

Capture New Business Opportunities with Real-Time Technology



Speaker: Daniele Benedetti
Applicative Architectures,
Integration and Innovation



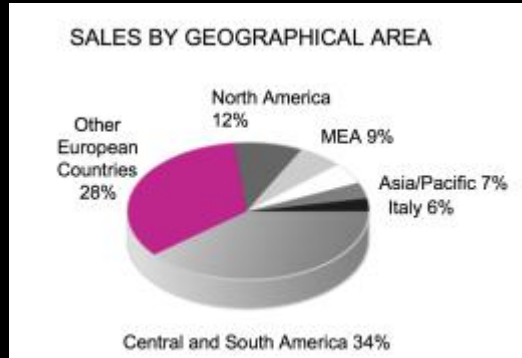
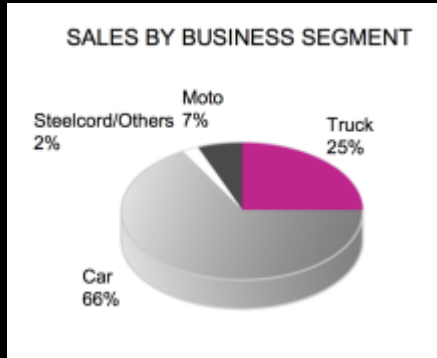
Pirelli

WE CHANGE THE DRIVING EXPERIENCE
BY CONSTANTLY CHALLENGING
THE BOUNDARIES OF TYRE TECHNOLOGY,
STYLE AND SUSTAINABILITY,
SETTING TRENDS IN COMMUNITIES
ACROSS THE WORLD



Company Profile

Founded in 1872, Pirelli is the fifth biggest tire maker in the world in terms of sales. Present in over 160 countries, today it has 22 tire production facilities located on four continents and counts about 37,000 employees. estimated its value at €2.27 billion.



2012 sales



Direct presence in the world

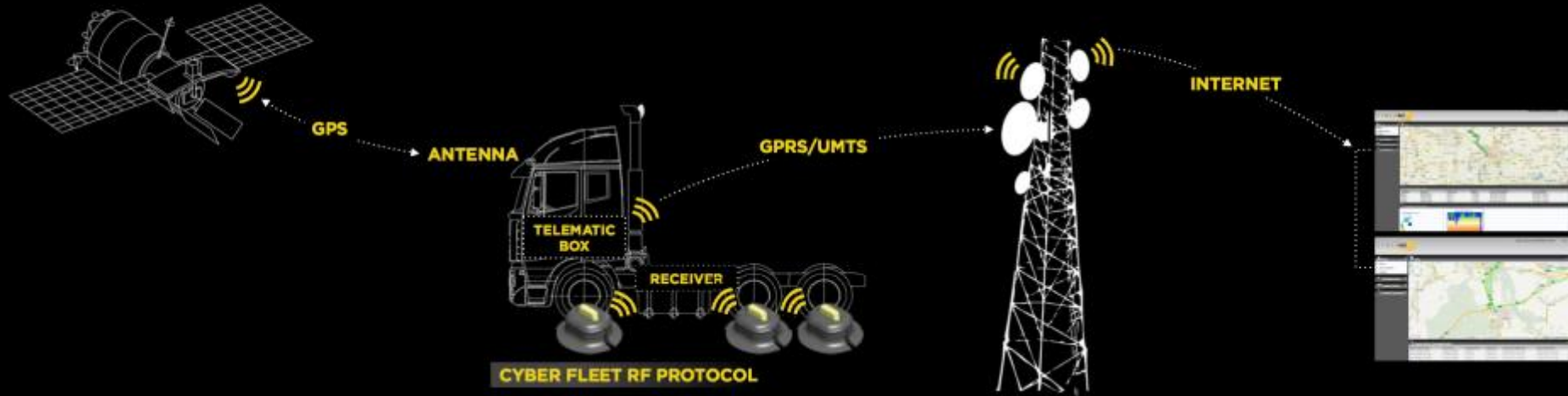
SAP HANA AT PIRELLI TODAY

SAP HANA as sidecar accelerator for ECC 6.0 to run custom and standard reporting:

- Sales & Distribution (SD) custom reporting
- Controlling-Profitability Analysis (CO/PA) reporting
- Supply Chain and Sales custom reports

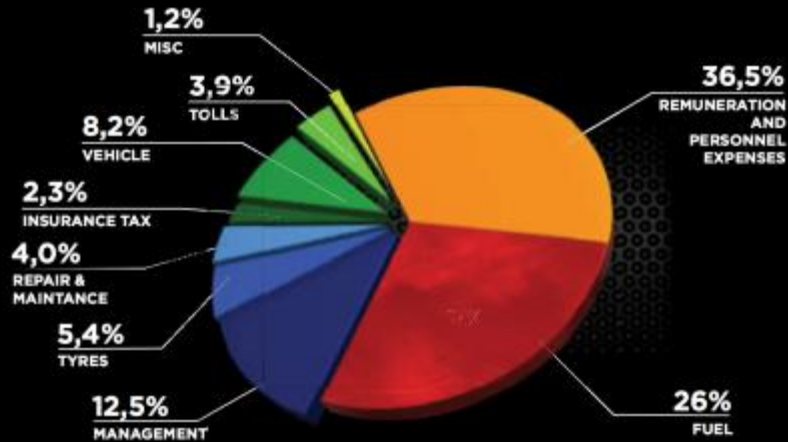
CYBER FLEET - OVERVIEW

DYNAMIC SOLUTION SYSTEM ARCHITECTURE

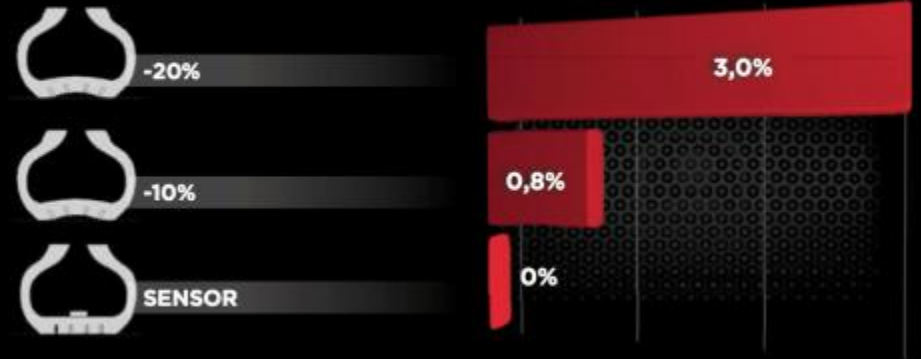


WHERE DOES IT HELP?

MAIN VALUE PROPOSITION



GAP VS RECOMMENDED TYRE PRESSURE



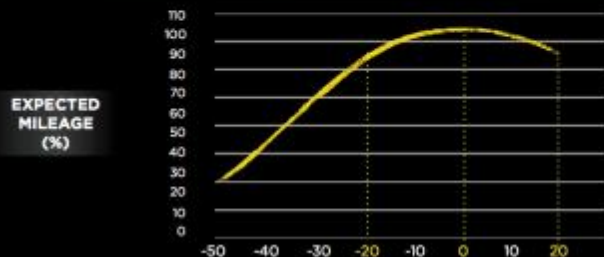
ESTIMATION BASED ON TRUCK + TRAILER 31TT
120.000 KM/YEAR - COST OF FUEL: € 1,25 + VAT

MILEAGE INFLATED PRESSURE IMPACT ON TYRE LIFE

MILEAGE INFLATED PRESSURE IMPACT ON TYRE LIFE

WHEN THE INFLATION PRESSURE OF THE TYRE IS EITHER TOO HIGH OR TOO LOW, THE CONTACT PRESSURE DISTRIBUTION BETWEEN THE CENTRE AND THE SHOULDER AREAS OF THE FOOTPRINT AREA WILL NOT BE UNIFORM (AS SHOWN IN THE GRAPH)

THE RESULT IS AN ACCELERATED AND IRREGULAR WEAR



% OF VARIATION REFERRING TO THE RECOMMENDED INFLATION PRESSURE



UNDER-INFLATION

HEAT BUILD-UP → HIGH RISK OF BREAKAGE OF CASING DUE TO IMPACT OR FATIGUE
FAST WEAR OUT OF TREAD PATTERN AND UNEVEN WEAR

OVER-INFLATION

REDUCED GRIP → LESS SAFETY
LOCALISED TREAD WEAR IN THE CENTRAL AREA

EFFICIENCY LEVELS

VEHICLE ANNUAL MILEAGE

120.000 Km

VEHICLE FUEL CONSUMPTION

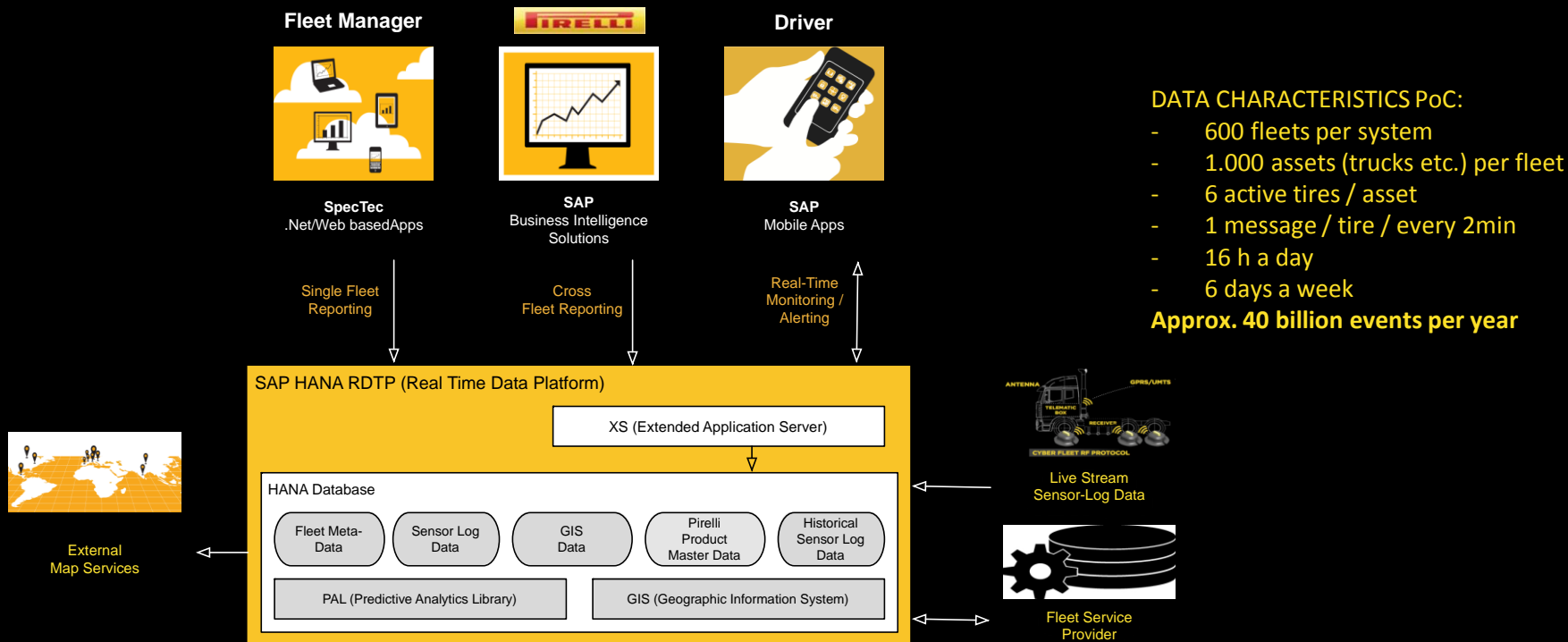
TRACTOR + TRAILER 2.0 - 2.2 Km/l
ONLY TRACTOR / BUS 3.0 - 4.0 Km/l

EFFICIENCY			BRAZIL		GERMANY		Add. Tyre Cost
LEVELS	Pressure underinflated [%]	Add. Fuel Cons [%]	FUEL COST [€/l]		FUEL COST [€/l]		Mileage Reduction %
			0.8	1.6	0.8	1.6	
A	-	-	-	-	-	-	-
B	-	0,15%	€ 72	€ 41	€ 144	€ 82	-
C	-5%	0,30%	€ 144	€ 82	€ 288	€ 165	-
D	-	0,55%	€ 264	€ 151	€ 528	€ 302	-
E	-10%	1,00%	€ 480	€ 274	€ 960	€ 549	-3%
F	-	1,81%	€ 870	€ 497	€ 1740	€ 994	-
G	-20%	3,00%	€ 1440	€ 823	€ 2880	€ 1646	-20%

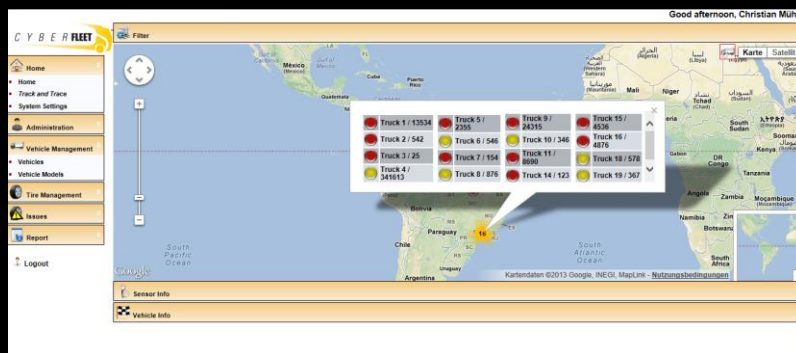
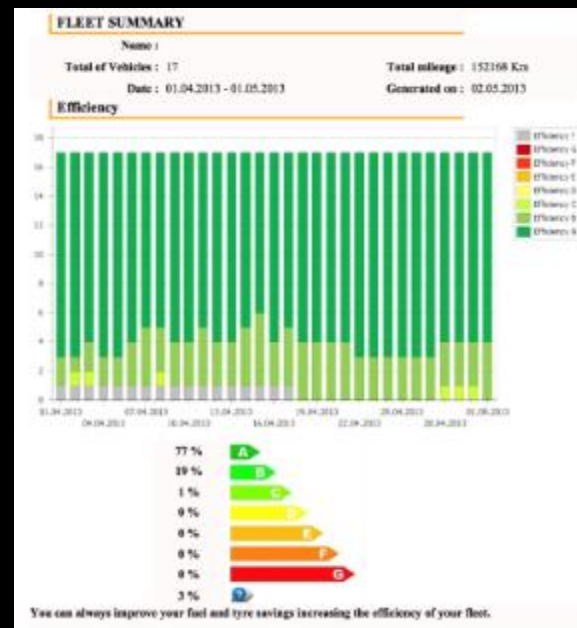
"NORMAL" USAGE W/O CYBERFLEET: -10% UNDER-INFLATED PRESSURE

LEVELS	Pressure Underinflated	Add. Fuel Cons %	Add. Fuel Cost per year	Add Fuel Cost per year	Add Fuel Cost per year	Add Fuel Cost per year	
E	-10 %	1.00 %	€ 480	€ 274	€ 960	€ 549	-3%

TARGET ARCHITECTURE V 2.0

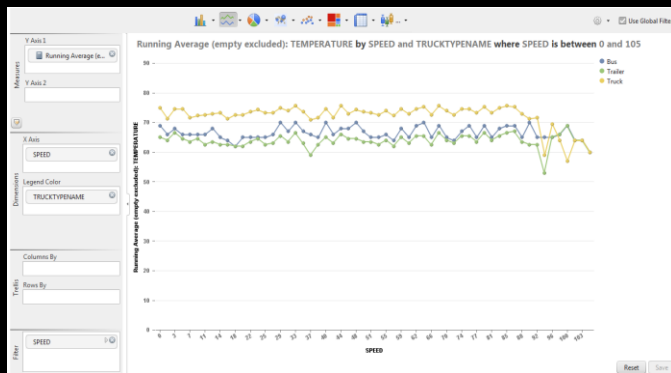


FLEET MANAGER - SINGLE FLEET REPORTING

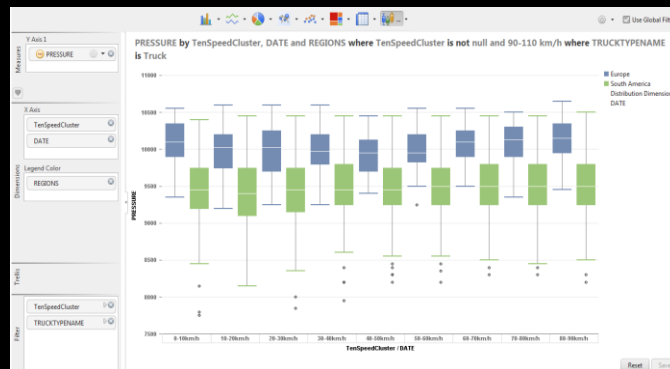


PIRELLI - CROSS FLEET REPORTING

Temperature / Speed by Truck Type



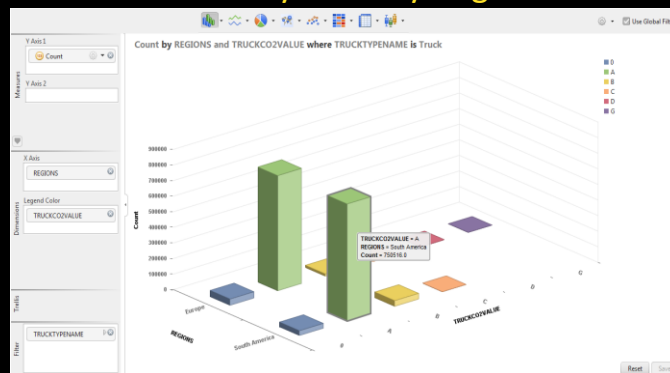
Pressure/ Speed-Cluster by Region



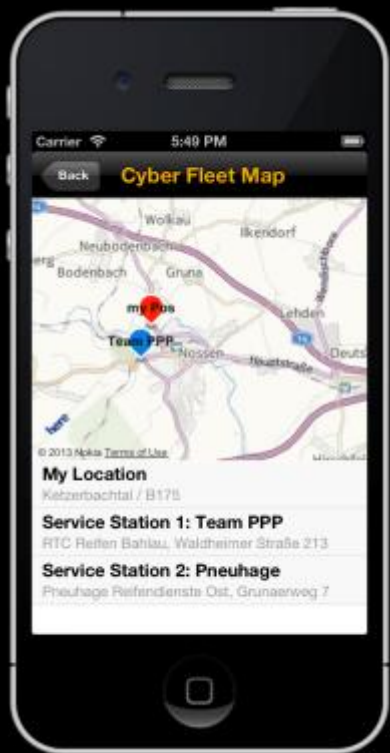
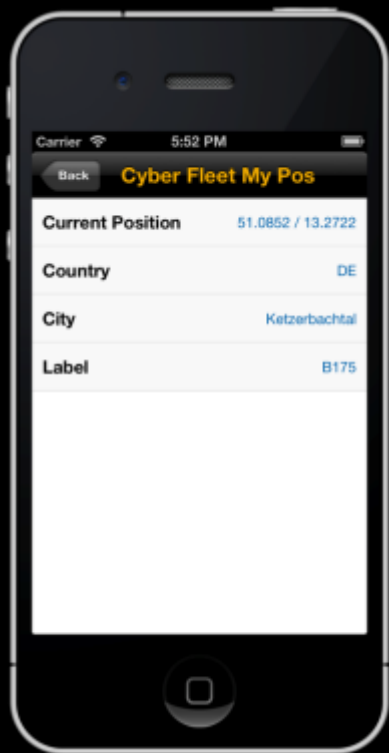
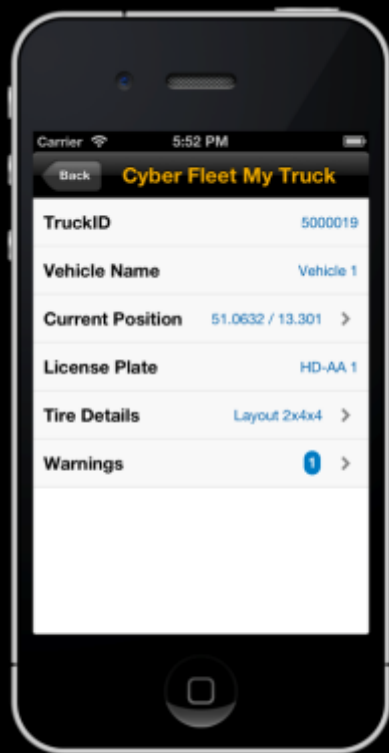
Temperature / Speed-Cluster by Region



Efficiency Class by Region



DRIVER - MOBILE APP



SUMMARY

- Transforming tires into an active “thing”
- Tire management as new business services offered from Pirelli for fleets to...
 - Optimize usage and live-time of tires
 - Leverage predictive analytics to create new fleet services
- New insights into product quality and performance in correlation to street conditions, climate, local practices etc. for fleet and Pirelli.