



SAP® SUPPLY CHAIN MANAGEMENT

YOUR INDUSTRY, YOUR BUSINESS, YOUR FUTURE

SAP Solution Overview
SAP Supply Chain Management

THE BEST-RUN BUSINESSES RUN SAP™





“What SAP Supply Chain Management has enabled us to do is expand our products and distribution network while meeting the Sarbanes-Oxley requirements without taking on additional staff.”

Jim Hutchinson, Senior Vice President of Supply Chain Management, Brown-Forman Corporation

WINNING IN A TURBULENT ECONOMIC ENVIRONMENT

NEW WAYS TO CONNECT WITH CUSTOMERS AND PARTNERS

Moving beyond traditional supply chain management functionality, SAP innovations, technology, and unmatched industry expertise are setting new standards for the way companies connect with their customers and partners. The SAP® Supply Chain Management (SAP SCM) application automates customer-centric business processes across and beyond enterprise-wide operations. Delivering great breadth and depth of functionality, it supports end-to-end processes that address the unique business demands of more than 25 industries.

SAP SCM is powered by the SAP NetWeaver® technology platform, which unifies technology components into a single platform, enabling organizations to reduce IT complexity and obtain more business value from their IT investments. And it provides the best way to integrate all systems running SAP or non-SAP software.

GREATER SPEED AND EFFICIENCY FOR EVERY DIMENSION OF YOUR BUSINESS

THE CHALLENGES OF AN UNPREDICTABLE ECONOMY

Thriving in a Global Supply Network

The last decade has witnessed a significant increase in globalization across all industry segments due largely to global competition and the rapid adoption of outsourcing. As a result, supply chains have become highly complex and global in scope. They include multiple touch points that span from handling raw materials to delivering finished goods to the customer. In this new environment, an enterprise's supply chain must exhibit a high degree of responsiveness and collaborative capabilities.

Enterprises are now finding it essential to transform their traditional supply chains from linear, sequential processes into responsive supply networks in which communities of customer-centric, demand-driven companies share knowledge, intelligently adapt to changing market conditions, and proactively respond to shorter, less predictable life cycles.

Responsive supply networks can address your most pressing supply chain problems. Consider the following:

- Outsourcing and offshoring have resulted in supply networks that require multiple geographically dispersed partners to bring products and services to market.
- Supply chain risk has increased as lead times become longer and more variable due to geographically dispersed partners who are stretching the supply chain to the limits. This has resulted in the need for new levels of responsiveness, collaboration, and visibility.
- Reductions in the time available to build products and customer demand for increasing flexibility in product configuration and delivery are creating intense time-to-market pressure.
- Low-cost manufacturing has gained parity with traditional suppliers.
- High energy prices are causing companies to look for ways to lower manufacturing, distribution, and transportation costs.
- Shrinking capital availability is forcing companies to streamline manufacturing and supply operations and build efficiencies that are critical to the supply network.
- Customers are armed with information about the real value of products, which is shrinking customer loyalty and requiring customer-service levels that may be too expensive for companies unable to manage supply chain efficiencies.

Responsiveness Is the Answer

Responsive supply networks have the flexibility to continually sense and respond to the environment in near-real time without compromising operational and financial efficiencies. These networks seamlessly connect supply, planning, manufacturing, and distribution operations to critical enterprise applications and provide visibility and collaboration across the supply network, thereby enabling rapid decision making and optimal execution.

Complexity and the speed of change in the global economy are powerful motivations for companies to look for new ways to increase efficiency and productivity. To succeed in today's ultra-competitive, interconnected business climate, you must reassess traditional modes of thinking in light of new and emerging technologies.

Successful forward-looking companies are focusing on the ability to anticipate customer demands and expectations and respond with efficiency and accuracy by providing the highest quality value-added services and products. The entire network must operate at the accelerating speed of business to match the pace of demand and give companies the ability to quickly sense and respond to changes in the marketplace.

Companies in all industries see improvements in supply chain visibility and analytical capabilities through the implementation of an enterprise-wide, integrated, and responsive solution as an important factor for growth and success. And new sensory technologies, such as radio-frequency identification (RFID), are an important aspect of such a solution, giving companies real-time information and connectivity with sensor networks for real-world awareness, insights, and visibility.

Companies need to transform their good data into meaningful, timely, and accurate business insights. Analytics and performance management tools close the loop between planning and execution by providing in-depth process

awareness. And these insights must align business strategy with tactics through a seamless integration of analytical, transactional, and collaborative processes.

To achieve success today and tomorrow, companies need the ability to manage their supply network by monitoring the processes, inventories, and events that take place across the network. They must manage information in heterogeneous systems and disparate data silos separated by departmental, geographic, and even organizational boundaries. And they must be able to detect, evaluate, and solve problems in real time and grow a community of collaborative, cooperative business partners.



“We now have full visibility and predictability in our supply chain. Prior to deploying the SAP application, we had very little real-time visibility or ability to predict where everything was. It was as if you were driving through your rearview mirror.”

Richard Thompson, Senior Director of Information Technology, DIRECTV Inc.



SAP Can Help

The SAP® Supply Chain Management (SAP SCM) application is a complete supply chain management application that enables collaboration, planning, execution, and coordination of the entire supply chain, empowering companies to adapt their supply chain processes to an ever-changing competitive environment. SAP SCM can help transform traditional supply chains from linear, sequential steps into a responsive supply network in which communities of customer-centric, demand-driven companies share knowledge, intelligently adapt to changing market conditions, and proactively respond to shorter, less predictable life cycles.

Much of this is enabled by the SAP NetWeaver® technology platform – the open integration and application platform that is the technical foundation of enterprise service-oriented architecture, which supports the design, development, and consumption of enterprise services. Offering increased levels of responsiveness, flexibility, and openness, SAP NetWeaver supports collaboration between your supply partners and you, helps link systems for tighter integration of planning and execution, and quickly incorporates partner solutions for greater efficiencies. It enables you to improve user productivity and change business processes faster and more cost-effectively while leveraging existing IT investments to extend existing processes or build new applications. The result –

you get powerful capabilities that help you plan and execute supply chain operations, sense and respond to supply chain events, and incorporate feedback to continuously improve operations for ongoing competitive advantage.

PLANNING AND EXECUTION INTEGRATED BY DESIGN

RESPONSIVE SOFTWARE FOR THE RESPONSIVE ENTERPRISE

Adapt and Thrive

To help you meet the challenges of rapidly changing market dynamics, collaboration is required across virtual communities, or networks. These networks enable all participants – customers, suppliers, logistics providers, and so on – to sense changes in demand and supply conditions as they occur and to share the critical knowledge needed to respond intelligently.

The result is a **responsive supply network** that not only is demand driven, but can also leverage its assets to influence demand where appropriate. This requires a dynamic synchronization of demand-driven planning, logistics, and network execution based on real-time information that provides the functionality to:

- **Synchronize supply with demand** by balancing push and pull network planning processes to replenish and produce based on actual demand
- **Sense and respond with a responsive supply network** in which distribution, transportation, and logistics are driven and integrated into real-time planning processes
- **Enable networkwide visibility, collaboration, and analytics** across the extended supply chain to minimize and mitigate supply chain risk

Responsive supply networks thrive by sharing knowledge, quickly seizing new market opportunities, and proactively responding to shorter and less predictable product life cycles while intelligently adjusting to changing market conditions. Suppliers, manufacturers, distributors, and customers simultaneously share information. Network participants can act on that information in real time, and they can coordinate planning and execution so that all partners in the network can work together seamlessly toward a common goal.

However, most of today's best-practice supply chain processes are based on a plan-execute paradigm. The goal of planning and then executing on the plan has natural limitations. Unfortunately, you plan in a perfect world and execute in the real world, and in the real world, things do not always go according to plan. When things change in the real world, you must have the ability to sense these changes and to respond with timely and intelligent actions.

As companies migrate to more customer-centric, demand-driven supply chain processes, certain dynamics emerge:

- Planning and execution processes need to converge into one combined capability.
- A 24x7, always-on business capability will become an increasing necessity.
- Production and supply become de facto response buffers for continuous demand fulfillment.
- All logistics, transportation, and fulfillment operations need to be synchronized.
- Sense-and-respond technologies will enable a faster means to adapt to unpredictable changes.
- Leveraged use of RFID and other sensory-enabled processes will provide real-world awareness of physical objects. Sensory technologies digitize the physical world, enabling additional visibility and accuracy across assets and inventory.

Sense, Evaluate, and Adapt

Responsive network capabilities make the supply network flexible enough for your company to continually sense, evaluate, and adapt to its environment in near-real time. Supply chains can operate with new levels of responsiveness and financial and operational efficiency and, ultimately, meet the challenges posed by constantly changing competition and market conditions.

Traditional SCM solutions were not designed for an interconnected, collaborative approach. They are enterprise centric in nature, designed to manage internal operations under predictable and controlled conditions. It has become clear that to support responsive supply networks, you must go beyond

traditional SCM solutions and implement technologies that support an outward-looking collaborative approach and coordinate processes that extend across a network of external partners.

SCM solutions must provide visibility throughout the network, especially to end customers. It is also critical to provide performance management and predictive analytical functions that enable the participants of a supply network to identify problems and opportunities and learn from their experiences. The responsive supply network provides an integrated, end-to-end feedback loop that links planning and execution by design – not after the fact. As a result, supply chain partners can sense changes, profitably respond, and adapt to new conditions with speed and precision.

TO SENSE AND RESPOND IN REAL TIME IS A COMPETITIVE ADVANTAGE

INTEGRATED BUSINESS FRAMEWORK SUPPORTS THE DEMAND-DRIVEN SUPPLY CHAIN



SAP SCM helps you balance the push and pull requirements needed to successfully manage a dynamic supply network in an ever-changing business environment. Helping you manage demand, forecast, and calendar-driven events, SAP SCM gives you the power to generate realistic plans up front and the flexibility to adapt quickly to unexpected events and emerging opportunities as they occur. This information flows freely between your suppliers, customers, and you within a secure framework.

You can sensitize the network to incoming signals based on supply and demand data, historical analysis, and calendar events. Notification mechanisms alert you to internal or external deviations, while powerful simulation tools give you the power to test the ramifications of corrective action. SAP SCM helps you organize and synchronize a global network of suppliers and manufacturers – one that enables you to achieve maximum quality at low cost while you serve a geographically dispersed customer base.

NETWORKWIDE VISIBILITY AND COLLABORATION

WHY CHOOSE SAP SCM?

“Because of the planning books and views we have built in SAP Advanced Planning & Optimization, we have more accurate forecasts with less manual effort.”

Steve Whitmer, Demand Planning Manager, Brown-Forman Corporation

SAP SCM gives you the ability to adapt to changing marketplace conditions in an effective manner that helps you retain customers and competitive advantage. Not only does it support planning and execution capabilities to help you manage enterprise operations, it also provides visibility and collaboration technology to extend those operations beyond corporate boundaries. This can result in measurable improvement through cost reductions, service-level increases, and productivity gains – ultimately leading to higher profit margins.

With SAP SCM you can increase revenues attributed to improved in-stock performance and enhanced abilities to increase customer satisfaction. The software can help you reduce operating costs. Order fulfillment rates can be improved while potential reductions in costs from premium freight and inventory obsolescence help bolster your bottom line. In addition, the software can help you free up working capital. From increased inventory turns to compressed order-to-settlement cycle times, you can minimize the capital demands of your supply chain through greater efficiencies.

What's more, SAP puts more than 35 years of industry expertise into SAP SCM – expertise built on real-world experience of dealing with supply chain issues for suppliers and manufacturers across a wide range of industries. When you choose SAP SCM, you are tapping into the power, experience, and know-how of the leading provider of supply chain applications. Implementations are based on proven best practices designed to accelerate your time to value. This can mitigate your risk, maximize your return on investment, and minimize your total cost of ownership.

OPERATE BEYOND CORPORATE BOUNDARIES

THE BENEFITS OF SAP SCM

What's in It for You?

SAP SCM transforms traditional supply chains from linear, sequential steps into a responsive supply network in which communities of customer-centric, demand-driven companies share knowledge intelligently, adapt to changing market conditions, and respond proactively to shorter, less predictable life cycles. Here are just some of the benefits you get with SAP SCM.

Enhanced Synchronization with Business Partners

See your company as a group of enterprises, partners, suppliers, and customers acting as one single ecosystem, rather than an isolated single entity.

Improved Customer Satisfaction

Face internal processes outward and collaborate seamlessly based on a clear understanding of the constraints and opportunities of your partners. This helps you manage supply chain events and improve customer service levels.

Increased Responsiveness

Use sense-and-respond technology to detect deviations and take corrective action where necessary, using powerful simulation tools and business analytics to support your decisions. This helps you react intelligently and drive down response times from days to hours to seconds.

Enhanced Margins and Cash Flow

Improve asset utilization, reduce order cycle times, and take advantage of revenue opportunities to create a responsive and efficient supply network.

To help companies enjoy those advantages, SAP offers solutions tailored to industries such as the following:

- Aerospace and defense
- Automotive OEMs
- Automotive suppliers
- Banking (cash distribution)
- Chemicals
- Computer peripherals
- Consumer products
- High tech
- Industrial machinery and components
- Life sciences
- Metal, paper, and wood products
- Mill products
- Oil and gas
- Pharmaceuticals
- Retail
- Logistics service providers
- Wholesale distribution

SAP SCM SOLUTION MAP

THE WAY TO BUSINESS VALUE

SAP solutions support your most important business processes and provide tools to help you understand how these processes work. One of these tools is the solution map shown on this page. Built using input from customers and industry analysts, plus

the technical expertise SAP has acquired through extensive business experience and research, SAP solution maps are multilevel blueprints of processes. They help you visualize, plan, and implement a coherent, integrated, and comprehensive information technology solution. They also show how

various processes are covered, including the processes that SAP and its partners support. With solution maps, you quickly understand business solutions and the business value they can bring. The solution map for SAP SCM is available at www.sap.com/solutions/businessmaps.

Demand & Supply Planning	Demand Planning & Forecasting	Safety Stock Planning	Supply Network Planning	Distribution Planning	Service Parts Planning
Procurement	Strategic Sourcing		Purchase Order Processing		Invoicing
Manufacturing	Production Planning & Detailed Scheduling		Manufacturing Visibility & Execution & Collaboration		MRP-Based Detailed Scheduling
Warehousing	Inbound Processing & Receipt Confirmation	Outbound Processing	Cross Docking	Warehousing & Storage	Physical Inventory
Order Fulfillment	Sales Order Processing		Billing		Service Parts Order Fulfillment
Transportation	Freight Management	Planning & Dispatching	Rating & Billing & Settlement	Driver & Asset Management	Network Collaboration
Real World Awareness	Supply Chain Event Management			Auto ID/RFID and Sensor Integration	
Supply Chain Visibility	Strategic Supply Chain Design	Supply Chain Analytics	Supply Chain Risk Management	Sales & Operations Planning	
Supply Network Collaboration	Supplier Collaboration		Customer Collaboration		Outsourced Manufacturing
Supply Chain Management with Duet™	Demand Planning in MS Excel				

Figure: SAP® Supply Chain Management Solution Map

DELIVER THE GOODS

SCALABILITY, FLEXIBILITY, AND SPEED

Drawing on decades of real-world experience across a wide range of manufacturing industries, SAP SCM helps you deliver the goods with comprehensive functionality that scales to your needs as you grow and evolve – whether you are a large company serving global markets or a niche player focused on a few discrete industry sectors.

Much of the software's scalability is attributed to the underlying SAP NetWeaver technology platform. Serving as a key enabler of the responsive supply chain, SAP NetWeaver provides the integration needed to tap enterprise data sources for effective planning and execution. It also synchronizes demand and supply while facilitating the sense-and-respond functionality you need to react swiftly to events and avert potential bottlenecks.

The openness and interoperability of SAP NetWeaver also enables network-wide visibility and collaboration. You can work seamlessly with supply partners so that you can adapt to change quickly and operate at the speed of business. Powerful analytics provide decision support from the planning phase to execution and give you unique business insight to help you fine-tune supply chain processes over time for continuous business improvements.

“Our profitability has gone up dramatically since 1998. SAP has given us the tools to see how to improve our efficiency and reduce costs and materials. . . . We are very pleased with the SAP software. It gives us the support we need as the company continues to grow.”

Walt Hadzinsky, Director of Information Technology, MonierLifetile LLC

The business agility you gain from a responsive supply chain enabled by SAP SCM and SAP NetWeaver can pay significant returns in the form of higher revenues and increased customer satisfaction. With greater effectiveness than ever before, you can head off potential supply chain glitches and seize emerging opportunities. What's more, SAP SCM is designed from the bottom up to integrate with SAP and non-SAP software, based on the principles of open standards and interoperability. All of this helps you achieve a rapid return on investment and reduce total cost of ownership. In the end, you have a highly responsive supply chain that helps you meet marketplace demands, satisfy your customer base, and maintain your competitive advantage over the long term.

THE BENEFITS OF SAP SCM – AT A GLANCE

OPERATE EFFICIENTLY AND PROFITABLY

SAP Supply Chain Management: Activities and Benefits

	Activity	Benefit
Demand and supply planning	Demand planning and forecasting	Use state-of-the-art forecasting algorithms for product life-cycle planning and trade promotion planning
	Safety-stock planning	Meet desired customer service levels while maintaining a minimum amount of safety stock
	Supply network planning	Simulate and implement comprehensive tactical planning and sourcing decisions based on a single, globally consistent model
	Distribution planning	Determine the best short-term strategy to meet demand and to replenish stocking locations
	Service-parts planning	Use the latest forecasting, inventory planning, and distribution models to improve service levels while reducing inventory costs
Procurement	Strategic sourcing	<ul style="list-style-type: none"> ▪ Identify and evaluate potential vendors based on historical performance and other data ▪ Create long-term plans for sourcing that take into account the company's financial and marketing strategies
	Purchase order processing	<ul style="list-style-type: none"> ▪ Manage the purchasing process for direct materials, indirect materials, and services ▪ Convert demand into purchase orders or delivery schedules for a scheduling agreement
	Invoicing	<ul style="list-style-type: none"> ▪ Receive, enter, and check vendor invoices for correctness ▪ Use automatic workflow to ensure proper invoice circulation and automatic blocking for payments that exceed set limits
Manufacturing	Production planning and detailed scheduling	<ul style="list-style-type: none"> ▪ Generate optimized schedules for machine, labor, and overall capacity utilization ▪ Address problems of unequal allocation of constrained materials and capacity, due-date commitments, and sequencing of incoming orders without disrupting existing plans
	Manufacturing visibility, execution, and collaboration	<ul style="list-style-type: none"> ▪ Meet and deliver on your production plans by managing production processes and the deployment of the workforce and resources on the shop floor ▪ Document, monitor, and dispatch inventory across the production life cycle ▪ Share information with partners to coordinate production and increase visibility and responsiveness on the shop floor
	Material requirements planning-based detailed scheduling	<ul style="list-style-type: none"> ▪ Create feasible production plans across different production locations (also with subcontractors) to fulfill demand to the schedule and to the standard expected by the customer ▪ Use the advantages of production planning and detailed scheduling for scheduling, simulation, and alert monitoring to optimize order sequences that can be released for production

	Activity	Benefit
Warehousing	Inbound processing and receipt confirmation	<ul style="list-style-type: none"> ■ Receive and process externally procured goods into the warehouse with a single RF scan ■ Capture detailed and overview information using RF identification (RFID)-enabled tools
	Outbound processing	Use a combination of RF, voice recognition, or RFID technology to manage all the steps of goods issue, including distribution and proof-of-delivery activities
	Cross-docking	<ul style="list-style-type: none"> ■ Direct inbound goods from receipt to issue without interim storage ■ Use cross-docking, planned and opportunistic, to minimize duplicate goods movements within the warehouse, optimize the flow of goods from inbound to outbound processing, and shorten routes within the warehouse
	Warehousing and storage management	<ul style="list-style-type: none"> ■ Optimize internal movement and storage of goods within a warehouse ■ Utilize task interleaving to decrease travel and improve efficiencies
	Physical inventory	Plan and execute a physical inventory or velocity-based dynamic-cycle counts
Order fulfillment	Sales order processing	Fulfill a range of contracts or purchase orders by delivering a specific product configuration and quantity or by providing a service at a specific time
	Billing	Manage the entire billing process, from the creation and cancellation of invoices through the transfer of billing information to the accounting department
	Service-parts order fulfillment	Expand visibility into the entire service-parts supply chain, providing the ability to respond rapidly to customer and internal orders from the most appropriate locations

	Activity	Benefit
Transportation	Freight management	<ul style="list-style-type: none"> ▪ Receive, update, and confirm transportation requests ▪ Predefine a specific route through the transportation network with dynamic route determination
	Planning and dispatching	Optimize, create, and manage planning processes using best-in-class optimization, dynamic routing and scheduling, and continuous-move optimization
	Rating, billing, and settlement	<ul style="list-style-type: none"> ▪ Evaluate, calculate, and distribute transportation charges for the ordering party and the supplying party ▪ Enable financial transactions for customer billing and for supplier invoicing ▪ Use denied-party and embargo lists to ensure compliance for cross-border shipments
	Driver and asset management	<ul style="list-style-type: none"> ▪ Maintain vehicles, vessels, and departure schedules by considering the constraints of these resources, such as volume and weight ▪ Gain global visibility into various assets, including track and trace for container movements ▪ Maintain and ensure sufficient driver qualifications during the manual assignment of drivers to assets
	Network collaboration	<ul style="list-style-type: none"> ▪ Forecast shipment levels, carrier capacity, and equipment allocations ▪ Determine shipment volumes by origin, generate weekly and daily forecasts, and collaborate with logistics service providers ▪ Tender your offers directly into your carrier's or forwarder's system over the Internet or using XML or electronic data interchange
Real-world awareness	Supply chain event management	<ul style="list-style-type: none"> ▪ Recognize and react to unplanned events in the supply chain ▪ Manage by exception rather than monitoring processes that are running smoothly ▪ Measure business partners' performance
	Auto ID/RFID and sensor integration	<ul style="list-style-type: none"> ▪ Integrate automatic identification technologies (barcodes, RFID, and so on) with existing SAP ERP software systems ▪ Convert raw reader data into business transactions and set up a rule-based mechanism to handle its tasks ▪ Use preconfigured processes for outbound processing, inbound processing and returnable transport item management

If you would like to know more about SAP SCM – and find out how it can help your company operate more efficiently and profitably – please contact your SAP representative or visit www.sap.com/scm.

	Activity	Benefit
Supply chain visibility	Strategic supply chain design	<ul style="list-style-type: none"> ■ Perform strategic and tactical business planning ■ Test scenarios to determine how to address changes in the market, in the business, or in customer demand
	Supply chain analytics	<ul style="list-style-type: none"> ■ Improve visibility across the extended supply chain ■ Define, select, and monitor key performance indicators (KPIs) for a comprehensive view of performance ■ Use predefined KPIs based on the supply chain operations reference (SCOR) model
	Supply chain risk management	<ul style="list-style-type: none"> ■ Identify, measure, manage, and monitor risks ■ Define risk impact and risk mitigation strategy and develop process and scenario alternatives ■ Assign the effort of your mitigation strategy (cost impact)
	Sales and operations planning	<ul style="list-style-type: none"> ■ Align your company's financial goals, marketing efforts, and inventory targets in one consolidated plan ■ Gain access to relevant data, including aggregated, role-specific information about time, organization, product, geography, and units of measure
Supply network collaboration	Supplier collaboration	Connect to and collaborate with your suppliers by providing them easy and seamless access to supply chain information, which facilitates your ability to synchronize supply with demand
	Customer collaboration	Collaborate with your customers by providing them broad functionality for replenishment, including min/max-based vendor-managed inventory
	Outsourced manufacturing	Connect to and collaborate with your contract manufacturers by providing them easy and seamless access to supply chain information that extends visibility and collaborative processes to their manufacturing processes
Supply chain management with Duet™ software	Demand planning in Microsoft Excel	Access demand plans from Microsoft Excel, analyze plans offline, and upload revised plans from Microsoft Excel into the demand planning component of the SAP® Supply Chain Management application

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