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Sector: Supply Chain - Section: Event for professionals
Focus: Exhibitor

Find SAP France – STAND No. A26
SUPPLY CHAIN EVENT 3 & 4 December 2019 – Paris Porte de Versailles – Hall 5.2
and at www.supplychain-event.com

Supply Chain Event & the “Intelligent Enterprise” vision of SAP

For its second consecutive participation in Supply Chain Event, SAP France will unveil several major innovations and lead its forum of conference sessions and workshops with the help of its customers, Faurecia and SEW.

“After our positive and enriching experience in 2018, SAP France is returning to Supply Chain Event, which brings together supply chain decision-makers,” says Bruno Hemery.

For the director of the Industry 4.0 division of SAP France, this year’s edition of Supply Chain Event, focused on “Keys to a Successful Digital Transformation”, ticks all the right boxes in terms of the software publisher’s expectations of the recognised relevance of the event’s positioning.

“Supply Chain Event is a first-rate trade show organised around events that take an in-depth look at the major topics associated with supply chains. The two-way dialogue that takes place reveals customer challenges and needs, while the conference sessions, workshops and talks are designed to shine the light on digital solutions and innovations. By covering all areas of the supply chain, it is in sync with SAP’s “Intelligent Enterprise” vision”.

The keys to a successful digital transformation

As one of the world’s leading software publishers, SAP’s perspectives on the changing supply chain are precious and valuable. According to Catherine Allard, **“the customer experience is now critical in the buying decision. The supply chain needs to change to meet new challenges of consumer trends, including personalised products, immediacy, omni-channel commerce and availability planning.”**

For the Digital Supply Chain Sales Director at SAP France, a successful supply chain digital transformation means successfully meeting at least three challenges: **“the discontinuity of**

processes, which makes it difficult to deliver omni-channel experiences and take advantage of progress in operational excellence, the way that information is kept in silos, and contrasting data models which limit end-to-end visibility, and the capacity to use new technologies such as machine learning, blockchain and the Internet of Things (IoT).”

A strategic approach

In an environment considered **“volatile, uncertain, complex and ambiguous”**, digital innovations need to provide supply chains with **“agility, intelligence, omniscience and sustainable development,”** explains Catherine Allard.

These are the objectives that SAP has been pursuing with its investments in recent years. They combine internal research and development, support for start-ups in emerging new technologies, and targeted acquisitions like Qualtrics, an experience management specialist, or Contextor and Recast, who specialise in artificial intelligence.

They are behind product innovations that will be unveiled and presented at Supply Chain Event.

SAP DDMRP

The data “sourced and collected” in 2018 at the Supply Chain Event trade show confirmed SAP’s assumptions about supply chain managers’ planning needs. In response, the software publisher will present its new SAP DDMRP solution, which is certified by the Demand Driven Institute and integrated into its ERP software, at Supply Chain Event 2019.

“This innovation implements the Demand Driven MRP methodology, which is redefining how we think about and manage supply chain planning. SAP DDMRP has been designed to protect and facilitate information and product flows. It is also a process that generates and manages orders in a Demand Driven Supply Chain,” says Bruno Hemery.

SAP Logistics Business Network

SAP Logistics Business Network is the fruit of a strategic partnership with Uber Freight, and will be the second innovation presented by SAP France at Supply Chain Event.

“This is a platform which players from across the supply chain can log onto to work together and exchange logistics information, with a view to rationalising processes and increasing supply chain efficiency. SAP Logistics Business Network offers an entry point for our clients which allows them to quickly and simply interface with various transporter communities.”

With Uber Freight, for example, there is interoperability between the two platforms via a land transport capacity search API. **“Our joint clients get instant access to real-time price data and a transport capacity network which transforms resource booking into an adaptive process.”** SAP Logistics Business Network intends to develop various similar collaborations in order to become **the platform of platforms,”** says Bruno Hemery.

SAP Information Collaboration Hub for Life Science

In line with Supply Chain Event's focus on the Pharmaceutical and Cosmetics sector, SAP France will also launch its latest SAP Information Collaboration Hub for Life Science solution at the trade show. This meets the new serialisation rules applied in Europe in the pharmaceuticals industry since February 2019.

“SAP Information Collaboration Hub for Life Science significantly reduces compliance costs thanks to facilitated access to the messaging system across the pharmaceutical industry network and supply chain. It makes it possible to avoid creating and maintaining point-to-point connections with the safety certificate management system.”

In this context, SAP Information Collaboration Hub for Life Science supports reporting to the EMVO European hub and verification of marketable feedback in line with the US DSCSA standard.