Agenda

1. About Keytree – 2 mins
2. Innovation in Integration Projects – 10 mins
3. Case Study – Alpha – 5 mins
4. Case Study – Gama – 3 mins
5. Keytree – SAP Partner Engagement & Useful material for transitioning into the cloud world. – 1 min
Keytree Overview

Founded 2006
One of the UK’s fastest growing tech companies

Global Solution
Projects delivered into 100 countries

Cloud Platform world leaders
Winner of the SAP Pinnacle Award 2020 – SAP Cloud Platform Partner of the Year

100% Delivery
Management, functional, technical delivery, change management and support, no failed projects

Strong partnerships with SAP & Apple with 30+ Awards for project quality & innovation

Enterprise class
Customer Experience & Business Operations
Our Locations for Global Delivery and SAP Excellence

Implementations in over 100+ countries, 24/7 support, across all continents
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<tr>
<th>QUALITY</th>
<th>BUSINESS</th>
<th>COMPETITIONS</th>
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<tr>
<td>SAP Pinnacle Awards Gold Winner 2020</td>
<td>Golden European Transformation Project 2018</td>
<td>The Prince’s Trust Social Challenge 2019</td>
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<td>SAP Quality Awards EMEA Silver Winner 2012</td>
<td>Cool Vendor in Retail</td>
<td>Winner Lifestyle &amp; Gaming Wearable Computing Innovation World Cup</td>
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<td>Great Little British Battlers 2015</td>
<td>Cloud Innovation World Cup Winner 2015</td>
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Innovation in Integration Projects— Moving Away from Lift & Shift Mindset

According to Gartner, The average business transaction now crosses 40+ different back-end systems, connecting new information and operationalizing it across the entire enterprise via API(S) can drive automation and process efficiency.

The right integration strategy allows organizations to cut complexity and drive tangible business value however IT teams often struggle to rally their organizations behind a new digital integration approach. A key reason for this is that we are not communicating the value story of integration projects in a clear and compelling way that connects with the customer!

Integration Story

Distribute
Meter read data from devices into SAP S/4 HANA system

Technology Story

Validate the meter reads, identify dubious meter reads and flag issues, perform re-reads and update billing systems

Business Story

Compile, manage and process meter reads accurately without any manual tasks for business

Value Story

1. Transparency in billing earns customer loyalty
2. Less Customer complaints
   increases staff productivity

RPA, AI to automate validation of meter reads, auto-correction of meter readings based on previous history, auto correction of customer billing
Integration Project Innovation – Tangible Benefit Case for API Strategy

**Operational Value Use Case:** Reusable assets maintain secure, scalable integration assets instead of custom, duplicative, point-to-point code, speed to delivery

- Identify number of interfaces to build
  - 100

- Identify re-use percentage across projects if we build via API(S)
  - 50%

- Cost to Build & Maintain one Interface
  - 1000$

- Calculate cost saving per project if 50 API(S) are reused
  - 50 * 1000 = 50000$

- Extrapolate the costs for all projects in 2 years

- 1000$ cost saved everytime API is reused

- 50,000$ Cost saving per project by API reuse
Innovation in Integration Projects - Value Benefit Case for API Strategy

Customer Value Use Case: APIs can generate massive amounts of value, IT Consulting teams should analyse where value can be created and show the value curve in terms of revenue, customer experience, and productivity.

Identify and Prioritize Business Value Metrics for Integration Projects for getting enough traction for API(S)

1. Conduct Design Thinking Workshops to discover business critical bottleneck customer journeys or processes
   - Workshop Questionnaire
   - Process Mining

2. Identify how fixing bottleneck process gaps can generate business value
   - Create to-be automated processes
   - Co-Innovate with business teams

3. Evaluate the right solution to modernize and integrate legacy systems for deriving business value
   - Identify Opportunities to apply ML, RPA, Data Science via API(S)

4. Playback the Story to business teams and pilot cornerstone business critical process
   - Set Success Criteria
   - Embrace Agile Mind-set
Transforming Integration Challenges into Connected Enterprise Assets

1. ESB Upgrade or IPAAS solution Implementation
2. Multi Cloud Integration Challenges
3. Real Time Event Based Integrations
4. Data Cleansing & Enrichment
5. High Volume Data Migration to Cloud
6. Duplicate Interface Connections
7. Multi-Cloud Data Transfer
8. Modernizing Legacy Batch Interfaces
9. Skilled Workforce on new cloud tools
10. No Cloud/API First Strategy
11. Opex Costs
12. Data Security
Case Study – Alpha

Industry – RETAIL
LoB – Sales, Marketing and Retail

Project Objectives

• Transform their CRM suite using SAP C/4 HANA across geographies US, CANADA, EUROPE, AUSTRALIA AND MEXICO

• Decommission old legacy CRM applications to enhance and personalize their customers’ journeys while respecting their preferences and privacy and

• Turn customer data into actionable data for audience segmentation, targeted marketing campaigns

Challenges

• High Volume Integration of new breed SAP and non-SAP cloud technologies with client’s legacy applications

• Global Roll-out in short span with a phased approach (NA, Europe, APAC) and environmental challenges

• Migrations of Millions of Customer and Interactions with Compliance to General Data Protection Regulations
Achievements - Case Study Alpha

1. One of the world’s largest SAP C/4 HANA and SAP CPI roll-out in terms of Volume

2. Migration of 30+ Million Customers, 50+ Million Vouchers, 50+ Million Orders & 80+ Million Marketing Interactions

3. Million API Calls per hour processed successfully on CPI during DATA Migration with 3 CPI Nodes

4. Real-time segmentation/targeting to communicate with customers with personalised messages and offers based on customers previous activity (including purchases - both in store and on-line)

5. Discovery, Design, Build, Deploy & Test in 6 Months

6. Data Migration Reconciliation Success Rate 99.8% with full audit and error logging of each failed ODATA API packet for each file

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<th>Records in File</th>
<th>No.of Files processed per hour</th>
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<tr>
<td>100,000 Records</td>
<td>10 to 15k files</td>
<td>5MB</td>
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Case Study – GAMA

Project Objectives

• Client has acquired new SAP SuccessFactors applications and wants a transition from their legacy HR applications to SAP Cloud

• **Lower Cost of Ownership**: Reduce HR landscape maintenance cost, higher ROI, faster development and deployment across multiple countries

• **Simplified Integration Architecture**: Expose HR master data consistently and securely across all countries using global integration platform

Challenges

• API provider model is bleeding edge for the client

• Deployment of API First model into multiple countries and hence buy-in of API first model was challenging due to the volume of the consumers

• Transition of CoE Service Operation model from Shared Service Model to LoB Provider/Consumer Model
Achievements - Case Study GAMA

1. The Integration Architecture Simplified by decommissioning existing P2P integration between consumers and provider and adapting to Consumer driven pull approach

2. API First development approach where the consumers would be accessing HR data for relevant data points using SAP API Management

3. Reduced TCO for client in distributing the HR Master data

4. Transition of Client’s Integration Service from Shared Service CoE to LOB Model
# Keytree – SAP Partner Engagement

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Thank you