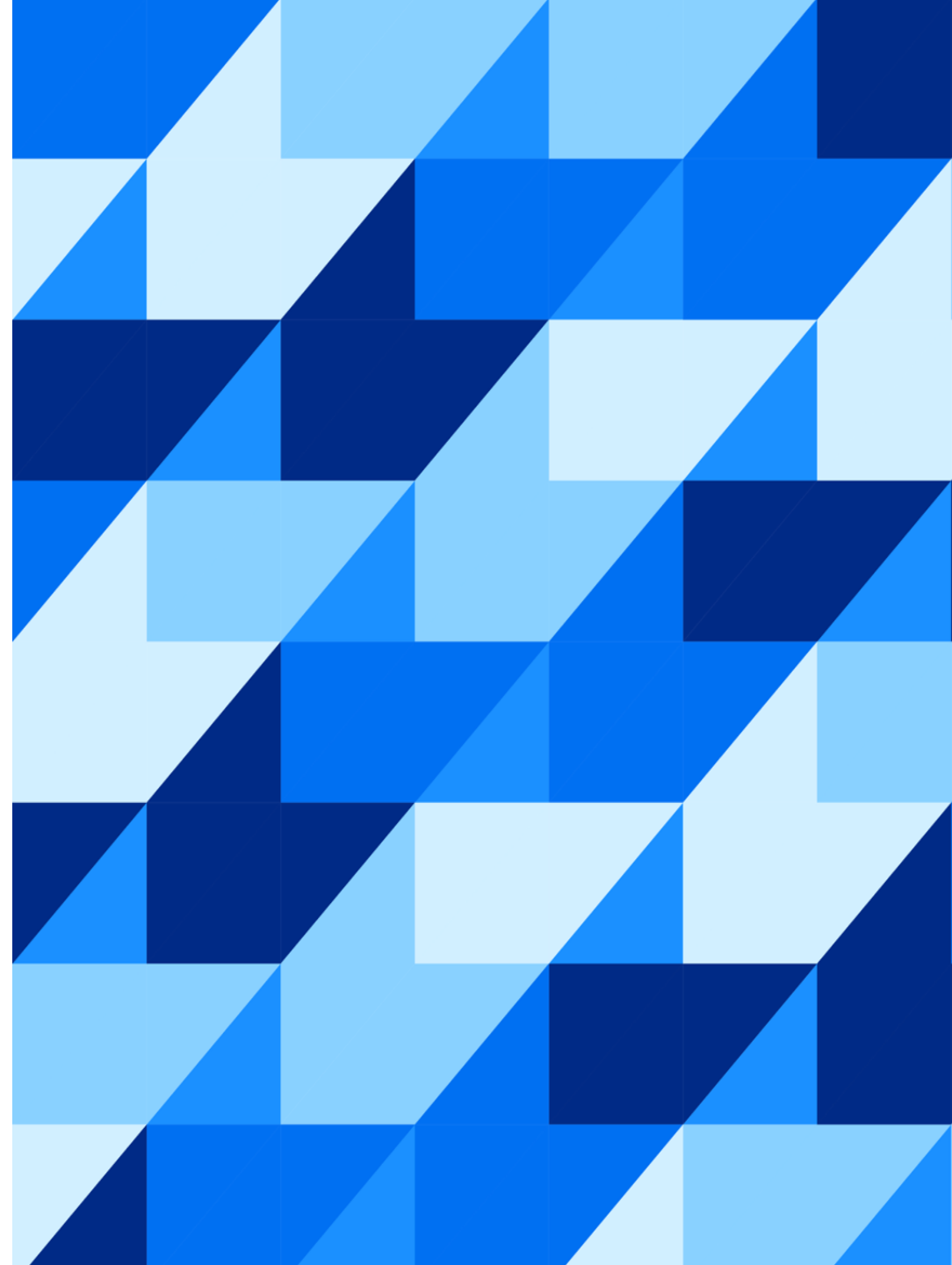




Thought Leadership

Transform Business Performance Lead to Cash

April, 2024



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Agenda

- 01 Introduction
- 02 Today's business challenges and how business processes can enable your customer engagement
- 04 Suite qualities that enable Lead To Cash from end to end
- 05 Next steps
 - How to build your specific scenario for your customer engagement processes
 - How SAP can help you

01 Introduction

Introductions

Christian Anderka

Product Manager Customer Experience



Sven Esser

Enterprise Customer Success Manager



Heiko Mauersberg

Regional Vice President
Customer Success Strategy &
Transformation



Jimmy Wey

Senior Director, Cross-Product Strategy



Kai Wussow

Head of Digital Transformation
Business Transformation Services

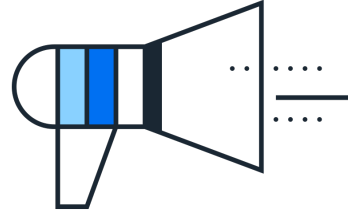


02 Today's business challenges and how business processes can enable your customer

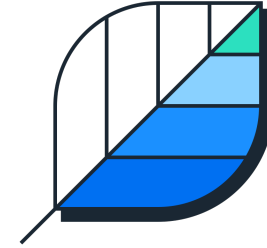
Today's Lead to Cash challenges



Customer Experience



**Miscommunication between
sales and marketing**



Sustainability



Chief Sales Officer



76%

of customers expect
consistent interactions
across departments



Opportunities

Growing market share

Expansion in new geographies

Adapting new business models

Sustainability

Breakthrough innovations

Artificial Intelligence

Geopolitical landscape

1

2

3



SAP Lead to Cash **Business Values**

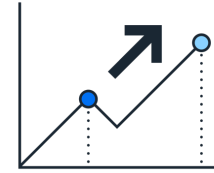
How Business Processes Can Help



Enhanced Customer Experience



Streamlined Sales Process



Improved Sales Performance



Scalability and Flexibility

End-To-End Business Process Outcomes

Streamlined Order Processing



-95% Errors
Reduced
booking errors

[Read the Success Story](#)

Creating innovative Solutions



90% Less
Paper with digital
processes

[Read the Success Story](#)

Data-Driven Marketing



+59% Increase
In contactable consumers

[Watch the Video](#)

Accelerated Order to Cash



~50% Less Time
Required for order entry
into the system

[Read the Success Story](#)

Optimized Supply Chain Planning



+27% Purchases
From all points of
distribution

[Watch the Video](#)

Improved Customer Support Efficiency

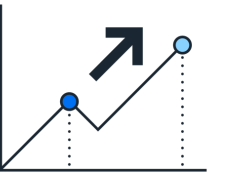


Engineering
for a better
world.

+30% Increase
In NPS score

[Read the Innovation Story](#)

Lead to Cash – Our Customer Journey



Improved Sales Performance

Lead to Cash



CAMPAIGN
On new customer offers



ENGAGEMENT
Customer registers, gives consent



Contact to Lead



LEAD
Is captured and scored



Lead to Opportunity



OPPORTUNITY
Sales rep is assigned



Opportunity to Quote



Streamlined Sales Process



SIGNATURE
Online, order created



CONTRACT
Negotiates, finalizes terms



QUOTE CREATION
Price, recommendation, predictive



Quote to Order



QUOTE
Is requested by customer



SCORE
Opportunity is scored



Order to Cash



ORDER
Includes products, services



DELIVERY
Product is delivered



INSTALLATION
Product, technician confirms



Billing
Customer views and pays bill



Finance
Revenue is booked and posted to Finance



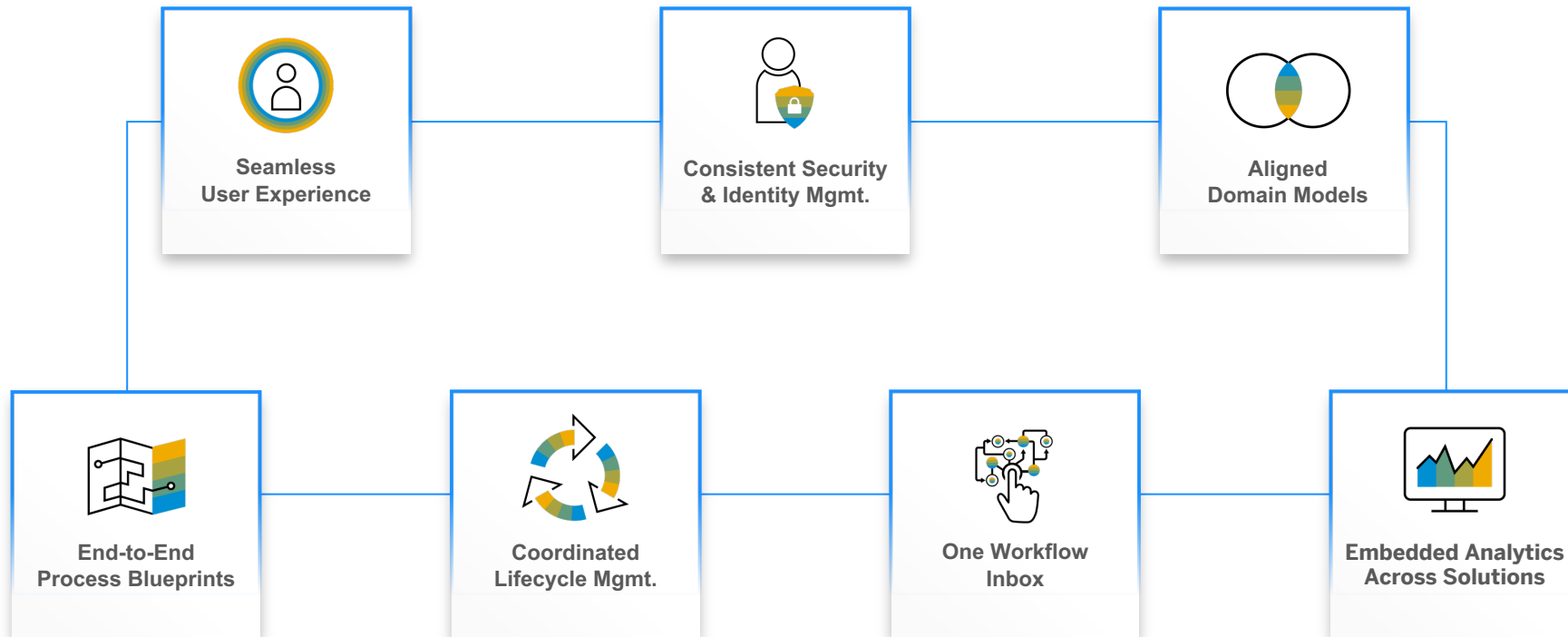
Enhanced Customer Experience

04 Suite qualities that enable Lead To Cash from end to end

Suite Qualities

Unlocking Business Potential with SAP

Implemented across end-to-end business processes delivered by SAP Business Technology Platform to unify user experience, security, workflow inboxes, data semantics, analytics, lifecycle management, and process architectures.



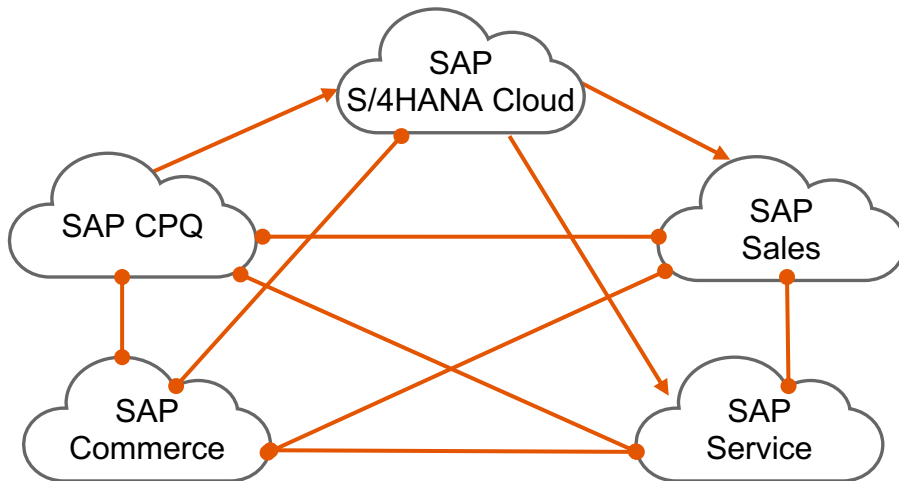


Lead-to-Cash
BUSINESS PROCESS INTEGRATION

Aligned Domain Models & Integration Content

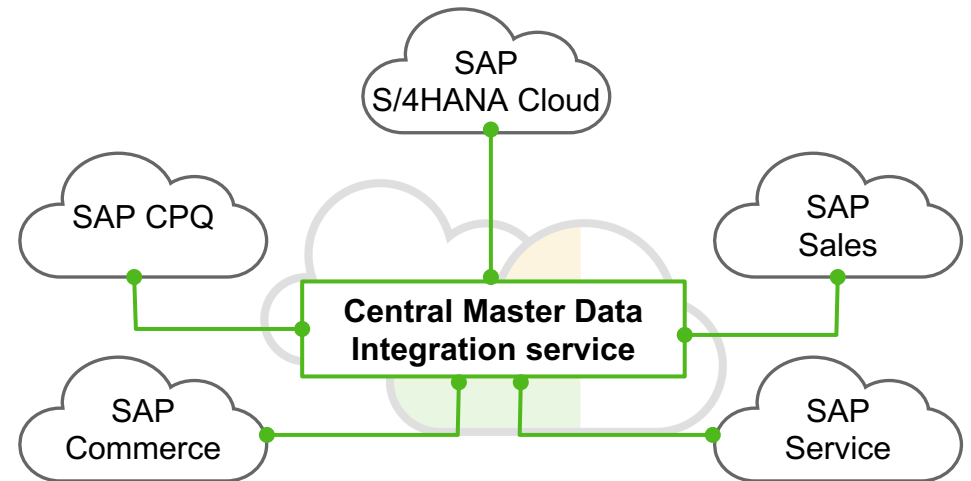
Central master data integration service across all SAP business applications

1:1 integration



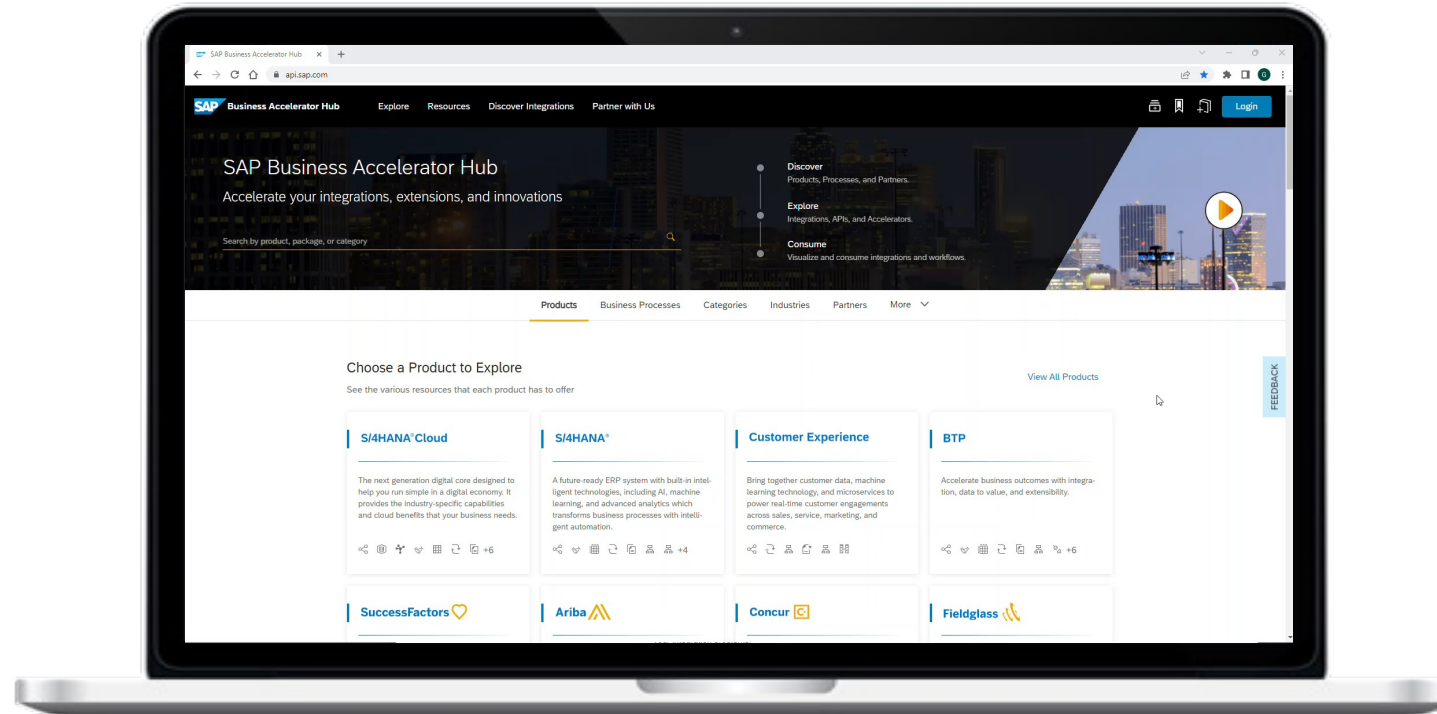
- Point-to-point, hard to synchronize, high maintenance
- Expensive: integration effort required for every implementation
- Inconsistent: configuration, data models, technology

1:many integration



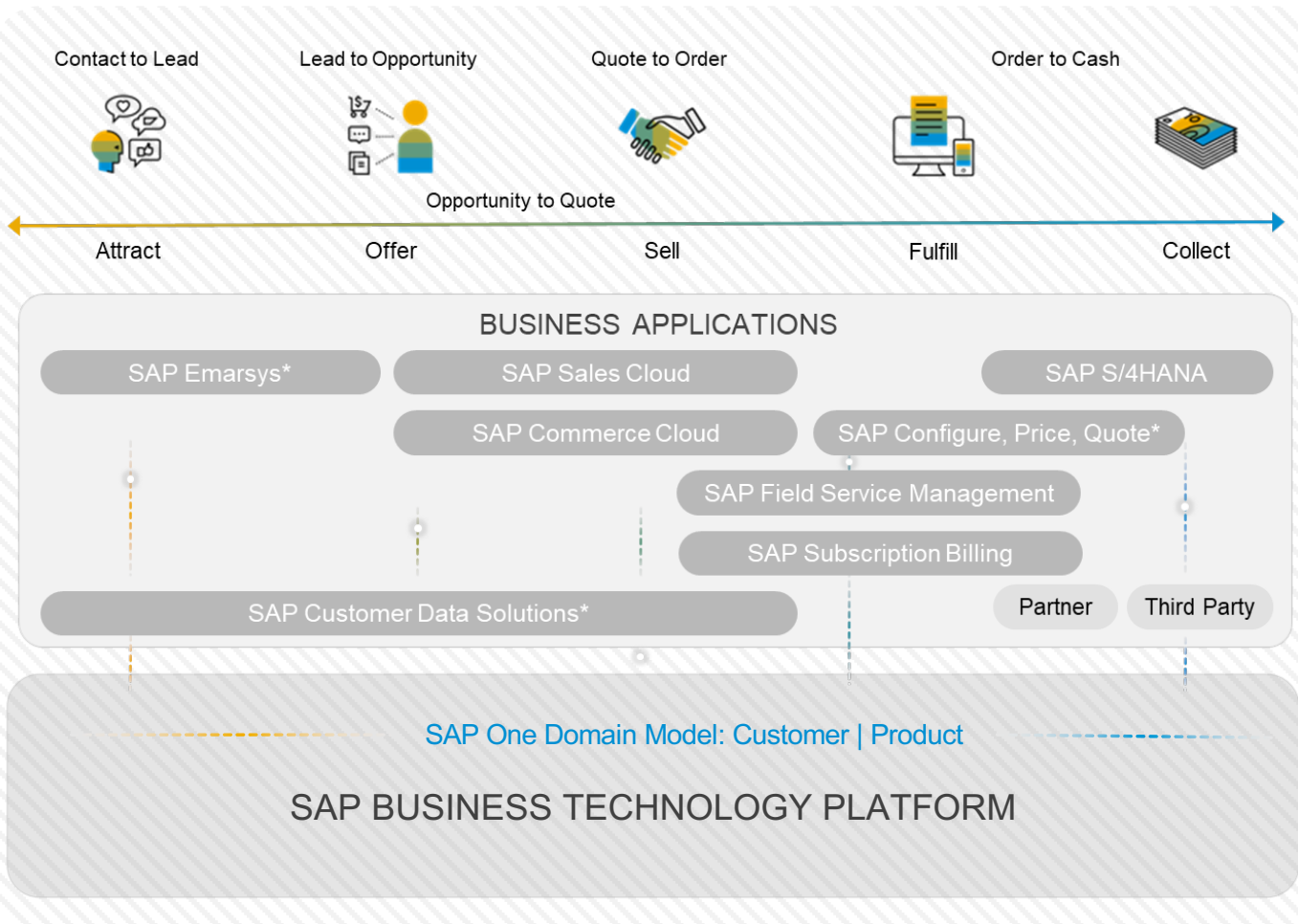
- **Faster:** Efficient centralized distribution
- **Cheaper:** Standardized, out-of-the-box, reusable
- **Better:** Consistent, scalable, compliant; purpose-driven master data replication

SAP Business Accelerator Hub - Marketplace to accelerate the customer's journey to value



Business accelerator for discovering APIs, events, and integrations but also business processes, CDS views, and SAP Build content

Aligned domain models & integration content **Benefits**



Business Benefits

- One aligned data model for the main domains of Lead to Cash solutions including:
 - Aligned domain models for “Business Partner”
 - Aligned domain model for different types of “products”:
 - sales material
 - service & service contract
 - subscription
- Integration of SAP S/4HANA and SAP CX Solutions via SAP Master Data Integration
- Harmonized master data drive data consistency and quality across solution landscape
- Power end-to-end business processes to run seamlessly across the L2C value chain

Technology Benefits

- Enable out-of-the-box SAP-to-SAP integration
- Provide consistent APIs based on open standards
- Act as the foundation for suite qualities such as identity management, one workflow inbox, etc.
- Reduce IT costs

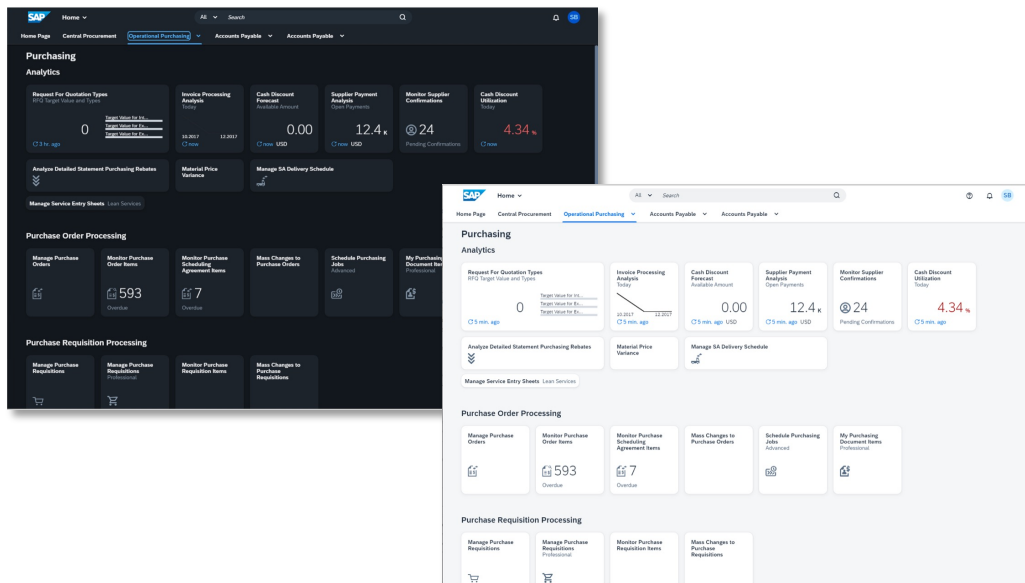
* As of now, master data integration is not or is only partly supported



Lead-to-Cash
BUSINESS PROCESS INTEGRATION

Seamless User Experience

Seamless User Experience Benefits



Business Benefits

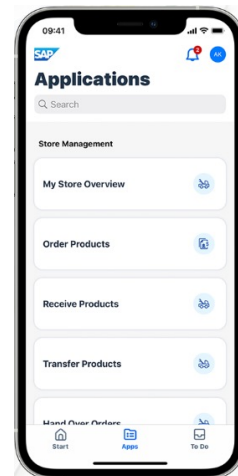
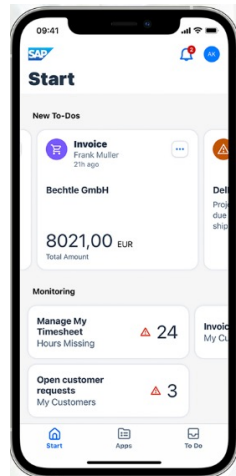
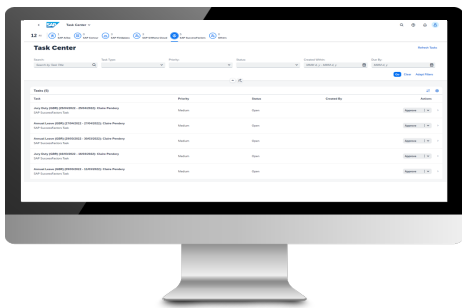
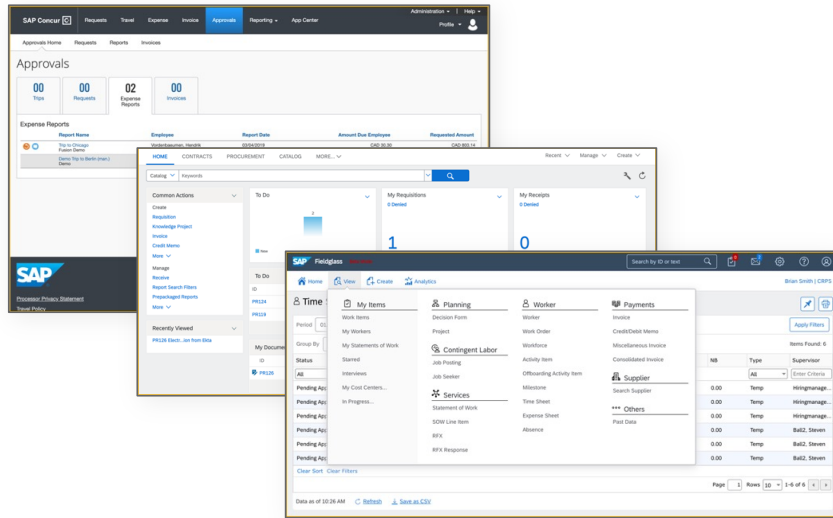
- Help every person along L2C to make business decisions faster, leading to more intuitive and better outcomes
- Embedded intelligence guides the user towards the next best step by offering smart recommendations and context
- Best-in-class, consistent, harmonized and modern UX across products
- Seamless integration of screens from various systems, connecting the front office and the back office achieving ease of use and greater efficiency



Lead-to-Cash
BUSINESS PROCESS INTEGRATION

One Workflow Inbox

One Workflow Inbox Benefits



Business Benefits

- Reduce the time spent by users navigating through various systems such as between sales cloud, service cloud as well as marketing cloud
- Improve the approval or completion time for critical items as they come through various CX applications.
- Provide users a central entry point to work on their SAP Sales and Service Cloud tasks
- Improve the quality and consistency of approvals
- Enable smart decisions through the infusion of contextual data and insights in the approval process



Lead-to-Cash

BUSINESS PROCESS INTEGRATION

Consistent Security & Identity Management

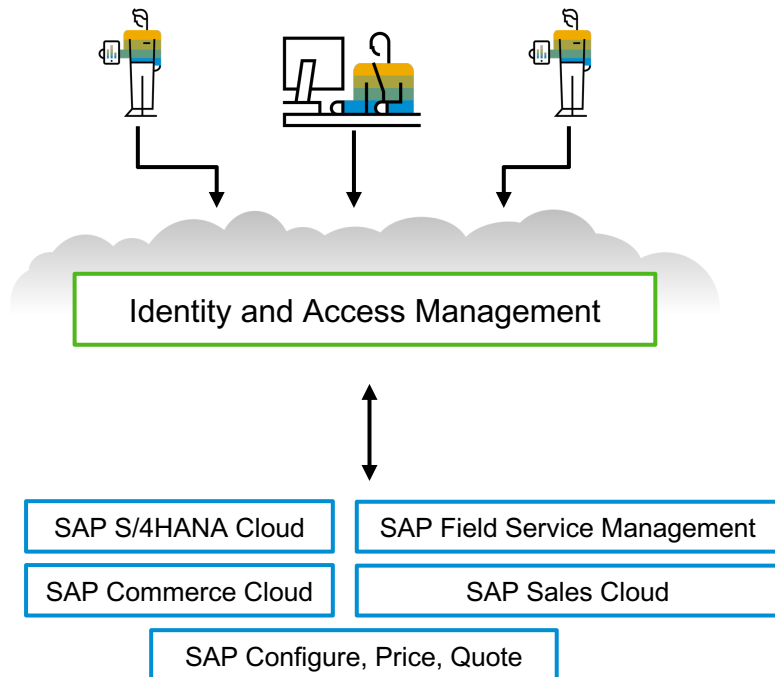
THE BEST RUN



Consistent Security & Identity Management **Benefits**

Enabling of single-sign-on and identity provisioning throughout application landscape

Identity and Access Management



IPS = Identity Provisioning Service; IAS= Identity Authentication Service; IAG = Identity Access Governance

Business Benefits

- Reliable and secure remote work
- Attack points for e.g. phishing attacks significantly reduced
- Reduces logins and the number of credentials throughout L2C end to end process. This eliminates time-consuming logins, various password updates, or often tedious "forgotten password" activities
- Foster user productivity and collaboration
- Enable and accelerate digital transformation

- ✓ User identity provisioning / access management (IPS) via a unique user identifier (UUID)
- ✓ Single Sign-On (IAS)
- ✓ Automated, adaptive, and compliant access management (IAG*)
- ✓ Event-driven identity lifecycle management (IAG*)

05 Next steps

Key Takeaways – Your streamlined sales process

Lead to Cash

1

The lead-to-cash process in SAP helps to **streamline** the **entire sales cycle**, from lead generation to order fulfilment. It enables **YOU** to **efficiently** manage and **track** the entire process, **reducing** manual efforts and **improving** overall productivity.

2

By integrating sales, marketing, and customer service functions, SAP Lead to cash enables **YOU** to provide a **seamless and personalized customer experience**. It helps in **capturing** customer data and **tailoring** sales strategies accordingly, resulting in **improved customer satisfaction** and **loyalty**.

3

SAP Suite qualities are built on **industry best practices** and standards, ensuring that **YOU** can adopt **standardized processes** and **workflows**. This standardization helps in **reducing errors**, and **improving overall efficiency**.

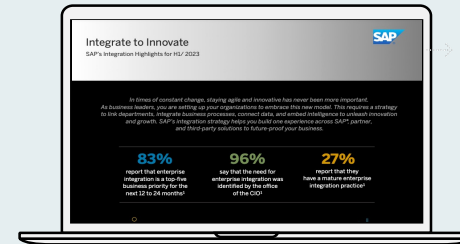


Questions?

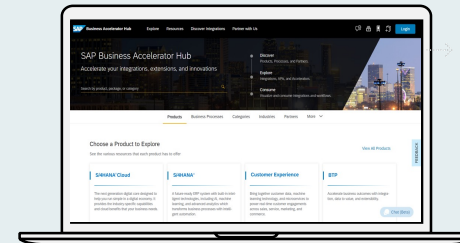


- 1** Do you use software in a truly integrated way?
- 2** Do you really offer a seamless, personalized experience?
- 3** Are you really ready for leveraging AI?

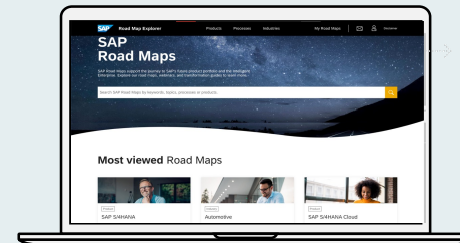
Useful resources



[Integration Whitepaper](#)



[Business Processes](#)



[Lead to Cash](#)

Your next steps

- 1** Recognize key benefits to maximize from Lead to Cash software usage.
- 2** Define your specific scenarios
- 3** Reach out to your SAP contact to discuss an individual assessment for your business processes. Alternatively send a mail to SAP_Business_Performance@sap.com

Still registered for the upcoming sessions of this series?

29.04.2024, 04:00-04:45 pm CEST – [Design to Operate](#)

06.05.2024, 04:00-04:45 pm CEST – [Source to Pay](#)

The previous Recruit to Retire session you can find [here](#).





Thank you.

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