



Digitaler Wandel in der Vertriebssteuerung durch Azure Machine Learning

Hendrik Preis





About ORBIS

AI Transformation

AI @ Sales

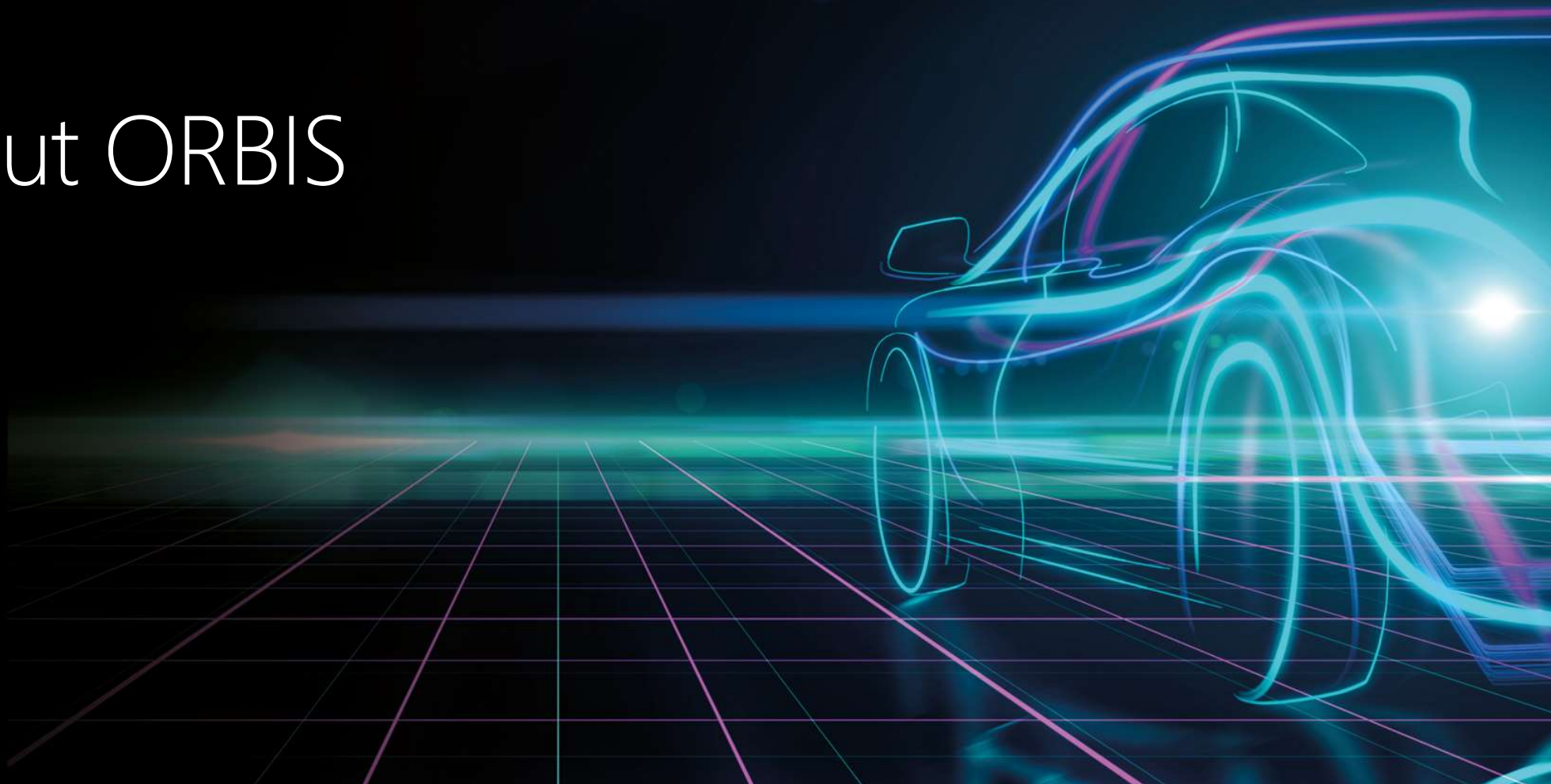
Intelligent Costing

Wrap Up





About ORBIS



ORBIS – Business Process Consulting



IT strategy consulting



Organization and process consulting



System implementation & -integration



IT products & solutions



Managed Services

Gold
Microsoft Partner
Microsoft



2017/2018
INNER CIRCLE
for Microsoft Dynamics

SAP® Certified
Powered by SAP NetWeaver®

Microsoft Partner
2017 Partner of the Year Winner
Germany
Microsoft



Dynamics 365 – Customer Engagement

Intelligent business applications in the cloud

Microsoft AppSource



+

Yammer (Social Network)
SharePoint



Customer & Partner Portal



Integration
Operations



Sales



Marketing

Microsoft
Dynamics 365
Customer Engagement



Customer
Insights



Project Service
Automation



Customer Service



Field Service



ORBIS Best Practice Apps & Processes



Power BI

Cortana Intelligence
Suite

Azure IoT
Suite

Common application platform: PowerApps, Microsoft Flow, Common Data Model

Innovation for Discrete Industry



DIRECT/B2B



KAM



INDIRECT/PARTNER



ORBIS MANUFACTURINGONE

Dynamics 365 for Customer Engagement


 Machine Learning
Opportunity Assistant



 Advanced Service

 SAP Integration ONE

 Digital/IoT

 Integration Config / Calc

 Data Quality ONE

 Integrated SAP DVS
 Adv. DMS/SharePoint

 Process Wiki



ORBIS MANUFACTURINGONE

Dynamics 365 for Customer Engagement



DMG MORI



Herrenknecht
550 CRM Users



HEIDELBERG



DMG MORI
3.500 CRM Users



ifm electronic



Bystronic
600 CRM Users



Wir messen es.



Stahl
300 CRM Users

LiSEC



HEIDELBERG
1.500 Users

...



ORBIS SERVICEONE

Dynamics 365 for Customer Engagement



DMG MORI



ferrum



KAISER+KRAFT

DMG
3500 CRM Users (> 550 Service)
CRM Online

ZF
250 CRM Users (>10.000 planned)
CRM On Premise

Ferrum
120 CRM Users, CRM Online

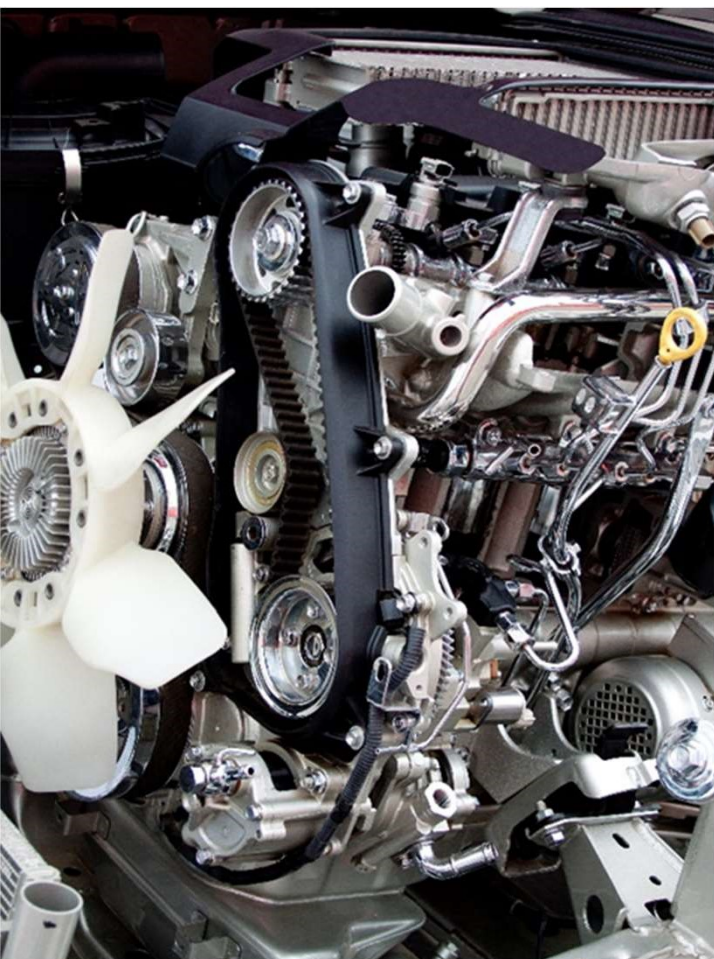
Bystronic
410 Users Service, CRM On-
Premise

Kaiser+Kraft
20 Users Service, CRM Online

...

ORBIS AUTOMOTIVE ONE

Dynamics 365 for Customer Engagement



Webasto

Freudenberg

vector



thyssenkrupp

...

**Hirschvogel
Automotive
350 CRM Users**

**WEBASTO
300 CRM Users (800
planned)**

**Freudenberg
1500 CRM Users**

**ZF
350 CRM Users
(10.000 in Roll-out)**

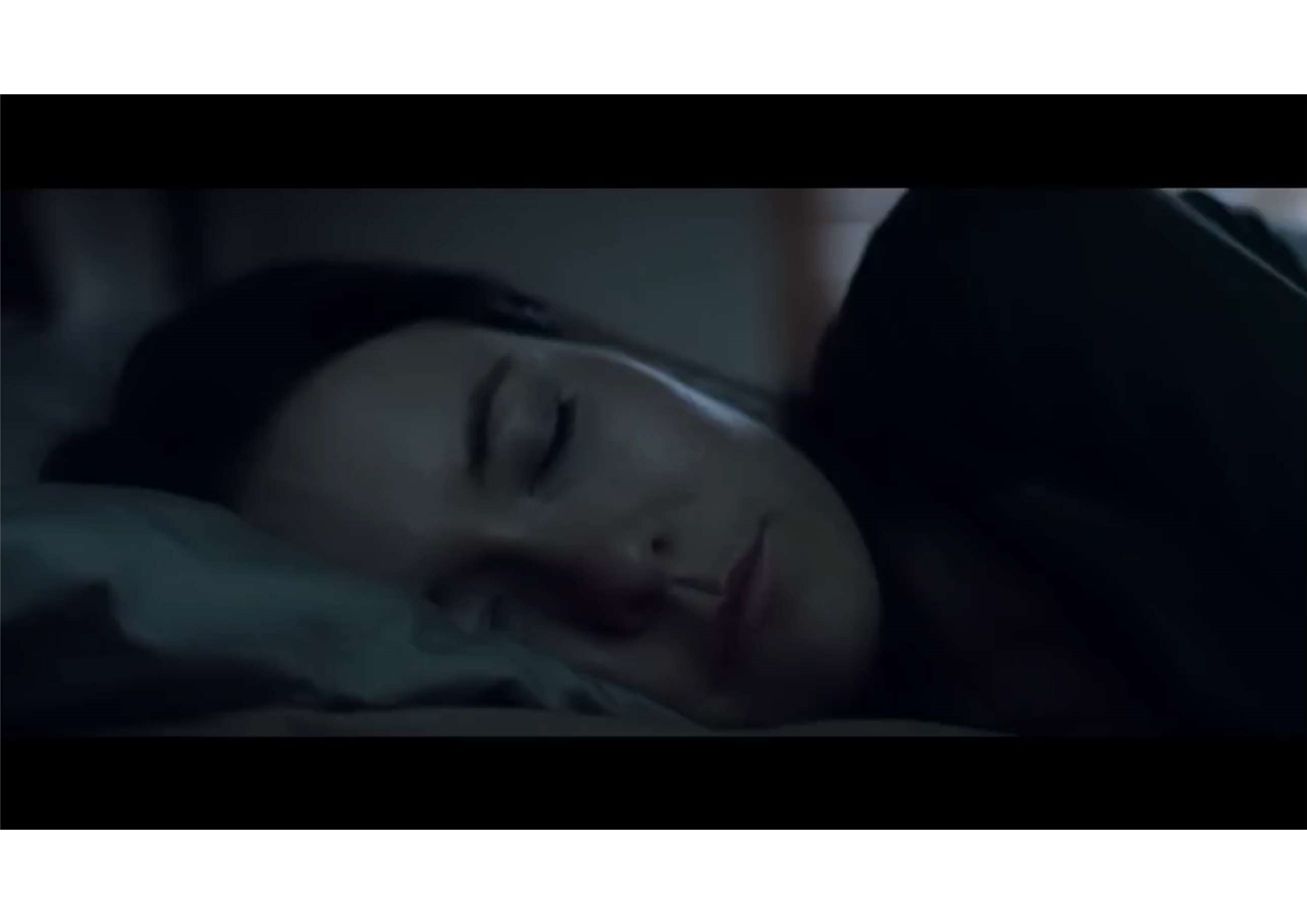
**thyssenkrupp
300 CRM Users (on
going)**





AI Transformation





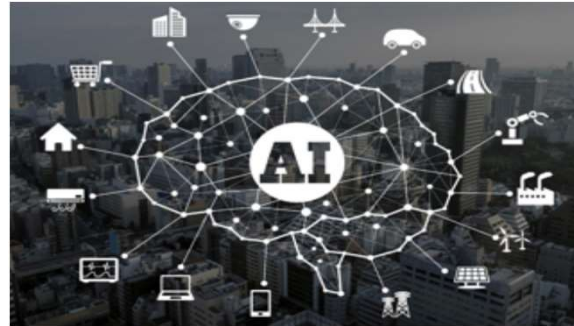
Amplifying Human Ingenuity



Trend topics in digitization



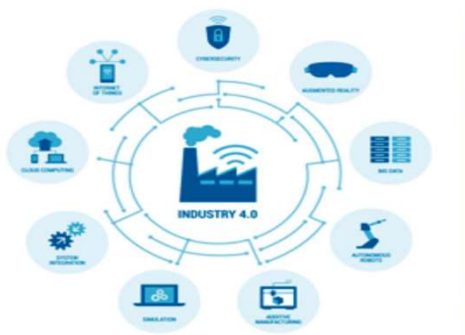
Cloud computing



Artificial intelligence



Autonomous driving



Industry 4.0



Smart service



Future of work and society

Artificial intelligence

Driver of the second wave of digitization

First wave

Digital data

- Capture
- Store
- Transfer
- Process

Machine **readable** data:
Internet and cloud technology



Second wave

Digital data

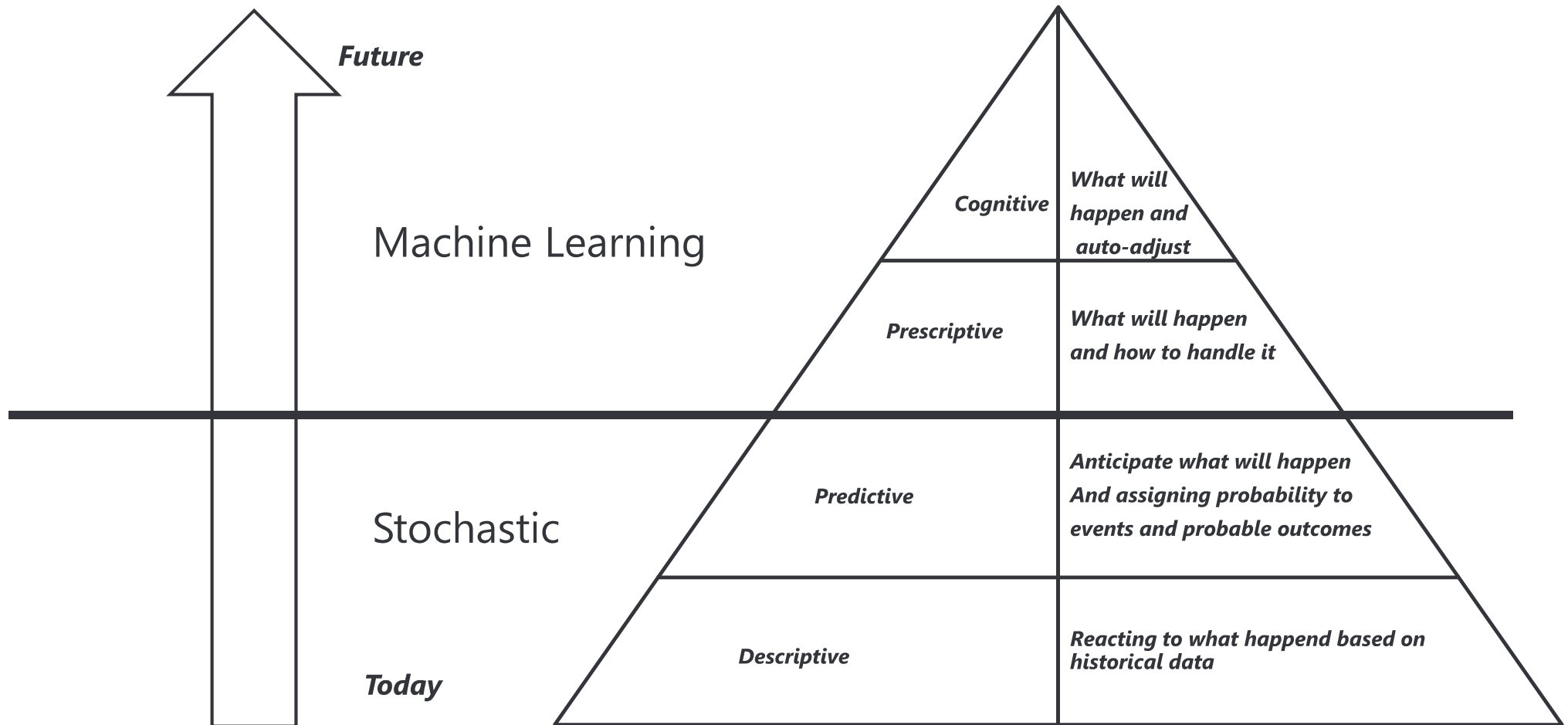
- Understand
- Refine
- Use actively
- Make money

Machine **understandable** data:
Artificial intelligence and machine learning

Digitization should make **sense** and be **intelligent**



Intelligence enables decisions



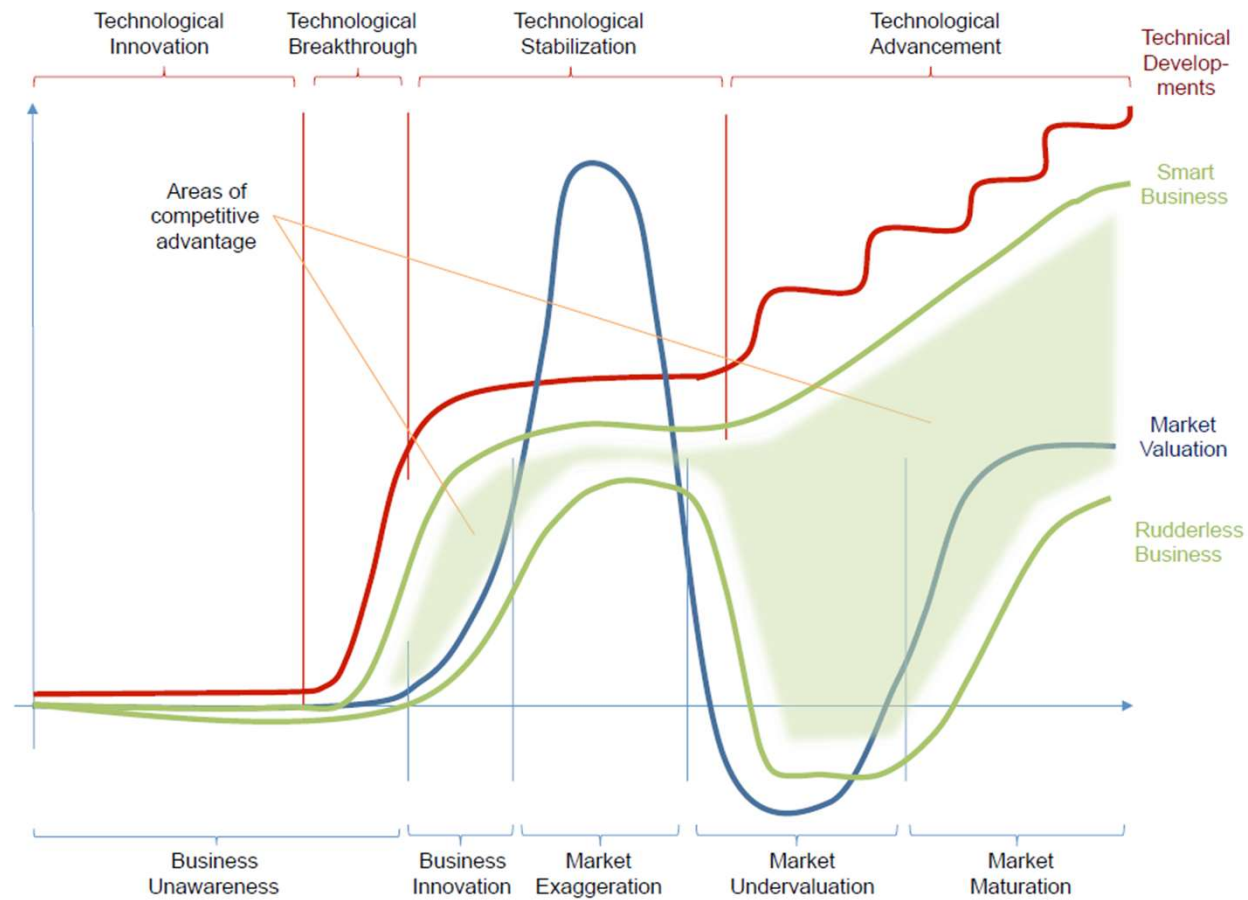
“

The core currency of any business will be the ability to convert their data into AI that drives competitive advantage.

”

-Satya Nadella, CEO, Microsoft

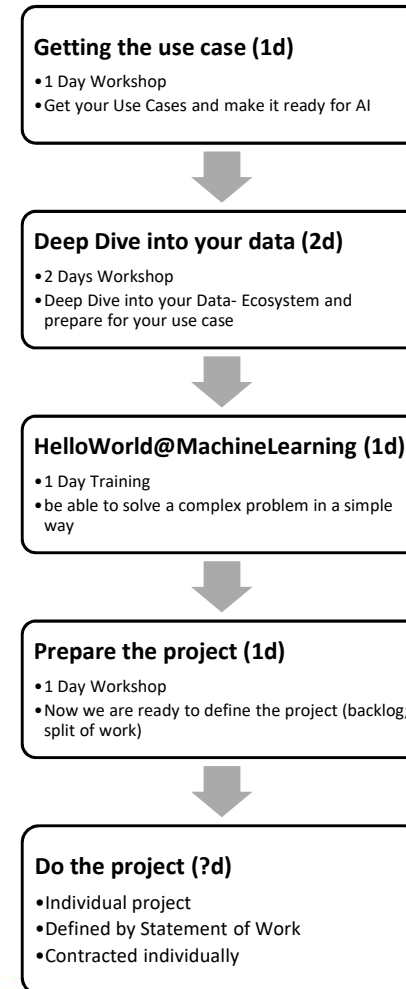
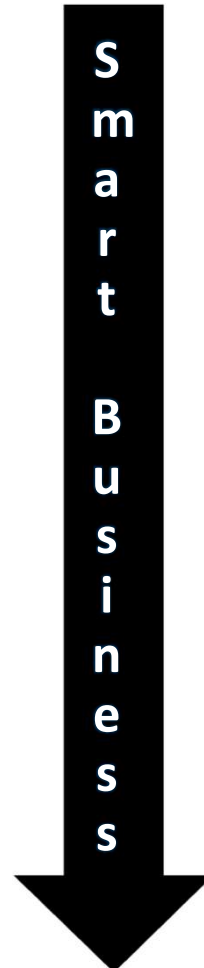
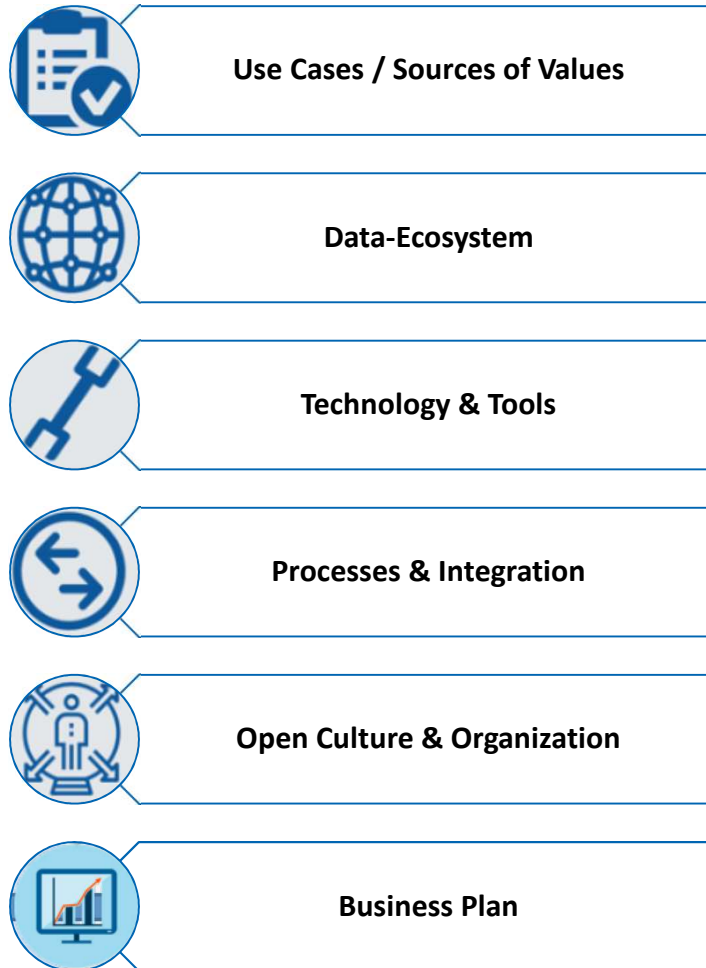
Adoption of AI





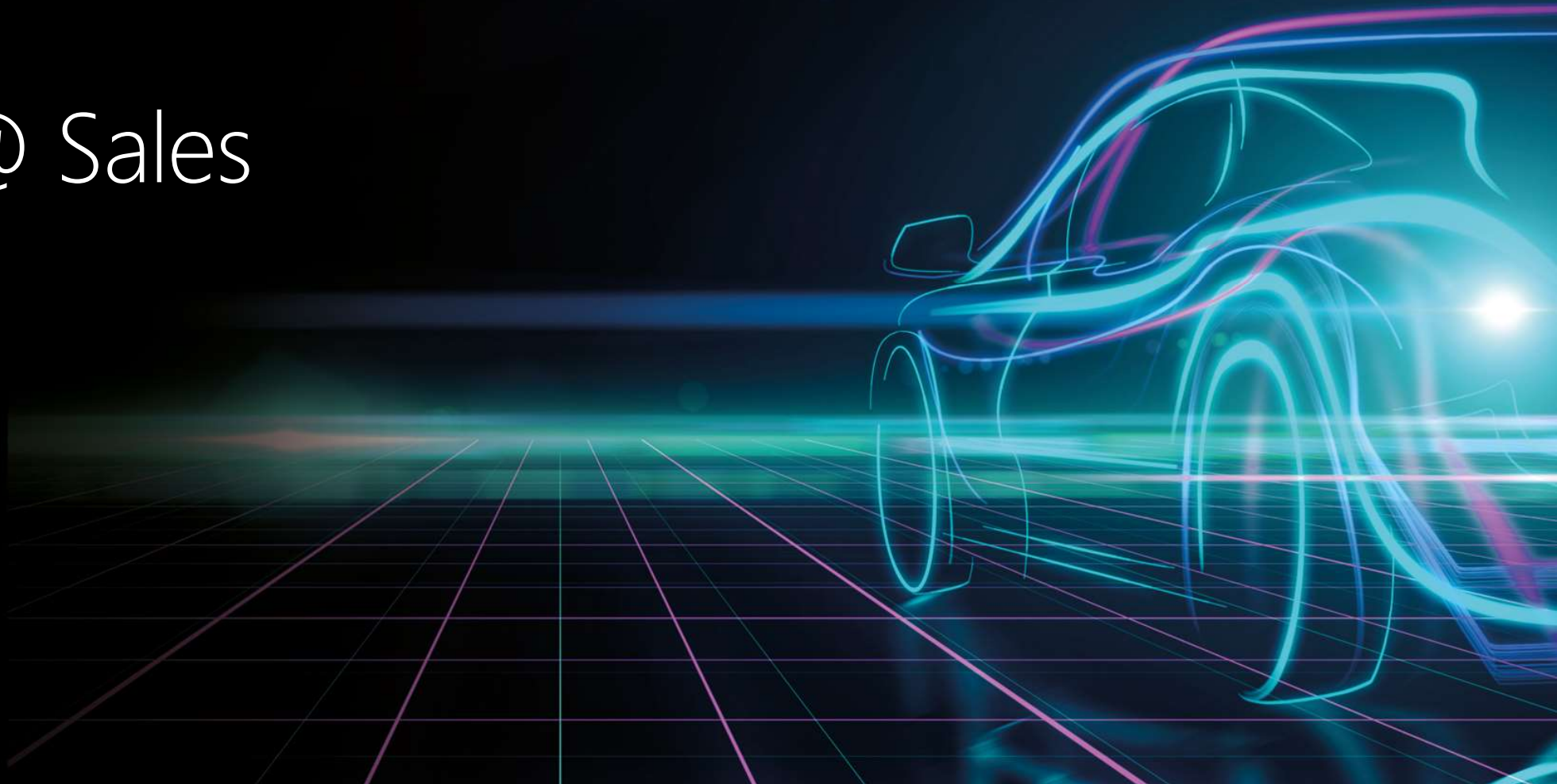
Be smart!

How ORBIS supports





AI @ Sales





Freudenberg Sealing Technologies at a Glance

The world's leading specialist
for sealing technology

> 2,3 billion
Euro Sales
2016

> 15.000
Employees

Located in more
than
60 countries
worldwide



Largest
Business Unit of
Freudenberg Group



> 5 billion
seals per year or 20
million per day

> 1.800
specific
material blends and
1.000 raw materials

One of the
biggest
buyers of rubber
(without tire
manufacturers)

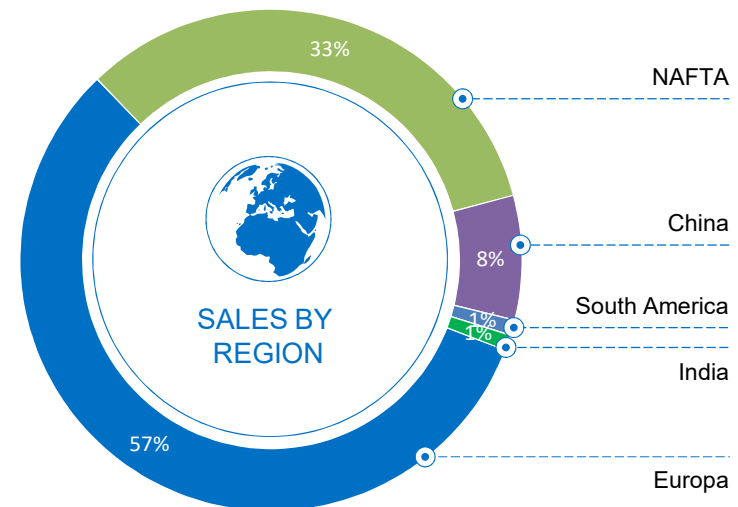
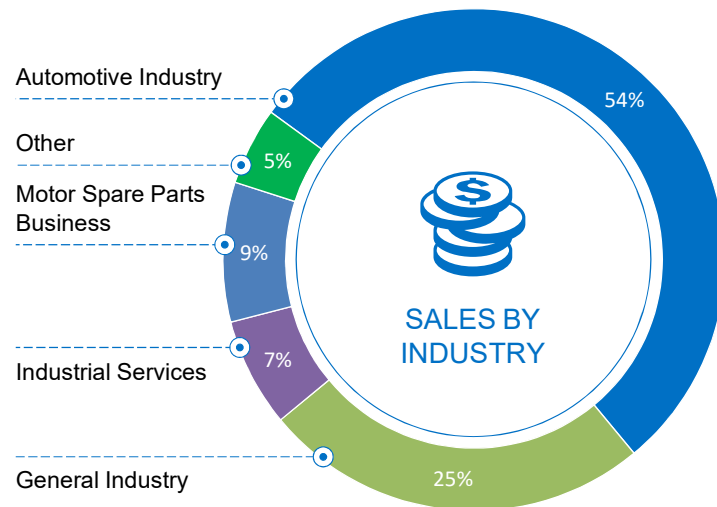
Production of the
first seals

1929

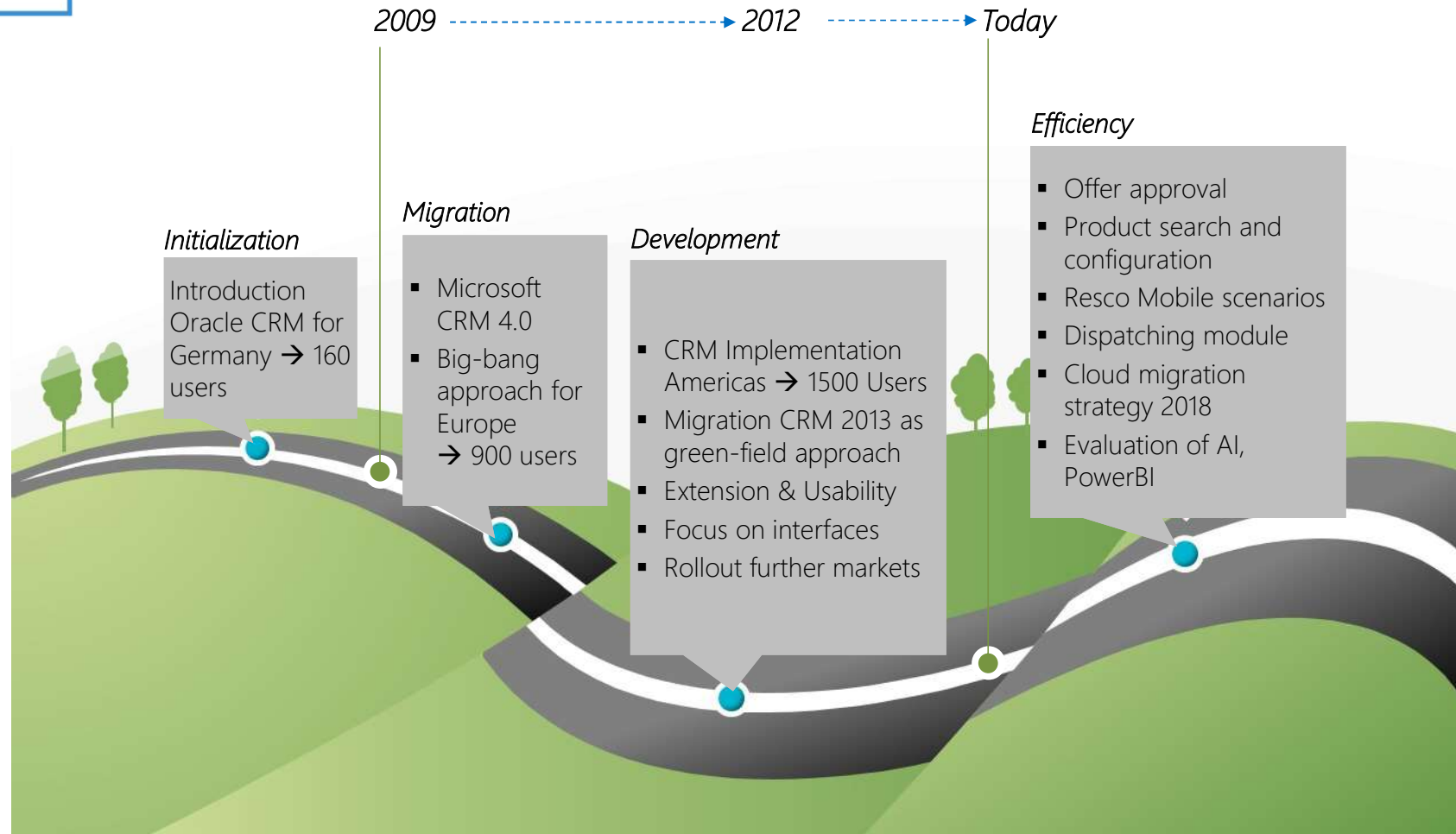
Successful
Partnership
with NOK in North America
and Asia



Sales in 2016 – Freudenberg Sealing Technologies

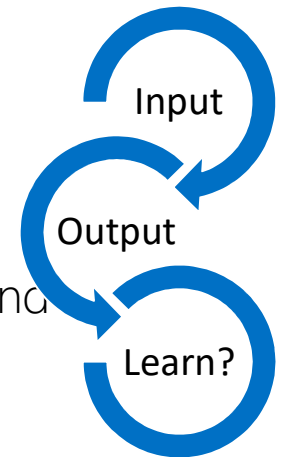


CRM History



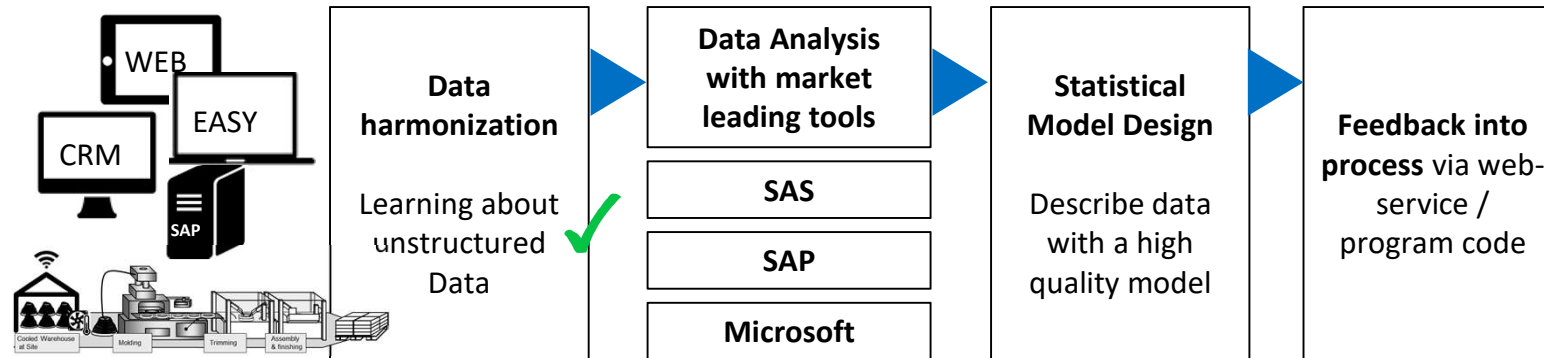
Where do we stand?

- Working with Microsoft CRM over the last 8 years
- Globally used system with 1500 users
- Diverse application scenarios
- Many new features → core feature is still the request-quotation process
- In the meanwhile there are over 400 new request items coming daily from sales and out of the eCommerce Platform



→ How do we get added value from this data?

Usecase: Big Data on Sales Data 1/2



Definition

Develop a model to predict the Win Probability of CRM Opportunities

Usecase Results

Usecase successfully implemented

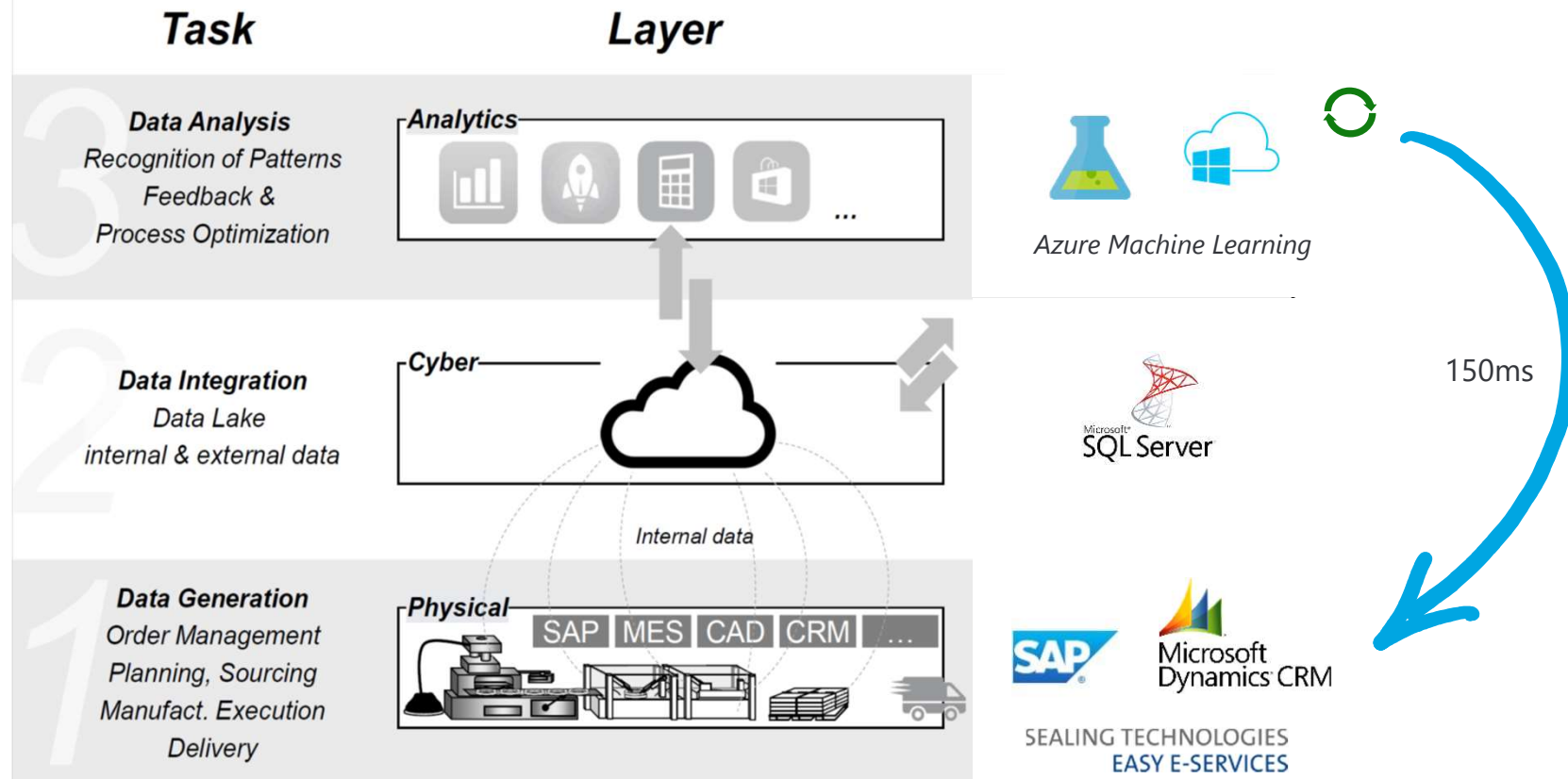
- Data aggregation and harmonization implemented
- Creation of a statistical model based on Azure Machine Learning
- Technical integration into Microsoft CRM
- Ongoing live-evaluation of CRM Opportunities implemented within productive CRM

Participants

Internal IT + Business + Partner

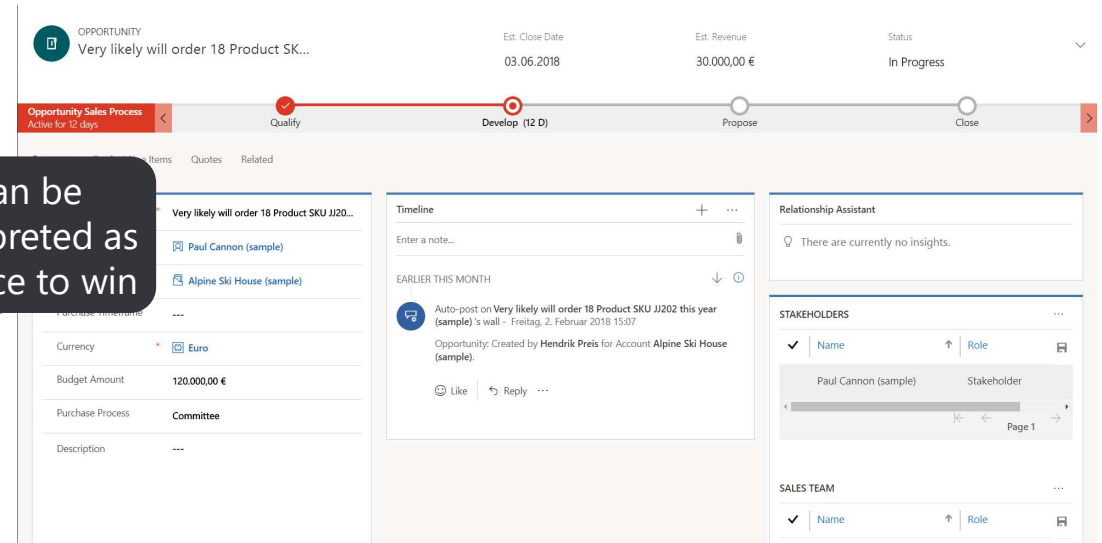
Usecase: Big Data on Sales Data 2/2

Digital Data Hierarchy



Future process

- 1 create new opportunity
- 2 calculates approximation to a typical winner
- 3 simulation to receive possible actions to increase likelihood



Can be interpreted as chance to win

...ship available parts earlier
 ...replace by alternative product
 ...place quote within 2 days



Opportunity Engineering

OPPORTUNITY : OD4U_VERKAUFSCHANCE

Encory - CRM OL

Est. Close Date
4/30/2018

Probability
20

Est. Revenue
€0.00

Rating
Warm

Qualifizieren

Entwickeln

Präsentieren (Active for 2 days, 20 hou

Zugang

Anbieten

Abschließen

Summary

Topic
Encory - CRM OL
Account
Encory GmbH
Contact
Angeli, Wolfgang
Currency
Euro
Owner
Huschka, Sabine

Last Activity On
3/16/2018 12:46 PM
Last Activity On Quotes
--

Next Activity On
3/16/2018 8:30 AM
Next Activity On Quotes
--

Relationship Type
MS Kundensegment
Prospect
--

Simulation

Licenses \$850

Discounts \$850

Budget:



Add. Quote

\$89,600.00

Rating:

Low Medium High

Access Level

Low Medium High

...

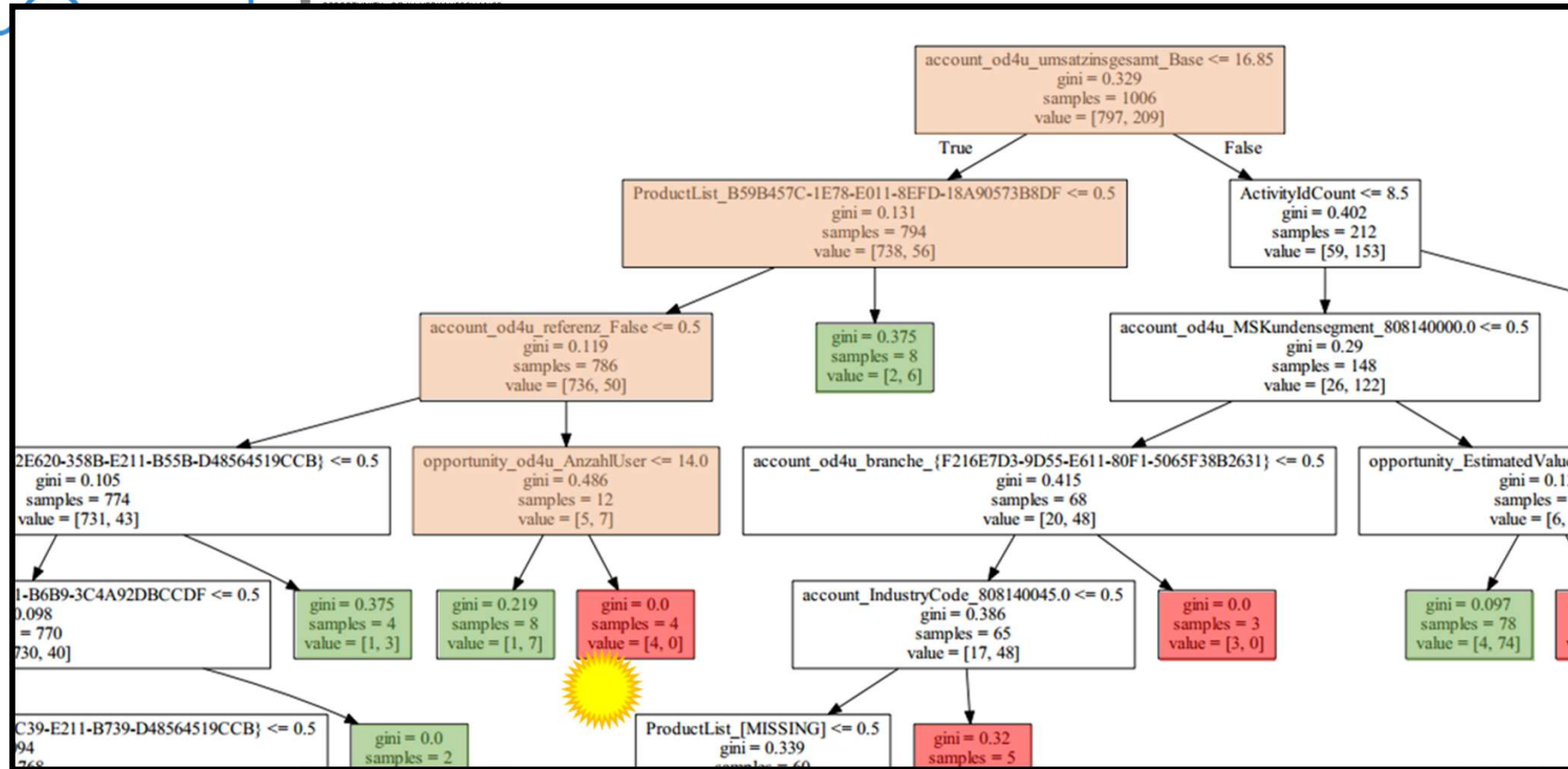
Low Medium High

Quotation Date:

January, 2017

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31





Opportunity Engineering

OPPORTUNITY: OD4U_VERKAUFSCCHANZE

Encory - CRM OL

Est. Close Date
4/30/2018

Probability
20

Est. Revenue
€0.00

Rating
Warm

Qualifizieren

Entwickeln

Präsentieren (Active for 2 days, 20 hou

Zugang

Anbieten

Abschließen

Summary

Topic
Encory - CRM OL
Account
Encory GmbH
Contact
Angeli, Wolfgang
Currency
Euro
Owner
Huschka, Sabine

Last Activity On
3/16/2018 12:46 PM
Last Activity On Quotes
--

Next Activity On
3/16/2018 8:30 AM
Next Activity On Quotes
--

Relationship Type
MS Kundensegment
Prospect

Simulation

Licenses \$850

Discounts \$850

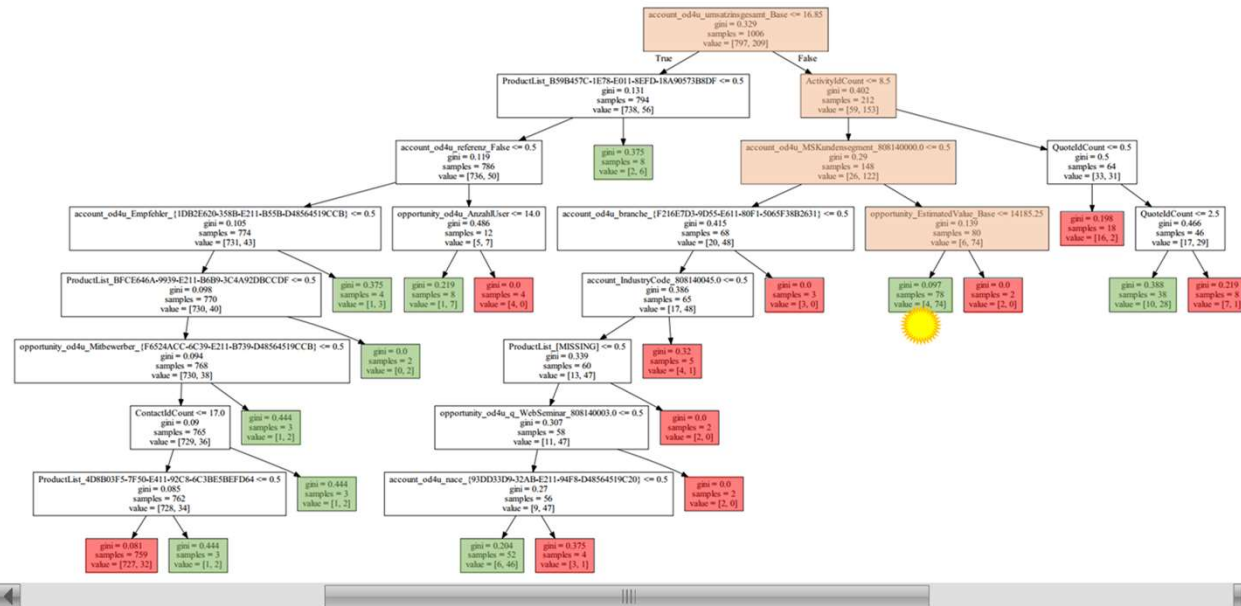
Budget:

Add. Quote
\$89,600.00

Rating:
Low Medium High
Access Level
Low Medium High
Low Medium High

Quotation Date:

March, 2017





Intelligent Costing



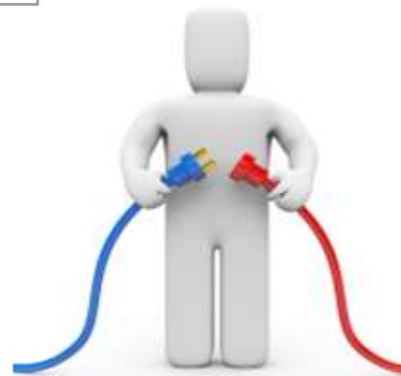
ORBIS and FACTON: A Strong Partnership



Customer & Partner Portal



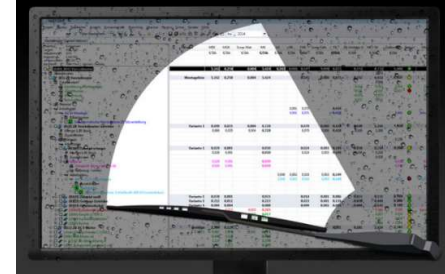
 ORBIS Best Practice Apps & Processes



FACTON
INNOVATIVE COST MANAGEMENT

MORE CLARITY.

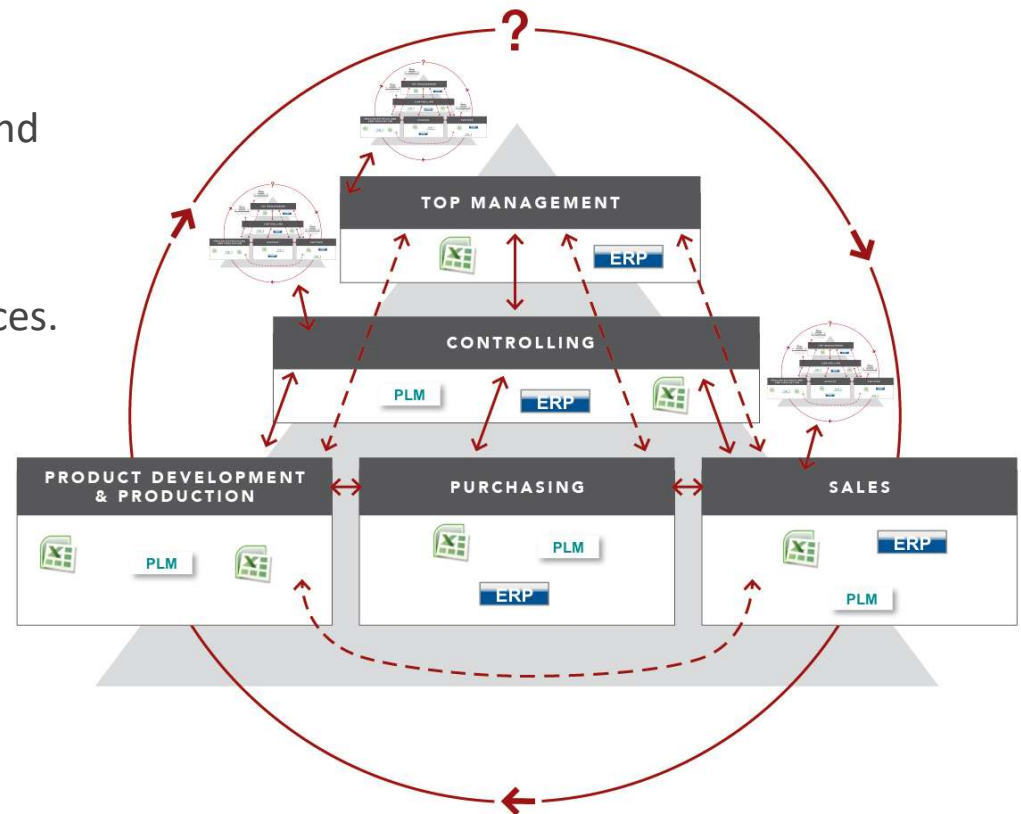
Through enterprise-wide cost transparency along the entire product lifecycle.



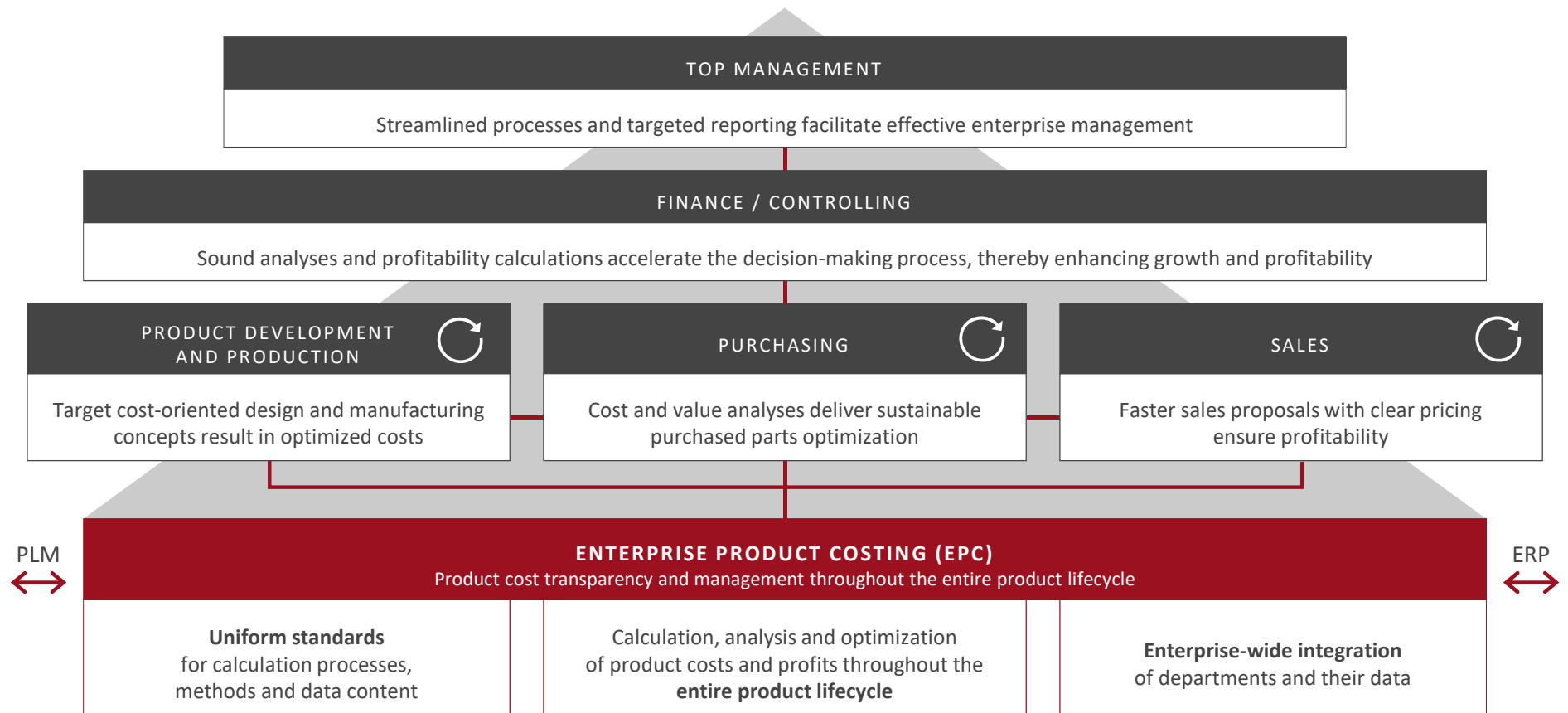
- An integrated Sales and Costing environment helps to reduce time to quote, workload and errors!

Efficient product costing often fails because of three main challenges

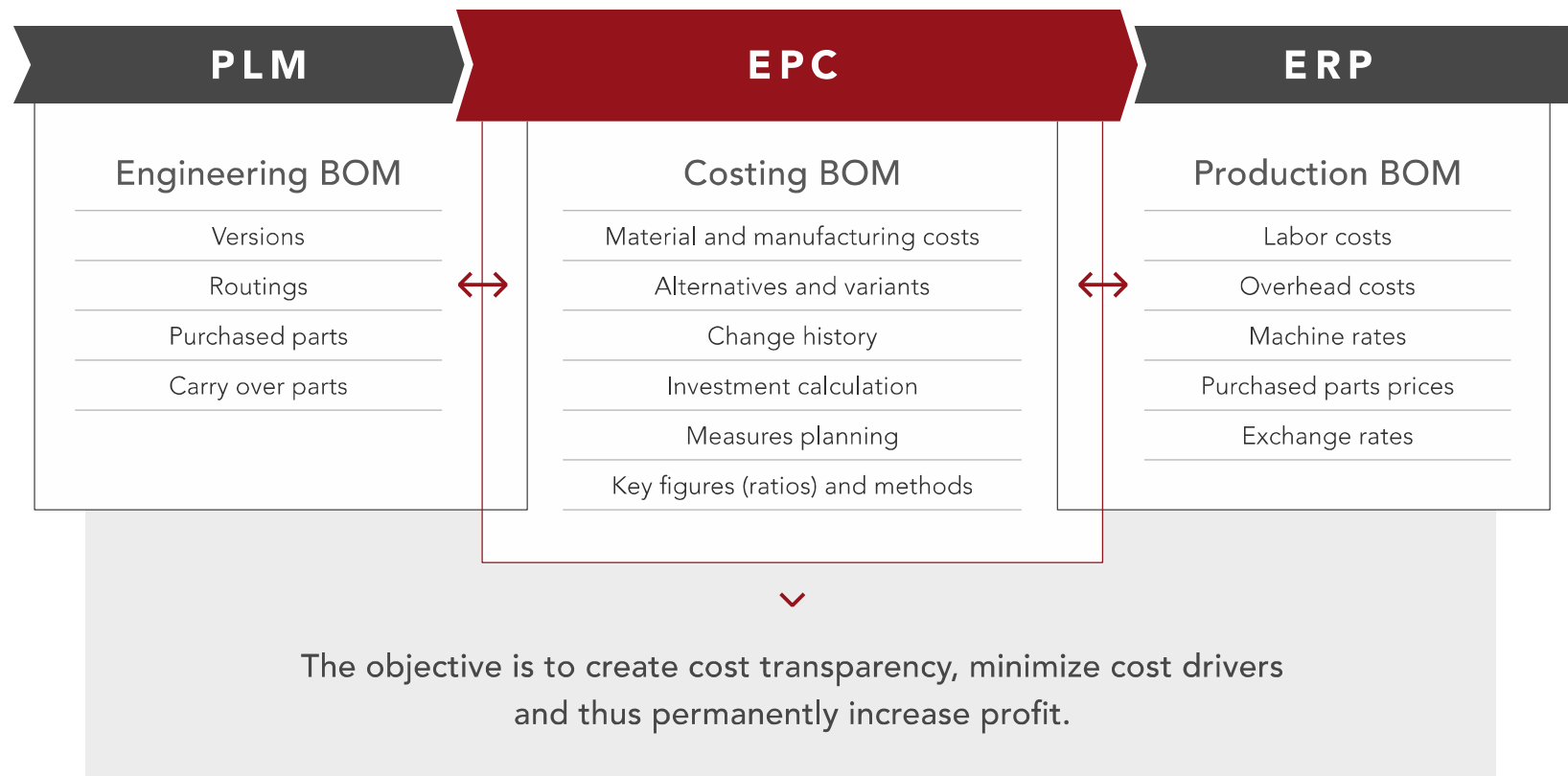
1. Processes are complex, cross-departmental and not standardized.
2. Information is scattered across different sources.
3. Costs are not evaluated throughout the entire product lifecycle.



Enterprise Product Costing means calculating product costs across the organization and the lifecycle.



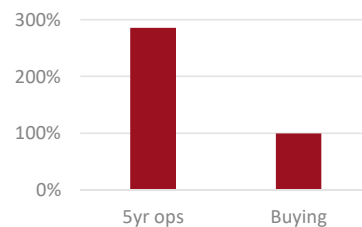
Enterprise Product Costing closes the gap between ERP- and PLM-systems.



Dramatically changing cost structure of the manufacturing industry will further increase complexity for all of us

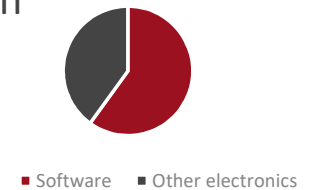
Sharing Economy

- Carsharing
- Rental instead of buying (MRO)



Digitalization of components

- More difficult to manage than ordinary product costs
- Change of supply chain (OEMs don't have a USP)



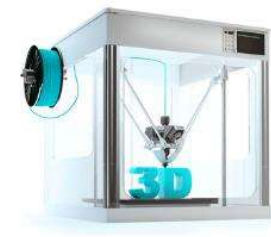
New materials

- Costs of new materials more difficult to estimate
 - carbon fibre
 - composites makes

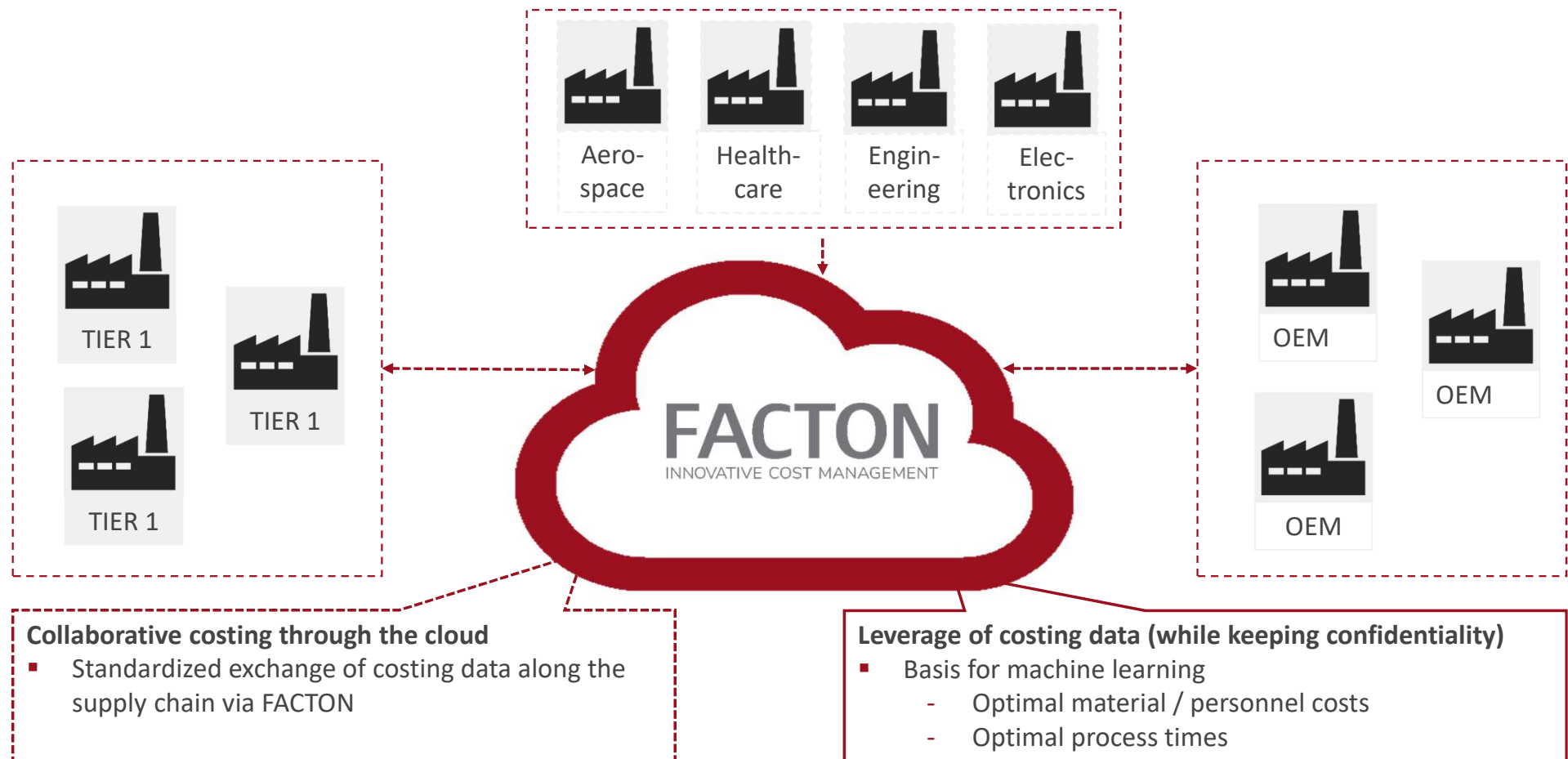


New processes

- 3D printing
 - allows new structures
 - changes manufacturing processes



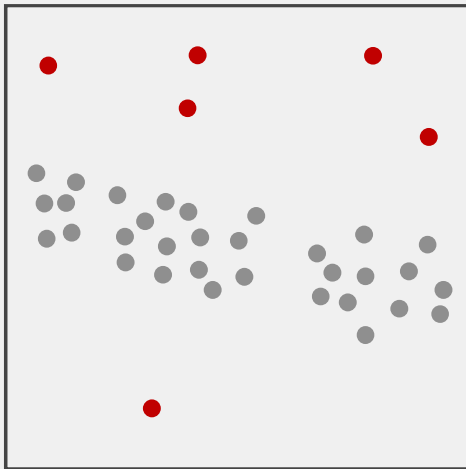
Digitalization, cloud computing, collaboration and artificial intelligence



Two Initial Use Cases

Outlier Analysis

- Identify cost estimates differ from the rest
- Potential Goals
 - Optimize cost estimation process
 - Understand cost structure of specific products



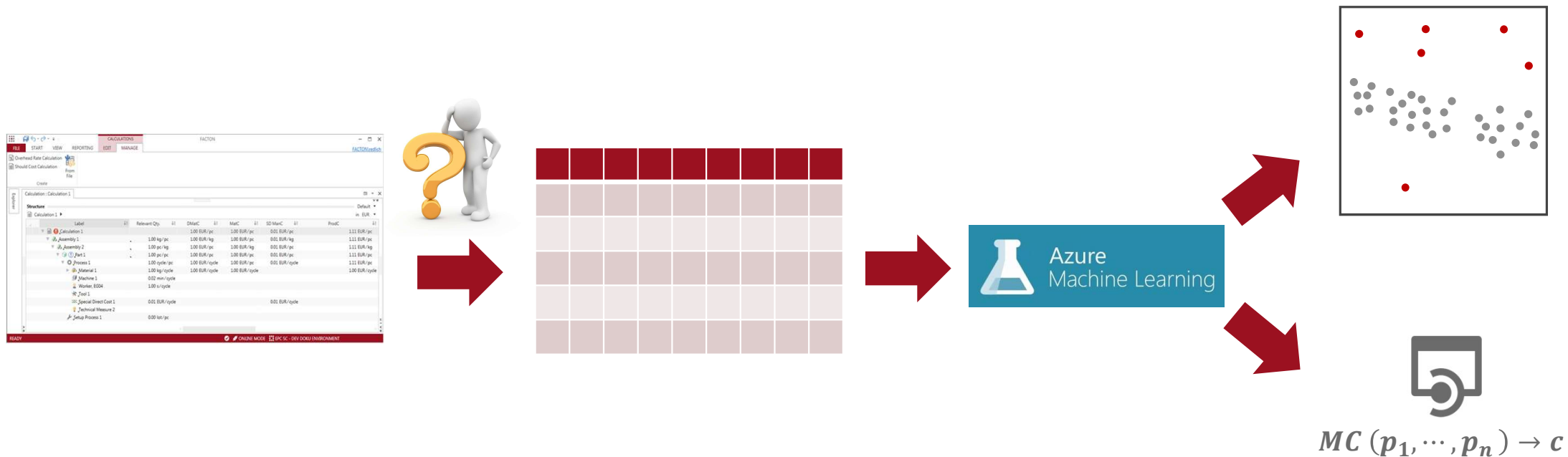
Quick Early Cost Estimator

- Provide quick cost estimation based on to be evaluated critical key driving cost parameters
- Potential Goals
 - Get a first cost estimation in an early stage of the bidding process for offering a product



$$MC(p_1, \dots, p_n) \rightarrow c$$

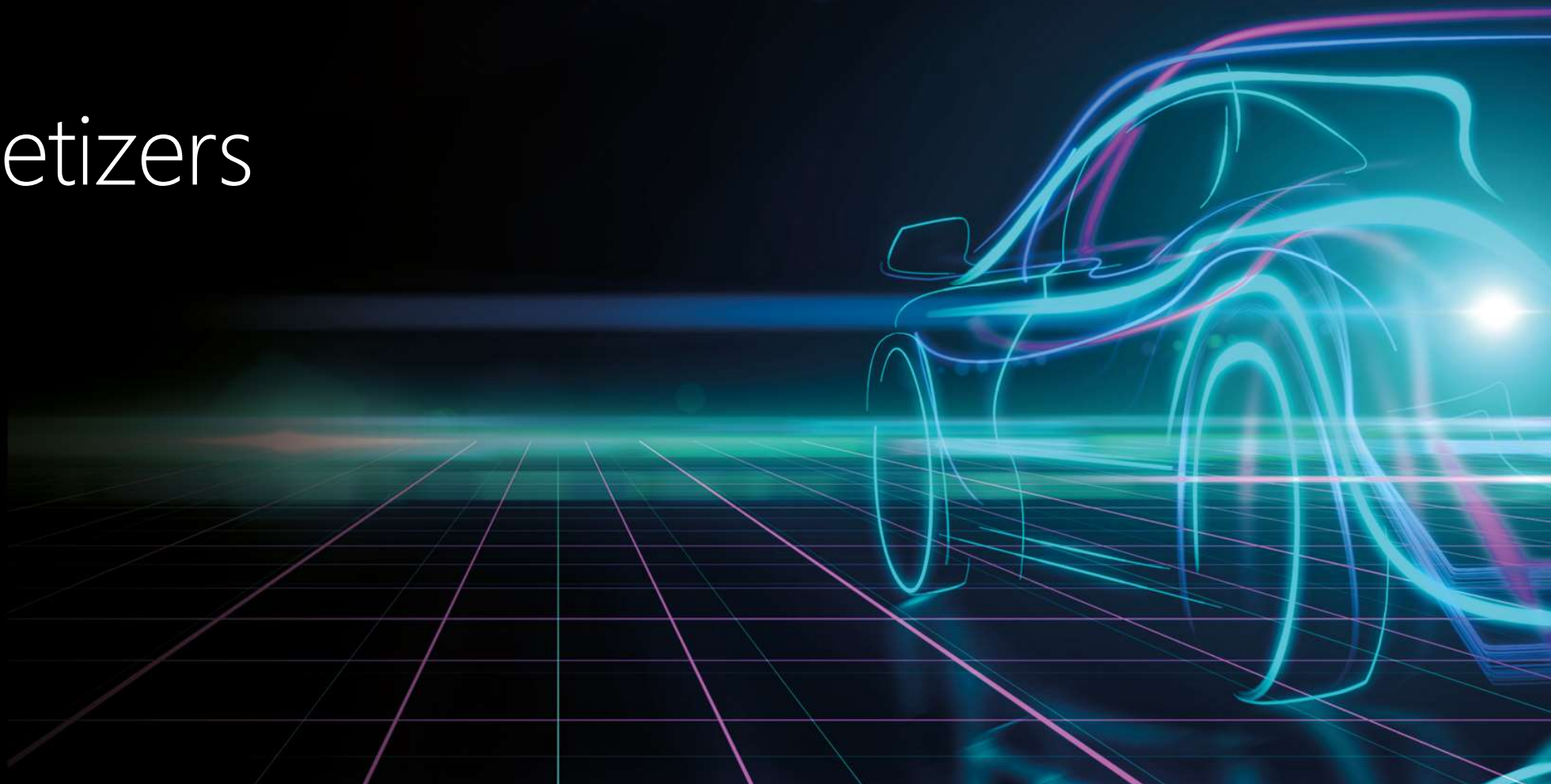
From Highly Structured Data via a Feature Rich Flat AI Model to Ready to Use Results



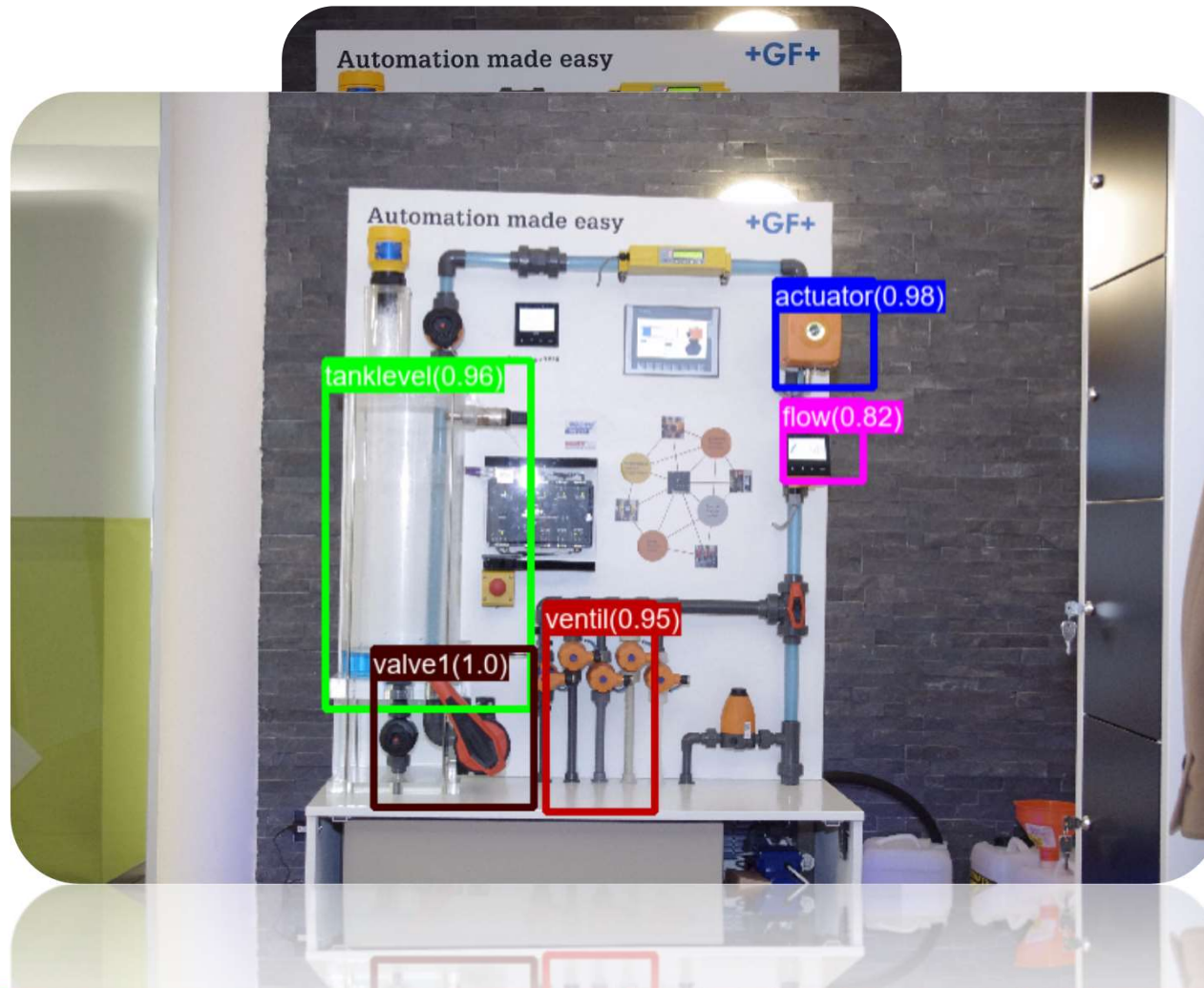
- From Highly Structured Data via a Feature Rich Flat AI Model to Ready to Use Results Using Azure Machine Learning



Appetizers



IoT Pump 4.0

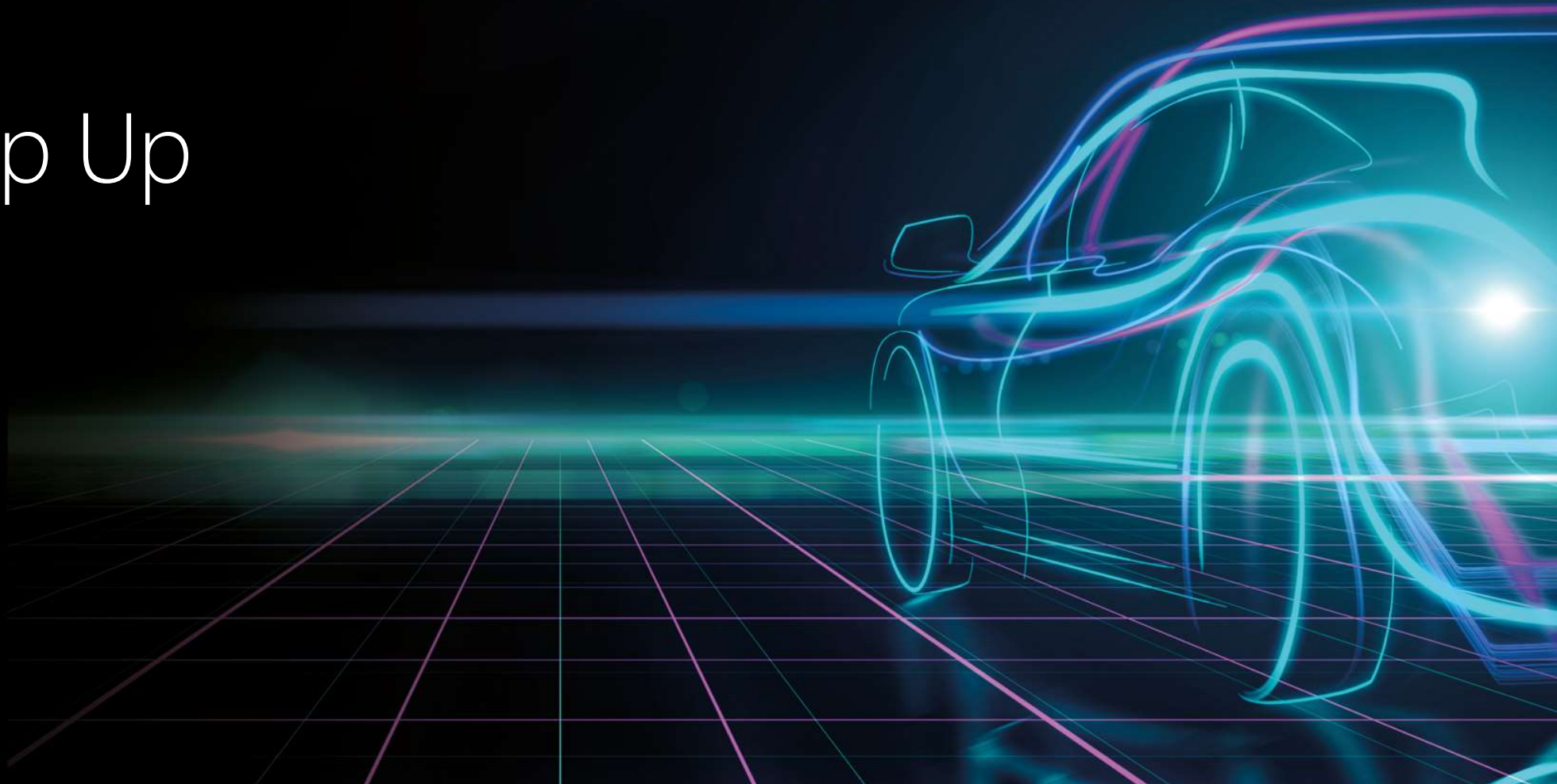


Fun Stuff: WahlOmat





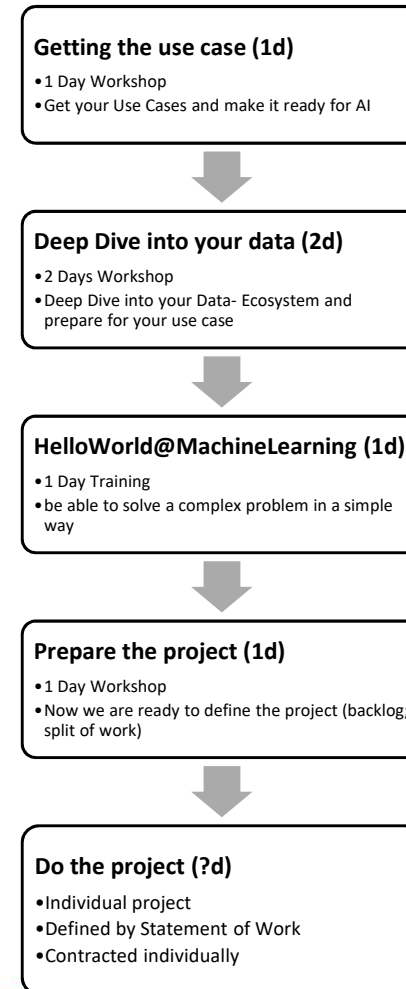
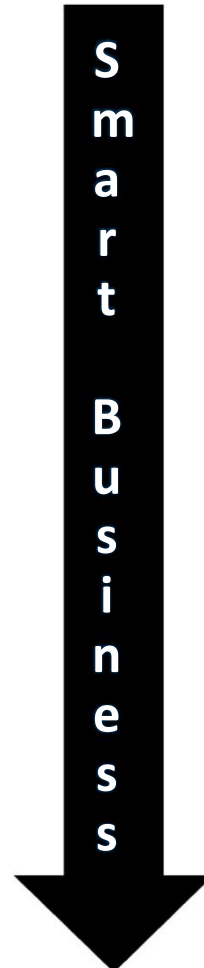
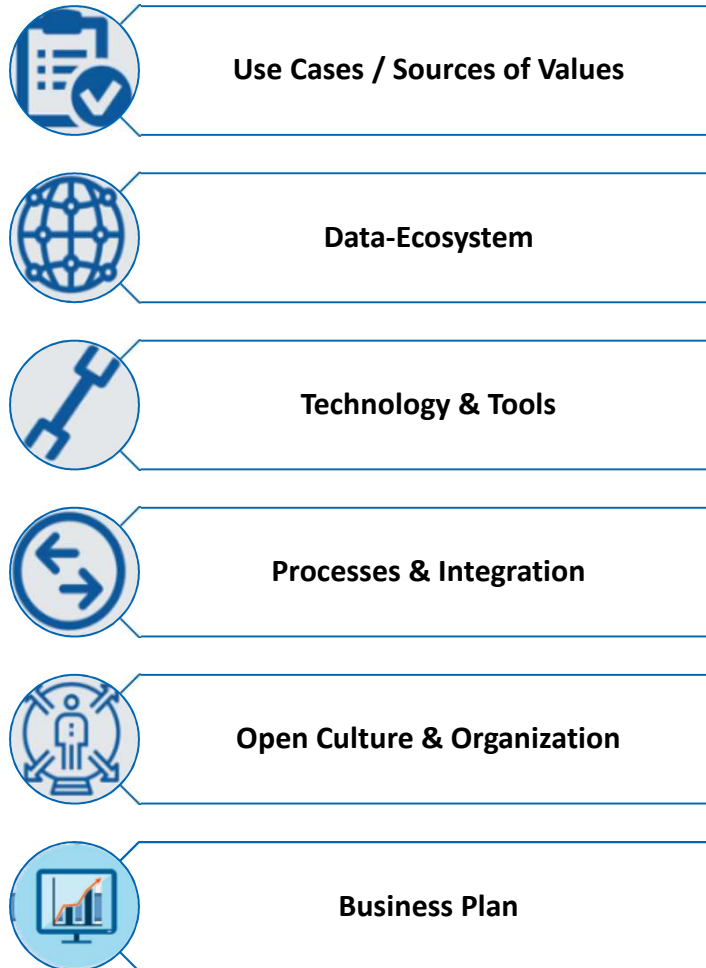
Wrap Up





Be smart!

How ORBIS supports



Democratizing AI

For every person and every organization



Agent



Applications



Services



Infrastructure

