

The Intelligent Enterprise for Paper and Packaging Companies

Moving past selling products
to providing sustainable and
profitable products and an
improved customer experience

September 2022

THE BEST RUN



Paving the Way for Sustainable Business Model Innovation

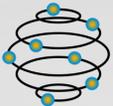
Paper and packaging are commodity businesses, but customers have individual needs regarding dimensions, grade, grammage (weight), and other characteristics of “their” products. To reduce cost and increase efficiency, in the past, companies used a mantra of larger lot sizes, process integration, and automation. But customer expectations have changed, and sustainable and recyclable products are required, made on custom request but still at lowest possible cost. As if this were not difficult enough, companies are facing new challenges – but relief can be seen on the horizon.



Supply chain resiliency: Automation has already achieved a level of production that makes it difficult to further increase, but customers are still demanding higher value add, higher service levels, and quicker delivery. All that meets a world full of supply chain disruptions, exploding energy prices, and access to raw materials becoming a problem. And a well-known issue is still around: Skilled workers are and will continue to be scarce.



Process automation: Labor is frequently too expensive for low-margin products, so the Intelligent Enterprise approach can help companies achieve more-efficient processes and higher customer value. For example, it is already common practice to use Industry 4.0 approaches such as artificial intelligence (AI) or machine learning to analyze manufacturing data across machines and business systems to optimize product quality and avoid scrap.



Democratization of technology: The application of intelligent technologies will spread from core value-creating processes, such as manufacturing and transportation, all over the company to allow process improvement along the value chain.



Value-adding services: In 2025, services will comprise a substantial part of paper and packaging companies’ value and differentiation. Services will be delivered around individually customized products and enriched by digital information. For example, production process parameters, once correlated, can provide additional value such as use recommendations or offer a choice for minimizing the environmental footprint.

Business Model Innovation

Successful business model innovation, process optimization, and workforce productivity are directly linked to deliver great customer and employee experiences.

In fact, research indicates that the best-performing companies are pulling away from the rest, widening the performance gap. They are doing this by delivering great experiences and great products. And they are the most profitable because they adopt new technologies and deliver winning products and services more efficiently.



Strategies for Paper and Packaging Companies to Run as Intelligent Enterprises

Proven success strategies show a range of approaches to creating new business outcomes based on existing products and processes as well as developing new business models.

Achieve customer centricity

Putting the customer's point of view at the center of every decision is a key prerequisite for success in the digital age. This goes way past the sales department, because it encompasses what to produce for a specific customer and what services are offered. Having relevant information ready for a customer contributes to business success as well as to customer satisfaction.

Connect and automate the enterprise

Quick order completion and delivery of tailor-made solutions create additional value for customers. Being able to execute the wish of a customer from order through manufacturing and delivery – all while considering costs and margin – is a key differentiator.

Run smart factories and digital networks

Transforming the supply chain into a resilient network is key in times of uncertainty. Companies face volatile supply chains and at the same time heightened expectations of responsiveness. Innovative technologies can help meet these higher expectations by providing vital business information across the network. Real-time insights into operations such as asset status enable agile and intelligent responses to last-minute issues such as urgent customer requests or machine failures.

Support value-added services and new business models

New revenue opportunities can be driven by providing additional data on products shipped or advice on the best use of a complex product. There is also the opportunity for companies to look up, down, and across their value chains to expand into additional markets that evolve into ecosystems.

Build a responsible and sustainable business

Paper companies want to address growing expectations from customers, investors, employees, and society. Offering a safe, attractive, and purpose-driven business attracts talent, investors, and customers alike. Efficient production and logistics contribute to lower emissions and energy use – increasingly important criteria for investors. Reuse of materials is the future as part of closed-loop material circulation.

Providing Unparalleled Visibility with the SAP® Commerce Cloud Solution

"We had to act fast on customer feedback about our Web site. Customers around the world told us they needed greater visibility into order and delivery information. SAP Commerce Cloud provided us with the tools to create a portal that has exceeded our customers' expectations again and again."

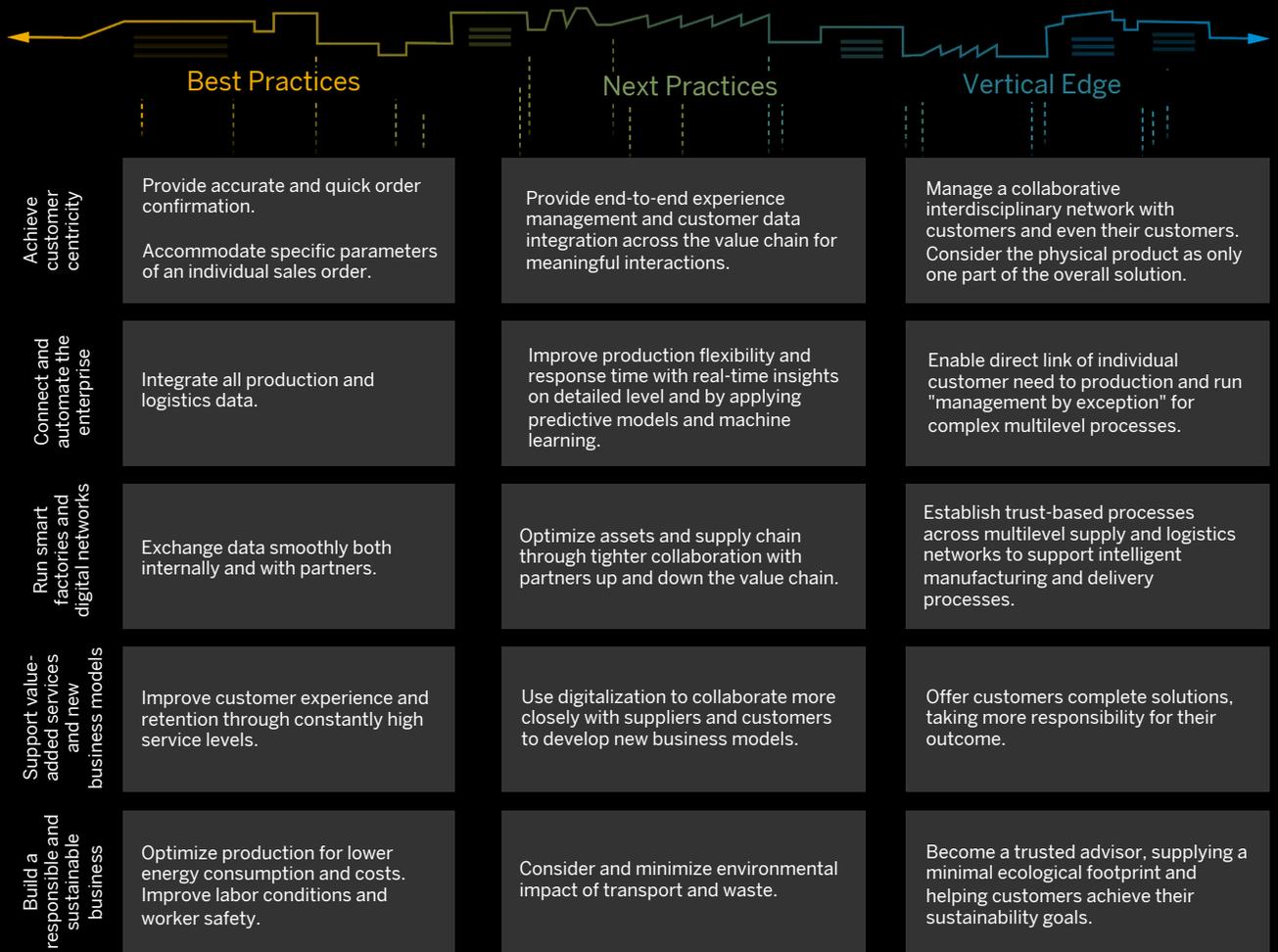
Diego Tuleski, Director of IT, [Arauco North America Inc.](#)



Customer satisfaction rating in response to the new North American Web site and portal

From Best Practices to the Vertical Edge

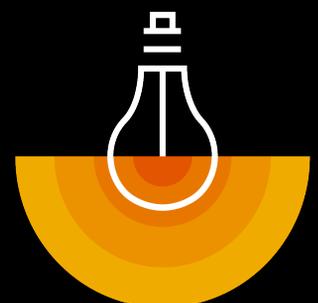
In a digital world, innovation is no longer just the domain of the product development teams who build the next generation of packaging solutions. Innovation must become an integral part of each department, so they all contribute to the evolution, from best practices to paper and packaging next practices, right to the “vertical edge.” This enables cross-functional teams to experiment with new ways to create unique value for customers, thus generating top-line, bottom-line, and green-line improvements.



Business Process Innovation

For paper and packaging companies, the journey to become Intelligent Enterprises is a collaborative effort among customers, partners, and SAP. The world is changing quickly, and there are many untapped innovation opportunities.

By 2026, **25%** of G2000 will use AI to accelerate innovation in products and services by identifying new operational capabilities to drive at least a **10%** increase in annual revenue for those companies.



Source: "IDC FutureScape: Worldwide Manufacturing Product and Service Innovation 2021 Predictions," Oct. 2020, Doc # US46915020.

Achieve Customer Centricity

Providing solutions that precisely fit the needs of a single customer has been commonplace in traditional make-to-order environments like paper and packaging. Now, the ability to capture customer requirements effectively and enable product customization at low cost is the key to giving all customers exactly what they want. Critical for this transformation is the ability to manage the specifics of each order in every aspect of the value chain in a consistent way, nearly at the cost of a standard order.

BEST PRACTICE

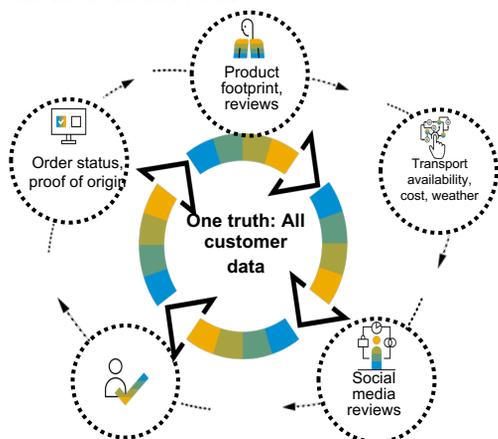
Disparate information and data silos are hindering the ability to have a clear picture of customers' orders and order status.



- Achieving consistent product configuration in the area of mill products can cause significant effort.
- Production, costing structures, price, and more need to be calculated based on product specification.
- Changes to customer orders will impact many different levels and departments, leading to lack of visibility.
- Order fulfillment and delivery are separate processes, making product and delivery tracking difficult.
- In case of claims, many departments need to be consulted to understand the situation and provide appropriate assistance to the customer.

NEXT PRACTICE

Support end-to-end interactions, with customer success at the center of all activities.



- Support customer requests for unique product features.
- Propose the correct product configuration with machine learning.
- Gain visibility of cost drivers at various stages with integration across sales order processing.
- Know transportation details to help avoid delays and find alternatives.
- Track product status and origin across material levels.
- React quickly and appropriately to claims using AI or machine learning.
- Achieve customer satisfaction from individually configured products delivered on time.
- Offer value-added services (such as answering "where is my order" questions, providing product origin, and handling claims swiftly).

Innovations at the Vertical Edge

Offer performance-focused solutions, with customers able to define their own requirements with products and even interactions with your company. Add digitalized product features for helping customers optimally use the product and reach their own business targets. Collect timely feedback to improve own offerings constantly.

5%–35%

Increase in revenue from cross-sell and up-sell

15%–40%

Improvement in customer satisfaction

SAP Solutions: Achieving Customer Centricity

Customers expect customized products and solutions that precisely fit their individual needs. They also expect great experiences at every interaction point. A sophisticated platform for product configuration is required. This leads to solutions and technology that drive automation, adaptability, and efficiency so that paper and packaging producers can deliver highly customized solutions at the price of standard products.

Required Capabilities

Business Planning

- Establish collaborative supply networks.
- Survey customers regarding the business outlook to improve forecasts.

Manufacturing and Asset Operations

- Accommodate specific parameters of an individual sales order at the shop floor.
- Produce in quality and on time.
- Improve maintenance and asset uptime using advanced analytics.

Digital Logistics

- Communicate reliable delivery dates.
- Enable omnichannel order fulfilment inventory and delivery visibility.
- Collaborate seamlessly with logistics providers.

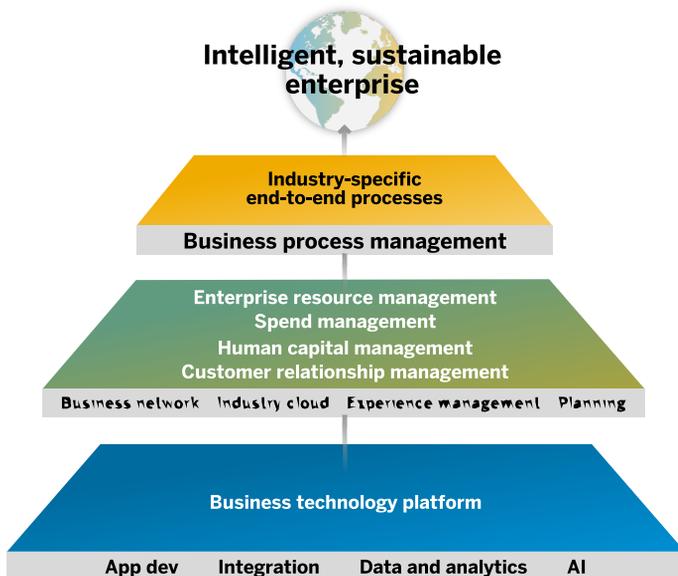
Sustainability

- Comply with regulations requiring value chain transparency.
- Calculate environmental footprints of products.
- Capture material provenance, from raw material to finished product, and share data.

Sustainable Customer Relationships

- Support omnichannel solution selling.
- Enable intelligent product recommendations.
- Promote individualized offerings.

The architecture for the Intelligent Enterprise for paper and packaging companies starts with SAP Business Technology Platform and business applications from SAP, including industry cloud solutions that support organizations with their industry-specific end-to-end processes.



SAP Business Network for Logistics – for an open and secure value creation network

SAP S/4HANA* – for integrated quotation and order management

SAP Commerce Cloud solutions – for omnichannel sales

SAP CPQ solution – for integrated product configuration

Service Ticket Intelligence service – for faster service ticket processing with minimal manual effort

Mediafly Sales Enablement and Content Management Platform – to help reps be more prepared, personal, and responsive before, during, and after sales calls

SAP Variant Configuration and Pricing solution – for exposing configuration and pricing models to the cloud

Pricefx Optimized Dynamic Pricing – for setting optimal list prices and managing the rebate process

SAP Commerce Marketplace Management application by Mirakl – to operate an online marketplace

3D Product Configuration for SAP Commerce Cloud (Expivi) – for 3D visualization of configurable products

Loyalty Experience Platform by Annex Cloud – for online, omnichannel, social and behavioral, and paid membership loyalty solutions

Delivering Value Across the Customer Lifecycle

“With SAP Customer Experience solutions, it’s taken only a short time for us to increase customer experience levels. We’ve also identified plenty of opportunities for further improvement in our customer experience journey.”

Stephen Foley, CIO, [Rheem Australia Pty Ltd.](#)

41%



Reduction in cost to serve

Connect and Automate the Enterprise

Today's smart products and solutions contain a vast array of electronics and many different pieces of software that are as important as the mechanical design. In fact, the value contribution of software continues to grow, augmenting and extending the original product functionality and enabling additional business models.

BEST PRACTICE

Provide products for individual use cases that can be defined, costed, priced, and shipped based on customers' requirements.



- Product variants predefined by product management
- Variant product catalog with limited number of variants
- Every variant existing independently as a product, resulting in inconsistency and errors in variant management downstream
- Unique design and engineering systems and bills of materials (BOMs) leading to high integration effort; siloed supply chains, each having separate planning without considering product specification
- Unique manufacturing BOMs and routing for each predefined variant, requiring manual handling of BOMs, routings, and engineering changes
- Inefficient, expensive, and error-prone variant manufacturing

NEXT PRACTICE

Augment physical products with digital solutions and services. All products and process information must be kept in a single place, and all business processes must be effectively executed and closely monitored.



Comprehensive digital representation of all use cases enables additional value-add services:

- The customer requests unique product features and can be guided to appropriate choices.
- Product and production capabilities are managed with help from rules, analytics, and algorithms.
- AI and machine learning technologies help guide to and identify the right configuration.
- Integrated design, engineering, and sourcing allow for quick order completion.
- Production planning and execution are integrated for flexible and efficient operations. Data-driven quality control helps keep the focus on critical orders.
- High customer satisfaction results when customized products are delivered as quickly as standardized products.

Innovations at the Vertical Edge

Leverage networked systems of digital twins, enabling the orchestration of complex interactions between suppliers, product designers, paper and packaging manufacturers, and customers. Connect the involved assets and processes along the value chain.

10%–20%

Reduction in manual rework through better product configuration

Up to 10%

Reduction in total manufacturing costs

SAP Solutions: Connect and Automate the Enterprise

The ability to design, manufacture, and ship sustainable products and solutions on time is essential – and is provided by our paper and packaging solutions through our Intelligent Enterprise approach.

Required Capabilities

Business Planning

- Automate short-term forecasting processes in accordance with real-time customer demand.
- Use machine learning in what-if simulations.
- Enable demand-driven material requirements planning.

Manufacturing and Asset Operations

- Provide electronic work and maintenance instructions.
- Leverage Industry 4.0 technology to optimize manufacturing and maintenance.
- Optimize maintenance by connecting equipment with OEMs and service providers.

Digital Logistics

- Collaborate with logistics service providers.
- Automate warehouse management and yard logistics.
- Improve performance by monitoring and responding to alerts and metrics in real time.

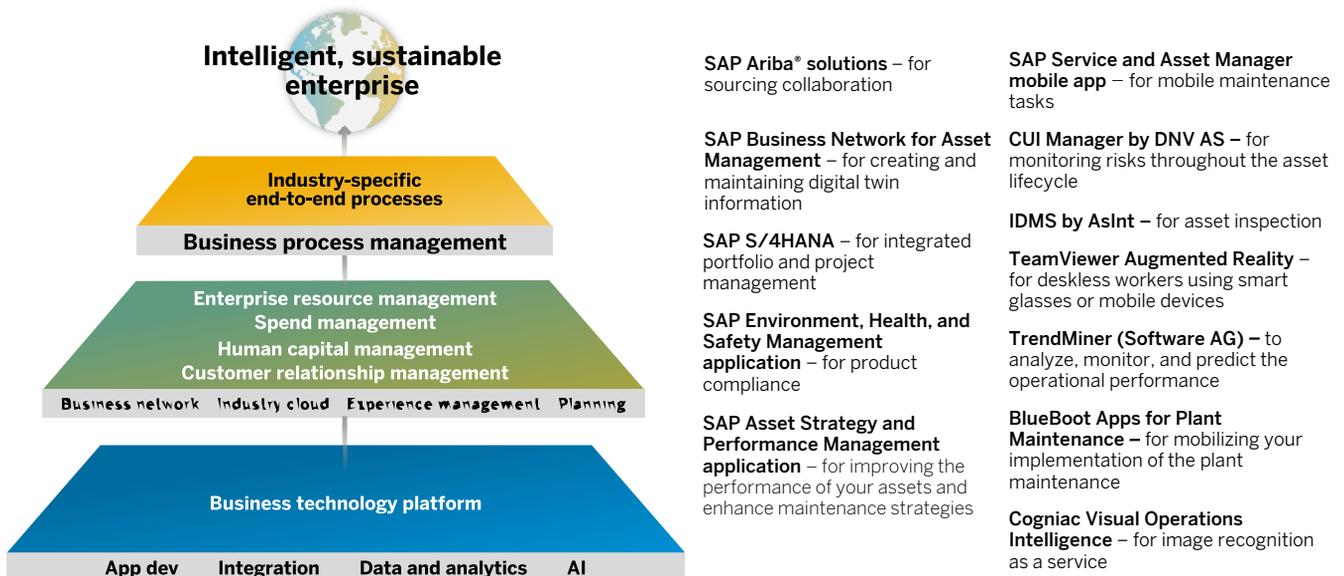
Sustainability

- Manage corporate emissions calculations and automation of internal and external reporting.
- Connect to existing data sources to reduce manual data collection efforts and streamline report cycles.

Sustainable Customer Relationships

- Improve sales-force efficiency with integrated price management, lead management, and customer visit planning.
- Enable self-guided product recommendations through the use of bots.
- Provide self-service analytics to customers.

The architecture for the Intelligent Enterprise for paper and packaging companies starts with SAP Business Technology Platform and business applications from SAP, including industry cloud solutions that support organizations with their industry-specific end-to-end processes.



Supply Chain Process Transformation with Integrated Planning Solution

“By going to the SAP Integrated Business Planning for Supply Chain solution, for the first time we will be able to use one system to complete our strategic long-range plan, build next year’s annual sales budget, and update our current year’s forecast. Our operating and sales assumptions will be much more consistent now between the various time horizons, and we’ll save a lot of time not having to reconcile differences between the different analyses, whether prepared by a corporate analyst or a site-specific planner.”

S&OP Manager, [Rayonier Advanced Materials](#)

35%

Reduction in sales and operations planning cycle time

30%

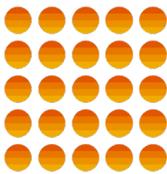
Increase in productivity (time) for report generation and consolidation

Run Smart Factories and Digital Networks

Supply chain and manufacturing networks in companies are becoming more flexible to allow the seamless execution of paper and packaging business, for example in being able to react swiftly to machine failures or product quality issues. At the same time, companies must execute seamlessly for quick order completion, and they must respond directly to demand signals and changing customer orders.

BEST PRACTICE

Support lean supply chains with optimized manufacturing processes for maximized throughput at lowest possible cost.



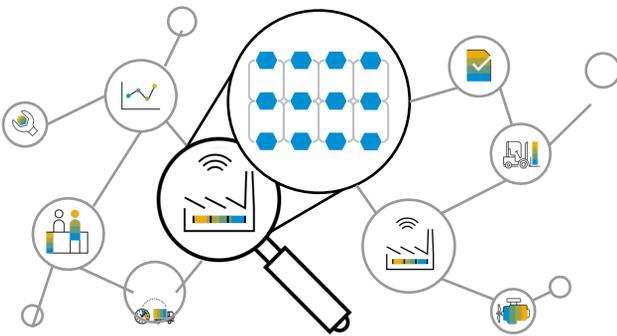
Mass production

Siloed, incomplete, and outdated information on assets, products, and customers means that processes cannot be optimized.

- Disconnected departments and limited access to the business network prohibit responsive business.
- Plans are not consistently created and shared, so information cannot flow quickly. R&D, sourcing, sales, manufacturing, and planning are not aligned, wasting time and money.
- Reliance on a few external partners and manual communication means visibility is limited, collaboration is difficult, delays are inevitable, and the risk of error is high.

NEXT PRACTICE

Support resilient and sustainable demand-driven supply networks and flexible production.



One plan can be shared with critical resources and partners to achieve visibility, agility, and responsiveness. You gain:

- Collaborative product design with customers
- Insight into future demand for manufacturing and procurement, optimizing inventory
- Alignment of sales, manufacturing, and delivery, improving customer satisfaction through in-time orders
- Linear supply chains transforming into digital supply networks through simultaneous collaboration of relevant stakeholders
- Your company at the center, but enabling your customers' success

Innovations at the Vertical Edge

Bring trust-based processes across multilevel supply and logistics networks supporting intelligent manufacturing processes. Incorporate machine learning into manufacturing and logistics processes, based on hyperconnected assets leveraging the digital connection among players.

1%–5%

Reduction of unplanned downtime or outages

0.5%–3%

Reduction in asset service and maintenance costs

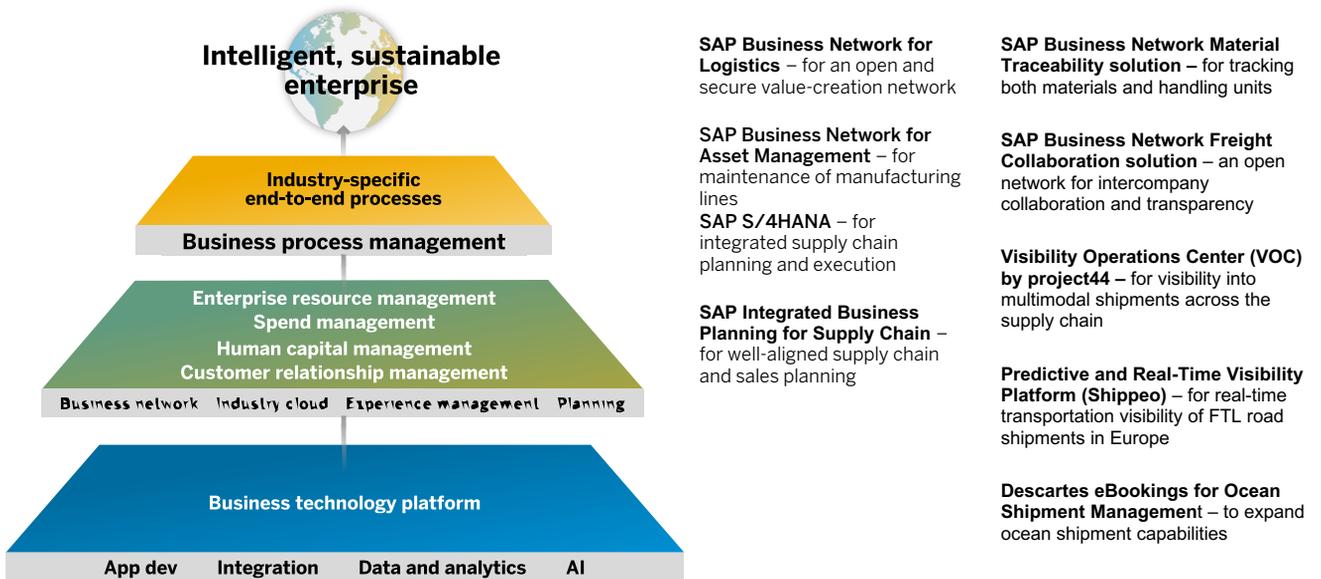
SAP Solutions: Run Smart Factories and Digital Networks

To operate a resilient supply network in conjunction with smart and modular manufacturing, you need new business capabilities – provided by our paper and packaging solutions through the Intelligent Enterprise approach.

Required Capabilities

<p>Business Planning</p> <ul style="list-style-type: none"> Achieve real-time end-to-end supply chain visibility. Analyze KPIs, identify supply chain risks. Create alerts during tactical planning and the demand-planning phase. 	<p>Manufacturing and Asset Operations</p> <ul style="list-style-type: none"> Increase processing yield by applying machine learning in quality processes. Gain real-time visibility and benchmark operations. Improve planning with more frequent and faster runs for MRP. 	<p>Digital Logistics</p> <ul style="list-style-type: none"> Track and trace fleets, goods, and handling units. Integrate warehousing and transportation with planning and production. Identify supply chain risks and create alerts in real time. 	<p>Sustainability</p> <ul style="list-style-type: none"> Join networks, such as Catena-X, to participate in new cross-industry opportunities. Embed sustainability into strategic decision-making. Benchmark own operations and value chains to find areas for optimization. 	<p>Sustainable Customer Relationships</p> <ul style="list-style-type: none"> Shorten order lead times with faster production change execution. Support customer success with information sharing. Enable omnichannel order fulfillment.
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The architecture for the Intelligent Enterprise for paper and packaging companies starts with SAP Business Technology Platform and business applications from SAP, including industry cloud solutions that support organizations with their industry-specific end-to-end processes.



Transforming Data into Knowledge and Value

“Using SAP Business Technology Platform, we are turning factory sensor information into insight in seconds, and we are using that insight to gain strategic and operational benefits.”

Ulrich Feuersinger, CEO, [Steinbeis Papier GmbH](#)

50,000

Metrics transmitted per second

Support Value-Added Services and New Business Models

Innovative paper and packaging companies provide solutions, not products. A unified data model of suppliers and customers will allow companies to analyze product performance throughout the value chain. Paper and packaging companies will be their customers' partners in developing and delivering the right product for the right purpose at the right time. They sell associated value such as performance, lower environmental footprint, or better security.

BEST PRACTICE

It is best practice in paper and packaging business to define products as individually configured goods, but they are still perceived as a commodity. Thus, differentiation from competition is difficult.

Paper and packaging companies are shifting from selling physical products to providing complete solutions. Today, this business too often follows traditional sales cycles with limited opportunity for differentiation, following this scheme:

- Sell – Produce – Deliver – Service

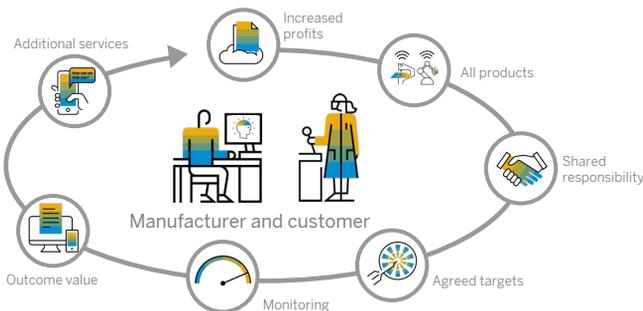
The buying experience, although B2B, has already been identified as a possible differentiator, and many companies are offering e-commerce platforms including 24x7 services such as “where-is-my-order” information. Also the focus on on-time in-full delivery is commonly seen.



NEXT PRACTICE

Offer customers complete solutions, taking more responsibility for the outcome. Charge for outcome through performance.

- Analyze exact requirements of customers, allowing for recommendations.
- Guarantee outcomes, such as performance, yield, or cost.
- Enable a more collaborative relationship.
- Provide exactly the right product at lowest cost and understand details of each single product unit.
- Advise customer on use of each single product unit (roll, batch).
- Leverage Industry 4.0 data to improve production; co-analyze further processing steps at customers' premises.
- Achieve better performance rates for customers through insights into whole value chain.
- Include possibility of asking for higher prices for commodity products.



Innovations at the Vertical Edge

On top of improving your company's own throughput rates, take responsibility for the customer's production performance and assist them in reaching further targets like sustainability.

10%–12%
Reduction in total logistics costs

10%–20%
Increase in on-time deliveries

SAP Solutions: Support Value-Added Services and New Business Models

Innovative paper and packaging companies offer additional business models to differentiate in the marketplace. They provide their goods bundled with services, which can lead to better outcomes for customers with the same amount of products being consumed. With that transformation, they generate new business, increase market share, deliver more product insights, and, finally, create a more sustainable revenue stream.

Required Capabilities

Business Planning

- Create an aligned and flexible supply chain, operations, and sales planning.
- Improve forecasting through demand sensing.
- Leverage external data as well as business outlook from partners to improve planning.

Manufacturing and Asset Operations

- Improve customers' production planning by giving advice on product use.
- Offer additive manufacturing.
- Enable core quality-management processes for engineering, inspection, and improvement.

Digital Logistics

- Provide real-time, end-to-end visibility of the supply chain – from customers to suppliers.
- Market free transportation capacities on the marketplace.
- Enable drop shipments for the business-to-business-to-consumer (B2B2C) relationship.

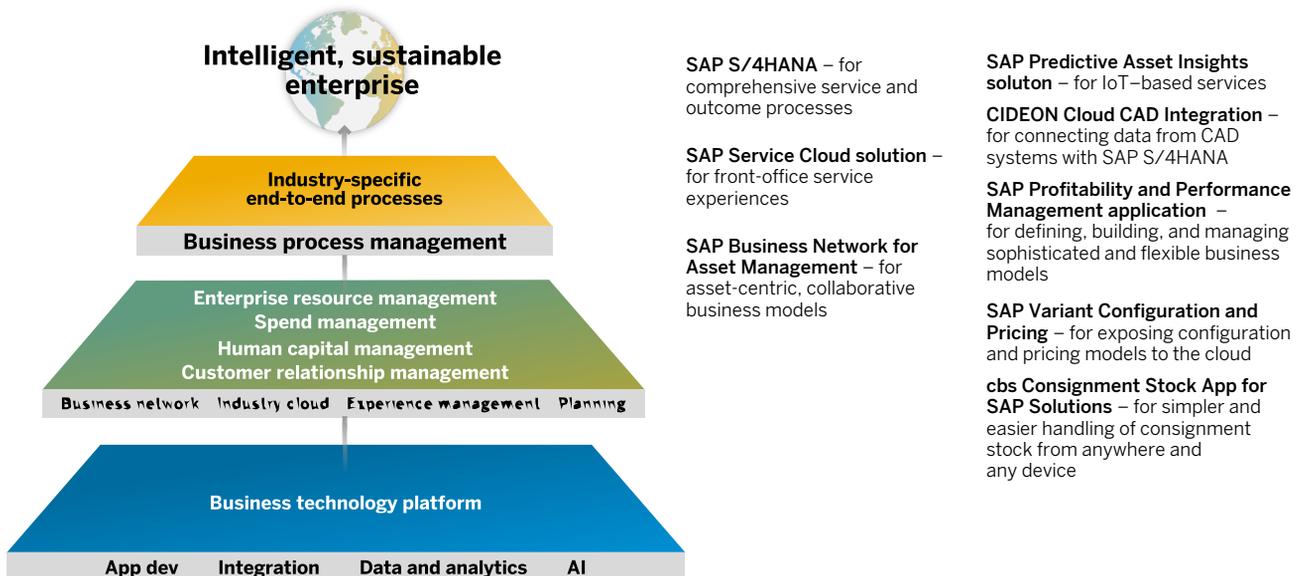
Sustainability

- Turn sustainability advancements into new premium products.
- Launch leasing models to increase return rate and lower material losses into waste.
- Engage in circular economy models.

Sustainable Customer Relationships

- Sell digital services on top.
- Charge based on product performance.
- Collaborate with externals (such as institutes and start-ups) on breakthrough innovations.

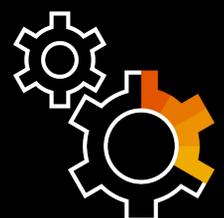
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Executing a Digital Transformation Strategy with SAP S/4HANA

“Simplification, increased performance of business processes, and preparation for the next steps of the transformation were the main needs of the business, but we also sought to improve the user experience. We brought mobility features into the scope and digitalized processes that were still manual – it was a big transformation.”

Ronaldo Neves Ribeiro, CIO, [Celulose Nipo-Brasileira S.A. \(CENIBRA\)](#)



Build a Responsible and Sustainable Business

Over time, sustainability has become an important topic for some companies. But now it is an imperative for manufacturers to manage their green line and comply with regulations. They must evolve to help their customers and suppliers be sustainable while staying competitive in a purpose-driven economy. In the future, enterprises will have to reimagine their business using models that save energy and natural resources and have a positive impact on their employees, customers, partners, and communities.

BEST PRACTICE

Improve internal processes and ensure compliance with current regulations. Run businesses sustainably without compromising on the quality of paper products and services – and achieve great financial returns.



- Raw data is collected tediously for previous reporting period.
- Spreadsheets are used to aggregate and calculate results.
- Data-source verification, data-quality validations, and approvals are shared using e-mail.
- Final reports are created manually using spreadsheets.
- Data is provided to regulators or external stakeholders to meet the minimum reporting requirements.
- There is a high risk of missing targets and regulatory noncompliance for auditability, leading to erosion of trust from stakeholders.

NEXT PRACTICE

Achieve zero carbon emissions and positively influence ecosystem by setting and tracking supplier sustainability metrics and helping customers reach their sustainability goals. Create products and solutions that enhance and sustain operations throughout their lifecycle and that are fully recyclable.



- Establish transparent auditable system of record for corporate carbon accounting.
- Leverage existing SAP data sources or third-party sources, covering all KPIs needed for environmental, social, and governance (ESG) reporting.
- Benchmark own operations and value chains to optimize by using more granular data and predictive technologies.
- Embed sustainability as a new metric in procurement selections of good or services.
- Comply with new regulations requiring full value chain transparency and calculate the product footprint for emissions or other ESG metrics.
- Achieve holistic ESG steering and reporting by leveraging KPIs and consistency of frameworks.

Innovations at the Vertical Edge

Optimize the value chain of paper and packaging companies with a low environmental impact by integrating environmental, social, and financial performance management and moving to data-driven, sustainable decision-making.

Increased
Environmental safety
and compliance

Reduced
Carbon footprint and energy cost by
3%–10%

Decreased
Compliance reporting
effort

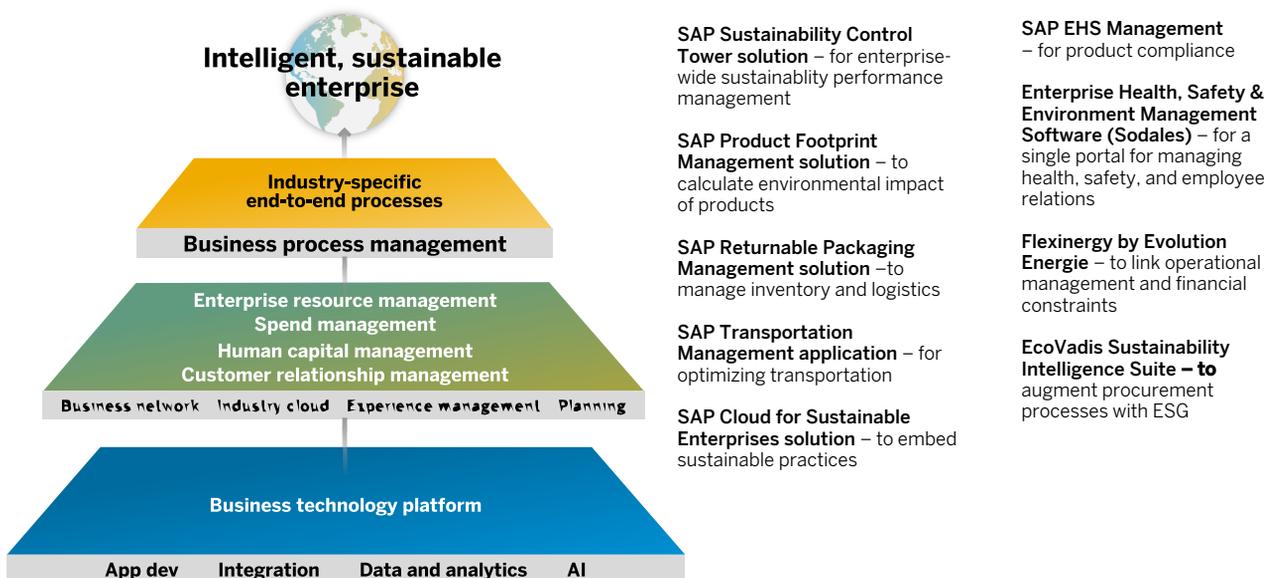
SAP Solutions: Build a Responsible and Sustainable Business

Having the right software is crucial to achieve, measure, and report on current and future sustainability goals. All stakeholders, including customers, employees, and investors, expect ESG steering and full transparency.

Required Capabilities

<p>Business Planning</p> <ul style="list-style-type: none"> Use predictive capabilities to avoid potential incidents (such as fraud). Plan inbound waste and recyclable materials to be used in production or as alternative fuel. Include “green” supply as an alternative or preferred sourcing option. 	<p>Manufacturing and Asset Operations</p> <ul style="list-style-type: none"> Ensure smart use of renewable energy in operations. Optimize all aspects of operations using less freshwater and energy. Ensure the health of employees and suppliers through safe working conditions. 	<p>Digital Logistics</p> <ul style="list-style-type: none"> Optimize use of space and resources. Reduce CO2 emissions by optimizing the transportation network. Monitor emissions and energy consumption. 	<p>Sustainability</p> <ul style="list-style-type: none"> Establish an auditable enterprise system of record for corporate carbon accounting. Secure access to capital by proactively steering toward ESG targets. Manage the ESG risks for inbound suppliers to meet acts relating to modern slavery and supply chain. 	<p>Sustainable Customer Relationships</p> <ul style="list-style-type: none"> Design, produce, and deliver sustainable products that customers require. Offer products made of ethical, correctly sourced raw materials. Provide transparency about environmental and social in production and the value chain.
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The architecture for the Intelligent Enterprise for paper and packaging companies starts with SAP Business Technology Platform and business applications from SAP, including industry cloud solutions that support organizations with their industry-specific end-to-end processes.



Enabling Innovation Through Green Manufacturing and a High Level of Quality with SAP Solutions

“By using dashboards, predictive analytics, and embedded automation in SAP solutions, we can identify best practices and teach those practices to the factory’s machines, systems, and people.”

Stefano Rossetti, Production Manager, [Arpa Industriale S.p.A.](#)

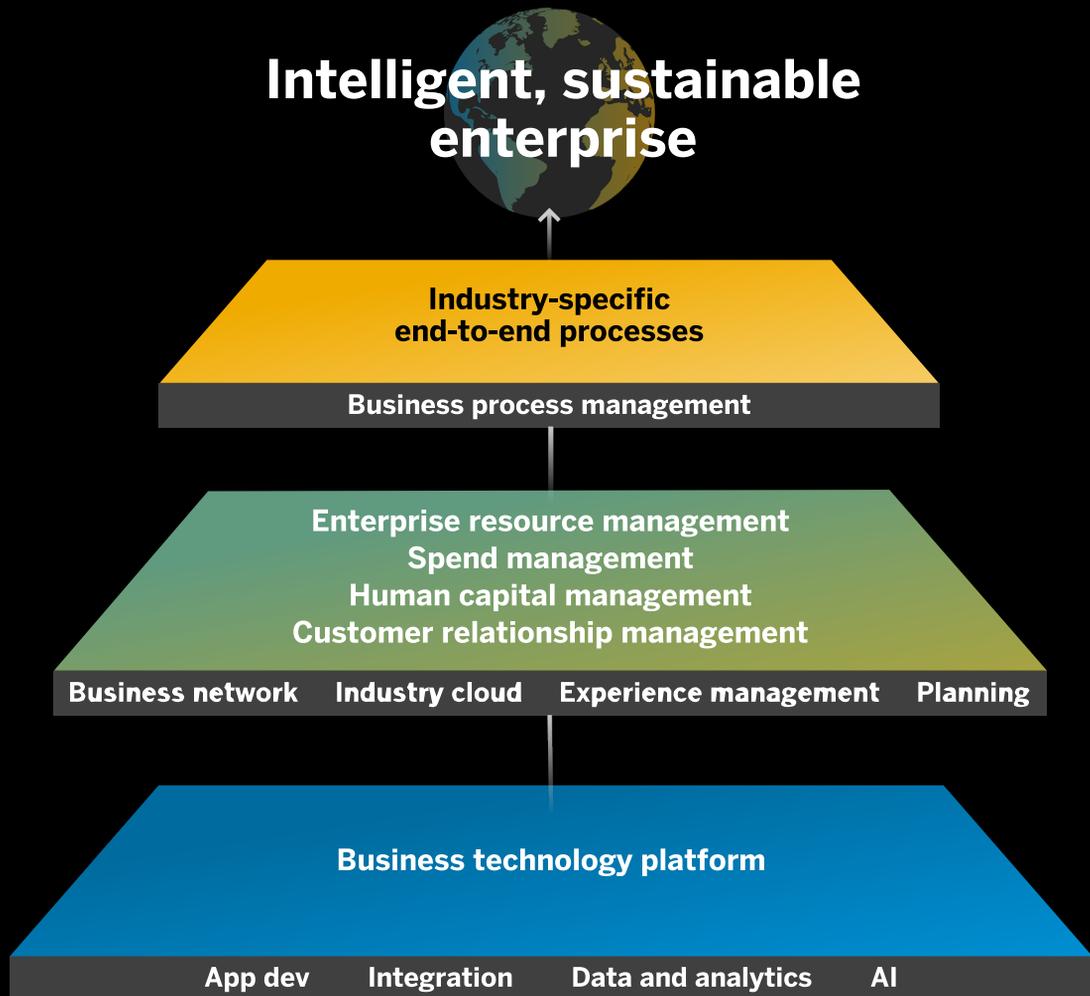
80%

Reduction in water, energy, and other resources used

SAP's Industry Cloud: A Joint Innovation Space

We enable our customers to become intelligent, sustainable enterprises by bringing together our comprehensive portfolio of solutions and technology in service to customers' business process needs.

- It starts with our platform technology that provides the foundation of application integration, extension to a robust ecosystem of solutions, and data and AI.
- Then our industry-leading business applications work together spanning front-end and back-end systems that only SAP can provide.
- This all comes together to provide customers the end-to-end, industry-specific business processes they need to run as an intelligent, sustainable enterprise.



Industry Innovation Spaces

Stand-alone applications struggle to deliver relevant business value. Enterprise applications always need access to essential business domains such as products, assets, factories, cost centers, employees, and customers. SAP's industry cloud provides direct access to business domains and processes in the intelligent suite through APIs. At the same time, our business and technology services provide the tools and infrastructure to create and run innovative industry cloud solutions.

Intelligent Technology at Your Fingertips

Business innovation needs digital technologies that are ready to use to solve a business problem.

SAP's industry cloud solutions, built on SAP Business Technology Platform, provide a full set of technologies ranging from user interfaces to robotic process automation to AI and machine learning. All can be used readily in new solutions.

Open Innovation Platform and Ecosystem

SAP's industry cloud is the way for our partners and SAP to deliver industry cloud solutions for customers that unlock new levels of efficiency, extend end-to-end business processes at the edge, and enable innovative business models.

SAP partners find a unique environment in our industry cloud in which the data domains and business processes of the intelligent suite and our business networks are readily accessible through open APIs. This allows our partners to accelerate innovation by focusing on the differentiating business capabilities they want to build and deliver to our joint customers.

This enables a spectrum of partnership and innovation models ranging from close co-innovation over identified white spaces to completely open innovation spaces with free competition to drive customer value.

The innovation models are complemented by a set of commercialization models that are strongly correlated to the value the solutions deliver to the business of our customers.

Freedom of choice is a key value, so customers can choose any partner or hyperscaler to deploy their industry cloud solutions.

Open Ecosystems Deliver More Innovation

Open platforms, available to the wider ecosystem, have consistently delivered more innovation and choice for customers. Therefore, our industry cloud solutions can be run by the major infrastructure-as-a-service providers, giving our customers the freedom to implement their own individual platform strategy.

RISE with SAP: Driving Business Innovation Together

Every enterprise needs to develop new business models to avoid being disrupted, gain efficiencies to fund innovation, and transform mission-critical systems without business risk. RISE with SAP is the solution.

RISE with SAP is a comprehensive solution with:

- Cloud ERP for every business need
- Industry next practices and extensibility
- Analytics and business process intelligence
- Outcome-driven services from SAP and partners

Discover the value of RISE with SAP



Take the lead with industry innovation for top-line, bottom-line, and green-line growth.

- ✓ Grow revenue by creating differentiating business models in your industry.
- ✓ Increase margin with built-in industry-specific processes and best practices.
- ✓ Unlock new efficiency with intelligent automation across mission-critical processes.
- ✓ Manage sustainability with company-wide transparency and controls.



Never stop improving with continuous insight to optimize business processes.

- ✓ Prioritize optimization opportunities with instant analysis of processes, activities, and tasks.
- ✓ Sharpen process performance based on actual system usage, best practices, and industry benchmarking.
- ✓ Accelerate your progress with tailored insight on where to automate business processes with AI.



Secure your business with a trusted partner for your needs, every step of the way.

- ✓ Run your mission-critical operations at their best around the globe.
- ✓ Reach the cloud without compromise with solutions for every business and every regulatory requirement.
- ✓ Take charge of change using a versatile platform to speed innovation.
- ✓ Own your tomorrow with a guided journey and outcome-driven practices from SAP and our partners.

RISE with SAP is built to fit your needs

RISE with SAP is designed to support your business needs – for your industry, in your geography, for your regulatory requirements – with SAP responsible for the holistic service-level agreement, cloud operations, and technical support. It includes:

 <p>Cloud ERP SAP S/4HANA Cloud</p>	 <p>Business process intelligence SAP S/4HANA Cloud</p>	 <p>Business platform and analytics SAP Business Technology Platform (CPEA credits)</p>	 <p>Business networks SAP Business Network starter pack</p>	 <p>Outcome-driven services and tools From partners</p>
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RISE with SAP is the foundation for an intelligent, sustainable enterprise in the cloud. We look forward to joining our customers on their transformation journey into the future. Find out more about [RISE with SAP](#).

SAP's Comprehensive Partner Innovation Ecosystem

SAP has been the proud solution provider for paper and packaging companies for almost five decades – starting from humble beginnings and growing into a position of supporting the core business of our customers. Ninety-nine percent of paper and packaging companies in the Forbes Global 2000 run SAP.

SAP's industry cloud opens the doors for a new level of co-innovation with customers and partners, enabling next practices and new business models that help our customers produce profitable and sustainable products and take the next step toward becoming intelligent enterprises.

Our open partner strategy gives our customers the choice of whom they work with to design the business models of the future; whom they partner with to define and implement business processes for efficiency and growth; and whom they trust with running their infrastructure.

There are many journeys paper and packaging companies can take into the digital economy to become intelligent enterprises. No matter which they choose, our scalability, security, global reach, vibrant business networks, and business process knowledge across paper and packaging and adjacent industries are the success factors for our customers, our ecosystem, and SAP.

Our paper and packaging partner ecosystem includes:



Now Easier to Try and Buy Solutions and Extensions for Paper and Packaging Companies

Try and buy leading partner solutions and SAP software for paper and packaging companies – from solution configuration to managing asset-centric services and manufacturing – on SAP Store.



