



SAP® Digital Supply Chain

# SAP Enterprise Product Development

Product Overview: PLM Cloud tools supporting your Digital Thread

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PUBLIC

THE BEST RUN 

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# Agenda

- **Introduction**
- Product Overview
- Key Capabilities
- Product Roadmap
- Additional Collateral

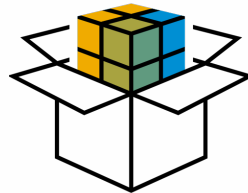


# Introduction

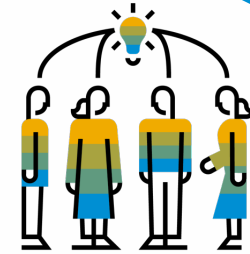
## Objectives for today



Present a good handful of teasers and small snapshots of the EPD solution capabilities so that the audience comes back to us to learn more



Explain how SAP Enterprise Product Development extends the SAP PLM offering into the cloud, and what the most important features of this new portfolio are.



Get enough time to show use cases and perhaps a short video or two. And to have a short Q&A.

# Agenda

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## Video: Enterprise Product Development intro

<https://youtu.be/GeuZUVHYFMc>



# The portfolio with PLM in S/4HANA, Enterprise Product Development (EPD) and SAP partner solutions provides end-to-end processes required to develop innovative products support the Digital Thread

## PLM in S/4HANA



**PLM in S/4HANA**  
(like EPF, EPE, ECTR, PPG)  
as the system of record\* for  
formulation and packaging and  
downstream business process  
integration.

\*GxP-compliant

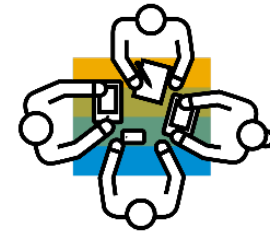
## SAP EPD



**SAP Enterprise Product Development**  
extends capabilities into the Cloud as the  
system of differentiation & innovation for  
collaborative product development.

**SAP Business Technology Platform**  
as Foundation for Innovation

## SAP Partners



**Regulatory solutions** to address IDMP  
and UDI regulations

**Label extensions** for  
nutritional labels

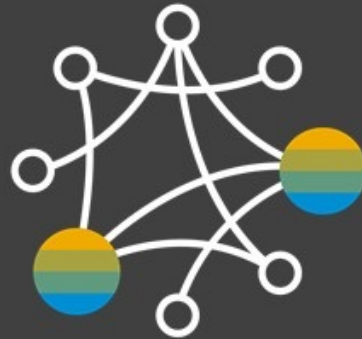
**Siemens Teamcenter**  
for discrete industries

...

## PLM in SAP S/4HANA PCE



## PLM capabilities in Private Cloud



- SAP Enterprise Product Engineering & Formulation (**EPE & EPF**)
- SAP Engineering Control Center (**ECTR**)
- SAP Product Data/Lifecycle Management Integration (**PDMI & PLMSI**)
- SAP Advanced Variant Configuration (**AVC**)
- SAP Product Compliance
- SAP Enterprise Portfolio and Project Management (**EPPM**)
- SAP Product and Process Governance by BDF (**PPG**)

- SAP Teamcenter by Siemens, private cloud edition
- SAP Product Lifecycle Costing, private cloud edition

## PLM capabilities in Public Cloud



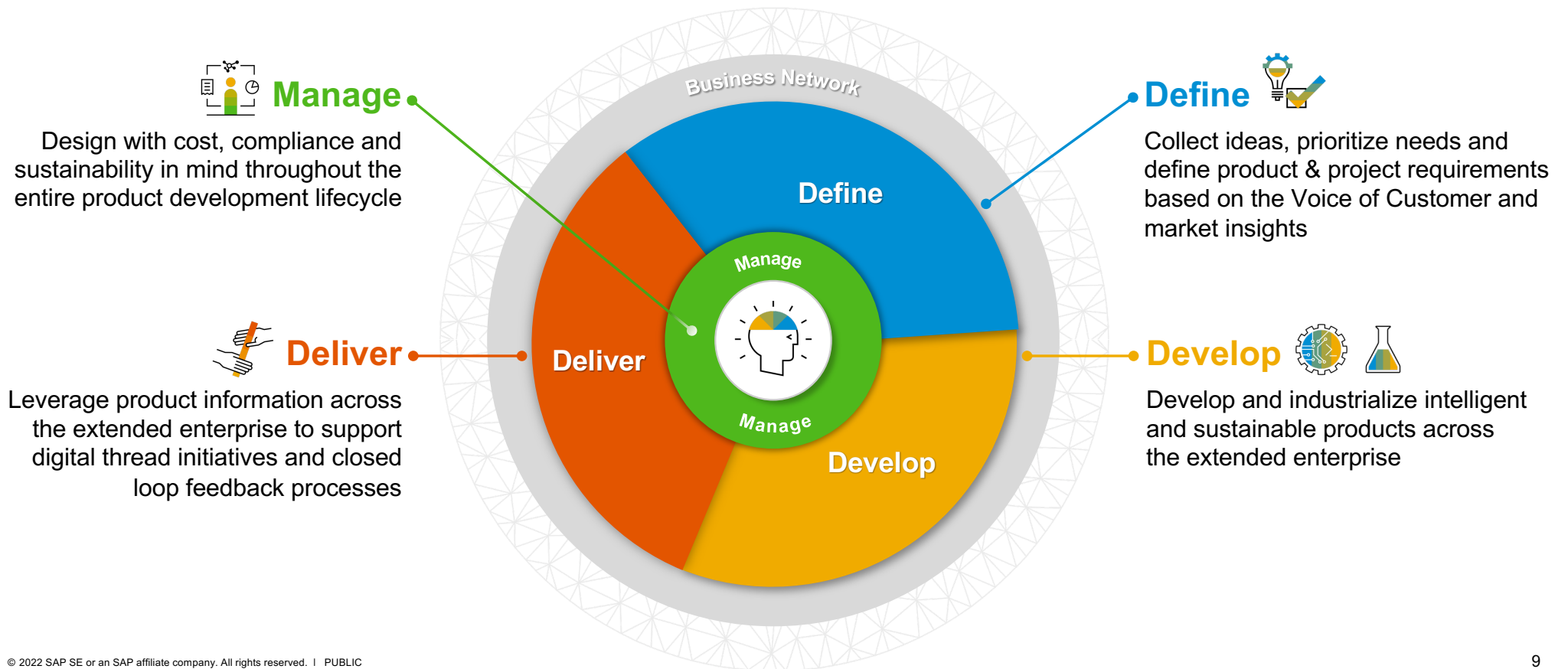
- SAP Enterprise Product Development (**EPD**)
- SAP Responsible Design and Production (**RDP**)
- SAP S/4HANA Cloud for Projects (**C4P**)
- SAP S/4HANA Cloud for product change management \*

\* only in combination with S/4HANA Cloud



# SAP Product Lifecycle Management Solution Portfolio

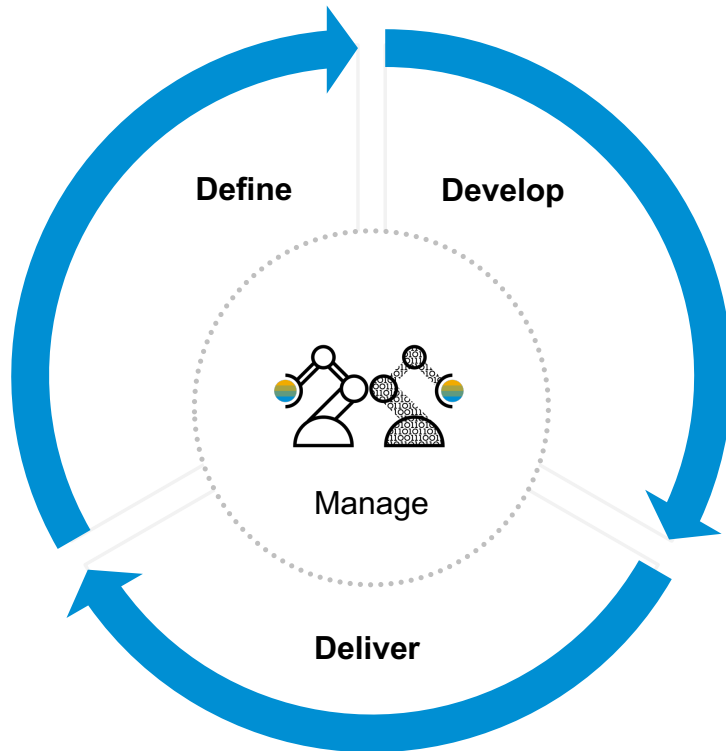
Support Industry 4.0 and Design to Operate processes by leveraging an integrated solution for product, asset & service lifecycle management via a combination of on-premise, cloud and partner extensions.





# SAP Enterprise Product Development is a SaaS PLM suite that enables our customers to Define, Develop and Deliver Innovative & Sustainable products.

## High-level Product Capabilities



### Define

Collect ideas, prioritize needs and define product & project requirements based on the Voice of Customer and market insights



### Develop

Develop and industrialize intelligent and sustainable products across the extended enterprise



### Deliver

Leverage product information across the extended enterprise to support digital thread initiatives and closed loop processes



### Manage

Develop product data with cost, compliance and sustainability in mind throughout the entire product development lifecycle

# Agenda

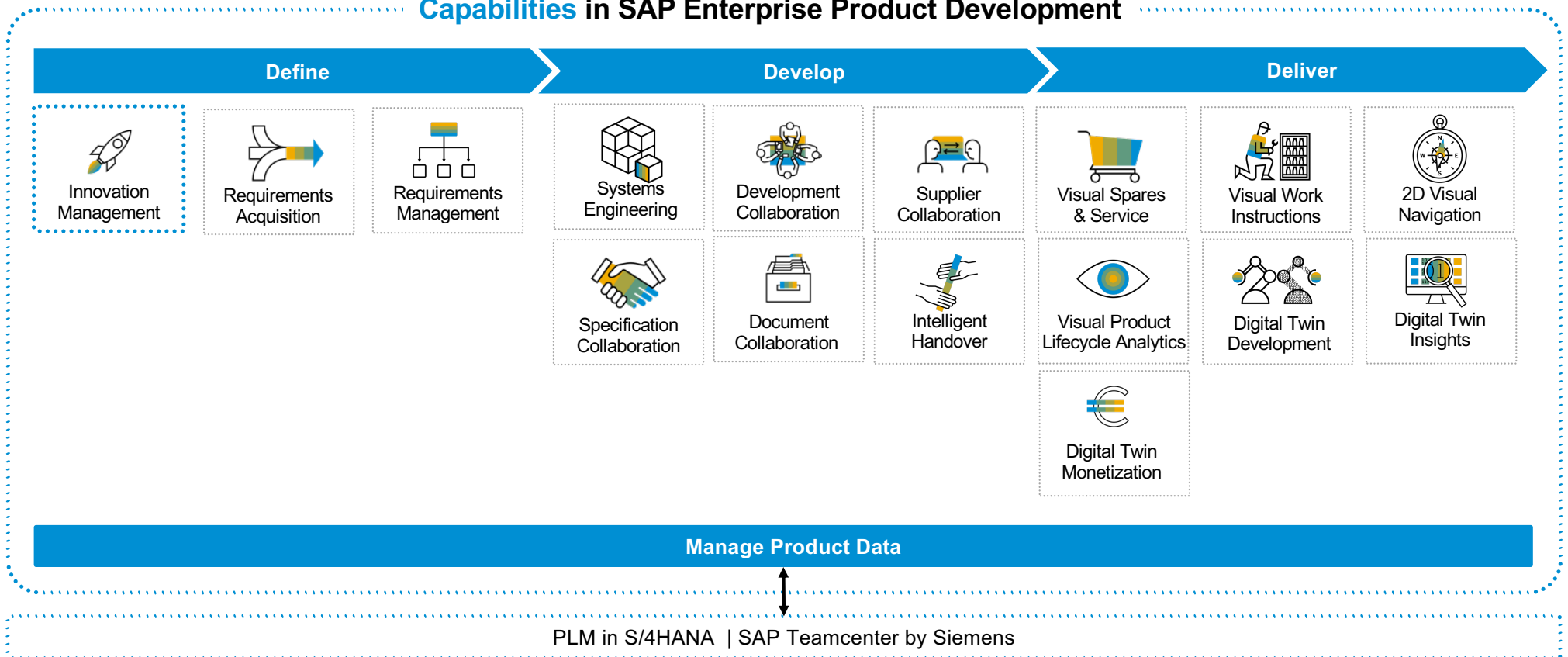
- Introduction
- Product Overview
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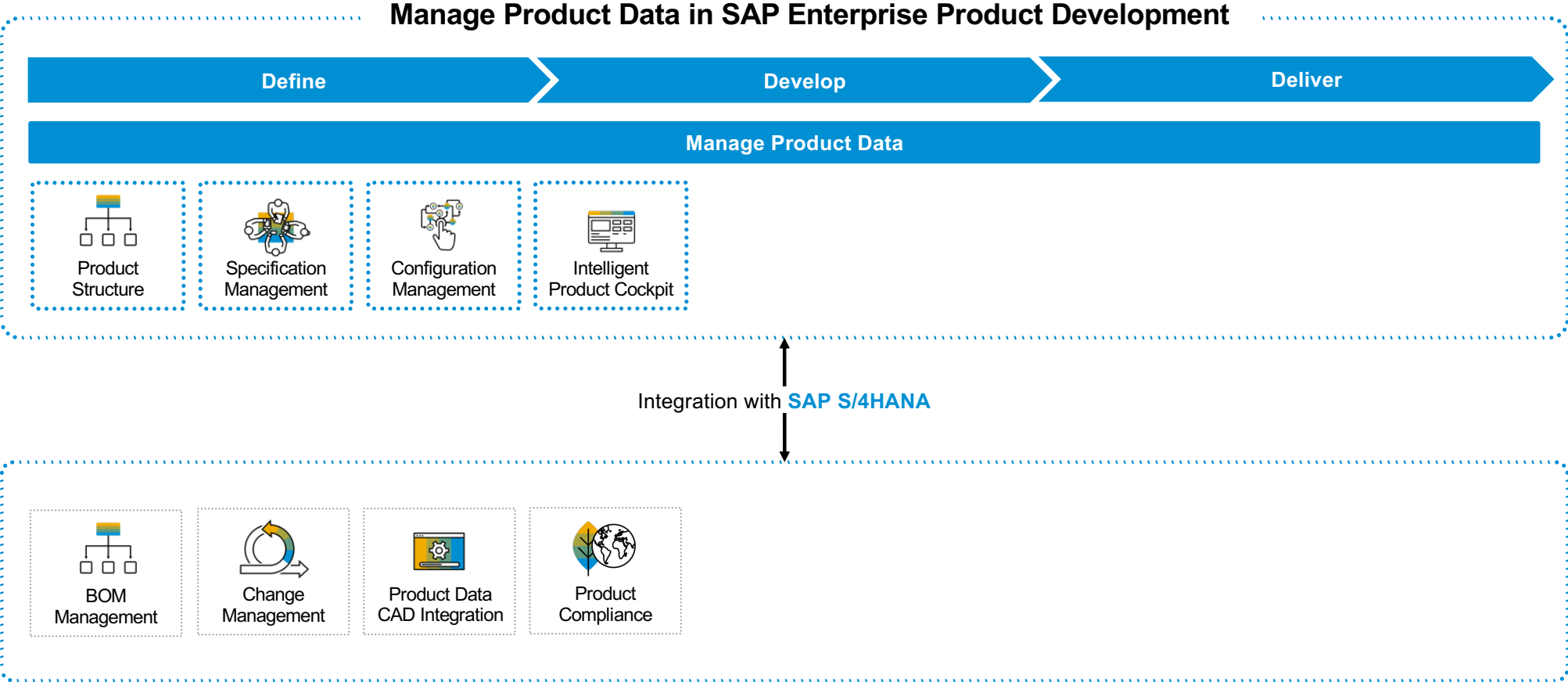
# The business processes in EPD are designed to help our customers address the needs of digital product development organizations.

## Capabilities in SAP Enterprise Product Development





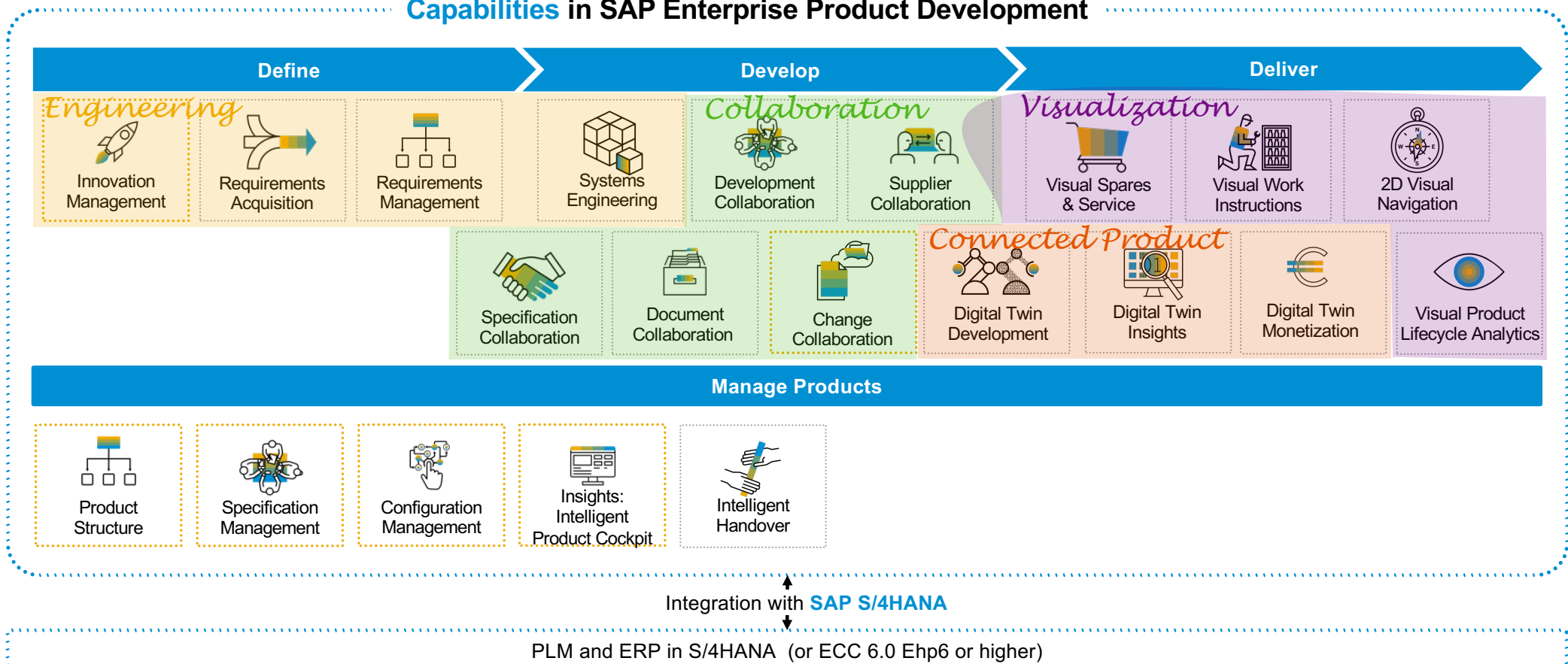
The foundation is designed to gradually extend the functional coverage to manage product data across the extended enterprise.



# SAP Enterprise Product Development

## Extend SAP PLM Offering into the Cloud

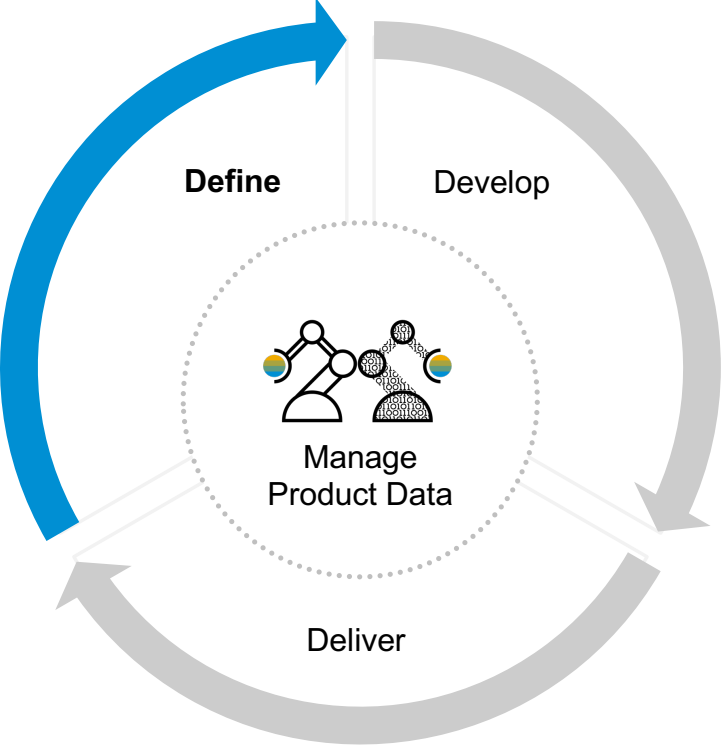
### Capabilities in SAP Enterprise Product Development





# The “Define” process area enables product teams to engineer detailed requirement models based on business and customer needs.

## Overview



### Define

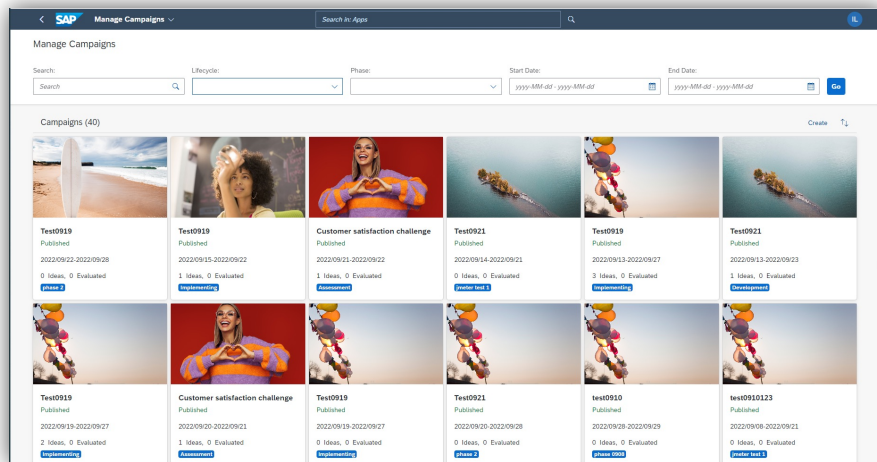
Collect ideas, prioritize needs and define product & project requirements based on the Voice of Customer and market insights.



# Innovation Management will enable product teams to run crowd innovation campaigns to identify new product development needs

## Business Outcomes

“As a **Product Innovation Manager**, I want to manage the process to capture, structure, enrich and evaluate ideas to take the right investment decisions to improve the product experience.”



## Process Highlights



Effectively manage the innovation pipeline to generate and evaluate ideas



Turns ideas into concepts faster through integrated collaboration tools



Drive innovation enthusiasm and generate a multitude of new ideas via targeted campaigns



Collaboratively enhance ideas and rank them to find the optimum for further processing



Seamless integration with SAP EPD Requirements Acquisition

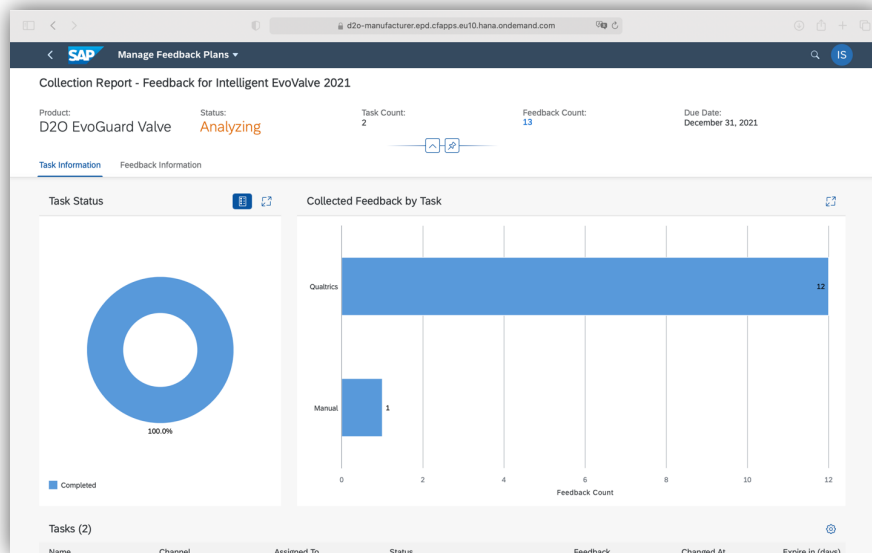




# Requirements Acquisition enables product teams to obtain product feedback and manage needs based on insights from various feedback channels.

## Business Outcomes

“As a **Product Manager**, I want to create product development Needs based on market insights and customer feedback to **grow market share**.”



## Process Highlights



**Create and manage feedback plans**, including collecting feedback from various sources



Enable the extended enterprise to **submit feedback** and improvement ideas



**Analyze feedback** using machine learning for an automated classification



**Create and prioritize needs** to capture useful plans for product improvement



**Create requirements** based on needs, and link needs to requirements



# Requirements Management enables product teams to manage product requirement structures including an end-to-end impact analysis.

## Business Outcomes

“As a **Requirements Engineer**, I want to define requirement models, detail out specifications and understand the impact of change to **lower lifecycle cost**.”

| Title ID | Name                                | Code       | Risk      | Status       |
|----------|-------------------------------------|------------|-----------|--------------|
| 1.       | Basic Conditions                    | REQ_0...   | Low       | Defined      |
| 2.       | Specific Requirements               | REQ_0...   | Medium    | Verified     |
| 2.1      | Required Sealing Systems            | REQ_0...   | Medium    | Approved     |
| 2.1.1    | Radial Sealing                      | REQ_0...   | Low       | Approved     |
| 2.1.2    | Shaft Sealing                       | REQ_0...   | Low       | Approved     |
| 2.1.3    | Axial Sealing                       | REQ_0...   | Low       | Approved     |
| 2.1.4    | Hatch Sealing                       | REQ_0...   | Medium    | To be review |
| 2.2      | Dynamic Sealing                     | REQ_0...   | Medium    | Verified     |
| 2.3      | Identification Sealing State        | REQ_0...   | Low       | Verified     |
| 2.3.1    | Control Head Evaluation             | REQ_0...   | Low       | Defined      |
| 2.3.2    | Value Area for Stature              | REQ_0...   | Low       | Approved     |
| 2.3.3    | Value Propagation                   | REQ_0...   | Low       | Approved     |
| 2.3.4    | Seal Replacement                    | REQ_0...   | Undefined | Approved     |
| 2.3.5    | Reduced Maintenance cost            | REDUC...   | Medium    | Draft        |
| 2.3.6    | Intelligent Seal sensor             | INTELLI... | Medium    | Draft        |
| 2.4      | Components Usage                    | REQ_0...   | Medium    | Approved     |
| 2.4.1    | M12 Plug                            | REQ_0...   | Low       | Verified     |
| 2.4.2    | CoP and Replacement                 | REQ_0...   | Medium    | Verified     |
| 2.4.3    | Check Function if multiple sealings | REQ_0...   | Medium    | Verified     |

Specification Intelligent Valve  
Requirements Document View  
Info 2 2 Dependencies Diagrams  
General  
Name: Specification Intelligent Valve  
Code: SPECIFICATION\_INTELLIGEN  
T\_VALVE  
Default view:   
Version Info

## Process Highlights



**Manage requirements** in a central repository and share requirements with suppliers & business partners



Assess the **quality of requirements** based on defined criteria



**Launch an impact and lineage analysis** on requirements, model objects and associated objects



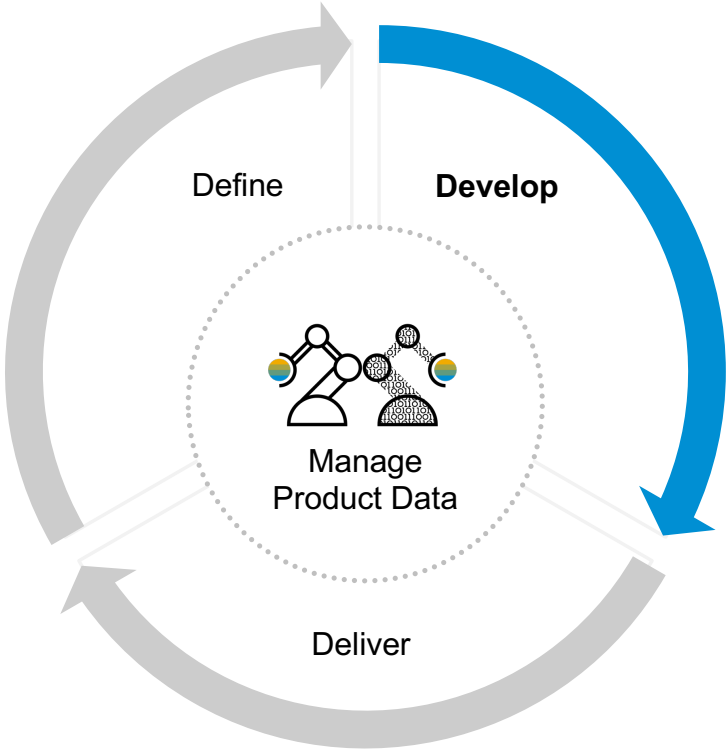
**Edit one requirement model concurrently** across the extended enterprise



**Import and export requirements** based on standard formats, like Requirements Interchange Format

# The “Develop” process area enables product teams to detail out and implement product architectures and models.

## “Develop” Overview



### Develop

Develop and industrialize intelligent and sustainable products across the extended enterprise.

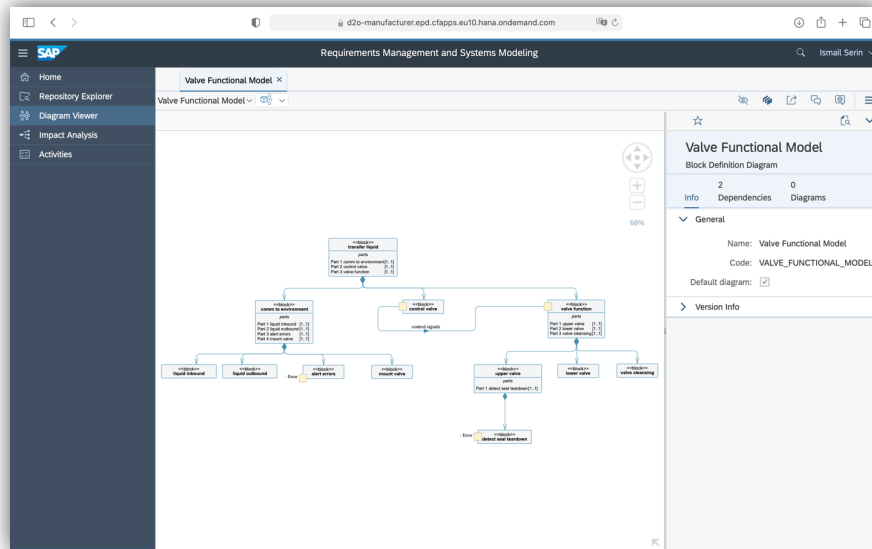
|                                 |                               |                            |                            |
|---------------------------------|-------------------------------|----------------------------|----------------------------|
| <br>Systems Engineering         | <br>Development Collaboration | <br>Document Collaboration | <br>Supplier Collaboration |
| <br>Specification Collaboration | <br>Intelligent Handover      | <br>Change Collaboration   |                            |



# Model-based Systems Engineering enables product teams to manage complex systems across the extended enterprise.

## Business Outcomes

“As a **Systems Engineer**, I want manage the increasing product complexity with modeling capabilities to design to **lower lifecycle cost**.”



## Process Highlights



**Create and manage system architectures and behavior** based on the standard language SysML



**Define and visualize** object links on the objects and in a dependency matrix



**Analyze change impacts** on various business objects



**Collaborate** with system engineering partners across the extended enterprise



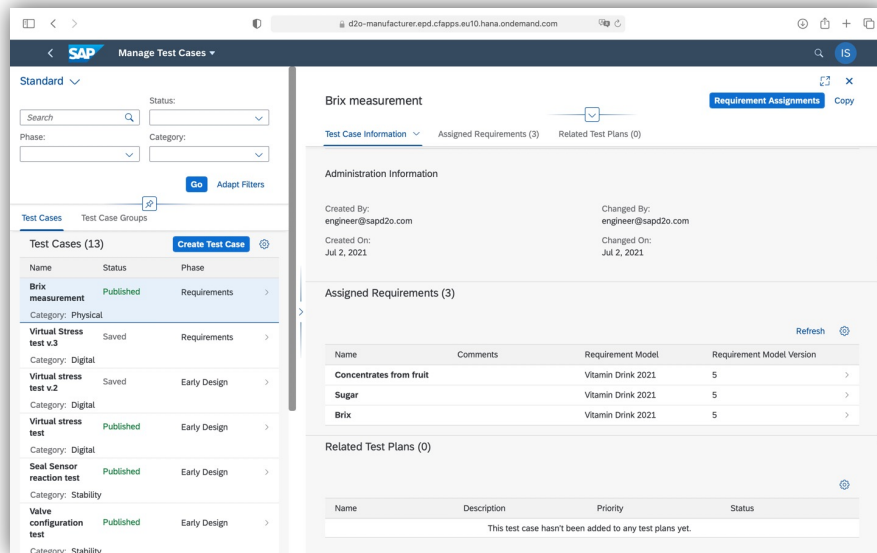
**Define product features and variants** in an early development phase



# Product Verification & Validation enables product teams to physically and virtually test the product against the specific requirements.

## Business Outcomes

“As a **Quality Manager**, I want to define & execute tests and ensure a 100% test coverage of requirements to ensure **the voice of customer** is considered in high quality products.”



## Process Highlights



Plan and execute **virtual or physical tests** against product requirements



Organize test cases into **test plans** and define the **test executions**



Track **testing** progress and execution results



Record **test results**



Check **test case coverage** of a requirement model



# Development Collaboration enables product teams to collaborate with the extended enterprise, to develop and change products.

## Business Outcomes

“As a **Product Developer**, I want to detail out product data and collaborate with business partners across the extended enterprise to **lower product and lifecycle cost.**”

The screenshot shows the SAP Product Engineering interface. On the left, there's a sidebar with 'Product Engineering With Co-Man' and 'ENG (ENGG)'. Below it, there's a list of 'Shared Product Data (6)' including 'Order Bill of Material', 'BOM-QM7-002', and several materials like '110', '136', 'BIKE\_MODEL', 'CAR\_V', 'MODEL\_BIKE\_35', and 'REAR\_WHEEL'. The main area displays the 'CAR\_V' BOM with a table of items.

| Item | Item Category | Component  | Item Text         | Quantity | Component Unit of Measure | Valid From  | Valid To     | Change Number | Status  | Comment | Sort String |
|------|---------------|------------|-------------------|----------|---------------------------|-------------|--------------|---------------|---------|---------|-------------|
| 0010 | L             | ENGINE_V   | engine            | 1        | EA                        | Jan 1, 1970 | Dec 31, 9999 | RK_PE         |         |         |             |
| 0020 | L             | CHASSI_S_V | chassis versioned | 1        | EA                        | Jan 1, 1970 | Jan 1, 1970  | RK_PE         |         |         |             |
| 0030 | L             | WHEEL_V    | wheel             | 4        | EA                        | Jan 1, 1970 | Dec 31, 9999 | RK_PE         | Edited  |         | 3           |
| 0040 | L             | NAVIGATION | Navigation        | 1        | EA                        | Jan 1, 2021 | Jan 1, 2022  | RK_PE         | Created |         | 4           |

## Process Highlights



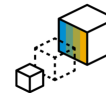
**Share business objects and documents** across disciplines and enterprise borders



**Add business objects** as references to a collaboration and establish a single source of truth



**Import BOMs from S/4HANA** and perform collaborative redlining



**Collaboratively redline** and visually annotate 2D/3D design models. Integration with SAP ECTR



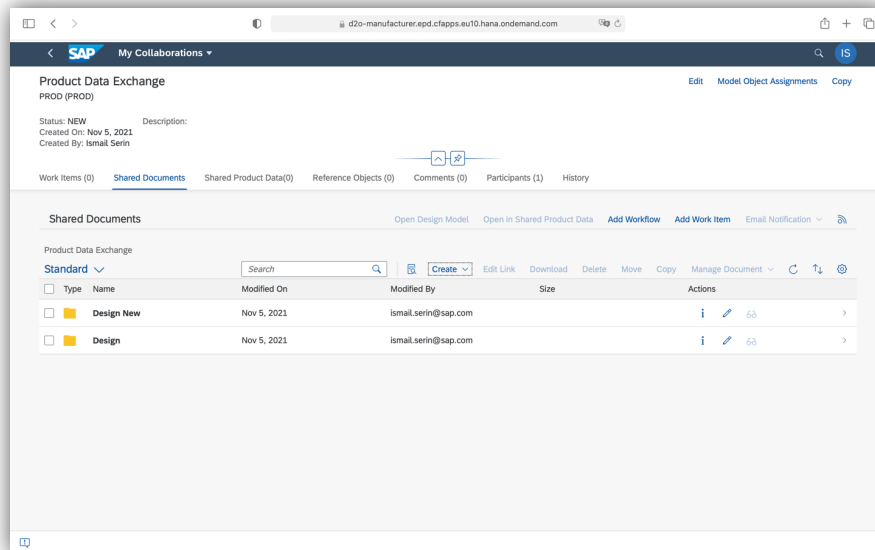
**Create and leverage workflows** with safe exchange of information across the extended enterprise



# Document Collaboration enables product teams to exchange documents across the extended enterprise.

## Business Outcomes

“As a **Product Developer**, I want to collaborate with team members and business partners to exchange and collaborate on documents to **reduce lifecycle cost**.”



## Process Highlights



**Create and use virtual** spaces to collaborate with people across the extended enterprise



**Store, share, and review** engineering documents in collaborations



**Manage document versions** by creating one or more versions for the base version of a file



**Upload documents** from the document management system in S/4HANA



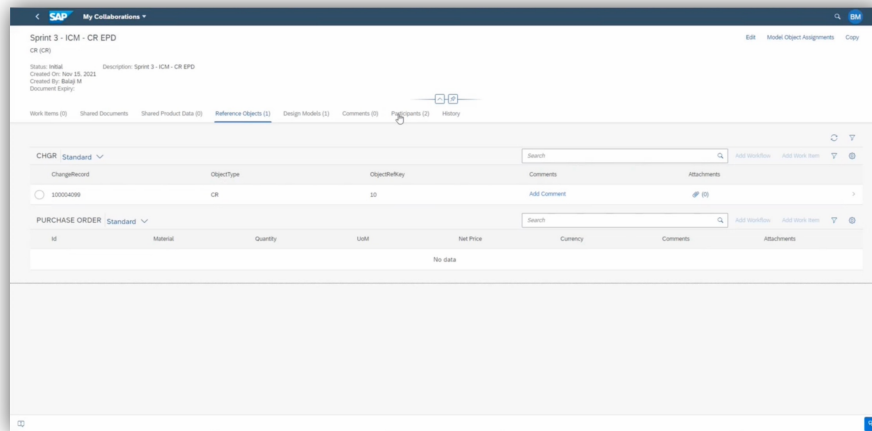
**Create robust workflows** including an integrated task management to support collaboration



# Change Collaboration enables product teams to manage product changes across the extended enterprise.

## Business Outcomes

“As a **Change Controller**, I want to manage product changes in a single source of truth and collaborate with business partners across the extended enterprise to **enable faster time to market** and **reduce costs**.”



## Process Highlights



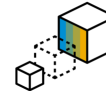
**Create and use virtual** spaces to collaborate with people across the extended enterprise



**Assign change records** as references to a collaboration and establish a single source of truth



**Share and review documents** across disciplines and enterprise borders directly from S/4HANA change records



**Collaboratively redline** and visually annotate 2D/3D design models. Integration with SAP ECTR



**Workflow driven collaboration** with suppliers, design partners and contract manufacturers for safe exchange of information

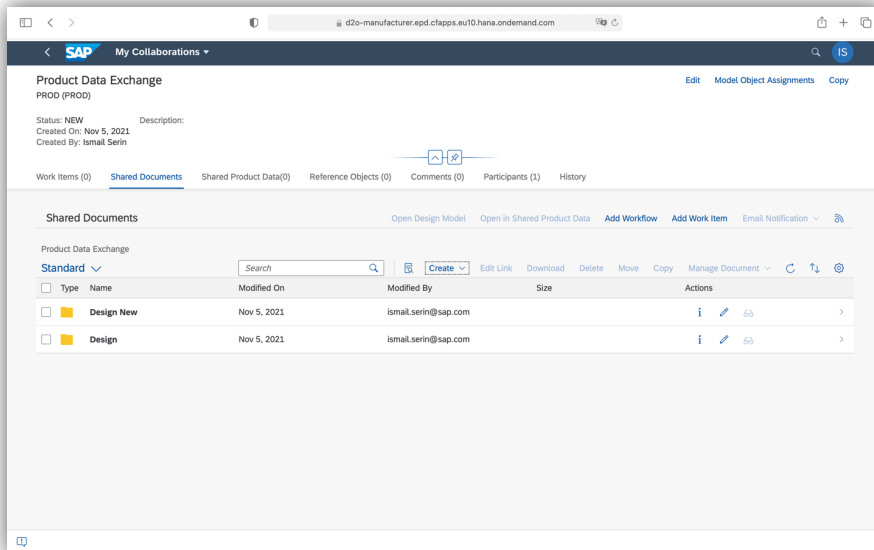




# Supplier Collaboration enables product teams to collaborate with Suppliers and Vendors to "exchange" product data for RFX processes.

## Business Outcomes

“As a **Technical Buyer or Seller**, I want to exchange product data (e.g., BoM's, Specifications, Documents) and manage the RFX process to **lower product costs.**”



## Process Highlights



**Create collaborations** and invite suppliers from Ariba to exchange product data



**Link collaborations** to RFX projects in Ariba



**Flexible search and filter** options to navigate to the right collaboration across multiple suppliers



**Workflow driven collaboration** with suppliers for safe exchange of information



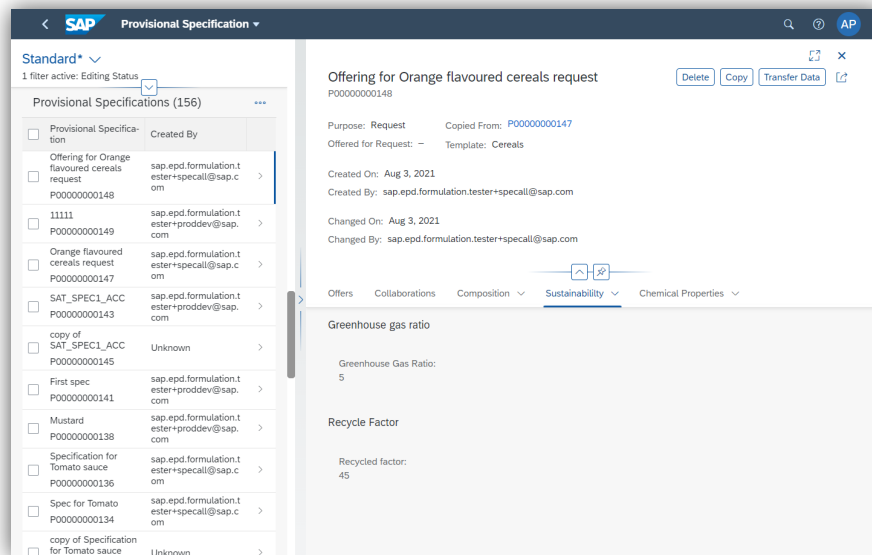
**Bi-directional exchange** of documents from S/4HANA Document Management System



# Specification Collaboration enables product teams to exchange specification information with suppliers and other line of businesses.

## Business Outcomes

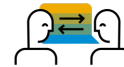
“As a **Product Developer**, I want to manage all product specification information in a single source of truth including greenhouse gas information to **lower lifecycle costs** and **decarbonize products**.”



## Process Highlights



**Collaborate on provisional specifications** with suppliers to shorten the time for final specification



**Assign a Provisional Specification** to collaborations to exchange with suppliers



**Transfer Data from a Provisional Specification** back to the source system to use in recipes



**Load Value Sets for Specification** from the source system to work with provisional specifications



**Store greenhouse gas** emissions as provisional specifications



# Intelligent Handover enables the engineering teams along the product lifecycle to transform and synchronize the digital product model end-to-end

## Business Outcomes

“As a **Production Engineer**, I want to define routings, component allocations and the effectivities of the M-BoM components, uncoupled from ongoing engineering releases.”

| Material                 | Description   | Quantity | Status | Material                  | Description   | Quantity | Status |
|--------------------------|---------------|----------|--------|---------------------------|---------------|----------|--------|
| 0230-225-100101-BIKE     | Bike Assembly | 1.000    | ⊕      | 0230-225-100101-BIKE      | Bike Assembly | 1.000    | ⊕      |
| 0230-225-100102-CHASSIS  | Chassis       | 1.000    | ⊕      | 0230-225-100112-FORK_ROD  | Fork Rod      | 1.000    | ⊕      |
| 0230-225-100113-FORK_R   | Fork Rod      | 1.000    | ⊕      | 0230-225-100113-FRAME     | Frame         | 1.000    | ⊕      |
| 0230-225-100103-FRAME    | Frame         | 1.000    | ⊕      | 0230-225-100103-WHEEL     | Wheel         | 2.000    | ⊕      |
| 0230-225-100103-WHEEL    | Wheel         | 2.000    | ⊕      | 0230-225-100104-ENGINE    | Engine        | 1.000    | ⊕      |
| 0230-225-100106-TYRE     | Tyre          | 1.000    | ⊕      | 0230-225-100105-FUEL_TANK | Fuel Tank     | 1.000    | ⊕      |
| 0230-225-100107-RIM      | Rim           | 1.000    | ⊕      | 0230-225-100115-SEAT      | Seat          | 1.000    | ⊕      |
| 0230-225-100109-SPOKES   | Spokes        | 25.000   | ⊕      | 0230-225-100116-HANDLE    | Handle        | 1.000    | ⊕      |
| 0230-225-100104-ENGINE   | Engine        | 1.000    | ⊕      |                           |               |          |        |
| 0230-225-100105-FUEL_TAN | Fuel Tank     | 1.000    | ⊕      |                           |               |          |        |
| 0230-225-100115-SEAT     | Seat          | 1.000    | ⊕      |                           |               |          |        |
| 0230-225-100116-HANDLE   | Handle        | 1.000    | ⊕      |                           |               |          |        |

“As a **Production Engineer**, I want to ensure a consistent production system by an integrated change process with (semi-) automated synchronization with conflict handling”

## Process Highlights



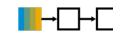
Integration with **change record** and **configuration management** ensures flexibility and consistency at the same time



Rule based and **AI/ML** supported **BoM** and **Routing** proposal **generation** and conflict solving capabilities



Integration with the EPD Visualization service to enable a **visual handover**



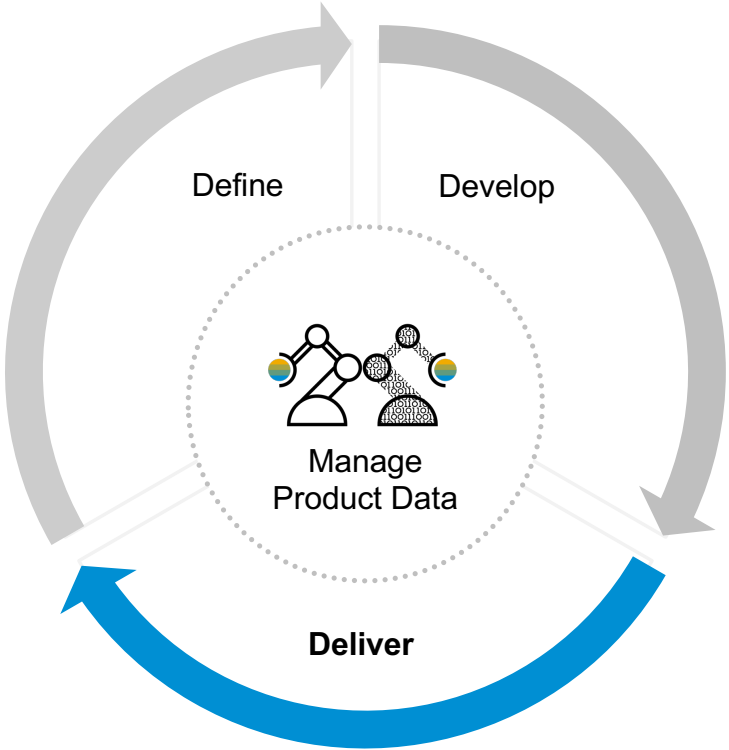
Synchronization of **E-BoMs**, **M-BoMs**, **Order- or Project-BoMs** as well as **Transport-, Installation and Service-BoMs**



Handover Integration to **Advanced Variant Configuration** to Support Object Dependency movement from Source to Target

# The “Deliver” process area enables product teams to provide innovative after-market services to improve the product experience.

## “Deliver” Overview



### Deliver

Leverage product information across the extended enterprise to support digital thread initiatives and closed loop processes.

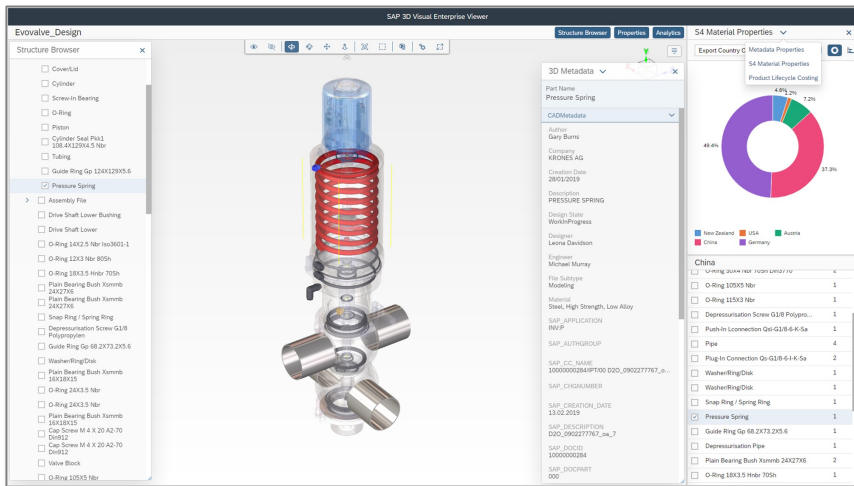
|                              |                              |                               |  |
|------------------------------|------------------------------|-------------------------------|--|
| <br>Visual Spares & Service  | <br>Visual Work Instructions | <br>2D Visual Navigation      | <br>Visual Product Lifecycle Analytics |
| <br>Digital Twin Development | <br>Digital Twin Insights    | <br>Digital Twin Monetization |  |



# Visual Product Lifecycle & Asset Analytics enables key business decisions by providing access and visibility to business data, insights and actions

## Business Outcomes

“As a **Product Manager**, I need to shorten the new product introduction process by having product lifecycle insights of new & legacy product master data from Design to Service.”

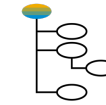


“As an **Asset Operator**, I want to reduce downtime of critical assets by making timely maintenance decisions based on operational master data and visual asset insights.”

## Process Highlights



**Import** 3D Computer Aided Design (CAD) product & 3D Building Information Modeling (BIM) ISO 16739 data



**Associate** 3D Product, 3D Building Information Modeling (BIM) and 3D Asset visualizations with enterprise master data from Design to Operations



**Apply Materials** to enhance 3D visualization



**Author Views** to showcase enterprise analytic queries from Design to Operations



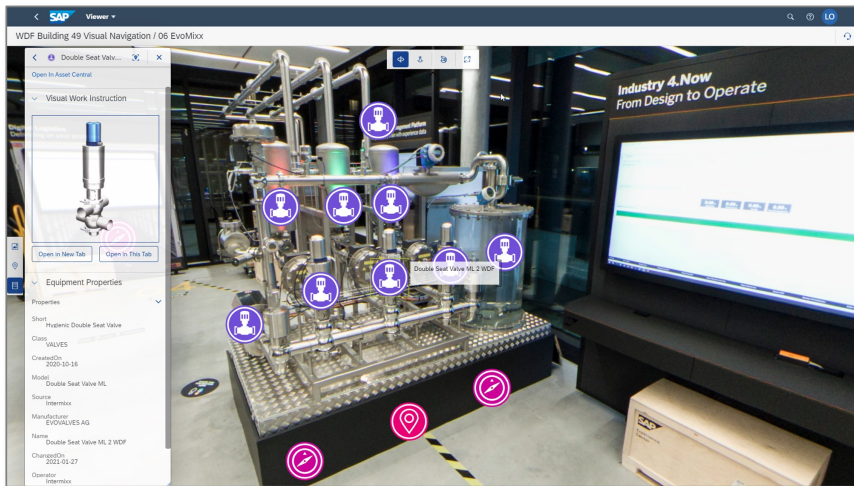
**View 3D** visualizations within Product Lifecycle & Asset Analytics template to access predefined product, manufacturing, or maintenance queries relevant for a particular business persona



# 2D Visual Navigation enables quick access and insights to operational data of assets, plants and buildings via interlinked 2D & 360 panoramic images

## Business Outcomes

“As a **Maintenance Planner**, I want to reduce downtime of critical assets by making timely maintenance decisions based on operational master data of brownfield assets.”



“As a **Maintenance Technician**, I want to quickly locate and identify key assets and understand the operational environment in which, I am to perform the various maintenance tasks assigned within my Work Orders.”

## Process Highlights



**Import** 2D raster & 360 panoramic images



**Drag & Drop** 2D & 360 panoramic images to quickly create interactive navigation links and virtual tours



**Drag & Drop** 2D mapped symbols to link enterprise technical data connects such as hierarchies (Locations, Equipment and Spare Parts)



**Preview** predefined Card Templates to validate Locations, Equipment and Spare Parts properties are displayed when a 2D symbol is selected



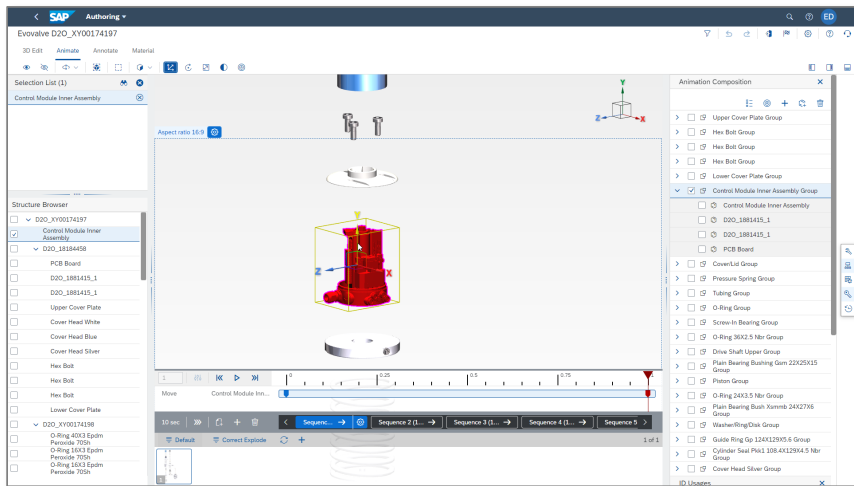
**View 2D Navigation** within a predefined Template & Cards to access all the relevant Locations, Equipment and Spare Parts information



# Visual Work Instructions enable manufacturers to transform 3D product data into interactive service instructions leading to increased service efficiency.

## Business Outcomes

“As a **VP of Customer Service**, I want to maximize first time fix rates and increase customer satisfaction by digitally transforming our service operations.”

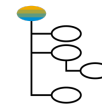


“As a **Service Provider**, I want to minimize downtime and provide the best quality service for my customers by optimizing product installations, repairs and routine maintenance procedures.”

## Process Highlights



**Import** 3D Computer Aided Design (CAD) data



**Associate** 3D CAD EBOM or MBOM to SBOM



**Apply Materials** to enhance 3D visualization



**Author** Views, Animations and Annotations into 3D Visual Work Instructions



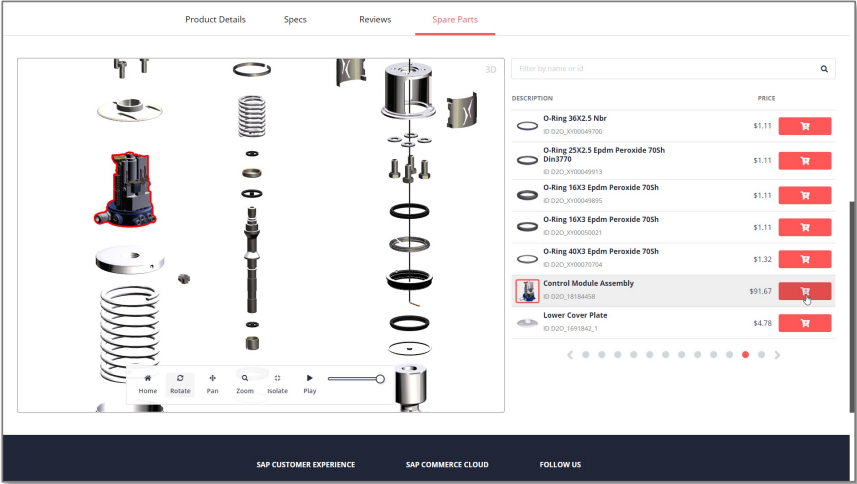
**Publish** visualizations to make them available to global stakeholders and applications for manufacturing, maintenance and service



# Visual Spares & Service enables manufacturers to transform 2D & 3D product data into interactive spare parts catalogs to increase aftermarket revenue.

## Business Outcomes

“As a **VP of Aftermarket Sales**, I want to grow revenue and increase brand loyalty by digitally transforming aftermarket sales and service providers into profit centers.”



“As a **Service Provider**, I want to maximize first time fix rates and increase customer satisfaction by quickly identifying the correct spare parts and confidently ordering and installing via a mobile device.”

## Process Highlights



**Import** 2D raster & vector, & 3D Computer Aided Design (CAD) product data



**Author & Tag** 2D Hotspots



**Associate** 3D CAD EBOM to SBOM



**Author** 3D Exploded View & Visual Work Instructions



**Publish** 2D & 3D visualizations to enable streaming into SAP Commerce Cloud Storefronts



# EPD Connected Products: Digital twin of complex assets

<https://youtu.be/b6heGJknCvw>

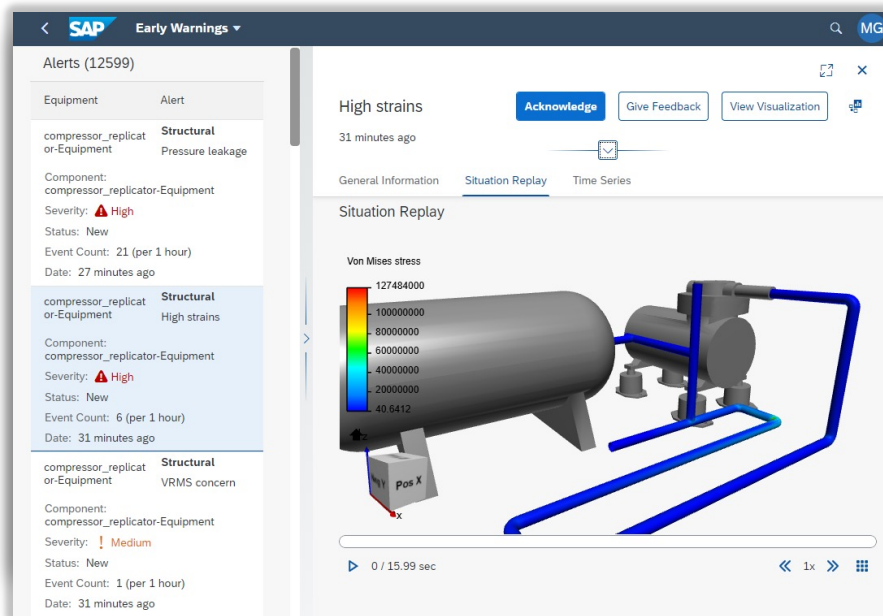




# Digital Twin Development enables product teams to create smart and digital products by combining IoT with engineering models.

## Business Outcomes

“As a **Digital Twin Engineer**”, I want to reuse engineering models to create a Digital Twin to **increase the lifecycle revenue** of products in operation.”



## Process Highlights



**Develop Digital Twins** based on engineering and/or machine learning models



**Reuse engineering models** from engineering phase to cost-effectively create Digital Twins



**Test and calibrate** the digital twin to verify and validate



**Prepare the production master data** and fingerprints the physical product together with digital twin



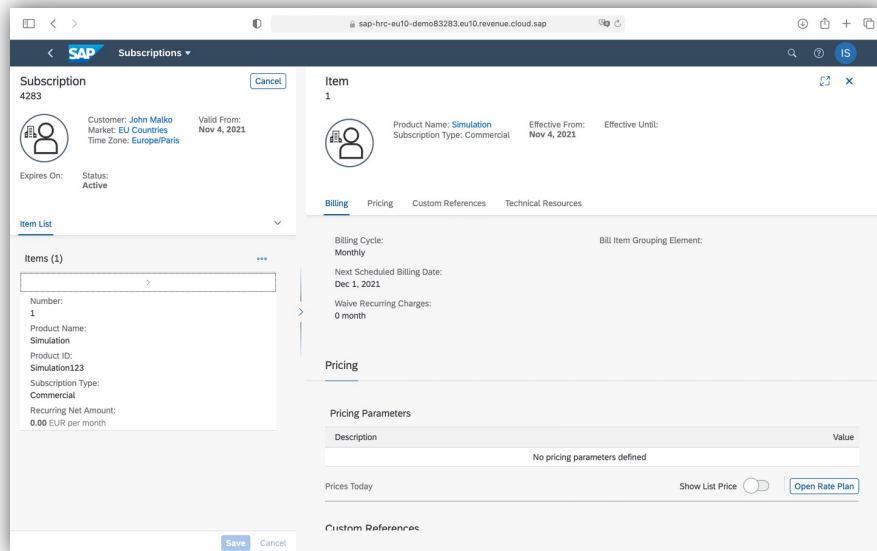
**Define hardware and sensor requirements** for the productive usage of the digital twin



# Digital Twin Monetization enables product teams to create new business models.

## Business Outcomes

“As a **Product Manager**, I want to offer digital services and outcome-based business models for my product to **increase the recurring product revenue.**”



## Process Highlights



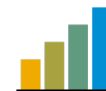
**Create new business models** based on time-based subscription and pay-per-use models



**Monetize and provide access to** engineering models based on model-exchange standards



**Integration** with SAP Subscription Billing to automate billing in S/4HANA



**Enable the** asset user to provide product feedback and improvement requests



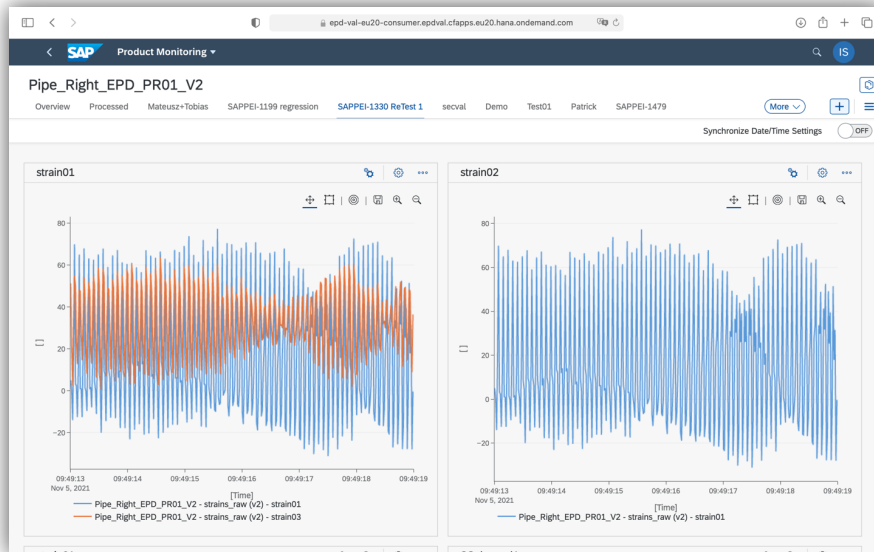
**Integration** with SAP Asset Intelligence Network to manage authorizations in the business network



# Digital Twin Insights from Operations enables product teams to analyze operational data for product improvements.

## Business Outcomes

“As an **Engineer**, I want to analyze operational data and use the insights for product improvements to **improve the voice of customer** through relevant design upgrades.”



## Process Highlights



**Leverage IoT data** in product development and create product feedback based on operational data



**Connect sensor data with physics-based simulation models** for advanced engineering insights



**Define and manage rules** to automatically create alerts based on emerging issues



**Integration with the SAP Asset Intelligence Network** to handover engineering simulation models

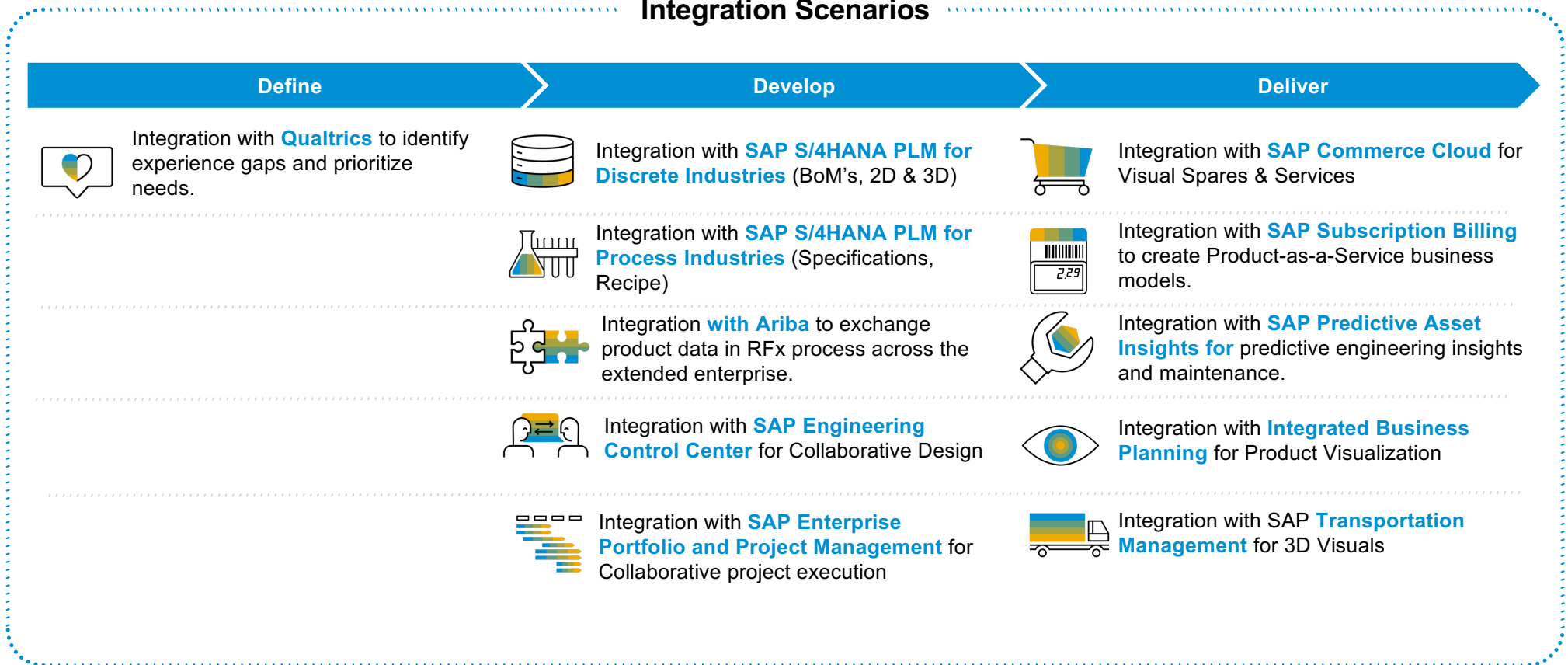


**Integration with SAP Predictive Asset Insights** to improve asset maintenance decisions



# SAP Enterprise Product Development integrates with a wide variety of SAP solutions across the value chain.

## Integration Scenarios



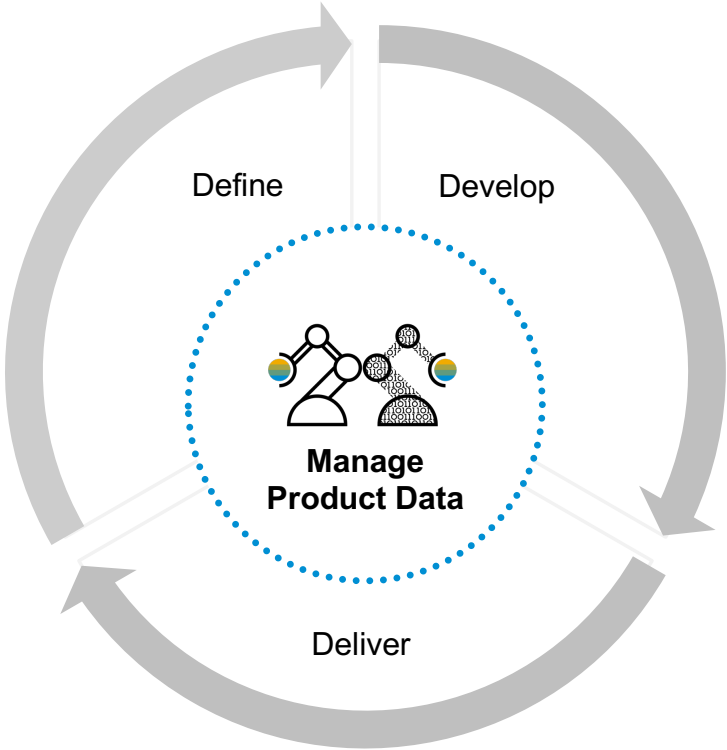
# Agenda

- Introduction
- Product Overview
- Key Capabilities
- **Product Roadmap**
- Additional Collateral







The **core in EPD** is designed to gradually extend the functional coverage to manage product data across the extended enterprise.

“Manage Product Data” Overview



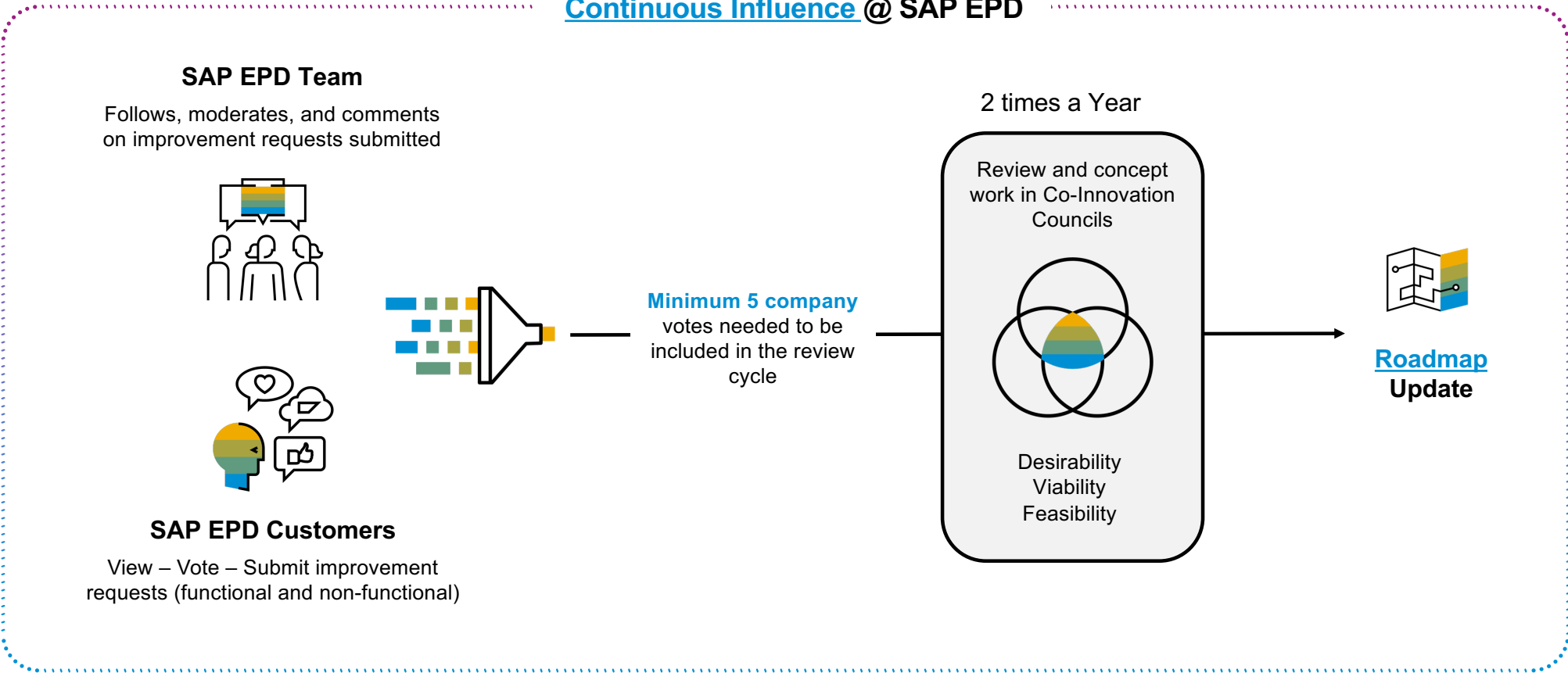
**Manage Product Data\***

Establish a single source of truth for product data across the extended enterprise. Develop with cost, compliance and sustainability in mind.

|  |   |   |  |
|--|---|---|--|
| <br>Product Structure | <br>Specification Management | <br>Configuration Management | <br>Intelligent Product Cockpit |
|--|---|---|--|

# The **co-Innovation strategy** is built on SAP's Continuous Influence framework. It enables data driven product roadmap for SAP EPD.

## Continuous Influence @ SAP EPD





# Agenda

- Introduction
- Product Overview
- Key Capabilities
- Product Roadmap
- **Additional Collateral**



# Additional Collateral

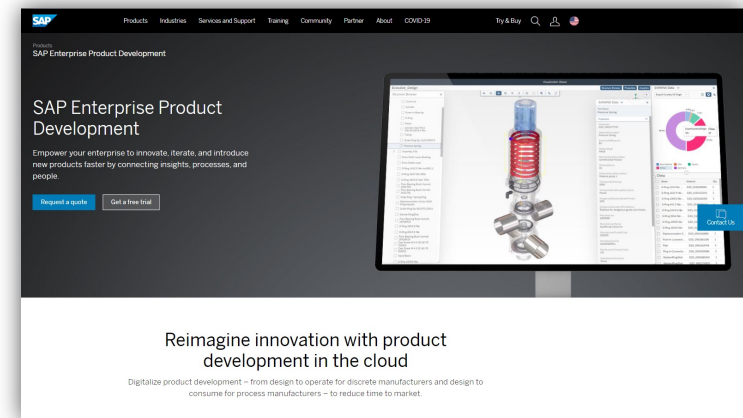
## Important Links

Product Page on SAP.com: [SAP Enterprise Product Development](#)

Product Trial: [SAP Enterprise Product Development Trial](#)

PartnerEdge: [Explore SAP Enterprise Product Development](#)

Roadmap: [Roadmap Explorer for SAP EPD](#)

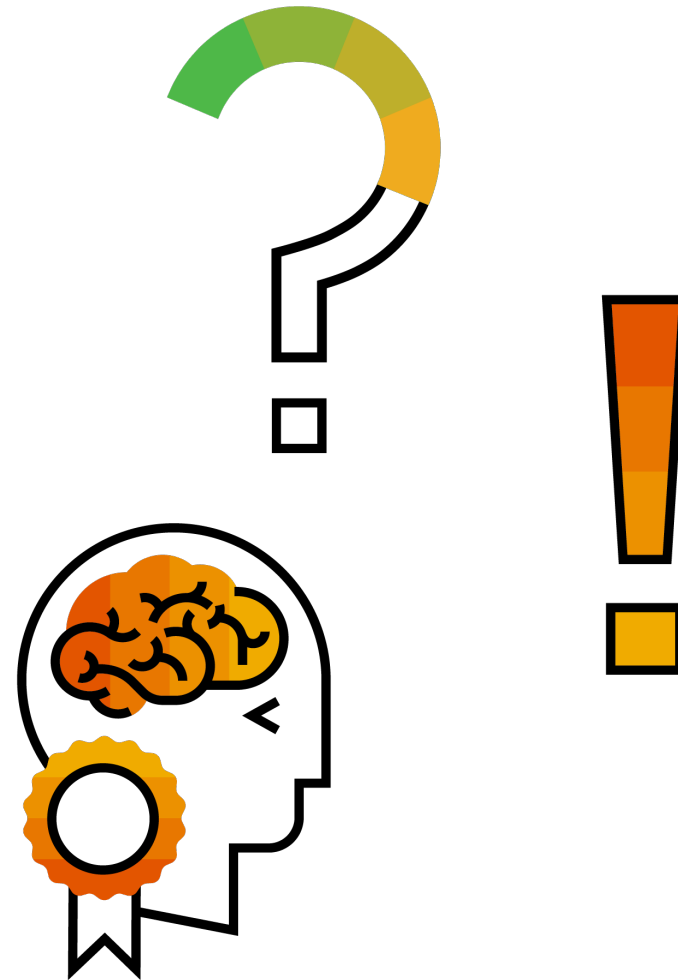


# Mange takk! Thank you!

**For more info please contact:**

PLM Cloud / EPD Customer Office:

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