



SAP S/4HANA Architecture & Strategy

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CUSTOMER



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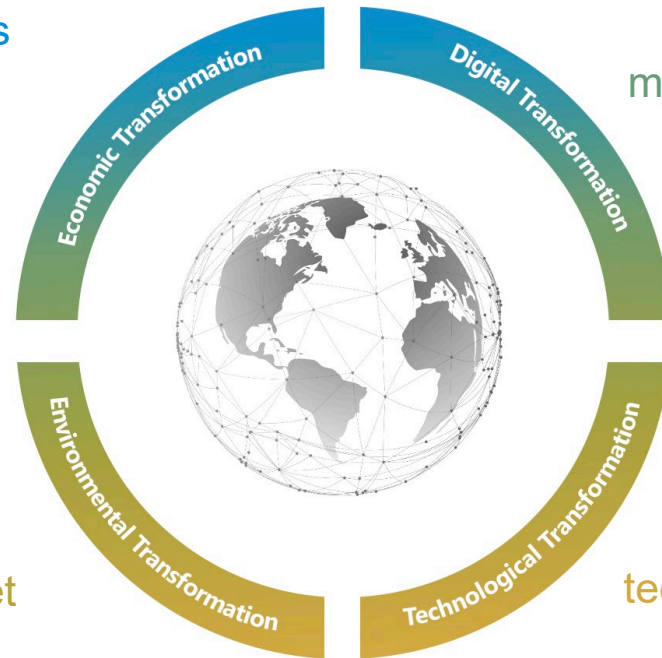
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Your Business Requirements Define Our Strategy

Enterprises need the agility to **adopt new business models**, **gain efficiencies**, and **transform mission-critical systems** to **drive sustainable growth**

Adopt agile business models and industry disruption



Drive efficiencies and manage complex digital journeys

Drive sustainability imperatives and meet new regulations

Modernize technology and move to the cloud



Intelligent,
sustainable
enterprise

Industry-specific
end-to-end processes

Business process management

Enterprise resource management
Spend management
Human capital management
Customer relationship management

Business network | Industry cloud | Experience management | Planning

Business technology platform

App dev Integration Data and analytics AI

Our Mission:

Enable every enterprise
to become an **intelligent,
sustainable enterprise**

SAP Business Technology Platform



Industry-specific
end-to-end processes

Business process management

Enterprise resource management
Spend management
Human capital management
Customer relationship management

Business network | Industry cloud | Experience management | Planning

Business technology platform

App dev Integration Data and analytics AI

Migrate and maintain relevant data, deliver trusted master data, and keep the core clean by decoupling custom code

Integrate, optimize, and automate processes with 2,000+ prebuilt integrations and comprehensive tools

Innovate to gain a sustained competitive advantage with high value SAP BTP solutions including analytics and intelligent technologies embedded in SAP S/4HANA

Database & Data Management

- Data Storage
- Data Processing
- Data Integration
- Data Orchestration
- Information Governance
- Master Data Management

Analytics

- Business Intelligence
- Augmented Analytics
- Predictive Analytics
- Collaborative Planning
- Data Warehousing

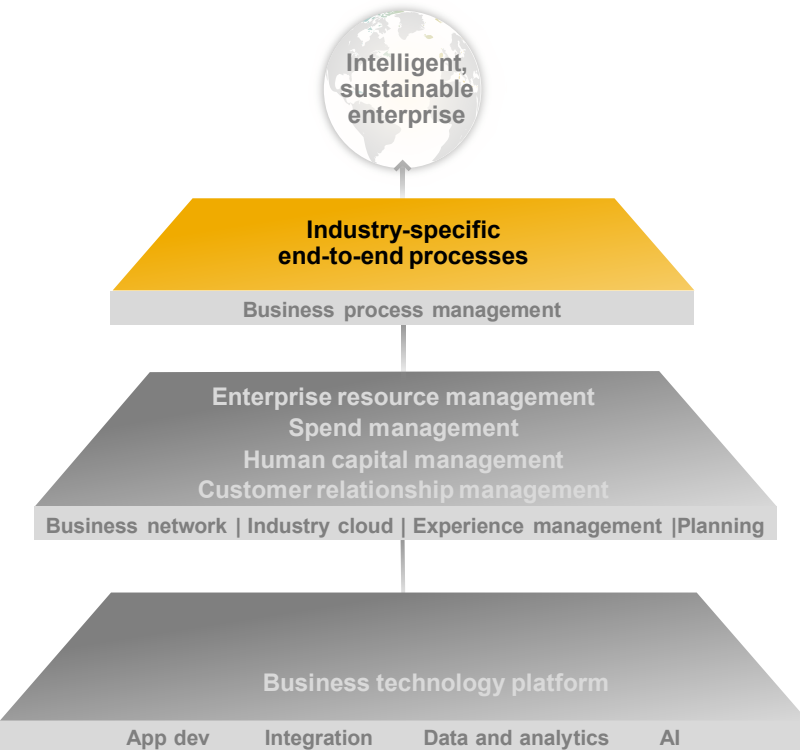
Apps Dev. & Integration

- Integration
- Extensibility
- Business Process Optimization
- Business Services
- User Experience

Intelligent Technologies

- **AI** (Artificial Intelligence)
- **ML** (Machine Learning)
- **RPA** (Robotic Process Automation)
- **BC** (Blockchain)
- **IoT** (Internet of Things)

SAP Industry Cloud



Aerospace & Defense	Defense & Security	Industrial Machinery & Components	Mining	Sports & Entertainment
Automotive	Engineering Construction & Operations	Insurance	Oil & Gas	Telco
Banking	Healthcare	Life Sciences	Professional Services	Travel & Transportation
Chemicals	Higher Education	Media	Public Sector	Utilities
Consumer Products	High Tech	Mill Products	Retail & Fashion	Wholesale & Distribution

Innovate faster by connecting in-depth SAP expertise with top thinkers, inventors, and disruptors. Deliver targeted, modular solutions from one place

Shape your industry with next-practices by getting a clear roadmap that links strategy and technology

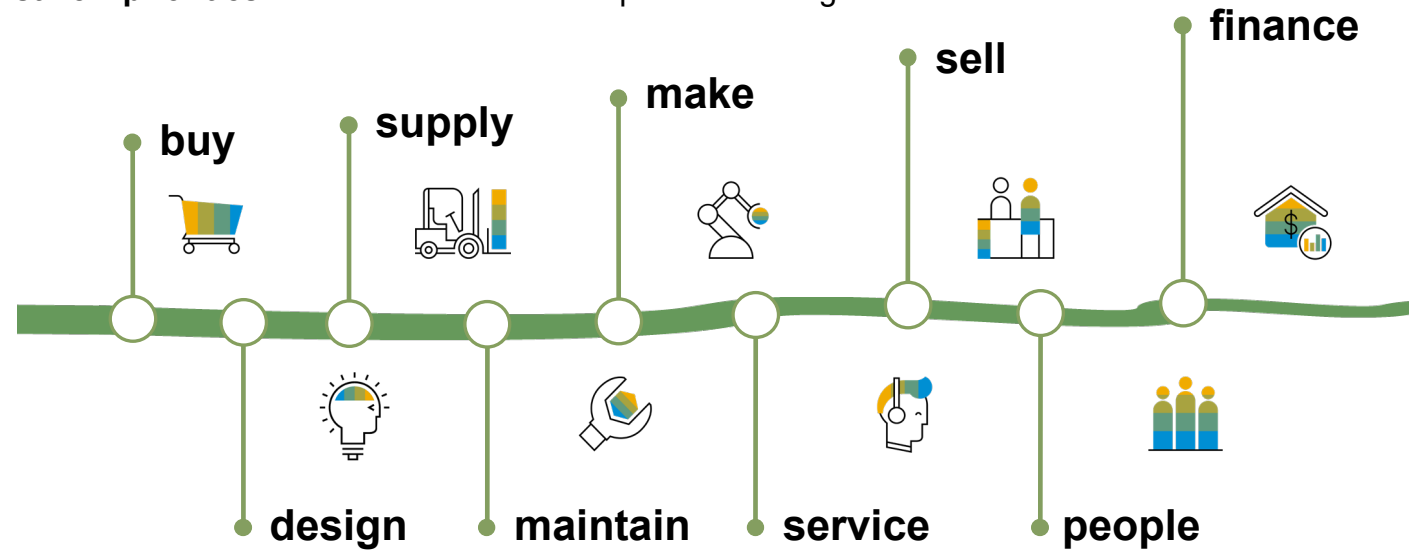
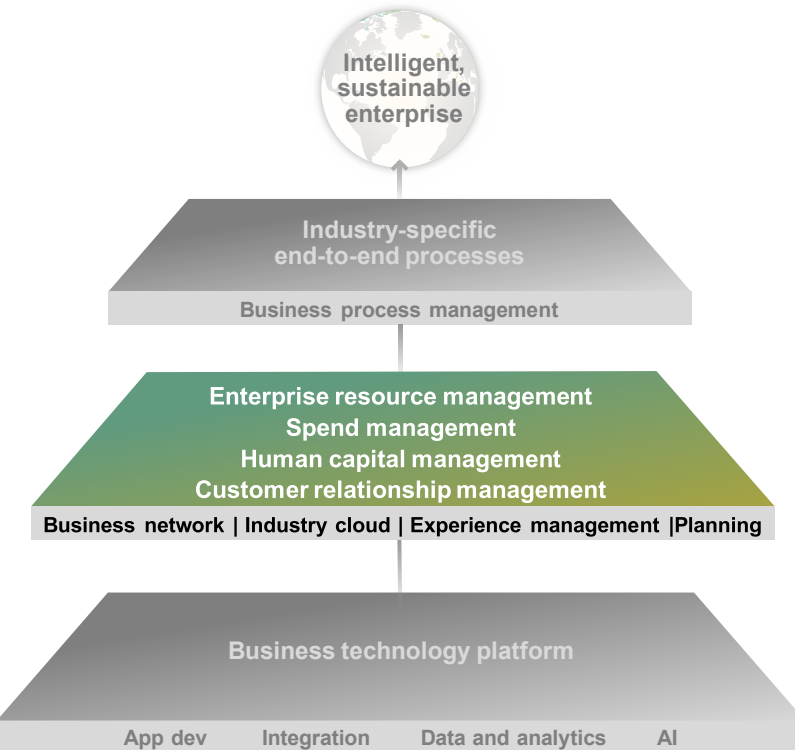
Connect innovation across your company by leveraging built-in integration to the systems and data at the center of your business without disrupting the core business processes and experiences

SAP S/4HANA Cloud

Design new business models and maximize existing ones with end-to-end business scenarios coupled with digital industry best and next practices

Drive step change improvement in time-to-market and drive insight into action with intelligent automation embedded into mission-critical business processes

Adapt instantly to volatile markets, disruptions, and crisis with dynamic reallocation of resources against new priorities with real-time business operations designed

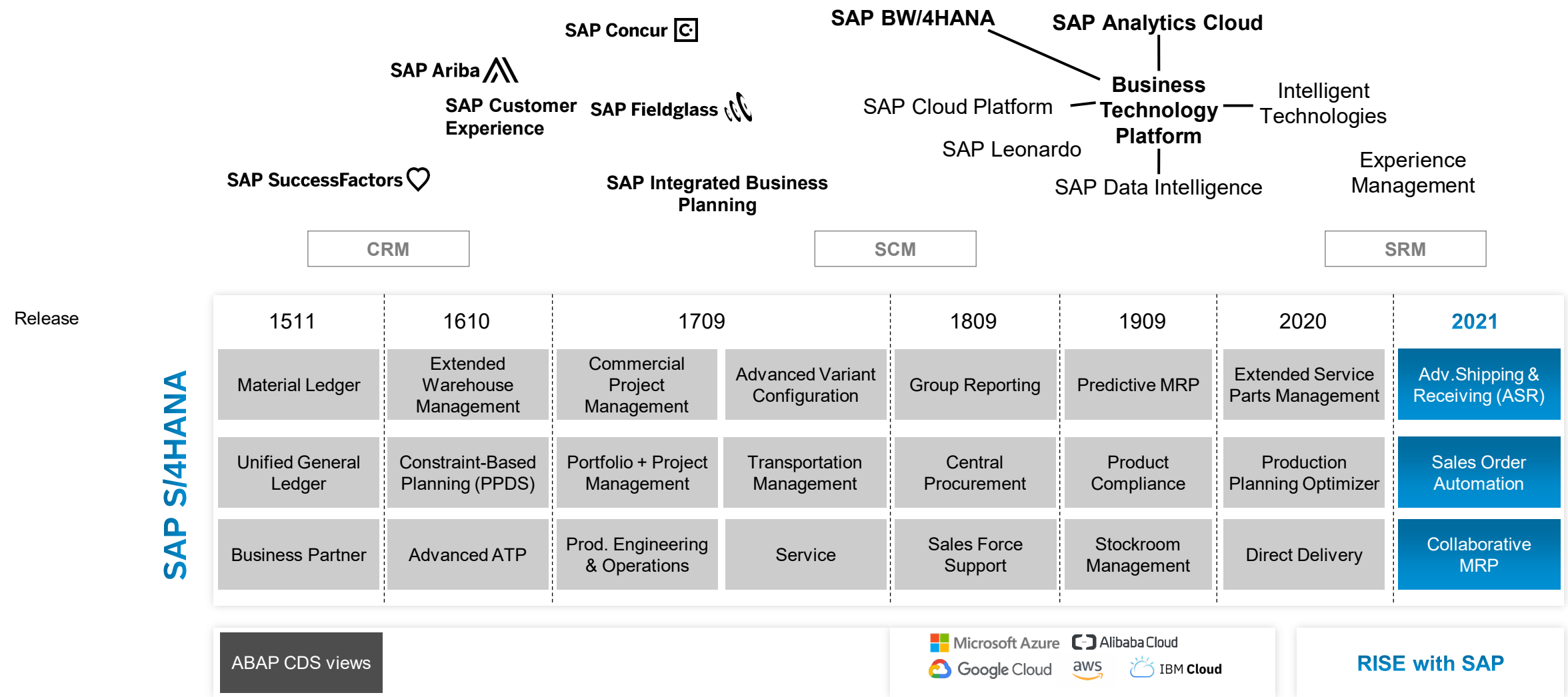


Drive real-time insight eliminating manual effort, increasing productivity with intelligent automation coupled with industry best practice processes

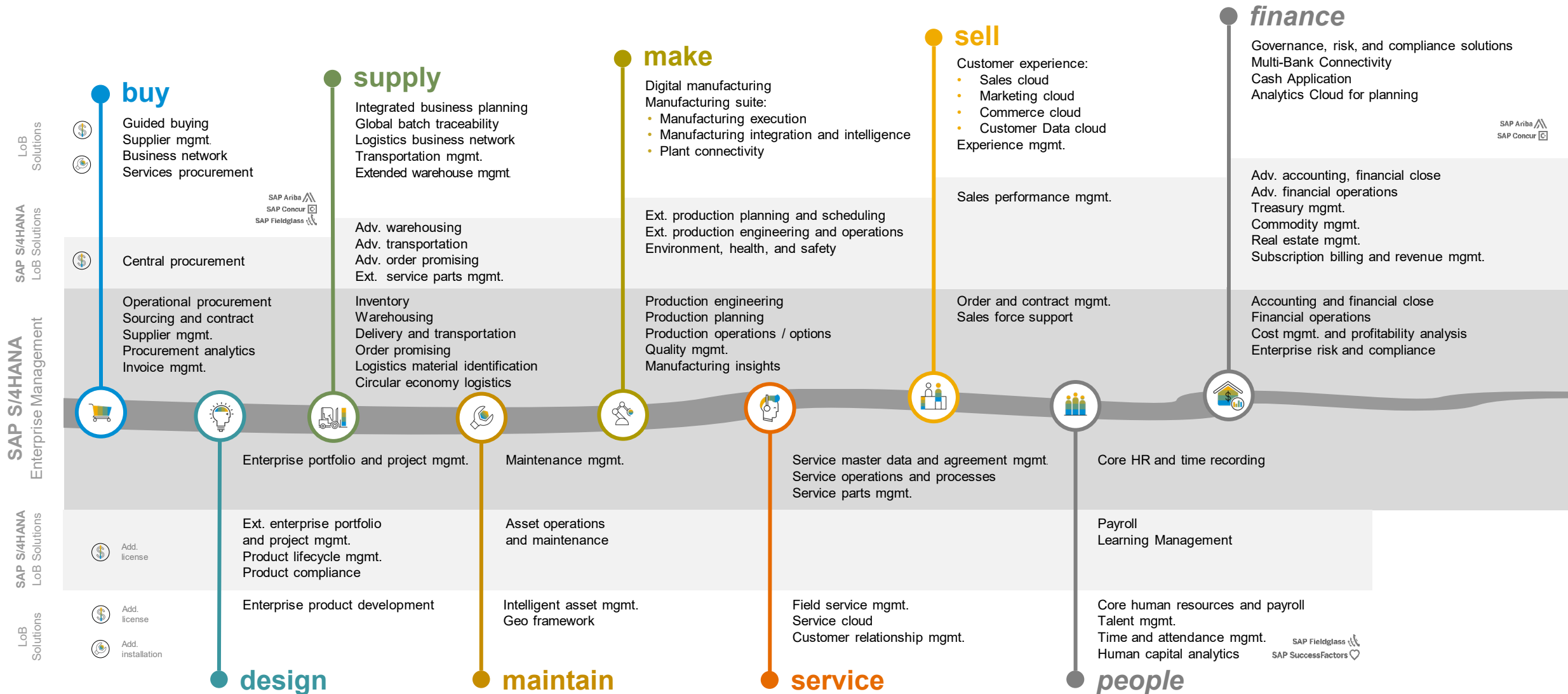
Operate as ONE with increased visibility across end-to-end business processes, operations, and networks

Decide and act immediately from anywhere with personalized insight delivered to employees in the context of their role

SAP S/4HANA Evolution of Architecture

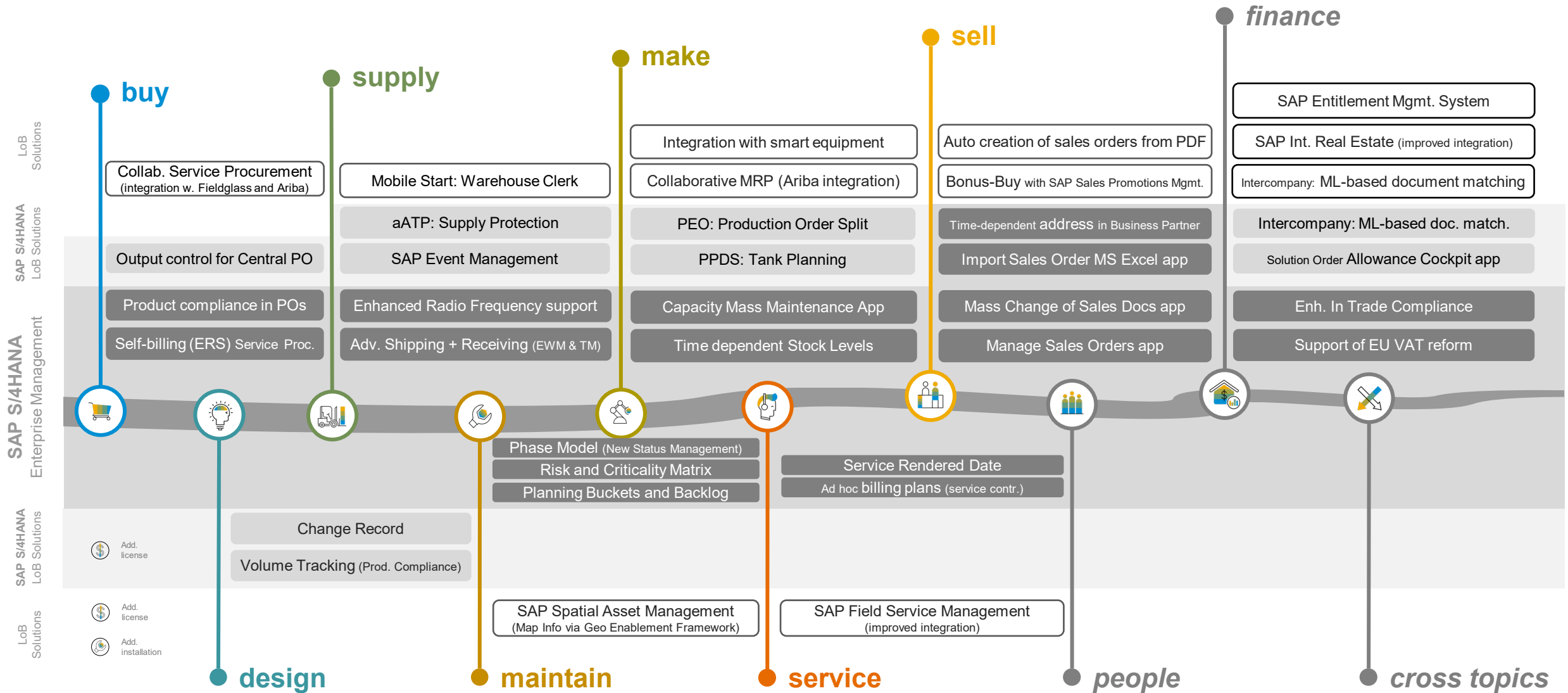


SAP S/4HANA Cloud Modular Application Portfolio



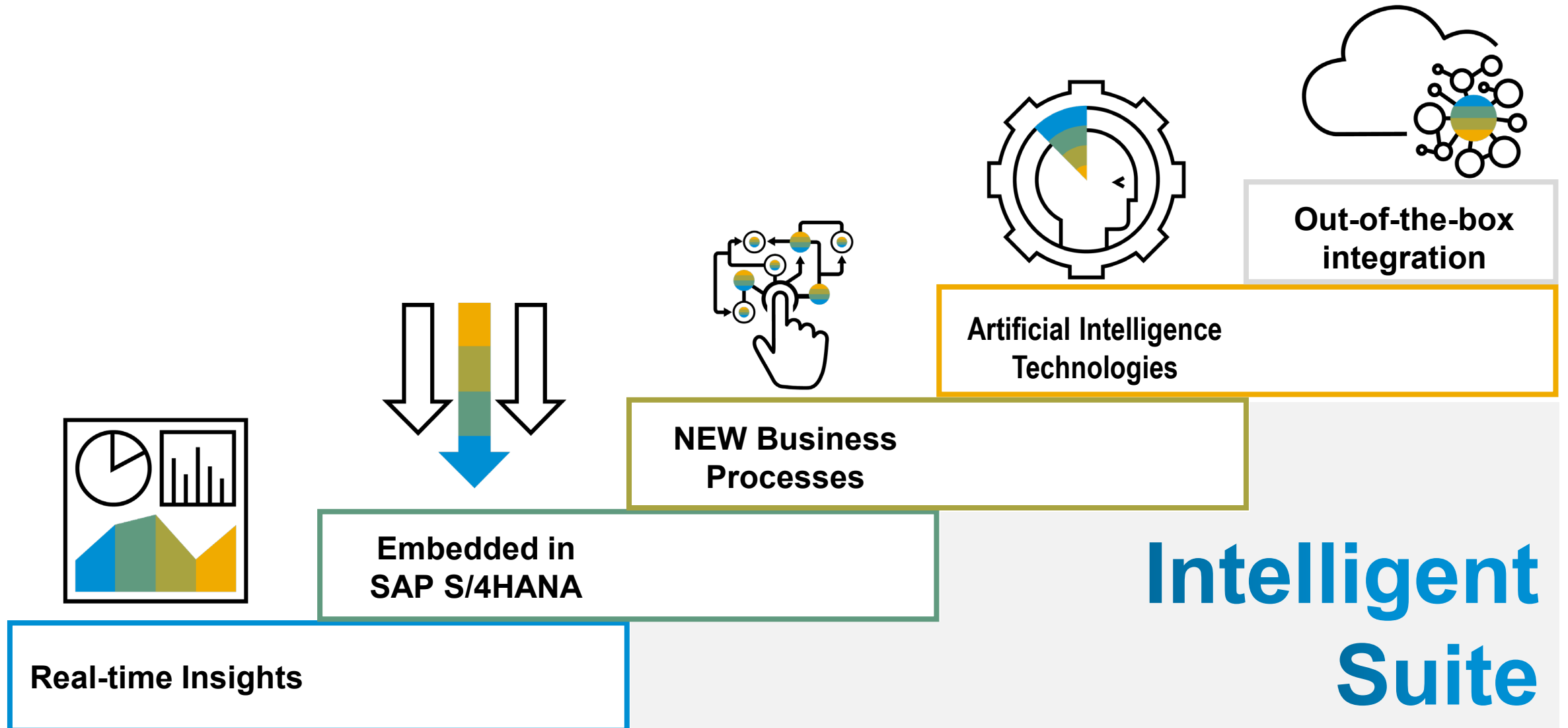
SAP S/4HANA Delta Highlights in 2021

2021



Components of the intelligent suite

SAP S/4HANA Cloud, An Intelligent Suite For You

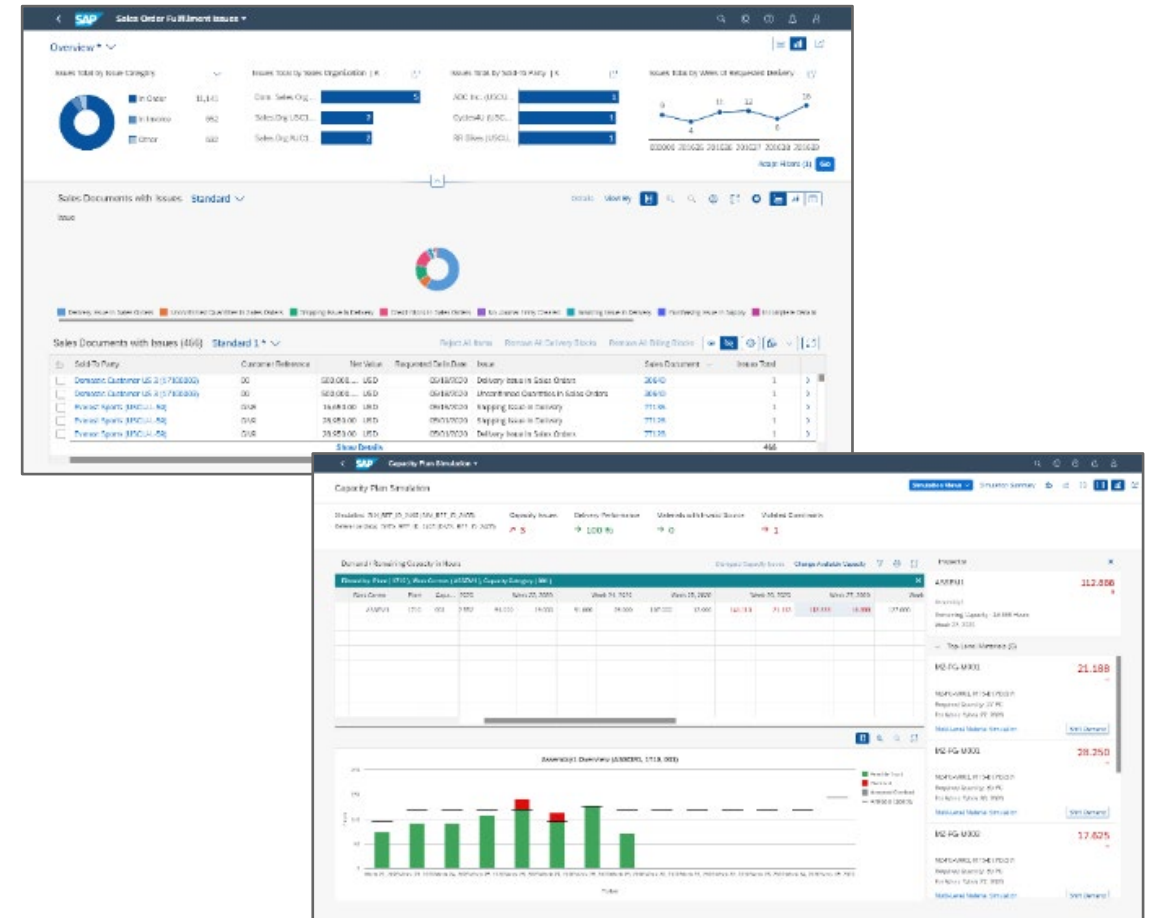


Real-time Insights With SAP S/4HANA



Take advantage of **transactional and analytical data in one system** with:

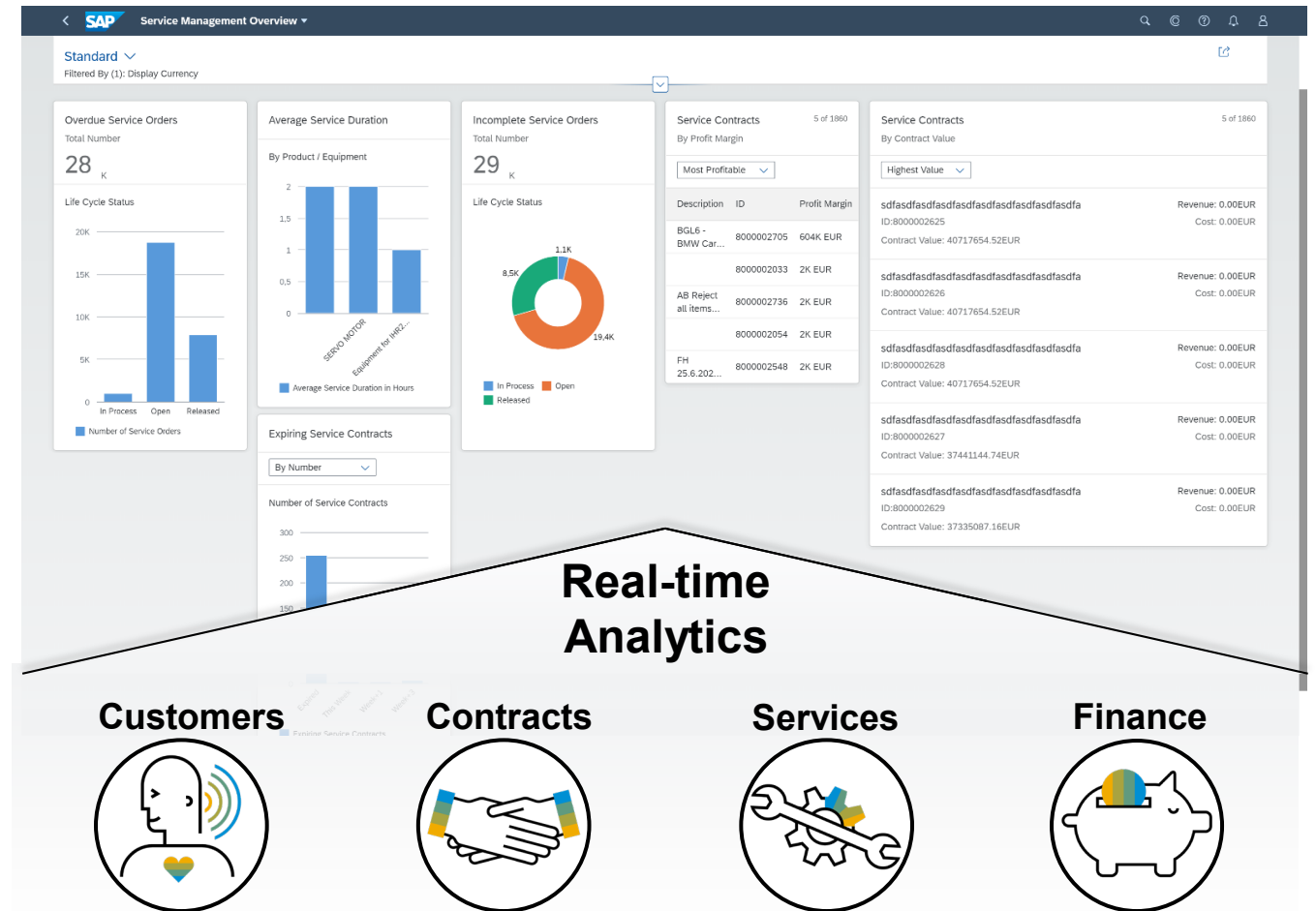
- configurable KPIs
- role-based “Overview Pages” and cockpits
- insight to action capability: analyze and resolve
- historical data for simulations and predictions
- flexible drill down for maximum transparency



Service Management Overview Page

Monitor operations and business outcomes of services business in realtime via analytics, looking directly at the transactional data.

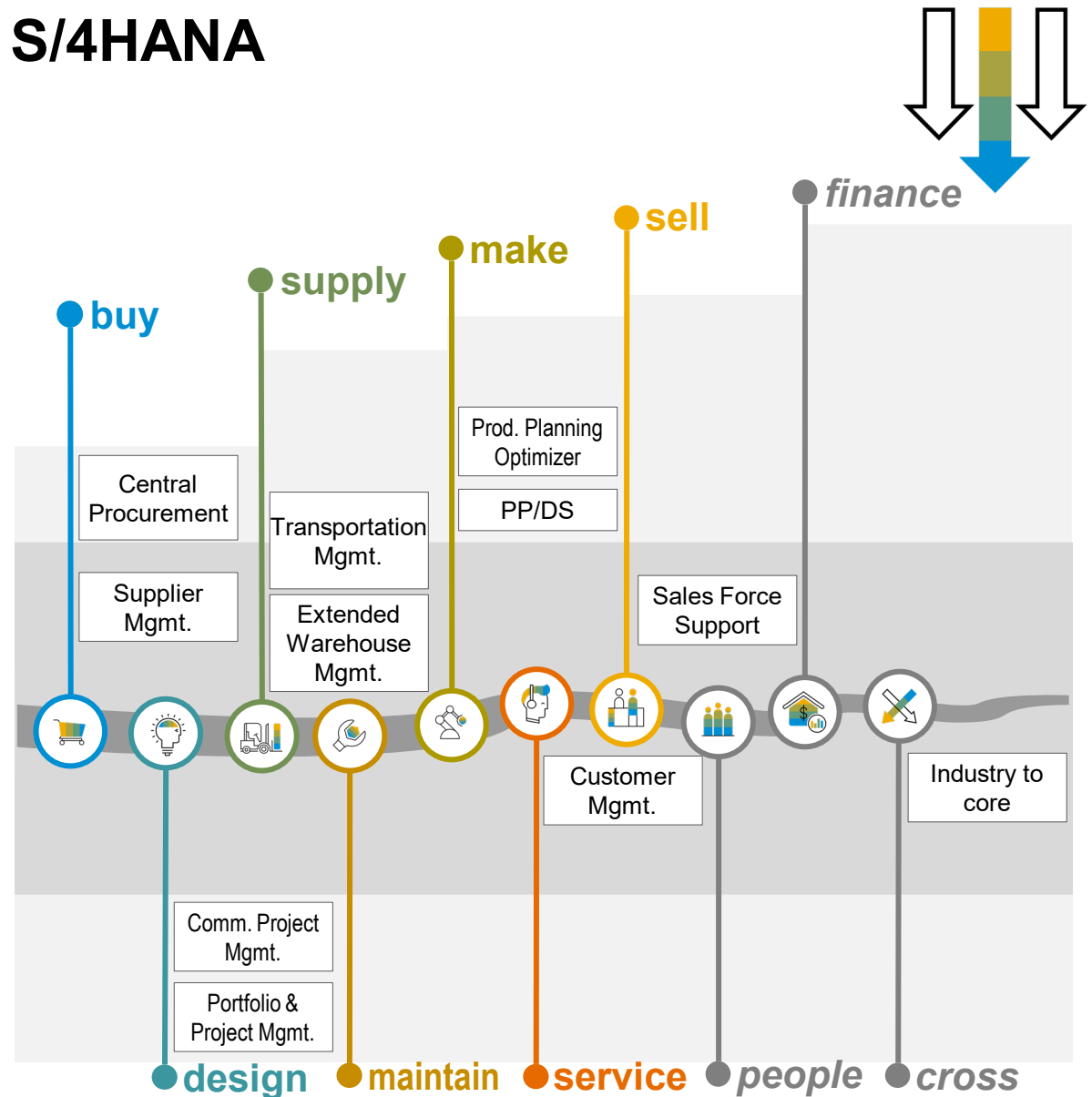
- visualization / dashboard in realtime directly from SAP S/4HANA
- both operational (e.g. overdue service orders) and business management (e.g. profit margin)
- personalized for individual user roles



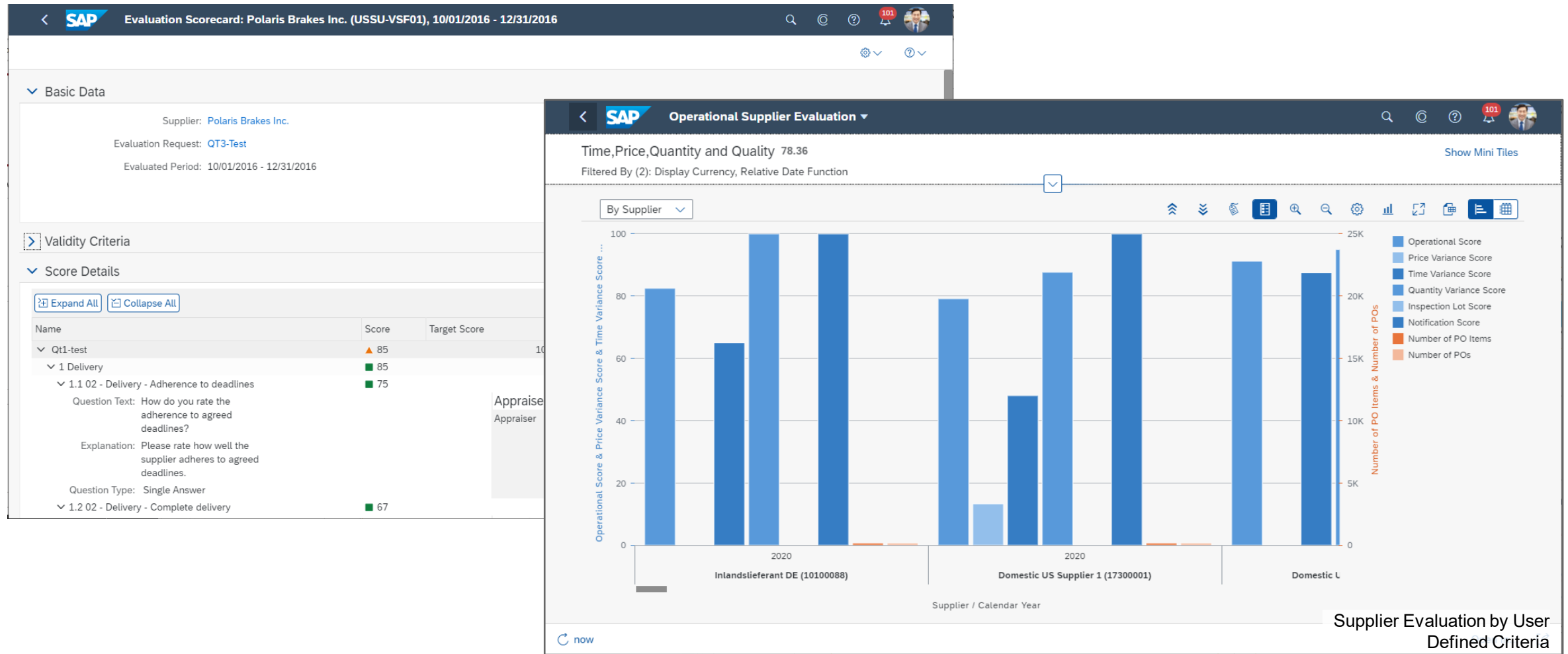
Functionality Newly Embedded in SAP S/4HANA

ERP 2.0 – **built based on business requirements** not on IT limitations

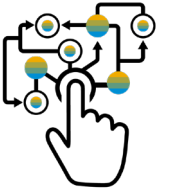
- removing landscape complexity
- simplifying processes
- ensuring real-time decisions
- harmonizing master data
- reducing cost



Supplier Management in SAP S/4HANA

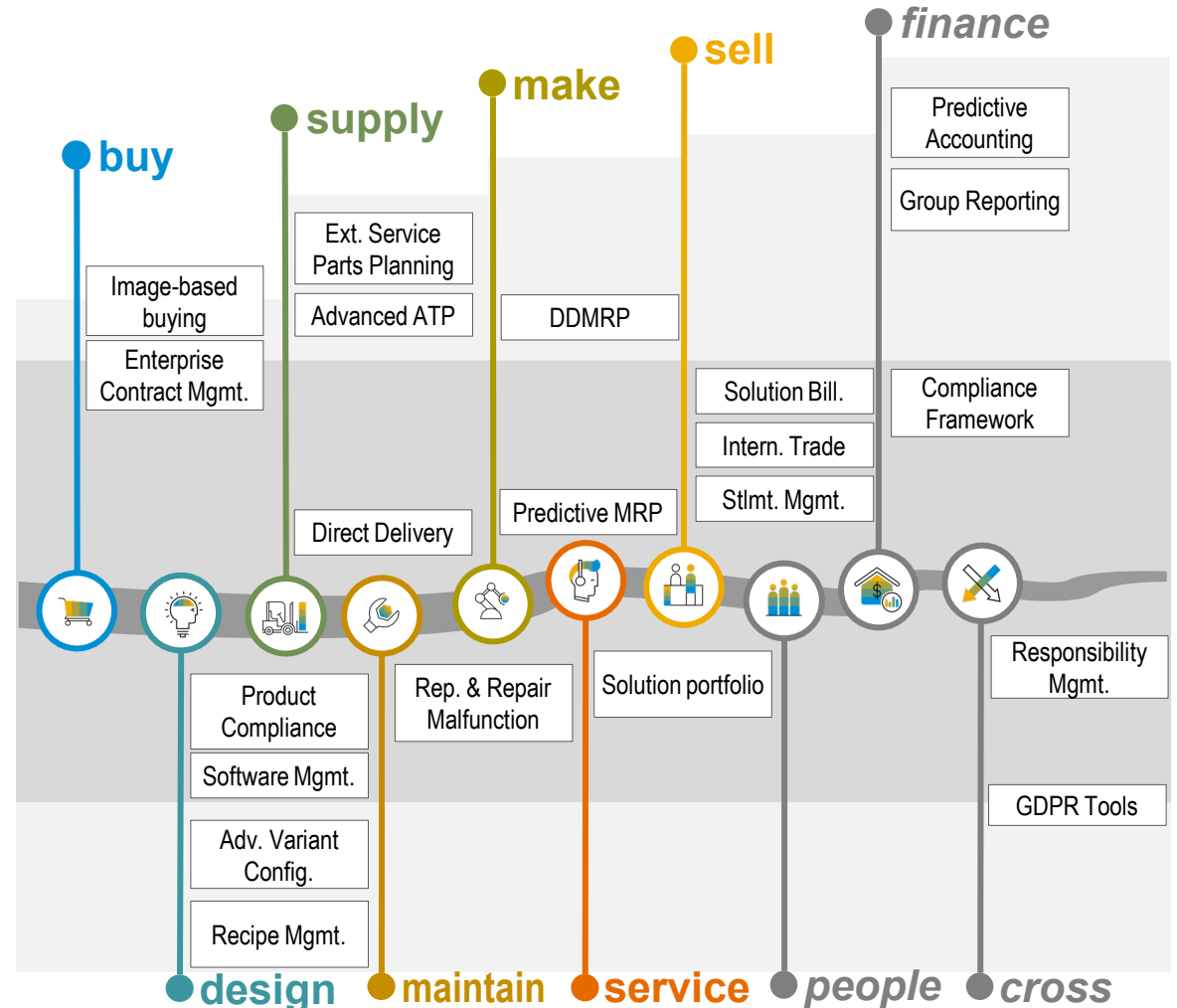


New Business Processes in SAP S/4HANA



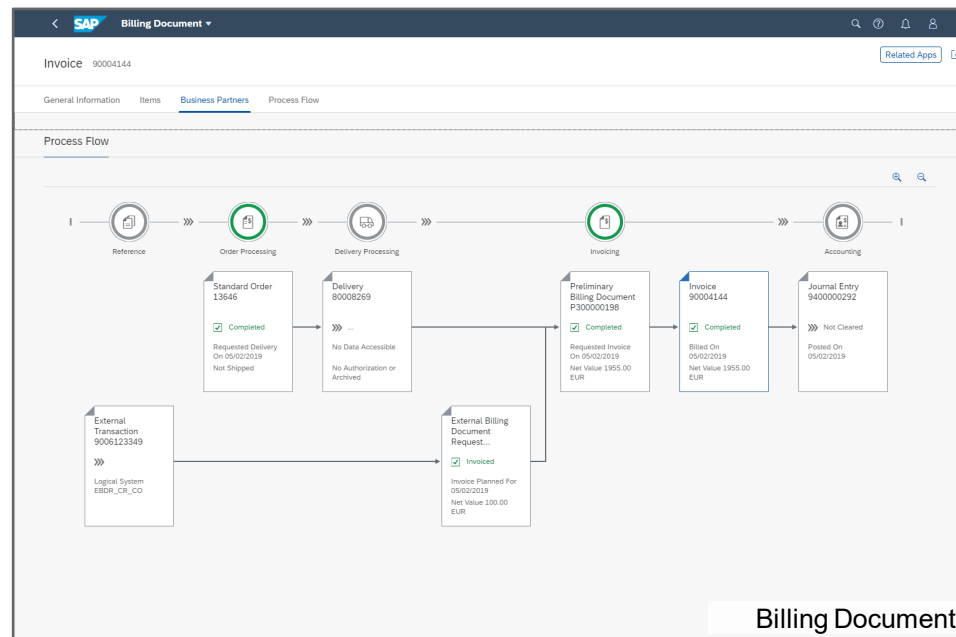
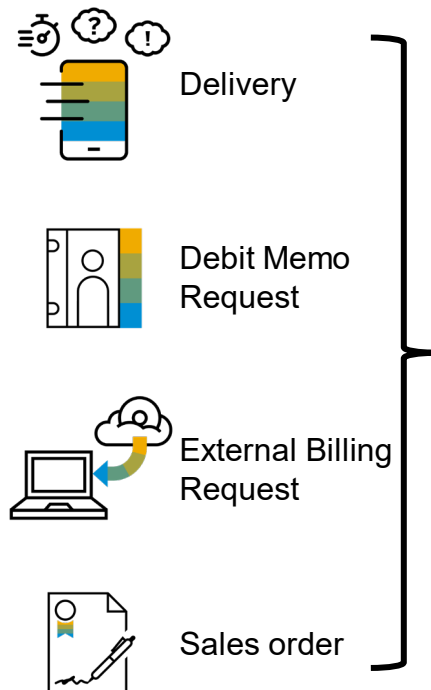
Supporting the requirements of a digital economy

- capabilities for service-based business and the combination of tangible and non-tangible products
- supporting new industry trends like “contribution-based formulation” or “DDMRP”
- increased organizational flexibility with easy to manage framework
- new algorithms to support complex scenarios around the “unit of one”

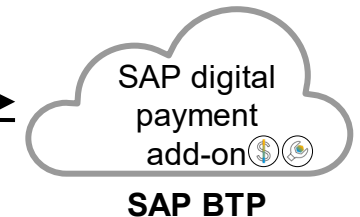


Solution Billing for Digital Business Models

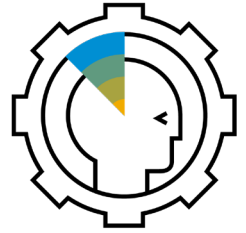
The SAP S/4HANA Sales billing capability enables **an omnichannel approach**, creating **one single invoice combining billable items from different channels** (e.g. internal and external) **and billing categories** (e.g. one-time billing, recurring billing, and usage-based billing).



One single Invoice

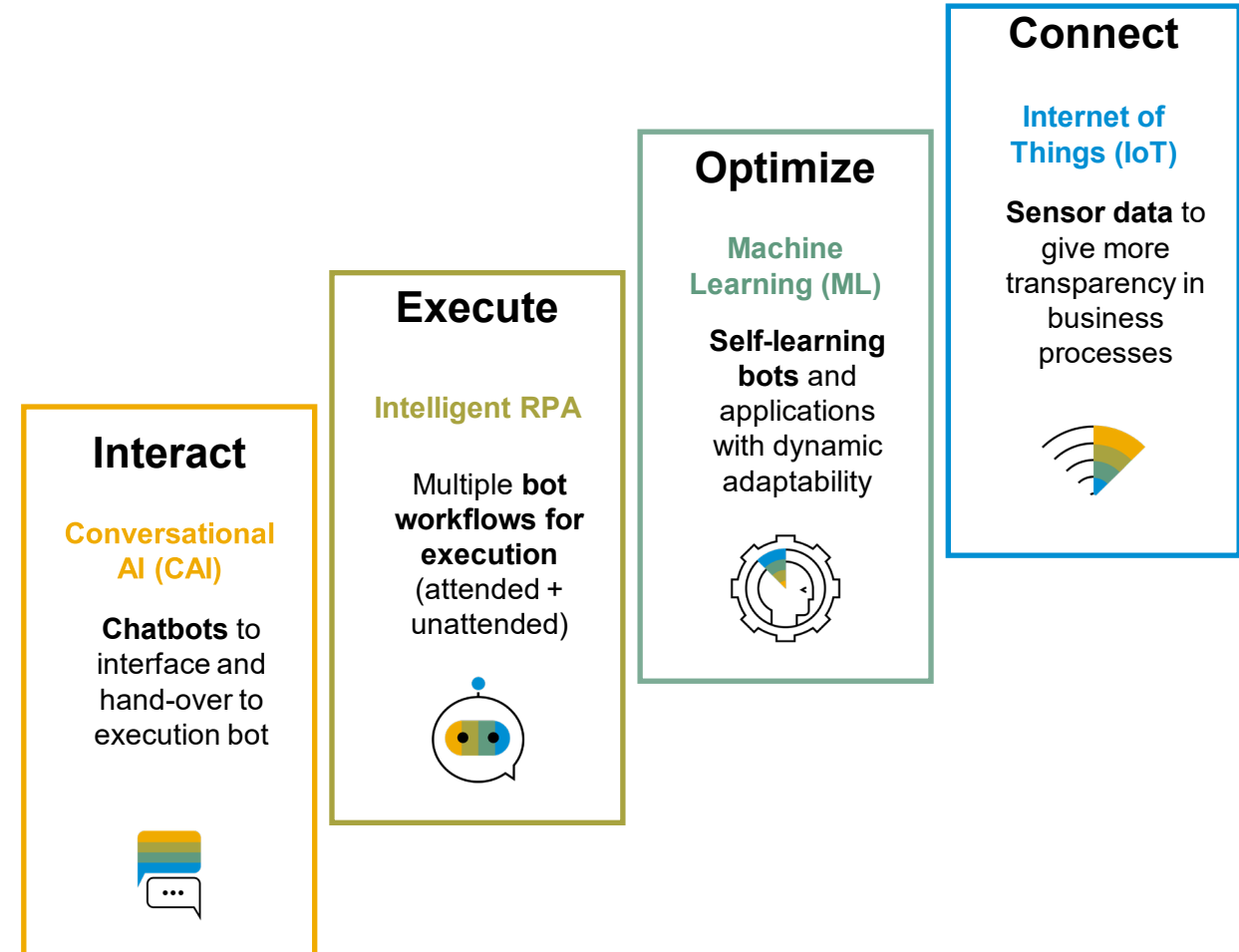


Artificial Intelligence Technologies in and with SAP S/4HANA



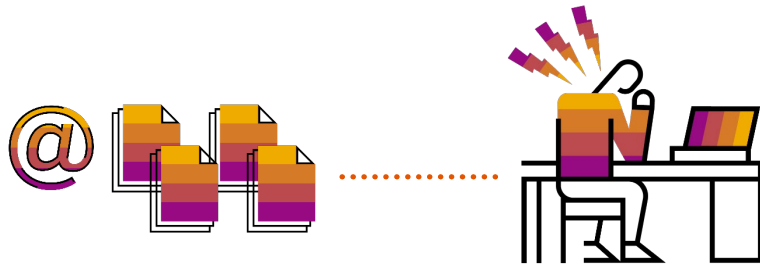
Harnessing the **power of artificial intelligence technologies** across business processes

- assist user with access to peer for guidance and interaction or smart support with automated conversational bot
- automate standard processes via recorded transaction to execute repetitive and time consuming tasks automatically going forward
- learn from customer specific history and exceptions to predict, support steps, automate, or optimize business user decisions
- provide insights to real-time sensor data to facilitate and improve existing business processes and allow business users to take pro-active decisions



Create Sales Order from PDF File Automatically

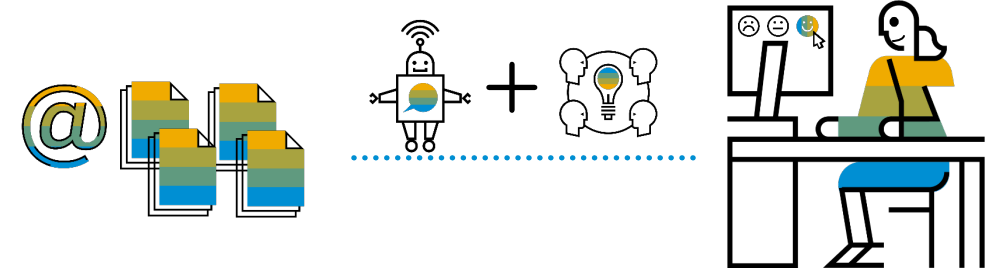
2021



Receive customers' buying request via e-mail

Process e-mail and Sales Order manually

Manual and error-prone sales order creation process



Receive customers' buying request via Email

RPA Bot** & Machine Learning**



Verify Order Request & Confirm Order entry

Automated sales order creation process

Business pain points:

- Sales offices receive customer's buying orders in PDF files as e-mail attachments
- Sales representatives monitor e-mail inboxes regularly, "translating" order data into the sales order data format and entering sales orders
- **High manual repetitive effort and error-prone process**

SAP S/4HANA Capabilities and Business Benefits:

- SAP RPA bot  regularly checks the dedicated e-mail inbox and uploads unread PDFs (customer orders) automatically into SAP S/4HANA
- SAP machine learning Document Information Extraction service  extracts the sales order relevant data for SAP S/4HANA
- Within SAP S/4HANA a sales order request is automatically created.
- In case of incompleteness or incorrect data SAP S/4HANA provides guided procedure for correction.
- Sales rep. can verify order data, simulate order creation and confirm order creation.
- **Improved sales productivity with process automation.**

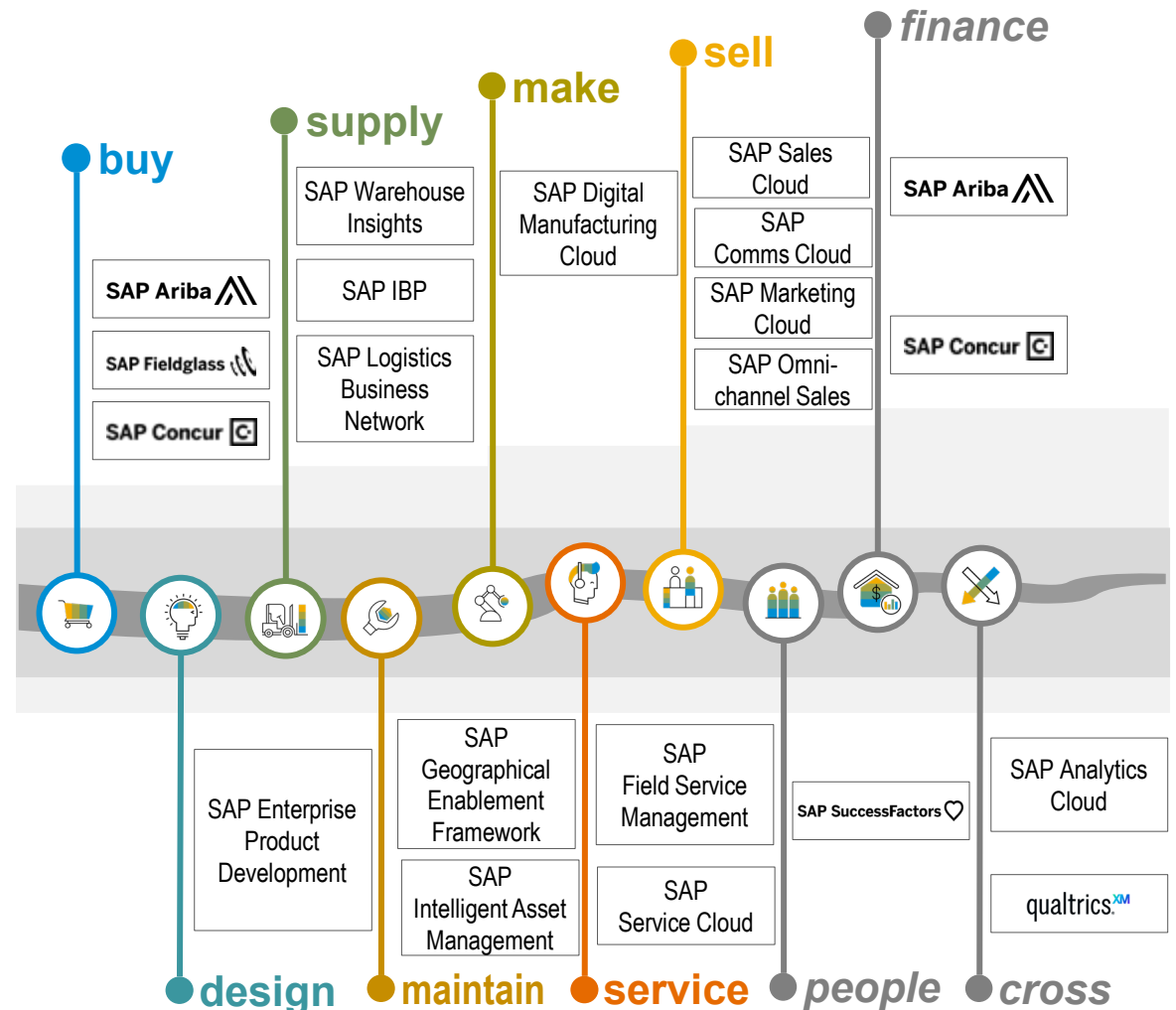
Out-of-the-Box Integration with SAP S/4HANA



SAP S/4HANA is at the core of SAP's next generation ERP suite

SAP supports customers in seamlessly integrating complementary solutions and business networks by:

- providing SAP Best Practices for the most common integration scenarios
- delivering a coherent User Experience across the entire SAP portfolio via the SAP Fiori Launchpad
- driving business object consistency across the various solutions
- supporting integrated processes with a harmonized pricing model



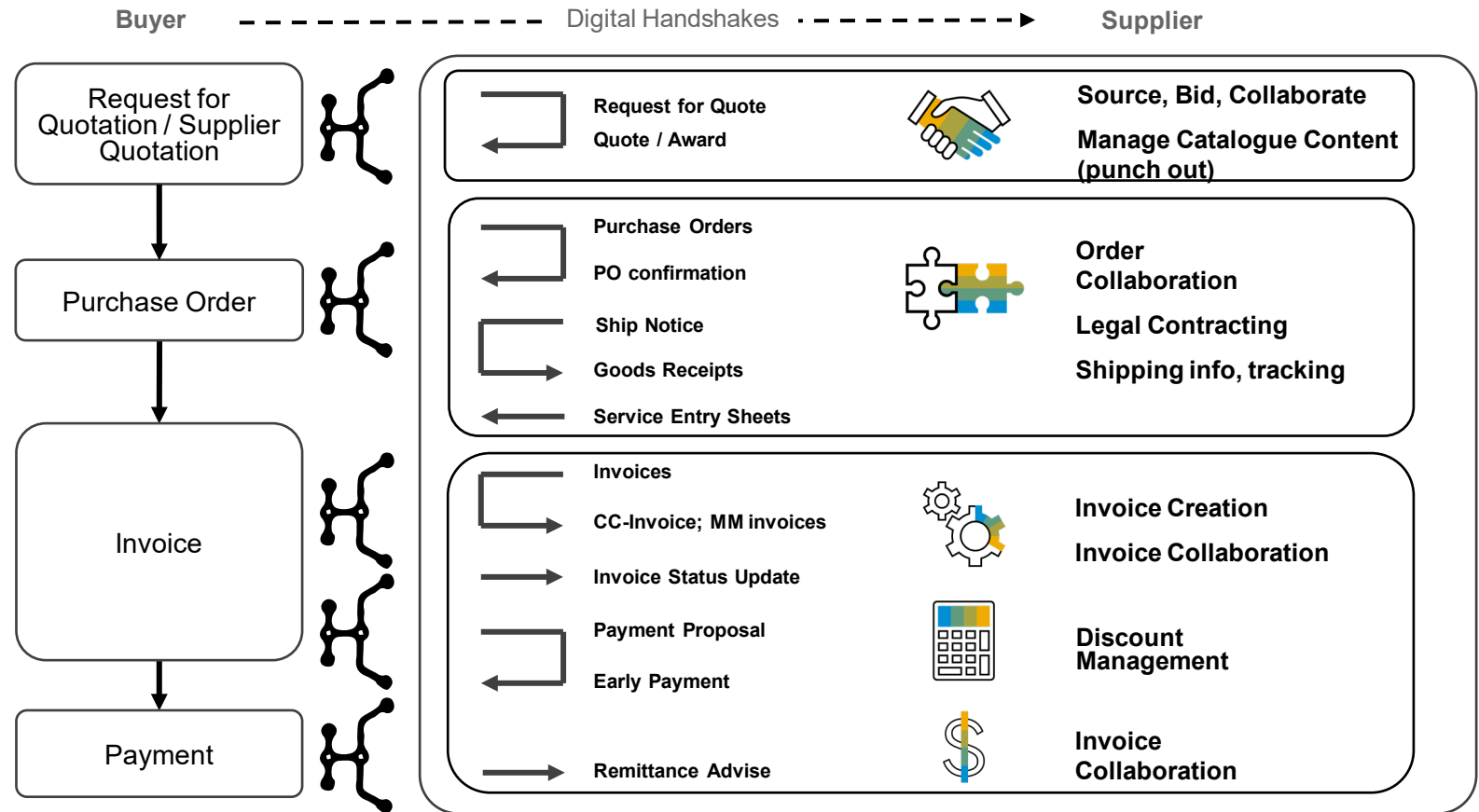
Procurement Integration SAP S/4HANA with SAP Ariba

Example integration scenarios with Ariba

- Leverage **Business Network and the intuitive guided buying capability** integrated with SAP S/4HANA core procurement processes.
- Leverage **digital handshakes** between the **buyer and supplier** to take more control of your business network in procurement.
- **Generate sourcing request** out of SAP S/4HANA and conduct sourcing events within Ariba. Bring the outcomes back to SAP S/4HANA core procurement processes as **info records** or **contracts**.

SAP S/4HANA®

SAP Ariba 



How to get there?



RISE WITH SAP

**Driving business
innovation together**

RISE with SAP

**The solution to becoming an intelligent,
sustainable enterprise in the cloud**

It is a comprehensive solution with:



Cloud ERP for every business need



Industry next practices and extensibility



Analytics and business process intelligence



Outcome-driven services from SAP and partners



Driving business innovation together

Take the lead

with industry innovation
for top-line, bottom-line,
and green-line growth

Never stop improving

with continuous insight
to optimize business
processes

Secure your success

with a trusted partner for your
business needs, at every step
of the way



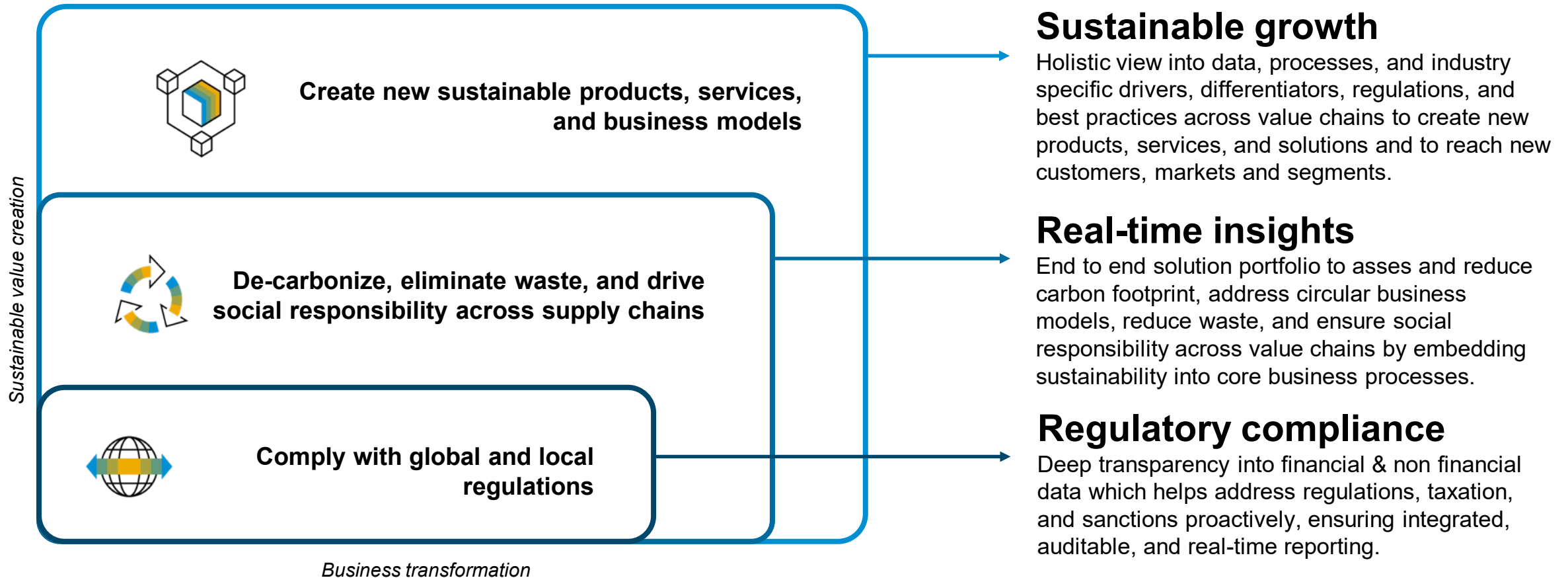
Take the lead

with industry innovation for top-line, bottom-line, and green-line growth

- **Grow revenue** by creating differentiating business models in your industry
- **Increase margin** with built-in best practices and industry-specific processes
- **Unlock new efficiency** with intelligent automation across all mission-critical processes
- **Manage sustainability** with company-wide transparency and controls

Take the lead

Leverage sustainability as a competitive differentiator



Make sustainability core to your business

Gaining Full Transparency Along the Supply Chain with SAP S/4HANA® and SAP® Business Technology Platform

Before: Challenges and Opportunities

- Provide more transparency for customers to learn more about food provenance and processes
- Centralize data and operations to track ingredients
- Automate as many processes as possible, making them more efficient and effective, while enabling the integration of intelligent technologies, such as the IoT, artificial intelligence, and blockchain
- Offer new services and gain supplier confidence using data insights to create new opportunities and business models

Why SAP

- Software that meets established criteria for a platform to support end-to-end processes, allowing the business to access data enterprise-wide to serve customers and form stronger customer relationships
- Ability to unify operations and support foundational services using SAP S/4HANA® and SAP HANA®
- Access to standard and custom SAP Fiori® apps connected through SAP® Business Technology Platform to transmit agricultural and other types of data along the entire supply chain

After: Value-Driven Results

- Automated multiple processes on SAP S/4HANA, leading to increased efficiency within the company
- Enabled faster access to data and insights, allowing the firm to make data-driven decisions
- Facilitated total ingredient and carbon footprint transparency
- Established a single technology source, helping ensure system synergy and integration



“Customers want to know everything about a product and its ingredients so they can be sure it aligns with their values. We want to give them that level of transparency, which means gathering an enormous amount of data and making it **available in real time**. That’s what we’re doing with our new platform based on SAP S/4HANA and SAP Business Technology Platform.”

Ben Windhorst, DTO&IT Director, FRoSTA AG

30%

Faster throughput, thanks to better-integrated business planning

Faster

Product calculations, now taking just eight minutes, down from eight hours

FRoSTA AG
Bremerhaven, Germany
www.frosta-ag.com

Industry
Consumer products

Products and Services
Food processing and foodservice

Employees
>1,800

Revenue
€523 million

Featured Solutions and Services
SAP S/4HANA, SAP HANA, SAP Fiori, and SAP Business Technology Platform





Never stop improving

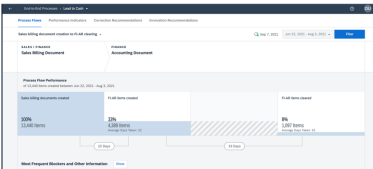
with continuous opportunities to optimize business processes

- **Prioritize optimization opportunities** with instant analysis of processes, activities, and tasks
- **Sharpen process performance** based on actual system usage and best-practices
- **Accelerate your progress** by always being on the latest release

Never stop improving

Sharpen process performance based on actual system usage and best-practices, e.g.: Improving your liquidity

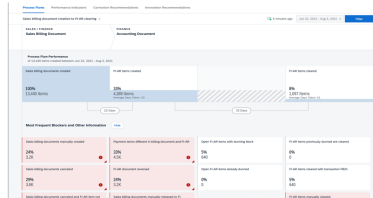
RISE WITH SAP **Step 1 – Process Insights on End-to-End Scenario**



Review **process insights** based on specific **end-to-end scenarios** that you would like to focus on



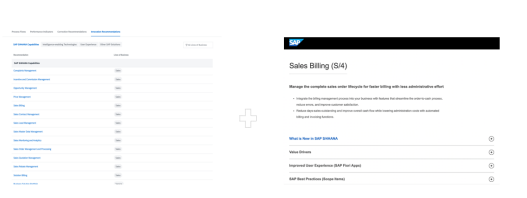
RISE WITH SAP **Step 2 – Detailed Measures for Every Process Step**



Get **detailed contextual information** of every process step e.g. 24% of all sales billing documents are created manually



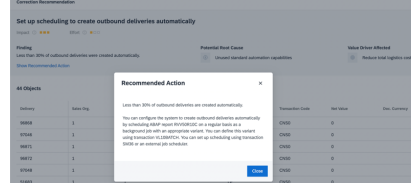
RISE WITH SAP **Step 3 – Get Recommendations from SAP Applications Capabilities**



Innovation Recommendations help to plan long-term strategic improvement for source to pay (e.g. Sales Billing) using SAP applications



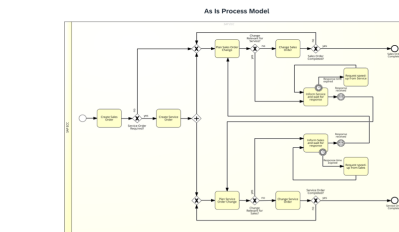
RISE WITH SAP **Step 6 – Executable Actions for Processes Improvement**



The Recommended Action explains to me exactly what has to be done right away (e.g. **create outbound delivers automatically out of the system**)



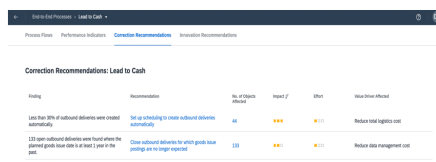
RISE WITH SAP **Step 5 – Processes modelling with Signavio**



The system shows me which **value drivers** are supported by applying the **recommended fix**. And I get an indication of the benefit and the effort.



RISE WITH SAP **Step 4 – Process Improvement Recommendations**



The system shows me which **value drivers** are supported by applying the **recommended fix**. And I get an indication of the benefit and the effort.

Delivering Digital Transformation with SAP® Solutions



Before: Challenges and Opportunities

- Adapt to new market realities in the postal and courier industry; meet changing customer expectations
- React more rapidly to emerging business requirements and revenue opportunities
- Standardize, simplify, and streamline business processes across the group
- Replace complex, time-consuming, and manual billing processes with digital tools

Why SAP and Deloitte

- Decades of experience using SAP business applications; SAP is a long-standing, trusted partner
- Automated, digital workflows and intuitive user experience
- Standard integration between SAP S/4HANA® and SAP Billing and Revenue Innovation Management
- Expert implementation services and support from Deloitte

After: Value-Driven Results

- Connected business processes and used synergies to increase efficiency
- Simplified the system landscape, slashing maintenance burden and reducing total cost of ownership
- Introduced a standard billing system, establishing a single source of truth and increasing transparency
- Automated and accelerated business processes, empowering employees to work more productively
- Eliminated the reliance on legacy custom code to develop and implement new functionality
- Enhanced operational agility, enabling CTT to respond faster and more flexibly to evolving industry imperatives and customer demands

“Post is changing – parcel deliveries are soaring, and customer expectations are higher than ever. **SAP technology makes us more agile** and fit for the future of the rapidly evolving postal services industry.”

Nuno Carreira Silva, SAP Director, CTT Correios de Portugal, S.A.

80%

Of business processes standardized

10x

Faster to create invoices

100%

Traceability of billing processes, from invoice to contract

Featured Partner

Deloitte.

CTT Correios de Portugal, S.A.
Lisbon, Portugal
www.ctt.pt/en

Industry
Postal Services

Products and Services
Mail and parcel deliveries, banking services, and retail

Employees
12,200

Revenue
€745.2 million (2020)

Featured Solutions
SAP Billing and Revenue Innovation Management solution, SAP S/4HANA Cloud, private edition. SAP Fiori, SAP Convergent Mediation by DigitalRoute

THE BEST RUN 



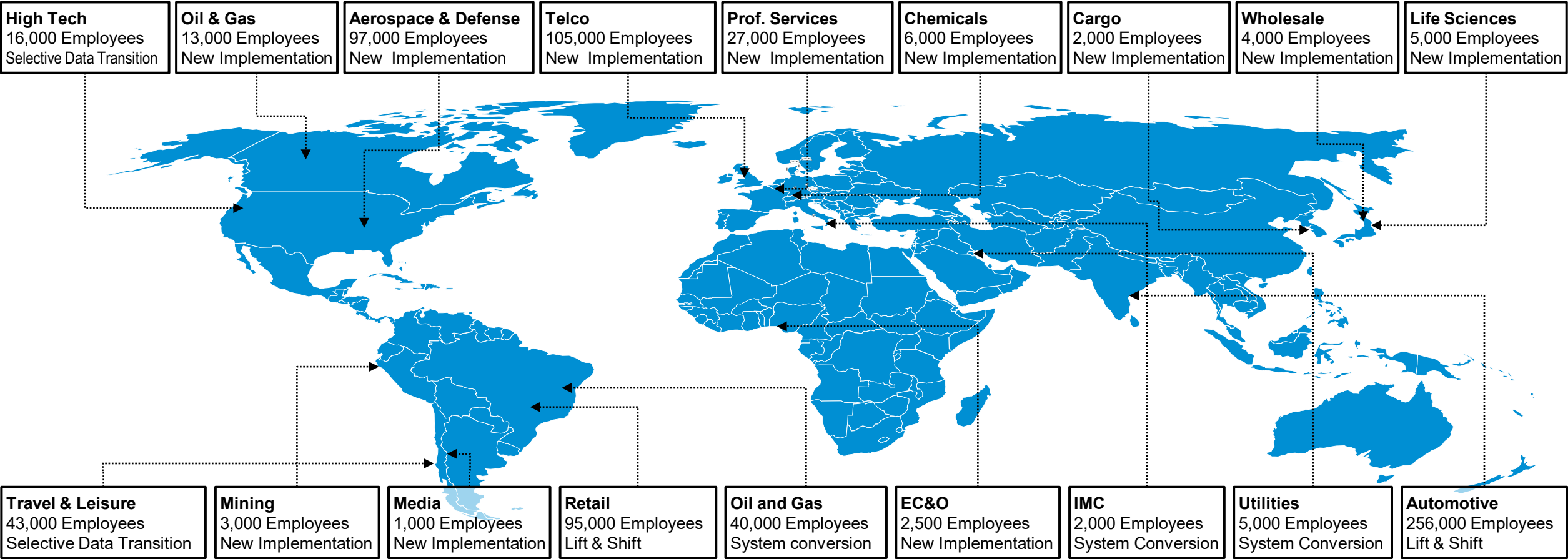
Secure your success

with a trusted partner for your business needs,
at every step of the way

- **Run your mission-critical operations** at global scale
- **Reach the cloud without compromise** with solutions for business agility and regulatory compliance
- **Take charge of change** using a versatile platform to speed innovation
- **Own your tomorrow** with a guided journey and outcome-driven practices from SAP and our partners

Secure your success

Join industry leaders across the globe in entrusting your critical cloud operations to SAP*



**compiled in February 2021, based on SAP S/4HANA Cloud projects supported by SAP S/4HANA Reginal Implementation Group*

Accelerating Time to Value with Next-Generation ERP Using the RISE with SAP® Offering and SAP S/4HANA® Cloud

Challenges and Opportunities

- Replace multiple disparate and antiquated ERP systems with a single, global platform and integrated processes to help meet the needs of customers, suppliers, and stakeholders
- Lay the foundations to meet the strategic imperative of improving operating margins and working capital while achieving significant revenue growth

Why SAP

- Accelerated and guided path to SAP S/4HANA® through the RISE with SAP offering, leveraging preparational, analytical, and enablement tools and services for an optimal transition
- Reduced cost and complexity in its IT landscape, connecting the SAP® Customer Experience portfolio, SAP Integrated Business Planning for demand, and SAP S/4HANA Cloud, private edition, allowing the business to grow revenue significantly without proportionally increasing costs
- Comprehensive analytics capabilities using the SAP Analytics Cloud solution
- Real-time insights through native integration of IoT sensors on filters with SAP S/4HANA Cloud

Expected Value-Driven Results

- Increased speed of digital transformation with SAP S/4HANA Cloud, private edition
- Leveraged implementation best practices across strategic business priority areas
- Established one version of the truth, with reporting for material master files, pricing modules, and configuration, price, and quoting processes drawing on data from Intelligent ERP
- Enabled critical decision-making, gaining context to manufacturing data through dashboarding and analytics capabilities



“Thanks to the RISE with SAP offering, we have fast-tracked our way to becoming an intelligent enterprise with customer-focused processes and a **user-enabling, operationally agile landscape integrated in the cloud.**”

Bob Betts, Director, SAP Program, American Air Filter Company Inc.

Achieving

Speed, simplicity, and flexibility across multiple business operations and customer channels

One

Source of truth from an integrated suite of cloud solutions

American Air Filter Company Inc.
Louisville, Kentucky
www.aafintl.com

Industry
Industrial machinery and components

Products and Services
Air filtration solution manufacturing

Featured Solutions and Services
RISE with SAP; SAP S/4HANA Cloud, private edition; and SAP Customer Experience





SAP S/4HANA Cloud

The strategic choice to
embrace the future of
ERP

Why S/4HANA Cloud?

The Cloud ERP for every business need driving business innovation through process standardization with agility, scalability and sustainability

Embedded Best Practices

64 Country/Region versions in 39 languages, supporting the processes of customers across 25 industries.

Enhanced User Experience

SAP Fiori, role-based, user experience, harmonized across SAP's modular cloud portfolio enabling use on any device

Insight, Intelligence & Automation

Real-time embedded analytics, machine learning and robotic process automation

Agile Modular Cloud

Digital core of the SAP modular cloud architecture with pre-built integrations to SAP Line of Business and SAP Industry Cloud solutions

Continuous Innovation

Take advantage of upgrades managed by SAP, while safeguarding your prior investments in SAP systems.

Security, Compliance & Scalability

SaaS delivery with technical operations, upgrades, system maintenance, etc. managed by SAP

Openness & Extensibility

In-app, side-by-side extensibility and on stack ABAP enhancements as well as expert configuration access and a wide range of partner add-ons

Enabling Sustainable Enterprises

Integrating sustainability data into end-to-end business processes running on data centres powered by renewable energy

Define your strategy

Make the case

Consider the options

Deliver the future

Define your strategy

SAP Business Value Advisor

Provides a quick and simple way to measure the potential value of SAP S/4HANA for any business

**SAP S/4HANA Manifesto**

Handbook that summarizes the combined experience from over 5,000 SAP S/4HANA migration projects

**SAP S/4HANA Product Road Maps**

Roadmap information from different perspectives: Product, solution, industry, LoB, technology



Target Group



Executive



IT



Business

Make the case

SAP S/4HANA Comparison Videos

Witness how SAP S/4HANA simplifies and accelerates processes across LoBs compared to SAP ERP

**SAP Transformation Navigator**

Clear guidance into the SAP S/4HANA world, based on customer licensing landscape, business value and IT strategy

**SAP Readiness Check for SAP S/4HANA**

Fiori tool delivering overview of potential SAP S/4HANA landscape based on customer-specific installation data

**Process Discovery**

Tailored recommendations based on your current productive system usage; identify high-value business scenarios

**SAP Road Map Explorer**

Easily evaluate and discuss innovations and features with having both business and technical information at a glance



Consider the options

Simplification List

Technical view on important changes in SAP S/4HANA like depreciated functions, replacements and mitigation

**SAP S/4HANA Trials**

Experience the benefits of SAP S/4HANA first-hand by taking advantage of a 30-day trial

**SAP Best Practices Explorer**

Browse and consume SAP Best Practices, which support your implementation projects with ready to run business processes

**SAP Fiori Apps Library**

Overview of Fiori appl. by role, industry, and more. Upload list of transactions – get Fiori analysis based on your transactions

**SAP S/4HANA Community**

Access structured in-depth content on SAP S/4HANA such as blogs, roadmaps, best practices, and more.

**openSAP Course**

Find your path to SAP S/4HANA – Good overview of conv. process and tools

**Feature Scope Description**

Legally relevant scope documentation about what's in the core license and what has an extra license



Deliver the future

ABAP Test Cockpit

Offers SAP S/4HANA specific code checks and enables automated adaption of custom code with only a few clicks

**SAP S/4HANA Migration Cockpit**

Migrate data from both SAP and third-party systems and get step-by-step guidance throughout the data migration process

**Integration Content Advisor**

Generates proposals for new interfaces and mappings tailored for a specific industry, country, and business context

**Software Update Manager**

Combines the migration of the system to the SAP HANA database, conversion of data, and software upgrade into one single step

**SAP Value Assurance**

Deploy systematic approach to accelerate your impl. on premise or through a hybrid approach with less risk and reduces cost

**What's New Viewer**

Browse interactively through the latest features of SAP S/4HANA.



Thank you.

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