



Community

Lead to Cash

Turn Prospects into Lifetime Customers

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June 17th 2021

PUBLIC

THE BEST RUN



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Agenda



Intelligent Enterprise Strategy

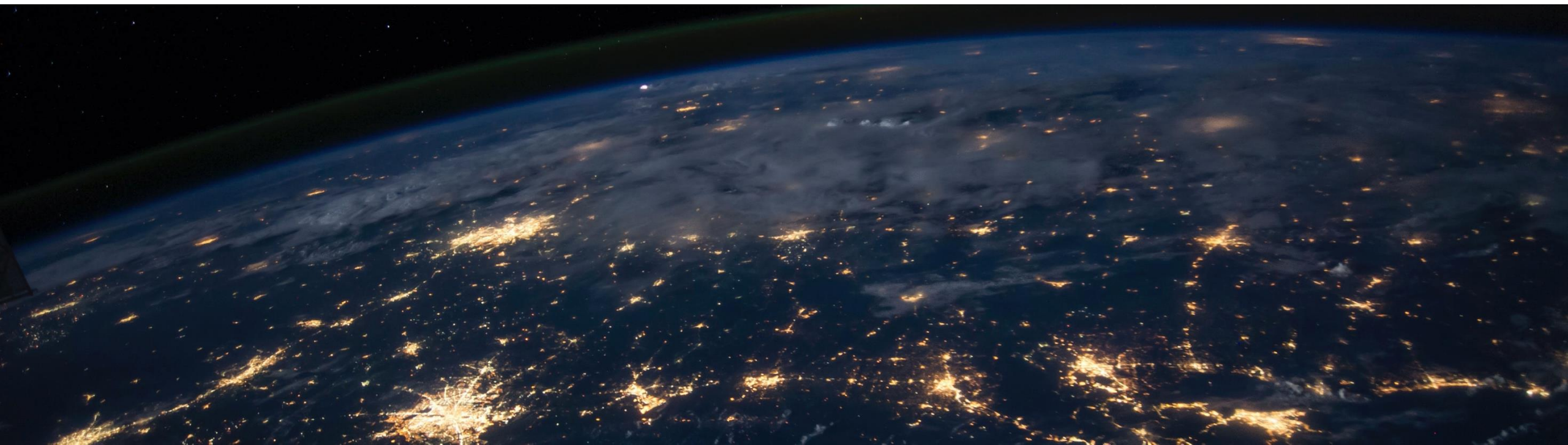
Lead to Cash and the Intelligent Suite

Lead to Cash Outlook 2021

Useful Resources

Q&A

Intelligent Enterprise **Strategy**



A blurred background image of an industrial robotic arm in a factory setting. The arm is white with blue accents and a yellow gripper. It is positioned vertically, and the background shows other parts of the factory and another robotic arm in the distance.

Deliver the **products and services** customers need



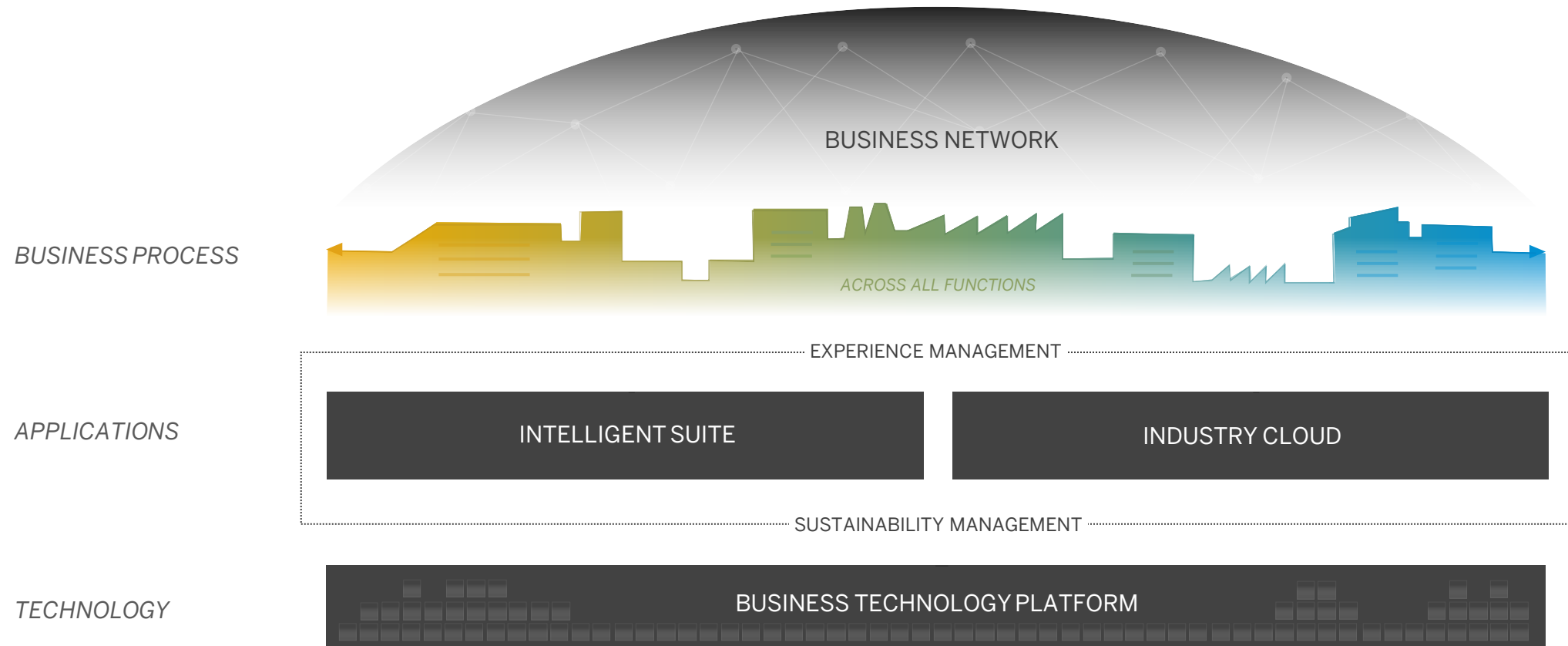
**Deliver personal,
trusted and connected
customer experiences**



Intelligent enterprises
run agile, **integrated**
business processes

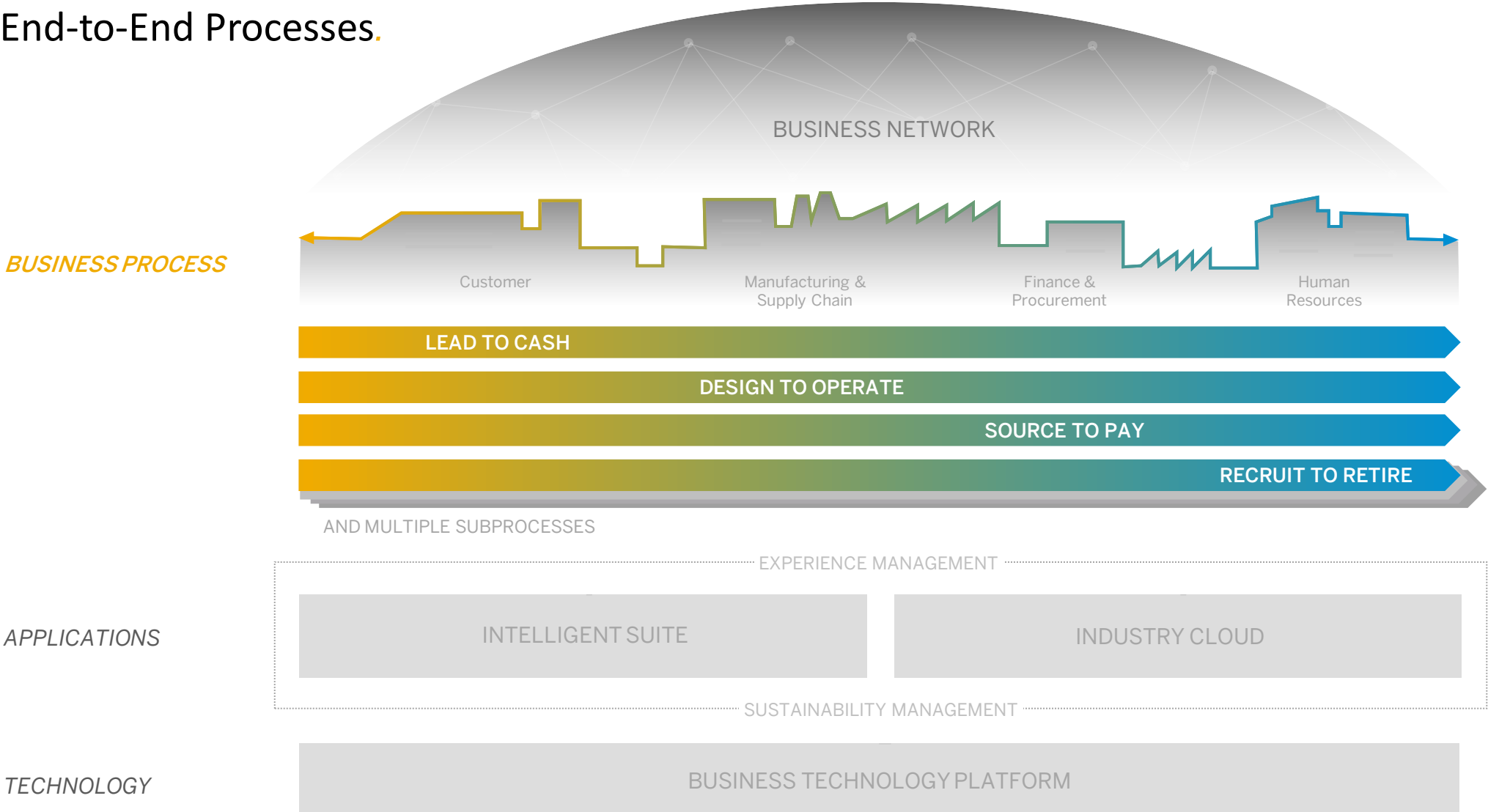
INTELLIGENT ENTERPRISE

Evolved Vision.



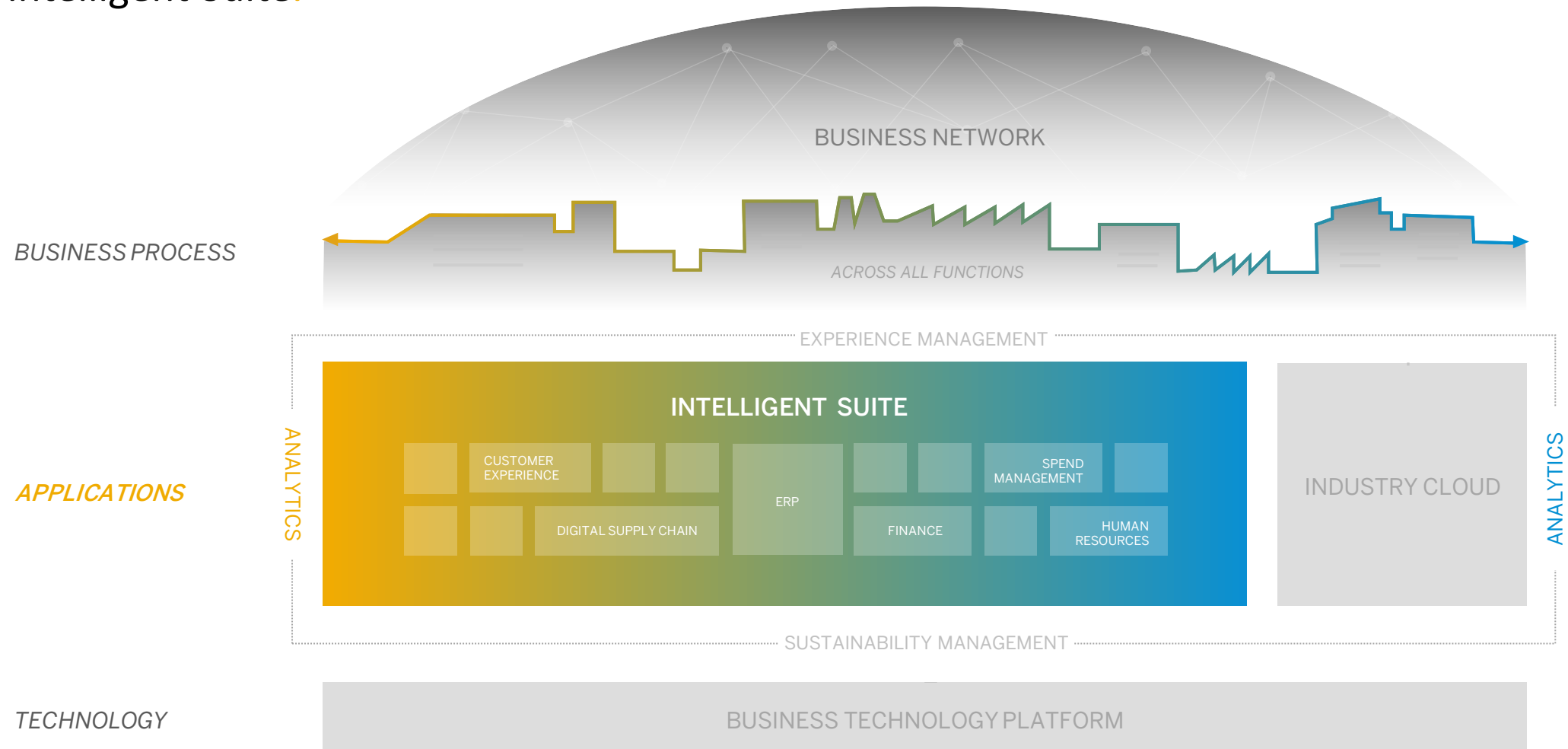
DEEP DIVE

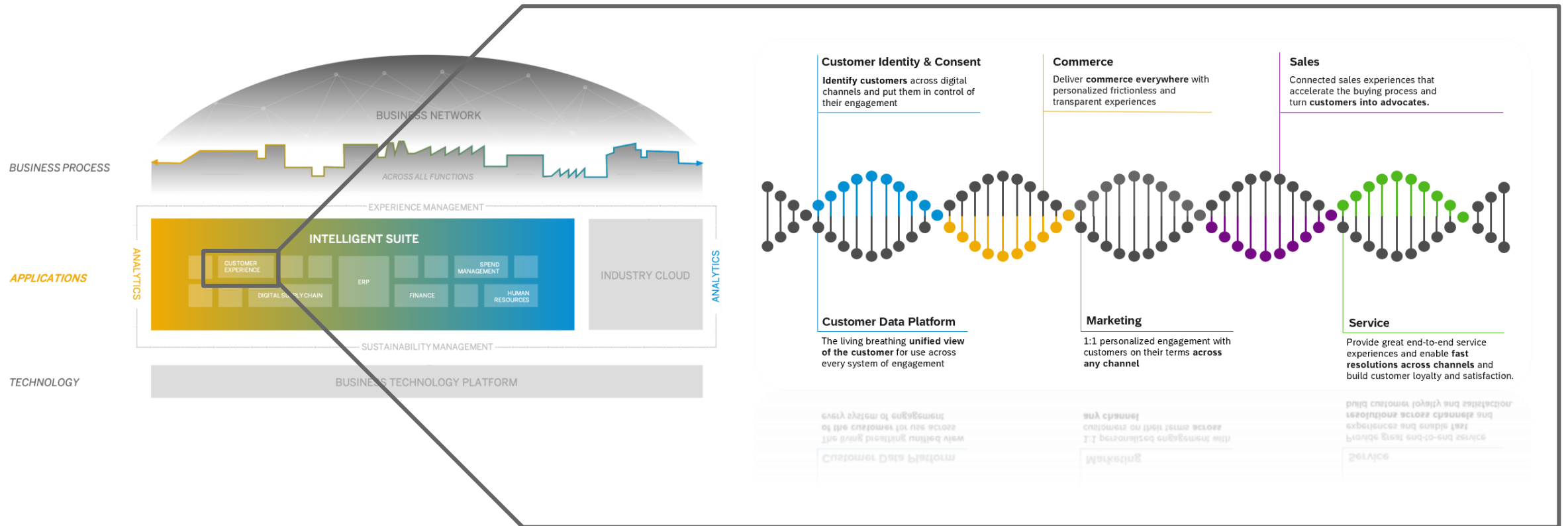
End-to-End Processes.



KEY ELEMENT

Intelligent Suite.

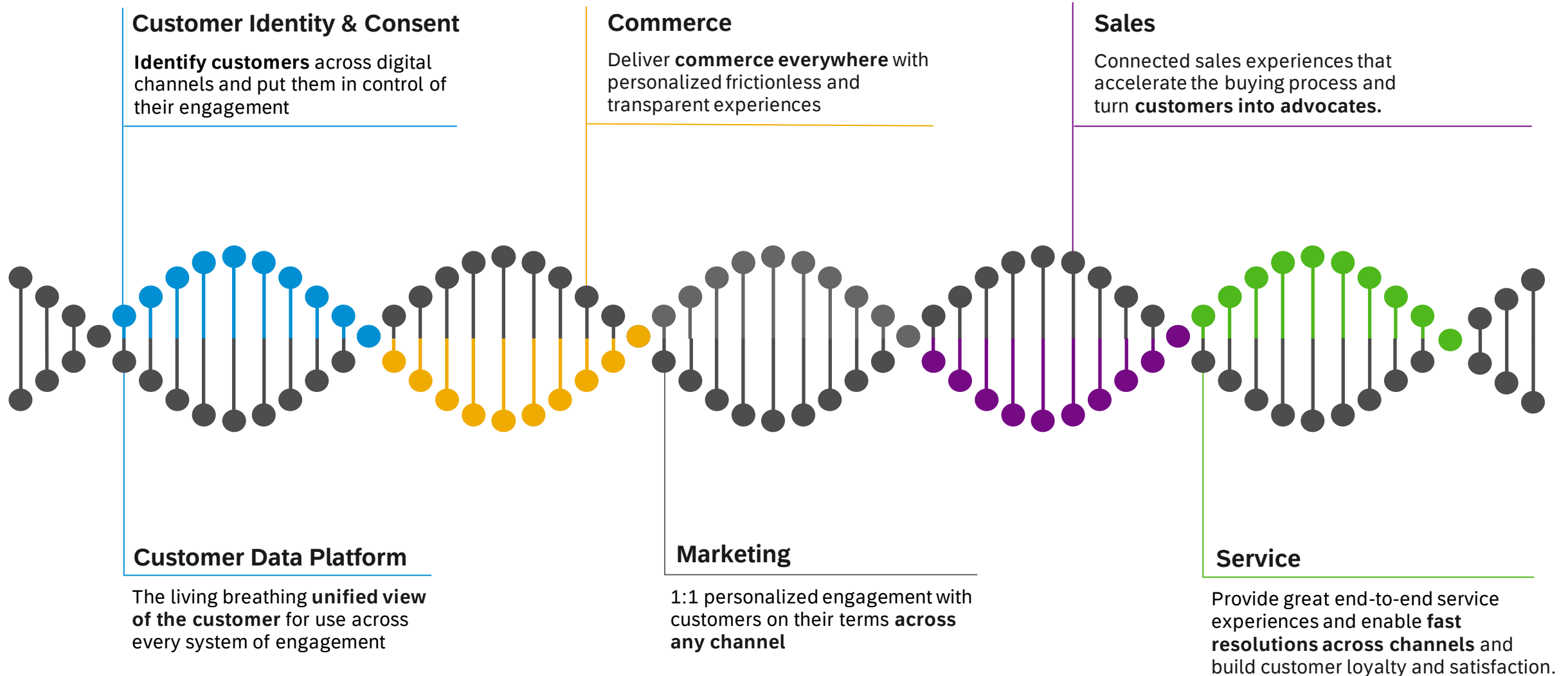




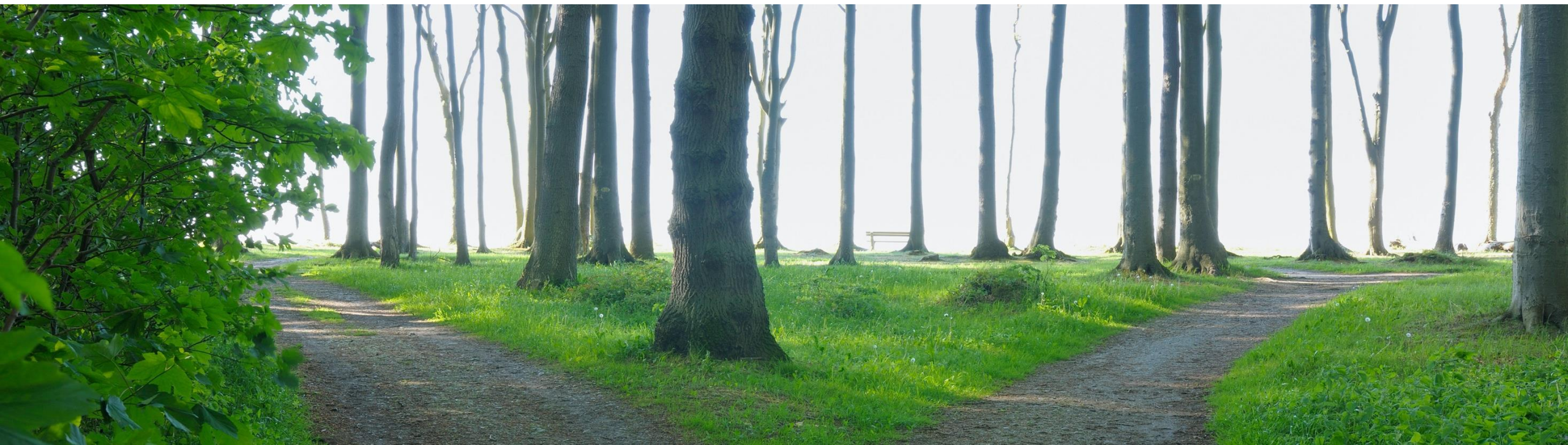
THE SAP CUSTOMER EXPERIENCE PORTFOLIO – OUR DNA



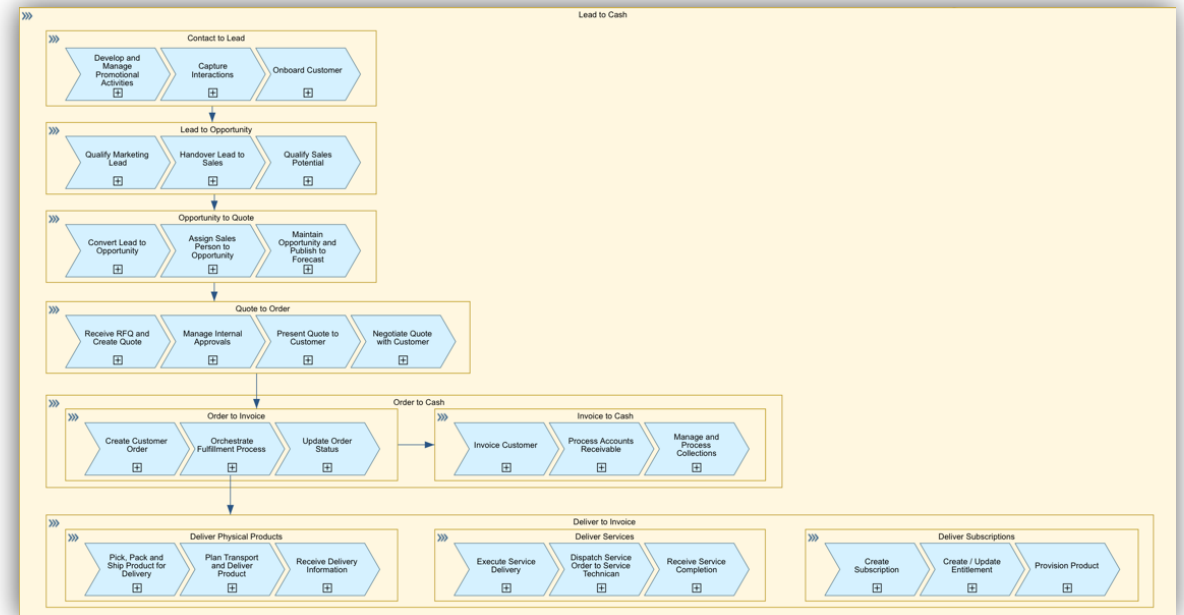
[Further
Information](#)



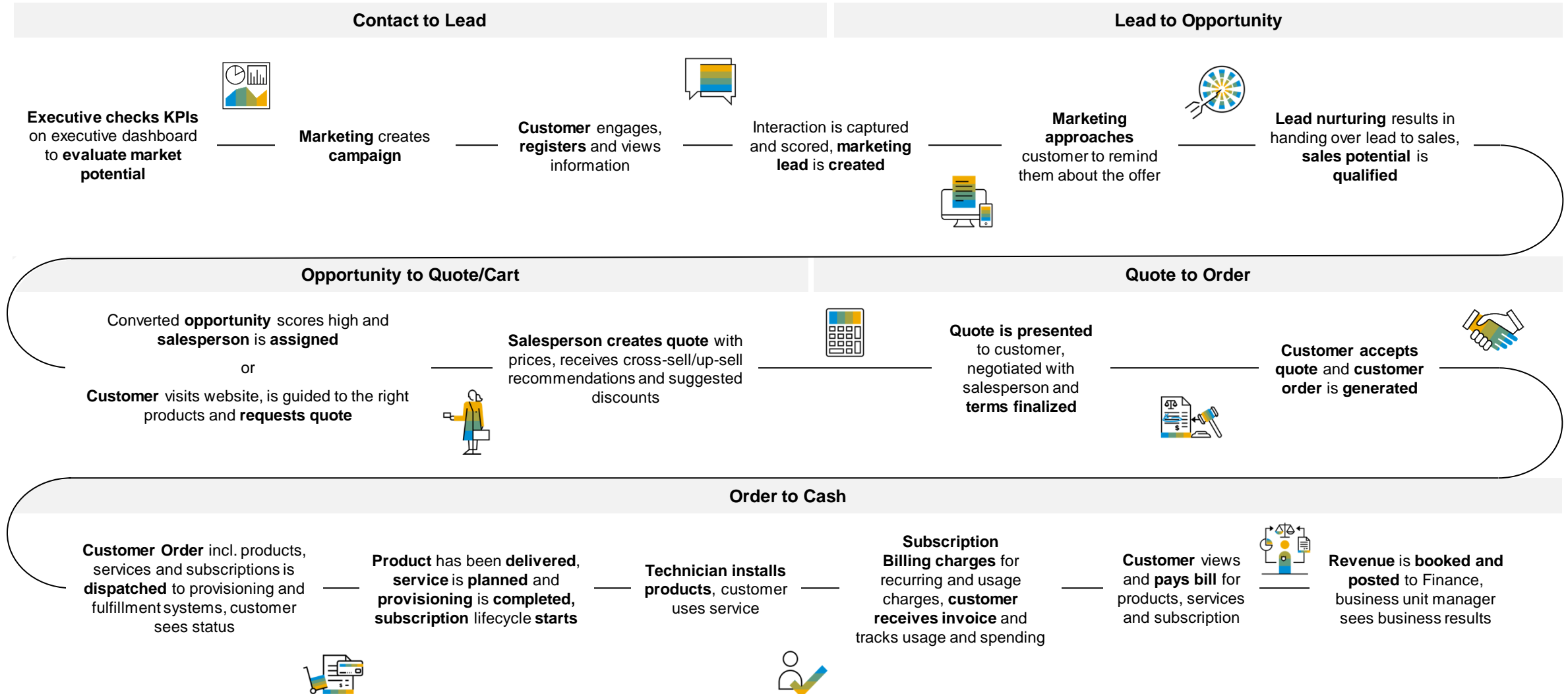
2. Lead to Cash and the **Intelligent Suite**



The Challenge: Customer Journey or Business Process?



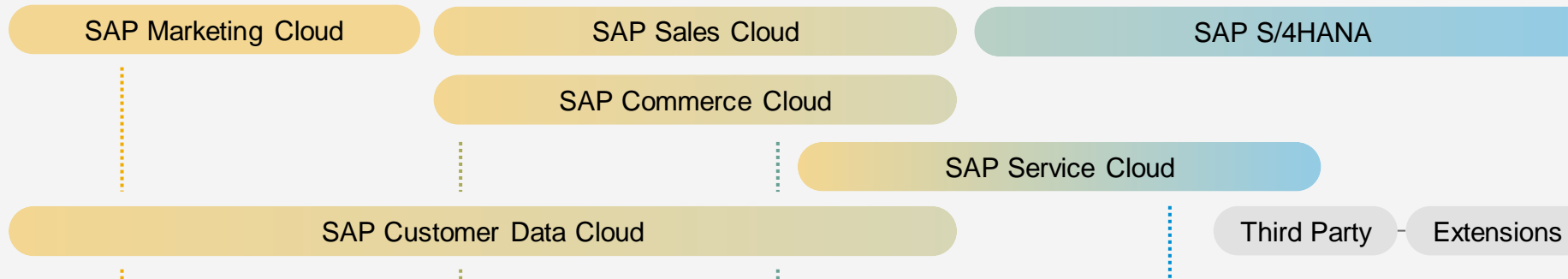
Lead to Cash – B2B Customer Journey



Integrated Lead to Cash E2E Process



BUSINESS APPLICATIONS



Aligned Domain Models: Customer | Product

BUSINESS TECHNOLOGY PLATFORM

Business Services | Master Data Service
Analytics | Database & Data Management | Intelligent Technologies | Application & Integration Development

SAP Graph

SAP API
Business Hub

Lead-to-Cash

- Manage all aspects of the customer experience, from the initial interaction to order fulfillment and service delivery. Drive and realize revenue along the customer journey.

Lead to Cash - Processes Overview

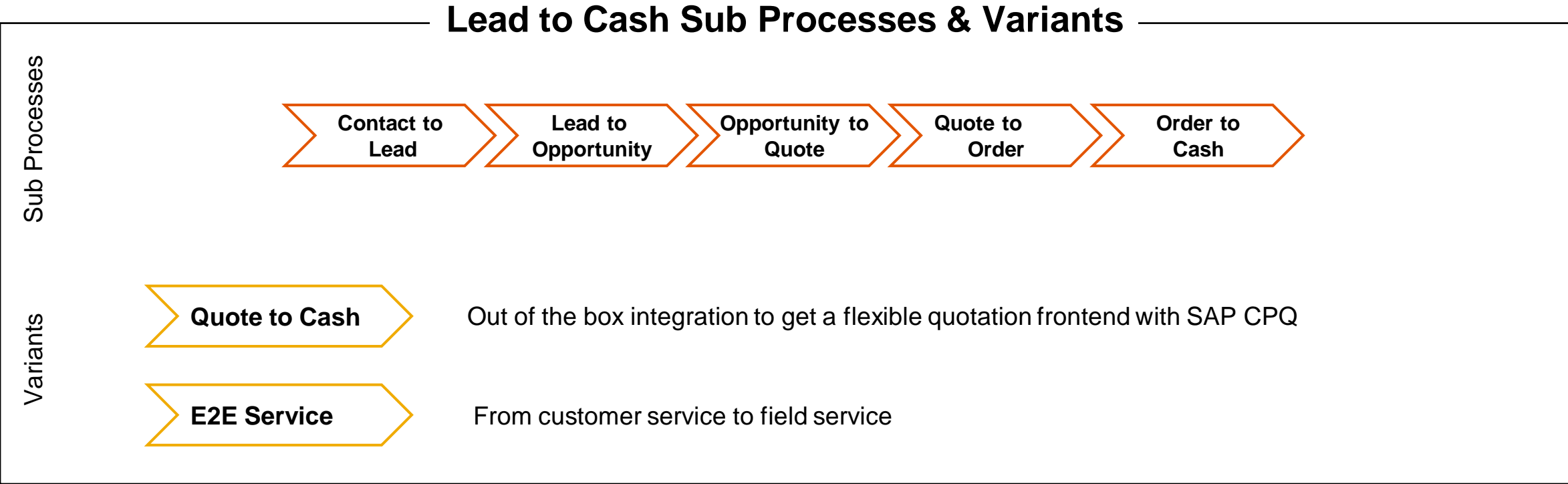
Lead to Cash Process

Covers the entire business process from initial contact with a prospective customer, to order fulfillment and service delivery, driving revenue opportunity and optimizing the experience along the entire customer journey.

✓ Provide a holistic Customer Experience

✓ Reduce response times

✓ Gain real 360° view of your customer



L2C Variant: Quote to Cash

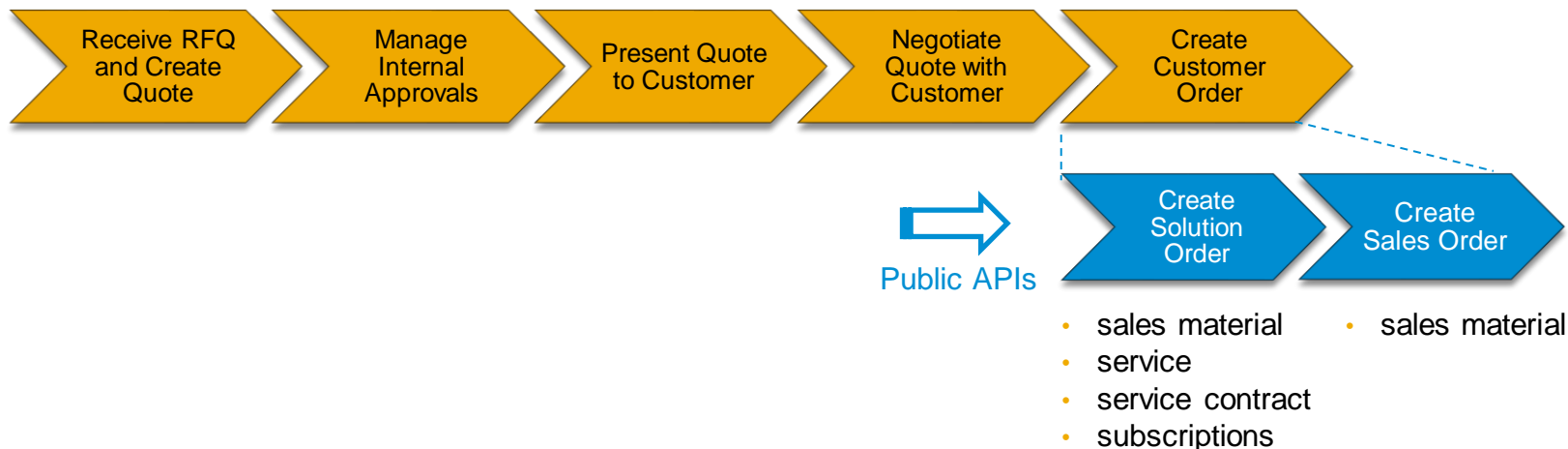
Business Scenario Description

- Configure flexible solution bundles including products, services and subscriptions for use in Quote to Cash processes
- Leverage flexible price quoting and approval workflows to apply the right price and discount to the right deal
- Convert your quotes into orders and contracts

Value Drivers

- Faster go-to-market with easier than ever product configuration process
- Accelerate revenue by responding quickly to customer pricing and quote configuration requests
- Shorter sales cycles with more accurate pricing and quoting process
- Deliver B2C selling experience with B2B quoting process

Process Flow



L2C Variant: E2E Customer Service to Field Service

OMNI-CHANNEL
CUSTOMER
SUPPORT

SERVICE SALES
& ENTITLEMENTS

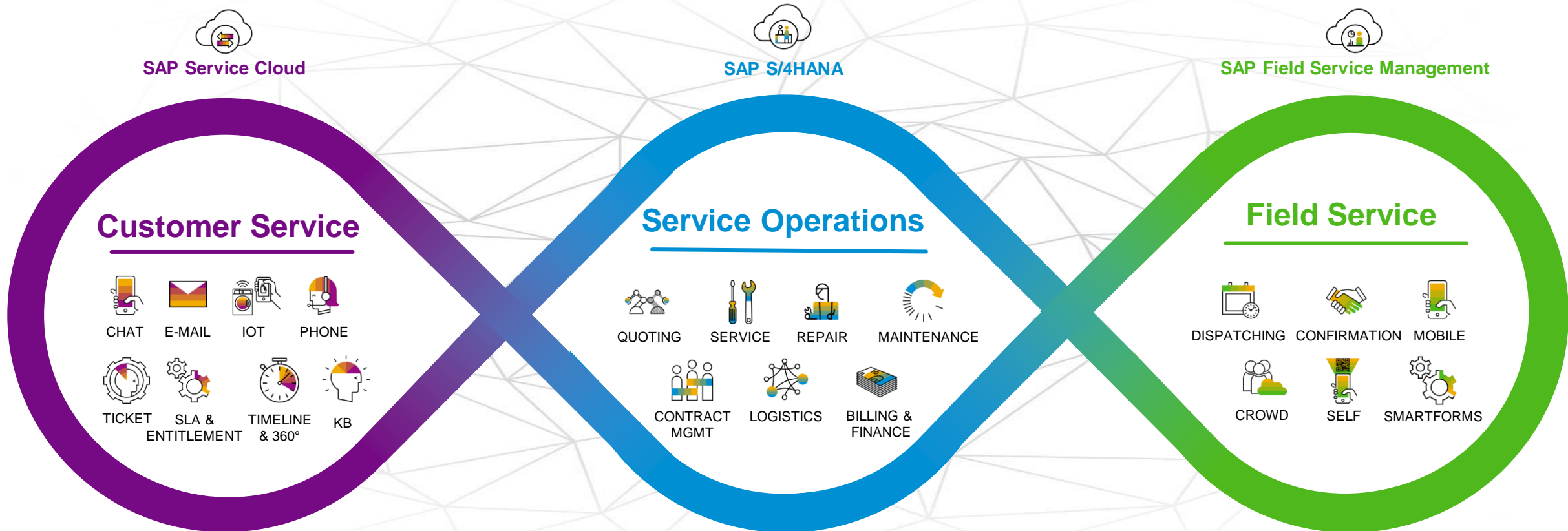
SERVICE
PLANNING

SERVICE BACK-
OFFICE

RESOURCE
SCHEDULING &
DISPATCHING

FIELD SERVICE
EXECUTION &
DEBRIEF

E2E CUSTOMER SERVICE TO FIELD SERVICE





SAP's Integrated Intelligent Suite



Lead to Cash

Customer



Source to Pay

Finance & Procurement



Recruit to Retire

Human Resources



Design to Operate

Manufacturing & Supply Chain



Business Applications

SUITE QUALITIES

Seamless user experience



Harmonized look & feel and navigation patterns

End-to-end process blueprints



Implementable reference architectures

Consistent security & identity mgmt



Central identity provisioning & authentication

Aligned domain models



Aligned business objects across applications

Coordinated lifecycle mgmt



Harmonized provisioning setup & operations

Embedded & cross-product analytics



Holistic 360° business and customer view

One workflow inbox



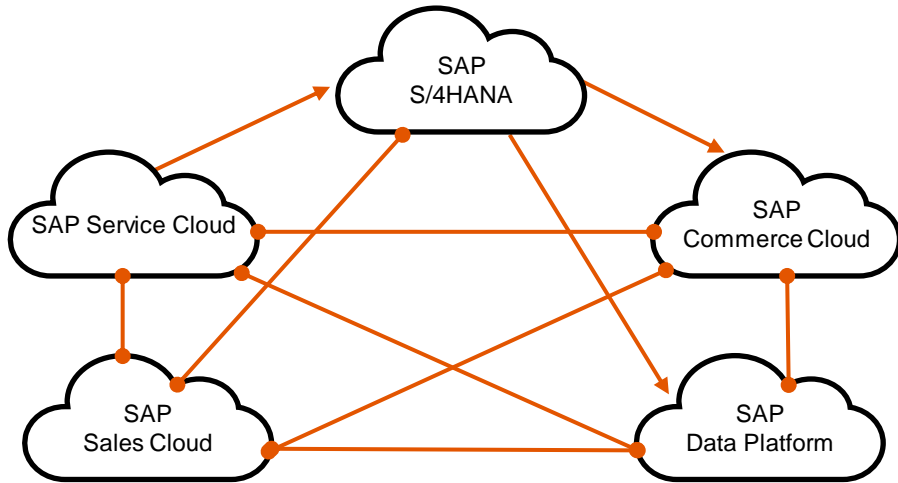
Central task management

Business Technology Platform

Suite Quality – Aligned Domain Models

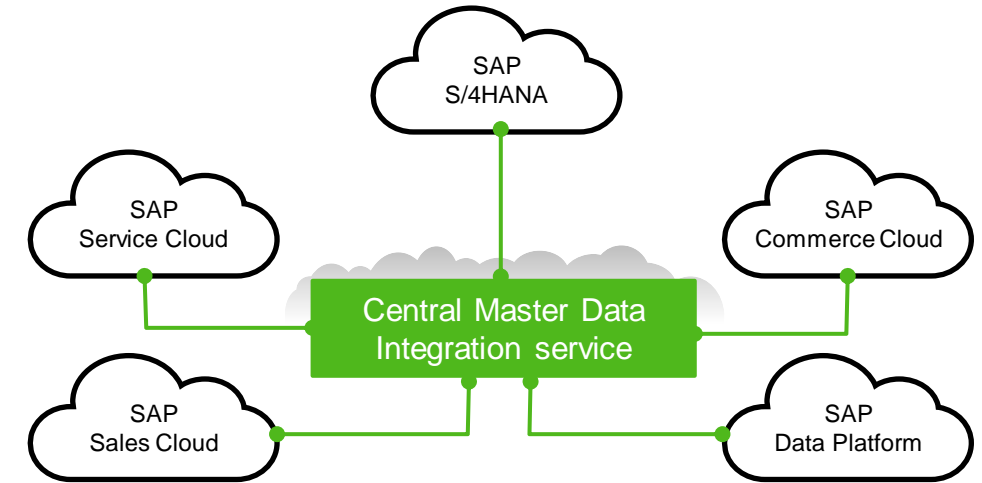
One Central **Master Data Integration Service** across All SAP Business Applications

1:1 integration



- Point to point; hard to synchronize; high maintenance
- Expensive; integration effort required for every implementation
- Inconsistent
- Basic csv load capabilities

1:many integration



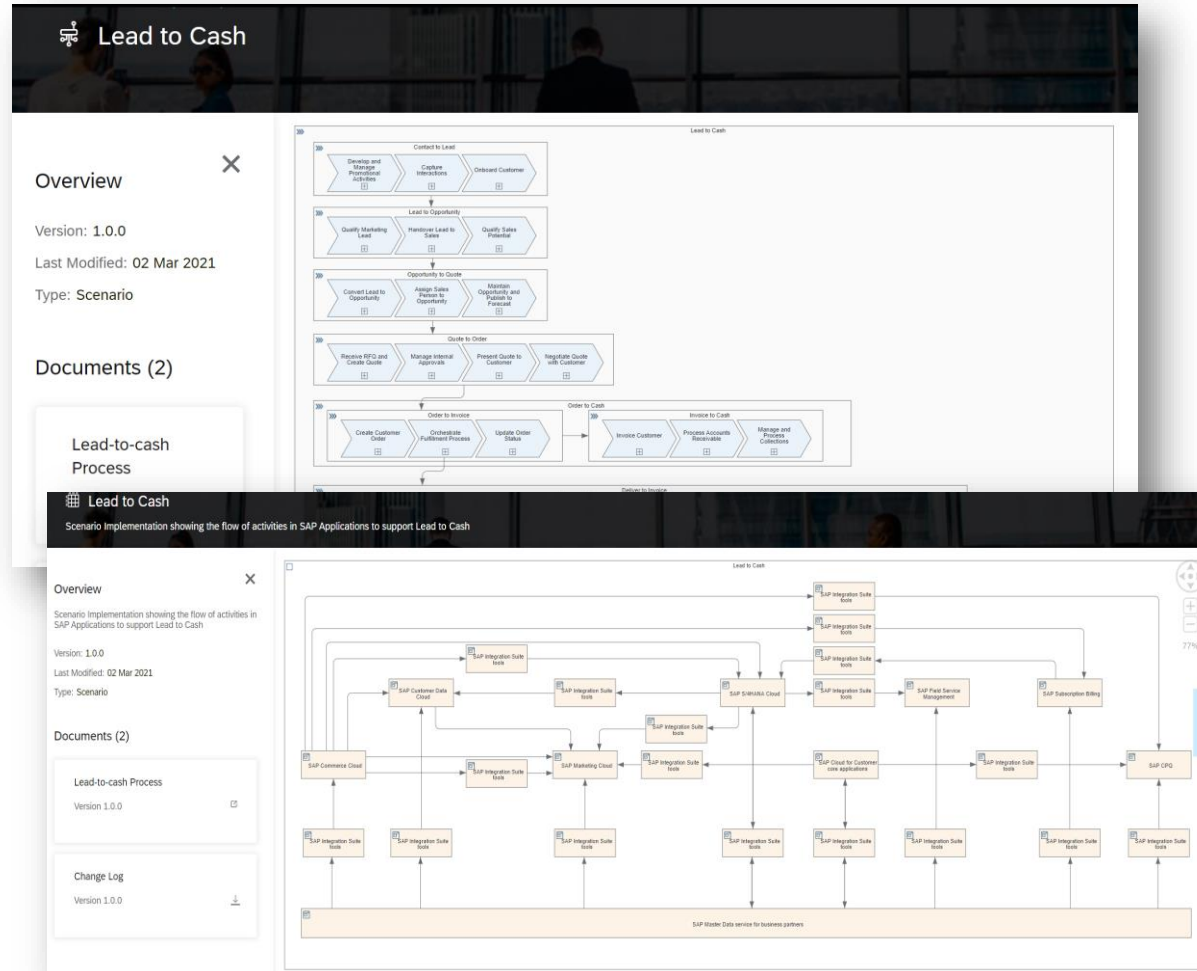
- **Faster:** Efficient centralized distribution
- **Cheaper:** Standardized, out-of-the-box, reusable
- **Better:** Consistent, scalable, compliant: purpose-driven master data replication

End-to-End Process Blueprints

E2E Business Process Architecture for the Intelligent Enterprise



[SAP API Business Hub](#)



Customer Pain Point

- Lack of understanding on how E2E scenarios decompose into applications, modules, business services, technologies and integrations
- Map out the roadmap to adopt the solution and transition from current solution landscape to target

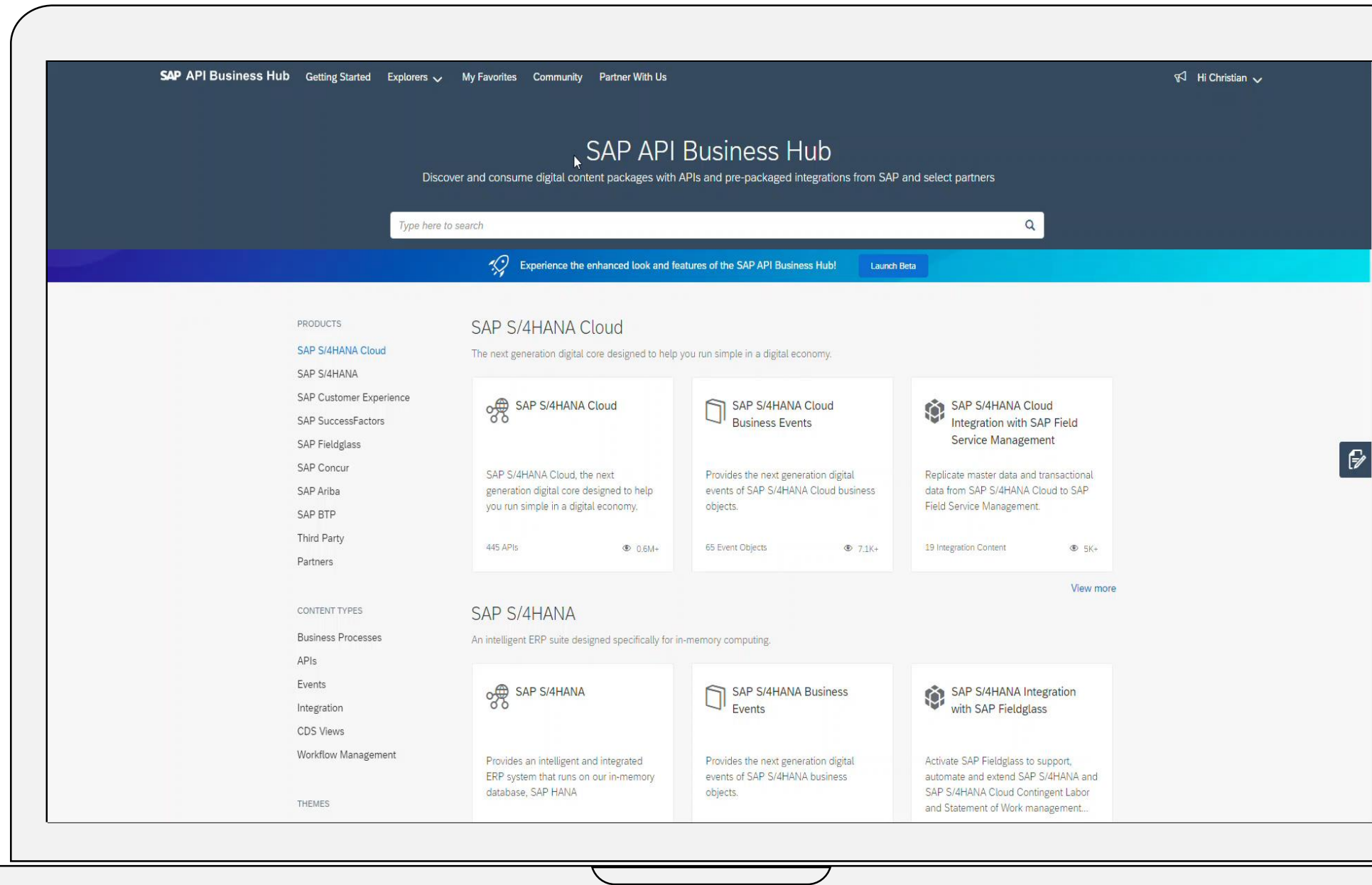
Outcome

- Enterprise Reference architecture with Value Flow, Scenario Implementation and Software Product Collaboration
- Provide a consistent overview of end-to-end business process blueprint–reference architecture supported by SAP's Intelligent Suite
- End-to-end process blueprints to simplify extensions and changes.

SAP API Business Hub

Processes → L2C

Demo



Outlook 2021



Lead to Cash: 2021 Integration + Suite Quality Highlights

Roadmap

2021



CPQ – BRIM Integration for software business



Product replication with aligned data structure



Bringing together CX and S/4HANA, to deliver a seamless Customer Service Experience

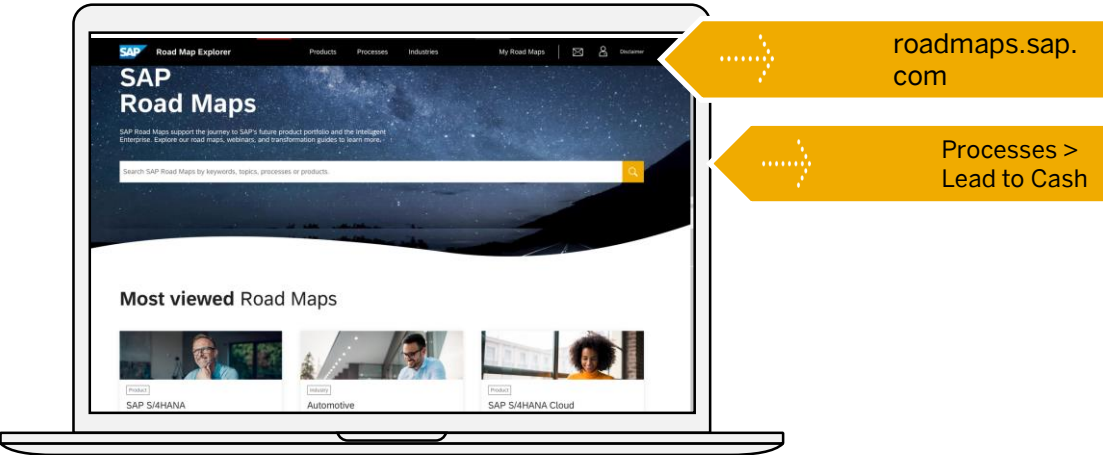
Suite Qualities

- Consistent Security & Identity management (Enable SSO across solutions)
- Coordinated Lifecycle management (E2E integration setup)
- One domain model (Semantically aligned APIs and data models)

Useful Resources



Useful Resources



Your Path to Becoming an Integrated Intelligent Enterprise



1

DISCOVER SAP's Integration Strategy

Check out the updated paper [Intelligent Enterprises Are Integrated Enterprises](#)

2

LEARN MORE about the **key technologies and concepts**

Join the [webinars](#) about SAP's Integration strategy

3

ENGAGE with the **SAP Community**

Visit the topic page [SAP Integration Strategy](#) to find related blogs and ask questions

Q&A



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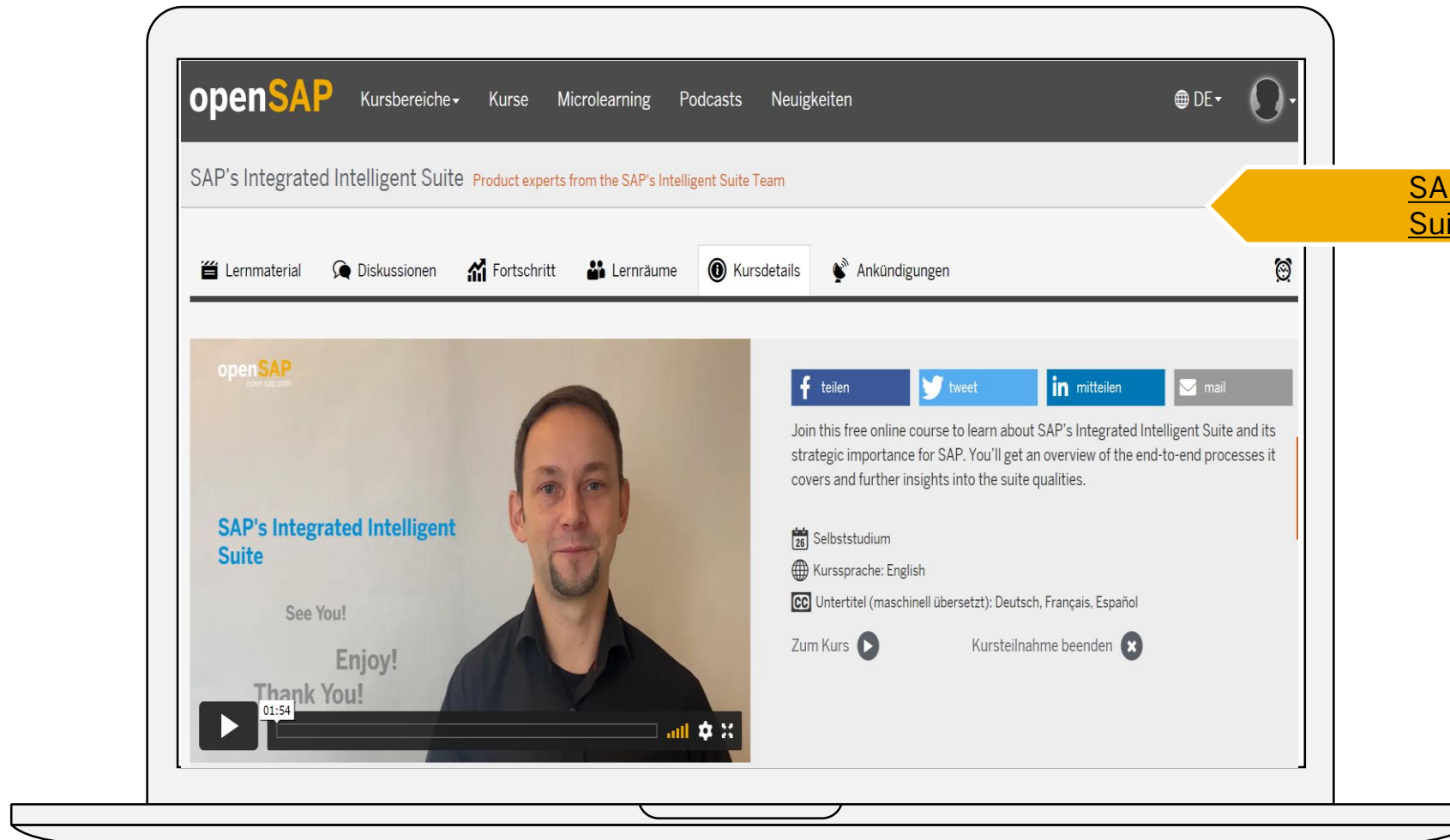
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Appendix

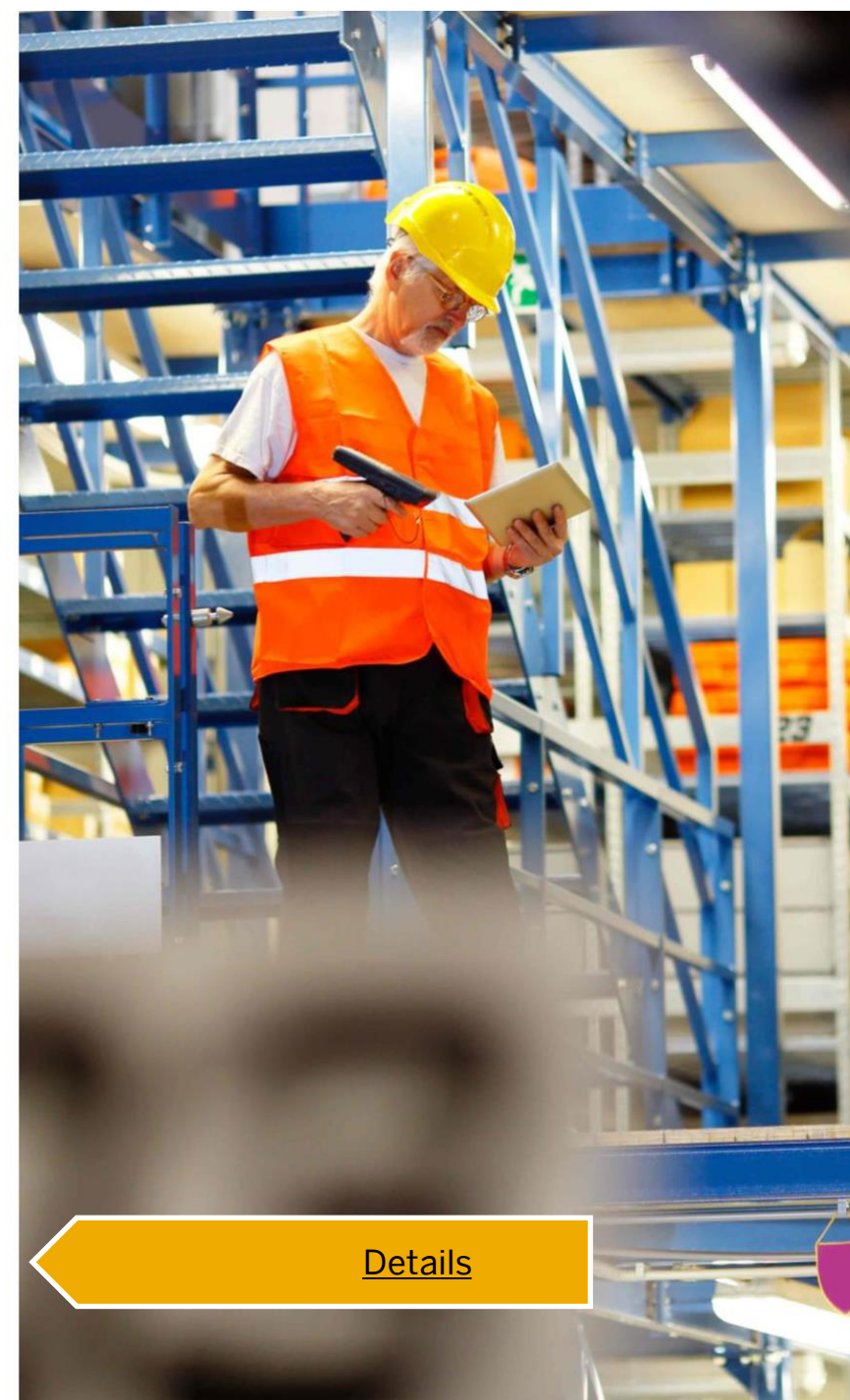
Open SAP “SAP” s Integrated Intelligent Suite“



SAP's Integrated Intelligent Suite

PROMESA: Building an Intelligent Enterprise to Engage Customers and Employees

Productos Metalúrgicos S.A. (PROMESA) is a leading distributor of tools, hardware, and automotive products in Ecuador. A small company competing against major suppliers, it sought to automate aging manual processes to better **meet customer expectations for the right product at the right time**. PROMESA implemented SAP S/4HANA® as its digital core and integrated SAP® SuccessFactors®, SAP Concur®, SAP Sales Cloud, and SAP Service Cloud solutions to shape itself into an intelligent enterprise.





Featured Solutions and Services

VINCI Energies **harmonized core business processes globally**, optimized interactions with customers, and created mobile apps to capture project costs with these solutions and services:

- SAP S/4HANA®
- SAP Fiori® user experience
- SAP® Cloud Platform
- SAP Analytics Cloud solution
- SAP C/4HANA suite
- SAP Service Cloud solution
- SAP Digital Business Services

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[Details](#)