SAP Business Transformation Study | Industrial Machinery and Components | Erich NETZSCH GmbH & Co. Holding KG

How Does a Global Market Leader Provide Transparency to Its Growing Customer Base?

The pursuit of innovation begins with the right tools. This is why companies and organizations in areas as diverse as academia, agriculture, automotive, and more rely on machinery and instruments from Erich NETZSCH GmbH & Co. Holding KG. As its global customer base continues to grow, NETZSCH's business unit for pumps and systems needed to improve transparency across its products. The unit was also looking to take advantage of the asset insight and customer service improvements now possible through the Internet of Things.

A longtime user of SAP® software, NETZSCH worked with the SAP Digital Business Services organization to deploy SAP Asset Intelligence Network. By digitalizing physical assets and documentation, the pumps and systems unit is increasing visibility into asset and component details and improving collaboration between employees and with partners. The result is even better service and continued customer satisfaction – helping ensure that NETZSCH machinery and devices will be at the heart of innovation for a long time to come.

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Transforming Business Models with SAP® Asset Intelligence Network

Erich NETZSCH GmbH & Co. Holding KG
Selb, Germany
www.netzsch.com

Industry
Industrial machinery and components

Products and Services
Pumps and systems

Employees
>3,000

Revenue
€475 million (2016)

SAP® Solutions
SAP® Asset Intelligence Network and SAP Digital Business Services organization

Since its inception in 1873, family-owned German company NETZSCH has continuously innovated to become a global market leader in manufacturing, selling, and implementing machinery. With customers all over the world and a growing product portfolio, the company needed to standardize its asset portal and undergo a digital transformation. SAP Asset Intelligence Network enabled NETZSCH to provide a global database and better serve the needs of its customers.

Before: Challenges and Opportunities
- Set up a global collaborative product database
- Provide transparency into pump and component details
- Increase collaboration across functions and with customers
- Build new Internet of Things (IoT) business models to better serve customers and technicians
- Optimize the product portfolio

Why SAP
- Experience as the trusted, go-to advisor for all decision levels
- Ability to co-innovate and closely collaborate with the SAP development team to meet expectations for managing the IoT, remote applications, and other services
- Expertise to leverage the most innovative IoT platform technology and tightly integrate it into the existing enterprise resource planning back end

After: Value-Driven Results
- Co-innovated with SAP Digital Business Services to create and implement SAP Asset Intelligence Network
- Increased visibility into asset and component details thanks to the digital twin technology
- Provided new services to customers
- Increased customer satisfaction

“This new network helps our customers and partners, as well as our company, to be more efficient and reduce the risks of operating equipment.”

Michael Sigl, Team Lead, IT Infrastructure and Communications, Erich NETZSCH GmbH & Co. Holding KG

Digitalized

Physical assets and documentation

Standardized

Asset portal

Globalized

Digital twin as the virtual reproduction of assets and components

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