

SAP Customer Experience with SAP C/4HANA with focus on Lead2Cash

Dr. Ingo Woesner, Director Outbound Product Management SAP C/4HANA, SAP SE June 18, 2019

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SAP C/4HANA Suite

Outbound Product Management team



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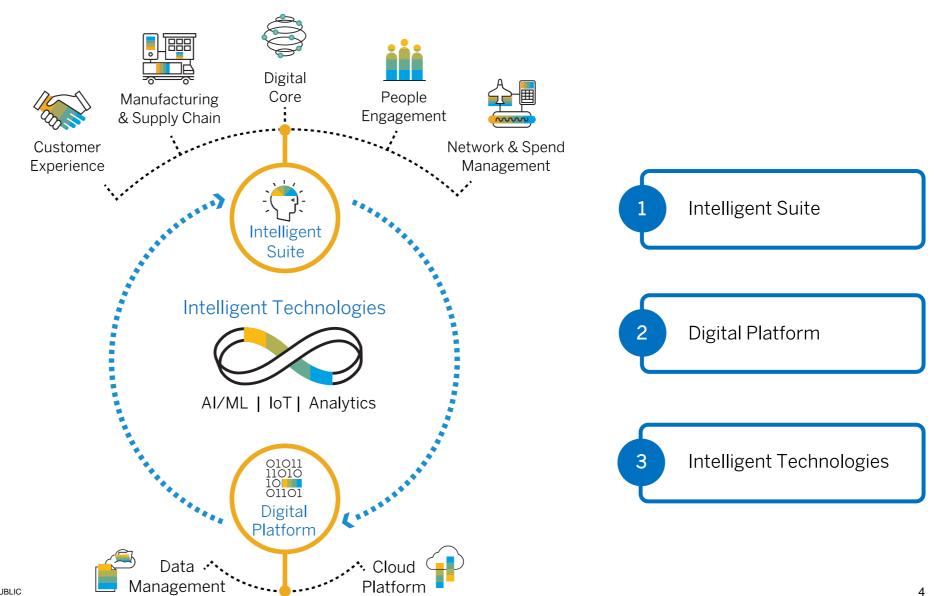
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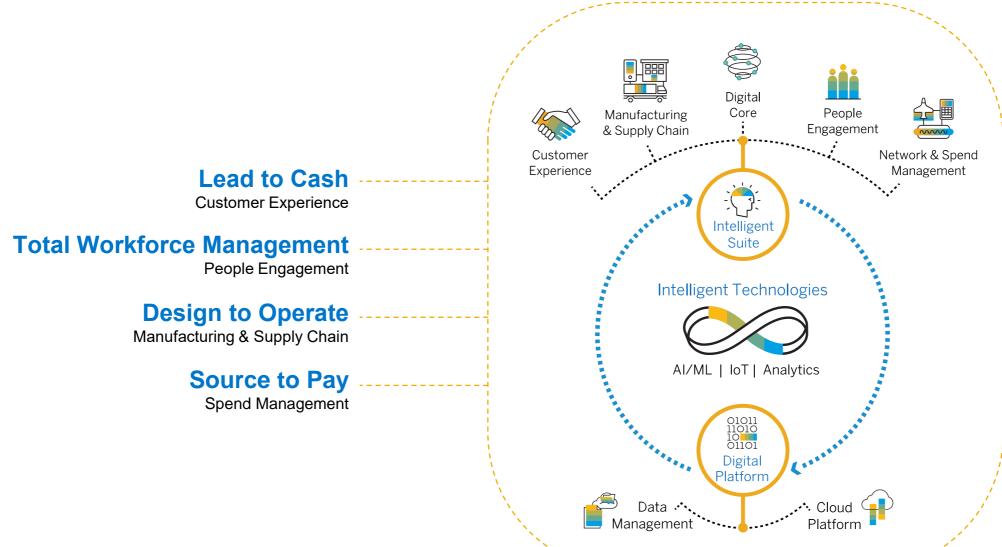
SAP's vision of the Intelligent Enterprise

Key Components



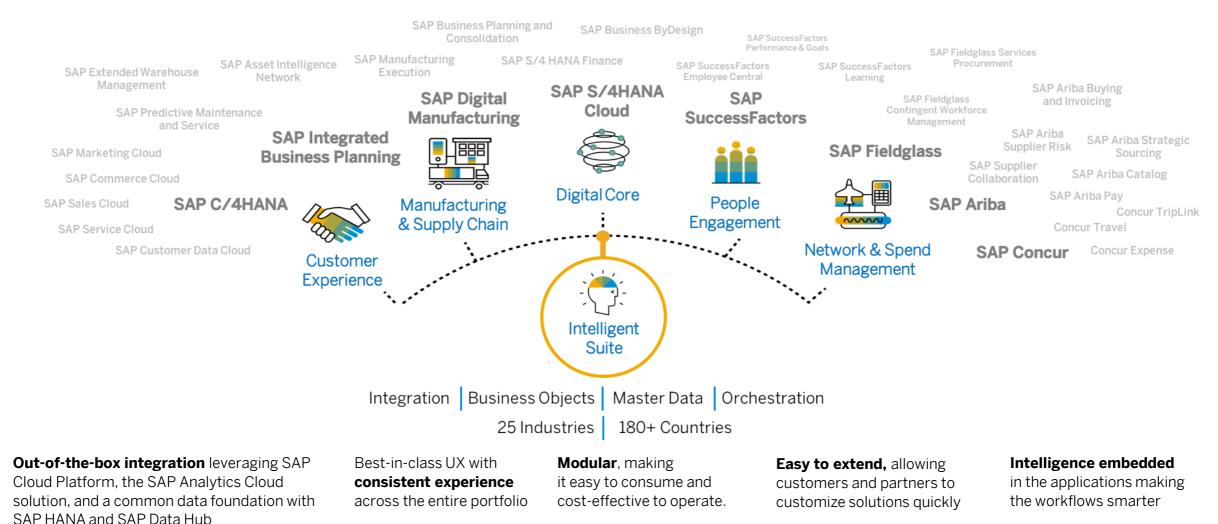
Intelligent Enterprise

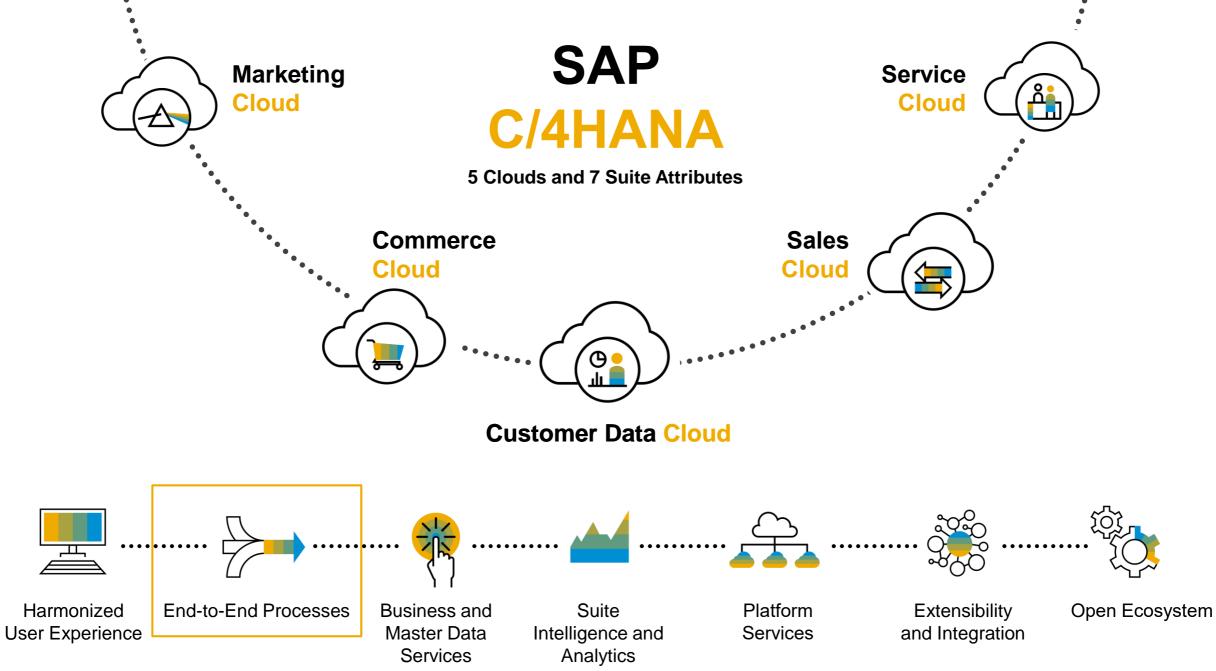
Key End-to-End Processes



Intelligent Suite: Deliver intelligence across value chains

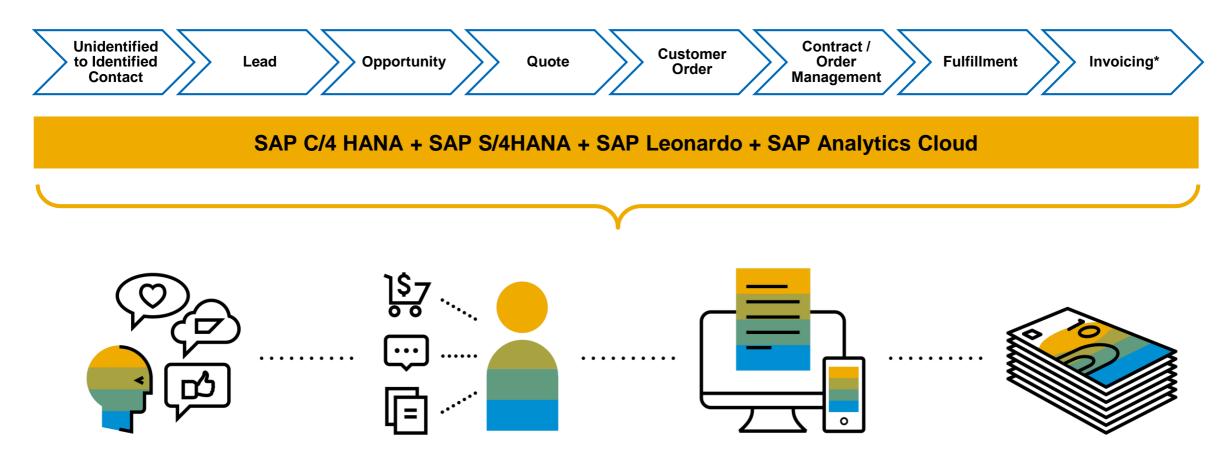
Intelligent applications for every line of business





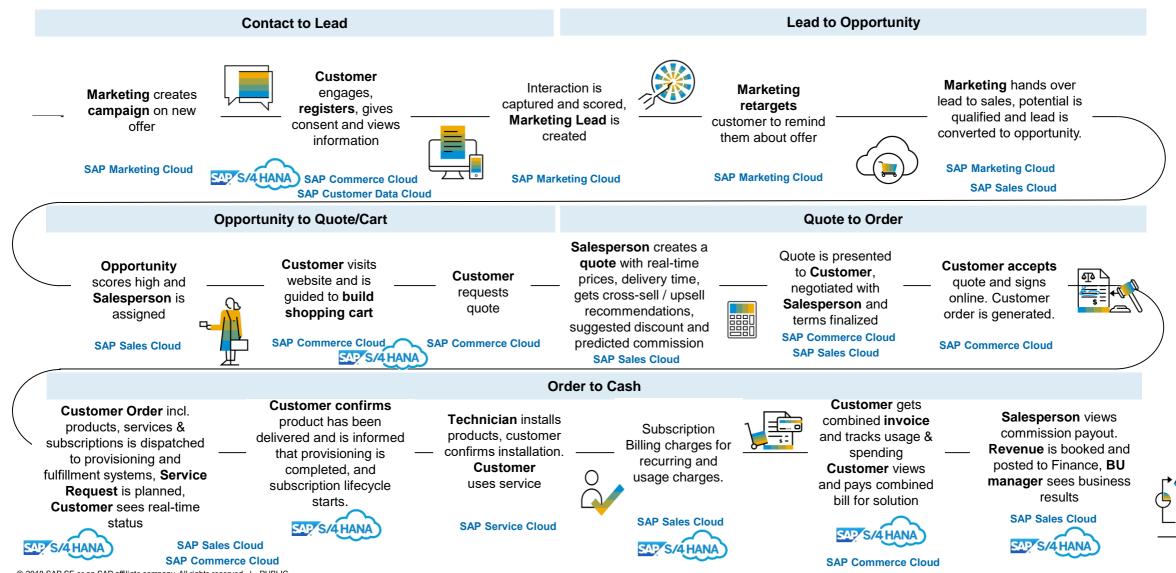
Lead to Cash

Integrating the Front Office with the Digital Core



End to End Customer Experience

LEAD TO CASH PROCESS FOR DISCRETE INDUSTRIES (COMPONENT MANUFACTURING)



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Lead2Cash with SAP C/4HANA Demo

Build the Intelligent Enterprise – Lead to Cash Roadmap Excerpt

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Functional Enhancements

- Campaign Management in SAP Marketing Cloud
- Lead Handover from SAP Marketing Cloud to SAP Sales Cloud
- Quote request in SAP Commerce Cloud with handover to SAP Sales Cloud
- Customer order management for subscription and physical products using SAP Commerce Cloud
- Quotation Management for physical products in SAP Sales Cloud

One Master Data

- **Omnichannel Promotion Pricing business service**
- Customer Order Sourcing business service

TODAY

Seamless UX 8

Harmonized look and feel for SAP C/4HANA Clouds: first deliveries for sales rep and marketing manager personas

Intelligence & Analytics

- SAP Enterprise Chatbot for SAP Commerce Cloud
- Al-recommended territory optimization and compensation plans for SAP Sales Cloud
- Improved productivity for complex ticketing scenarios in SAP Service Cloud

- SAP Commerce Platform Extension Factory
- Open sourcing of project "Kyma"

 r t m a n a g e m e n t f s in SAP Commerce Cloud nd identity management in SAP Customer Data vith integration to SAP Marketing Cloud and SAP erce Cloud te and payout sales commission for own sales p h y s i c a l , s e r v i c Customer order management for physical, subscription, and service products (integration via Distributed Order Management) Quote to Order for physical and subscription produ (different variants) 	
o Order for subscription products w/o Commerce tributed Order Management (basic functionality)	
e Master Data tomer Master business service (lookup, nsibility and distribution across B2B and B2C) One Master Data • P r o d u c t M a s t e r • O r d e r M a n a g e m	bu ent
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Seamless UX

Harmonized look and feel for SAP C/4HANA Clouds: continued delivery for further personas (e.g. service technician)

Intelligence & Analytics

SAP C/4HANA provisioning

- Embedded analytics and native iPhone app for SAP Sales Cloud
- SAP Analytics Cloud UI integration for SAP Sales Cloud
- Next-generation Service Cloud

tor to

C/4HANA

SAP

Cockpit

Seamless UX

Harmonized look and feel for all SAP C/4HANA Clouds

Intelligence & Analytics

Further intelligent scenarios for all SAP C/4HANA products

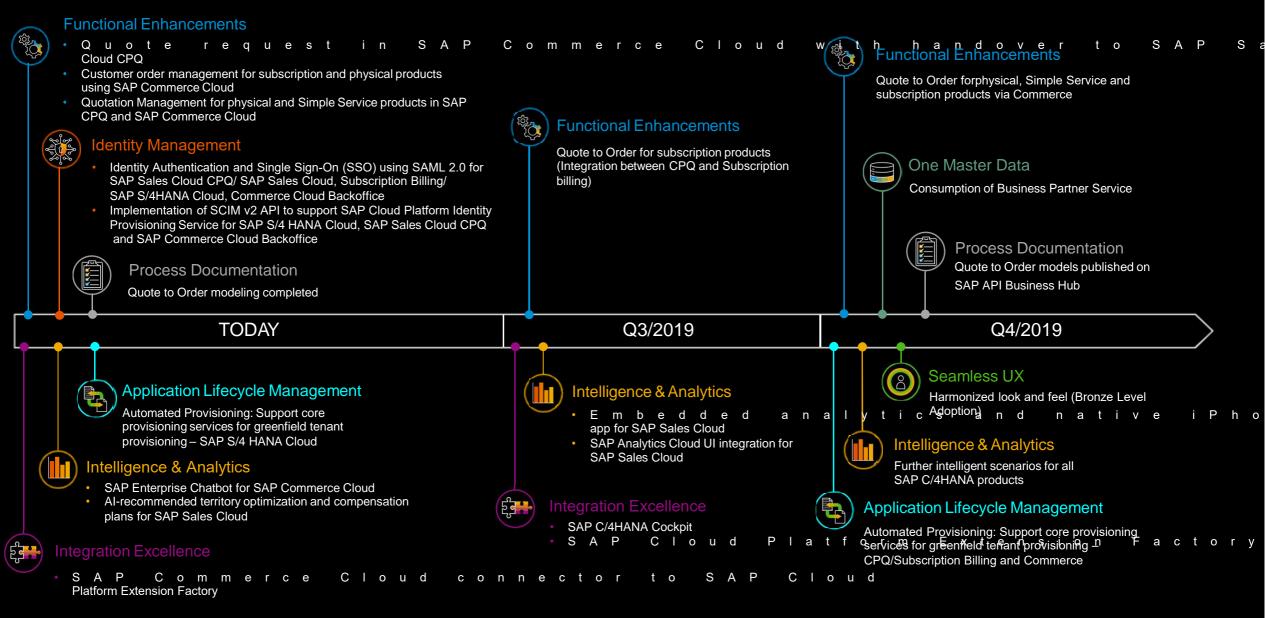
<u>Experienc</u>

a gen t desktop

Prebuilt application connectivity with all SAP C/4HANA products and C I o u ddditional SAP solutions

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Build the Intelligent Enterprise –Quote to Order Roadmap Excerpt with Technology Adoption



Lead2Cash with SAP C/4HANA Questions

Thank you.

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