

The background of the top half of the slide features a dark blue field with a dense, radial pattern of thin, multi-colored lines (blue, green, yellow, orange, red) emanating from a central point, creating a starburst or fireworks effect. On the right side, there are three vertical bars of increasing width and height, colored in shades of yellow and orange.

# SAP Leonardo Live

Not just another business conference

## SAP Digital Product Innovation Innovations in 2017

John McNiff, Global Vice President – Solution Management for Digital Project and Product Innovation  
May 2017

PUBLIC

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All forward-looking statements are subject to various risks and uncertainties that could cause actual results to differ materially from expectations. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of their dates, and they should not be relied upon in making purchasing decisions.

# About SAP road maps

SAP road maps cover innovations that focus on business solutions and processes. They span products that are relevant for customer lines of business in their industries and explain how our innovations can add value to your business.

In SAP road maps, you can learn about our innovations along three different timelines:

1. **Recent innovations** for our solutions have been launched in the past weeks or months and can already be purchased.
2. **Planned innovations** for our solutions are expected to be launched in the short term or midterm.
3. **Future direction** provides a long-term perspective on high-level development plans on innovations for our solutions – inspired by your requirements.

# Agenda

## Background – SAP Digital Project and Product Innovation

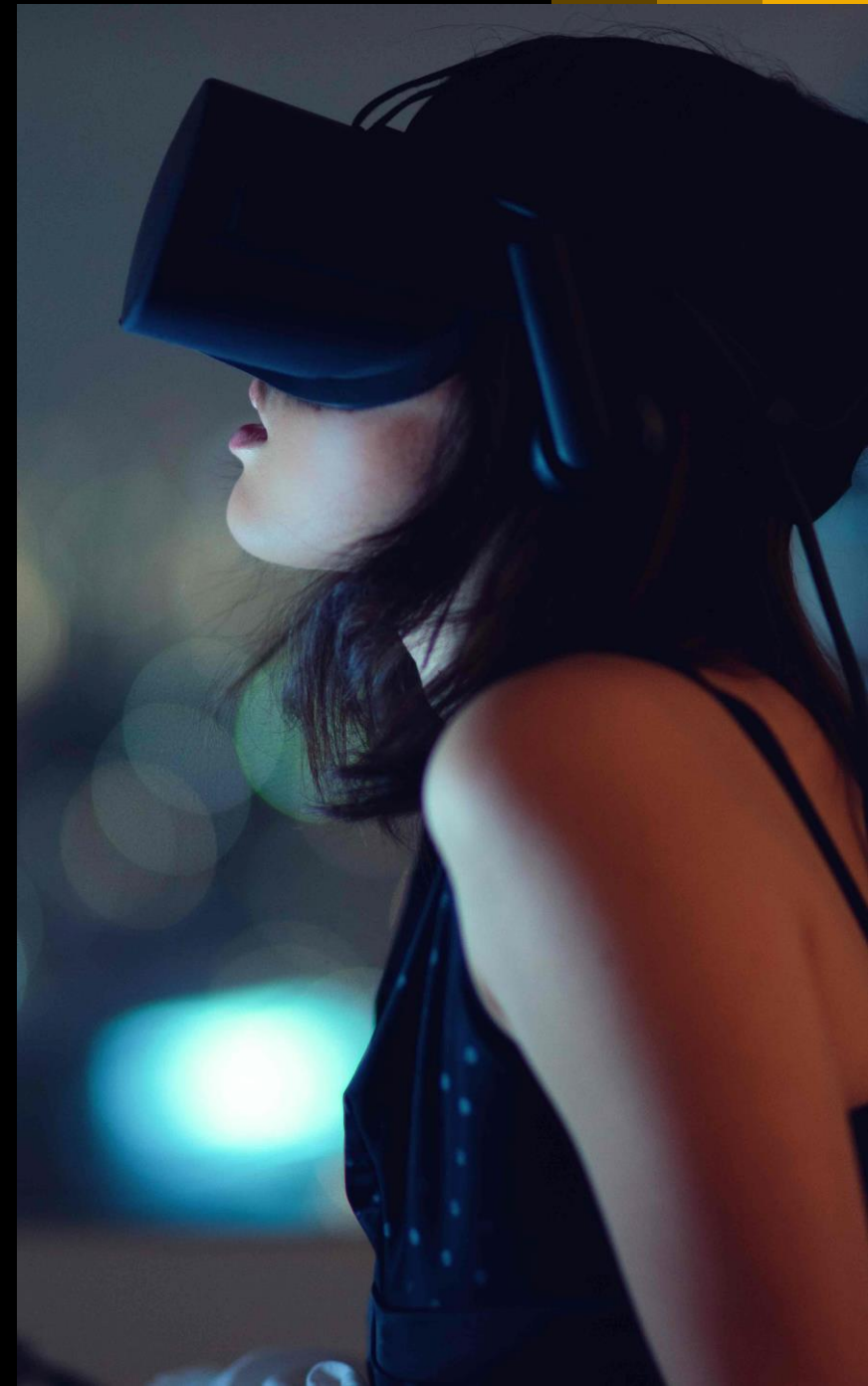
### Innovations

- SAP S/4HANA Cloud for Intelligent Product Design – Closing the Loop with Live Engineering
- SAP S/4HANA and SAP CoPilot – Natural Language Support for Project Management
- Machine Learning in Configuration Management

### Summary

## Summary – Digitalization is here to stay and is changing “product innovation”

- Software is everywhere – intelligent products with embedded systems
- Data is everywhere – everything and everyone is connected
- Personalization is everywhere – from consumer to manufacturer, lot size of 1
- Product data is everywhere – from design to service, supply chain to finance to HR
- Complexity is increasing – management of lot size of 1, distributed design and manufacture
- Latency is disappearing – over-the-air updates, order to delivery in days







LEFT REARWARD VEHICLE CAMERA



MEDIUM RANGE VEHICLE CAMERA



RIGHT REARWARD VEHICLE CAMERA



MOTION FLOW

LANE LINES

LANE LINES

ROAD FLOW

IN-PATH OBJECTS

ROAD LIGHTS

OBJECTS

ROAD SIGNS

## Support

[Bestellen](#) [Fahrzeugübergabe](#) [Besitzer](#) [Foren](#) [🔍](#)

### Einschlägige Support-Artikel

#### Powerwall-Support

#### Autorisierte Karrosseriewerkstatt Suchen

#### Kunden-Support u. Pannenhilfe

## Software-Updates

Tesla-Fahrzeuge empfangen regelmäßig Software-Updates über Mobilfunk, um neue Funktionen und Merkmale einzurichten. Sobald ein Update verfügbar wird, sehen Sie eine entsprechende Meldung auf dem Mittelkonsolendisplay. Sie haben dann die Option, das Update sofort oder zu einem späteren Zeitpunkt zu installieren. Wir empfehlen, dazu Ihr Fahrzeug mit Ihrem W-LAN (WiFi) zu Hause zu verbinden, um das Herunterladen zu beschleunigen.

Die aktuelle Software-Version ist **8.1**.

All Tesla vehicles with Enhanced Autopilot and the latest software update now have improved capabilities, including: Autosteer up to 150 kilometers per hour, Auto Lane Change, Summon (Beta), Lane Departure Warning and Automatic Emergency Braking.



A photograph of two men in business attire standing in a modern office hallway. The man on the left is Black, wearing a white shirt and a purple tie. The man on the right is white, wearing a light blue shirt and a patterned tie. They are both holding a white folder or document and appear to be in a discussion. The hallway has large windows on the left, showing a cityscape, and wood-paneled walls on the right. A door with a sign that says "Cable Room 2" is visible on the right. The floor is covered with a striped carpet.

By 2019, more than 50% of all industries will price and package their **offerings as services with flexible subscription or consumption-based pricing models.**

Source: IDC Research, Inc., [IDC FutureScape: Worldwide Software Business Models and Monetization 2017 Predictions](#)



”

There must be a way to quickly determine what products to bring to market, which suppliers to work with, when a product has a quality issue, and if a product is underperforming. These are really baseline PLM analytics.

The next step beyond this for manufacturers is to use analytics to leverage the enormous amount of information generated by connected products, supply chain, and manufacturing to enhance decision making for products, processes, innovation, and people.

“



Jeff Hojlo,  
Program Director



# Products



2 worlds



# Assets and projects



# Products



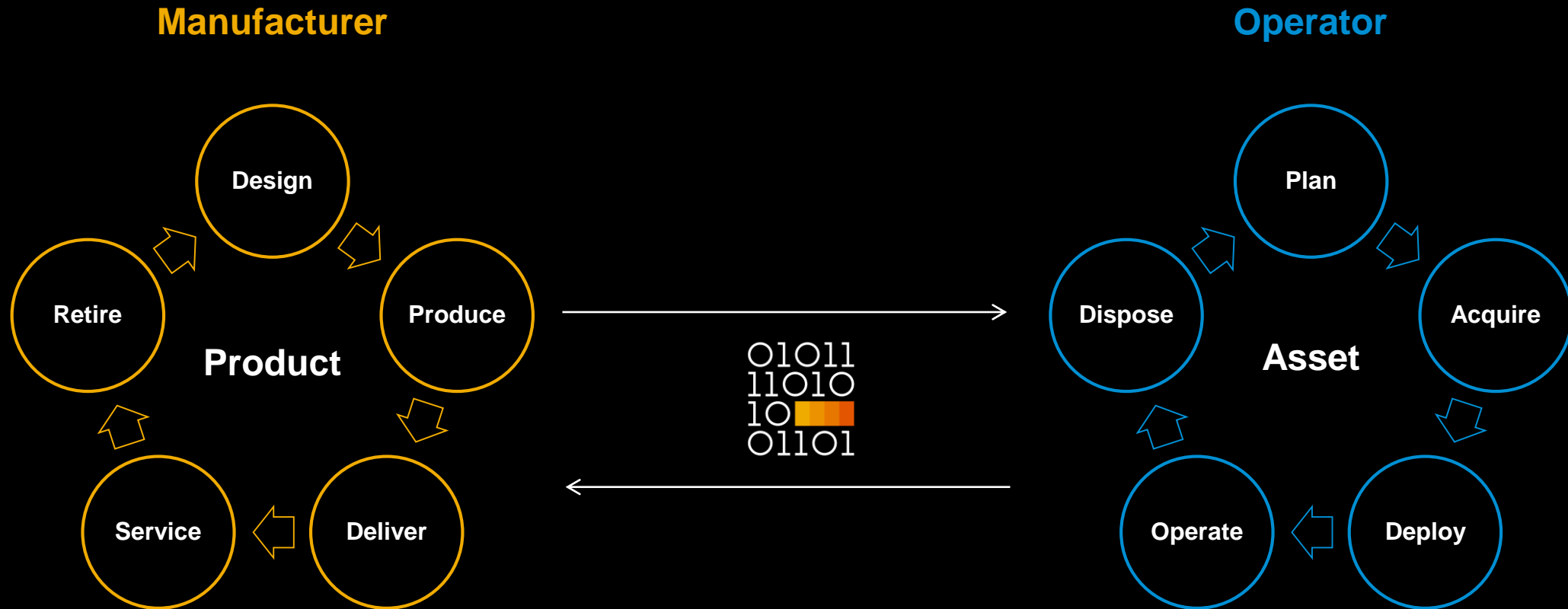
2 worlds  
connected



# Lifecycle services

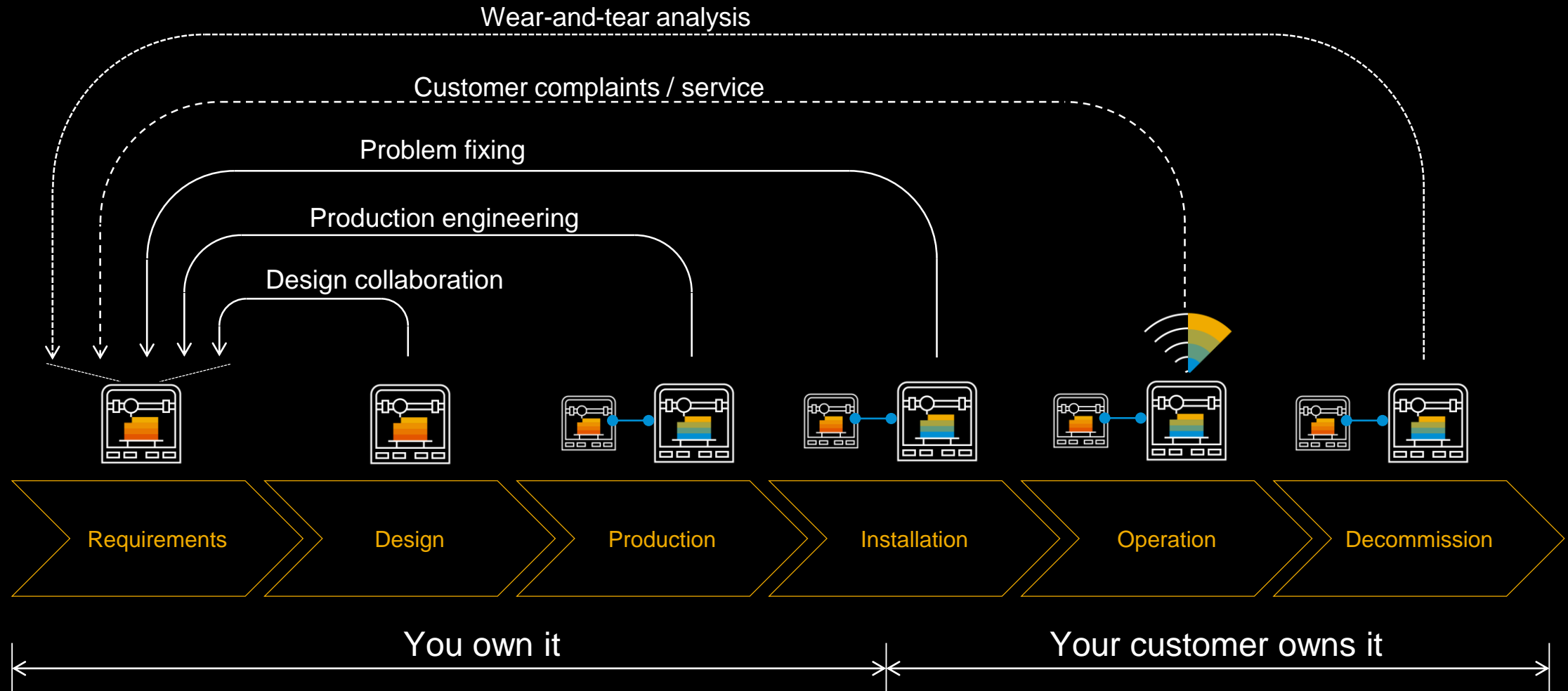


# The digital twin transforms the collaboration between manufacturers of products and operators of assets



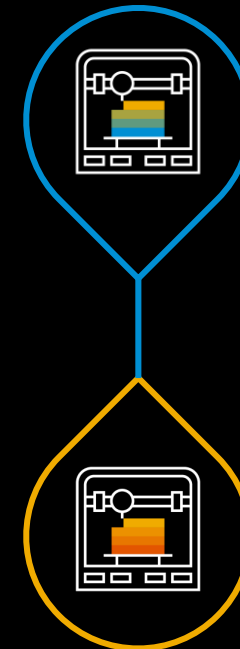
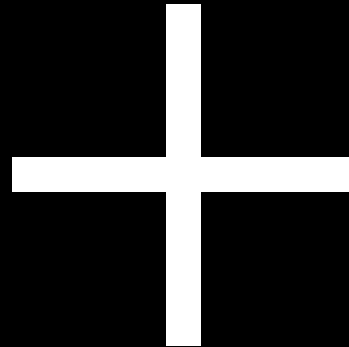
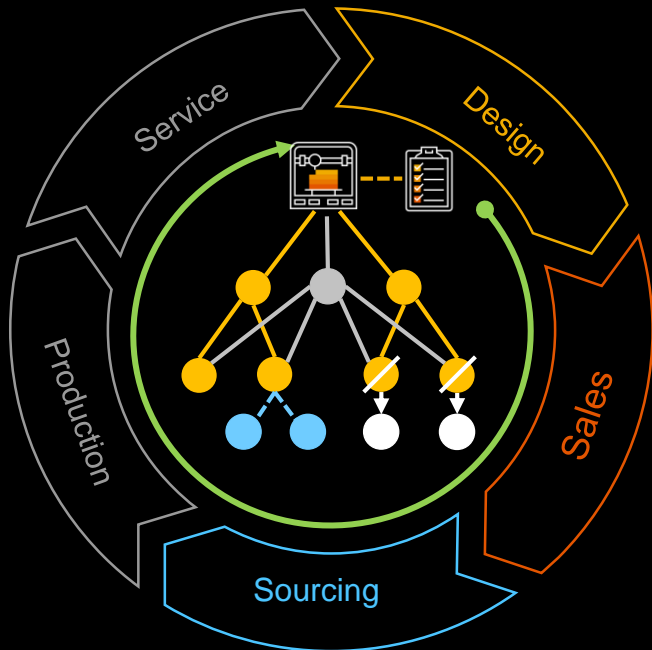
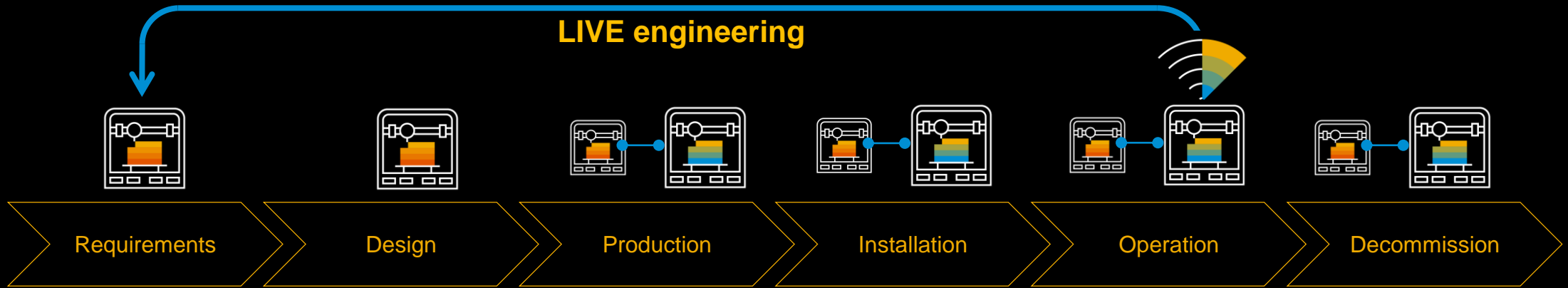


# Live engineering – a manufacturer's perspective



# Building upon a solid foundation

**LIVE engineering**



The **digital** world

The **physical** world

# Agenda

Background – SAP Digital Project and Product Innovation

## Innovations

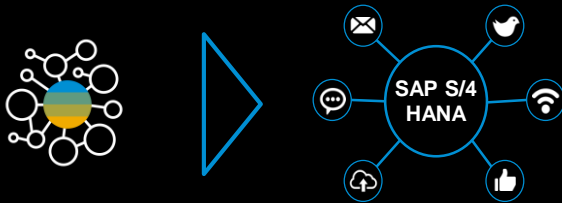
- SAP S/4HANA Cloud for Intelligent Product Design – Closing the Loop with Live Engineering
- SAP S/4HANA and SAP CoPilot – Natural Language Support for Project Management
- Machine Learning in Configuration Management

Summary

# SAP S/4HANA offers unique value for business

## Reimagined business models

Simplicity to connect to people, devices, business networks



No more complex collaboration – all business connected

# SAP S/4HANA

## Reimagined business decisions

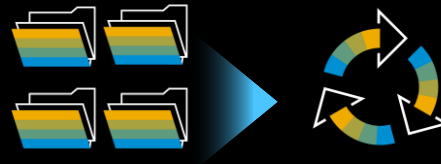
Simplicity to get any insight on any data from anywhere



No more manual consolidation – all decisions on the fly and at the highest level of granularity

## Reimagined business processes

Simplicity to focus on the essential tasks and change business processes



No more batch – all processes in real time



# Experience: Enterprise portfolio and project management in SAP S/4HANA

Planned innovations

LAB  
PREVIEW

iPad 15:03

My Tasks

Released Tasks

Search Task Name: Project Name: Ready to Start:

Status: Released Severity:

Adapt Filters (1) Go

Project Tasks (5) Standard

Task Name	Project Name	Planned Start	Planned Finish	Remaining Work	Ready to Start
<input checked="" type="radio"/> Basic Recipe Creation	Lentil soup with cookies	12.09.2016	04.10.2016	3,00 D	Yes
Status: Released Priority: Severity: <span style="color: red;">D</span> Scheduling Hazardous					
<input type="radio"/> Recipe Taste Refinement	Lentil soup with cookies	25.08.2016	06.10.2016	5,00 D	Yes
Status: Released Priority: High Severity: <span style="color: red;">D</span> Cost Hazardous					
<input type="radio"/> Recipe Optimization for Production	Lentil soup with cookies	25.08.2016	06.10.2016	5,00 D	Yes
Status: Released					





Query Browser

Project Team

Project Management

Employee Self Services

Query Browser  
Browse Views



My Projects

2

Project Team

My Tasks

29

My Checklist Items

0

Substitutes  
Project Management



User Settings  
Project Management



Checklist Items

Tasks

Project Management

My Portfolio Items

Projects

Tasks

Checklist Items

Phase Approvals

Project Evaluations

Project Versions

Vacant Roles

User Settings  
Project Management

Search  
Project Management

Substitutes  
Project Management



# Example from discrete manufacturers





# Digital twin – product lifecycle management – vision demo

LAB  
PREVIEW

1

## LIVE PRODUCT PERFORMANCE

**SAP Asset Intelligence Network:** Analytics performance benchmarking and product manager overview



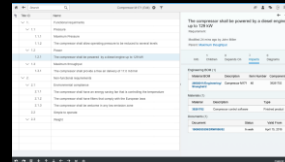
FLEET ANALYTICS

David  
Product manager

2

## REQUIREMENTS-DRIVEN DEVELOPMENT

**SAP S/4HANA Cloud for intelligent product design:** Requirements and software management



REQUIREMENTS  
MANAGEMENT

Thomas  
Systems engineer

3

## MANAGEMENT and OPTIMIZATION OF PRODUCT COST

**SAP Product Lifecycle Costing**



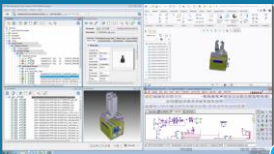
PRODUCT  
LIFECYCLE  
COSTING

Petra  
Controller

4

## DETAIL ENGINEERING

**SAP Engineering Control Center:** Mechanic electric/electronics and software integration



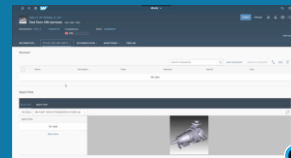
SAP Engineering  
Control Center

John  
Systems engineer

5

## DIGITAL TWIN

**SAP Asset Intelligence Network:** Handover thing definition and onboarding



Internet of  
Things  
Daniel  
Thing engineer

6

## CUSTOMER SALES ORDER CREATION

**SAP Hybris solution:** Configure, price, and quote



SAP Hybris solution  
Michael  
Customer



PHYSICAL ENTITY

DIGITAL TWIN

# Digital twin – product lifecycle management – vision demo

LAB  
PREVIEW

## 1 LIVE PRODUCT PERFORMANCE

**SAP Asset Intelligence Network:** Analytics performance benchmarking and product manager overview



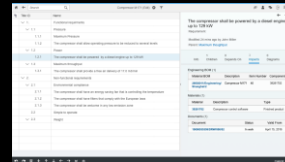
FLEET ANALYTICS

David  
Product manager

2

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**SAP S/4HANA Cloud for intelligent product design:** Requirements and software management



REQUIREMENTS  
MANAGEMENT

Thomas  
Systems engineer

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**SAP Product Lifecycle Costing**

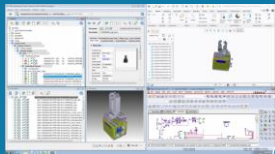


PRODUCT  
LIFECYCLE  
COSTING

Petra  
Controller

## 4 DETAIL ENGINEERING

**SAP Engineering Control Center:** Mechanic electric/electronics and software integration



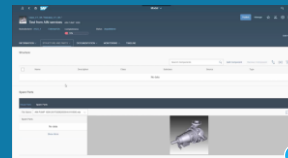
SAP Engineering  
Control Center

John  
Systems engineer

5

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SAP Hybris solution  
Michael  
Customer



















PHYSICAL ENTITY






DIGITAL TWIN

AIN - Applications

AIN - Administration

<div>Product Manager Dashboard</div> <div></div> <div></div>	<div>Equipment</div> <div> 24</div>	<div>Instructions</div> <div> 9</div>	<div>Models</div> <div> 55</div>	<div>Announcements</div> <div> 9</div> <div>Unread</div>	<div>Locations</div> <div> 7</div>	<div>Documents</div> <div> 169</div>	<div>Equipment Lookup</div> <div></div>
<div>Equipment Overview</div> <div></div>	<div>Personal Dashboard</div> <div></div>	<div>Performance Improvement</div> <div> 2</div> <div>Improvement Cases</div>	<div>Obsolescence Report</div> <div></div>	<div>Spare Parts</div> <div> 161</div>	<div>Equipment</div> <div></div>	<div>Equipment Extended</div> <div> 24</div>	

AIN - Administration

<div>API Usage</div>	<div>Application Settings</div> <div></div>	<div>Authorizations</div> <div> 0</div> <div>Groups</div>	<div>Business Partners</div> <div> 1</div> <div>Incoming Invitations</div>	<div>My Company Profile</div> <div></div>	<div>Templates</div> <div> 28</div>
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# Digital twin – product lifecycle management – vision demo

LAB  
PREVIEW

## 1 LIVE PRODUCT PERFORMANCE

**SAP Asset Intelligence Network:** Analytics performance benchmarking and product manager overview



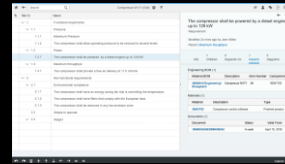
FLEET ANALYTICS

David  
Product manager

2

## REQUIREMENTS-DRIVEN DEVELOPMENT

**SAP S/4HANA Cloud for intelligent product design:** Requirements and software management



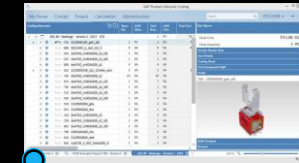
REQUIREMENTS  
MANAGEMENT

Thomas  
Systems engineer

3

## MANAGEMENT and OPTIMIZATION OF PRODUCT COST

**SAP Product Lifecycle Costing**

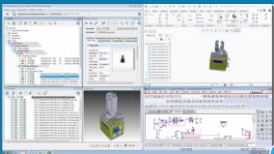


PRODUCT  
LIFECYCLE  
COSTING

Petra  
Controller

## 4 DETAIL ENGINEERING

**SAP Engineering Control Center:** Mechanic electric/electronics and software integration



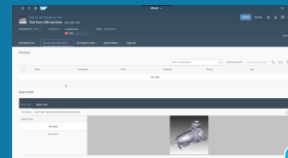
SAP Engineering  
Control Center

John  
Systems engineer

5

## DIGITAL TWIN

**SAP Asset Intelligence Network:** Handover thing definition and onboarding



Internet of  
Things  
Daniel  
Thing engineer

6

## CUSTOMER SALES ORDER CREATION

**SAP Hybris solution:** Configure, price, and quote



SAP Hybris solution  
Michael  
Customer



PHYSICAL ENTITY

DIGITAL TWIN



<
>

+ v

Model: Gripping Unit: EGL



Home

My Home

My Collaborations

My Inbox  
All Tasks



# Digital twin – product lifecycle management – vision demo

LAB  
PREVIEW

1

## LIVE PRODUCT PERFORMANCE

**SAP Asset Intelligence Network:** Analytics performance benchmarking and product manager overview



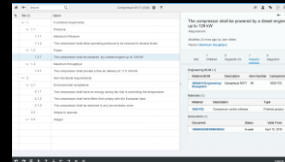
FLEET ANALYTICS

David  
Product manager

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**SAP S/4HANA Cloud for intelligent product design:** Requirements and software management



REQUIREMENTS  
MANAGEMENT

Thomas  
Systems engineer

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**SAP Product Lifecycle Costing**



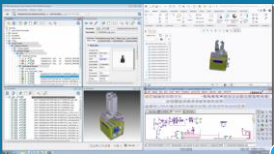
PRODUCT  
LIFECYCLE  
COSTING

Petra  
Controller

4

## DETAIL ENGINEERING

**SAP Engineering Control Center:** Mechanic electric/electronics and software integration



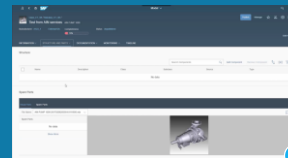
SAP Engineering  
Control Center

John  
Systems engineer

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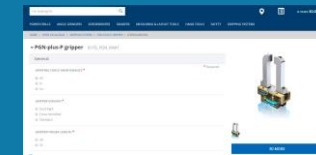


Internet of  
Things  
Daniel  
Thing engineer

6

## CUSTOMER SALES ORDER CREATION

**SAP Hybris solution:** Configure, price, and quote



SAP Hybris solution  
Michael  
Customer



PHYSICAL  
ENTITY


DIGITAL TWIN




Recent Calculation Versions

<div>Version 3 - Should-cost</div> <div>EGL - Universal gripper</div> <div>EGL Re-Design Demo</div> <div>653.15 EUR</div> <div>1.00 PC</div>	<div>Version 2 - Cost Estimate</div> <div>EGL - Universal gripper</div> <div>EGL Re-Design Demo</div> <div>669.61 EUR</div> <div>1.00 PC</div>	<div>Version 1 - 2017</div> <div>EGL - Universal gripper</div> <div>EGL Re-Design Demo</div> <div>758.62 EUR</div> <div>1.00 PC</div>
<div>Drive and Control Unit - Version...</div> <div>Standard Components / Make Parts</div> <div>Drive and Control Unit - M</div> <div>285.75 EUR</div> <div>1.00 PC</div>	<div>EGL 90 Version 1 - 2017</div> <div>EGL - Universal gripper</div> <div>EGL 90 HMI</div> <div>758.73 EUR</div> <div>1.00 PC</div>	<div>Version 1</div> <div>Standard Components / Make Parts</div> <div>909 PB Blende &amp; Servicefenster</div> <div>52.20 EUR</div> <div>1.00 PC</div>

Quick Access



New Project



New Calculation

# Digital twin – product lifecycle management – vision demo

LAB  
PREVIEW

1

## LIVE PRODUCT PERFORMANCE

**SAP Asset Intelligence Network:** Analytics performance benchmarking and product manager overview



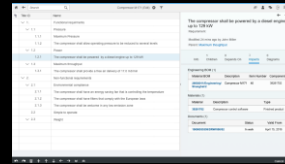
FLEET ANALYTICS

David  
Product manager

2

## REQUIREMENTS-DRIVEN DEVELOPMENT

**SAP S/4HANA Cloud for intelligent product design:** Requirements and software management



REQUIREMENTS  
MANAGEMENT

Thomas  
Systems engineer

3

## MANAGEMENT and OPTIMIZATION OF PRODUCT COST

**SAP Product Lifecycle Costing**



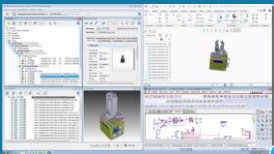
PRODUCT  
LIFECYCLE  
COSTING

Petra  
Controller

4

## DETAIL ENGINEERING

**SAP Engineering Control Center:** Mechanic electric/electronics and software integration



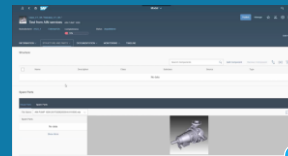
SAP Engineering  
Control Center

John  
Systems engineer

5

## DIGITAL TWIN

**SAP Asset Intelligence Network:** Handover thing definition and onboarding



Internet of  
Things  
Daniel  
Thing engineer

6

## CUSTOMER SALES ORDER CREATION

**SAP Hybris solution:** Configure, price, and quote



SAP Hybris solution  
Michael  
Customer



PHYSICAL  
ENTITY

DIGITAL TWIN

SAP Engineering Control Center for SAP S/4HANA (3D Viewer)

System Edit Administrator Window Help

Engineering View (Highest Version) No ECN Active No ACC Active

Desktop

- Desktop
- Last Used Documents
- Queries
- Smartlists
- Object Lists
- Private Folder
- Public Folder
- Gripper (Schunk)
  - Centric Gripper
  - Parallel Gripper
    - EGL
      - Electronic Design
        - 10000001472 XEC 00 1003670\_PROFIBUS\_BOARD [ECAD]
        - 10000001473 XEC 00 1003670\_PROFIBUS\_BOARD [ECAD]
        - 10000001474 XEC 00 1003670\_PROFIBUS\_BOARD [ECAD]
      - Mechanical Design
        - Components
        - MVO\_TEST MVO\_TEST
          - 10000001037 PAS 00 3119905900\_platine\_profibus
          - 10000001306 PAS 00 3119900000\_egl\_asm**
          - 10000001475 PAS 00 3119900000\_egl\_asm - New Variant
          - 10000001293 PPR 00 1003670\_PROFIBUS\_BOARD [MCAD]
          - 10000001320 PPR 00 1003670\_PROFIBUS\_BOARD (Half 2)
          - 10000001441 PPR 01 stroke
- Technical Documentation
- MPG
- MPG-plus
- Part Catalog
- HMI 2017
- Robot (Mitsubishi)
- Working Directory

Object Browser

Document 10000001306 PAS 00 AC 370

Description 3119900000\_egl\_asm

Basic Data	Customer Data	Classification	Structure Data
Originals	Descriptions/Long Texts	Status Log	Loan Contexts
Original Files in SAP System			
X	PRO	10000001306pas000.asm	
X	EPJ	10000001306pas000.jpg	
X	JPG	10000001306pas000_asm.jpg	
X	GIF	10000001306pas000_asm.gif	
X	VDS	10000001306pas000_asm.vds	

Assemblies

3D Viewer

PTC Creo Parametric

File Home SAP PLM

New Open Open Last Session Select Working Directory Erase Not Displayed Model Display System Colors Play Trail File

Data Settings Utilities TOOLKIT

Common Folders

- In Session
- ckdvmxw00261
- Working Directory
- Manikin Library
- Favorites

Folder Tree

- File h:\appdata\roaming\saplectr\filespace\lectr\he4\_400\_d021381\seess\d021381\tree.cfg was loaded successfully.
- Current object will be erased. Select associated objects to also erase.
- 10000001306PAS000 has been cleared.

EN 08:49 AM 17.05.2017



# Digital twin – product lifecycle management – vision demo

LAB  
PREVIEW

1

## LIVE PRODUCT PERFORMANCE

**SAP Asset Intelligence Network:** Analytics performance benchmarking and product manager overview



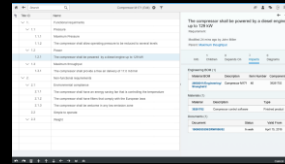
FLEET ANALYTICS

David  
Product manager

2

## REQUIREMENTS-DRIVEN DEVELOPMENT

**SAP S/4HANA Cloud for intelligent product design:** Requirements and software management



REQUIREMENTS  
MANAGEMENT

Thomas  
Systems engineer

3

## MANAGEMENT and OPTIMIZATION OF PRODUCT COST

**SAP Product Lifecycle Costing**



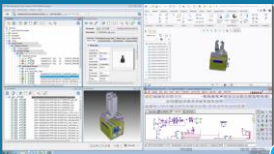
PRODUCT  
LIFECYCLE  
COSTING

Petra  
Controller

4

## DETAIL ENGINEERING

**SAP Engineering Control Center:** Mechanic electric/electronics and software integration



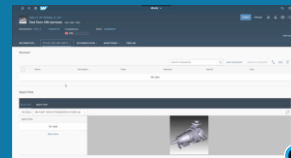
SAP Engineering  
Control Center

John  
Systems engineer

5

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**SAP Asset Intelligence Network:** Handover thing definition and onboarding

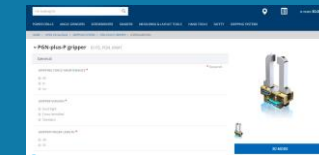


Internet of  
Things  
Daniel  
Thing engineer

6

## CUSTOMER SALES ORDER CREATION

**SAP Hybris solution:** Configure, price, and quote



SAP Hybris solution  
Michael  
Customer



PHYSICAL  
ENTITY

DIGITAL TWIN

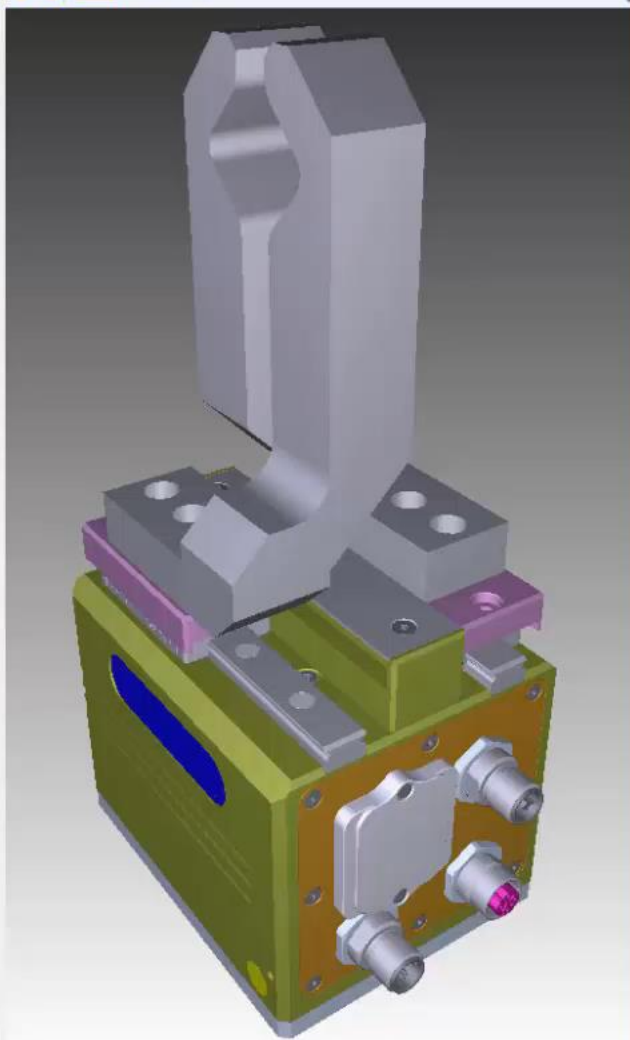
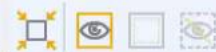


Source Panel



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  - 10000001306pas000\_asm
    - 10000001269PPR000
    - 10000001402PPR000
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    - 10000001402PPR000
    - 10000000899PPR000
    - 10000001030PPR000
    - 10000001403PPR000
    - 10000001403PPR000
  - 10000000952PAS000\_1
    - 10000001169PPR000
    - 10000001130PPR000
    - 10000000988PPR000
    - 10000000988PPR000
    - 10000000988PPR000
    - 10000000988PPR000
  - 10000000952PAS000\_2
    - 10000001169PPR000
    - 10000001130PPR000
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    - 10000000988PPR000
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  - 10000001022PPR000

Selected: 0 | Total: 971

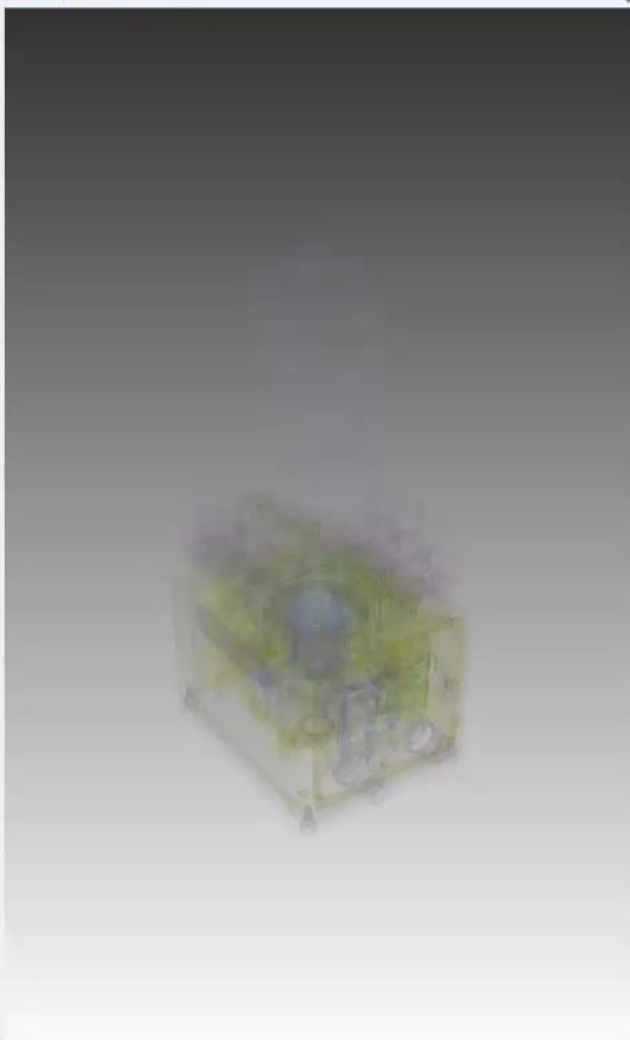


Target Panel



- PLM\_HMI\_GRIPPER

Selected: 0 | Total: 2



# Digital twin – product lifecycle management – vision demo

LAB  
PREVIEW

1

## LIVE PRODUCT PERFORMANCE

**SAP Asset Intelligence Network:** Analytics performance benchmarking and product manager overview



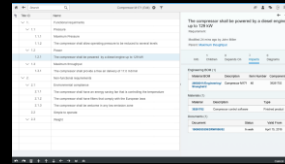
FLEET ANALYTICS

David  
Product manager

2

## REQUIREMENTS-DRIVEN DEVELOPMENT

**SAP S/4HANA Cloud for intelligent product design:** Requirements and software management



REQUIREMENTS  
MANAGEMENT

Thomas  
Systems engineer

3

## MANAGEMENT and OPTIMIZATION OF PRODUCT COST

**SAP Product Lifecycle Costing**



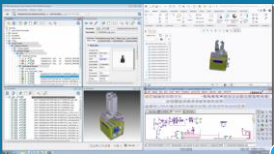
PRODUCT  
LIFECYCLE  
COSTING

Petra  
Controller

4

## DETAIL ENGINEERING

**SAP Engineering Control Center:** Mechanic electric/electronics and software integration



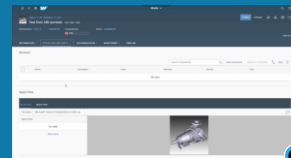
SAP Engineering  
Control Center

John  
Systems engineer

5

## DIGITAL TWIN

**SAP Asset Intelligence Network:** Handover thing definition and onboarding



Internet of  
Things  
Daniel  
Thing engineer

6

## CUSTOMER SALES ORDER CREATION

**SAP Hybris solution:** Configure, price, and quote



SAP Hybris solution  
Michael  
Customer



PHYSICAL  
ENTITY

DIGITAL TWIN



I'm looking for



(0 ITEMS) \$0.00

POWER DRILLS ANGLE GRINDERS SCREWDRIVERS SANDERS MEASURING & LAYOUT TOOLS HAND TOOLS SAFETY GRIPPING SYSTEMS

# OPEN INTEGRATED FACTORY - GENERATION 2017

**Live Business.  
Transforming Industries**



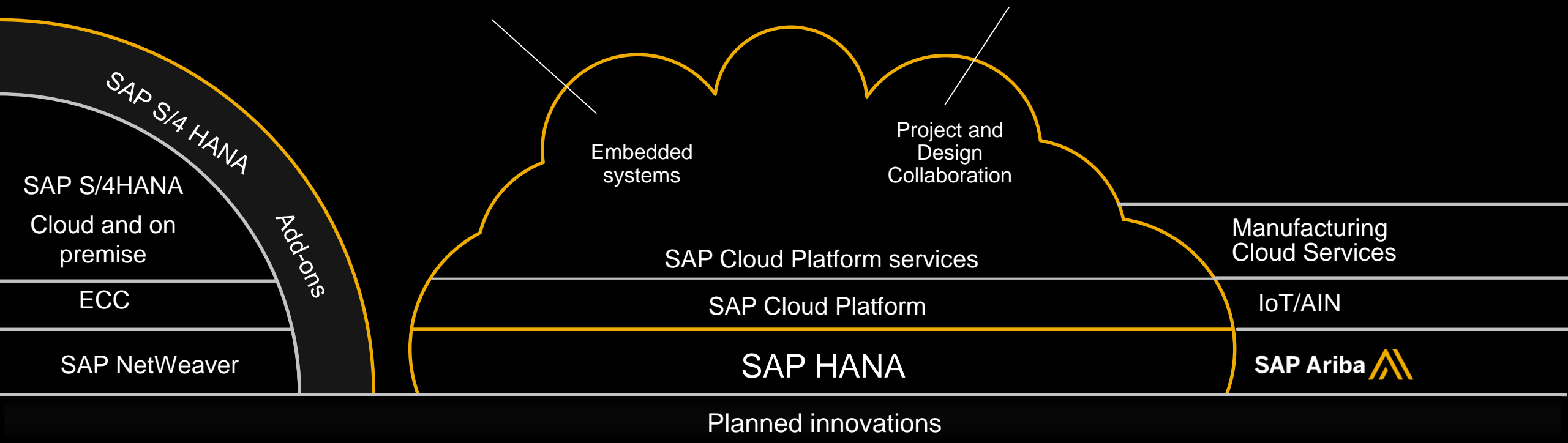
# The SAP platform combined with an industry focus is uniquely capable of delivering the win

## Embedded Systems

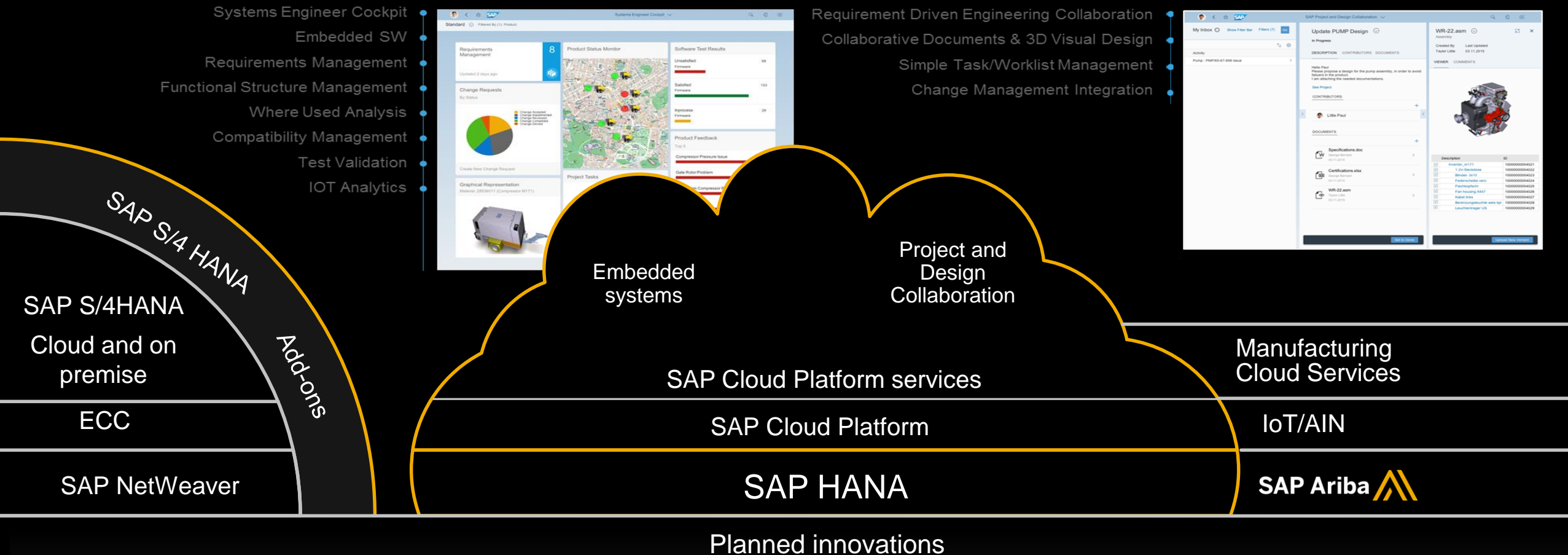
- Integrate **mechanics, electronics, and software** into **smart connected products**.
- Enable requirements-driven **systems engineering**
- Link engineering master with **digital twin** completing the extended supply chain

## Project and design collaboration

- Provide **virtual collaboration** on engineering documents and 3D designs
- Plan and execute collaborative **tasks across company boundaries**
- Connect IoT, digital core, and business networks creating seamless **value chain**



# The SAP platform combined with an industry focus is uniquely capable of delivering the win





# Agenda

## Background - SAP Digital Project and Product Innovation

### Innovations

- SAP S/4HANA Cloud for Intelligent Product Design – Closing the Loop with Live Engineering
- SAP S/4HANA and SAP CoPilot – Natural Language Support for Project Management
- Machine Learning in Configuration Management

### Summary

# Digital evolution for product and project lifecycles with SAP

**True, compliant**

Systems of record



**Digital, embedded**

System of differentiation



**Open, “live,” intelligent**

System of innovation



**SAP S/4HANA**

**SAP Leonardo**

## Product innovation platform

SAP Portfolio and Project Management  
SAP Product Lifecycle Management  
Product safety and stewardship

### Extensions:

SAP Engineering Control Center  
SAP Product Lifecycle Costing  
SAP Innovation Management

## “Digital” – product innovation platform

SAP S/4HANA releases

- Portfolio and project management
- Product lifecycle management

### Extensions:

Systems engineering integration  
SAP Asset Intelligence Network

## Enabling “live” product innovation with SAP Leonardo

SAP S/4HANA in the public cloud  
Intelligent product design  
Digital project network  
Open platform integration

# Closing

## The next-generation, **intelligent business** for a digital world



### **Immediate**

Empowering business users with insights to act in the moment



### **Intelligent**

Beyond automation, to predictive suggestion



### **Integrated**

Not only between your departments, but connected to the world

# Thank you.

John McNiff

Global Vice President – IoT and Digital Supply Chain

Digital Project and Product Innovation

SAP SE

[John.mcniff@sap.com](mailto:John.mcniff@sap.com)



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