Automating Industry Strategies in Corporate Marketing

Team Project FSS2023

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In cooperation with the
Chair of General Management and Information Systems (Prof. Dr. A. Heinzl)

sovanta
simplicity first

Our locations worldwide

Germany | Heidelberg	
Germany | Hamburg	150+ Customers
Germany | Cologne	500+ Projects
Spain | Valencia	2 Mio. User
Argentina | Buenos Aires	200 Employees

A one-stop shop

We provide a unique combination of the very skills and ready-made solutions you need to ensure the success of your software project.

SAP Gold Partner
Experience as development partner of SAP and many customers.

Human-centered Design
Our team develops solutions, that truly support the user.

SAP Add-ons
We know how to customize and extend the SAP standard.

Top100 Award
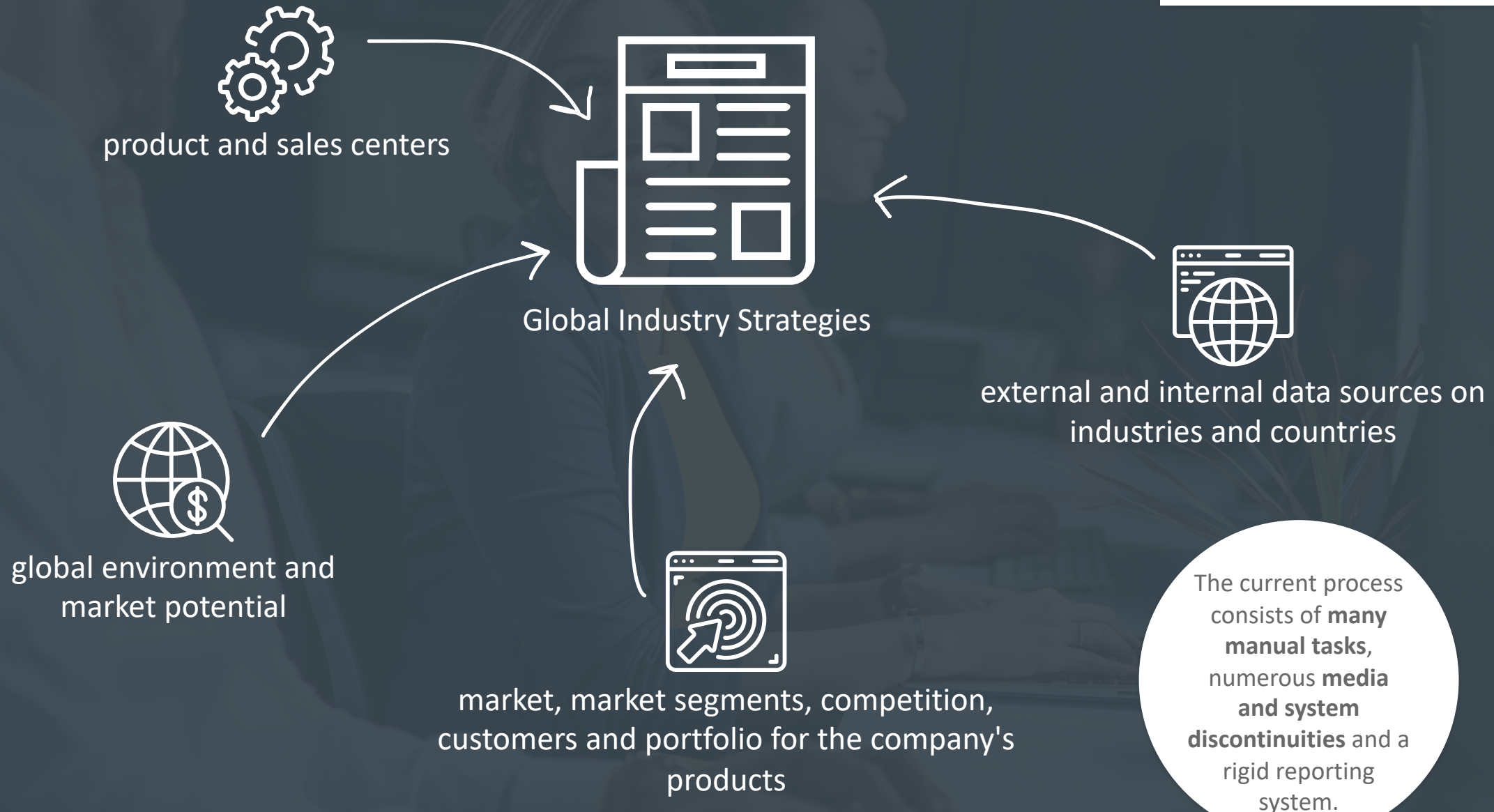We believe in "Innovation instead of stagnation".

180 Experts
The optimal size to implement projects flexibly and quickly.

Cross-industry
Our customers: adidas, BASF, Endress+Hauser, LIDL, SAP and Co.

product and sales centers

Global Industry Strategies

external and internal data sources on industries and countries

global environment and market potential

market, market segments, competition, customers and portfolio for the company's products

The current process consists of **many manual tasks**, numerous **media and system discontinuities** and a rigid reporting system.

Project Scope & Goals

Possible Technologies:

- SAP Workflows
- SAP Analytics Cloud
- SAP Cloud Foundry for small Apps
- ...

Understand & Analyze

Understand the processes within the E+H marketing department. Analyze techniques and technologies in use and **identify automation potential** to get rid of system and media breaks.

Bring to SAP BTP

Create a **concept** how these processes could look like on **SAP BTP technology**. **Sketch possible solutions** with automation and SAP BTP services.

Automate Prototypes

Create first automated prototypes, data pipelines or visualizations **directly on SAP BTP** to give E+H a vision, where the journey could continue.

Team Project Setup & Support

Mentoring

- Dr. Tommi Kramer
- Dr. Sven Scheibmayr
- Prof. Dr. Armin Heinzl
- Colleagues from Endress+Hauser

Providing contact to customer & access to their data

We will establish contact between you and the customer and we will keep being in the loop throughout the whole project.

Infrastructure for collaboration & realization

sovanta will provide you access to tools and systems, either on sovanta or on the customer's side. You will have access to project management tools like Teams, Confluence, Jira (if needed).

Coaching from business and system experts

We will guide you if you have questions about how to approach the customer and the problem, as well as if you have problems with tools and the realization.

Prerequisites

Must Have:

✓ Have fun while solving practical problems

✓ Be interested in process management

✓ High level of proactivity while capturing and understanding processes as well as during personal interaction with process responsibles

Recommended:

✓ Programming skills

✓ Knowledge about SAP cloud technologies

✓ Knowledge about marketing

Participants

4 – 6 Students

Language

English (for project, but excellent German skills for customer communication and text understanding required)

Duration

6 months / 1 semester

Suitability

Wifo, MMFS very welcome

Work Mode
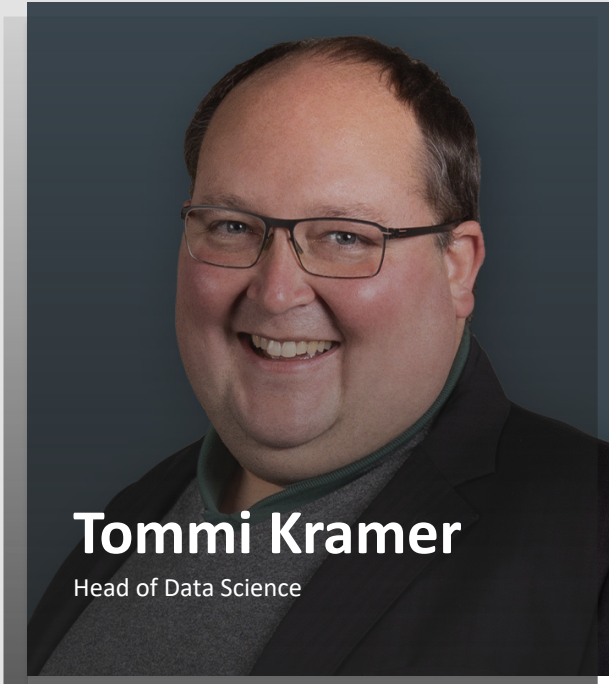
Agile setup, interim presentations

Thank you

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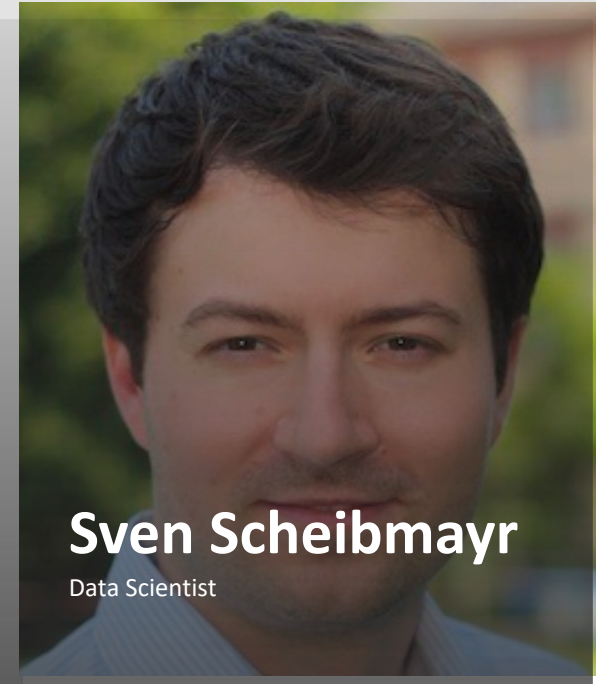
Let's stay in
contact

Tommi Kramer
Head of Data Science

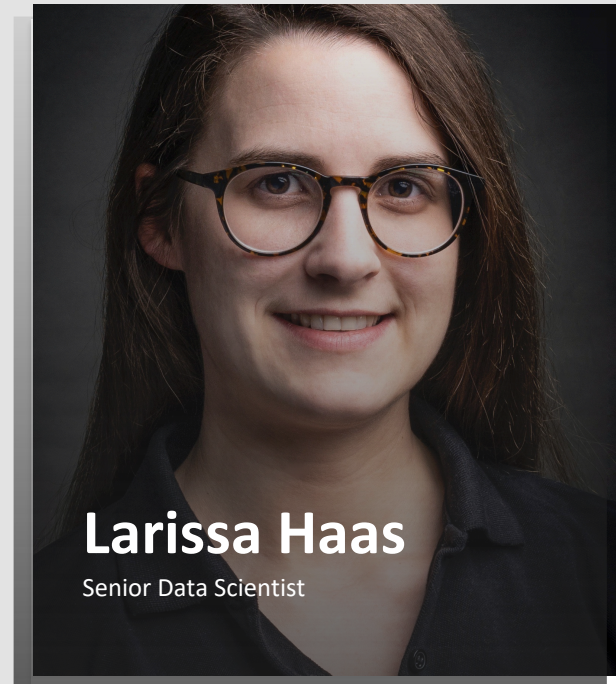P +49 (0)6221 18733-127

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