



# Initiative

## „SAP-Cloud-Lösungen für das SAP UA Programm“

**Otto Schell** | Deutsche SAP Anwendergruppe e.V.

**Stefan Weidner** | SAP UCC Magdeburg, Otto-von-Guericke-Universität Magdeburg



## Motivation

- Großes Interesse an Lehre und Forschung an/mit SAP-Cloud-Lösungen
  - deutschsprachige SAP-Anwenderunternehmen
  - Lernenden und Lehrende an Hochschulen/Schulen in D-A-CH
  - SAP Academic Board D-A-CH
  - SAP UCCs und SAP ACCs in D-A-CH
- erste Untersuchungen mit Demo- bzw. Trial-Systemen seit 2 Jahren
- bisher kein Zugriff auf SAP-Cloud-Produkte ohne Funktionseinschränkung

## Treffen auf SAPPHIRE in Orlando (7. Mai 2019)

- 2-stündiges Arbeitstreffen zwischen
  - DSAG (Otto Schell)
  - SAP Next-Gen (Ann Rosenberg, Michael Nürnberg)
  - SAP UCC Magdeburg (Stefan Weidner)
  - SAP UCC München (Harald Kienegger)
- Task: Erarbeitung von Lernszenarien basierend auf Global Bike
- Task: Erweiterung von Global Bike, wo notwendig

# Lernszenarien

- Fokus (Priorität in Reihenfolge der Nennung)
- Data Analytics
- „Lead to Cash“
- „Design to Operate“
- „Source to Pay“
- Workforce Management

## B2C bike rental scenario based on Global Bike 3.3

A case scenario for SAP Data Warehouse Cloud, SAP Analytics Cloud and SAP S/4HANA

Business Scenario  
Mobility and  
topics in urban  
citizens want  
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#11 – Sustain  
#13 – Climate

2 Global Bike is a  
within SAP's Uni  
3 B2B – Business  
a business to fir  
4 B2C – Business  
wholesale partn

## Customer experience scenario based on Global Bike 3.3

An integrative case scenario for SAP C/4HANA and SAP S/4HANA

Business Scenario  
Customer and  
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## Industry 4.0 integration scenario based on Global Bike 3.3

An integrative case for Internet of Things, Industry 4.0 and Supply Chain Management

– Authors: Stefan Weidner, Chris Bernhardt –

### Business Scenario

Smart manufacturing and lot size one (United Nations SDG #9, and #12<sup>1</sup>) are terms recently added to the production vocabulary after the advent of cyber-physical systems, big data analytics and cloud computing. In the past, standardized consumer goods were designed for and manufactured in mass production and then sold to as many as possible customers by the help of the classic marketing mix. Individualization and information technology have changed customer expectation on modern products and services dramatically. Today, consumers expect finished goods to be configurable to detailed needs of each individual user and assume ad-hoc production and delivery.]

Global Bike Group<sup>2</sup> has earned its reputation of an innovative high-end bicycle manufacturer. Beside highest product and service quality, the company is committed to customer health and environment protection. Global Bike aims at engineering the best performing touring and off-road bike technically possible and sells them mainly to premium bike wholesalers in the US and in Germany. Through these sales partners final products and accessories reach bicycle enthusiasts around the globe.]]

As an enterprise, which strives to deliver everything cycling enthusiasts demand in the highest of qualities, Global Bike Group is always looking for ideas to extend its portfolio. To detect new trends and unveil long overlooked desires of its target groups, market analyses are performed continuously. All product experience data is directly reported to Co-CEO Peter Schwarz, whose is also responsible for research and development. Recently identified was customer demand for various new tech gadgets directly connected to the handle bar. In addition, customers would be thrilled if these bike gadgets came in their favorite color.]]

The product development team in Germany together with Global Bike's IT experts in Dallas designed a solution, which allows the bicycle manufacturer to create mass customizable bike computers. Following its high-quality standards, the company produces the bike computer in own manufacturing facilities in Dallas and Heidelberg. Market analysis had shown which data customers would like the device to record. In addition to real-time GPS tracking and body performance collected during the ride, customers want see visualized statistics on their smart device. The new bike computer acts as a highly integrated hub for several sensors built into touring and off-road bikes. The minicomputer is available with different memory sizes: 16GB, 32GB or 64GB.

During the ordering process customers can pick their bike computer's color from more than 16 million choices. The final product comes with two finishing options. The standard version (GPS bike computer) has a matt transparent varnish on top of the color coat. The deluxe version (Deluxe GPS bike computer)

<sup>1</sup> United Nations Sustainable Development Goals until 2030 (<https://www.globalgoals.org/>)  
#9 – Industry, Innovation and Infrastructure  
#12 – Responsible consumption and production

<sup>2</sup> Global Bike is a fictitious model company developed for teaching, researching and co-innovating SAP solutions within SAP's University Alliances program.

# Überarbeitung von Global Bike durch SAP Next-Gen

- Neudesign von Global Bike
  - Start-up Company
  - Fokus auf Mode
  - neue Organisationsstruktur
  - neue Personalstruktur



**Global Bike Company**  
Powered by The Intelligent Enterprise


Draft Version 10<sup>th</sup> July 2019

PUBLIC

THE BEST RUN 

# Korrektur an Überarbeitung durch SAP UCC Magdeburg

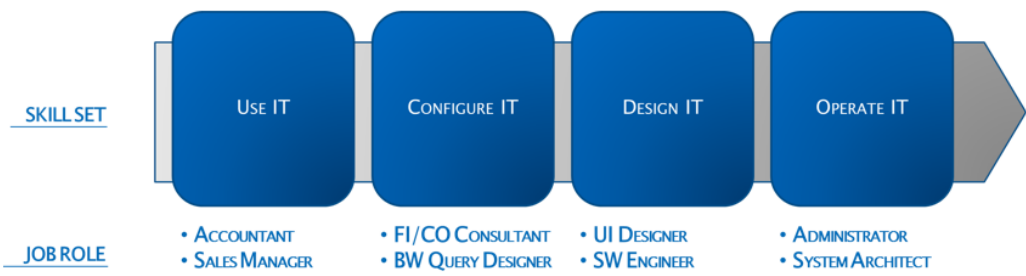
- Anpassung an Global Bike 3.3
  - Kauf einer Start-up Company
  - Fokus auf Fahrräder
  - erweiterte Organisationsstruktur
  - geänderte Personalstruktur
- Hinweis auf moderne Lehrmethoden
- Hinweis auf moderne Lernziele



### Traditional vs. advanced learning skills

Today's global economy comprises both established enterprises and start-up companies. They all rely on graduates of various types of educational institutions with profound skills in their field of expertise such as financial accounting, marketing, computer science, mechanical engineering etc. These basic skills are referred to as traditional skills and focus on how to *use* a given principle, concept or tool in order to apply these to a given business problem.

However, classic learning methods cannot achieve more advanced skills such as *explore, extend, configure, design, code, or operate*. Contradictorily, these are the skills highly requested by start-up companies, industry, government entities as well as non-profit organizations.

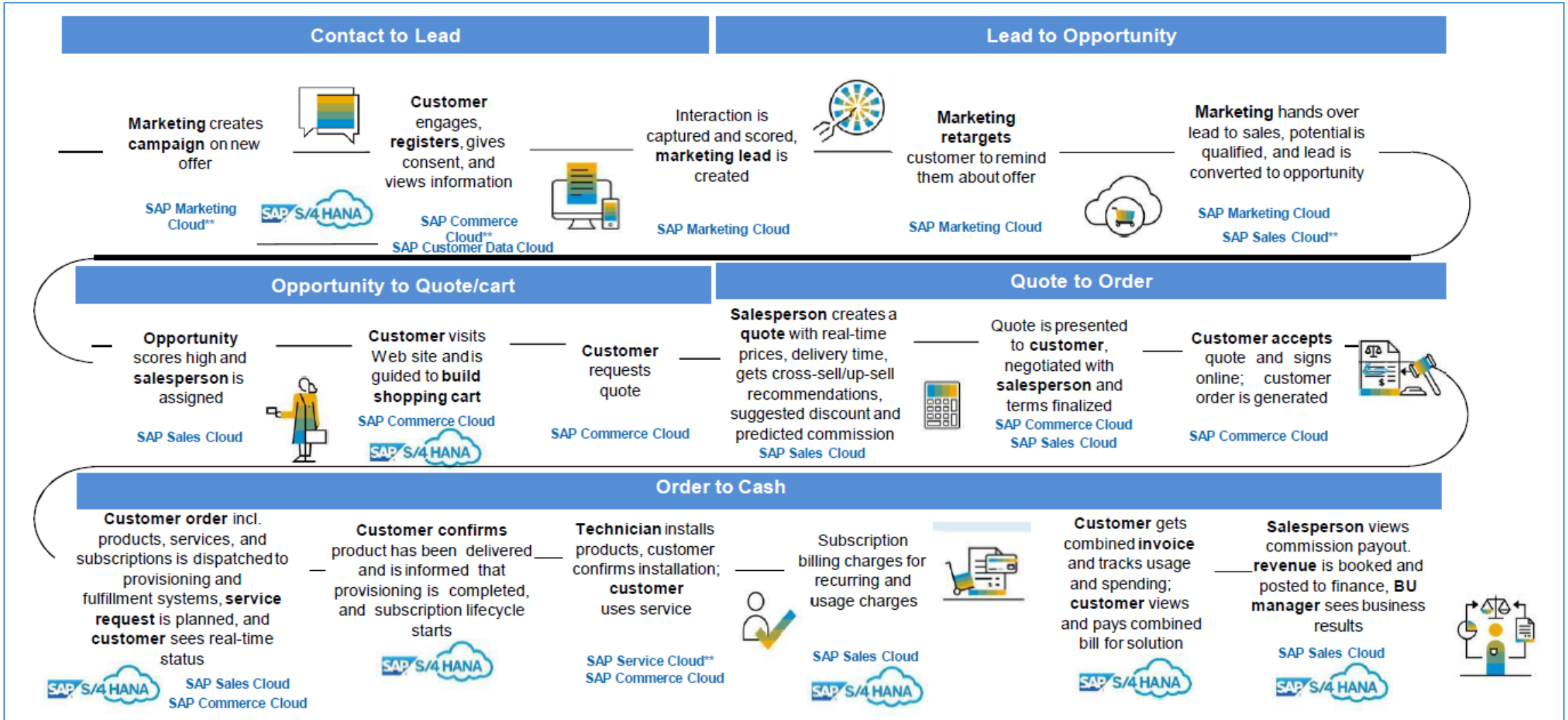


SKILLSET	USE IT	CONFIGURE IT	DESIGN IT	OPERATE IT
JOB ROLE	<ul style="list-style-type: none"><li>• ACCOUNTANT</li><li>• SALES MANAGER</li></ul>	<ul style="list-style-type: none"><li>• FI/CO CONSULTANT</li><li>• BW QUERY DESIGNER</li></ul>	<ul style="list-style-type: none"><li>• UI DESIGNER</li><li>• SW ENGINEER</li></ul>	<ul style="list-style-type: none"><li>• ADMINISTRATOR</li><li>• SYSTEM ARCHITECT</li></ul>

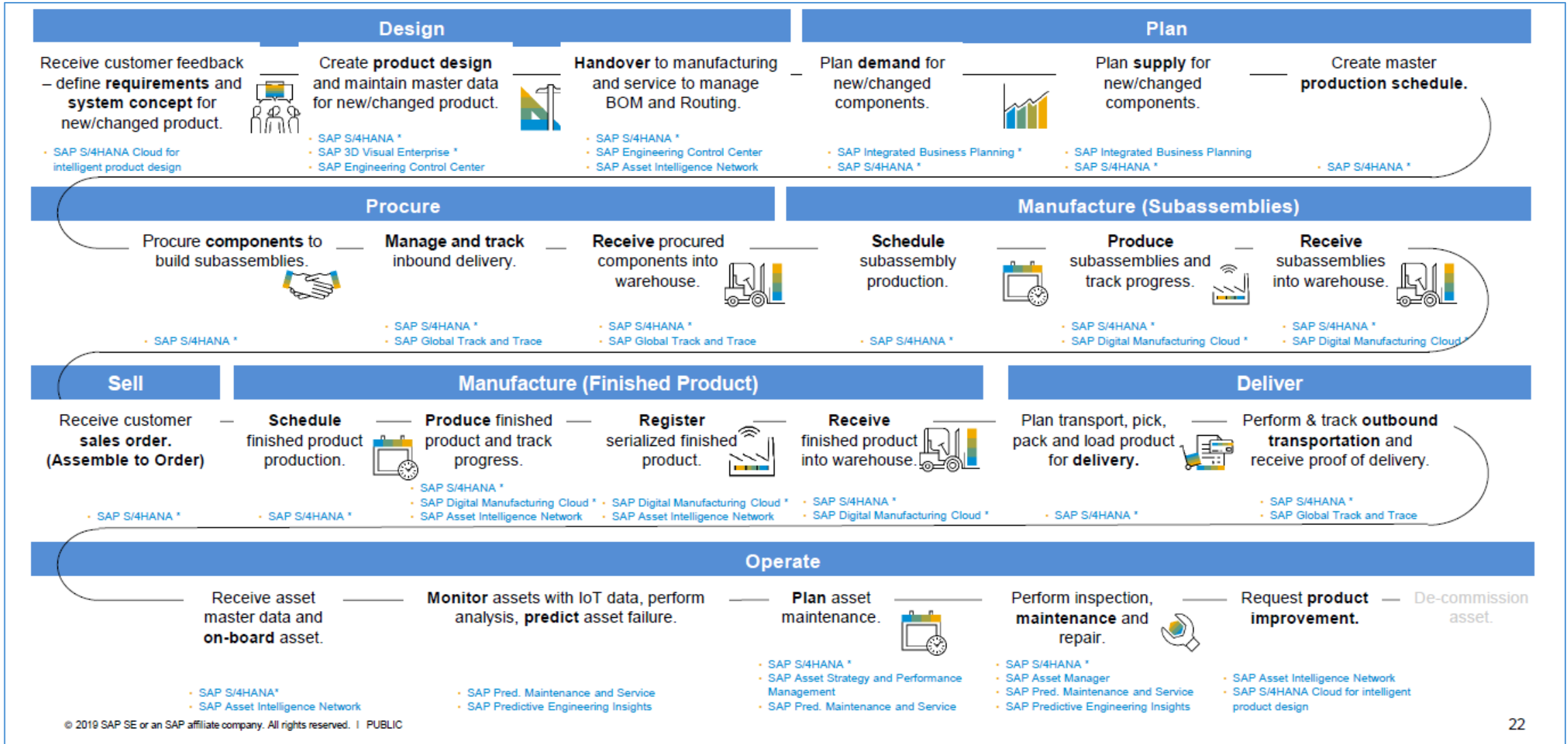
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# Geschäftsprozess 1 – „Lead to Cash“

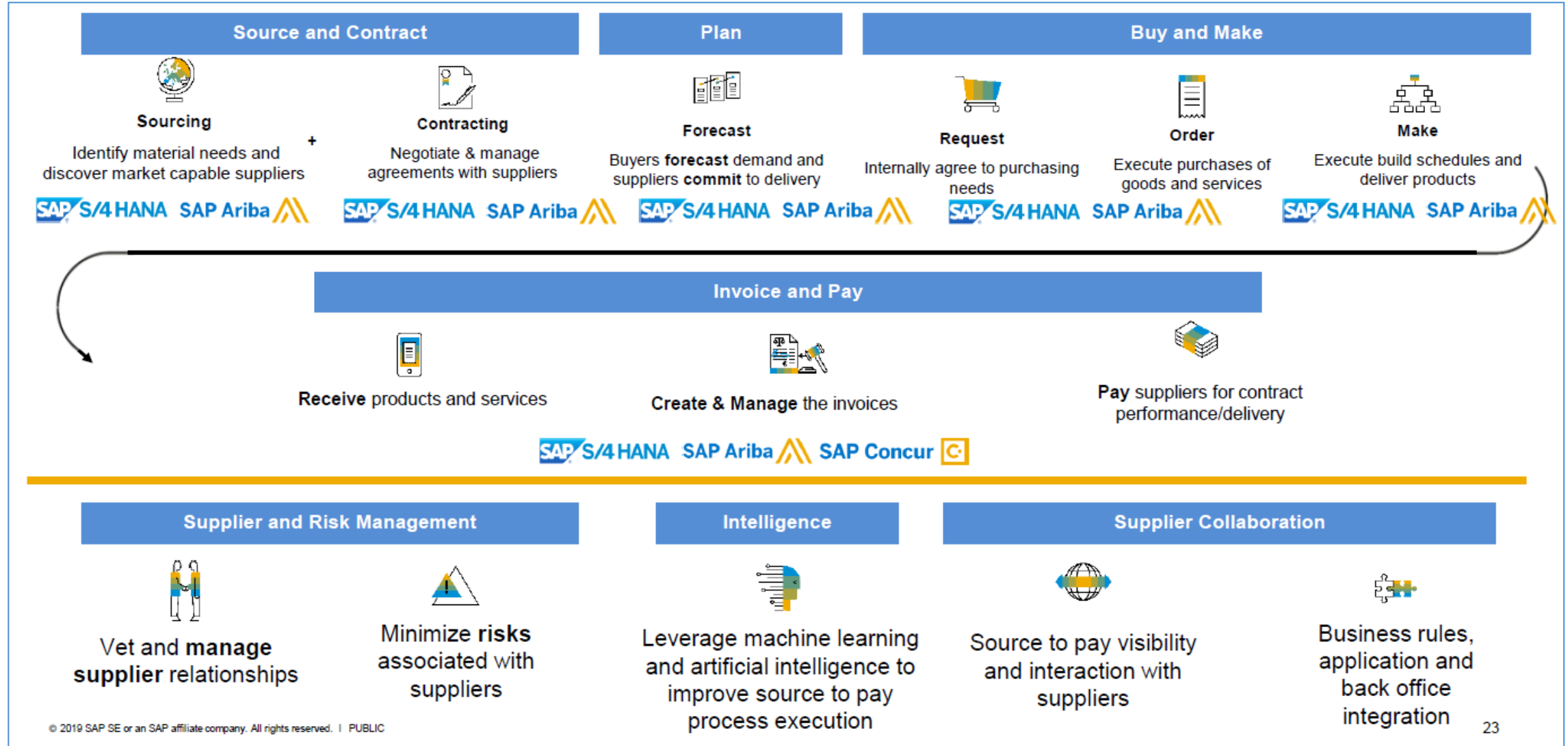


# Geschäftsprozess 2 – „Design to Operate“

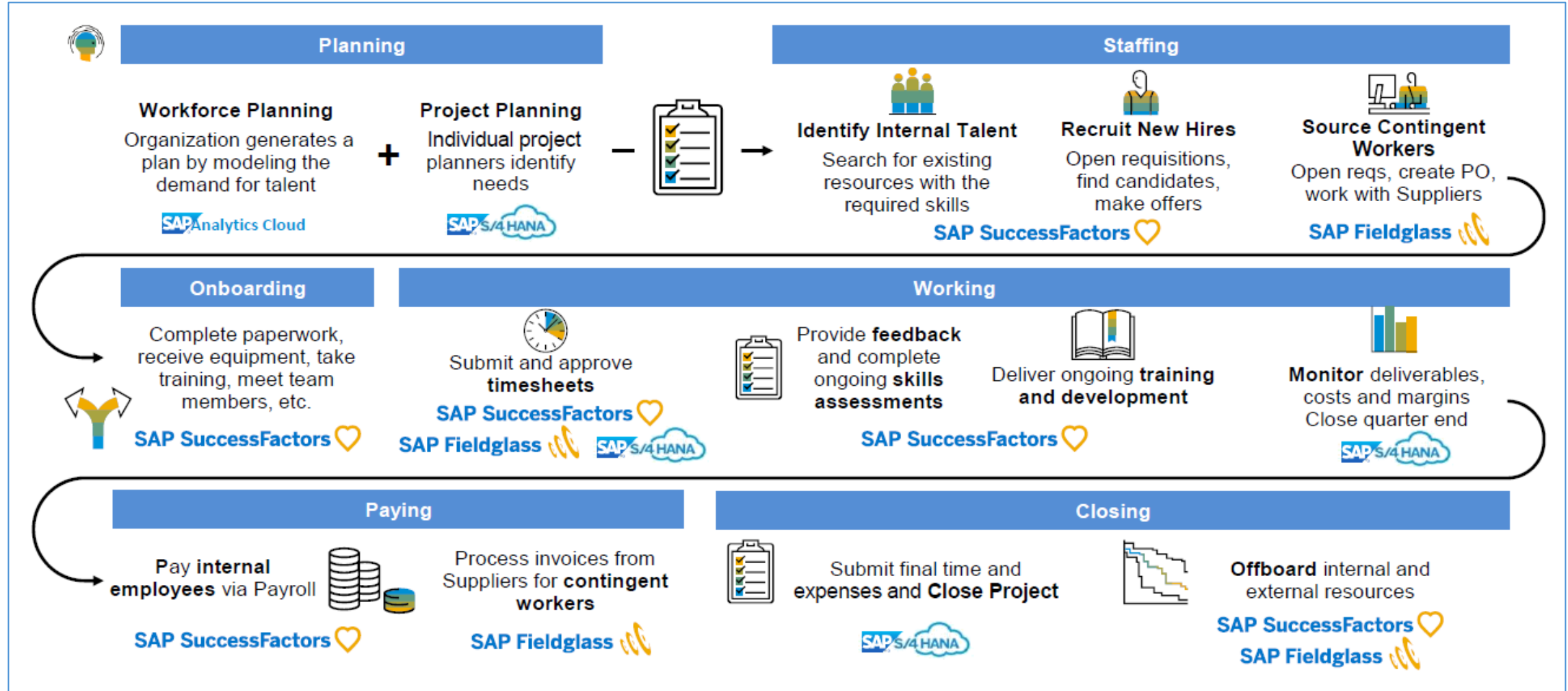




# Geschäftsprozess 3 – „Source to Pay“



# Geschäftsprozess 4 – „Workforce Management“



# Projektanträge (in Arbeit)

- In globalem Telefonat vorgestellt
- Feedback von allen gesammelt
- Überarbeitung bis Mitte September
- Einreichung der Anträge mit Systemanfragen

## Curriculum Project Proposal “Analytics”

A project proposal for SAP Data Warehouse Cloud, SAP Analytics Cloud and SAP S/4HANA

Business Scenario  
Mobility and  
topics in urban  
citizens want  
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Business Scenario  
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## Curriculum Project Proposal

### “Lead to Cash”

An integrative case scenario for SAP S/4HANA and SAP S/4HANA

## Curriculum Project Proposal

### “Design to Operate”

An integrative case for Internet of Things, Industry 4.0 and Supply Chain Management

– Authors: Christian Bischof, Chris Reich, Stefan Weidner –

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