THE INTELLIGENT ENTERPRISE FOR CARGO COMPANIES

Paving the future of logistics with innovation and technology
Dear Customers,

The demands of running global supply chains are more challenging than ever. Cargo transportation and logistics companies must avoid being commoditized as new competitors who are digitally savvy enter the marketplace. They must increase operational efficiency while developing strategic ways to create a consumer-like experience for customers. In addition, meeting regulatory compliance and sustainability standards is an ongoing challenge in a world that is still steeped in paper-based processes.

And now, the world must manage the impact of a previously unimaginable pandemic on the supply chain. While the short-term outlook has been increased business for some, especially those that are involved in the delivery of essential and vital goods, there is great uncertainty in the longer-term view for many.

SAP expects that the cargo transportation and logistics industry will see changes as long-haul companies consolidate and enabling technologies become more available. Services will diversify across all modes of transportation and become managed by a global network of interconnected providers.

To prepare for this next phase of market evolution, we recommend that you bring a greater degree of resiliency, adaptability, and flexibility to your business. And we suggest that you maintain a sharp focus on three key critical priorities that will help you drive innovation in a digital enterprise that’s in the midst of change:

- **Digitalize the customer experience** by leveraging a 360-degree view of your customers so you can build stronger strategic relationships and own more of the logistics value chain.
- **Generate new business models** by reimagining your processes to enable diversification that drives new unique selling points and outcome-based initiatives.
- **Digitalize operations** through efficiently managing your assets and orders by enabling predictive insight and analytics that bring real-time visibility to partner transactions and equipment health.

SAP believes these priorities can help your company evolve into an intelligent enterprise that takes advantage of technologies such as machine learning, the Internet of Things (IoT), and analytics and embeds them within integrated, agile business processes.

To get you started on this journey, this paper takes a deep dive into the megathemes and major trends that are shaping the cargo transportation and logistics industry. It then explores how you can address those challenges with the priorities mentioned above. And it also discusses how you can create the reliability, adaptability, and flexibility required today to remain a successful and competitive entity in this rapidly evolving world.

Together, we can adapt, respond, and achieve success in a world in flux.

Sincerely yours,

Kevin Schock
Global Vice President and Head of Travel and Transportation
SAP SE
# TABLE OF CONTENTS

3  Welcome
5  Our Place in a Changing World
7  Paving the Way for Innovation
8  Three Priorities for Success
9  Digitalize the Customer Experience
11 Generate New Business Models
13  Digitalize Operations
15  Key Technologies
17  Getting There: A Phased Approach
18  SAP’s Framework for the Intelligent Enterprise
19  How to Plan Your Path to the Intelligent Enterprise
20  Comprehensive SAP Ecosystem Orchestrating the Partner Ecosystem to Deliver Value Faster
21  SAP Is Committed to Innovation

---

**YOUR FEEDBACK MATTERS TO US!**

Please let us know how you rate this document.

[Click here](#)
Our Place in a Changing World

There are three global megathemes that are challenging the cargo transportation and logistics industry, causing companies to respond in new ways to innovate and compete.

The first megatheme in this industry is the threat of commoditization as new entrants exploit the opportunities of a digital marketplace. As the industry moves toward what is known as the physical Internet – where goods in the supply chain flow as freely and cost-effectively as data across the Internet – cargo transportation and logistics companies must transform and diversify their operating models into open logistics systems. Global supply chains must continue to evolve toward synchronizing all aspects of supply and demand, from shipments to capacity. As this happens, cargo companies can take the lead in controlling their customers’ freight spend and service expectations.

The next megatheme focuses on evolving delivery experiences. As the world becomes more consumer centric, delivery methods are rapidly changing, with new and innovative ways of transporting cargo emerging that include subterranean and air transport options. Underground hub-spoke networks, hyperloops, drones, and automated vehicles may soon become commonplace. There will also be advances in the predictability of last-mile delivery, the use of trailers as moving warehouses, and the use of robotics in warehousing.

And finally, workforce enablement is increasingly important for cargo transportation companies, as the pool of available talent continues to shrink. While business process automation increases to improve productivity, companies will need to compete more effectively in finding, recruiting, training, and retaining new employees.
In addition to the megathemes, the cargo transportation and logistics industry must adapt to these four major trends.

The **customer experience** is a top priority for every company in this industry. Real-time intelligence can help cargo companies maximize transparency as they better visualize, understand, and manage their supply chains end to end – from raw material supply through manufacturing, final customer delivery, and returns. They can then become valued partners as they use artificial intelligence, machine learning, and predictive analytics to optimize logistics strategies that increase efficiency, reduce costs, enhance customer service, and improve relationships.

**Sustainable energy** is an ongoing trend as cargo companies must focus on more efficient logistics processes and equipment to improve not only their carbon footprint but also their customers’ footprints.

**Intelligent assets** are more important than ever. As they become more technologically advanced, connected, and autonomous, these assets can help drive better utilization, reduce costly maintenance, and provide real-time operational visibility into vital data such as status and location.

The trend of **smarter networks** is continually evolving as physical and virtual networks with real-time information exchanges enhance communication between partners, customers, and consumers. Niche logistics partners will play a crucial part in meeting specific customers’ needs. All of this is made possible by providers of analytics, data, content, and services in areas such as customs-related and ecological data, logistics rating and distance engines, carrier schedules, and equipment or carrier sourcing.

The ability to effectively address these global megathemes and industry trends will determine which companies have the wherewithal to survive and thrive in the near future.
Cargo transportation and logistics companies are using digitalization to redefine their core competencies and rebuild business strategies. They are integrating and optimizing their services to improve the customer experience, generate new business models, and increase operational efficiency.

As evolving supply chains and higher customer expectations continue to drive the need for a digital platform, cargo companies are deploying technology across open platforms from which they can orchestrate cargo delivery and information sources for their customers (see Figure 1).

Services are becoming diversified across all modes of transportation, and cargo will soon be managed through an anonymous, global logistics network of players and providers. These partners will be selected based on factors such as routing, service-level agreement compliance, eco-friendliness, and additional factors that determine the physical operation required to move and store cargo.

The megatheme focus on commoditization, delivery experience, and workforce enablement reflects the movement toward a diversified cargo model that supports hyperconnectivity, CO₂-reduction-oriented decisions, decision automation, and constant communication. And the trends of customer experience, sustainable energy, intelligent assets, and smarter networks are driving the necessary digitalization to support this new model.

**Figure 1:** Transformation to the Intelligent Enterprise for Cargo Transportation Companies
THREE PRIORITIES FOR SUCCESS

We have identified three strategic priorities necessary for cargo transportation companies to transform their business.

1. DIGITALIZE THE CUSTOMER EXPERIENCE
2. GENERATE NEW BUSINESS MODELS
3. DIGITALIZE OPERATIONS
DIigitAlize tHe CuStOMer eXPerieNce

With new digitalized ways of engaging customers, cargo transportation and logistics companies can now more effectively compete and reduce the risk of being rendered a commodity.

Cargo transportation and logistics are integral services for product delivery and critically important to customer brands. Companies in this industry now need a 360-degree view of their customers’ supply chains, service levels, service needs, and predicted shipping patterns so they can maintain service and ensure consistent operations. This is the key to unlocking business innovation.

The Vision
In today’s world, maintaining customer-for-life relationships is characterized by shared risk and a focus on long-term value. Cargo companies can achieve a 360-degree understanding of their customers with real-time feedback and interactions. This starts with a detailed understanding of customer requirements and needs – an understanding that goes beyond the traditional transactional business process.

The Journey
Cargo providers are constantly trying to extend their brand and services into the business life of their customers. They can achieve the status of a trusted advisor through quality and speed enabled by powerful logistics systems, the ability to easily connect to the digital world, and the use of machine learning and artificial intelligence (AI) mechanisms. With the trusted provisioning of 360-degree customer data, they can build a powerful model of requirements, operational processes, and customer strategies.

Today

Transactionally, labor intensive

The future

Customer centric, intelligent
Customers rely on cargo transportation and logistics companies to create collaborative partnerships that are focused not only on delivering a myriad of logistics services but also on driving long-term success.

Cargo companies have traditionally been reactive, as customers try to solve last-minute problems with limited information and resources. Now, customers will be able to either talk directly with their account manager or go through a chatbot to provide their logistical requirements, whether it’s for a single rate quote or complex request for quote (RFQ) across multiple geographies and services.

Through a combination of intelligent insight, machine learning, and AI technologies, cargo companies will have the power to quickly evaluate and respond to customer requests. They will be able to use all of this technology, plus intelligence from previous experiences, to give customers broader visibility into potential scenarios as well as partner, rate, and service options that could be proposed as part of an RFQ. They can then provide educated responses to customers in the form of a solution that includes an end-to-end view of the business benefits.

**DIGITALIZE THE CUSTOMER EXPERIENCE**

**UNDERSTANDING THE CUSTOMER’S BUSINESS**

**TRADITIONAL SCENARIO**

1. Customer needs a transportation RFQ.
2. Customer provides logistical details.
3. One or more pricing analysts work on the RFQ.
4. The sales manager compiles and approves initial RFQ.
5. Negotiation occurs between various parties to provide final services and pricing.
6. Some routes may go to competition or not be realized by the customer.

**NEW-WORLD SCENARIO**

1. Customer calls the logistics service provider’s hotline; intelligent chatbots record the details of the customer’s request.
2. The customer transmits additional detailed data regarding the company’s requirements.
3. Machine learning and AI systems interpret the customer’s request, merge the interpretation with market and customer history data, and derive a proposal for rates and services, including potential areas of business opportunities to increase the logistics service provider’s utilization.
4. Rates and services are proposed to the customer along with detailed analysis of the service proposal.
5. The RFQ is accepted by the customer and automatically applied to the customer’s accounts.

**TOP VALUE DRIVERS**

- **Decrease the human effort needed to understand the customer’s business situation.**
- **Increase business efficiency by using AI and machine learning in the analysis of market and customer historical data.**
- **Increase customer success by providing competitive and profitable rates.**
GENERATE NEW BUSINESS MODELS

The IoT, real-time analytics, machine learning, and enterprise mobility are now driving diversification and outcome-based business models.

To fully enable diversification, cargo transportation and logistics companies need to use modern technologies to create new, unique selling points and innovative business models. For instance, these companies must take advantage of hyperconverged infrastructures that use the IoT, analytics, and machine learning to support the physical Internet.

Cargo networks are quickly becoming global logistics systems that are open plug-and-play structures where any cargo company could have an active part in end-to-end logistics processes and receive an ever-increasing share of revenues. As a result of this shift, these providers will have the opportunity to take on the roles of value-add players and advisory business partners who have an important, operative place in the overall network.

**The Vision**
Partner networks will begin to dominate the cargo environment. The future will also bring about a new breed of logistics companies – ones that don’t own any assets, such as fleets or warehouses. These companies will be offering crowd-shipping services, local delivery, transportation systems, rating systems, end-to-end shipping, and on-demand storage solutions. Both evolving and existing partners will soon deliver new services by collecting data from asset owners that they then can leverage and aggregate to maintain intelligence about the assets, acting as advisors for their customers as well as actual cargo movers.

**The Journey**
To offer new, innovative services, cargo companies will take advantage of business process outsourcing, even in areas that seemed to be core to their business. They will start to focus on creating better customer experiences by developing new platform and configuration models that provide broker and management capabilities for open networks and cross-participant logistics planning, operations, and revenue sharing. These partners will then be able to expose the network directly to their customers, offering them an easier way to interact and the ability to define their own services on the fly.

**Today**

**The future**

<table>
<thead>
<tr>
<th>Static logistics</th>
<th>Dynamic network-connected logistics</th>
</tr>
</thead>
</table>

Three Priorities for Success

© 2020 SAP SE or an SAP affiliate company. All rights reserved.
With thousands of shippers across geographies and industries, cargo companies will match shipments through the network to customers’ equipment or schedule availability.

In the connected network, cargo companies will leverage the services of more business partners than ever before, without any additional coordination effort from the customer. The differentiated partner will provide customers with automated communication and resolution of exception situations in the logistics chain without making a single call. Transparency into financial billing and invoice details, client service reports, and operations analytics will be fundamental and expected.

To enable this, partners will need to seamlessly connect and collaborate across the logistics chain, enabling more efficient and reliable transportation operations. Transportation and logistics data and process information – such as real-time arrival time estimates, temperature and vibration monitoring, traffic delays or diversions, and regulatory agency compliance – must be managed cohesively across multiple business partners and technologies.

**TRADITIONAL SCENARIO**

- Integration between shipper and carrier is static through electronic data interchange.
- Connectivity is provided through portals.
- Receipt and confirmation instructions are provided by e-mail, fax, or phone.

Data is entered manually into disconnected systems (for example, homegrown, Microsoft Excel, or third-party systems).

**NEW-WORLD SCENARIO**

Onboard once and integrate with many business partners across integrated back-end logistics business processes.

Exchange mission-critical information such as customs and security filings based on industry standards.

Integration between shipper and carrier is static through electronic data interchange.

Connectivity is provided through portals.

Receipt and confirmation instructions are provided by e-mail, fax, or phone.

Onboard to a network that instantly provides you with connectivity to a vast majority of your customers, trading partners, and regulatory agencies.

Use the infrastructure and intelligence of one of the leading business networks for supply chain execution.

**TOP VALUE DRIVERS**

- Reduce logistics costs.
- Increase on-time delivery.
Digitalization is providing cargo transportation and logistics companies with a way to optimize their return on assets. It will help them identify the right maintenance strategies as they simulate and predict problems and ensure safe operations while empowering field workers with all the information they need to execute maintenance activities on-site. At the same time, automation in plants and fulfillment centers—as well as functions such as procurement, production planning, and maintenance—will improve productivity by changing how people work.

The Vision
Intelligent asset management is the future, and it will enable cargo companies to generate more value and new outcomes. It will help drive change throughout the organization, from the back office and operations to the customer experience. Workforce safety will improve with the use of on-site robots and autonomous vehicles. Machine learning tools will be adopted in office work, enabling workers to focus on value-add processes.

The Journey
Massive amounts of asset-related data are being generated every day, minute, and second—and are already available to safeguard mission-critical business processes. This data contains a wealth of potential insights that could transform the management of assets and increase their value. But conventional maintenance management systems and processes are not powerful enough to harness that data wealth. Asset managers need ways to turn Big Data into information. They also need to make that information transparent throughout the entire asset lifecycle and within the ecosystem of operators, equipment manufacturers, and service providers.

This transformation will require that physical assets be connected in real time, with a seamless, digital representation of them. It will also require the digitalization of key operational processes. Decision-makers will then have access to all the relevant information needed to conduct business—from wherever they are and in a format they can digest quickly. They will be able to access the right information about assets—at just the right time—and collaborate easily with one another.

This transformation will also enable management by exception, as the intelligent assets will be able to execute routine tasks on their own. This allows the workforce to concentrate on exceptions, and organizations will see an increase in productivity and efficiency as problems are resolved quickly.

Today

The future

Manual task execution

Process automation

13% Of organizations are able to drive asset performance based on analysis of real-time sensor data, along with historical maintenance data.*
DIGITALIZE OPERATIONS
ENABLING INTELLIGENT ASSET MANAGEMENT

As assets become more technologically advanced, opportunities to improve asset use and reduce maintenance arise naturally. This eliminates error-prone manual steps, decreases the risk of incorrect data entry, and improves process times and accuracy in orders.

Assets such as locomotives and trucks are becoming mobile data centers. Cargo transportation and logistics companies are building new data models and modifying processes to increase uptime and availability at significantly lower costs. Incorporating new, sustainable energy sources that have not yet been tapped will be crucial, and the collection of usage data and its effect on the assets of these innovative sources will be important in formulating a future smart asset strategy. Advances in machine learning, AI, and process automation will eliminate redundant manual processes for faster and better outcomes and fewer disruptions to operations.

TRADITIONAL SCENARIO

Asset data is available in different systems and lacks consistency and real-time information.

Many resources are involved in the execution of the maintenance process.

Important decision are based on people experiences and knowledge.

The ability to analyze using machines and sensors is limited, leading to high asset downtime and decreased asset availability.

Optimal asset maintenance schedules that take risk, reliability, and impact into account cannot be achieved.

NEW-WORLD SCENARIO

Data for all assets is available as one common data set that is shared among network stakeholders to enable new business models.

Intelligent technologies are deployed to support new services and reduce unplanned downtime of assets.

Asset availability is optimized through predictive maintenance and service capabilities.

Asset performance is optimized through a closed-loop maintenance and service process.

End-to-end visibility on strategic, tactical, and operational levels is achieved through real-time insights.

TOP VALUE DRIVERS

Enhance work management processes, master data, data collection, and analytics to improve asset availability.

Improve planning and task-level controls to increase time on tools and reduce rework.

Reduce inventory holding and maintenance delays.
Intelligent technologies for cargo companies not only enable carriers and logistics service providers to meet the customer’s higher expectations, but they also provide opportunities for creating new business models and revenue streams.

**Artificial Intelligence and Machine Learning**

Machine learning enables algorithms to “learn” from existing data and achieve the best possible outcomes without being explicitly programmed. Once the algorithm is trained, it can then predict future outcomes based on new data. Businesses can leverage machine learning to create more detailed forecasts on demand and influence transportation networks. The application of machine learning to historical data can also help with complex solution configurations by streamlining the quotation process for configurable services.

**The Internet of Things**

Advances in ubiquitous connectivity and edge computing are driving a step change in business productivity. This connectivity, coupled with AI and machine learning, can analyze petabytes of data and affect real business outcomes. Although logistics and cargo companies have been using the IoT for some time, the entire value chain can now be connected, from quote to delivery, to your customer’s broader supply chain. Data-driven insights over the entire value chain can prevent no-show scenarios and improve just-in-time deliveries. Remote condition monitoring of assets provides real-time data about vehicles to predict maintenance needs, which can be managed jointly as digital twins by manufacturers, customers, and partners to improve asset data and modeling.

The current pace of technological advancements has transformed the way companies think about business processes. Customers now expect a much higher level of speed, transparency, and flexibility when purchasing products and services. Likewise, technological advancements have changed the expectations placed on cargo transportation and logistics companies.
Advanced Analytics
The integration of advanced analytics capabilities, including situational awareness, into applications enables business users to analyze data on the fly and drives better decision-making. Empowered users, benefiting from embedded analytics in business processes, can get real-time visibility into their changing environment, simulate the impact of business decisions, mitigate risk, and achieve better customer outcomes.

Blockchain
A relatively recent breakthrough technology, blockchain is revolutionizing the movement and storage of value by creating a chain of unaltered transactional data. The blockchain model of trust, through massively distributed digital consensus, could reshape supply chains and commerce across the entire digital economy. An example is the digitalization of the bill of lading document as part of the international ocean shipping process.

Augmented Reality
Virtual reality – the use of digital technology to create immersive simulations – was once the stuff of science fiction. So was augmented reality, which lets users interact with digital content that’s overlaid on the real world. Already in use to help workers with difficult or infrequent maintenance activities, this will become even more critical to attract and retain new talent.

Conversational AI
Advances in machine learning are enabling algorithms to become highly accurate in natural-language understanding and in image and speech recognition that’s especially useful in gate-in or inventory use cases. Voice interface will be the go-to for the next generation of applications, allowing for greater simplicity, mobility, and efficiency while increasing worker productivity and reducing the need for training.

Robotic Process Automation
Robotic process automation streamlines repetitive, rule-based processes and tasks in an enterprise and reduces costs through the use of software robots that replicate specific tasks or keystrokes. Robots can be used, for example, to automate manual shipping tasks – from the initial pickup request to checking and reporting shipment status between internal systems and portals. In addition, they can be used to extract shipment details from incoming e-mails, log jobs in your scheduling systems, and provide pickup times in carrier portals.

Experience Management
Leaders are connecting operational data from their business systems (what is happening) with the experience data coming from customers (why it is happening) to get 360-degree views and actionable insights to deliver better experiences.
Companies will become intelligent enterprises on three distinct tracks as they evolve their strategic priorities to match their company’s vision.

- **Optimize** what they already do by implementing a stable and scalable digital core to make processes more transparent and integrated
- **Extend** their current processes by connecting them to the real world using IoT technologies
- **Transform** their business using a constant stream of data enabling new service-driven business models (see Figure 2)

### Figure 2: The Intelligent Enterprise for Cargo Transportation

End-to-end industry value chain with embedded intelligent industry scenarios

<table>
<thead>
<tr>
<th>360-degree customer view</th>
<th>Workforce</th>
<th>Data-insight-driven process automation</th>
<th>Digital smart assets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intelligent resource management</td>
<td>Learning recommender</td>
<td>Blockchain in international shipping</td>
<td>Intelligent asset condition monitoring</td>
</tr>
<tr>
<td>Today Tribal and laborsious</td>
<td>Future Intelligent staffing</td>
<td>Today Error prone and time consuming</td>
<td>Today Disparate data across multiple partners</td>
</tr>
<tr>
<td>Future Personalized learning</td>
<td>Future Secure, efficient multiparty transactions</td>
<td>Future Collaborative maintenance, intelligent planning, prediction, and simulation</td>
<td></td>
</tr>
<tr>
<td>Future Resource management systems</td>
<td>Disparate data across multiple partners</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Quote to sell

<table>
<thead>
<tr>
<th>Today Manual résumé review</th>
<th>Future Intelligent matching</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intelligent résumé matching</td>
<td></td>
</tr>
</tbody>
</table>

### Recruit and staff

<table>
<thead>
<tr>
<th>Today Slow ticket resolution</th>
<th>Future Automatic resolution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Future Automated ticketing</td>
<td></td>
</tr>
</tbody>
</table>

### Operations and service

<table>
<thead>
<tr>
<th>Today Decentralized and manual</th>
<th>Future Centralized and automated</th>
</tr>
</thead>
<tbody>
<tr>
<td>Future Distributed and manual</td>
<td>Future Time consuming and tedious</td>
</tr>
<tr>
<td>Future Time consuming and tedious</td>
<td>Future Remote monitoring, maintenance extending asset lifespan</td>
</tr>
<tr>
<td>Future Time consuming and tedious</td>
<td>Future Time consuming and manual</td>
</tr>
</tbody>
</table>

### Invoices and billing

<table>
<thead>
<tr>
<th>Today Time consuming and manual</th>
<th>Future Time consuming and automated</th>
</tr>
</thead>
<tbody>
<tr>
<td>Future Time consuming and automated</td>
<td></td>
</tr>
</tbody>
</table>

### Digital and IP-based services

<table>
<thead>
<tr>
<th>Digital and IP-based services</th>
</tr>
</thead>
</table>

### New products and services

- **Customers**
- **Partners**
- **Suppliers**
- **Business networks**

### New business models

- **Customers**
- **Partners**
- **Suppliers**
- **Business networks**

### New revenue streams

- **Customers**
- **Partners**
- **Suppliers**
- **Business networks**
SAP’S FRAMEWORK FOR THE INTELLIGENT ENTERPRISE

Most organizations understand what is happening in their business, but they may not always know why.

They know what’s happening because they have systems that capture operational data, O-data – about their customer transactions, supply chain, manufacturing, spending, and the activities of their workforce. They can see that data through reports and dashboards. They can see trends and predict what will happen next.

But to influence what happens next, companies need data about the interactions that people have with their products and their business. Experience data, or X-data, captures beliefs, emotions, opinions, and perceptions – the “why” something is happening. And when companies know why something is happening, they can make an informed decision about the best way to respond.

To win in this experience economy, intelligent enterprises connect experiences with operations. They use both X-data and O-data to guide their business decisions. Intelligent enterprises collect insights from customers, employees, products, and brands at every touch point. They use powerful technologies to automate and integrate their data, processes, and applications, enabling them to sense risks, trends, and opportunities. And they act on this intelligence across every part of their business (see Figure 3).

Only SAP has the strategy, expertise, and solutions to deliver on this vision, enabling intelligent enterprises to turn insight into action.

Figure 3: SAP® Intelligent Enterprise Framework
HOW TO PLAN YOUR PATH TO THE INTELLIGENT ENTERPRISE

In the digital economy, intelligent technologies and integrated business processes are now driving digital transformation.

To do this effectively requires an end-to-end plan for becoming an intelligent enterprise. This includes creating an intelligent enterprise road map and implementation plan with proven best practices and deployment options that optimize for continuous innovation with a focus on intelligent outcomes.

The end-to-end journey to becoming an intelligent enterprise

Plan
- well to manage expectations
- Simplify and innovate
  - Reimagined business models, business processes, and work (X+O data)
  - SAP Intelligent Enterprise Framework methodology as a guide for digital transformation
  - Value-based innovation road maps
- Standardize and innovate
  - Model-company approach to accelerate adoption with model-industry solutions
  - Design thinking and rapid, tangible prototypes
  - Coengineered industry innovations delivered with agility

Build and launch
- with proven best practices

Run
- all deployment models
- Run with one global support
  - One global, consistent experience
  - End-to-end support – on premise, cloud, or hybrid

Optimize
- for continuous innovation
- Optimize to realize value
  - Continuously captured and realized benefits of digital transformation

To move forward with speed and agility, it helps to focus on live digital data and combine solution know-how and industry-specific process expertise with data analytics so that the right digital reference architecture is defined and delivered. In that context, a model-company approach is aimed at simplifying and increasing the speed of the digital transformation journey. Model companies represent the ideal form of standardization for a specific line of business or industry. They are built on preconfigured SAP solutions based on best practices supported by SAP, along with the business content that encompasses our experience and expertise relevant for the industry. They provide a comprehensive baseline and come with the accelerators to jump-start digital transformation projects.
COMPREHENSIVE SAP ECOSYSTEM
ORCHESTRATING THE PARTNER ECOSYSTEM TO DELIVER VALUE FASTER

Our comprehensive ecosystem for cargo transportation companies offers:

- The Intelligent Enterprise as the overarching strategy to meet future requirements, providing:
  - SAP S/4HANA codevelopment programs for customers and partners
  - Industry co-innovation programs for industry-specific use cases
  - Delivery of enterprise-to-enterprise industry clouds
  - Thought leadership, evangelism, and enablement by industry through events, councils, and regular customer exchange

- Integration into a wide range of business services (OEMs, suppliers, key vendors, and more)
- Open architecture, with a choice of hardware and software specifically designed to meet requirements
- Complementary and innovative third-party solutions to provide leading-edge and state-of-the-art technology

Our partner ecosystem includes, among others:
SAP IS COMMITTED TO INNOVATION

10-Year Innovation Vision
Deliver fully intelligent business solutions and networks that span across company boundaries and promote purpose-driven businesses. These solutions will be the most empathic symbiosis between machine intelligence and human ingenuity.

- Self-running enterprise systems
- Self-organizing business ecosystems
- New markets and business models

Comprehensive Industry Coverage
SAP enables the comprehensive coverage of the complete cargo value chain across the enterprise. With its clear industry road map, SAP is the partner of choice for cargo companies.

- More than 11,200 travel and transportation providers in 138 countries are innovating with SAP solutions.
- 9 of the 10 largest shipping companies in the world run SAP solutions.
- 83% of the most innovative travel and transportation companies in North America run SAP solutions.

Proven Services Offering
By bringing together world-class innovators, industry and emerging technology expertise, proven use cases, and design thinking methods, we help cargo companies develop innovations that deliver impact at scale.

- Use proven methodologies to drive innovation, from reimagining customer experiences to enhancing operations.
- Fuel your innovation through a managed innovation ecosystem from SAP.
- Build your own innovation capability and culture.

SAP supports cargo companies in becoming intelligent enterprises – providing integrated business applications that use intelligent technologies and can be extended on SAP Cloud Platform to deliver breakthrough business value.

Learn more
- SAP for Travel & Transportation
- SAP Services and Support