



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

iENT201

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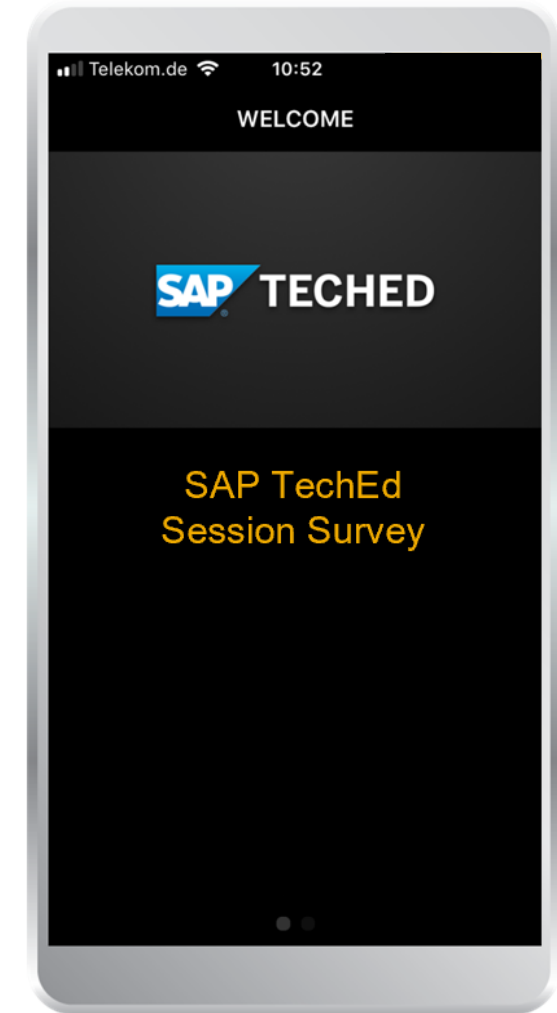
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Agenda

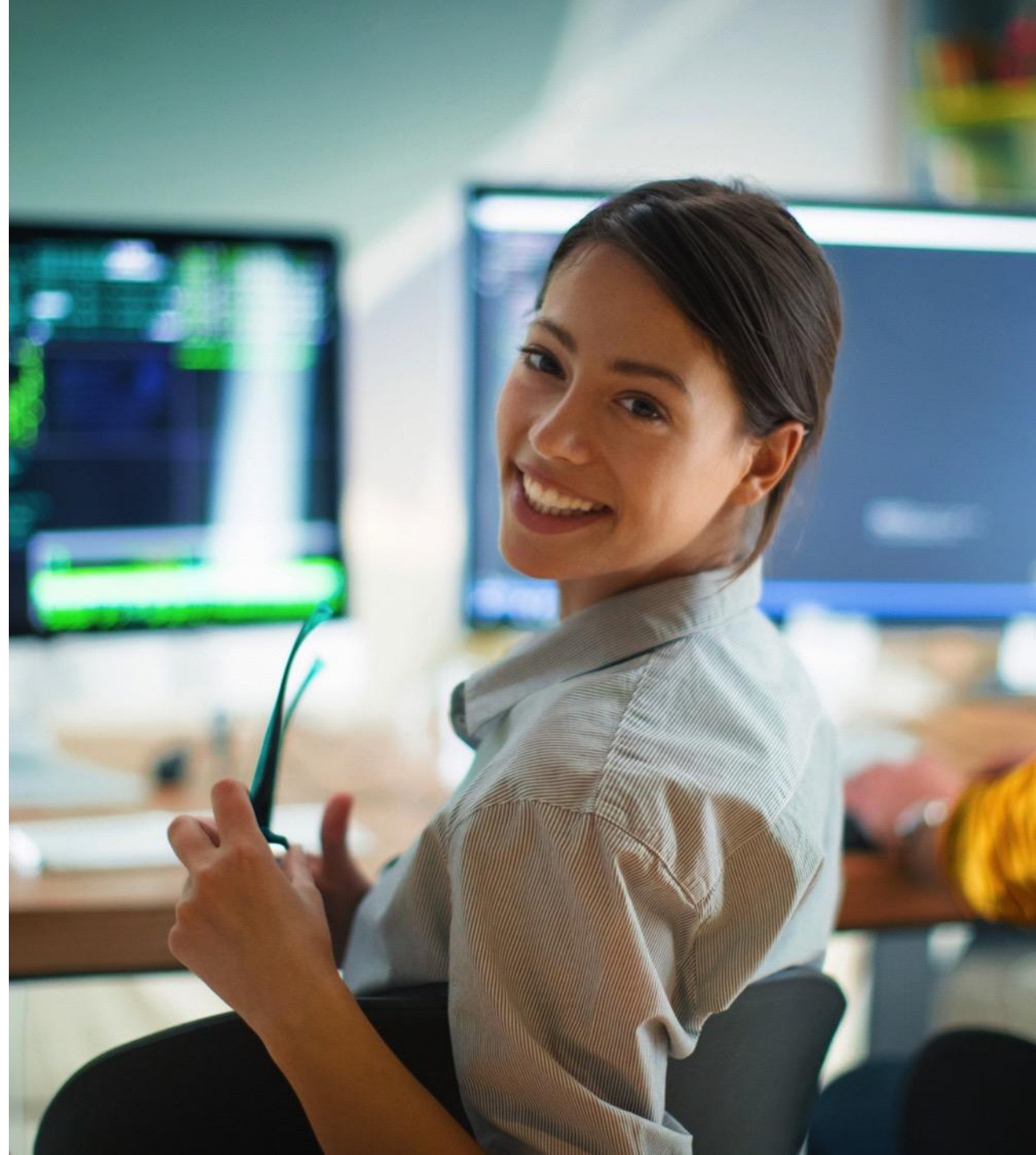
Intelligent Enterprise Framework

Lead to Cash

- Overview
- Technology Highlights
- Roadmap
- Demo

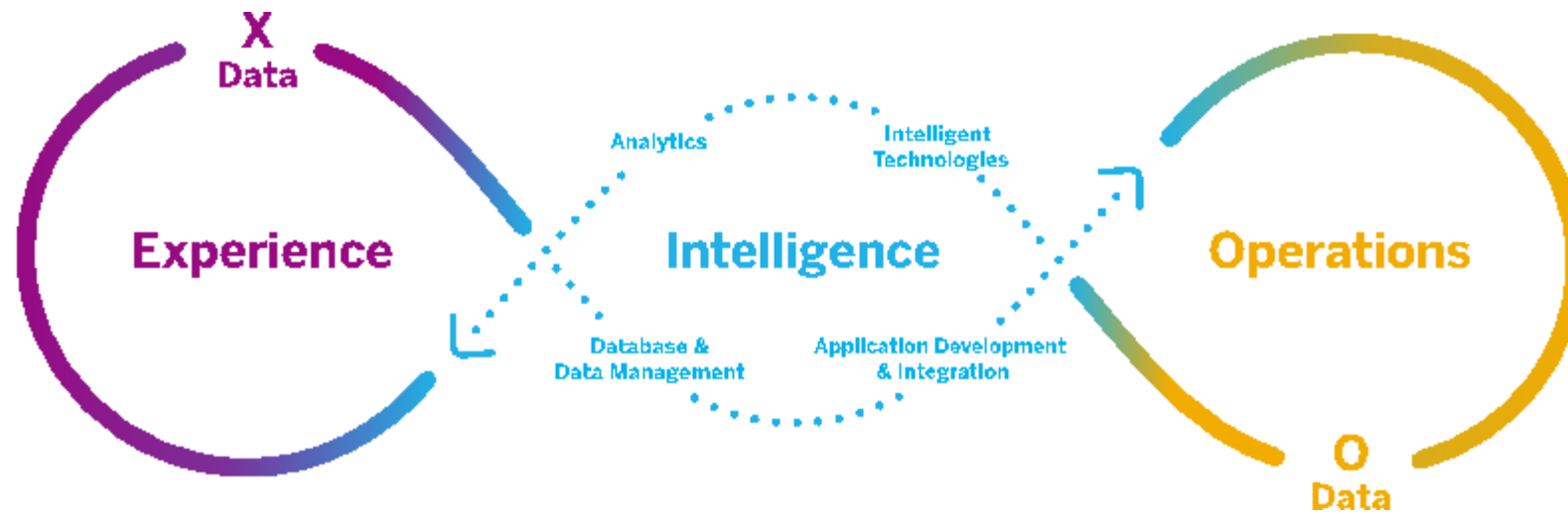
Key Take Aways

Q&A



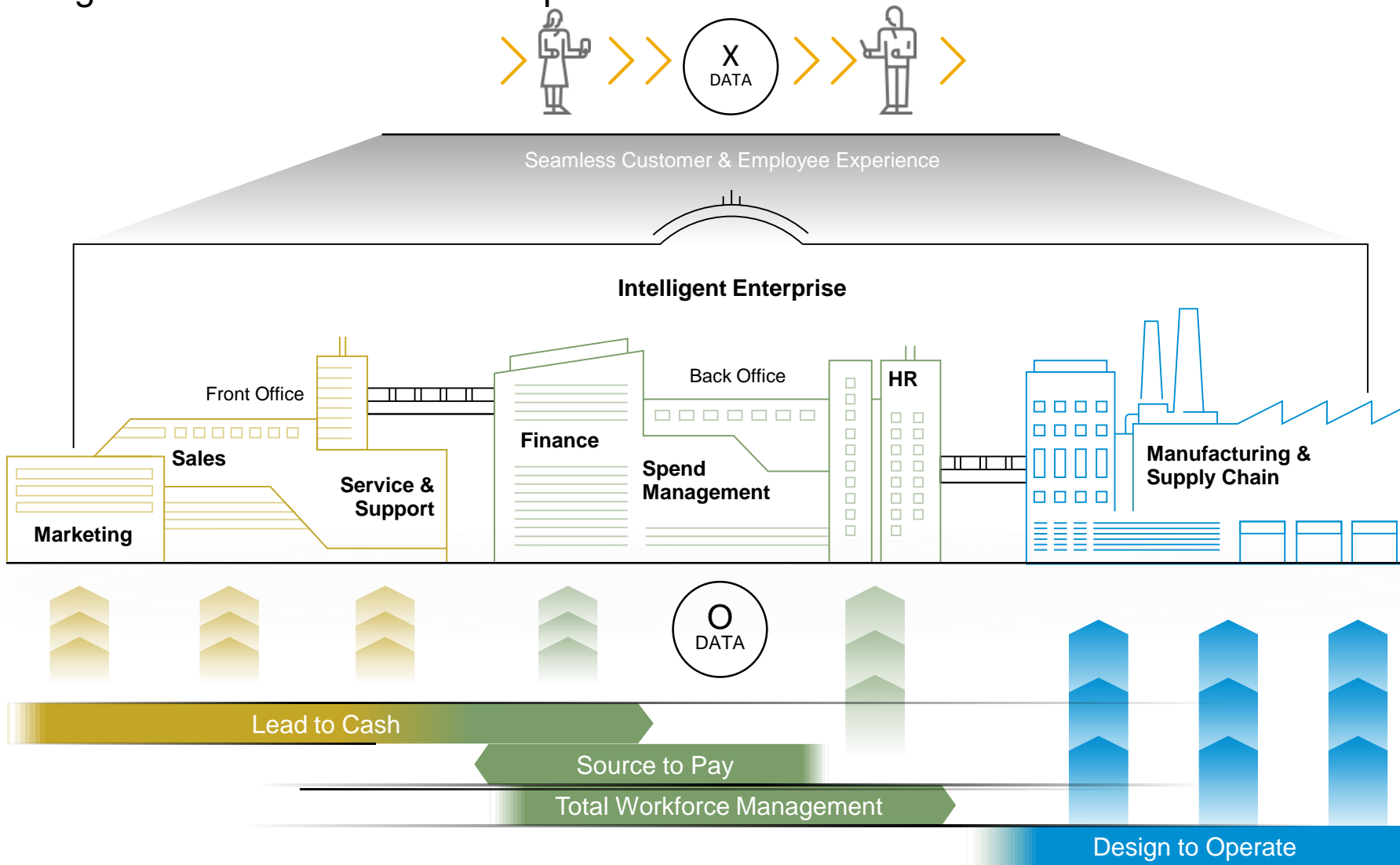
SAP is evolving its strategy to be

“The **Experience Company** powered by the Intelligent Enterprise”



The Intelligent Enterprise

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



- Complete E2E processes across the entire value chain
- Focused execution along four key E2E processes
- Seamless experience based on standardized technologies

Agenda

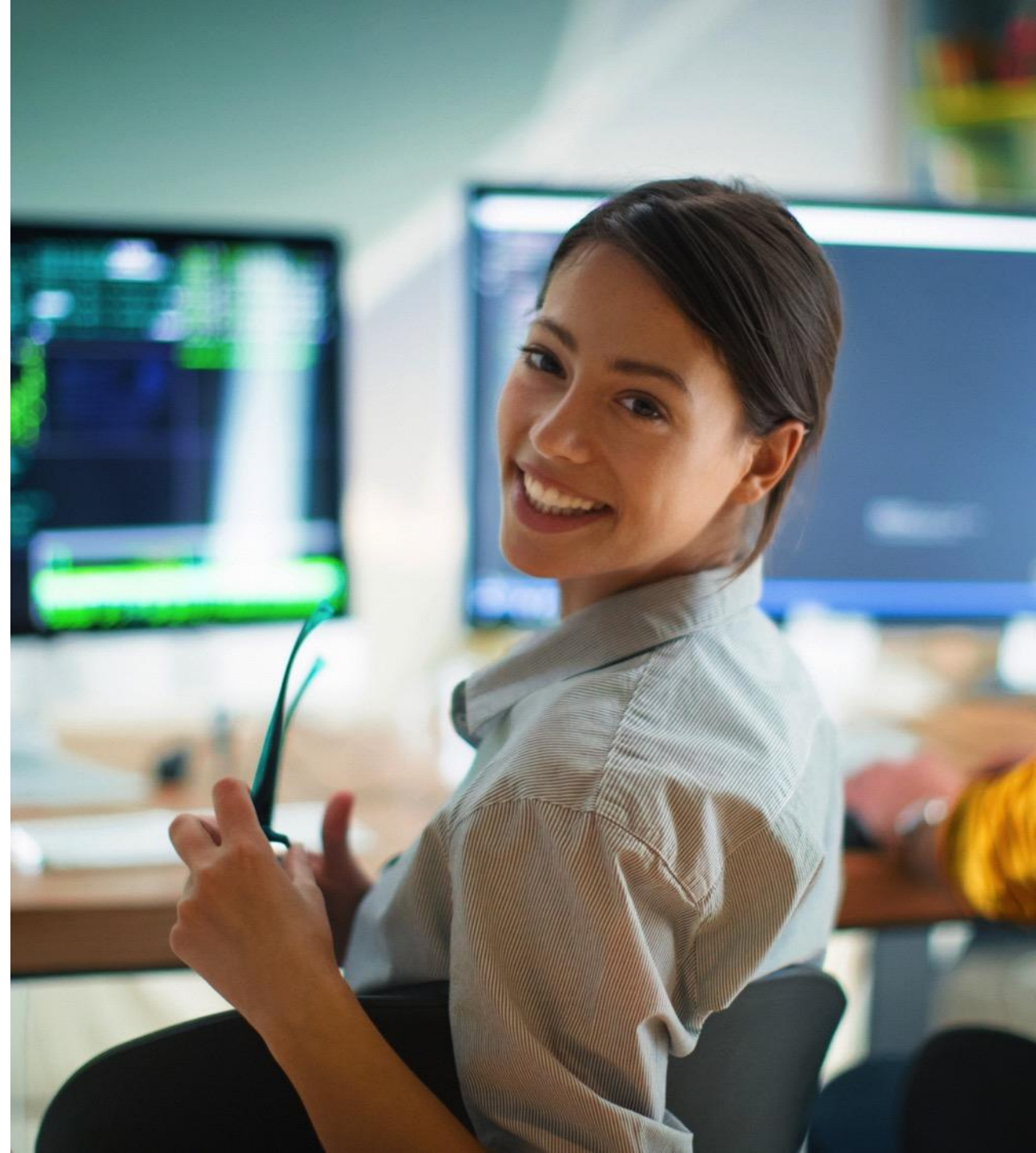
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Turn prospects into lifetime customers with Lead to Cash

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 out-of-the-box integration scenarios

L2C sub-processes

Contact to Lead

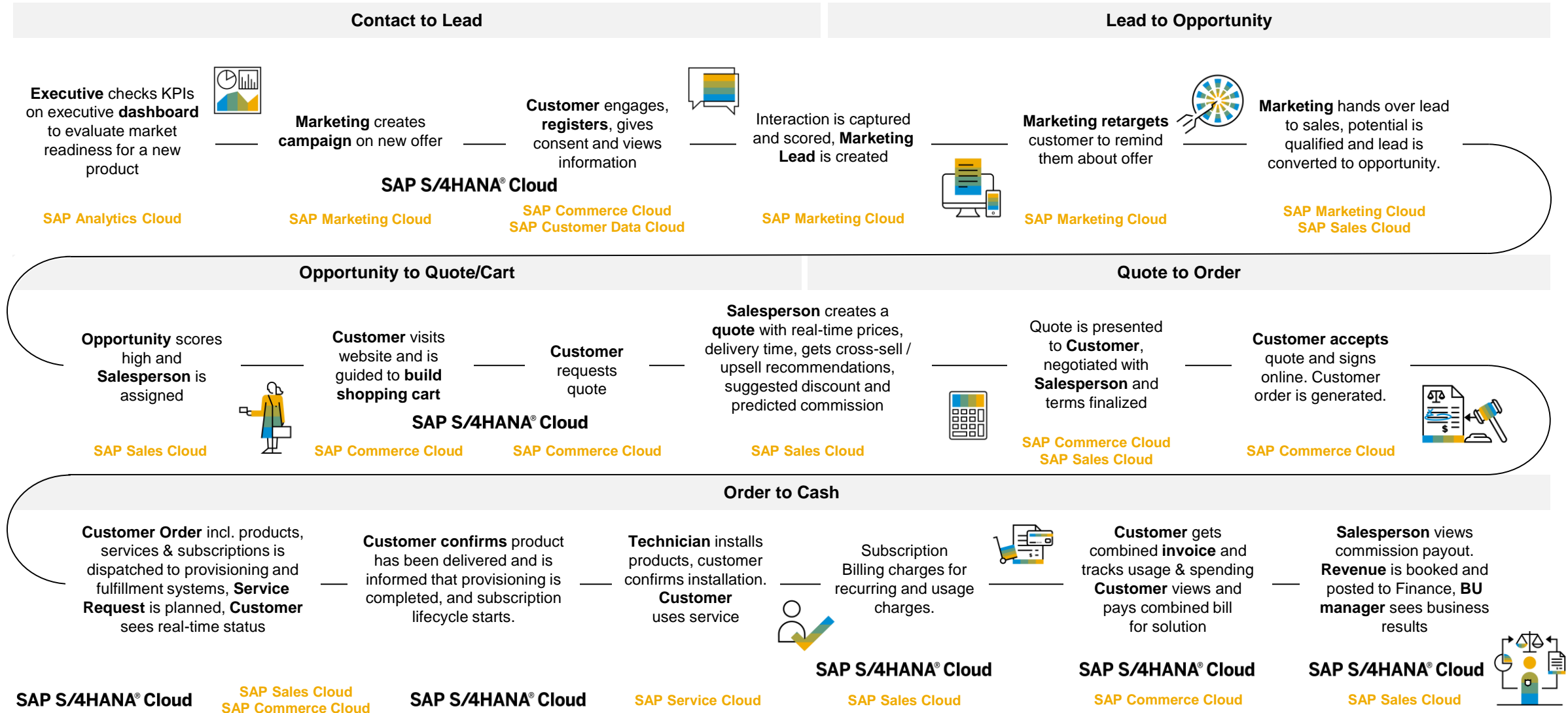
Lead to Opportunity

Opportunity to Quote/Cart

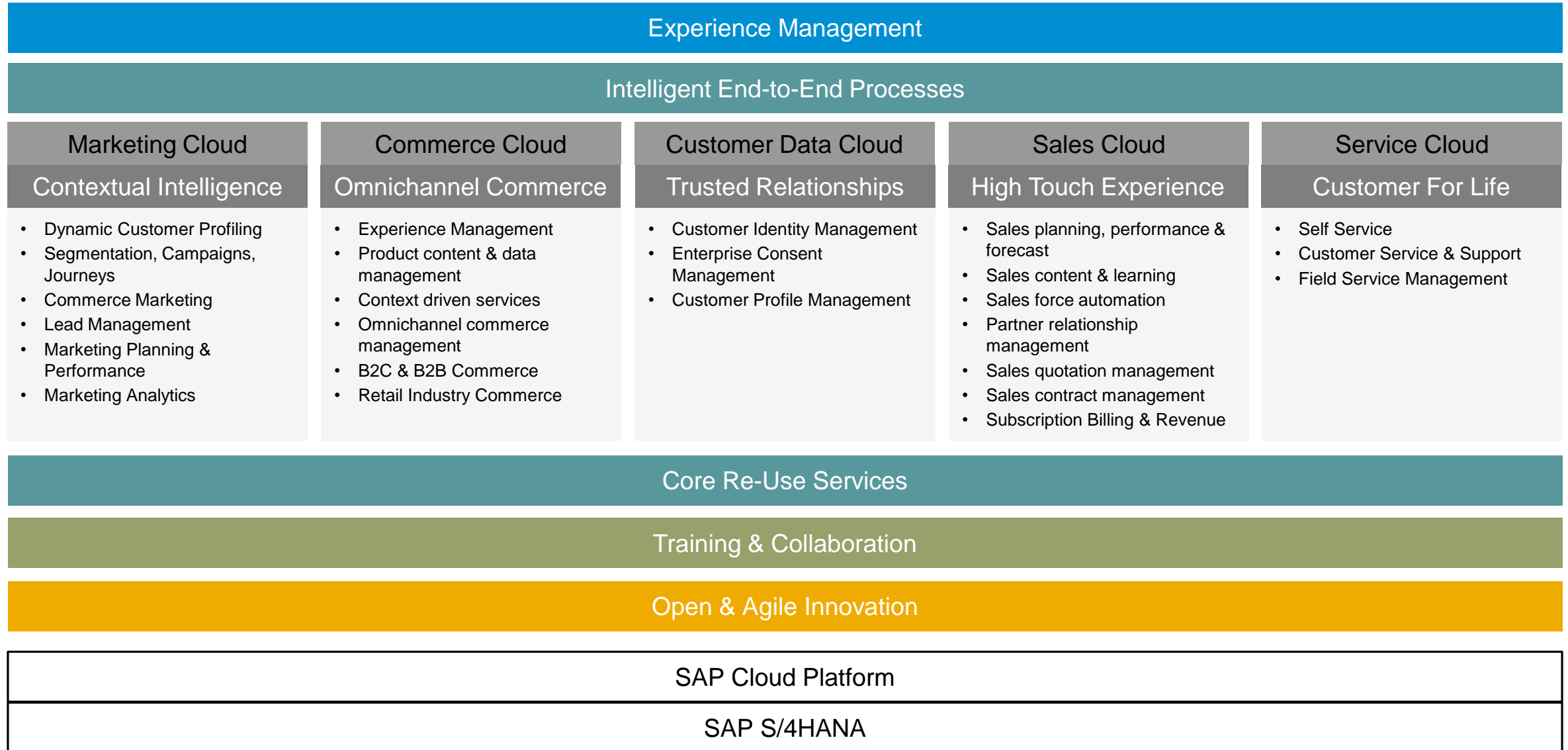
Quote to Order

Order to Cash

Lead to Cash Process for Discrete Industries (Component Manufacturing)



SAP C/4HANA Suite Architecture – Capability View



Agenda

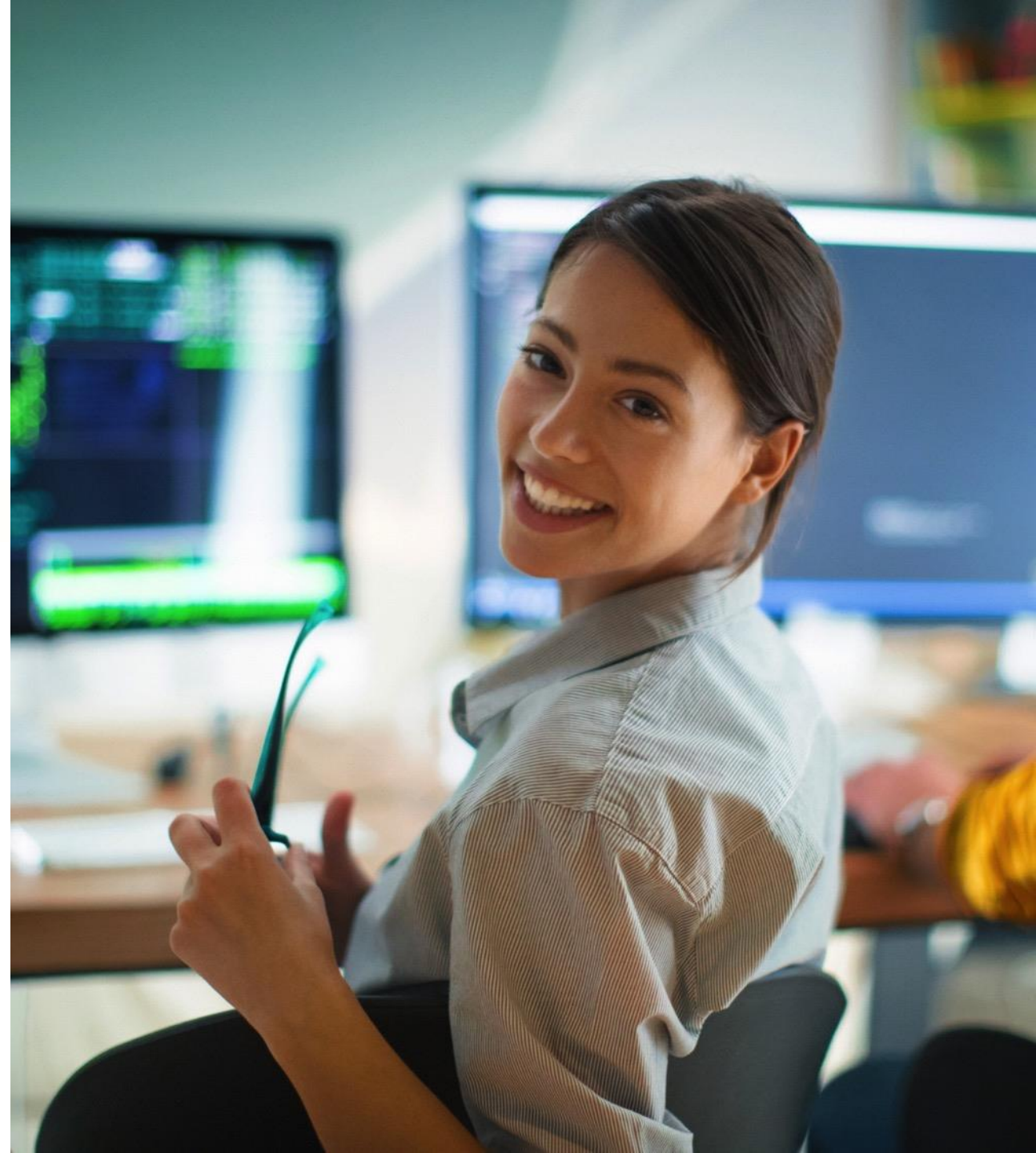
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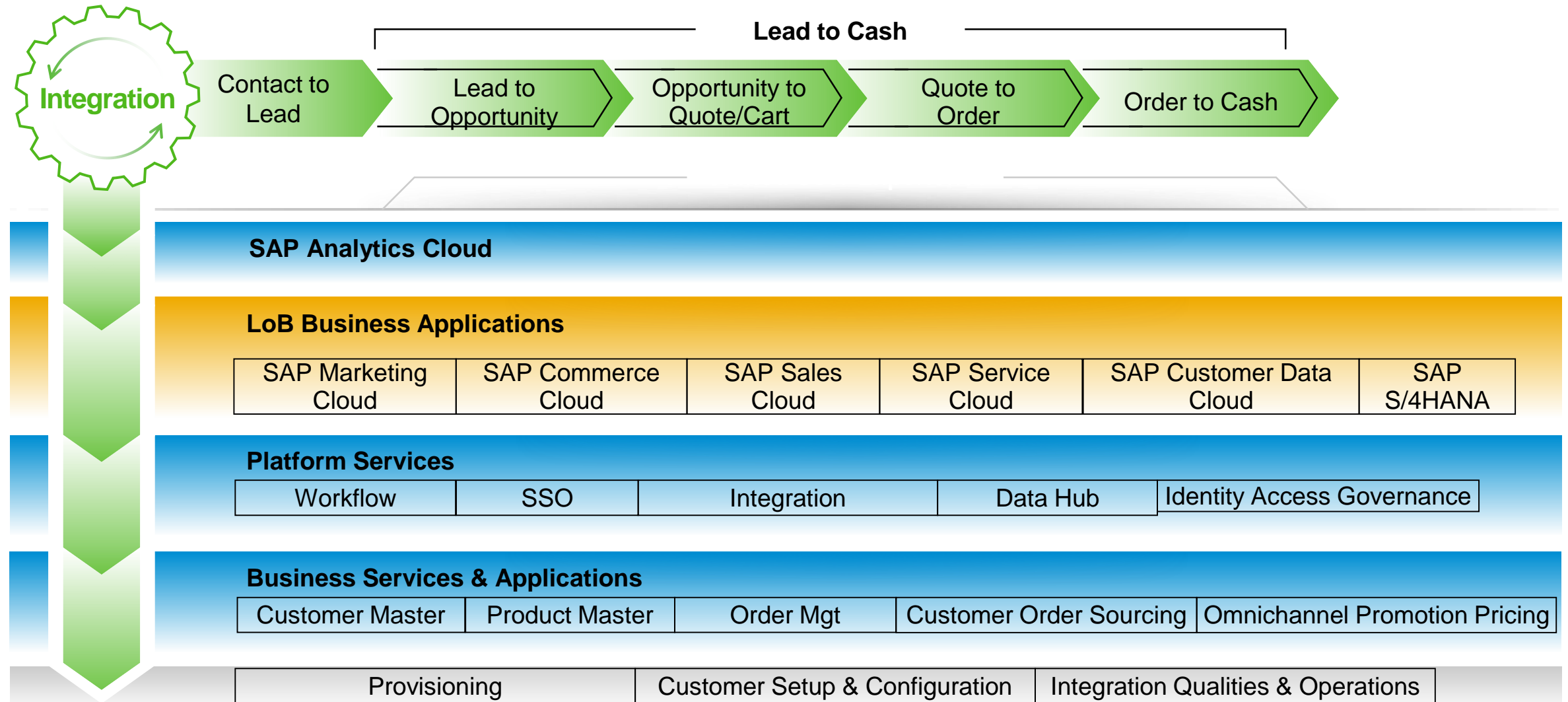
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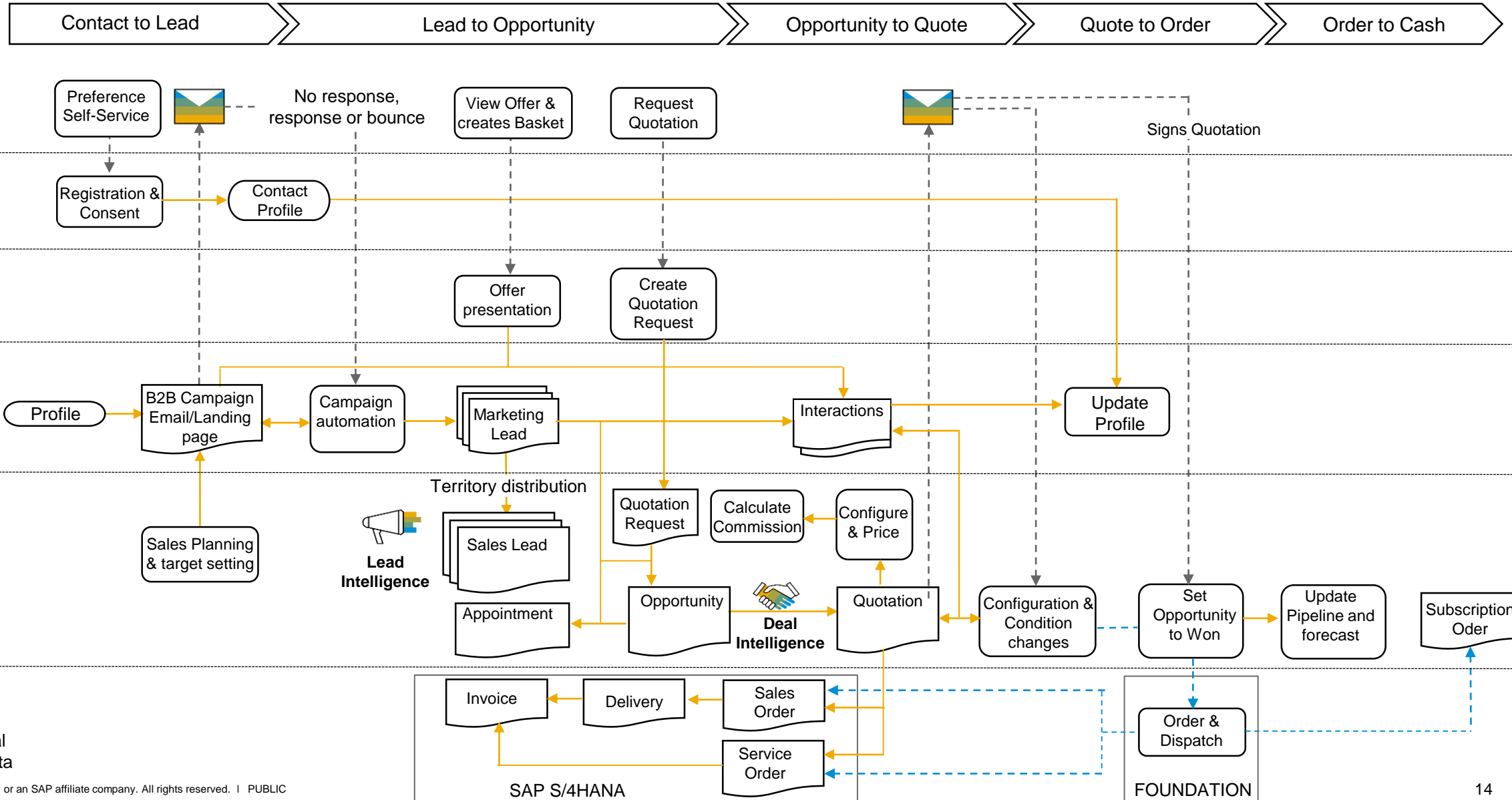
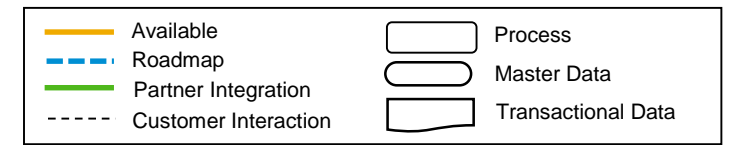


From integration to integrated business processes

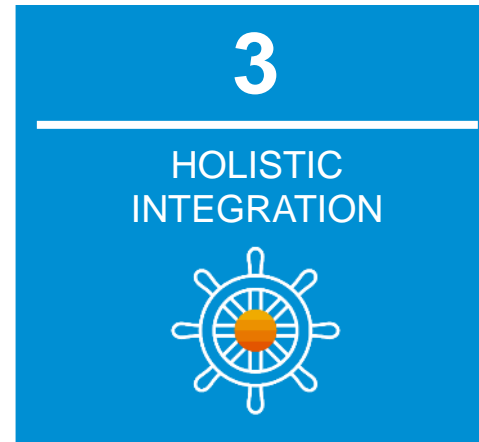
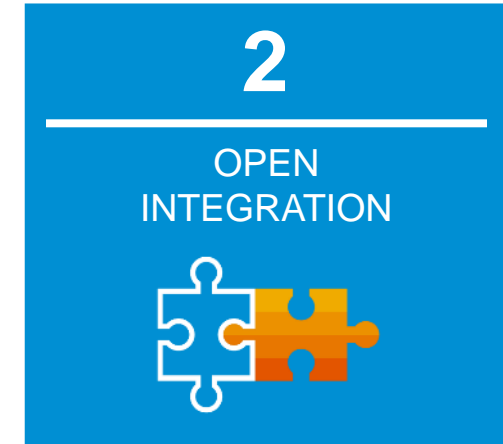
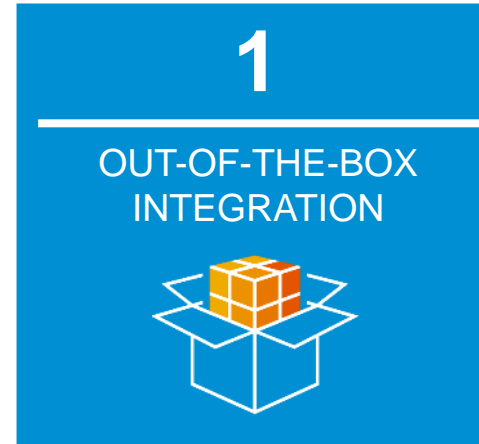
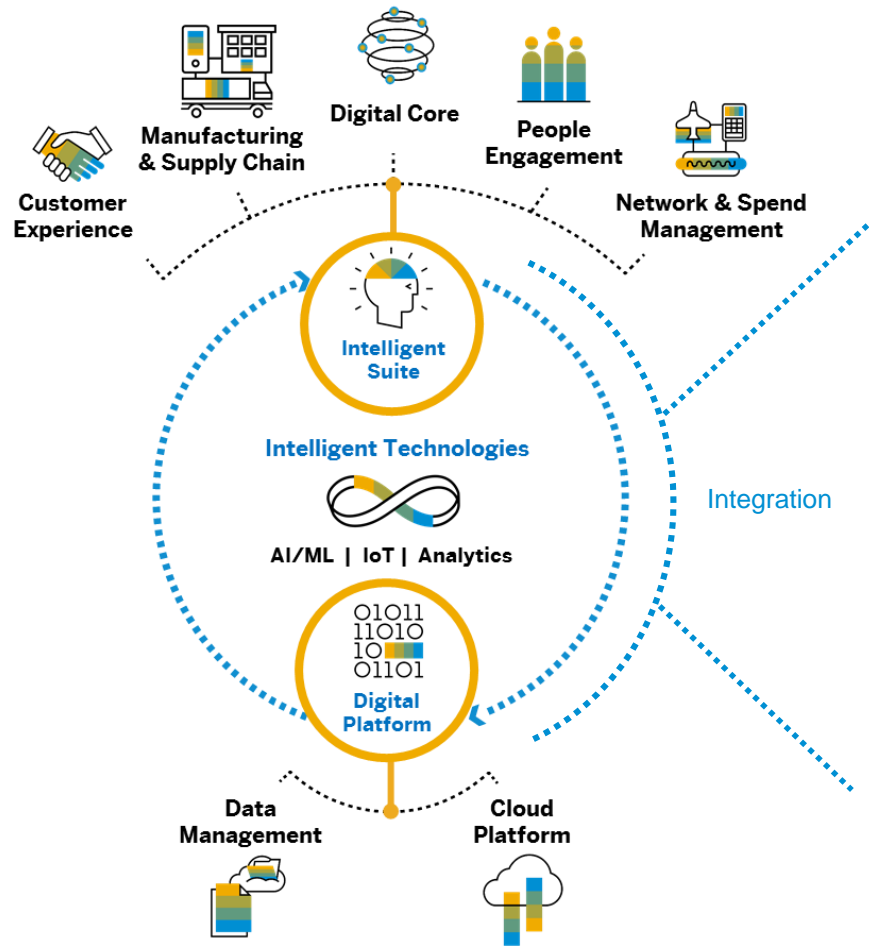
Illustrative high-level view for Lead to Cash



B2B Lead to Cash solution overview

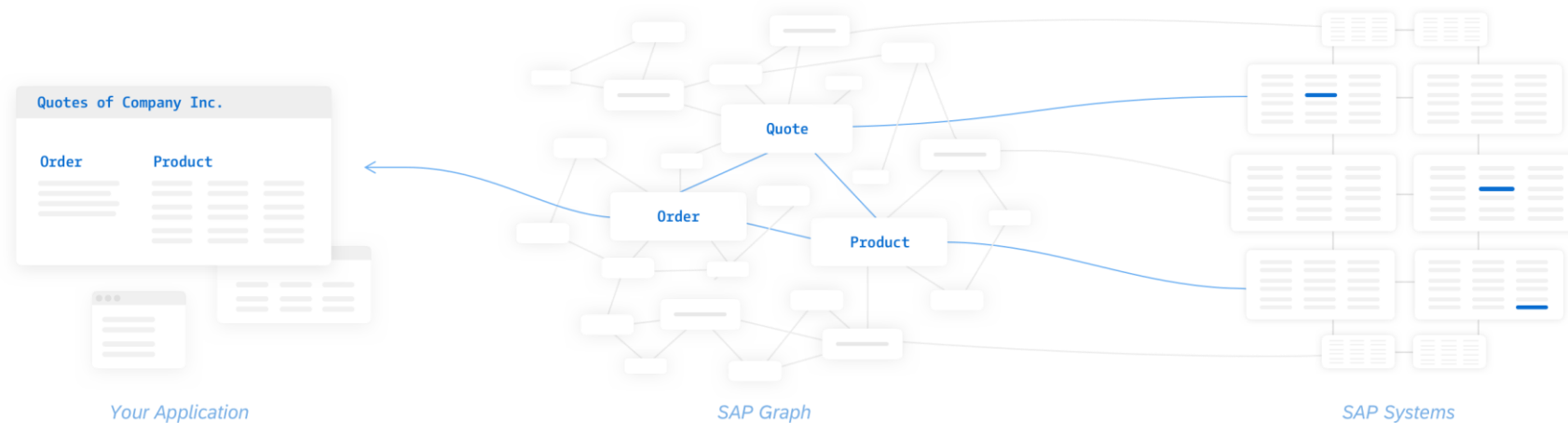


SAP integration strategy for the Intelligent Enterprise



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**.

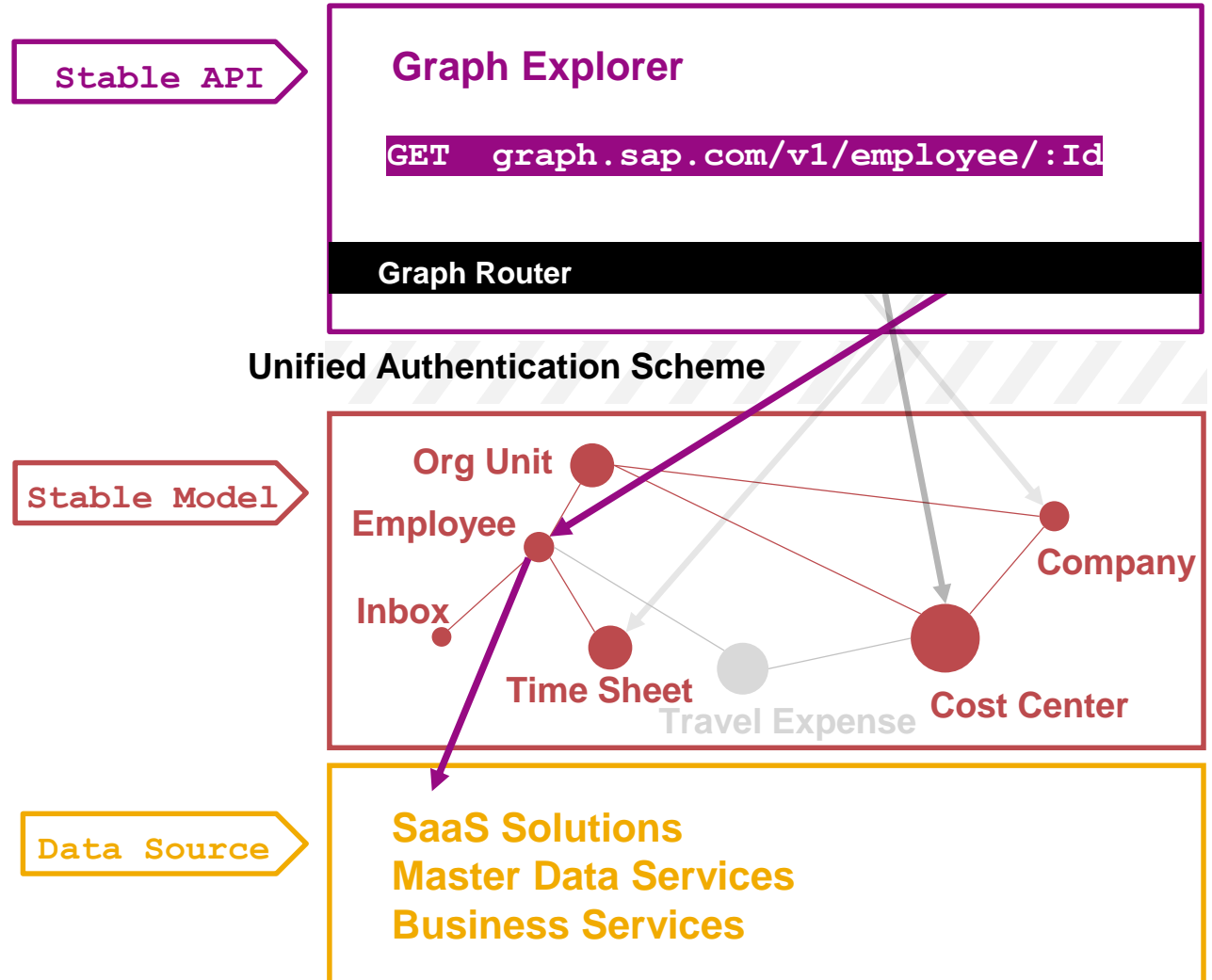


SAP Graph

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



SAP API Business Hub

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.



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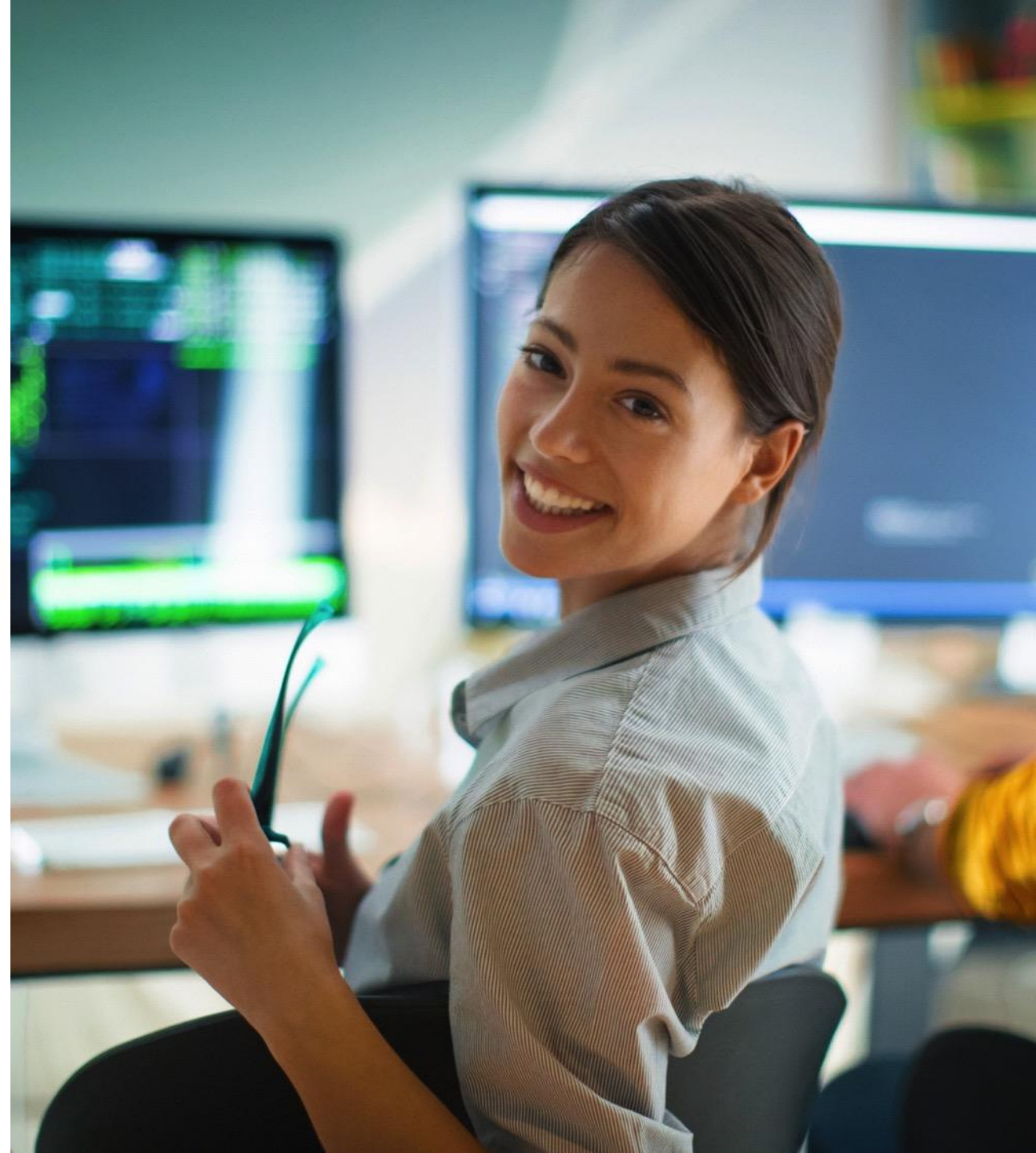
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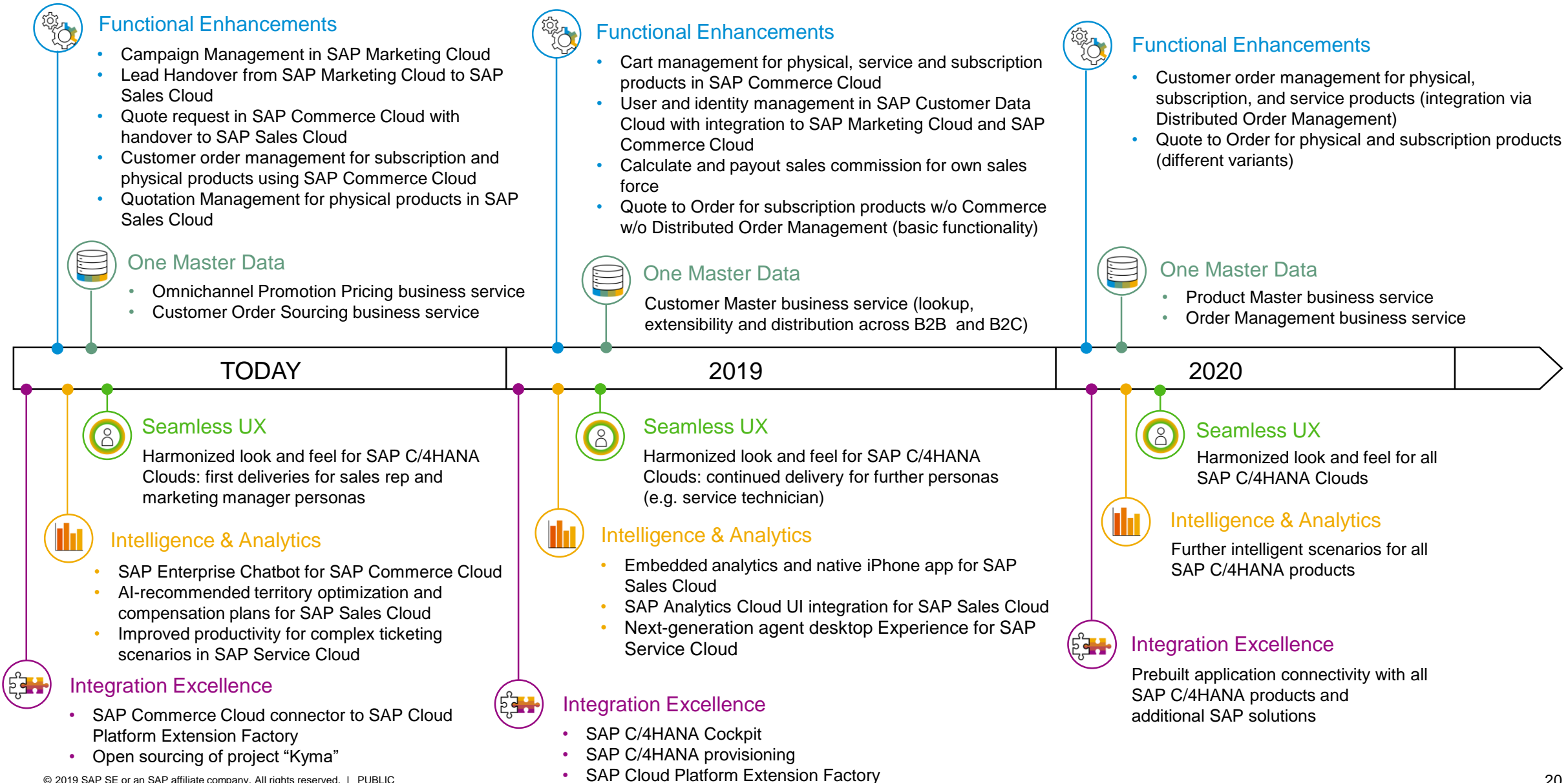
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Build the Intelligent Enterprise – Lead to Cash roadmap excerpt



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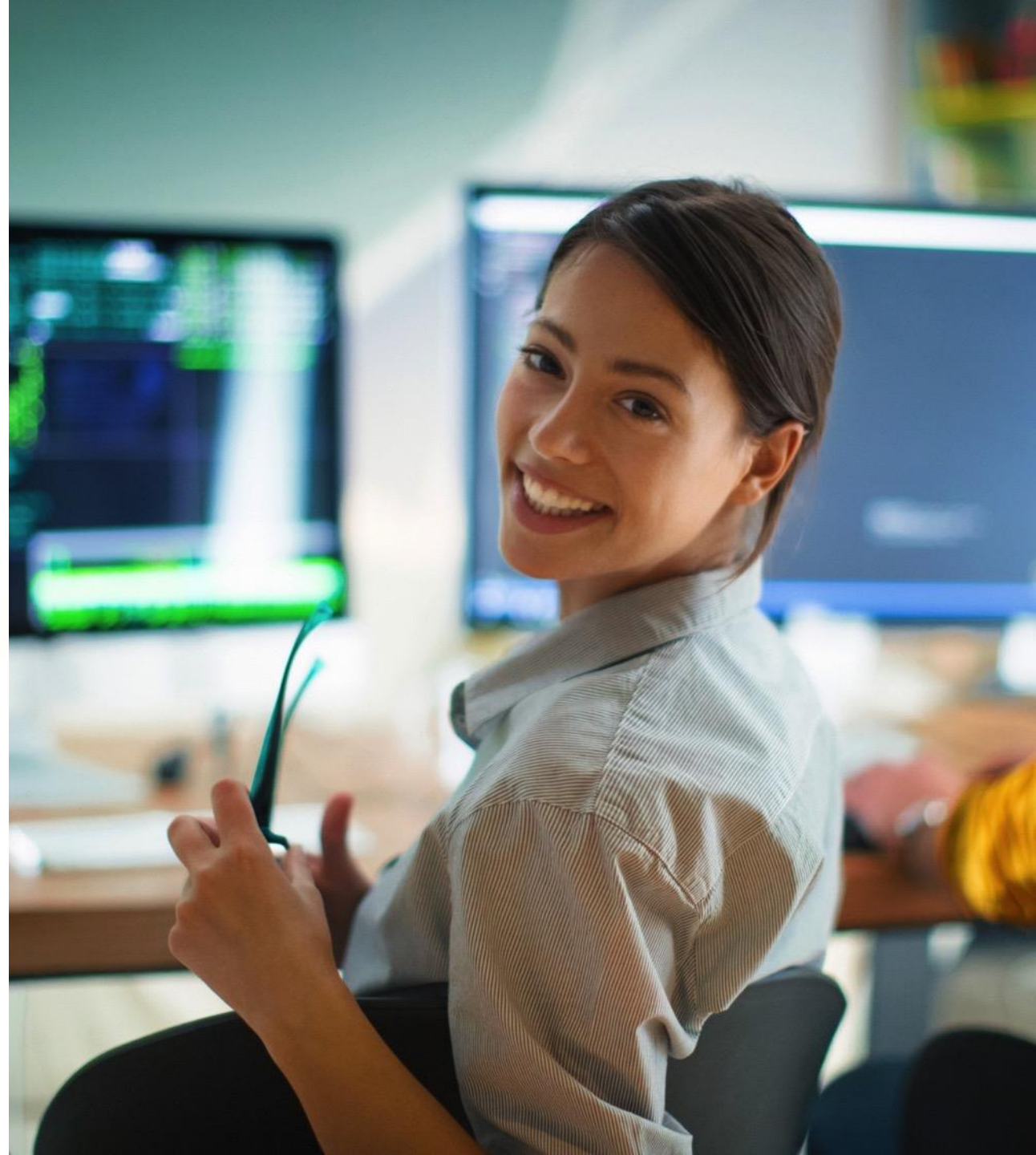
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Demo

Lead to Cash Process

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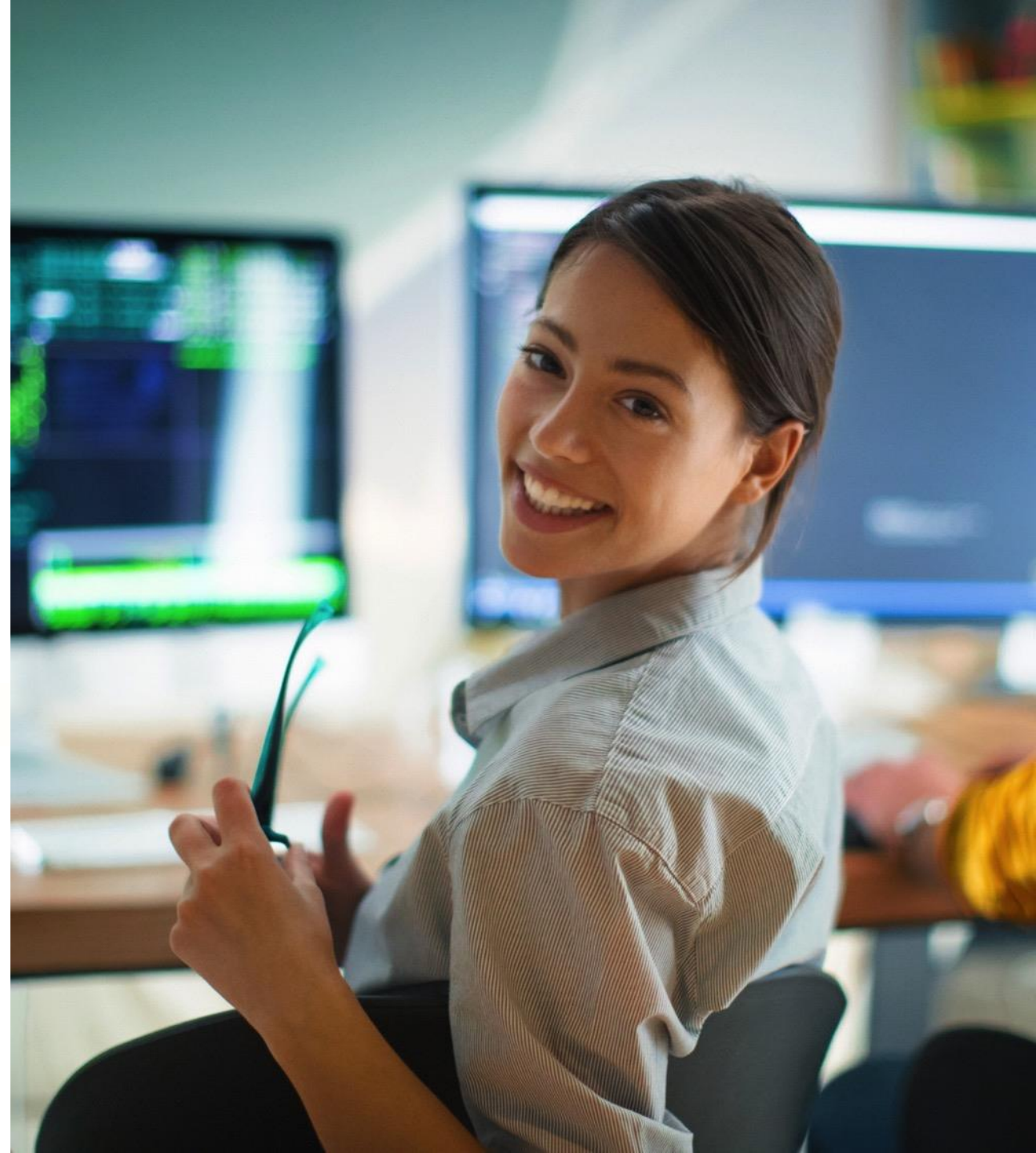
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Key take aways

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.

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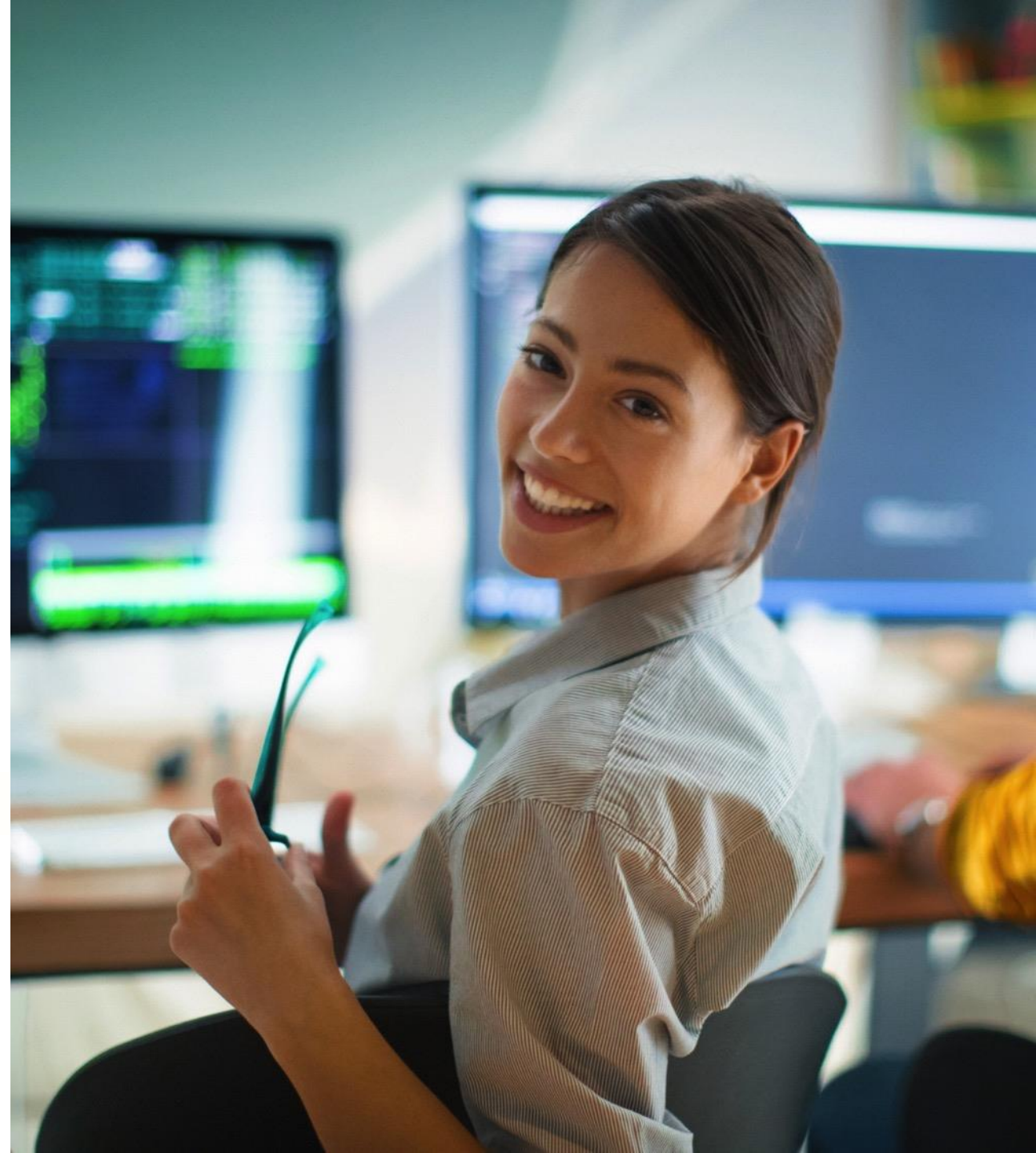
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Public SAP Web sites

- Lead to Cash openSAP course: www.open.sap.com/courses/cx1
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