OUTSELL PLAYBOOK

OUTSELL JOURNAL - DECISION WORKSHEET

SAP digital manufacturing: an evidence map for industrial ABM buying groups

QUESTION

How can SAP and IT-services marketers turn a manufacturing standardisation case into useful ABM content without overclaiming results?

GUIDE TAKEAWAY

Use a public case as a question generator, not as proof of universal outcomes. Separate reported company experience, documented platform capability, buyer-specific evidence and unresolved assumptions for every role.

START HERE

Define one manufacturing decision and cohort.

YOUR SITUATION

Account or cohort

Decision to make

Starting state and exclusions

Evidence sources, dates, and limitations

Unknowns to validate

WORK THROUGH THE GUIDE

1. Define one manufacturing decision and cohort

Evidence or input

Output or decision

Owner and review point

2. Map buying roles and evidence questions

Evidence or input

Output or decision

Owner and review point

3. Separate case, product, account and analysis claims

Evidence or input

Output or decision

Owner and review point

4. Build a role-specific content sequence

Evidence or input

Output or decision

Owner and review point

5. Hand off a bounded pilot brief with unknowns

Evidence or input

Output or decision

Owner and review point

COMPARE THE OPTIONS

Common platform capability

Useful when: Multiple plants share a stable, documented need

Limitation: Local exceptions may be hidden by broad scope

Suggested action: Validate fit by process and plant

Why this fits our situation

Evidence needed before acting

Configurable standard

Useful when: The need fits supported configuration

Limitation: Excess configuration can recreate complexity

Suggested action: Set configuration and upgrade guardrails

Why this fits our situation

Evidence needed before acting

Integrated specialist capability

Useful when: A differentiating or constrained function must remain

Limitation: Interfaces add ownership and recovery work

Suggested action: Document authority, contract and failure path

Why this fits our situation

Evidence needed before acting

Process redesign or retirement

Useful when: Legacy behaviour has weak current value

Limitation: Change affects operators and controls

Suggested action: Require operational ownership and acceptance evidence

Why this fits our situation

Evidence needed before acting

COMMIT TO A BOUNDED NEXT STEP

Chosen action

Responsible owner

Required approval

Success measure and definition

Review date

Continue, revise, or stop criteria

Guide: https://outselll.com/blogs/sap-manufacturing-abm-evidence-map/

Publisher and evidence policy: https://outselll.com/editorial-policy/