SAP Integration Webinar

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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**

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Keytree Overview

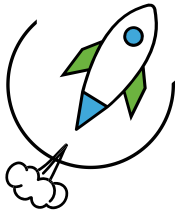
Founded 2006

One of the UK's fastest growing tech companies

Global Solution

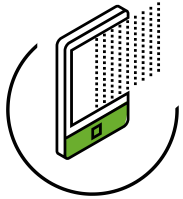
Projects delivered into

100 countries



Cloud Platform world leaders

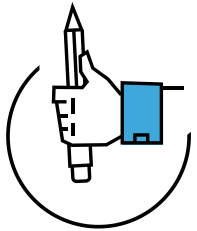
Winner of the SAP Pinnacle Award 2020 – SAP Cloud Platform Partner of the Year



100% Delivery

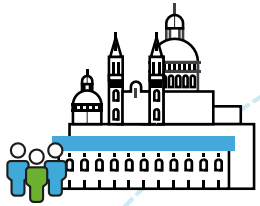
Management, functional, technical delivery, change management and support, no failed projects

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



Enterprise class

Customer Experience & Business Operations



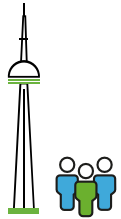
Spain

London HQ

Wales

India

Australia



Canada

Our Locations for
Global Delivery and SAP Excellence

Implementations in over 100+ countries, 24/7 support, across all continents

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QUALITY

- SAP Pinnacle Awards Winner 2020
- Customer Quality Awards Gold Winner 2018
- Customer Quality Awards Gold Winner 2017
- Customer Quality Awards Gold Winner 2016
- Customer Quality Awards Gold Winner 2015
- Customer Quality Awards Gold Winner 2014
- Customer Quality Awards Gold Winner 2013
- Customer Quality Awards Gold Winner 2012
- SAP Quality Awards EMEA Silver Winner 2012

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BUSINESS

- Golden European Transformation Project 2018
- SAP Business Transformation for Greggs Plc 2017
- EMEA Partner of the Year for SAP Cloud Platform 2016, 17
- Amazon Web Services (AWS) Partner
- EMEA Partner of the Year for Innovation 2013
- Sunday Times Tech Track 100 2012, 2013, 2014
- UX & Mobile in Agile
- UK & Ireland Partner Award for Innovation 2011, 2012
- Cool Vendor in Retail
- Great Little British Battlers 2015

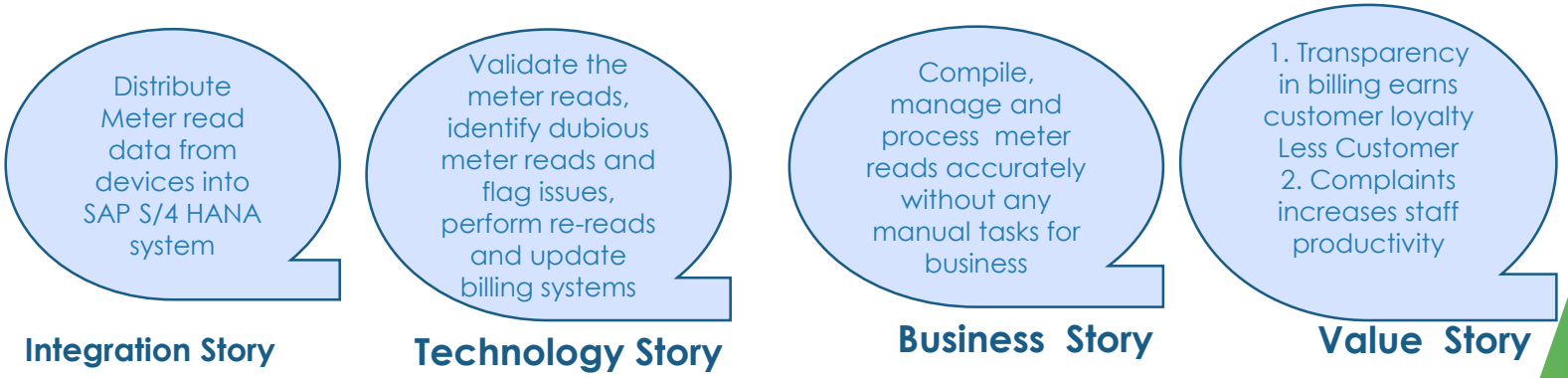
COMPETITIONS

- The Prince's Trust Social Challenge 2019
- Lord Mayor's Dragon Awards Innovation Winner 2017
- EuroFM Partners for Innovation for Matrix Booking 2017
- Winner BiFM Workplace Impact Award for Matrix Booking 2016
- Global Winner 2016
- Winner SAP TechEd DemoJam Las Vegas 2012, 2014, 2015
- Winner MasterCard Masters of Code 2015
- AR Awards: Most innovative Use of Augmented Reality 2012
- Winner Lifestyle & Gaming Wearable Computing Innovation World Cup
- Cloud Innovation World Cup Winner 2015

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!***



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**

<u>Customer Value Use Case:</u> 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

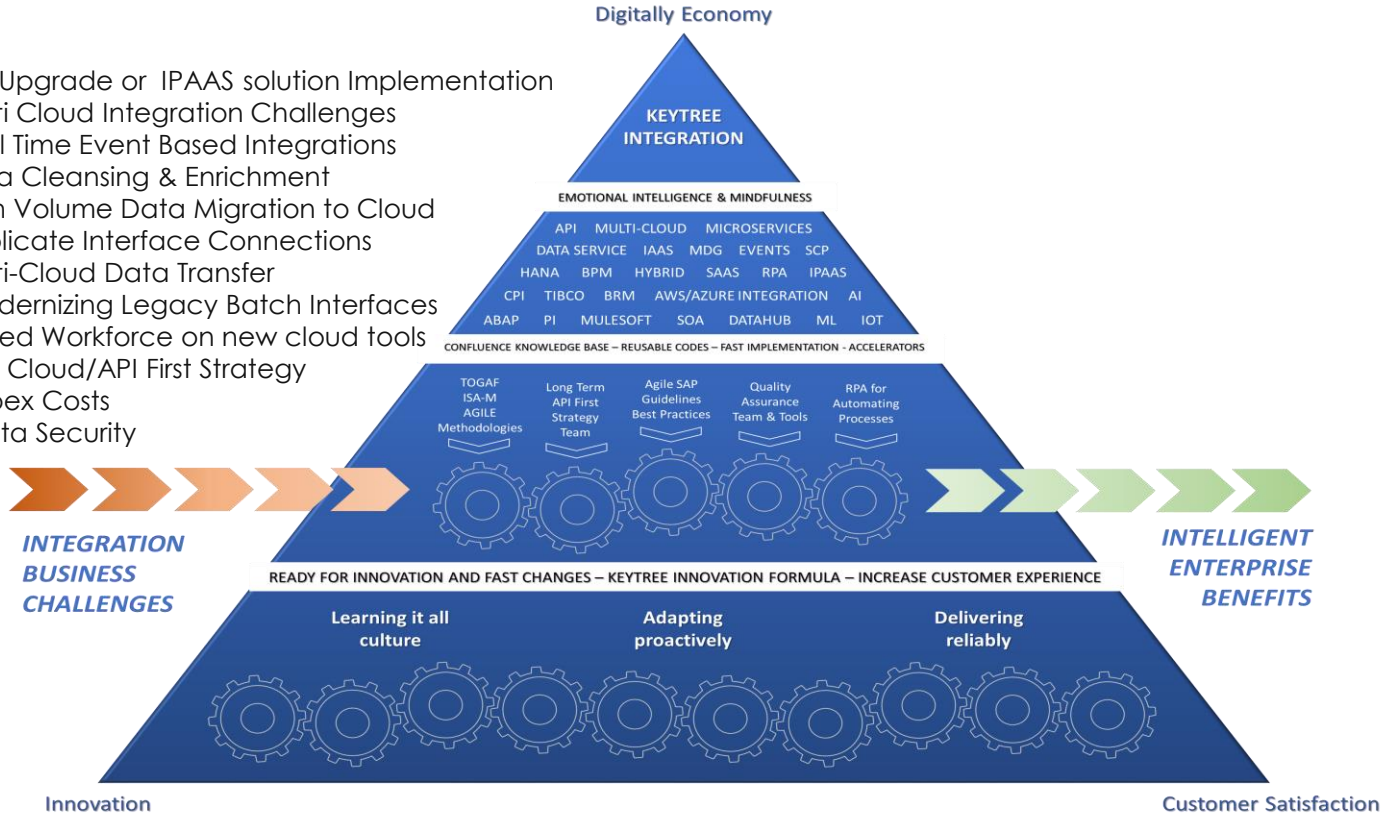
- Identify Opportunities to apply ML, RPA, Data Science via API(S)

4. Playback the Story to business teams and pilot cornerstone business critical process

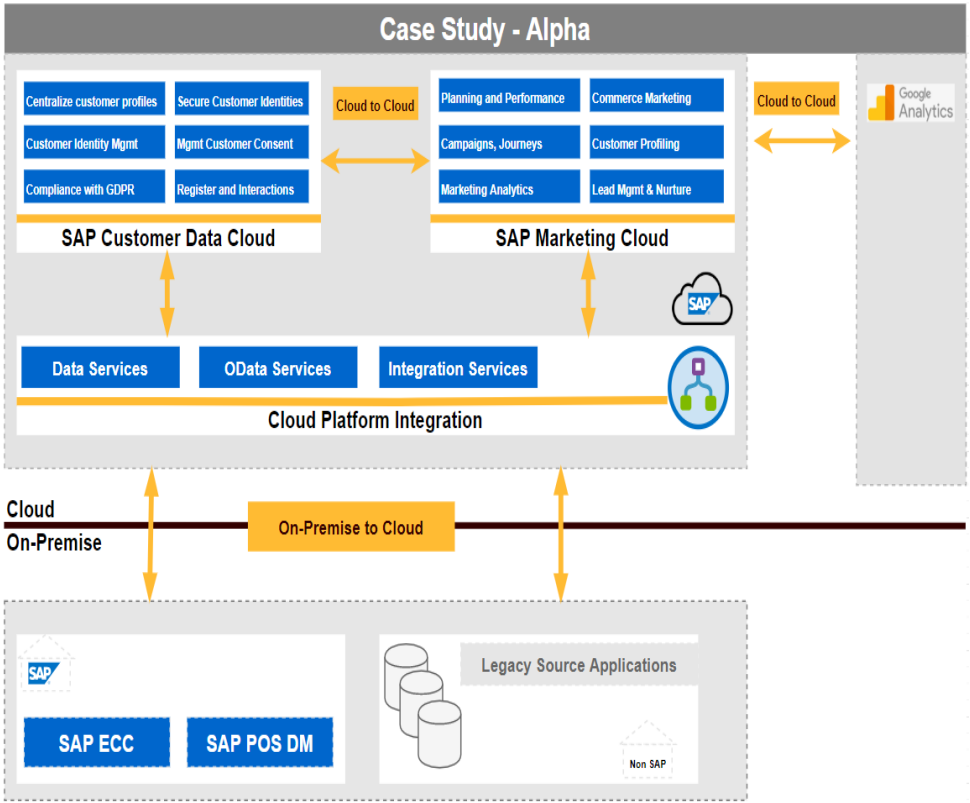
- Set Success Criteria
- Embrace Agile Mind-set

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**



High Level architecture

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

Records in File	No.of Files processed per hour	File Size
100,000 Records	10 to 15k files	5MB

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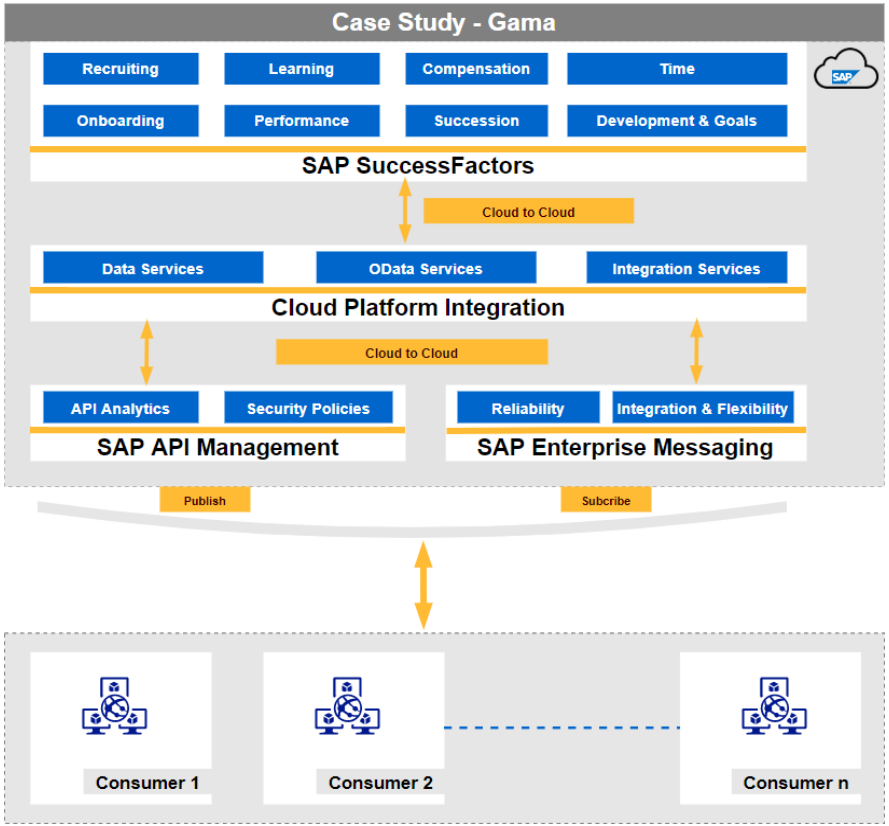
Case Study – **GAMA**



High Level architecture

Industry – TELECOM
LoB – HR

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

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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

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Keytree – SAP Partner Engagement

Type	Title	
SAP CPI Integration Content	SAP Marketing Cloud Integration for Large Volume Data	Link
Blog	SAP CPI Guide for Standards & Best Practices	Link
Blog	Do's and Don'ts's on SAP Cloud Projects	Link
Blog	SAP Data/Integration Tool Procurement Guidelines to Migrate/Integrate data into Cloud from/to On-Premise Systems	Link
Blog	Migration Approach of SAP PI/XI to SAP PO (Hana Enterprise Cloud/On-Premise) or Cloud Platform Integration Apps or API Management	Link

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Thank you