GKN Off-Highway Powertrain’s drive shafts and gearboxes set industry’s wheels in motion. The company is number one in its field in Europe. To maintain its place at the top, GKN invests in the future. This is where its new business model, “performance management”, comes into play. Instead of simply selling products, GKN will soon sell their performance as a service. SAP® Hybris® solutions will play a decisive role in this new approach.

GKN presented SAP with an ambitious requirement specification. The main aim was a solution that would support the entire service process from sales to billing. With close collaboration, the project team found the ideal strategy – and SAP® Hybris® Service Cloud plays a key role. The solution forms the technological basis on which GKN is now planning its next innovations: Condition monitoring and artificial intelligence promise even more efficient processes and even happier customers.
“Condition monitoring and artificial intelligence present us with a host of new opportunities. The next few years will see us making great strides forward.”

Thomas Wasmuth, IT Director Services, GKN Off-Highway Powertrain

By leveraging digital innovations, GKN Off-Highway Powertrain is redefining its business model. In this way, the company is consolidating its position as a technological trailblazer within its field.
Revolutionizing Business Models with SAP® Hybris® Service Cloud

GKN Off-Highway Powertrain enhances classic product sales with a solutions-as-a-service approach that bills according to performance data. In this way, the company sets itself up for the future while ensuring customer satisfaction.

Before: Challenges and Opportunities
- Digitize the field service department
- Support all service processes from sales to billing
- Take customer care to a new level
- Benefit from comprehensive insight into customer data
- Analyze customer data at all times and put the findings to immediate use

Why SAP
- Consultants possess a wealth of industry- and technology-specific expertise
- The SAP® Hybris® Service Cloud solution supports the entire service process

After: Value-Driven Results
- New business model based on performance data
- Employees have access to information via mobile
- Intuitive interfaces simplify a variety of processes
- Foundation established for condition monitoring, AI, and smart glasses

"By digitizing our services, we gain access to tomorrow's most exciting business models.”
Thomas Wasmuth, IT Director – Services, GKN Off-Highway Powertrain

SAP Hybris® Service Cloud solution supports the entire service process

13 months to project completion
Digitized service processes from sales to billing
Simple to run without extensive training