

DIE ZUKUNFT DER **PRODUKTENTWICKLUNG**

VON DIGITALEN PRODUKTMODELLEN, MBSE-GETRIEBENEN VARIANTEN-ENGINES UND KOLLABORATIVEN CONFIGURE-TO-ORDER PROZESSEN

04.07.2023 // CHRISTOPH GOLINSKI & CHRISTIAN KERN
PLM & KONFIGURATION



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WER SIND IHRE REFERENTEN?



Christoph Golinski

SAP SE

S/4H RDPM PLM Product Mgmt SE



Christian Kern

All for One Group SE

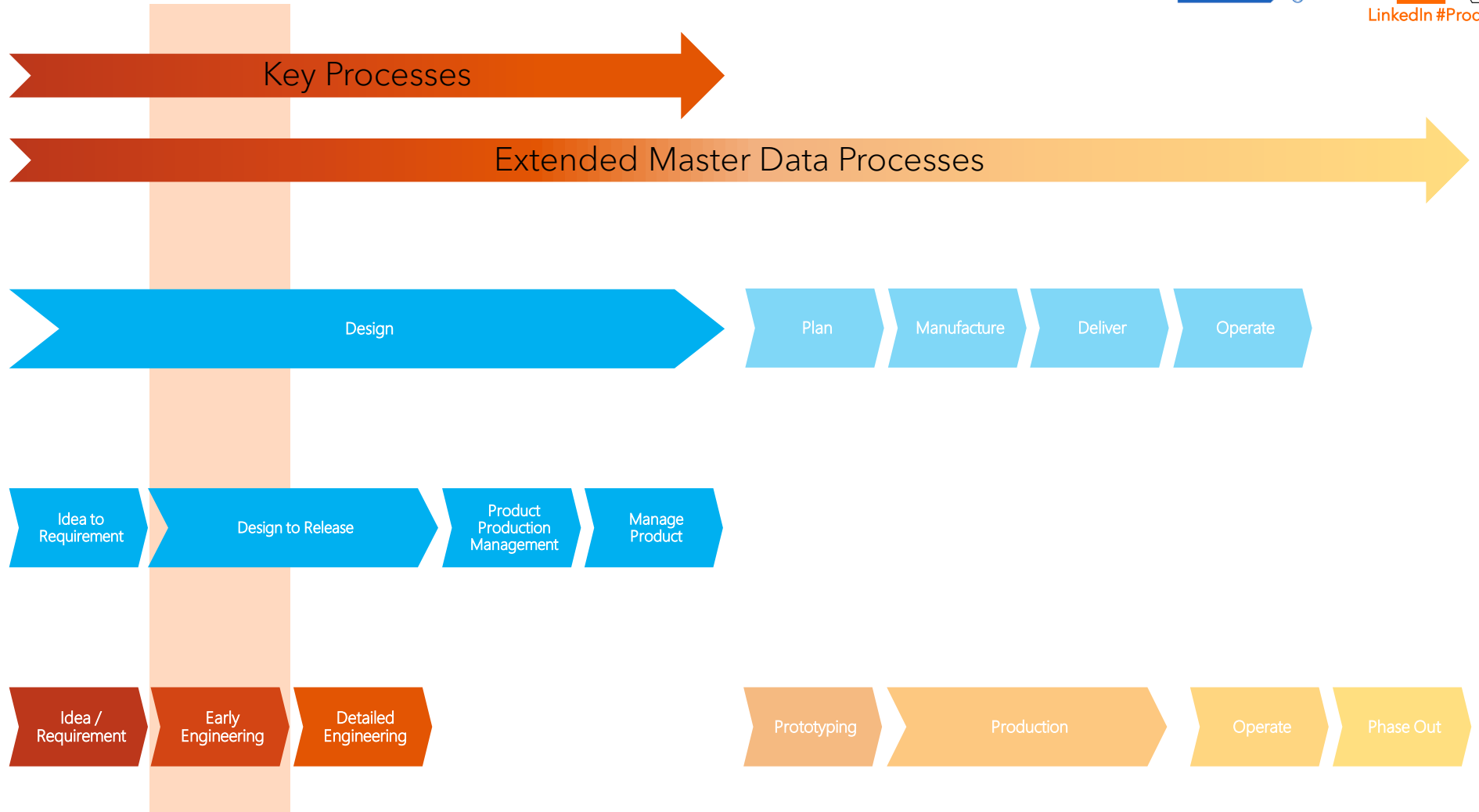
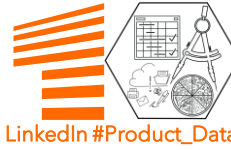
Center of Excellence Lead Product & Data

01

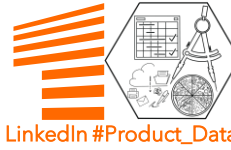
BISSCHEN THEORETISCHES



WO BEFINDEN WIR UNS IM PROZESS?



ZU VIELE LÜCKEN UND ABSTIMMUNGEN?



Mechanik

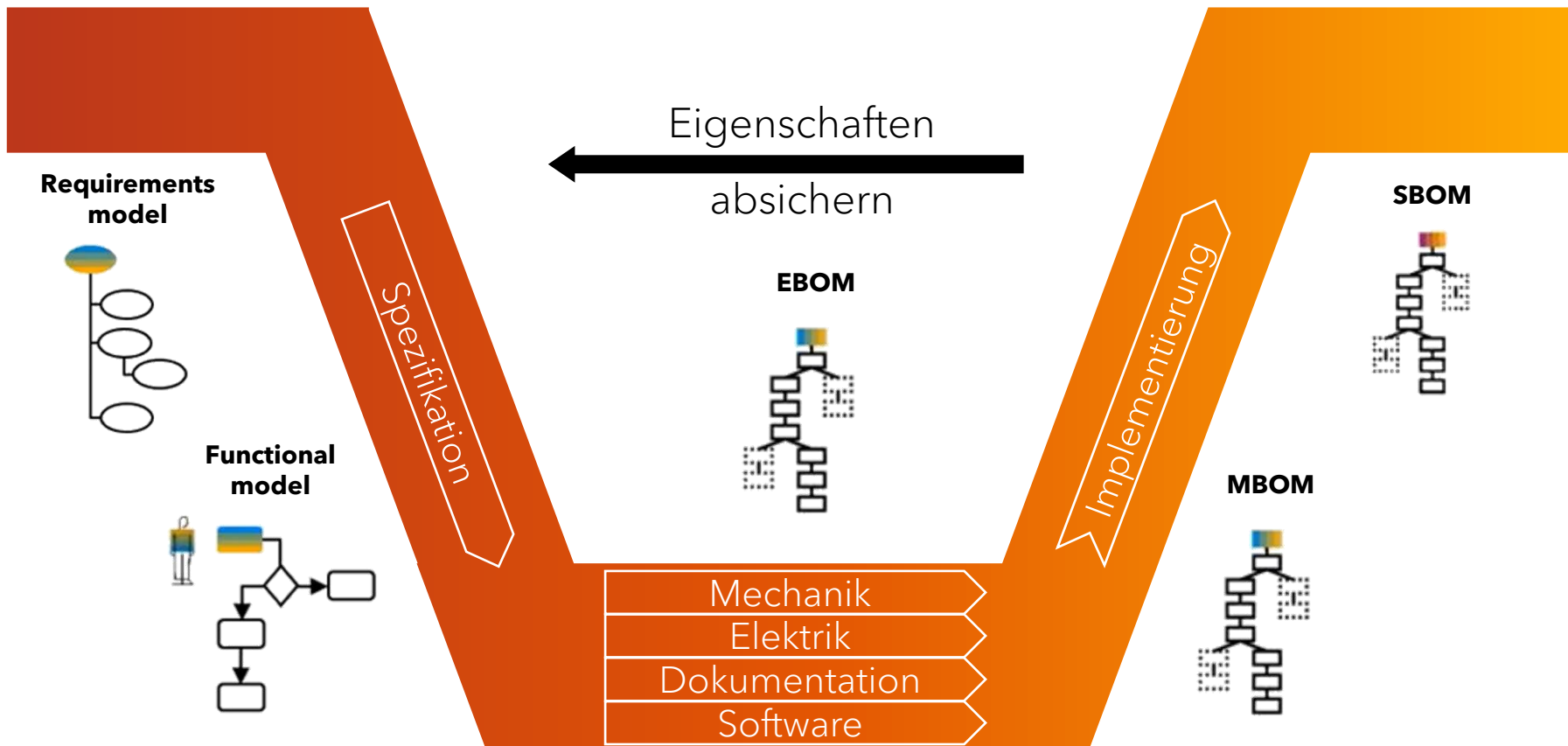
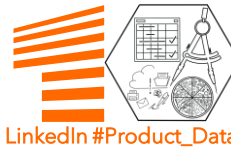
Konfiguration

Software

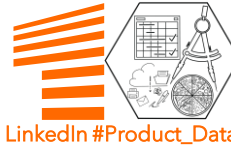
Elektrik

Dokumentation

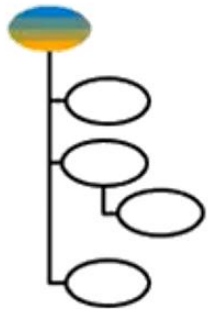
WIE IST DER PROZESSABLAUF?



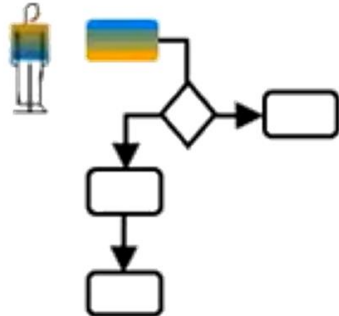
WIE KOMMT MAN VON LOGIK ZU LOGISTIK?



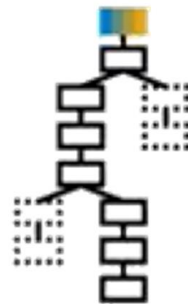
Requirements model



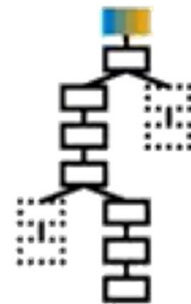
Functional model



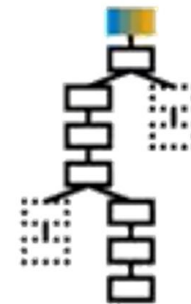
EBOM



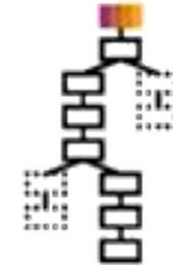
MBOM



MBOM



SBOM



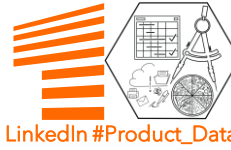
SBOM
Service Bill of Material

MBOM
Manufacturing Bill of Material

EBOM
Engineering Bill of Material



UND WIE DEFINIERT DAS SAP?



SAP Enterprise Product Development (Discrete Industries)

Early Product Development

Detailed Development

Manufacturing and Asset Management

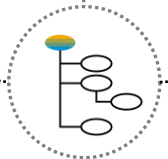
Define

Develop

Deliver



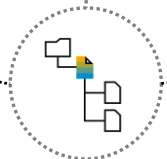
Product Improvements Ideas



Requirements Models



Functional and Logical Structures



Enterprise Product Structures incl. CAD



Product Specifications



Product Verification and Validation



Handover -to-X

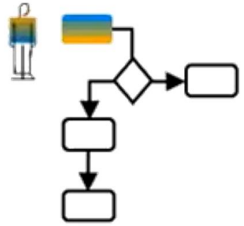
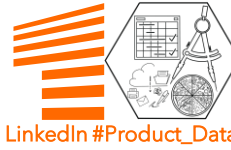


Digital Twins & Visualizations



Performance Insights

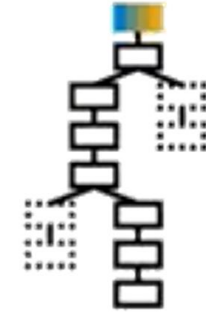
WO SIND UNTERSCHIEDE IN PRODUKTSTRUKTUR UND STÜCKLISTE?



Generische Knoten

MBSE  BOM

Material Knoten

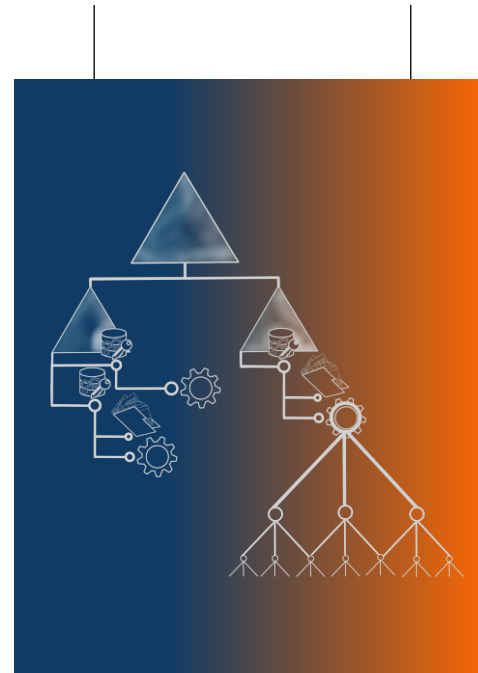


Generische Knoten ohne Materialnummer

PLC-übergreifende Strukturelemente

Semantisch reichere Relationen

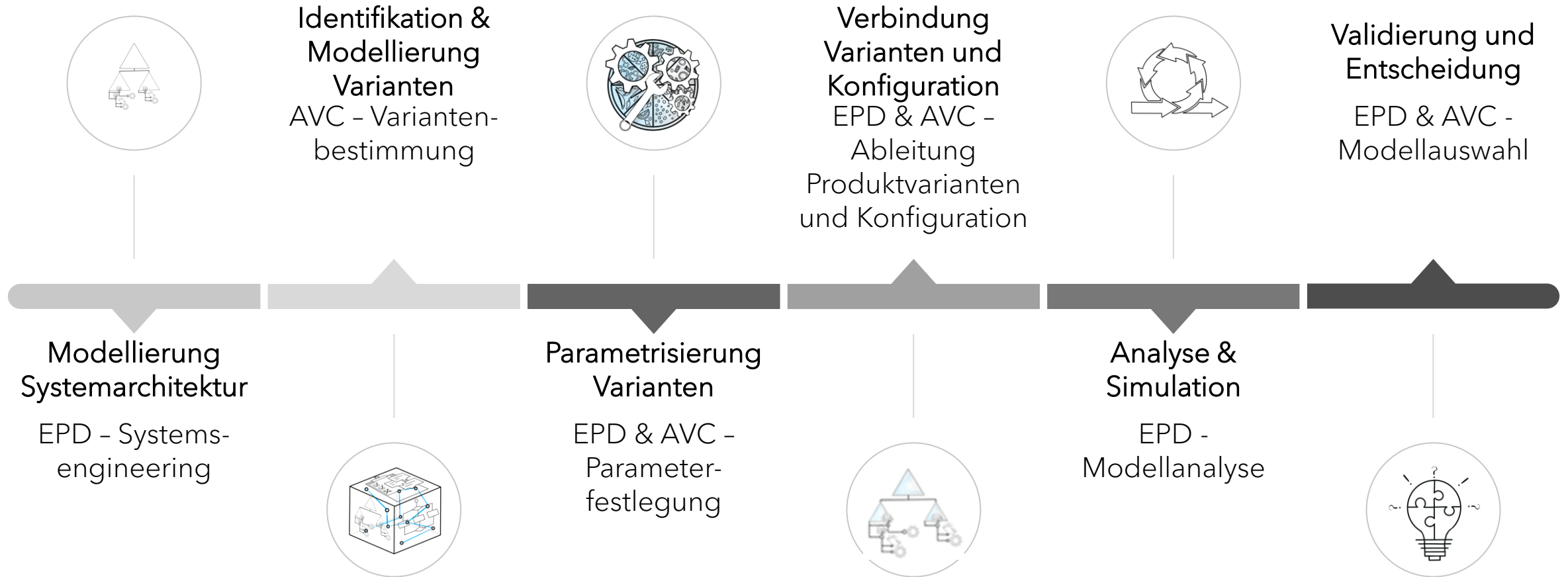
Einfacher Wiederverwendung/
Einfacher Aufbau von Baukästen



Klassische Material-Stücklisten

Diziplinabhängig

UND WIE HÄNGT DAS JETZT ALLES IN ZUKUNFT ZUSAMMEN (ROADMAP)?



02

BISSCHEN PRAKTISCHES



URBAN MOBILITY GMBH



- Hersteller von innovativen elektrisch angetriebenen Transportgeräten für die urbane Gesellschaft
- Ca. 1.500 Mitarbeiter, 600 Mio. EUR Umsatz

E-Bikes



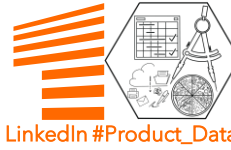
E-Roller



E-Scooter



DIE REVOLUTION DES E-SCOOTER-MARKTS!



Der neue E-Scooter – die perfekte Symbiose aus mechanischen Komponenten, elektrischer Antriebstechnik und intuitiv nutzbarer Software

Adressierung von zwei Zielgruppen:

Teenager (16 bis 19 Jahre)



Urbane Best Ager

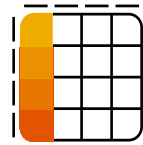


TAKEAWAYS



Frühzeitig

- Impulse aus dem Marketing oder Vertrieb
- Zeitige Zusammenarbeit von Produktmanagement und Entwicklung
- Erstellung von ersten groben Produktstrukturversionen



Einfach

- Intuitive Bedienung
- Arbeit im Browser
- Keine/wenig Vorbedingungen für den Aufbau von Variantenknoten in der EPS



Integriert

- Integration zum ERP
- Fundament für weitere Schritte in der Produktentwicklung

THANK YOU.



CHRISTOPH GOLINSKI

S/4H RDPM PLM PRODUCT MGMT SE

CHRISTOPH.GOLINSKI@SAP.COM



CHRISTIAN KERN

CENTER OF EXCELLENCE LEAD PRODUCT & DATA

CHRISTIAN.KERN@ALL-FOR-ONE.COM