



ACCENTURE AND SAP METAVERSE DEMO

VIDEO TRANSCRIPT

SUMMARY KEYWORDS

metaverse, sap, supply chain, distribution center, challenge, catherine, production, enterprise, client, factory, frankfort, network, center, technologies, interact, solve, customers, data, margin, scenarios

00:00

My name is Daniel Gonzalez. I'm with a center SAP Business Group, and I lead SAP innovation for Americas. And we're here to present how we embed a sap technologies into the metaverse.

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And I'm Tom Fahey. I'm from our Metaverse continued business group. I lead all of our supply chain technology capabilities for the metaverse. So we think about how these immersive technologies are going to change the way that our clients run their front office, back office, and everything in between.

00:29

Let's jumped into Metaverse Tom, I'll see you there. So we're bringing to life the enterprise Metaverse by embedding SAP solutions into the metaverse with the enterprise Metaverse showcase that we're going to show you now. So it's essentially a enterprise profitability simulator, where you can pull some levers within your enterprise supply chain, and you can see immediately the reflection of what's changed in your company profitability. So Tom, would you like to walk us through the demo play of this new solution?

01:09

Sure. So what we've built here is a control center. It's integrated, like Dan said, to SAP IBP,

and SAP BTP. And what Catherine is going to show now she's going to activate the simulation. And effectively what we're what we're creating here is an experience where you can bring people from around the globe and around the enterprise, whether it be a warehouse, a factory central planning customer service, into a single virtual location to solve and, and solve a business challenge in the supply chain. And so on the map that's on the wall here, Catherine can activate, we can see the red dot shown in Americas north, showing that there's a supply chain issue to address in that market. Once she clicks, you can see a pretty simple version of a supply network laid out on the table. And so I want to pause here first, and show kind of one of the one of the things that the metaverse changes about the way we're going to create and run our enterprises is that this data becomes three dimensional becomes immersive, we've gone from a flat screen on a wall, even in an immersive space, we've gone from a flat screen on a wall down to a set of three dimensional data on the table. And so we've kept it pretty simple. But you can imagine, if you were in headset here, this table could be huge, it could be the size of a room, you could walk around it, you could examine it from different angles. And in the case of a supply chain, see how goods are moving through a network and where the challenges lie. And so Catherine is now going to drill into that distribution center that has the challenge. And we can now see a different view of the supply chain focused around that distribution center. So at the center is is that DC, and then across the top are five different clients. Again, we kept it very simple for the purposes of showing today. These can be client regions, these could be these could be different



segments. These could be you know, five, five areas, five customers where you are having distribution challenges across the bottom, or the different production facilities. And so in this case, we have four different factories that are feeding products into a single distribution center and then serving those customers. And now what Catherine is going to do is is click into t plus three on the backlog because that's where we have the issue, we're going to see a challenge and profit that drop in profit because an increase in cost. And so what we're what we're simulating here is that there's a predicted increase in raw material cost that's driving down profit and margin, across across our client segment. And so what we can do now is look at different ways to solve this challenge by shifting production around the globe. In some cases, we may have lower production costs, but higher transportation costs. Other sites may be more kind of spare capacity, where it's high cost, but it's quick to market. And so what Catherine is doing now is moving these levers moving the dials around around the production facilities to change the capacity and change the production load at those different sites. And in real time, you can see the data on the back is updating live to show the impact to profit show the impact to gross revenue. And so that shows the power of how we bring these Metaverse technologies, integrate them into SAP take advantage of the full suite of capabilities that sit in IBP that's sitting in PTP and show that real time impact any live environment in the supply chain. Another view that we can jump into now is looking at now we've addressed some of the margin challenge. But we now have customer shortages. And you can see that the lines connecting the distribution center to each client have turned red, which means that we have customers shortages across our network. Now that may be the best that we can do. But what I'll ask Catherine to do in a moment, is click the Optimize button. So using the optimizing technologies within SAP and allowing the AI and allowing the analytics within SAP to solve this challenge, and so what you see now is that by increasing production around the globe decreasing production in the in the Austin facility the production center on the far right, we can now we can now meet the client demand across the network while also solving for that for that margin challenge. Now one key here is that when we it may not be that simple

right what if we have the Frankfort plant li the Frankfurt factory lead on site and they say you know what, we have a work stoppage we have some maintenance we have a challenge, you should not plan so 100% Let's reduce us a bit down to down to a lower lower production level. And now we can with humans plus machines interact with the with the AI driven results and interact with AI driven results and effectively solve for improve upon the solution that the system has given us alone. Once Katherine's ready and comfortable she will check in with all the other colleagues Frankfort factory Okay, distribution center customer service, we're all good. She can then click Execute. And those production plans after a confirmation those production plans will be sent to SAP to be converted into the appropriate manufacturing planning order supply orders and production orders.

06:17

And essentially what we did was interact directly with IVP through a time series of misers function on simulating what if scenarios in the metaverse and executed them when we were happy with the result in s for HANA directly.

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So the scenario is shown here today combines finances combined supply chain and allows you to show how these functions can plan together. But imagine completely different scenarios. We're talking to utilities about how to put their grid into a virtualized into a virtualized environment like this and run and determine how different equipment men and managers load across the grid. We've talked to telcos to think about their networks, we've talked to your companies that want to use this in month end close Imagine being able to visualize your chart of accounts in a more visual in a more impactful way and interact with that data and fundamental to fundamentally different ways. And so what we'll see is, as companies get more and more familiar and comfortable with engaging in different ways with data, the way that we do our jobs is going to change and the way that our workforce is expect to get work done is going to be fundamentally different in the future. Hopefully this demonstration has inspired you to see how this sort of immersive technology can change your business. Not tomorrow, but today.



The time is now I'll meet you in the metaverse.

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