



# Michael DIEHL

## **1997 – 2000 Lufthansa Systems**

- *Business Development for Lufthansa Systems' solutions for Travel & Transportation Industry*
- *Sales Manager for Public Transportation*

## **2000 – 2004 SAP Germany**

- *Sales Manager for Airport Industry, Air Traffic Control*

## **2004 – 2006 SAP Germany**

- *Sales Manager for Deutsche Bahn Group*

## **2006 – 2012 SAP EMEA**

- *Senior Advisor for Rail Industry for EMEA Sales Region*
- *Senior Advisor for Airport and Seaport Industry*
- *Senior Advisor for Public Transport Industry*

## **Since 2012 SAP Germany**

- *Senior Advisor for Railway, Aviation and Travel Industries*
- *Tasks include Strategic Industry Business Development , Industry Value Sales, Customer Focus*



# Hanna GRADZKA

## **1989 – 1995 Compunet AG (Germany)**

- Sales Team Member for large accounts
- IT Department Responsible for the Implementation of SAP R/2 for sales processes
- Responsible for the Implementation Project of SAP R/2 in the service and maintenance area

## **1995 – 1997 SAP AG, European Support Group**

- Responsible for the support of European consulting for PM Module (Maintenance)

## **1997 - 2001 IBU Service Providers**

- Product Manager for Professional Services Solution
- Project lead for Best practice for Professional Services

## **2001 – 2007 IBU Travel & Transportation**

- Director Solution Management for Railways and Metropolitan Transportation
- Tasks include Solution Management, Business Development and Field Support with global responsibility

## **Since 2008 IBU Transportation & Logistics Services**

- Solution Manager for Cargo Railways
- Tasks include Industry Solution Management : customer focus and speed of innovation leading to an improvement of solution adoption



GLOBAL  
RAIL  
FREIGHT  
CONFERENCE



**SEAMLESS TRANSPORT CHAINS THROUGH HARMONISATION**

*Success Stories and Global Perspectives for Rail Freight*

# Simplify Everything, So We Can Do Anything

Hanna Gradzka, Michael Diehl; SAP



GRFC 2014 VIENNA

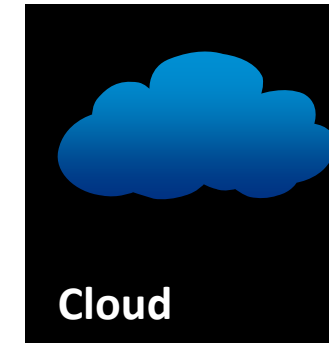
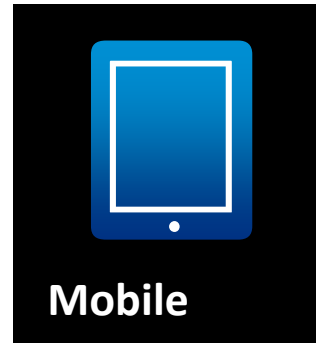


**23-26 June 2014**

# Simplify Everything, So We Can Do Anything

**Our innovations are  
designed for a  
better-run world.**

SAP was founded in 1972  
SAP has 67.000 employees  
SAP has 200.000 customers  
SAP's revenue in 2013: 17 bn €  
SAP's market capitalization: 70 bn € (#6 in DE)



**SAP HANA Real Time Business Platform**

# Our commitment to Railway Industry

Core Best Practice processes with some examples out of +300 Railways using SAP



Rolling Stock mgmt  
(Maintenance +  
Refurbishment)



Logistic Operations



Infrastructure  
Services



Real Estate  
Management



Customer  
Management



# SAP HANA Next Generation Platform for Real-time business

**Case :**  
One of the largest global Travel+Transport operators:  
Revenue Accounting – reports performing 100x faster thanks to using HANA; no timeouts anymore

**Case :**  
One of the largest global Rail operators:  
Test cases related to Revenue Accounting and Expenses, – reports HANA performing 20 to 40x faster



**>3.000 customers**

**IT again driving Innovations**

**Enabling SAP and non-SAP Scenarios (30% non-SAP)**

**Preconfigured Hardware**

**ONE Platform for various processes**

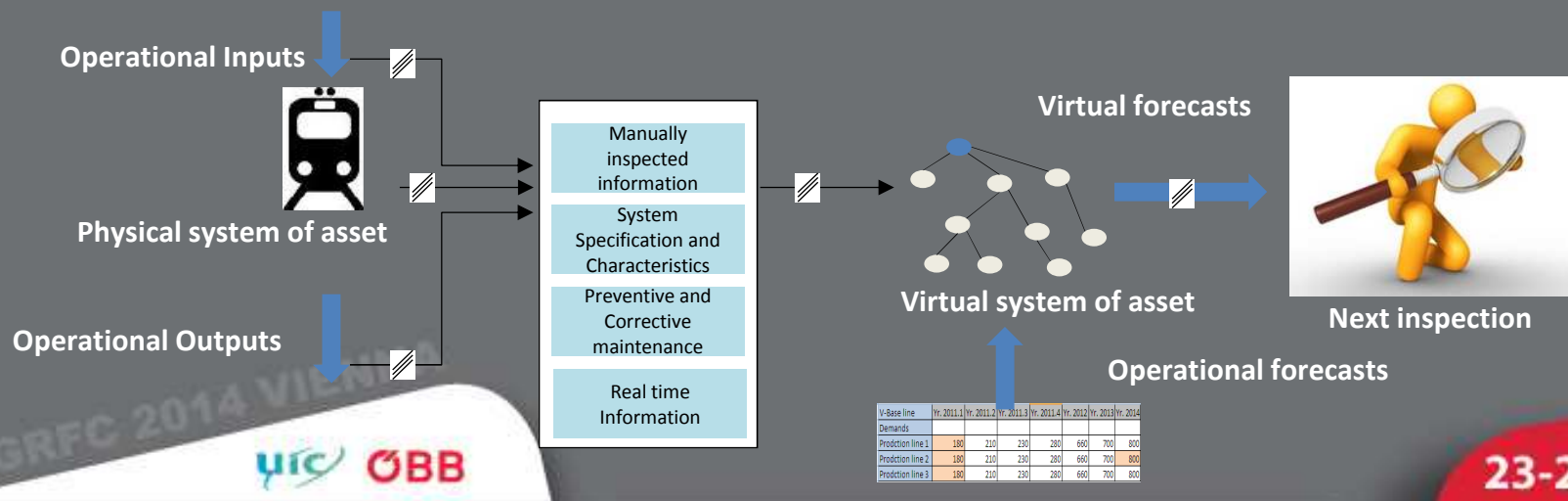
# Predictive Maintenance powered by SAP HANA

## Challenges

- Unplanned breakdowns of Rolling Stock or Rail Infrastructure causing disruption of operations and customer complaints
- Unplanned breakdowns causing high costs
- Difficulties in planning spare-parts
- Limited analytics related to reasons for breakdowns, limited initiatives to avoid breakdowns
- Limited usage of Machine-to-machine (M2M) data

## Solutions

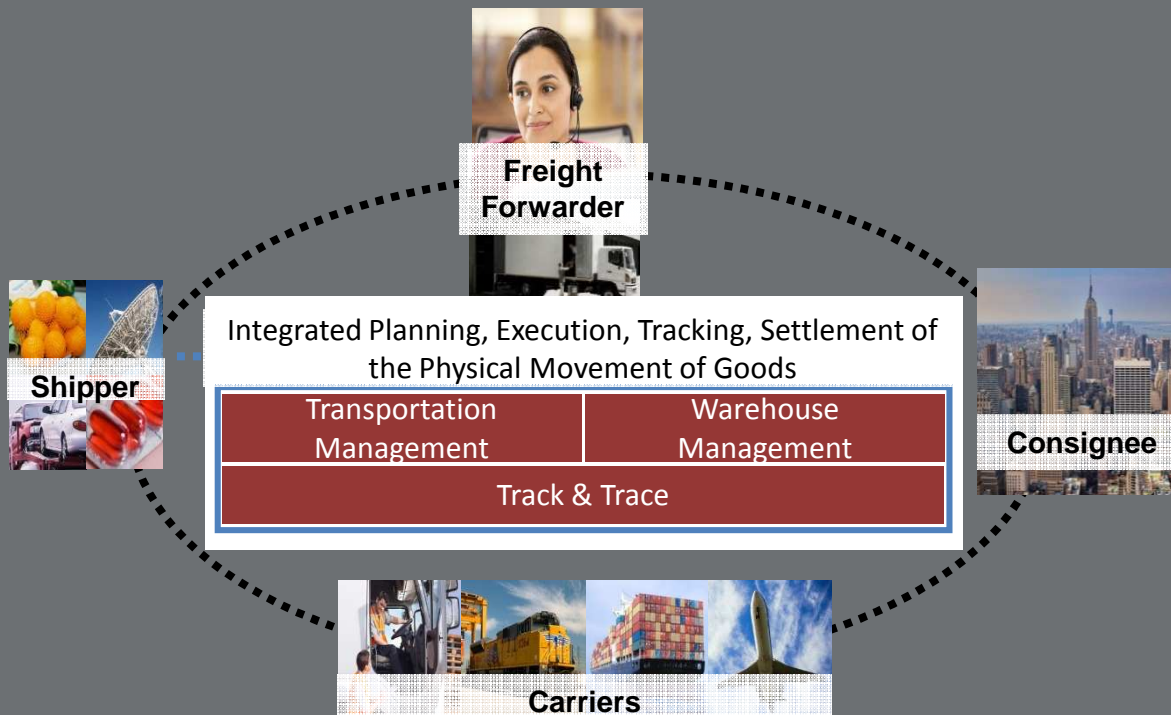
- Switching to Predictive Maintenance
- Modeling predictive simulation based on existing Master data, operational data and historical data
- Combining business and operational data
- Identify and predict frequent failures
- Prioritization of maintenance orders according to operational business objectives
- Using existing machine-to-machine data
- Aggregation of data is no longer necessary thx to HANA



# New Generation Transportation Management

Best-in-class, integrated, connected, real-time Supply Chain Execution Platform

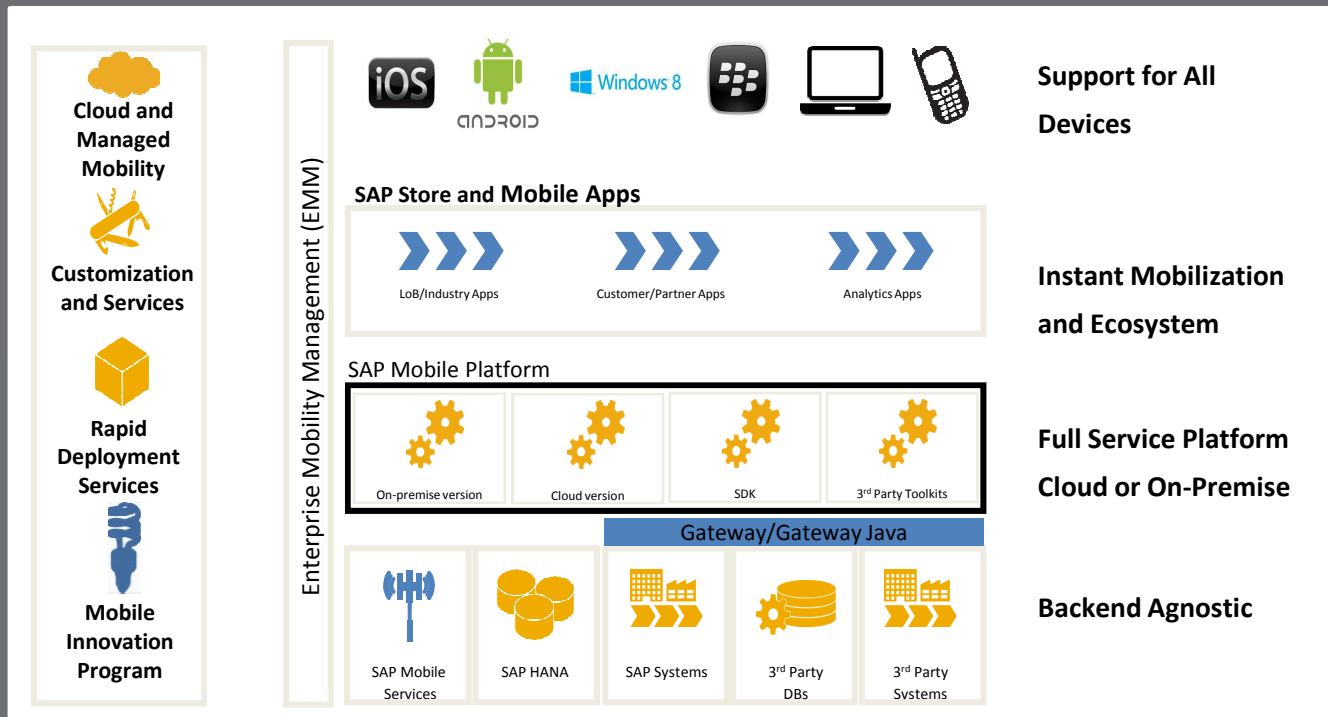
*Solution for Rail Cargo*



- ✓ Rail master data
- ✓ Rail quotation & contract mgmt.
- ✓ Rail order management
- ✓ Rail charge management & invoicing
- ✓ Railcar management & analytics



# The cornerstone of a comprehensive and open mobile portfolio



- 3D Work instructions for assembly, installation, maintenance, repair/ service, training
- GIS integration for geospatial visualization on the mobile device e.g. for work orders or functional locations
- Usage for Crew management



# SAP for Rail Industry



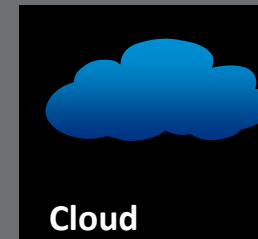
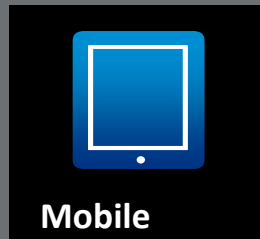
Railway Industry is of high strategic importance for SAP



Wide and innovative Solution Landscape of SAP already available today; future developments to come



Profound business Know-how about Railway Industry at SAP and their partners



SAP HANA Real Time Business Platform

# Thank you for your attention

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Solution Manager Rail Cargo  
IBU Travel & Transportation



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