

# Lead to Cash: A Positive Experience from Lead to Final Payment and Beyond

iENT201

**PUBLIC** 



# **Speakers**

# Las Vegas

September 24–27, 2019

Andrea Tawfik

# **Barcelona**

October 8-10, 2019

Konstantin Heine

# **Bangalore**

November 13-15, 2019

Saurabh Kumar

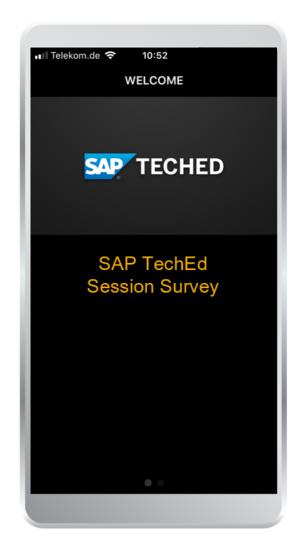


# Take the session survey.

We want to hear from you!

Complete the session evaluation for this session iENT201 on the SAP TechEd mobile app.





### **Disclaimer**

The information in this presentation is confidential and proprietary to SAP and may not be disclosed without the permission of SAP. Except for your obligation to protect confidential information, this presentation is not subject to your license agreement or any other service or subscription agreement with SAP. SAP has no obligation to pursue any course of business outlined in this presentation or any related document, or to develop or release any functionality mentioned therein.

This presentation, or any related document and SAP's strategy and possible future developments, products and or platforms directions and functionality are all subject to change and may be changed by SAP at any time for any reason without notice. The information in this presentation is not a commitment, promise or legal obligation to deliver any material, code or functionality. This presentation is provided without a warranty of any kind, either express or implied, including but not limited to, the implied warranties of merchantability, fitness for a particular purpose, or non-infringement. This presentation is for informational purposes and may not be incorporated into a contract. SAP assumes no responsibility for errors or omissions in this presentation, except if such damages were caused by SAP's intentional or gross negligence.

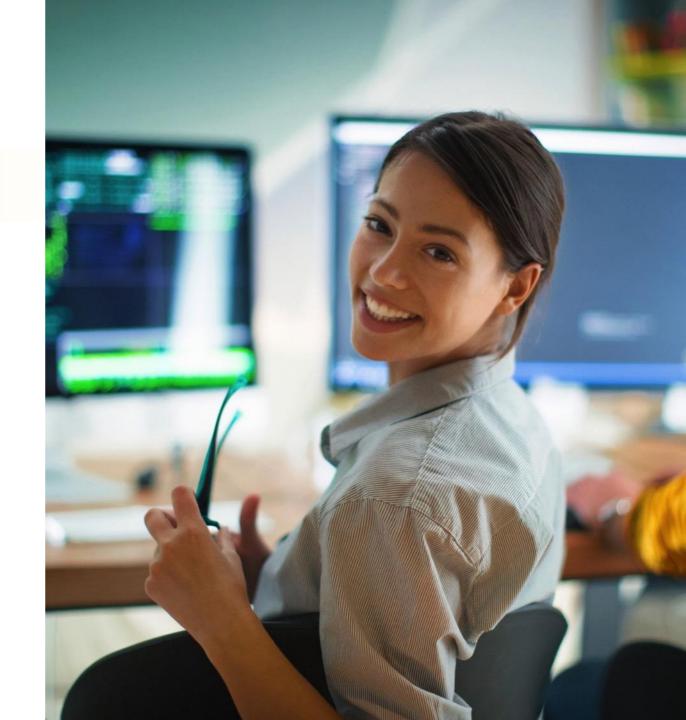
All forward-looking statements are subject to various risks and uncertainties that could cause actual results to differ materially from expectations. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of their dates, and they should not be relied upon in making purchasing decisions.

# Intelligent Enterprise Framework

# Lead to Cash

- Overview
- Technology Highlights
- Roadmap
- Demo

**Key Take Aways** 



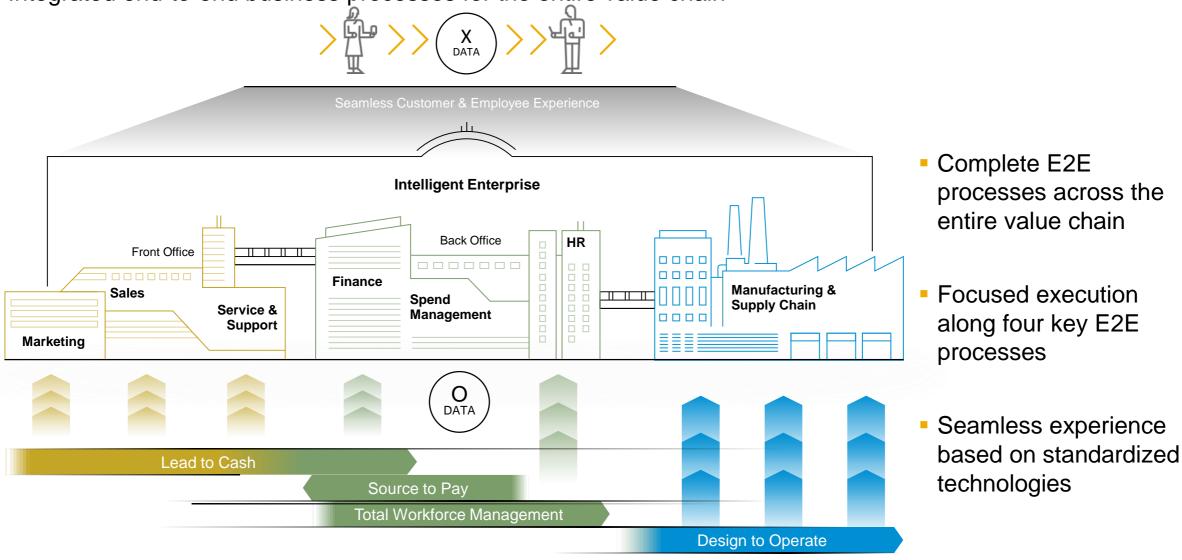
# SAP is evolving its strategy to be

"The Experience Company powered by the Intelligent Enterprise"



# The Intelligent Enterprise

Integrated end-to-end business processes for the entire value chain

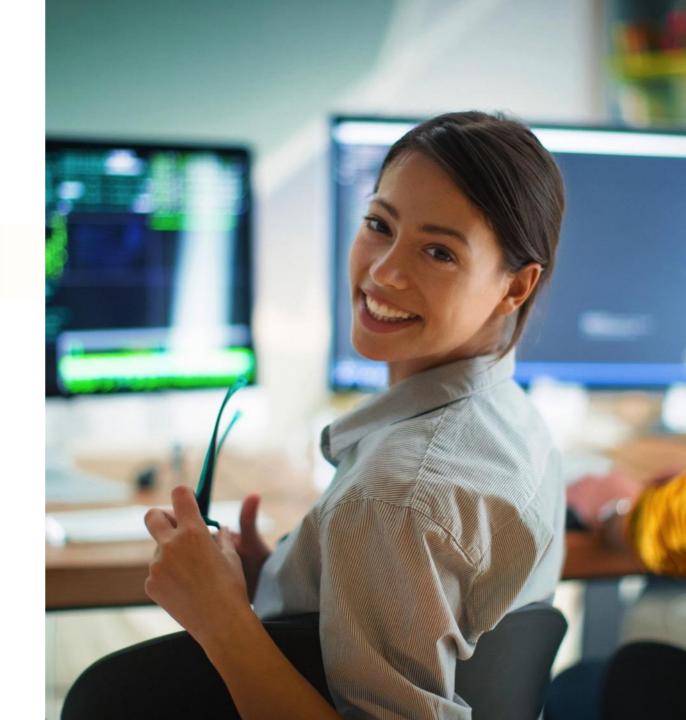


# Intelligent Enterprise Framework

# Lead to Cash

- Overview
- Technology Highlights
- Roadmap
- Demo

**Key Take Aways** 



# Turn prospects into lifetime customers with Lead to Cash

### SAP Definition of Lead to Cash (L2C)

Managing all aspects of an initial contact with an unknown customer (revenue generation) to order fulfillment and service delivery (revenue realization) allowing you to turn prospects into lifetime customers.

#### **SAP Vision**

Build a connected customer journey based on empathy and trust with SAP C/4HANA, a suite of five industry-leading cloud solution portfolios and SAP S/4HANA to help your business innovate, integrate and be agile.

#### **Business Benefits**

- Drive and realize revenue for your organization by connecting demand chain and supply chain
- Gain insights into customer needs by combining operational data with experience data
- Improve your business process efficiency with inbuilt intelligent scenarios and outof-the-box integration scenarios

**L2C** sub-processes

Contact to Lead

Lead to Opportunity

Opportunity to Quote/Cart

Quote to Order

Order to Cash

# Lead to Cash Process for Discrete Industries (Component Manufacturing)

Contact to Lead

**Lead to Opportunity** 

**Quote to Order** 

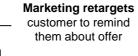
**Executive** checks KPIs on executive dashboard to evaluate market readiness for a new product



Marketing creates campaign on new offer **Customer** engages registers, gives consent and views information



Interaction is captured and scored, Marketing Lead is created



customer to remind them about offer

Marketing hands over lead to sales, potential is qualified and lead is converted to opportunity.

> **SAP Marketing Cloud SAP Sales Cloud**

SAP S/4HANA® Cloud

**SAP Analytics Cloud** 

**SAP Marketing Cloud** 

**SAP Commerce Cloud SAP Customer Data Cloud** 

**SAP Marketing Cloud** 



**SAP Marketing Cloud** 

Quote is presented

to Customer.

negotiated with

Salesperson and

#### Opportunity to Quote/Cart

**Opportunity** scores high and Salesperson is assigned

**SAP Sales Cloud** 



**Customer** visits website and is auided to build shopping cart

Customer requests quote

SAP S/4HANA® Cloud

**SAP Commerce Cloud** 

**SAP Commerce Cloud** 

Salesperson creates a quote with real-time prices, delivery time, gets cross-sell / upsell recommendations, suggested discount and predicted commission



terms finalized **SAP Commerce Cloud SAP Sales Cloud** 

**Customer accepts** quote and signs

online. Customer order is generated.

**SAP Commerce Cloud** 



10

**SAP Sales Cloud** 

#### **Order to Cash**

Customer Order incl. products, services & subscriptions is dispatched to provisioning and fulfillment systems, Service Request is planned, Customer sees real-time status

Customer confirms product has been delivered and is informed that provisioning is completed, and subscription lifecycle starts.

**Technician** installs products, customer confirms installation. Customer

uses service

Subscription Billing charges for recurring and usage charges.



**Customer** gets combined invoice and tracks usage & spending Customer views and pays combined bill for solution

Salesperson views commission payout. Revenue is booked and posted to Finance. BU manager sees business results

SAP S/4HANA® Cloud

**SAP Sales Cloud** 

SAP S/4HANA® Cloud

**SAP Sales Cloud** 

**SAP Commerce Cloud** 

SAP S/4HANA® Cloud

SAP S/4HANA® Cloud

**SAP Sales Cloud SAP Commerce Cloud** 

SAP S/4HANA® Cloud

**SAP Service Cloud** 

Visualized process shows a mixed direct sales and E-Commerce scenario

# SAP C/4HANA Suite Architecture – Capability View

#### **Experience Management**

#### Intelligent End-to-End Processes

# Marketing Cloud Contextual Intelligence

- · Dynamic Customer Profiling
- Segmentation, Campaigns, Journeys
- · Commerce Marketing
- · Lead Management
- Marketing Planning & Performance
- Marketing Analytics

#### Commerce Cloud

#### **Omnichannel Commerce**

- · Experience Management
- Product content & data management
- · Context driven services
- Omnichannel commerce management
- B2C & B2B Commerce
- Retail Industry Commerce

#### Customer Data Cloud

#### Trusted Relationships

- · Customer Identity Management
- Enterprise Consent Management
- · Customer Profile Management

#### Sales Cloud

#### High Touch Experience

- Sales planning, performance & forecast
- Sales content & learning
- Sales force automation
- Partner relationship management
- Sales quotation management
- Sales contract management
- Subscription Billing & Revenue

#### Service Cloud

#### Customer For Life

- · Self Service
- Customer Service & Support
- Field Service Management

#### Core Re-Use Services

#### **Training & Collaboration**

#### Open & Agile Innovation

#### SAP Cloud Platform

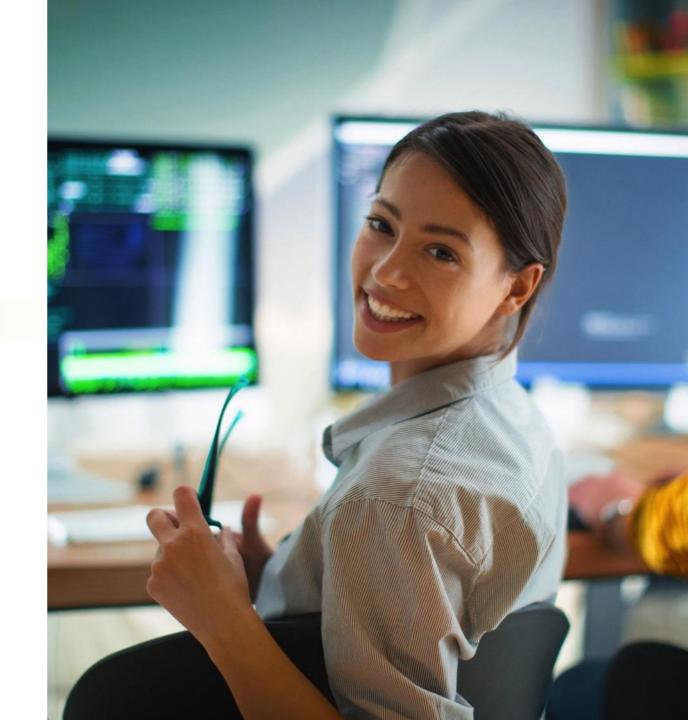
#### SAP S/4HANA

Intelligent Enterprise Framework

Lead to Cash

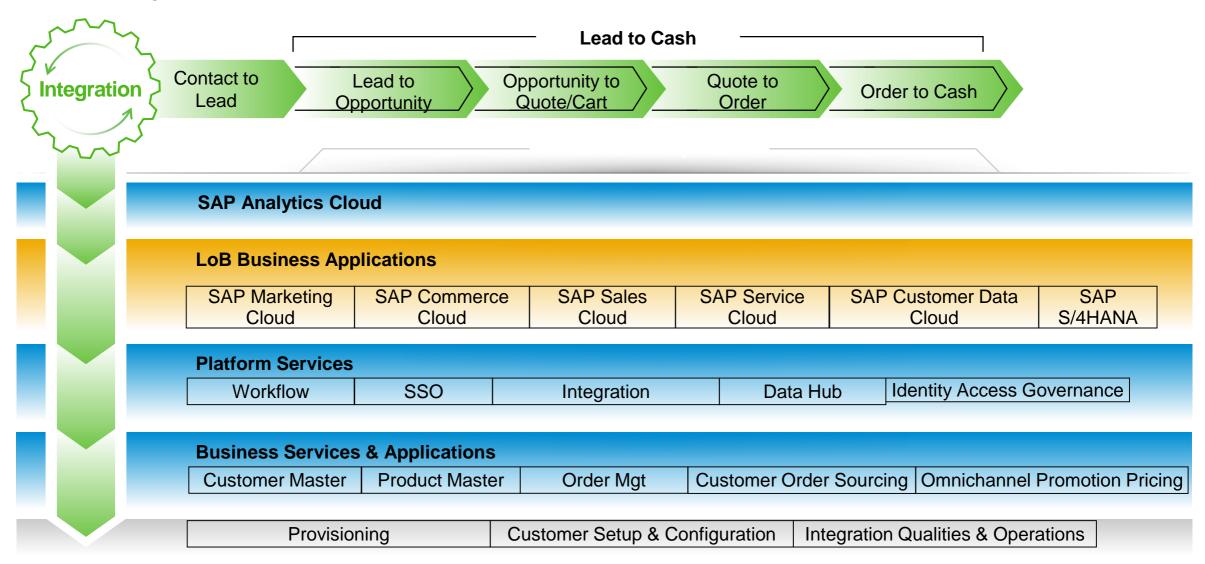
- Overview
- Technology Highlights
- Roadmap
- Demo

**Key Take Aways** 



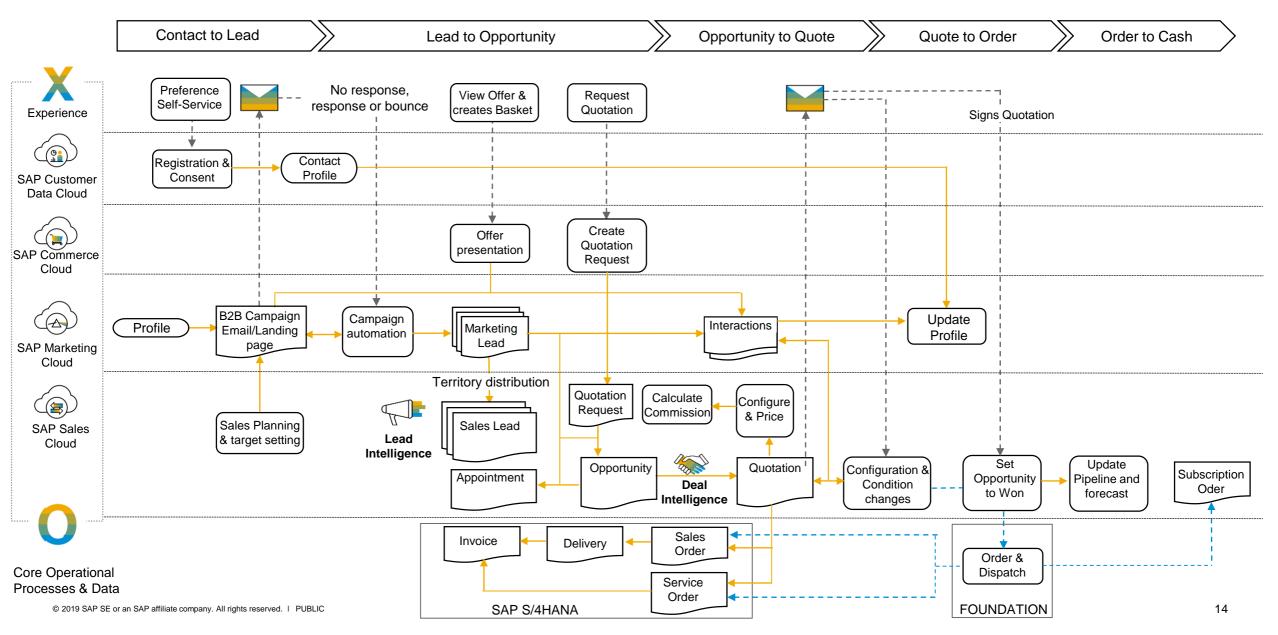
# From integration to integrated business processes

Illustrative high-level view for Lead to Cash

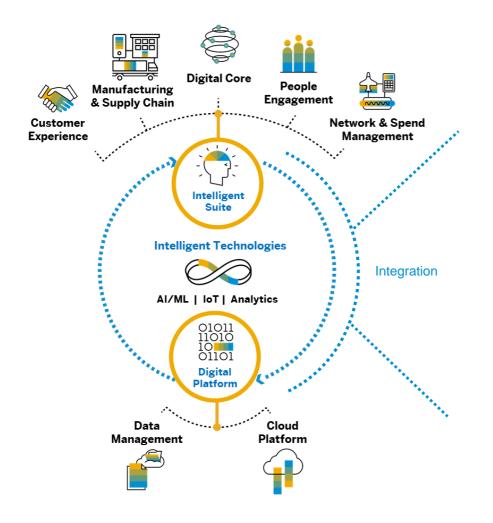


# **B2B Lead to Cash solution overview**

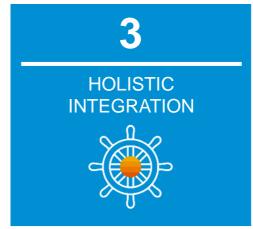


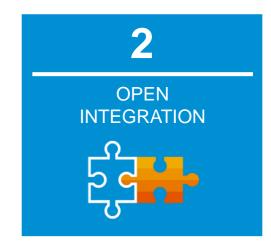


# SAP integration strategy for the Intelligent Enterprise





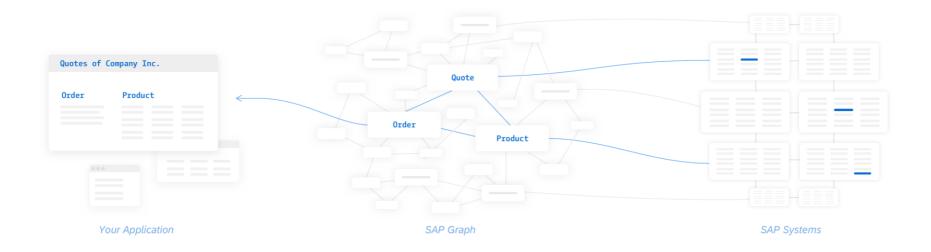






# The API of the Intelligent Enterprise

**SAP Graph** addresses the complexity of having to work with a multitude of APIs when working with applications across the entire SAP Intelligent Suite. **SAP Graph** aims to remove these challenges by offering a unified API layer.

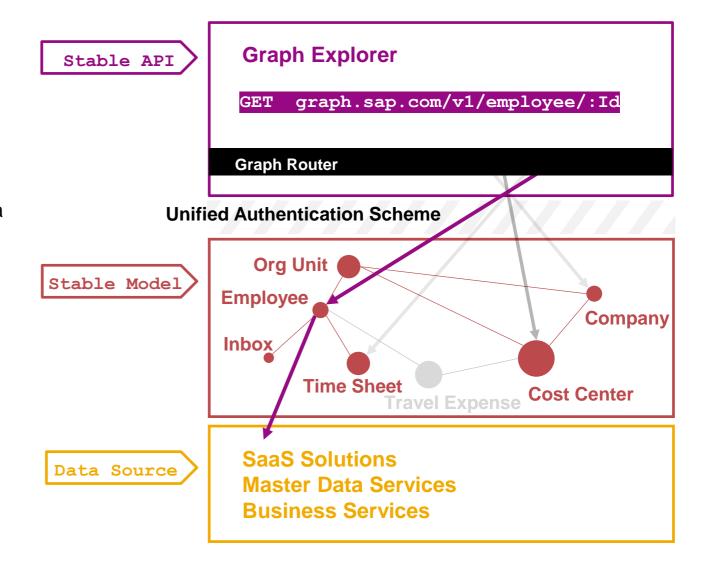


# **SAP Graph**

SAP Graph is a unified API layer across the products of SAP's Intelligent Suite

#### **SAP Graph offers:**

- New harmonized APIs: Provide the core data and functionality within one stable, virtual domain model using a single API technology
- Focus on business objects: Simplified APIs expose business object along Intelligent Enterprise processes
- Public access: Available for everyone to explore how to create application for the Intelligent Enterprise
- Real data: Work with your data from SAP systems or mocked data for new customers



# Reach all developers





A public repository of **all available APIs** for each SAP product to build extensions and integrations.



**SAP Cloud Platform API Management** 

Allow partners and customers to register and **orchestrate APIs** into a harmonized enterprise API layer.



**SAP Graph** 

Allow every developer to build **extensions within minutes** for SAP's Intelligent Enterprise.

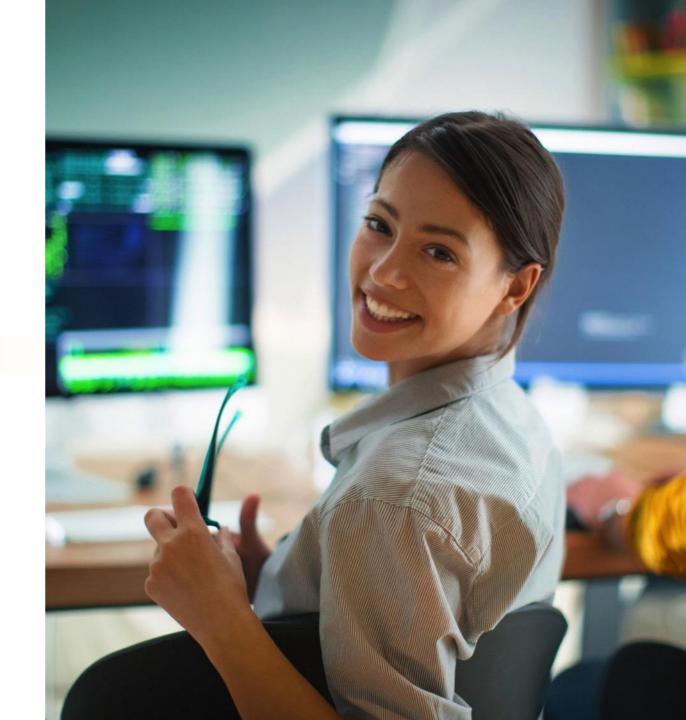


Intelligent Enterprise Framework

Lead to Cash

- Overview
- Technology Highlights
- Roadmap
- Demo

**Key Take Aways** 



# **Build the Intelligent Enterprise – Lead to Cash roadmap excerpt**



#### **Functional Enhancements**

- Campaign Management in SAP Marketing Cloud
- Lead Handover from SAP Marketing Cloud to SAP Sales Cloud
- Quote request in SAP Commerce Cloud with handover to SAP Sales Cloud
- Customer order management for subscription and physical products using SAP Commerce Cloud
- Quotation Management for physical products in SAP Sales Cloud



#### One Master Data

- Omnichannel Promotion Pricing business service
- Customer Order Sourcing business service



#### **Functional Enhancements**

- Cart management for physical, service and subscription products in SAP Commerce Cloud
- User and identity management in SAP Customer Data Cloud with integration to SAP Marketing Cloud and SAP Commerce Cloud
- Calculate and payout sales commission for own sales force
- Quote to Order for subscription products w/o Commerce w/o Distributed Order Management (basic functionality)



#### One Master Data

2019

Customer Master business service (lookup, extensibility and distribution across B2B and B2C)



#### **Functional Enhancements**

- Customer order management for physical, subscription, and service products (integration via Distributed Order Management)
- Quote to Order for physical and subscription products (different variants)



#### One Master Data

2020

- Product Master business service
- Order Management business service





#### Seamless UX

Harmonized look and feel for SAP C/4HANA Clouds: first deliveries for sales rep and marketing manager personas



#### Intelligence & Analytics

- SAP Enterprise Chatbot for SAP Commerce Cloud
- Al-recommended territory optimization and compensation plans for SAP Sales Cloud
- Improved productivity for complex ticketing scenarios in SAP Service Cloud



#### Seamless UX

Harmonized look and feel for SAP C/4HANA Clouds: continued delivery for further personas (e.g. service technician)



#### Intelligence & Analytics

- Embedded analytics and native iPhone app for SAP Sales Cloud
- SAP Analytics Cloud UI integration for SAP Sales Cloud
- Next-generation agent desktop Experience for SAP Service Cloud



#### Seamless UX

Harmonized look and feel for all SAP C/4HANA Clouds



#### Intelligence & Analytics

Further intelligent scenarios for all SAP C/4HANA products



#### Integration Excellence

Prebuilt application connectivity with all SAP C/4HANA products and additional SAP solutions



- SAP Commerce Cloud connector to SAP Cloud Platform Extension Factory
- Open sourcing of project "Kyma"



#### Integration Excellence

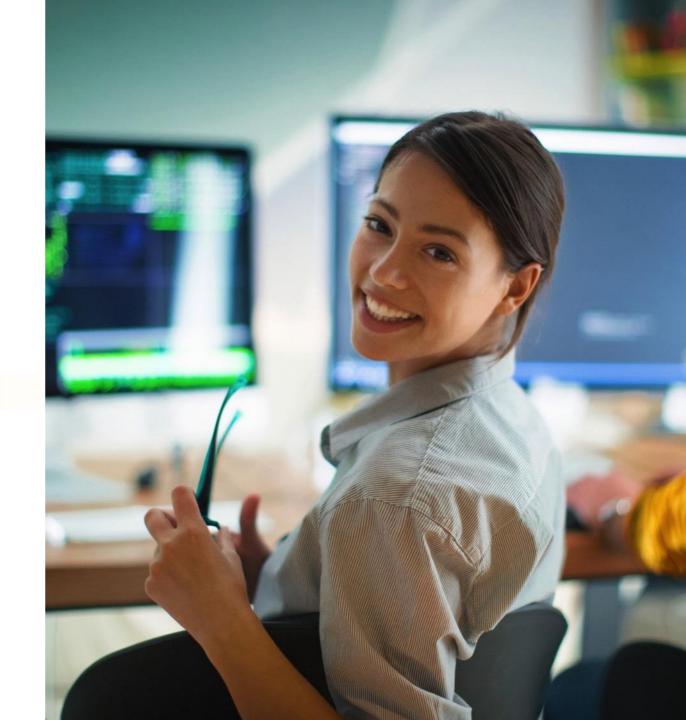
- SAP C/4HANA Cockpit
- SAP C/4HANA provisioning
- SAP Cloud Platform Extension Factory

Intelligent Enterprise Framework

Lead to Cash

- Overview
- Technology Highlights
- Roadmap
- Demo

**Key Take Aways** 



# **Demo**

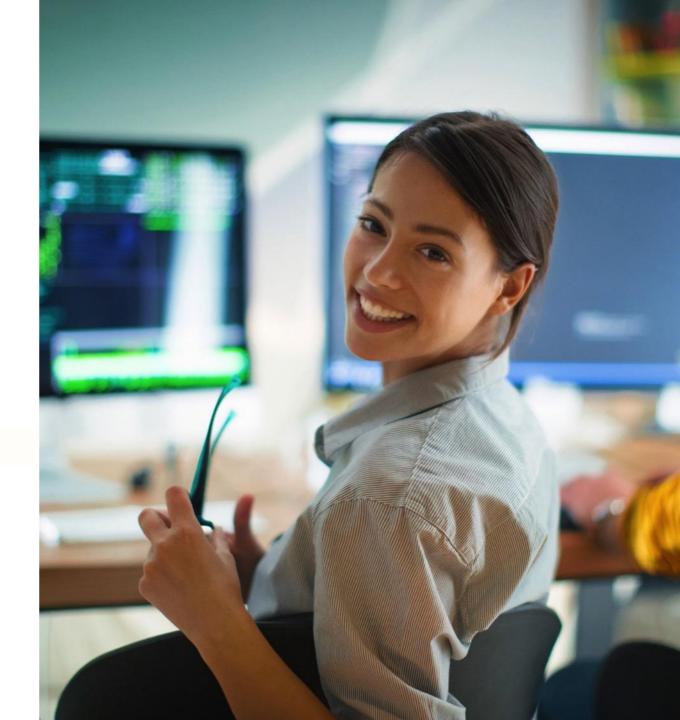
Lead to Cash Process

# Intelligent Enterprise Framework

# Lead to Cash

- Overview
- Technology Highlights
- Roadmap
- Demo

Key Take Aways



# Key take aways

1. **End-to-end scope** – beyond best-of-breed focus; responsive and optimized connection of demand chain and supply chain enabling personalized customer experience.

2. **Built-in intelligence** – directly embedded into core solutions so you don't need to create a separate data lake or use additional tools.

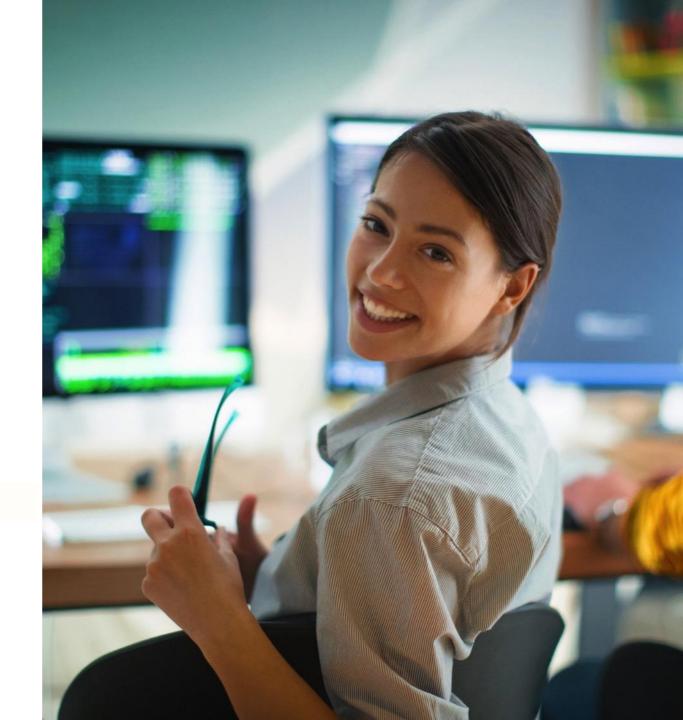
3. Modular consumption and flexibility – customers can choose where to start (SAP, non-SAP) and can choose from a large portfolio of open APIs and extensibility options.

Intelligent Enterprise Framework

Lead to Cash

- Overview
- Technology Highlights
- Roadmap
- Demo

Key Take Aways



# Continue your SAP TechEd 2019 Learning Experience

Join the digital SAP TechEd Learning Room 2019 in SAP Learning Hub

- Access SAP TechEd Learning Journeys
- Discover related learning content
- Watch webinars of SAP TechEd lectures
- Learn about SAP's latest innovations with openSAP
- Collaborate with SAP experts
- Self-test your knowledge
- Earn a SAP TechEd knowledge badge

**SAP** Learning Hub

openSAP



# **Engage with the SAP TechEd Community**

Access replays and continue your SAP TechEd discussion after the event within the SAP Community



#### **Access replays**

- Keynotes
- Live interviews
- Select lecture sessions

http://sapteched.com/online



#### Continue the conversation

- Read and reply to blog posts
- Ask questions
- Join discussions

sap.com/community



#### **Check out the latest blogs**

- See all SAP TechEd blog posts
- Learn from peers and experts

SAP TechEd blog posts

# **More information**



#### Related SAP TechEd Learning Journeys

- iENT1 Deliver the Intelligent Enterprise along key end-to-end processes
- iENT2 Innovate and transform your business processes with cloud solutions from SAP
- CAA1 Extend SAP solutions to support your intelligent enterprise

#### Related SAP TechEd sessions

- iENT200 Experience the Next-Generation Processes of the Intelligent Suite from SAP
- iENT100 Design to Operate: Connect Digitally to Perfect Reality
- iENT109 Achieve Total Workforce Management with the Intelligent Enterprise
- iENT202 Source-to-Pay: Transitioning Toward an Intelligent Spend Management Agenda
- CAA200 Build Cloud-Native Extensions for SAP C/4HANA

#### **Public SAP Web sites**

- Lead to Cash openSAP course: www.open.sap.com/courses/cx1
- SAP Products: <u>www.sap.com/products/crm.html</u>



# Thanks for attending this session.



# **Feedback**

Please complete your session evaluation for iENT201.

# **Contact for further topic inquiries**

Konstantin Heine Product Manager konstantin.heine@sap.com



#### Follow us









#### www.sap.com/contactsap

© 2019 SAP SE or an SAP affiliate company. All rights reserved.

No part of this publication may be reproduced or transmitted in any form or for any purpose without the express permission of SAP SE or an SAP affiliate company.

The information contained herein may be changed without prior notice. Some software products marketed by SAP SE and its distributors contain proprietary software components of other software vendors. National product specifications may vary.

These materials are provided by SAP SE or an SAP affiliate company for informational purposes only, without representation or warranty of any kind, and SAP or its affiliated companies shall not be liable for errors or omissions with respect to the materials. The only warranties for SAP or SAP affiliate company products and services are those that are set forth in the express warranty statements accompanying such products and services, if any. Nothing herein should be construed as constituting an additional warranty.

In particular, SAP SE or its affiliated companies have no obligation to pursue any course of business outlined in this document or any related presentation, or to develop or release any functionality mentioned therein. This document, or any related presentation, and SAP SE's or its affiliated companies' strategy and possible future developments, products, and/or platforms, directions, and functionality are all subject to change and may be changed by SAP SE or its affiliated companies at any time for any reason without notice. The information in this document is not a commitment, promise, or legal obligation to deliver any material, code, or functionality. All forward-looking statements are subject to various risks and uncertainties that could cause actual results to differ materially from expectations. Readers are cautioned not to place undue reliance on these forward-looking statements, and they should not be relied upon in making purchasing decisions.

SAP and other SAP products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP SE (or an SAP affiliate company) in Germany and other countries. All other product and service names mentioned are the trademarks of their respective companies.

See <a href="https://www.sap.com/copyright">www.sap.com/copyright</a> for additional trademark information and notices.

