



Advancing Digital Transformation with Customer Influence Programs



Carl Zeiss AG
Oberkochen, Germany
www.zeiss.com

Industry
High tech

Products and Services
Semiconductor technology,
measurement devices,
medical technology, and
optics

Employees
25,000

Revenue
€4.9 billion (2016)

SAP® Solutions
SAP® Customer Connection
for SAP Product Lifecycle
Management

Demands on IT are growing, and business success increasingly depends on having the right software solutions. To do this, Carl Zeiss AG is successfully working with SAP developers to ensure that standard solutions are equipped with the right features. This has led to numerous benefits, including reduced maintenance requirements.

Before: Challenges and Opportunities

- Ensure SAP® solutions meet all company-specific requirements as standard
- Improve and develop existing applications for more efficient use
- Reduce maintenance requirements and costs through comprehensively standardized IT

Why SAP

- Zeiss already uses SAP solutions across the board
- Experienced and trusting collaboration in multiple Customer Influence programs
- A great opportunity to influence software development

After: Value-Driven Results

- SAP solutions cover all company requirements
- Simplified maintenance and more efficient software use
- Chance to share experiences with other companies participating in the program
- Optimized functionality and performance, for example through use of CAD integration and a web user interface with SAP Product Lifecycle Management
- Very positive feedback from users

“We are able to target the areas that we want to improve. SAP Customer Connect is the ideal way for us to have our say in SAP software development.”

Frank Bültge, Head of PLM Solution Competence Center, Carl Zeiss AG

Direct

contact to SAP developers

Optimized

SAP applications and systems

Quicker

to adapt to new IT and business requirements

© 2017 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.