



Supply chain and SAP: joining forces to capitalize on the metaverse

According to Accenture’s Technology Vision report, nearly two-thirds of supply chain leaders believe that the metaverse will benefit their organization in areas such as product design, manufacturing, delivery, supplier relationships and customer engagement. In fact, the metaverse could be the revolutionary technology that supply chain executives have been waiting for—and SAP solutions are well-positioned to play a pivotal role in the enterprise metaverse, just as they do for so many enterprise operations today. It’s time for supply chain leaders to begin thinking about how to bring the metaverse into their organizations and how combining metaverse technologies with SAP solutions will benefit their business.

The metaverse isn’t a single entity. It’s a continuum of digitally enhanced worlds, realities and business models that’s poised to transform all parts of the business: customers, enterprises and ecosystems alike. But it’s a complex landscape—a confluence of multiple technologies, including extended reality, blockchain, artificial intelligence (AI), generative AI, digital twins, smart objects, edge computing and incredibly more powerful computers.

The metaverse has massive potential to help turn supply chains into true engines of business growth. It will reinvent how individuals, businesses, and things interact in both the physical and virtual worlds—and transform how supply chains work and deliver value. A transformed supply chain is a critical enabler of a broader **Total Enterprise Reinvention**—a deliberate strategy enabling companies to reach a new performance frontier. At the center of Total Enterprise Reinvention is a strong digital core that helps drive innovation.

SAP can play a critical role in this effort, helping companies enable, improve or create new supply chain capabilities that can capitalize on the metaverse’s promise.

64%

of supply chain executives believe the metaverse will have a positive impact on their organizations.

Because SAP technologies underpin so many core supply chain processes, they’re ideally positioned to form the foundation of the enterprise metaverse. The way people interact with SAP systems will become more immersive, collaborative, augmented with AI and integrated with core business workspaces. Furthermore, physical business assets could become “smart metaverse” assets, able to interact with each other and with SAP systems autonomously in real time.

Supply chain executives need to start thinking about the endless possibilities the metaverse makes possible and how SAP solutions can help turn those possibilities into realities.

Supply chain leaders should understand the four trends of the metaverse taking shape today:

Trend 01



WebMe: How a more human-centric internet will transform supply and demand

A North American tire company modernized its tire retread operations process. We collaborated on next generation customer enablement that included a digital twin data visualization of the end-to-end dealer supply network that provided real-time productivity, availability and performance metrics. By combining artificial intelligence with SAP Solutions to gain insights into production forecasting and materials flow predictability, the company will improve process performance visibility and have more control over process quality for a next-generation customer experience.



Trend 02



Programmable World: How intelligent, connected products will create a more responsive supply chain that delivers a better customer experience

Logistics providers and distributors can use an augmented reality-enabled app to bridge the gap between load planning and load execution. The app uses AR and SAP Cloud solutions to help the warehouse team visualize placement of packages on a truck. This AR-assisted truck loading significantly reduces the time spent for a loader to interpret a complex load plan and the chances of incorrect loading, while improving unloading times of correctly-placed packages.

Trend 03



The Unreal: How AI-generated synthetic data that’s free of historical context will allow new ways to model and scenario plan

Managing supply chain resiliency is a top priority for manufacturers needing to react and adapt to real-world changes in real time. By using a digital solution to predict, test and optimize supply chain behavior, resilience and performance, companies can develop the optimal action plan to achieve a risk-resilient, value-adding supply chain. And that value can be significant: companies have experienced up to a 5 percent increase in profit and 10 percent improvement in throughput at constant CAPEX, plus reductions in transport costs by up to 60 percent and stock levels by up to 30 percent.



Trend 04



Computing the Impossible: How a new generation of incredibly powerful computers will help supply chains drive down costs, meet customer demands completely and foster greater resilience and sustainability

Transportation route planning will be optimized and complex problems can be solved quickly and accurately. Quantum computing will provide real-time routing data and consider type of goods, live traffic and other dynamic changes such as weather or local events to quickly and accurately adjust and optimize routes. Companies can reduce operating costs, meet deadlines and comply with transport regulations with agility.

The metaverse will strengthen an organization’s core enterprise software and functions, enhancing the ways people engage, learn and collaborate. In virtual worlds, employees can practice and apply skills in a real-time immersive setting alongside others. As metaverse technologies mature, they will be used in more supply chain use cases. Companies will be able to use SAP systems seamlessly across a continuum of virtual spaces to revolutionize how they develop, make and supply products, create new ways of working, and transform how they interact and transact with suppliers, ecosystem partners and customers.