



# Real Time Sales Planning in all Dimensions

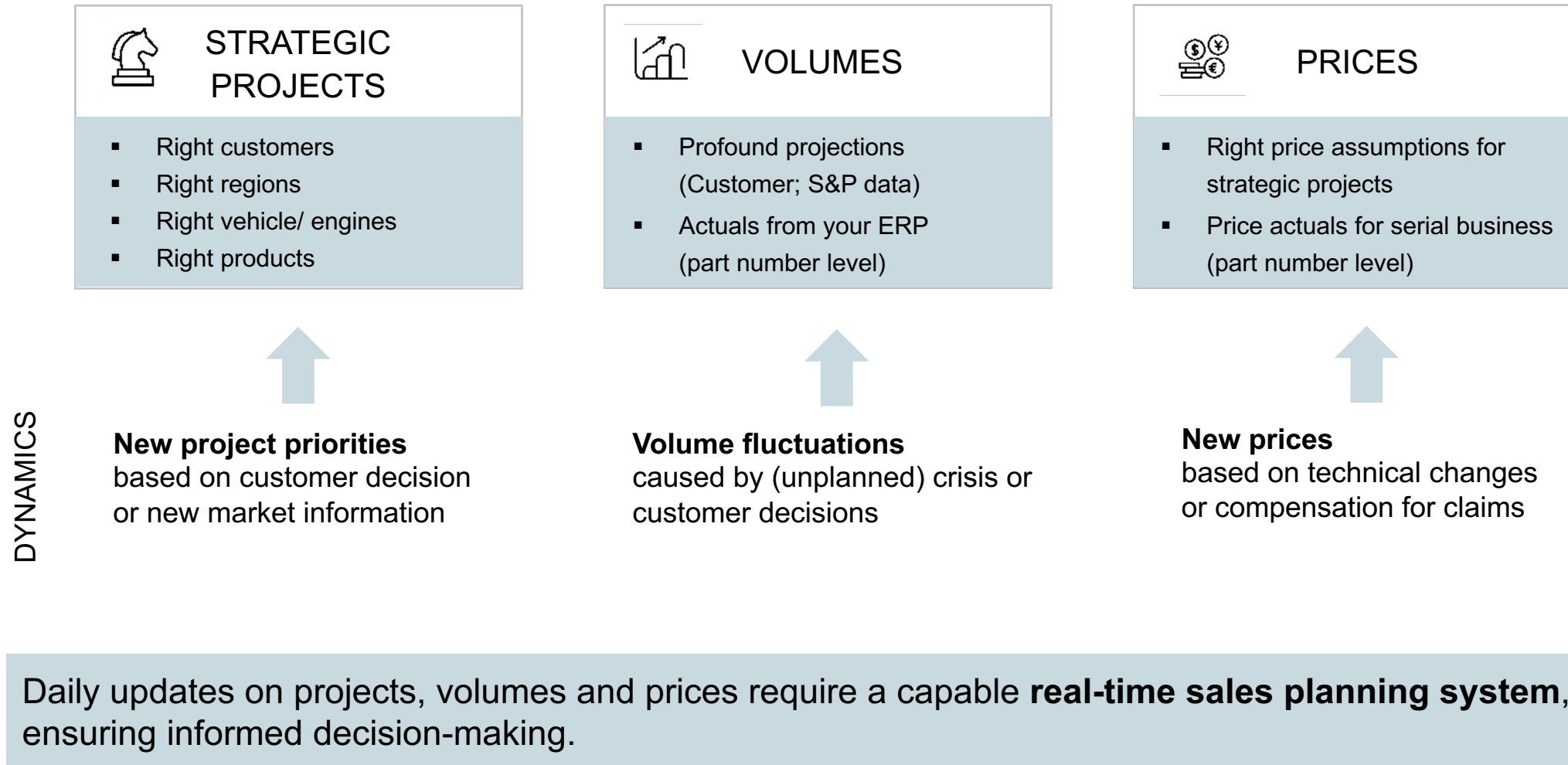
IAA Munich | 07. September 2023

Erik Reiter  
CEO Digital Automotive

**S&P Global**  
Mobility

**DA**  
DIGITAL AUTOMOTIVE

# Challenges in Sales Planning for Automotive Suppliers



# Intro: Benefits of Real-Time Sales Planning



- 1. Accurate Decision-Making:** Real-time data provides the most current insights, enabling you to make well-informed decisions based on the latest information.
- 2. Responsive Adaptation:** Real-time planning allows you to quickly adapt to changing circumstances, ensuring your strategies remain aligned with dynamic market conditions.
- 3. Efficient Resource Allocation:** With real-time visibility, you can allocate resources more effectively, optimizing productivity and minimizing waste.
- 4. Enhanced Collaboration:** Real-time planning fosters collaboration by providing all stakeholders with up-to-date information, enabling better communication and coordination.
- 5. Timely Issue Resolution:** Immediate awareness of potential issues allows for prompt action, preventing problems from escalating and affecting overall performance.
- 6. Competitive Edge:** Real-time sales planning enables you to respond faster to market trends and customer demands, giving you a competitive advantage in your industry.

In a fast-changing environment, real-time insights are essential to take the **right actions fast.**



# THE DESIRED OUTPUT OF SALES PLANNING

# Output Sales Planning: Favorite Reports and Charts

Top 5 of automotive supplier executives:

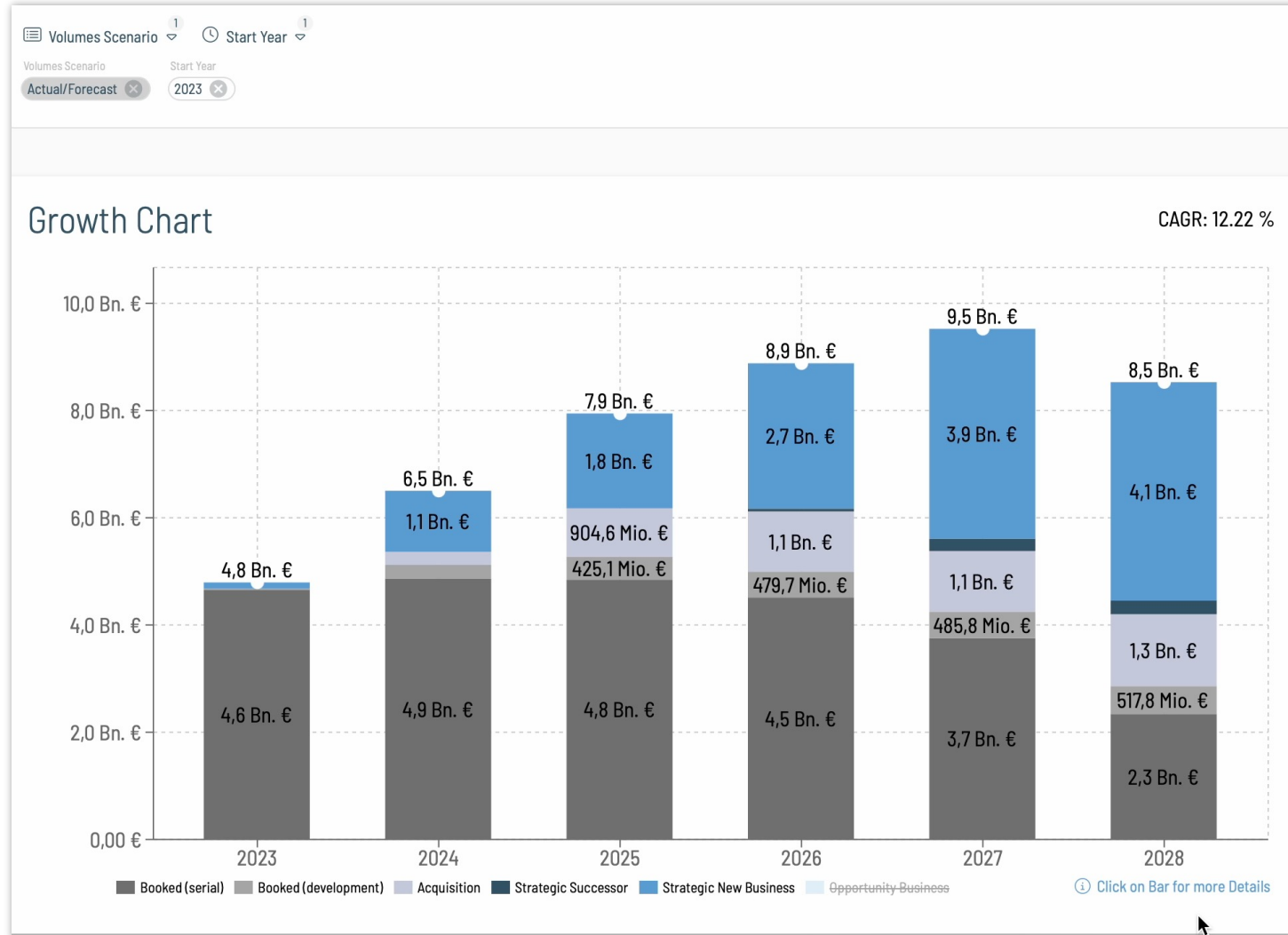
-  Growth Charts
-  Strategic Target Overviews
-  Budget Comparisons
-  Portfolio Charts
-  Lifecycle Overviews

Cutting-edge functionalities include:

- Drill-down options
- Multidimensional filtering
- Scenarios
- Real-time updates
- Universal accessibility

# Growth Chart: See How Your Company Grows

Explore different scenarios



# 🎯 Strategic Targets: Focus On Your Future

Use filters to get insights on exactly what you want to know

🎯 Strategic Targets
ℹ️

📄 Customers ▾
🏢 OEM Brands ▾
📦 Platforms ▾
🚗 Products ▾
🌍 Delivery Regions ▾
📍 Delivery Locations ▾
🏭 Production Regions ▾
📍 Production Locations ▾
📁 Projects ▾
📄 Export

🕒 Start Year ▾

Start Year

2025 🔄

**SOP 2025** Potentials and Opportunities

**W520 EQC**  
SOP: 10-25 | SOA: 10-23  
Kecskemet 1,6 Bn. €

**X540 EQC SUV**  
SOP: 03-25 | AOB: 09-23  
Bremen 970,5 Mio. €

**Electric & Fuel C...**  
SOP: 07-25 | AOB: 01-24  
Landshut 448,0 Mio. €

**AU546 07**  
SOP: 04-25 | AOB: 09-23  
Bratislava 278,1 Mio. €

**P0983 718**  
SOP: 01-25 | EOP: 06-32  
Stuttgart 221,9 Mio. €

**NA5 iX3**  
SOP: 11-25 | SOA: 11-23  
Greer 151,3 Mio. €

**P800 F-150 Lightn...**  
SOP: 08-25 | AOB: 02-24  
Stanton 145,6 Mio. €

**AU416/2 Q6 e-tron**  
SOP: 05-25 | AOB: 11-23  
Shanghai 6,3 Mio. €

**SOP 2026** Potentials and Opportunities

**T1XCF-2 Silverado**  
SOP: 04-26 | SOA: 04-24  
Silao 1,7 Bn. €

**E2UB(2) Envision ...**  
SOP: 08-26 | SOA: 08-24  
Yantai 1,1 Bn. €

**NA5 iX3**  
SOP: 05-26 | SOA: 05-24  
Shenyang 975,0 Mio. €

**X248 GLB**  
SOP: 10-26 | SOA: 10-24  
Kecskemet 775,8 Mio. €

**G65 X5**  
SOP: 12-26 | SOA: 12-23  
Greer 614,7 Mio. €

**AU526/1 Q8 e-tron**  
SOP: 07-26 | AOB: 12-23  
Forest, Kassel 561,6 Mio. €

**EC11 - EC12 Mini ...**  
SOP: 10-26 | SOA: 10-24  
Oxford 349,6 Mio. €

**SC316/6 D-SUV EV**  
SOP: 10-26 | SOA: 10-24  
Chattanooga 170,1 Mio. €

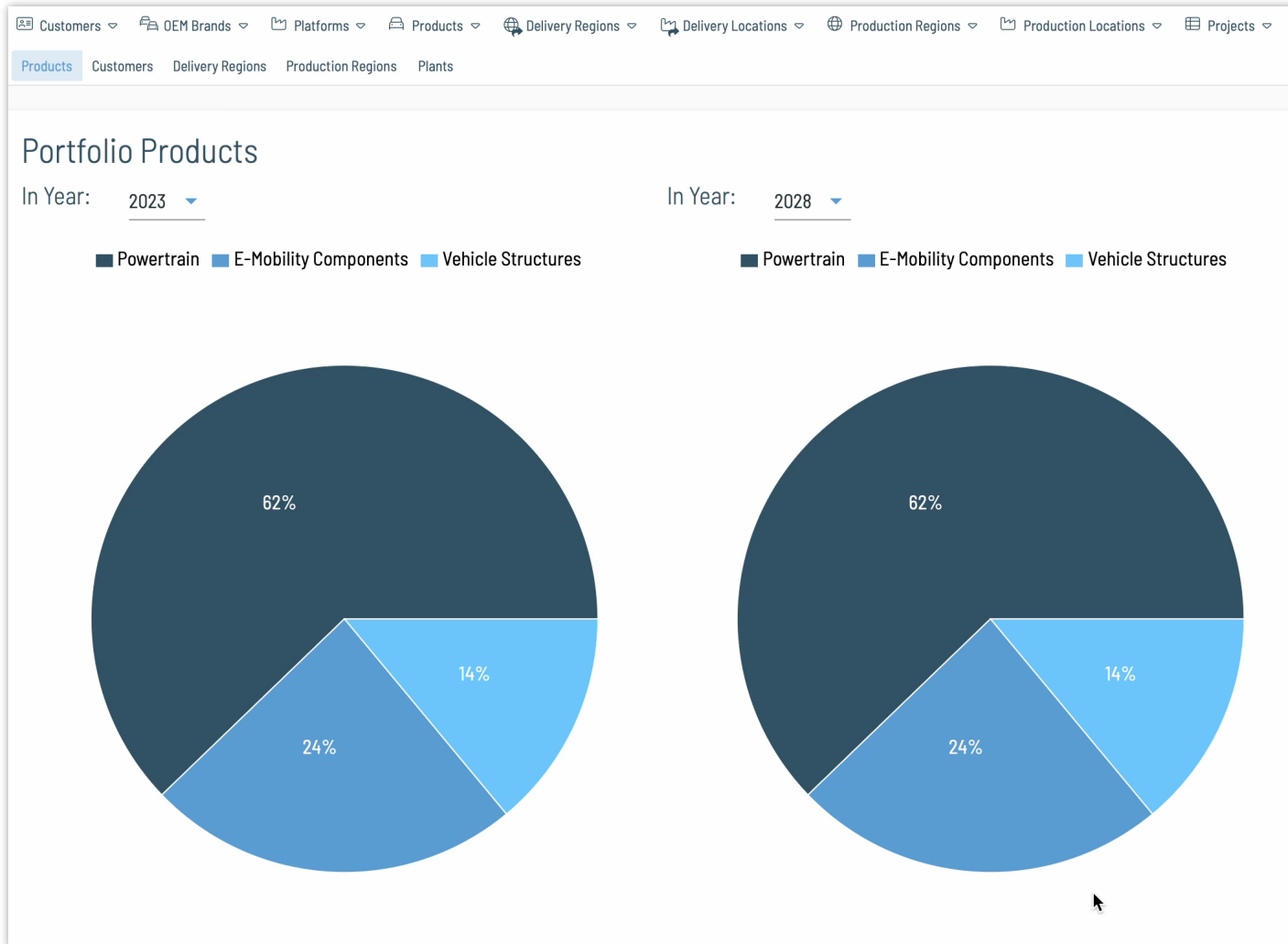
**SOP 2027** Potentials and Opportunities

**Model E(2) Model ...**  
SOP: 07-27 | AOB: 12-23  
Gruenheide 506,5 Mio. €

**EC12 Aceman**  
SOP: 10-27 | SOA: 10-25  
Oxford 130,6 Mio. €

# Portfolio Chart: See Your Development From Different Perspectives

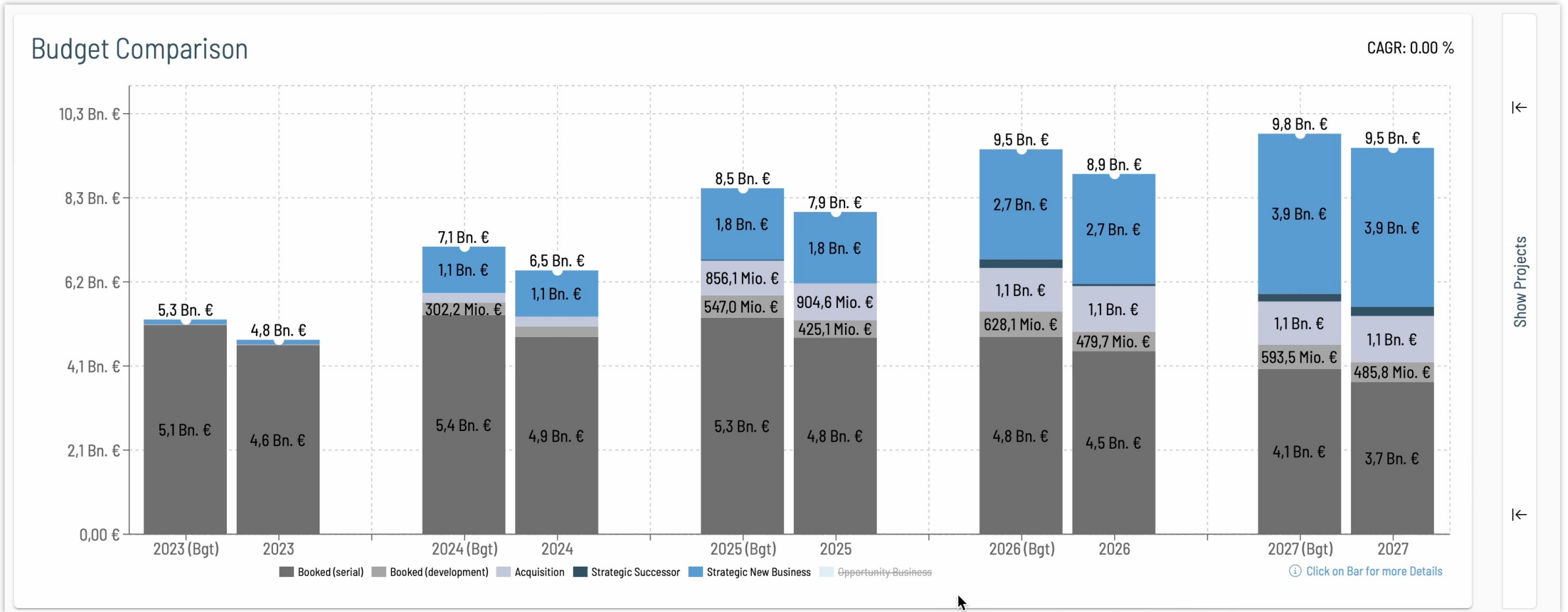
Select between product, customer, regional or plant portfolios





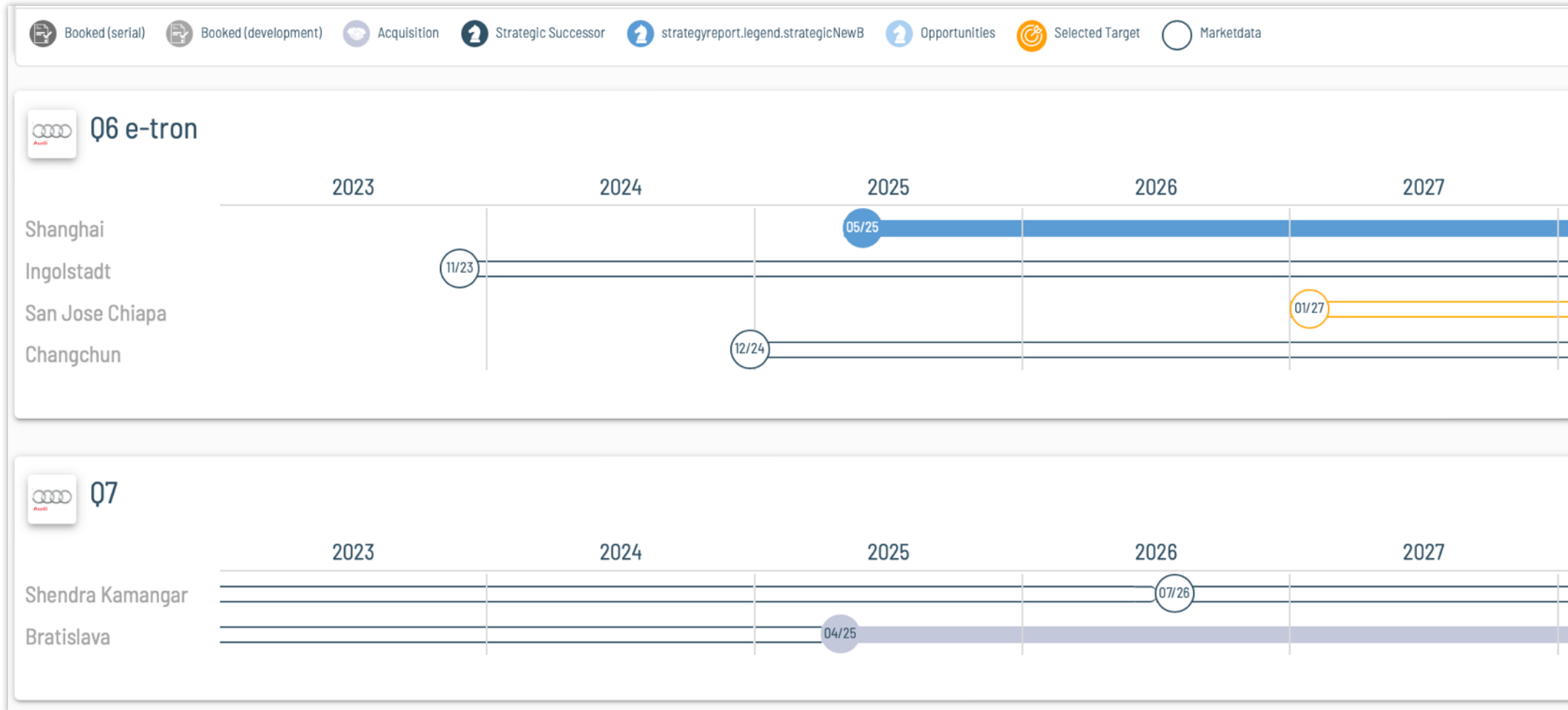
# Budget Comparisons: See Deviations to Your Plan

Drill-down and learn why



# Lifecycle Overviews: See Next Generation Vehicles or Engine in Time

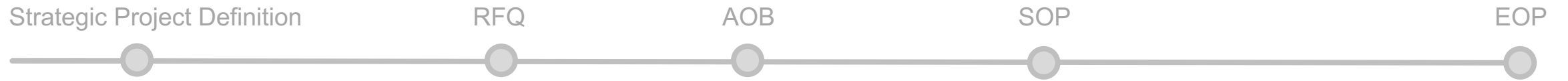
Be focused on ramp-downs or ramp-ups of carlines you are in or want to be



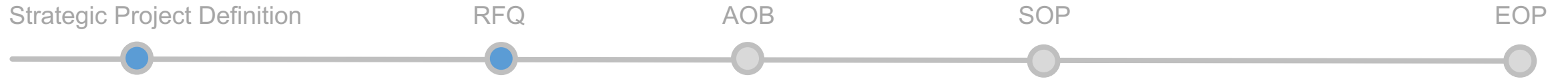
A futuristic digital interface featuring a laptop, various data charts, and a globe. The background is a dark blue gradient with overlaid white and light blue digital elements, including hexagons, lines, and icons. The text "THE REQUIRED INPUT IN SALES PLANNING" is prominently displayed in the center. On the left, the letters "DA" are visible in a large, semi-transparent font.

# THE REQUIRED INPUT IN SALES PLANNING

# Input Sales Planning: Specific Requirements for the Different Project Phases



# Input Sales Planning: Specific Requirements for the Different Project Phases







## Strategic Targets

- Getting inspired
- AI recommendations
- Defining Projects with links to S&P Global Mobility
- Creating Project Scenarios

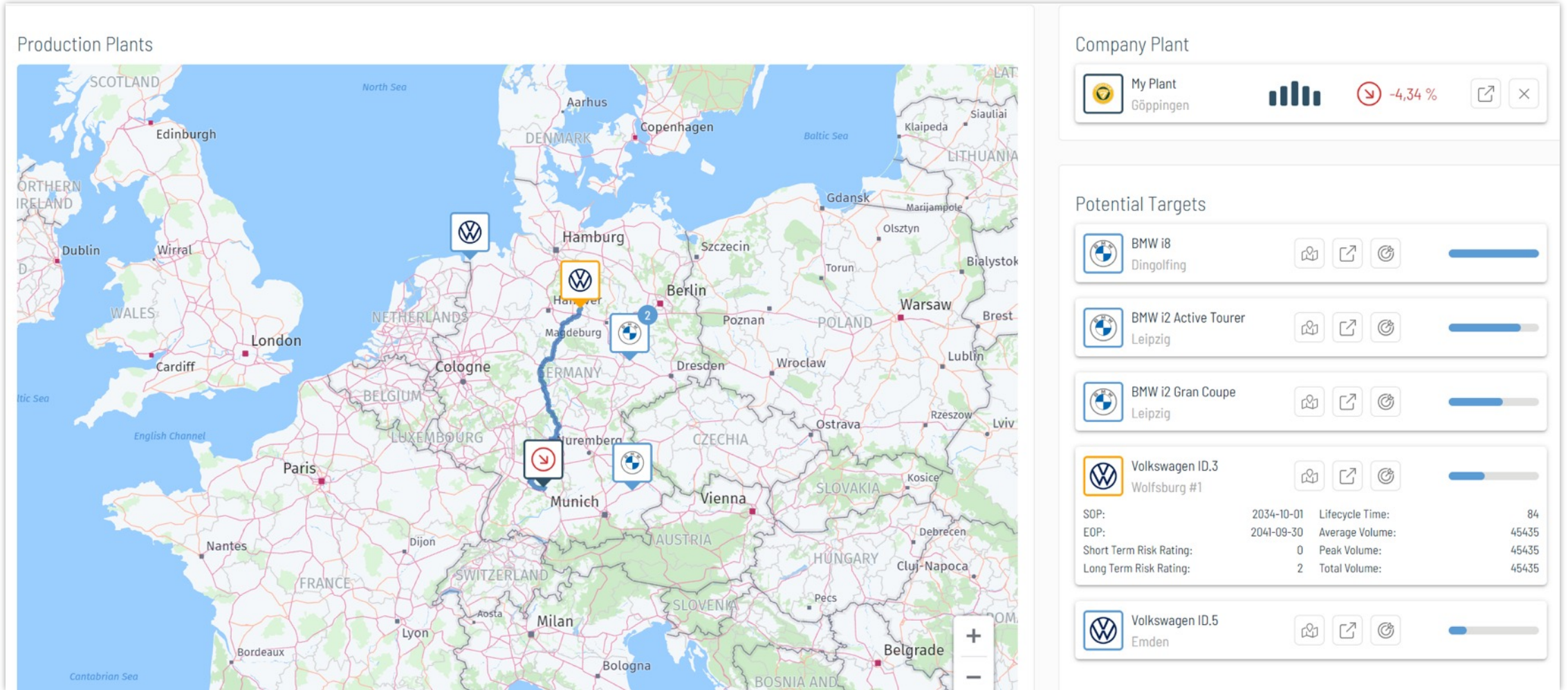
# Strategic Targets: Getting Inspired by S&P Global Mobility Data

Bookmark target vehicles or engines

	BMW NB5	iX1		BMW NB0	i1		BMW NA2	i4
Manufacturer	BMW		Manufacturer	BMW		Manufacturer	BMW	
SOP	01.07.2027		SOP	01.11.2027		SOP	01.07.2028	
EOP	30.06.2035		EOP	31.10.2035		EOP	31.12.2036	
Platform	NK		Platform	NK		Platform	NK	
Assembly Type	CBU		Assembly Type	CBU		Assembly Type	CBU	
Sales Segment	SUV		Sales Segment	Car		Sales Segment	Car	
Production Segment	C-Segment		Production Segment	C-Segment		Production Segment	D-Segment	
Region	Europe		Region	Europe		Region	Europe	
Country	Germany		Country	Germany		Country	Germany	
Plant	Regensburg		Plant	Leipzig		Plant	Munich	
City	Regensburg		City	Leipzig		City	Munich	
<b>Ann. Peak Volume</b>	<b>118.611</b>		<b>Ann. Peak Volume</b>	<b>82.682</b>		<b>Ann. Peak Volume</b>	<b>73.786</b>	
<a href="#">MORE DETAILS</a>			<a href="#">MORE DETAILS</a>			 <a href="#">MORE DETAILS</a>		

# Strategic Targets: AI Recommendations

Get AI recommendations for underutilized plants or areas with declining market shares





# Strategic Targets: Defining Projects With Links to S&P Global Mobility

Use data for standardized project names, footprint, SOP/EOP and volume projections (incl. automatic updates)

### Select customer

Customer\*

### Select product

Product\*

### Link to market data

**Volvo V436**  
EX60

Manufacturer	Volvo
SOP	01.04.2026
EOP	31.03.2032
Platform	GPA
Assembly Type	CBU
Sales Segment	SUV
Production Segment	D-Segment
Region	Greater China
Country	Mainland China
Plant	Daqing
City	Daqing

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**Ann. Peak Volume** 58.553





# Strategic Targets: Create Project Scenarios Easily

Plan different volume, price, footprint or technological scenarios and decide which one to use in reports

Status	Use in Report	ID	Product	Scenario
		<a href="#">P-2942</a>	Air Shutter Guides	Stückzahl Alternative 2
		<a href="#">P-2482</a>	Air Shutter Guides	Technikkonzept neu
		<a href="#">P-2660</a>	Air Shutter Guides	Stückzahl Alternative 1

# Input Sales Planning: Specific Requirements for the Different Project Phases



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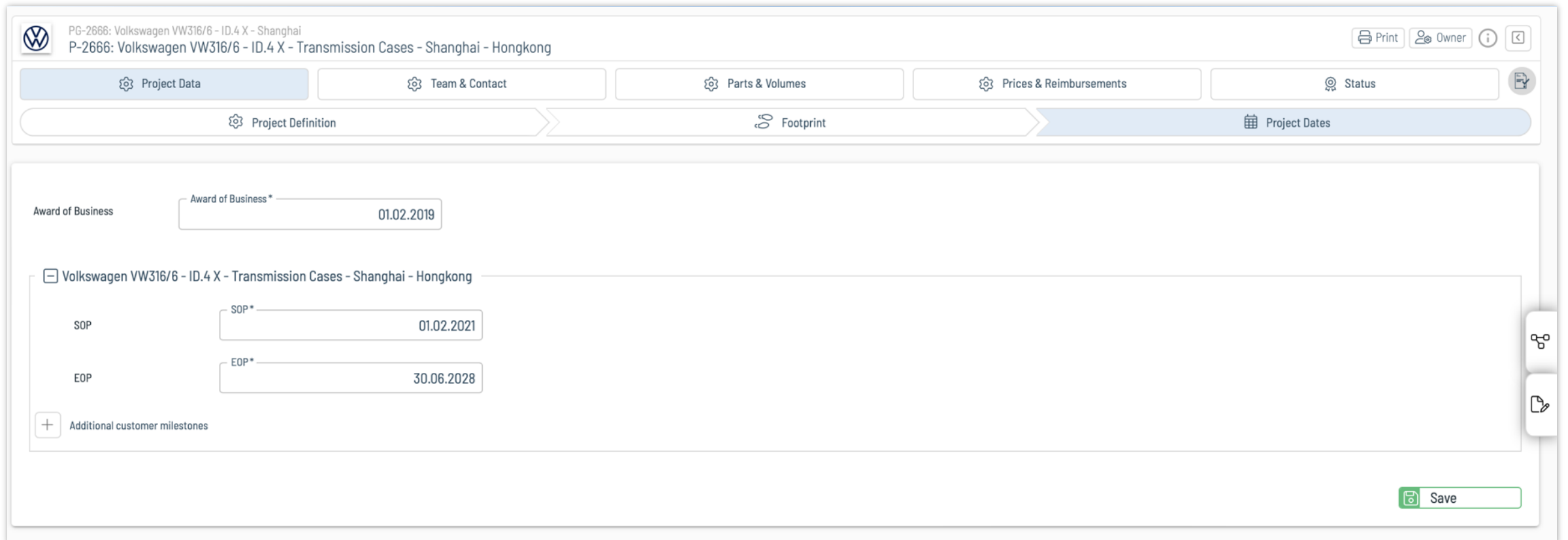


## Booked Business

All relevant information in one standardized database

# Booked Business: All Relevant Information in One Standardized Database

Data consistency over the entire lifecycle by seamless transition from strategic and acquisition phase



PG-2666: Volkswagen VW316/6 - ID.4 X - Shanghai  
P-2666: Volkswagen VW316/6 - ID.4 X - Transmission Cases - Shanghai - Hongkong

Print Owner

Project Data Team & Contact Parts & Volumes Prices & Reimbursements Status

Project Definition Footprint Project Dates

Award of Business Award of Business\* 01.02.2019

Volkswagen VW316/6 - ID.4 X - Transmission Cases - Shanghai - Hongkong

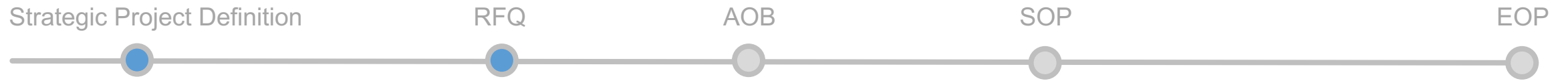
SOP SOP\* 01.02.2021

EOP EOP\* 30.06.2028

+ Additional customer milestones

Save

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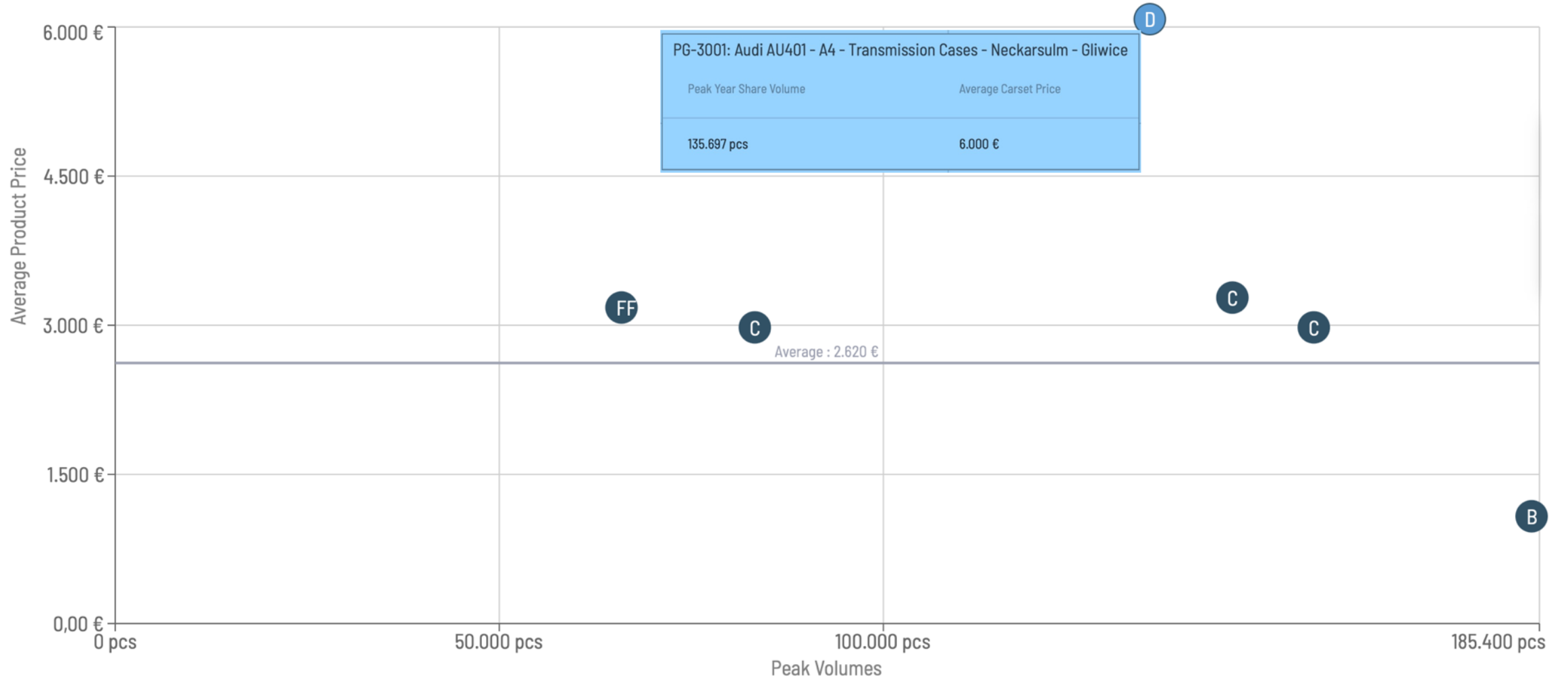


## Expected Average Price

Use price benchmarks from existing projects

# Expected Average Price: Use Price Benchmarks From Existing Projects

Get the right pricing assumptions with price - volume overviews for similar products



# Input Sales Planning: Specific Requirements for the Different Project Phases



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## Expected Average Price

Use price benchmarks from existing projects



## Part Prices

- Price changes
- Price break-downs





# Part Prices: Price Break-Downs for More Detailed Planning

Break-downs are especially important for suppliers with indexed prices

Customer Part Number	SOP PRICE						Σ
	SOP Price	Price	Logistics (\$)	Mandated Mater...	Metall (kg)	Metall (\$)	
	Base price (\$)						
7WA201021JS	27,00		3,00	2,00	3,00	6,00	38,00
7WA201021JT	30,00		3,00	2,00	4,00	8,00	43,00
7WA201021KG	33,00		3,00	2,00	5,00	10,00	48,00
7Q0401041XX	31,00		3,00	2,00	6,00	12,00	48,00

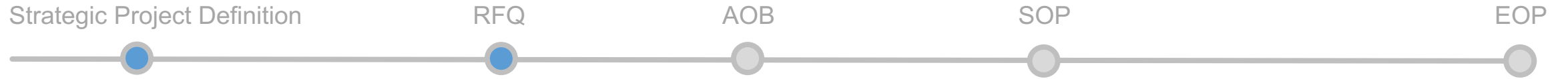
# Part Prices: Real-Time Updates Directly From Price Tracking List

Part prices change permanently for multiple reasons in present and future

Incidents	
	Changes
	Claims
	Amortizations
	Price Adjustments



# Input Sales Planning: Specific Requirements for the Different Project Phases



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## Part Prices

Price changes  
Price break-downs




## Volume Forecasts

S&P Global Mobility  
Own Projections

# Volume Forecasts: S&P Global Mobility or Own Projections

Plan monthly, if you need it and freeze your budget volumes with just one click

Yearly  ▼ Budget 08/23

	Volumes	2026	2027	2028	2029	2030	Total
AU526/1 - Forest	Planned	11.195	60.000	60.000	60.000	60.000	251.195
	Budget 15.08.2023	11.195	50.000	50.000	50.000	25.004	186.199
	S&P 01.05.2023	11.195	29.351	37.814	45.570	49.309	173.239

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Price changes  
Price break-downs



## Volume Forecasts

S&P Global Mobility  
Own Projections



## Volume Forecasts and Actuals

S&P Global Mobility  
Own Projections  
Contracted Volumes  
Customer Volume Forecasts  
Actuals (Interface)

# Volume Forecasts & Actuals: All Volumes in One Overview

Benefit from S&P Global updates, change easily your own assumptions, get actuals from your ERP

	Volumes	2019	2020	2021	2022	2023	2024	2025	2026	Total
VW380 - Wolfsburg	Actual / Forecast	50.000	167.493	326.612	250.000	320.000	314.603	299.831	147.708	1.876.247
	Budget 12.07.2023	50.000	167.493	326.612	250.000	450.000	450.000	450.000	450.000	2.594.105
	Contracted	50.000	200.000	400.000	400.000	400.000	400.000	400.000	150.000	2.400.000
	S&P 27.07.2023		169.628	326.612	328.659	322.059	314.603	299.831	147.708	1.909.100

# Input Sales Planning: Specific Requirements for the Different Project Phases



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## Volume Forecasts

S&P Global Mobility  
Own Projections



## Volume Forecasts and Actuals

S&P Global Mobility  
Own Projections  
Contracted Volumes  
Customer Volume Forecasts  
Actuals (Interface)

# You Can Try to Do Real-Time Sales Planning in Excel, but With Digital Automotive You Benefit From...



Integration of **S&P Global Mobility data and forecasts**



Smooth incorporation of a **unified price list**



**Data consistency** from target definition to EOP



Seamless ERP **interfaces**



Enhanced efficiency through **pre-filled data**



Streamlined and compliant **workflows**, including approvals



**Reduced errors** via minimized manual input



**Multi-purpose** data usage, including input for claims



**Automated processes** (eliminating copy-and-paste)



Effortless **real-time management reports**

Digital Automotive is a comprehensive solution tailored to meet specific needs of automotive suppliers, enhancing **transparency and efficiency** in your Sales Planning.

[www.digital-automotive-supplier.com](http://www.digital-automotive-supplier.com)





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to experience Digital Automotive.

