

Reference project



SALESFORCE HELPS SUCCESSFULLY COMPLETE CARVE-OUT FROM BOSCH

Workflow management, task management and community platform for SEG Automotive

SEG Automotive Germany GmbH is one of the world's leading suppliers of starter motors, generators and components for electrification for the automotive industry. As a result of the carve-out, this newly formed organization had to set up its own IT infrastructure, adhering as closely as possible to the new company's "cloud first" strategy. When it came to finding a platform provider for two sub-projects that had to be run almost simultaneously, Salesforce was the first choice. The old on-premises system has now been replaced by the new cloud-based workflow and task management system. Automated business processes from human resources, controlling and finance to logistics and quality management have been mapped. Moreover, thousands of employees from all over the world can communicate, collaborate and interact using the cloud-based community platform that was also implemented for SEG Automotive. On the one hand, the company is benefiting from fast, reliable processes and, on the other, from a globally connected community. Both platforms were launched in close collaboration with T-Systems in just approximately four months. SEG Automotive now uses two equally efficient, flexible and forward-thinking solutions.

AT A GLANCE

- Digitalization, automation and rapid implementation are becoming more and more important for companies.
- The cloud is a key component of the SEG Automotive IT strategy.
- Decision in favor of Salesforce for both sub-projects.
- Implementation of both sub-projects within the ambitious timeframe of just four months.
- A sub-project to implement a workflow management system that automates business processes and a task management system.
- Centralized access to all interfaces – including SAP and OCR Scanning.
- A sub-project to implement a communication and collaboration platform for SEG Automotive employees all over the world.
- Wide variety of functions for employees – global and local SEG news, personal profiles, instant support, quick links to applications and tools, community search function for topics, users, articles and discussions.

THE REFERENCE IN DETAIL

THE CUSTOMER

SEG Automotive is closely linked to the history of the automobile. Emerging from the Bosch Starter Motors & Generators division in 2018, the company stands for more than a century of innovations in this product sector: from starter motor and generator to Start/Stop and mild-hybridization. SEG Automotive is actively shaping the automobile industry's journey from the combustion engine to electrification by delivering efficient solutions for CO2 reduction – regardless of the drive technology. With 16 locations in the most important automobile markets in the world and over 8,000 employees, SEG Automotive offers a network that guarantees the highest level of engineering and production expertise worldwide – from Germany to China. Technology leadership and highest quality standards set the products apart: almost all automotive OEMs worldwide are relying on SEG Automotive's tailored solutions for passenger cars and commercial vehicles.

THE TASK

The driving force behind both sub-projects was the carve-out, which saw SEG Automotive separate from existing structures and re-establish itself as an independent company. The aim of the workflow and task management sub-project was to migrate automated business processes, such as human resources, controlling, finance, logistics and quality management, onto a new cloud-based platform. SEG Automotive wanted to streamline administration and reduce its maintenance workload as much as possible. The company also required a standard user interface that was easy to use and provided access to a wide variety of data. Flexibility was another key stipulation, so that the company can react rapidly to changing business requirements with the appropriate configurations. Connectivity, to the SAP system for instance, was also crucial for automated, bidirectional data exchange. As part of the sub-project for the new employee community platform, SEG Automotive planned a global communication and collaboration center, including change and expectation management for employees, so that they could continue working as a dedicated team as quickly and smoothly as possible after the carve-out.

THE SOLUTION

SEG Automotive now uses a Salesforce solution based on force.com as its workflow management system for various business processes. The old "standard start" interface was replaced by a cockpit-like "Lightning component" that allows users around the world to monitor completed and ongoing processes, and the initiation of scheduled procedures, including their approval. Where necessary, infor-

mation is exchanged with other systems, such as SAP FI, SAP MM, SAP HCM and OCR Scanning, etc. The SAP system was connected without middleware. In total, 43 critical workflows were successfully implemented in 13 countries – with local adjustments, among other things. The Salesforce-based employee community at SEG Automotive now communicates and collaborates using its new central portal. Tools such as Org Tree and Chatter were integrated as additional support. Employees can now form groups in next to no time, immediately enabling collaboration features. The community uses the platform to share ideas and keep everyone informed about the latest global and local developments at SEG Automotive. A convenient search function can be used to access any topic and even applications. What's more, employees use quick links to access the new processes of the workflow and task management system.

CUSTOMER BENEFITS

The highly ambitious targets set during the critical carve-out stage were successfully achieved within approximately four months, thus meeting the tight deadline. Thanks to the first sub-project, SEG Automotive now has a central platform at its disposal with a look and feel that is consistent across all business processes. All release processes meet the requirements of SEG Automotive and are integrated into the back-end systems. The high degree of automation and the cloud-based operations have significantly reduced the support workload for SEG Automotive. The company is also benefiting from centralization and low-maintenance cloud services with the successful implementation of these projects. Now every employee uses this standardized community platform, which can be securely accessed around the world, to quickly, efficiently and conveniently communicate, collaborate and share information.

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