Podcast Inside SAP S/4HANA - Transcription

Episode 87: How Stadler Service AG manages its Service Operation Processes

Markus: Hi everyone, and welcome to our episode 87, where we will talk about how Stadler Service AG manages their service processes with state-of-the-art technology and how SAP partner Innflow supports this transformation. I'm excited to have Cordula Rüdiger, team lead for IT Interface Management, on our podcast today. Hello Cordula, how are you doing?

Cordula: Hi. I'm fine. A bit excited, but I'm fine, thank you.

Markus: I also have Beat Wyler, consulting manager Cloud, on the podcast with us today as well. How is it going?

Beat: Fine. Thank you, Markus. I'm happy to be with you.

Markus: I am Markus Oertelt, from the Cloud ERP Product Success S/4HANA Co-innovation and Adoption Programs Team. And let's get started. My first question for today: what typical challenges do you encounter with your customers and prospective customers in the plant and machine construction market?

Beat: Well, Markus today in machine and equipment manufacturing industry and also the train manufacturing companies like Stadler must master several challenges. Those challenges are, for example, to contribute and to collaborate with customers even before a project regarding tendering and quotation and order process, and discussing about the product. And that's the main topic for those industries. They have design phase of the product where they have discussing in a deep way with the customer and collaborate together. They have to exchange drawings and requirements. So it's important to have a platform where you can exchange those information and work together in documents. The same happens to the product itself. If the end product, for example, the train system or a machine or something like that, the requirements of documentation are increasing. The same for traceability and compliance and conformity and also sustainability aspects are important for the product. And for that we have to work together deeply with suppliers and service providers, standards and regulation organizations as well as other stakeholders, and they are becoming essential in this area. So that means a manufacturing company has to establish a platform where they working together, collaborate with customers, but also with suppliers and service providers. That's something we have seen with several companies and so do have project with Stadler where we just have done a project and finished it.

Markus: Great to hear, Beat. Thanks for explaining the typical requirements in the plant and mechanical engineering. And also a little bit, we will further evolve and talk about it more what you did at Stadler. If I summarize the first two points you mentioned, maybe the product itself and also the involvement of suppliers, what kind of solutions does Innflow offer there to make customers happy and successful?

Beat: For the project, with Stadler, we have used SAP BTP, Business Technology Platform, especially the work zone service, to ensure a Procurement platform for suppliers to work

together with the purchasing department of Stadler. This starts where the purchasing order are released. At this moment, an email system will generate an email to the supplier and invite the supplier to go on a portal, where the supplier can see the purchase order on item level. On item level, there is the information, what kind of documentation the supplier can download. These are specification documents, for example drawings, CAD drawings, requirement documents about the products and the material that will be supplied by the supplier. On the other hand, he has to upload verification and evidence documents. This is very important for Stadler because they just can work with this material from the supplier. If the documentation is regarding the requirements of the end customer itself. That means for many purchases orders and for many purchase order items, there are a lot of verification and evidence document needed from the supplier. He can upload it and add a date, when this documentation will be valid and when the validation is ending. If he is uploading these documents, the system will instantly store this document to a document management system of the Back End system S/4HANA directly. That means Stadler is using SAP BTP on work zone base and use document management in the background where they verify and release the uploaded files from the supplier. That's one of the solution we have realized on the BTP platform and just have finished this project together with Stadler.

Markus: If we stay on the topic of customer collaborations, Cordula, you implemented with SAP partner Innflow together. And maybe you can also elaborate from your side what your challenges were and how you solved it internally and how Stadler did this.

Cordula: Our customers want a cockpit to display the style of vehicle fleet. The main requirement is getting as much information as possible, like vehicle conditions or more typical data, like speed status and error messages. The customer portal offers these opportunities, depending on the role of the user, different functions are required and displayed. Furthermore, the portal enables various stakeholders in a central point customers, manufacturers and operators, as well as Stadler employees like the Fleet Management, for example, are requested as possible users.

Markus: Maybe we stay a little bit on the topic of our vehicle fleet and analytical and graphical representations of your vehicle information, which I believe are probably very important aspects in the plant machine industry. How did you digitalize or implement the analytical or graphical representations of your vehicles? This would be of interest probably to our listeners and also to me.

Cordula: The vehicles you can imagine generate a lot of information. For example, operation status, temperatures, speed, charge status, GPS coordinates and many, many more. For the overview and the monitoring of the fleet, the central information platform displays all these information up to date in various views. For example, GPS coordinates in the map view. To combine these data from the vehicle directly with the SAP back end, Analytics Cloud is used. SAP in this case is the basis for all data analysis. All data is documented in SAP over the complete service life of the vehicle, means 30 years and longer. This includes, for example, all maintenance plannings documentation for implementation, data for the diagnostic system and so on. This allows relevant analysis

created for the various users. Typical examples are error information about the vehicle and fleet status information or major age analyzes.

Markus: Maybe. Let's go one step ahead, go a little bit away and move maybe to damage files or claims, which are also very important in your industry. Also already mentioned by Beat. Maybe we look at the most important processes or even legal requirements there. And how did you handle those and how did you implement them at Stadler?

Cordula: Each vehicle has its own vehicle file made of documents from the production, vehicle emission and other created documents. These file exists over the whole lifetime of the vehicle and must be updated and monitored. This is in the moment located in SAP backend. The customer portal can be used to find and download all relevant documents depending on the right of the user. Once the correct vehicle has been selected, the vehicle file with all relevant documents is available, for example, operation instructions or user manuals, maintenance information and verification documents. Depending this is the main thing on the user's role. In addition, it is possible to share also damaged files, for example, with the customer in an event of an accident.

Markus: I once heard that Spare Parts or Spare Parts Management is a very important topic in your business. Some in your industry also told me that it's a new cash cow. I don't know if you can confirm that or not. I also heard that you realized the new web shop for that. Can you tell us more about it and how did you implement the new web shop for your customers and how do you manage spare parts nowadays?

Cordula: Yes, you're right. Indeed, it's a new requirement to supply the customer with spare parts for the maintenance of the vehicle for a very long time. Especially delivery from spare parts for corrective maintenance is here the big challenge. The web store offers the visual representation of the vehicle, so the structure and all related documents are find. That makes it easier to find the right part. If a spare part is placed in the shopping cart, it can be ordered. Everything you ever ordered will be shown in the history selection. In addition to this web shop, Fiori apps are made available in the customer portal. These can be used by the customer to simplify the management of the logistic processes. Incoming and outcoming goods, Storage Location Management in inventory can be processed here. These apps are optimized so logistic processes can be carried out on a simplified interface, even without SAP knowledge, the corresponding logistic processes run in the background through the interface to SAP. This web shop, in combination with the Fiori apps, enabled us to react individually to the processes of the customer and their technical possibilities. Direct system interfaces are possible as well as working without the customer's own IT system, and there are many possible solutions in between. To answer your question about what has been improved through the web shop, first of all, the integration of the web shop and the use of the customer portal offers a high level of transparency, for example, about availability and delivery times. The second thing is it simplifies the communication with the customer a lot. Goods receipts are confirmed by the customer and communicated directly to our SAP.

Markus: Now the project is finished. How happy are you? On the one hand, maybe with your implementing partner Innflow and also on the other hand with SAP products. This is your chance to tell us.

Cordula: Yeah. This is a really strange feeling, I must say, that everything is now ready. It was an intensive year, but the next period will also be very exciting. New customers in an ongoing process will be integrated into the platform, sometimes with complete new and different requirements. So we will see. It will always be very interesting. Internally, the portal will become more and more important because of the SAP implementation. By the way, lots of processes will be further more optimized. All in all, I must say it was a very intensive time and a good cooperative partnership. I'm really proud of what we've achieved together in just one year. On both sides, a very committed team worked often beyond normal hours and put a lot of heart and soul into the implementation. I would like to take this opportunity to say thank you to the partner very much. I would also like to say special thanks to my team and the team who always also had the client requirements in mind. This was a very good time, I must say.

Markus: Thank you, Cordula, and congratulations for this great implementation and success at Stadler. I think this is a good note to end this episode on. Thank you, Cordula and also Beat for being on this episode. I wish you all the best and looking eagerly forward to see what else will be improved in your project. Thank you both.

Cordula: Thank you very much.

Beat: Thank you.

Markus: As always, feel free to drop us an email via insides4@sap.com and let us know which topics are of your interest. Tune in next time and be Inside SAP S/4HANA.

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