

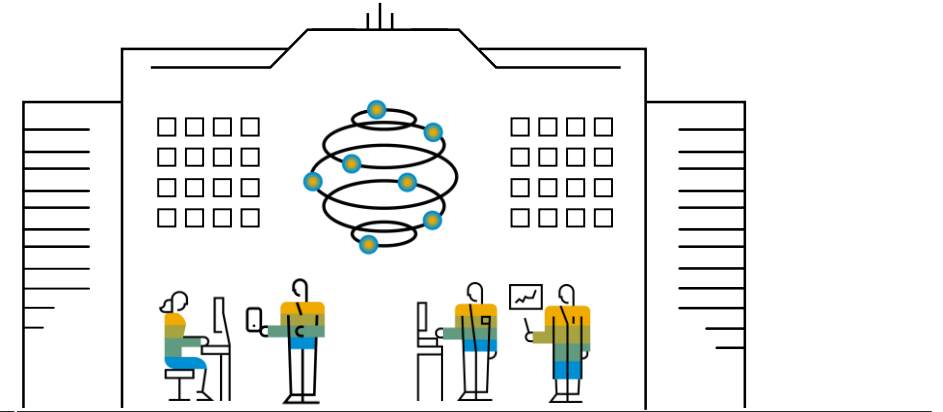
SAP S/4HANA MOVEMENT PROGRAM

Drive adoption of SAP S/4HANA in ERP Installed Base

S/4HANA MOVEMENT Program is a Cross-board initiative to answer the customers most critical questions:

- Why would it be beneficial to “MOVE” now?
- Can SAP S/4HANA address my business and IT requirements?
- How does SAP optimize my TCI / TCO?
- Is there sufficient capacity on the market to manage all aspects of the transformation?

Intelligent Enterprise



Main activities: All program activities are linked to the questions above:

Continue to enhance SAP S/4HANA product attractiveness

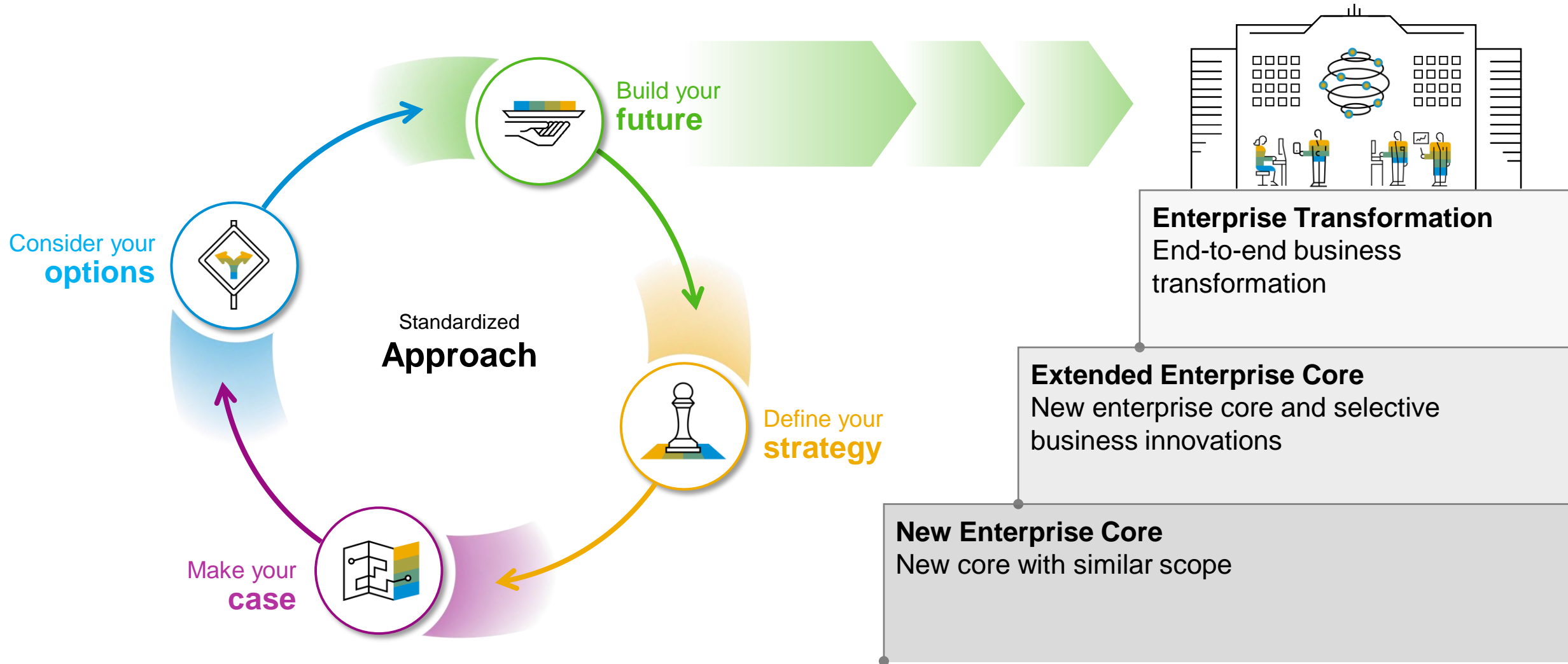
Optimize Tools for the entire customer journey

Optimize & Scale customer engagement frameworks

Engage & educate the Ecosystem

SAP S/4HANA Movement Program

Follow a standardized approach to move to SAP S/4HANA





SAP® Model
Company

Why SAP® Model Company

Business value driver for the move to the Intelligent Enterprise

Andreas Elting, SAP Model Company Portfolio Manager
Simone Feld, GtM Lead SAP Model Company

PUBLIC

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Agenda

- Why is there a need for SAP Model Company offerings?
- What is a SAP Model Company offering?
- How does the portfolio look like?
- Are we working with partners?
- How are SAP Model Company offerings delivered?
- What about commercials?
- Outlook

“SAP Model Company is the baseline for the entire **SAP product portfolio**, for on-premise single tenant & multi-tenant cloud or hybrid platforms, led by industries and based on the LoB platform, fully interoperable – end-to-end.”

Stephan Klein, SVP, SAP Model Company Lead, SAP Digital Business Services

Evolution of SAP Model Company

2016

SAP Value Assurance for S/4HANA

- Methodology per transition scenario
- Flexible scope tailoring & extensions
- Powerful accelerators and tools
- Vendor exclusive skills and guidance



2017

SAP Model Company

- 20 offerings
- Preconfigured, ready-to-run
- Leading end-to-end practices
- On premise, SAP HANA Enterprise Cloud, AWS, Azure

SAP Value Assurance for BW/4HANA

SAP Model Company

- 25+ SAP Model Company offerings
- Enhanced industry coverage
- Partner collaboration model

SAP Value Assurance

- Enhanced integration into the road maps
- Enhanced integration into engagement sizing
- Available for distinct Cloud Solutions



2018

New SAP Model Company

- Interoperability for several offerings
- Extend U.S. baseline
- NEW Platform concept combining Industry- and Line-of-business content
- Partner Framework for more diverse portfolio and flexible engagement

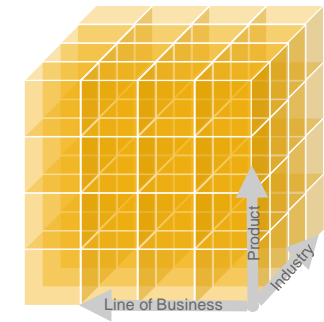


2019

2020*

Establish One Business Process Repository for the Intelligent Enterprise

- Manage Model Company content by industry, line of business and product at the same time by scenario
- Introduce scenario level configuration
- Cover the Market Standard for 24 Industries
- Prepare for Scenario Lifecycle Management
- Extend Partner Framework
- Shift from Reference Solution to an activation approach for easier adoption



*) includes planned innovations that may be subject to change w/o notice

Time to value and continuous innovation adoption are key

Customer challenge

- **Fast changing business requirements** and models requiring intelligent and flexible enterprise solutions
- **High TCO** for non-differentiating processes eats the budget for investments into innovations and differentiating process scope
- **Complexity** of existing systems and solutions blocks continuous innovation adoption
- Lack of guidance on **Industry** and **LoB Best Practices**

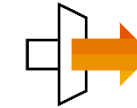
SAP Model Company

One **Market standard** repository with business models and business configuration across all codelines for the **Intelligent Enterprise**



Deliver on the cloud promise

Accelerated innovation adoption and simplification of the **Intelligent Enterprise**



Transform business processes and adopt industry best practices and innovative technologies

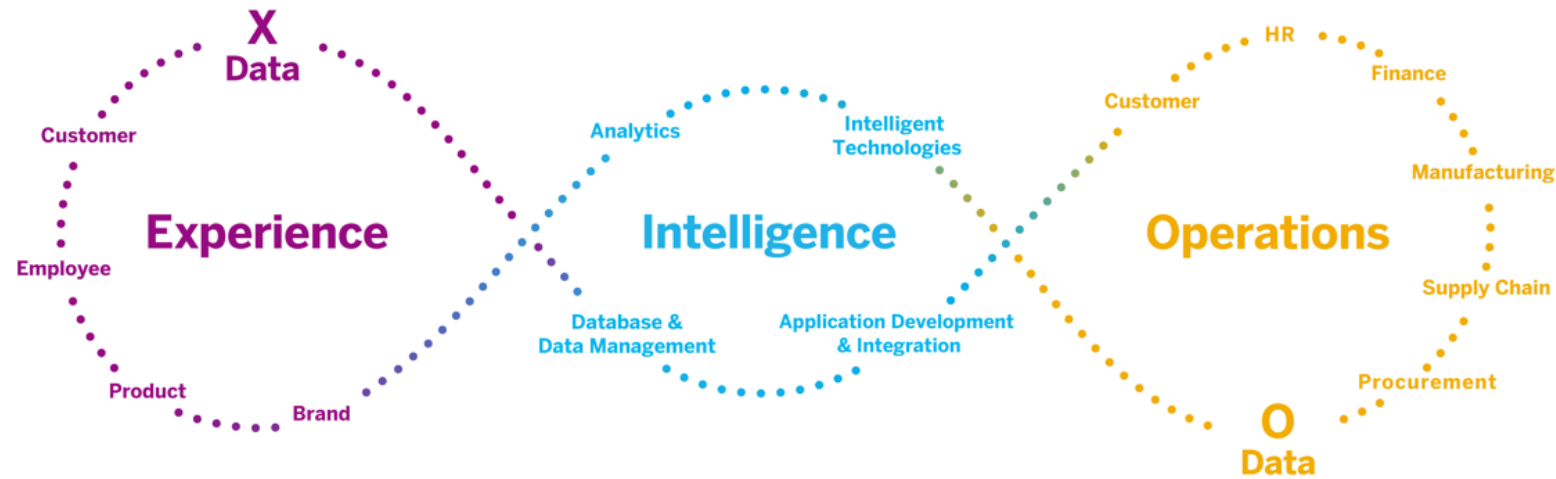


Accelerate implementation for **faster time-to-value**



Continuous innovation adoption through business content upgrades

Software Capabilities + Content



Market Standard | Baseline & Roadmaps

Accelerators | Execution & Flexibility

Modern Technologies | Sample Scenarios

Enables Intelligent Suite | e2e Process Scenarios

SAP® Model Company

Data Standardization | Seamless Data Models

Decrease Efforts | Implement proven practices first

Transformation | Back To Standard

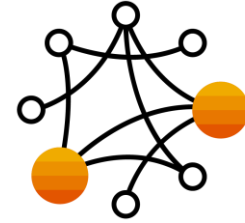
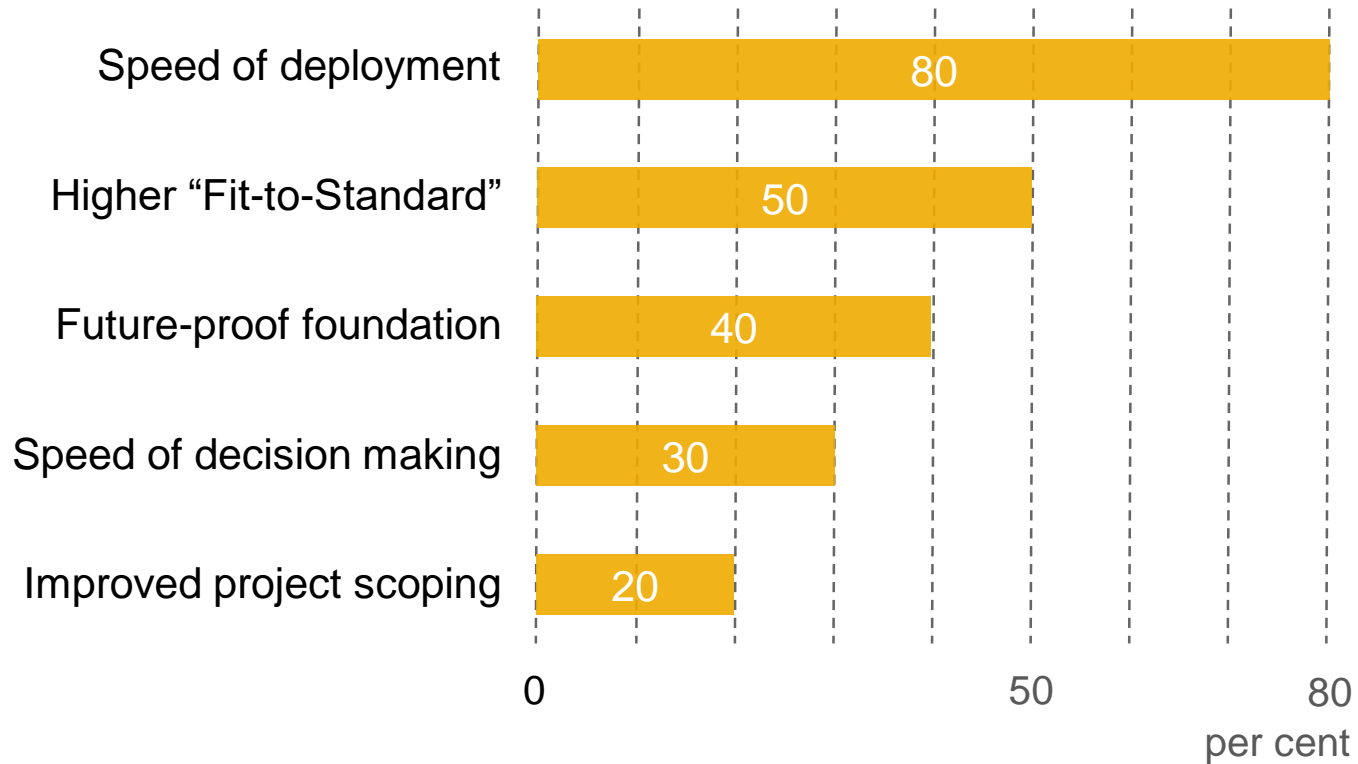
End2End | Mega process scenarios embedded

Customer Survey by Gartner Inc.*

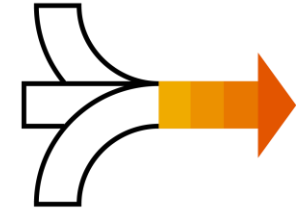
“Which benefits did you observe, using SAP® Model Company?”



Main benefits observed by Early Adopters



Reduced complexity



Business agility



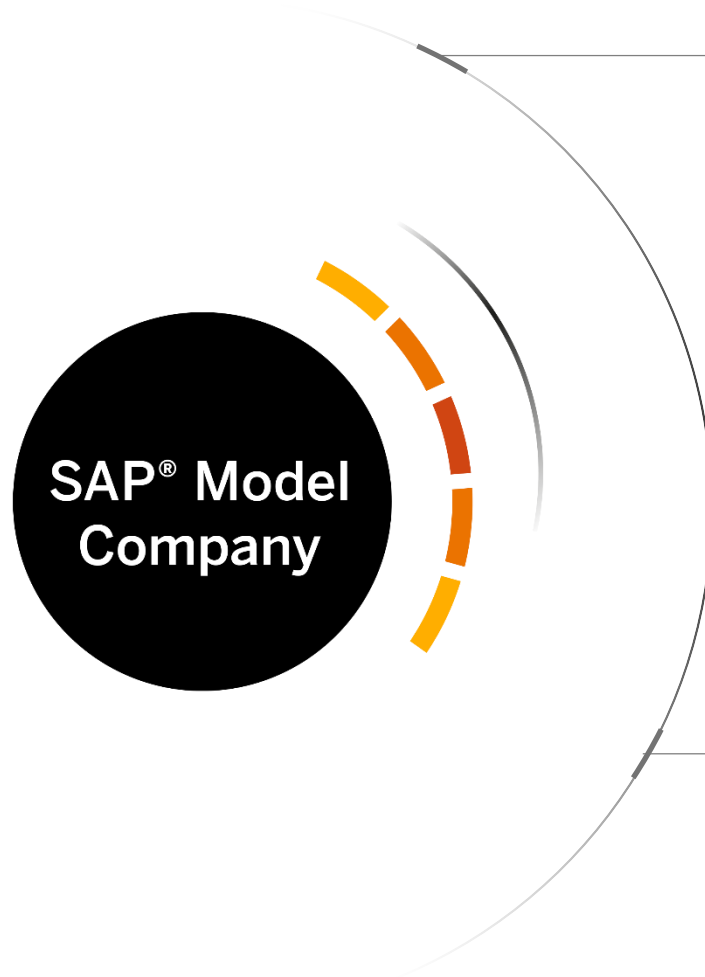
Fast projects

*Feedback, our customers shared with a leading Research and Advisory Company

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What is SAP Model Company?



SAP® Model Company service is

- pre-packaged, ready-to-use, end-to-end reference solution for SAP S/4HANA, SAP C/4HANA or SAP SuccessFactors
- tailored to a specific industry or line of business
- comprises state-of-the-art applications and proven best practices
- captures the experience from successful, real-life digital transformation projects
- embedded in an overall transformation road map, sold and delivered as a service

SAP® Model Company enables

- customers in any suitable project to increase quality, accelerate adoption, reduce cost
- to decrease risk during discovery, preparation, exploration, business process changes and realization activities

SAP® Model Company – a reference solution

This reference solution has been developed following the SAP's whitelist implementation approach. The delivered Model Company clients:

- contain configuration specific to the scope of SAP's Model Company reference solutions
- contain configuration covering the end-to-end scenarios in scope, additional baseline configuration and best practices
- do not include full content of client 000. Configuration tables in areas without Model Company content are empty. Project teams might be required to execute IMG activities that are not covered by the SAP Model Company content.

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Portfolio Q2 2020 | On-premise and Cloud compliant

Industry

Consumer Industries

Agribusiness
Consumer Products
Wholesale Distribution
Core Retail
Fashion and Vertical Business
Trade Management for Consumer Products
Life Sciences / Pharmaceuticals

Service Industries

Airline Back Offices

Discrete Industries

Automotive
High Tech
Industrial Machinery and Components

Public Services

Defense Logistics
Public (global)¹

Energy and Natural Resources

Chemicals
Mill Products
Mining Production Execution
Oil & Gas
Integrated Utilities

Line of Business

Digital Supply Chain

Connected Assets
Connected Manufacturing
Extended Warehouse Management
Logistics Execution
R&D / Engineering and Sustainability
Supply Chain Planning

CRM and Customer Experience

Customer Experience
Shared Services
Billing and Revenue Innovation Management

Finance

Finance

HR and People Engagement

Manage Workforce (Employee Central)
Attract and Acquire (Recruiting, Onboarding)
Identify and Grow (Performance, Succession, Development)
Pay for Performance (Performance, Compensation)
Educate and Develop (Development, Learning, Jam)
Time Off (Employee Central)

Enterprise Management

SAP S/4HANA Multinational Corporations

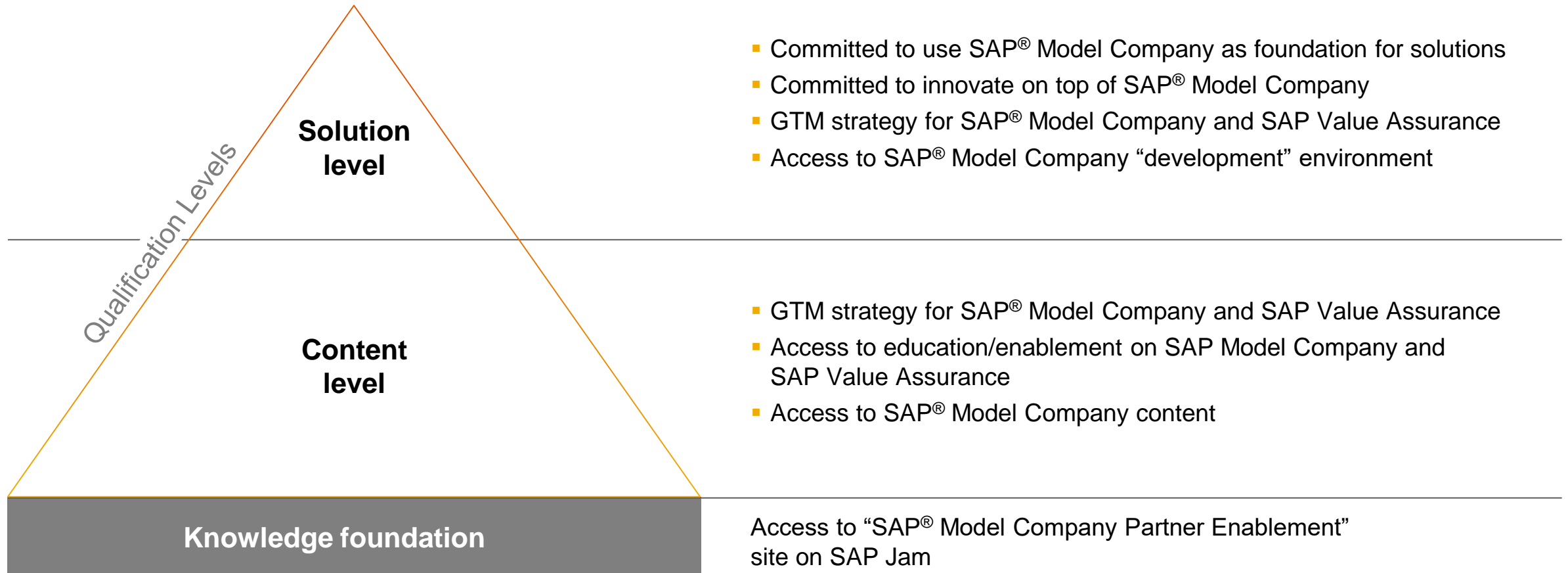
SAP S/4HANA Best Practices

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Two Qualification Levels and Knowledge Foundation

Open to SAP Global Strategic Service Partners only



Solution Partner Program



Complementary assets — Delivery excellence — Coordinated execution —→



Asset engineering

Develop assets with SAP Model Company embedded



Integrated Delivery Framework

Harmonized Deployment model



Governance

Asset roadmap transparency
business plan accountability

Solution Partner to build IP with SAP

Model Company as embedded market standard business content.

- Access to latest SAP Model Company
- Technical enablement
- Whitespace investments
- Partner assets certification as SAP® Model Company solution

Solution Partner and SAP to jointly

market and deliver partner IP, Model Company and Value Assurance services.

- Harmonized Deployment methodology and business content
- Qualified Partner Program
- Unified Messaging
- Communication Plan
- Field Enablement

Executive sponsorship and leadership across product, industry and region.

Asset Governance

- Roadmap reviews
- Process exceptions

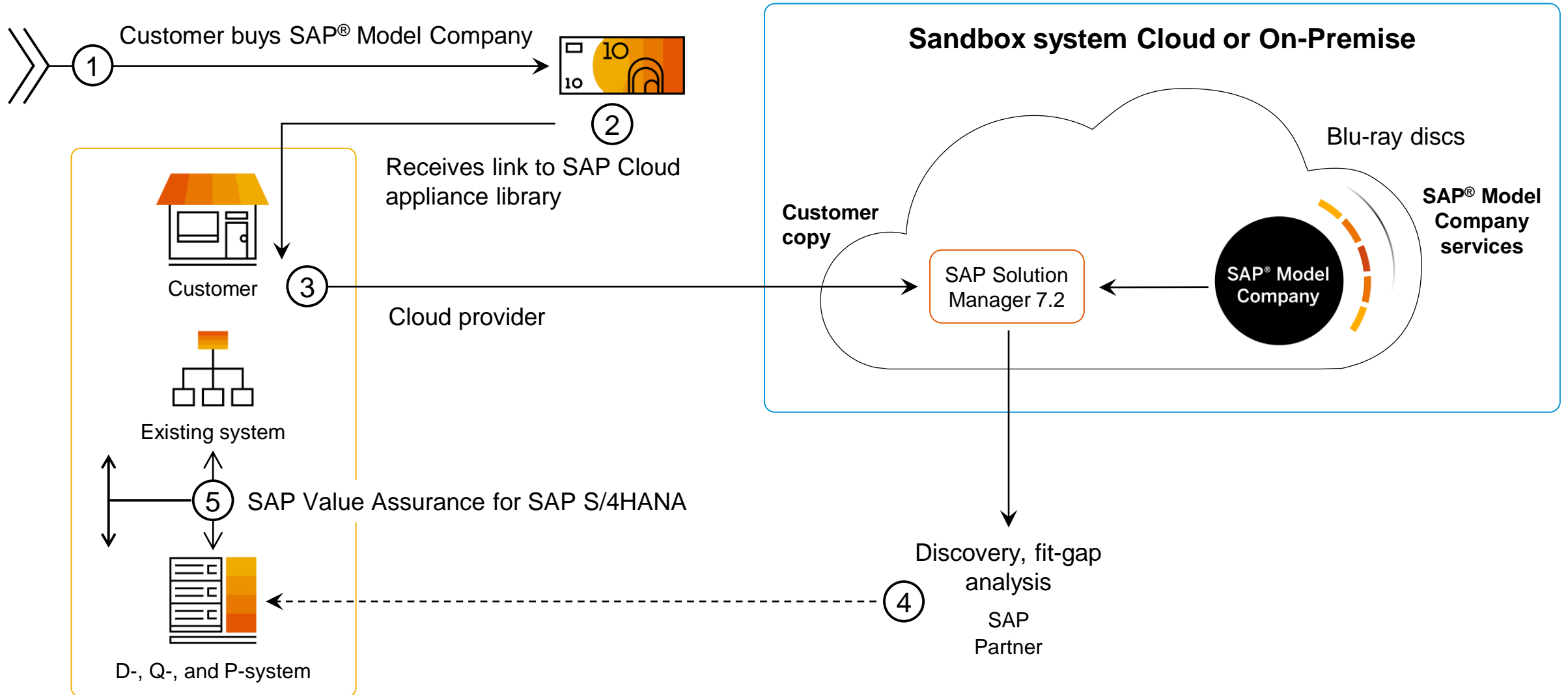
Go-To-Market Governance

- Business planning and reviews
- Escalation management



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Fast Customer Delivery Options



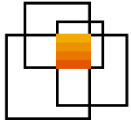
The Value of SAP Model Company in the different scenarios

Type	Approach	Model Company as	Value proposition
Reusing by in-place conversion 	System conversion (Tool: Software Update Manager)	Reference <ul style="list-style-type: none"> Review legacy against standard functionality Resolve simplification items and compatibility scope content MC deployed to Sandbox 	Move to standard <u>after</u> conversion <ul style="list-style-type: none"> SAP Model Company does not accelerate the pure technical upgrade of a system conversion but Enable planning for future innovations (old system contains incompatible scope, functions) and drop rarely used custom code) Adapt to fit-to-standard after conversion to lower TCO
Reengineering with data migration 	New implementation (Tool: SAP S/4HANA migration cockpit)	Reference and accelerator <ul style="list-style-type: none"> Accelerate Prepare and Discover Sandbox or DEV system assembly Manual transport of MC market standard content, next practices Education material and project accelerators available immediately 	Move Back-to-standard <u>immediately</u> <ul style="list-style-type: none"> Available within days Lower Time-to-Value with accelerators Eliminate high-maintenance custom code Adapt business process to standard functionalities Build innovations, differentiating processes add-ons later Consider move to Cloud
	Selective Data Transition (Customer-tailored service/consulting offering)	Reference and (innovations) accelerator <ul style="list-style-type: none"> MC deployed to Sandbox Accelerators for learning and end-user education Allow innovation track to start immediately with the reference system; innovations deployed after conversion 	Move to standard in <u>parallel</u> of conversion <ul style="list-style-type: none"> This offer is a non-standard, manual, consulting offer; MC offers its reference capabilities in parallel to the conversion Enable design of future innovations (i.e.. for business users Serves as central reference for global template for process harmonization, process simplifications Code review of legacy custom code

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Service Engagement Models for SAP S/4HANA transformations



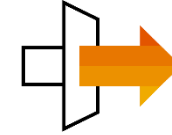
Partner Led with SAP Value Assurance

- SAP engages customers and partners through Value Assurance services
- Tight collaboration between SAP and partner help bring cost efficiency
- SAP expertise promotes optimal risk management



SAP Co-led Deployment with Co-Design Service

- SAP partners with customer and System Integrators
- SAP services focus and complement partner services regarding strategic business capabilities, innovations, and leading edge functions
- Position Value Assurance as the transformation foundation



SAP Advanced Deployment SAP Prime

- SAP leads the customer's strategic transformation program or project
- Benefit from end to end SAP services to ideate, innovate and realize value
- Position Value Assurance as the transformation foundation for large primes, optional for small primes



SAP Model Company as the foundation for acceleration, standardization and innovation

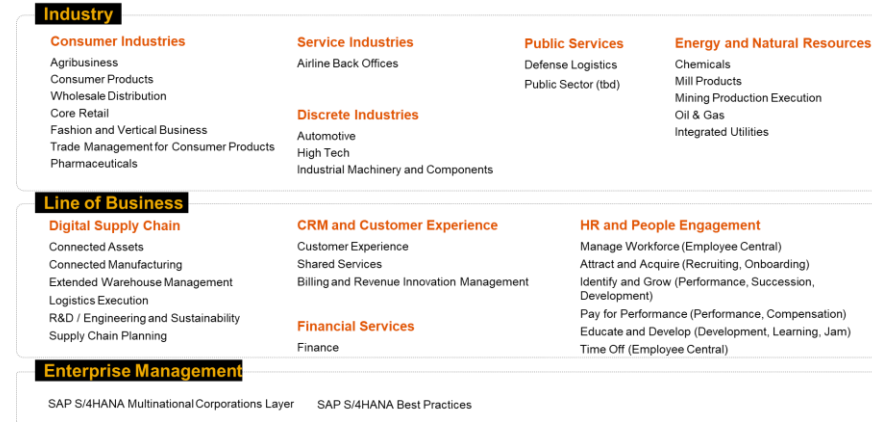
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Decomposition of SAP Model Company solutions into scenarios and allocation in baseline or additional scope

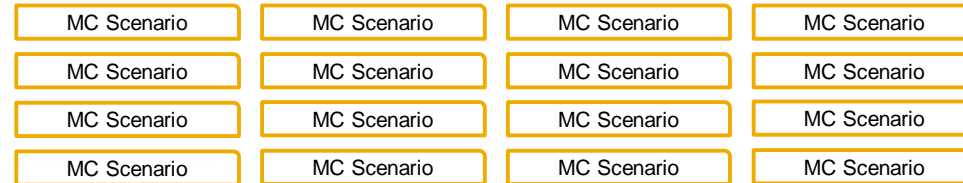
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SAP Model Company Portfolio HY2 2020



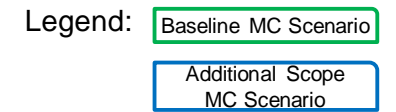
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Decomposition in Model Company scenarios and assessment & elimination of overlaps



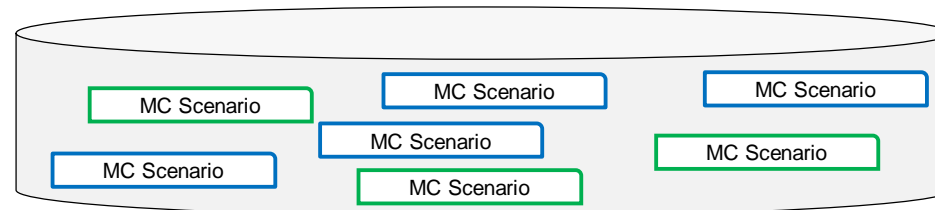
③

Scenario assignment to baseline or additional scope



④

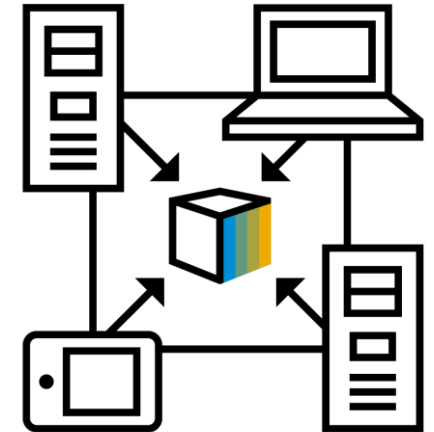
Publish scenarios to the business content & configuration repository



NEW - enterprise management layer for S/4HANA Cloud, extended edition included in S/4HANA Cloud, EX subscription



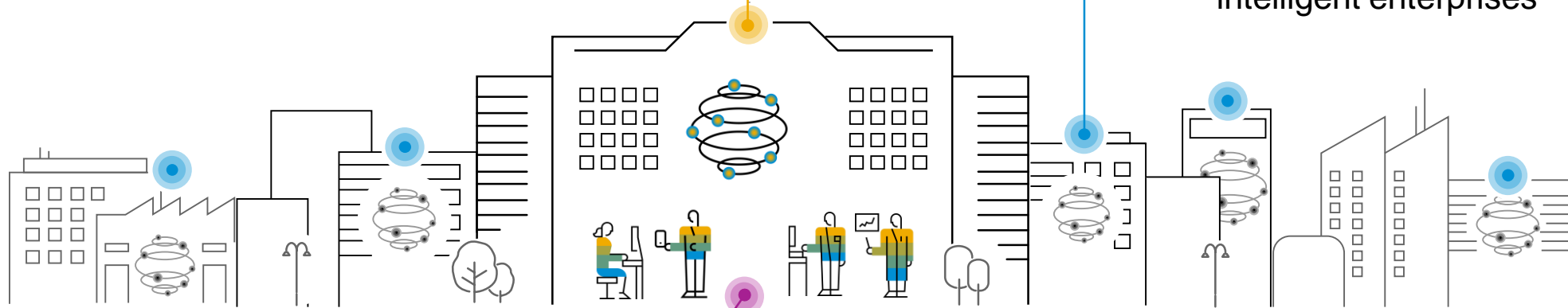
- ❑ Provision as **part of your S/4HANA Cloud, extended edition** subscription.
- ❑ **Immediate consumption** out-of-box.
- ❑ Two flavors to choose - multi-country vs. single country implementation.
- ❑ **Multi-Country** focuses towards enterprises with an **international footprint**.
- ❑ Activated by default with **42 countries**.
- ❑ **Build on** the strong foundation of **SAP Best Practices**.
- ❑ Use the enterprise management layer for S/4HANA Cloud, extended edition to **accelerate** your **implementation**.
- ❑ Solid foundation to implement other industry SAP Model Company content
- ❑ Partners can build new content on top.



Let's MOVE together

Intelligent Enterprise starts at the Core

Product capabilities ready for mass adoption and follows industry specific roadmaps



Possible already today: From a customer perspective

Leveraging more of the newer processes and capabilities by moving to SAP S/4HANA

End Slide

No ERP customer is left behind!!

We need to support our customers accelerating the adoption of SAP S/4HANA and with this, becoming intelligent enterprises

Main Assets:

www.sap.com/jointhemovement
www.sap.com/s4hana-starter
[SAP S/4HANA Manifesto](#)

Contact us via:

S4MOVE@sap.com

Thank you.

Contact information

<http://www.sap.com/modelcompany>

Additional information

<https://www.sap.com/germany/services/implementation/preconfigured-industry-solutions.html>

<https://podcast.opensap.info/business-transformers/Navigator>



Appendix

“We help our business areas to make IT projects faster, smarter, and more precise. That’s how we thrive instead of just survive. We need a **unified method and culture of project and portfolio management to win. The right IT system is a huge success factor.”**

Martin Baldinger, IT Product Manager PPM, Festo AG & Co. KG

A global leader in control and drive technology for factory and process automation, Festo is dedicated to helping manufacturers win with innovative automation. In order to support its own innovation and future growth, the company deployed the SAP® Portfolio and Project Management application for IT. The implementation was fast, with minimal customization required, thanks to the SAP Model Company service for R&D/Engineering and Sustainability. Now, Festo has the unified IT PPM it needs to support world-class management of its impressive IT portfolio.



>80 years

Of supporting innovation in manufacturing



61

Countries of operation with more than 250 branch offices



~33,000

Products in several hundred thousand variants



Leader

In Industry 4.0 technology

How Is an Accelerator Service Supporting a Bright Future for a Manufacturer of Auto Lights?

Some of the world's best-known premium car brands rely on the complex, high-quality backlight systems and LEDs manufactured by odelo GmbH, a technology leader in vehicle taillights. odelo is on a rapid growth course, having expanded with Turkish sister company Farba from its principal production bases in Germany and Slovenia to facilities in Bulgaria, Turkey, Mexico, and China. Faced with the need to harmonize disparate operations across these sites, odelo decided to replace a 20-year-old Baan ERP system with a more modern and innovative solution.

Aided by consulting partner SPIRIT/21 AG, odelo worked with the SAP® Model Company service for Automotive to develop a global template for rolling out SAP S/4HANA®. The service is helping odelo accelerate deployment of its new digital core, reduce total cost of ownership, and get users up and running on new systems quickly. Equipped with its global rollout template for SAP S/4HANA, odelo will soon benefit from unified processes, data, applications, and technology, helping it increase productivity, reduce process costs, and enhance quality.



La Europea optimizes recruitment and employee experiences – reducing turnover by 20%.

Using the **SAP® Model Company service for Human Resources (HR)**, La Europea's HR team:

- Implemented preconfigured recruiting and onboarding software from SAP SuccessFactors® solutions, helping solve the company's turnover challenges
- Saved nearly half the time and cost of a standard deployment of SAP SuccessFactors solutions
- Gained real-time visibility into open positions – and the agility to act swiftly to fill them
- Shortened recruitment and hiring timeframes from weeks to two to three days by reducing the time needed to advertise positions from weeks to hours
- Attracted more millennials by providing a modern, mobile-first, employee-centered recruiting and onboarding portal experience that makes them feel connected to the business
- Reduced turnover by 20% relative to past months

“The experience of our customers starts with the experience of our employees. With SAP Model Company, we successfully deployed SAP SuccessFactors solutions in weeks, **transformed our hiring and onboarding experiences**, and greatly reduced turnover.”

Ricardo Lozano, Director of Business Transformation, La Europea México, S.A.P.I. de C.V.

SAP SuccessFactors 



La Europea
Metepéc, Mexico

Industry
Consumer
products

Employees
1,600

Featured Solutions and Services
SAP SuccessFactors solutions and
SAP Model Company for HR



“We want to maintain focus on the values and innovation that have made Zambon a leader in patient-oriented care for over a century, and that’s possible by working together through a single, simplified financial processes solution.”

Guido Picari, Head of Group Finance and Treasury, Zambon

Based on a valuable heritage but strongly focused on the future, Zambon’s goal is to improve people’s health through the development of innovative and quality medicines. The company is currently pursuing a new challenge, working on the treatment of rare diseases, such as Parkinson’s disease and cystic fibrosis.

