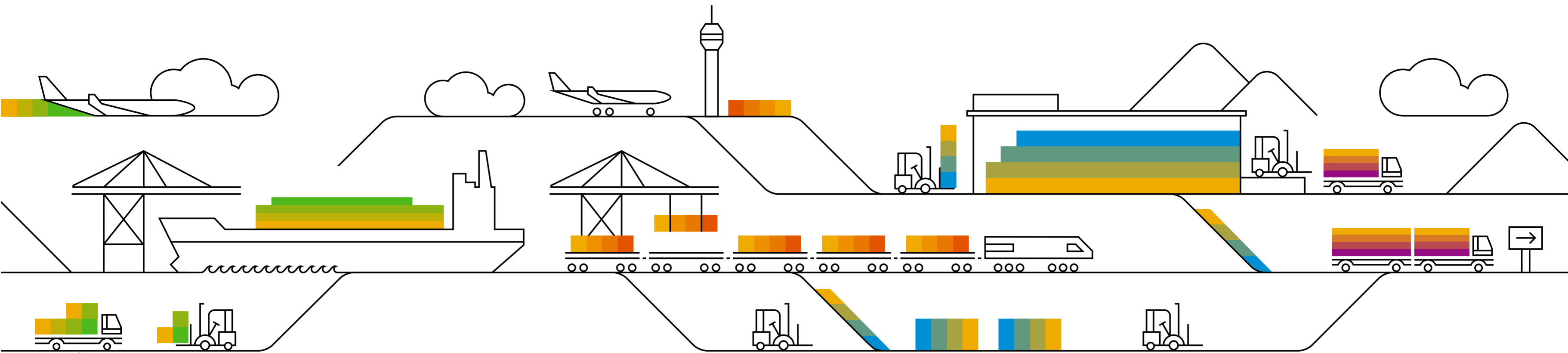


# SAP Integrated Business Planning for Supply Chain: 2020 Annual Customer Report

- A Note From Thomas Klemm
- Customer by the Numbers in 2020
- Customer Success Stories
- Product Highlights
- Looking Forward



## A Note from Thomas Klemm

Dear SAP Integrated Business Planning for Supply Chain (SAP IBP) Community,

At the beginning of 2020, no one predicted that a global pandemic would bring the global economy to a virtual standstill within weeks. The pandemic has affected our daily lives since then, and many of us work in our new home offices day in and day out. Before anything else, I sincerely hope that you are all doing well.

For companies relying on global supply chains, the pandemic was a wake-up call and has shown that companies that invest in resilient supply chain planning software outperform those that do not. I would like to quote a customer we recently spoke to. They said, "SAP IBP and having a connected digital supply chain provide you with incredible visibility so you can make agile decisions." Well, I am really glad we are able to help.

I sincerely hope that you enjoy our annual newsletter, packed with key information, best practices, upcoming events, and customer stories.

Sincerely,

**Thomas Klemm**  
Senior Vice President and Head of Supply Chain Planning  
SAP SE

## Customer by the Numbers in 2020

### Where Are Our Customers?

- Reference Customers
- Customer Statistics
- Customer Success Events
- Webcast Sessions
- Customer Influence Site

### Where Are Our Customers?

**57**  
Countries

**28**  
Industries

**11**  
Out of the top 25  
Gartner supply chains  
use SAP IBP



**44%**  
Europe, Middle East,  
and Africa



**30%**  
North America



**14%**  
Latin America



**12%**  
Asia Pacific Japan

## Customer Success Stories



### VELUX Group

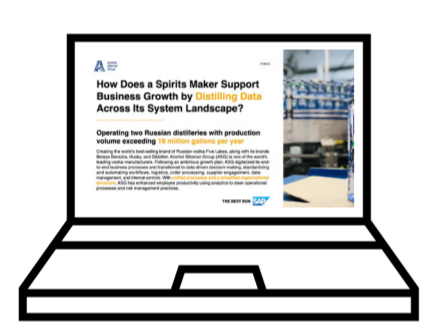
"SAP Integrated Business Planning enabled us to manage the disruption created by the COVID-19 crisis, stay agile, and meet the needs of our customers."

Philip Melchior, Supply Chain Planning and Logistics, VELUX Group

When COVID-19 disrupted the manufacturing business, VELUX Group relied on SAP Integrated Business Planning.



[Watch this video](#) to gain a better understanding of how demand optimizes VELUX's supply chain planning.



### Alcohol Siberian Group

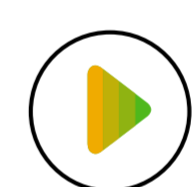
"Implementation of leading technology innovations from SAP gives us a robust digital backbone to support our strategic goal of becoming the best alcohol business in Russia."

Lyudmila Morozova, Former COO, Alcohol Siberian Group (ASG)

Following an ambitious growth plan, ASG digitalized its end-to-end business processes. With unified processes and a simplified organizational structure, ASG has enhanced employee productivity using analytics to steer operational processes and risk management practices.



[Read more.](#)



[Watch the video.](#)



### Kemira

"We now have 600 users empowered by SAP Integrated Business Planning for Supply Chain, helping us make data-driven decisions across our operations, improving forecast accuracy, supporting on-time delivery, and allowing us to build profit-optimized plans."

Simo Nuutinen, Head of Global Planning, Supply Chain, Kemira Oyj

Kemira wanted to optimize planning across 60 manufacturing sites and 200 inventories to better support its team across regions. By building end-to-end planning capabilities, enabling demand-supply planning across product lines, and eliminating manual processes, Kemira has been able to improve supply chain reliability and efficiency.



[Read more.](#)



### James Hardie

"SAP IBP addresses cross-functional and critical business decisions with optimal collaboration."

Jeff Wrobel, Director - Supply Chain Customer Integration, James Hardie Building Products Inc.

James Hardie needed deeper insight into its supply chain as well as the ability to plan months in advance so it could balance orders against capacity. Using SAP IBP, it was able to achieve its goal of ensuring the lowest cost and highest profit while also exceeding expectations for service and quality.

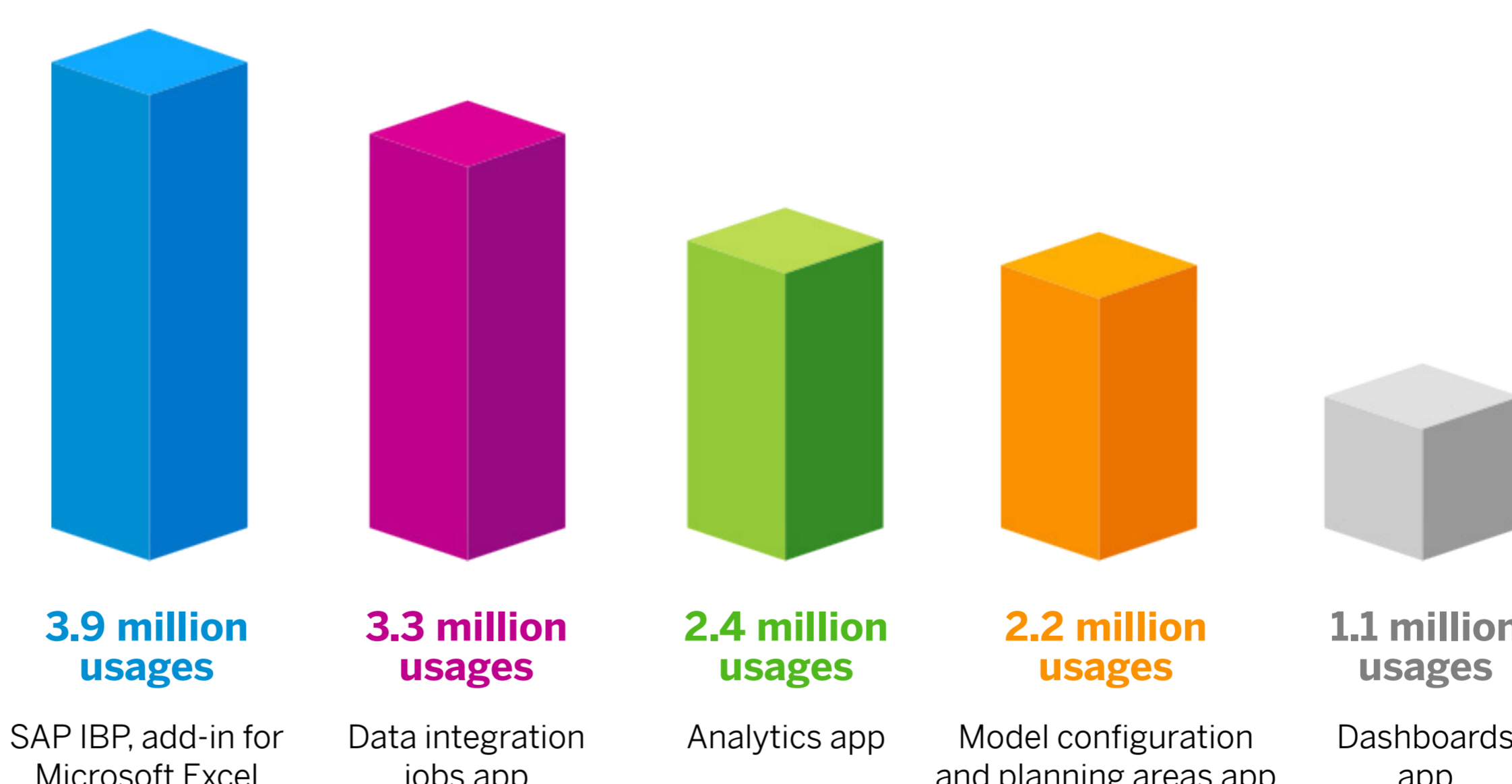


[Read more.](#)

## Product Highlights

- Top 5 Features
- Top Newcomer Apps
- Top 5 Delivered Features Requested from the Customer Influence Portal
- Top 10 Countries Using the Multilingual App
- Top Algorithms
- Demand-Driven Sales and Operations Planning Certification
- Cloud Operations

### Top 5 Features

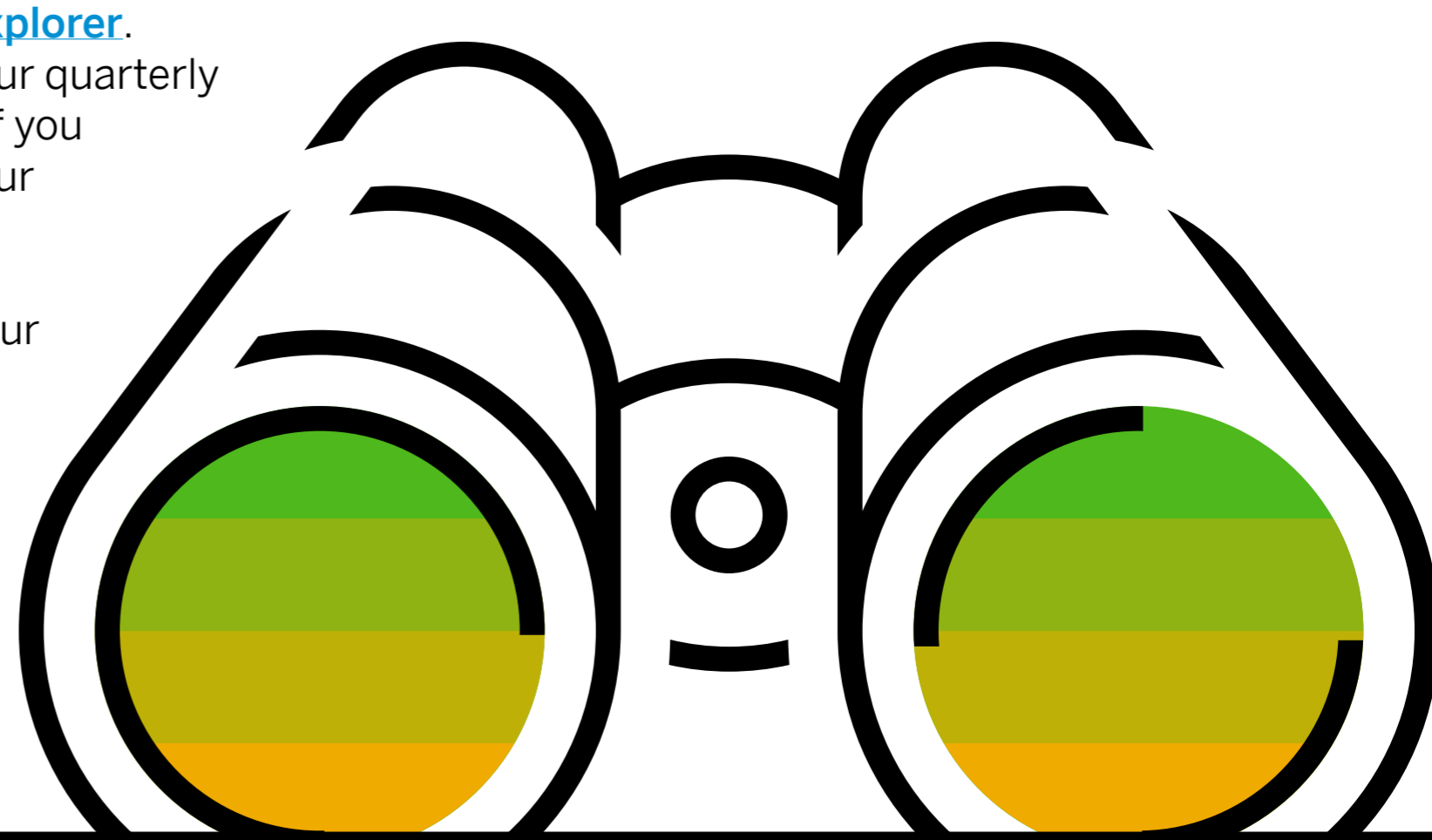


## Looking Forward

In 2021, we will focus on creating exciting innovations for SAP Integrated Business Planning. One of the top listed priorities for 2021 is synchronized planning, which will be continuously enhanced over the course of the year. Watch our recently released [vision demo video](#).

For further innovations to come, please refer to the [SAP Road Map Explorer](#). This new self-service tool allows you to gain up-to-date insights into our quarterly innovations, with the option to customize and personalize your view. If you would like to see specific enhancements or features, feel free to use our [influence portal for SAP IBP](#).

To learn more about SAP IBP, visit our [community](#) and [subscribe](#) to our newsletters.



# Customer by the Numbers in 2020

Where Are Our Customers?

Reference Customers

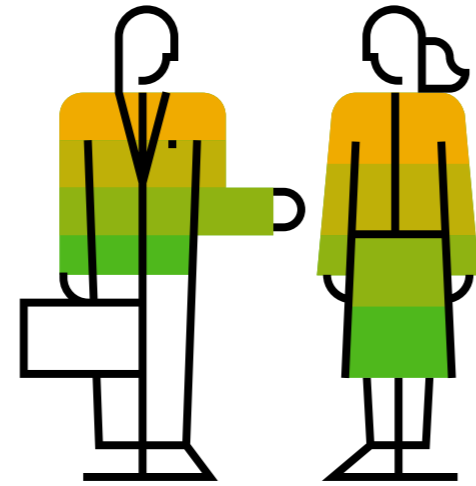
Customer Statistics

Customer Success Events

Webcast Sessions

Customer Influence Site

## Reference Customers



~150

Customers in the Global Customer Reference Program



50%

Increase from 2019



# Customer by the Numbers in 2020

Where Are Our Customers?

Reference Customers

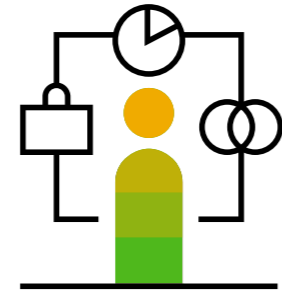
**Customer Statistics**

Customer Success Events

Webcast Sessions

Customer Influence Site

## Customer Statistics



**4,803**

Instances of SAP IBP



**10,000**

Average users access SAP IBP each day



**12,914**

Microsoft Excel logins daily



**8,555**

Forecast algorithms run daily



**230**

Inventory optimization runs daily



**3,358**

Supply planning runs daily



# Customer by the Numbers in 2020

Where Are Our Customers?

Reference Customers

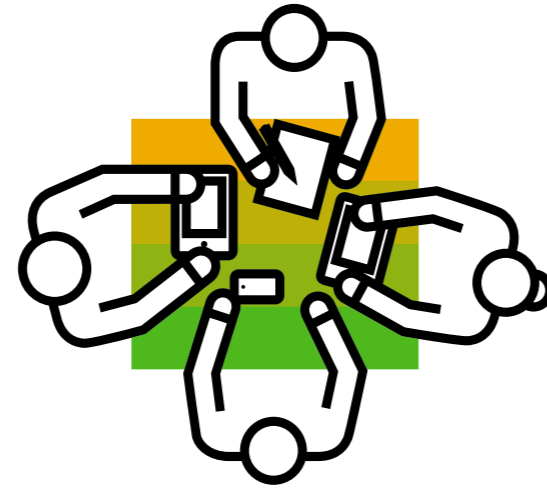
Customer Statistics

Customer Success Events

Webcast Sessions

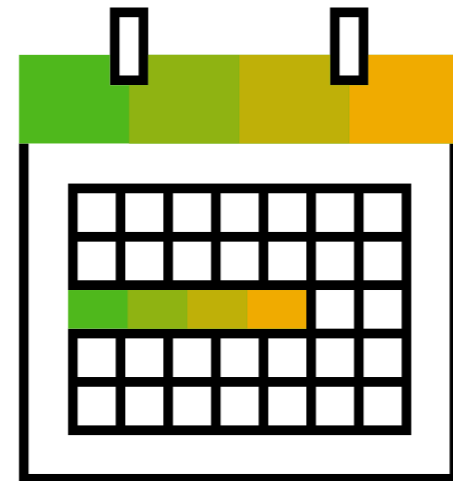
Customer Influence Site

## Customer Success Events



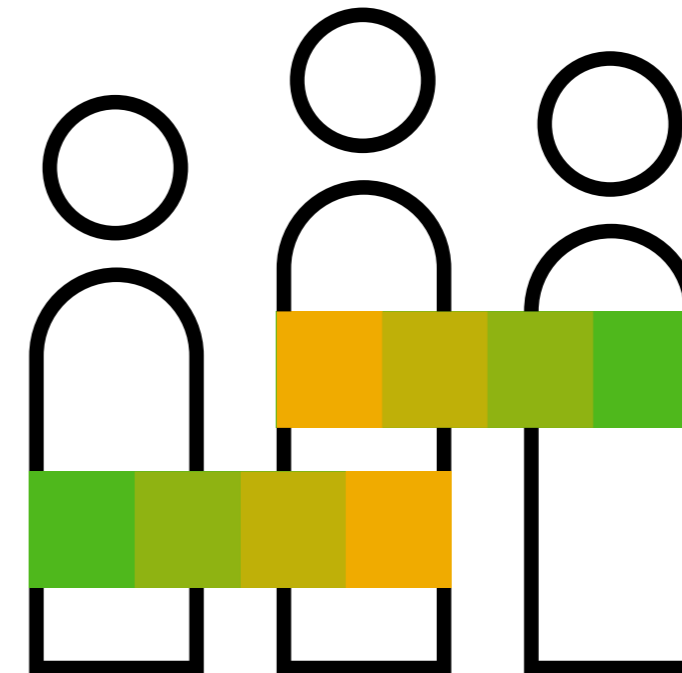
18

Virtual customer success roundtables



3

On-site customer success day events



513

Attendees

166

Companies



# Customer by the Numbers in 2020

- Where Are Our Customers?
- Reference Customers
- Customer Statistics
- Customer Success Events
- Webcast Sessions**
- Customer Influence Site

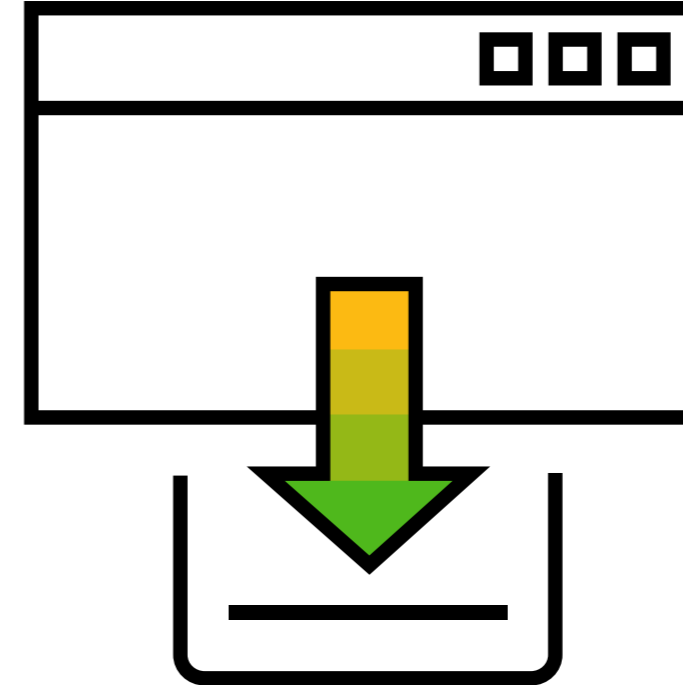
## Webcast Sessions

**56**

Sessions

**18,400**

Participants



[Watch the sessions](#)

**60,078**

Presentation downloads

**29,126**

Recording downloads



# Customer by the Numbers in 2020

Where Are Our Customers?

Reference Customers

Customer Statistics

Customer Success Events

Webcast Sessions

Customer Influence Site

## Customer Influence Site

SAP has developed the Customer Influence site to continuously produce software and solutions that meet the specific needs of our customers. [Influence the road map!](#)



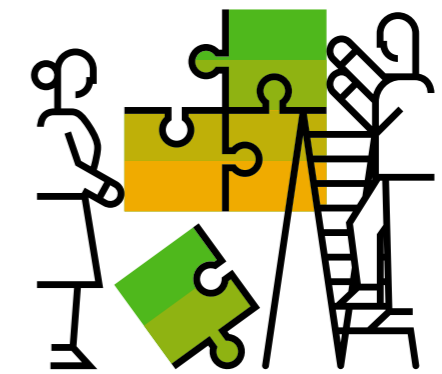
>420

Requests submitted



>3,894

Votes



70

Enhancements delivered



# Product Highlights

Top 5 Features

Top Newcomer Apps

Top 5 Delivered Features Requested from the Customer Influence Portal

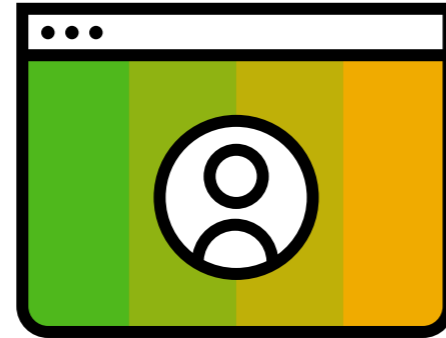
Top 10 Countries Using the Multilanguage App

Top New Algorithms in 2020

Demand-Driven Sales and Operations Planning Certification

Cloud Operations

## Top Newcomer Apps



Monitor job app

147

Customer users

Watch the highlights:

- [2008 release](#)
- [2011 enhancement](#)



Intelligent visibility app

82

Customer users

Watch the [2011 highlight release](#)



# Product Highlights

Top 5 Features

Top Newcomer Apps

Top 5 Delivered Features Requested from the Customer Influence Portal

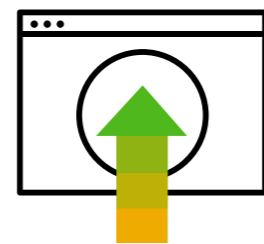
Top 10 Countries Using the Multilanguage App

Top New Algorithms in 2020

Demand-Driven Sales and Operations Planning Certification

Cloud Operations

## Top 5 Delivered Features Requested from the Customer Influence Portal



### Massive load for realignment

Enables users to create a realignment project from a file and increases user efficiency, especially when working with large realignment projects

37

Customer votes

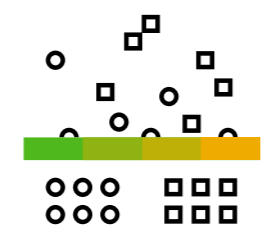


### Ability to identify users in the previous version of the add-in for Microsoft Excel

Allows the administrator to identify and contact users who might be running old versions of SAP IBP, add-in for Microsoft Excel

37

Customer votes

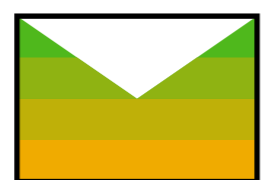


### Sorting functionality for planning views in the add-in for Microsoft Excel

Creates the possibility to sort attribute values in ascending, descending, or a custom order within a planning view using SAP IBP, add-in for Microsoft Excel

36

Customer votes



### E-mail notifications on failed jobs

Offers the possibility to receive a notification in case a scheduled application job fails, is canceled during execution, or has ended because of a user error

33

Customer votes



### Option to rerun failed steps in the job chain for SAP IBP applications

Offers a more flexible approach to restart parts of an application job chain

31

Customer votes





# Product Highlights

Top 5 Features

Top Newcomer Apps

Top 5 Delivered Features Requested from the Customer Influence Portal

Top 10 Countries Using the Multilanguage App

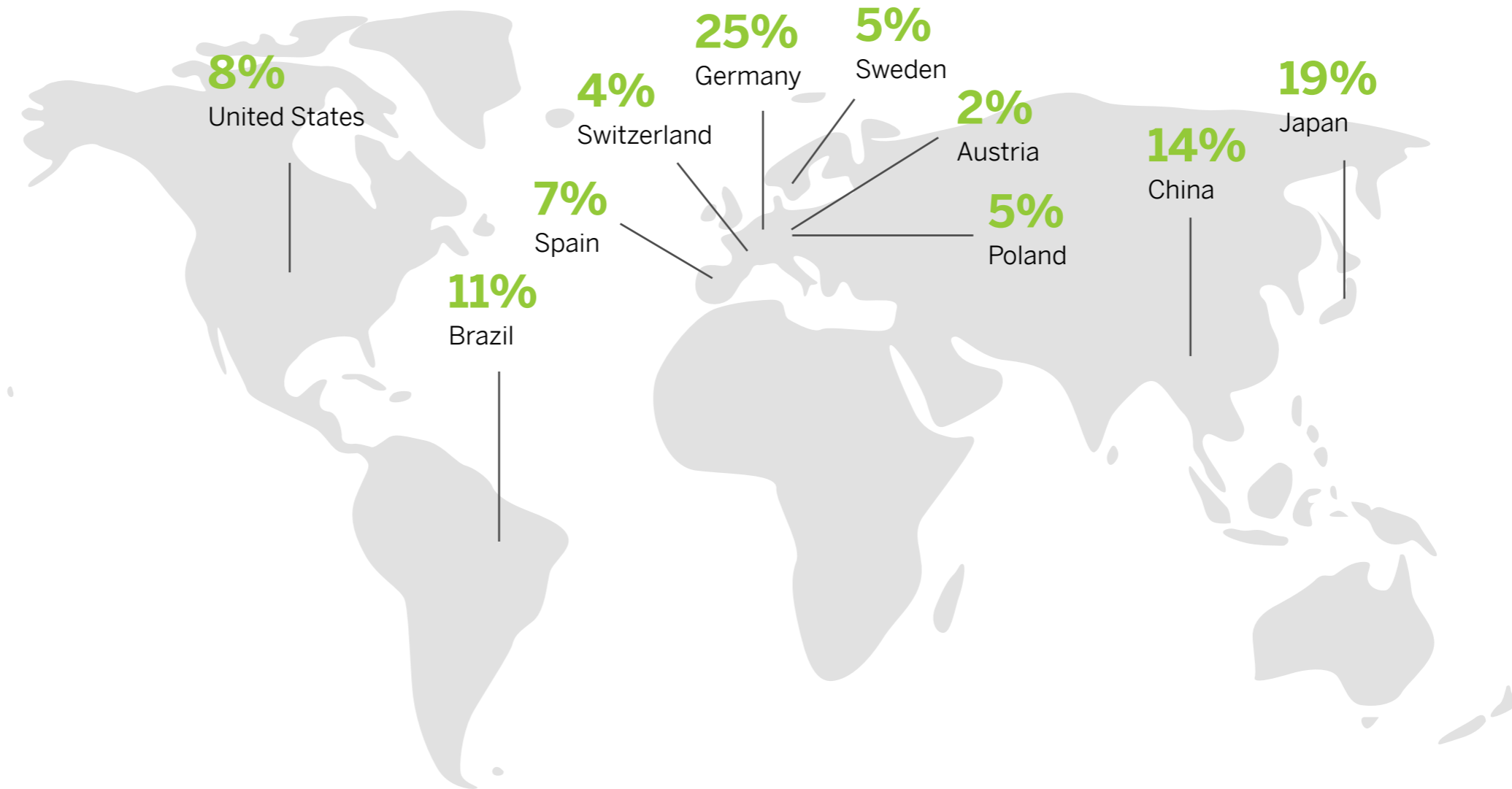
Top New Algorithms in 2020

Demand-Driven Sales and Operations Planning Certification

Cloud Operations

## Top 10 Countries Using the Multilanguage App

A new multilanguage app used by 132 customers is helping companies with a global user base adopt the planning process more easily when using SAP IBP.



# Product Highlights

Top 5 Features

Top Newcomer Apps

Top 5 Delivered Features Requested from the Customer Influence Portal

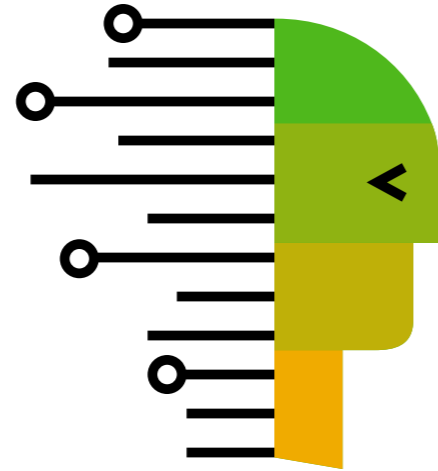
Top 10 Countries Using the Multilanguage App

**Top New Algorithms in 2020**

Demand-Driven Sales and Operations Planning Certification

Cloud Operations

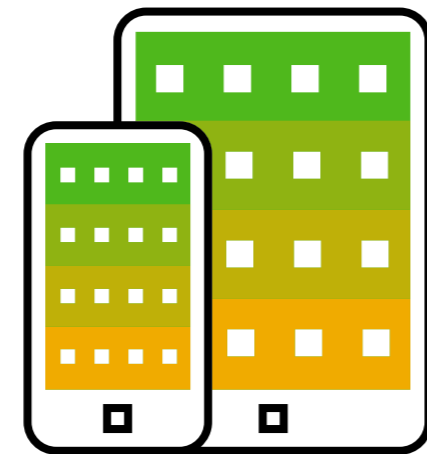
## Top New Algorithms in 2020



Forecast algorithms

# 58

Customers are using the new machine-learning forecast algorithm Gradient Boosting of Decision Trees



Deployment optimization

# 10

Customers have quickly adopted the [algorithm](#) released in 2005



# Product Highlights

Top 5 Features

Top Newcomer Apps

Top 5 Delivered Features Requested from the Customer Influence Portal

Top 10 Countries Using the Multilanguage App

Top New Algorithms in 2020

**Demand-Driven Sales and Operations Planning Certification**

Cloud Operations

## Demand-Driven Sales and Operations Planning Certification



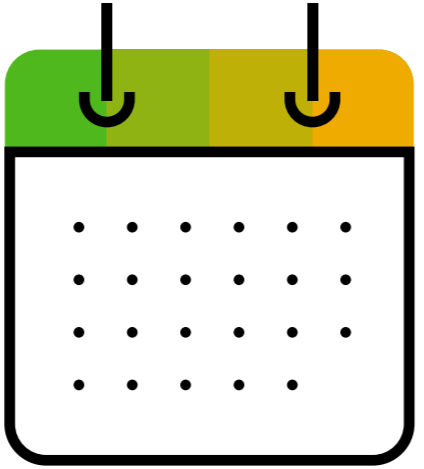
SAP Integrated Business Planning for demand-driven replenishment is now certified by the Demand Driven Institute. To achieve compliance, our application provides access to master settings relevant to demand-driven replenishment and enables variance analysis regarding capacity and working capital under different user-defined scenarios. [Learn more.](#)



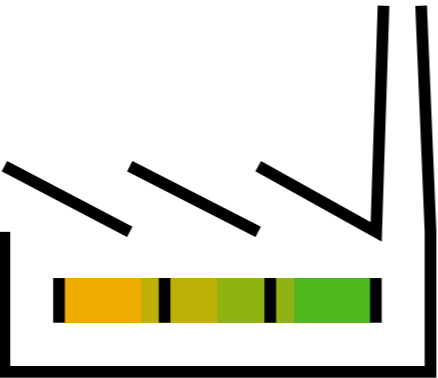
# Product Highlights

- Top 5 Features
- Top Newcomer Apps
- Top 5 Delivered Features Requested from the Customer Influence Portal
- Top 10 Countries Using the Multilanguage App
- Top New Algorithms in 2020
- Demand-Driven Sales and Operations Planning Certification
- **Cloud Operations**

## Cloud Operations



We now offer **extended engineering support** Monday through Sunday



SAP IBP is available in **15 data centers** and is also now running on hyperscalers including Microsoft Azure, Google Cloud Platform, and Alibaba Cloud

