Have you already been “Uber”-ed? If you do not know what that means, then perhaps you have been doing everything right so far. Because in the age of the digital transformation, precisely this is possible: Established companies wake up one morning and realize that newcomers from entirely outside the industry (like Uber) have suddenly taken away their whole traditional business model.

A drastic scenario of chances and risks has arisen from digitization. According to a current study by Roland Berger, Europe can achieve growth of 1.25 billion euros in its industrial gross value added by 2025 through networked, more efficient production and new business models—or suffer a fall in value added of 605 billion euros!

Things that previously went without saying have been turned upside down by digitization. In a globalized, digital and thus boundless world, transparent markets are generating new competitors and new customer requirements as regards purchasing behavior. The divide between B2B and B2C is becoming increasingly blurred. The highly informed, digitized customer from the B2C sector can now also be encountered in the B2B sector. Due to online sales, not only are stages of trading disappearing, manufacturers are even switching over to addressing their B2B customers directly.

Small-to-medium-sized companies have to adapt to this. It is necessary to examine all activities, from marketing and sales to product development, to see if they can withstand the digital transformation, and to adjust them if necessary. There is a need for change management. Those who adapt best to the new conditions will survive—Darwin’s theory of evolution in pure form.

It is thus by no means obvious that customers will continue to stick around, not even for the traditionally strong German small and mid-sized sector. It is precisely digitization, however, that provides the company with instruments with which they can retain and develop their interfaces to the customer. The task is to establish a customer journey that is even better able to pick up the customer with his needs and to guide him in an individualized way to his own product.

The solutions from FIS are the right instruments for this. By interlocking our SAP optimizations, it is possible to skilfully link back office processes—e.g. for master data management—with customer-oriented themes of Customer Engagement & Commerce. This way, mid-sized businesses optimize contact with their customers and implement a digital overall strategy. So that they are not already “ubered” tomorrow!

The digital transformation is also a leading theme running through this issue of our FIS News, which I hope you enjoy reading.

Cordially yours,

Dirk Schneider,
Head of Sales Business Unit Smart Products
FIS GmbH has successfully received validation for the solutions SAP EWM and SAP LES from the Fraunhofer Institute for Material Flow and Logistics (IML). For the first time, FIS was also able to receive one of the Fraunhofer validation significant for its project with the Swiss building services market leader Tobler Haustechnik AG.

Since the start of the year, FIS has been registered as an expert for the implementation of projects with SAP EWM and SAP LES on “warehouse logistics” – the leading portal for warehouse management systems (WMS) of Fraunhofer IML. With both solutions, FIS has entered into the demanding validation process there. Standing between the FIS experts for warehouse management systems (WMS) and successful validation were a good 3,500 questions per questionnaire – one for each solution – and a two-day on-site appointment at FIS in Grafenhofen with the Fraunhofer IML. Here, all points were intensively discussed once again and insight to the systems was granted. Tobler Haustechnik AG has run through a similar process and the project “Swisswind” of the same name has also been successfully validated. Further FIS projects to come!

FIS is thus positioning itself on “warehouse logistics” in a competitive environment at the technological and technical state of the art – without standing still. The digital transformation is not sparing warehouse logistics, the automation of warehouse management and networking of warehouse technology are proceeding apace. Together with Fraunhofer IML, FIS is pursuing these trends and the opportunities arising from them, and pushing forward the development of their solutions in the context of a Warehouse logistics 4.0 with an intensive exchange of information.

TradeWorld, a competence platform for digital trading processes and their optimization, will be taking place in combination with LogiMAT, which is regarded as the leading trade fair for intralogistics. The merging of trading and intralogistics under the umbrella of a joint fair reflects the networking and convergence of processes under the banner of the digital transformation. FIS GmbH already unites both worlds in its portfolio and will be appearing at the combined TradeWorld/LogiMAT 2017 with the whole spectrum of its trading and logistics-related solutions and services. This includes two fair premiers, one of which comes from the cloud.

FIS-iLog GmbH will be at Stand D043 in Hall 6, presenting its iRetPlat (integrated returnable system platform) to a fair audience for the first time. This is a new kind of cloud platform for the management of reusable transport packaging (RTP). The accompanying idea of a digital logistics collaboration will celebrate its market launch with the iRetPlat in January 2017.

“The list of pioneering companies accompanying us from the start on the iRetPlat is a prestigious one. It includes producers, shipping agents and players from the forwarding segment. More than a few of them are proud to be pioneers of a little revolution in the field of re-usable transport packaging and its management”, says Johannes Wegand, Managing Director of FIS-iLog GmbH, emphasizing how much he is looking forward to the approaching market launch. At TradeWorld/LogiMAT 2017, Johannes Wegand will be able to convince the fair’s audience of the platform’s (revolutionary) potential and show it how logistics users can save 20-30% and more from the original process costs in RTP management, with his talk “Digital logistics collaboration – a(n) (r)evolutionary cloud platform for all logistics participants.” The lecture will be taking place on March 15, 2017 at 12.30 at Forum T in Hall 6.

In addition to this, FIS will not only be displaying its well-known expertise in ERP and (wholesale) trading but also its know-how in intralogistics (see report to the left) and supply-chain integration. The solutions shown combine the worlds of ERP, trade and logistics seamlessly, regarding processes, technology and customer’s point of view, switching of the two-level system landings and process data models, the business process and the project “Swisswind” of the Fraunhofer seals of quality underline the demanding validation process there.

The solution has now been in action since the start of 2016 and is now being independently customized by the departmen’s Material Master, IT and Process Management at Durable. The company has already achieved its objectives: Increasing of data quality and transparen...
implementing big data strategies with fis-asp

“i would like to know where my users’ problems lie”, was thus the request with which Marcus Michel turned to FIS, after the first performance measurements on the SAP system and various performance traces, such as the recording of the run-times of individual database queries, had failed to turn up anything unusual. Were the users’ performance expectations too high or perhaps even their skills insufficient for them to be able to work effectively with the system? Questions which the concept of “usability” is intended to answer. It puts the focus on the user and demands, in accordance with ISO standard 9241-11, that an interactive system can be used effectively, efficiently and satisfactorily. A usability test was to show whether the CMS software met these criteria. The certified usability engineers of FIS GmbH observed seven users in a structured way for the duration of three days and found a total of 42 critical use situations (of non-compliance with ISO standard 9241-110). As well as superfluous warning and error messages, performance problems were found in half of the cases, including in the invoice processing software of an external provider. Repeated database traces and a user survey by questionnaire corroborated the results of the observation. Marcus Michel is convinced: “Taking the user seriously always pays off. With these results we have created an objective basis for entering into constructive conversations with the provider about improvements of software usability.”

Stefan Seufert, Certified Usability Engineer (Fraunhofer FIT) at FIS: “The example of CMS already shows the potential there is in the usability approach. Due to the digital transformation, digital customer interfaces are particularly gaining in importance. The usability of apps, websites, webshops and other digital touchpoints to companies essentially determines the customer’s user experience with the application and at the same time the customer’s customer experience with the company as a whole. Usability comes first, however. This is a field which will therefore continue to increase in importance.”

Implementing big data strategies with FIS-ASP

Digital technologies are leading to new business models; this is a core statement of the digital transformation. The more extensive the data base and the better its analysis options, the greater the possibilities for a company to use the available information rationally and creatively to achieve new business goals. Many customers of FIS-ASP are already operating in the big data environment, with data volumes of up to 100 terabytes. Hybrid cloud scenarios are accelerating the growth in data and social media are developing into valuable data sources. The integration of platforms such as iRetPlat, the cloud solution of FIS-iLog for the management of re-usable transport packaging (see report on TradeWorld/ LogiMAT 2017), promote distributed data storage.

With this extended data base, it is necessary to carry out research in real-time, e.g. with customer inquiries, and having business processes running performantly – both retroactively and predictively. The ability to do this is now becoming an ever increasing competitive advantage for companies. Those who still use classic rational data banks often come up against limits here, because they do not supply the necessary performance for these requirements. The separation of OLAP and OLTP (analytic and online) systems further hinders or prevents real-time analyses.

The advantages of SAP HANA in the big data environment are obvious. SAP provides an appropriate technology stack for predictive maintenance with in-memory technology, the HANA cloud platform HCP and HANA Vora (connection of the Hadoop framework with HANA, business warehouse and ERP). FIS-ASP advises and supports its customers in the transformation of existing SAP system landscapes according to SAP HANA and thus is laying the foundation for real-time analyses and the use of large data stocks in keeping with the digital transformation. The connection of the Internet-of-Things is also achieved via the HCP. The unstructured data is filed using Hadoop and structured data can be loaded in real-time from an ERP system on HANA into the BW systems.

The list of the application examples for big data is long and FIS-ASP supports its customers with its introduction and implementation. Thanks to the provision of infrastructure services such as storage as a service, backup as a service and security services, FIS-ASP makes it possible for companies to make an intelligent start into the field of big data. As a SAP Gold Partner for development and user consulting, FIS GmbH rounds off the big data portfolio of FIS-ASP.

FIS Informationssysteme und Consulting GmbH

Röthleiner Weg 1
D-97506 Grafenrheinfeld
Tel.: +49 97 23 / 91 88-0
www.fis-gmbh.de
Fax: +49 97 23 / 91 88-100
info@fis-gmbh.de