

**EUROPE-AMERICA
TECHNOLOGICAL HUB**

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Data Driven Business - Competency Center

CORPORATE BROCHURE



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**EUROPE-AMERICA
TECHNOLOGICAL HUB**

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ABOUT US



91.5 M€

2022 REVENUES



800+

CLIENTS



1,500+

PROFESSIONALS



60%

GROWTH IN THE
LAST 2 YEARS



3,000+

PROJECTS



12

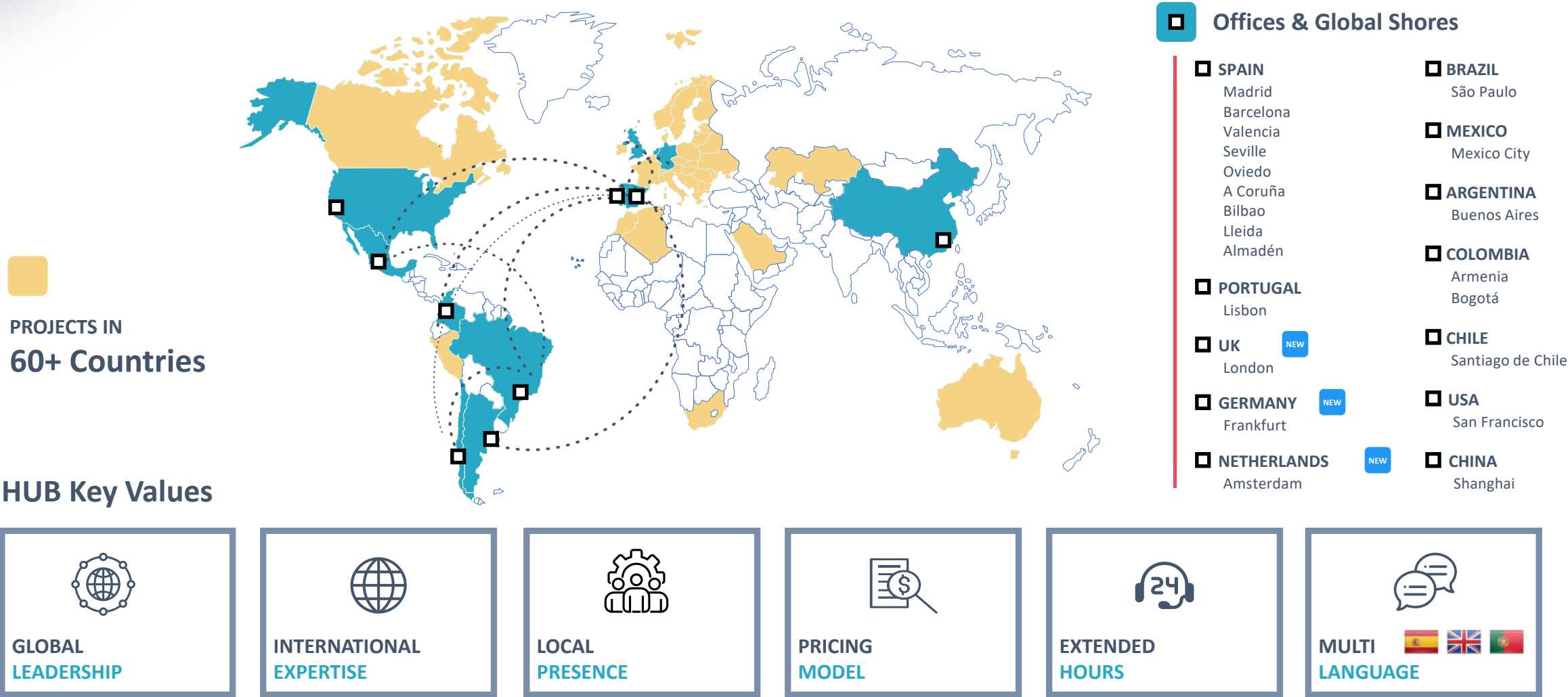
COUNTRIES WITH
LOCAL PRESENCE

Our Business Plan 2023

Reach **100 M€** and **1,500** professionals

Europe-America Technological Hub

We have a strong and consolidated presence in **Europe** and **America**, supported by a team of **1,400+ professionals** deployed throughout our extensive network of offices and ‘global shore’ centers located on both sides of the Atlantic. This competitive advantage positions us as a **global provider with a ‘hub’ vision** between both continents, a reference ‘travel companion’ to guide companies with operations in Europe and America throughout their technological investments and expansion.



Data Driven Business - Competency Center



SAP DATASPHERE



The exploitation of the data is done with SAP Analytics Cloud Migration of the ETL from SAP DataServices and the BO model concerning machine management to SAP DataSphere.



The entire analytical reporting strategy is being implemented in SAC + Datasphere. A set of reports is being created to analyze Finance & Sales in different countries such as the United States, Spain, France and corporate.



Integration of the IBM Maximo application for intelligent asset management, monitoring, predictive maintenance... in SAP Data Sphere. Creating a model that integrates this data with SAP Controlling data. Reporting is done with SAP Analysis for Office and SAP Analytics Cloud.



Dashboards developed in SAP Analytics Cloud on the SAP Datasphere platform. They merge and homogenize S4HANA Sales information with Google Analytics



Migration of the purchasing model using the Greenfield method, as the first step in the migration from the current BW to Datasphere. It integrates SAP ERP Procurement information into a single report to show the end-to-end scenario from order status monitoring, billing and delivery that allows the user to track each order to the latest status.



Datasphere Proof of Concept as a DW solution of the future. Replication of a BW model in DataSphere using as data source the BW model itself. Test of reporting with Power BI and with Analysis for Office comparing times



Migration of the financial model and planning processes using the Greenfield method, as the first step in the migration from the current BW to Datasphere.



Migration of Legal, Structure, Operational and Rates consolidation models to Datasphere using BW Bridge

Integrated solution that allows planning, monitoring and analytical control of the production area on a common database that allows the incorporation, modeling and transformation of information from different sources and that provides a powerful calculation engine.

Datasphere Accelerators

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PEOPLE



GLOBAL SPEND



SALES & RETAIL



PHARMA SALES



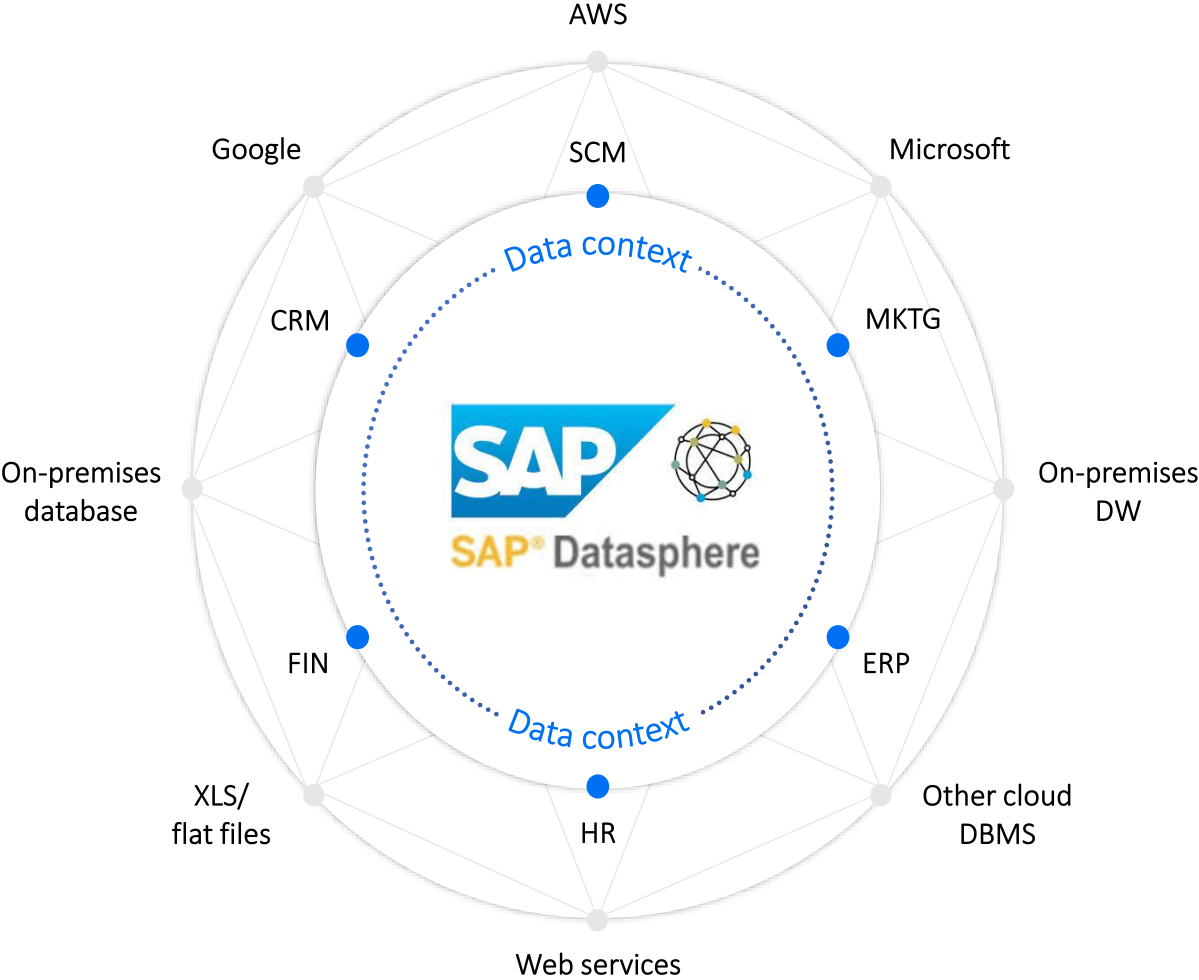
INDUSTRY



FINANCE



TRAVEL EXPENSES



 databricks

 CONFLUENT

 Collibra

DataRobot

HR INSIGHTS



Analysis of the number of employees, FTE, hires and terminations

HEADCOUNT

Comparative analysis and cost distribution (salaries, bonuses, hiring...).

COSTS ANALYTICS

Complete analysis of absenteeism and accident rate

ABSENTEEISM



PERFORMANCE

Evaluation of employee skills vs. professional category

TURNOVER
RETAINING

Analysis of the turnover rate and focus on talent retention

RECRUITING

Analysis of the selection process by position

COMPENSATION

Analysis of salary and compensation costs

People Accelerators

HR INSIGHTS

Headcount

Analysis of the global staff situation, placing each of the workers by category, office, department, etc.

Cost Analytics

Distribution of economic payroll costs for the workforce.

Absenteeism

Distribution of company personnel with a focus on absenteeism ratios by people, times and reasons.

Performance

Employee performance report.
Detail of training and evaluations.

Rotation

Detailed analysis of staff turnover and company talent. It includes a predictive model and a simulator to prevent the flight of talent.

Recruiting

Detailed analysis of the recruitment processes, from the time the offer is published to the hiring of the candidate.

Compensation

Graphical display of employee compensation by bonus types.

SAP® Qualified
Partner-Packaged Solution



End-to-end analysis of expenses based on advanced, **predictive and machine learning analytics** around 5 fundamental business axes allows to design a Data Driven strategy to improve the company's decision making

01 ORION procurement insights by stratesys

Detailed analysis of purchases by service/product, center, supplier...

- Expenses of Orders and tenders
- Contract Management

It allows to measure the savings by comparing the offer with the purchase made and calculate the efficiency in purchase times.

05 EXPENSE PLANNING

- Planning of expenses purchases of goods and services of the company, allowing to plan both centralized purchases and decentralized purchases by department
- Personnel cost planning

Improves the agility of the processes by unifying tasks of preparation, elaboration and analysis and monitoring of the planning process



02 SUPPLIERS

360° analysis of suppliers from contract management to analysis in social networks.

- **Uqualify** (Stratesys product in SAP Store) to qualify, compare and analyze supplier documentation.
- Management **Supplier Risk Social Media Analysis** and News Using AI

It facilitates decision-making regarding suppliers by unifying the vision of the quality of their performance (invitations, awards, approvals and quality parameters (deadlines, deliveries,...).

03 PERSONAL COSTS

- Employee costs
- Analysis of external services and subcontracting
- Streamline personnel management thanks to the integrated visualization of total personnel costs (payroll, training, social security,...).

04 TRAVEL EXPENSES

It facilitates **savings in travel expenses** by having control over them by analyzing spending by different categories.

Global Spend Accelerators



PURCHASES
& ORDERS

Analysis of the company's **expenses and savings**.
The evolution of expenditure is studied, according to the type of expenditure, the cost center and the supplier.

CONTRACT
MANAGEMENT

Analysis of the **management of contracts and suppliers** of the company.

OFFER
MANAGEMENT

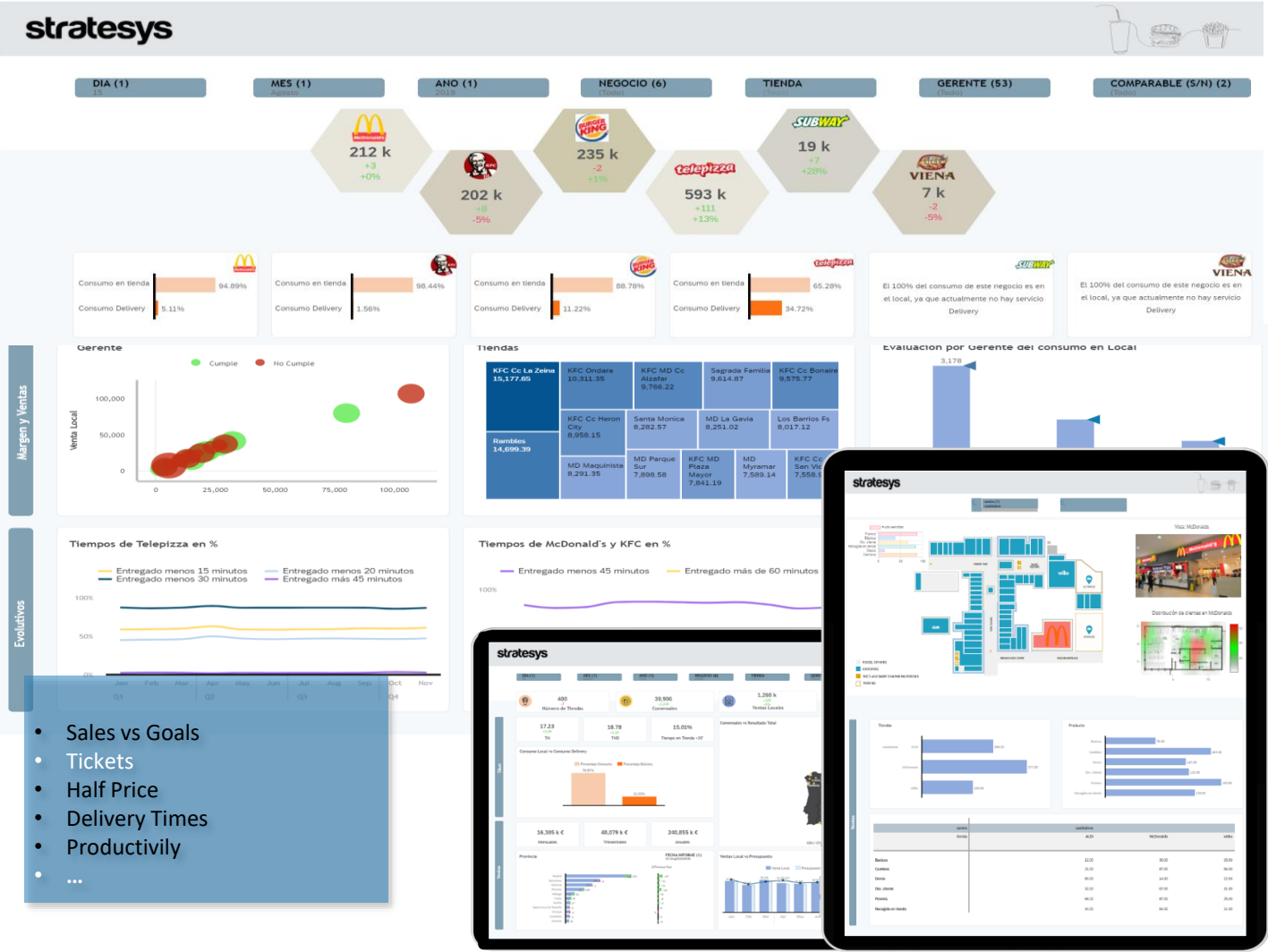
Smart MAP: Comparative map of offers and tenders from suppliers

The Procurement Insights Accelerator is a pre-configured accelerator developed by Stratesys that allows you to accelerate the implementation of analytical procurement projects with SAP Analytics Cloud.

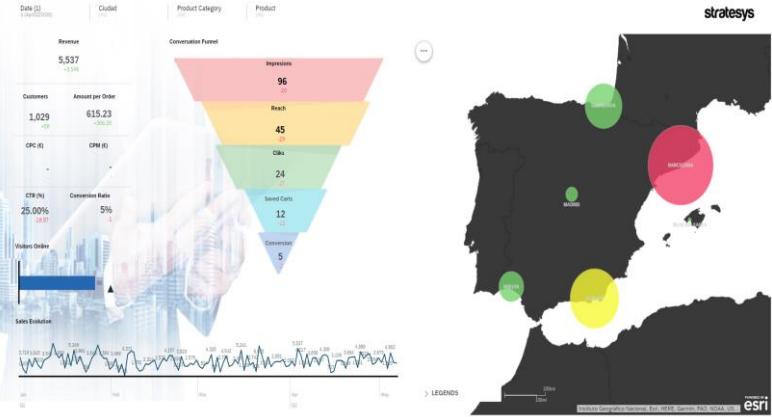


Sales & Retail Accelerators

Retail Insights – Sales analytics, goal planning and Shopping Center App



Ecommerce – Sales and conversions funnel



Sentiment analysis – Internet opinion analysis



Pharma Sales Accelerators

Ventas globales

Análisis de la **situación global y geográfica de las ventas** unitarias y totales de la compañía.

Predictivo

Machine Learning application that, through predictive functions and algorithms, provides us with **information** on the result of future sales of the organization and **simulates cases** such as the advertising effect on demand...

- **FI global scorecard** from the P&G to the information of the company's productions at the Technology or installation level, going through the structure costs of the company, personnel expenses, office expenses, communication by business and department.
- **Savings** on purchases of **services and products**.
- **Time efficiency** and visualization of the purchasing workflow.
- **Travel Expenses:** Analysis and management of employee travel expenses and allocations efficiently.

SALES

SALES FORCE

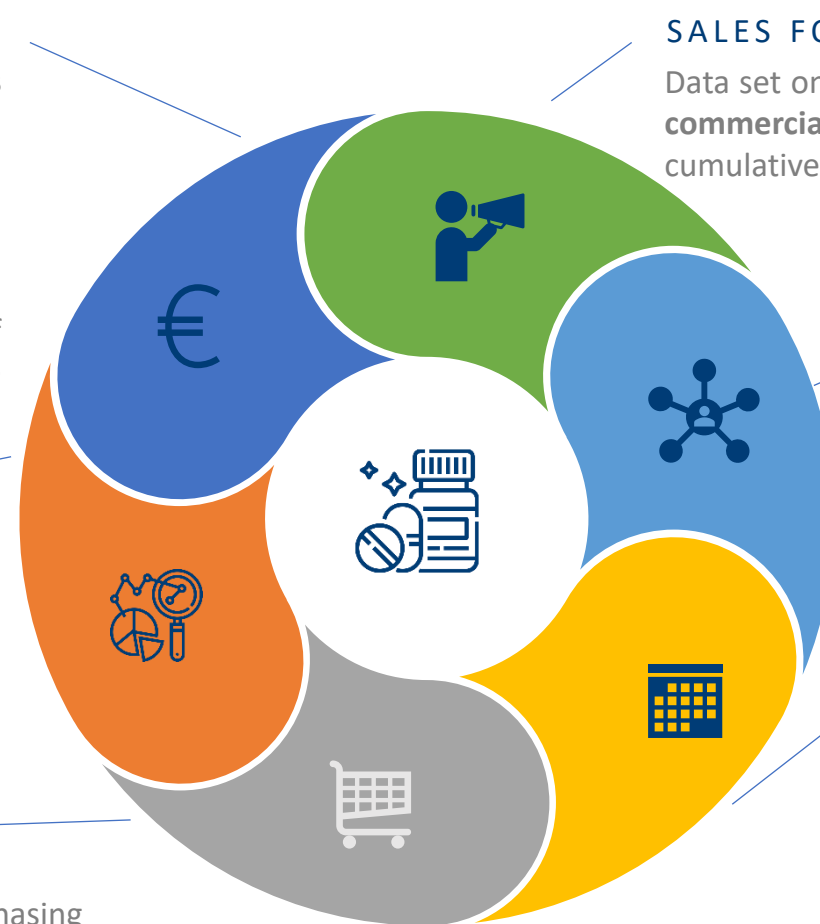
Data set on **sales** and number of units sold, as well as the status of **commercial visits** by Managers and Delegates. Monthly and cumulative **data**.

MARKET SHARE

Market information. Total sales of the **company and its competition** detailed by active principle and product. Monthly and annual data.

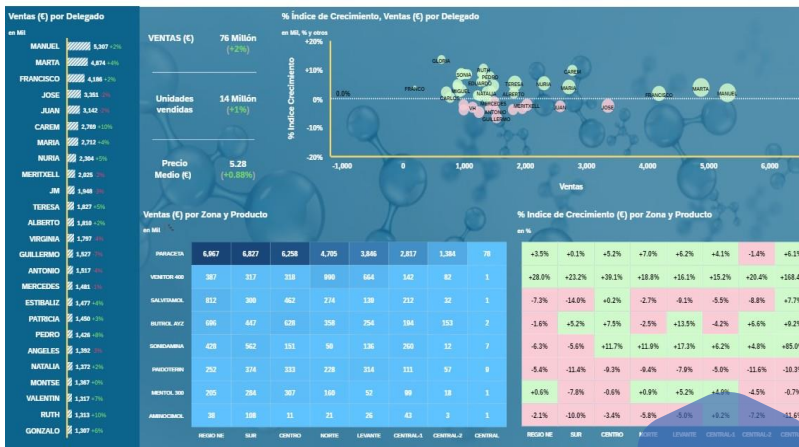
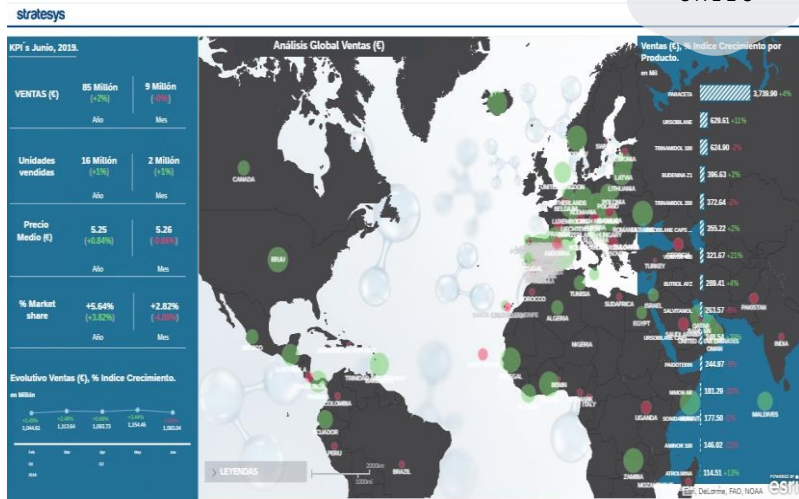
COMMERCIAL PLANNING

It allows the development, **control and monitoring of the sales budget** based on the units sold and their prices. Estimation of discounts to obtain the net sale

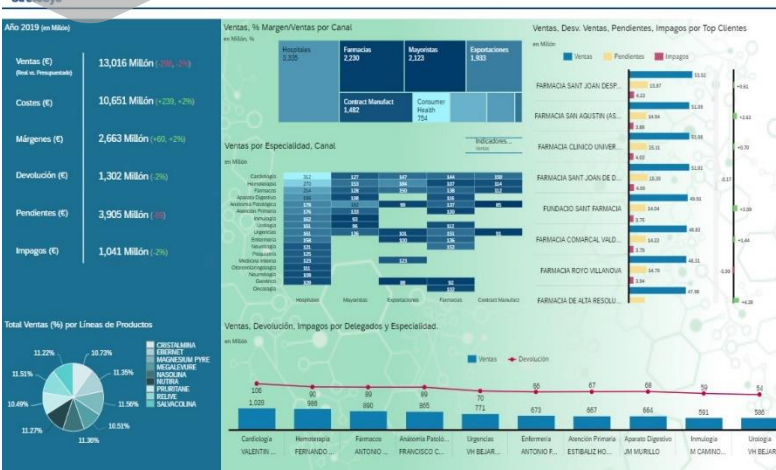


Pharma Sales Accelerators

Pharma Sales Analytics



GLOBAL SALES

ANÁLISIS
DELEGATES

PRECITIVE SALES

Sales Agent Dashboard

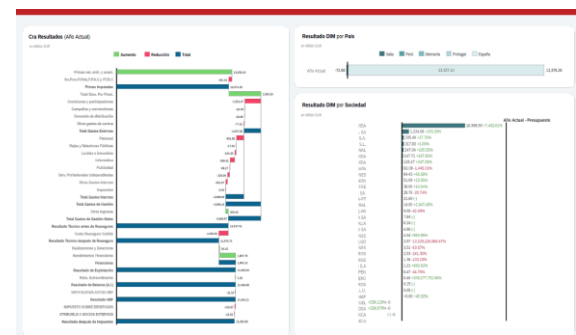


Predict Sales opportunities - Leads scoring
Customer Churn - Campaign optimization



Advanced Analytics and Machine Learning

Profit and Loss (P&L)



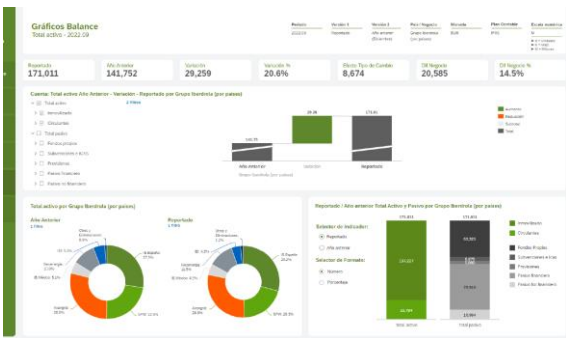
Debt Control - Aging



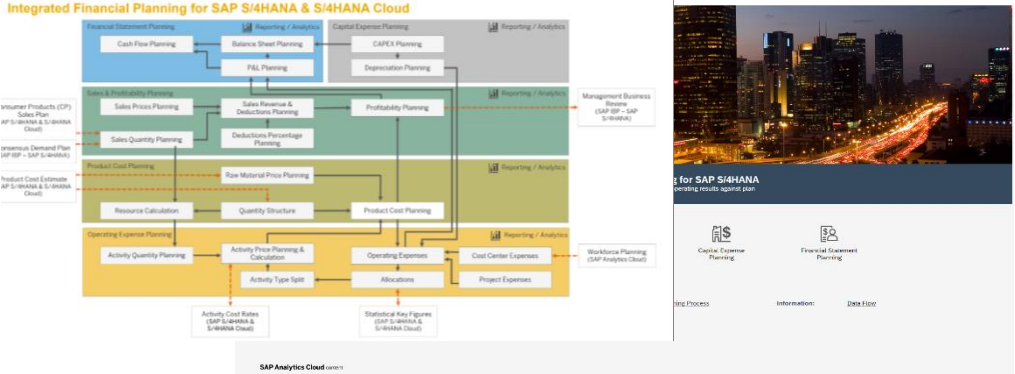
Cash Flow – Liquidity Control
Treasury forecasting and monitoring



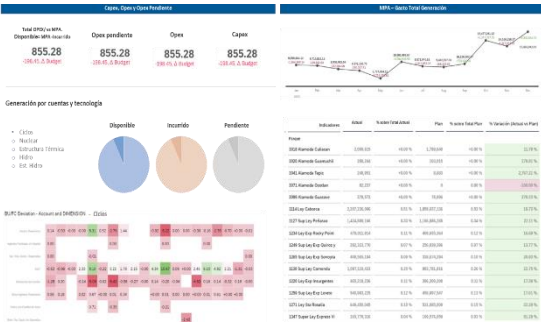
Balance



Integrated Financial Planning / Planning and Monitoring PyG



Capex Fixed Assets - Opex Operating Expenses



COMMERCIAL DEBT MANAGEMENT AGING

Product by Stratesys Analysis of receivables

- Automatic and interactive analysis with all the necessary information to optimize and control the billing and outstanding debt of your clients
- Permanent visibility of the status of your billing to customers and the debt pending collection.
- Segmented access to those responsible for business lines, collection agents, etc, and control of the evolution of their billing presented
- Key indicators: Total Debt, Overdue and Not Overdue, DSO, Average Collection Conditions, Aging Overdue Debt...

Benefits

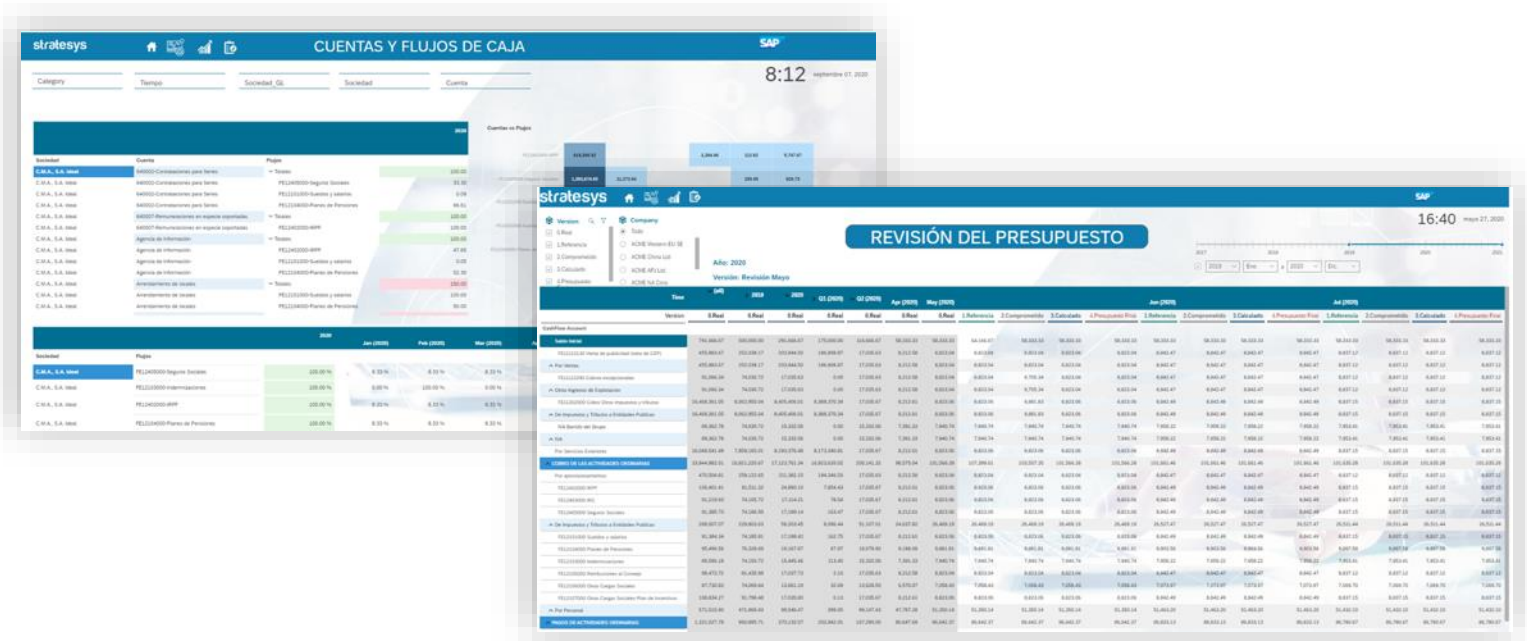
- Improves the company's results by optimizing the collection period and reducing the risk of non-payment



CONTROL OF ACTUAL, COMMITTED AND PLAN LIQUIDITY IN SHORT AND LONG TERM WITH SAP ANALYTICS CLOUD

Product by Stratesys for Treasury Forecasting and Tracking

Complete view of the different **cash flows** expected in the short, medium and long term through **the projection to cash of the amounts planned in P&L**, allowing the automation of 12-month forecasts, monthly closing estimates, quarterly forecasts, multi-year projections,...Integrated with Liquidity Planning to obtain the actual and committed cash-flow, it allows to ensure the availability of liquidity for each simulation scenario and its subsequent plan vs. actual follow-up. Prediction of different future cash flows through machine learning algorithms based on average payment/collection periods and tax rates.



Finance Accelerators

PLANNING AND MONITORING OF P&L

Planning and forecast of the Income Statement made up of the commercial budget, planning of direct and indirect costs, analysis of investments and amortizations, taxes, etc...

DESCRIPTION

- Visual analysis through dashboards of the different headings of the income statement detailing by company, business unit, geography, brand, product, client, etc...
- Collaborative processes and negotiation Top-Down and Bottom-up
- Adjusted prediction of future income statement values
- Real-time integration with historical ERP data

BENEFITS

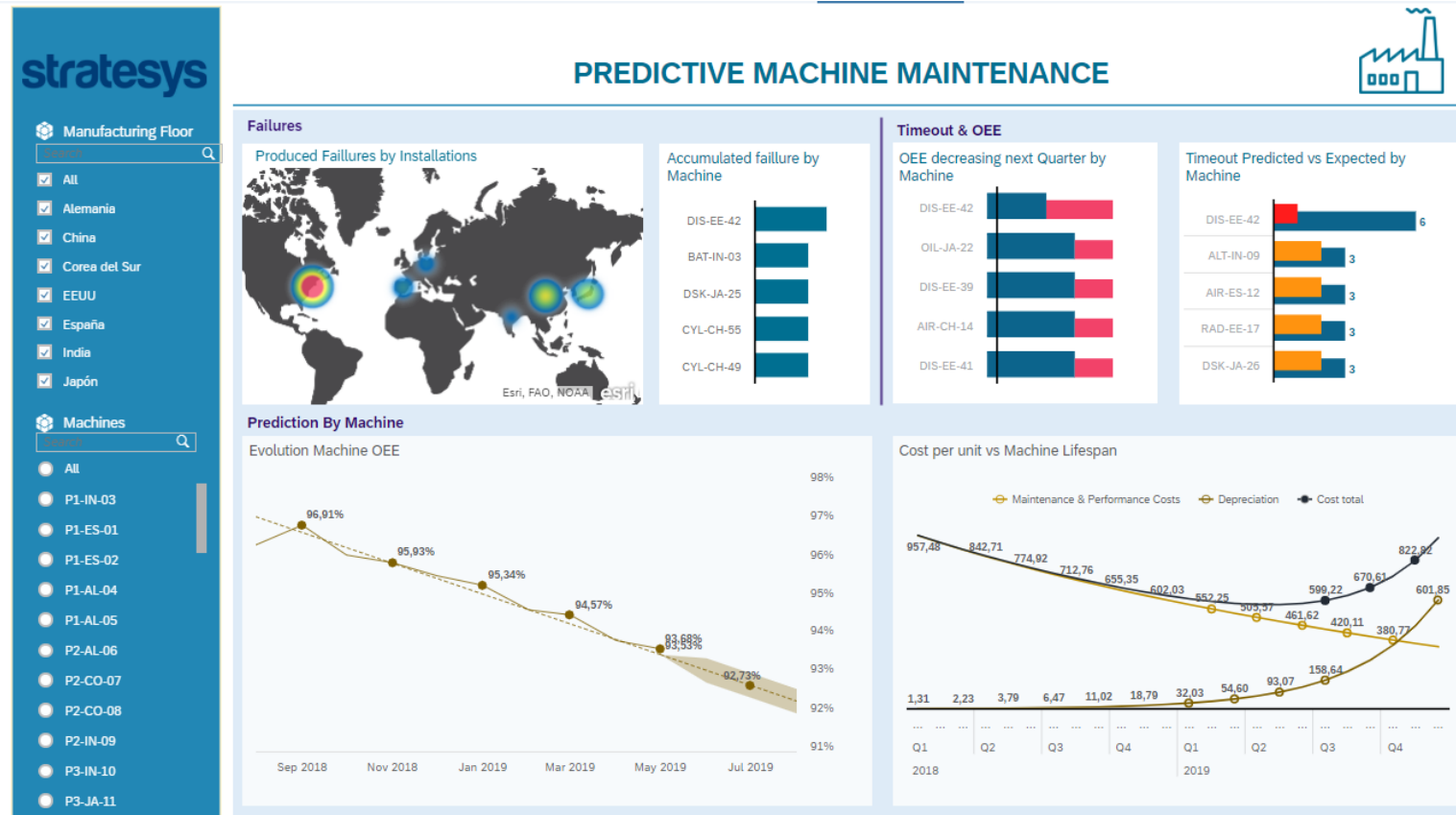
- Improvement in the achievement of the objectives of the Income Statement through control and monitoring
- Interactive interface that allows quick analysis and visualization of root causes.



PRODUCTION MANAGEMENT AND PLAN MAINTENANCE

Optimization of the manufacturing process from a detailed analysis by production plant and machine and OEE productivity, calculated from the weighting of availability, performance, quality and its evolution.

Includes **predictive analysis of the useful life of parts and machines.**



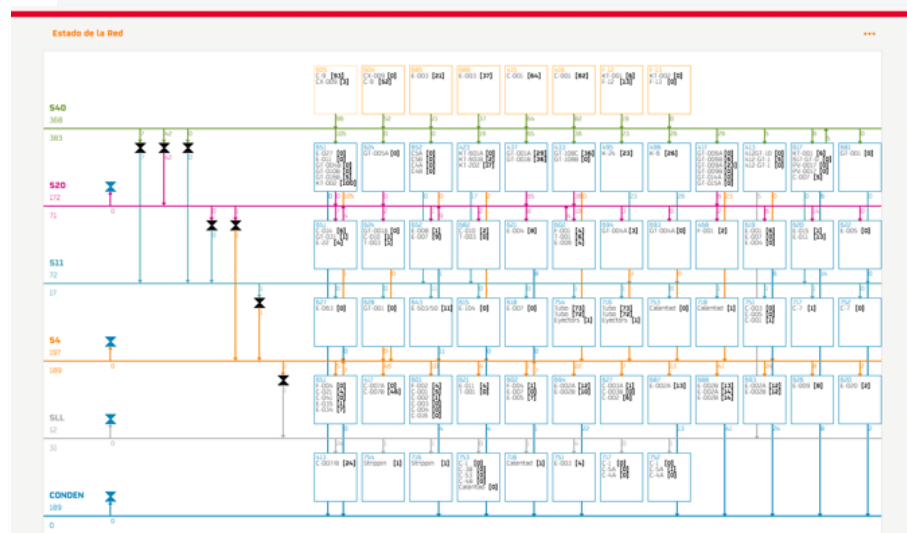
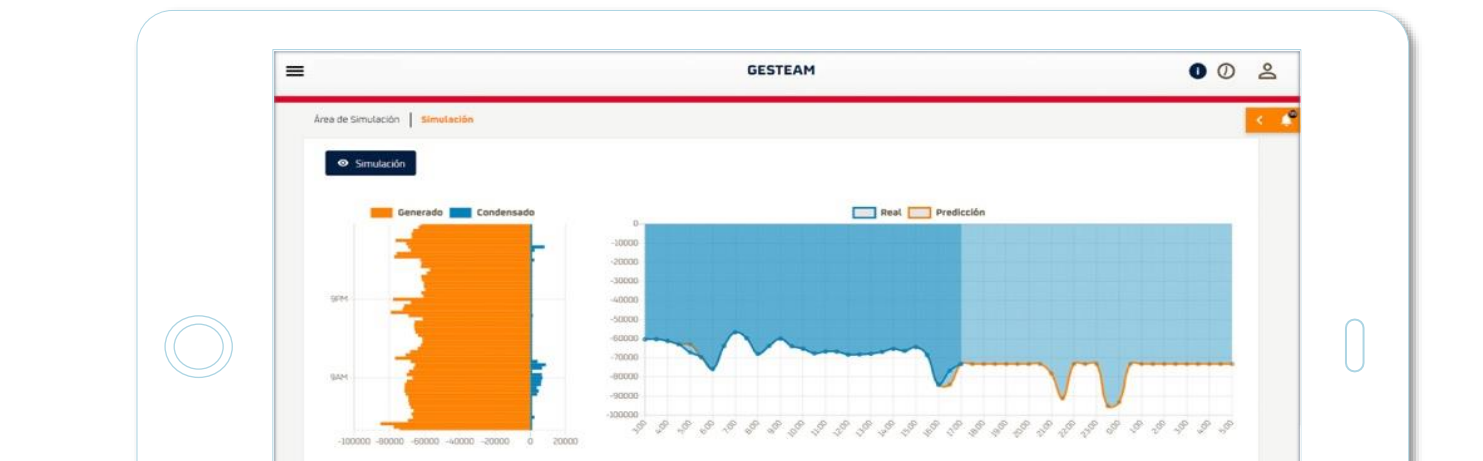
ADVANCED ANALYSIS OF THE CO2 FOOTPRINT AND ENERGY CONSUMPTION

Analytical visualization of the main indicators for monitoring CO2 consumption and energy consumption based on the 3 scopes (direct, indirect and other emissions) defined in the SDG sustainable development objectives defined by the United Nations (UN)



PREDICTIVE ANALYSIS FOR ENERGY EFFICIENCY IN PRODUCTION

We implement integrated real-time analytics and predictive analytics to improve energy efficiency decision-making in production.

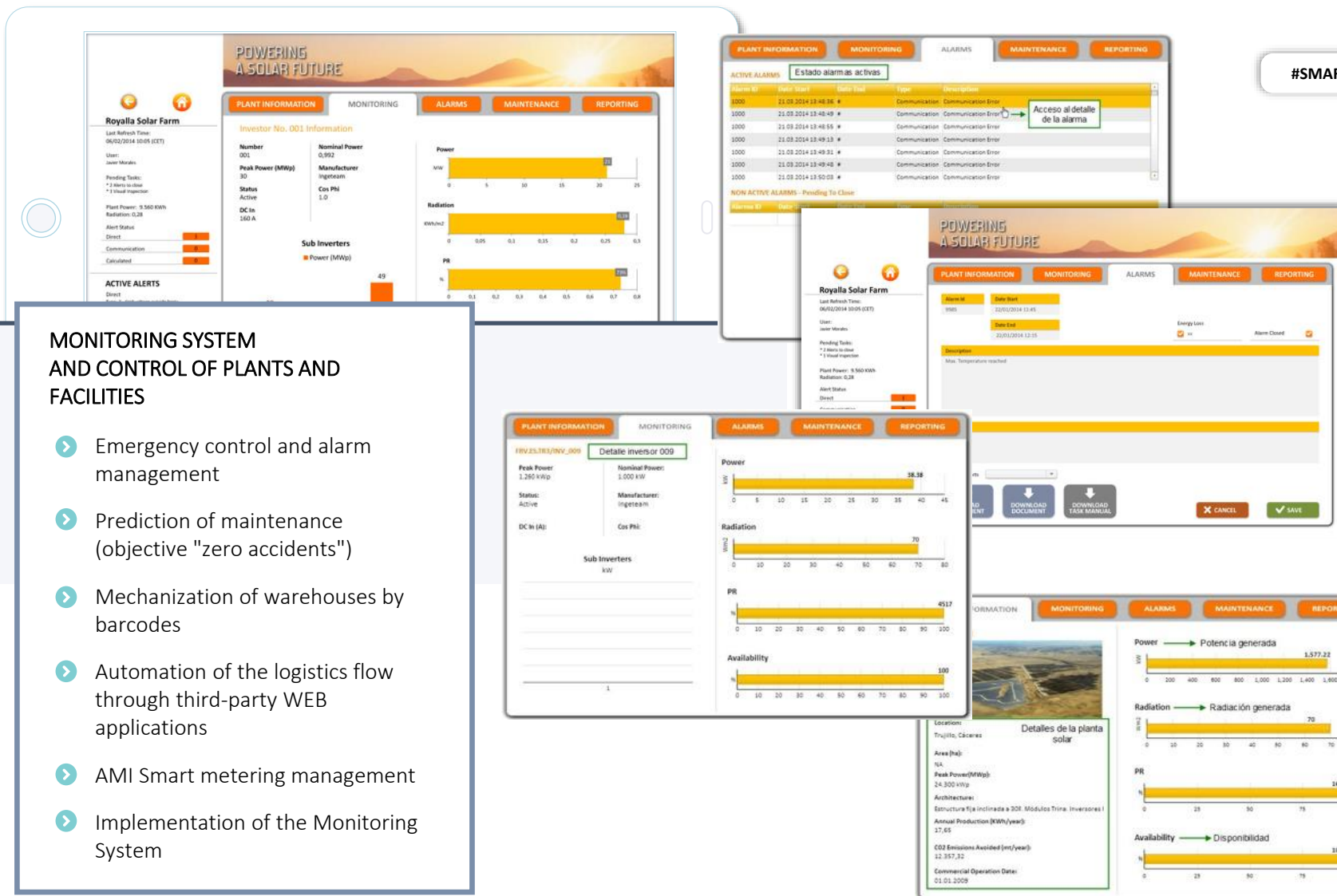


PREDICTIVE TOOL OF STEAM NETWORKS

- Improve steam management during the refining process globally, identifying excess/deficiency scenarios as well as opportunities/bottlenecks.
- Anticipate future scenarios in steam collectors, based on the predictions of crude baskets to be processed, operational maneuvers and periodic consumption during the Coke cycles.
- Provide users with a predictive tool that helps their decision making

MONITORING AND CONTROL OF ASSETS IN RENEWABLES

- We implement applications to perform advanced information analysis and help the end user in decision making.
- We improve the user experience to ensure that all business processes can be executed from any place and device.
- We transfer the user experience from social applications to business applications with a differential and intuitive design layer.



Travel Expenses Accelerators



Payment

- Improving the adoption of the use of the company's card and analysis of other payment methods..
- Reduction of invoice processing time and costs.

Business Budget

- Main ratios of travel expenses and their dates.

Suppliers

- Studies of the airlines, hotels and leasing companies most used by employees, geographical area, etc...



Employee / Ticket Cost

- Identification of employees with the most approved expenses, as well as their managers.

Process Impact

- Comparison and analysis of the entire ticket process.

Expenses

- Detailed breakdown of expenses by date, geographic area, etc...
- Observation of travel expenses by Country, City, Company, Type of Expense or Payment Method.

Travel Expenses Accelerators

EXPENSE AND TRAVEL MANAGEMENT

Summary

Analysis of the **global situation of travel expenses**, showing expenses by category, period, country, city and comparison with the Previous Period and the Budget.

Travel expenses

Distribution of travel expenses by Provider, Period, Payment Method and Category.

Reports

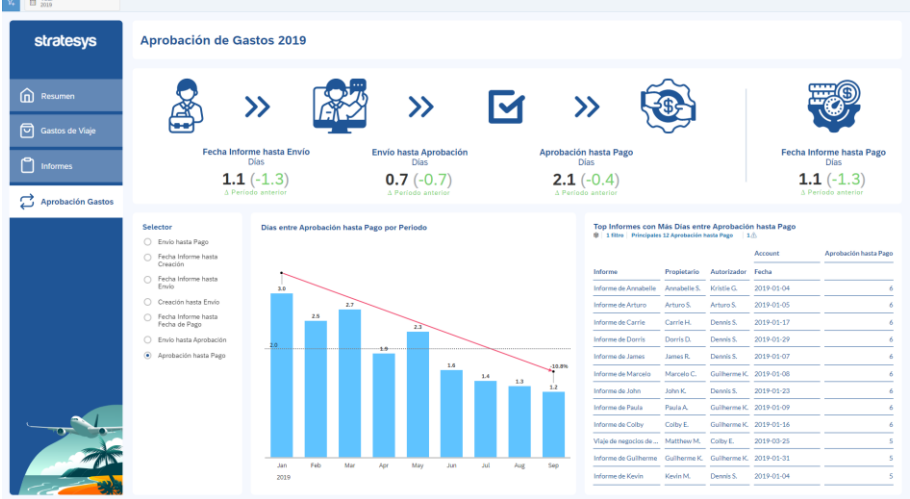
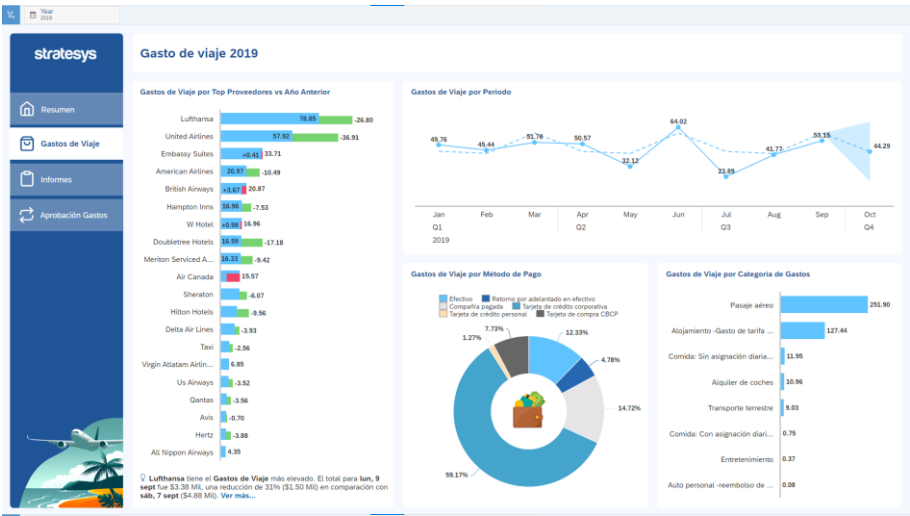
Distribution of trip reports focusing on the amount claimed and approved for each employee in addition to the approval status of the trip report.

Detail Records

Detailed report of all trips by records, type of expense, supplier, country, location and date.

Approval of Expenses

Detailed analysis of the expense approval process, highlighting the time between each phase of the process and its evolution over time.



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¿Any question?



Miguel León Urrutia

Executive Manager
Head of SAP DataSphere

miguel.leon@stratesys-ts.com

SHITC



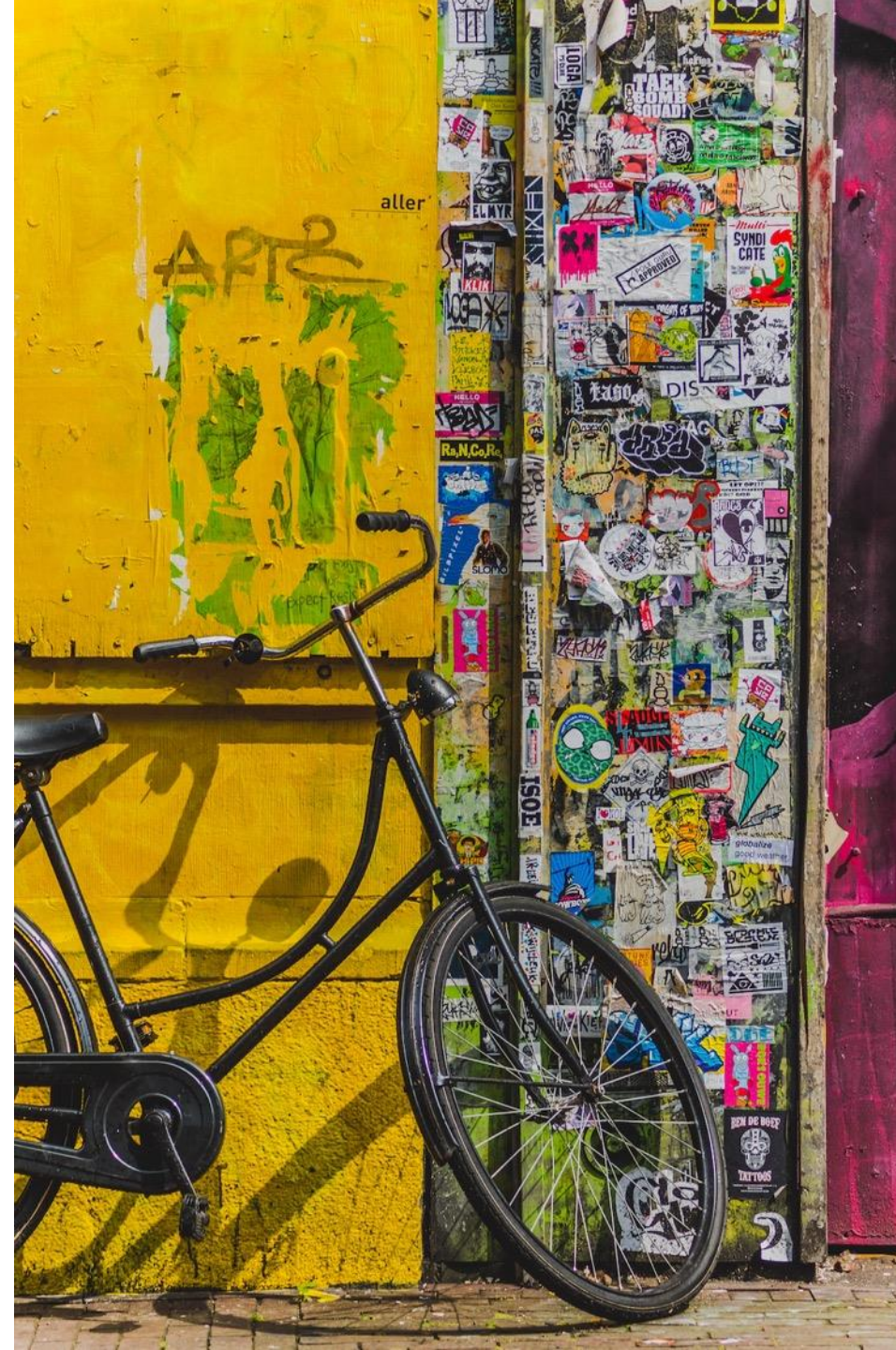
SAP S/4HANA
Transformation Center

Making the difficult simple

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MULTINATIONAL DIGITAL SERVICES

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