

The Intelligent Enterprise for the Automotive Industry

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THE BEST RUN



The Road to a New World of Mobility

The automotive industry is racing into a new world of mobility, even as it manages to recover from the pandemic and continues with the traditional business model of designing, manufacturing, selling, servicing, and financing cars. The shift to more sustainable energy and the drive for more livable cities are increasing the need for convenient, fast, reliable, and cost-effective transportation. Megatrends such as connectivity, autonomous driving, and electrification, along with changing customer preferences, are shaping the industry and the world of mobility in real time.



Future “smart cities” need mobility concepts beyond individual transportation based on owning a vehicle. The paradigm is shifting from optimizing traffic flows toward bringing people to where they want or need to be, using all possible mobility service options.



Electrification and alternative drivetrain concepts change supply chains and the role of suppliers. They are introducing new brands and players that disrupt the variety of models in the market – driving new challenges and opportunities for warranty, aftermarket, and resale activities.



Autonomous cars free the driver from just driving and open up a wide range of opportunities to use the gained time for learning, fun, communication, and consumption. Autonomous options for “delivering” goods and services can help reduce congestion and increase utilization patterns of vehicles. With shared autonomous vehicles, mobility solutions become more cost-effective than owning a car.



Data “emissions” from connected vehicles help manufacturers understand and predict the behavior and preferences of their passengers. This means new opportunities to monetize information and optimize the driver experience and traffic infrastructure. In addition, the importance of electronic components with their correspondingly shorter lifecycle is driving the need for modular vehicles.

Sustainable Mobility

The automotive industry is under scrutiny: making and running cars require material and energy with related greenhouse gas emissions. Even battery-powered cars still need green electricity to run clean.

The transition to a world of sustainable mobility needs innovation and big paradigm shifts.

In our [Climate 21 program](#), we work with leading customers across industries on solutions to understand and minimize carbon footprints of products and services.



Strategies for Automotive Companies to Run as Intelligent Enterprises

Proven success strategies show the range of approaches to creating new business outcomes based on existing products and processes and on developing disruptive new business models.



Customer centricity: Discovering the mobility needs of each individual, family, or business creates a new perspective on business opportunities in a mobile world – angling at brand loyalty, customer satisfaction, and winning a bigger share of a redefined “mobility wallet.”



Mobility services: Widening the view from the vehicle to mobility solutions fosters new ecosystems and unlocks new streams of revenue.



Connected cars: Our connected world creates new ideas and desires every day and turns every car into an entertainment, productivity, and mobility platform – unlocking customer value and fresh revenue streams.



Digital supply chain and smart manufacturing: Accelerating innovation cycles require responsive, digital supply chains that use intelligent technologies to ensure rapid flows with high quality – resulting in productivity, flexibility, and new dimensions in customer service.



Driving sustainability: Automakers that focus on sustainable business performance will gain competitive efficiencies, more easily comply with increasing regulations, deliver on commitments, and ultimately be able to adapt and thrive through new business opportunities.

Benefits of Digitalization*

+6%

Increase in customer satisfaction

>10%

Increase in new revenue streams

+25%

Visibility uplift along the value chain

>5%

Cost reduction in production assets

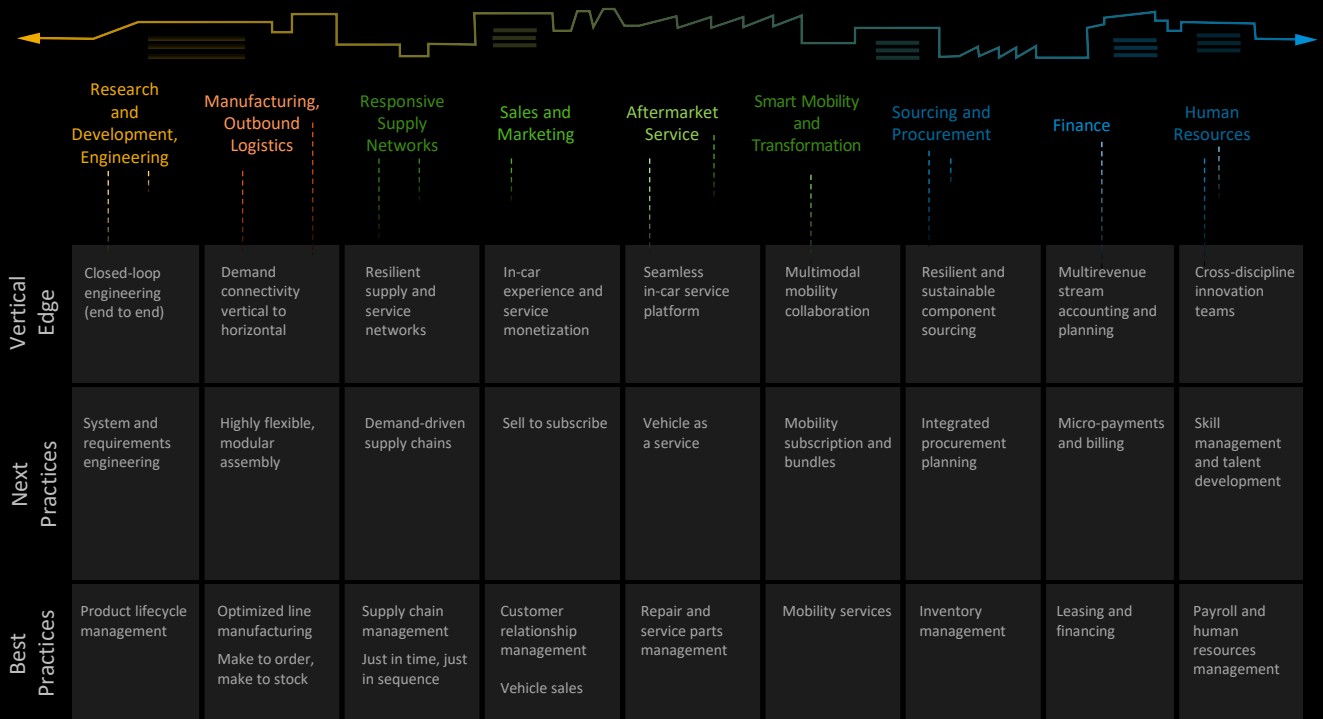
97%

Of the most successful automotive companies in the world run SAP solutions

*Source: SAP Performance Benchmarking

From Best Practices to the Vertical Edge

In a digital world, innovation is no longer just the domain of the research and development teams who build the next generation of vehicles. Innovation must become an integral part of each department and discipline, so they all contribute to the evolution from best practices to industry next practices, right to the “vertical edge.” This enables cross-functional teams to experiment with new ways to create unique value for customers, thus generating top-line, bottom-line, and green-line improvements.



Continuous Innovation

For an automotive company, the journey to become a sustainable and intelligent enterprise is a collaborative effort between customers, partners, and SAP. The world is changing quickly, and there is opportunity in innovation spaces that are sparsely populated, empty, or don't even exist today. Many innovative ideas are out there and in need of platforms to turn imagination into innovation and reality.

SAP's industry-leading business applications and business network are a solid foundation for next practices and innovation at the vertical edge.

Industry 4.0

Industry 4.0 is about industrial transformation using new digital technology that makes it possible to gather and analyze data across machines and business systems. This enables faster, more-flexible, and more-efficient processes to produce high-quality, individualized vehicles at lower cost. SAP believes that to truly achieve the benefits and impact of Industry 4.0 and become an intelligent enterprise, a company needs to embrace Industry 4.0 holistically across its organization.

Customer Centricity

Understanding the customer's point of view and putting their feedback at the center of every decision are key prerequisites for success in the digital age. These insights must be applied not only in the sales department but also to determine which products are built, how customers are treated, and what services or mobility options are offered. Enabling real-time, 360-degree insight into customers, vehicles, and usage – along with the ability to adapt and automate the lead-to-cash or subscription process with a real-time, integrated, and automated multichannel system – is essential.

BEST PRACTICE

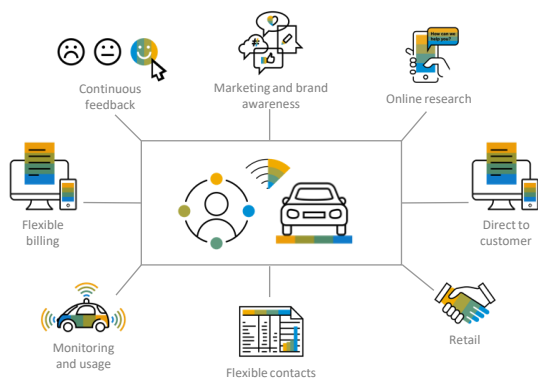
Enable a multichannel customer journey focused on simplifying and digitalizing the still mainly "in-person" vehicle sales process.



- Immediate visibility of leads with a 360-degree view of customers and vehicles – resulting in faster time to hand off leads and closing
- Integrated and collaborative discovery and evaluation process
- Consistent, accessible, and reliable insight – making it easier to respond quickly to customers
- Simpler quote and order system with bundled offers
- Constant monitoring of sales order status
- Relevant insights and collaboration features for internal sales to maximize opportunities, anytime and anywhere
- Clear visibility of compensation and alignment to sales campaigns
- Consolidated invoicing for a complete view of consumption
- Consolidated feedback of employee and customer experiences, which provides deeper insights into these experiences

NEXT PRACTICE

Provide experience management and customer data management for developing ongoing relationships to support subscription and other mobility options.



- Unified customer experience for a channelless experience
- Support for a direct-to-customer sales model
- Automated and self-service customer journeys
- Solution, subscription, and service bundles offered as standard
- Automated and self-determined monitoring systems
- Machine learning and predictive algorithms used to automate offers based on usage and other information
- Compensation based on renewal and nurture programs
- Flexible billing options
- Insights derived from customer sentiments and feedback across all touch points to drive an engaging customer experience – offline and online
- Support for mobility solutions such as subscription, pay per use, and more

Innovations at the Vertical Edge

Provide a trusted and individualized customer experience across touch points. Offer in-vehicle services to generate new streams of revenue.



Improved customer experience and satisfaction*



Increased percentage of new product and service revenue*

*Source: SAP Performance Benchmarking

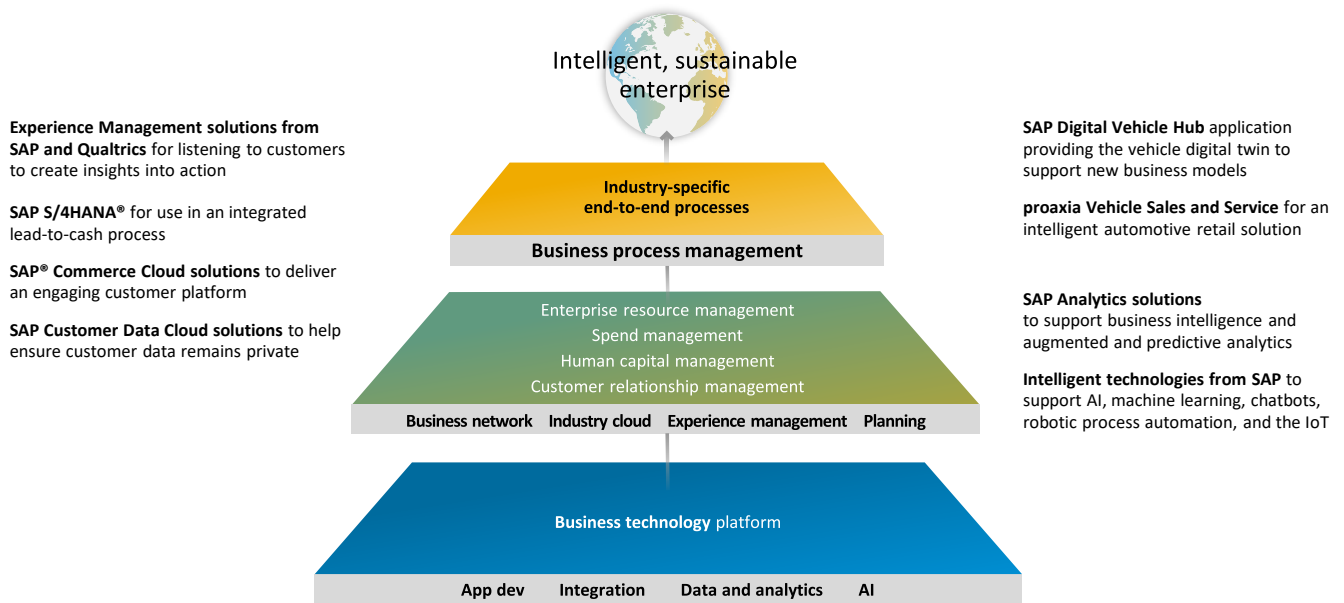
SAP Solutions: Customer Centricity

Delivering engaging customer experiences requires new business capabilities – enabled by the automotive portfolio for an intelligent enterprise.

Required Capabilities



The architecture of the Intelligent Enterprise in the automotive industry starts with SAP Business Technology Platform and business applications from SAP, including industry cloud solutions that support organizations with their industry-specific end-to-end processes.



Creating More Innovative Mobility Solutions with Integrated SAP Solutions

Find out why Toyota Motor Corporation Australia Ltd. (TMCA) decided to extend its IT systems with SAP Business Technology Platform and integrate complex processes across its landscape to meet the needs of the automotive market both now and in the future.

[TMCA business transformation study](#)

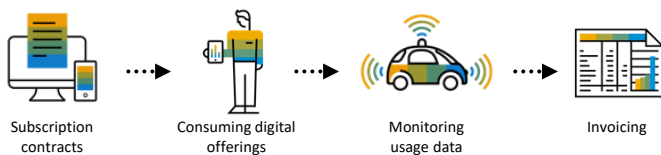


Mobility Services

Emerging business models in the automotive industry provide complementary and alternative solutions to vehicle purchasing and leasing. These new business models focus on value delivered to the customers and provide flexible and convenient choices for buying and leasing automobiles, along with other mobility-related services. Automotive companies need to be able to support subscription or other new mobility-as-a-service models as part of a seamless business network and take into account the total impact from environmental and sustainability perspectives.

BEST PRACTICE

Automotive companies provide new mobility services leveraging available vehicle usage information.

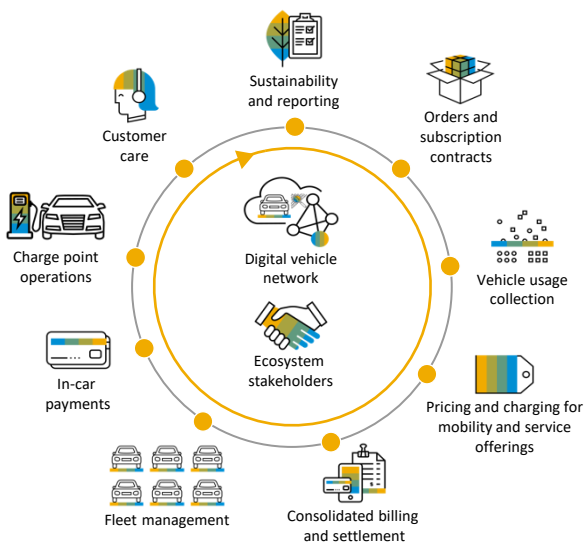


- Business-model design enables flexible creation of new digital offerings and products for each company.
- The OEM can easily retrieve use and performance data from connected vehicles using IoT connectivity.
- Subscription-based customer contracts for vehicle use or other services can be set up and maintained.
- Invoice generation and subscription billing are based on usage data from connected vehicles.

NEXT PRACTICE

The network of business partners provides bundled mobility services and subscriptions, monetizing vehicle and service usage information.

- A central digital vehicle repository storing all vehicle related master, transactional, and usage data in the cloud supports collaborative business-model design across stakeholders.
- Data (master, transactional, usage) in the central vehicle repository can be updated and accessed by all stakeholders in real time (controlled by authorization).
- Additional mobility business scenarios such as fleet management, charge point operations, and parking services are enabled by the digital vehicle repository.
- Consolidated invoicing of mobility services is enabled – along with monetization of vehicle usage data in cases of subscription, services, and insurance – across the network.
- Visibility of sustainability data helps with consumer and business decision-making.



Innovations at the Vertical Edge

Multimodal mobility collaboration: Mobility as a service is a combination of public and private transportation services within a given regional environment that provides holistic, optimal, and people-centered travel options to enable journeys paid for by the user as a single charge. The goal is to achieve key public equity and sustainability objectives.



Increased percentage of new business models and service revenue*



Faster time to market of new business models and services*



Improved customer experience and satisfaction*

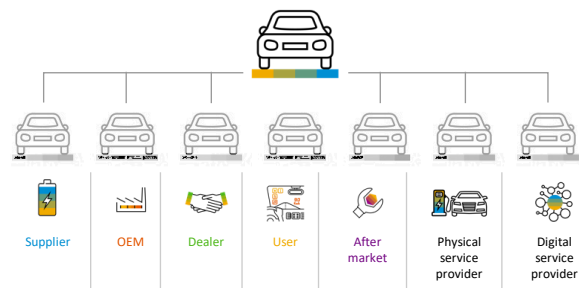
*Source: SAP Performance Benchmarking

Connected Cars

Vehicles are becoming more intelligent and connected. Increasingly, they act as a platform for delivering new applications and services and provide a constant feedback loop to the manufacturer. However, current processes and information systems around the vehicle and its usage are siloed and disconnected. The different stakeholders have relied on the model of "request/receive," which is no longer efficient. Large amounts of data need to be continuously exchanged asynchronously with OEMs, mobility service companies, automotive suppliers, dealers, service providers, and end customers. To effectively implement new business processes and realize new monetization streams across the automotive value chain, stakeholders need access to the same, up-to-date, consistent vehicle information. This enables collaboration and innovation – so that the business potential for digital services can be realized.

BEST PRACTICE

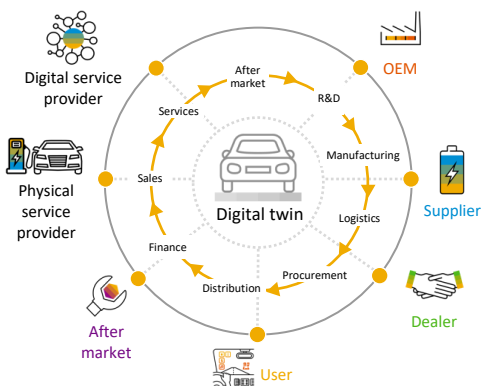
Each stakeholder along the vehicle value chain has optimized their own process and information silo to effectively support their current stake within the value chain.



- Each stakeholder effectively maintains their own digital information on the vehicle and its usage.
- The request/receive model is used for access to data from other stakeholders to complete information in different formats.
- Each stakeholder optimizes their own (siloed) process.
- There is clear visibility of compensation and alignment to sales campaigns (for vehicle sales).
- Consolidated invoicing provides a complete view of consumption.
- Consolidated feedback of employee and customer experiences provides deeper insights into the customer experience from the dealer.
- Dealers optimize and manage after-service relationships.

NEXT PRACTICE

All stakeholders are part of a network built around the vehicle digital twin, with the ability to provide additional services to any involved party.



- Stakeholders contribute to a single, shared model that is accurate and up to date.
- Up-to-date information is available in real time, across brands and stakeholders in an already scaled platform.
- The platform enables the efficient introduction of new digital services and business models across the value chain and stakeholders (fleet management, charge point operations).
- New sales models and subscription services are enabled.
- Vehicle usage data and experience data can be consolidated to provide insights on the overall mobility experience.
- Improved after-service processes (such as predictive maintenance) result from real time and accurate information from stakeholders.
- User has visibility and control of data generated, as well as access to new services. Stakeholders can monetize collected vehicle data.

Competing as Ecosystems

Transformation and innovation go beyond the four walls of the enterprise. Ecosystems are forged to enable the power of partners to deliver even more business value to customers. Rapidly implementing processes across enterprises, with a clear focus on win-win partnerships, creates competitive edge powered by efficient business networks.



Increase in revenue from new products and services*



Optimization in R&D expense*



Faster time to market*

*Source: SAP Performance Benchmarking

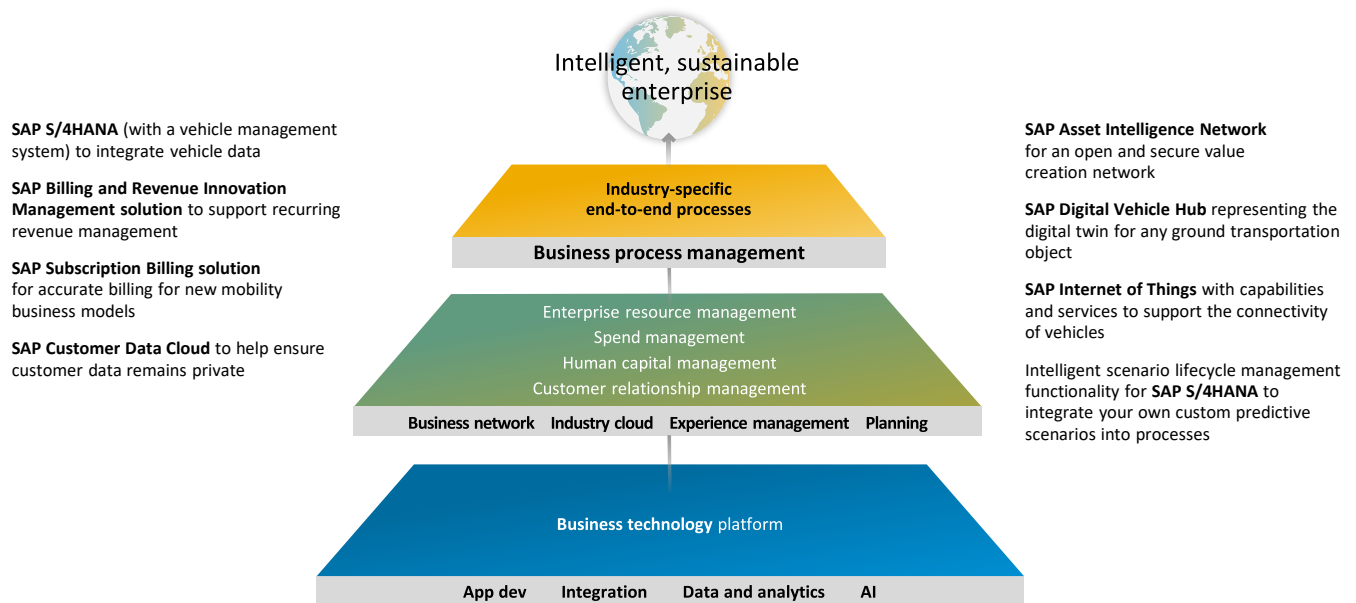
SAP Solutions: Mobility Services and Connected Cars

Delivering transparency and building trust with consumers requires new business capabilities – enabled by the automotive portfolio for an intelligent enterprise.

Required Capabilities



The architecture of the Intelligent Enterprise in the automotive industry starts with SAP Business Technology Platform and business applications from SAP, including industry cloud solutions that support organizations with their industry-specific end-to-end processes.



Subscription-Based, Consolidated Invoicing

Customers need flexible billing solutions to support new mobility business models. They need to provide comprehensive invoices that cover products, subscriptions, software, and services – consolidated and personalized for each customer at whatever frequency and granularity the customer requests.

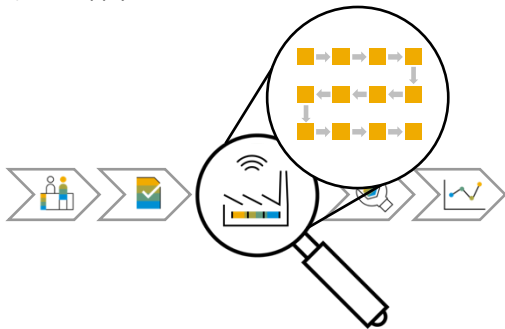


Digital Supply Chain and Smart Manufacturing

With growing model diversity and an increasing number of model variants, complexity is increasing and the traditional linear production on assembly lines is reaching its limits. This splits the rigid production line into production cells so that driverless transport systems carrying work in progress can head to different production cells flexibly. Enabling modular manufacturing will be key to producing heterogeneous model mixes efficiently at scale, providing a quick and flexible reaction to changing customer demand.

BEST PRACTICE

Highly optimized line manufacturing (make to order and make to stock) and supply chain

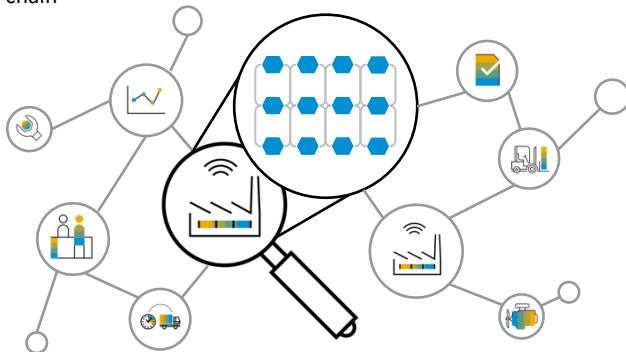


Realize higher throughput by enhancing the supply chain and manufacturing capabilities:

- More detailed and granular production planning, resulting in better visibility of production plans, supply, and demand
- Transparent view on available stocks and more efficient processing of inventory adjustments
- Agile manufacturing leveraging concepts such as the pull principle
- Use of just-in-time (JIT), just-in-sequence, and Kanban techniques
- Implementation of flexible automation in fabrication and assembly
- Mobile user interface for factory workers
- Preventive and condition-based maintenance

NEXT PRACTICE

Highly flexible modular manufacturing and a networked supply chain



Reach a new level of productivity and enable individualization at scale by applying Industry 4.0 principles to enable modular manufacturing and resilient supply chain processes:

- Mitigation of supply network bottlenecks through detection analysis and scenario planning
- Track-and-trace capabilities for staging materials and work in progress on the shop floor as well as in the warehouse
- Adaptive and modular productions
- Production supply with driverless transport systems, promoting JIT availability for needed components
- Enablement of autonomous action and self-optimized, adaptive manufacturing
- Virtual, augmented, and mixed reality user interface
- Predictive maintenance
- Automatic onboarding of machines and equipment, such as to flexibly extend production capacity

Innovations at the Vertical Edge

Connectivity, both between devices and from shop floor to top floor, will allow factories to efficiently (and autonomously) react to volatile market environment and late order changes. This supports the orchestration of autonomous interactions between equipment installed at customer sites.

5G bandwidth will be the catalyst to unleash the full potential of Industry 4.0, enabling the transformation into smart factories.



Achieve operational excellence*



Improve customer satisfaction*

*Source: SAP Performance Benchmarking

SAP Solutions: Implement a Digital Supply Chain and Smart Manufacturing

Operating a digital supply chain with smart and modular manufacturing requires new business capabilities along the value chain – supported by the automotive portfolio for an intelligent enterprise.

Required Capabilities

Research, development, and engineering

- Deploy, test, and simulate variant models through variant configuration
- Analyze sales data to support configurable product scenarios
- Improve decision-making in engineering and downstream by using what-if simulation results
- Connect with product lifecycle management

Manufacture and outbound logistics

- Connect, monitor, and tightly control manufacturing processes and operations to enable efficient, high-quality production
- Make efficient use of capacity through automated dispatching on production cells and lines
- Make decentralized and informed decisions based on real-time data through applying Industry 4.0 principles
- Maintain transparency of material flows between warehouse and shop floor through tightly integrated supply chain and production

Responsive supply networks

- Link strategic and operational supply chain planning with real-time visibility
- Achieve forecast accuracy with predictive modeling and demand-sensing capabilities
- Enable model mix planning and sequencing
- Collaborate through the supply network

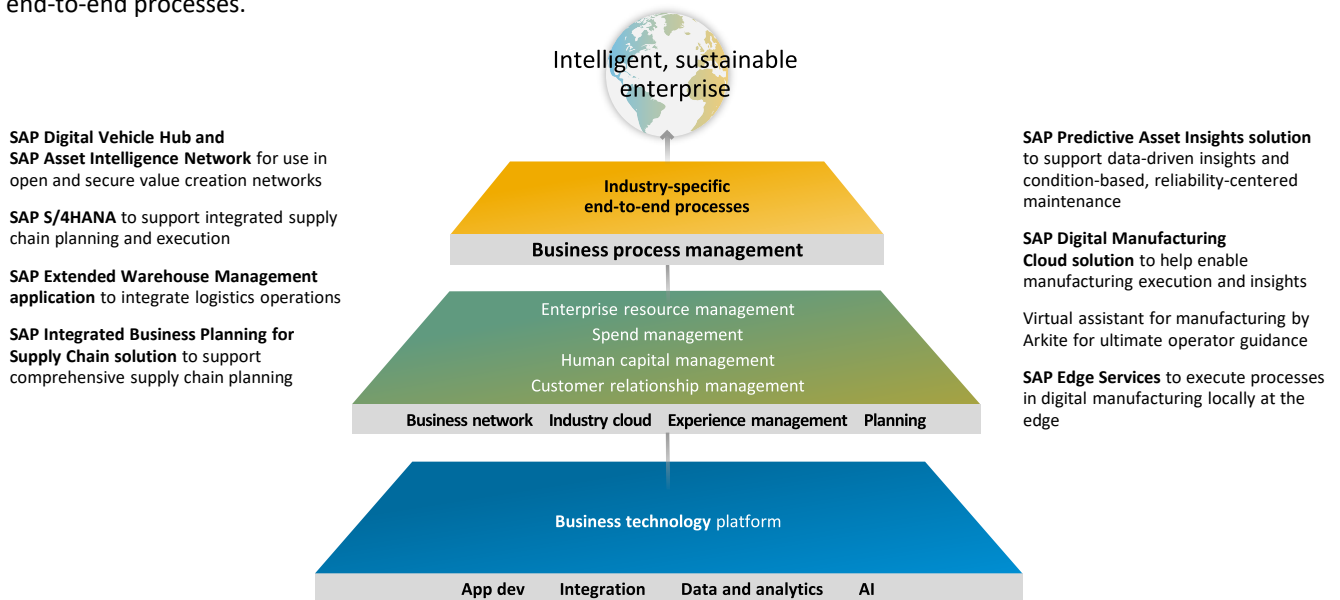
Aftermarket services

- Avoid downtime of machines through asset health tracking, and schedule planned maintenance accordingly
- Manufacture select service parts using 3D printing
- Align supply chain and service planning
- Hand over as-built vehicle information to aftermarket services

Finance and human resources

- Integrate operational and financial plans
- Manage increased financial risks of highly flexible supply chains and manufacturing operations
- Optimize working capital (assets and resources)
- Identify and address skill gaps
- Rapidly onboard and train employees
- Empower employees to make operational decisions in real time

The architecture of the Intelligent Enterprise in the automotive industry starts with SAP Business Technology Platform and business applications from SAP, including industry cloud solutions that support organizations with their industry-specific end-to-end processes.



Digitalizing Production of Automotive Body Parts

Watch how Smart Press Shop is using cloud solutions from SAP to support paperless and fully digital production of automotive body parts. The company is staying ahead of the competition by building a better way to serve the automotive industry.

[Smart Press Shop video](#)



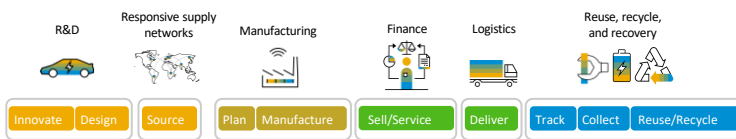
Driving Sustainability

Sustainable automotive companies are challenged with running a profitable and traditional automotive business while at the same time disrupting the industry into a sustainable mobility world.

The automotive value chain needs to transform and lead in decarbonization, building sustainable electric vehicle (EV) products, providing traceability, and driving circular processes, all while increasing profitability and remaining competitive. Based on current technology, there is a circular opportunity to reduce carbon emissions by up to 75% and resource consumption by up to 80% per passenger kilometer by 2030.¹ To strengthen the resilience and sustainability of automotive supply chains and reduce primary resource requirements, circular economy strategies are needed.

BEST PRACTICE

Support of automotive (reverse) logistics processes

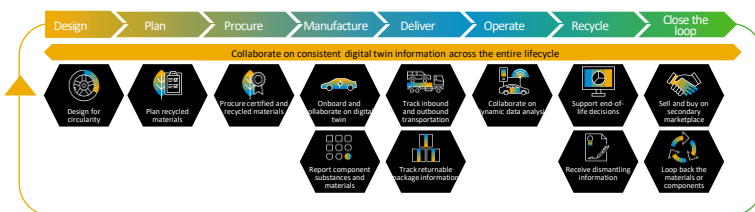


- Support for reverse logistic processes – remanufacturing, dismantling, and recycling
- Sharing information across supply chains
- Establishing and collaborating on digital twin information of vehicle and high-value components

NEXT PRACTICE

To close the loop and achieve zero emissions and zero waste, it is also important to look at what happens at the end of the vehicle lifecycle. At SAP, we are supporting the [Catena-X initiative](#) by working together, for example, with recyclers to provide them with data needed to make decisions on component reuse, recycling, or recovery strategies.

Vision is to close the material loop through collaboration across the entire lifecycle



- Simplify collaboration by storing and sharing a common digital twin in the network
- Find all the product information in one place as well as the information of linked products
- Gain transparency on sustainably sourced and produced materials; trace valuable materials, parts, and components
- Share best practices for optimal product quality and availability across the product lifecycle
- Ease and automate change and update processes through open integration between network and party's IT systems

Innovations at the Vertical Edge

In circular manufacturing, car makers, suppliers, and service providers collaborate to drive reuse of parts and materials because they all benefit from occurring savings, such as through reduction in CO₂ emissions or costs. Intelligent algorithms help to leverage circular manufacturing and increase process quality so that recycled products have the same operational capacity as new products, certified by supplier and manufacturer.



97% of the most successful automotive companies in the world run SAP solutions.²

1. WEF, Accenture Strategy, "Raising Ambitions: A New Roadmap for the Automotive Circular Economy," December 2020.

2. FastFacts.

*Source: SAP Performance Benchmarking

SAP Solutions: Driving Sustainability

Support the automotive industry in running sustainable and profitable processes along the value chain, reducing the ecological footprint of product, services, and costs by efficient (re-)use and consumption of resources.

Required Capabilities

Research, development, and engineering

- Design for circularity with new dimensions such as modularity, recyclability, and cost of disposal (materials)
- Enable digital twin
- Support emission simulation
- Ensure product compliance

Manufacture and outbound logistics

- Calculate and manage carbon footprint for products and processes
- Collaborate on digital twin (upstream and downstream)
- Calculate and report on secondary materials data (certified, recycled)
- Optimize use of equipment, electricity, and materials

Responsive supply networks

- Plan demand and supply of reusable components and recycled materials for production
- Deliver material traceability in the supply chain
- Simulate scenarios with footprint data to make planning decisions
- Trace returnable packaging information
- Protect human rights across workforce, community, and supply chains

Aftermarket services

- Support utilization improvement by monitoring the usage of products (state of charge, state of health)
- Increase lifetime of vehicle usage by offering alternative spare parts at competitive prices
- Optimize fleet operations to reduce emissions
- Support end-of-life decisions for reuse, remanufacture, and recycle
- Loop back materials into supply chain
- Gain access to marketplace for sustainable parts and services

Finance and human resources

- Enable reporting along multiple semantic frameworks defined by standard makers such as WEF, GRI, EU Green Deal, and EU Taxonomy
- Steer holistically with embedded economic, environmental, and social performance indicators
- Enable supplier diversity, transparency, and risk mitigation
- Ensure health, safety, and labor rights of the workforce
- Provide equitable access to reskilling and upskilling

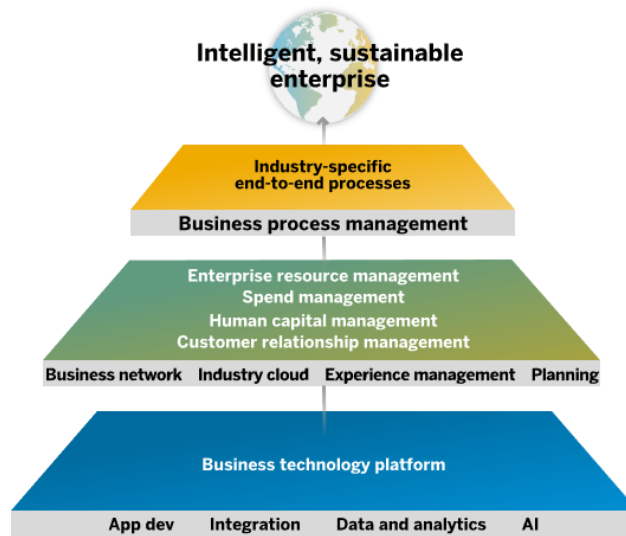
The architecture of the Intelligent Enterprise in the automotive industry starts with SAP Business Technology Platform and business applications from SAP, including industry cloud solutions that support organizations with their industry-specific end-to-end processes.

SAP Sustainability Control Tower solution to enable transparency across financial, operational, compliance, environmental, and social key figures

SAP SuccessFactors® solutions to support a comprehensive human experience management

SAP S/4HANA to integrate corporate functions, finance, planning, and more

SAP Integrated Business Planning to support comprehensive business planning



SAP Product Footprint Management to help calculate the product footprints (CO₂e) at scale

SAP Logistics Business Network, material traceability option help collaborate on raw material and serialized part traceability

SAP E-Mobility solution to manage EV charging infrastructure network needs

SAP.iO trading platform Earth Commerce loop back secondary materials through the marketplace

Intelligent technologies from SAP for AI, machine learning, chatbots, robotic process automation, and the Internet of Things

Winning the Race to a Sustainable Future with E-Mobility

See how the Mercedes-EQ Formula E team and SAP are using technology innovation to showcase the power of electric mobility and help create a more sustainable future.

Watch the [video](#)

Powering Battery-Operated Mobility and a Cleaner, Greener Planet

"As the world's largest battery recycler, we are all about sustainability. That goes for the planet and for our operations. RISE with SAP makes it possible for us to grow the business and support our people in line with the market. It gives us the full power of SAP technology with the flexibility and simplicity we need to stay lean and ahead of the competition."

Jamie Lee, CIO, [Ecobat](#)

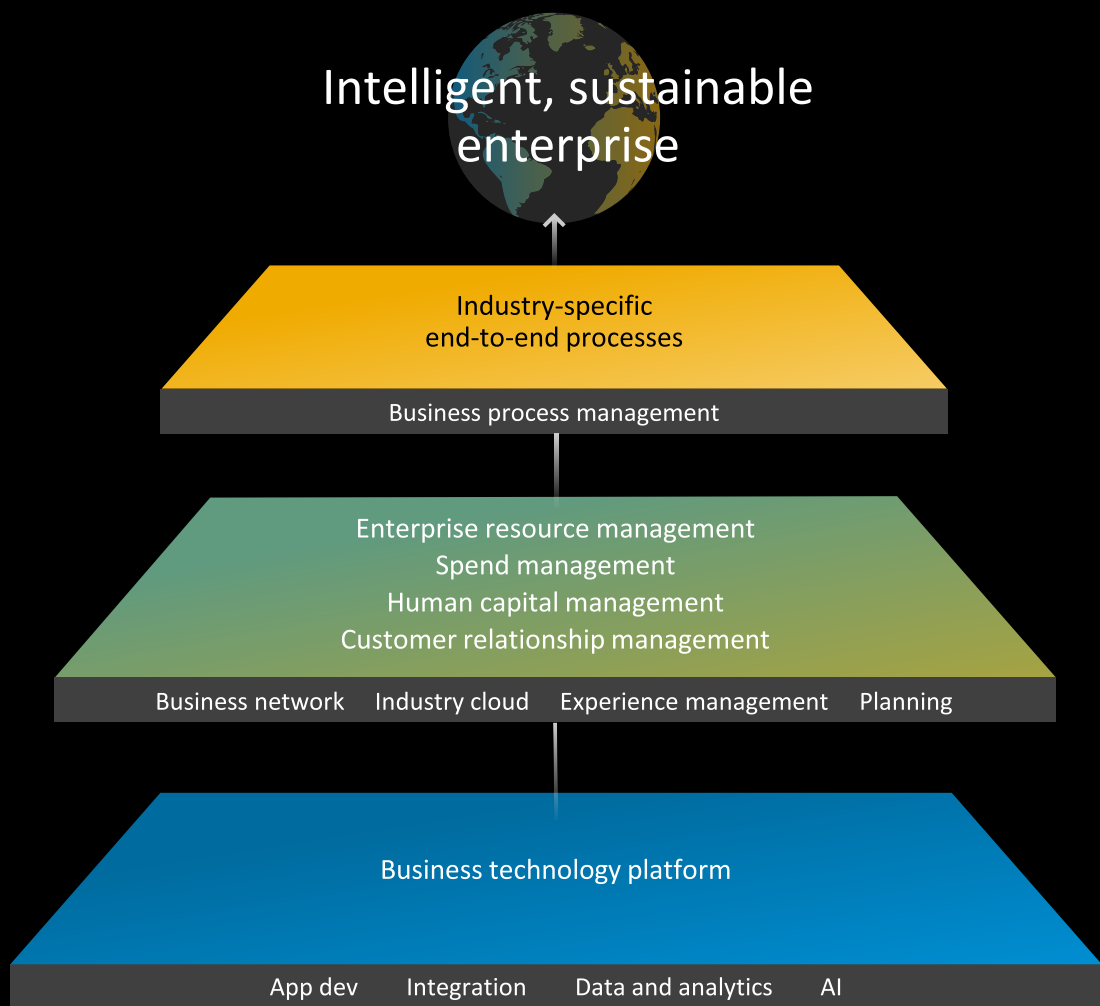
99%
Of lead recycled from every battery

120 million
Used batteries collected every year

SAP's Industry Cloud: A Joint Innovation Space

We enable our customers to become intelligent, sustainable enterprises by bringing together our comprehensive portfolio of solutions and technology in service to customers' business process needs.

- It starts with our platform technology that provides the foundation of application integration, extension to a robust ecosystem of solutions, and data and AI.
- Then our industry-leading business applications work together spanning front-end and back-end systems that only SAP can provide.
- This all comes together to provide the customer with support for the end-to-end, industry-specific business processes they need to run as an intelligent, sustainable enterprise.



Industry Innovation Spaces

Stand-alone applications struggle to deliver relevant business value. Enterprise applications always need access to essential business domains such as products, assets, factories, cost centers, employees, and customers. SAP's industry cloud provides direct access to business domains and processes in the intelligent suite through APIs. At the same time, our business and technology services provide the tools and infrastructure to create and run innovative industry cloud solutions.

Intelligent Technology at Your Fingertips

Business innovation needs digital technologies that are ready to use to solve a business problem.

SAP's industry cloud solutions, built on SAP Business Technology Platform, provide a full set of technologies ranging from user interfaces to robotic process automation to artificial intelligence and machine learning. All can be used readily in new solutions.

Open Innovation Platform and Ecosystem

SAP's industry cloud enables SAP and partners to deliver solutions that unlock new levels of efficiency, extend business processes at the edge, and enable innovative business models.

SAP partners will find a unique environment in SAP's industry cloud, where the data domains and business processes of our intelligent suite and business network are readily accessible through open APIs. The industry cloud also includes technology libraries for machine learning, artificial intelligence, data lakes, and user interface services, among others, along with content from the SAP standard content activation service. This allows our partners to accelerate innovation by focusing on the differentiating business capabilities they want to build and deliver to our joint customers to help them become intelligent enterprises.

A spectrum of partnership and innovation models is possible, ranging from close co-innovation over identified white spaces to completely open innovation spaces with free competition to drive customer value.

The innovation models are complemented by a set of commercialization models that are strongly correlated to the value the solutions deliver to the business of our customers.

Freedom of choice is a key value, so customers can choose a partner or hyperscaler to deploy their industry cloud solutions.

Open Platforms Deliver Innovation

Open platforms, available to the wider ecosystem, have consistently delivered more innovation and choice for customers. Therefore, our industry cloud solutions can be run by the major infrastructure-as-a-service providers, giving our customers the freedom to implement their own individual platform strategy.



RISE with SAP: Driving Business Innovation Together

Every enterprise needs to develop new business models to avoid being disrupted, gain efficiencies to fund innovation, and transform mission-critical systems without business risk. RISE with SAP is the solution.

RISE with SAP is a comprehensive solution with:

- Cloud ERP for every business need
- Industry next practices and extensibility
- Analytics and business process intelligence
- Outcome-driven services from SAP and partners

Discover the value of RISE with SAP



Take the lead with industry innovation for top-line, bottom-line, and green-line growth

- ✓ Grow revenue by creating differentiating business models in your industry
- ✓ Increase margin with built-in industry-specific processes and best practices
- ✓ Unlock new efficiency with intelligent automation across mission-critical processes
- ✓ Manage sustainability with company-wide transparency and controls



Never stop improving with continuous insight to optimize business processes

- ✓ Prioritize optimization opportunities with instant analysis of processes, activities, and tasks
- ✓ Sharpen process performance based on actual system usage, best practices, and industry benchmarking
- ✓ Accelerate your progress with tailored insight on where to automate business processes with AI








Secure your business with a trusted partner for your needs, every step of the way

- ✓ Run your mission-critical operations at their best around the globe
- ✓ Reach the cloud without compromise with solutions for every business and every regulatory requirement
- ✓ Take charge of change using a versatile platform to speed innovation
- ✓ Own your tomorrow with a guided journey and outcome-driven practices from SAP and our partners

RISE with SAP is built to fit your needs

RISE with SAP is designed to support your business needs – for your industry, in your geography, for your regulatory requirements – with SAP responsible for the holistic service-level agreement, cloud operations, and technical support. It includes:

 <p>Cloud ERP SAP S/4HANA Cloud</p>	 <p>Business process intelligence Business process intelligence starter pack</p>	 <p>Business platform and analytics SAP Business Technology Platform (CPEA credits)</p>	 <p>Business networks SAP Business Network Starter Pack</p>	 <p>Outcome-driven services and tools From partners</p>
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RISE with SAP is the foundation for an intelligent, sustainable enterprise in the cloud. We look forward to joining our customers on their transformation journey into the future. Find out more about [RISE with SAP](#).

SAP's Comprehensive Partner Innovation Ecosystem

SAP has been a proud solution provider for the automotive industry for almost five decades – starting from humble beginnings and growing into a position of supporting the core business of our customers. Fifteen top car manufacturers with the highest production in the world run SAP software.

SAP's industry cloud opens the doors for a new level of co-innovation with customers and partners, enabling next practices and new business models that help our customers capture the new opportunities of future mobility and take the next step toward becoming intelligent enterprises.

Our open partner strategy gives our customers the choice of whom they work with to design the business models of the future, whom they partner with to define and implement business processes for efficiency and growth, and whom they trust with running their infrastructure.

There are many journeys automotive companies can take into the digital economy to become intelligent enterprises. No matter which they choose, our scalability, security, global reach, vibrant business networks, and business process knowledge across automotive and adjacent industries are the success factors for our customers, our ecosystem, and SAP.

Our automotive partner ecosystem includes:



Easier than ever to buy and try automotive solutions and extensions

The modern automotive industry is dynamic and evolving, marked by several converging technology, industrial, safety and compliance trends. Try and buy leading partner solutions and SAP software for the automotive industry, from manufacturing to service parts management and product configuration, in our online marketplace, SAP Store.



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