Realize the Next-Generation User Experience
with SAP S/4HANA

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PUBLIC

THE BEST RUN **SAP**

Why the focus on User Experience?

Why the focus on User Experience?
Questions for CIO's

User Experience Reimagining productivity and business value
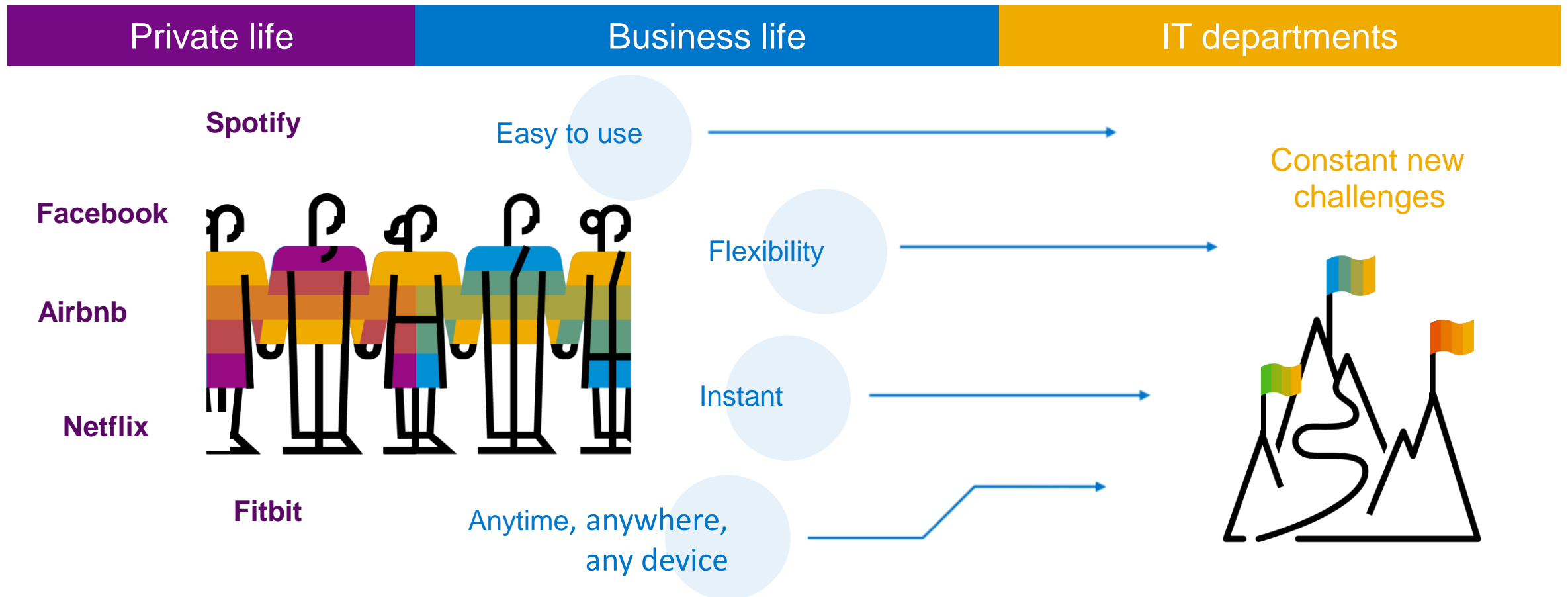Wharton University of Pennsylvania

Feelings

unproductive
resilient impatient
resilient impatient
impatient
impatient
unproductive
resilient impatient
resilient impatient
resilient
impatient
unproductive
resilient
resilient resilient
unproductive resilient
resilient unproductive

Issues

Unhappy Customer Relationships
Unhappy Customer Relationships
Cost Escalations
Unhappy Customer Relationships Loss of Market Share Unhappy Customer Relationships
Loss of Market Share
Delays   Errors
Delays   **Delays**   Delays
Delays   Cost Escalations   Errors
Errors   Loss of Market Share   Errors
Cost Escalations   Loss of Market Share
Cost Escalations   Cost Escalations

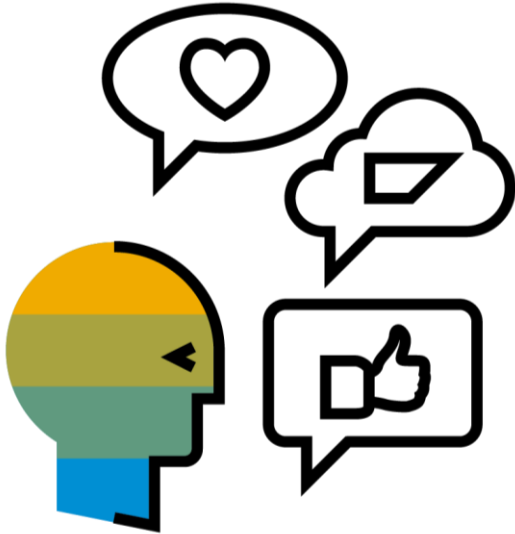# Focus on User Experience:

Reimagining Productivity and Business Value

User experiences in private lives sets expectations for business lives. This creates constant challenges for IT departments to fulfill these "experience needs."

Private life	Business life	IT departments

Spotify

Facebook

Airbnb

Netflix

Fitbit

Easy to use

Flexibility

Instant

Anytime, anywhere, any device

Constant new challenges

Why is SAP focusing on User Experience?

How to improve employee experience in a way that drives performance

Where to Focus?	Digital Experience Trends in 2020

Focus on what employees value

Focus on decreasing employee effort

Develop short-term iterative projects

Multiexperience

Interfaceless Machines

Agent Interfaces

Improve Employee Experience With Consumer-Centric HR
Gartner, 2018

Gartner Identifies Top Digital Experience Trends in 2020
Gartner, 2019

Delightful User Experience for the Enterprise

The reason for moving to SAP S/4HANA

SAP Fiori UX

Fiori Apps

Overview Pages

Single Entry Point

And many more …

Digital Core

Mobile Cards

Notifications

Enterprise Search

Embedded Analytics

Intelligent Technologies

Machine Learning
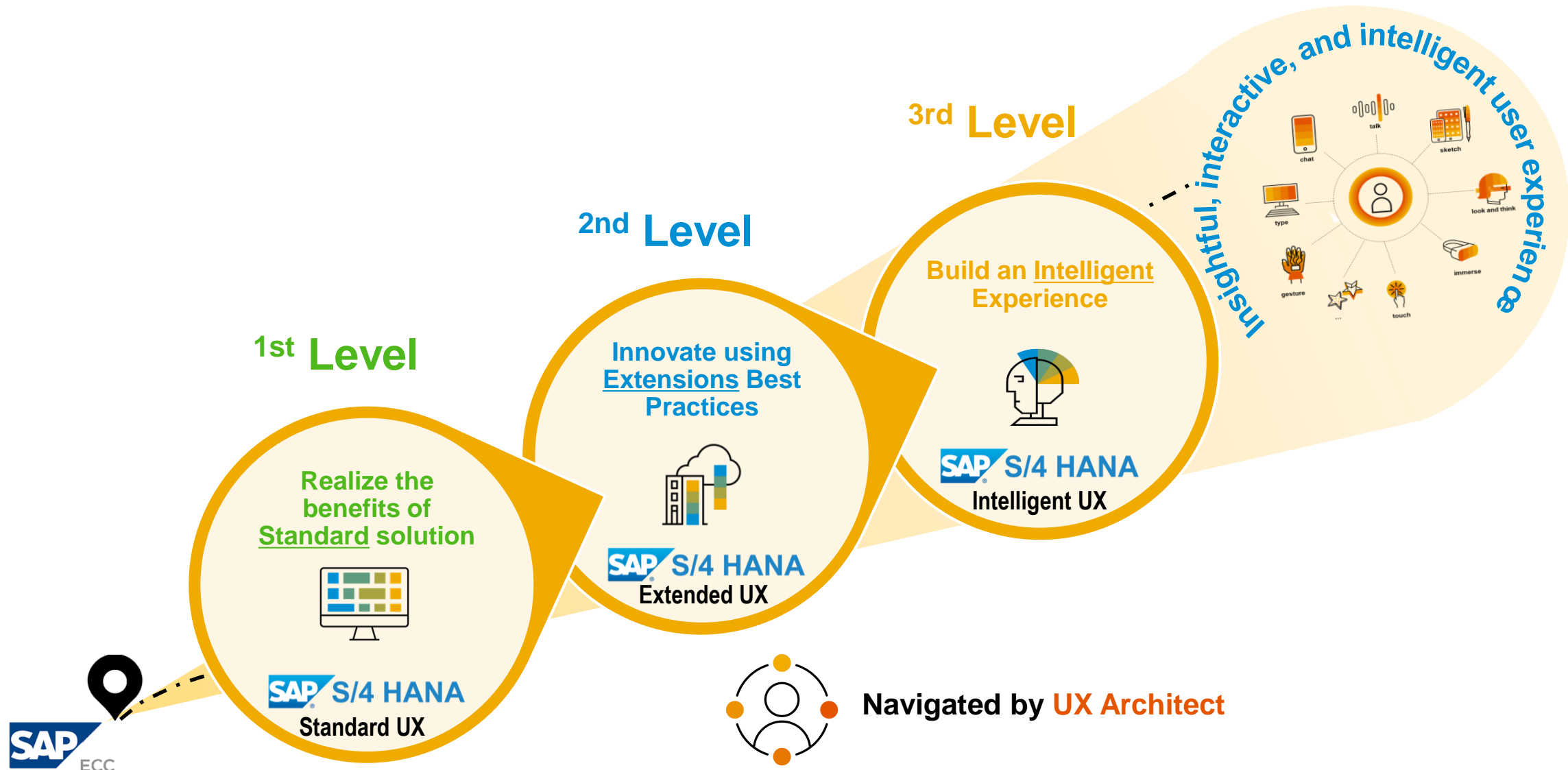
Chatbots

Intelligent RPA
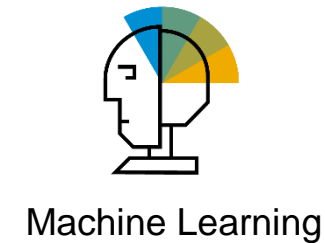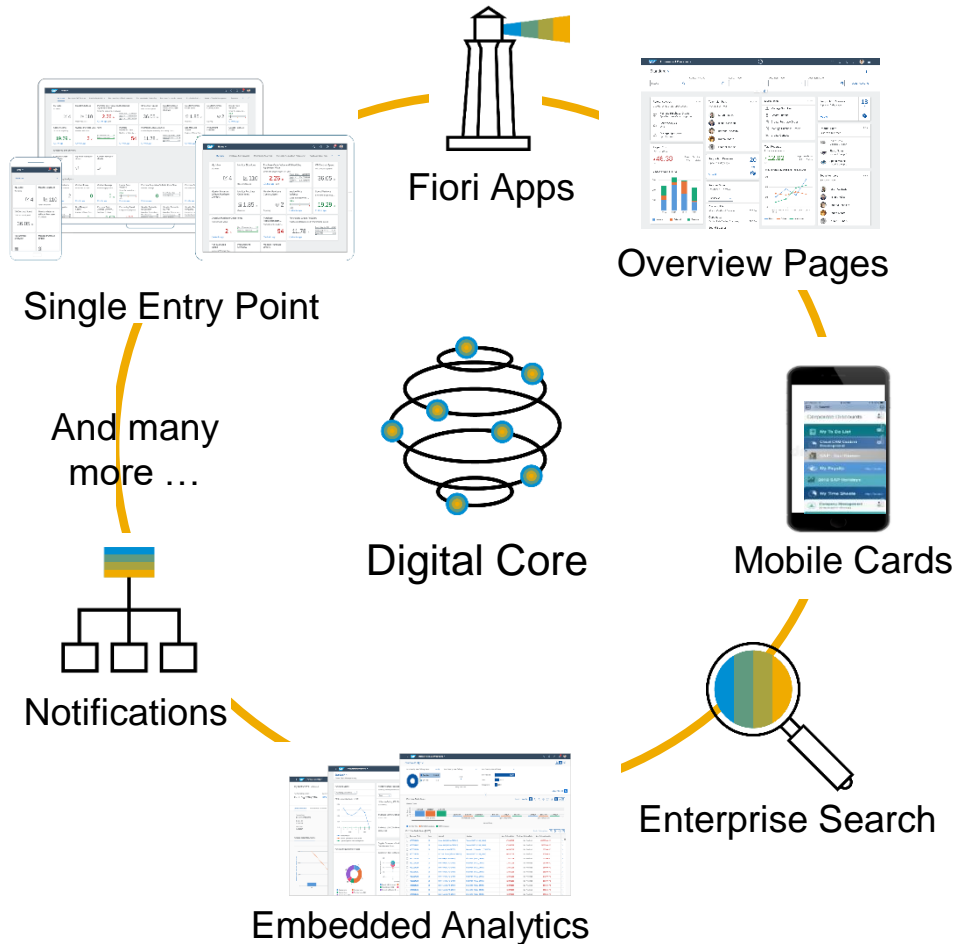
The User Experience is the cornerstone of user productivity, satisfaction and adoption.

This is the most important factor for obtaining customer value from the Smart Enterprise.
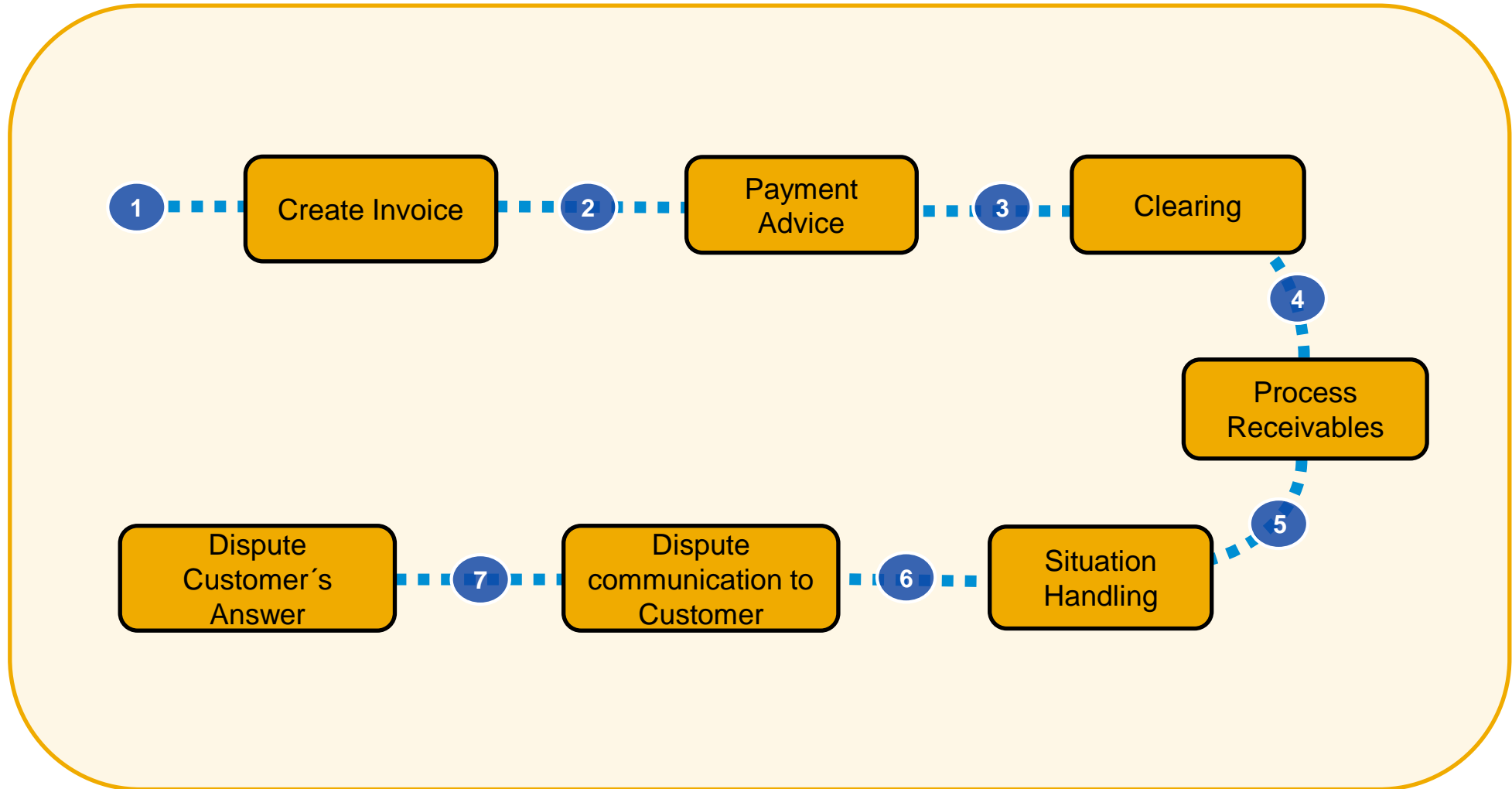
Thomas Saueressig – SAP Products Head

Path to a **Next-Generation User Experience** with SAP S/4HANA
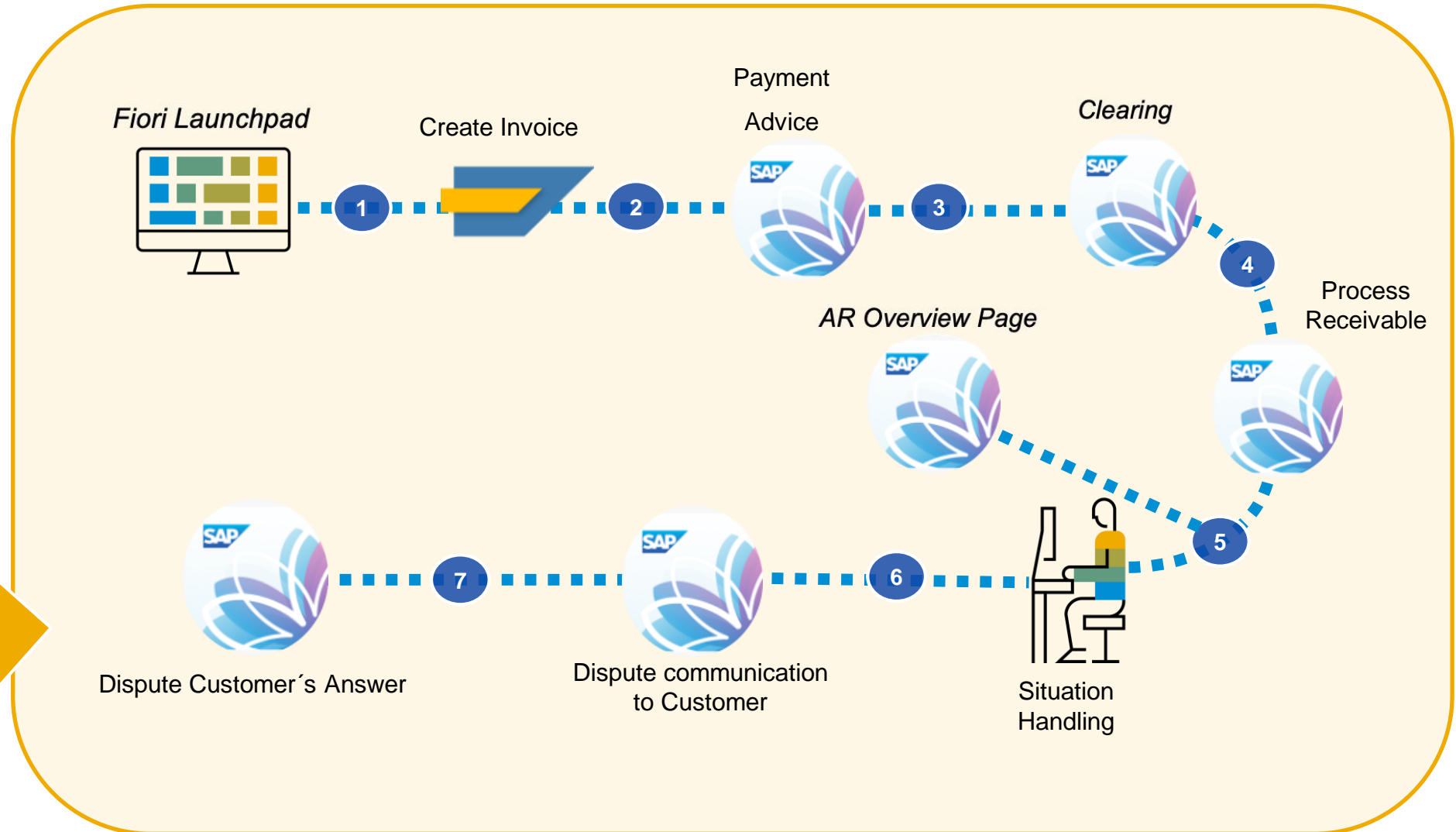
Path to a Next-Generation User Experience

1st Level

2nd Level

3rd Level

Insightful, interactive, and intelligent user experience

Realize the benefits of Standard solution

SAP S/4 HANA
Standard UX

Innovate using Extensions Best Practices

SAP S/4 HANA
Extended UX

Build an Intelligent Experience

SAP S/4 HANA
Intelligent UX

talk

sketch

chat

look and think

type

immerse

gesture

touch

SAP ECC

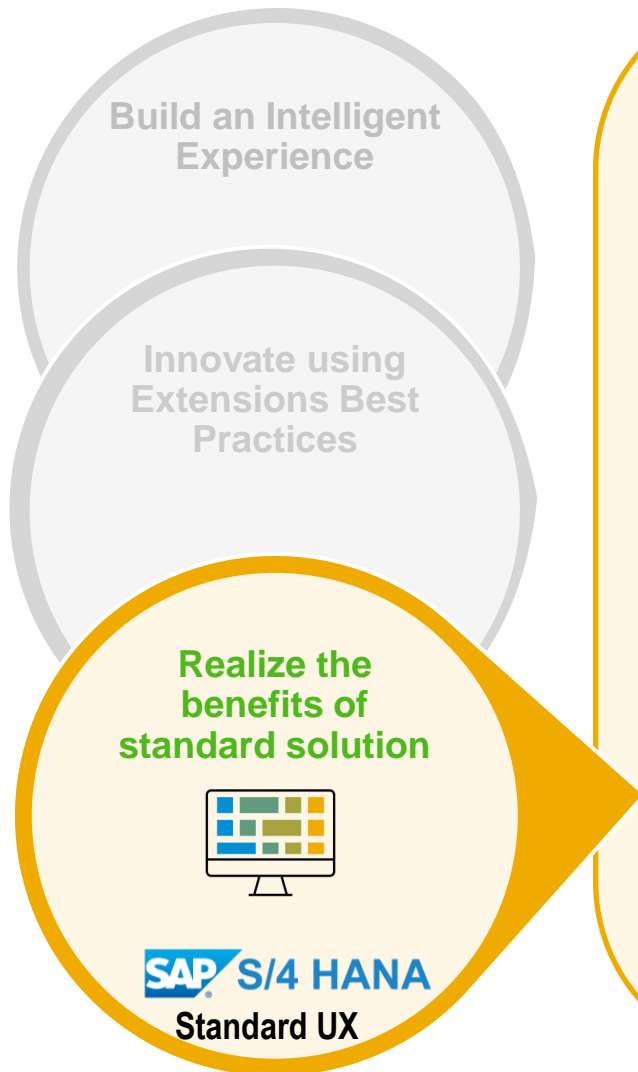**Navigated by UX Architect**

Invoice to Cash
A process view

Invoice to Cash - Standard Process

Benefits in a nutshell

UX Features:

- ✓ SAP Fiori Launchpad
  - Me Area
  - Personalization
  - Enterprise Search
  - Notifications
  - Navigation
- ✓ Standard Apps
- ✓ Use of business roles
- ✓ Embedded Analytics
- ✓ Pyramid Approach
- ✓ User Assistant
- ✓ Fiori Default Values

Benefits:

- ✓ ***50% productivity improvement**

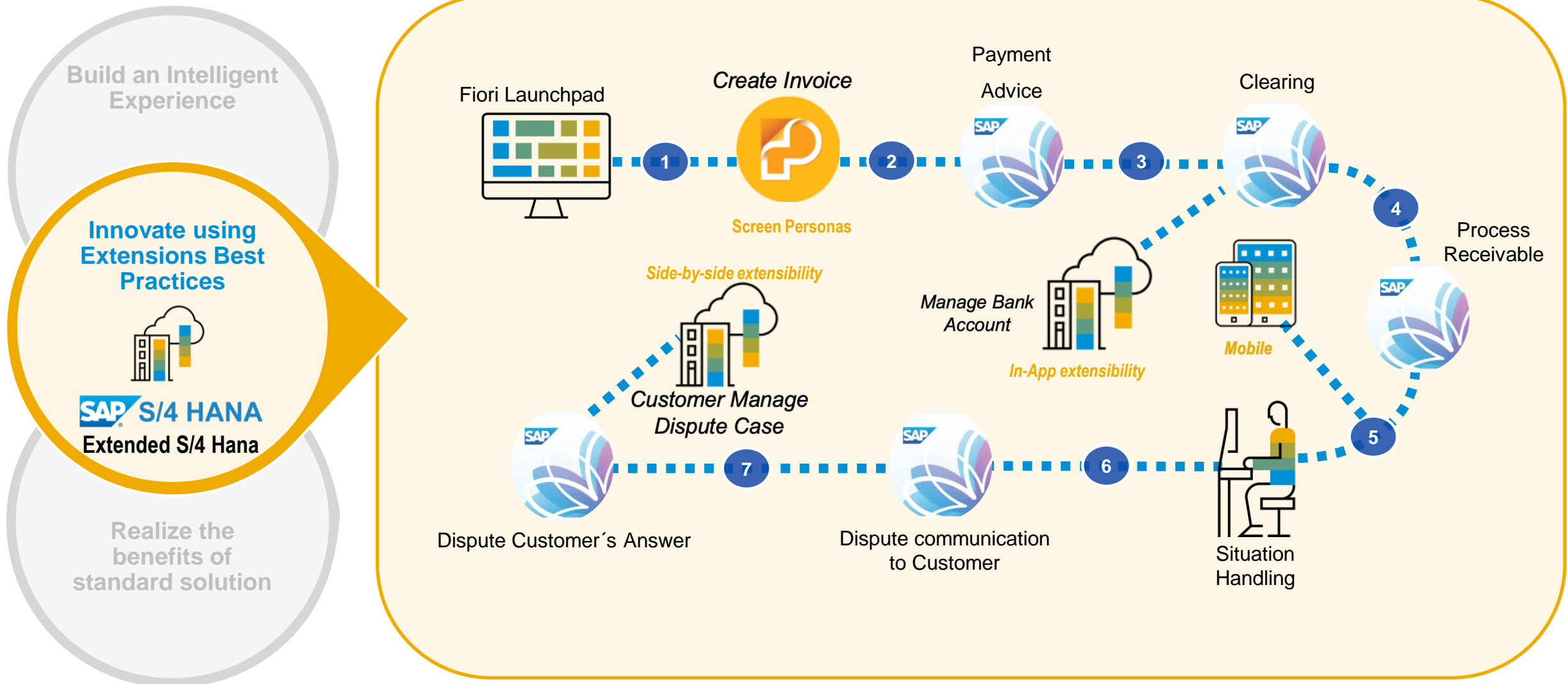 **200 ➜ 10 Mins ➜ 2000 Mins ➜ 4FTEs**

  200 ➜ 5 Mins ➜ 1000 Mins ➜ 2FTEs

- ✓ **Analytical view of process status**

- ✓ **Reduce learning curve**

* An estimate for the process shown

Invoice to Cash – Extended Process

Build an Intelligent
Experience

**Innovate using
Extensions Best
Practices**

SAP S/4 HANA
Extended S/4 Hana

Realize the
benefits of
standard solution

Fiori Launchpad

Create Invoice

Screen Personas

Payment Advice

Clearing

Process Receivable

Side-by-side extensibility

Manage Bank Account

In-App extensibility

Mobile

Customer Manage Dispute Case

Dispute Customer´s Answer

Dispute communication to Customer

Situation Handling

Benefits in a nutshell

UX Features:

✓ In-app Extensibility

✓ Side-By-Side
Extensibility

✓ Sap Cloud Platform

✓ SAP WebIDE

✓ Mobile Cards

✓ Screen Personas

Benefits:

✓ ***35% productivity improvement**

200 ➡ 4.5 Mins ➡ 900 Mins ➡ 1.9 FTEs
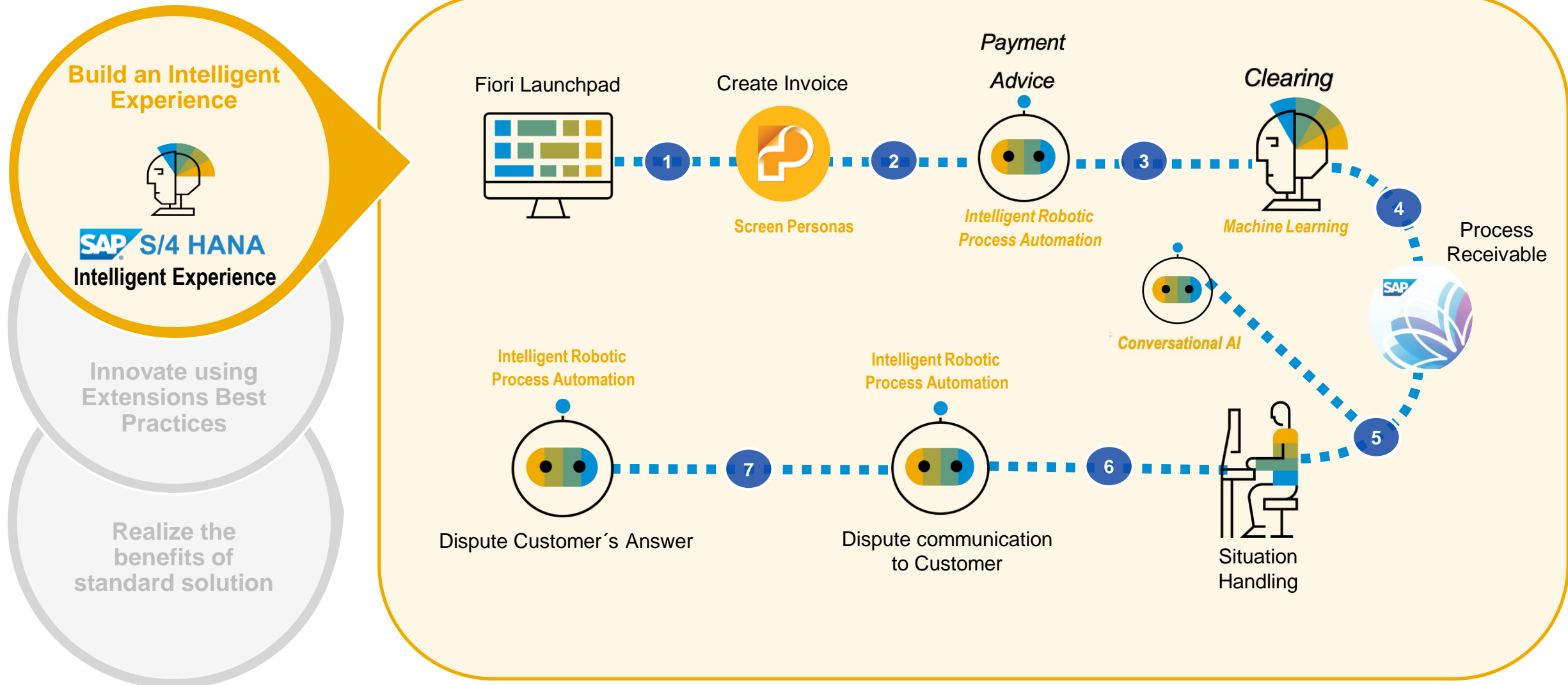
200 ➡ 3 Mins ➡ 600 Mins ➡ 1.25 FTEs

✓ **Analytical view of process status**

✓ **Online and mobile access**

✓ **Reduce learning curve**

✓ **Reduce maintenance and extension costs**

* An estimate for the process shown

Invoice to Cash – Process with Intelligent Technologies

Build an Intelligent Experience

SAP S/4 HANA
Intelligent Experience

Innovate using Extensions Best Practices

Realize the benefits of standard solution

Fiori Launchpad

Create Invoice

Screen Personas

Payment Advice

Intelligent Robotic Process Automation

Clearing

Machine Learning

Process Receivable

Conversational AI

1 **2** **3** **4** **5**

Situation Handling

Intelligent Robotic Process Automation

Dispute Customer´s Answer

7

Intelligent Robotic Process Automation

Dispute communication to Customer

6

Benefits in a nutshell

UX Features:

✓ Intelligent Robotic Process Automation

✓ Machine Learning

✓ Conversational AI

Benefits:

✓ *** Productivity improvement; eliminate repetitive tasks**

200 ➔ 1,5Mins ➔ 300Mins ➔ 0,6FTEs

✓ **Reduce Learning curve**

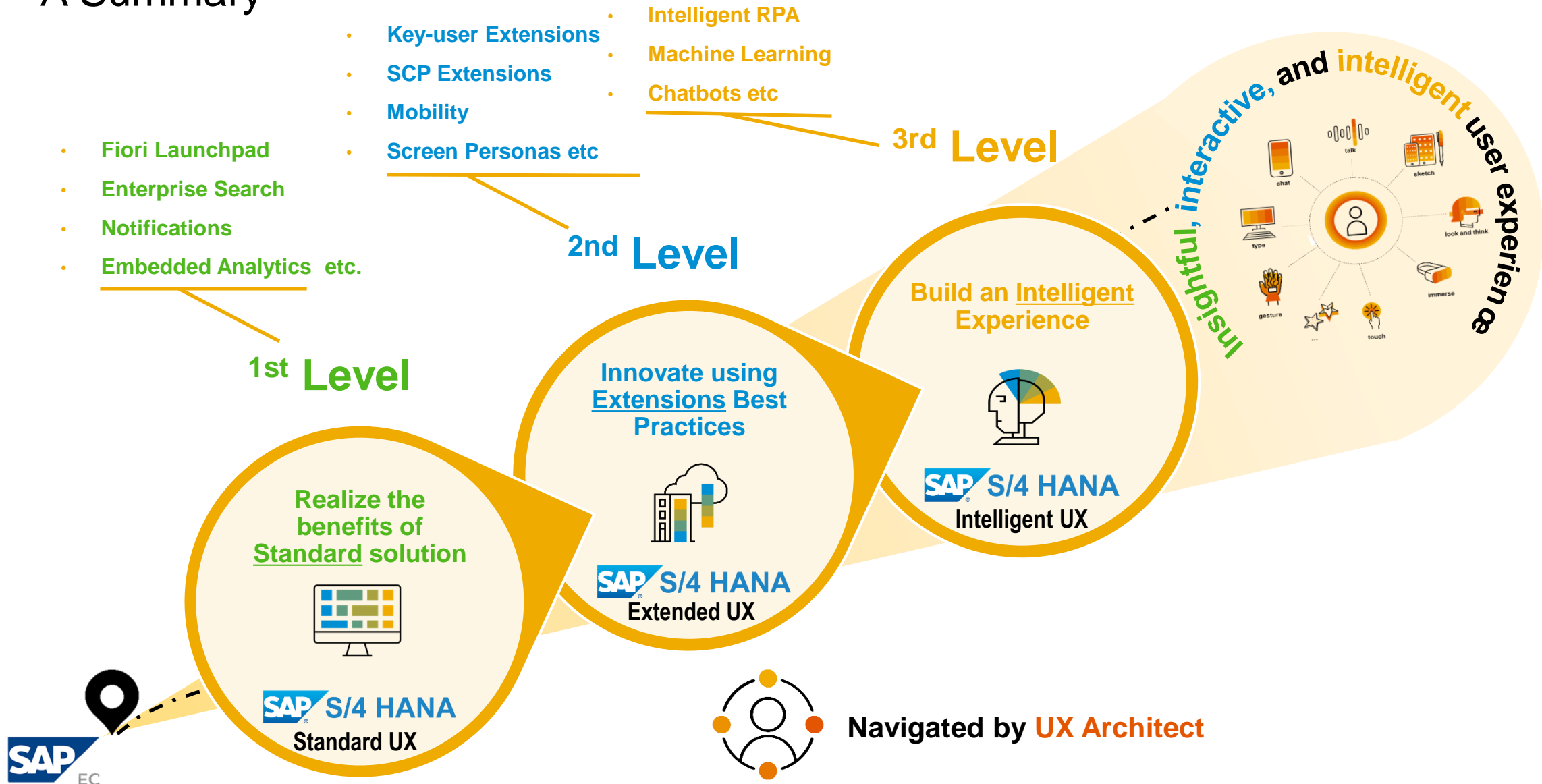✓ **Seamless and secure integration with SAP S/4HANA**

✓ **Simplified Processes**

SAP Intelligent Robotic Process Automation Store

* An estimate for the process shown

Path to a Next-Generation User Experience
A Summary

- Key-user Extensions
- SCP Extensions
- Mobility
- Screen Personas etc

- Intelligent RPA
- Machine Learning
- Chatbots etc

3rd Level

- Fiori Launchpad
- Enterprise Search
- Notifications
- Embedded Analytics etc.

2nd Level

1st Level

Build an **Intelligent** Experience

SAP S/4 HANA
Intelligent UX

Innovate using **Extensions** Best Practices

SAP S/4 HANA
Extended UX

Realize the benefits of **Standard** solution

SAP S/4 HANA
Standard UX

SAP EC

Insightful, interactive, and intelligent user experience

talk
chat
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look and think
type
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touch
...

Navigated by **UX Architect**

SAP UX Architect Role…

Scenario – UX Overlooked
UX Consulting Team's view after 5 years of implementing SAP S/4HANA

Customer Expectation

Reality Bites

- User Experience!
- Increased productivity
- Automation
- Faster adoption
- Change for better!

- Activate few Apps
- Fit gaps WS delivered with SAP GUI
- No analysis to include Intelligent Technologies

Customer current State

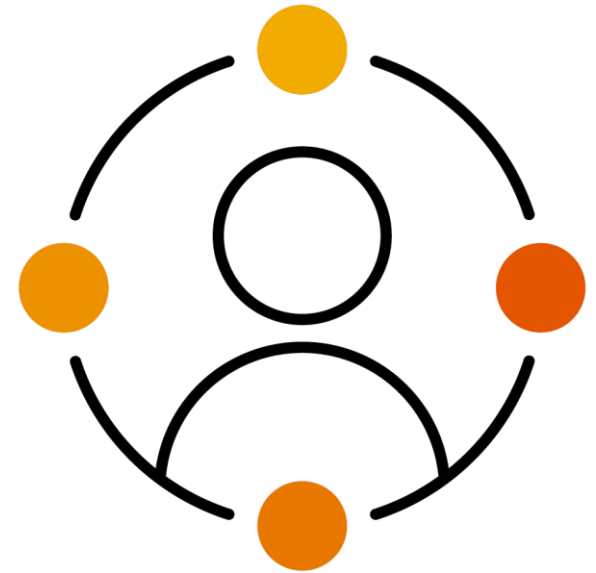**Customer End State**

- Limited Value

Why a UX Architect?

✓ Customer specific UX Strategy and Design

✓ Make sure all standard components are implemented and adopted

✓ Review processes with UX mindset

✓ Updated with latest software releases

✓ Foster new technologies adoption

...Make productivity improvements a reality

Scenario – UX is Key Focus

UX Consulting Team's view after 5 years of implementing SAP S/4HANA

Customer Expectation

UX Architect Appointed

End State

- User Experience!

- Increased productivity

- Automation

- Faster adoption

- Change for better!

- **Change agent** for new UX

- **Design thinking**

- Manage App **extensions** and **custom** Apps

- **Intelligent** technologies adoption

- Customer **expectations met**!

- All **3 levels** of UX gains

Build an Intelligent Experience

SAP S/4 HANA
Intelligent Experience

Innovate using Extensions Best Practices

SAP S/4 HANA
Extended S/4 Hana

Realize the benefits of Standard solution

SAP S/4 HANA
Standard UX

Customer current State

Learn more:

openSAP course – How to Deliver a Great User Experience with SAP S/4HANA (link)

Next Steps…

Next steps for you

Build an Intelligent Experience

Intelligent Experience

Innovate using Extensions Best Practices

Extended S/4 Hana

Realize the benefits of Standard solution
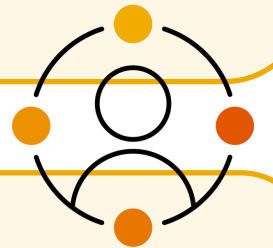
Standard UX

Level 2 and 3 – **UX strategy** review / definition

- o UX roadmap
- o Evaluate intelligent technologies
- o Improve or simplify processes using *SCP (e.g. mobility, extend / build new apps) or Screen Personas

Level 1 – Determine **potential for SAP Fiori**

- o SAP Fiori apps reference library and FAR
- o Considering **moving** to SAP S/4HANA? – SAP Readiness Check Report (includes SAP Fiori recommendations)

*SCP – SAP Cloud Platform

Additional Links

- All Fiori documentation including Configuration and Development Guides can be found in the [SAP Help Portal](#)

- [Open SAP Course](#) for SAP Screen Personas

- Other SAP Screen Personas can be found in the [SAP Help Portal](#)

- [Training courses](#) related to Inventory Management and Physical Inventory in SAP S/4HANA

- [Documentation](#) on how to configure Notifications in the Fiori Launchpad

- [SAP Cash Application](#) with embedded Machine Learning

Q & A

Thank you!

SAP UX & Mobile Customer Success

2021

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