SAP S/4HANA Value Starter Program

Initial Introduction

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September 2020
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1. Why S/4HANA Value Starter?
   Why is it relevant for you?

2. Initiating the Value Starter Engagement
   How to show customers the power of Value Starter?

3. What is S/4HANA Value Starter Engagement?
   What is provided to help answer your key questions?

4. What are the benefits S/4HANA Value Starter?
   What is the value proposition for your company?
Why S/4HANA Value Starter?
Why is it relevant for you?
Assist you in answering key ‘why’ questions
Help defining relevance of SAP S/4HANA to your business & IT strategy

WHAT is our strategic objective?

What strategic needs prevent realization of that objective?

How to accelerate time-to-value and reduce your risk?

Part of Journey In-Scope for S/4HANA Value Starter
SAP S/4HANA
Value Starter Program

… is the starting point for your journey to SAP S/4HANA

What is the Focus:
The move to SAP S/4HANA is a strategic business decision, not only an IT-project. We need to answer the “Why's”:

Why change?
Why now?
Why SAP & Partner?

What is unique about it?
It’s initiated with an outside-in perspective, to offer you a business value focused Point-of-view, that helps your start

If you are interested, we send you a Welcome Package with first specific insights

Value Starter Engagement
in a 1-week engagement SAP combines the results from the Welcome Package with the insights from remotely offered workshop sessions (5x 1-to-n, 5x 1-to-1)

As an outcome of this week you will be able to:

With active maintenance it’s free-of-charge
All materials & sessions are prepared by SAP

With the help of a question-based approach, we identify valuable and custom-tailored assets to guide you throughout your journey

1st
2nd
3rd

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Initiating the Value Starter Engagement

How to show customers the power of Value Starter?
SAP has prepared an “Outside-In” Welcome Package

A coherent, intelligent, customer specific outside-in-developed set of assets

- Customer specific Point of View + Teaser
- Template Industry Business Scenario Recommendation
- Pre-populated customer specific Product Map
- Pre-populated Outside-in Value Assessment

Personalized Welcome-Letter with relevant attachments to initiate dialog between customer and Sales Rep
Automotive Value Map: Addressing these ‘Imperatives’ to Unlocking ‘Value Potential’

Key Shareholder Value Levers

Revenue / Growth
- Inorganic: M&A, Divestitures
- Sales Volume
- Price Flexibility
  - e.g. Improve Customer satisfaction, Increase revenue from cross-sell/up-sell, Reduce manufacturing cycle time, Reduce revenue loss due to stock-outs

Profitability
- Cost of Goods Sold (COGS)
- Selling, General & Administrative (SG&A)
  - e.g. Reduce engineering change cost, Reduce total manufacturing cost, Reduce lost time accidents, Improve sourcing savings on direct spend, Reduce cost accounting and analysis cost

Asset Efficiency
- Fixed assets such as Property, Plant & Equipment (PP&E)
- Liquid assets such as receivables and inventory
  - e.g. Reduce Days in Inventory

Strategic
- Speed, comprehensiveness, reliability, agility
  - e.g., Improved Agility, Reduce days to close annual books, Reduce time to deploy new applications, Increase employee engagement, Reduce business and operations analysis/reporting cost

1 Sustainable growth
2 Liabilities management
3 Operational efficiency

IMPACT AREAS

POTENTIAL VALUE DRIVERS

Price
- Flexibility
- Cost
- Goods Sold
- Selling, General & Administrative
- Fixed assets
- Liquid assets
- Speed, comprehensiveness
- Agility
Automotive Value Map: From ‘Value Potential’ to ‘Realized Value’

Key Shareholder Value Levers

**Revenue / Growth**
- 95% improvement in MRP
- Increased productivity with greater control of the assembly process, tracking each stage and user as well as automating functions for backflushing and goods issue
- Enrich after-sales support by providing customers with up-to-date order tracking: from production status to expected delivery date
- Enhanced dealer productivity and greater transparency in sales and procurement

**Profitability**
- 20% reduction in defects per unit caught in quality control
- 15% reduction in invoice processing time
- 13% reduction in costs per customer interaction
- Contingency planning capabilities to keep production running in the event of a remote power failure
- Refined cost management with a controlling module in SAP S/4HANA that allows for collecting, calculating, and analyzing costs by vehicle

**Asset Efficiency**
- Optimize inventory management by establishing real time visibility into stock and spare-part levels
- 20% reduction in defects per unit caught in quality control

**Strategic**
- Standardization of business processes for joint ventures
- 75%–80% increase in employee productivity
- 20% improvement in financial processes enables better decision-making with deeper insights
- Support green manufacturing initiatives (reducing energy consumption by 30%)

What your peers are doing

- Enhanced dealer productivity and greater transparency in sales and procurement
- using SAP technologies to speed our Industry 4.0 transformation, leveraging a single integrated system to improve operational efficiency and make more-informed decisions from Big Data analytics
- Enhanced dealer productivity and greater transparency in sales and procurement
- using SAP Fiori apps for various front-office processes, such as stock ordering
- Built a new back office that transformed production planning, sales and distribution, finance, and procurement operations to keep pace with its booming business to power a joint venture
What is S/4HANA Value Starter Engagement?

What is provided to help answer your key questions?
Engaging with SAP once the welcome package is received

A coherent, intelligent, customer specific outside-in-developed set of assets

- **Customer specific Point of View + Teaser**
- **Template Industry Business Scenario Recommendation**
- **Pre-populated customer specific Product Map**
- **Pre-populated Outside-in Value Assessment**

**Personalized Welcome-Letter** with relevant attachments to initiate dialog between customer and Sales Rep

**Customer can engage** with SAP to discuss the Welcome Package content or investigate more details about the SAP S/4HANA Value Starter Engagement

- Schedule a “meet-the-expert” session
- Reach out to SAP or partner representatives
- Register for the SAP S/4HANA Value Starter Engagement
We use the Welcome Package in the SAP S/4HANA Value Starter Engagement

**SAP S/4HANA Value Starter Engagement**

- A free-of-charge, 1-week, weekly running, remotely offered, guided customer engagement,
- based on outside-in “welcome package” prepared ‘free-of-charge’ by SAP
- to understand the “WHY”,
- to develop an initial business case with key considerations discussed to develop an transition approach.

**Daily session structure**

**Morning**
- Intro for the day
- Day 1: SAP S/4HANA Simulation
- Day 2-5: 1x 90min 1:n session

**Afternoon**
- 5x60min 1:1 customer sessions

**Overview of topics for the individual days**

**Day 1: WHY?**
- Experience the value of SAP S/4HANA
- Intro for the day

**Day 2: WHY?**
- SAP S/4HANA Innovation & improvement potential
- SAP S/4HANA Simulation
- 1x 90min 1:n session

**Day 3: WHAT?**
- Sketch the future SAP product map
- 5x60min 1:1 customer sessions

**Day 4: WHY?**
- Assessing the incremental financial benefit
- 5x60min 1:1 customer sessions

**Day 5: HOW?**
- Build your transformation strategy

**Where is the Welcome Package used in the SAP S/4HANA Value Starter Engagement?**

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What is the outcome of SAP S/4HANA Value Starter Engagement?

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- to develop an initial business case with key considerations discussed to develop an transition approach.

**Overview of topics for the individual days**

**Day 1: WHY?**
*Experience the value of SAP S/4HANA*
- The Power SAP S/4HANA was experienced.
- Aspects of the ERP sim being beneficial selected & prioritized

**Day 2: WHY?**
*SAP S/4HANA Innovation & improvement potential*
- Customer has the improvement potential and incremental capabilities of SAP S/4HANA identified

**Day 3: WHAT?**
*Sketch the future SAP product map*
- Customer has sketched an individual product map to design the future

**Day 4: WHY?**
*Assessing the incremental financial benefit*
- The Incremental possible financial benefits of SAP S/4HANA are highlighted

**Day 5: HOW?**
*Build your transformation strategy*
- A transformation approach and start point is recommended
- Clear guidance on next steps to answer specific customer questions is given

**Daily session structure**

**Morning**
- Intro for the day
- **Day 1:** SAP S/4HANA Simulation
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**Afternoon**
- 5x60min 1:1 customer sessions
What is the Outcome of the SAP S/4HANA Value Starter Engagement

**WHY? - Experience the Value of SAP S/4 HANA**

- The Power SAP S/4HANA with real-time, embedded analytics and streamlined E2E processes was experienced.
- Aspects of the ERP sim being beneficial selected & prioritized.

**WHY? - Innovation and improvement potential coming with SAP S/4 HANA**

- Customer has the improvement potential and incremental capabilities of SAP S/4HANA identified.

**WHAT? - Sketch the future SAP Product MAP**

- Customer has sketched an individual product map to design the future.

**WHY? - Assessing the incremental financial benefit**

- The Incremental possible financial benefits of SAP S/4HANA are highlighted.

**HOW? - Build your transformation strategy**

- A transformation approach and start point is recommended.
- Clear guidance on next steps to answer specific customer questions is given.
What are the benefits S/4HANA Value Starter?

How to show customers the power of Value Starter?
SAP S/4HANA Value Starter
Our Value Proposition Providing a Strong Foundation to Simplify and Accelerate

Substantial SAP Investments

Customer-Specific Analysis & Content
- 360 Analysis (internal/external)
- Point-of-View document
- Product Roadmaps (in SAP Transformation Navigator)
- Value Assessments (in SAP Value Lifecycle Manager)

Guided 1-to-1 engagement & support

Talk to an Expert Sessions

Relevant SAP S/4HANA customer references & proof-points

SAP S/4HANA Value Starter e-mail to answer all questions

SAP S/4HANA Simulation Experience

Digital Customer Journey Experience – Question-Based Approach

... and all we ask is for our customers valuable time to understand how best to leverage the foundation ...
Your Questions
Our Answers
Thank you.

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