



# Esplorando l'innovazione digitale

Il futuro del manifatturiero  
nell'era del cloud e  
dell'IA generativa



The image features a solid teal background. In the center, the word "HUAWEI" is written in a bold, sans-serif font. The letters "H", "U", and "A" are white, while "W", "A", "R", and "E" are a light grey. The letter "E" is stylized with three horizontal bars. Below the brand name, the tagline "Innovation through people" is written in a smaller, white, sans-serif font. The composition is decorated with abstract white elements: a large circle in the top-left corner, a smaller circle in the top-right corner, a solid white circle on the left side, and a solid white circle in the bottom-right corner. Additionally, there are several thin white lines that curve and flow across the background, some overlapping the circles.

Innovation through people

# Feralpi Holding

La testimonianza di  
Francesco Besacchi,  
CIO di Feralpi Holding

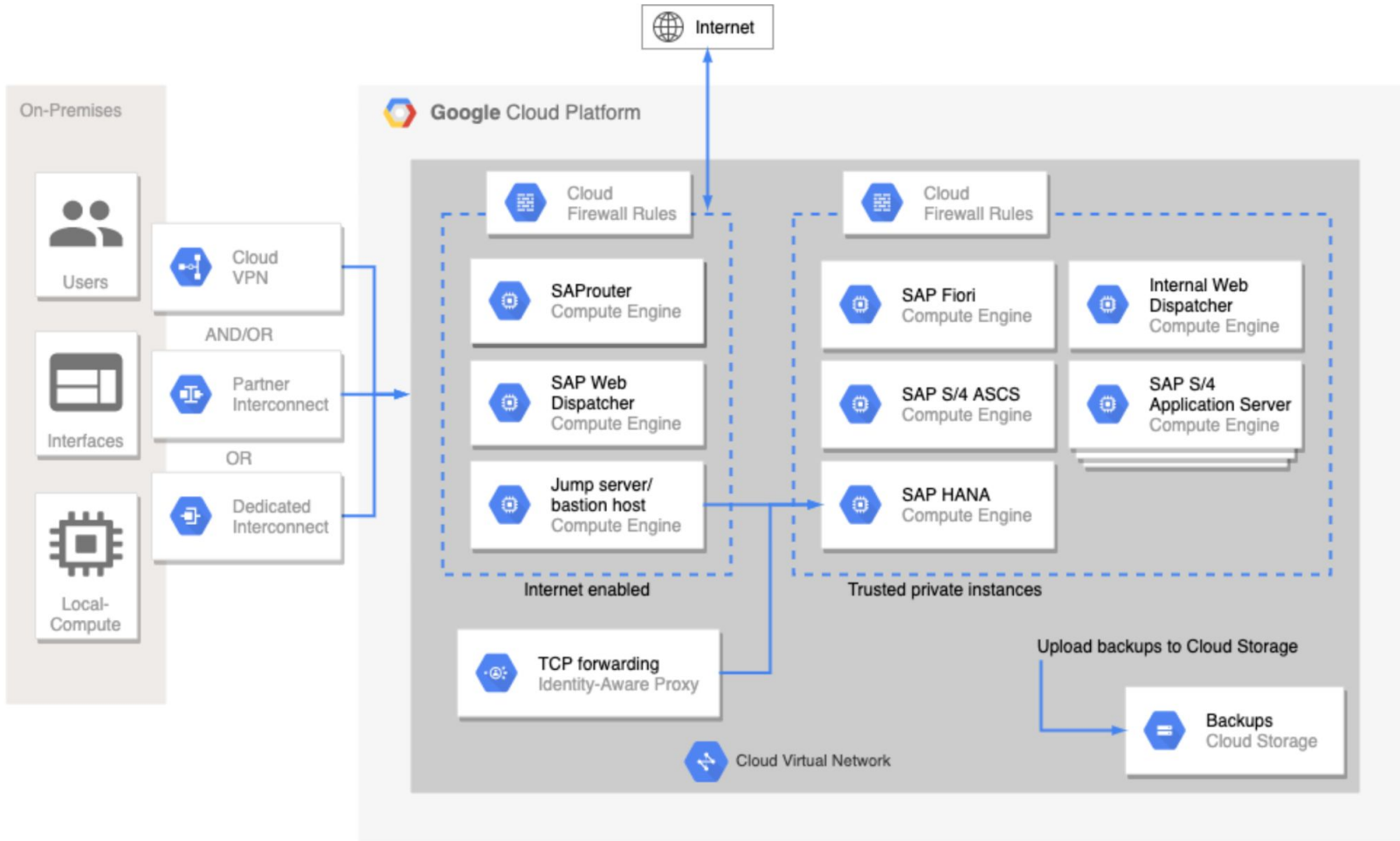
Con le sue 2,45 milioni di tonnellate di acciaio prodotte nel 2022, di cui il 96% da materiale riciclato, 1.856 dipendenti in 7 Paesi tra Europa e Nord Africa e oltre 25 progetti di ricerca, Feralpi Group è tra i principali produttori siderurgici in Europa.

Nato come gruppo internazionale e cresciuto al centro della più importante manifattura europea tra Italia e Germania, Feralpi Group offre risposte innovative e sostenibili alle filiere dell'acciaio globale grazie ad un business diversificato e verticalizzato, a monte e a valle delle value chain.



# Infrastructure Modernization

Mattia Calci, Senior Cloud Architect  
@Huware



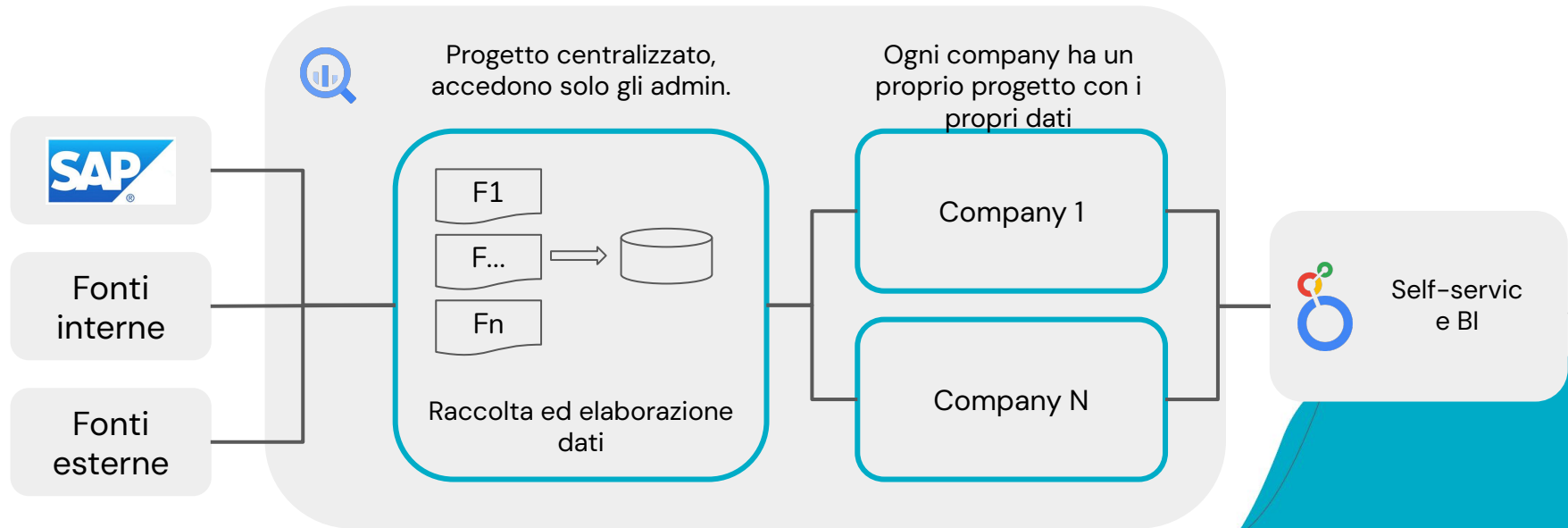


# Self Service BI Platform

Martina Morlacchi Bonfanti, Senior  
Data Engineer @Huware

# Soluzione

**Obiettivo:** creare una piattaforma di self-service BI che permetta a ciascuna company di realizzare i propri report sui dati di propria competenza.





# Vantaggi della soluzione



## Unica

Unica piattaforma aziendale di BI. Tutte le company del gruppo accedono allo stesso strumento ma ognuno può interrogare solo i propri dati di competenza.



## Semplice

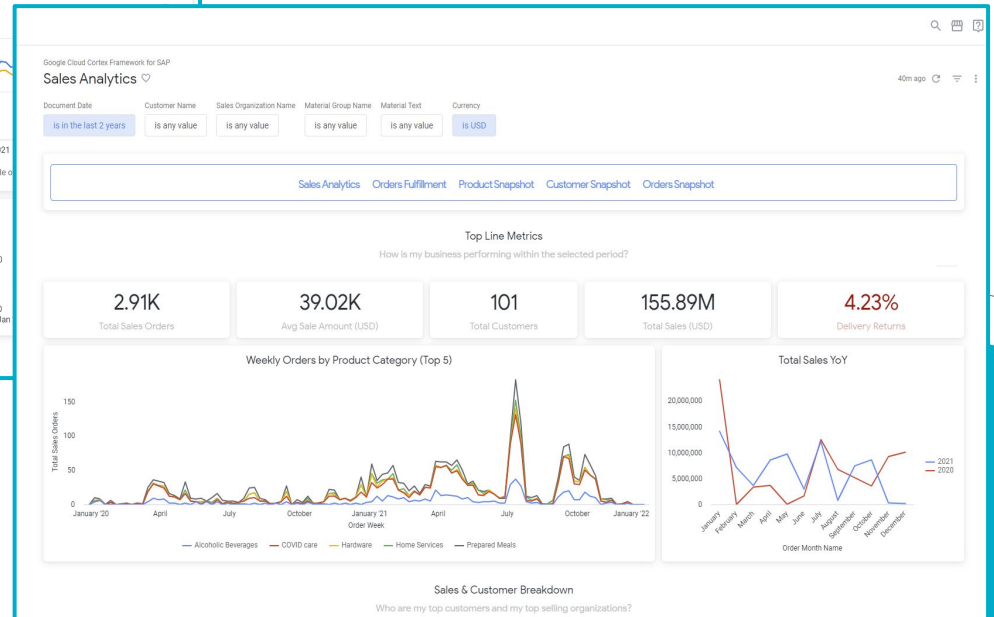
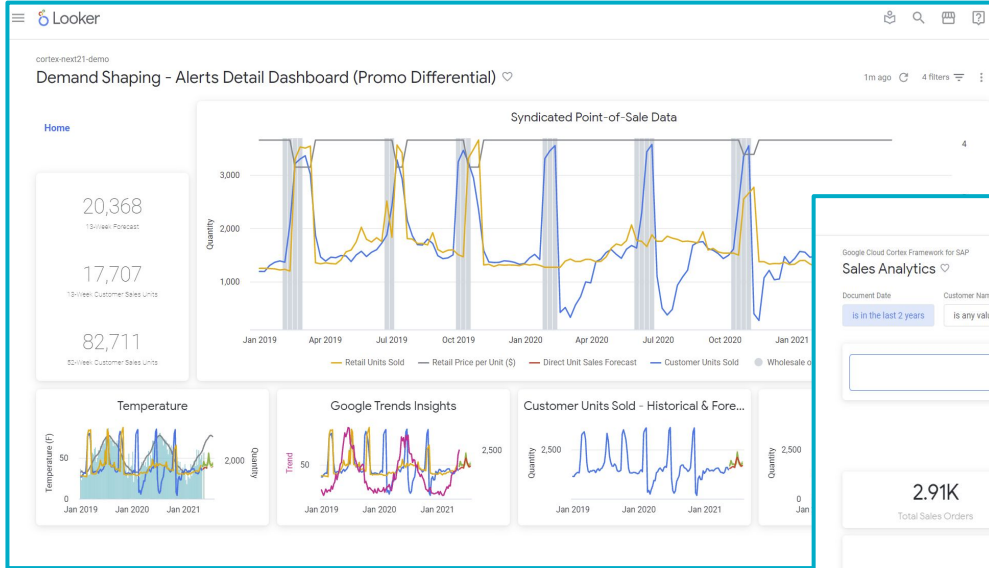
E' una soluzione molto intuitiva per l'utente finale che ha a disposizione i propri dati da cui estrarre in modo semplice le analisi più rilevanti.



## Scalabile

Aggiungere una nuova company alla piattaforma è un processo modulare. È sufficiente creare un nuovo progetto, segregare i dati e assegnare i permessi appropriati su Looker.

# Risultati



# Innovazione SAP Google

Riccardo Delpari, SAP Sales Leader Italy @Google

## SAP and Google Cloud Expand Partnership to Build the Future of Open Data and AI for Enterprises



Press Release by SAP News  
May 11, 2023

# SAP and Google Cloud Expand Partnership to Build the Future of Open Data and AI for Enterprises

SHARE:

***New offering will unite SAP with Google Cloud's data and analytics technology, making enterprise data more open and valuable and advancing enterprise AI development***

WALLDORF, Germany and SUNNYVALE, Calif., May 11, 2023 /PRNewswire/ -- Today, [SAP SE](#) (NYSE: SAP) and Google Cloud announced an extensive expansion of their partnership, introducing a comprehensive open data offering designed to simplify data landscapes and unleash the power of business data. The offering enables customers to build an end-to-end data cloud that brings data from across the enterprise landscape using the SAP® Datasphere solution together with Google's data cloud, so businesses can view their entire data estates in real time and maximize value from their Google Cloud and SAP software investments.

Proprietary + Confidential

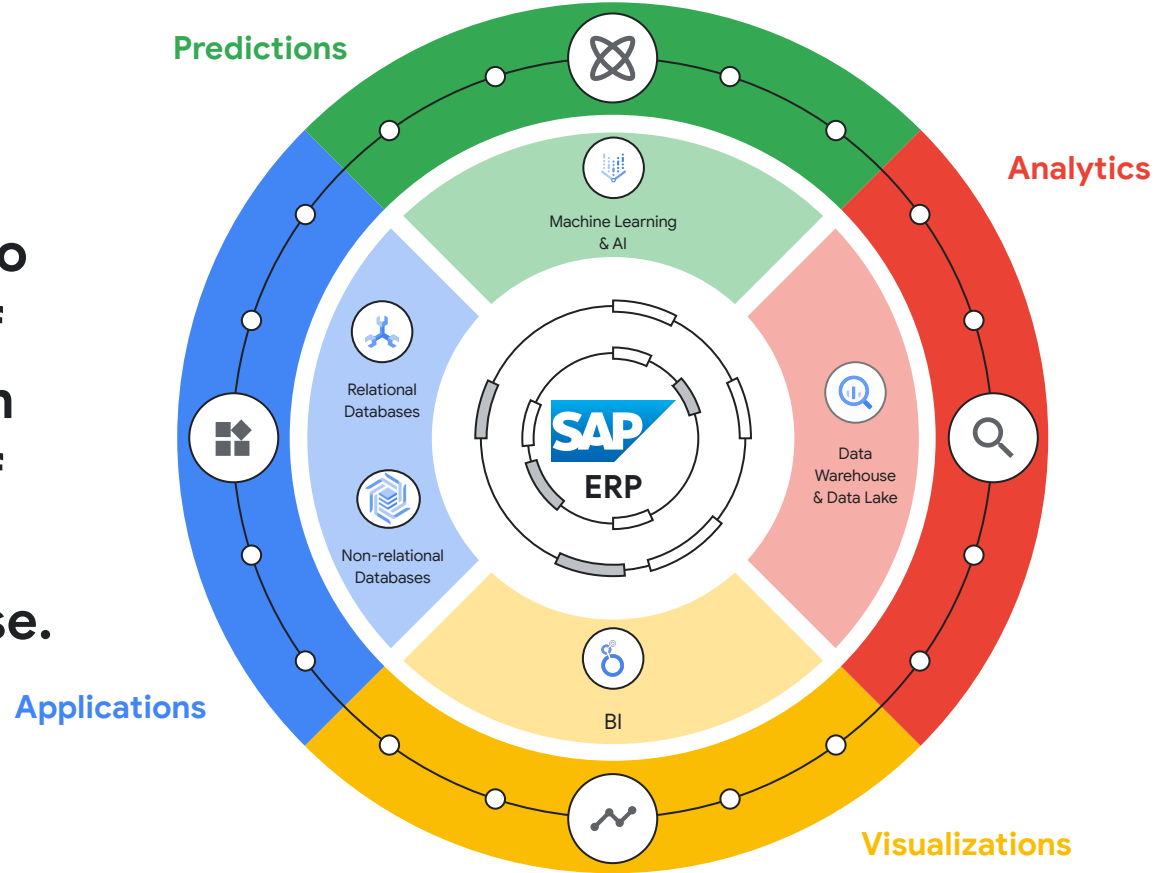


Google Cloud





**Our Mission:** Use AI to automate systems of record and transform them into systems of prediction for a sustainable enterprise.



# Where is the opportunity?

Operational efficiencies, cost savings, and value creation



## Prediction

Applying **AI ML models** to enterprise data we have proven we can reduce Transportation costs, Reduce Inventory, Improve allocation and make better financial decisions.

Eg 2%+ Increase in sales  
10-30 Higher inventory turnover.



## Automation

**Image Recognition and Generative AI**, allows us to automate tasks around SAP for example 3 way invoice matching, order management, application support and application migration.

97% automation 3 way invoice matching.



## Discover

**Data and Generative AI** allows us to combine enterprise data, Google data, unstructured data and other enterprise data sources to drive new insights.



## Create

**Data and Generative AI** can be used to personalised content to customers, partners or employees in natural language form.

Automate creation of documents based on data in BQ. Eg Annual Reports / Job Descriptions

•  
**Grazie**  
**Huware.com**

