Catalysing Transformation

SAP's Innovations in the Paper and Packaging Industry

Kai Aldinger, SAP

June 19, 2024

Market Consolidation & Portfolio Optimization

Smurfit Kappa and WestRock Announce Transaction to Create a Global Leader in Sustainable Packaging

SEPTEMBER 12, 2023

05 JUN

Smurfit Kappa Acquires Bag-in-Box Plant in Bulgaria: A Strategic Move to Boost European Growth

November 07, 2023 By Packnode 1272 Pageviews 0 Reviews

Business | Deals

Mondi to Buy DS Smith for £5 Billion and Create Packaging Titan

Deals

Exclusive: Brazil's Suzano readies $15 billion bid for International Paper, sources say

By Anirban Sen

May 8, 2024 1:04 AM GMT+2 · Updated 3 days ago

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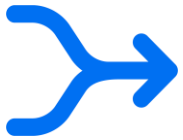
Challenges in the Paper and Packaging Industry

Keep pace with market developments

Various events and long-term trends on the supply and demand side of commodities and energy lead to significant and different price developments and fluctuations in the various sub-industries.



Merge & Acquisition, sale and closure of operations

Companies are compelled to make business adjustments due to overcapacity and demand alterations, encompassing strategic acquisitions, mergers, and facility closures.

Differentiate by new technology (AI)

Technology provides businesses the chance to enhance process automation and efficiency, while also serving as a strategy for competitive differentiation.

Deal with IT obsolescence

Many IT systems in manufacturing, while functional, are technologically outdated and finding personnel for maintenance is increasingly difficult.

Tapping into new business areas

Residual and raw materials from the pulp and paper industry hold the potential to supplant various fossil resources with sustainable alternatives. There is also potential for sustainable **heat and power generation.**

Sustainability as a business imperative and driver

Sustainability offers many opportunities for companies in the sector. However, it also presents many new challenges in terms of reporting and transparency.

Manage demographic change

Due to the aging workforce in many companies, many experts are nearing retirement. Companies must retain this expertise internally or seek self-reliance.

Master the circular economy

Despite the circular economy's industry dominance, businesses face hurdles due to increasing demand, consumer behaviour changes, and rising costs and accessibility problems of recycled raw materials.

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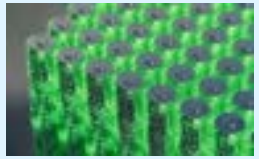
Pulp and Paper Companies expand into New Business Areas

Utilization of by-products (→ *Chemicals, Oil & Gas*)

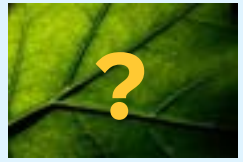


Lignin as a substitute for rare metals in batteries

Biochemicals as sustainable raw materials

Biofuel as an alternative to fossil fuels

Textiles made of wood as an alternative to polyether and cotton



The next big thing in pulp and paper

Forests

Pulp mill

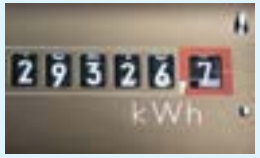
Paper mills

Converting / Finish Products

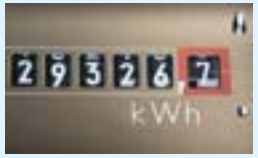
Sawmill

Usage of wood instead of cement and steel

Primary Value Chain (→ *Mill Products*)



Sale of energy from combustion



Sale of energy from waste heat

Sale of pellets

Utilization of residual heat and materials (→ *Utilities*)

Waste & Recycling

Packaging on demand

Service Business (→ *Service provider*)

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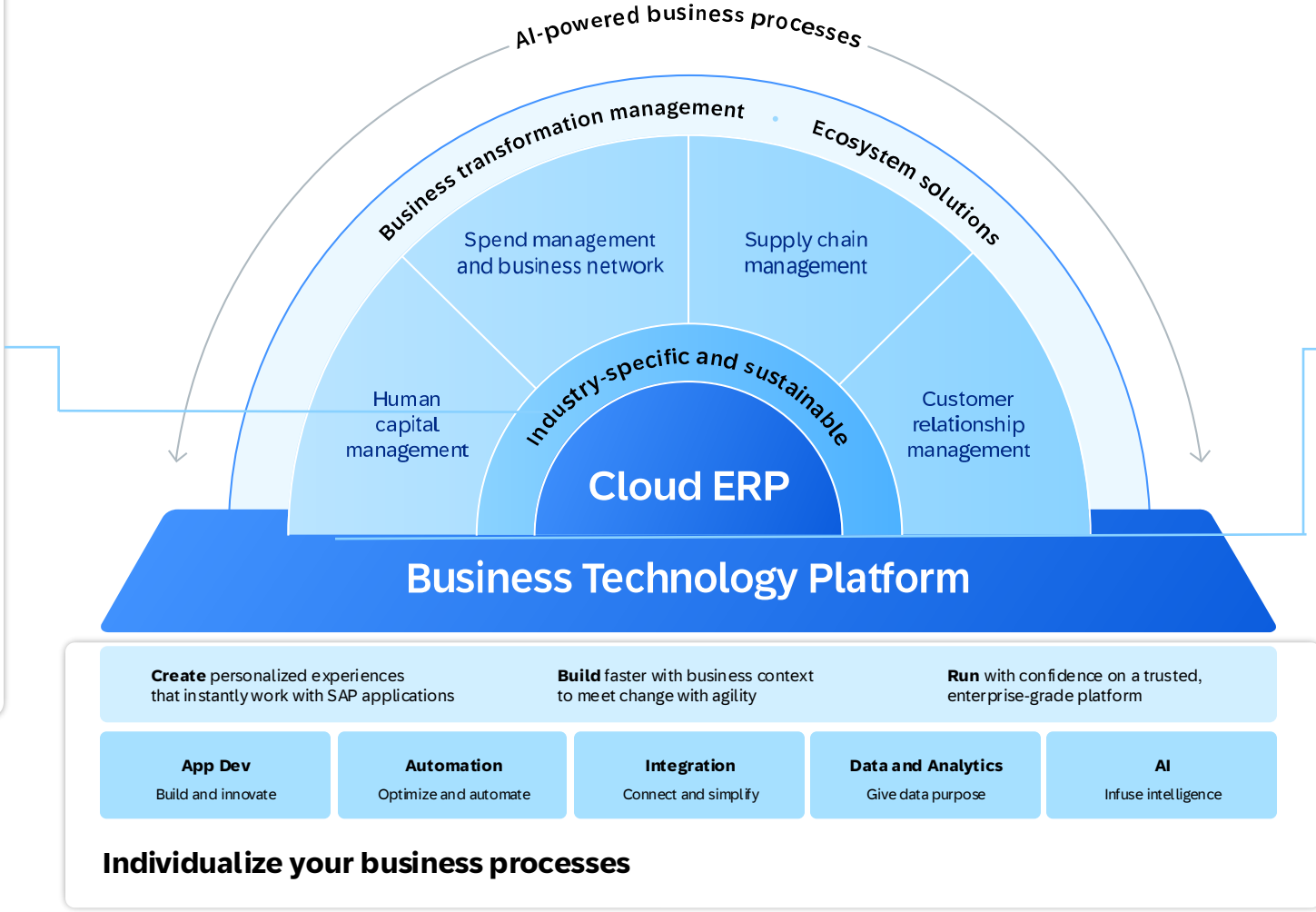
SAP Portfolio | Empowering Paper & Packaging Companies in a World of Transformation

Industry Support

Support businesses with requirements from various industries on a single platform with industry solutions:

- Mill Products
- Chemicals
- Utilities
- Oil, gas, and energy

- Agriculture
- Construction and real estate



Suite qualities

The approach to ensure seamless integration across application.

- Seamless user experience
- Consistent security and identity management
- One workflow inbox
- Aligned Domain Models and integration content
- Embedded and cross-product analytics
- Coordinated lifecycle management
- End-to-end process blueprints

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Innovation and Roadmap* | Forest Products, Paper and Packaging

- SAP S/4HANA Suite
- SAP Industry & Cloud Solutions
- SAP Business Technology Platform
- SAP Partner Solution

S&OP Planning for conf. materials
SAP DSC - IBP and S/4HANA MPS

Visibility into Supply Chain
SAP Business Networks - Global Track & Trace

Circular Economy & raw material sourcing
SAP S/4HANA for Waste and Recycling

Visibility in the origin of raw materials
SAP Green Token

Trimming with SAP/4HANA Public cloud
Trim Suite by T.COM — Lab preview

Visual Operation Intelligence
Cogniac

Low-code for Innovation & clean core
SAP Build

Leverage the power of Generative AI
SAP Business AI

Drive customer centricity

Order confirmation with prod. constraints
SAP S/4HANA advanced ATP - SBC

Order confirmation with transportation
SAP S/4HANA advanced ATP - BPS

Streamline Configurable Product Sales
SAP Intelligent Product Recommendation

Product Configuration
Cubicus by aicomp

Dynamic Pricing
Price f(x)

Build supply chain resilience

Optimize and collaborate on assets and operations

Manufacturing Execution & Integration
SAP Digital Manufacturing (for Mill Products)

Digital Manufacturing for Mill Products
DM4Mill by delaware

Tank Planning
SAP Manufacturing Planning & Scheduling

Production Planning Optimization
SAP Manufacturing Planning & Scheduling

Mobile devices for Asset Maintenance
SAP Service and Asset Manager

Run data-driven and intelligent business processes

Race toward sustainability

EU Deforestation-Free Regulation
Satellite-based Monitoring by LiveEO

EU Deforestation-Free Regulation
SAP Green Token & SAP Ariba

Carbon Accounting
SAP Sustainability Footprint Management

ESG Reporting
SAP Sustainability Control Tower

Tax on non-reusable plastic packaging
SAP Responsible Design and Production

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SAP Intelligent Product Recommendation

Reimagine the customer experience for complex configurable products

Challenge

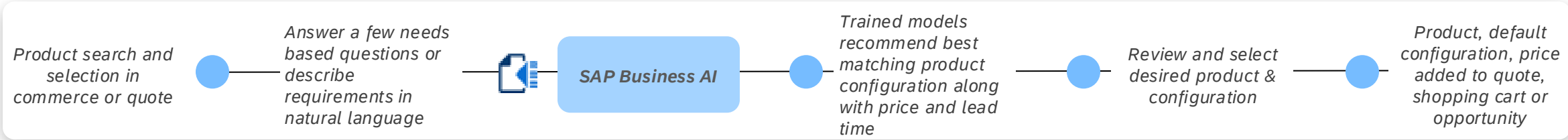
- *Customers and salespeople struggle to find the right solution to meet their unique needs because your products are described in technical product-oriented terms*
- *Manufacturer struggles to expand into new markets because it is too much time consuming and costly to find and train salespeople*
- *Challenging to sell through e-commerce sales channels because products are too complex and your product offering too broad*
- *Supply chain team has limited visibility into useful information in the sales pipeline*

Solution

- *Digital sales assistant that leverages machine learning to streamline the quotation process and e-commerce customer experience for configurable products*
- *Provides AI based recommendation of optimal products and configurations to meet the customer's needs along with ML based prediction of lead time, price, CO2 footprint, etc.*
- *Out of the box integration with S/4HANA, SAP CPQ, SAP Commerce and a dynamically generated run time UI reduces time and effort to implement the solution*

Benefits

- *Reduce time, effort & technical expertise required to create a quote or shopping cart*
- *Strengthen customer loyalty and trust, by recommending solutions best suited to the customer's functional and business needs*
- *Minimize dependence on sales experts thus freeing up time to focus on complex and high value opportunities*
- *Decrease time required for training sales reps and channel partners – get reps selling successfully sooner*
- *Reduce customer lead times and increase supply chain efficiency by providing transparency into sales pipeline*



Business Value

1-10%*
Increase revenue with better product personalization

60-95%*
Reduced time to create quote/budgetary estimate for complex products

1-25%*
Reduce inventory carrying cost

10-25%*
Time reduction to effective sales rep

- Purpose built machine learning application – No data scientist required by customer
- Out of the box integration with SAP CPQ, Commerce Cloud & S/4HANA

* SAP Value Management

Business Impact Reference

”we think that a tool like this could help us with better, faster and more efficient sales“

"let me know when this is available and I will buy it“

“When can I have it?.....Monday is not soon enough. How about tomorrow?“

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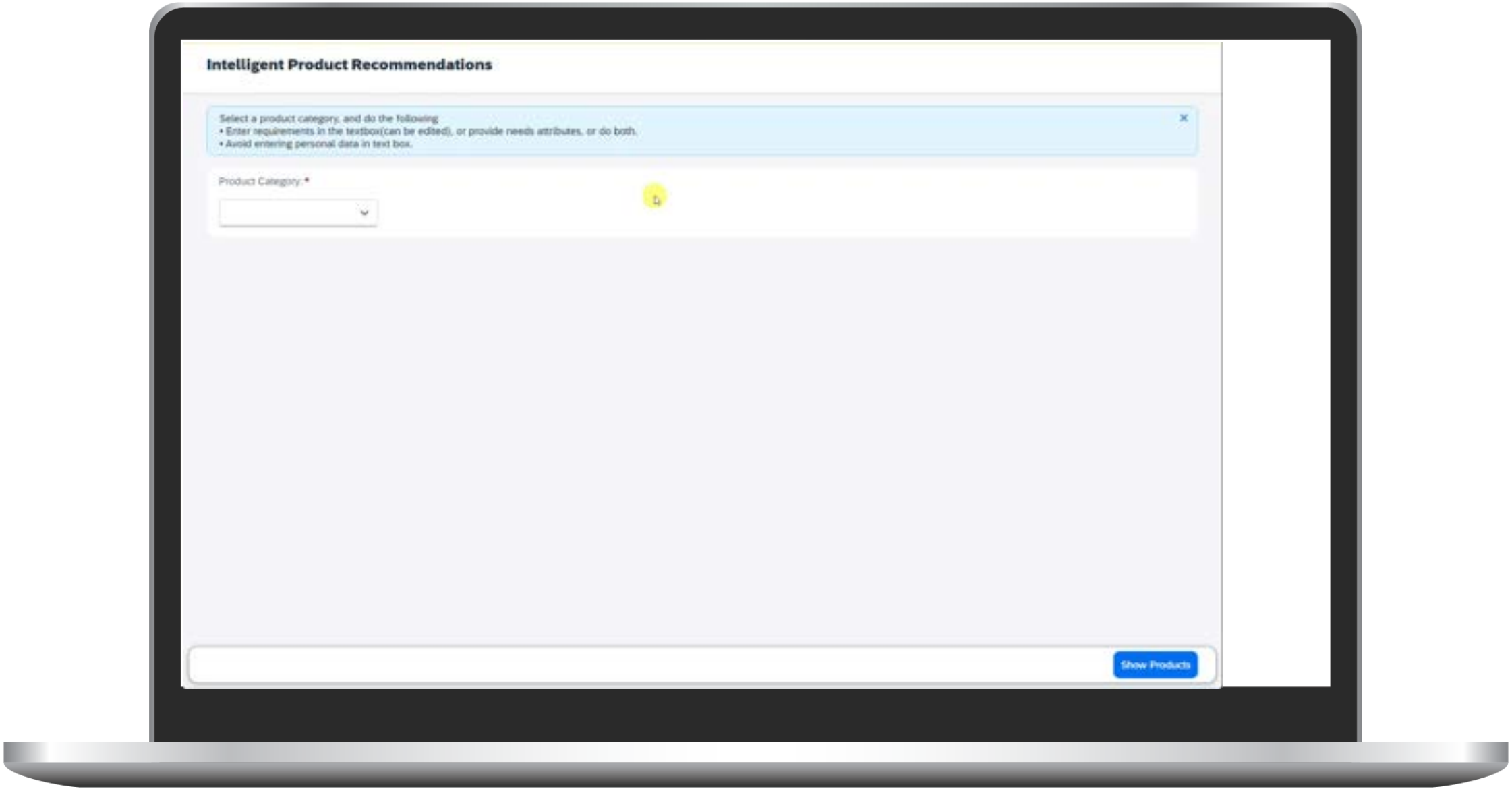
SAP Intelligent Product Recommendation – Packaging AI Model



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Variant configuration for Mill Products on BTP

cubicus by aicomp

The Next Generation of Cloud-Based Product Configuration

Cubicus is an industry cloud solution that integrates seamlessly with various SAP cloud ERP systems. It leverages SAP Business Technology Platform (BTP) to provide a secure, compliant, and flexible platform. Cubicus can handle processes from CRM to production, including request for quick quotes, cost and resource calculations, full-scope quotations, sales orders, production orders, shipping, and invoicing.

Cloud-Native Architecture

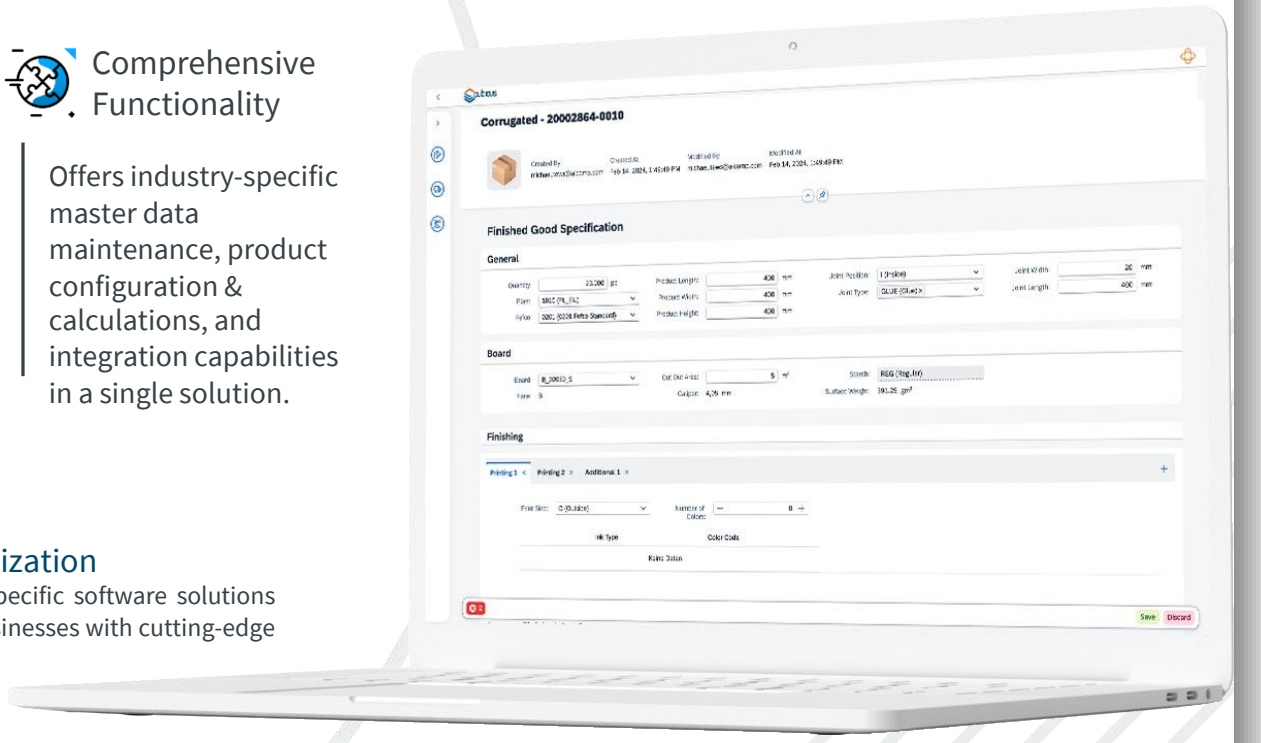
Built on SAP Business Technology Platform (BTP) using open standards, enabling multi-tenancy and scalability for optimal TCO.

Seamless Integration

Preconfigured for seamless integration with SAP S/4HANA Cloud and other ERP systems, as well as industry-specific interfaces.

Comprehensive Functionality

Offers industry-specific master data maintenance, product configuration & calculations, and integration capabilities in a single solution.



Aicomp - Revolutionizing Customization

Aicomp is a leading provider of industry-specific software solutions for the packaging industry, empowering businesses with cutting-edge technologies for over 20 years.

www.aicomp.com | sales@aicomp.com

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Drive customer centricity

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Build supply chain resilience

Optimize and collaborate on assets and operations

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SAP Supply Chain Planning Platform

Connect strategic and operational planning with real-time visibility and execution

Digital Business Planning

Plan

SAP Integrated Business Planning (IBP) for Supply Chain

S&OP, Demand, Response & Supply, Inventory, Control Tower, DDMRP

- Synchronized Planning for Production
- Digital Twin of the entire supply chain
- Predictive and Prescriptive Decision Support
- Real-time scenarios and Intelligent Visibility
- Impact Analysis & Optimization
- MRO inventory planning

Execute

SAP S/4HANA

Productionn planning and scheduling, order promising (aATP) and MRP

Create a feasible master production schedule and rough cut capacity plan to feed manufacturing and production planning and scheduling

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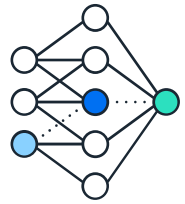

Collaborate

SAP Business Network

High scalability with access to trading partners (including suppliers, logistics providers, and customers) for collaborative planning and execution

SAP Analytics Cloud (SAC)

Financial planning, steering and financial impact analysis on enterprise level

Innovate

SAP Business AI

Leverage AI technology to improve forecast accuracy, user experience, master data quality & manage supply chain risk

This is the current state of planning and may be changed by SAP at any time.

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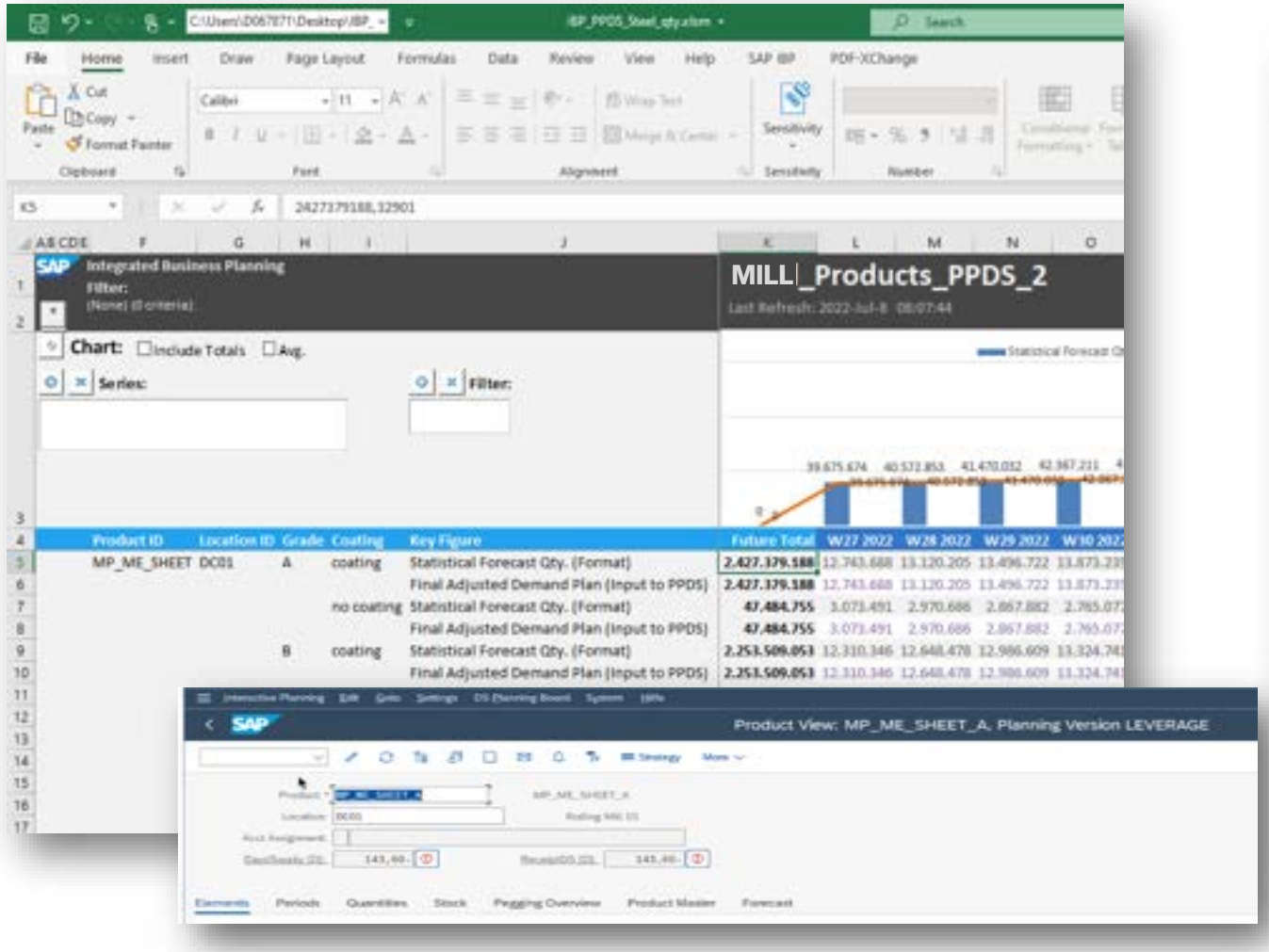
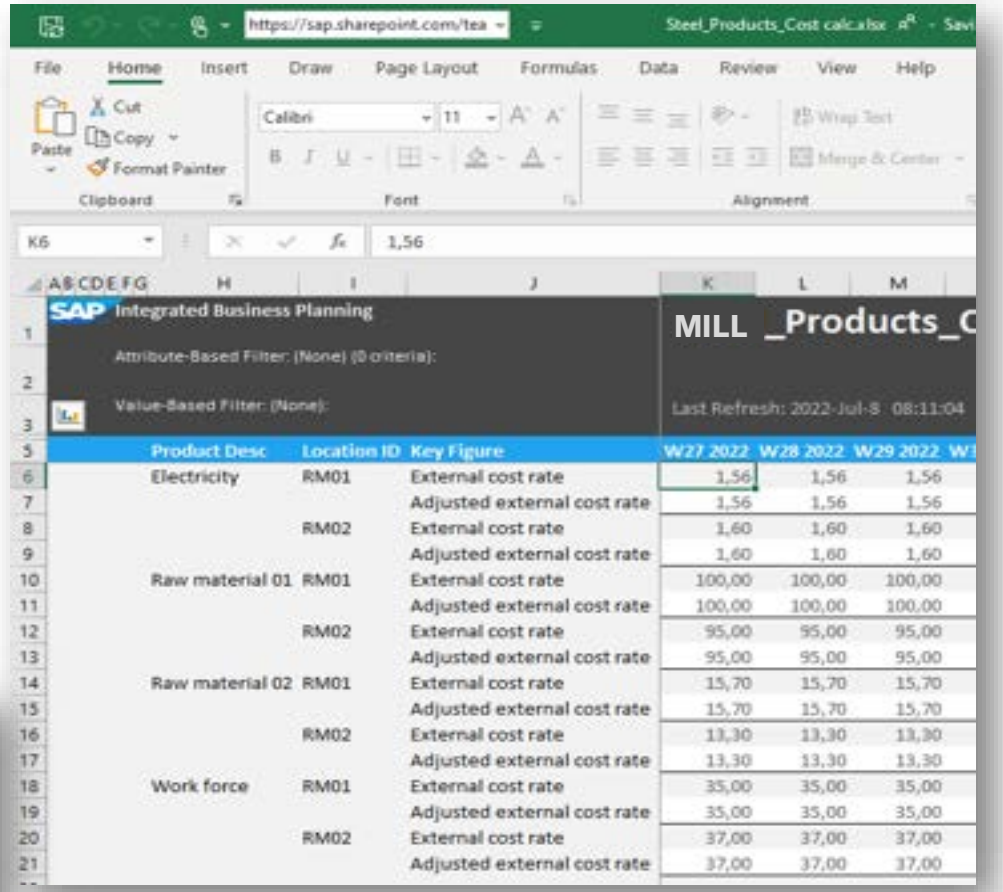
SAP Digital Supply Chain Planning – SAP IBP

Scenarios for Integrated Supply Chain Planning for Configured Make-to-Order

Planning on **Attribute Level** with **Planning Variant**



Cost Calculation and **Profitability Simulation**
(e.g. with energy and raw prices)



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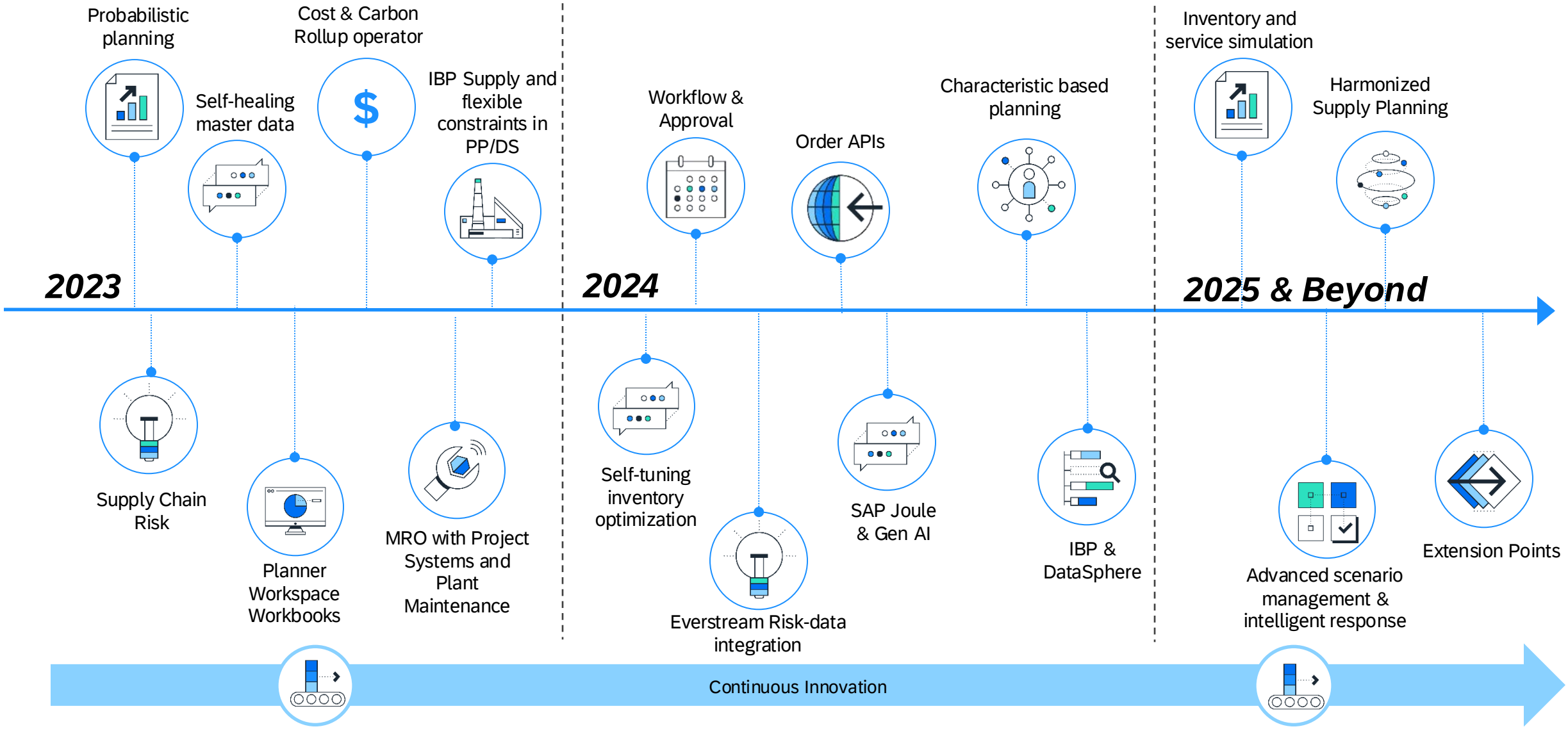
SAP IBP Upcoming Innovation Highlights



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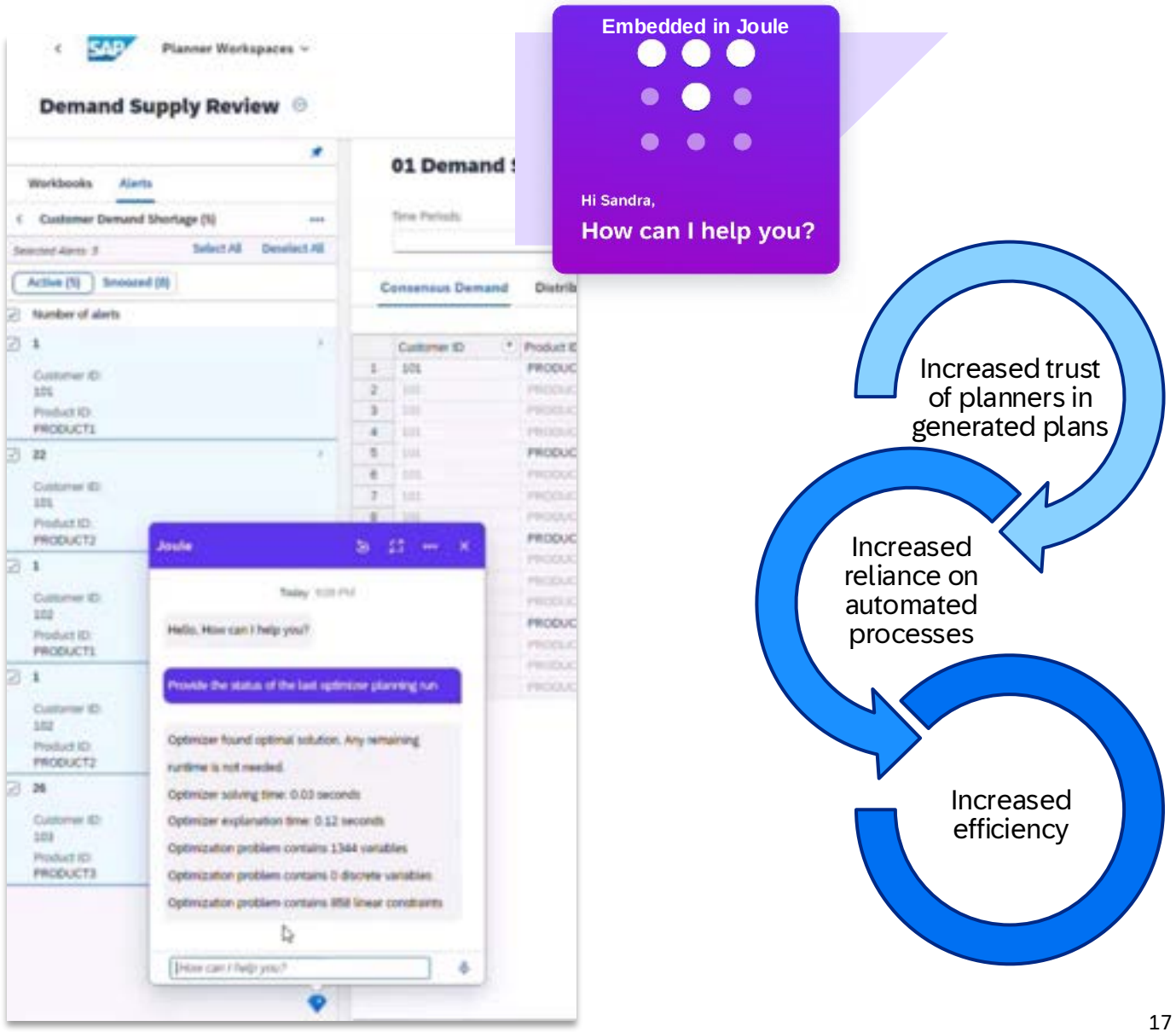
SAP IBP Revolutionizes Planning with GenAI: Harnessing Artificial Intelligence for Smarter Decision Making

Explanation of Complex Solvers & Optimization Results

Planning Assistant

Advanced scenario management & intelligent response



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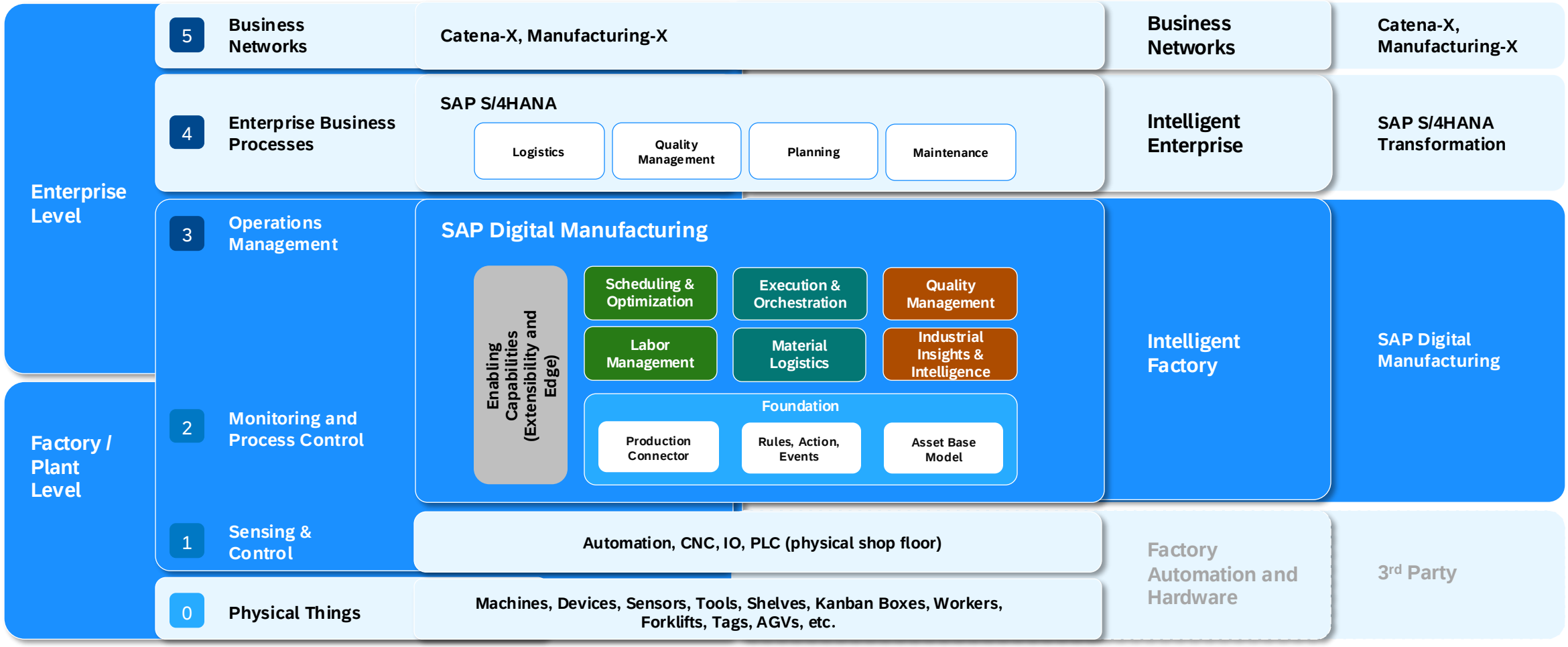
19 June 15:50 – 16:20
SAP Digital Manufacturing Strategy
Claudius Link, Senior Vice President, Digital Supply Chain Manufacturing, SAP

20 June 10:45 – 11:15
Pfeifer Group: Implementation of SAP S/4HANA and SAP Digital Manufacturing in the Wood Processing Industry
Stefan Hammert, Head of Group IT, Pfeifer Holz

SAP Digital Manufacturing solution blueprint



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Key Business Capabilities Overview

Dispatch & Scheduling	Orchestrate labor, resource, tools in shop floor to achieve maximum availability React quickly to production events using the built-in intelligence
Labor	Benefit from detailed planning, scheduling, availability, tracking & execution. Improve tools and labor operations.
Process Orchestration	Realizes manufacturing execution by managing shop orders. Benefit from fully configurable operator dashboards and production process designs.
Inventory	Orchestrate intra-logistics between manufacturing line and warehouse Enable dynamic production operations.
Quality Management	Support a closed-loop integrated quality management with quality collaboration. Use business networks and enable customers to produce and deliver high-quality products.
Insights and Performance Management	Gain deep production insights to accomplish significant process improvements with embedded intelligence. Use Overall Equipment Effectiveness to measure and optimize manufacturing productivity
Industrial Automation	Realize full data and process connectivity between shop floor and business application. Create production processes combining service calls to shop floor- and business systems

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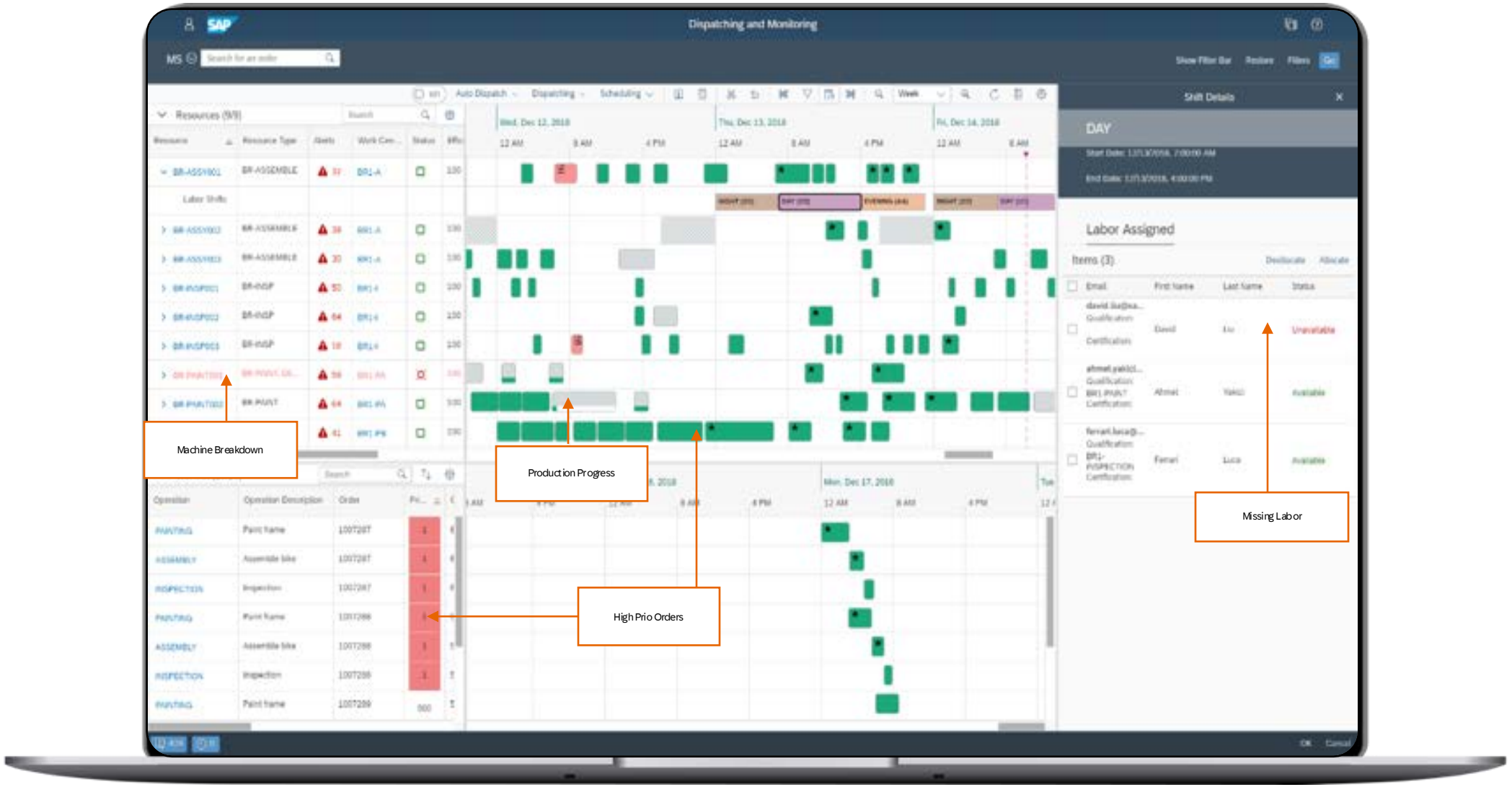
SAP Digital Manufacturing – Resource Orchestration and Dispatching



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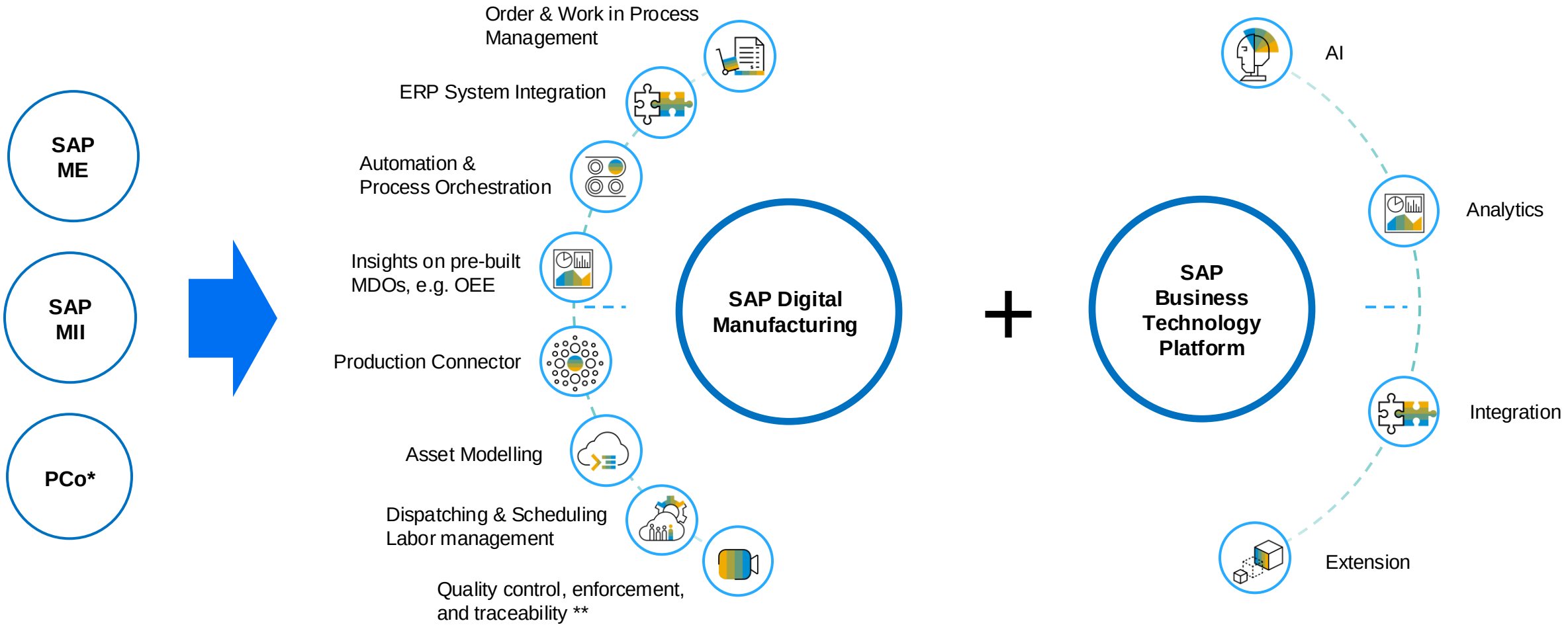
Elevate SAP MES (OP) to SAP Digital Manufacturing

Transformation Strategies: High-Level Overview



- ✓ Partner Ecosystem
- ✓ State of the art architecture & technology
- ✓ Low-code no code capabilities for citizen developers
- ✓ Innovative hybrid Cloud / Edge architecture

** Plant Connectivity*

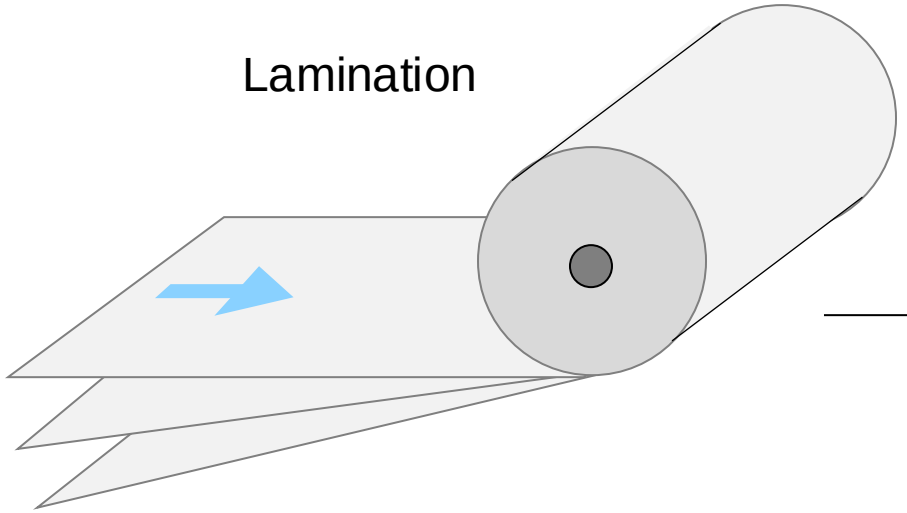
*** e.g. Visual inspection via bring your own model support*

Lab Preview
Subject to Change

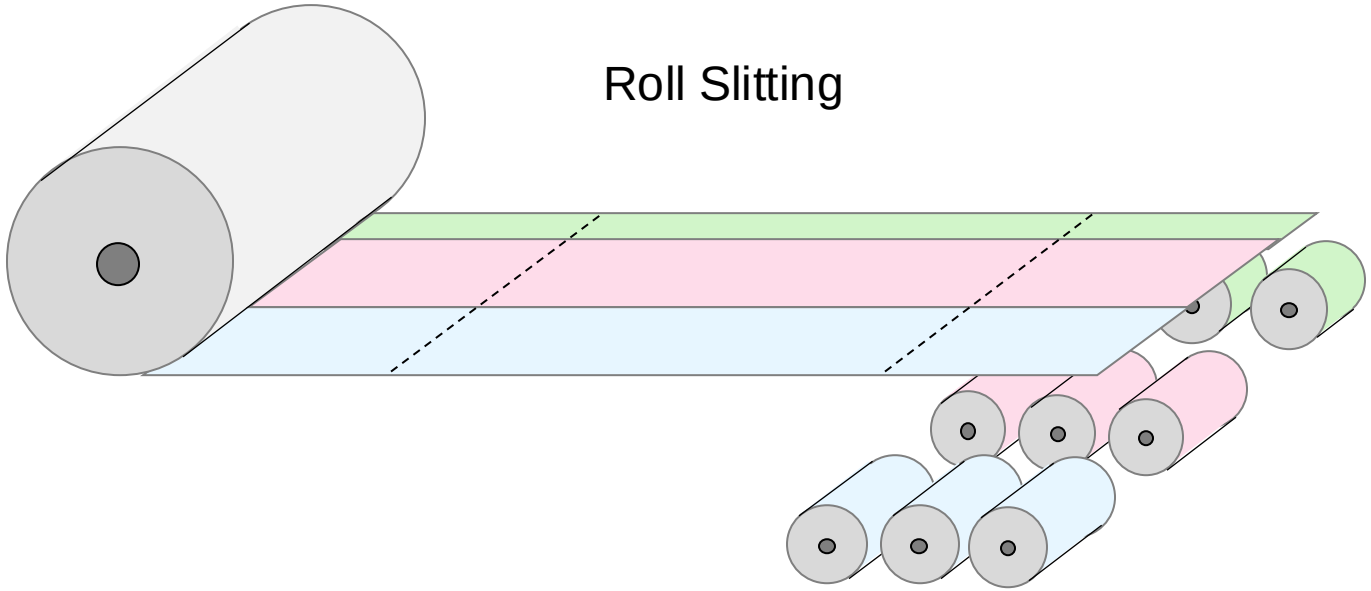
Manufacturing processes in the Paper and Packaging Industry

Lamination, Slitting, Labelling, and HU Creation (and tracing all of these back)

Lamination

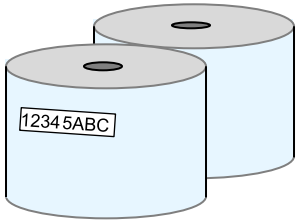


Roll Slitting

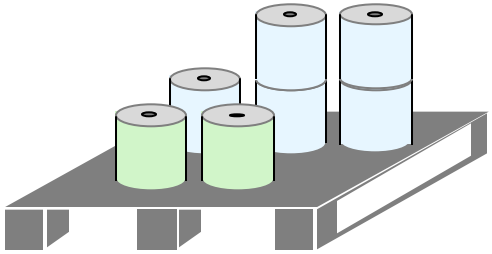


Individual rolls can be represented in **inventory by classified batches** and in **manufacturing by SFC** (Shop Floor Control number)

Labelling



Packing & Handling Unit Creation



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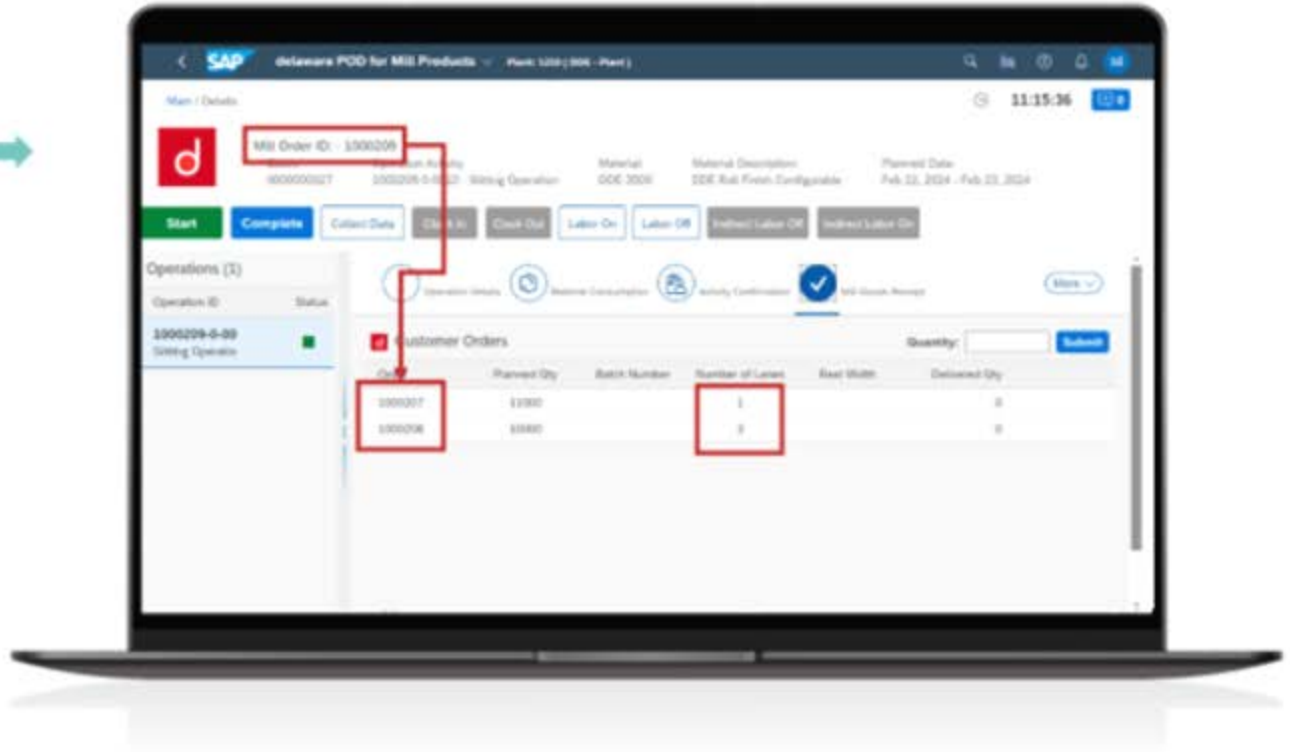
delaware

Digital Manufacturing for Mill Products

DM4Mill by delaware

Mill Order Combination (SAP DM POD / Typ.2)

- Combined Order 1000209 comprises two orders
- Out of one Reel 4 Lanes are produced
  - 1 for customer order 1000207
  - 3 for customer order 1000208



13 we commit. we deliver.

Innovation and Roadmap* | Forest Products, Paper and Packaging

- SAP S/4HANA Suite
- SAP Industry & Cloud Solutions
- SAP Business Technology Platform
- SAP Partner Solution

S&OP Planning for conf. materials
SAP DSC - IBP and S/4HANA MPS

Visibility into Supply Chain
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Build supply chain resilience

Optimize and collaborate on assets and operations

Manufacturing Execution & Integration
SAP Digital Manufacturing (for Mill Products)

Digital Manufacturing for Mill Products
DM4Mill by delaware

Tank Planning
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ESG Reporting
SAP Sustainability Control Tower

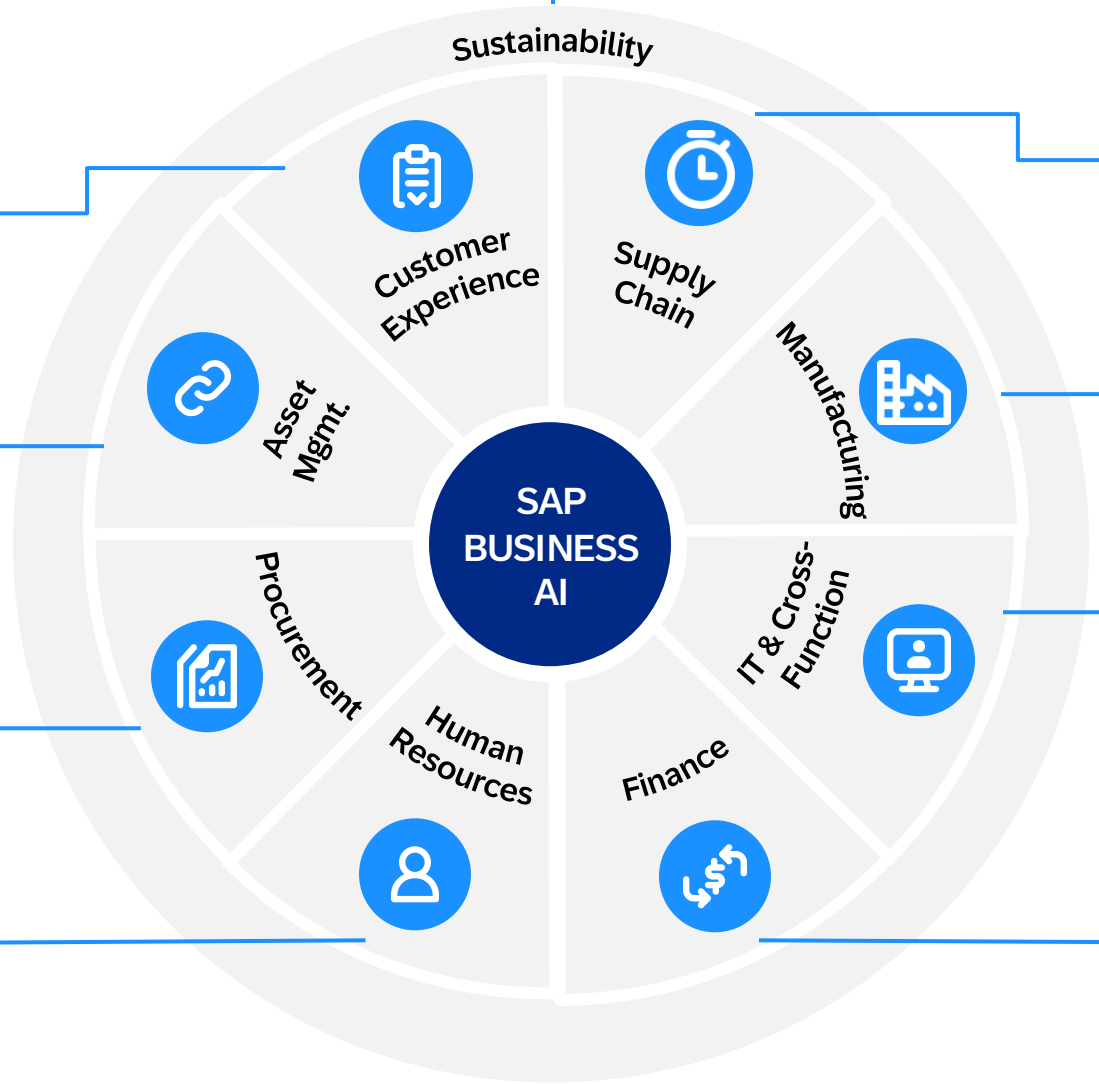
Tax on non-reusable plastic packaging
SAP Responsible Design and Production

* Not exhaustive selection

SAP Business AI
Kay Kretschmer, Business Development Manager, SAP

Mill Products Industry | AI powered scenarios across business functions

- Intelligent emission factor mapping
- Emissions forecasting, system forecast of emission data values
- Sustainability and emission management related task due date



- Price Optimization
- Intelligent sales execution
- Sales order automation
- Opportunity/Lead scoring
- Product Recommendations
- Predicted delivery processing

- Visual inspection in Asset Maintenance
- Guided Buying of spare parts

- Sourcing item & supplier prediction
- Guided Buying
- Category Recommendations
- Spend Classification
- Job description for external workforces

- Skill and career path recommendations
- Learning recommendations
- Performance & Goals Definition
- Workforce planning

- Demand forecasting & sensing
- Intelligent slotting in warehouse
- Goods receipt processing
- Stock in transit
- Predicted delivery processing

- Industry 4.0 scenarios
- Visual inspection of surfaces
- Visual AI on wood trunk
- Trim loss/waste reduction

- Digital Assistant
- Process Automation
- Business Rule Mining
- Master Data Management
- Identity & Cybersecurity

- Intelligent collections
- Goods receipt and invoice matching
- Travel expense auditing and verification
- Business integrity screening through tax compliance screening

SAP AI Roadmap for Mill Products

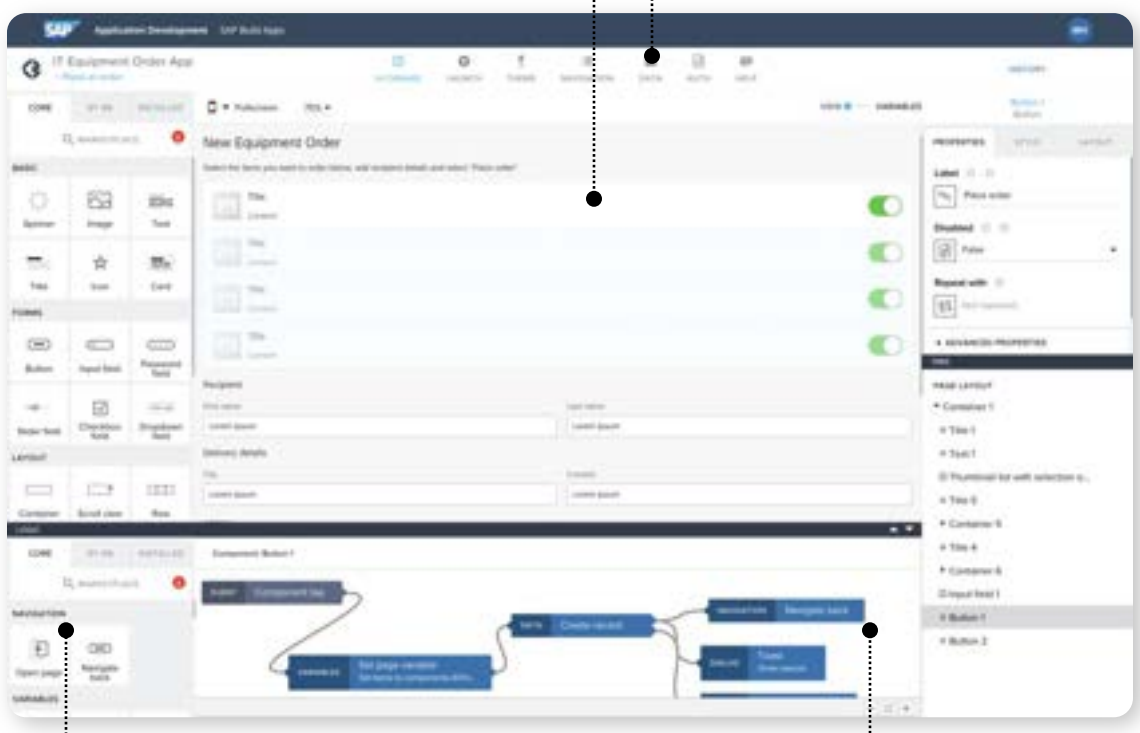
INTERNAL | SAP AND CUSTOMER USE ONLY

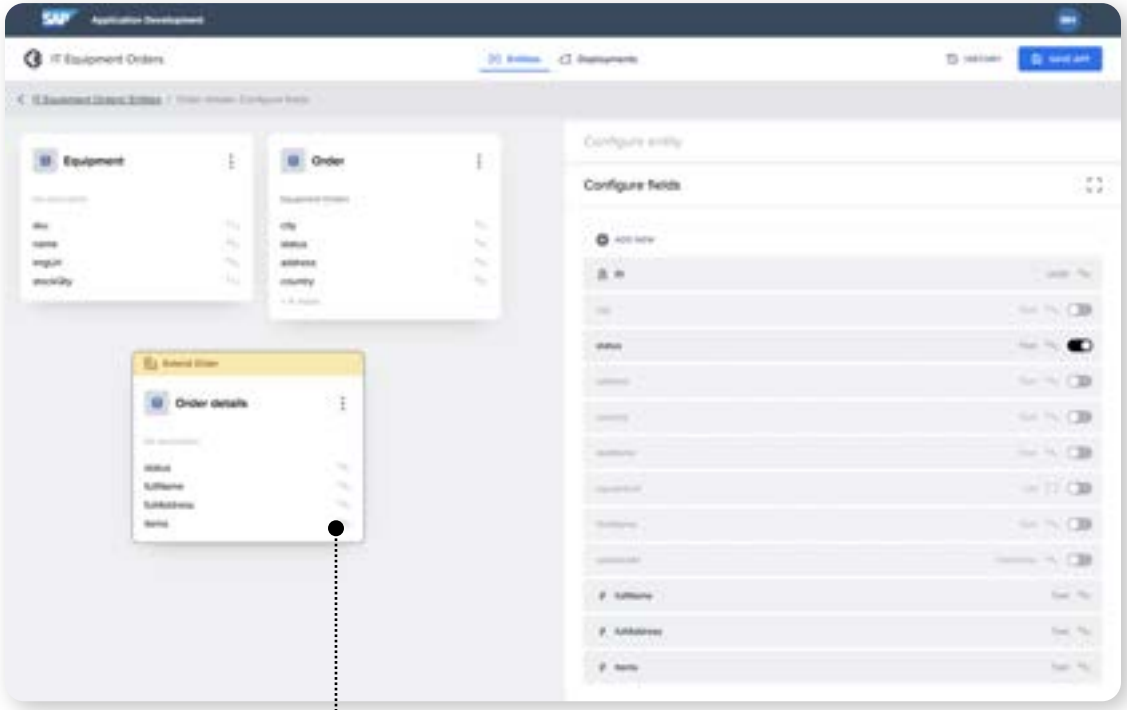
SAP Build Apps – Powerful features for full-stack visual development

Drag & Drop UI Design

Multi-channel support

Formulas for data transformation and API connectivity





Customizable components and 400+ built-in formula functions

Visual business logic

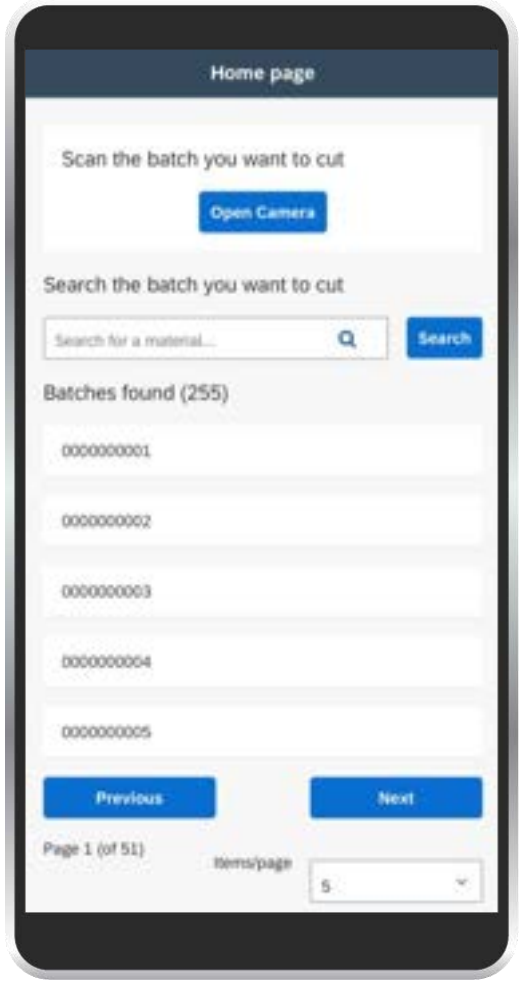
Visual data modeling with visual cloud functions

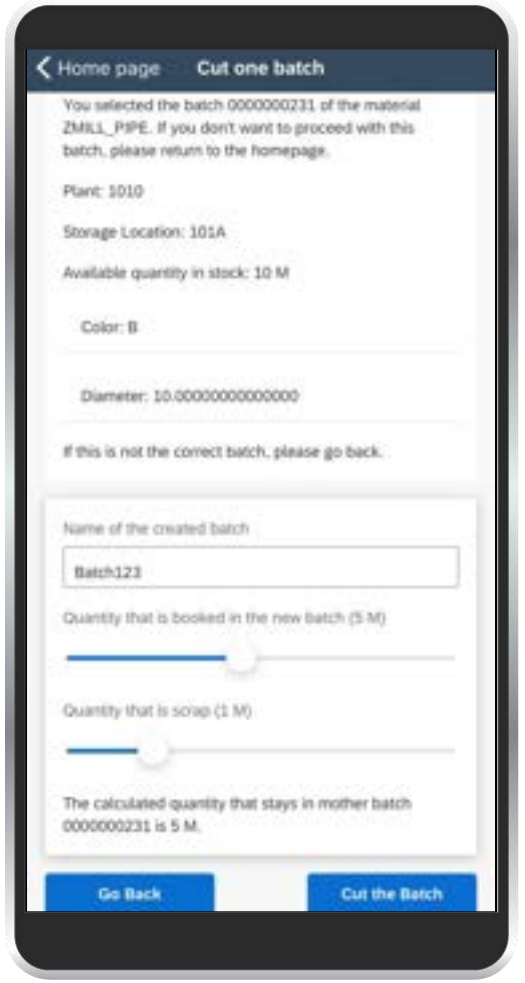
INTERNAL | SAP AND CUSTOMER USE ONLY

Industry Use Case: Cutting with SAP Build Apps

Use Case Description:

- Selection of batch that needs to be cut manually or by scanning a barcode
- Insert quantity for new batch and scrap
- Confirm it and cut the batch
- Integration into S/4HANA Cloud, public edition via APIs



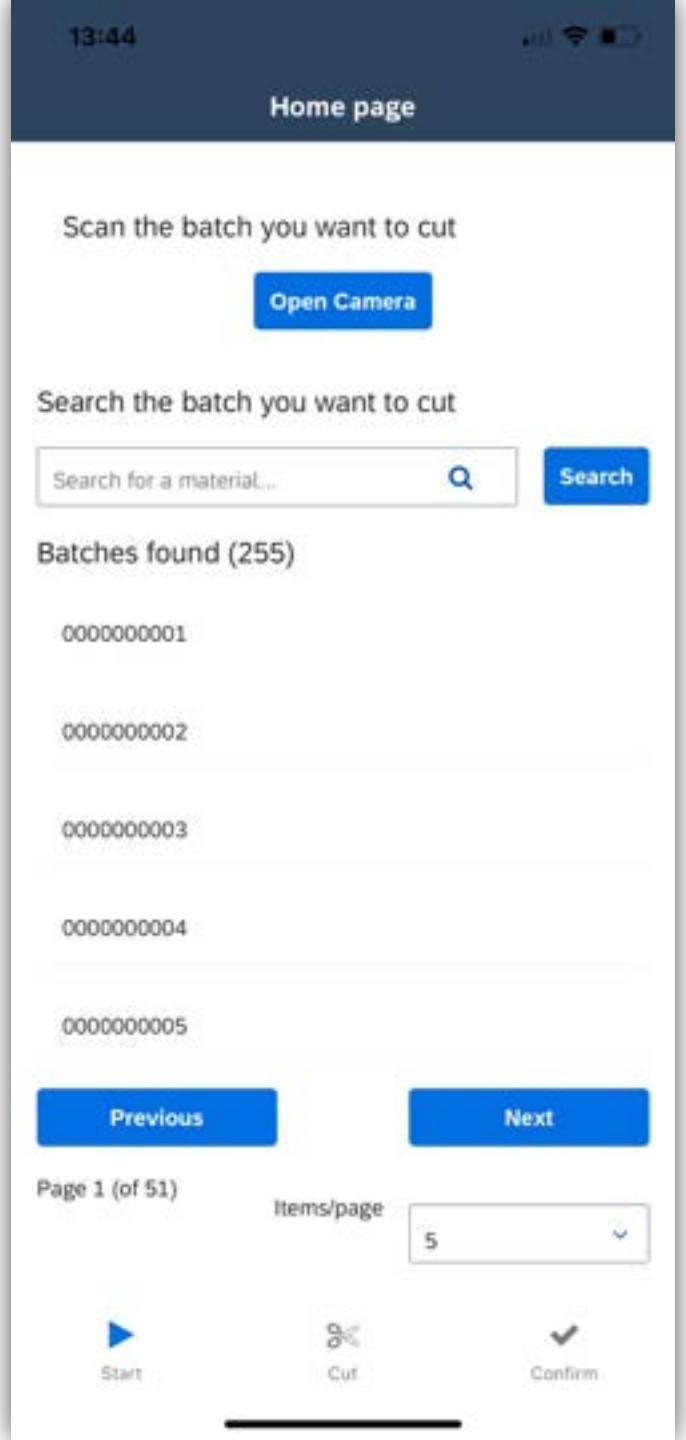


INTERNAL | SAP AND CUSTOMER USE ONLY

20 June 10:45 – 11:15

Drive Industry Relevant Innovation With Low-Code / No-Code While Keeping the Core Clean

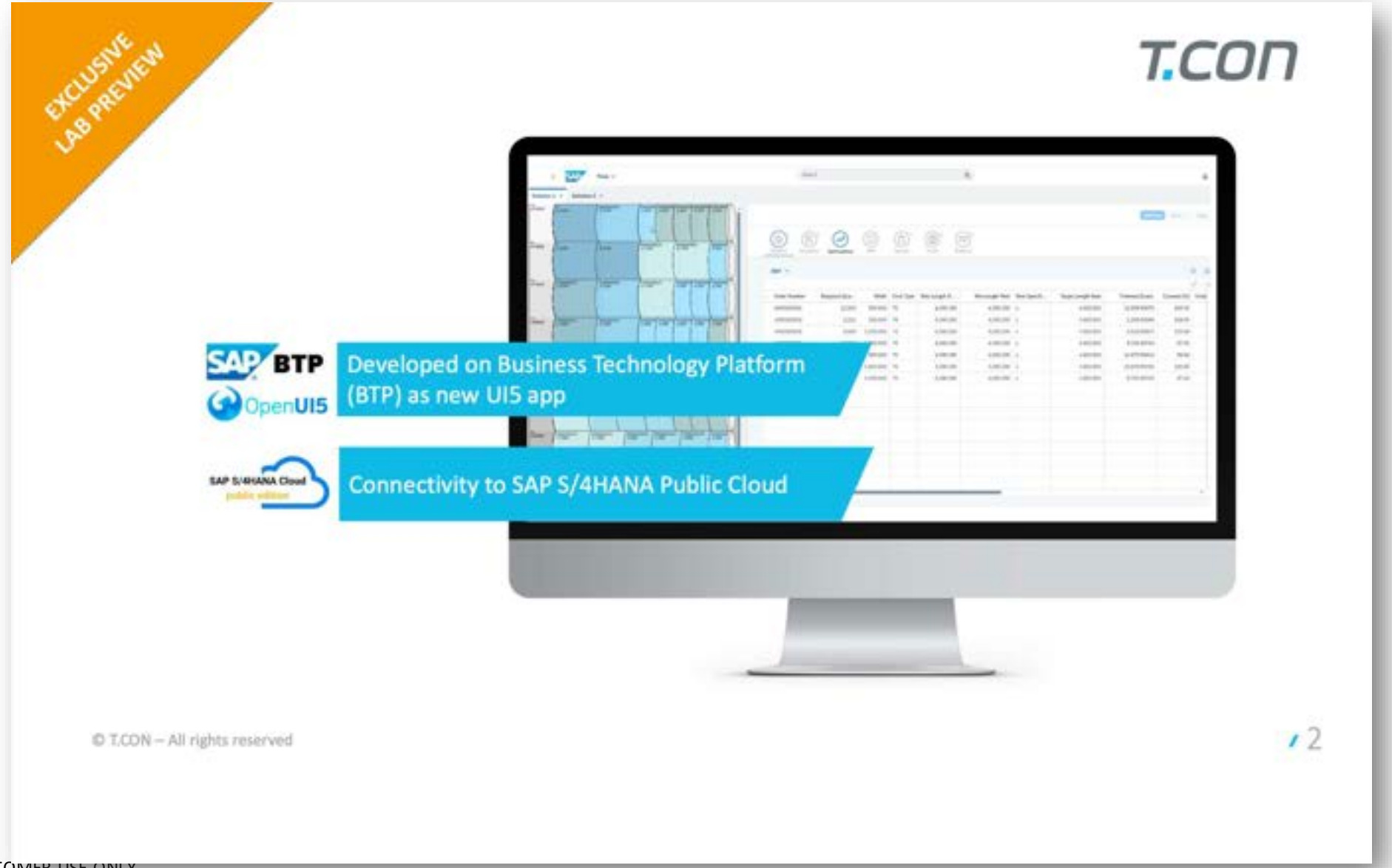
Andreas Steinwender, Product Manager, SAP



INTERNAL | SAP AND CUSTOMER USE ONLY

Trimming with SAP S/4HANA Public Cloud

TRIM SUITE by T.CON



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19 June 14:40-15:10

Proving Deforestation-Free Origins of Agricultural Materials and Comply with the New European Union Deforestation Regulation (EUDR)

Gloria Figaroa, Senior Product Marketing Manager, SAP

SAP Solutions to Support EUDR Compliance

Zooming in on EUDR's Two Components

Information Requirements (Article 9)

- Transactional-level Data
- Origin and Geo-location
- Demonstrate Compliance
- Transfer DDS to EU*
- Data Storage

SAP Green Token

Risk Assessment and Mitigation (Article 10, 11)

- Risk Assessment
- Risk Mitigation
- Monitoring

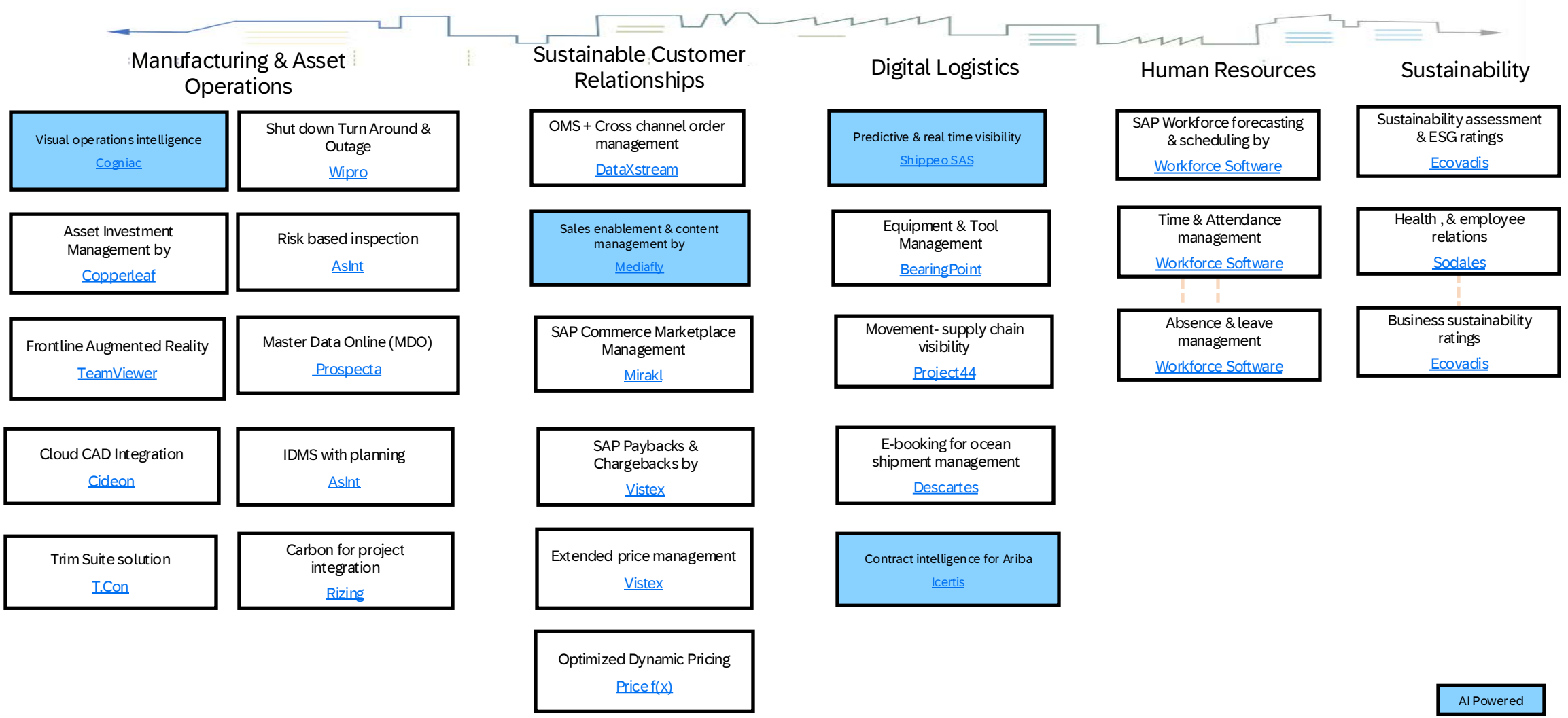
SAP Ariba Supplier Risk

ERP Backbone & Other Source Systems

INTERNAL | SAP AND CUSTOMER USE ONLY

Ecosystem & Industry partners solutions examples

Forest Products



INTERNAL | SAP AND CUSTOMER USE ONLY

Paper & Packaging - Summary

- Direction Focused on Industry
- Continual Investments in SAP Solutions with a Strong Emphasis on AI Technologies
- Expanding Portfolio of Partner Solutions
- Multiple Channels for Customer Influence
- Clearly Defined Industry Roadmap
- Long-Term Commitment

6,000+
Paper and packaging are innovating with SAP solutions

105
countries with SAP customers in Paper and Packaging industry

SAP Roadmap for Mill Products
Roadmap Explorer

INTERNAL | SAP AND CUSTOMER USE ONLY

Thank you.

Contact information:

Kai Aldinger
SAP SE

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