Intelligent Enterprise
The Future of E-Mobility & Smart Charging
Balance between Disruption & Continuity in Automotive

In the experience economy, **Intelligent Automotive companies** are challenged between:

1. **Running** a profitable and traditional automotive business,
2. **Disrupting** the industry into a new agile mobility world.

<table>
<thead>
<tr>
<th>CUSTOMER CENTRICITY</th>
<th>MOBILITY SERVICES</th>
<th>CONNECTIVITY &amp; ELECTRIFICATION</th>
<th>DIGITAL SUPPLY CHAIN AND SMART FACTORY</th>
<th>ENGAGING THE CHANGING WORKFORCE</th>
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<tr>
<td>~6% Higher Customer Satisfaction</td>
<td>&gt;10% Increase in New Revenue streams</td>
<td>25% Visibility Uplift along the Value Chain</td>
<td>&gt;5% Cost Reduction of Production Assets</td>
<td>12% Productivity Increase and faster Skill Development</td>
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Transformation from Core Processes to Vertical Edge

**Core Processes**
- Product Lifecycle Management
- Make-to-order Manufacturing
- Supply Chain Management
- Customer Relationship Management
- Repair and Inspection
- Plan to Deliver Mobility

**Vertical Processes**
- Integrated BEV Design to Operate
- Automotive Modular Assembly
- Demand driven supply chains
- Sell to Subscribe
- Experience and Event Management
- Multimodal Mobility Services
- Automotive Supply to Line Just in Time
- Digital payment services
- Task based virtual reality training

**Vertical Edge**
- Real Time Vehicle Monitoring
- Human Machine Interface and Device Connectivity
- Dynamic supply and service networks
- In-car experience and edge software development
- Usage and behavior based services
- Sustainability Driven Mobility
- Sustainable Battery and Component Sourcing
- Multi-revenue stream accounting and planning
- Cross-discipline innovation teams

**Research & Development, Engineering**
- Payroll, talent management
- Cross-discipline innovation teams
- Task based virtual reality training

**Manufacturing, Outbound Logistics**
- Digital payment services
- Task based virtual reality training

**Responsive Supply Networks**
- Independent logistics
- Independent supply chains
- Independent service networks
- Independent experience and edge software development
- Independent usage and behavior based services
- Independent sustainability driven mobility
- Independent sustainable battery and component sourcing
- Independent multi-revenue stream accounting and planning
- Independent cross-discipline innovation teams

**Sales and Marketing**
- Independent logistics
- Independent supply chains
- Independent service networks
- Independent experience and edge software development
- Independent usage and behavior based services
- Independent sustainability driven mobility
- Independent sustainable battery and component sourcing
- Independent multi-revenue stream accounting and planning
- Independent cross-discipline innovation teams

**Aftermarket Service**
- Independent logistics
- Independent supply chains
- Independent service networks
- Independent experience and edge software development
- Independent usage and behavior based services
- Independent sustainability driven mobility
- Independent sustainable battery and component sourcing
- Independent multi-revenue stream accounting and planning
- Independent cross-discipline innovation teams

**Smart Mobility**
- Independent logistics
- Independent supply chains
- Independent service networks
- Independent experience and edge software development
- Independent usage and behavior based services
- Independent sustainability driven mobility
- Independent sustainable battery and component sourcing
- Independent multi-revenue stream accounting and planning
- Independent cross-discipline innovation teams

**Sourcing and Procurement**
- Independent logistics
- Independent supply chains
- Independent service networks
- Independent experience and edge software development
- Independent usage and behavior based services
- Independent sustainability driven mobility
- Independent sustainable battery and component sourcing
- Independent multi-revenue stream accounting and planning
- Independent cross-discipline innovation teams

**Finance**
- Independent logistics
- Independent supply chains
- Independent service networks
- Independent experience and edge software development
- Independent usage and behavior based services
- Independent sustainability driven mobility
- Independent sustainable battery and component sourcing
- Independent multi-revenue stream accounting and planning
- Independent cross-discipline innovation teams

**Human Resources**
- Independent logistics
- Independent supply chains
- Independent service networks
- Independent experience and edge software development
- Independent usage and behavior based services
- Independent sustainability driven mobility
- Independent sustainable battery and component sourcing
- Independent multi-revenue stream accounting and planning
- Independent cross-discipline innovation teams
Sustainability as the Driving Factor of Transformation

1. Understand your CO₂ footprint of inputs and products
2. Optimize operations based on benchmarks
3. Transform business models and product portfolio
Mobility affects Sustainable Development Goals

Affordable & clean energy, decent work & economic growth, industry, innovation & infrastructure, sustainable cities & communities, responsible production & consumption, climate action, life on land

**Influencing Mobility Domains**

- Mobility Infrastructure
- Fleet Management
- Energy Management
- Mobility Services
- Supporting Processes

**Digitalization of E-Mobility as Major Opportunity**

- Company charging
- Home charging
- Public charging & roaming
- Energy Management
- Invoicing

Time

kW
29% CO₂ greenhouse gas emission by SAP corporate cars in 2019. SAP plans for 2025 to be CO₂ neutral.

~19,000 SAP vehicles in Germany and is going green with Electric Vehicles. SAP will run 6000 EVs in 2023 incl. company, home and public charging.

ONE Approach for E-Mobility at SAP to connect Employees, Operators, Partner & Infrastructure for an efficient, sustainable & resilient end to end process.
SAP Chargepoint Operations & Platform for E-Mobility

End to End Capabilities

- One company wide platform for E-Mobility & chargepoint operations
- Integrated business processes for company, home & public charging
- Intelligent charging algorithms & smart energy management
- Holistic asset management (vehicles & infrastructure)
- Full integration to company backend processes
- Upscale mobility services & mobility data
- Security, protection & scalability
SAP Walldorf Integrated Chargepoint Management
SAP The Intelligent Enterprise

**BUSINESS PROCESS**

**APPLICATIONS**

**TECHNOLOGY**

**BUSINESS NETWORK**

**EXPERIENCE MANAGEMENT**

**INDUSTRY CLOUD**

**CLIMATE 21**

**INDUSTRIES**

**APPLICATIONS**

**TECHNOLOGY**

**BUSINESS TECHNOLOGY PLATFORM**
Summary

1. **REIMAGINE**
   Business Process through Sustainable Technologies and Mobility Concepts

2. **DIGITIZE**
   With Intelligent, Integrated Platforms & Business Networks

3. **TRANSFORM**
   Into Resilient & Sustainable Enterprises