SAP Connect Day for Supply Chain Netherlands

Building Blocks of the Future

June 11, 2026

NOBIAN

Asset & Field Service Management

Nobian - Ideo | Peter Hols, Friso Kramer, Jonathan Bolton

Agenda

Who are we (Peter).

The mobile factory worker (Peter).

How we benefit from SAP SSAM (Friso).

Nobian's Digital Worker Roadmap (Jonathan).

Company history – strong European heritage

1918 Start of the Dutch company Koninklijke Nederlandse Zoutindustrie (KNZ).

1931 KNZ adds chemical products to its portfolio.

1963 KNZ becomes part of the newly formed company Akzo, the 4th biggest company in the Netherlands and the 10th biggest chemicals company in the world.

1969 Acquisition of the sites in Ibbenbüren and Bitterfeld.

2002 AkzoNobel sells its chemical activities, which continue under the name of Nouryon.

2009 Energy Storage Business Line established.

1918 In the Dutch Twente Region drilling for salt starts at a depth of 325 metres.

1919 Dansk Salt (Mariager) established.

1994 Akzo merges with Swedish company Nobel Industries to form AkzoNobel.

2018 Expansion with Frankfurt site.

2021 Nouryon splits its activities, Nobian launched as independent company.

2024 Further expansion of certified low-carbon and RFNBO product portfolio.

2025

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Our business

European leader enabling chemical value chains

Salt

Essential Chemicals

Energy

Storage Caverns

Essential Chemicals

The markets we serve

PAINTS, COATINGS, CONSTRUCTION

AGRICULTURE

PULP AND PAPER

CLEANING AND PERSONAL CARE

WATER TREATMENT

POLYMERS

OIL & GAS

ELECTRONICS

FOOD

AND MUCH MORE...

Energy

Reliable and affordable green energy

ENERGY USE

ENERGY PRODUCTION
& SERVICES

PARTNERING FOR
100% RENEWABLE ENERGY BY 2040

The mobile factory worker

Objective:

- Efficiencies, wrench time
- Real time operations
- Meet today’s workforce expectations

Use cases we are working on:

- Warehouse operations
- Maintenance operations
- Operator rounds
- Distribution
- Communication
- Find my people and equipment
- License and permits
- Safety

User experience optimization from:

- Device
- Network
- Application

The location

SAP Service and Asset Manager Overview

Standard SAP
Standard integration (ECC and S/4), multiple releases per year

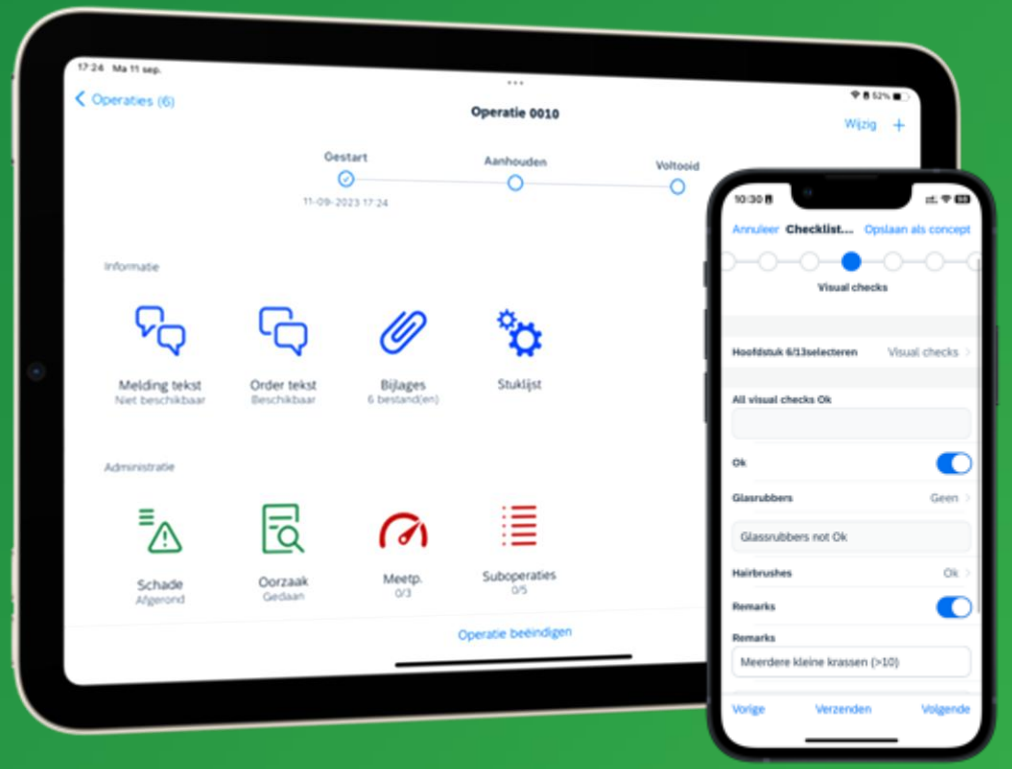
SAP Cloud solution
The mobile integrations is managed on SAP BTP

Native features
Barcode scanning with camera, Touch ID, swiping

Highly configurable
Functionality and screens are customizable with SAP MDK

Online and offline working
Data available offline, with automatic synchronization

Multi-platform



Evaluation

Nobian experience across multiple sites — what works, and where we'd love to see it go next

1 Goods Issue

✓ **Works well**

- Reliable scanning workflow for incoming goods

→ **Wish list**

- □ Broader barcode / QR on paper coverage
- □ In-app quality check step
- □ Rewards accurate delivery dates

2 Goods Receipt

✓ **Works well**

- Dependable PO-based receipt flow

→ **Wish list**

- □ Stronger filtering options
- □ More inventory fields built-in
- □ Order status within Clerk scope

3 Inventory Count

✓ **Works well**

- Big time-saver with scanners
- Strong fit for weekly counts

→ **Wish list**

- □ Less suited to large annual counts

One app, many warehouses

- *Updating gives new features*
- *App updating is more difficult than expected*
- *Each Nobian site has the same core processes but executes them differently — impacts app usage*

Digital Worker Roadmap

Industrial Environment

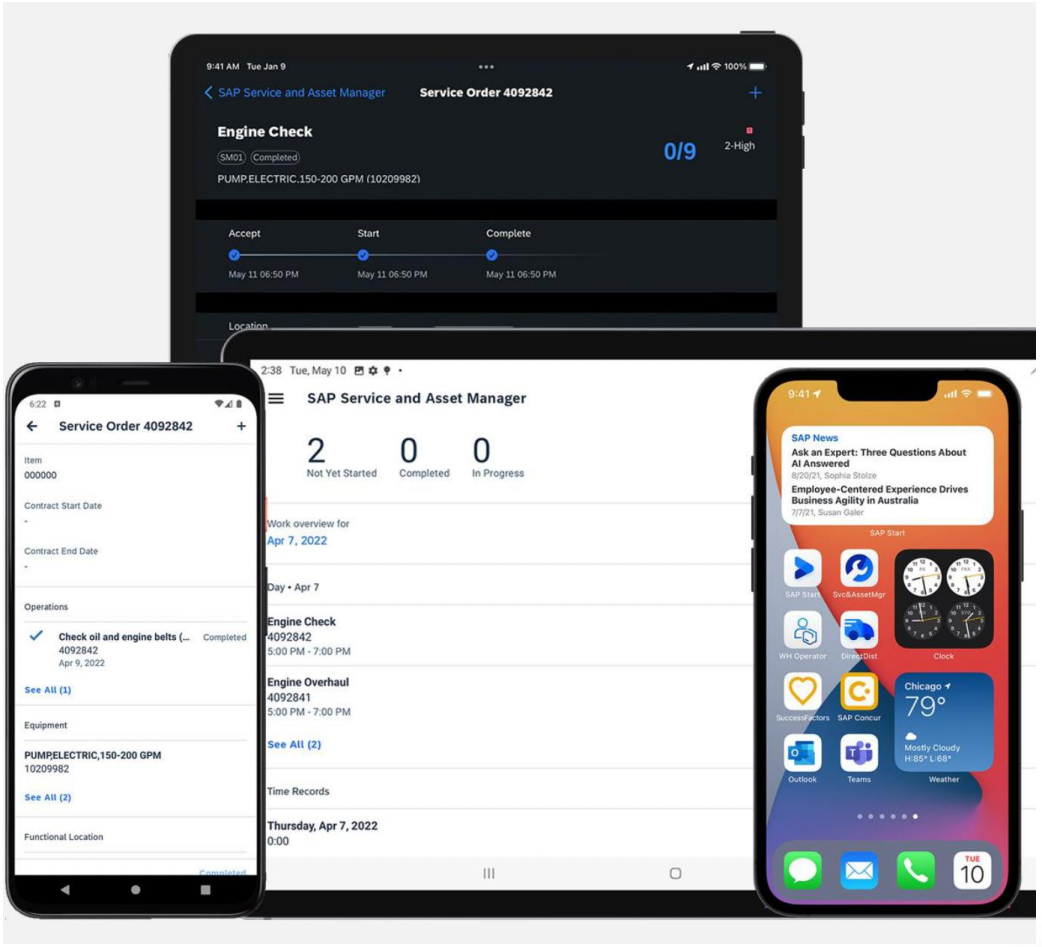
- High-pressure, energy-intensive operations
- Requires up-to-date accurate, secure and visible data to multiple workstreams.
- Critical for maintaining uptime

Mobile-Enabled

- Real-time, role-specific mobile applications for site teams
- Accelerates decision-making for repairs
- Enables action directly at the point of work

Business Goals

- Reduce manual effort and paper through mobile operations across all sites
- Faster shop-floor execution and management of spare parts inventory
- Increase in accuracy of delivery and finance data



Digital Mobile Worker Roadmap –SSAM App Personas

Inventory Clerk

Manages parts and materials used in the maintenance or service execution process

DELIVERED

Maintenance Technician

Executes proactive and reactive maintenance activities on plant assets

Maintenance Technician Standard

Creates and handles notifications on the shopfloor

Service Technician

Executes multiple types of service orders for customers at different locations

Service Technician Standard

Executes basic service orders for customers at different locations

Safety Engineer

Isolates equipment to create a safe zone for maintenance activities

Digital Mobile Worker SAP Roadmap for Nobian Sites

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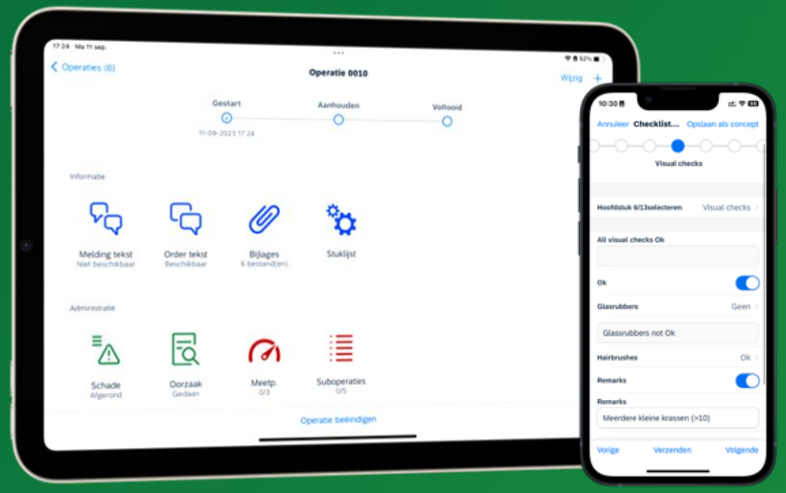
Kideo



2025

- Completed rollout of SSAM 2305 Application

2026

- Upgraded to SSAM 2511 App Release
- Integration of existing EAM applications with SAP.
- SAP ECC backend clean-up

2027

- Assess the Maintenance Technician Persona
- Rollout new Persona for sites in scope
- Evaluate AI possibilities with SAP + SSAM
- Move non-SAP applications to Cloud

Digital Mobile Worker Roadmap Lessons Learned

TOPIC	KEY CONSIDERATION	IMPACT
Cost & Licensing	Persona-based license model	Needs accurate # users and maintenance of licenses
Device Support	Multi-platform advisable	No new hardware investment required for all sites
Rollout Strategy	Start with Inventory Clerk persona	Lower risk and controlled increase in scope
Process Alignment	Need for standardized processes	Critical for sustainable adoption across sites
Solution Choice	Custom apps vs. SSAM	Standard SAP ECC integration
Future App Upgrades	Latest SSAM releases (e.g., 2511)	Requires strong planning and governance with an experience SI's, but new features help adoption.

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Thanks for your attention!