Turning Enterprise Knowledge into Real Performance

How SMS group uses tts performance suite as the Single Point of Access for Enterprise Knowledge

Marc Fischer, SMS group
Achim Kümmerle, tts digital adoption solutions
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public

Speaker

Marc Fischer

Project lead Change Management at SMS group

- Coordination and responsibility for the organizational Change management (OCM) as part of the digital transformation
- SAP S/4HANA Roll Out Projects
  - Coordination of Change Gap Analysis
  - Coordination of the Key User organization
  - Implementation, coordinating and tracking of the changes measures (processes, structure, roles, tasks, tracking, training)
  - Securing and stabilizing the change results (Validation, changes during Hyper Care)
  - Orchestrating of the training as one part of Change measures
- IT Communication
  - Ensure comprehensive communication with all stakeholders on company and at the CoE/GSF/Entity level (management, key user, end-user)

SMS group – Shaping the future of the metals industry

… as your **lifecycle partner.**

With holistic, integrated cyber-physical solutions, we enhance your plant's performance throughout its lifecycle, delivering unmatched efficiency.

#integratedsolutions

… by **leading the decarbonization** of the metals industry.

Our goal: a sustainable, near-zero carbon emissions metals industry. As the sole provider of technology for metal production and recycling along the entire process chain, we are a key player in this historical transformation.

#turningmetalsgreen

… by **driving innovation.**

Innovation has always defined us. We pioneer advancements in the metals industry and continuously develop solutions that not only benefit our customers in the long term but also differentiate us from the competition.

#leadinginnovation

SMS group

SMS group at a glance

13,500 employees

96 customer projects ongoing globally

Close to our customers with **33** service centers worldwide

More than **10,600** plants installed around the world since 1871

6 major workshops worldwide covering more than **410,000 m²**

SMS SIEMAG SMS group
ESMECH SMS group ESMECH EQUIPMENT PVT LTD
SMS CONCAST SMS group
TBK SMS group
BOXBAY
FOEN
VETTA SMS group
ELOTHERM SMS group
PAUL WURTH SMS group
LUX Automation SMS group
SMS DEMAG SMS group
SMS ELEX
DREVER International
阿瑞斯工业炉 ARES FURNACE SMS group
SMS group
HYDROMEC SMS group
OMAV SMS group
Primobius
DUMA BANDZINK
eLeXIS perfecting your performance
SMS group Sidernaval
METIX SMS group
AMTEC
SMS MEER SMS group

and many more …

SMS group

Speaker

Achim Kümmerle

Head of Product Management at tts digital adoption solutions

- Definition and communication of the **product vision, strategy, and roadmap**
- Ownership and management of the **product portfolio** and the alignment with company goals and customer needs
- Lead **customer discovery** (research, interviews, feedback loops) and the translation of insights into outcomes
- Coordination of **cross-functional planning** with Sales, Marketing, Customer Success, Support, and Finance
- Ownership of **go-to-market readiness** (positioning, packaging, enablement, launch plans)
- Management of **pricing and packaging** strategy in collaboration with commercial teams
- Building, mentoring, and scaling of the **product management team** (hiring, coaching, performance)

tts – we empower people

Leading partner for user enablement and digital HR

tts digital adoption solutions

We help organisations to quickly close the knowledge and skills gaps of their employees, providing them with technological and business guidance through our AI-powered digital adoption platform, tts performance suite.

tts learning architects

We combine proven methods from the fields of change management and learning with AI-supported solutions to ensure the long-term success of IT projects. From the pilot phase to scaling, we provide impactful solutions.

tts digital HR experts

We develop strategies and solutions for digital HR. This includes everything from the HR business model to implementation and ongoing operational support.

- **>350** Employees
- **500+** customers
- **>6 Mio** tts performance suite users
- **25+** years of experience (founded 1998)
- **13** locations in Europe and North America

tts digital adoption solutions

SMS group

Will artificial intelligence solve all problems by itself?

Generative AI in Enterprise Knowledge Management

Potential and Limitations

The Promise of Generative AI

The Reality Without Context

Key Challenges for Enterprises

Generative AI is powerful!

But without context, governance, and guidance, it cannot deliver sustainable value for enterprise knowledge management.

tts performance suite as the Missing Link for GenAI

tts digital adoption solutions

SMS group

What a Digital Adoption Platform (DAP) provides

Why DAP & GenAI is a powerful combination

Additional Value of AI-Enhanced DAPs

DAPs transform GenAI
from a generic LLM
into a trusted, compliant,
and productivity-enhancing companion.

How It Started

Why we chose tts performance suite

SMS group

Project at a glance

PRO/4 – SAP S4/HANA implementation

Transformation of business processes and **harmonized IT landscape** with SAP S4/HANA go-live

600 project participants,
15 core teams,
18 change teams,
approximately **400** key users

Greenfield approach with the goal of **staying within the SAP standard** as far as possible

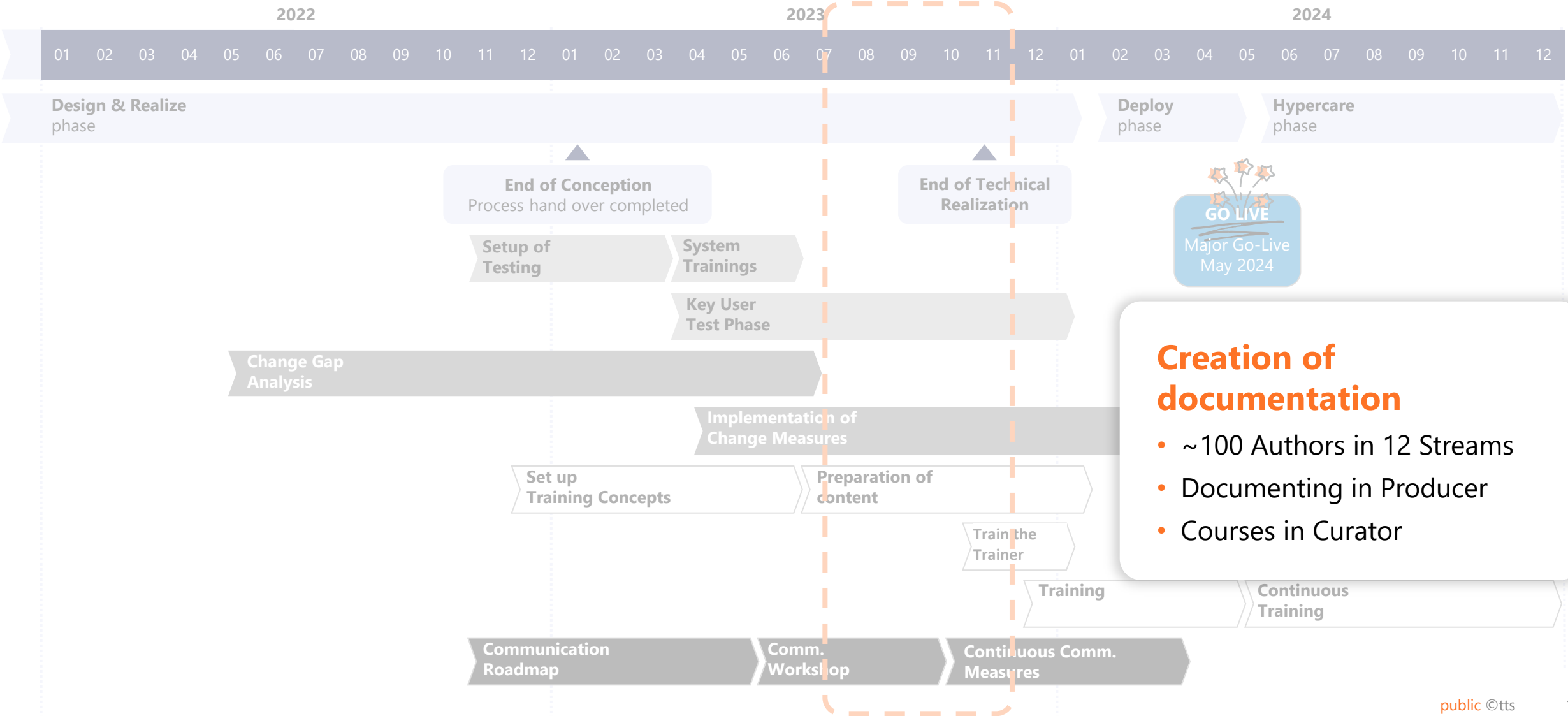
Agile project approach
in implementation and Go-Live
in parallel operation

PRO/4 Project 2019–2025
(German parent company + two small German subsidiaries
and two of the large national subsidiaries in the US and India)

Rollout projects started in April 2025

High Level PRO/4 Project Plan

Extract 2022 – 2024



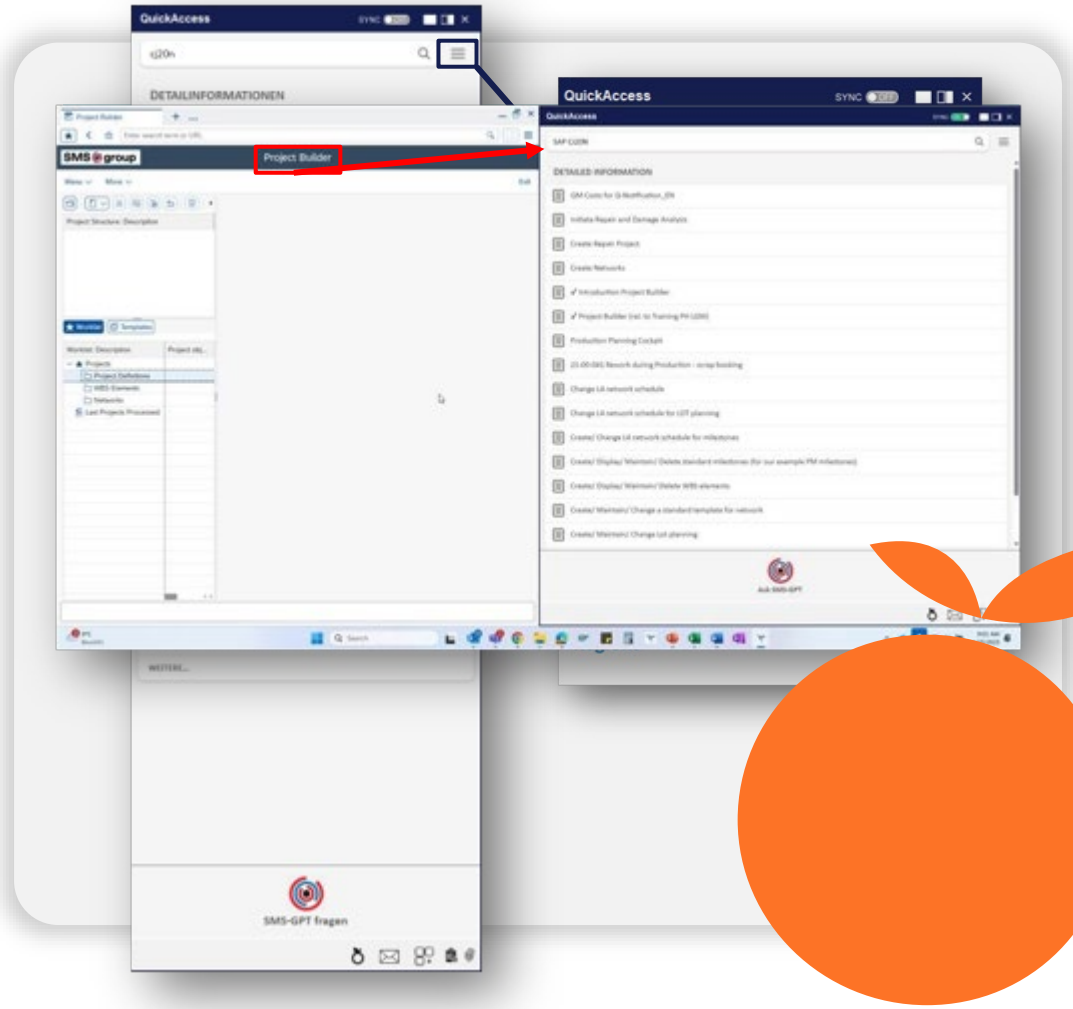
Creation of documentation

- ~100 Authors in 12 Streams
- Documenting in Producer
- Courses in Curator

The PRO/4 Project: SAP S/4HANA Migration

Enablement and guidance provided by tts performance suite

- Approximately 100 permanent authors maintain over 900 training documents and step-by-step lists.
- Keyword search and structured preparation based on process management.
- Context-based presentation of support services.
- Connection to SMS GPT and ticket system (help desk) for technical problems → 2nd and 3rd support levels.



The Goal in Sight

Our Vision

The Role of tts performance suite at SMS group

Support via QuickAccess

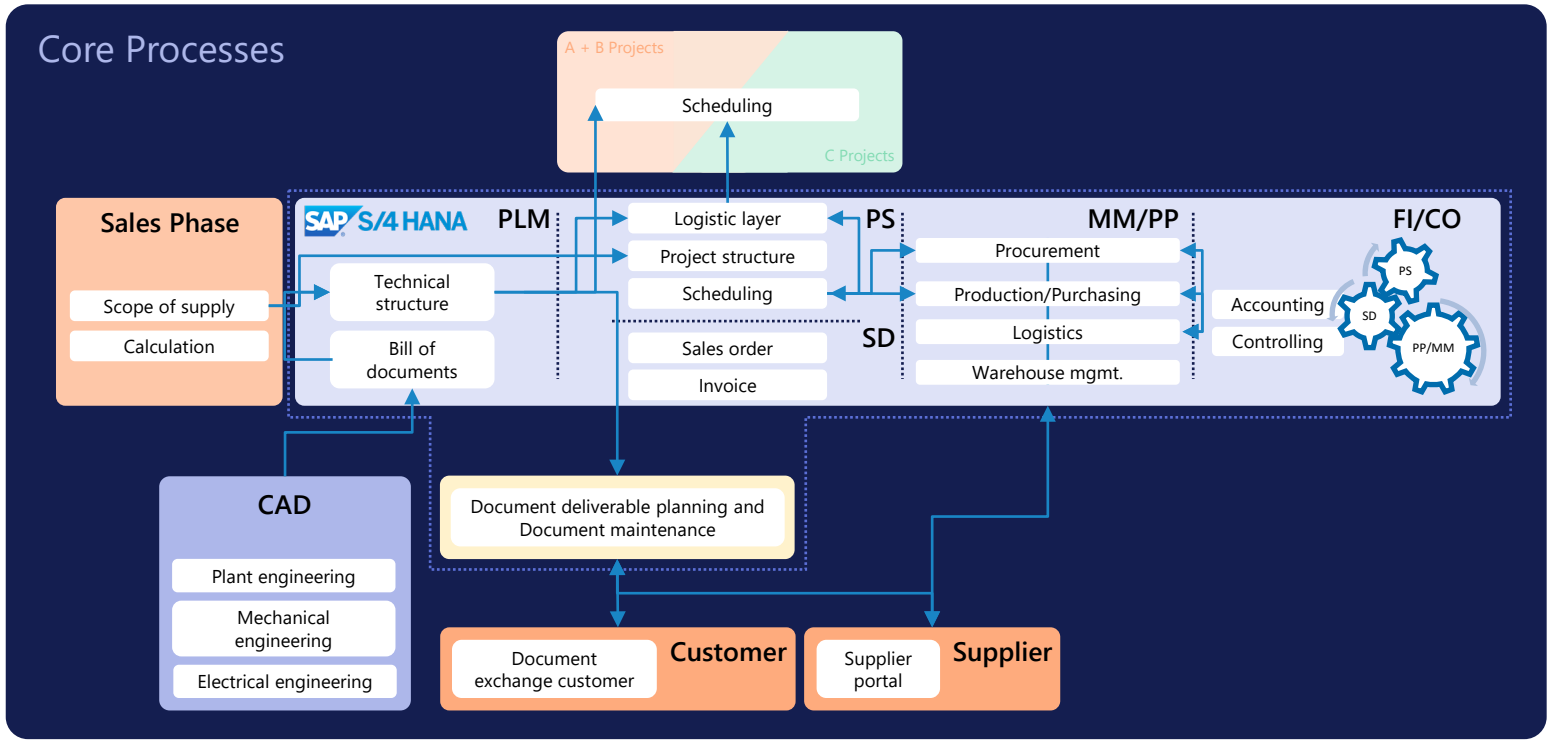
Initial situation	• User needs support • Support needed in S4P transactions, apps, applications…
Workflow	• User opens QuickAccess Orange and is looking for support options
1st Support option	• Focus on context based documents
2nd Support option	• Input via search bar
3rd Support option	• Usage of SMS-GPT via speaker bubble
4th Support option	• Service Now connection (Ticket system) - in the making

Transfer of already given information for problem solving

"preprompting"

The Role of tts performance suite at SMS group

Enabling the Entire Tech Stack—and Beyond



Support Processes & others

- Master Data Management
- Human Resources
  - SAP Concur & Time Management
  - Success Factors
- IT Services
  - Windows Settings
  - MS Office and others

- tts performance suite as the **Centerpiece for Knowledge Transfer**
- **Single Point of Access** for All Enterprise Knowledge

In the Race

Where we stand today (demo)

Introduction

Take a look at what QuickAccess looks like at SMS group

SMS GPT

See how SMS GPT is integrated into QuickAccess and how it works

Process View

See how to navigate QuickAccess using the Process View

Post-Race Debrief

Q & A

tts digital adoption solutions

Thank you

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