SAP S/4HANA MOVEMENT
Transforming Customer Experience with Gamification

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

Cary Samulka
Global Partner Manager
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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

* SAP S/4HANA Simulation by Baton Simulations

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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?

<table>
<thead>
<tr>
<th>Who</th>
<th>When</th>
<th>Why</th>
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| Executives         | • Address knowledge gaps about the role and benefits of SAP | • Build appreciation of the value and integrated nature of SAP S/4HANA for your organization  
|                    |                                                | • Understand SAP S/4HANA from the end user’s perspective             |
|                    |                                                | • Build a sponsor coalition                                          |
| Project Teams      | • New project rollouts  
|                    | • New phase of implementation  
|                    | • Migrations                                                        | • Understand the benefits of integration  
|                    |                                                | • Develop teamwork and improve motivation  
|                    |                                                | • Understand the functions of SAP S/4HANA before go-live             |
| Software Users     | • Pre-Implementation  
|                    | • Post-implementation when inefficiencies are discovered            | • Understand the power of SAP and increase user acceptance            |
|                    |                                                | • Discover inefficiencies in the business cycle                      |
| New Employees      | • During the onboarding process  
|                    | • Refresher training workshops                                  | • Quickly develop a deep understanding of SAP S/4HANA                |
|                    |                                                | • Instill commitment and loyalty to the organization               |
| IT Professionals   | • Anytime                                        | • Broaden functional understanding                                  |
|                    |                                                | • Engage with users from a business perspective                    |
|                    |                                                | • Use as a dynamic sandbox                                         |
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 complete with other teams in a powerful and 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

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

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

Packed with action, business decisions, and analytics.

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

SAP S/4HANA Simulation website
Visit >

SAP Training Shop
Visit >

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

"In just a few years, many of companies have joined the group." Dominique Tessaro, CIO of eByke Motors

€12.6b
2018 revenue

18
countries

€9.3b
2014

€12.6b
2018

8%

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 Indonesien Electronic Motorcycle Market

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”)

1 SINGLE SAP CLIENT

➢ 1,5 M Vend. Invoices / Year
➢ > 1 M Cust. Invoices / Year

18 COUNTRIES

€10bn
MANAGED ON SAP

32,000
USERS

DEPLOYED: 80% by 2022

REMAINING 20% BY 2023

FI / CO / PS / HR time & payroll / SD / MM / CS / PP / PM 20 FIORI Apps / Enterprise Portal

350 COMPANIES

4,500,000
LINES OF CODE
How to build a Value Story
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...

**Emotional Connection**

THE Critical Business Impact that SAP addresses in a differentiated way

(Creates ‘Sense of Urgency’ & Why-Now)
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?

Continuous Optimization

Identify Strategic Needs

STEP-BY-STEP business innovation adoption

IDENTIFY compelling business outcomes & lead buying cycle

Measure Value Realized

Define Scope & Value (by phase)

Implementation (by phase)

Business Case & Roadmap Development

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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.....
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)
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)
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?

Gamification Steps

- PICK A CAPABILITY
- DISCUSS RELEVANCY
- IDENTIFY VALUE DRIVERS
- BUILD OUTPUTS

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

1. Pick a "Business Area" based on your priority
2. Click the capabilities to be redirected to game cards
3. Discuss business relevancy
4. Click here to build your Innovation Map (Roadmap)
5. Click here to build your Value Map (Value Calculator)
6. Click here to update your 'Value Story Framework' (Optional)

Present your findings to your team

*Press ‘ESC’ in presentation mode to reset pawn position to ‘Start’
After reviewing the cards, click on the ‘Home Button’ to go back to the game board.

Pin Your Capabilities here

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

- Relevant
- Not Relevant

- Extended Warehouse Management (S/4 OP)
- Transportation Management (S/4 OP)
- Inventory Analytics and Control (S/4 OP)
- Advanced Transportation Management (S/4 OP)
- Available to Promise (S/4 OP)
- Advanced Available to Promise (S/4 OP)
- Returnable Packaging Logistics (S/4 OP)
After reviewing the cards, click on the ‘Home Button’ to go back to the game board.

Welcome to S/4HANA Value Calculator

Select Industry:

- Professional Services
- Supply Chain

LOB: Business Area

- Supply Chain: Order Processing
- Supply Chain: Warehouse
- Supply Chain: Delivery

Value Drivers:

- Average F/Customer Value
- Improvement of new releases

Days in Inventory: 80.9

Cost of Services (% of Revenue): 62.1

Fixed Administration Costs:

- Days Sales Outstanding
- Customer Churn (% of operating income)
- Revenue loss due to stock outs

Revenue From Up selling:

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

Inventory Turnover:

Customer’s Value Map for SAP S/4HANA

- Profitability
- Work Capital
- Revenue
- Revenue Growth Efficiency

Phase 0

Phase 1

Phase 2

Phase 3

Set Averages

Line of Business

- Manufacturing: Production Control
- Manufacturing: Lean Manufacturing
- Manufacturing: Repetitive Manufacturing
- Manufacturing: External Processing
- Manufacturing: Production Control
- Manufacturing: Subcontracting
- Manufacturing: Material Requirements Planning
- Manufacturing: Production Scheduling

Solution Capability

- Sales
- Finance

Time

- 0
- 1
- 2
- 3

- Update phase 0
- Update phase 1
- Update phase 2
- Update phase 3

- 46
- 100,000,000
- 7.17%
- 7,173,941
- 33.2%
- 906,737
- 0.162%

- 4.6%
- 10.8%
- 12.6%
- 14.4%

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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 folder [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.
• HOW CAN I LEARN MORE?

WWW.SAP.COM/JOINTHEMOVEMENT
Thank you

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