

# SAP S/4HANA MOVEMENT

## Transforming Customer Experience with Gamification

Cary Samulka  
Global Partner Manager  
SAP Knowledge & Education



William 'Bill' Bowers  
Global Head – S/4HANA  
Customer Value & Success



THE BEST RUN



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# Experience real-time enterprise collaboration with **SAP S/4HANA Simulation by Baton Simulations**

Cary Samulka  
Global Partner Manager  
SAP Knowledge & Education  
PUBLIC

# How SAP S/4HANA Simulation can help your organization



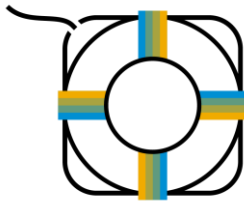
# Experience SAP S/4HANA, hands-on, with SAP S/4HANA Simulation

Discover the value of SAP S/4HANA via a collaborative, gamified experience on a live SAP S/4HANA system.

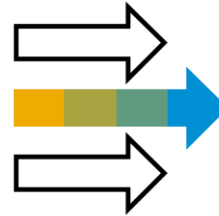
**Participants collaborate on managing an end-to-end business cycle in a simulated environment to:**



Clearly understand the value of SAP S/4HANA



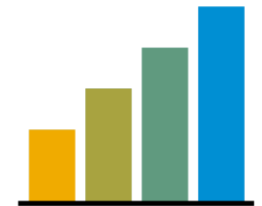
Create support and alignment



Build momentum for change



Overcome roadblocks

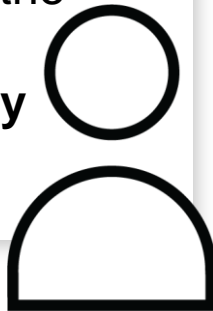


Maximize ROI on your technology investments

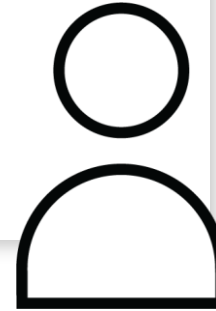
# Participant testimonials



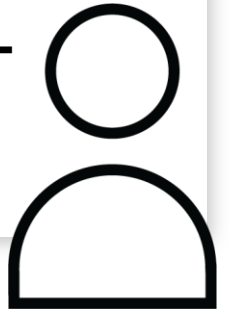
Simulating the end-to-end manufacturing processes in SAP S/4HANA... allowed our leaders to **experience the impact of all the decisions** that are made on a daily basis and **appreciate the value of a fully integrated business information system**... mobilize and confirm the **commitment of the stakeholders - Really convincing!**



We never imagined that people could enjoy learning about SAP. Not only were we having fun, our people have **gained tremendous insight** into how SAP can help them run their entire business.



Learning via playing a game, hands-on in a real system **was priceless!** We had super users right along with Sr. Executives getting really into it trying to win the game. The competition was a really fun component, but so was getting to see how **SAP was a truly integrated system – in real time.**





# Who can benefit?

Who	When	Why
<b>Executives</b>	<ul style="list-style-type: none"><li>• Address knowledge gaps about the role and benefits of SAP</li></ul>	<ul style="list-style-type: none"><li>• Build appreciation of the value and integrated nature of SAP S/4HANA for your organization</li><li>• Understand SAP S/4HANA from the end user's perspective</li><li>• Build a sponsor coalition</li></ul>
<b>Project Teams</b>	<ul style="list-style-type: none"><li>• New project rollouts</li><li>• New phase of implementation</li><li>• Migrations</li></ul>	<ul style="list-style-type: none"><li>• Understand the benefits of integration</li><li>• Develop teamwork and improve motivation</li><li>• Understand the functions of SAP S/4HANA before go-live</li></ul>
<b>Software Users</b>	<ul style="list-style-type: none"><li>• Pre-Implementation</li><li>• Post-implementation when inefficiencies are discovered</li></ul>	<ul style="list-style-type: none"><li>• Understand the power of SAP and increase user acceptance</li><li>• Discover inefficiencies in the business cycle</li></ul>
<b>New Employees</b>	<ul style="list-style-type: none"><li>• During the onboarding process</li><li>• Refresher training workshops</li></ul>	<ul style="list-style-type: none"><li>• Quickly develop a deep understanding of SAP S/4HANA</li><li>• Instill commitment and loyalty to the organization</li></ul>
<b>IT Professionals</b>	<ul style="list-style-type: none"><li>• Anytime</li></ul>	<ul style="list-style-type: none"><li>• Broaden functional understanding</li><li>• Engage with users from a business perspective</li><li>• Use as a dynamic sandbox</li></ul>

# What is **SAP S/4HANA** Simulation





# SAP S/4HANA Simulation: Play to win in a live competition

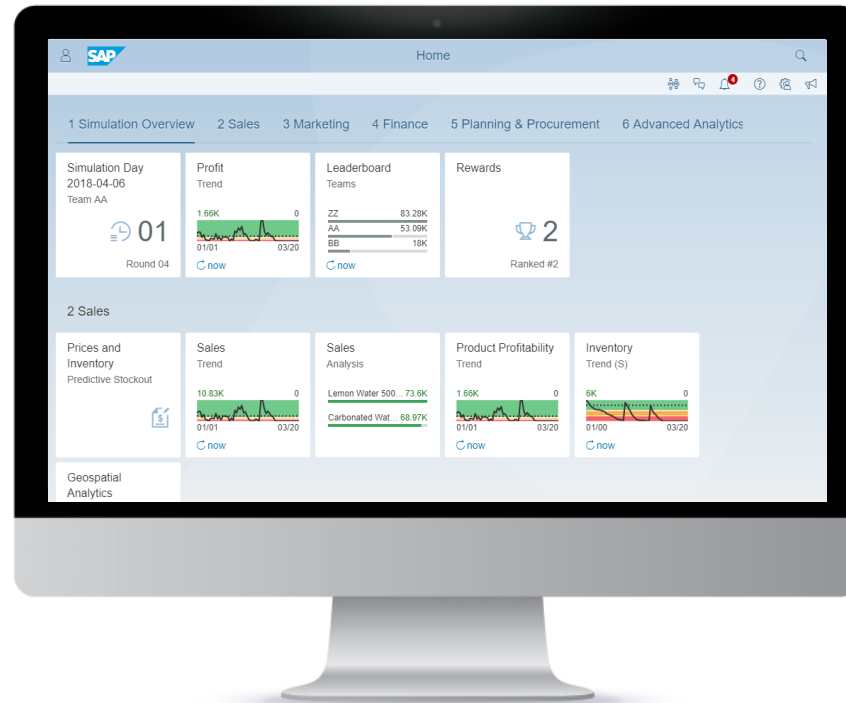
Experience the power of real-time enterprise collaboration in a fun environment. Players compete against each other, in groups of 10-25, to discover first-hand how SAP S/4HANA solutions can help you run better.

## Experience SAP S/4HANA

Solve real business problems and get hands-on experience with the only simulation that runs on a live SAP S/4HANA system.

## Analyze your results

Gain first-hand experience with end-to-end process integration and the real-time analytics in a competitive business setting.



## Run your own business

Teams make key business decisions while executing multiple business transactions, such as planning, sales, marketing, procurement, production, and finance.

## Engage your team

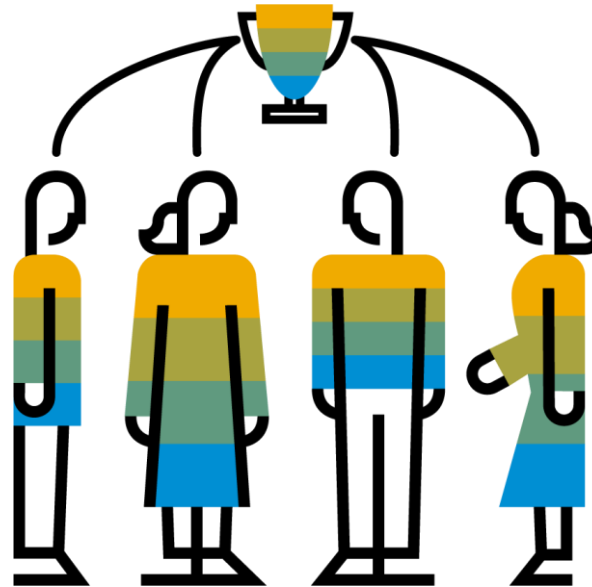
Live competition promotes an engaging, fun experience for all levels of employees, from C-level executives to line-of-business and IT managers, to end users and new employees.

# How do I play the game?

SAP S/4HANA Simulation allows participants to form collaborative teams and compete with other teams in a powerful and fun way using gamification. This enables the participants experience a real-time enterprise system and the tremendous value it can deliver.

Each **participant** plays a role:

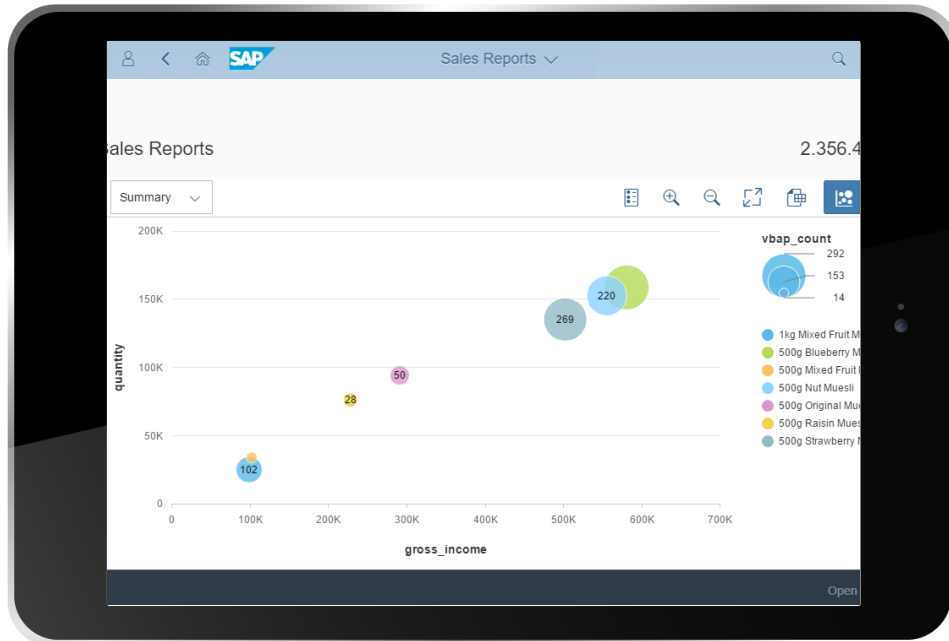
- Sales Manager
- Marketing Manager
- Data Analyst
- Replenishment Manager



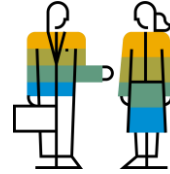
Each **team** tries to win by:

- Setting prices
- Choosing sales markets
- Marketing and advertising
- Purchasing and procuring replenishments
- Analyzing sales and competitive data in real-time
- Planning and adjusting strategies to win each round

# What happens when I play the game?



Each participant will:



**Interact with suppliers and customers** by sending and receiving purchase and sales orders



**Deliver products** and complete the full cash-to-cash cycle



**Use SAP reports and transactions** to make business decisions that ensure profitability



**React to the changes in the marketplace** and beat the competition



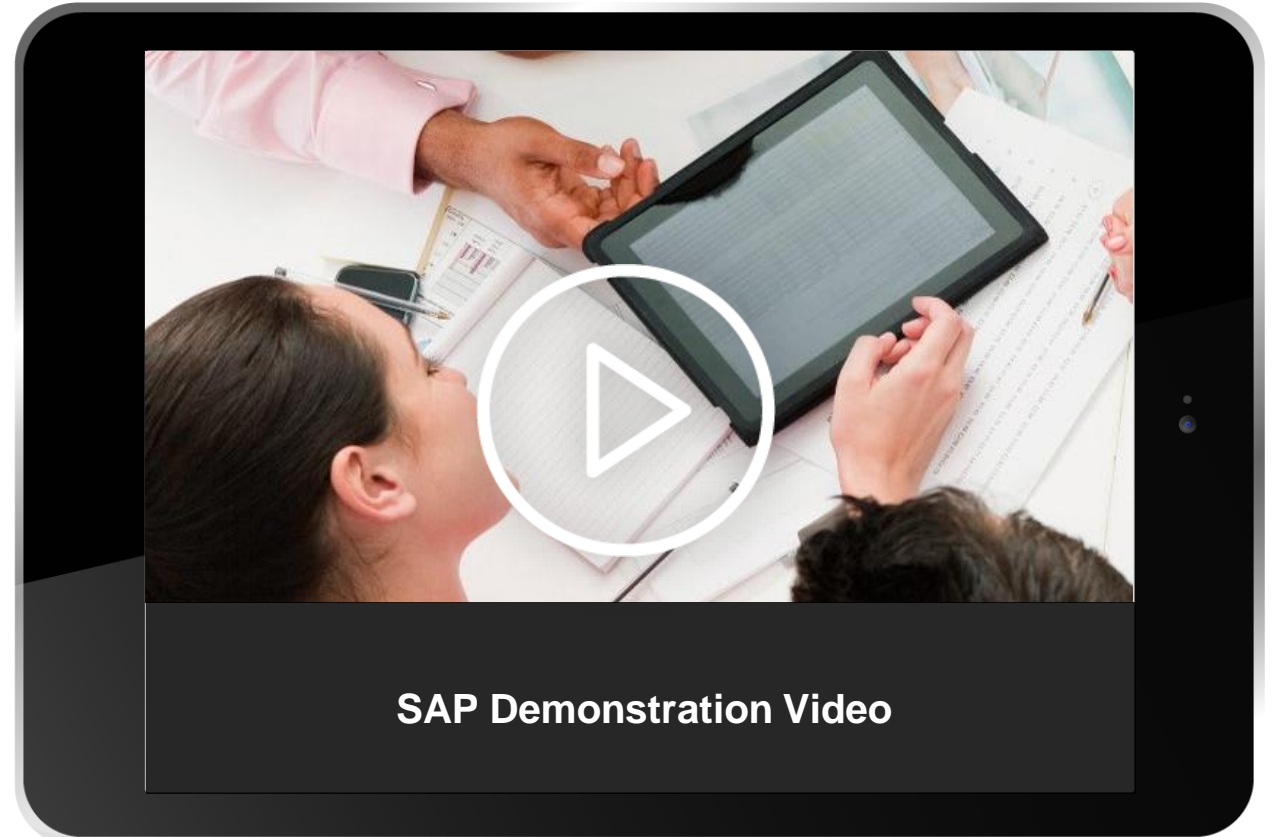
**Become familiar with SAP S/4HANA and the SAP Fiori user interface**



# Demonstration: SAP S/4HANA Simulation

## Topics covered:

- Muesli manufacturing simulation
- SAP S/4HANA and the SAP Fiori interface
- Gamification and role-play
- Integrated business processes and analytics
- Real-time impact of business decisions



Please see notes for additional video options

# Available simulations



## SAP S/4HANA Water Distribution

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**A simple, dynamic introduction to a real-life enterprise system.**

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Participants manage the purchase and sale of bottled water products, using standard SAP reports to track their business performance in an unpredictable, competitive market.

Proven effective across sectors, from industry to public service.

**Impactful with executives**

Duration: 2h-3h



## SAP S/4HANA Muesli Manufacturing

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**Packed with action, business decisions, and analytics.**

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Participants manage the cash-cash cycle of a small manufacturing company, including planning, procurement, manufacturing, sales, marketing and finance.

Teams must strive towards operational excellence, capture market share and drive profitability.

**Popular with manufacturing companies and for full day trainings.**

Duration: 3.5h-1 day

# Available for all

## Anyone can play

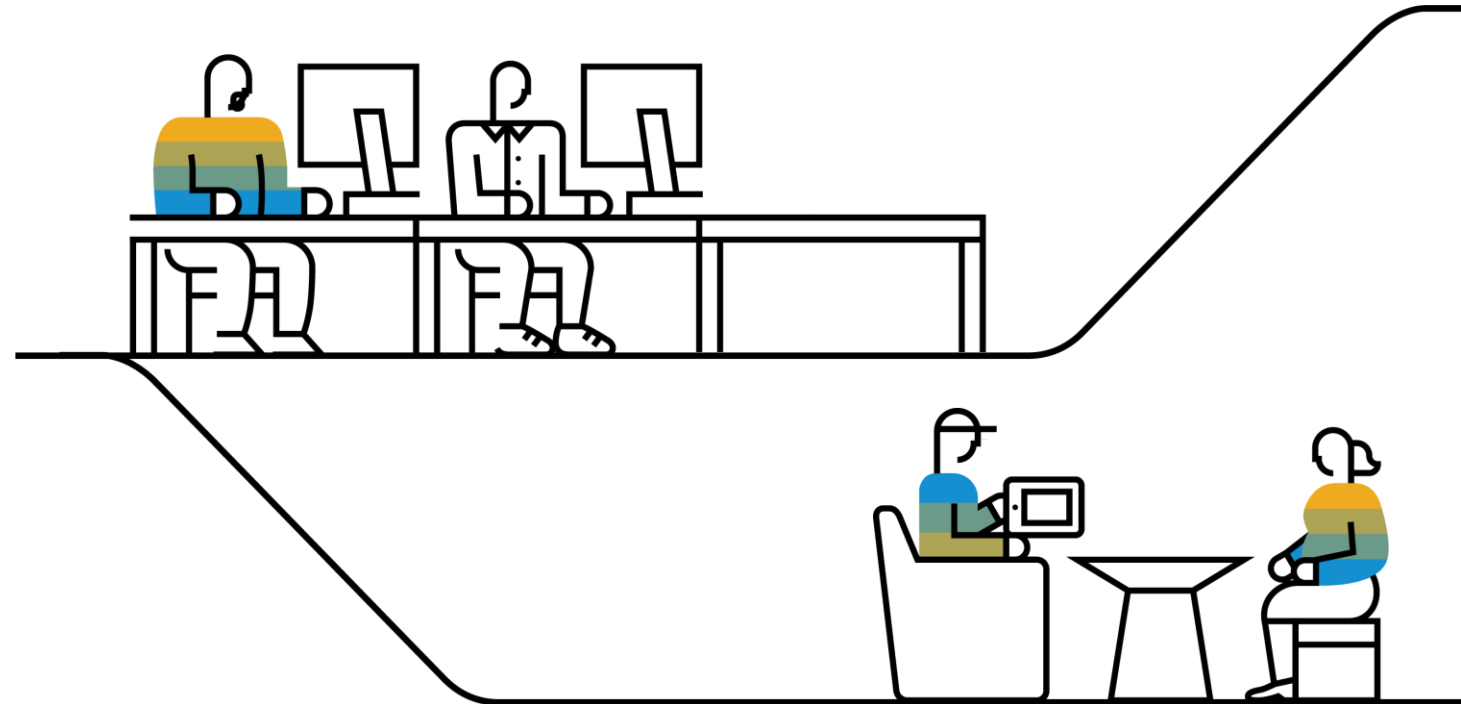
No prior SAP knowledge needed

## Play anywhere

Play at a single site or at multiple locations.  
Virtual delivery is an option, using Zoom.  
An experienced instructor facilitates all events.

## Play in 10 languages

- English
- French
- Spanish
- German
- Russian
- Portuguese
- Korean
- Japanese
- Simplified Chinese
- Classic Arabic





# Where do I find **more information**



# Links for more information

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SAP S/4HANA  
Simulation website

[Visit >](#)

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SAP Training Shop

[Visit >](#)

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Contact your SAP Account Executive or your  
SAP User Group for more information







# SAP S/4HANA MOVEMENT

## A Gamification Approach to Building a Value Story

William 'Bill' Bowers  
GVP S/4HANA Solutions Management & GTM





# Today's Objective

**Help eByke Motors  
create their own Value Story**

**justifying SAP S/4HANA as a  
critical first step in their  
Intelligent Enterprise journey**



# eByke Motors at a glance

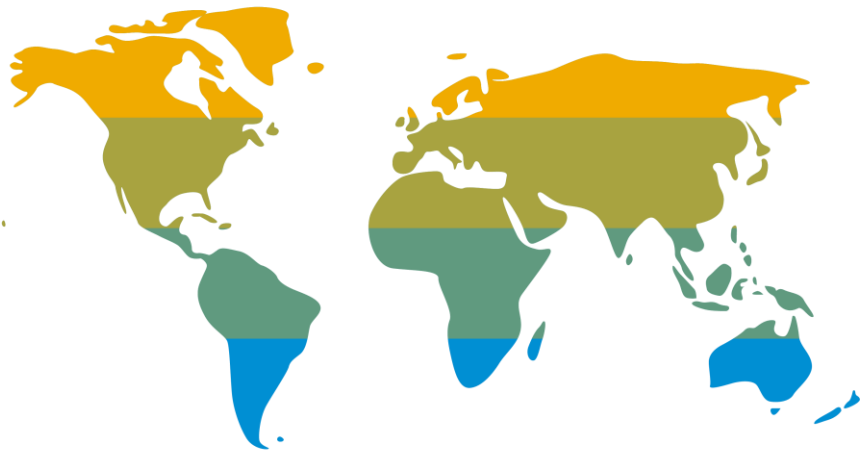
## eByke Motors KEY FIGURES

32,500  
Employees (2019)

14 acquisitions  
€1.6b annually  
“In just a few years, many of companies have joined the group.” Dominique Tessaro, CIO of eByke Motors



€12.6b  
2018 revenue    18 countries



42% NA    30% Europe    28% Indonesia



eByke Motors is part of €43.5bn All-Star conglomerate: almost 211k people in 100 countries. Constructing and managing airports, railroads, highways and facilities

# eByke Motors Growth Strategy

## Expand Outside NA: Lead the Indonesian Electronic Motorcycle Market

TheJakartaPost

PREMIUM SUBSCRIPTION

LOG IN / REGISTER

NEWS

BUSINESS

SE ASIA

OPINION

LIFESTYLE

TRAVEL

MULTIMEDIA

DEEP LOOK

PAPER EDITION

MORE

### eByke Motors to sell electronic motorcycles via new retail stores

0  
SHARES



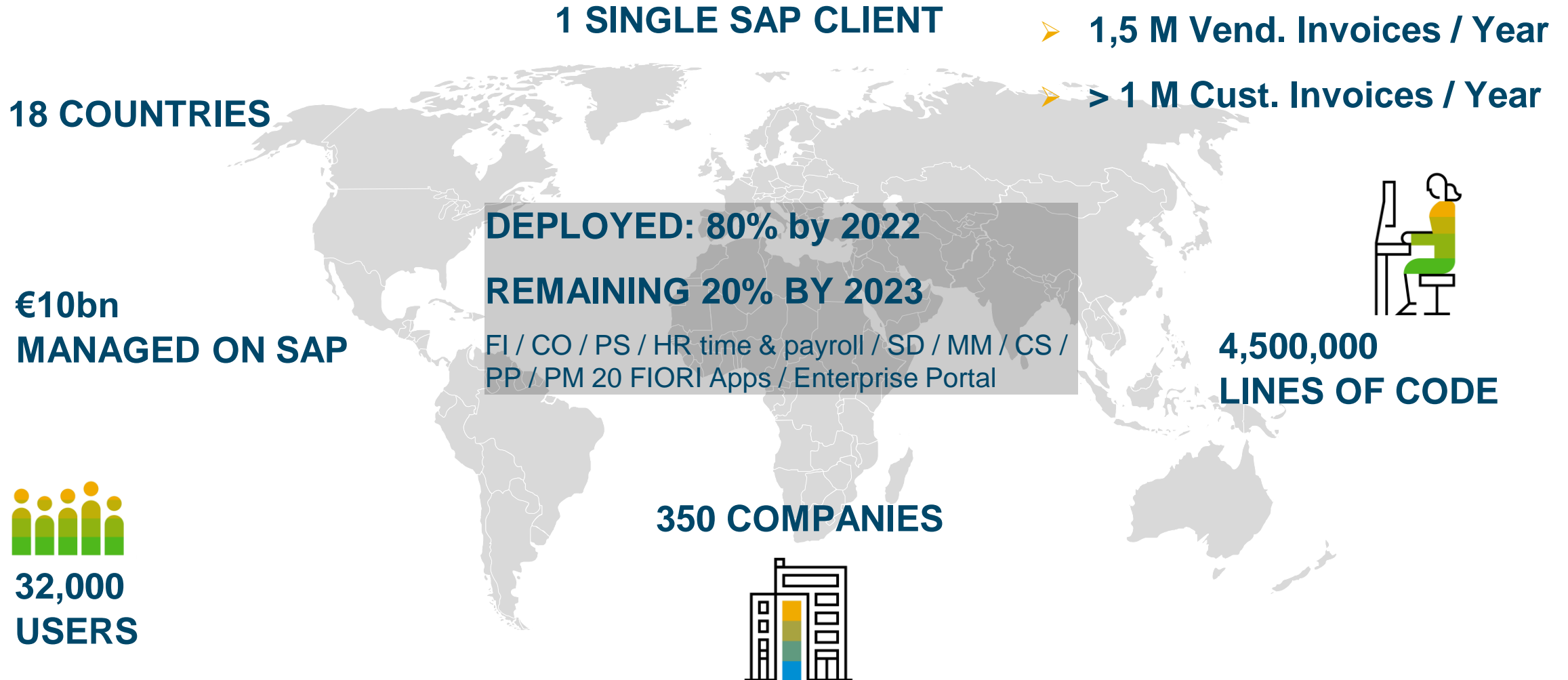
Motorcycle manufacturer and distributor eByke Motors hopes to begin selling electronic motorcycles in Indonesia next year, as the government expects to see millions of battery-powered two-wheelers on the road by 2025. eByke Motors marketing director Thomas Wijaya said its parent company Honda was currently carrying out studies on engine technology and battery waste management, before kicking off production. Honda, however, has yet to determine the country that will serve as its production center. "Honda is still studying and developing the model and hopefully next year we can start manufacturing it. This is also in line



**eByke Motors plans to capitalize on rapidly expanding market by opening 300-500 new retail outlets by 2023**



# eByke Motors: S/4HANA Project Scope (project named “EDEX”)



# How to build a Value Story



Industries and Customer Advisory  
PreSales

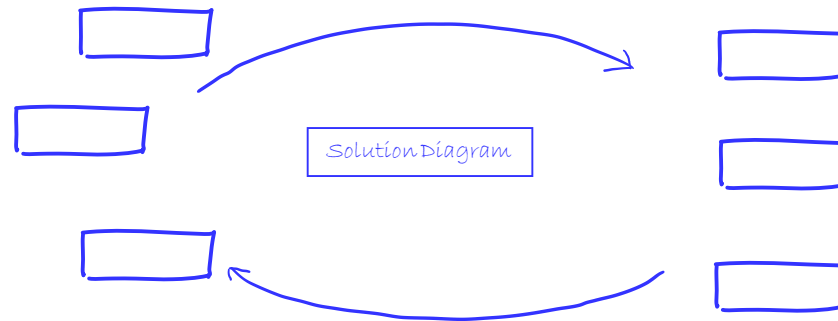
# Key Elements of Any Value Story

Lead Buying Cycle: By helping customers build their own story

## Business Need

Challenges

## Business Capabilities



## Proof Points

Customer x  
Market fact  
- Key Analyst quotes, etc...

## Business Impact

Results

## Emotional Connection

THE Critical Business Impact' that SAP addresses in a differentiated way  
(Creates 'Sense of Urgency' & Why-Now')

# eByke Motors CIO



## CIO, eByke Motors

The projected savings from IT simplifications and core finance transformation are not enough to justify our S/4HANA investment. Let use the BSR to discover incremental value in areas core to our business like supply chain and manufacturing and the S/4HANA Cards Game to simplify understanding of new capabilities and their business impact.



### Prioritization

It will be great if I can show the incremental business value that eByke Motors will achieve with this S/4HANA investment and how it will enable our expansion plans!



### LoB Buy-in

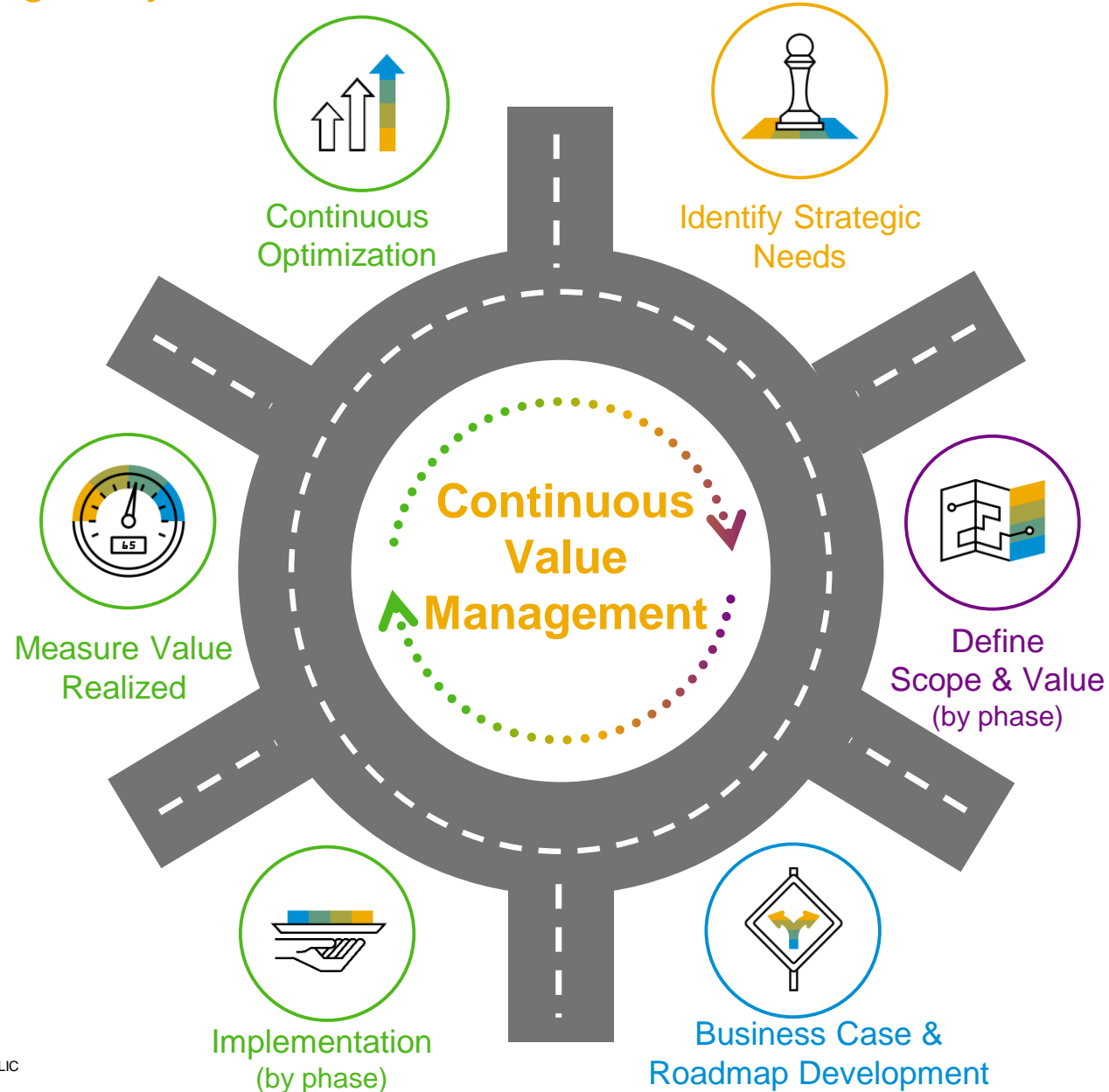
We need to get the buy-in from our supply-chain and manufacturing teams by providing proof of the incremental value provided by S/4HANA. Let them SELF DISCOVER!



# Continuous Value Management

## How-To Build a Compelling Story?

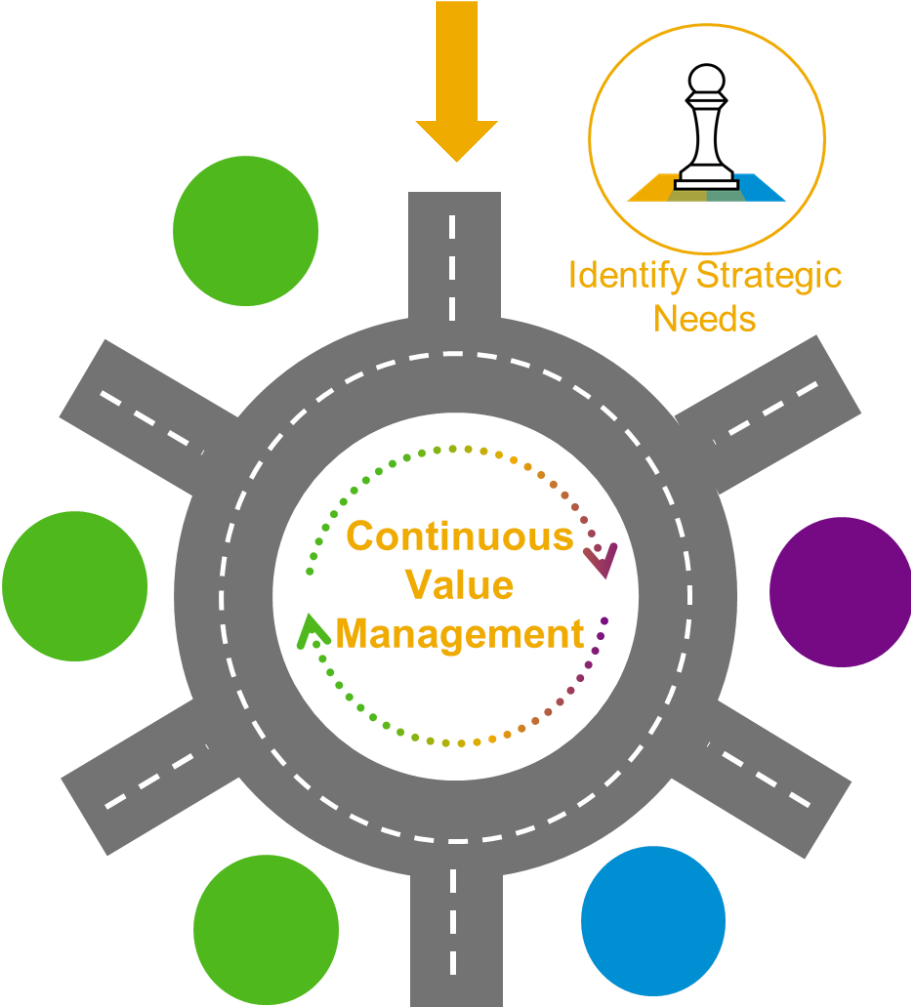
**IDENTIFY**  
compelling  
business outcomes  
&  
lead buying cycle



**STEP-BY-STEP**  
business  
innovation  
adoption

# Continuous Value Management

## Identify eByke Motors Strategic Manufacturing & Supply Chain Needs



**Activities:** Schedule a session with the eByke Motors manufacturing & supply chain teams to review BSR analysis and recommendation.....

The slide displays "Next-Generation SAP Business Scenario Recommendations for SAP S/4HANA". It includes a table with customer and system information, the SAP Digital Business Services logo, and a footer with a confidentiality notice and a "GET STARTED" button.

<b>Next-Generation</b>			
<b>SAP Business Scenario Recommendations for SAP S/4HANA</b>			
Customer Name:	eByke Motors Tbk		
Customer Number:	35998	System ID:	AOP
Date of analysis:	3 Sep, 2019	Current Release:	SAP ERP 6.0
Country:	Indonesia	Database:	Oracle
Industry:	Automotive Industry		

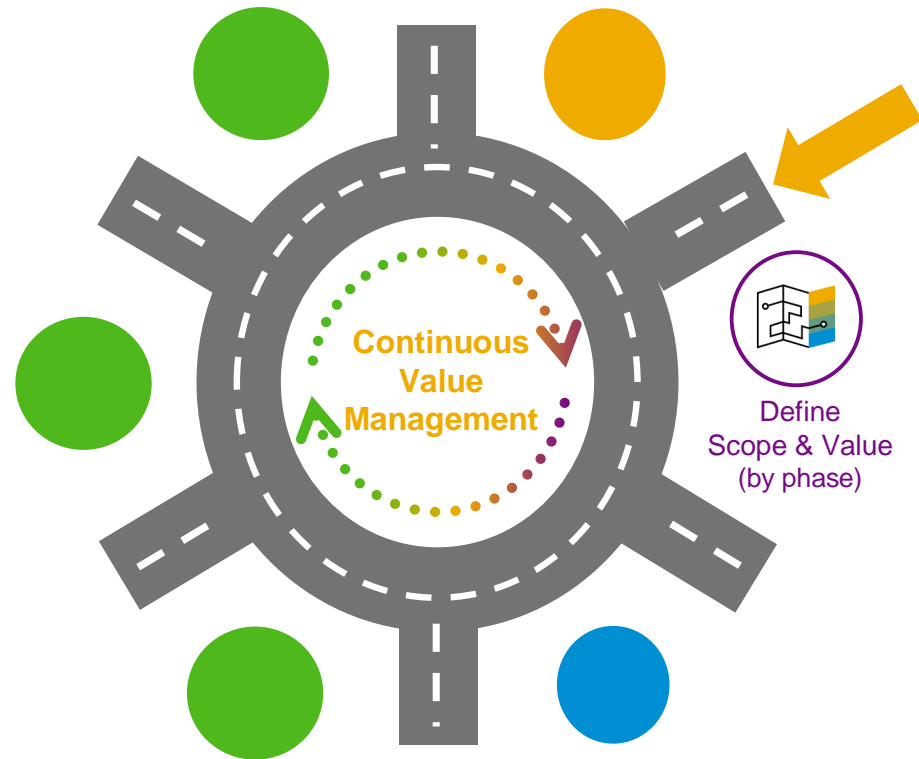
**SAP Digital Business Services**

Confidential Limited to eByke Motors Tbk

GET STARTED >

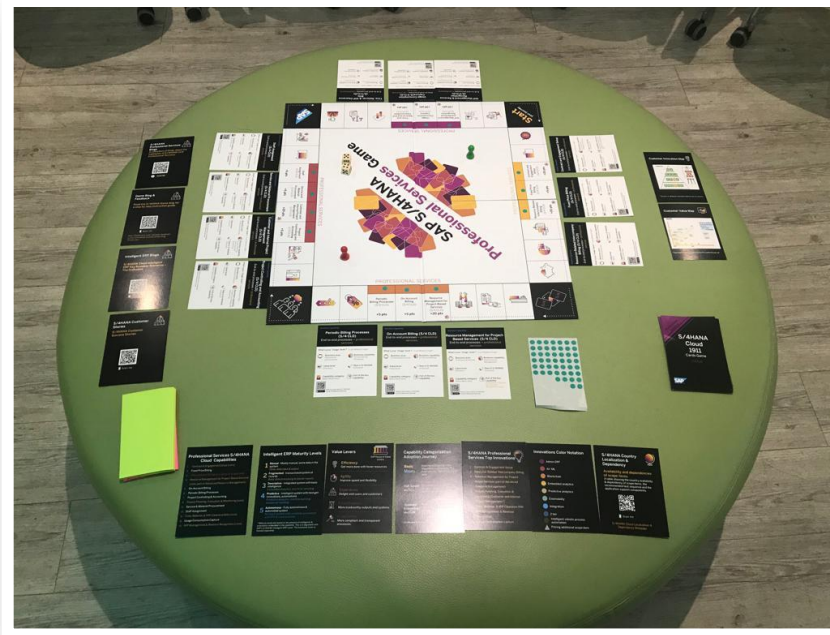
# Continuous Value Management

Define Scope & Value (by phase)



## SAP S/4HANA Cards Game

*Empower customers by functional area to **self-discover** relevant capabilities, value (top KPI) and relevant innovations*

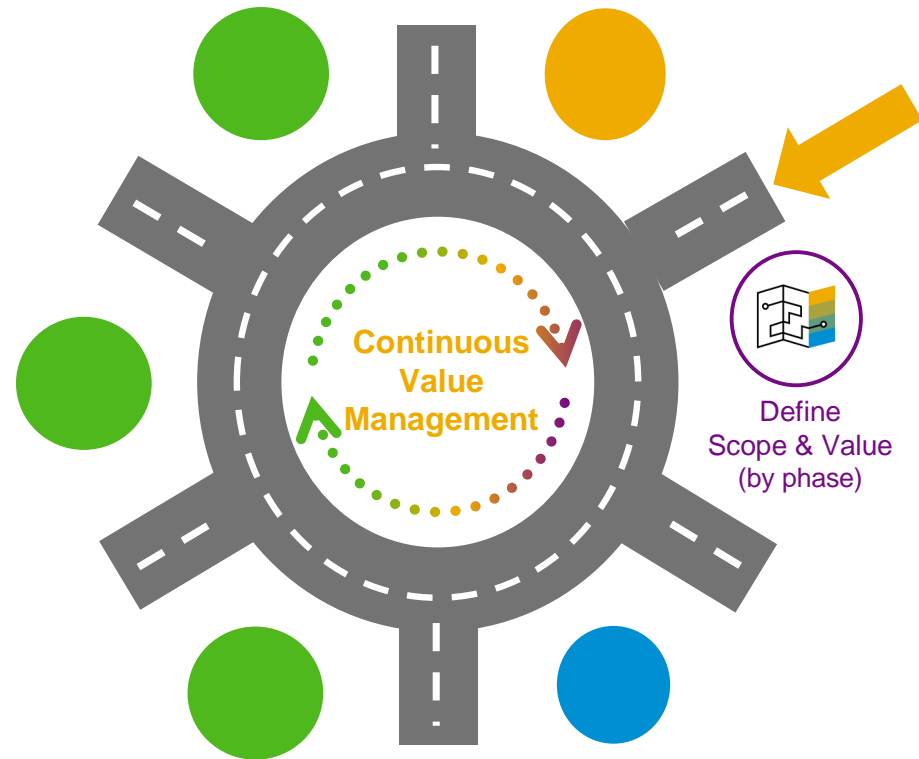


All you need: [S/4HANA Cards Game](#)  
(part of SAP MOVEMENT JAM page)



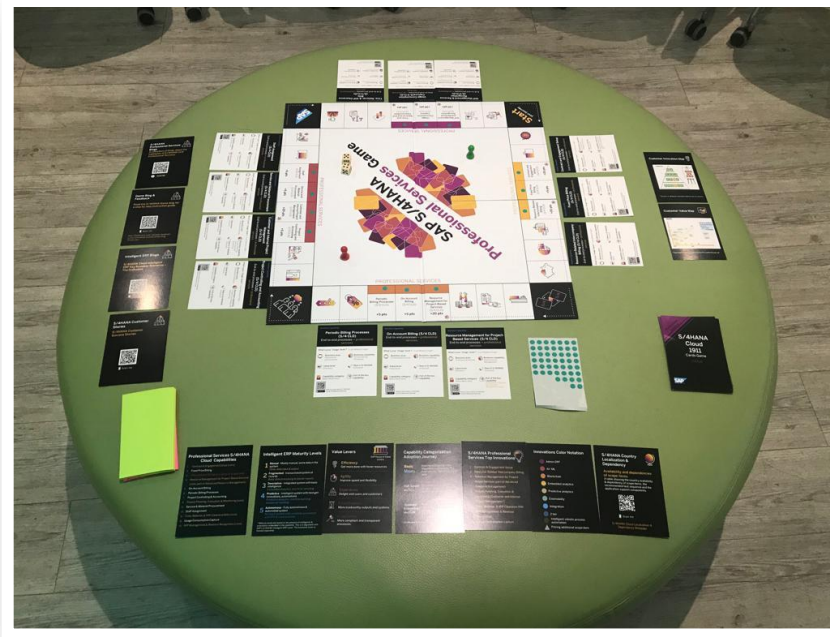
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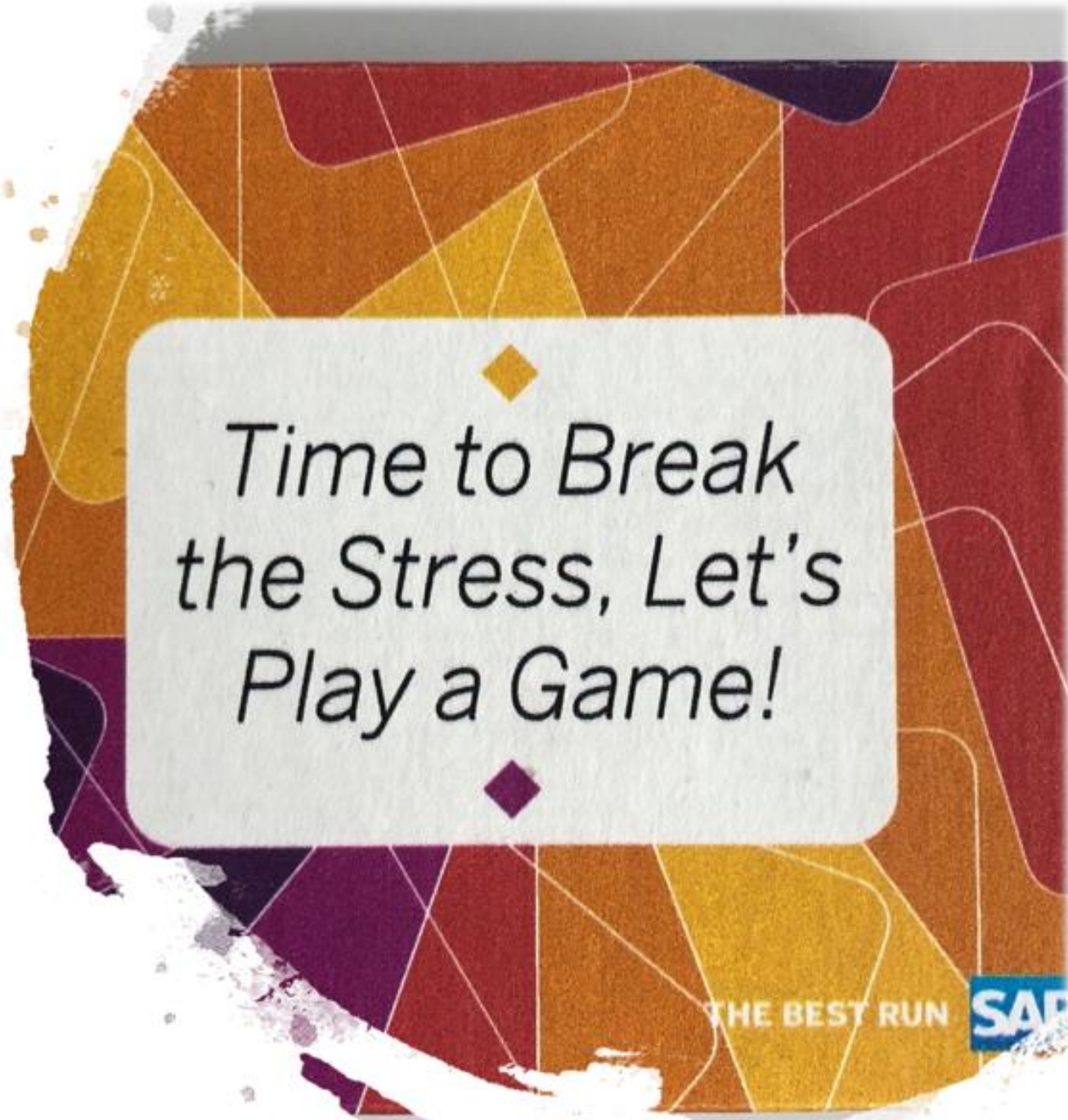
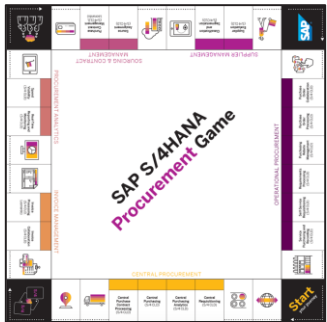
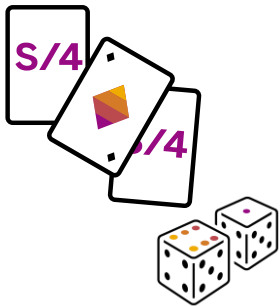


All you need: [S/4HANA Cards Game](#)  
(part of SAP MOVEMENT JAM page)

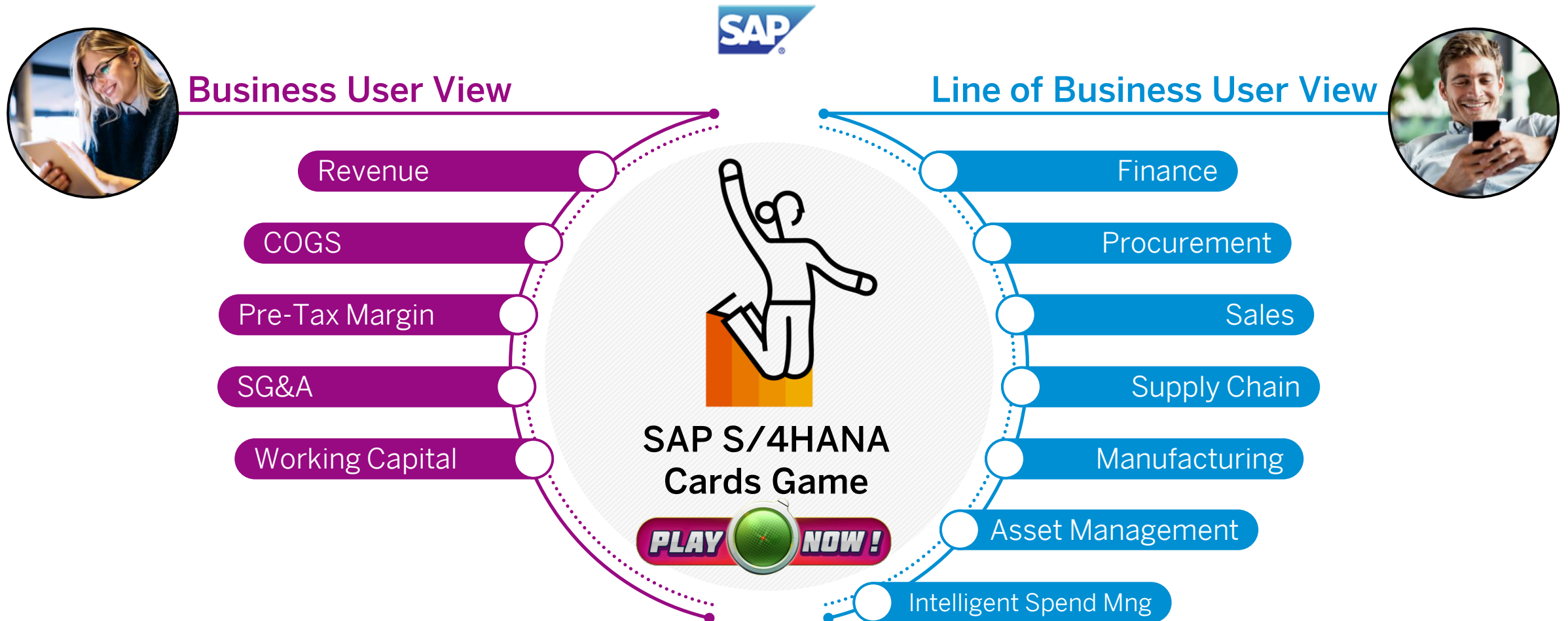


# Virtual S/4HANA Supply Chain Cards Game

A refreshing gamified digital approach to create 'Innovation Map', 'Value Maps' & 'Business Case'. **You lead, we follow !**



# Launching the Virtual, Team-based 'SAP S/4HANA' Solution & Business Value Discovery Game!

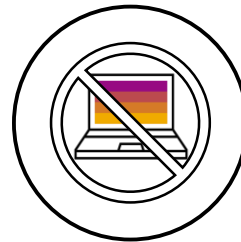
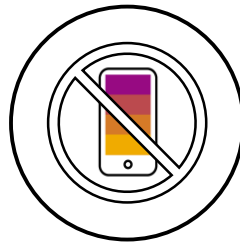
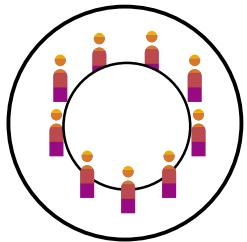
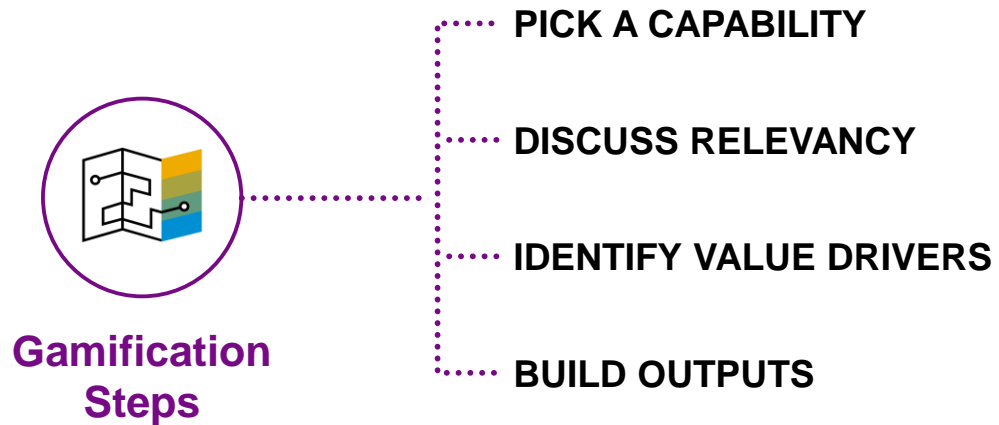


**Click any buttons above to explore how you can  
unleash S/4HANA to achieve your Business or LoB  
goals**

# SAP S/4HANA CARDS GAME

## Define Scope & Value (by phase)

### How to play?



Whiteboard?



# eByke Motors: Supply Chain Challenges Expanding Retail Outlets

## Leverage BSR Insights to Focus Incremental Value Discovery



eByke plans to capitalize on rapidly expanding market.....opening 300-500 new retail outlets by 2023>

### Insights Taken From eByke Motors BSR:

#### Potential Business Impact



**Reduce Days in Inventory**

Days in Inventory defines the average number of days that the company holds its inventory before selling it

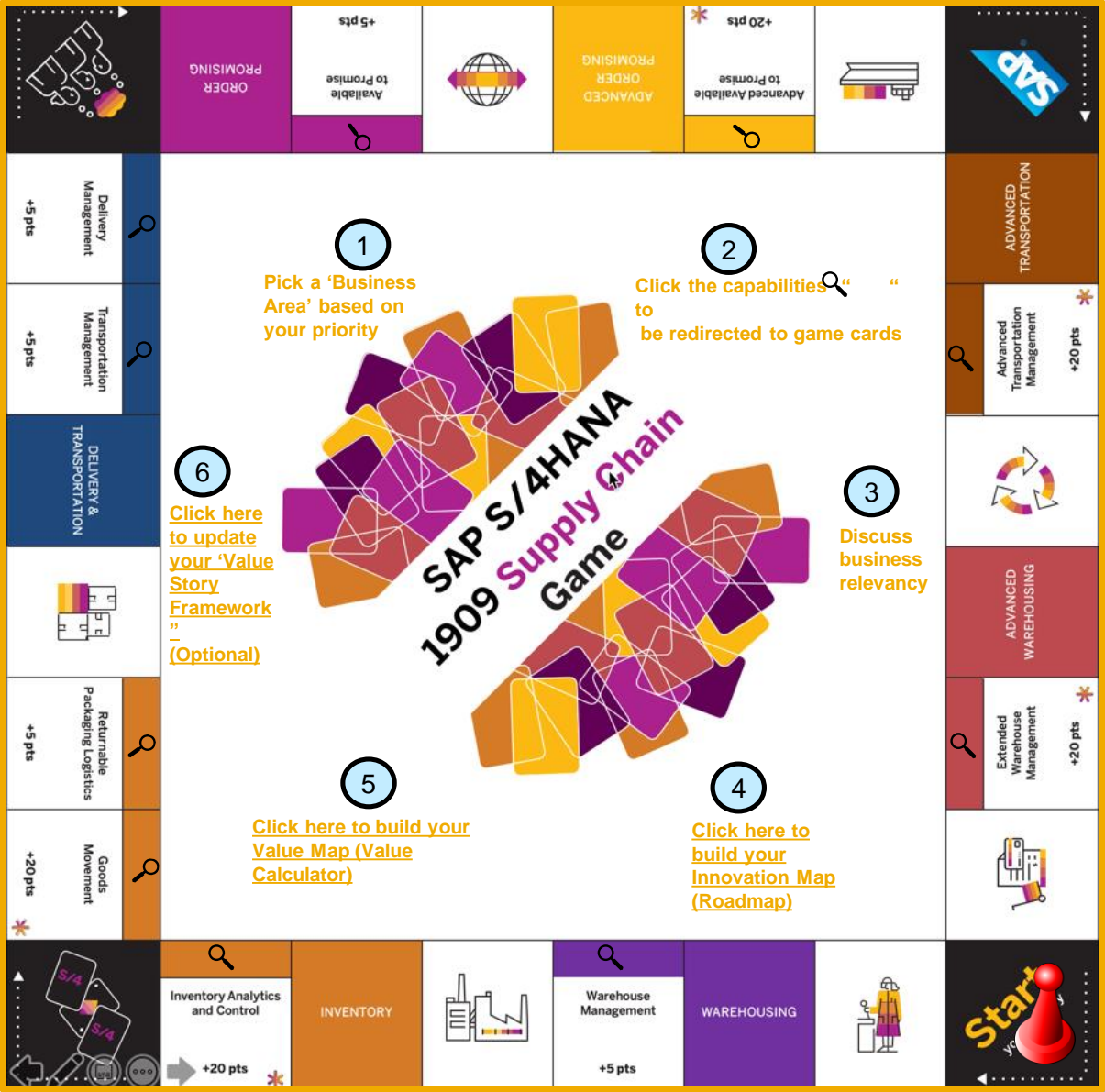
- **Reduce order fulfillment lead time**
- ☐ **Improve customer satisfaction**
- ☐ **Reduce warehouse management cost**
- ☐ **Reduce revenue loss due to stock-outs**

#### Potential Business Capabilities

- **Extended Warehouse Management**
- **Advanced Available to Promise**
- **Inventory Analytics and Control**



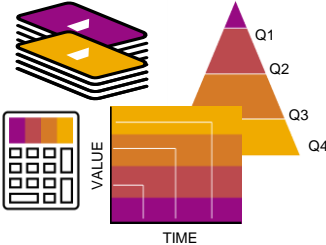
# SAP S/4HANA CARDS GAME



Team based S/4HANA Discovery Approach



Present your findings to your team



Build your Innovation Map & Value Map

# Build eByke's SAP S/4HANA Supply Chain Innovation Map (Roadmap)

- After reviewing the cards, click on the 'Home Button' to go back to the game board



Pin Your Capabilities here



Current



SAP S/4HANA Supply Chain Solution Capabilities for your reference



Relevant



Not Relevant

Short-Term

Mid-Term

Future



# S/4HANA Cloud Value Calculator Business Case Simulation

- After reviewing the cards, click on the 'Home Button' to go back to the game board



Welcome to S/4HANA Value Calculator

Select Industry

Enterprise Manager Professional Services

Professional Services

Revenue

100,000,000

7.17%

7,173,941

33.2%

906,737

0.162%

higher Margin

more money

higher return on working capital

cash released

revenue growth

Update phase 0

Update phase 1

Update phase 2

Update phase 3

Supply Chain

Order Processing

Improvements From Legacy To S/4H Cloud

Improvements From ERP To S/4H Cloud

Supply Chain\*\*

Order Processing

Value Drivers

Average / Customer Values

Improvement of new Releases

Supply Chain

Warehouse

Days in Inventory

80.9

2.67

Supply Chain\*\*

Advanced

Cost of Services (% of Revenue)

62.1

6.91

Supply Chain\*

Advanced

Fixed Administration Costs

Supply Chain\*\*

Warehouse

Days Sales Outstanding

Supply Chain

Delivery

Customer Churn (% of operating income)

Supply Chain

Delivery

Revenue loss due to stock outs

Supply Chain

Delivery

Revenue From Up selling

Application Platform

Process

Return on Marketing Investment (ROMI - % on Marketing expenses)

Resources Utilization

Customer's Value Map for SAP S/4HANA

Profitability

5.11%

Higher Profitability

5.03%

Higher Profitability

6.75%

Higher Profitability

0.13%

Higher Profitability

Working Capital

23.06%

Higher Return on Working Capital

22.76%

Higher Return on Working Capital

30.42%

Higher Return on Working Capital

1.43%

Higher Return on Work

Cash

516,540

More cash released

540,967

More cash released

586,232

More cash released

512,953

More cash released

Revenue Growth Assets Efficiency

0.14%

Revenue Growth

0.14%

Revenue Growth

0.14%

Revenue Growth

0.14%

Revenue Growth

Phase 0

Phase 1

Phase 2

Phase 3

Time

Line of Business

Solution Capability

Line of Business

Solution Capability

Line of Business

Solution Capability

Line of Business

Solution Capability

Manufacturing

Production Control

Sales

Sales Billing

Finance

Entity Close

Supply Chain

Goods Movement

Manufacturing

Lean Manufacturing

Sales

Sales Claims Returns & Refund Management

Finance

Financial Accounting

Supply Chain

Inventory Analytics and

Manufacturing

Production Execution

Sales

Sales Contract Management (ERP)

Finance

Financial Reporting

Supply Chain

Available to Promise

Manufacturing

Repetitive Manufacturing

Sales

Incentive and Commission Management

Finance

Revenue and Cost Accounting

Supply Chain\*\*

Advanced Available to F

Manufacturing

Just-In-Time Processing

Sales

Sales Master Data Management

Finance

Accounts payable

Supply Chain

Warehouse Manager

Manufacturing

External Processing

Sales

Sales Order Management and Processing

Finance

Accounts Receivable

Supply Chain\*\*

Extended Warehouse M

Manufacturing

Production Control

Sales

Sales Quotation Management

Finance

Cash Management

Supply Chain\*

Advanced Warehouse N

Manufacturing

Subcontracting

Sales

Sales Monitoring and Analytics

Finance

Electronic Bill Presentment and Payment

Supply Chain\*\*

Advanced Warehouse N

Manufacturing

Material Requirements Planning

Sales

Sales Rebate Management

Finance

Settlement Management

Supply Chain

Delivery Management

Manufacturing

Production Scheduling

Sales

Price Management

Finance

Advanced Compliance Reporting

Supply Chain

Transportation Manage



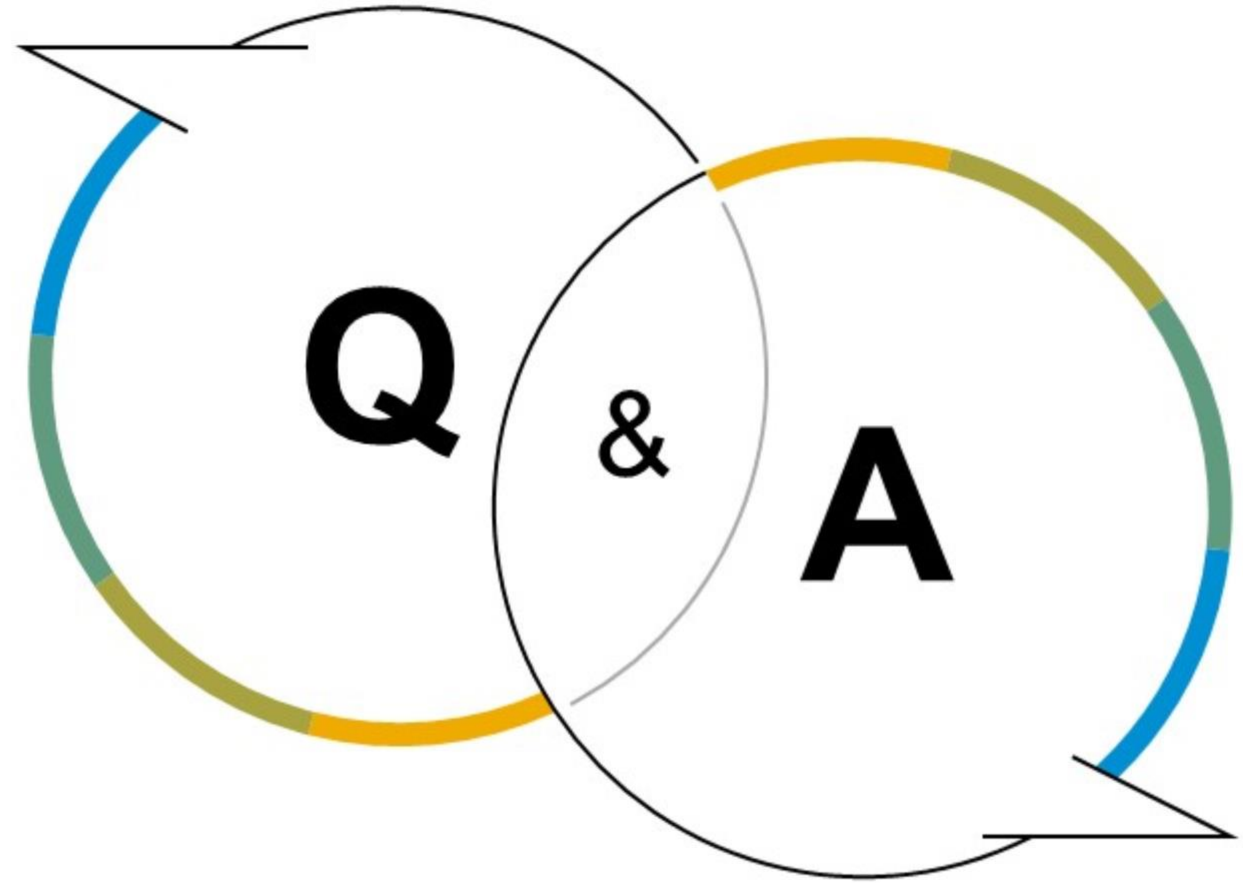
After reviewing the cards,  
click on the **'Home Button'**  
to go back to game board

# How to get started with the game:

1. Please read the game blog: [LINK](#)
2. Watch the game introduction video: [LINK](#)
3. Download the game contents from:
  - SAP JAM [LINK](#) (INTERNAL SAP)
  - Or
  - Sharepoint forlder [LINK](#) (Public)
  - Or
  - SAP ACTIVATE Portal [LINK](#) (Customers & Partners)
4. Play the game with your team to discover SAP S/4HANA & build your roadmap & value map
5. Contact us (William Bowers, Saurabh Choudhuri or Sophia Filaktou) for arranging an enablement session for your team or customer/partner workshop.



**Your Questions**  
**Our Answers**



# •HOW CAN I LEARN MORE?

[WWW.SAP.COM/JOINTHEMOVEMENT](http://WWW.SAP.COM/JOINTHEMOVEMENT)

# Thank you



Contact information:

**Cary Samulka**

Global Partner Manager  
SAP Knowledge & Education

[Cary.Samulka@sap.com](mailto:Cary.Samulka@sap.com)



Contact information:

**William 'Bill' Bowers**

S/4HANA Solutions Management & GTM  
Customer Value & Success

[William.Bowers@sap.com](mailto:William.Bowers@sap.com)