



**Together,** we make it happen.

# The New SAP Model Company

## What's in for SAP User Groups?

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EXTERNAL

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# What is **The New Model Company?**



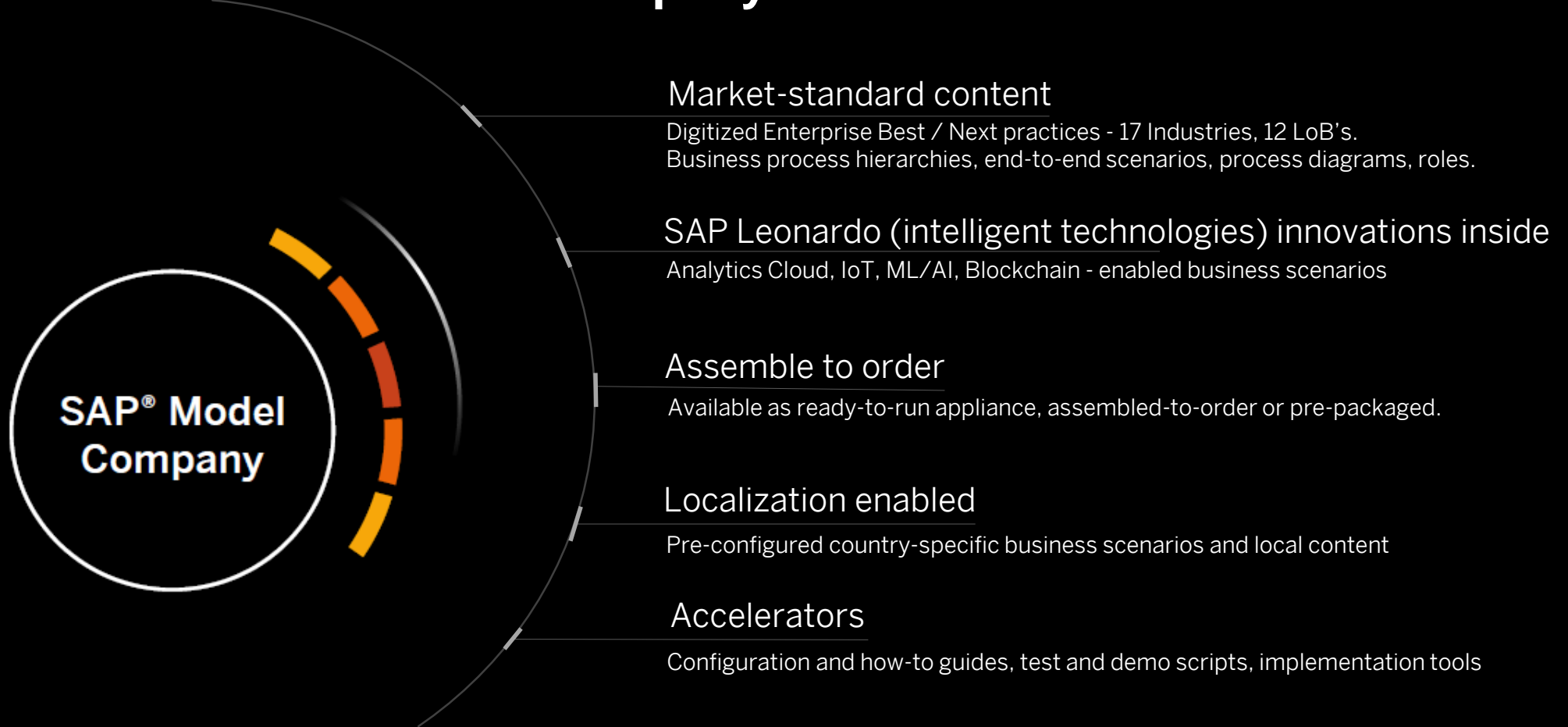
# Positioning within SAP's strategy



- Designed for SAP's Intelligent Enterprise approach
- Designed baseline for SAP S/4HANA Cloud, single-tenant edition, and SAP S/4HANA on-premise
- The new built-in stack allows for SAP Model Company interoperability and the assembly of industry and line-of-business content end to end
- Market-standard business content for 17 industries and 12 lines of business
- Localization enabled
- Partner framework for more diverse portfolio and differentiating value
- Enhanced integration into The New SAP MaxAttention and SAP Advanced Deployment



# Components of an SAP Model Company



SAP Solution  
Manager 7.2

**Interoperable stack | International foundation | Partner framework**

SAP Activate + Industry reference architecture + Intelligent Enterprise framework

SAP Cloud  
ALM

# Portfolio

Subject to change  
without notice



Available SAP Model Company Services



Planned<sup>4</sup>

## Industry

Airline Back Offices<sup>3</sup>

Automotive<sup>1</sup>

Chemicals<sup>1</sup>

Consumer Products<sup>1</sup>

Core Retail<sup>2</sup>

Fashion and Vertical Business<sup>2</sup>

Insurance<sup>3</sup>

Integrated Digital Banking<sup>3</sup>

Life Sciences<sup>1</sup>

Mining Production Execution<sup>1</sup>

Oil & Gas<sup>1</sup>

Omnichannel Retail<sup>2</sup>

Trade Management for Consumer Products<sup>1</sup>

Utilities<sup>1</sup>

## Cross Industry

Multinational Corporations<sup>1,5</sup>

## Line of Business

Central Finance<sup>2</sup>

Connected Manufacturing<sup>1</sup>

Finance<sup>1</sup>

Human Resources

Logistics Execution<sup>1</sup>

R&D/Engineering and Sustainability<sup>1</sup>

Extended Warehouse Management for Industries<sup>1</sup>

Hybris Marketing Cloud

Subscription Billing<sup>1</sup>

Supply Chain Planning<sup>1</sup>

## Industry

Agribusiness

Defense

Industrial Machinery & Components

Mill Products

## Line of Business

C/4HANA

Connected Assets

1. Model Company is compliant with the NEW SAP Model Company standards; S/4HANA 1809 version available for sale; Available for delivery Q1 2019;

2. SAP S/4HANA 1809 based version available for sale; Available for delivery Q1 2019; Exceptions regarding localization and/or interoperability apply;

3. SAP S/4HANA 1709 based version available for sale; SAP S/4HANA 1809 version on request;

4. This is the current state of planning and may be changed by SAP at any time. Planned Model Companies are also already available on request;

5. SAP Model Company for Multinational Corporations is the S/4HANA Best Practice based successor of SAP Model Company for Enterprise Foundation; One voice name approval in process;

# Choose Along Use Case and Preferences

## SAP managed account/SAP hardware

SAP Cloud model companies

SAP HANA enterprise cloud



SAP® Model Company  
(Master tenant)



Customer

## Customer owned/managed account

Cloud hosting

On premise

Amazon Web Services  
Microsoft Azure  
Google Cloud Platform



Software shipment  
(Blu-ray discs or download)

# Customer **FEEDBACK**

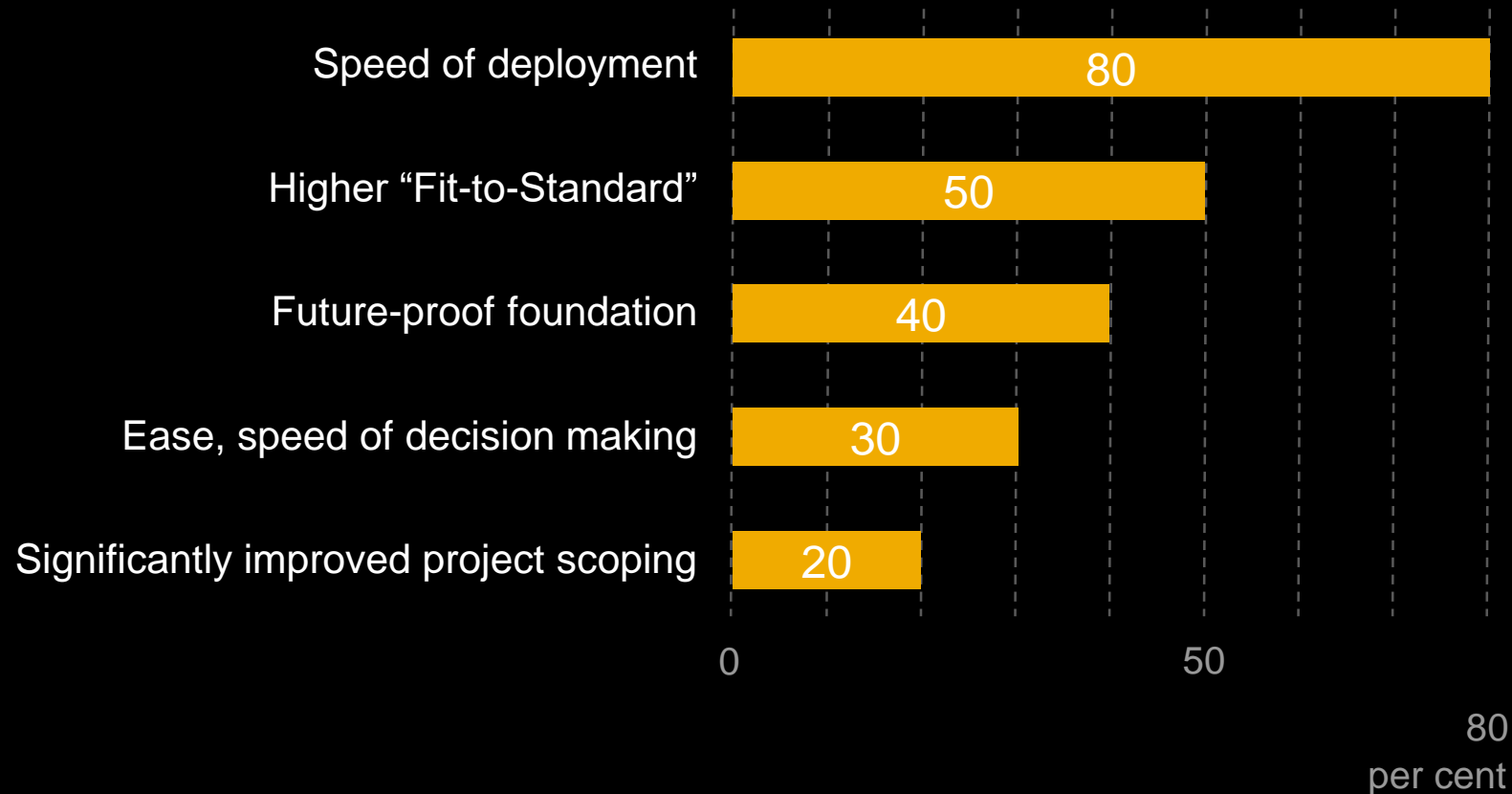




# Early Adopters Feedback\*

“Which benefits did you observe, using SAP® Model Company?”

## Main benefits observed by Early Adopters



\*Feedback, our customers shared with a leading Research and Advisory Company

# Commercials



# Available offerings for pre-packaged MCs- Overview

<b>SAP Model Company - Demo</b> <span style="float: right; border: 1px solid black; border-radius: 15px; padding: 2px 5px;">Free</span>	<b>Fully-Activated Appliance - Trial</b> <span style="float: right; border: 1px solid black; border-radius: 15px; padding: 2px 5px;">Cloud account only</span>	<b>SAP Model Company – Discovery Service 2.0</b> <span style="float: right; border: 1px solid black; border-radius: 15px; padding: 2px 5px;">subscription</span>	<b>SAP Model Company Service</b> <span style="float: right; border: 1px solid black; border-radius: 15px; padding: 2px 5px;">Fixed price</span>
<p>Demo of <b>SAP Model Company</b> content (based on SAP S/4HANA – incl. SAP satellite systems where necessary)</p>	<p>Trial system based on pre-configured SAP <b>S/4HANA</b> incl. 9 Demo stories</p>	<p>Trial system based on <b>SAP Model Company</b> Content (available for limited number of SAP MCs)</p>	<p>SAP Model Company Content to accelerate <b>S/4HANA implementation project</b></p>
<p><b>No system</b> is being handed over to customer</p>	<p><b>Full system handover</b> to customer, deployed in customer cloud environment (e.g. AWS)</p>	<p><b>System accessible</b> for customer, but deployed in SAP environment</p>	<p><b>Full system handover</b> to customer Deployed in customer environment</p>
<p><b>Get an idea</b> of SAP Model Company content</p> <ul style="list-style-type: none"> <li>• LoBs / Industry flavour</li> <li>• Additional SAP MC processes on demand</li> </ul>	<p><b>Customer owns system</b>, e.g. no restrictions in:</p> <ul style="list-style-type: none"> <li>• Development</li> <li>• Data migration</li> <li>• Customizing</li> <li>• Etc.</li> </ul>	<p><b>Play around</b> with SAP Model Company content</p> <ul style="list-style-type: none"> <li>• LoBs / Industry flavour</li> <li>• Additional SAP MC processes</li> </ul> <p>Limitations:</p> <ul style="list-style-type: none"> <li>• No customizing</li> <li>• No data migration</li> </ul>	<p>Customer owns SAP Model Company</p> <p><b>No restrictions</b>, customer gets fully configured system as basis for new implementation</p>
<p>~ <b>2 hours demo</b> with limited documentation handed over</p>	<p>Available for <b>30 days</b> (options for extension to be clarified)</p>	<p>Available for <b>30 days</b> (extension to 90 days possible)</p>	<p>No restriction in duration</p>
<p><b>Limited documentation</b> handed over</p>	<p><b>Demo Guide</b> available</p>	<p><b>Selected</b> SAP Model Company <b>documentation</b> handed over</p>	<p>Full SAP Model Company documentation handed over</p>

# Commercials



- MCs are offered in partner-led and SAP-led projects
- In partner-led projects MC services need to be combined with Value Assurance
- The contract will be closed with the customer directly
- Interoperability is fully embedded into the pricing model.



# SAP User Groups: Status



# MOVE: MCs embedded into Adoption Starter

Adoption Starter

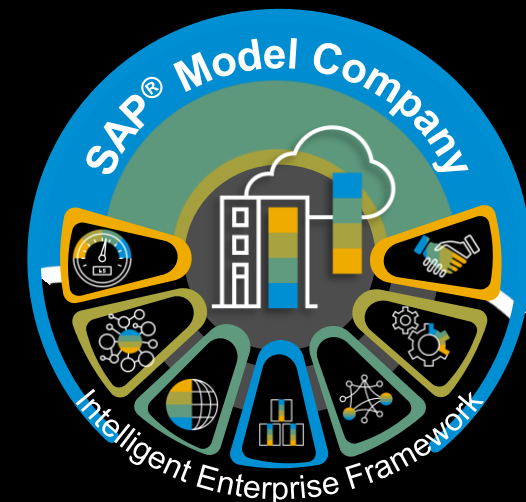
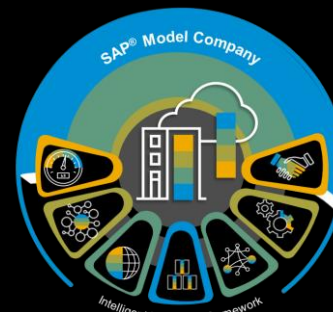
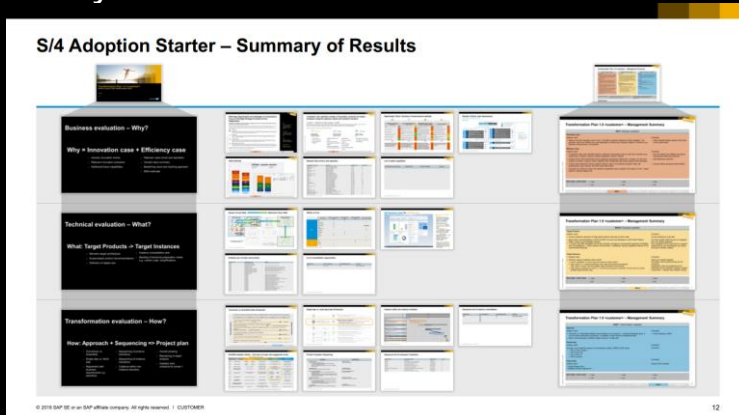
- Providing clear guidance and support for the customer SAP S/4HANA design journey
- MC demo session
- Helps customers to structure and assess their transformation in a 90 day format

“try before you buy”  
Landscape

- SAP S/4HANA Sandbox System
- Deployed on SAP HEC
- Usage of customer data
- Pre-configuration based on SAP Model Company

Implementation

- SAP Value Assurance
- SAP Advanced Deployment
- SAP MaxAttention
- SAP Model Company Service



# Discussions



- Presentation at DSAG about Engagement Starter and Pilot for Retail / Utilities (in Germany). Potential collaboration for „de-regulated market“
- Scheduled:
  - Meeting with ASUG
  - SIG lead meeting
  - Meeting with „AK Medien“
  - Meeting with DSAG CIOs



# Thank you.

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