Unleashing Innovation with SAP BTP & GCP Solutions

Driving Innovation Forward

Agenda

- The Customer Story
- The Solution
- Future Innovations
- Questions & Answers

The Customer Story

The client is a leading distributor of electronic equipment in the North American market.

However…..

- Losing market share
- Customer satisfaction is down
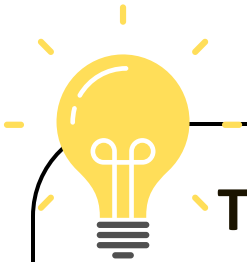- FSRs motivation is at its lowest
- Sales and Revenues are dropping

The Personas

The Prototype: From Idea to Business Value!

The Idea...

Build an innovative solution by leveraging advanced AI/ML features and data modeling capabilities to streamline Sales operations. Provide **key decision-making** data and a **fast-track approval process**

The Solution!

SAP® Business Technology Platform ➕ Google Cloud

- Using SAP Build we have developed an **intuitive UI** in LC/NC with an Approval Workflow
- Using GCP Vertex AI and BQ we are **enriching the data** with market external data
- Using DSP, we have modeled the data to provide an **Optimum Pricing**
- Using SAC, we are providing **sales insights** directly impacting pricing and sales revenues

The Outcome!

Customer Satisfaction is boosted by simplifying ordering process and accelerated time-to-delivery.
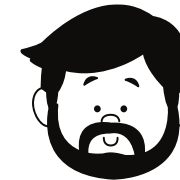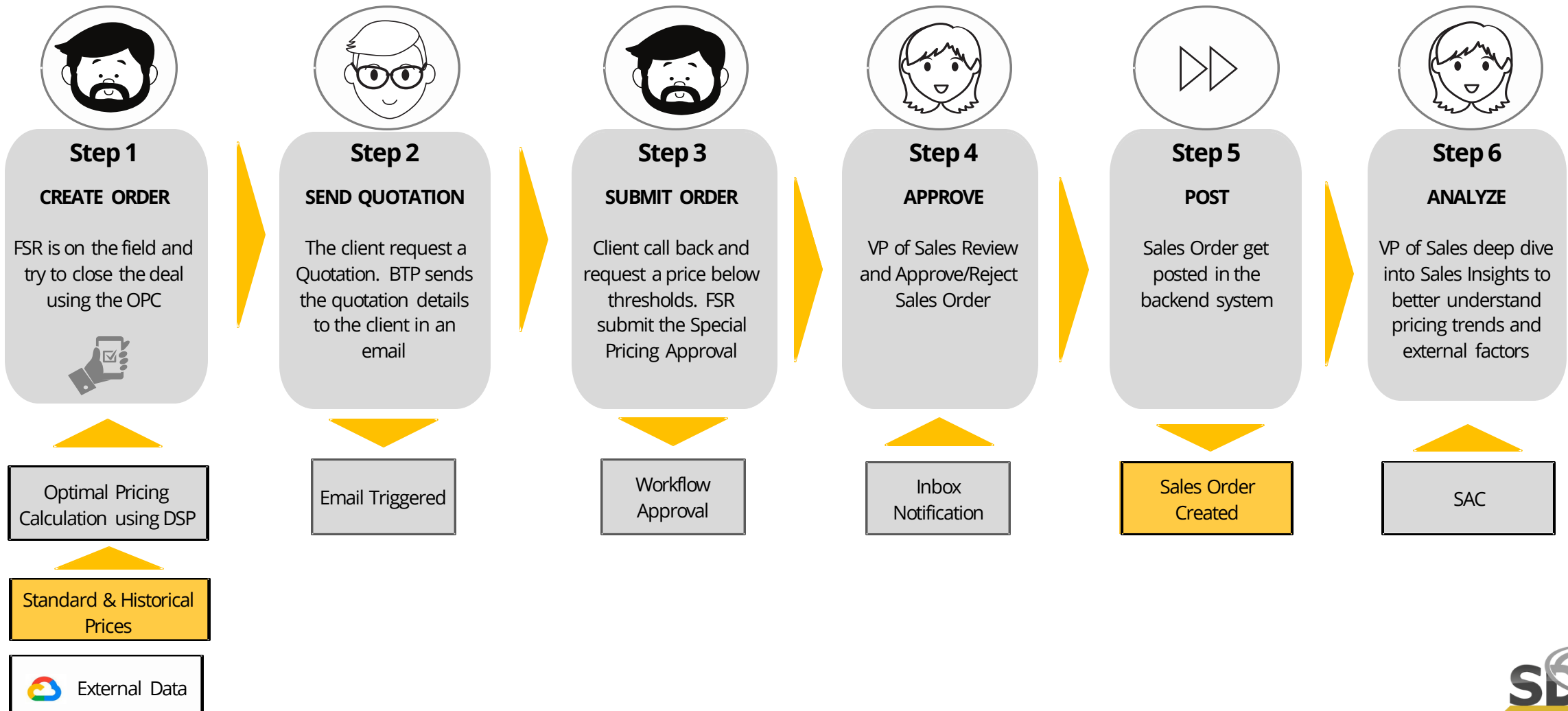
The Sales Cycle is shortened by empowering the business users to take faster, smarter and better decisions.

Management leverages data-to-value intelligence to drive competitiveness by using historical data, inflation rates and external market data

The Process Flow

Step 1	Step 2	Step 3	Step 4	Step 5	Step 6
CREATE ORDER	**SEND QUOTATION**	**SUBMIT ORDER**	**APPROVE**	**POST**	**ANALYZE**
FSR is on the field and try to close the deal using the OPC	The client request a Quotation. BTP sends the quotation details to the client in an email	Client call back and request a price below thresholds. FSR submit the Special Pricing Approval	VP of Sales Review and Approve/Reject Sales Order	Sales Order get posted in the backend system	VP of Sales deep dive into Sales Insights to better understand pricing trends and external factors

Optimal Pricing Calculation using DSP	Email Triggered	Workflow Approval	Inbox Notification	Sales Order Created	SAC

Standard & Historical Prices

External Data

How did we do it…?

1. Using the LC/NC concept, we have developed an app in BTP for Sales Order Management

2. We are exposing corporate sales data using CDS views in S4/HANA into DSP

3. We are using data replication flows in DSP through the new BQ connector, to transfer data into BQ custom data sets

4. We are calling Vertex AI to fetch market pricing (competitors) and perform sentiment analysis

5. We are enriching sales data using BQ public data sets (i.e. inflation rate)

6. We are replicating the data back into DSP

7. We are using an algorithm in DSP (data model) for Optimum Price calculation

8. We are exposing the enriched data in the Sales Order app in BTP for business users

9. We are consuming the data in SAC for management reporting

The Architecture
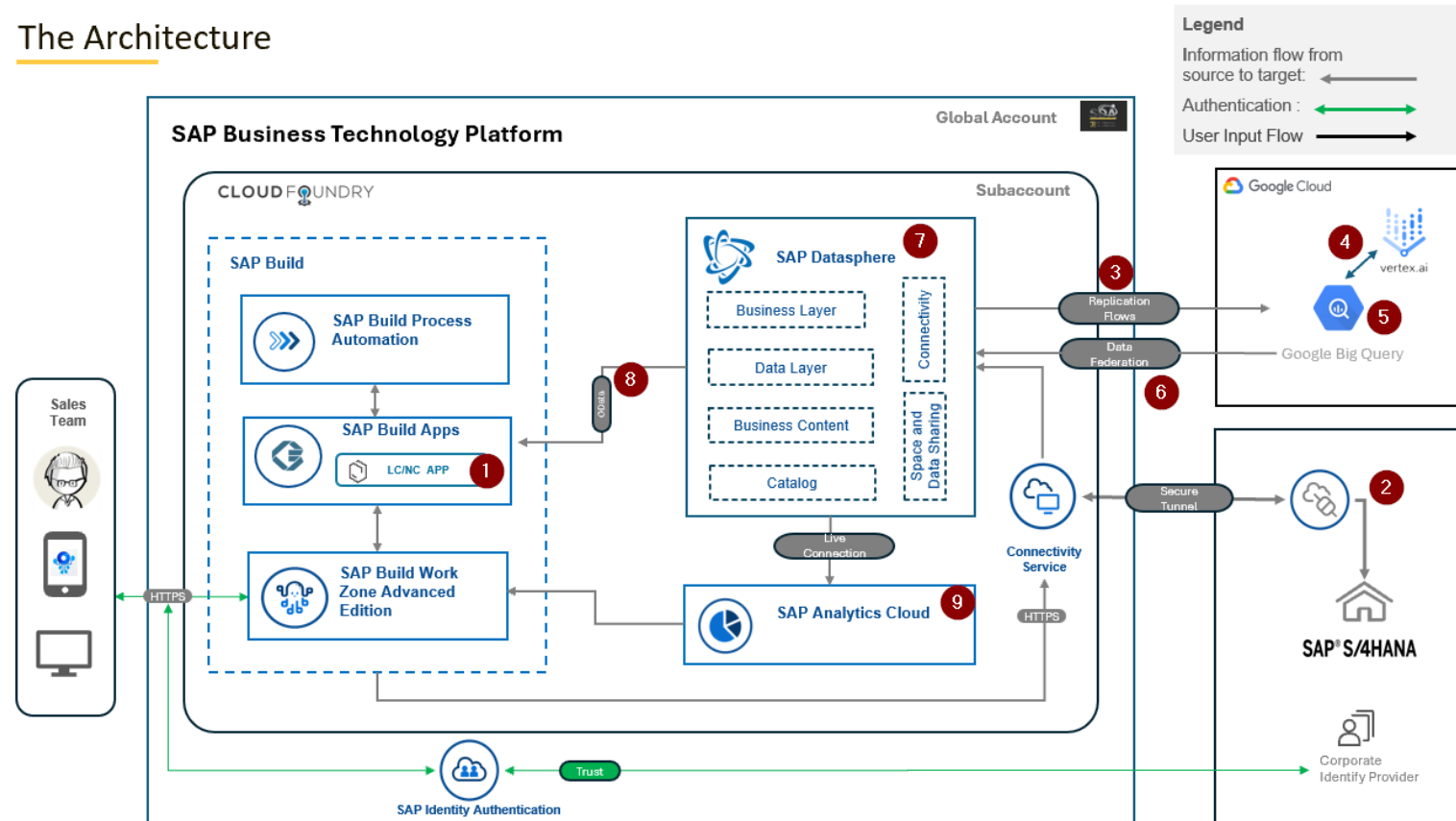
Data Enrichment using Vertex AI and BQ

Comparative Market Pricing
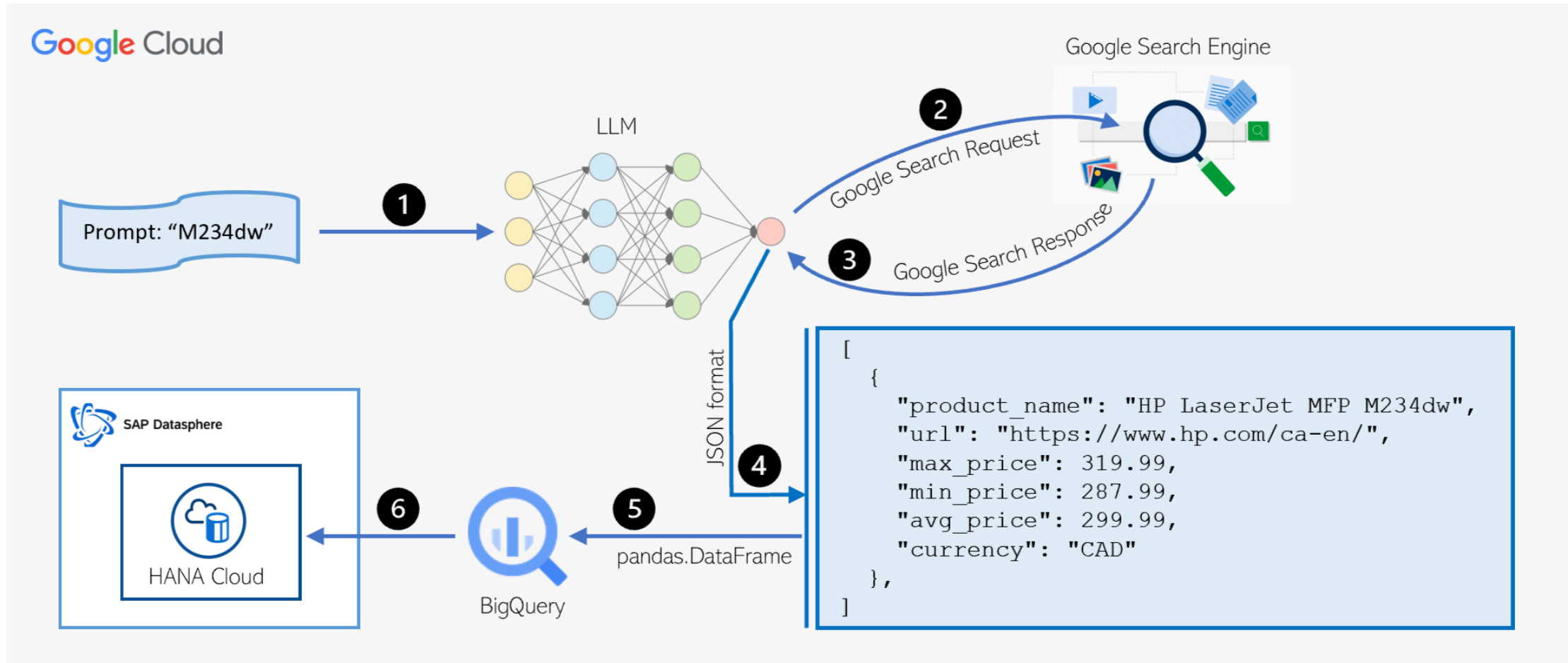
Data Enrichment using Vertex AI and BQ

Sentiment Analysis
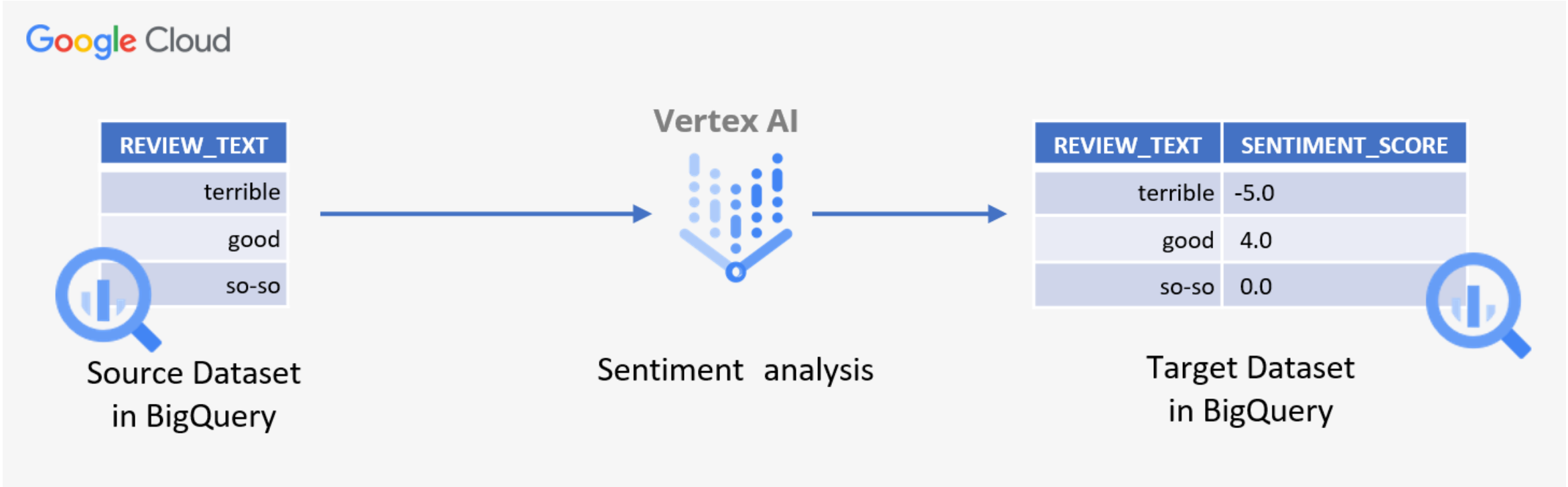
Data Enrichment using Vertex AI and BQ

Jupyter Notebook / Python Code

Enriched Data consumed in BTP App

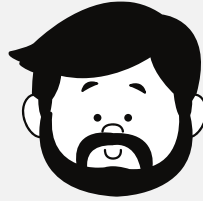# Detailed Data Available directly in BTP App
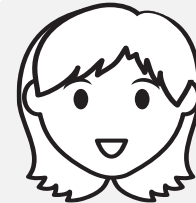
Consume data in SAC Dashboard
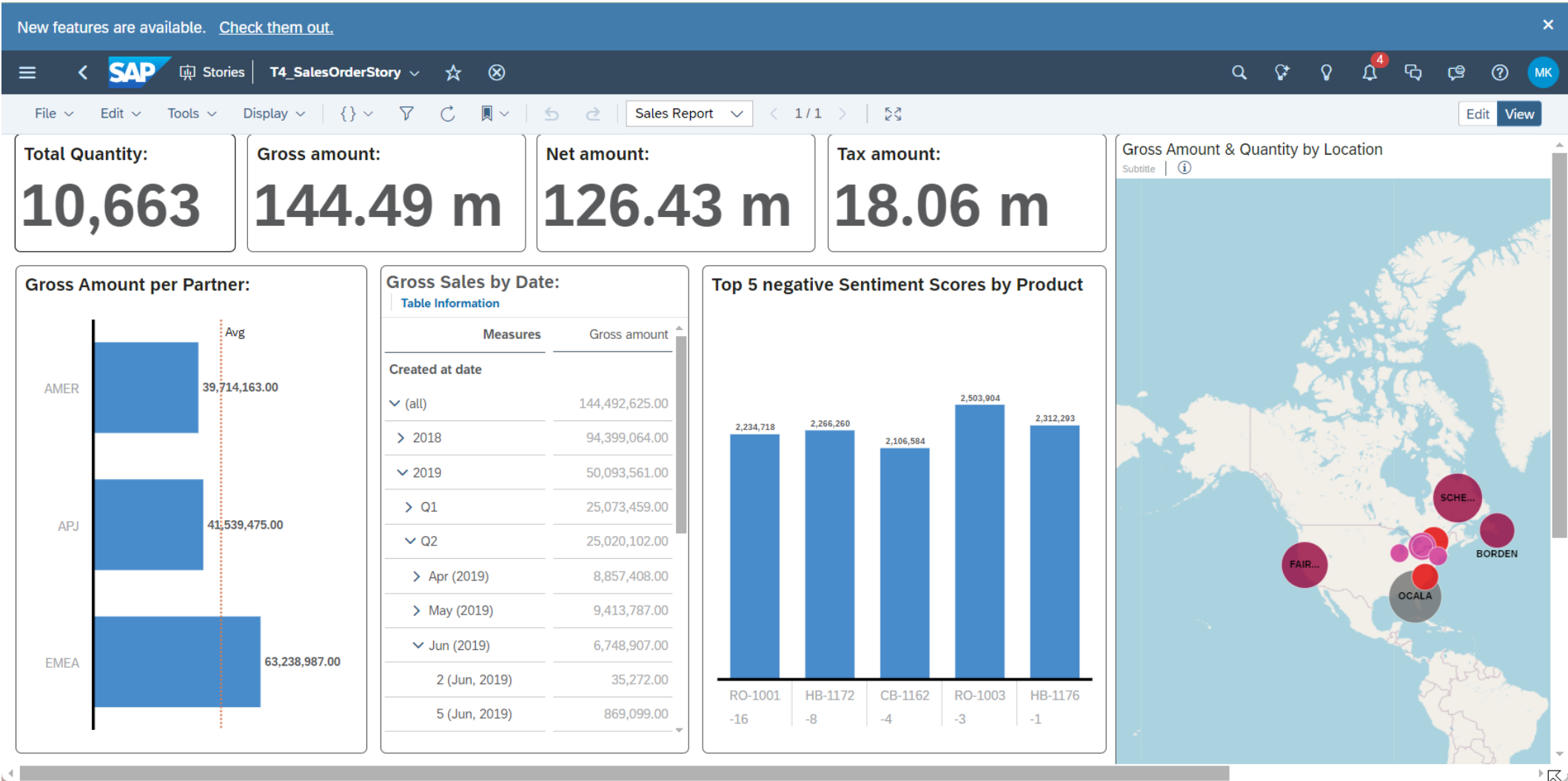
Recap on the Benefits

- Higher Customer Satisfaction
- Faster Order-to-Delivery Process

- Optimized Sales Cycle
- Reduced Loss of Sales Opportunities

- Better Insights & Decision Making
- Improved Market Competitiveness

STREAMLINING THE SALES PROCESS

Future Innovations / Product Roadmap

- Introduce additional AI/ML features, such as product pricing comparison based on digital images and product features (for manufacturers)

- Geographical / Sales Org data / Team Performance

- Cost of Good Sold (COGS) / Target Margins / Standard Pricing Determination

- Profitability Analysis / Forecasting / What-if Scenarios

- Additional Market Insights / Dimensions by leveraging existing GCP data sets

- Expand the solution to Procurement scenarios

Questions?

Thank you!

For more information, please visit us at:
www.consultSDA.com

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