

How Are Manufacturing Companies Transforming Their Products into Services?

GKN Off-Highway Powertrain's drive shafts and gearboxes set industry's wheels in motion. The company is number one in its field in Europe. To maintain its place at the top, GKN invests in the future. This is where its new business model, "performance management", comes into play. Instead of simply selling products, GKN will soon sell their performance as a service. SAP® Hybris® solutions will play a decisive role in this new approach.

GKN presented SAP with an ambitious requirement specification. The main aim was a solution that would support the entire service process from sales to billing. With close collaboration, the project team found the ideal strategy – and SAP® Hybris® Service Cloud plays a key role. The solution forms the technological basis on which GKN is now planning its next innovations: Condition monitoring and artificial intelligence promise even more efficient processes and even happier customers.



“Condition monitoring and artificial intelligence present us with a host of new opportunities. The next few years will see us making great strides forward.”

Thomas Wasmuth, IT Director Services, GKN Off-Highway Powertrain

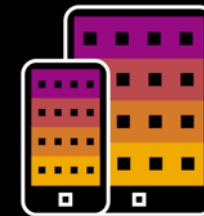
By leveraging digital innovations, GKN Off-Highway Powertrain is redefining its business model. In this way, the company is consolidating its position as a technological trailblazer within its field.



Central
source for customer data



Quick
access to information on all
service processes



Mobile
access on all devices



Revolutionizing Business Models with **SAP® Hybris® Service Cloud**

GKN

www.gknoffhighwaypowertrain.com

Industry

Industrial machinery and components

Products and Services

Drive shafts, gearboxes, and related services

Employees

2120

Revenue

£ 350 Mio.

SAP® Solution(s)

SAP® Hybris® Service Cloud

GKN Off-Highway Powertrain enhances classic product sales with a solutions-as-a-service approach that bills according to performance data. In this way, the company sets itself up for the future while ensuring customer satisfaction.

Before: Challenges and Opportunities

- Digitize the field service department
- Support all service processes from sales to billing
- Take customer care to a new level
- Benefit from comprehensive insight into customer data
- Analyze customer data at all times and put the findings to immediate use

Why SAP

- Consultants possess a wealth of industry- and technology-specific expertise
- The SAP® Hybris® Service Cloud solution supports the entire service process

After: Value-Driven Results

- New business model based on performance data
- Employees have access to information via mobile
- Intuitive interfaces simplify a variety of processes
- Foundation established for condition monitoring, AI, and smart glasses

“By digitizing our services, we gain access to tomorrow’s most exciting business models.”

Thomas Wasmuth, IT Director – Services, GKN Off-Highway Powertrain



SAP Hybris (v)

13 months

to project completion

Digitized

service processes from sales to billing

Simple

to run without extensive training

[Learn more >](#)

© 2018 SAP SE or an SAP affiliate company. All rights reserved.

No part of this publication may be reproduced or transmitted in any form or for any purpose without the express permission of SAP SE or an SAP affiliate company.

The information contained herein may be changed without prior notice. Some software products marketed by SAP SE and its distributors contain proprietary software components of other software vendors. National product specifications may vary.

These materials are provided by SAP SE or an SAP affiliate company for informational purposes only, without representation or warranty of any kind, and SAP or its affiliated companies shall not be liable for errors or omissions with respect to the materials. The only warranties for SAP or SAP affiliate company products and services are those that are set forth in the express warranty statements accompanying such products and services, if any. Nothing herein should be construed as constituting an additional warranty.

In particular, SAP SE or its affiliated companies have no obligation to pursue any course of business outlined in this document or any related presentation, or to develop or release any functionality mentioned therein. This document, or any related presentation, and SAP SE's or its affiliated companies' strategy and possible future developments, products, and/or platform directions and functionality are all subject to change and may be changed by SAP SE or its affiliated companies at any time for any reason without notice. The information in this document is not a commitment, promise, or legal obligation to deliver any material, code, or functionality. All forward-looking statements are subject to various risks and uncertainties that could cause actual results to differ materially from expectations. Readers are cautioned not to place undue reliance on these forward-looking statements, and they should not be relied upon in making purchasing decisions.

SAP and other SAP products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP SE (or an SAP affiliate company) in Germany and other countries. All other product and service names mentioned are the trademarks of their respective companies.

See <http://global.sap.com/corporate-en/legal/copyright/index.epx> for additional trademark information and notices.