# Optimizing S/4HANA Applications and Processes with SAP Integration Suite prepackaged content

Tricia Johnson, Marketing and Solutions Management (SAP Integration Suite)
January 17, 2023

THE BEST RUN SAP

# Session Agenda

SAP Business Technology Platform Introduction

SAP Integration Suite – Prepackaged Content

SAP Integration Suite – Value Add Integration Use Cases

- Prepacked Integration Use Cases
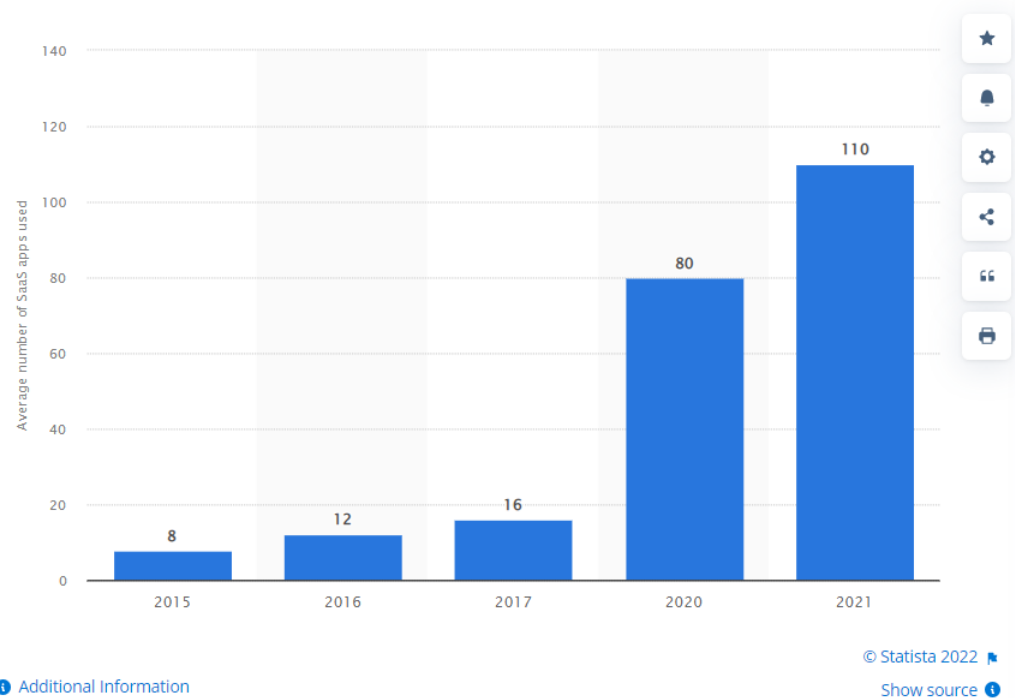
- Digital Transformation Use Cases

# Introduction to SAP Business Technology Platform

# The Popularity of Hybrid Heterogenous Landscapes
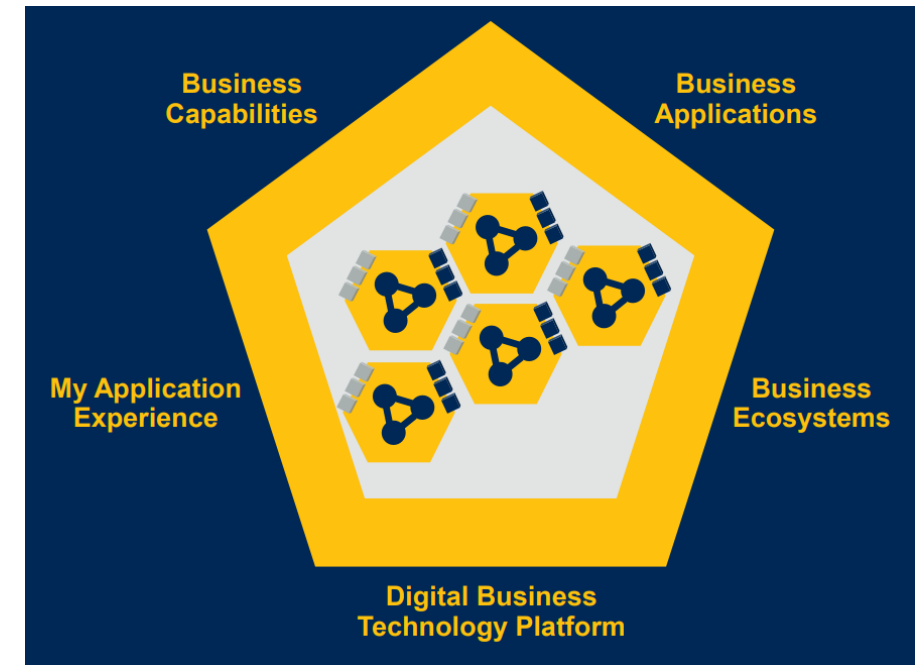## Is driving the need for seamless integration and data access

### 100+ Enterprise Applications



**Average number of software as a service (SaaS) applications used by organizations worldwide from 2015 to 2021**

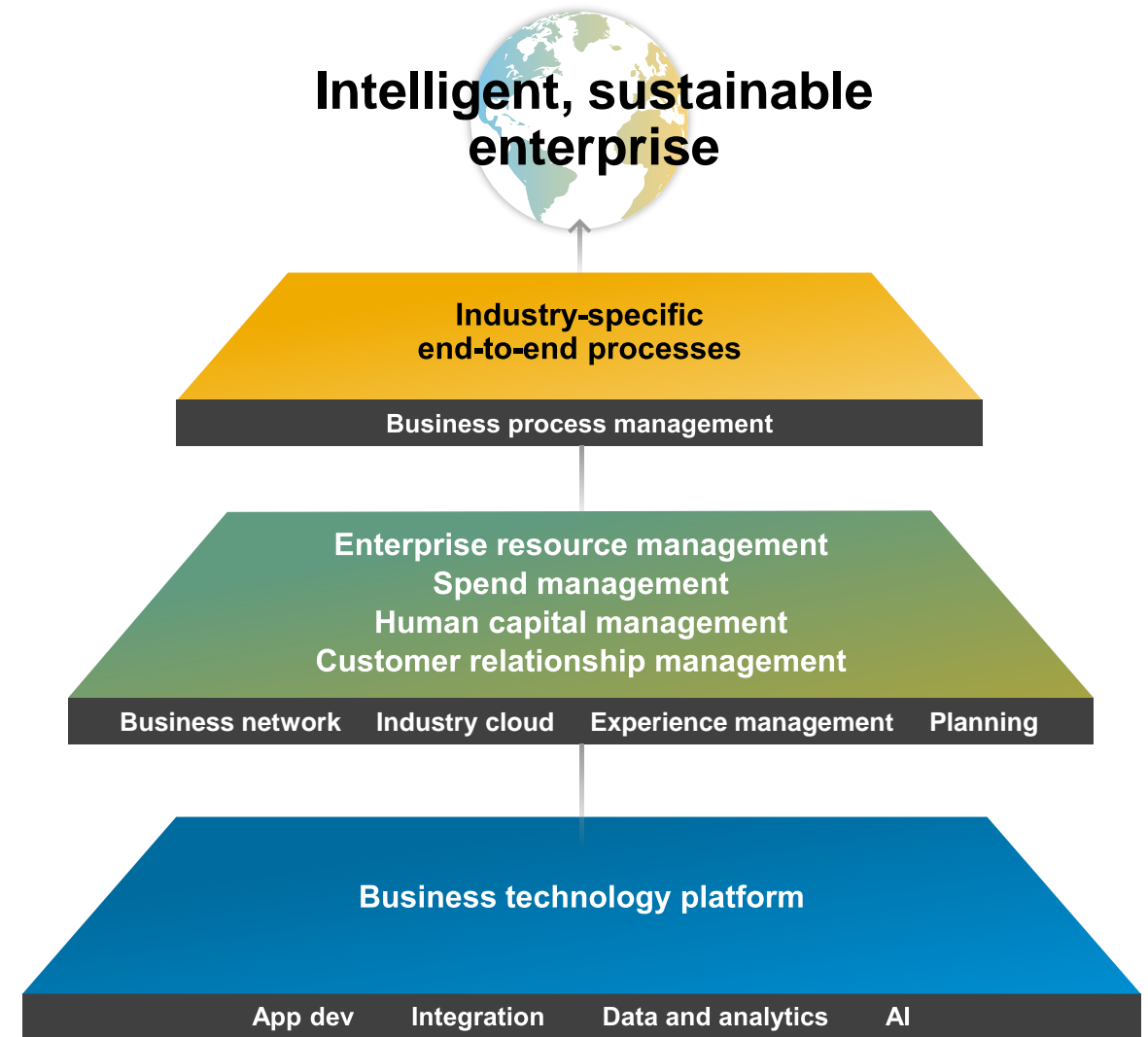Average number of SaaS apps used worldwide 2021 | Statista

### Composable Enterprise



Gartner Blog Network Jan 2020. A platform beyond enterprise application functionality that enables new apps to seamlessly integrate and access data within the enterprise application system.

# Enable every enterprise to become an intelligent, sustainable enterprise

**Intelligent, sustainable enterprise**

**Industry-specific end-to-end processes**

Business process management

**Enterprise resource management**
**Spend management**
**Human capital management**
**Customer relationship management**

| Business network | Industry cloud | Experience management | Planning |

**Business technology platform**

| App dev | Integration | Data and analytics | AI |

Integration strategy paper with roadmap | Blog "Integration Makes All the Difference"

A study of five multinational organizations achieved a composite 278% ROI over three years with a payback period in less than 6 months by investing in

**SAP Integration Suite**

Download the study

FORRESTER®

nt teams are required to integrate applications and processes in orid IT landscapes. They are adopting cloud services to leverage real- for greater business velocity and collaboration with customers, . To create streamlined experiences that drive engagement, g in an integration platform that empowers their teams to integrate and deliver 360-degree visibility of their business and customers.

s an integration- that connects and SAP's business comprehensive actices to on, helping ness processes scapes and

sulting to conduct a dy and examine (ROI) enterprises gration Suite.¹ The eaders with a l financial impact ns.

costs, and risks orrester interviewed ns with experience e purposes of this periences of the ed the results into

e, most of the egacy on-premises tions. Legacy tools itor, while point-to- time-consuming to of which created developer bered the

**KEY STATISTICS**

Return on investment (ROI)
**278%**

Net present value (NPV)
**$1.54 million**

organizations' ability to build digital ecosystems, innovate new business models, and leverage agile initiatives for more seamless data access and usage.

With SAP Integration Suite, integration development teams gained access to harmonized business object definitions and prebuilt integrations that allowed them to connect with and securely expose the functionality and data of legacy applications using APIs. As a result, organizations gained maximum value from their legacy systems as well as their newly built business applications.

This approach also enabled new cloud-native applications to take advantage of the capabilities of existing systems and data. Organizations used SAP Integration Suite to build a digital integration hub that opened up opportunities for tighter integration with their customers and provided the foundation for scalability and flexibility in the future.

## The Total Economic Impact™ Of SAP Integration Suite

Cost Savings And Business Benefits Enabled By SAP's Integration Platform As A Service

**MARCH 2022**

A FORRESTER TOTAL ECONOMIC IMPACT™ STUDY COMMISSIONED BY SAP
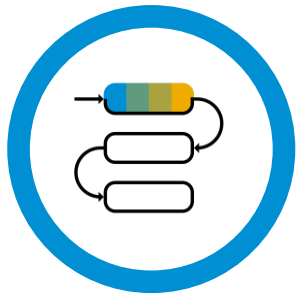
TION SUITE

# Prepackaged Integration Content for
## S/4HANA & S/4HANA Cloud

# SAP API Business Hub

Build Apps and Integrations easily with APIs

Search, discover, experience and consume to right APIs from SAP and select partners for your integration and digital transformation projects
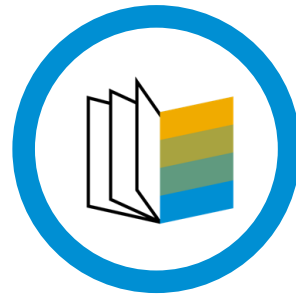
**Business Processes**
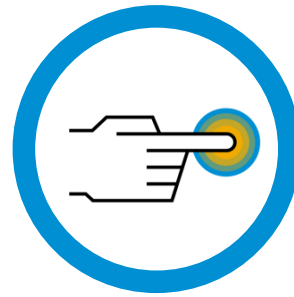
Detailed end-to-end processes maps

**Events**

Business event catalog and reference

**API Catalog**

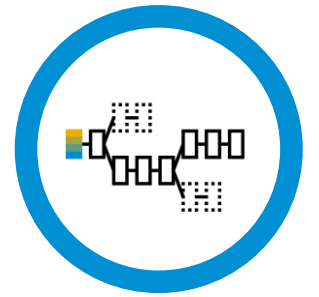Central Place for APIs from SAP and its Partners

**API Sandbox**

One click-test experience for developers via API Sandbox
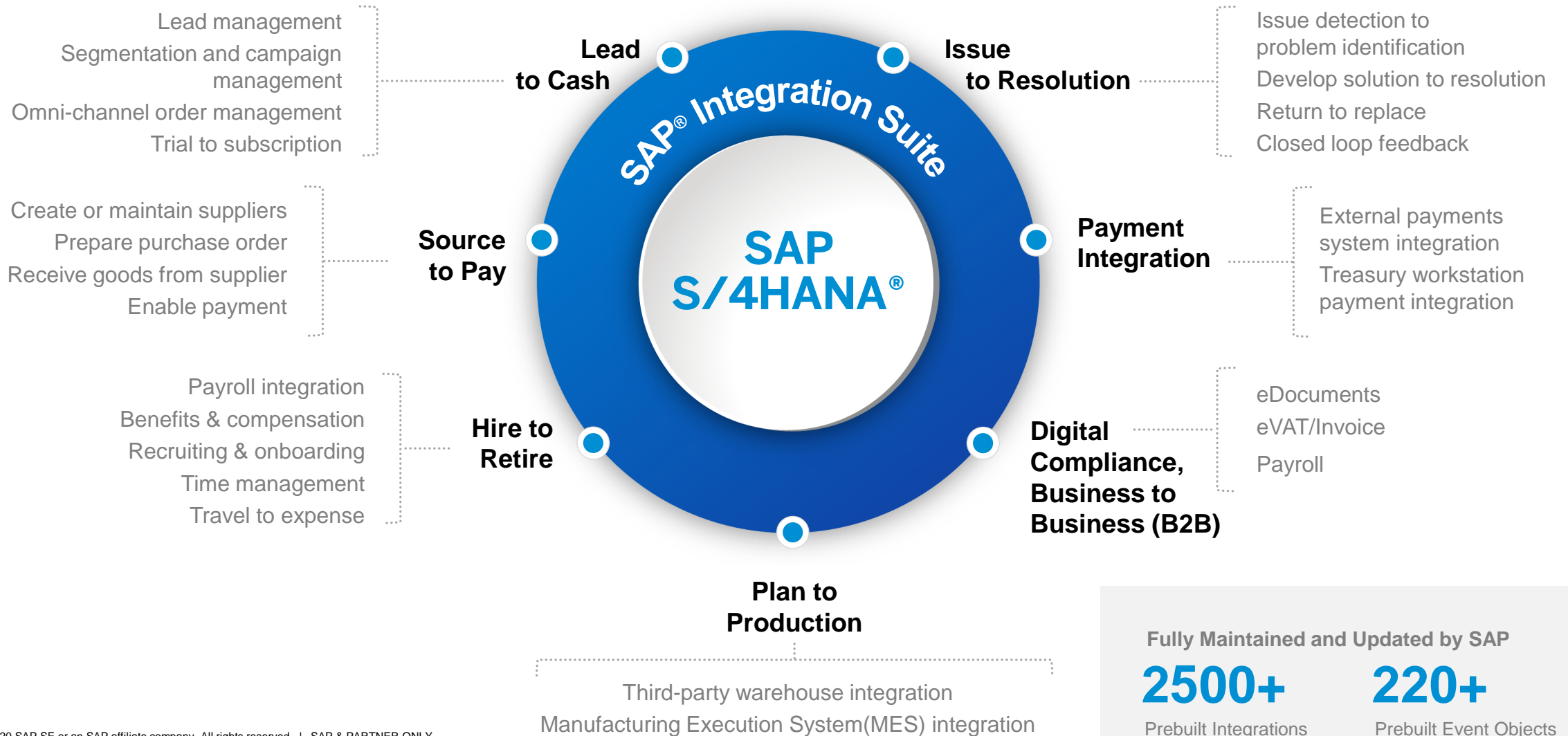
**Prepackaged accelarators**

Integration packages to integrate APIs

**Prebuilt Workflows**

Integration packages to integrate APIs

# Seamlessly connect all your core business processes



Lead to Cash
- Lead management
- Segmentation and campaign management
- Omni-channel order management
- Trial to subscription

Issue to Resolution
- Issue detection to problem identification
- Develop solution to resolution
- Return to replace
- Closed loop feedback

Source to Pay
- Create or maintain suppliers
- Prepare purchase order
- Receive goods from supplier
- Enable payment

Payment Integration
- External payments system integration
- Treasury workstation payment integration

Hire to Retire
- Payroll integration
- Benefits & compensation
- Recruiting & onboarding
- Time management
- Travel to expense

Digital Compliance, Business to Business (B2B)
- eDocuments
- eVAT/Invoice
- Payroll

Plan to Production
- Third-party warehouse integration
- Manufacturing Execution System(MES) integration

**SAP® Integration Suite**
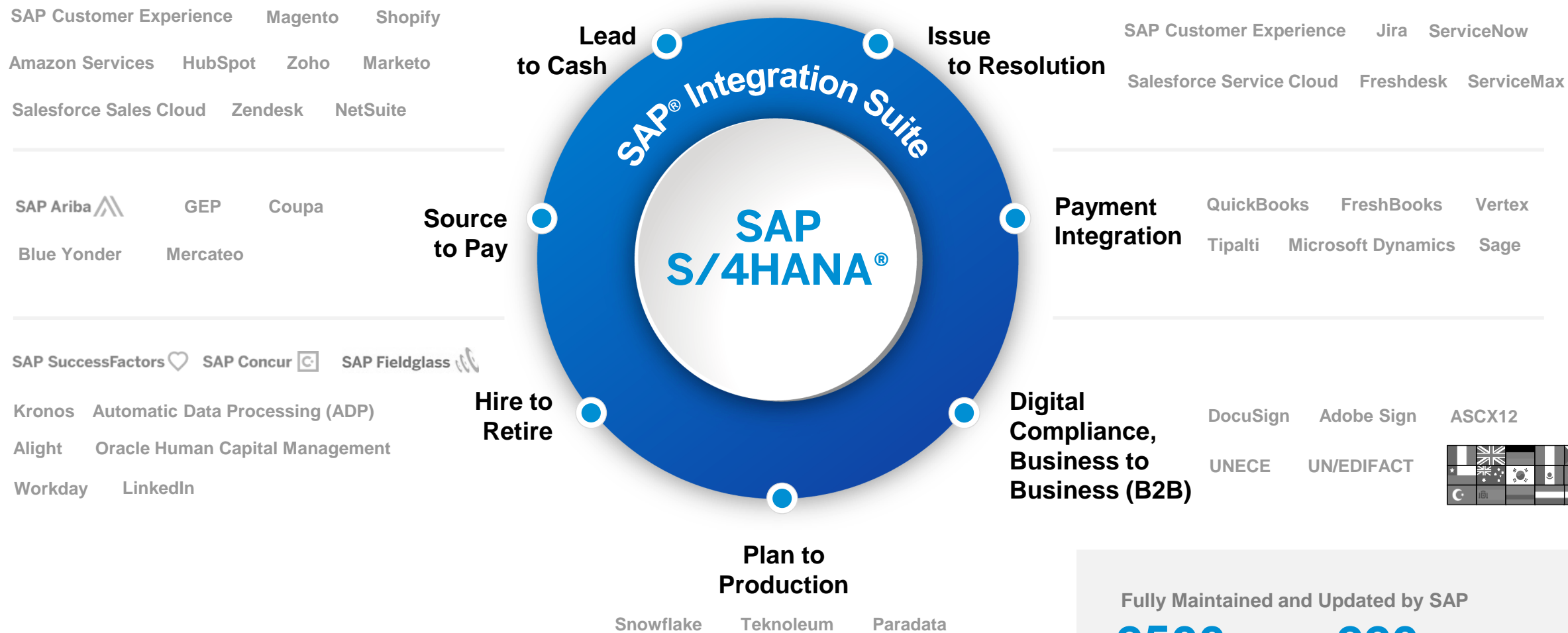
**SAP S/4HANA®**

Fully Maintained and Updated by SAP

**2500+**
Prebuilt Integrations

**220+**
Prebuilt Event Objects

# Achieve end-to-end integration across SAP and 3ʳᵈ party system faster

SAP Customer Experience    Magento    Shopify

Amazon Services    HubSpot    Zoho    Marketo

Salesforce Sales Cloud    Zendesk    NetSuite

SAP Ariba    GEP    Coupa

Blue Yonder    Mercateo

SAP SuccessFactors    SAP Concur    SAP Fieldglass

Kronos    Automatic Data Processing (ADP)

Alight    Oracle Human Capital Management

Workday    LinkedIn

**SAP® Integration Suite**

**SAP S/4HANA®**

Lead to Cash

Issue to Resolution

Source to Pay

Payment Integration

Hire to Retire

Digital Compliance, Business to Business (B2B)

Plan to Production

SAP Customer Experience    Jira    ServiceNow

Salesforce Service Cloud    Freshdesk    ServiceMax

QuickBooks    FreshBooks    Vertex

Tipalti    Microsoft Dynamics    Sage

DocuSign    Adobe Sign    ASCX12

UNECE    UN/EDIFACT

Snowflake    Teknoleum    Paradata

**Fully Maintained and Updated by SAP**
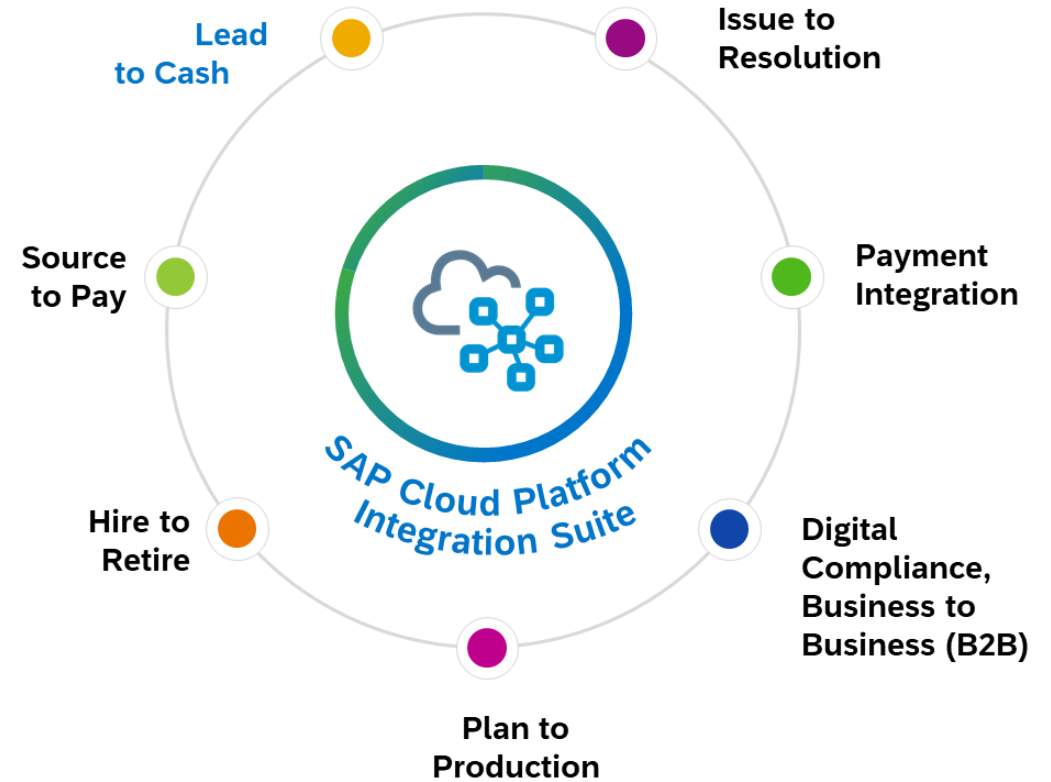
**2500+**
Prebuilt Integrations

**220+**
Prebuilt Event Objects

# Out-of-the-box integration in SAP Integration Suite

Example: Lead to Cash Specific Content (see appendix for more process collections)

- SAP Marketing Cloud - SAP S/4HANA Cloud Integration
- SAP S/4HANA Utilities Integration with SAP Marketing Cloud
- SAP S/4HANA Cloud Integration with SAP Marketing Cloud - Business Partner
- SAP Marketing Cloud - SAP ERP Actual and Committed Spend Integration
- SAP ERP Integration with SAP Marketing Cloud
- SAP Customer Engagement Center Integration with SAP ERP, SAP S/4HANA, or SAP S/4HANA Cloud
- SAP Hybris Service Engagement Center Integration with Business Suite
- SAP Customer Engagement Center Integration with SAP ERP, SAP S/4HANA, or SAP S/4HANA Cloud
- SAP ERP or SAP S/4HANA integration with SAP Consumer Sales Intelligence
- SAP Cloud for Customer Integration with SAP IS Retail
- SAP Cloud for Customer for Utilities Solution
- …

**SAP Cloud Platform Integration Suite**

- Lead to Cash
- Issue to Resolution
- Payment Integration
- Digital Compliance, Business to Business (B2B)
- Plan to Production
- Hire to Retire
- Source to Pay

## Use Cases:

Lead mgmt

Segmentation and campaign mgmt

Omni-channel order mgmt

Trial to subscription

## Solutions:

SAP C/4HANA • Magento An Adobe Company • shopify

amazon services • HubSpot • ZOHO

salesforce sales cloud • zendesk • NETSUITE • Marketo An Adobe Company

## About

With SAP S/4HANA Cloud (SAP Business Suite 4 SAP HANA Cloud), SAP is providing a new generation of business applications – simple enterprise software for big data and agility.

Features:

• Fully built on the in-memory platform SAP HANA.

• Designed for business and provides an instant insight by using a single source of truth, real-time processes as well as by dynamic planning and analysis

• Designed to run simple, and in parallel reduces the data footprint of your company.

• Connected to business networks and company-internal collaboration networks and prepared for the Internet of things

Looking for more:

Looking for SAP S/4HANA Cloud or SAP S/4HANA APIs or Business Events but can't find them on the SAP API Business Hub? Need enhancements to available SAP S/4HANA Cloud or SAP S/4HANA APIs or Business Events? Just leverage the dedicated Customer Influence Session and submit your request at SAP S/4HANA Cloud and SAP S/4HANA for Integration

If you are new to Customer Influence, please refer to Influence & Adopt

### Discover Integrations

Use Discover Integration to explore integrations between this product and any other SAP or third party product.

See More

FEEDBACK

## Discover Integrations

Choose a product to view Integrations with **S/4HANA®Cloud**

Find product

View all Integrations

| | | | |
|---|---|---|---|
| S/4HANA® | Customer Experience | BTP | SuccessFactors ♡ |
| Ariba | Concur | Fieldglass | Avalara |
| CCH SureTax® | Government Germany | Government India | Government Portugal |
| Government Spain | Government Turkey | Pricefx® | REPLICON™ |
| SAP Ariba Sourcing | SAP Digital Manufacturing Cloud | SAP Document Compliance on-premise edition | SAP Document and Reporting Compliance |
| SAP EAM | SAP ERP | SAP Event Mesh | SAP EWM |

# SAP Commerce Cloud Integration with SAP S/4HANA Cloud - Service

Integrate service scenarios SAP Commerce front office and Service in SAP S/4HANA Cloud.

Add To WorkSpace    Mark As favourite

Overview    **Integration Flow**    Documents

Sort by:    A-Z ∨

🔍 Find

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Integration Flow

**Cancel-ServiceOrders-from-SAP-Commerce-Cloud-to-SAP-S4HANA-Service**

Replicate service order cancel request from SAP Commerce Cloud to SAP S/4HANA Service.

Version 1.0.0

---

Integration Flow

**Connect-to-SAP-S4HANA-Service-From-SAP-Commerce-Cloud**

To Make simple GET to S4HANA Cloud

Version 1.0.0

---

Integration Flow

**Replicate-ServiceOrder-Notification-from-SAP-S4HANA-Service-to-SAP-Commerce-Cloud**

Notify SAP Commerce of Service Order changes in SAP S/4HANA Service.

Version 2.1.1

---

Integration Flow

**Replicate-ServiceOrders-from-SAP-Commerce-Cloud-to-SAP-S4HANA-Service**

Replicate service order to SAP S/4HANA Service upon placement of order in SAP Commerce.

Version 2.1.1

---

Integration Flow

**Replicate-ServiceProduct-from-SAP-S4HANA-Service-to-SAP-Commerce-Cloud**

Service product replication from SAP S/4HANA Service to SAP Commerce.

Version 1.1.1

---

Integration Flow

**Reschedule-ServiceOrder-from-SAP-Commerce-Cloud-to-SAP-S4HANA-Service**

Replicate service order reschedule request from SAP Commerce Cloud to SAP S/4HANA Service.

Version 1.0.0

FEEDBACK

/ SA... Integration with SAP S/4HANA Cloud - Service

## Replicate-ServiceOrders-from-SAP-Commerce-Cloud-to-SAP-S4HANA-Service

Replicate service order to SAP S/4HANA Service upon placement of order in SAP Commerce.

### Overview

Replicate service order to SAP S/4HANA Service upon placement of order in SAP Commerce.

Version: 2.1.1
Last Modified: 22 Nov 2022
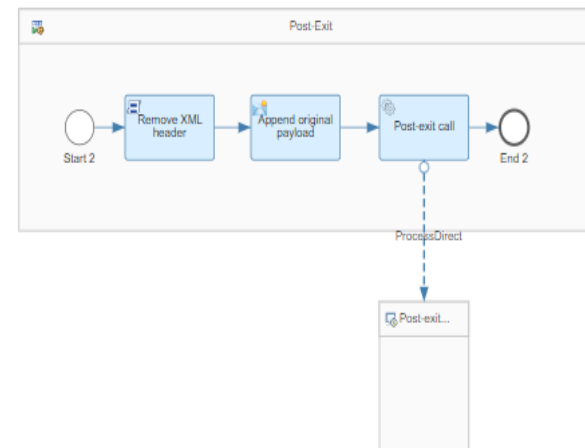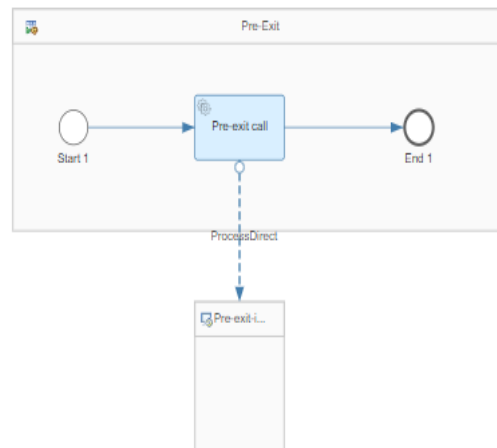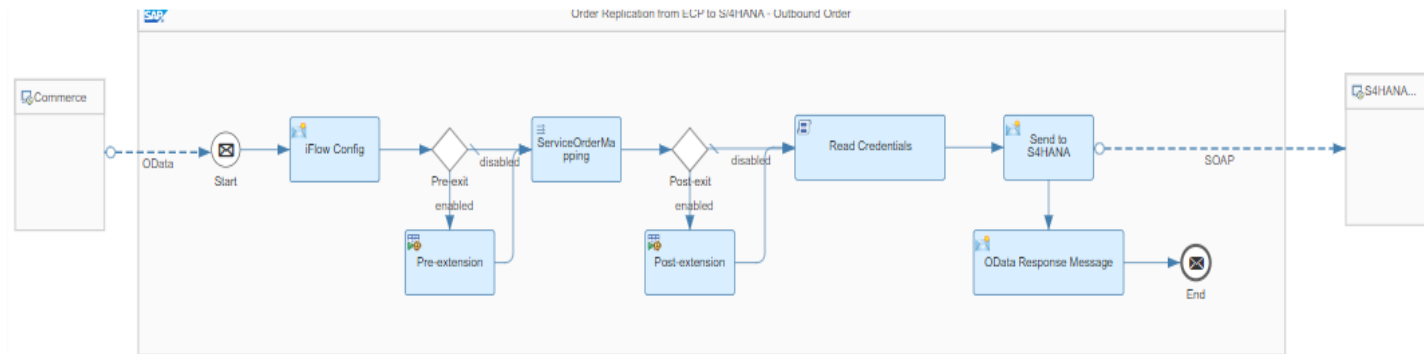Type: Integration Flow
Integration SAP-to-SAP

### Documents (2)

Integration flow implementation details.

Version 2.1.1

ChangeLog

Version 2.1.3

Order Replication from ECP to S/4HANA - Outbound Order

Commerce

OData — Start — iFlow Config — Pre-exit — disabled — ServiceOrderMapping — Post-exit — disabled — Read Credentials — Send to S4HANA — SOAP — S4HANA...

enabled — Pre-extension          enabled — Post-extension

Send to S4HANA → OData Response Message → End

Pre-Exit

Start 1 → Pre-exit call → End 1
ProcessDirect
Pre-exit-i...

Post-Exit

Start 2 → Remove XML header → Append original payload → Post-exit call → End 2
ProcessDirect
Post-exit...

14

# Value Add Integration Use Cases
## S/4HANA & S/4HANA Cloud

# SAP Integration Suite helps you deliver business outcomes
In fast evolving hybrid landscapes



## SAP Integration Suite
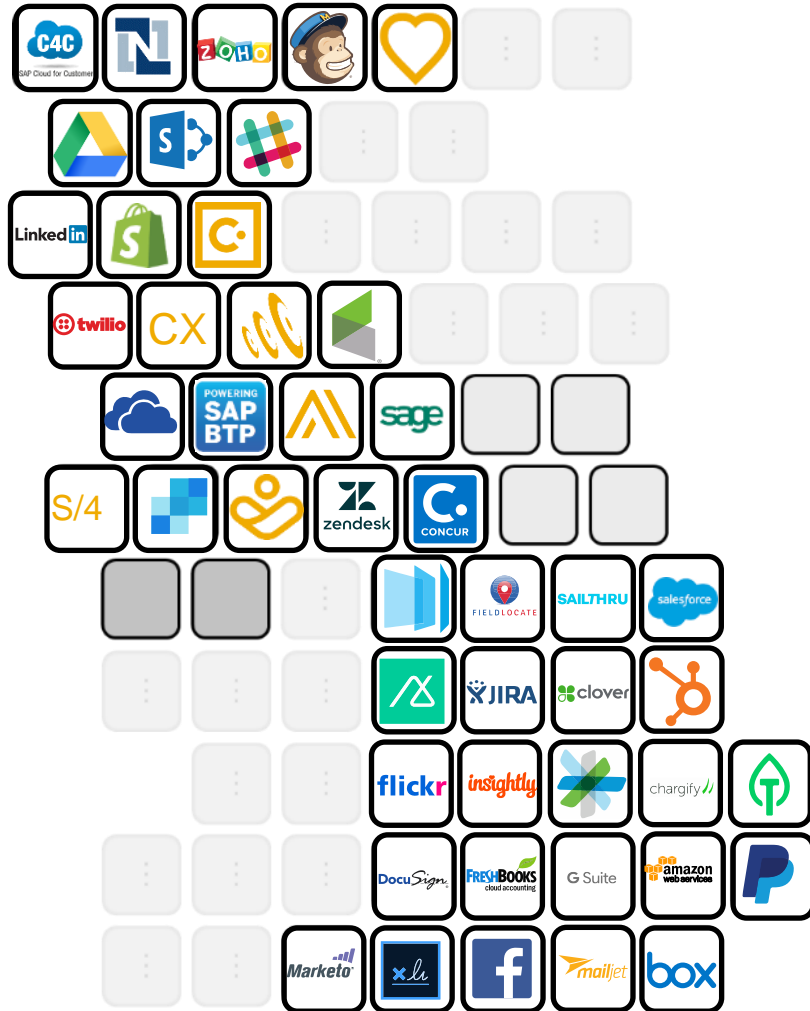
### Optimize and automate business processes
Optimize and automate fragmented business processes to harmonize experiences across your organization.

### Power e-commerce
Achieve a holistic view of customer engagements across multiple touch points.

### Deliver customer insight
Gain a 360-degree understanding of your customers to increase loyalty and profitability.

### Creating a future-proof IT landscape
Unlock the value of your existing investments with an API-first approach.

### Meet e-government and regulatory compliance
Standardize the digital registration of documents to meet regulatory compliance requirements.

### Enable the API economy
Unlock unique services and create new business models to grow competitive advantage.

### Connect business-to-business (B2B) partners
Create an efficient, secure, and scalable B2B platform to connect with your trading partners.

# "Clean Core" extensibility framework with SAP Business Technology Platform



Adopt new user interface

Create custom analytics

Expose data

Create forms/ email templates

Add application logic

Add database fields/objects

**SAP Integration Suite**

**SAP Solutions**
e.g. SAP S/4HANA
**In-app extensibility**

Classic Extensibility

**Secured connectivity**

← User Interface →
← Rules/Workflow →
← Process/Events →
Data Replication →

**SAP Extension Suite**
**Side-by-side extensibility**

Refresh & mobilize user experience

Cloud native for B2C & B2B

Process innovation

Data marts & analytics

Data science & intelligence
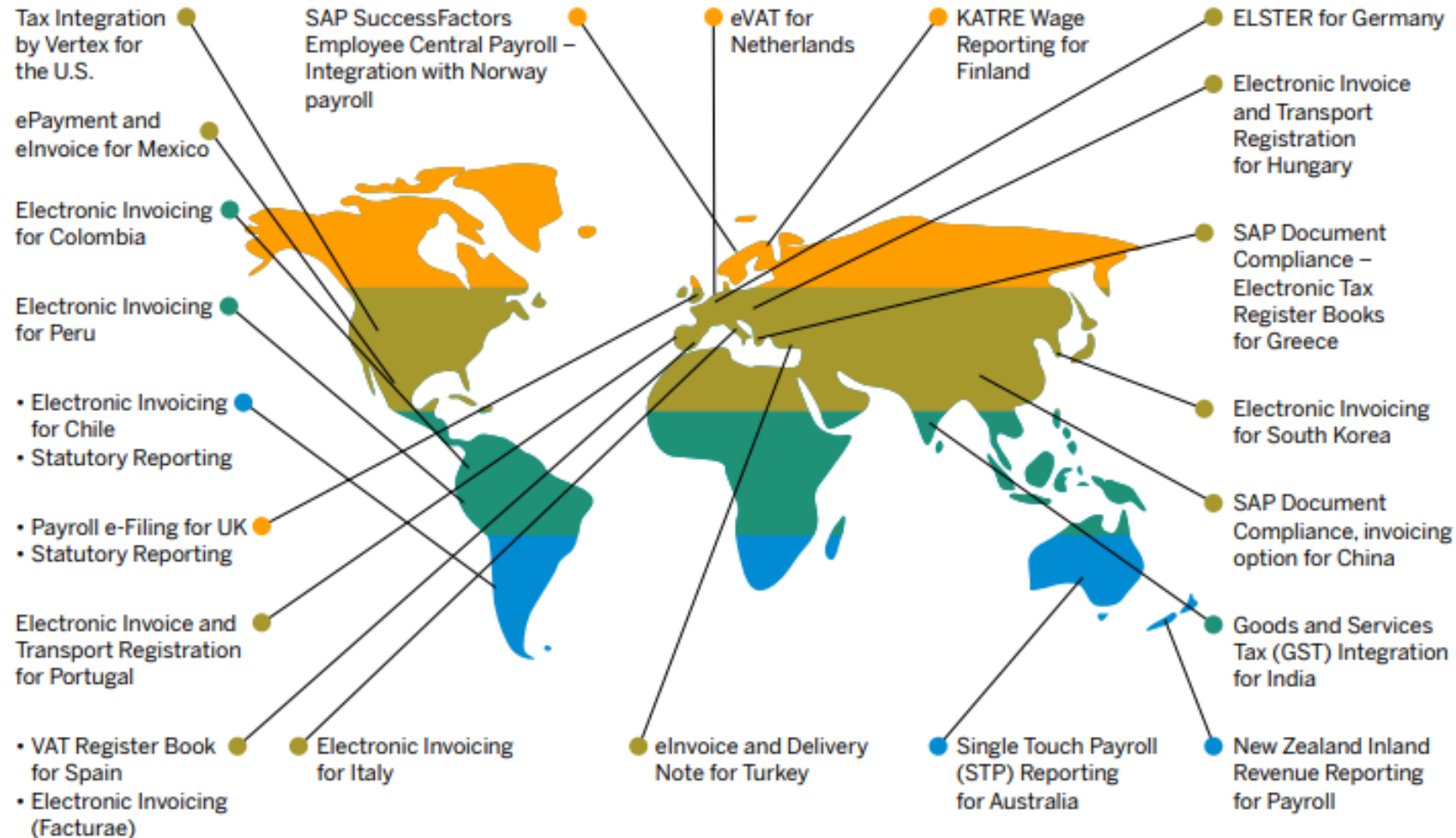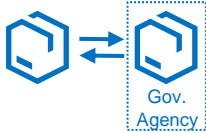
IoT & big data

**E2E Security/E2E Lifecycle Management**

User Interface Layer    Application Layer    Database Layer

# Business-to-government (B2G) integrations

Digital compliance through e-governance content for 35+ countries



Gov. Agency

Tax Integration by Vertex for the U.S.

ePayment and eInvoice for Mexico

Electronic Invoicing for Colombia

Electronic Invoicing for Peru

- Electronic Invoicing for Chile
- Statutory Reporting

- Payroll e-Filing for UK
- Statutory Reporting

Electronic Invoice and Transport Registration for Portugal

- VAT Register Book for Spain
- Electronic Invoicing (Facturae)

SAP SuccessFactors Employee Central Payroll – Integration with Norway payroll

Electronic Invoicing for Italy

eVAT for Netherlands

eInvoice and Delivery Note for Turkey

KATRE Wage Reporting for Finland

Single Touch Payroll (STP) Reporting for Australia

ELSTER for Germany

Electronic Invoice and Transport Registration for Hungary

SAP Document Compliance – Electronic Tax Register Books for Greece

Electronic Invoicing for South Korea

SAP Document Compliance, invoicing option for China

Goods and Services Tax (GST) Integration for India
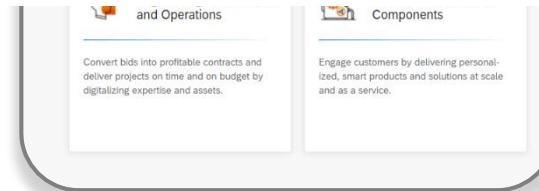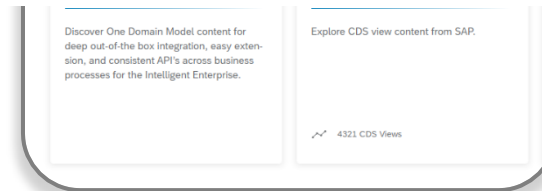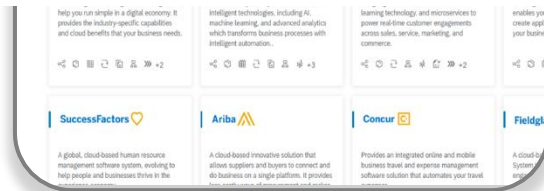
New Zealand Inland Revenue Reporting for Payroll

# Streamline any-to-any, SAP and third-party integrations

Central catalog: SAP API Business Hub @ api.sap.com
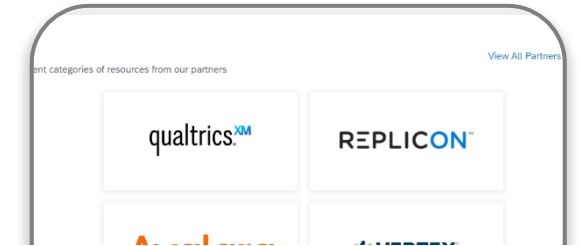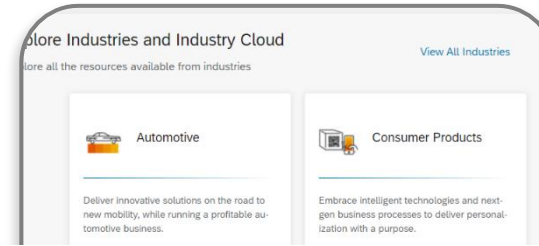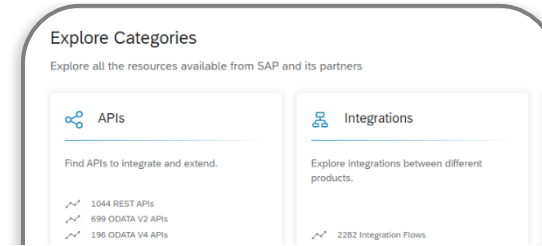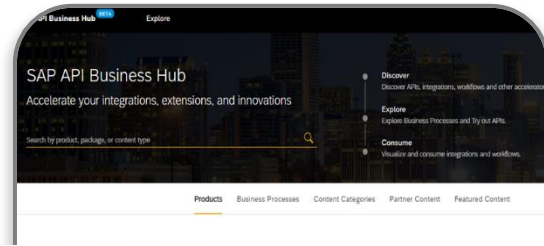


## Value = 5x acceleration, 10x savings

| **Public catalog** | **Content categories** | **Content clustering** | **Partners promotion*** |
|---|---|---|---|
| to discover, try out, and consume prebuilt integrations and connectors easily to increase speed of implementation of integration and extensions | **2.700+** Prebuilt integrations<br>**~3.500** APIs<br>**280+** Business events<br>**200+** Connectors to third-party apps<br>350+ End-to-end business processes | for easy navigation and search, e.g. for **industry clouds, communities** | to showcase partners' brands which content's lifecycle is fully supported |

# Prepackaged Integration Content

sycor
We give IT a face.

500 Employees, Germany, IT Professional Services

Faced with a highly customized ERP system with 60% non-standard processes

Holistic redesign with wall to wall SAP enabled 96% standard processes

20% reduction in complex process variants within 10 months (19/95 processes addressed, 180 scope items process implementations)

*SAP Integration Suite* powered transformation across S/4HANA, SuccessFactors, Concur and ServiceNow

100K Employees, Global, Telecom Provider

- Vodafone EVO Project – Advanced Financial Closing
- End-to-end transparency across 22 market units
- 1 workday reduction in monthly financial closing
- Automated controls with workflow and automations
- *SAP Integration Suite* used across S/4HANA, Concur, FieldGlass, Ariba, Qualtrics and SuccessFactors

# Digital Transformation

**ZUELLIG PHARMA**

**12K Employees, Asia, Pharmaceuticals**

- Cloud e-commerce platform powered by *SAP Integration Suite* with connections to SAP ECC & S/4HANA Cloud4Customer payments

- Rolled out to 6 existing and 2 new markets

- 11.6M orders were automated in 2021 with a 50% overall reduction in manual orders

- Over 100 customer service employees have been reassigned to more valuable activities

SAP Discovery Center details

100 Employees, USA, Professional Sports

- Needed real-time game-day insights from several non-SAP stadium systems to deliver best attendee experience (ParkHub, Micros, Fanatics, Weather, HappyOrNot, NFL, Sparkcentral, Twilio)

- Leveraged *SAP Integration Suite*, SAP HANA Service, and SAP Analytics Cloud to create the first venue Digital Boardroom based on aggregated data across all stadium systems

- Built out the "Executive Huddle" in just six months to improve customer experience and maximize revenue

SAP Discovery Center details

https://www.youtube.com/watch?v=tv2uOxAsznc&feature=youtu.be

https://www.sap.com/bin/sapdxc/inm/attachment.3137/pitch-deck.pdf

# Thank you

Tricia Johnson, Marketing and Solutions Management (SAP Integration Suite)

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