



Why Wait? Webinar Series

SAP S/4HANA Customer Momentum

Carl Dubler

carl.dubler@sap.com

sap.com/s4next

linkedin.com/in/carldubler



PUBLIC

Legal disclaimer

The information in this presentation is confidential and proprietary to SAP and may not be disclosed without the permission of SAP. 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 document or any related presentation, or to develop or release any functionality mentioned therein. This document, or any related presentation 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 document is not a commitment, promise or legal obligation to deliver any material, code or functionality. This document 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 document is for informational purposes and may not be incorporated into a contract. SAP assumes no responsibility for errors or omissions in this document, except if such damages were caused by SAP's willful misconduct 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.

SAP S/4HANA: No Reason to Wait



I don't know what
it means for us



There are 3 free,
personalized tools
for the S/4HANA
journey

**October 24
webinar**



I always wait for
the 3rd version



S/4HANA now
has 3 updates
plus the original
release

**November 7
webinar**



I want to see
others go first



Over 8,300
customers have
chosen S/4HANA
(over 2k live)

Today's webinar

S/4HANA Customer Momentum is Strong

As of October, 2018...



9,000+ licensed customers



4,200+ deployment projects



2,200+ live customers (1st thousand in 2y 7mo, 2nd thousand in 10 mos)



31 industries



Organizations up to 200,000 users, databases up to 49TB



Cloud (SaaS), IaaS, on-premise

Snapshot: Three Recent Customer Stories

Visit sap.com/s4next for the customer flipbook

Hunter Douglas

- Manufacturer of window blinds; highly customized products
- 132 companies in 100 countries
- 1 of 3 ECC systems live on S/4HANA
- Increased visibility with ATP
- Advice: Augment your staff, lots of prototypes
- Partners: SAP, Virtustream

August 19

Clemens Food Group

- Vertically coordinated food products for retail and service
- Family owned, 3,500 employees
- Replaced 70 systems with S/4HANA
- Real-time profitability forecasting across a complex supplier network
- Advice: Align with business needs
- Partner: itelligence

August 16

Fives Group

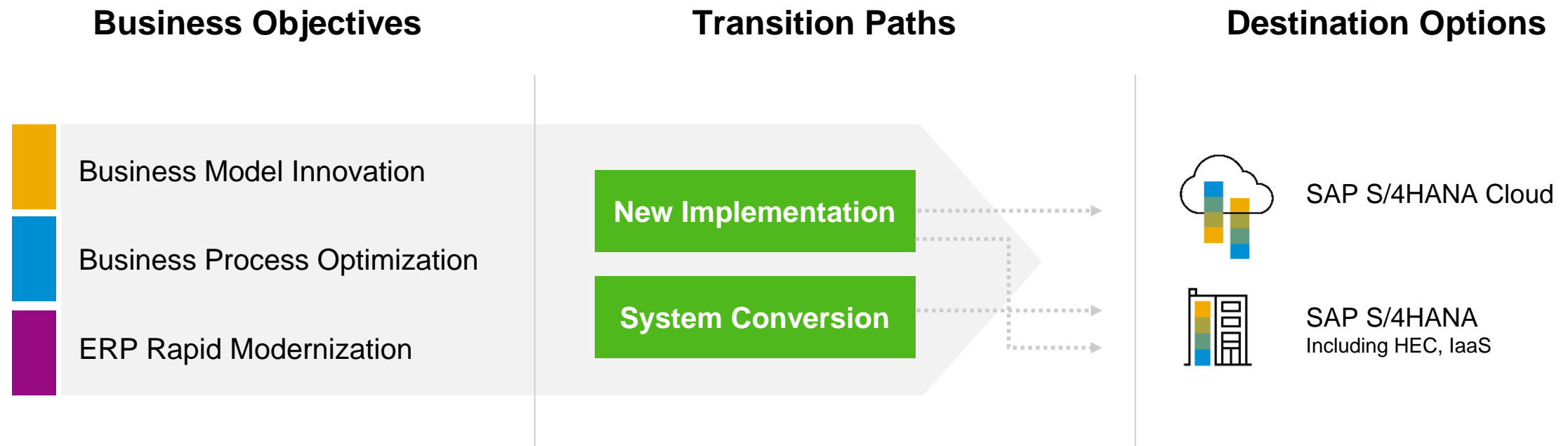
- Industrial machinery since the Eiffel Tower
- 100 companies in 30 countries
- Consolidating 50 companies to S/4HANA
- Standardization, real-time analytics
- Advice: Work with business users early on

August 13

Also see: [Forrester TEI Study](#) for S/4HANA 2018

Consider your path, strategic choices

Match your business objectives to possible transition paths and destinations



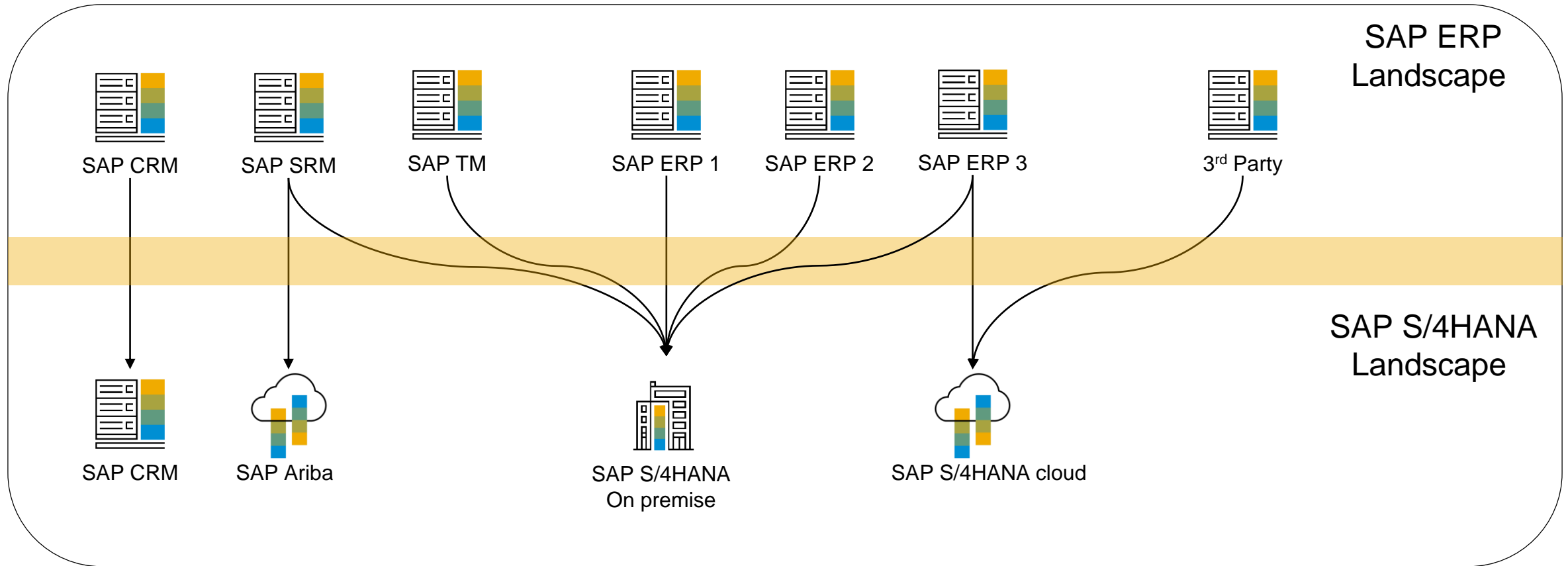
Business Objectives Comparison

Business Model Innovation	Business Process Optimization	Rapid ERP Modernization
How do we enable new ways of doing business?	How do we make our current processes better?	How can we get to the latest version quickly?
Requires support from every level	Requires support from LOB and IT	Can be done as an IT-led project
Return to standard is likely	Return to standard is desired	Customizations are rationalized but likely kept
New implementation likely	New implementation or system conversion	System conversion likely

Transition Paths Comparison

New Implementation	System Conversion
Start with a fresh install and migrate data	Start with ECC 6.x (Unicode)
Begin with standard processes	Preserve configuration and customizations
Only method supported for S/4HANA Cloud	On premise, HEC, or IaaS
Almost certainly an enterprise-wide initiative	Technical effort that can phase-in capability

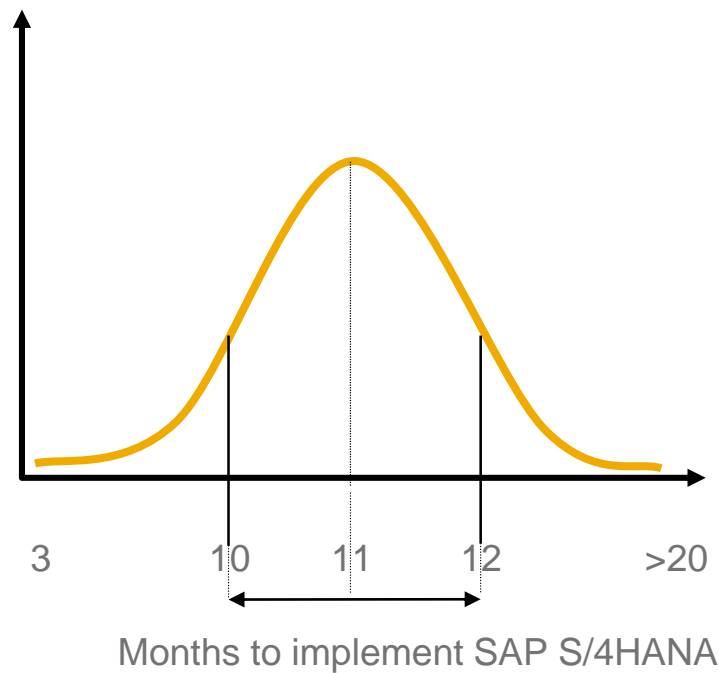
Landscape Transformation? It is still an option!



- Split and merge systems
- Move data and processes between systems

Typical S/4HANA Project Duration

Vast majority of SAP S/4HANA customers went live in 10-12 months
Customers = 1145



Duration of projects is largely determined by customer complexity (degree of change) and implementing partner preferences / tools / methodologies

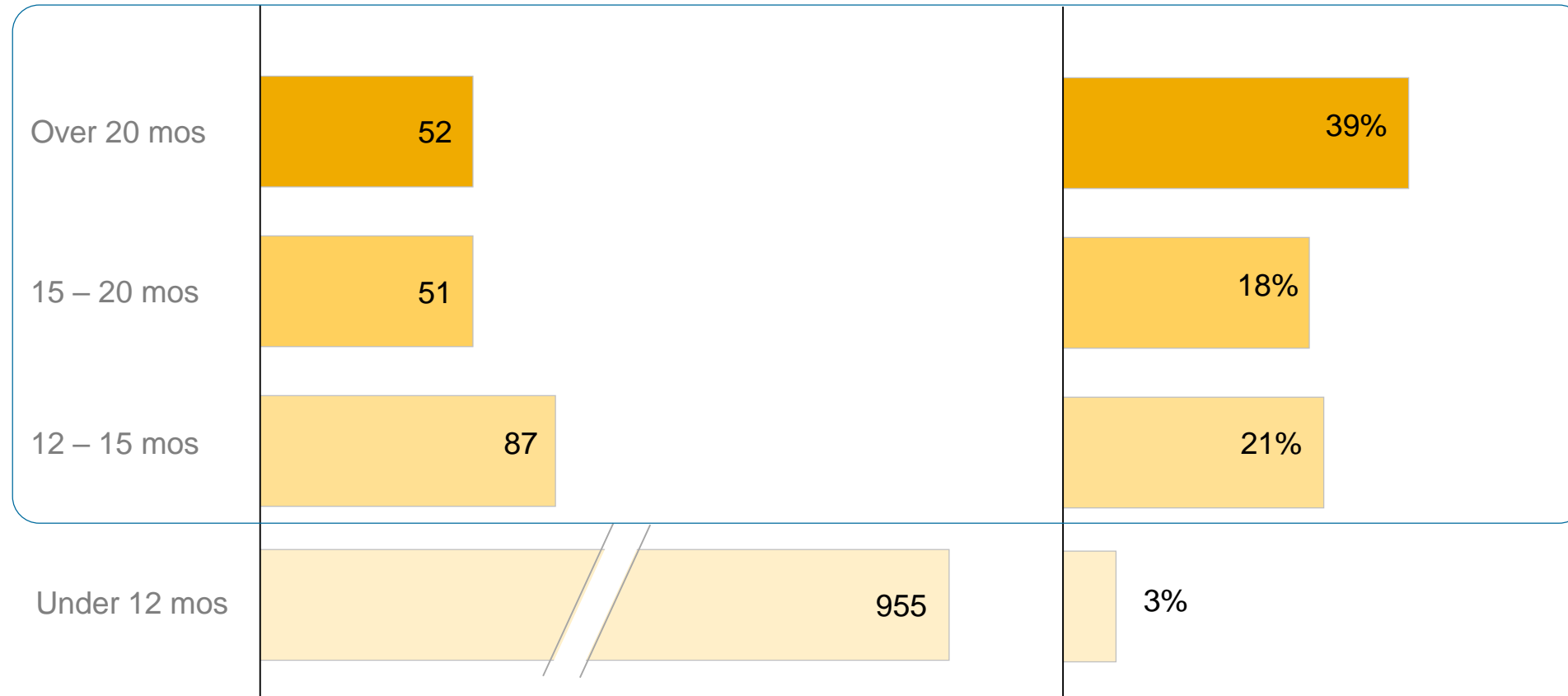
	As short as	As long as	Average
Simple S/4HANA Finance implementations	3 months	11 months	7 months
Typical S/4HANA (full suite) implementations	6 months	14 months	11 months
Complex S/4HANA (full suite) implementations at the largest customers	10 months	36 months	18 months

SAP S/4HANA Implementation Outliers

Duration of very large and complex SAP S/4HANA implementations to date

Duration, number of projects

Share of SAP involvement in projects

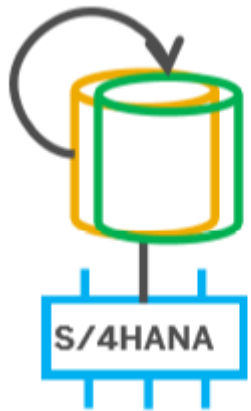


SAP Services tend to engage more heavily in large and complex projects

SAP S/4HANA System Conversion Growth

Reflecting customer readiness to move to SAP S/4HANA

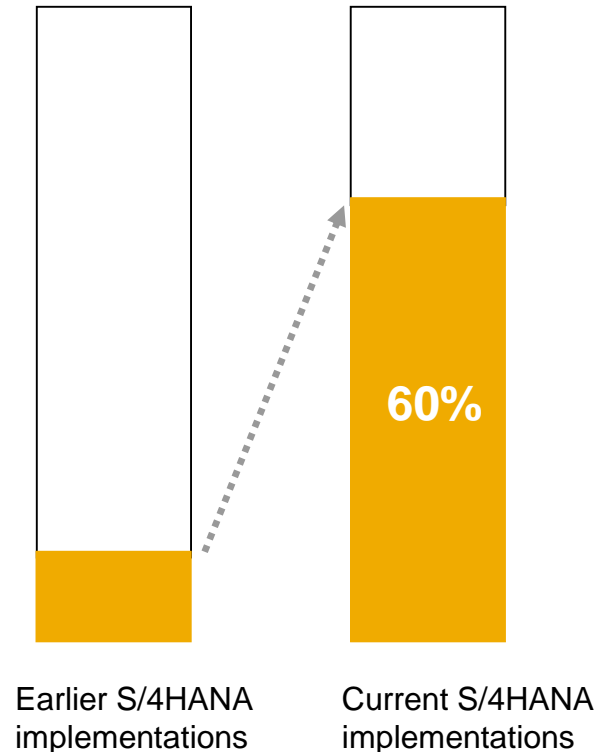
System Conversion



■ Co-deployment of dedicated capabilities in one central SAP S/4HANA system

Complete conversion of an existing SAP Business Suite system to SAP S/4HANA: the database is migrated to SAP HANA database (if not already done) and transfers data from old data structure into new S/4HANA data structure (e.g. migrate data into the new MATDOC table) in one-step

Percentage of conversions



Brownfield conversion with process re-engineering:

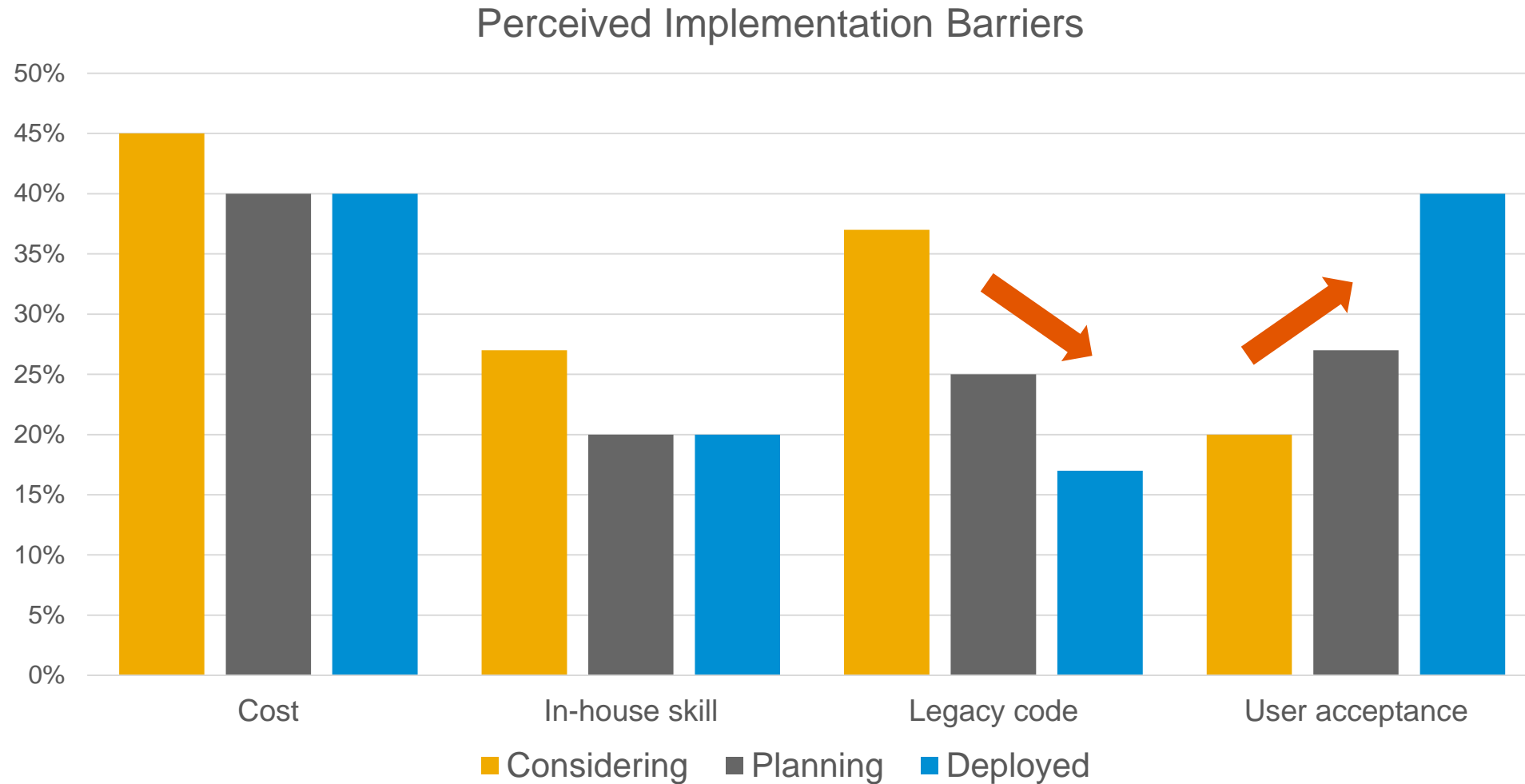
- 19 SAP systems
- 484 live companies
- 23 countries
- €70bn revenue
- 75m accounting documents
- 950m accounting line items
- 83m controlling objects
- 5 months 1st Go Live



Brownfield conversion with minimal disruption:

- Company undergoing transformation of its gold mining process (pressure oxidation)
- \$188m revenue
- 500 employees
- 4 month implementation

Start Business User Involvement Immediately



Should we go to Suite on HANA (SoH) first?

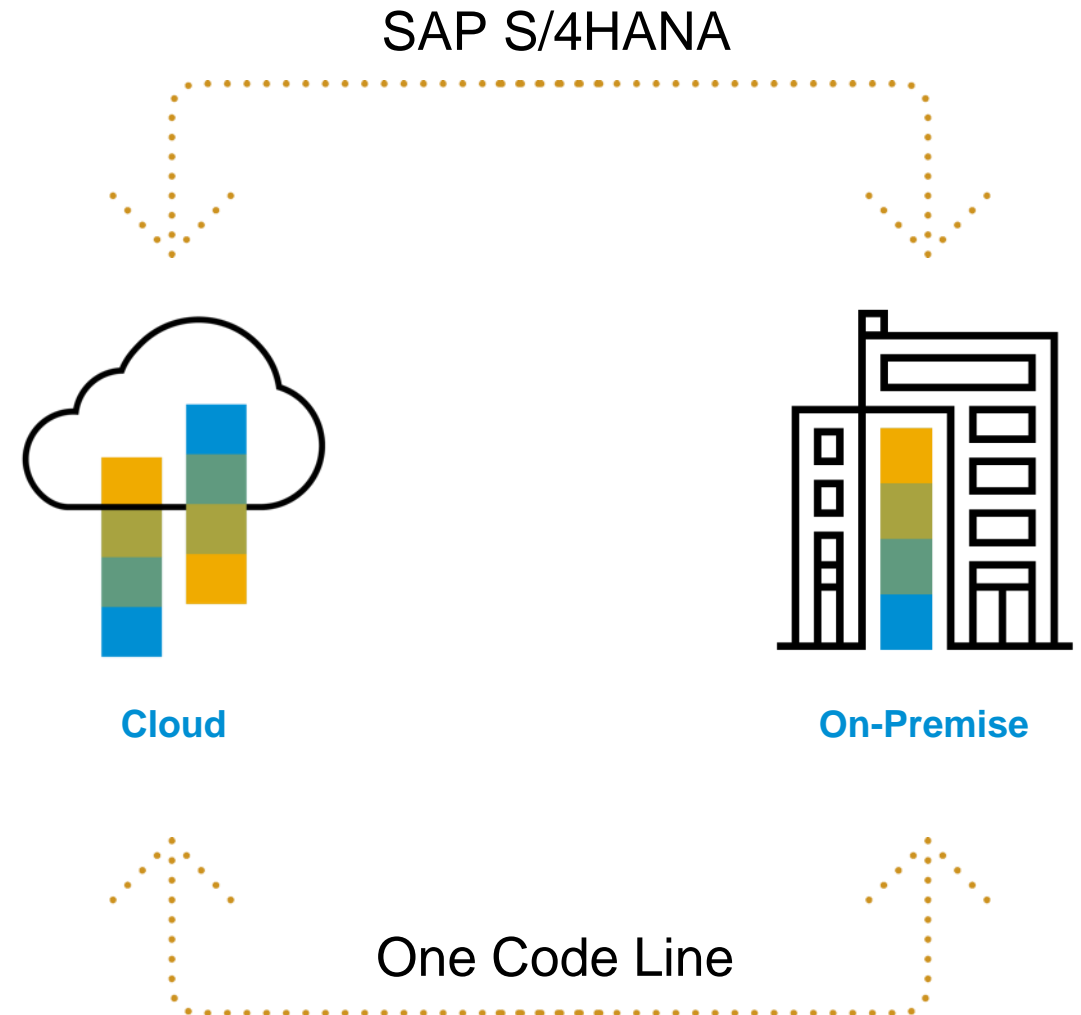
- There is no technical reason
- What S/4HANA has that SoH does not
 - ✓ The latest intelligent ERP technology
 - ✓ Simpler data model
 - ✓ Simpler landscape
 - ✓ Smaller data sizes
 - ✓ Easier operational reporting
 - ✓ A longer supported lifespan
- Why do multiple projects? Consider a Fiori phased approach instead.
- Show tangible results for your efforts, like Universal Journal.

SAP S/4HANA: complete, consistent choice

SAP S/4HANA simplified data model and modern user experience are consistent for both cloud and on premise. Designed for in-memory, SAP S/4HANA brings new business capability while simplifying the IT landscape.

Considerations for selecting the right SAP S/4HANA solution:

- IT Strategy
- Innovation cycles
- Adoption/upgrade efforts
- TCO
- Commercial models
- Business functionality
- Regulatory, industry, and regional requirements
- Individualization options



Choose the destination that's right for you



SAP S/4HANA Cloud



SAP S/4HANA Cloud, single-tenant edition



SAP S/4HANA

Business Process	Standardized, core ERP	Flexible, ext. ERP	Customizable, ext. ERP
Innovation Lifecycle	Quarterly	Semi-annual	Annual, customer-led
TCO	Lowest	Lower	Higher
System governance	SAP-led	Customer-influenced	Customer-led
IT infrastructure	SAP, public	SAP, dedicated	Customer-managed
Customization	Within Standards	Within Standards	Open to Modifications
Extension	PaaS, SCP	PaaS, SCP	Open, SCP
System delivery	New implementation	New implementation	New or ECC conversion

Actual Customer Slides from Vinci Energies

Live SAP S/4HANA customer as of July 31, 2018

PUBLIC

OUR CURRENT CONTEXT

1 Single SAP Client

11 Countries



2.5B ACDOCA entries



4,500,000
lines of code

28,000 Users



600 Companies



ASUG

WHY MIGRATING ON S/4HANA

- S/4HANA is a **must have**, as part of the SAP product strategy
- **High pressure** to be faster, smarter, more agile, mobile, connected
- **Innovation** is accelerating, in a very **fast changing IT environment**
- Our ERP is the core of the **high velocity enterprise**
- We want to **be ready to innovate**. Our objective is to avoid slowing down initiatives or going in a wrong direction because we were not prepared

The question is not « if? » but « when? » and « how? »

ERP ON S/4HANA – INCREMENTAL MIGRATION APPROACH

ERP on SAP HANA

Skip this step ✓
(SAP guidance)

LOW

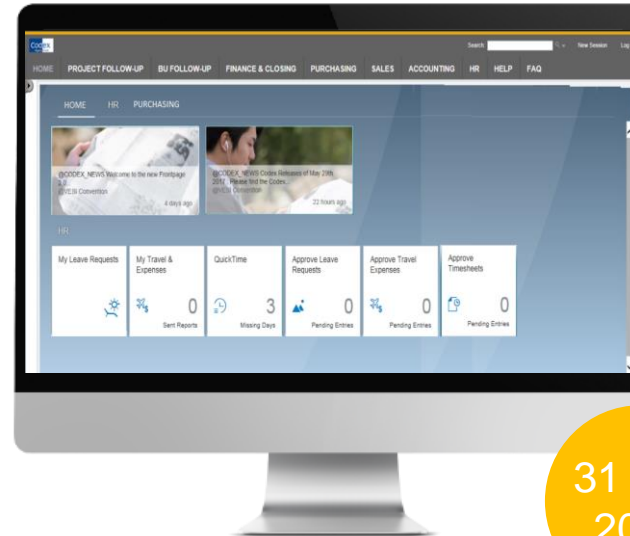
• Code adjustment

• Better performance

User
Change

Benefits

ERP on S/4HANA



31 July
2018

LOW

- “One-to-one functionalities” upgrade
- Adapt when changes has to be managed (simplified data model)
- Non disruptive
- Quick wins benefits: Re-platforming, Quarterly reporting, Frontpage (EP) Chrome compliance

Innovate SAP S/4HANA



2019

MEDIUM TO HIGH

- Introduce new innovative solutions on incremental way
- New “User Experience”
- Real-time reporting
- Full mobile

64 Sample Customers: Top 5 Reasons for S/4HANA Success

Complete buy-in from the business

- Top management was committed
- Business had a vision for S/4HANA potential
- Prototypes or models made it real
- IT-LOB communication was excellent

Functional scope was not in question

- Strong functional team with Fiori experience
- Decision was made to return to SAP standard

Project team was experienced

- Clear responsibilities
- Detailed activity list

Support from SAP or Partner was easy to get

- Questions answered quickly
- SAP/Partner had access to dev systems
- KT sessions early on
- Initial workshops for functional planning

Technical execution was good

- Used SAP Activate and best practices
- System conversion over weekend to minimize downtime
- Key Users were trained early

Thank you.

Carl Dubler

carl.dubler@sap.com

sap.com/s4next

linkedin.com/in/carldubler

© 2017 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 platform 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 <http://global.sap.com/corporate-en/legal/copyright/index.epx> for additional trademark information and notices.