

# Virtual Customer COE Event

October 2021



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Global Owner of “Value Starter  
Engagement”

## S/4HANA Movement and RISE with SAP

### Your Ultimate Guide to the Intelligent Enterprise

# Five top reasons why to move to SAP S/4HANA now

You cannot afford to wait. These are the top five realities:

**1**  
Innovate before competitors

**3**  
Champion cost savings

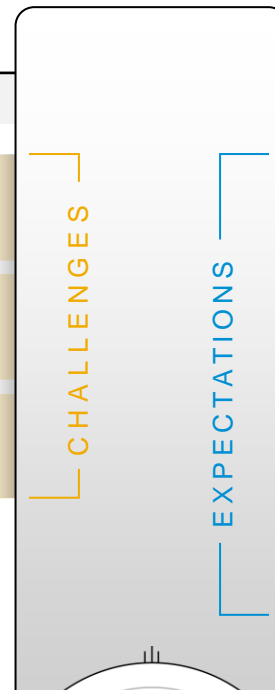
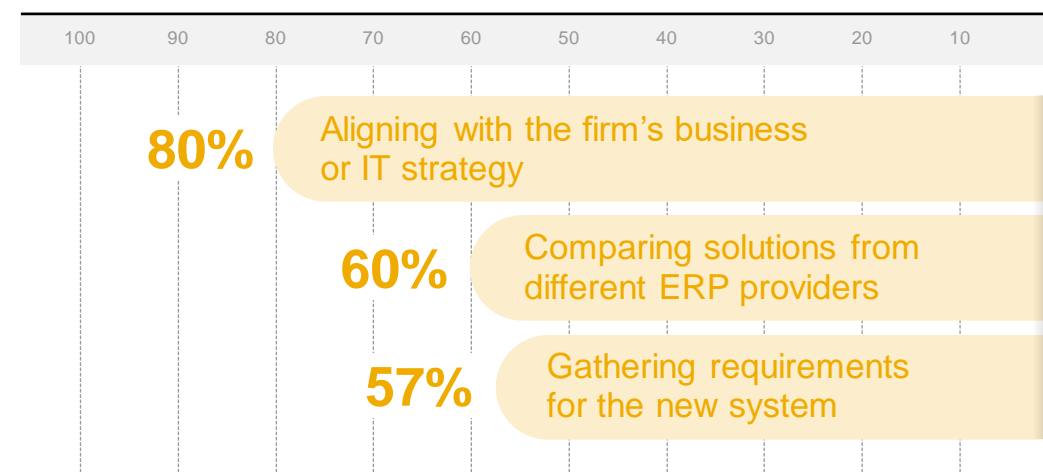
**5**  
Grow with modern cloud ERP

**2**  
Run in uncertainty

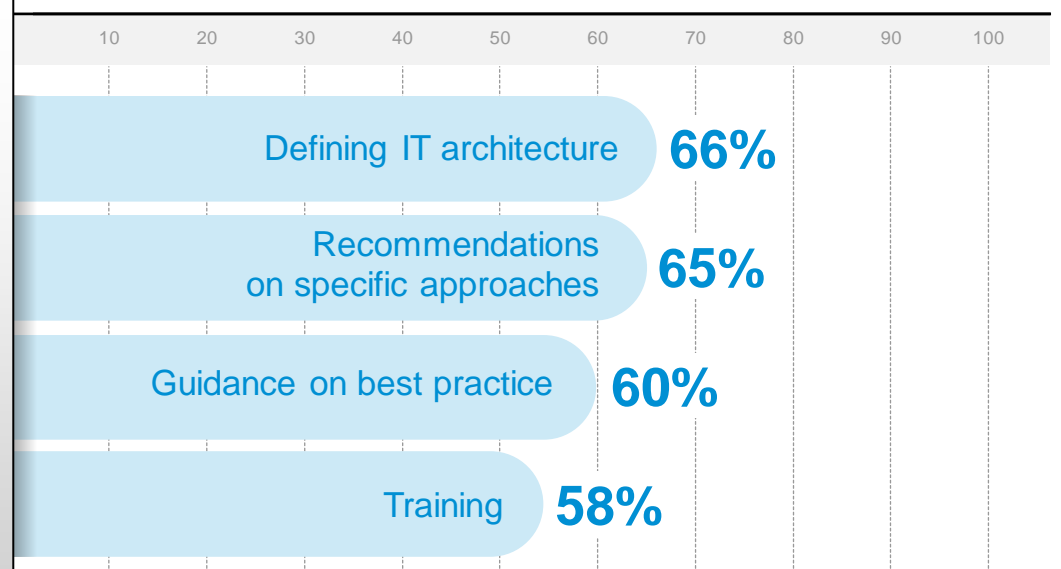
**4**  
Pivot at market speed

# What are your challenges and what do you expect from us?

## Common ERP challenges\*



## Expectations for help from software vendor\*



\*A commissioned study conducted by Forrester Consulting on behalf of SAP, June 2020.

# We stand committed not to leave any customer behind on their journey to the intelligent enterprise.

## What

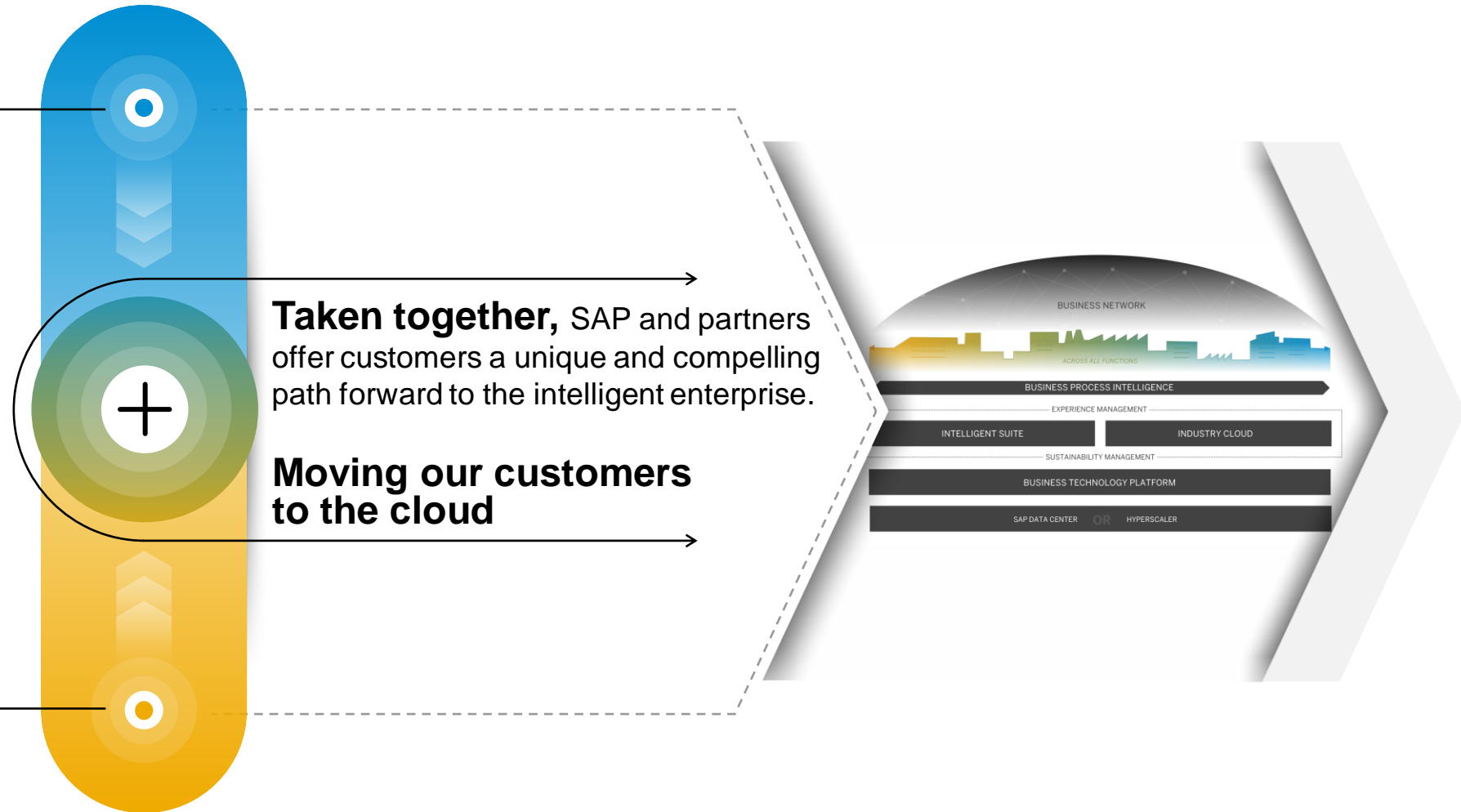
### RISE with SAP

Is a single-priced offering that bundles together capabilities and services to deliver business transformation as a service with key components (cloud solutions, platform, tools).

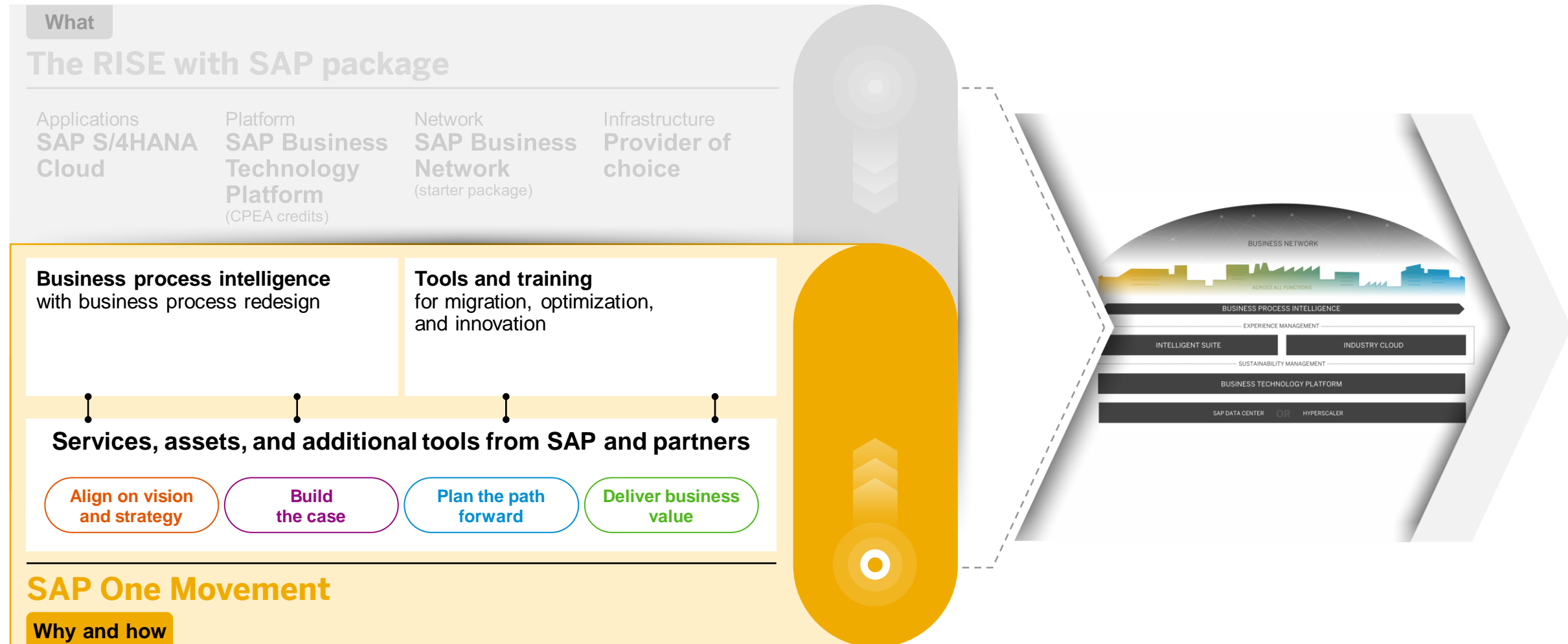
Is an initiative that complements the RISE with SAP package by offering tailored guidance and expertise for a migration from legacy systems to the intelligent enterprise.

### SAP One Movement

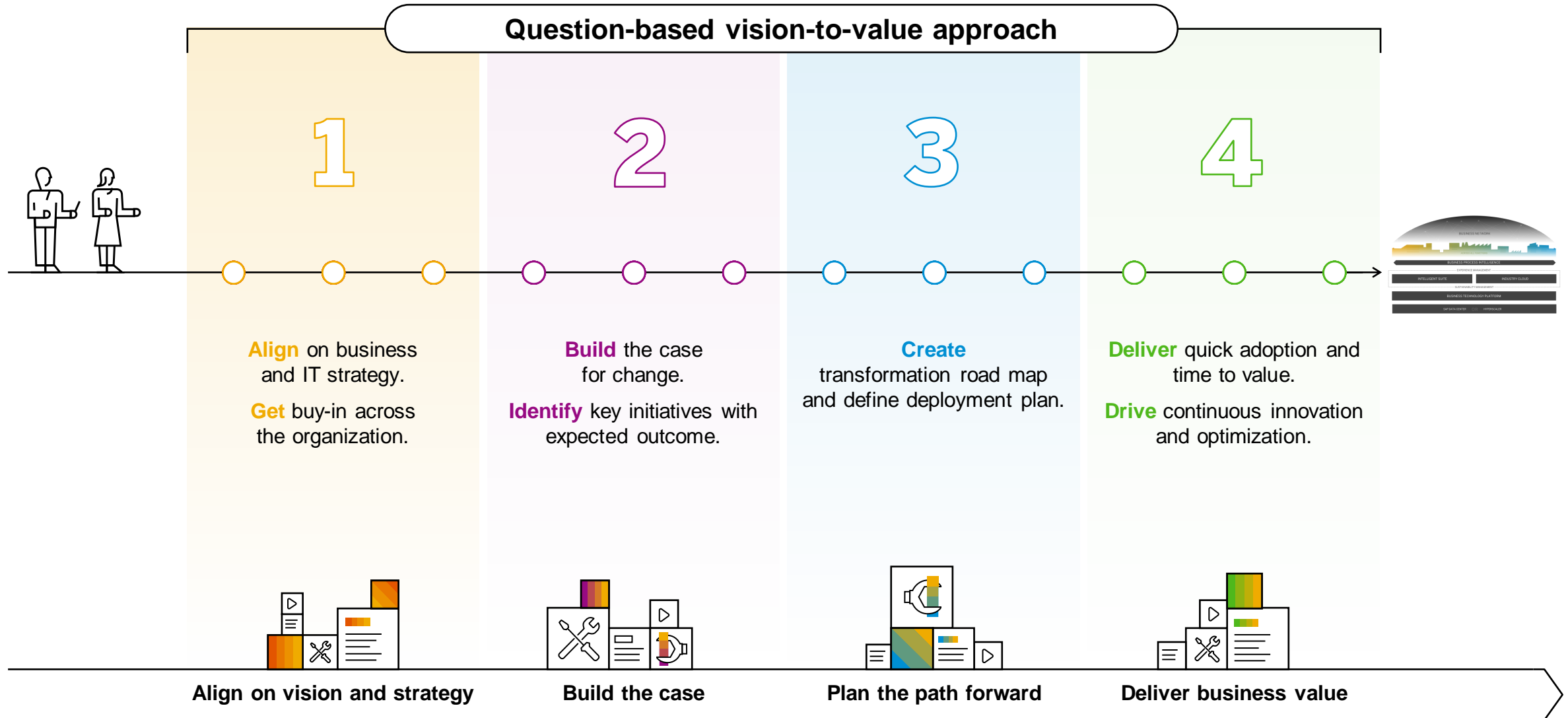
#### Why and how



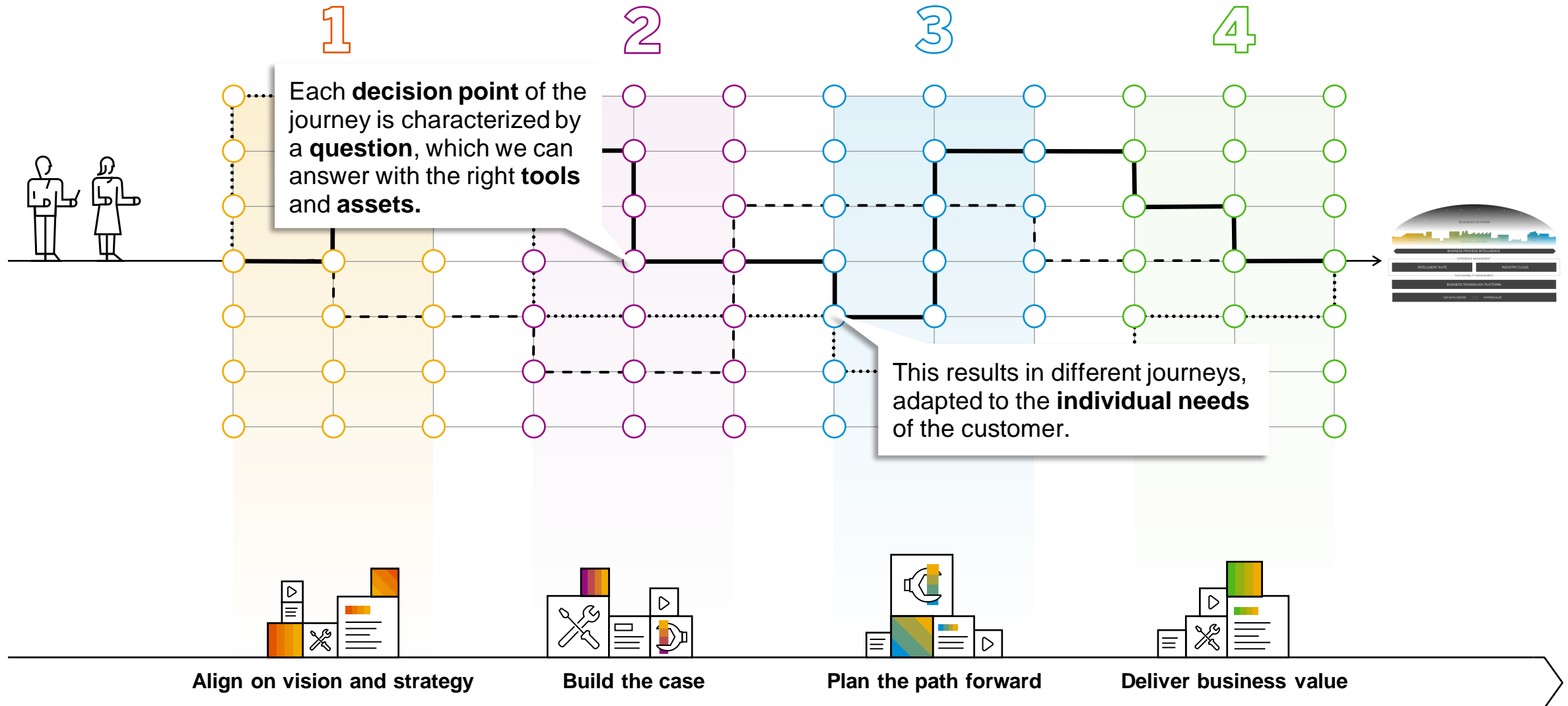
# SAP One Movement initiative



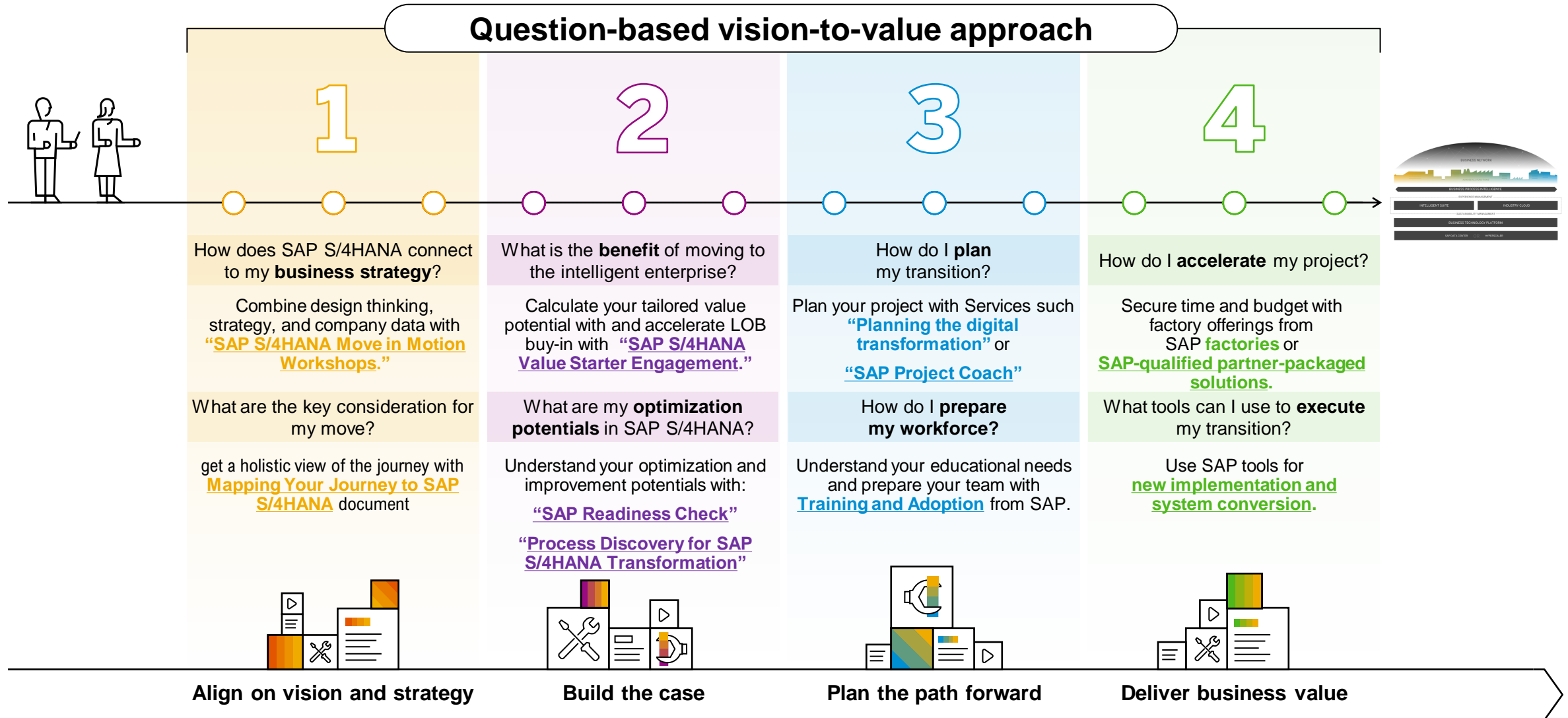
# SAP One Movement uses the question-based vision-to-value approach



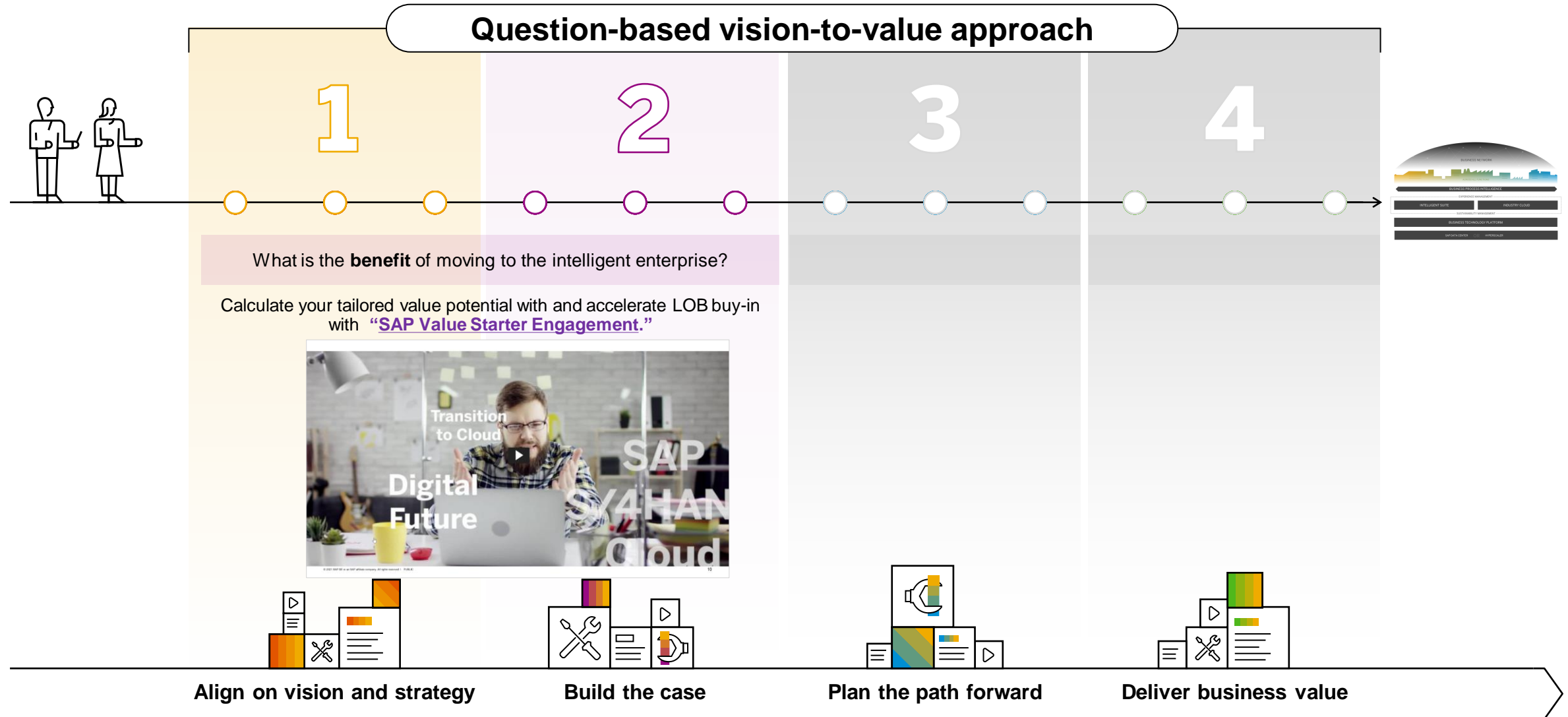
# Focusing on individual journeys to the intelligent enterprise



# SAP One Movement uses the question-based vision-to-value approach



# SAP One Movement uses the question-based vision-to-value approach





Transition  
to Cloud



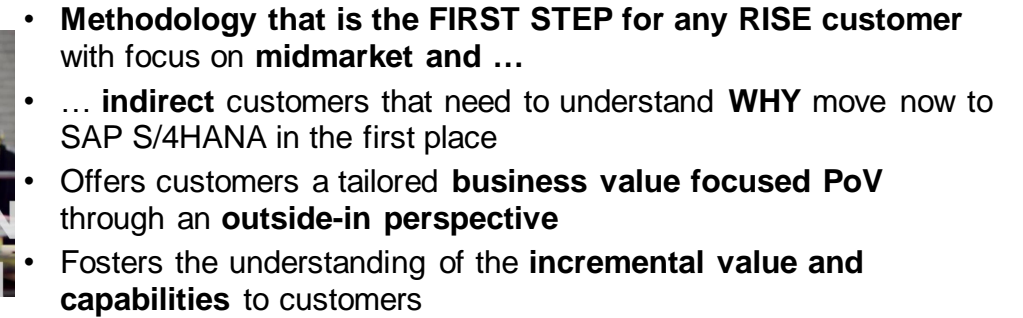
Digital  
Future

SAP

S/4HANA

Cloud

**WHY** helps customers to understand  
move to **SAP S/4HANA**



95%  
satisfaction

# Value Starter – How does it work?

**Value Starter – How does it work?**

**1 Customer engages**  
with SAP to discuss the point-of-view tracer, to investigate more details about the SAP S/4HANA Value Starter Engagement and to set the focus for the upcoming Value Starter Engagement

**2 Value Starter Engagement (3-7 days)**  
Pre-populated outside-in value assessment  
Plan the change  
Pre-populated customer-specific product map  
SAP S/4HANA Simulation  
Process Discovery for SAP S/4HANA Transformation  
Customer-specific point-of-view document  
Elements are part of the welcome package

**3 Handover Session:**  
Case for Change

**4 SAP S/4HANA Simulation**

Market Research & Bot Mining + Solution Value Data + Consulting Know-How on Customer

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**SAP's Outside-In view**

- 01 Continue to **grow company's main business** and in emerging markets
- 02 Focus on **Process Excellence**
- 03 Ensure to **meet sustainability commitments**
- 04 **Expand internationally**

**Critical Areas**

**SG&A expense**  
8.4% of revenue  
(top: 5.4% - last 15.0%)

**Operating Margin**  
0.6% of revenue  
(top: 6.8% - last: 0.6%)

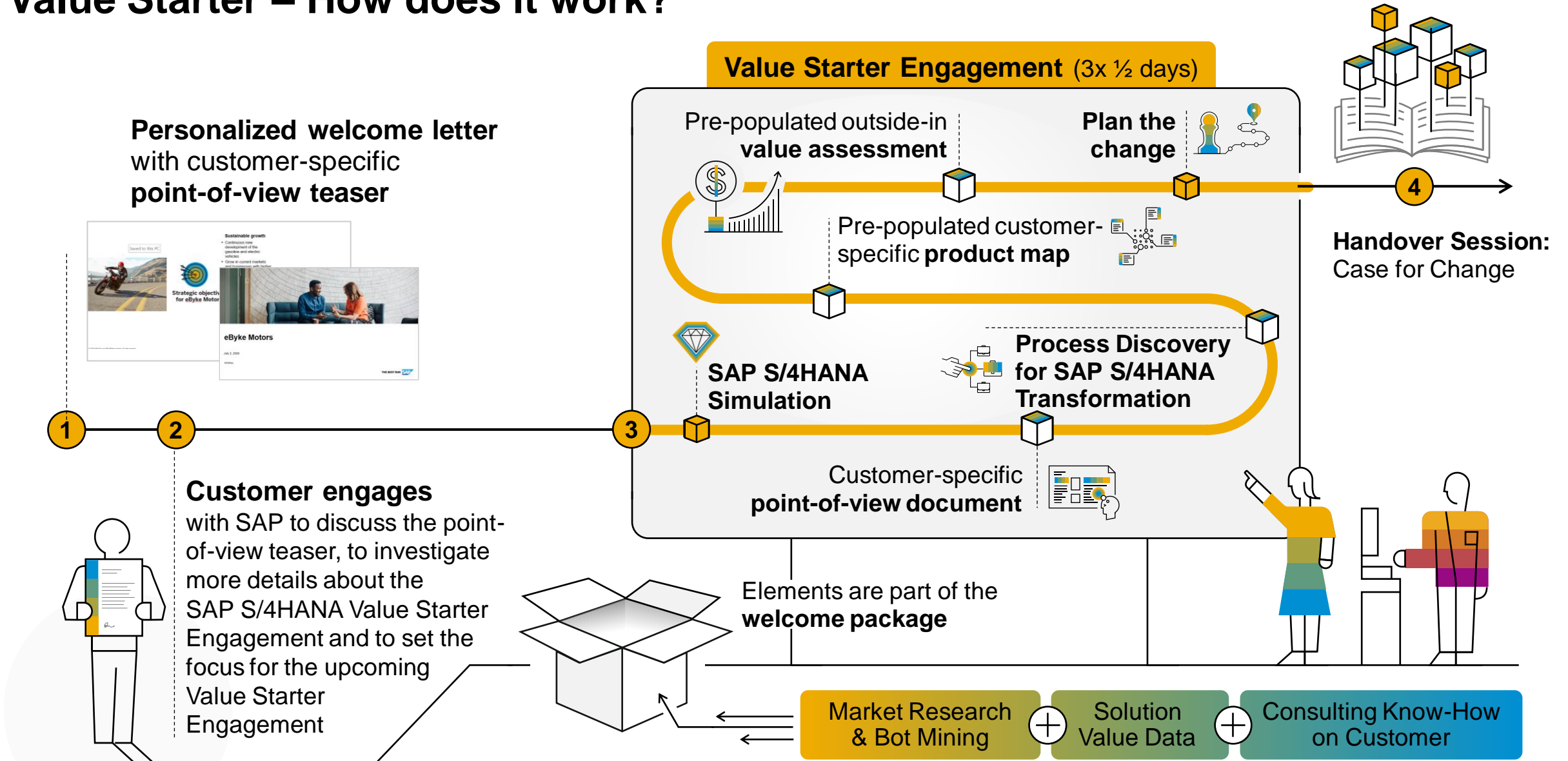
**Focus Value Drivers**

LOB Finance / Value Driver Reduce Finance Cost

LOB Manufacturing / Value Driver Reduce Total Manufacturing Cost

	URSA Insulation S.A. Madrid, Spain <a href="http://www.ursa.es">www.ursa.es</a> (Spanish)	Industry Building products	Employees 1,700	Featured solutions and services SAP S/4HANA® Value Stream
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# Value Starter – How does it work?



# What is the result of the Value Starter - Management Summary Example

## SAP's Outside-In view

- 01** Continue to **grow company's main business and in emerging markets**
- 02** Focus on **Process Excellence**
- 03** Ensure to **meet sustainability commitments**
- 04** **Expand** internationally
- 05** React on **trends and new mandatory regulations**



## Critical Areas

### SG&A expense

8,4% of revenue  
(top: 5,4% - last 15,0%)

### Operating Margin

0,6% of revenue  
(top: 6,8% - last: 0,6%)



## Focus Value Drivers



**LOB Finance /  
Value Driver Reduce  
Finance Cost**

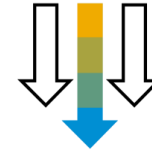


**LOB Manufacturing /  
Value Driver Reduce Total  
Manufacturing Cost**

# What is the result of the Value Starter - Management Summary Example



**LoB - Finance / Value Driver -  
Reduce Finance Cost**



**LoB - Manufacturing / Value Driver -  
Reduce Total Manufacturing Cost**

## Incremental Capabilities for selected LoB

- enhancing the functional scope on 11 currently used capabilities
- providing **13 additional new capabilities** to be considered for future use (e.g. Financial Reporting, Cash Management, Collections Management)

## Incremental Capabilities for selected value driver

- **8 related SAP S/4HANA capabilities** supporting the value driver (e.g. A/R with Automated Line Item Matching, Cash & Liquidity Management, Entity Close)
- The improvement coming mainly through automatization of repetitive tasks or improved productivity through time savings for general tasks

## Potential Cumulative Value for selected LoB

- **\$xxx.xxx of recurring benefits every year**
- **\$xxx.xxx of one-time benefit**

## Incremental Capabilities for selected LoB

- enhancing the functional scope on 13 currently used capabilities
- providing **5 additional new capabilities** to be considered for future use (e.g. Manufacturing Analytics, Repetitive Manufacturing)

## Incremental Capabilities for selected value driver

- **3 related SAP S/4HANA capabilities** supporting the value driver (External Processing, Production Execution, Subcontracting)
- The improvement coming mainly by streamlining production processes or better management of outsourced tasks

## Potential Cumulative Value for selected LoB

- **\$xxx.xxx of recurring benefits every year**
- **\$xxx.xxx of one-time benefit**

**“The SAP S/4HANA Value Starter program helped us identify a series of initiatives that will bring significant value to our company. We were able to define business priorities, identify value drivers, map these to capabilities in SAP S/4HANA, and elaborate on the potential use case for each initiative.”**

Joaquín Lozano Agramunt, CFO, Ursa Insulation S.A.



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THE BEST RUN 