

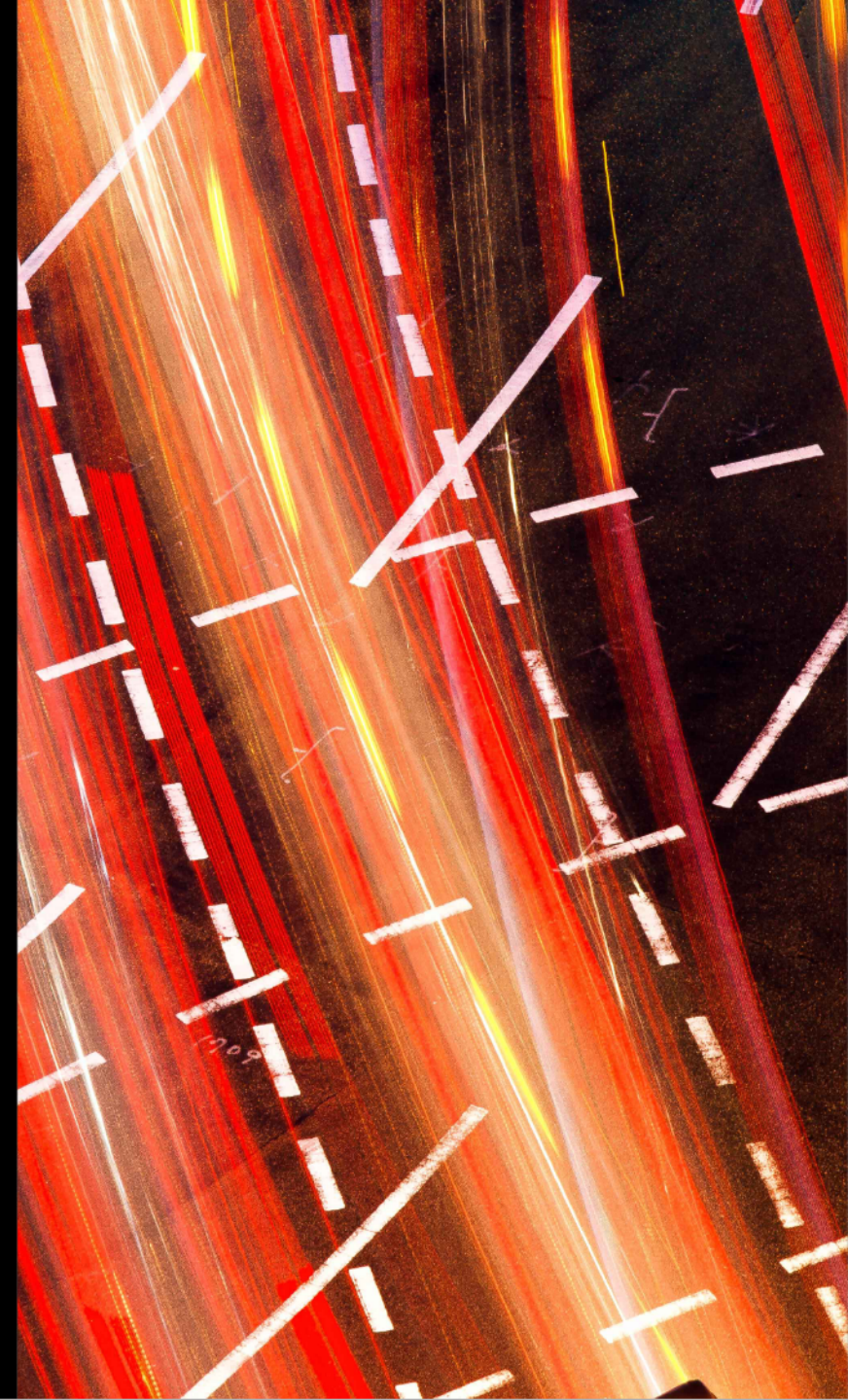
# How Do You **Stimulate Growth of Intelligent Lighting Solutions** in the Automotive Sector?

---

## A new venture that needed to **start business on day one**

OSRAM Continental GmbH is a new player in the automotive market, equipped with outstanding technological expertise in the fields of electronics, software, and modern light technologies. With the spirit and dynamic working methods of a startup, the company employs approximately 1,500 employees at 16 locations worldwide to develop innovative lighting solutions that **take automotive lighting to a new level** – for the more connected, safer, more individual, and sustainable mobility of the future. To facilitate this innovation, it needed expert support to help it create new business systems quickly and hit the ground running.

THE BEST RUN





# With expert help to speed deployment, OSRAM Continental is taking **intelligent automotive lighting** to a new level.

Using **SAP S/4HANA®**, **SAP® Model Company services**, and **automotive consulting solutions from SAP**, new joint venture **OSRAM Continental GmbH** was able to:

- Implement standard processes to help it deliver on day one after go-live, within a six-month time frame, and in alignment with the external announcement of the new joint venture
- Develop its own system landscape, taking advantage of the latest solutions and suitable enhancements
- Create a flexible, scalable, cloud-based software foundation for future growth
- Speed innovation and increase efficiency and agility
- Localize solutions and processes for multiple countries and currencies

“Over the past few months, the SAP Digital Business Services organization has helped us build strong roots using SAP S/4HANA and SAP Model Company, along with tools and processes to speed implementation. This has allowed us to create a new company that will **rethink the future of automotive lighting** and play a decisive role in the market.”

Harald Renner, Chief Financial Officer, OSRAM Continental GmbH



OSRAM Continental GmbH  
Munich, Germany

Industry  
Automotive

Employees  
1,500

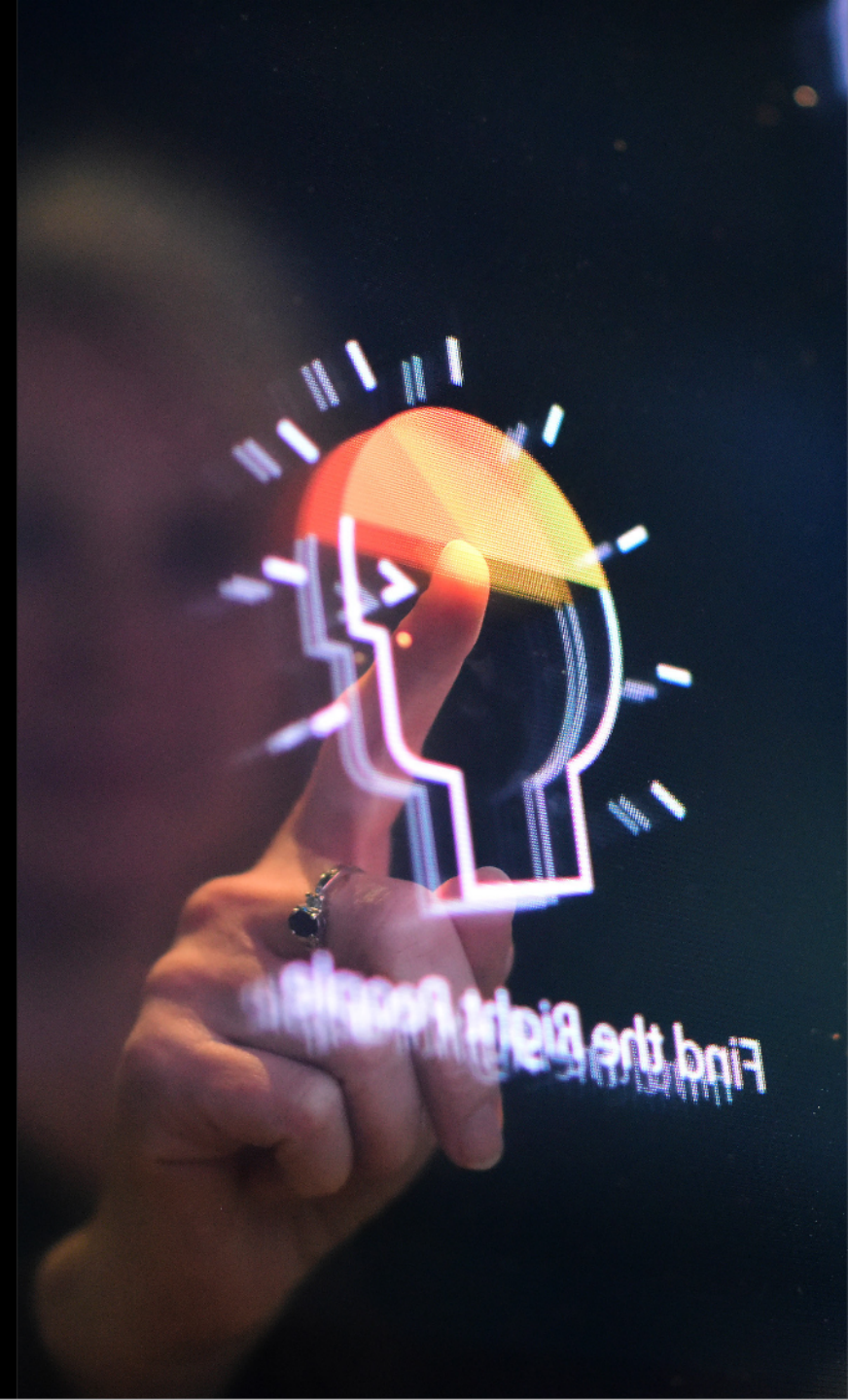
Featured Solutions and Services  
SAP S/4HANA, SAP Model Company,  
SAP Digital Business Services, and  
automotive consulting solutions from SAP



## Featured Solutions and Services

OSRAM Continental GmbH enabled its new enterprise within a six-month time frame using **automotive consulting solutions from SAP** and the following solutions and services:

- SAP S/4HANA®
- SAP® Model Company service for Enterprise Foundation
- SAP Model Company service for R&D/Engineering and Sustainability
- SAP application management services
- SAP HANA® Enterprise Cloud



Follow us



[www.sap.com/contactsap](http://www.sap.com/contactsap)

Studio SAP | 60047enUS (18/12)

© 2018 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 platforms, 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 [www.sap.com/copyright](http://www.sap.com/copyright) for additional trademark information and notices.