst feedback

## Magic Quadrant

Figure 1. Magic Quadrant for Sales and Operations Planning Systems of Differentiation



Source: Gartner (May 2017)

## IDC MarketScape S&OP

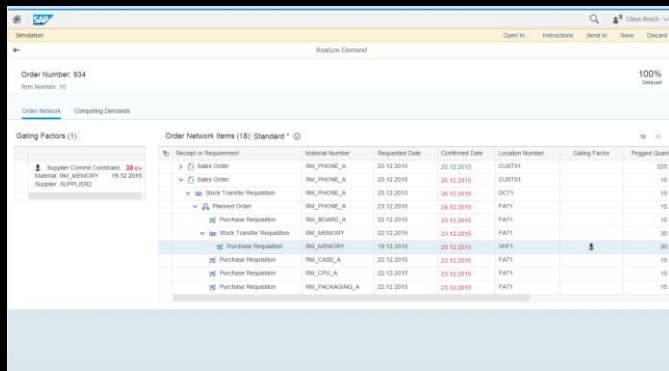


Source: IDC, 2016

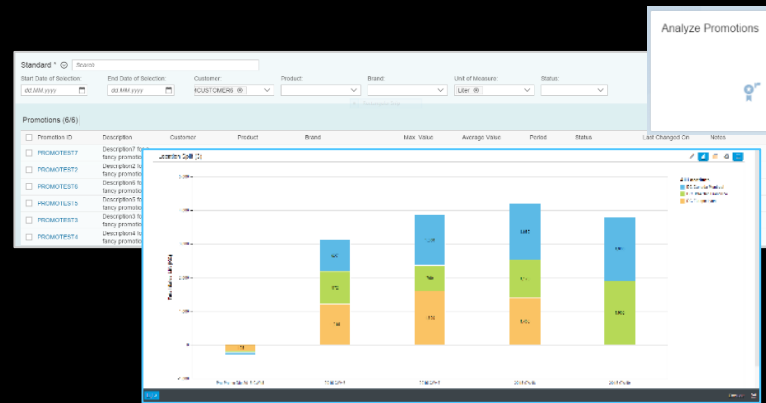
# Advanced planning enhancements, 2016-17

## A new application, new planning capabilities, analysis, visualization

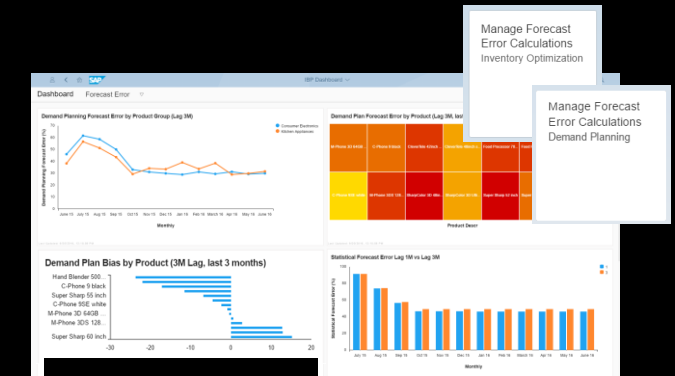
### Response management



### Promotion integration and analysis



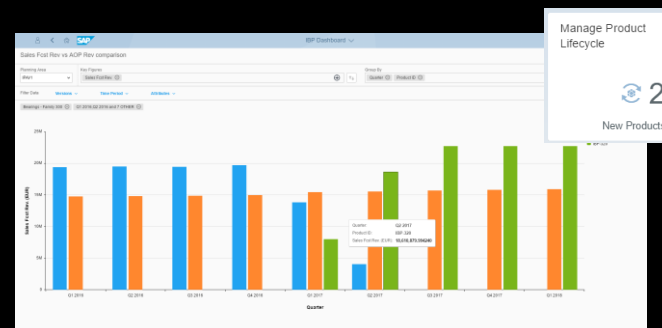
### Forecast error management



### Inventory components Planning and root cause analysis



### Product lifecycle management



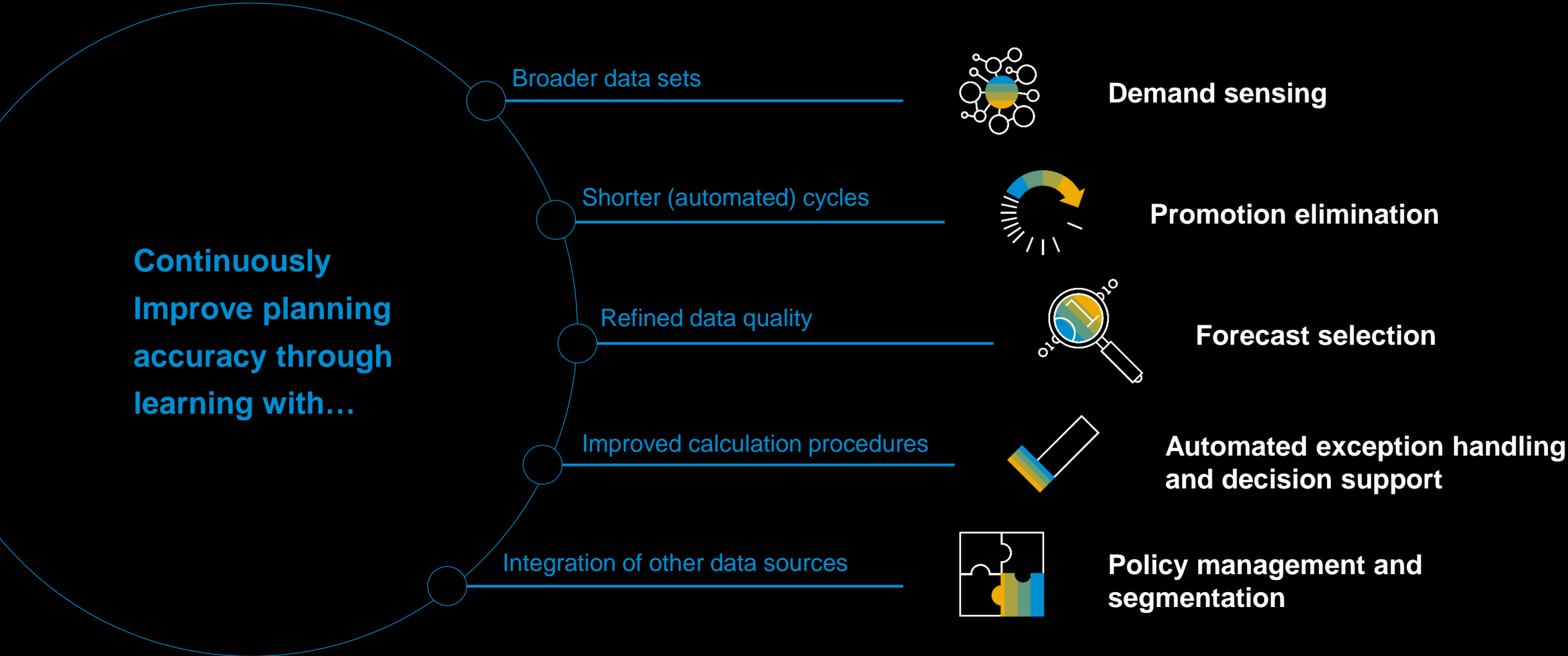
### And more ...

- Collaboration with networks
- DDMRP
- ABC and XYZ segmentation
- Enhanced alert and exception management

# Machine learning concepts for SAP Integrated Business Planning

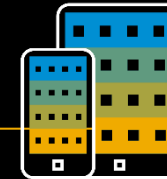
## Innovation through learning applications

Product direction



# Integrated business planning suite

## SAP Integrated Business Planning



Enhanced user experience

Supply chain control tower

Sales and operations

Inventory

Demand

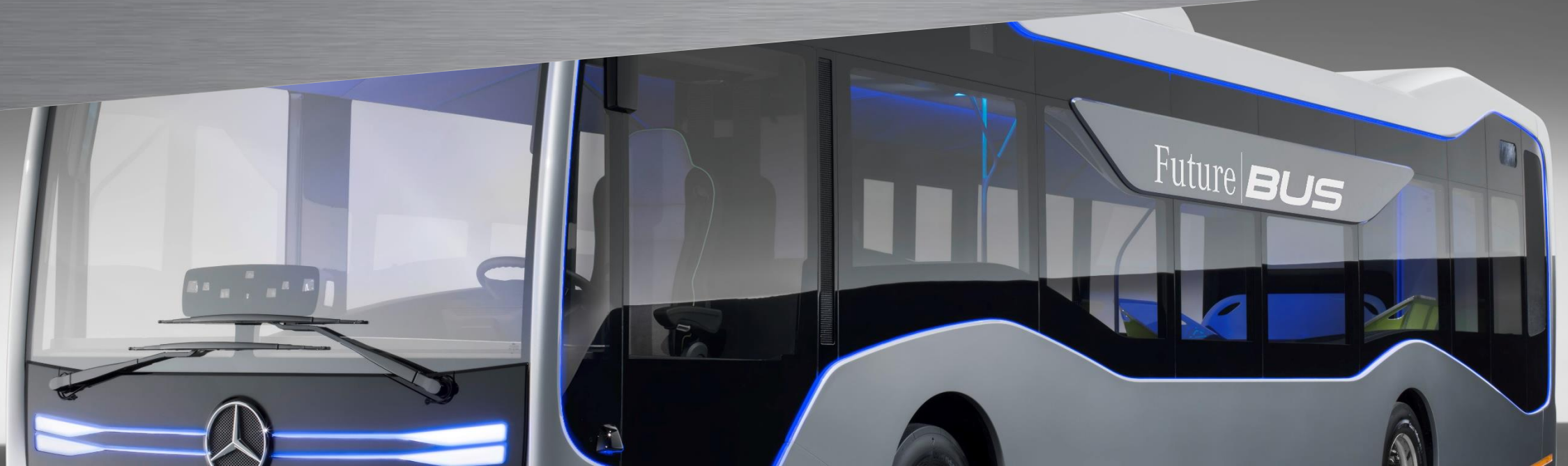
Response and supply

SAP HANA platform

# DAIMLER

Sebastian Steffen

Creating an Analysis and Execution Workplace for the Global  
Supplier Manager at Daimler Buses



# Creating an Analysis and Execution Workplace for the Global Supplier Manager at Daimler Buses

improve agility

automate data

streamline data

gain full

visibility across

enhance cost  
allocation

the supply

chain



# Creating an Analysis and Execution Workplace for the Global Supplier Manager at Daimler Buses

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# Agenda








1. The Global Supplier Manager at Daimler Buses
2. Implementing the “Supply Chain Control Tower“ as an analysis and execution workplace
3. Lessons learned from the pilot phase
4. Outlook and next steps

# Agenda

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# Daimler Buses

## A business unit of the Daimler Group

	Mercedes-Benz Cars	Daimler Trucks	Mercedes-Benz Vans	<b>Daimler Buses</b>	Daimler Financial Services
					
 Revenue <b>2016</b>	€ 89.3 billion	€ 33.2 billion	€ 12.9 billion	<b>€ 4.2 billion</b>	€ 20.7 billion
 Employees <b>2016</b>	139,947	78,642	24,029	<b>17,899</b>	12,062



Mercedes-Benz Bank

Mercedes-Benz Financial Services

Daimler Truck Financial

# Daimler Buses

We are a global player in the manufacturing of buses



# We have the best products!

# No other manufacturer has a comparable variety of products

Vehicles from 3.5 tons ... to ... 28 tons (max. permissible weight)

**For regular public transport ...**



From the minibus having two or three axis ...  
... to the 21m long articulated city bus



**for every purpose**



**Long Distance**



**Interurban**



**City**

**... and coaches**



... from economic coaches for long-distance  
travel to luxury double-decker buses



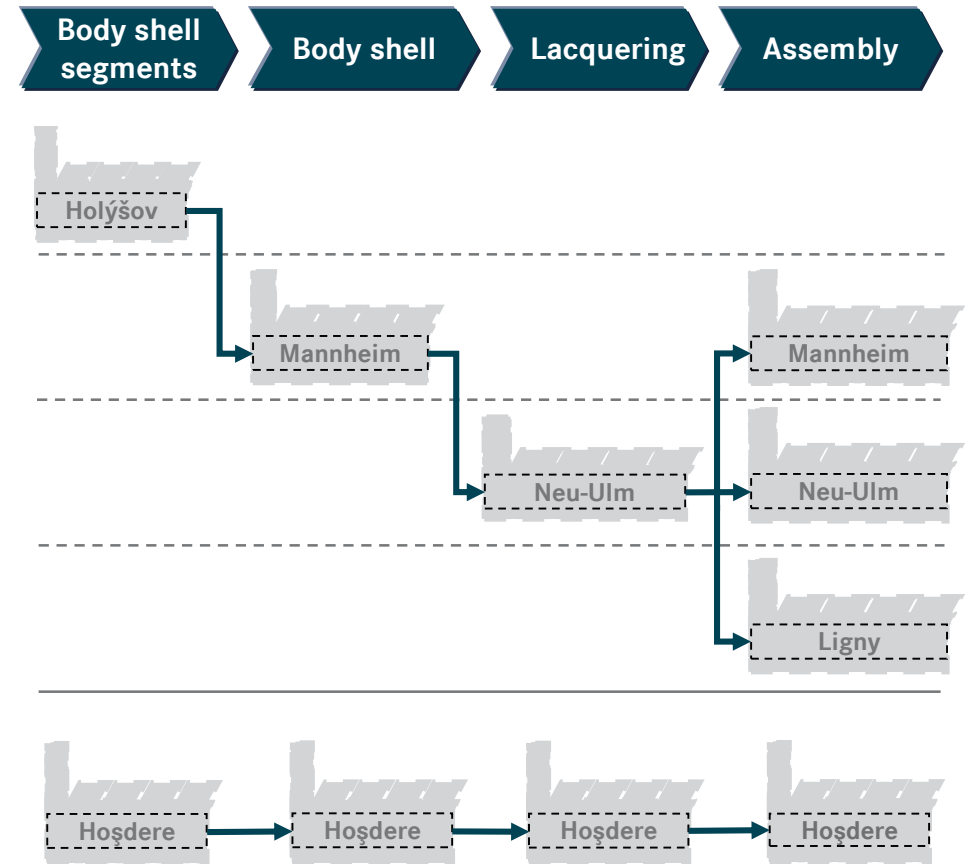
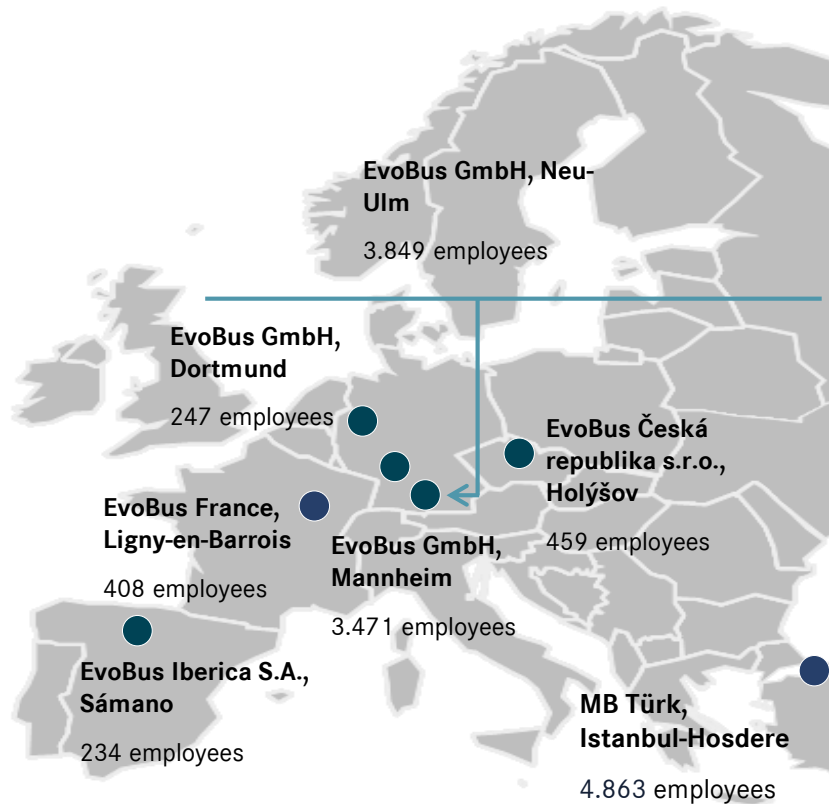
# Daimler Buses – global network

We are a full-line supplier with products for all markets



# The European Daimler Buses Production Network

## Production sites





# The new role of Global Supplier Manager

## One face to the supplier

- Single point of contact for the supplier
- Responsible for material distribution (especially in shortage situations)



## Global parts responsibility

- Central responsibility
- Decentralized location
- Responsibility split by supplier country and material group

## Clearly defined goals

- Minimize stock
- Avoid material shortages

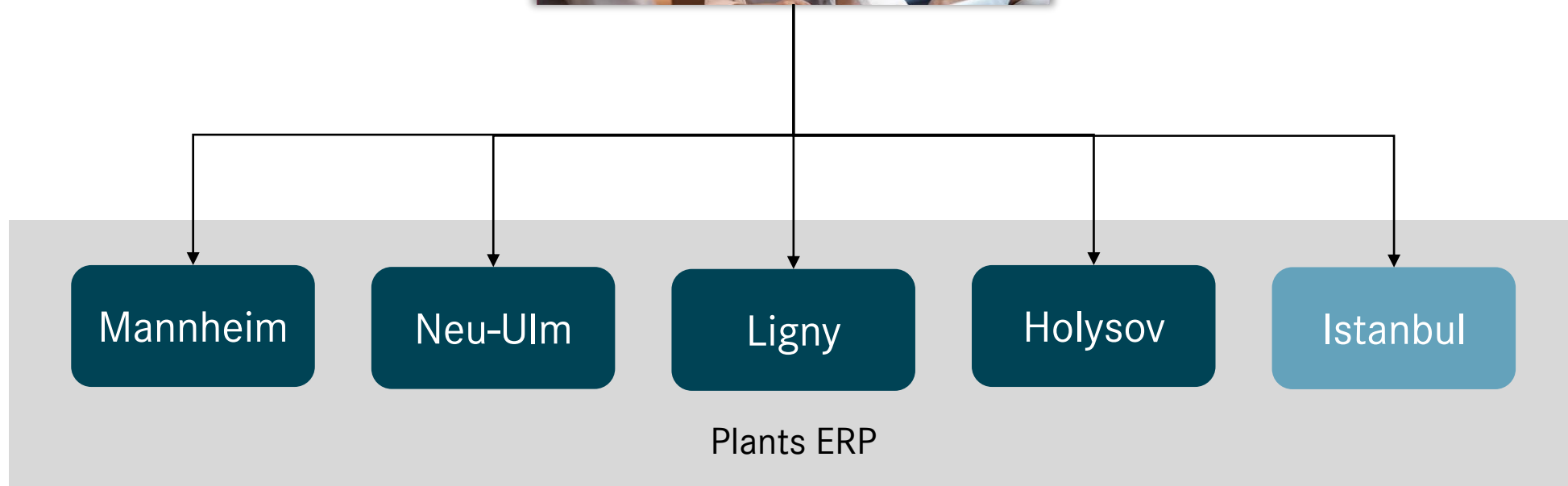
## Consistent daily tasks

- Check exceptions and missing parts
- Monitor unconfirmed demands
- Monitor global MRP list
- Evaluate options e.g. change supplier, reschedule production, relocate stocks

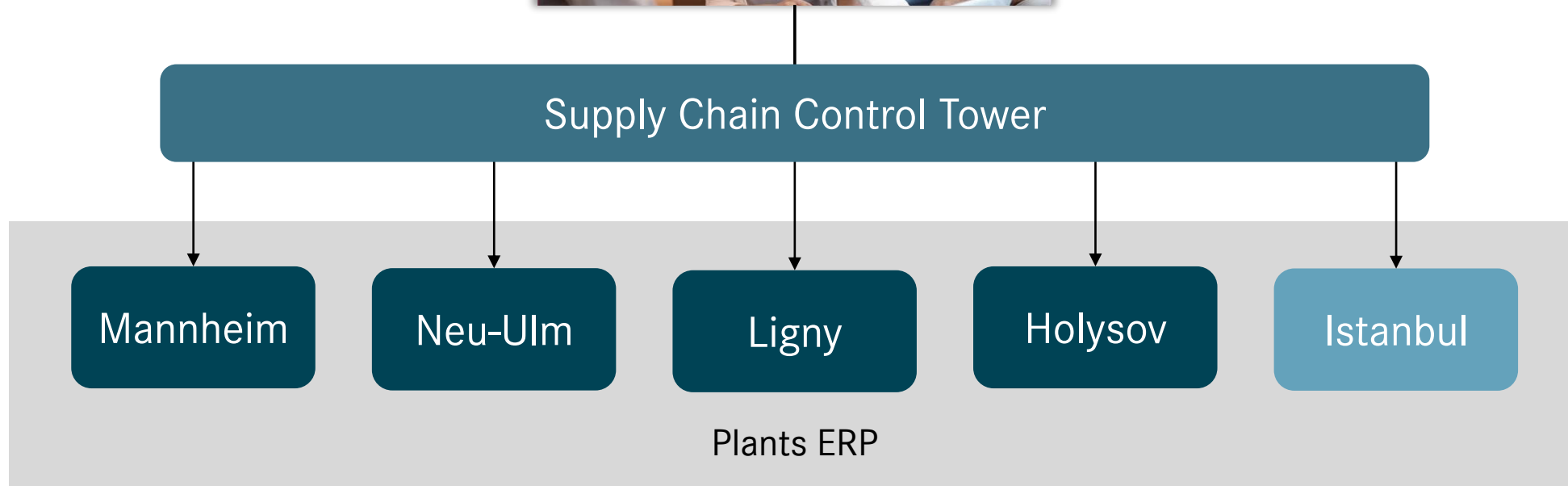
# Agenda

1. The Global Supplier Manager at Daimler Buses
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# The “Supply Chain Control Tower” as an analysis and execution workplace



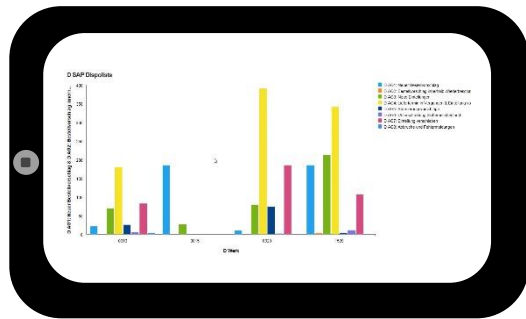
# The “Supply Chain Control Tower” as an analysis and execution workplace



# The “Supply Chain Control Tower” as an analysis and execution workplace

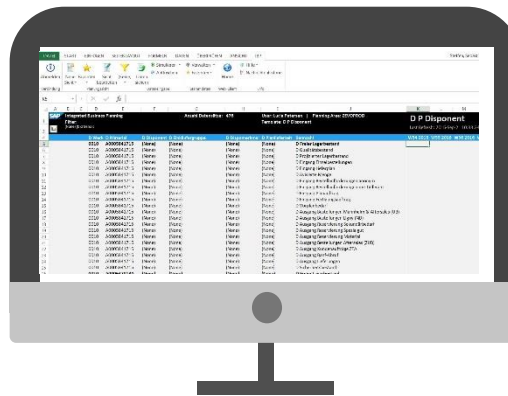
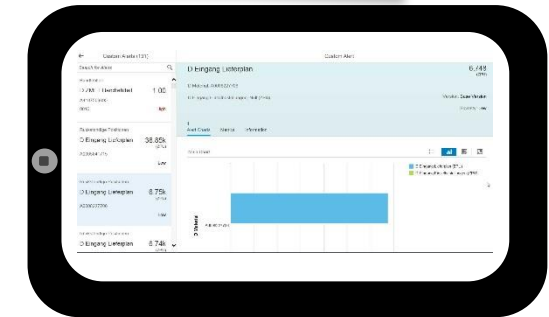
## Dashboards

- MRP list
- Missing parts
- Transfer orders
- Stock for critical materials
- Reorder point
- Trend



## Alerts

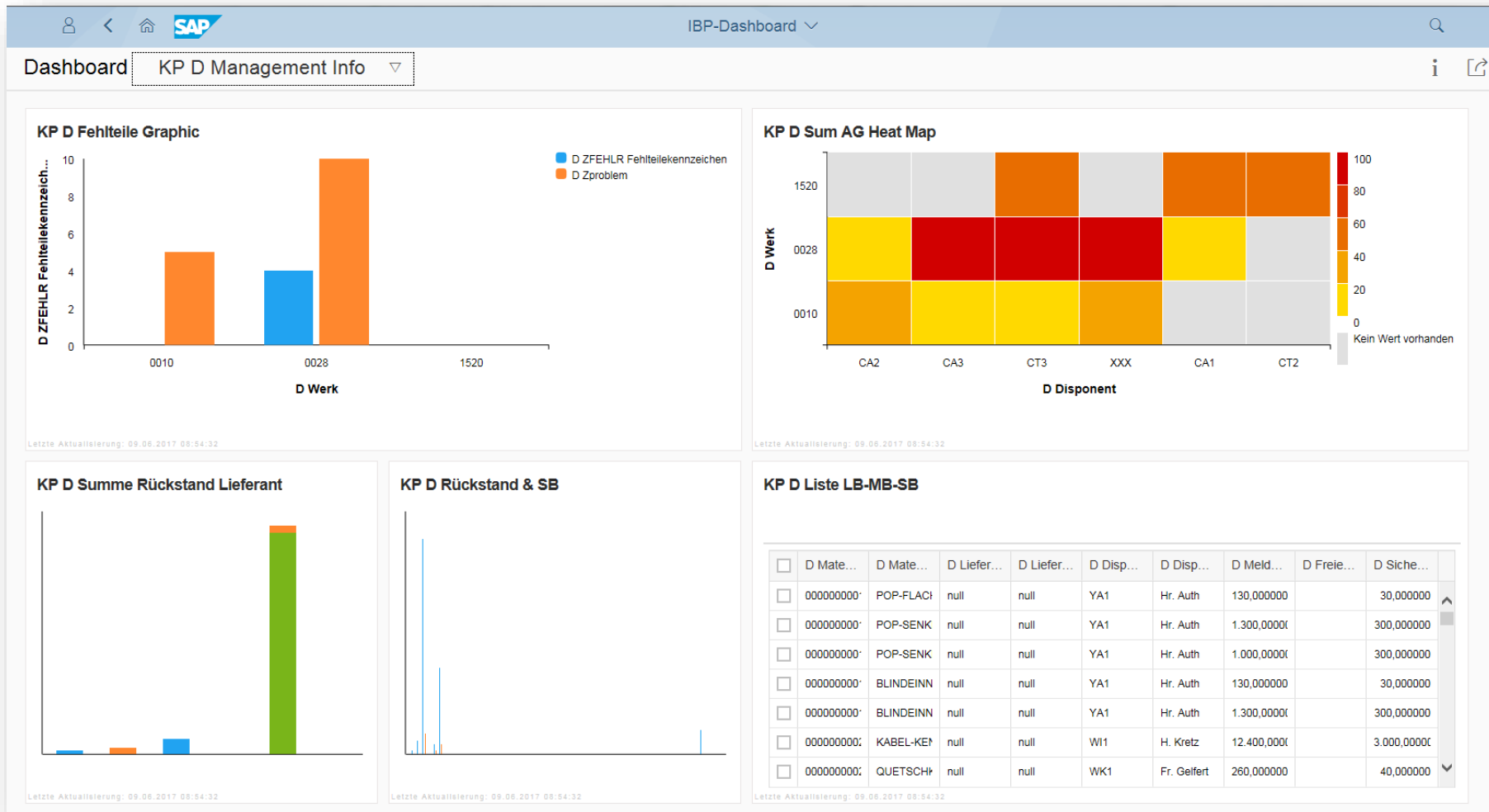
- Supplier capacity
- Missing parts
- Delayed deliveries
- Transfer orders



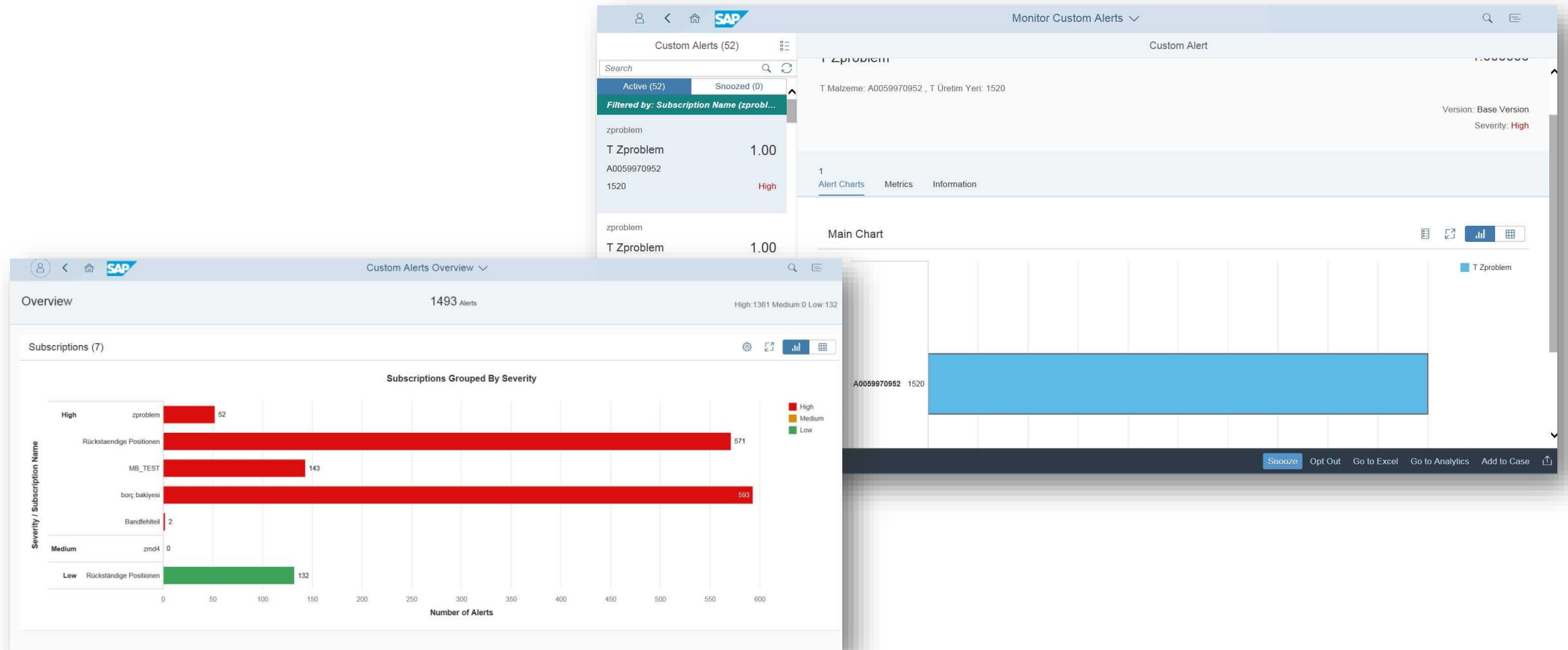
## Spreadsheets

- Missing parts
- Exception messages
- Delayed deliveries
- Cross-plant stock requirements list
- ....

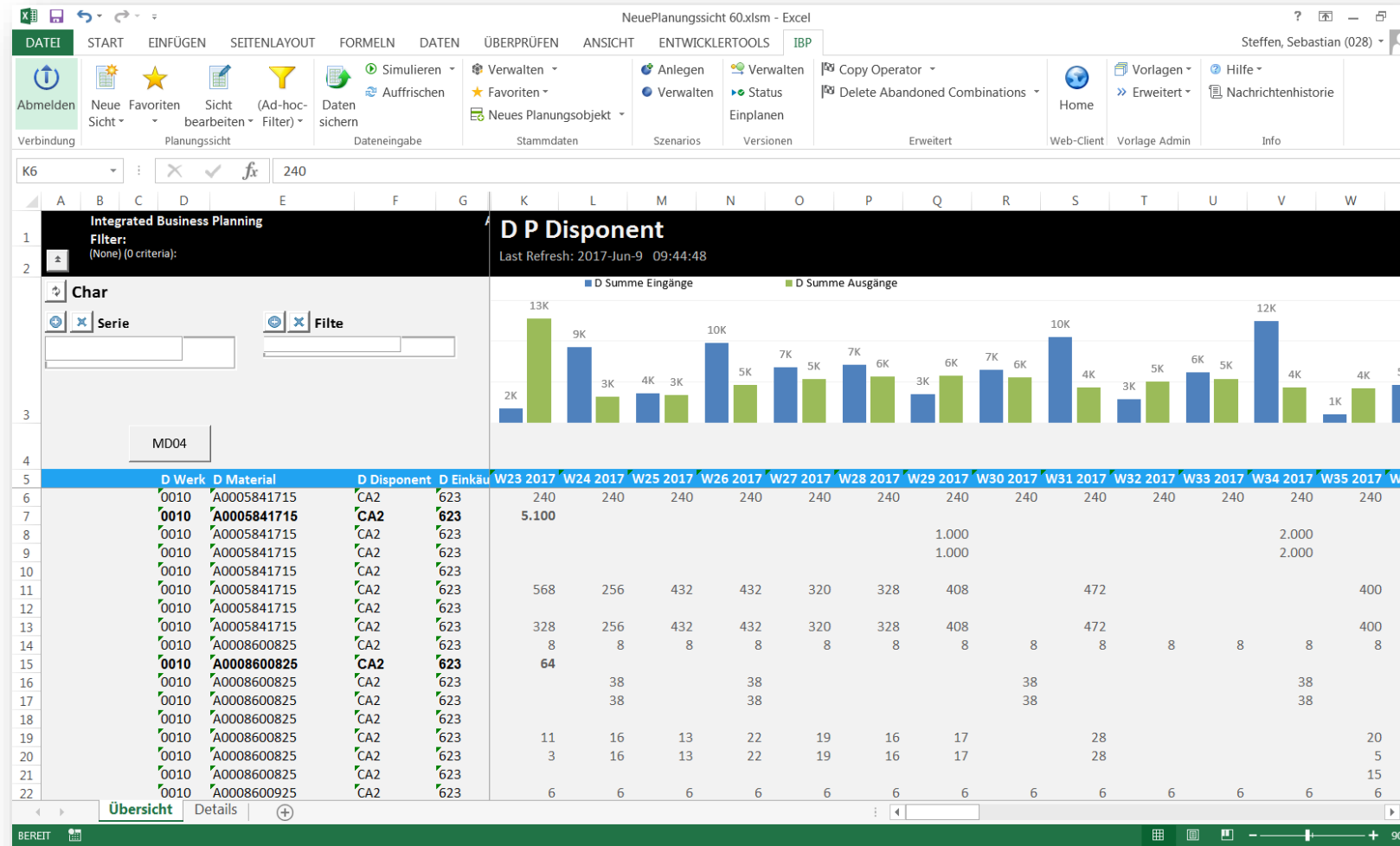
# The “Supply Chain Control Tower” as an analysis and execution workplace - Dashboards



# The “Supply Chain Control Tower” as an analysis and execution workplace - Alerts

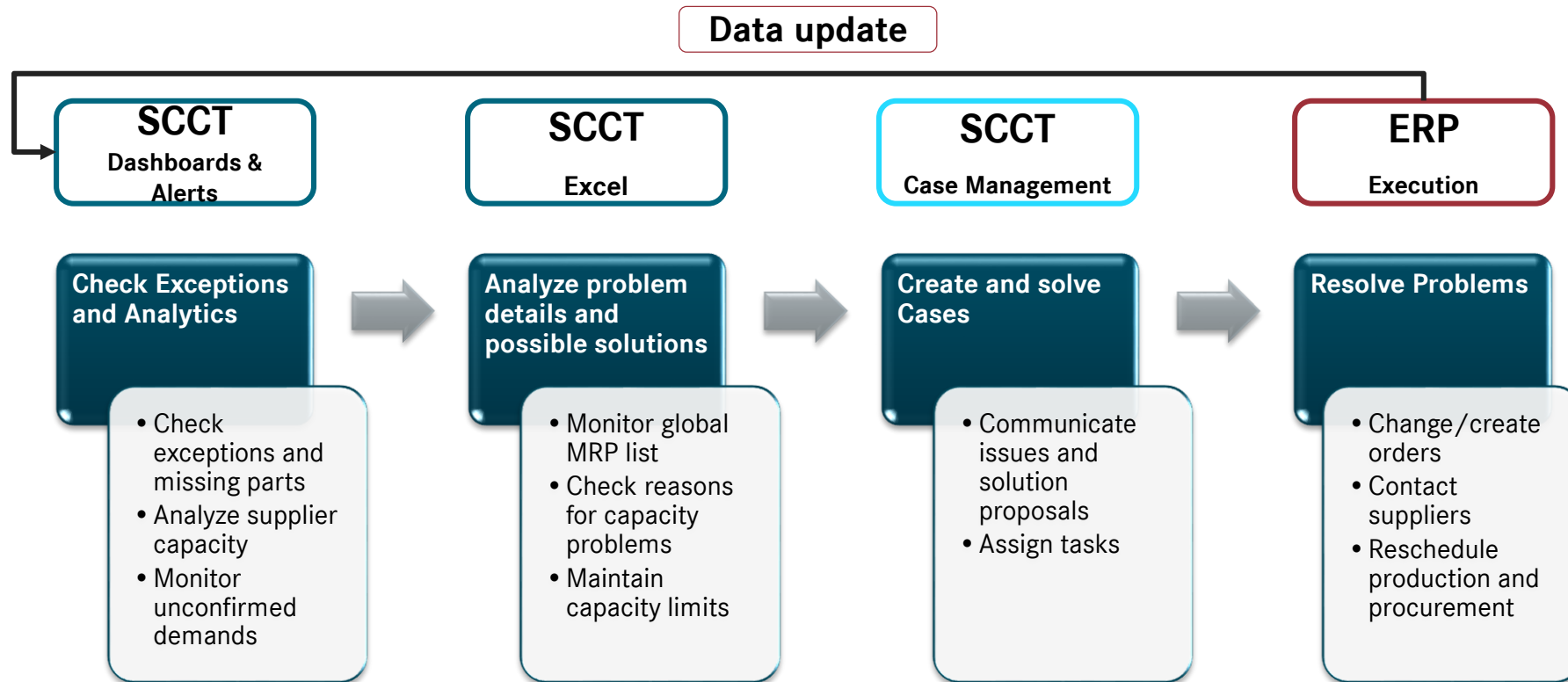


# The “Supply Chain Control Tower” as an analysis and execution workplace - Spreadsheets

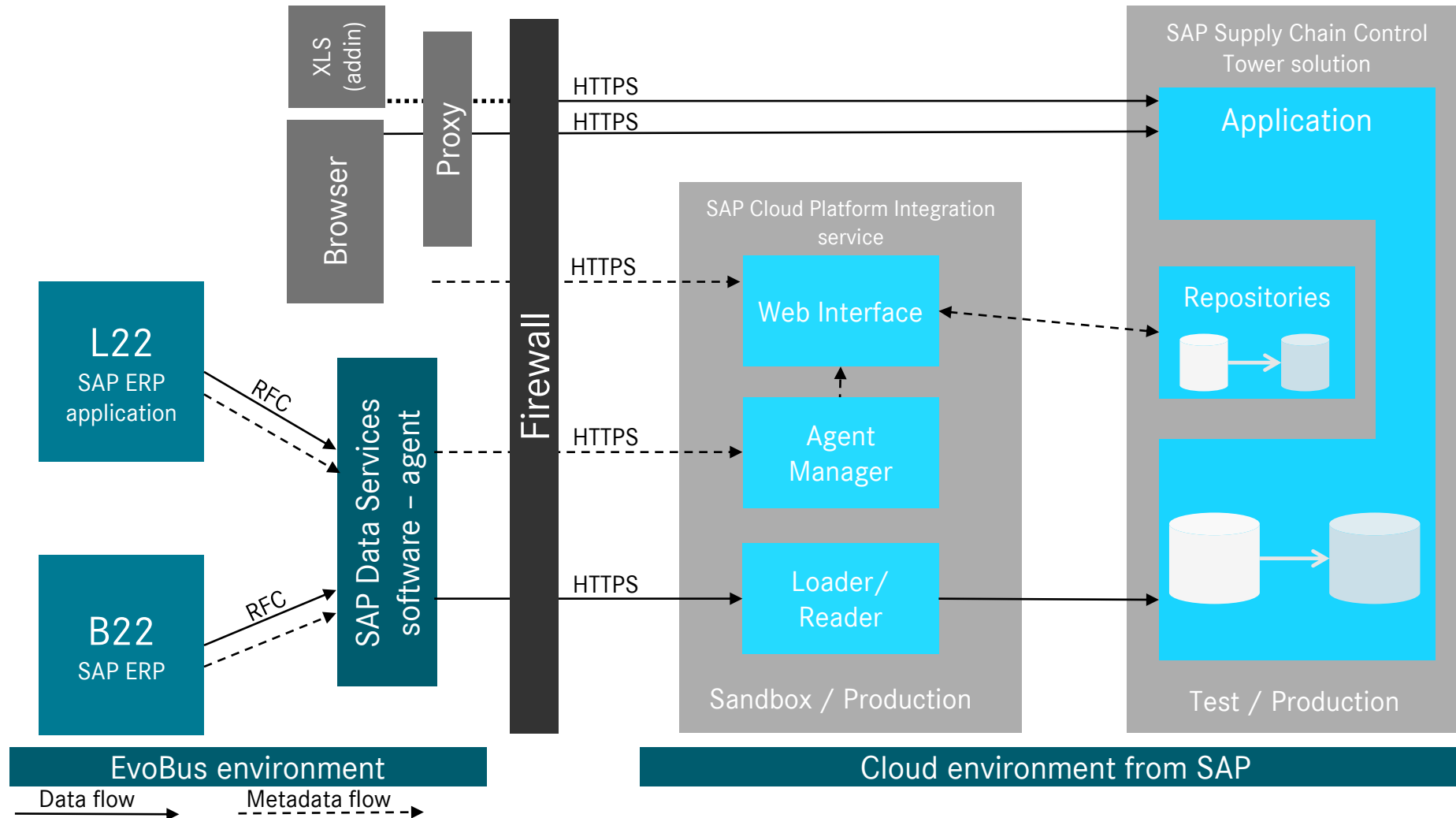




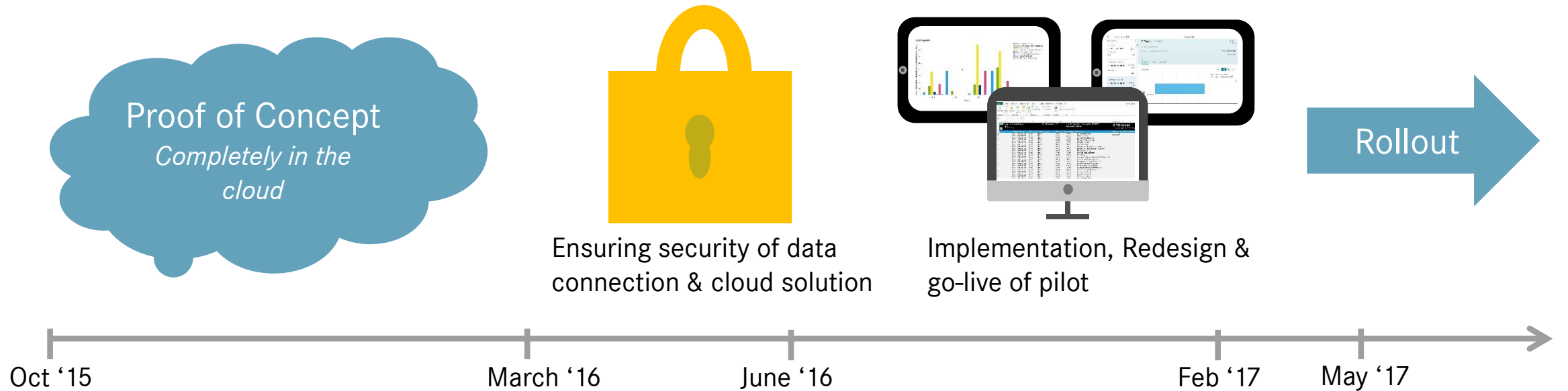
# Processes supported by the new workplace



# System Architecture



# Project Approach & Timeline



# Agenda

1. The Global Supplier Manager at Daimler Buses
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- 3. Lessons learned from the pilot phase**
4. Outlook and next steps

# Lessons learned from the pilot phase

- It is not “Plug & Play”
- Don’t underestimate the effort when it comes to cloud security
- The possibility to configure the tool is limited
- Our support processes are not “cloud-ready”
- New features are implemented fast
- The user learns fast how to handle the application

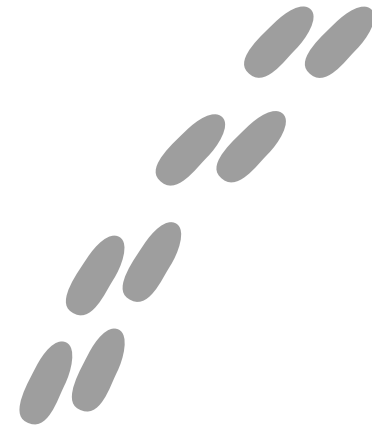


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# Outlook and next steps

- Rework after pilot
- “Ramp Up” the pilot organization
- Rollout to the Daimler Buses SCM organization
- Define & implement new use cases
- Adapt to new SAP S/4HANA system landscape



# Creating an Analysis and Execution Workplace for the Global Supplier Manager at Daimler Buses

improve agility

automate data

streamline data

gain full  
visibility across  
the supply  
chain

enhance cost  
allocation



# Creating an Analysis and Execution Workplace for the Global Supplier Manager at Daimler Buses

improve agility

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# Questions



Thank you for your attention



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