

# How Will a Leading Compressor Company **Reinvent Sales** with a Digital Twin?

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## Increasing sales efficiency with **automated simulations** of complete compressor stations

KAESER KOMPRESSOREN SE is one of the world's leading manufacturers and providers of compressed air products and services. Today, KAESER's Industry 4.0 strategy enables the company to run a **seamless digital thread from design to operations**, helping to detect potential issues in the compressed air network early. To increase the efficiency of its configure price and quote processes, Kaeser set its sights on a simulation-based digital twin that could enable the company to digitalize sales for new and improved insights.



# KAESER connects engineering simulations with sales processes to create a **next-generation sales experience** for customers.

With the **SAP® Predictive Engineering Insights solution enabled by ANSYS** and ongoing solution support from partner **CADFEM Group, Inc**, KAESER KOMPRESSOREN plans to:

- Enhance business processes with engineering simulation models for improved decision-making across the value chain
- Introduce simulation as a service as part of the configure-price-quote process
- Increase sales efficiency by automating simulation tasks for technical verification of customer configurations
- Reduce administrative efforts by removing manual interfaces between lines of business
- Automate feasibility and applicability studies
- Run multiple what-if simulations to balance costs against customer requirements

“We can further improve our sales experience, gain greater efficiency, and break down silos between lines of business thanks to SAP Predictive Engineering Insights enabled by ANSYS. It helps us **reduce our cost of sales** by leveraging the strategic partnership between ANSYS and SAP.”

Falko Lameter, Chief Information Officer, KAESER KOMPRESSOREN SE

CADFEM GROUP



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KOMPRESSOREN SE  
Coburg, Germany  
[www.kaeser.com](http://www.kaeser.com)

Industry  
Industrial  
machinery and  
components

Employees  
6,500

Revenue  
>€1 billion

Featured Solutions and Services  
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