

# **New Business Models Driven by Digital Technology**

## **SAP S/4HANA – The Next Generation Business Suite**

Fernando Lewis – S/4HANA Business Development  
October 26th 2016



# Agenda

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- New Business Models Driven by Digital Technology
- The World is Changing
- SAP S/4HANA Strategy – The Digital Core
- Digital Transformation
- SAP S/4HANA – Simplifications and Innovations in Detail
- How to get started

# The Digital Economy is Here and it's Here to Stay

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“It is not the strongest of the species that survives, nor the most intelligent that survives. It is the one that is most adaptable to change.”

Charles Darwin

# New Business Models Driven by Digital Technology

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- 01 – Outcome based models
- 02 – Expansion into new industries and markets
- 03 – Digitization of products and services
- 04 – Competing as an ecosystem
- 05 – Shared Economy
- 06 – Digital Platform

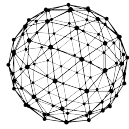


# New Business Models Driven by Digital Technology

Grow Revenue - Stave off Threat



Mobile



Hyper  
Connectivity



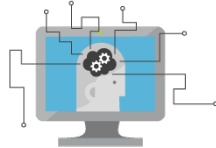
In-Memory  
Computing



Internet  
of Things



Big Data



Machine  
Learning



Social



Cloud

Digitization of data and interactions increasing at an exponential pace.

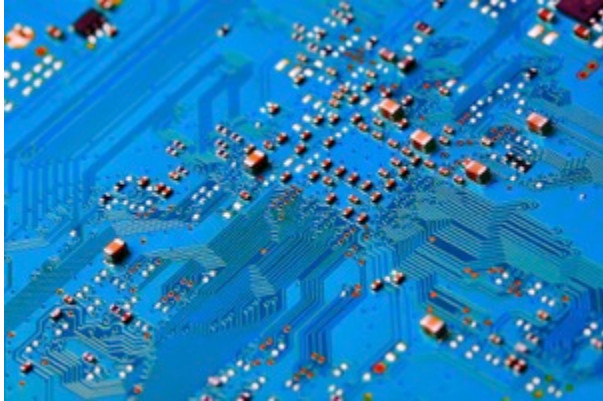
Mobile, Internet of Things and Hyper-connectivity enabling immediate access to every “thing”

In-Memory changing the speed of computing and delivering the vision of real time

Big Data and Machine learning technologies changing how data is being analyzed with predictive analytics

Cloud enabling digitization with commodity storage, and on-demand computing at scale

# Digital technologies are disrupting business models



- **Leaders are Emerging from Nowhere**

90% of CEOs believe the digital economy will impact their industry, but less than 15% are executing on a digital strategy \*

- **Early Adopters are Winning**

Early adopters are achieving +9% revenue creation, +26% impact to profitability, and +12% market valuation.\*

- **Industry Boundaries are Blurring**

Every company is expanding beyond traditional industry boundaries and also becoming a technology company

Digital business models are disruptive.  
The rules have changed.



**Under Armour** is not just selling shirts and shoes, they are connecting 38 million people on a digital health platform



**Facebook** is not just a social network, it is the largest media company even though it doesn't create content



**Uber** is not just another taxi company, it is transforming into an "urban logistics" company



**Siemens** is not just an industrial powerhouse, they are a software company connecting their industrial assets in the cloud

# Business leaders need to digitally transform across five key pillars

## Assets and Internet of Things

Analyze sensor data from products, and deliver outcome-based experiences

Monitor assets on the factory floor to predict failure and decrease downtime

Gain instant visibility into whereabouts of in-transit materials to drive new scheduling efficiencies

How can I better utilize my products and assets?



## Customer Experience Omnichannel

Engage customers more personally with one-to-one marketing

Personalize products and offerings by slicing and dicing customer data on the fly

Predict customer behavior, and make context-relevant product recommendations

How can I deliver an omni-channel experience?



## Core Business Processes

Move away from lengthy and time-consuming batch processes

React quickly to market signals happening in real-time across the value chain

Connect my enterprise to people, devices, business and social networks

How can I digitize my core?



## Workforce Engagement

Attract and retain talent by clearly communicating business impact

Enhance decision making with a cross-device, personalized user experience

Gain full visibility into critical human resource gaps to prevent business disruption

How can I better engage my workforce?



## Supplier Collaboration and Business Networks

Extend business processes, and deliver new value to customers

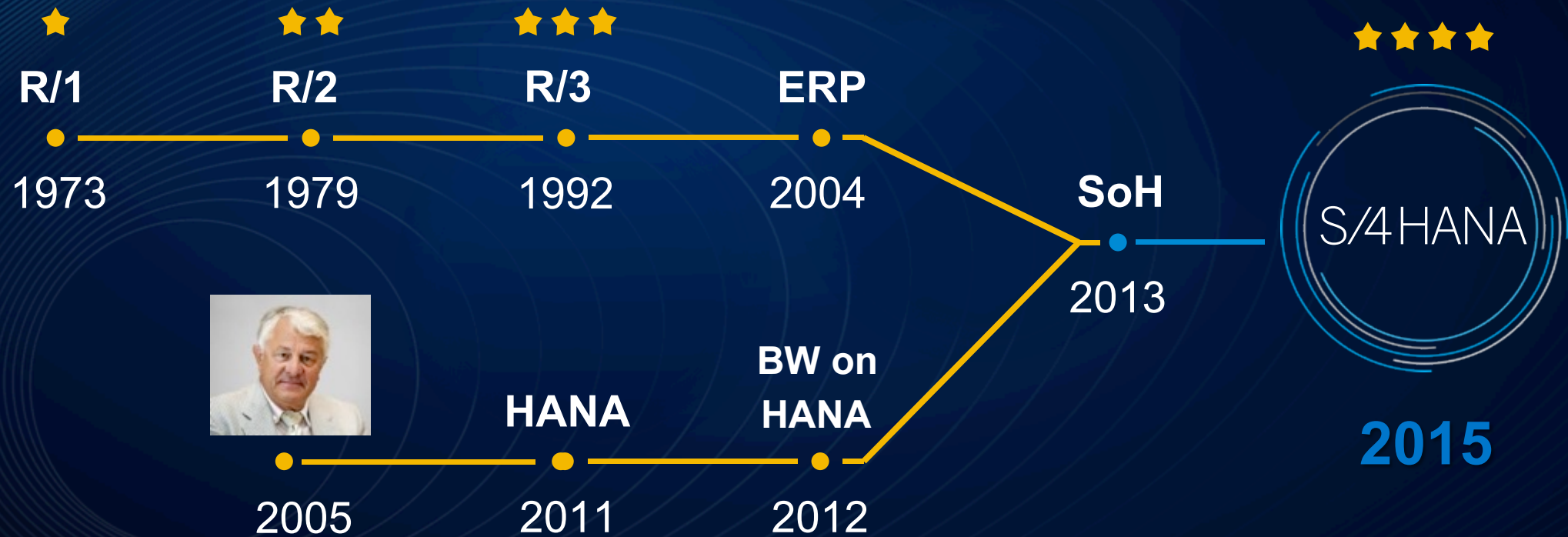
Gain the flexibility to customize to changing customer demands in shorter planning cycles

Orchestrate profitability with real-time sensing of demand-and-supply data

How can I increase supplier collaboration?

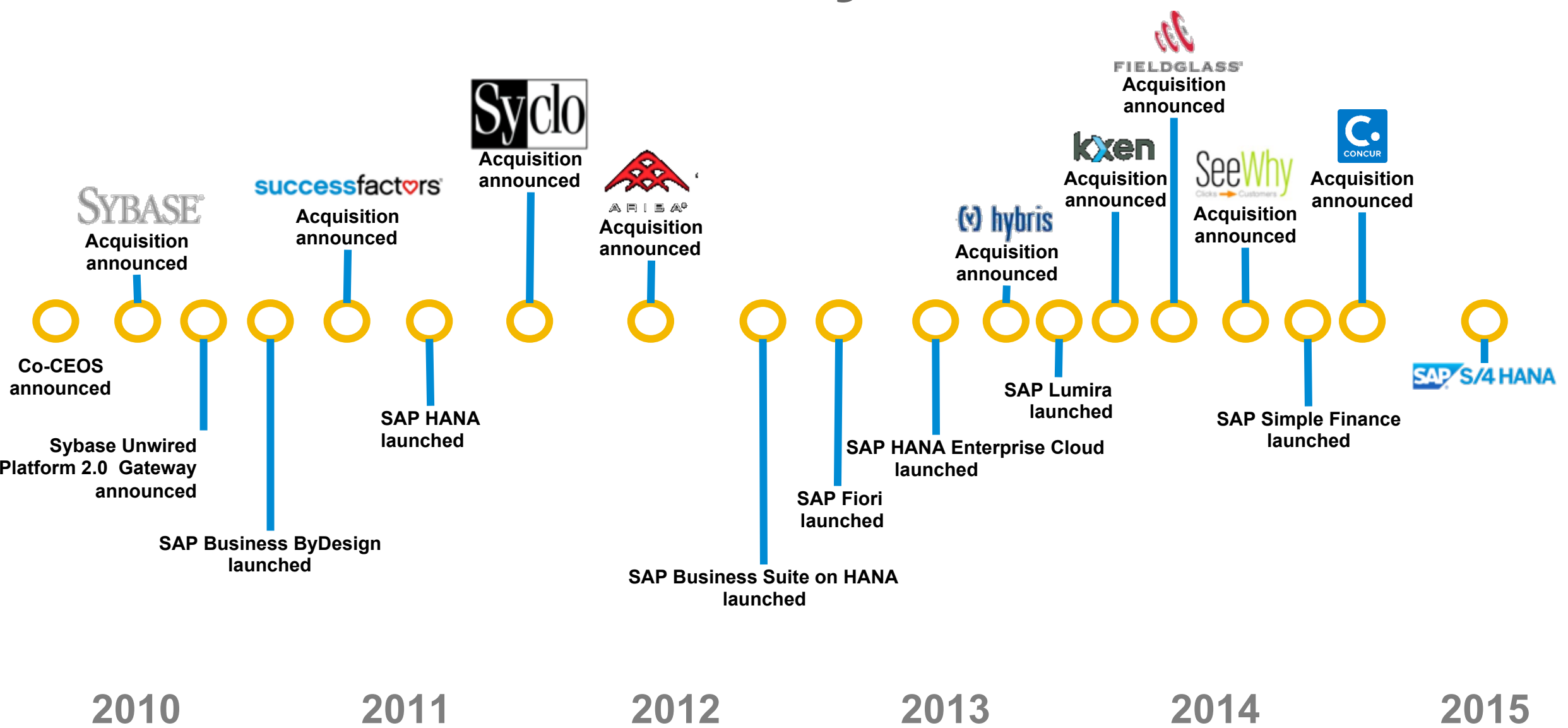


# The New Business Suite



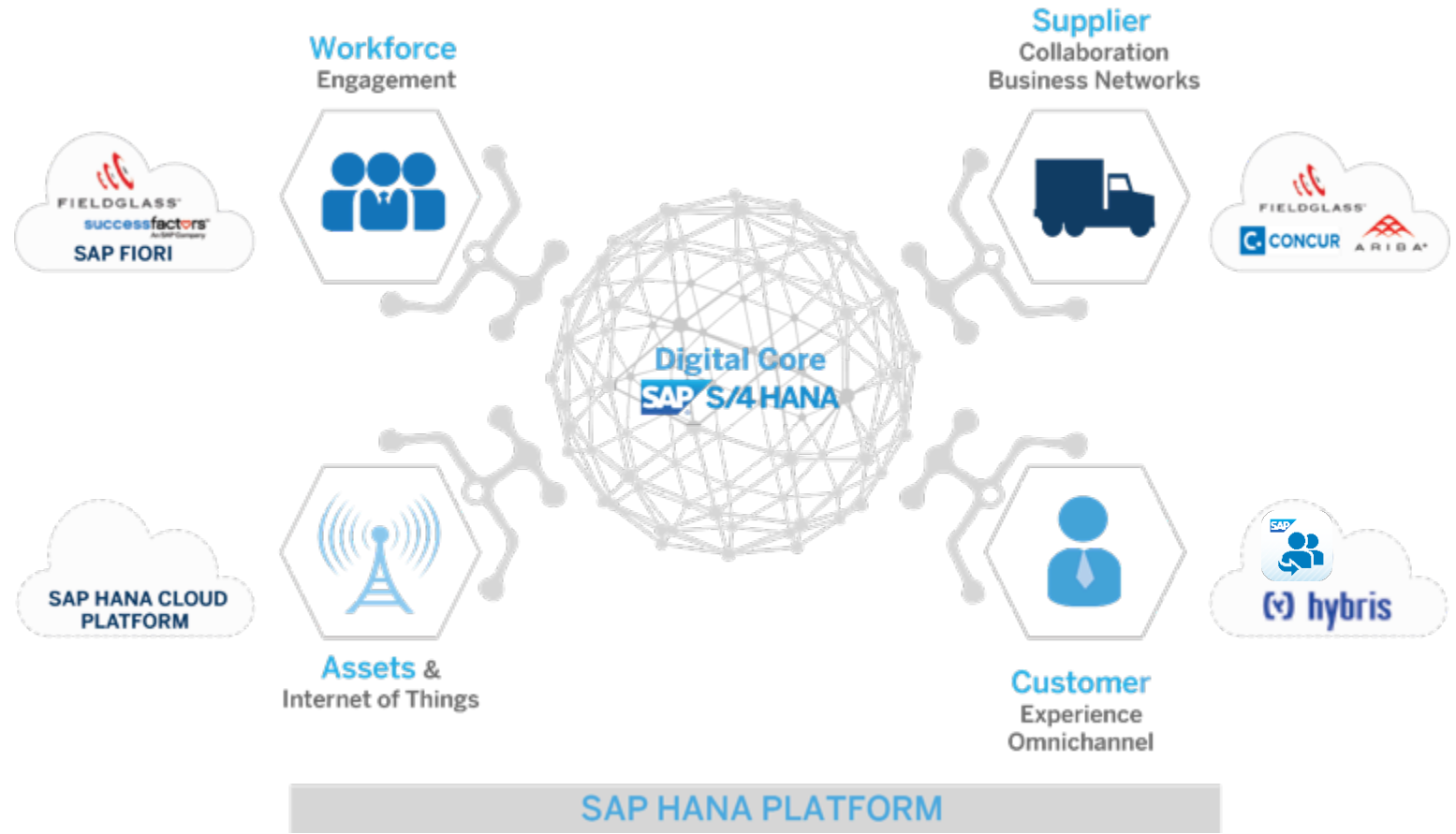


# Transformation Journey



# SAP S/4HANA reimagines businesses for the digital economy

- The **entire value chain is digitized, including the digital core** that serves as the foundation for business innovation and optimization.
- The digital enterprise **interconnects** all aspects of the value chain to **drive and anticipate business outcomes in real time**.
- Enterprises across industries can lead the digital transformation by completely **reimagining business models, business processes, and work**.



# Key Lines of Business (LOB) Dimensions of S/4HANA Value

Based on SAP expert and customer feedback

## Sales & Distribution

- Reduce Customer Churn
- Reduce Sales Cost
- Reduce Order Management Cost
- Reduce Cost of Processing Returned Goods

## Asset Management

- Reduce Un-Planned Downtime Or Outages
- Reduce Asset Service and Maintenance Costs
- Reduce Asset Risk
- Reduce EH&S Penalties & Fines
- Reduce EH&S Management Cost

## Finance

- Reduce Days to Close Annual Books
- Reduce Days Sales Outstanding (One-Time Benefit)
- Reduce Finance Cost
- Reduce Losses due to Fraud
- Reduce Audit Cost

## Research & Development

- Increase Revenue from New Products
- Optimize Research and Development Expense
- Reduce Engineering Change Cost

## Service

- Reduce Revenue Leakage
- Reduce Service Delivery and Support Cost
- Reduce Cost of Non Compliance to Service Contract
- Reduce Service Parts Inventory Carrying Cost

## Sourcing & Procurement

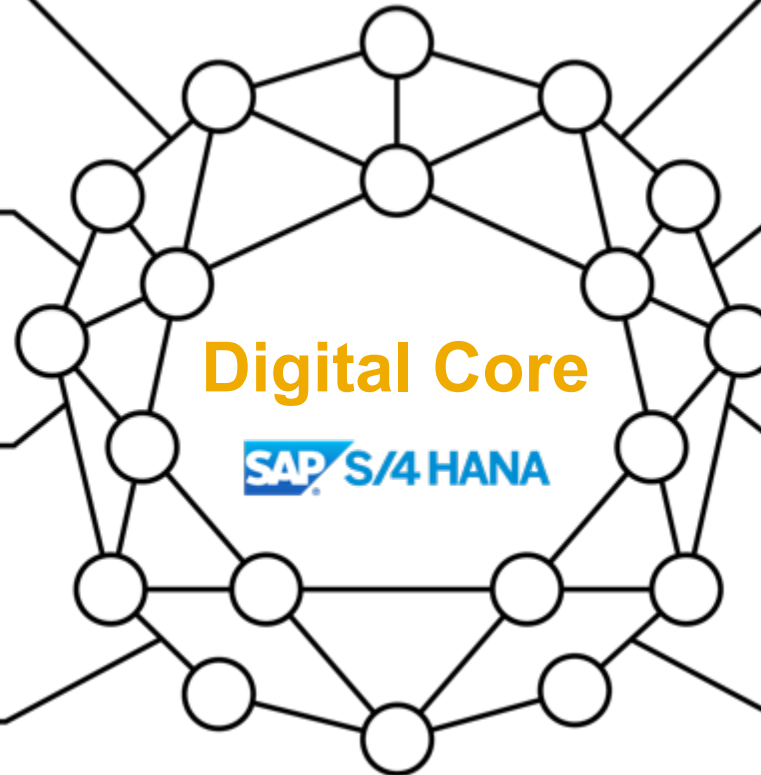
- Reduce Procurement Function Costs
- Improve Supplier Compliance (Spend Management)
- Improve User (Spec & Vendor) Compliance
- Increase Sourcing Savings by Enhanced Supplier Visibility
- Reduce Accounts Payable Error

## Supply Chain

- Reduce Revenue Loss Due To Stock-outs
- Reduce Days In Inventory
- Reduce Inventory Carrying Cost
- Reduce Inventory Obsolescence
- Enhance Supply Chain Planning Productivity
- Reduce Total Logistics Cost

## Manufacturing

- Reduce Total Manufacturing Costs
- Reduce Manufacturing Cycle Time
- Reduce Scrap Value



# S/4HANA for Supply Chain Function

## Sales & Distribution

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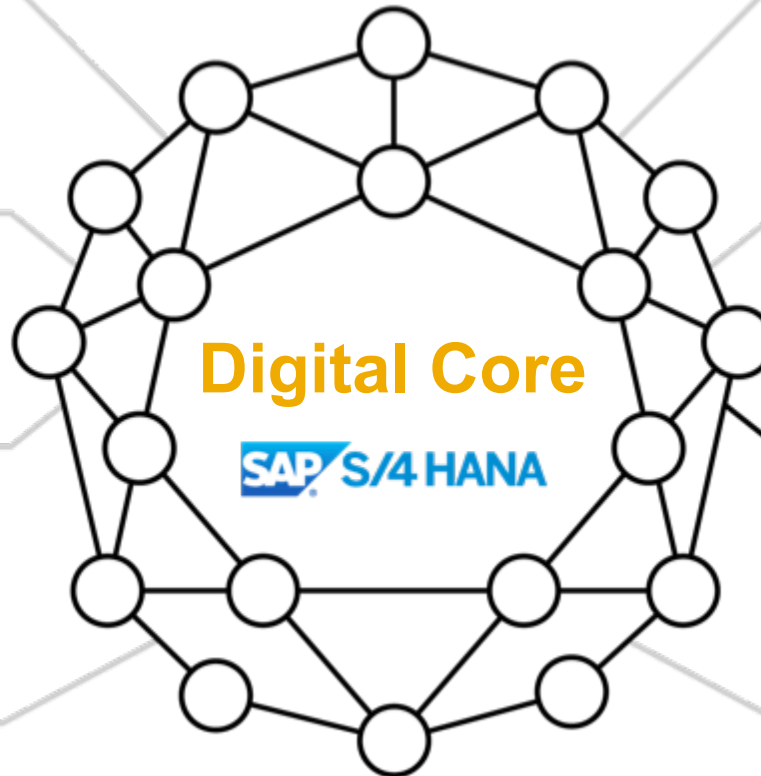
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- Reduce Scrap Value





# S/4HANA for Supply Chain Function

## Key value drivers and representative benefit ranges



	Inventory & Basic Warehouse Management	Production Planning
	<ul style="list-style-type: none"><li>• Goods issue</li><li>• Goods receipt</li><li>• Basic warehouse management</li><li>• Basic shipping</li></ul>	<ul style="list-style-type: none"><li>• Materials requirements planning</li><li>• Basic order promising and available to promise</li></ul>
Value Driver	Solution Enabler	
Reduce Revenue Loss Due to Stock-Outs	Real-time alerts based on current stock requirements with integrated decision support. Significantly improved ATP via fast mass product availability checks for sales, planned and production-orders (all items of an order at once, releasing large production orders). Enhance on-time delivery performance by integrating pick, pack, and ship processes.	
Reduce Days in Inventory	Increase inventory turnover by making informed decisions based on accurate demand and supply data. Simplified data model resulting in increased throughput, flexible analytics at the most granular level and accuracy based on primary data.	
Reduce Inventory Carrying Cost	Leverage mobile inventory management and warehouse applications via SAP Fiori apps	
Reduce Inventory Obsolescence	Get the ability to automate warehouse operations with RFID and sensors with IoT framework for integration to manage just-in-time availability, unit handling, serial numbers, electronic data interchange, and proof of delivery.	
Enhance Supply Chain Planning Productivity	Enable personalized views for planners with relevant analytics	
Reduce Total Logistics Cost	Leverage new planning algorithms - leveraging predictive analytics (e.g. demand sensing) algorithm in combination with optimization. Increase process flexibility through optimized logistics processes.	

# Supply Chain: Key Value Drivers Impacted

Value Driver	Improvement Range	Solution Enabler
Reduce revenue loss due to stock-outs	10% -15%	Real-time alerts based on current stock requirements with integrated decision support. Significantly improved ATP via fast mass product availability checks for sales, planned and production-orders (all items of an order at once, releasing large production orders). Enhance on-time delivery performance by integrating pick, pack, and ship processes.
Reduce days in inventory	10% -12%	Increase inventory turnover by making informed decisions based on accurate demand and supply data. Simplified data model resulting in increased throughput, flexible analytics at the most granular level and accuracy based on primary data.
Reduce inventory carrying cost		Leverage mobile inventory management and warehouse applications via SAP Fiori apps.
Reduce inventory obsolescence		Get the ability to automate warehouse operations with RFID and sensors with IoT framework for integration to manage just-in-time availability, unit handling, serial numbers, electronic data interchange, and proof of delivery.
Enhance supply chain planning productivity	3% -5%	Enable personalized views for planners with relevant analytics as well as easy to use Microsoft Excel. Use embedded decision support tools and Fiori role-based interface. Reduce supply chain costs by 3-5%.
Reduce total logistics cost	10% -12%	Leverage new planning algorithms and predictive analytics (e.g. demand sensing) algorithm in combination with optimization. Increase process flexibility through optimized logistics processes.

Benefits are based on early adopters of SAP S/4HANA or conservative outside-in benefits due to moving from a traditional ERP to enhanced SAP S/4HANA + LOB/cloud capabilities. As each enterprise is at different level of maturity, our recommendation is to work with you to determine the value proposition for your enterprise.



# S/4HANA for Supply Chain Function

## Saving money for a large European retailer

- Large European retailer
- Over 100 years old, over 1400 stores with 9 million customers daily
- S/4HANA implemented by NTT/Itelligence

- **#1 nation-wide grocery retailer**
- **International retailing**
- **Franchises (e.g., Starbucks)**
- **Online stores**

**20% of \$150M**

**Is the goal to save in the first year of S/4HANA operations:**

- Real-time data on previous day's sales, not 2-3 days later
- Immediate adjustments: pricing, supplier orders (volume)








“,”

**We want to be the number one retailer based on customer satisfaction, financial performance and employee satisfaction.**

*Customer*



# Enterprise Management

	SAP S/4HANA FINANCE	SAP S/4HANA HUMAN RESOURCES	SAP S/4HANA SOURCING & PROCUREMENT	SAP S/4HANA MANUFACTURING	SAP S/4HANA SUPPLY CHAIN
Suite	 <ul style="list-style-type: none"> <li>Integrated business planning</li> </ul>	 <ul style="list-style-type: none"> <li>Core human resources and payroll</li> <li>Talent management</li> <li>Time and attendance management</li> <li>Human capital analytics</li> </ul>	 <ul style="list-style-type: none"> <li>Supplier Collaboration</li> <li>Business Network</li> </ul>	<ul style="list-style-type: none"> <li>Manufacturing Integration and Intelligence</li> <li>Manufacturing Execution System</li> <li>Quality Issue Management</li> </ul>	<ul style="list-style-type: none"> <li>Supply Chain Control Tower</li> <li>Integrated Business Planning</li> <li>Extended Warehouse Mgmt</li> <li>Transportation Mgmt</li> </ul>
Products	<ul style="list-style-type: none"> <li>Accounting and financial close</li> <li>Treasury and financial risk management</li> <li>Receivables management</li> </ul>			<ul style="list-style-type: none"> <li>Manufacturing Planning and Execution*</li> </ul>	<ul style="list-style-type: none"> <li>Extended Warehouse Management*</li> <li>Advanced ATP*</li> </ul>
Digital Core	<ul style="list-style-type: none"> <li>Accounting and Closing Operations</li> <li>Accounting</li> <li>Cost management and profitability analysis</li> </ul>	<ul style="list-style-type: none"> <li>Time and Attendance Management</li> </ul>	<ul style="list-style-type: none"> <li>Supplier information and master data</li> <li>Operational procurement</li> <li>Invoice and payables management</li> <li>Operational sourcing and contract management</li> </ul>	<ul style="list-style-type: none"> <li>Production Orchestration and Execution</li> <li>Quality management and compliance</li> </ul>	<ul style="list-style-type: none"> <li>Inventory and basic warehouse management</li> <li>Production planning</li> </ul>
	 Enterprise Management				
Products	<ul style="list-style-type: none"> <li>Order and contract management</li> <li>Sales planning and performance management (ICM)</li> </ul>	<ul style="list-style-type: none"> <li>Service management</li> <li>Service master data management</li> <li>Service parts management</li> <li>Service agreement management</li> </ul>	<ul style="list-style-type: none"> <li>Billing and revenue innovation management (BRIM)</li> </ul>	<ul style="list-style-type: none"> <li>Maintenance Management</li> <li>Environment, health, and safety</li> </ul>	<ul style="list-style-type: none"> <li>Product development and project control</li> <li>Production Engineering</li> <li>Product safety and stewardship</li> </ul>
Suite	<b>SAP S/4HANA SALES</b>  Cloud for Sales	<b>SAP S/4HANA SERVICE</b>  Cloud for Service	<b>SAP S/4HANA MARKETING AND COMMERCE</b>  Cloud for Marketing	<b>SAP S/4HANA ASSET MANAGEMENT</b> <ul style="list-style-type: none"> <li>Mobile Service</li> <li>Predictive Maintenance</li> <li>Asset Networks</li> </ul>	<b>SAP S/4HANA RESEARCH &amp; DEVELOPMENT</b> <ul style="list-style-type: none"> <li>Collaborative Product Development</li> <li>Product Network</li> </ul>
	INDUSTRIES				

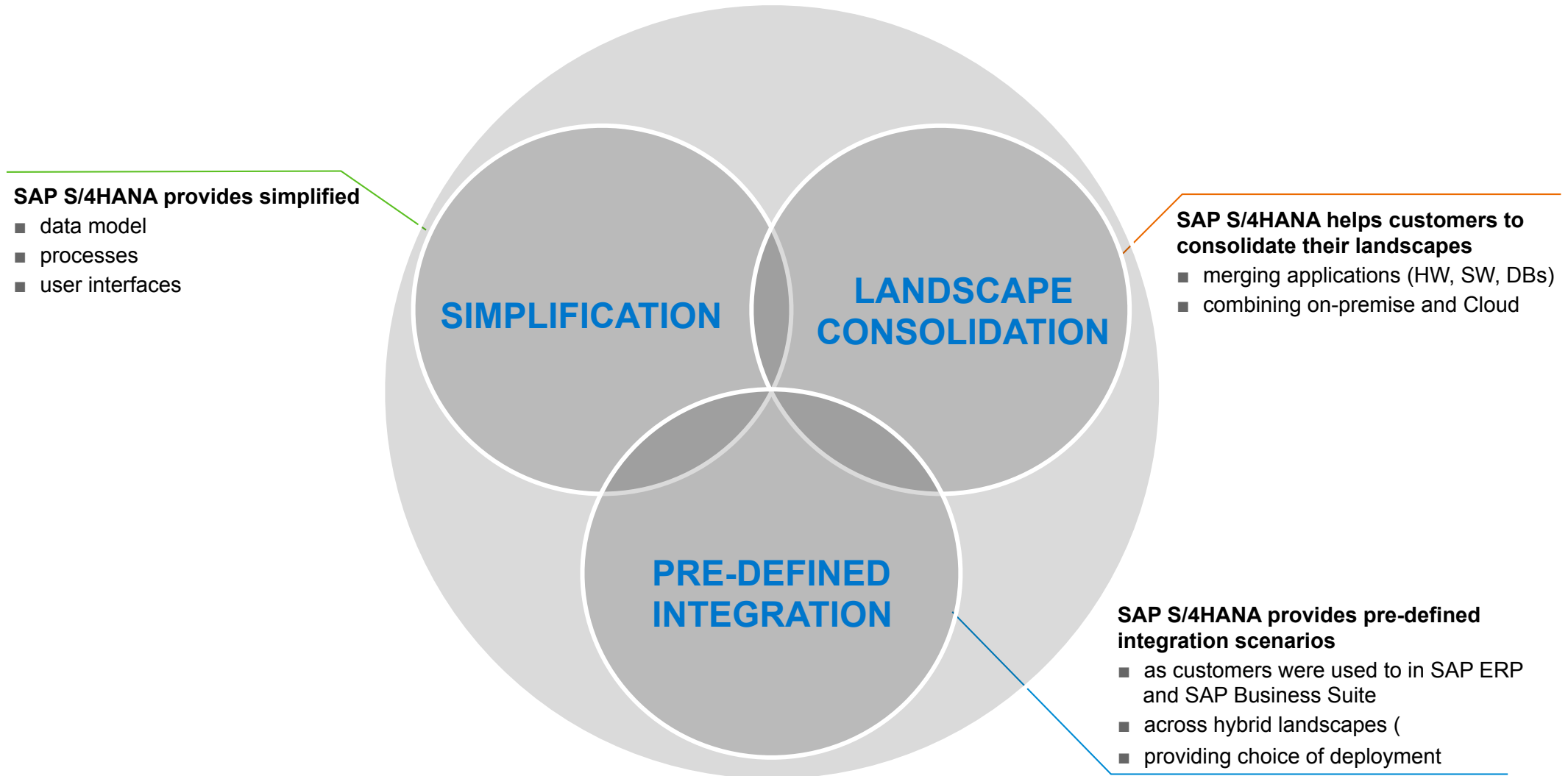




# **SAP S/4HANA Differentiating Capabilities – Simplifications and Innovations**

# SAP S/4HANA Suite – fights Complexity of Application Landscapes

## Customer Expectations along 3 Categories



## Business Suite

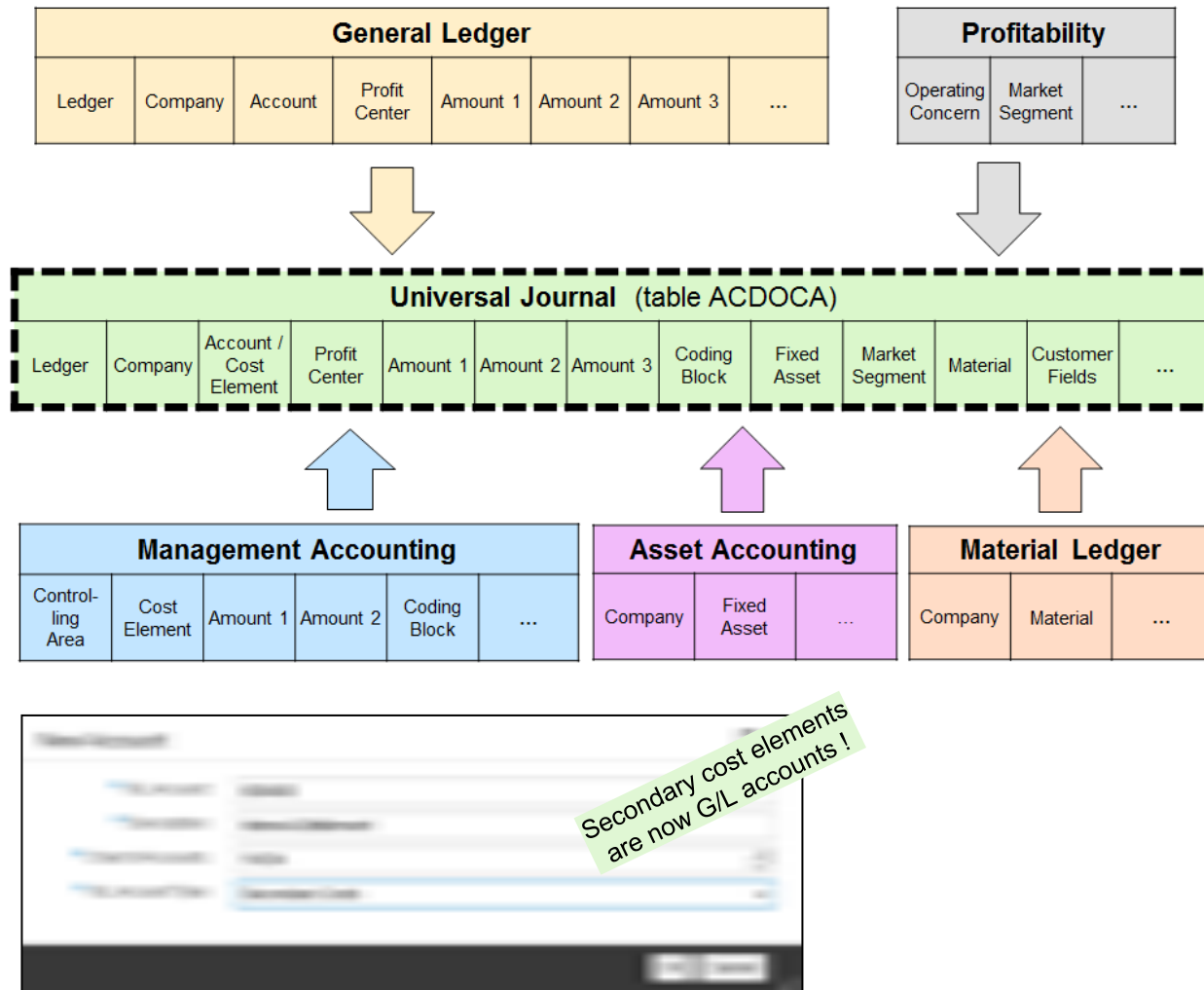


- » Only main tables remaining, no redundancies
- » Clear separation of master data from transactional data
- » Reduction of memory footprint

- » Only one valuation method (Material Ledger) instead of 2 (IM + ML)
- » Flexible rebate management instead of cumbersome and expensive redundancies

- » INSERT only on database level (MM-IM), no locks for standard price valuation

# S.1 - Data Model Simplification - Universal Journal

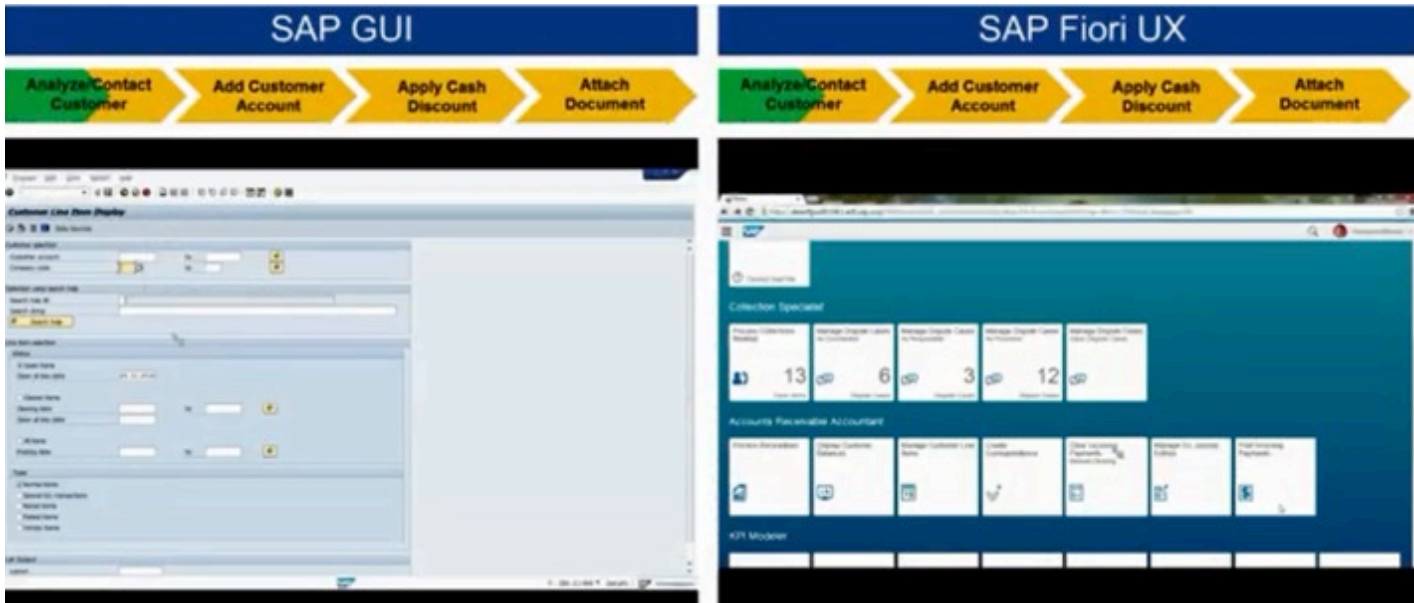


## Planned Architecture

- Concept: "Take the best of all worlds" (e.g. ledger, market segment, coding block, etc.)
- ONE line item table with full detail for all applications - for instant insight & extensibility
- This replaces the "logical document" of release 1.0.
- Secondary cost elements are G/L accounts.
- Data stored only once: no reconciliation needed by design
- Reduction of memory footprint through elimination of redundancy.
- Fast multi-dimensional reporting possible without replicating data to business warehouse (BW).
- If BW is in place anyway, only one single BI extractor needed (instead of many today).



# S.3 - UI / business flow Simplification



## SAP Simple Finance - receivables management

SAP GUI	SAP Fiori UX
Duration: 2:12 mins	Duration: 47 secs
Clicks: 39	Clicks: 11
Screen changes: 8	Screen changes: 2
Fields filled: 5	Fields filled: 2

- 64% reduction in duration
- 71% reduction of clicks
- 75% reduction in screen changes
- 60% reduction of fields filled

## SAP Simple Finance - Post Incoming Payments

SAP GUI	SAP Fiori UX
Duration: 1:26 mins	Duration: 0:59 mins
Clicks: 27	Clicks: 17
Screen changes: 14	Screen changes: 2
Fields filled: 14	Fields filled: 7

- 31% reduction in duration
- 37% reduction of clicks
- 86% reduction in screen changes
- 50% reduction of fields filled

## SAP Simple Finance - Clear Incoming Payments

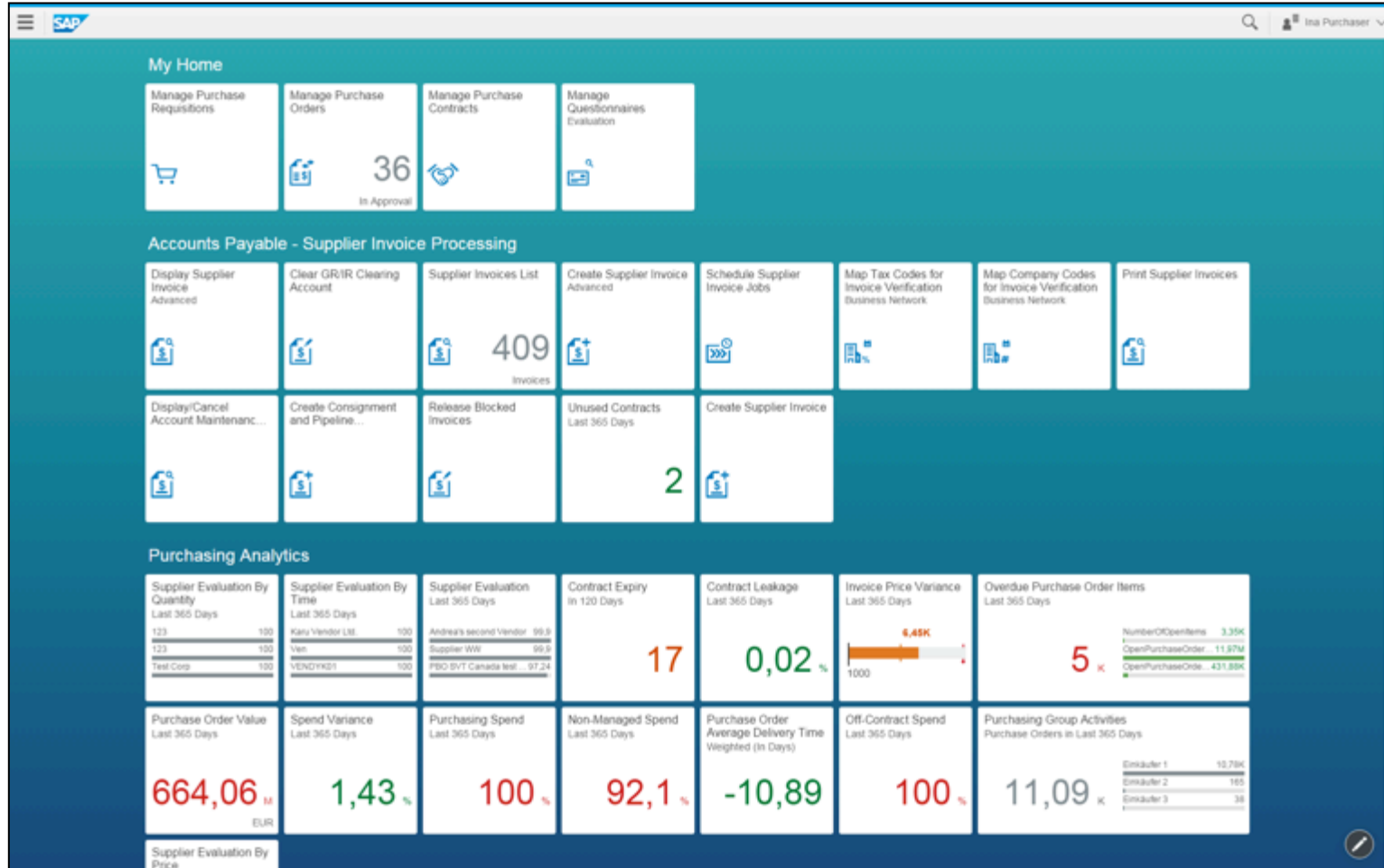
SAP GUI	SAP Fiori UX
Duration: 2:25 mins	Duration: 1:07 mins
Clicks: 49	Clicks: 22
Screen changes: 26	Screen changes: 1
Fields filled: 9	Fields filled: 3

- 53% reduction in duration
- 55% reduction of clicks
- 96% reduction in screen changes
- 66% reduction of fields filled



# SAP S/4HANA Sourcing & Procurement

## Fiori Apps for Procurement - Launchpad



- Single Entry Point for all User Activities via Fiori Launchpad
- HANA Search available via Launchpad at every time
- Apps clustered by areas (e.g. Home Area, Accounts Payable Area,...)
- Transactional Apps and KPI Apps
- User Management and Customizing via own Fiori Apps
- Personalization for Launchpad Entry Page
- New In-App Help for contextual help, guided tour and learning content

# SAP S/4HANA Sourcing & Procurement

## FIORI Apps for Procurement 1511 On Premise

### Transactional

#### Task-based Access

Access to tasks like change, create, or entire processes with guided navigation

- |  |  |
|--|--|
| 1. All Approvals via Fiori Inbox (Purchase Requisition, Purchase Order, Contract and Supplier Invoice) | 8. Manage Sources of Supply                |
| 2. Create Purchase Requisition   | 9. Manage Supplier Invoices (incl. Create) |
| 3. My Purchase Requisitions  | 10. My Purchasing Document Items           |
| 4. Confirm Goods and Services  | 11. Supplier Invoice List                  |
| 5. Manage Purchase Requisitions  | 12. Post Goods Receipt for Purchase Order  |
| 6. Manage Purchase Orders (incl. Create)   | 13. Evaluate Suppliers                     |
| 7. Manage Purchase   | 14. Evaluation Responses                   |
|  | 15. Supplier Evaluation Response           |

### Analytical

#### Insight to Action

Visual overview over a complex topic for monitoring or tracking purposes

- |   |   |
|---|---|
| 1. Purchase Order Value                 | 10. Spend Variance                        |
| 2. Non-Managed Spend                    | 11. Overdue Purchase Order Items          |
| 3. Unused Contracts                     | 12. Purchasing Group Analysis             |
| 4. Contract Expiry                      | 13. Supplier Evaluation On-time delivery  |
| 5. Off-Contract Spend                   | 14. Supplier Evaluation Price Variance    |
| 6. Contract Leakage                     | 15. Supplier Evaluation Quantity Variance |
| 7. Purchasing Spend                     | 16. Supplier Evaluation                   |
| 8. Invoice Price Change                 |   |
| 9. Purchase Order Average Delivery Time |   |

### Object Pages with Contextual Navigation

#### Search and Explore

View on essential information about an object and contextual navigation between related objects

1. Purchase Requisition
2. Purchase Requisition Item
3. Purchase Order
4. Supplier Invoice
5. Purchasing Info Record
6. Purchase Contract
7. Purchase Contract Item
8. Purchasing Category
9. Supplier

# SAP Fiori 2.0 – What's New

### Me-Area

Replacing former shell header menu  
Shows recent activities now

### Anchor bar navigation

Replacing group menu

### Shell header

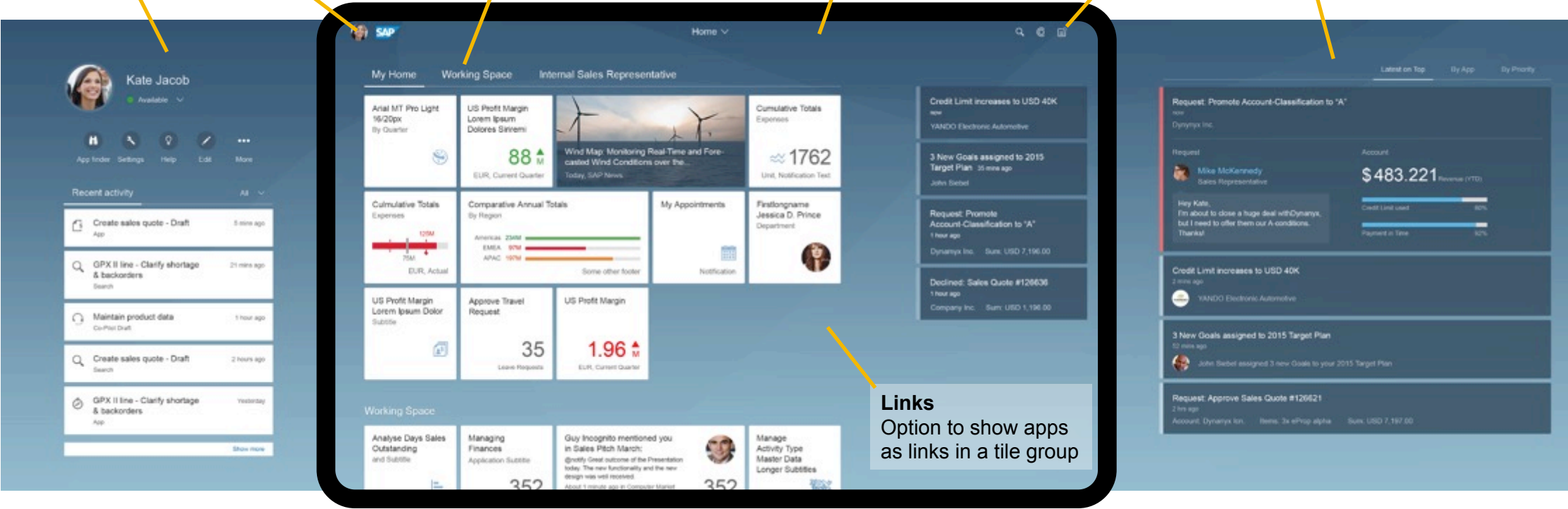
Revised, launching notification and me-area viewports and Co-Pilot window. Provides navigation menu when app is launched by clicking on title

### Notifications

Shown in separate viewport that opens on clicking respective icon in shell header

### Links

Option to show apps as links in a tile group



Me-area

Workspace

Notifications

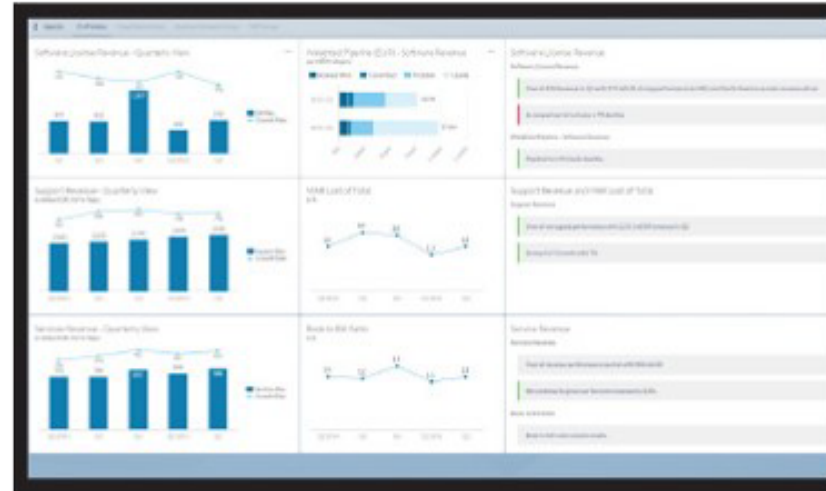
# The Digital Boardroom

## Turning Finance into a live business



### Total transparency

- Real-time view of complete company situation
- Comprehensive view on key figures across divisions



### Instant data-driven insights

- Instantly access accurate information to address ad-hoc questions
- Improve decision-making with analysis of alternatives and implications



### Simplified boardroom processes

- Reduce preparation time and offline discussion topics
- Focused collaboration to leverage expert knowledge





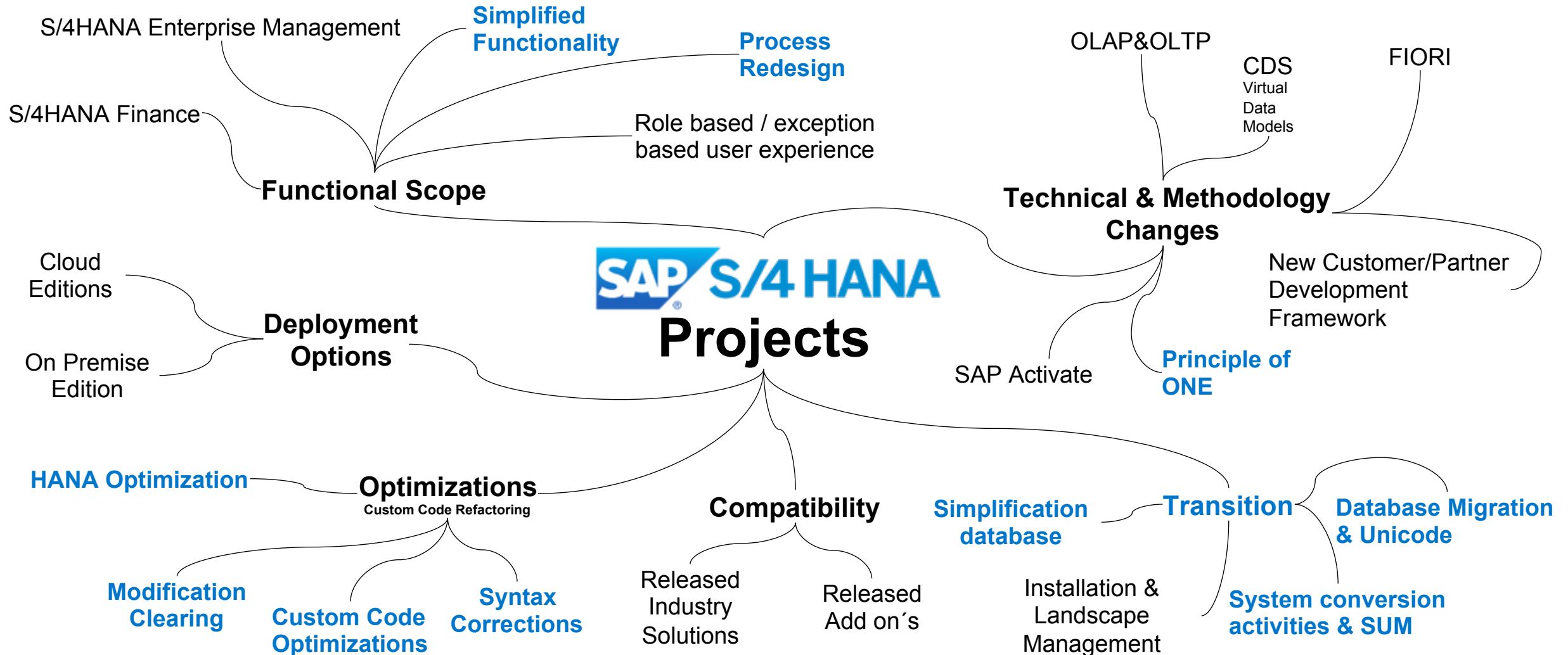
# How to get started?

## Implementation and deployment considerations

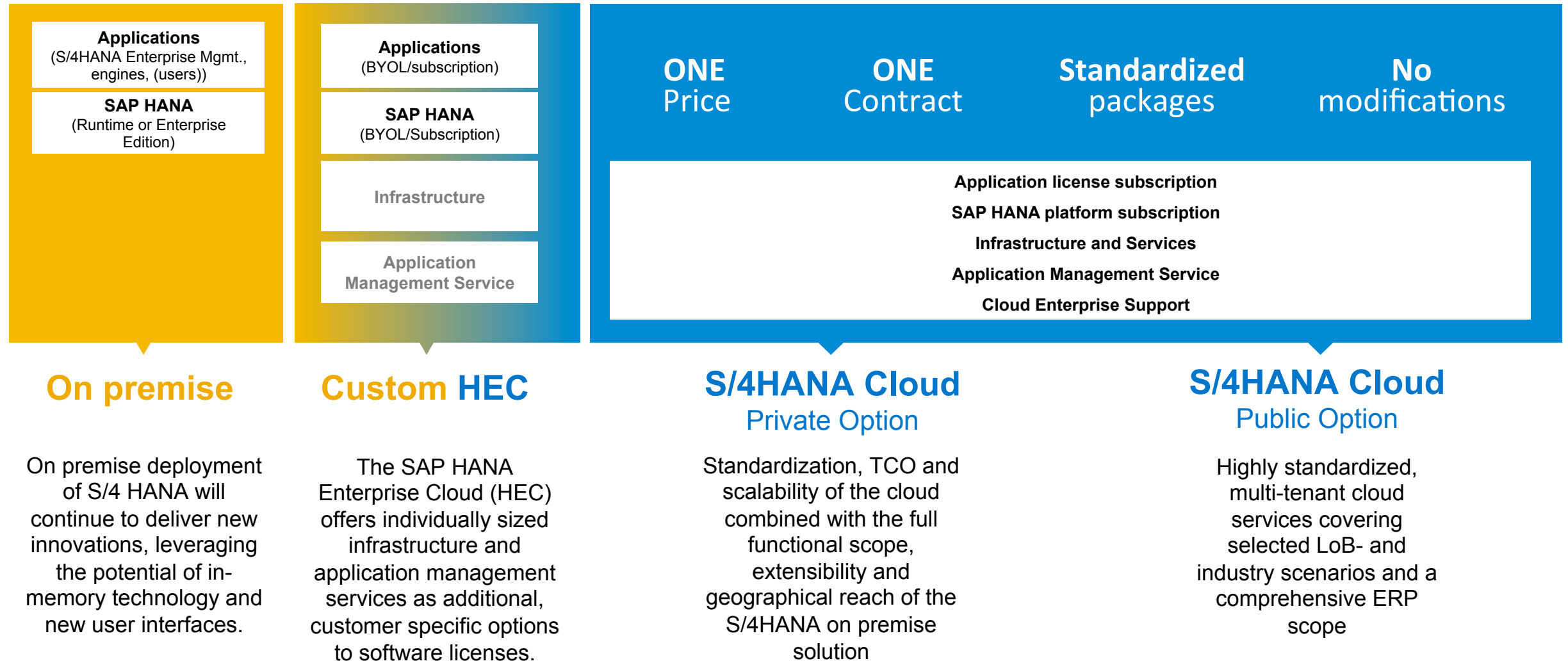
# SAP S/4HANA 1511

Manage all parts properly

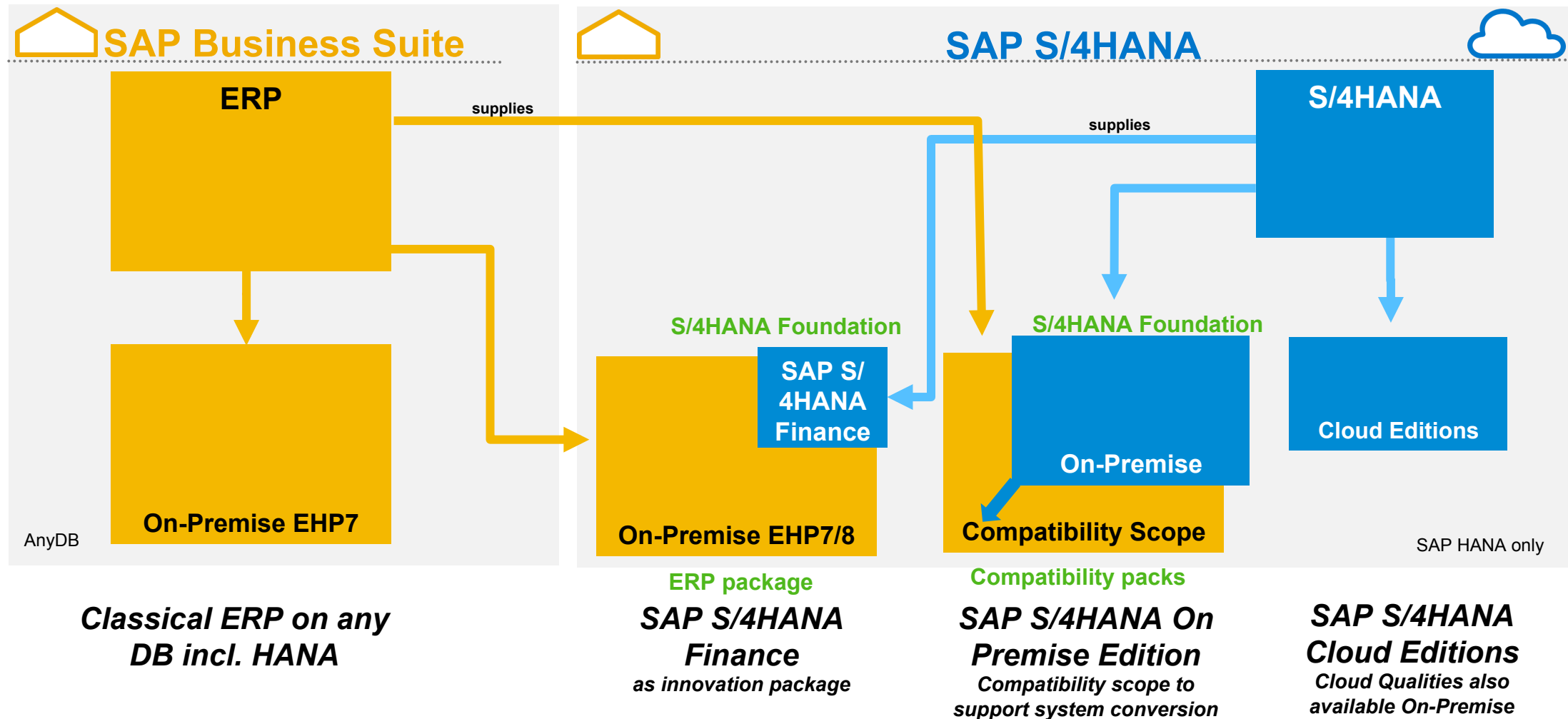
- Relevant primarily for System Conversion
- Relevant for New Install and System Conversion



# SAP S/4HANA – deployment options



# Relation between SAP ERP and SAP S/4HANA

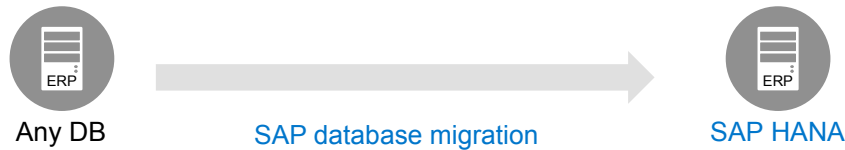


# Potential transition scenarios to SAP S/4HANA



[Learn More](#)

## Technical migration to SAP HANA



### SAP Business Suite powered by SAP HANA (Database Migration)

- Transition to the SAP HANA platform
- Improve enterprise template to optimize business processes using innovations enabled by SAP HANA
- Leverage quick-wins, such as integrated analytics as part of implementation phases

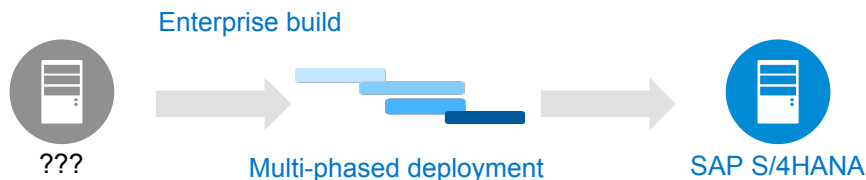
## Conversion



### ERP System Conversion and Migration (Conversion)

- Leverage SAP toolset for system transformation to adapt and convert (map) current design into a design compatible with SAP S/4HANA
- Execute custom code evaluation and conversion to SAP S/4HANA compatibility
- Drive cloud adoption as a separate implementation track

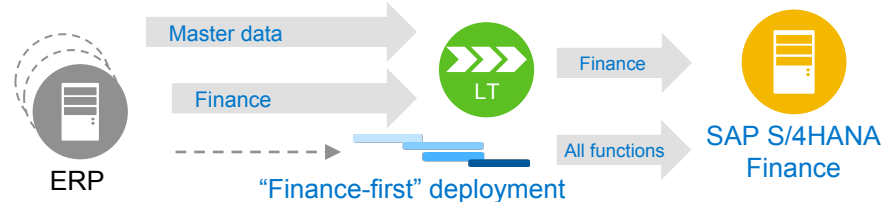
## Greenfield



### Accelerated Enterprise Build and Multi-Phased Deployment (Greenfield)

- Implement SAP S/4HANA directly on a future SAP S/4HANA platform
- Build an enterprise template to optimize business processes using innovations from SAP S/4HANA
- Aligned to SAP solution road maps (as they become available)
- Leverage quick-wins, such as cloud solutions as part of implementation phases

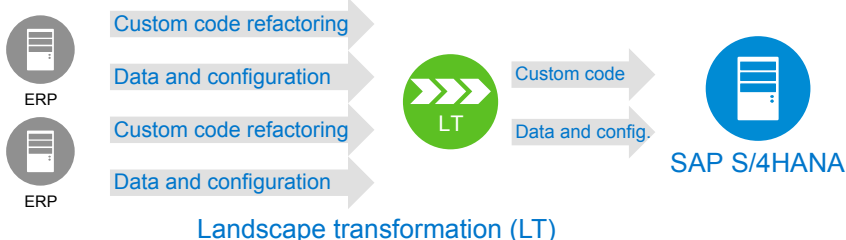
## Functional phased Greenfield



### Accelerated Phased Build and Phased Deployment (Phased Greenfield)

- Focused implementation for financial and master data processes into an SAP S/4HANA solution (SAP S/4HANA for central finance foundation)
- Later phased roll-in of other functions possible
- Drive cloud adoption as a separate implementation track

## System consolidation

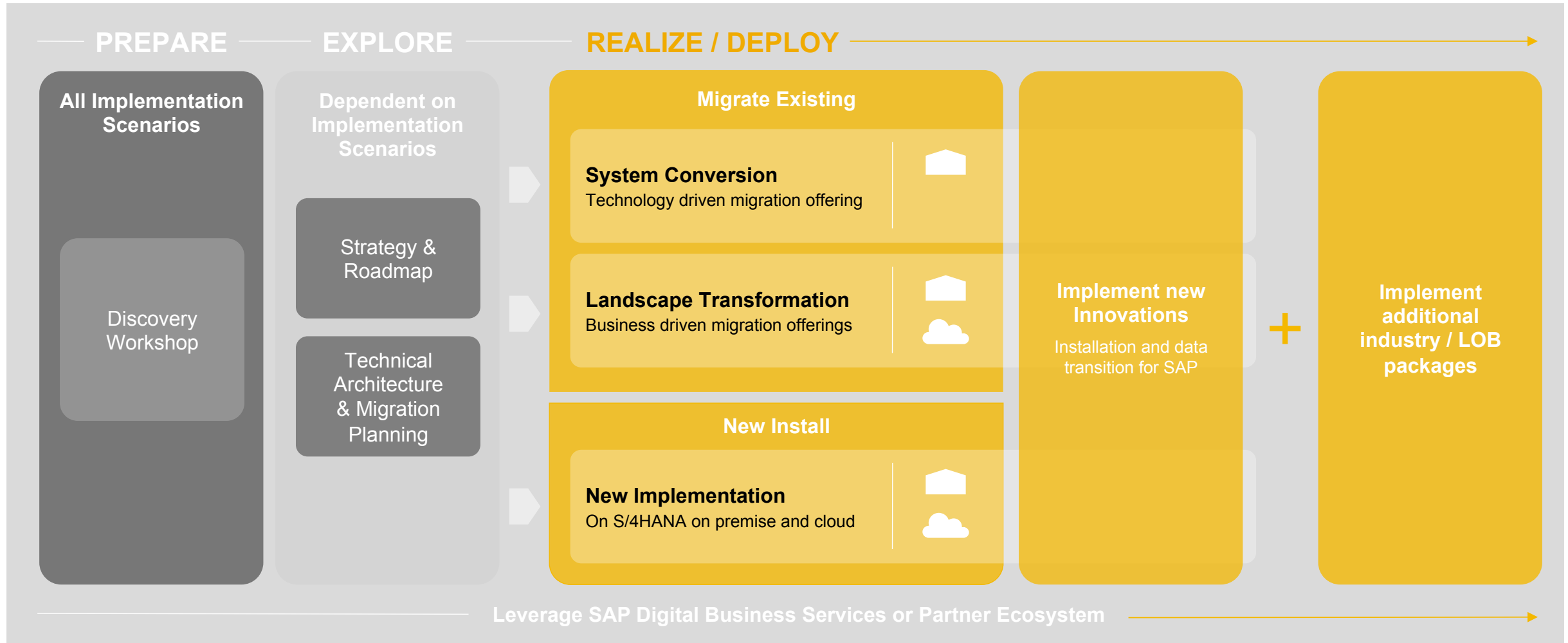


### Conversion and System Consolidation (Consolidation)

- Leverage SAP software toolset for system transformation to adapt and convert (map) current design into a design compatible with SAP S/4HANA
- Execute custom code evaluation and conversion to SAP S/4HANA compatibility
- Consolidation and simplification of system landscape
- Drive cloud adoption as a separate implementation track



# Major Milestones in SAP S/4HANA Adoption



# How SAP can Help customers

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## ***End to End Business Platform***

- 25 Industries, decision making in real time, IOT that integrated the physical world to enterprise applications and Business Network that brings the world to companies' doorstep.

## ***Unique Approach to Tailoring Digital Transformation***

- Executive Immersion Day, POC for new ideas, Helping Companies build their own design thinking,

## ***Innovation Community SAP's new EDX (Executive Digital Exchange)***

- Innovation Exchange through Live/virtual events, Share best Practices, Meet Industry experts and Digital Transformation Leaders



# Thank you

Contact information:

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How Can I learn more?

[www.sap.com/s4hana](http://www.sap.com/s4hana)

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