

# Executive Presentation

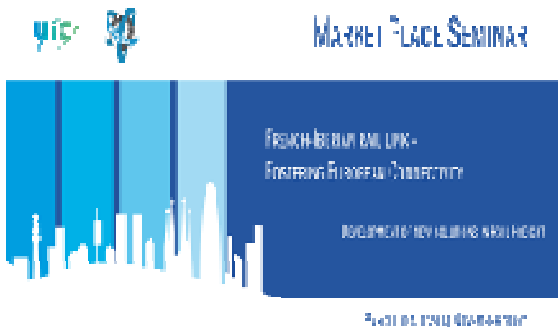
**UIC / Fiata – Market Place Seminar**

**Barcelona, Spain,  
November 2<sup>nd</sup>, 2010**



Michael Diehl, SAP

Director Railway + Metropolitan Transportation, Airport + Seaport Industries



THE BEST-RUN BUSINESSES RUN SAP



# Agenda



- **SAP's footprint in Freight Transportation Industries**
- SAP's view on Hinterland Transportation – the IT perspective
- SAP Customer Cases related to Cargo / Hinterland Transportation
- Strategic Industry Innovation – SAP

# Facts Dec 31<sup>st</sup> 2009 and Business Outlook 2010



## SAP starting 1972 arrived 2010 at:

- SAP headquartered in Walldorf, Germany, listed on the Stock exchanges at Frankfurt + New York is today Europe's largest software company (no3 worldwide)
- SAP has 53.000 employees worldwide (after acquiring Sybase Aug 2010)
- SAP's annual revenue 2009 exceed € 10.7 BN
- Over 105.000 (Sep 2010) companies in over 120 countries run SAP software

## SAP is providing the following outlook for the full-year 2010

- SAP expects full-year 2010 Non-IFRS software + software related service re-venue to increase in a range of 4% to 8% at constant currencies (2009: €8.2 bn)
- SAP expects its full-year 2010 Non-IFRS operating margin to be in a range of 30% to 31% at constant currencies (2009: 27.4%)
- SAP projects an effective tax rate of 27.5% to 28.5% (based on IFRS) for 2010 (2009: 28.1%)



# SAP Rail Industry customer examples (after acquiring Business Objects)



## Asia / Pacific

- JR East + JR West, J
- QR, AUS
- TranzRail, NZ
- India Railway, INDIA
- Kowloon Kanton Rail, CHINA
- Korail, KOREA



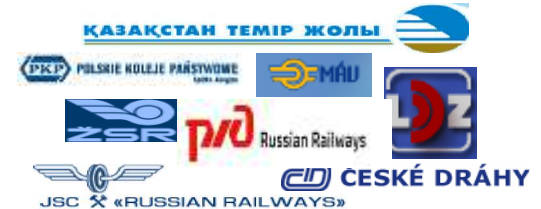
## North America: 6 of the top 7 run SAP

- Norfolk Southern, US
- Ferromex, MEX
- Canadian Pacific Railway, CA
- Canadian National Railway, CA
- Union Pacific, US
- Kansas City Southern
- AMTRAK, US
- Centro Atlantica, BR
- BNSF, US
- Watco Rail, US



## CIS/Eastern Europe 8 of the top 10 run SAP

- Slovak Railway, SL
- MAV, HU
- Belarus Railway, BL
- Croatian Railway, HR
- Ceske Drahy, a.s., CZ
- Kazakhstan Railway, KZ
- Lithuanian Railway, LT
- RZD Russian Railways, RU
- PKP, PL
- Latvian Railway, LV



## 7 of 7 X-Rails

- Deutsche Bahn, D
- SBB/CFF, CH
- ÖBB, A
- Coras Iompair Eireann, IRL
- Ferrovie dello Stato., IT
- DSB, DK
- SJ Swedish Rail, S
- VR, Finnish Rail
- Nederlandse Spoorwegen, NL
- SNCF, F
- Veolia Transport, F
- Green Cargo, SE
- NMBS/SNCB, BE
- CFL, LU
- First Group, U.K.
- NSB, NO.
- Eurotunnel, U.K., F
- REFER, P
- Turkiye CDD, TR
- BLS, CH
- Prorail B.V., NL
- Refer, P



## Western Europe 10 of the top 10 Run SAP

## Africa / Middle East

- Transnet, ZA
- ENR Egyptian Natl Railway, EG
- PRASA, ZA
- Israel Railway, IL



# SAP Port Industry customer examples (after acquiring Business Objects)



## Asia / Pacific

- Cairns Port Authority, AUS
- Sydney Ports Cooperation, AUS
- Port Authority of Thailand
- Manila International Terminal, Philip.
- Modern Terminal, Hongkong, CHINA
- Penang Port Berhaid, Malaysia

## America:

- Ports de Montréal, CA
- Canadian National Bulk Terminals Great Lakes, CA
- PANY, Port authority of New York and New Jersey, US
- San Diego Unified Port, US
- Georgia Port Authority, US



## Europe

- Luka Koper, Slovenia
- Port of Hamburg, D
- Bremer Lagerhaus, D
- Basler Rheinhäfen, CH
- Bremenports, D
- Häfen und Güter, Köln, D
- Lübecker Hafengesellschaft, D
- Port of Rotterdam, NL
- Port du Havre, F
- Wiener Hafen- Lager- und Umschlaggesellschaft, AT
- Eurotunnel (Europorte) Terminal, F / UK
- Berliner Hafen- und Lagerhausgesellschaft, D
- Hafenbetriebe Frankfurt am Main, D
- Tarento Port Terminals, I



## Middle East / India

- Ashdod Port, Israel
- Eliat Port, Israel
- Haifa Port, Israel
- Cochin Port, India
- Mormugao Port, India
- Mundrai Port, India

## Africa

- Transnet Port operations, ZA
- Namibian Port Authority
- Maputo Port Terminal,
- Kenya Port Authority



# Agenda



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# Hamburg: Multimodal Logistic Hub

## Out of 100 Containers, going through the Port of Hamburg ...

10 Container



Are loaded/unloaded  
At the Port (LCL)

45 Container



Are related to european  
long distance Hinterland  
transport (70% rail)

15 Container



Are coming from/are forwarded to  
the Hamburg metropolitan  
agglomeration  
(80% truck)

30 Container

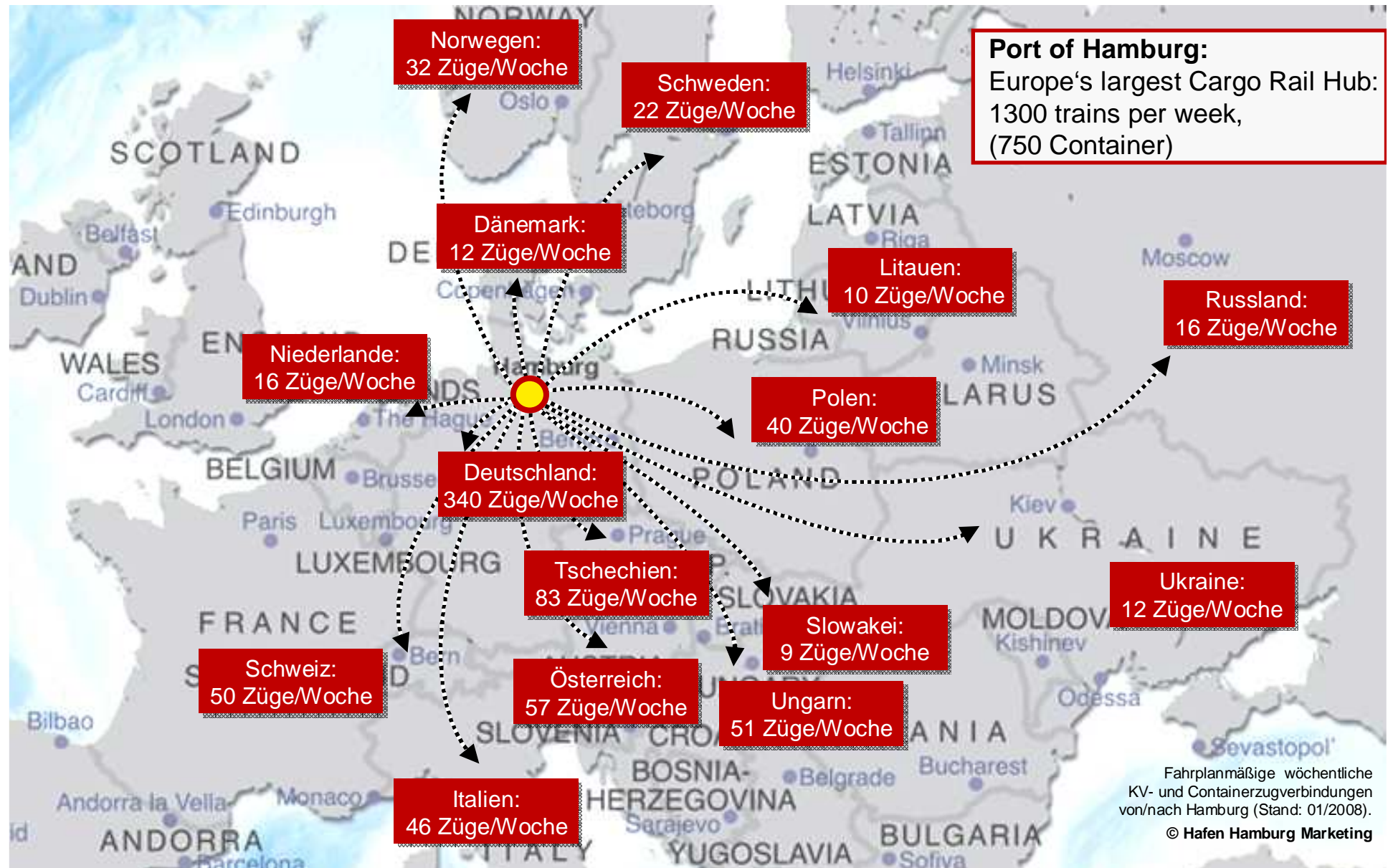


Transit to Baltic Sea +  
Scandinavia  
(80% feeder ship)

© Hafen Hamburg Marketing

I would like to thank Port of Hamburg for providing informative slides !!!

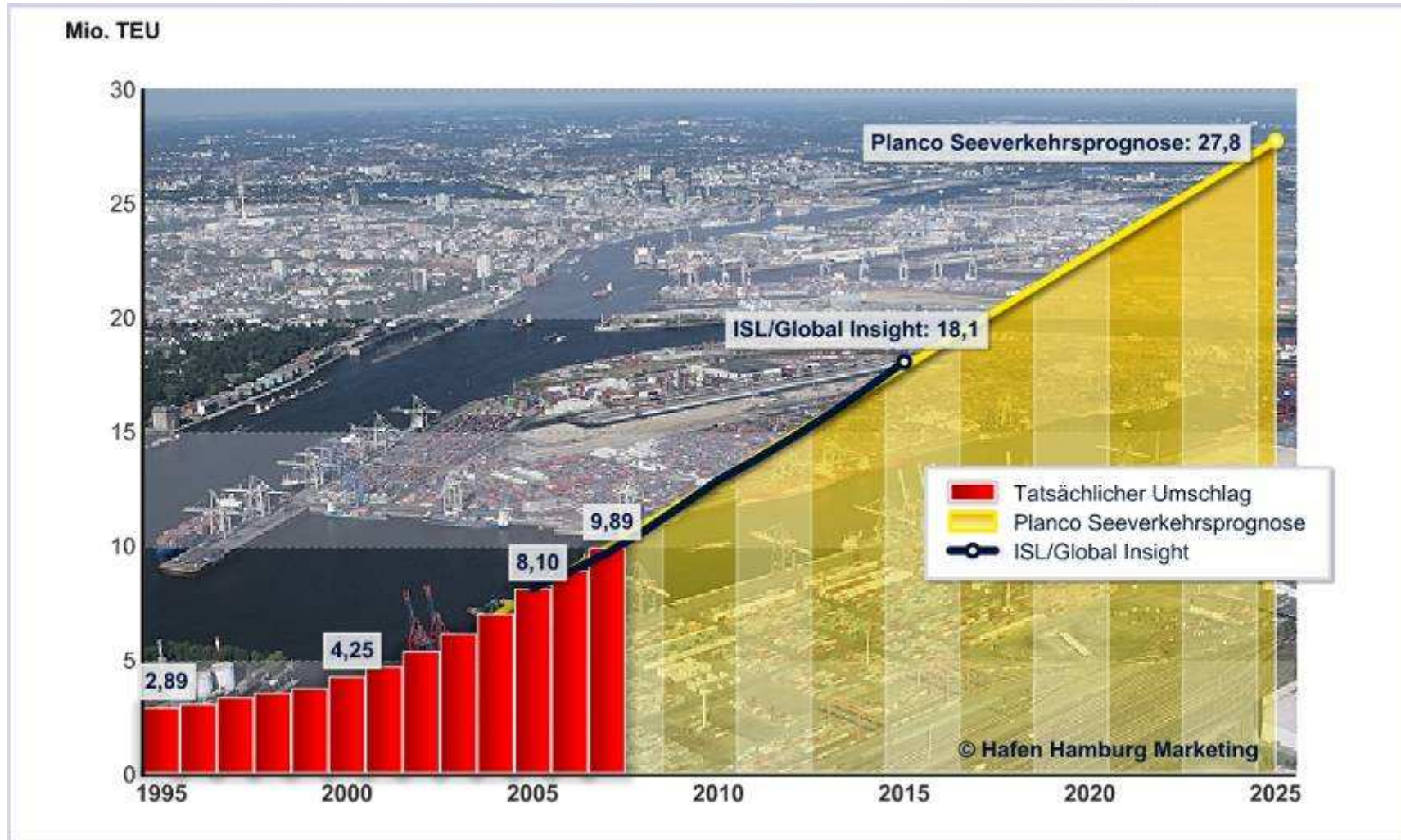
# Weekly Container train connections leaving Port of Hamburg





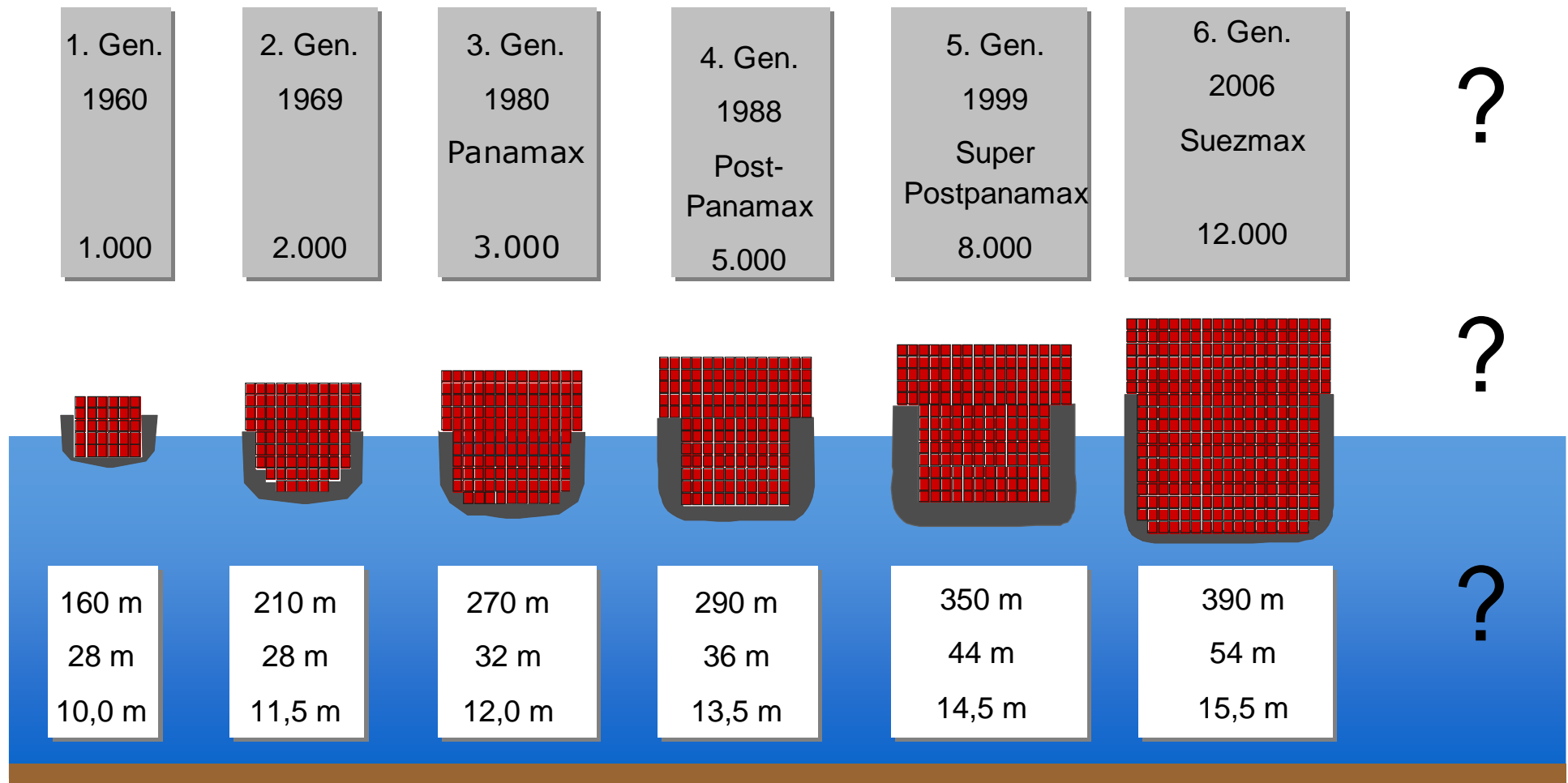
# Port of Hamburg 2015/2025

## Container in Mio. TEU



# Development of Container ship sizes since 1960

## But what comes next ?



# First 11.000-TEU-Ship in Hamburg: CMA CGM Vela Nov 2008



## French-Asia-Line 1:

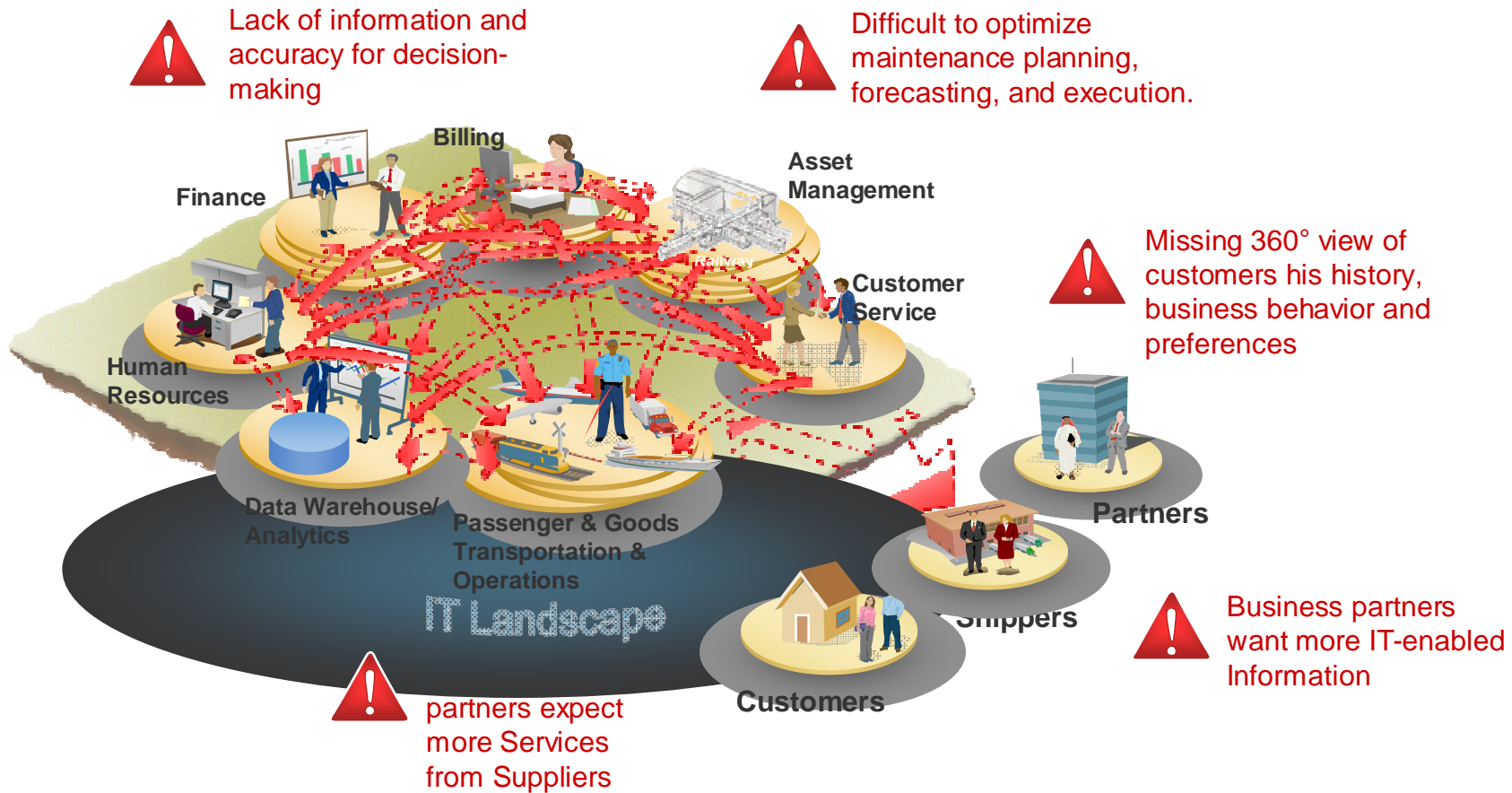
Region:	Far East
Number of ships:	10
Round trip:	70 days
Abfahrtsfrequenz:	7 days
Ø capacity :	9.600 TEU
Tiefgang	15,5 m



## Typical CEO questions

- How do I provide seamless terminal services?
- How do I customize freight services?
- How do I provide integrated shunting yard services?
- How do I reduce risk to compliance?
- How do I reduce cost and increase customer satisfaction?
- How do I reduce impact and heighten sustainability?
- How do I ensure value from IT?

# Industry's challenges



## IT Landscape

Homegrown and Best of Breed, Many Custom Interfaces

The IT Landscape is the Challenge

# Industry's objectives uniquely enabled by SAP



## Integrated Platform of Business Intelligence tools

- Provide management visibility



## Efficient Maintenance Planning and execution

- Improved balanced capacity utilization
- Increased productivity



## Improved customer care

- Offer customer services tailored to the needs of different customer segments
- Utilize existing platform to create 360 degree view of the customer



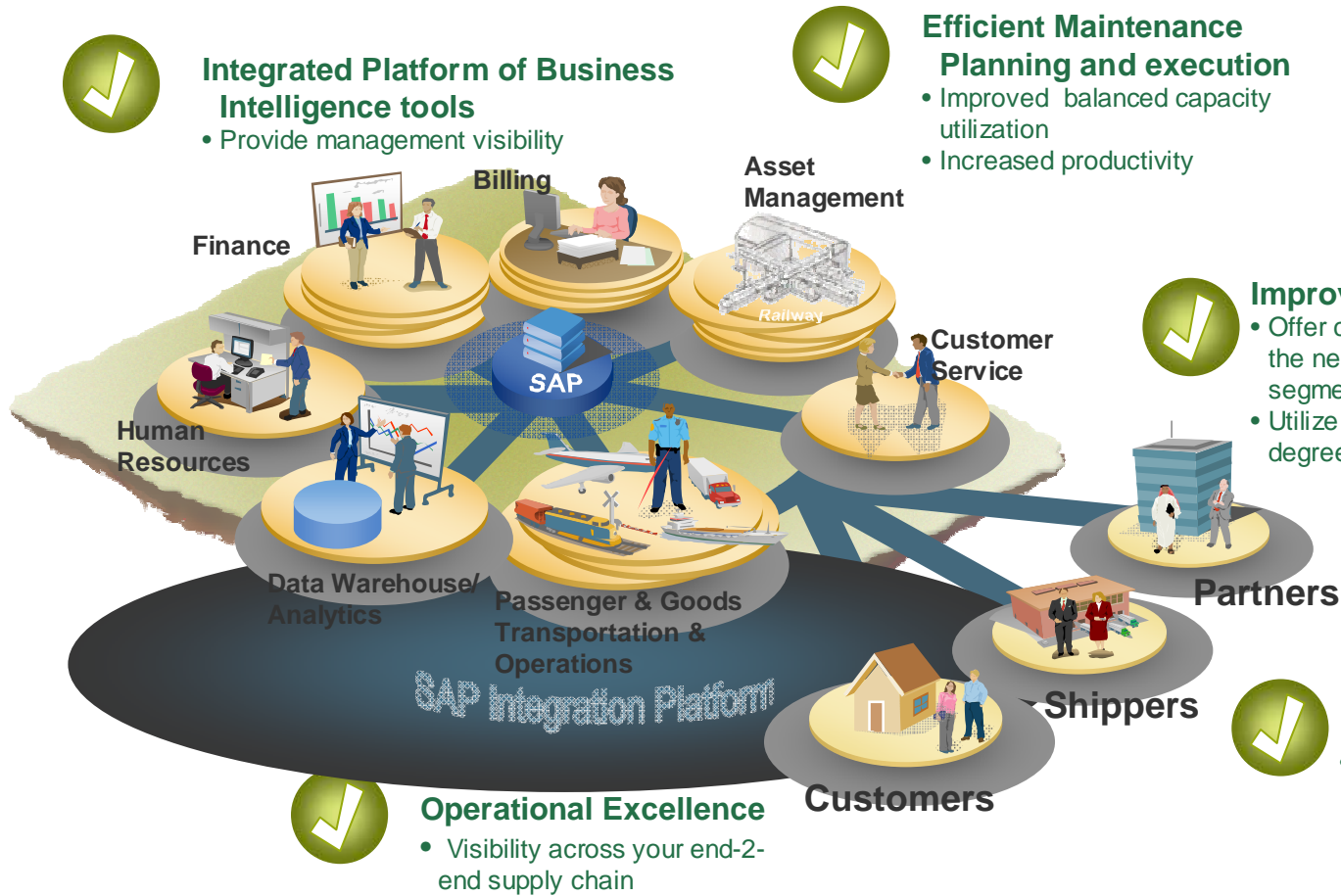
## Establish single transportation platform

- Quoting, ordering and invoicing across all lines of business



## Operational Excellence

- Visibility across your end-2-end supply chain



SAP Integration Platform

# Agenda



- **SAP's Footprint in Freight Transportation Industries**
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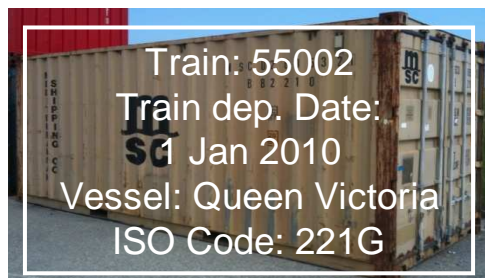
# Concepts for managing the Container Terminal



Containers are represented as Handling Unit with “dummy”, serialized Material

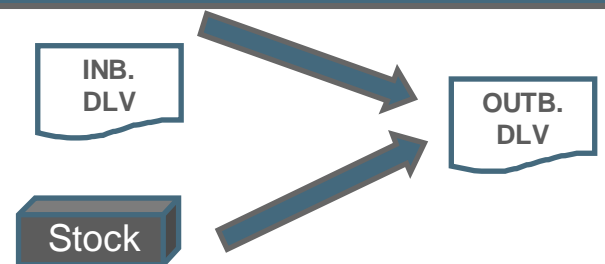


Extra Characteristics for Containers are appended to the Handling Unit Header Table

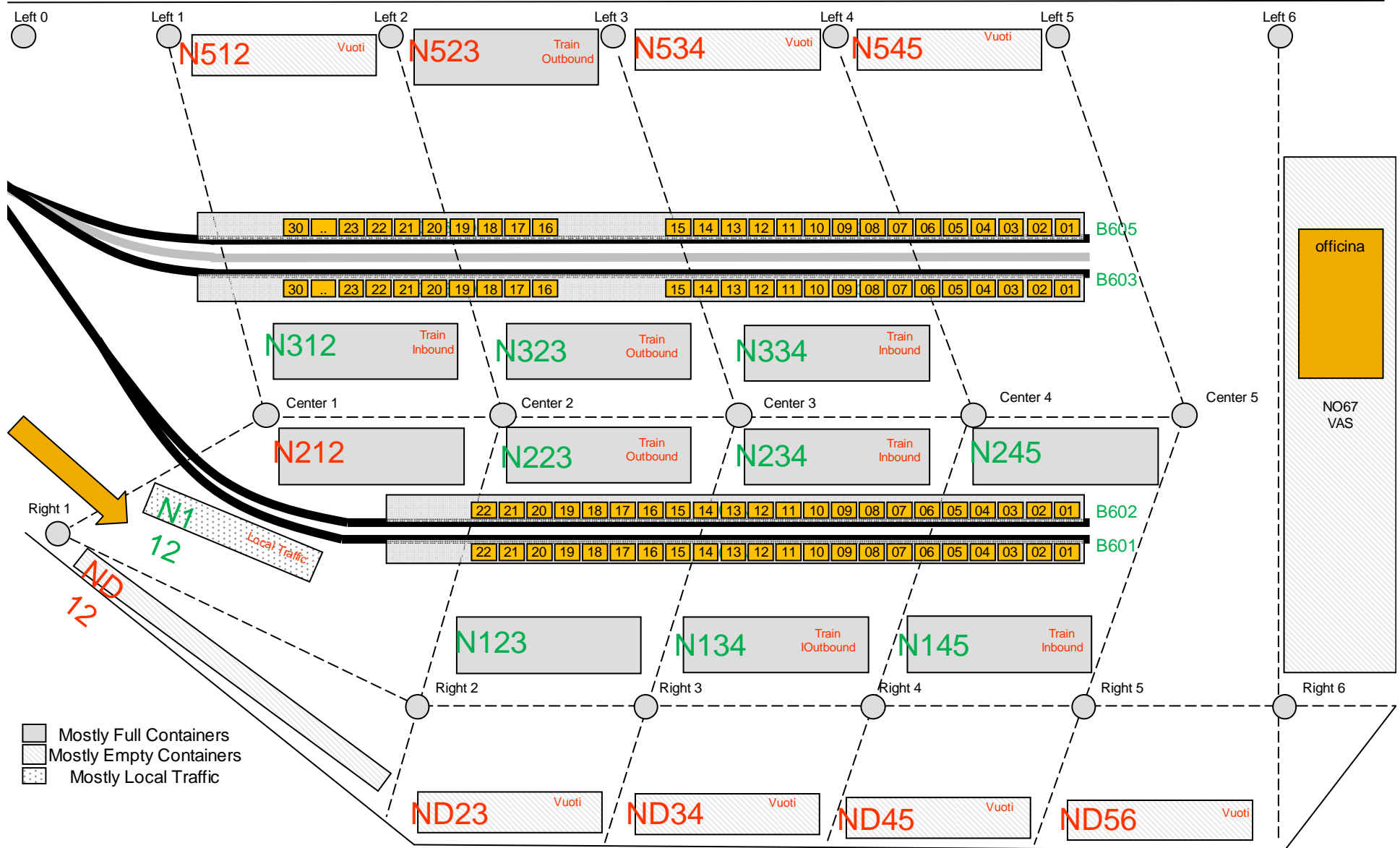


Create Outbound Deliveries with reference to:

- Inbound delivery or
- Container in Stock



# SAP Extended Warehouse Management - Warehouse Structure – Phase 1



# SAP (SupplyChain) Event Mgmt at Green Cargo – Why SAP Event Manager ?

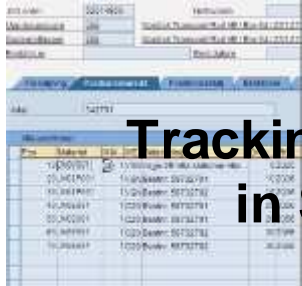


## SAP EM -Why & How

- Customer demand for an track and trace solution within all business lines of Green Cargo
- Green Cargo Logistics implemented a "control tower" solution for their business – not taking the transport chain in consideration
- The former solution was not suitable for the rail business – functionally or technically
- Internal and external demand as well as system landscape complexity required a powerful solution to handle various demands



# SAP (SupplyChain) Event Mgmt at Green Cargo – Tracking objects (hierarchy) + events in SAP



Tracking Hierarchy in SAP EM



Customer Order / Train



Railcar



Container / Unit Load

## Online

- Application System
- Internet (WCL)
- Phone (Voice Recognition)
- SMS
- Web enabled mobile devices (WAP/GPRS)
- Barcode Scanning via AS
- Manual input in EM
- Tracking Service Provider
- RFID

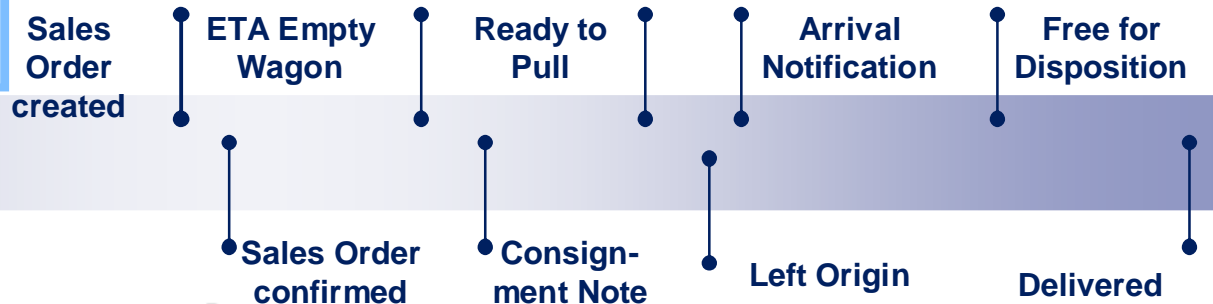
IDoc  
XML  
BAPI  
EDI

Event  
Manage  
r

## Offline

- Mobile Devices (PDA etc.)
- Application System (i.e.: Batchmode)
- Tracking Service Provider
- RF

## Tracking Events (example)



# SAP (SupplyChain) Event Mgmt at Green Cargo – Increasing customer satisfaction + add value



## Customer satisfaction and added value

- Interaction with the customer reduces work/time/costs...
- Customer can report status/actions like Free for Disposition or other
- Customer interaction can change objects in source system
- Effort reduction due to direct communication with customer instead of Mail, Fax or Phone
- SAP EM enables to survey SEQUENCING, TEMPORAL + QUANTITATIVE + QUALITATIVE CORRECTNESS of the overall Business Process Execution by controlling the expected process step and comparing it with the predefined process step
- SAP EM reacts automatically according to predefined "what-ifs" in case of non-occurrence and overdue



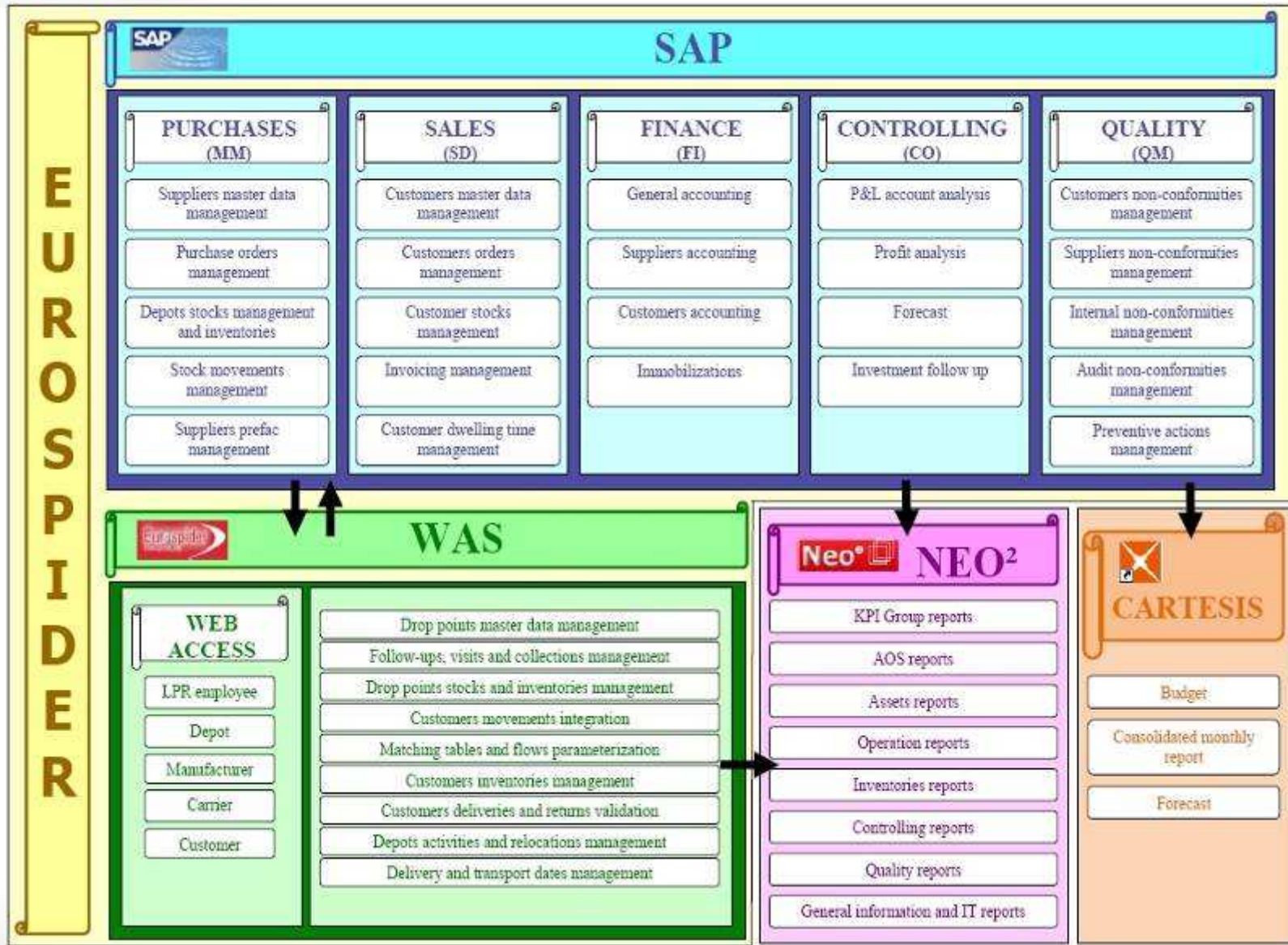
- **#2 pallet pooling company in Europe**
- **40 millions pallets delivered p.a. to customers with a turnover >100 Mio €**
- **Headquarters in Toulouse (France) with subsidiaries in Spain, Portugal, Benelux, the U.K., Germany and Italy**
- **Since 2006 owned by its management team and Atria Capital Partenaires**
- **Very recently, LPR obtained PEFC which guarantees the use of pallets made of wood from sustainably-managed forest**

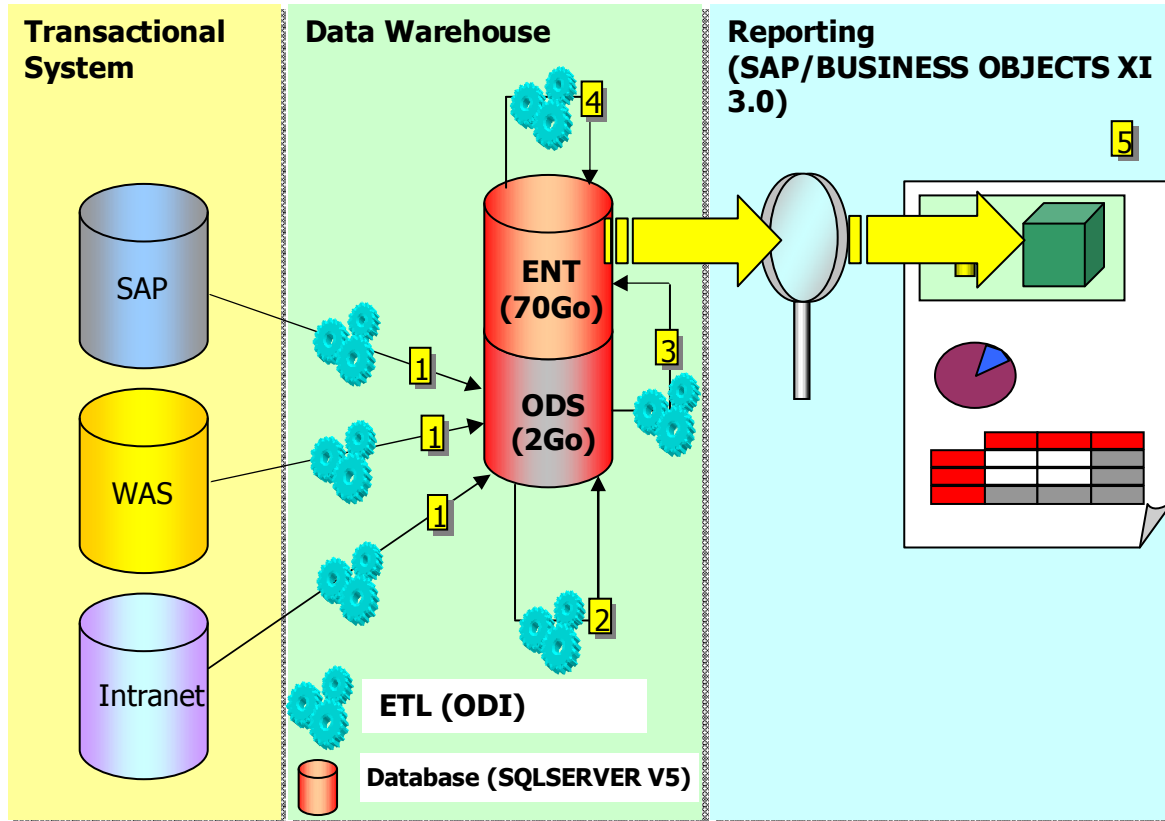




**LPR**  
La Palette Rouge

# LPR IT System Architecture





- 1- Daily data extraction SAP (50.000 rows), WAS (3.000.000 rows) **40'**
- 2- Consistency check and adaptation **20'**
- 3- Data Warehouse upload **30'**
- 4- Aggregation calculation **120'**
- 5- Reporting (100 reports), touch almost all company business domains

**130 SAP/BO licenses for a company of 220 people**







# Example: Collect Execution

Neo<sup>2</sup> - Windows Internet Explorer

http://neo2:8080/InfoViewApp/listing/main.do?lastUrl=http%3A%2F%2Fneo2%3A8080%2FInfoViewApp%2Flisting%2Fhome.do&preferenceChanged=true&appKind=InfoView

Neo<sup>2</sup>

Welcome: **Sigwalt, Patrick**

Home | Document List | Open | Send To | Log Out | Preferences | About | Help

**Web Intelligence - 3-D3 - Collect Execution**

Document | View | 100% | 1 / 1 | Refresh All

Filters:  
Prompts: Planned date from: 01/01/2009 - Planned date to: 31/12/2009 - Plant: All - Field service controller: All - Pallet pool: LPR

Status	1	2	3	4	5	6	7	8	9	10	11	12	Total
1 - EXECUTION RATE	90,5%	92,0%	92,9%	92,0%	92,4%	93,5%	93,7%	93,3%	93,2%	93,2%	92,2%	88,9%	92,3%
2009 2 - FAILED COLLECTION RATE	8,8%	7,3%	6,4%	6,8%	6,8%	5,7%	5,7%	6,0%	6,0%	6,1%	6,8%	9,4%	6,8%
3 - CANCELLATION TOO LATE	0,7%	0,7%	0,8%	1,2%	0,8%	0,7%	0,6%	0,7%	0,8%	0,8%	1,0%	1,7%	0,9%

Execution

2009/1 2009/2 2009/3 2009/4 2009/5 2009/6 2009/7 2009/8 2009/9 2009/10 2009/11 2009/12

Qty collected

2009/1 2009/2 2009/3 2009/4 2009/5 2009/6 2009/7 2009/8 2009/9 2009/10 2009/11 2009/12

Average Qty per collect

2009/1 2009/2 2009/3 2009/4 2009/5 2009/6 2009/7 2009/8 2009/9 2009/10 2009/11 2009/12

Split collect type

2009/1 2009/2 2009/3 2009/4 2009/5 2009/6 2009/7 2009/8 2009/9 2009/10 2009/11 2009/12

EXECUTION ANALYSIS

- 1 - EXECUTION RATE
- 2 - FAILED COLLECTION RATE
- 3 - CANCELLATION TOO LATE

Action Type

- INITIATIVE
- REQUEST
- SYSTEMATIC

Overview | Overview per plant | Execution per carrier | Details

Discussions

# La Palette Rouge Optimizes Pallet Utilization with SAP® Software



## QUICK FACTS

### La Palette Rouge

- Industry: Transportation and logistics
- Products and services: Pallet pooling
- Revenue: €100 million
- Employees: 220
- Web site: www.lpr.eu
- SAP® solutions and services: SAP BusinessObjects™ Enterprise software (now SAP BusinessObjects Business Intelligence platform), SAP BusinessObjects Web Intelligence® software, SAP BusinessObjects Financial Consolidation application, SAP Enterprise Support services

**“We have seen immense payback from our IT infrastructure, especially our SAP BusinessObjects business intelligence solutions – the mainstay tools we use to support our operations.”**

Patrick Sigwalt  
CIO and Quality Manager  
La Palette Rouge

## Challenges and Opportunities

- Ensure pallets are available to satisfy customer contracts
- Maximize pallet utilization
- Minimize pallet loss
- Optimize use of infrastructure for collecting and transporting pallets
- Empower planners to access the information needed without IT help

## Objectives

- Implement a strong IT environment for delivering business intelligence to navigate scheduling complexity
- Provide self-service reporting for ordinary business users

## Implementation Highlights

Performed implementation with no need for third-party assistance

## Why SAP

- Comprehensive integration of SAP® software
- Intuitive nature of SAP software
- Highly graphical reporting environment
- Security provisions

## Benefits

- Increase pallet utilization from 3 cycles per year to nearly 4
- Reduce pallet loss rate from 7% to 5% a year, saving millions of euros
- Avoid need to purchase new pallets during financial crisis
- Equip nearly two-thirds of employees to generate their own reports without help from IT
- Attain substantial ROI



# SAP Customer Relationship Management for Rail Cargo Operators - Transnet Freight Rail



## QUICK FACTS

### Transnet Freight Rail Limited

- Location: Johannesburg, South Africa
- Industry: Cargo Railways  
Turnover: € 1,3 bn
- Employees 24.577
- Web Site [www.transnet.net](http://www.transnet.net)
- Implementation Partners SAP Consulting

### Transnet Ltd.

Location: Johannesburg, South Africa  
Industry: Railways, service providers  
Turnover € 2,589 bn  
Web Site [www.transnet.net](http://www.transnet.net)  
Implementation Partners  
SAP, Accenture, HCL-Axon

### Transnet is responsible for

- Rail Cargo Operations
- Rail Infrastructure
- Pipelines
- Port Management
- Terminal Management
- Port Authority
- Rail Engineering

## •Challenges and Opportunities

- Create a standardized system across all work streams related to Customer Relationship Management (CRM)
- Improve sales and opportunity-related analytics for sales & financial management,
- Implement standardized business processes same time with implementing IT-solution

## •Implementation Highlights

- Developed a change management and communication strategy detailing the approach to the work stream
- Functional gaps were identified and resolved with a future state business 'blueprint' created.
- Smart system configuration
- Employees from various locations involved in the project
- Senior management sponsorship
- Building up strategic Roadmap e.g. To integrate Call Centers
- Frequent CRM refresh trainings

## Why SAP

- Comprehensive functionality
- SAP focus on process excellence and innovation
- Several options could be configured, possibility to adapt to future requirements easily
- Future functional innovation for rail
- Robust platform

## Benefits

- Reduced total cost of ownership of the system landscape and infrastructure
- Improved accuracy of information for regulatory requirements
- Seamless integration of sales & opportunity information within the organization and with external partners
- Improved management of sales, and financials, across all areas of operation
- Single view on customer across the Group



# SAP Customer Relationship Management for Rail Cargo Operators - Transnet Freight Rail



## Transnet Freight Rail Ltd. - operational details

Moves **17%** of South Africa's freight annually

100% of **export Coal**

100% of **export Iron Ore**

Annual revenues of over **R14 billion**

**R35 billion capital investment** over the next 5 years

## Other Statistics

Employees - 24 577

Rail Network - 22 241 km

Fleet – 77 849

Locomotives - 2106



## COALink

Specialist business unit that provides world-class transport for South Africa's export coal from the Mpumalanga coalfields to the Richards Bay coal terminal. It is one of the world's most efficient bulk export logistic supply chains. 2010/2010 Budget – 72 million tons

## Orex

Orex is a specialist business unit dealing with the transport of iron ore over a 861km railway line. In Oct 2010 they railed 844.388 tons of coal in a single week. Train length 4 km, 342 100-ton wagons, 10 locos

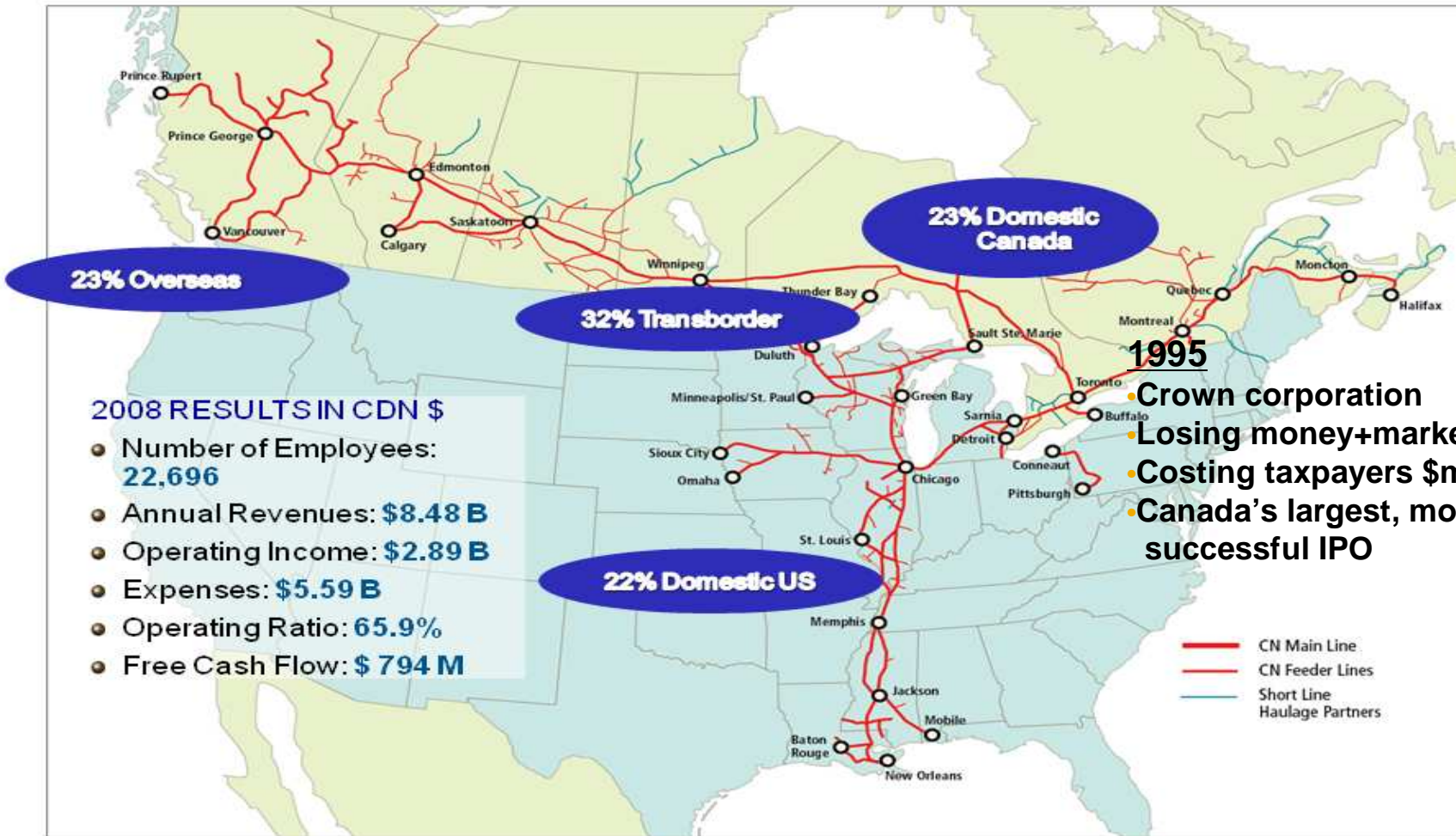


# SAP Customer Case - Canadian National Rail

## CN's turn around between 1995 and 2010



### A GREAT NORTH AMERICAN FRANCHISE



# SAP Customer Case - Canadian National Rail

## CN eliminated **150** legacy systems



### EVOLUTION OF SAP AT CN

October 1999	January 2001	April 2002	2003 - 2006	2007 - 2009	
	Illinois Central		Wisconsin Central Great Lakes, BC Rail, Mackenzie Northern & Lakeland	Savage Alberta Athabasca Northern Chemin de Fer de Quebec EJ&E	Railway Integrations
CN/GT Inventory Requisitioning Bar Coding Purchasing	Intranet Requisitioning IC Field Inventory	Procurement Cards Expense & Travel Field /Rail Shop Inventory	Fuel Management MyCN Vouchers SRM	Ore Dock Warehouses Aggregate Warehouses Vendor Portal	Supply Management
General Ledger Financial Reporting Accounts Payable	Projects System Asset Accounting Recoverable Billing	Business Warehouse (FI) Budget Planning	Budget Planning Functional Location Int. Payroll Consolidations	Mobile Asset Accounting Real Estate Treasury	BPS/BW Finance
Mgmt. Employee Info Compensation & Succession Time / Gross Payroll	US Rollout All Unionized Employees Time Reporting	Qualifications Employee Self-Service Net Payroll CDN. & US Benefits	Voice/NLU (time) Compensation Mgmt. Pension/Benefit Int. Employee Performance	Employee Performance ePortal	Human Resources
<b>SAP 4.0</b>	<b>SAP 4.5</b>	Employee Health & Safety Incident/Accident Log Medical Solution	Law Pack Replacement Police Optimization U.S. Medical Solution	Freight Claims Safety BW Cost of Drailment	Safety/ Risk Mgmt.
<ul style="list-style-type: none"> <li>Elimination of 150 legacy systems</li> <li>12,000 current SAP users</li> </ul>		Network Assets S&C Config. Mgmt.	Bridge Condition Bridge Management	Track Inspection System	Engineering
		Mobile Assets (Loco/Car) Work Equipment Main Shops (Transcon) <b>SAP 4.6</b>	Facility Maintenance Locomotive Optimization <b>SAP 4.7</b>	Wheel Wear Mgmt. Archiving	Mechanical
				Locomotive Mgmt. Crew IVR iCrew <b>SAP ECC 6.0</b>	Transportation

# Agenda



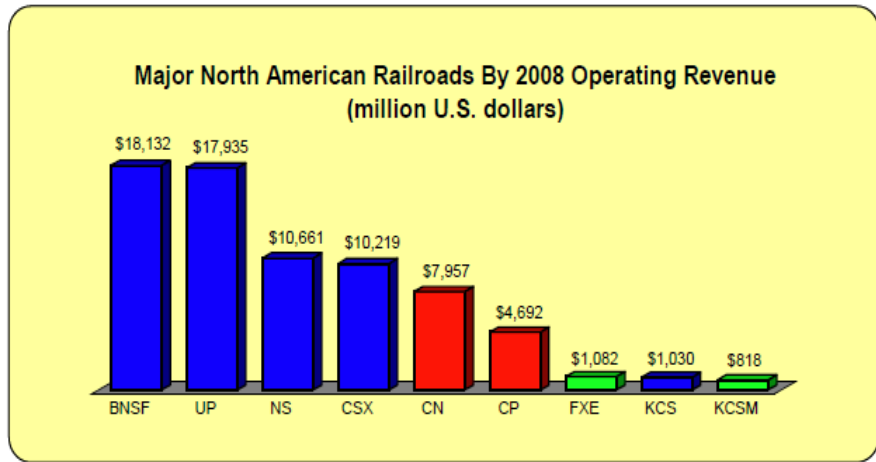
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# SAP Rail User Group - "SUGRail"



- ### North America Freight Stats
- Operate approximately 170,000/273,600 miles/KM of track
  - Cars/wagons – 700,000 / 1,600,000 (railway/all)
  - Carloads – 40,000,000 (~waybills)
  - Revenue - \$75b

- Formed December 2008 under ASUG
- Bi-annual in-person meetings
- Working Groups
  - Car repair billing
  - Linear Asset Management
  - Lead to Cash (L2C)
- Future – Expand Globally





# Why SAP?



## Enable business strategy

- SAP is platform of choice of most commercial users of rail - share an IT strategy with your customers and partners

## Best in Class

- Most widely adopted railways solution, with largest rail customer base **SAP sets the industry standard**



## Lowest risk

- SAP's financial applications and core ERP offering are **proven** to work well, matching the industry **specific needs of railways**
- Continuous solution enhancements with largest R&D, you will never outgrow SAP

## Lower TCO

- Strength of integration across the broadest of product offerings SAP provides a true **business process platform** for railways
- Open platform leverages use of legacy systems while providing **IT strategy for the future**

# SAP Visual Solutions and EWM for Rail Cargo Shunting Yard Managers



- Prototype for a Rail subsidiary managing a shunting yard at a large european industry site
- Project started end of 2009
- Project is managed by SAP Consulting

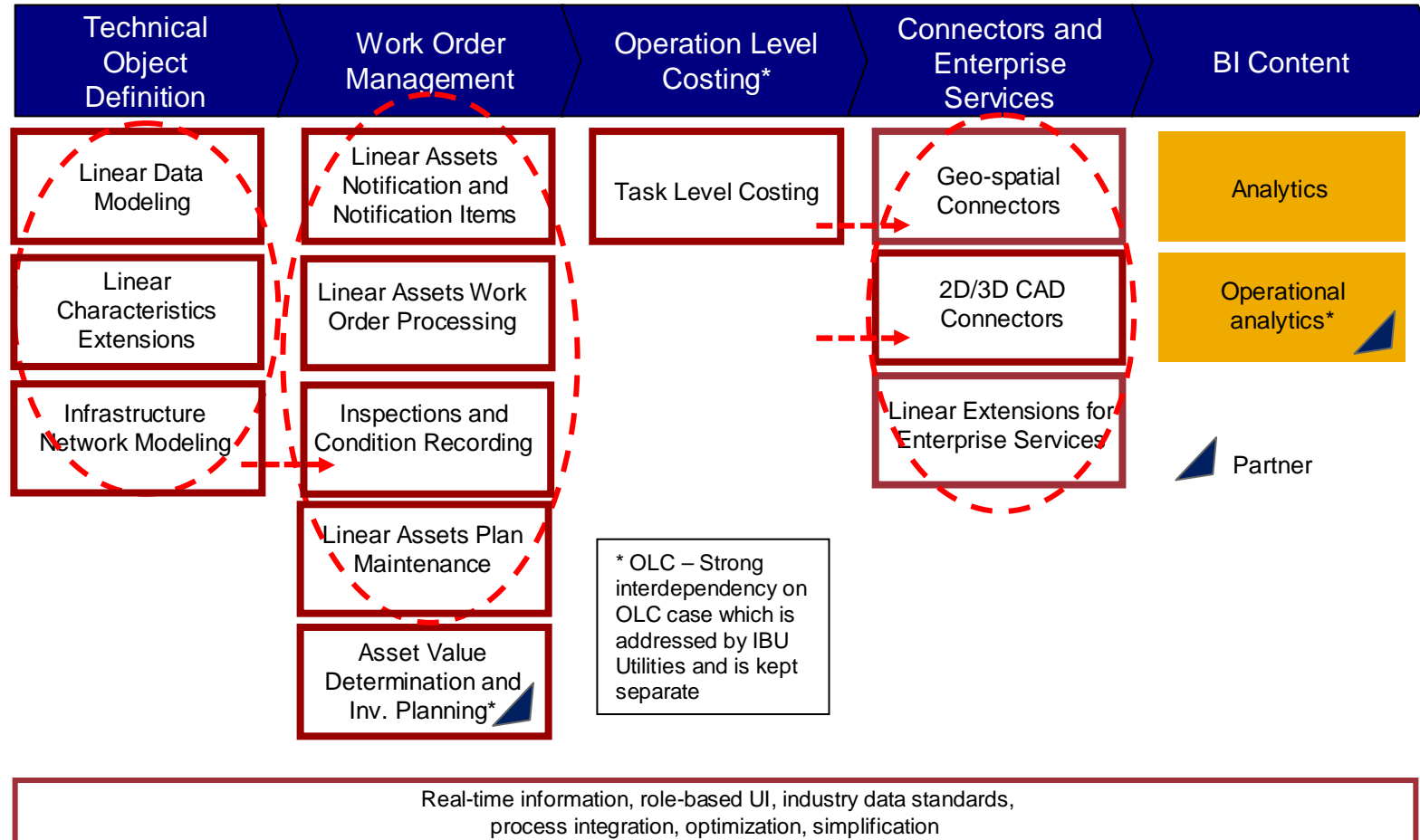


# Linear / Infrastructure Asset Management (LAM)

## Initial Areas of Investments



### Solution overview



Critical functional gap/Investment proposed

Critical integration gap/Investment proposed

# Rail Industry Linear Assets Working Group



## BNSF Railway Company



Enterprise Asset Management  
Linear Asset Management

Thursday, May 20, 2010

Asim Ghanchi



## Sub-Group Charter

- Develop and maintain a Linear Reference Model to determine gaps within SAP's current linear capability and influence SAP to address these gaps through future enhancements
- Define best practices for railroads to get started with SAP to manage linear assets
  - Modeling railroad Linear Assets leveraging SAP's LAM capability



## Developments since the Fall SUGRAIL meeting LAM Testing Group



## Developments since the Fall SUGRAIL meeting March 2010 Meeting

- Common scenarios in managing linear assets
  - Creation of new mainline & renaming assets
  - Dynamic segmentation
  - Defining relationships (intersects, under/over passes, etc)
- Linear Reference Model (LRM)
- Next Step was to develop a draft of the LRM for Railroads



# SAP – A partner of choice to transform Cargo Transportation



## What is SAP's Specific Commitment to Passenger Ground Transportation Industry ?

SAP - Industry Value Network to increase the value SAP and partners bring to the industry through specific solution development e.g. Partner solutions that seamlessly extend the SAP Industry solution or CDP-Customer Development Project.

SAP participation at annual industry gatherings like Innotrans - Fair.

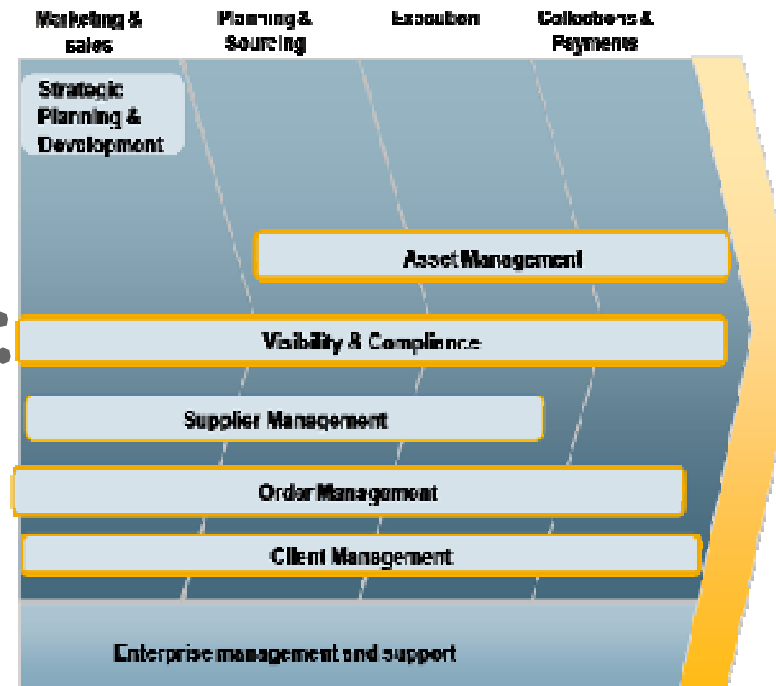
Innovation with the industry to develop pilots and test use of new technologies  
Initiating and Driving SAP User Group Railways - SUGRAIL



- Service Providers
- System Integrators
- Industry Services & Solutions

- Industry thought leadership associations

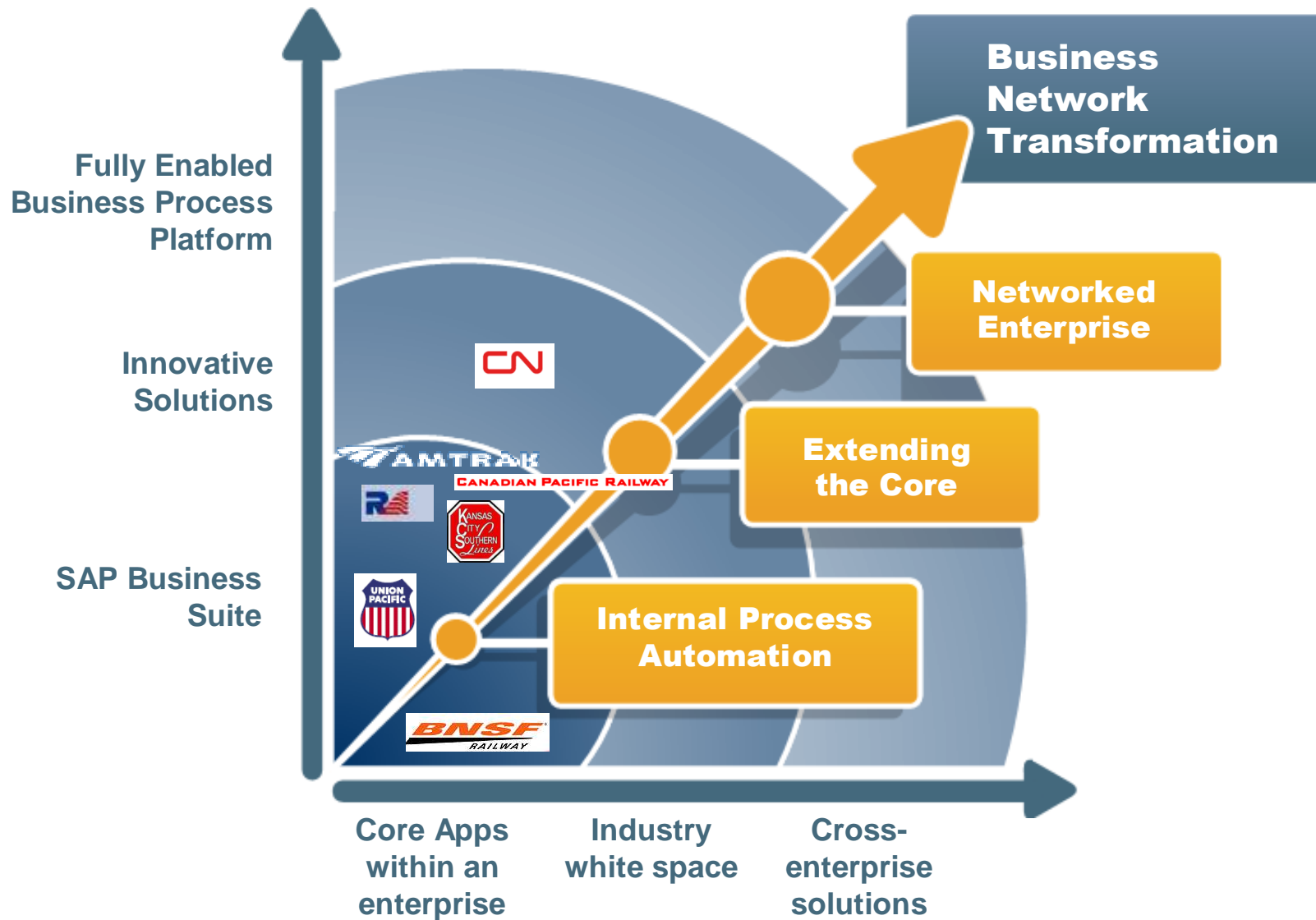
- Independent Software Vendors



Customer Development Industry solution Dev.

- Complementary Solutions

# Leveraging Innovation for a Dynamic Business Environment





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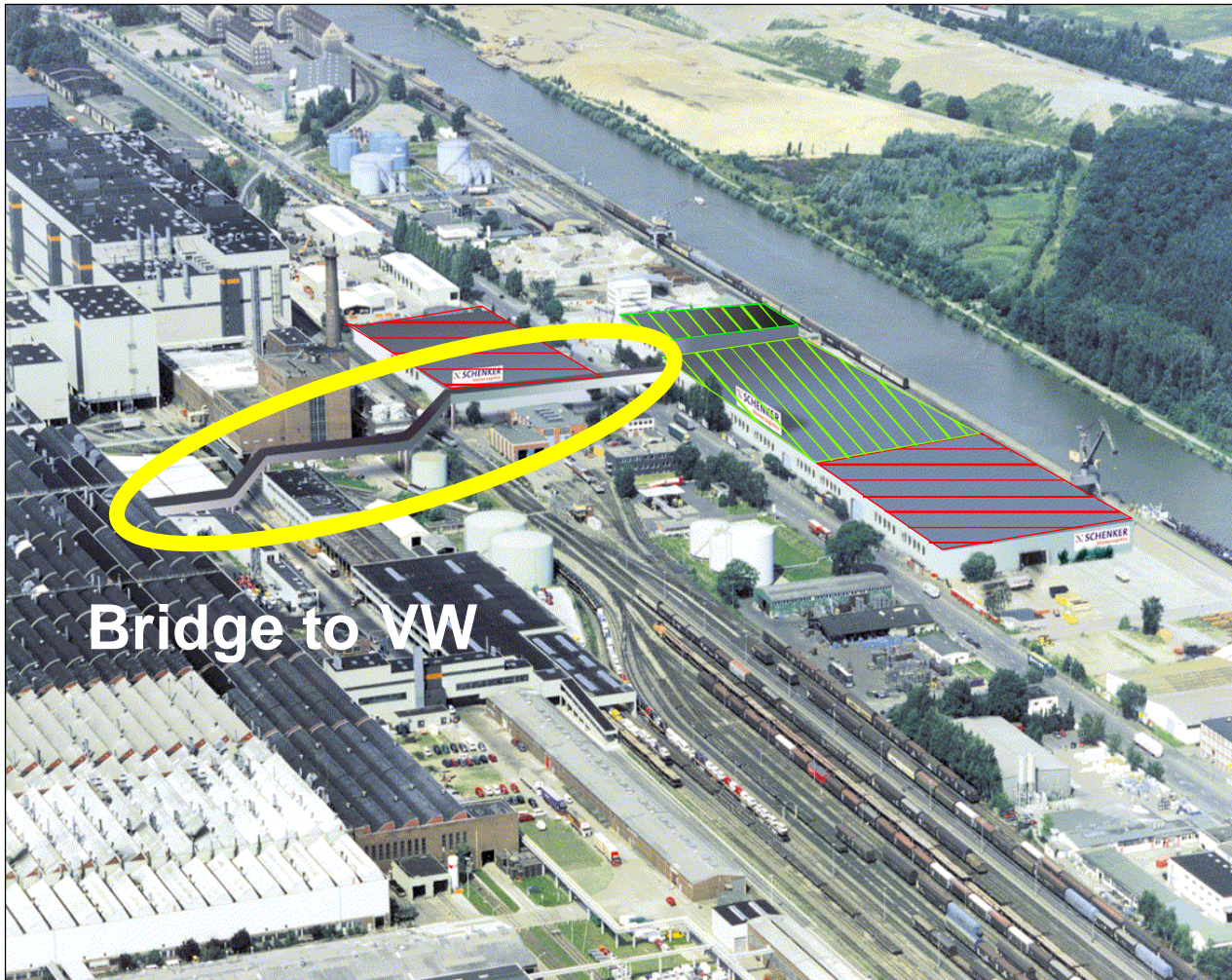
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# DB Schenker Contract Logistics using SAP at VW's Supplier Park in Hannover



■ The logistics center is divided into two areas:

- **A. VW warehouse for assembly parts**

■ ca. 19.000 m<sup>2</sup>

- **B. Supplier park**

■ ca. 17.000 m<sup>2</sup>