Dubai World Central

Mapping SAP Solutions to DWC Business Needs

Rami Amkieh

Large Enterprise Sales Executive

SAP Middle East & North Africa

Initial Workshop Findings

Supported by:

Lonnie Ayers, Industry Principle, SAP Middle East & North Africa

Van Tang, Director, Discrete Industries, EMEA, SAP

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V: a.1

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THE BEST-RUN BUSINESSES RUN SAP™

Agenda

1. **Introduction for Dubai World Central**
   - ❑ Overall Project Objectives
   - ❑ Current Project Status
2. **SAP Experience with Master Developer in ME Region**
3. **SAP Industry Strategy**
4. **DWC Business & Solution Architecture Framework**
5. **APPENDIX**

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INTRODUCTION TO DWC

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DWC Overall Project Objectives

- DWC, designed to support Dubai's aviation, tourism, commercial and logistics requirements until 2050 with infrastructure costs estimated at $33-50 billion
- The airport, which will be 10 times the size of the current Dubai International Airport and Dubai Cargo Village combined, will have six parallel runways and as many concourses
- DWC is Building the World's Largest Airport
  - 140 Million Passengers Per Year Volume
  - 12 Million Tons of Cargo Per Year
- This Airport will be Surrounded by an Airport City
  - More than 250,000 people will be working in this city
  - More than 1M people will live and work in this mega project

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DWC Current Project Status

- Dubai Logistics City
  - Will Comprise 17% Of Overall Turnover
  - Already Partially Functioning-covers 25 Square Kilometers
- Dubai Aviation City
  - 3rd Party MRO Operators Signed
  - 5 Billion AED Investment
- DuServe
  - Establishing Standards For The Overall Project
  - Currently 60 Employees Which Will Grow To 1,000s
- DWC Real Estate
  - Commercial City
  - Most Lots Already Sold for phase 1 of Residential City
- DWC Global Technology
  - Smartworld JV Formed And Company Currently Has About 30 Employees
- DWC Al Maktoum International Airport
  - One Runway Complete
  - Have Scaled Down/Slowed Down Construction For The Time Being
- DWC Corporate Services
  - HR, Legal, IT, etc. group services

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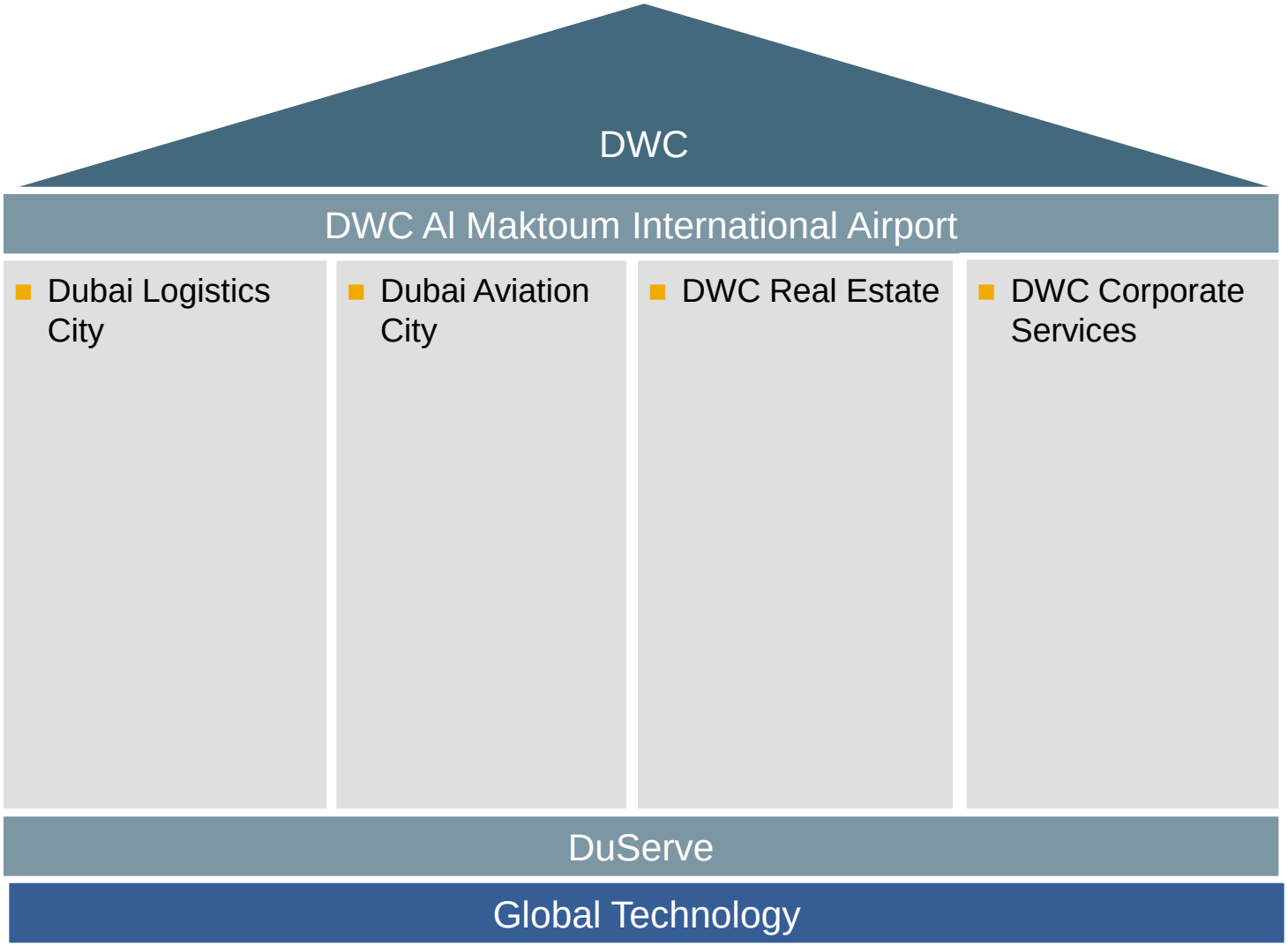
Dubai World Central



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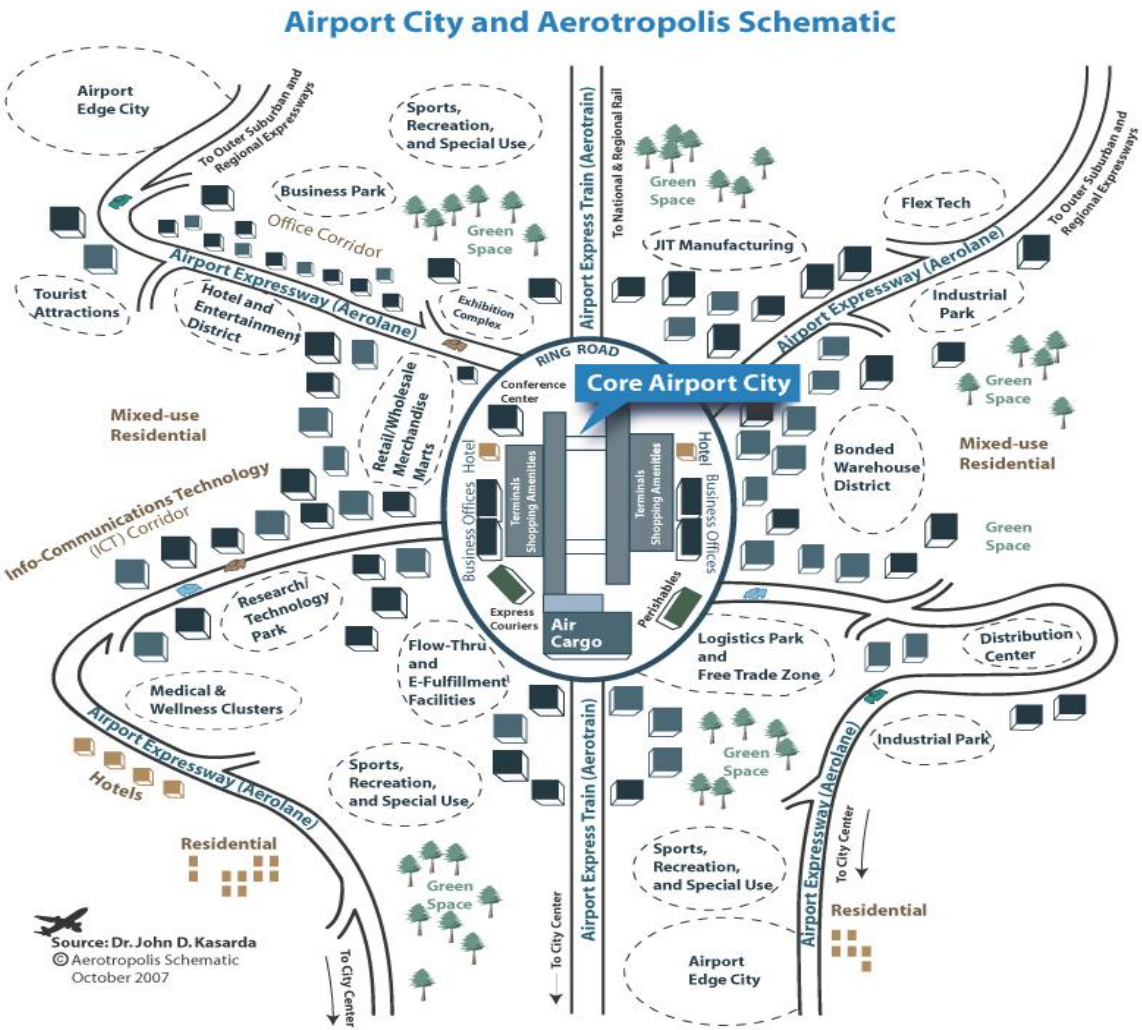
Aerotropolis – Airport Cities



"Major airports are key nodes for global production and enterprise systems offering them speed, agility, and accessibility. They are also powerful engines for local economic development attracting aviation-linked businesses of all types to their environs. These include, among others, time-sensitive manufacturing and distribution; hotel, entertainment, retail, and exhibition complexes; and office buildings that house regional corporate headquarters and air-travel intensive professionals. As aviation-oriented businesses cluster around these airports and along transportation corridors radiating from them, a new urban form is emerging — the Aerotropolis — stretching up to 20 miles (25 kilometers) outward from the airports "

By Dr. John D. Kasarda

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OUR EXPERIENCE WITH MASTER DEVELOPERS

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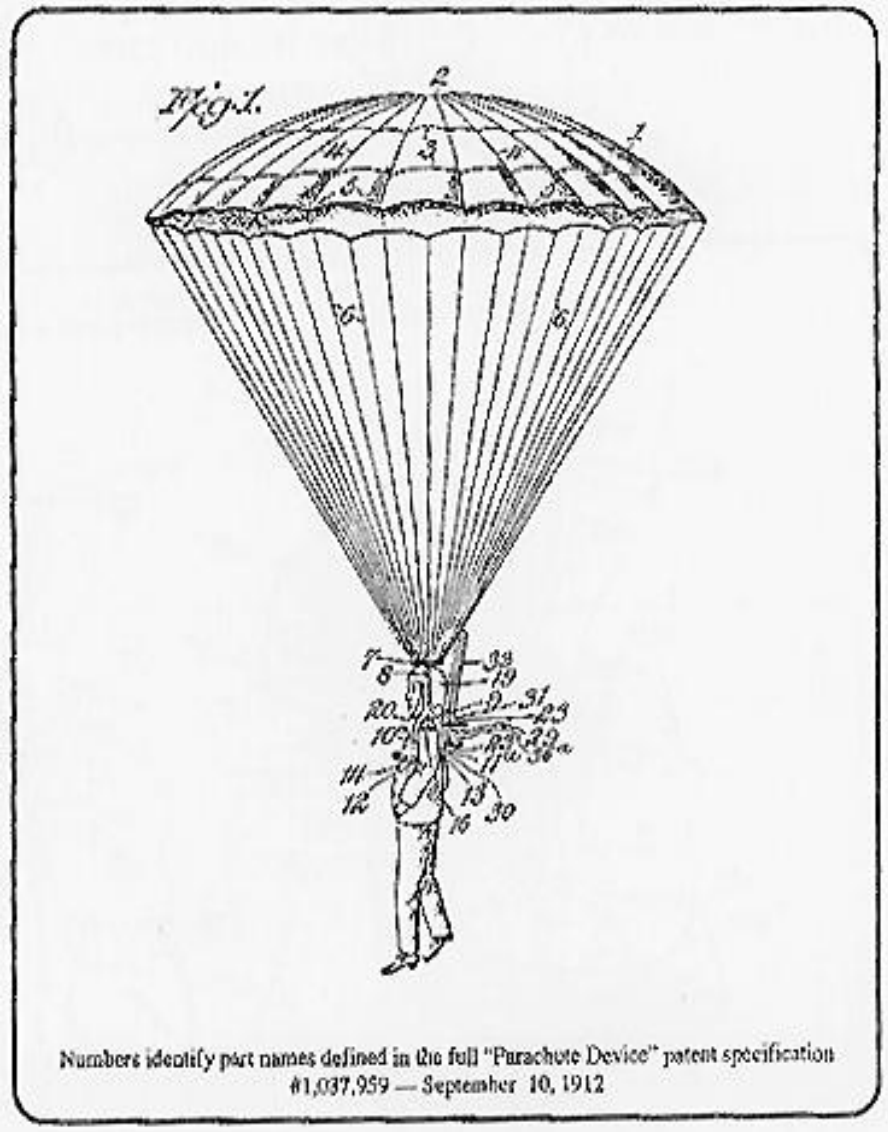
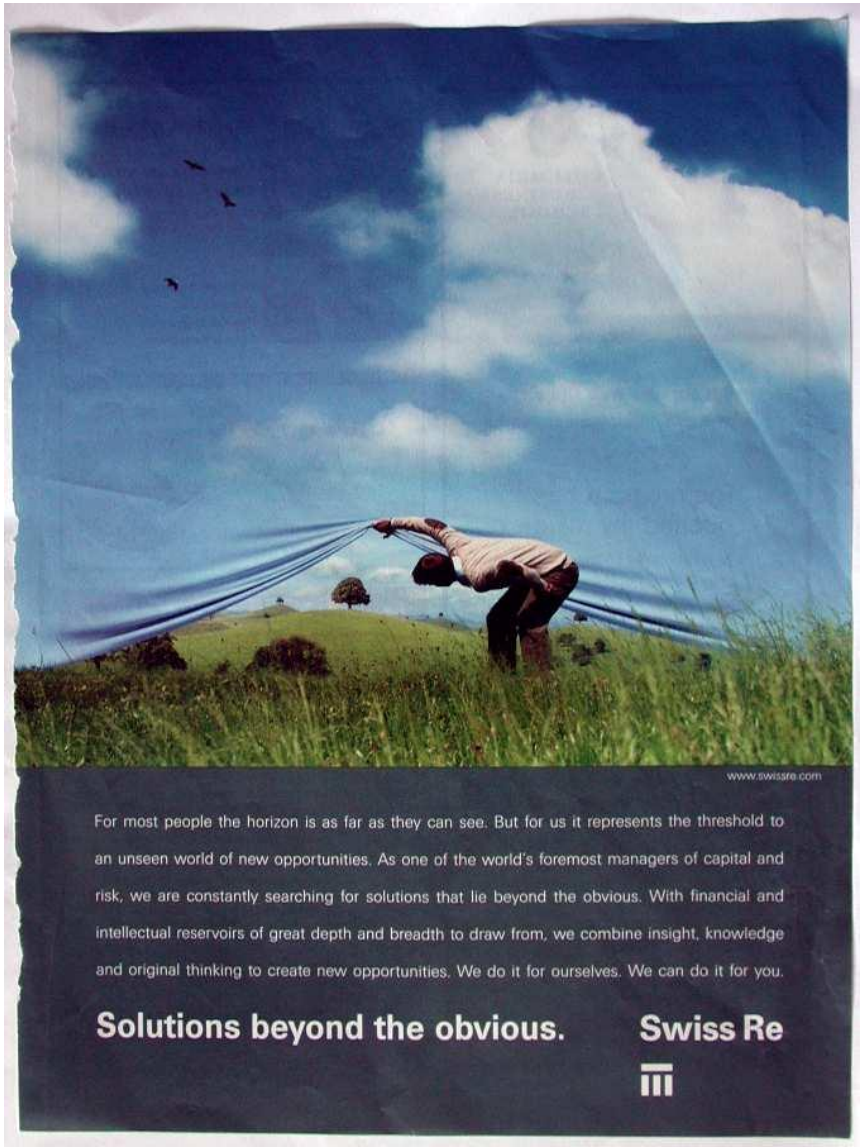
“The mind is like a parachute … it only functions when it’s open.”





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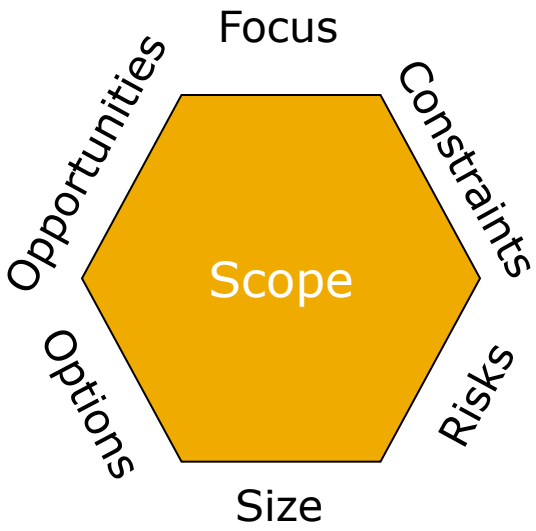
Understanding the Master Developer Business Eco-system



The scope of mega-scale Master Developers in the Middle East region typically covers the transformation of existing communities of trade, commerce, education and living spaces in select geographical locations...

into

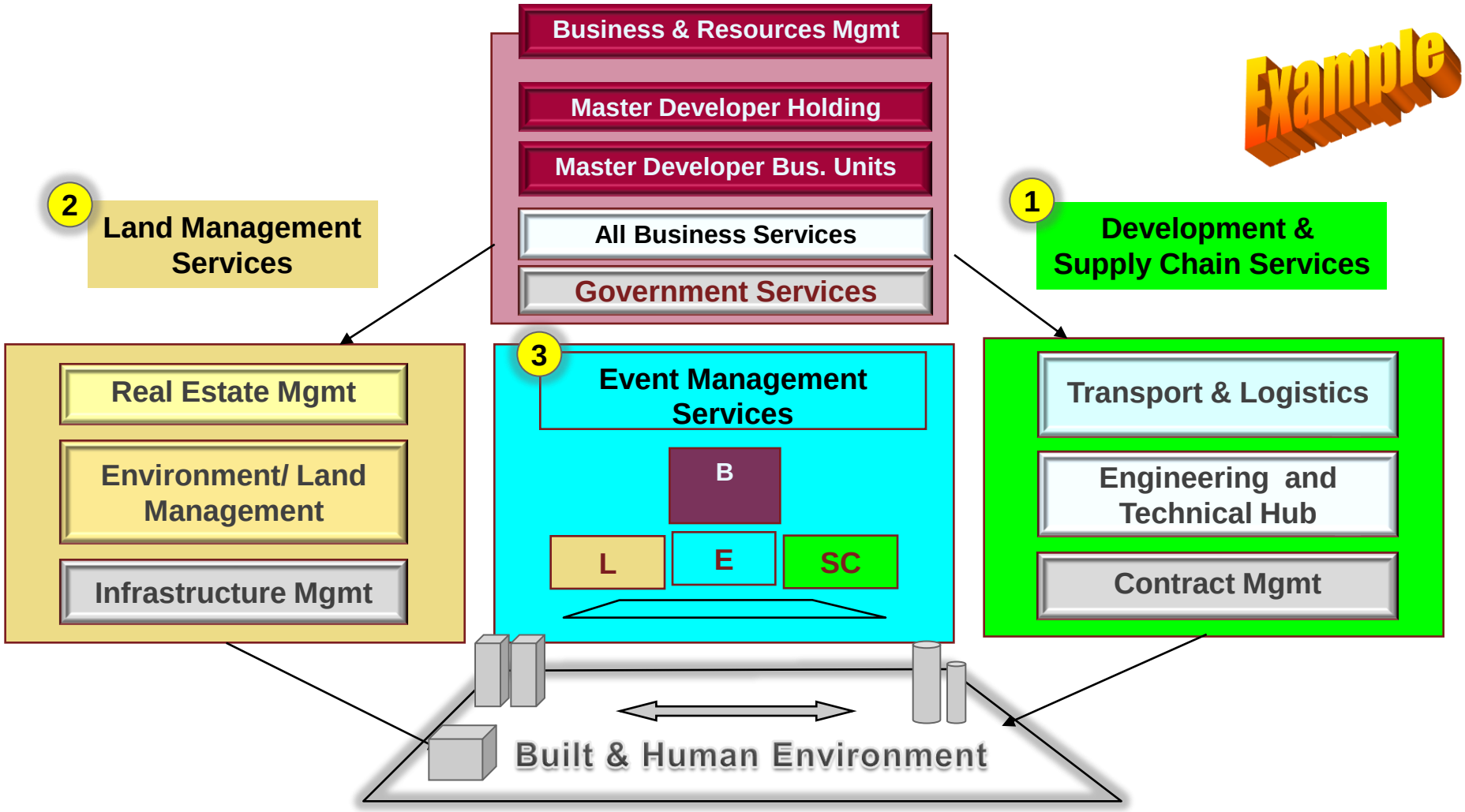
Complete leisure and lifestyle environments focusing on innovative "branded" themes for product differentiation and ultimately increase in draw.

Existing components evolve to "World Class" <u>Showcases</u> for entertainment, business and lifestyle.

The scope and breadth of the Master Developers' <u>development projects</u> allows new perspective for business evolution of:

- ***Business and Entertainment Parks***
- ***Planned Cities (Residential & Commercial)***
- ***Economic Free Zones***
- ***Advanced Healthcare and Education Institutions***
- ***Eco-City Building Standards ...etc.***

Master Developer
Defining the Meta-model & Business Architecture



The meta-model identifies a number of business and 3 core management services to operate the built environment to ensure efficient business commerce and operations.
The event-based businesses require "a complete embedded model" to ensure that their full business potential can be reaped . The next slide will explore specific aspects of that business.

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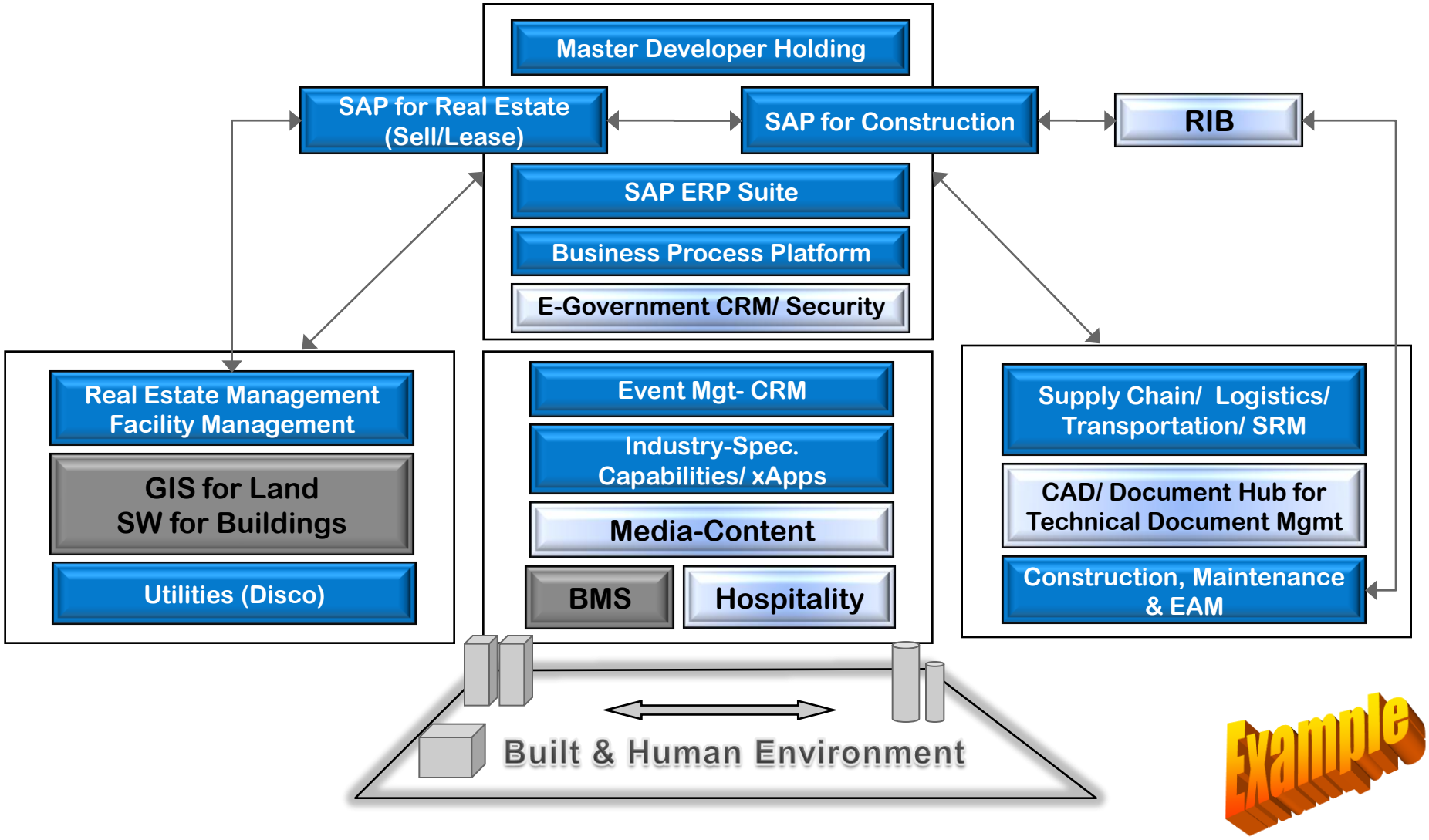
“Perfect City”
Dimensions for Solutions



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SAP INDUSTRY STRATEGY

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SAP's Vision for Industry Solutions

Vision

To enable every customer to become a best run business

Achieve undisputed market and platform leadership in all industries where we compete

Mission

Executing *industry growth strategies* by assembling SAP and partner applications into industry-leading solutions

- Translate industry trends and best practices into solutions and *business opportunities* for customers, partners and SAP
- *Assemble* complete industry solutions based on industry, generic, and partner applications
- Demonstrate thought *leadership around E-SOA* and deliver on the promise – early!
- Building a *healthy industry ecosystem* for the SAP platform
- *Develop* critical industry-specific applications

…as foundation for the strategy for Master Developers

Designed for Your Industry

- Tailored to the standards, processes, and challenges of a specific industry
- Based on best business practices developed with industry leaders
- Portfolio of 28 industry solutions
- Built on consistent technology and application stack

SAP Industry Solutions for ...

- Aerospace & Defense
- Automotive
- Banking
- Chemicals
- Consumer Products
- Engineering, Construction & Operations
- Financial Service Provider
- Healthcare
- Higher Education & Research
- High Tech
- Industrial Machinery & Components
- Insurance
- Media
- Mill Products
- Mining
- Oil & Gas
- Pharmaceuticals
- Professional Services
- Public Sector
- Retail
- Real Estate
- Service Providers
- Telecommunications
- Utilities

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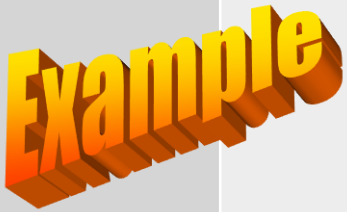
Master Developer Solution Landscape

Suppliers & Partners	Real Estate & FM	Retail	Utilities	Events/Hospitality	Others	Customers & Channels
	CRM Real Estate	CRM Retail	CRM Utilities	CRM Services		
	Project Management	Merchandise Lifecycle	Plant/Grid Lifecycle	Event Management	Other Processes	
	Land Management	Supply Chain Management	Meter Reading	…		
	Design & Engineering		Selling Energy And Services			
	Sell/Lease	Store and multichannel	Billing Energy & Services	..		
	Facility & Plant Operations	POS				



Enterprise Management & Support						
Analytics						
Strategic Enterprise Management	Financial Analytics	Operations Analytics	Workforce Analytics			
Financials						
Financial Accounting	Management Accounting	Financial Supply Chain Management	Corporate Governance			
Human Capital Management						
Talent Management	Workforce Process Management	HCM Service Delivery	Workforce Deployment			
Corporate Services						
Travel Management	Environment, Health & Safety	Incentive & Commission Management	Real Estate Management			
Operations Support						
Data Management	Program & Project Management	Quality Management	Enterprise Asset Management	Indirect Procurement	Global Trade Services	Global Trade Management

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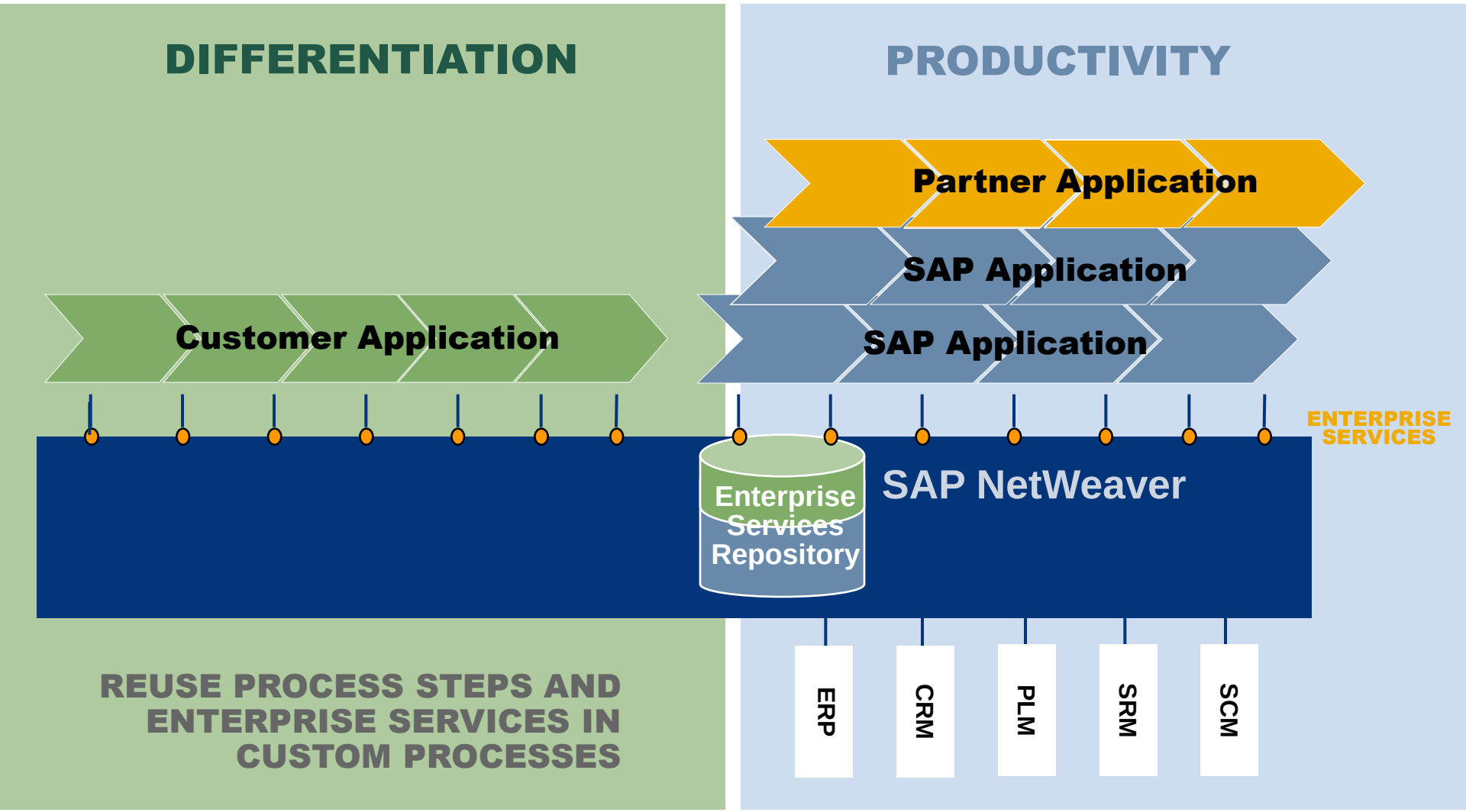
The Business Process Platform to Bridge Two Worlds



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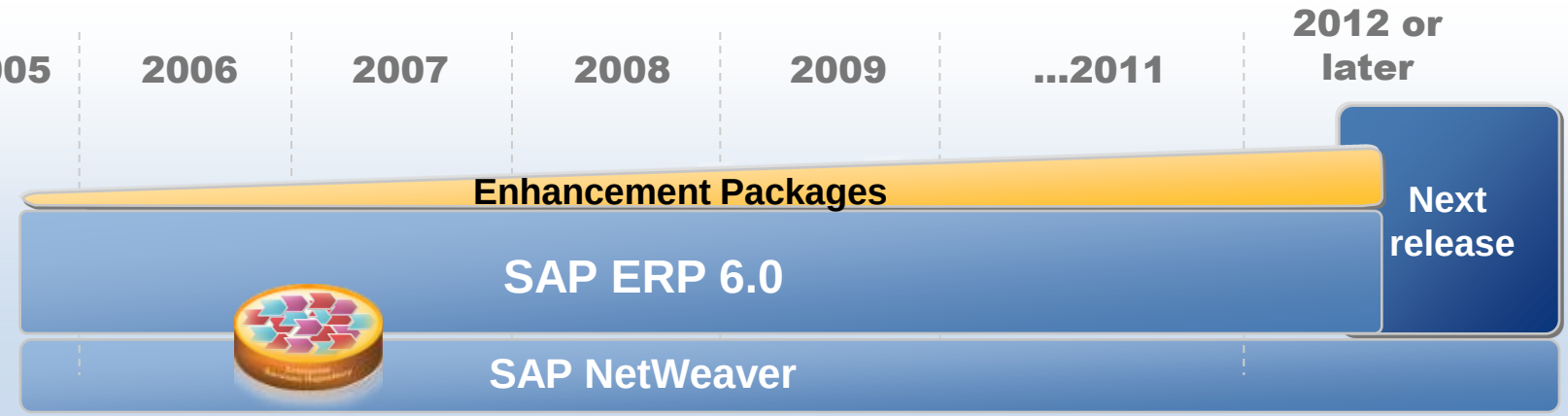
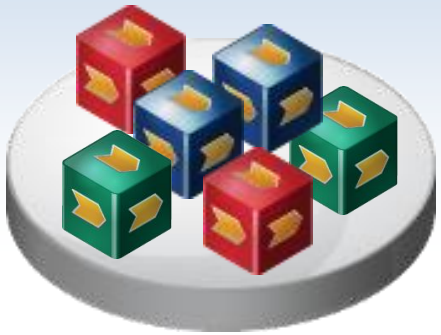
SAP ERP 6.0 – Stable Foundation





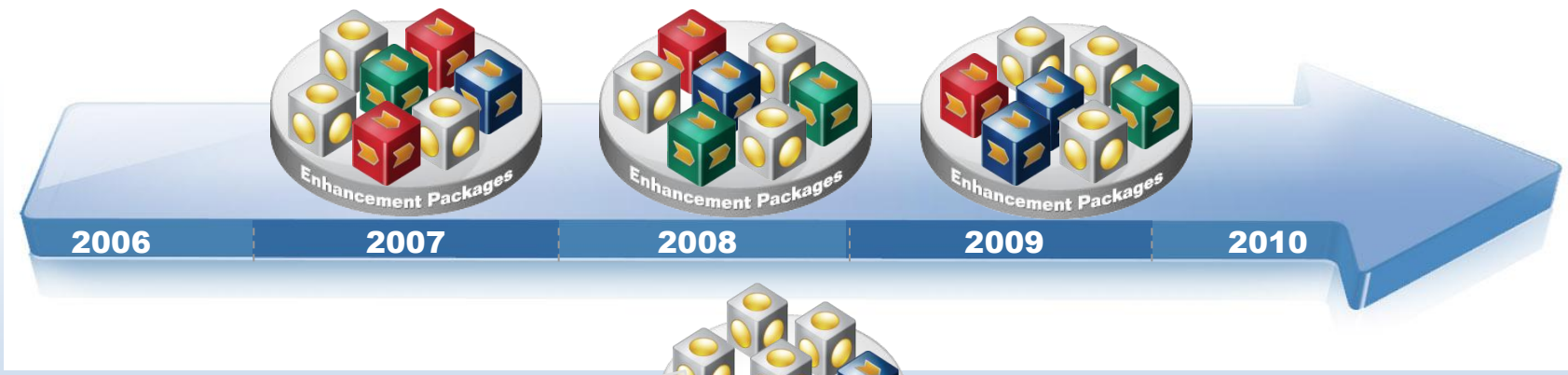
Enhancement packages deliver continuous innovation without upgrades and can include ...

- Technical and functional enhancements
- New enterprise services
- Composite applications

Delivery of new developments and continuous without a release upgrade!

Introducing... Enhancement Packages

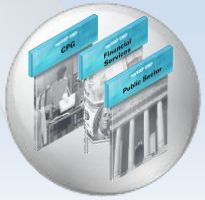
More innovation, more quickly, more accessible to customers



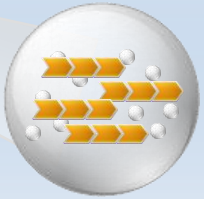
■Areas of innovation

■Legal Changes

■Enterprise Services



■Functional Enhancements



■Composite Applications

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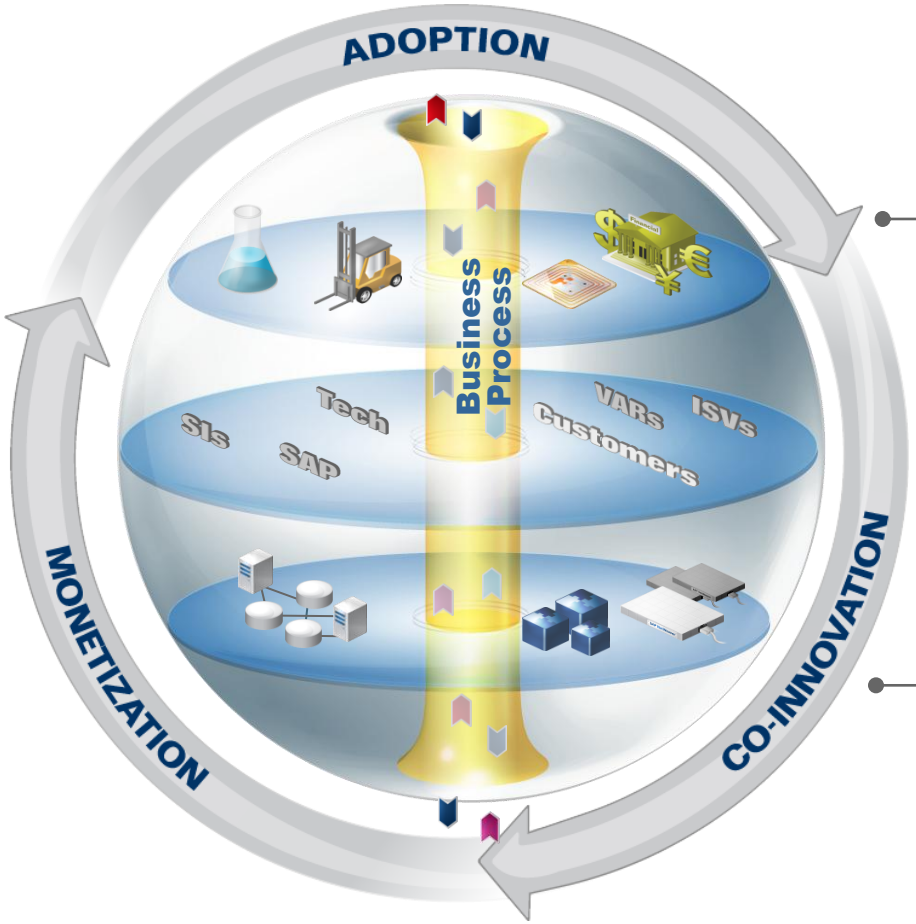
SAP Ecosystem

New dimensions of collaboration



Industry Knowledge

Customer-driven business process insights

Communities for Innovation

Business partners, individuals

Products and Services

Platform with application functionality

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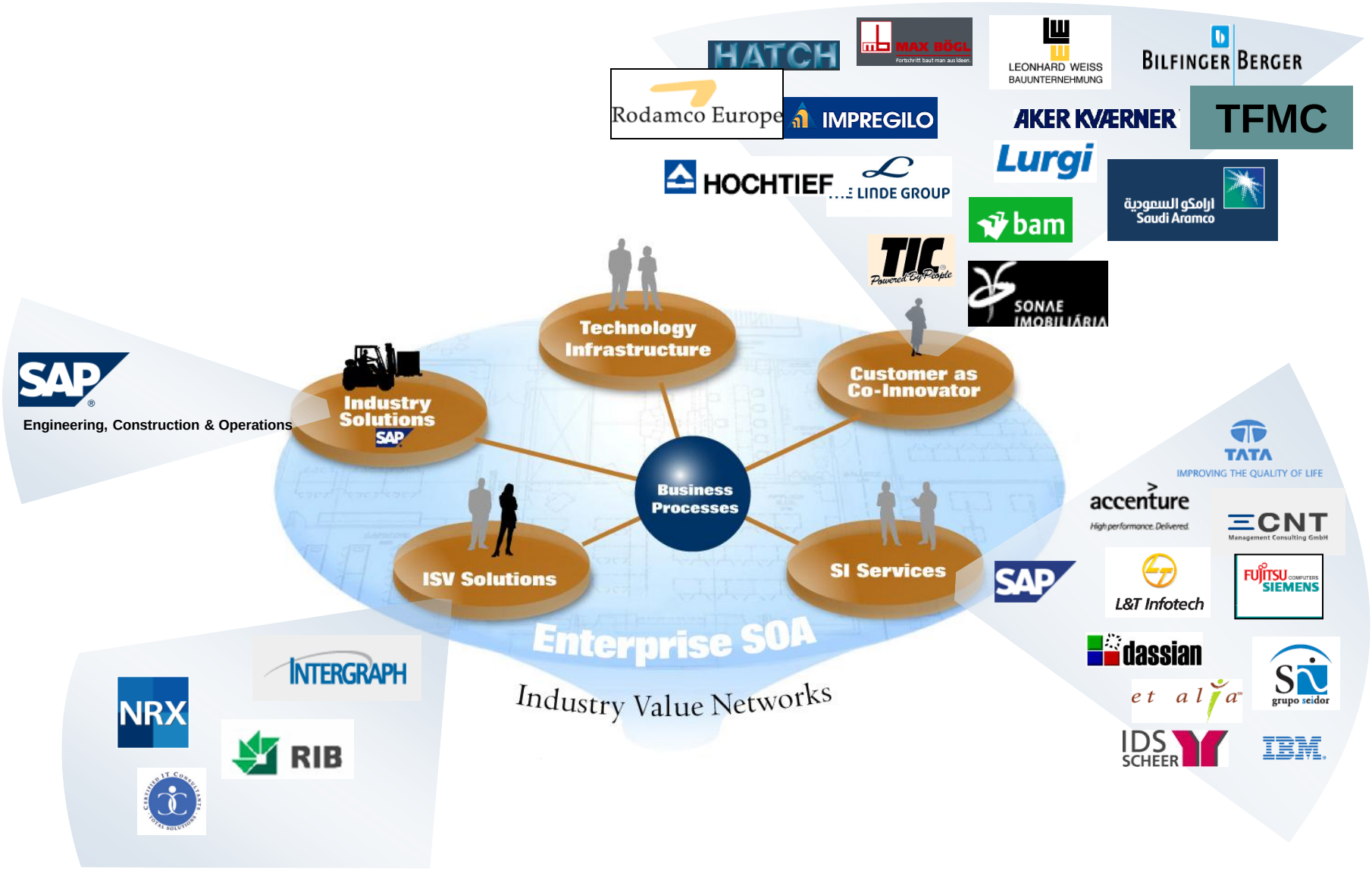
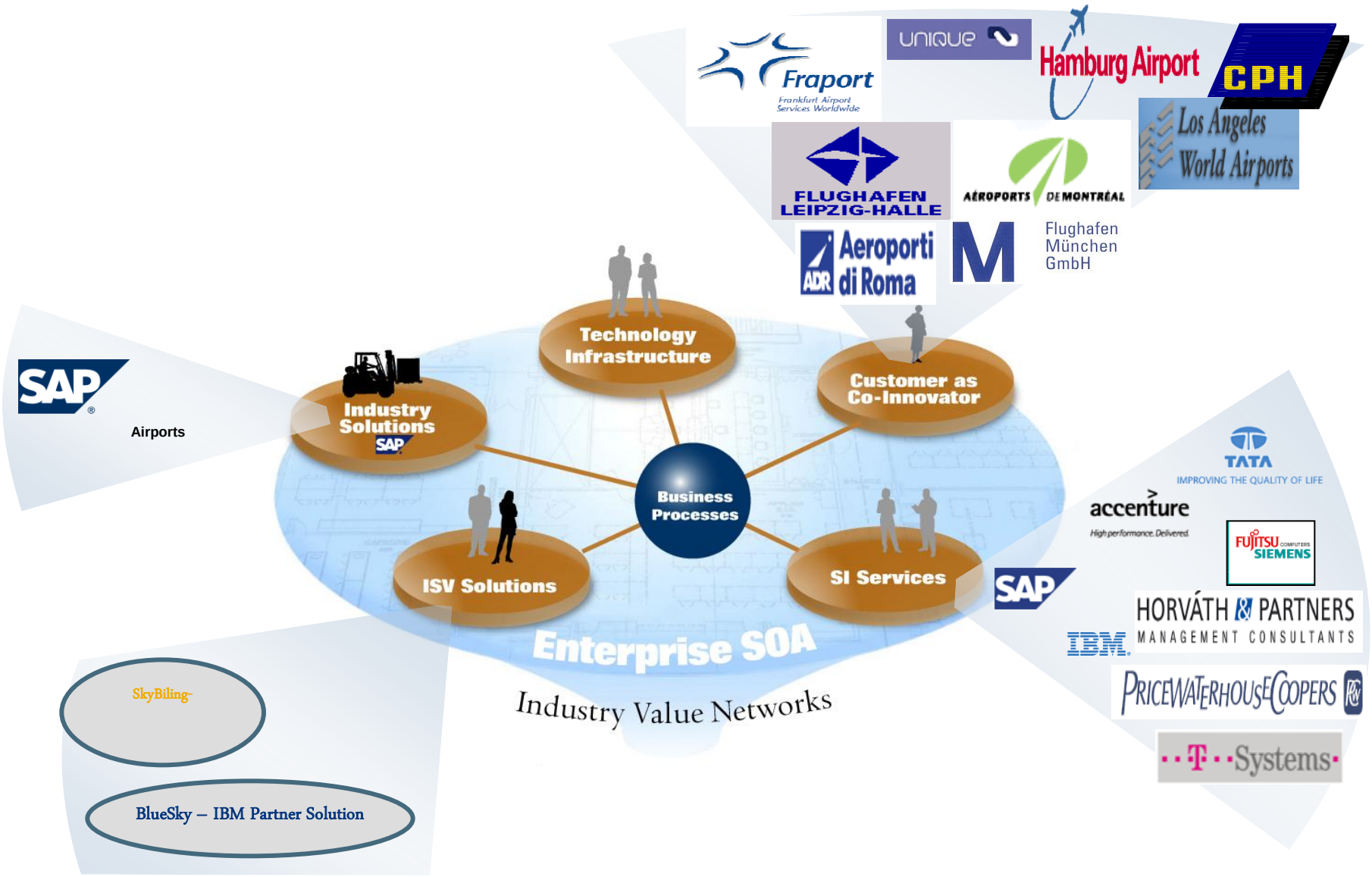
The Industry Value Network for EC&O & RE



The Industry Value Network for Airports



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DWC BUSINESS & SOLUTION ARCHITECTURE FRAMEWORK

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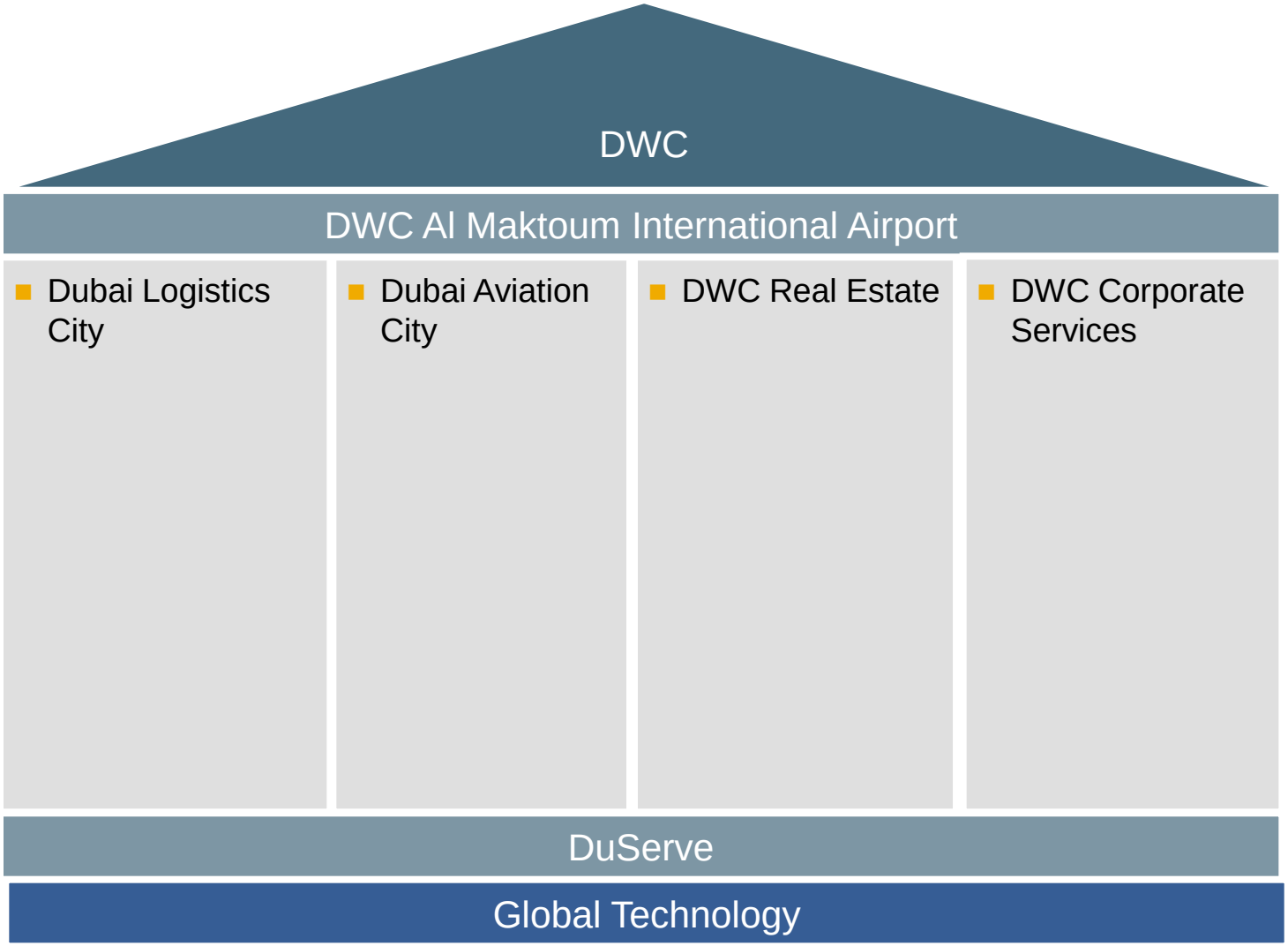
Dubai World Central



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DWC Al Maktoum International Airport

Al Maktoum International Airport

- Operate Airport
  - Maintain & Operate Airport
- Retail Operations & Rental
  - Site Retail Operations
  - Collections
- Strategic Planning
  - Plan Airport Services
- Human Resources
  - Manage Human Resources

Solutions

Enterprise Resource Planning

SAP Netweaver Enterprise Services Architecture (SOA)

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Dubai Logistics City

Property Management, Leasing Plots

- Tracking Shipments
  - 22 Dedicated Cargo Terminals
- Dedicated & Inhouse Logistics
  - Freezone Environment
- Bonded Warehouse
  - Direct Connection to JAFZA
- Office Park & Real Estate Mgt.
  - Main Business is leasing

Solutions	Supplier Relationship Management (SRM)	Real Estate Mgt	WareHouse Mgt	Bonded Warehouse
	Enterprise Resource Planning			

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Dubai Aviation City

Property Management, Leasing Plots

- MRO Facilities
  - MRO & Manufacturing Facilities
- MRO Customers
  - Gulf Aerospace + 3 Others
- Fixed Based Operator (FBO)
  - Provide facilities to Annual Airshow
- Design & Support Services
  - Hub for Aircraft Spares Support

Solutions	Real Estate Management	Education Industry Solution	MRO
	Enterprise Resource Planning		

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DWC Real Estate

Real Estate Management

Selling, Leasing and Operating Properties

- Residential City
  - 250k Residents +20k People Support Staff
- Commercial City
  - Selling and Leasing Lots
  - 25 Hotels, 3 ->5 Star
- Staff Village
  - Open Spaces, Restaurants
- Golf City
  - 5 Golf Courses
  - Eco Friendly

Solutions			
	RE Management	Retail IS	SimHotel
	HealthCare IS	Banking IS	Media IS
	Enterprise Resource Planning		

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DWC DuServe

- Planning & Building Permits
  - Municipal Government
  - GIS & Permits
- Facility Management & Operation
  - Maintain Facilities
  - Hazardous Waste
- Infrastructure
  - Cleaning & Security
- Highways & Public Transport
  - Operate Public Transport Sys.
- Airport Systems Maintenance
  - Lighting, Nav. Aids, Fuel Farm
  - Baggage Handling Equipment
- Utilities
  - Operate Public Transport Sys.

Solutions			
	Utilities IS	**Enterprise Asset Mgt + GIS**	**Identity Management /RFID**
	Fuel Management	**Transportation Mgt Solution**	**A&D IS (Airport)**
	Enterprise Resource Planning		

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DWC Corporate Services

- Corporate Marketing,
  - Corporate Call Center

- Financial Handling Services
- Audit Management Services
- HR & Legal Services

- Group-Wide Business Process Management

- IT Services,

Solutions			
	Governance Risk & Compliance(GRC)	Resources Portfolio Mgt	Joint Venture Agreement
	Contract Lifecycle Mgt	SAP Service Mgt	Business Planning & Consolidation
	Enterprise Resource Planning		

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APPENDIX

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DWC_ I–Map
Page 1

		Dubai Logistics City		SAP Relations? 17% of turnover	Free Zone	Dubai Aviation City		SAP Relations? % of turnover	
		Abdullah Al Qurashi CEO			FZ Director Khalid Abdulla	Abdullah Al Qurasti CEO			
Summary of Employees and Tunr over:		25 sqm, 12 m tonns cargo			Visa, trade licenses, Permits				
	30 Employee		Main Business is leasing lots	Mixed , client and self build	CRM	5billion AED	MRO 80m USD		
Business Aspects		Tracking Shippments	22 dedicated Cargo terminals	will accommodat e more than		MRO Facilities	Facilities, for MRO & Manufacturing Facilities		Heliport Zone
		dedicated inhouse or contract logistics	freezone environment			MRO Customers	Specail Avaition Safety, , Gulf Aerospace MRO, Livewell Aviation Services MRO, Palm Aviation FBO Flight Support		Gulf Aerospace MRO 50m USD
Business Aspects		bonded warehouse	Key diffrentiators are, scale, open and free line with Dubai port			Fixed based operators (FBO)	Provide facility for the Air Show event		Hub for Aircraft, component , parts supply
		DLC office park	Amenities eg. Catering			support services - design consultancy			
Solutions	SRM	WM, ERP	Global trade services (GTS)	Bunded Werahouses		IS RE	IS Education		Hosting MRO Solution

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DWC_ I–Map
Page 2

		DWC					% of turnover
BOBJ GRC ERP		DWC Chairman HH Ahmed in Saeed Al Maktoum			Khalifa Al Zeffa DWC Exe Chairman		
Industry Sector							
	DuServe	SAP Relations?	% of turnover		**DWC Corporate Services**		SAP Relations?
	Rashad Bin Garaa CEO			RPM	CCO _ Position Open		New CFO (TBF)
	6				**Sr Manager Integration Office _ Erhard Buchberger**		
	60 Employees will grow to thousands						IT Director Khalid Al Mssri
	Planning and building permits	Will Act like municipality, provides GIS & Permits			commitment and innovation	Central Cooling System for all DWC	HR Direcotr Hassan Hokal
	facility management	Hazardous Waste	Treatment Facility		Integrity	customer service	Proc Direcotr Yousef Ziadan
	Infrastructure	Cleaning & Security					Legal Direcotr Dean Stellfox
	Highways and public transport	Operate Public Transport System					
	Airport systems	Lights, Navigational Aids, Fuel Sys, Baggages Management Sys, Security, FIDS	aviation fuel supply systems				
	utilities						
	IS Utilities	EAM integrate with GIS	IS TMS		ReFX + FM	RPM	SSC
	Fuel Mgmt (ERP)	IS A&D (AirPort Sys)			ERP	CRM	

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DWC_ I–Map
Page 3

DWC								
					Industry Sector			
	DWC Real Estate				DWC Global Techn	SAP Relations? % of turnover		
	Khalid Bin Khatib CEO				Mohammed Asker CEO			
	Residential City	**Commercail Village**	**Stalf Village**	**Gulf City**		SmartWorld, JV entity with DU & Itisalat for operating and providing the Telecom Services		IT Service Provider TBD
	250 K People & 20 K People	On Hold						
	800 hectars	Selling Lots 15-20% AND leasing the rst	Open Spaces, Resturents, Community	5 Golf Cources,	Intelligent Trasport System GIS	24/7 Online Access, Smart Maps, E-Libraries, e-learning	Tele Working, Shopping, Paying Bills	e-homes, e-buildings
	Expected Sales 6 B AED	25 Hotels, Deluxe & 3-5 Stars		Eco Friendly Villas, Town Houses, Apartments	Broadband Services, Voice, Video, Image, Text & Data			
	Hotels, Hospitals, Schools, Shopping Malls	Elegant Houses & Luxury Villas			**E-Infrastructure**	**E-City**	**E-Business**	**E-Resident**
	Construction is not managed by DWC, Dubai Airport Engineering	Started Consruction, 4 phases, 1 &2 SOLD OUT (KEPT	Master Plan been developed by Aeroport Paris, capacity	The RE Business funds building the airport which is				
	Retial IS	Hotels						
	IS Media	Health Care	IS Banking					

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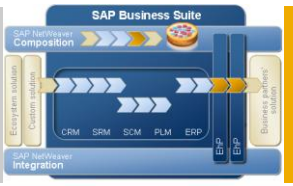
Specific Industry Best Practices for 26 Verticals



Industry Trends & Cross-Industry Best Practices

Manufacturing		Services	Financial & Public Services
Aerospace & Defense	Industrial Machinery & Components	Media	Banking
Automotive	Life Sciences	Professional Services	Insurance
Chemicals	Mill Products	Telecommunications	Healthcare
Consumer Products	Mining	Travel & Logistics Services	Higher Education & Research
Engineering, Construction & Oper.	Oil & Gas	Retail	Public Sector
High Tech		Utilities	Defense & Security
		Wholesale Distribution	

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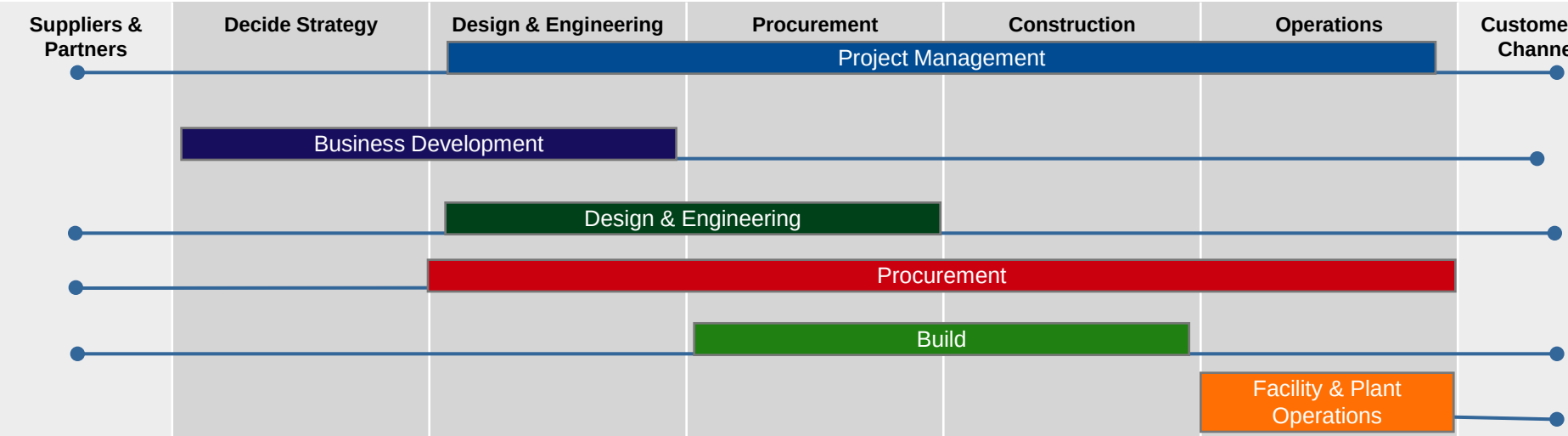
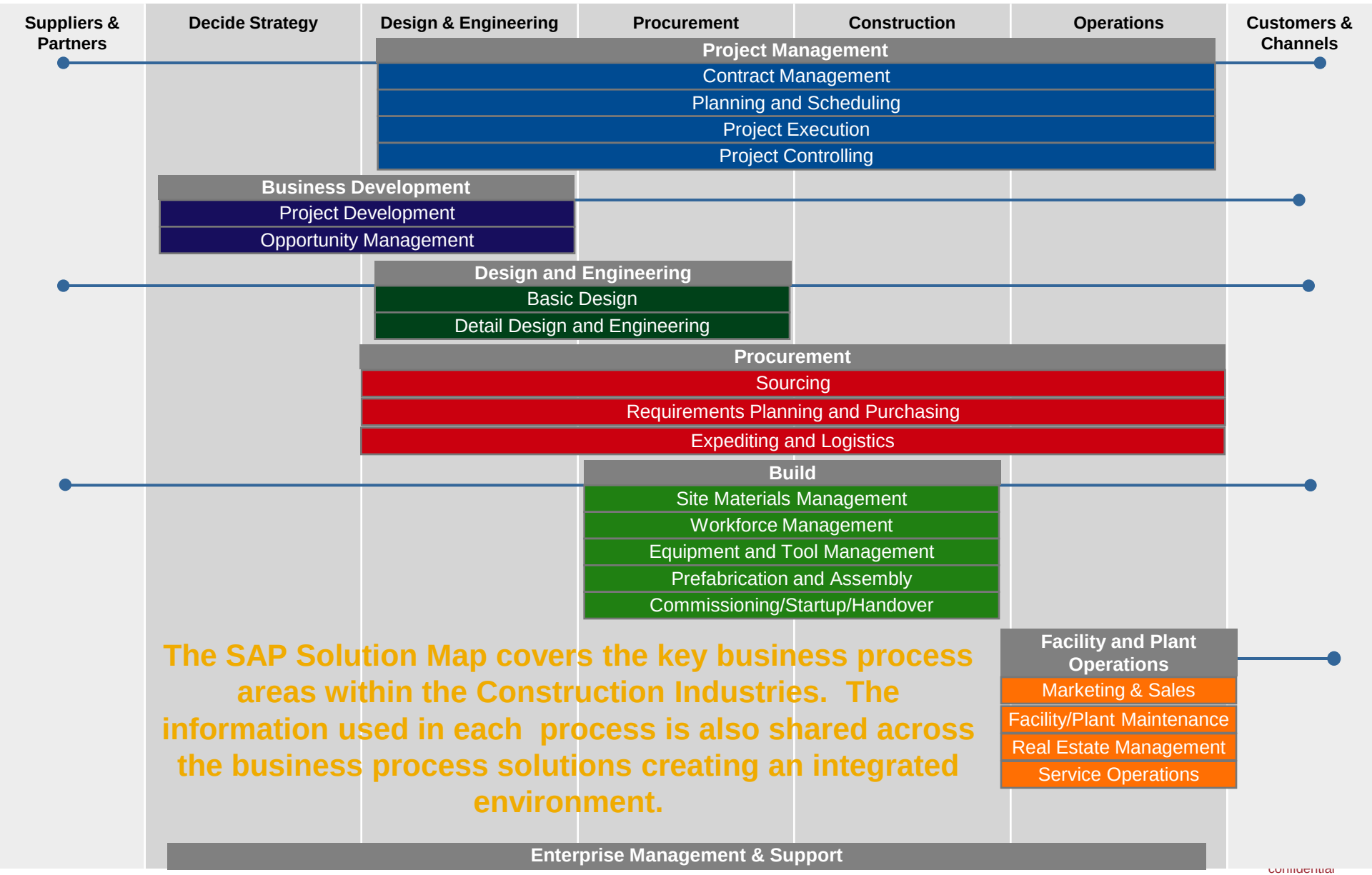
Engineering, Construction & Operations



Enterprise Management & Support						
Analytics						
Strategic Enterprise Management	Financial Analytics	Operations Analytics	Workforce Analytics			
Financials						
Financial Accounting	Management Accounting	Financial Supply Chain Management	Corporate Governance			
Human Capital Management						
Talent Management	Workforce Process Management	HCM Service Delivery	Workforce Deployment			
Corporate Services						
Travel Management	Environment, Health & Safety	Incentive & Commission Management	Real Estate Management			
Operations Support						
Data Management	Program & Project Management	Quality Management	Enterprise Asset Management	Indirect Procurement	Global Trade Services	Global Trade Management

Engineering, Construction & Operations



The SAP Solution Map covers the key business process areas within the Construction Industries. The information used in each process is also shared across the business process solutions creating an integrated environment.

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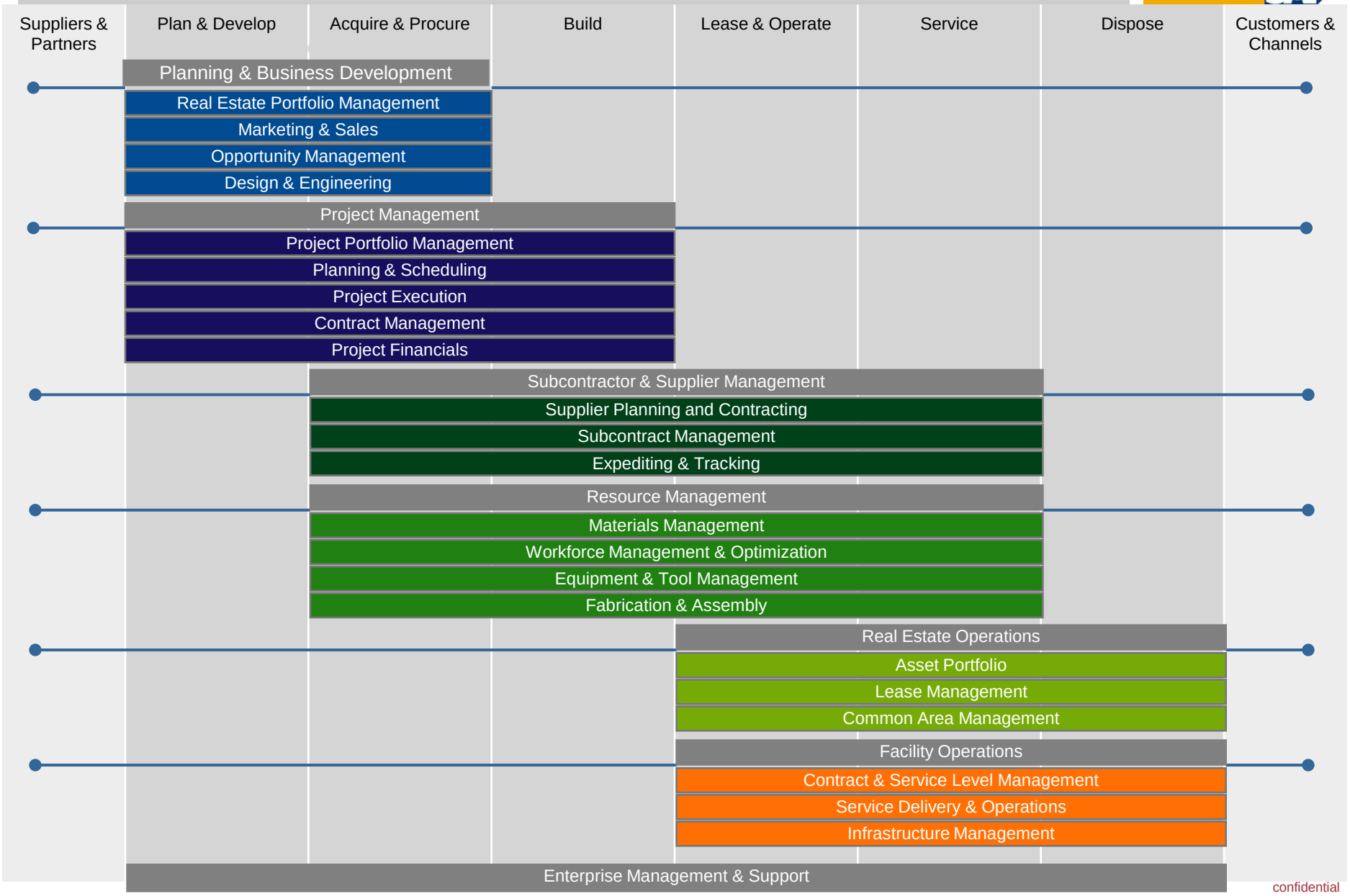
SAP for Engineering, Construction & Operations



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SAP Real Estate

Enterprise Management	Strategic Enterprise Management	Business Analytics	Business Intelligence & Decision Support	Accounting	Employee Relationship Management & Workforce Analytics
Real Estate Business Analytics	Valuation Methods	Scoring Model	Benchmarking & Reporting	Planning & Simulation	Data Exchange Facilities
Customer Lifecycle Management	Customer Engagement	Customer Service	Buy & Sell		
Project Management	Approximate Financial Planning & Time Scale	Bid Invitation, Award, Invoicing	Ready for Use		
Commercial Management	Contract Management	Rental Accounting	Rent Adjustment & Sales-Based Rents	Service Charge Settlement	Third Party Management	Land Use Management
Technical & Infrastructure Management	Space Management	Planned Maintenance	Repairs & Modernization	Procurement of External Services	Building Control Systems
Real Estate Controlling	Object Controlling	Responsibility Accounting with Profit Centers	Overhead Cost Controlling	Activity-Based Costing	
System & Real Estate Infrastructure	Organization Structure	Master Data Objects	Partner & Address Management	Correspondence & Optical Archive	Graphical Interface	Reporting

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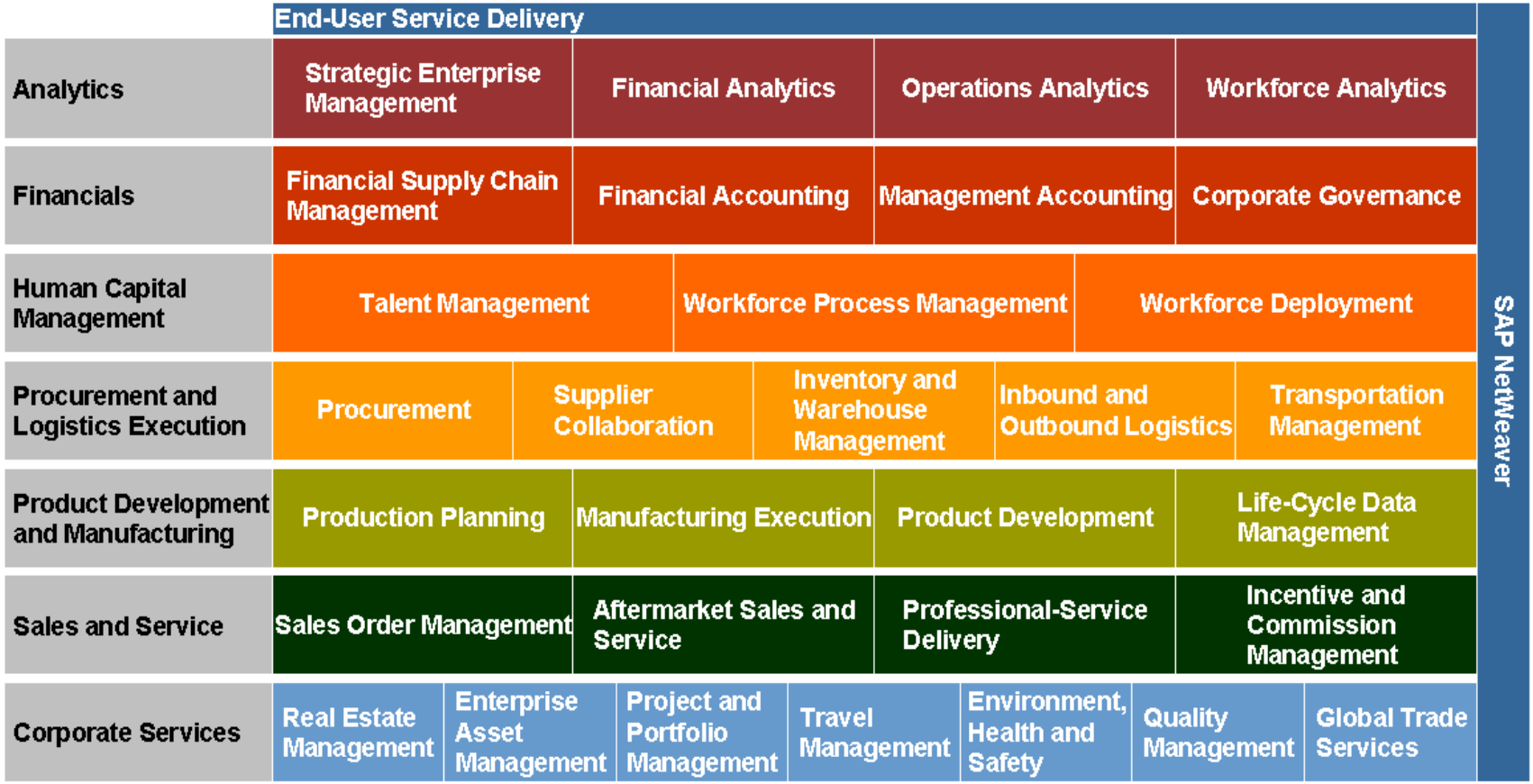
SAP ERP: Solution Map



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Thank you!