



SAP Integration Strategy

SUGEN Executive Exchange | April 15, 2021

Dr. Michael Ameling, Head of Intelligent Enterprise Program and Cross Architecture, Technology & Innovation, SAP SE
Sameer Patel, Head of Market Strategy, SAP Product Engineering

PUBLIC

Agenda

- **SAP's Integration Plan in the Cloud**

Speaker: Michael Ameling

- **Process Transformations**

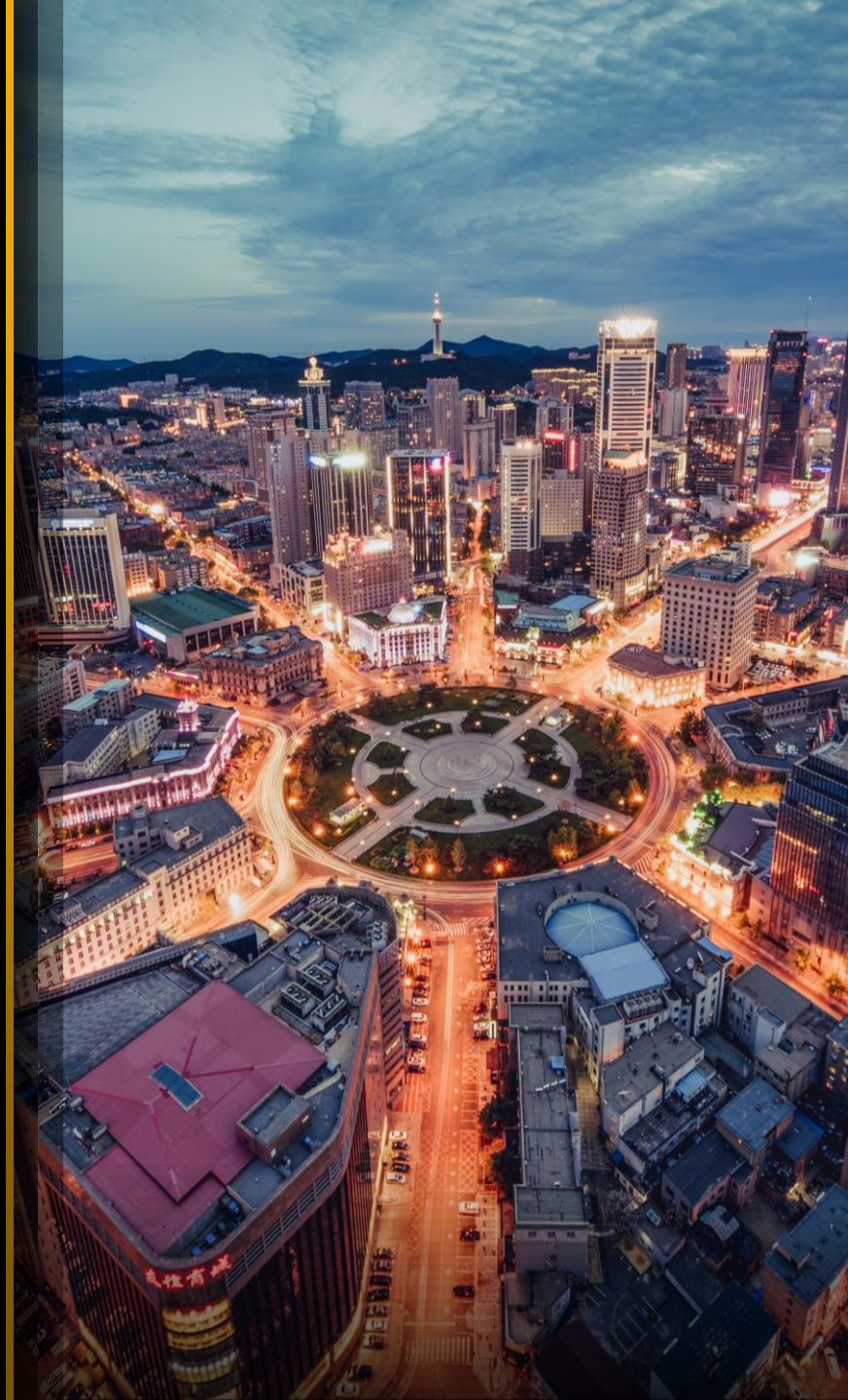
Speaker: Sameer Patel

- **Technology Underpinnings**

Speaker: Michael Ameling

- **Key Take-Aways**

Speaker: Michael Ameling



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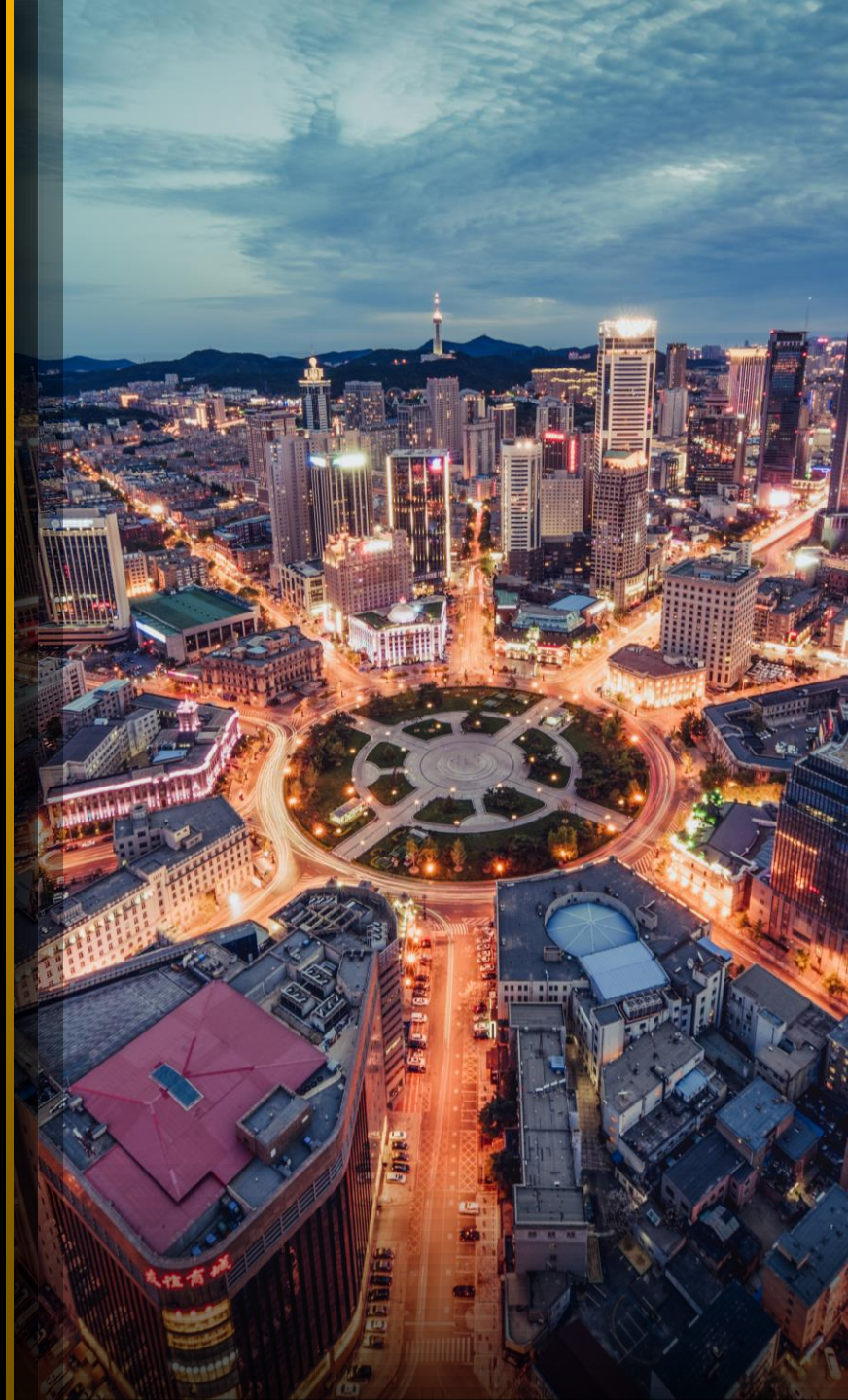
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Intelligent Enterprises are Integrated Enterprises

94%

of integration leaders improved profit margins*

88%

of integration leaders increased transparency into their operations*

25%

of enterprises would describe themselves as completely integrated*

*Source: Oxford Economics study, August 2020

Our Customers Benefit from SAP's Integration Strategy TODAY

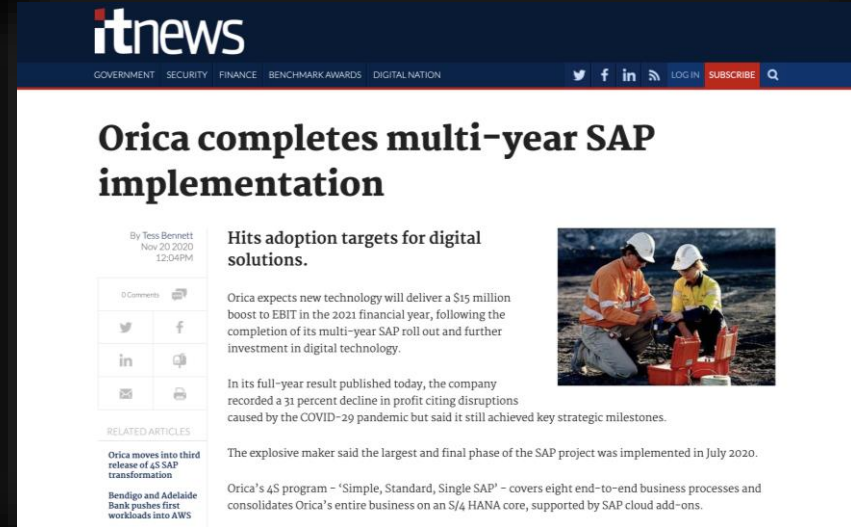


The image shows a snippet of a press release or article from Aramco. On the left, there is a white box with the Aramco logo at the top left and the word 'PUBLIC' at the top right. The main heading is 'Aramco Europe: Transforming to Support an Energy Giant with an Intelligent Suite in the Cloud'. Below the heading is a paragraph of text: 'Aramco Europe (Aramco Overseas Company B.V.) provides supply chain, technical, and financial support to Aramco companies in Europe, Asia, and Africa. It recently worked to replace legacy on-premise systems with a suite of intelligent cloud solutions from SAP with the aim of transforming into an intelligent enterprise. Its new IT backbone running SAP S/4HANA® Cloud and additional solutions from SAP is helping improve operations, tighten portfolio oversight and governance, and inform agile decision-making.' At the bottom right of the white box is the SAP logo with the text 'THE BEST RUN'. To the right of the white box is a photograph of an offshore oil rig at sea.

Aramco Europe

- 50% reduction in application management efforts¹
- 60% reduction in custom code and¹
- 70% reduction in outside travel agency costs¹

[Read the full customer success story](#)



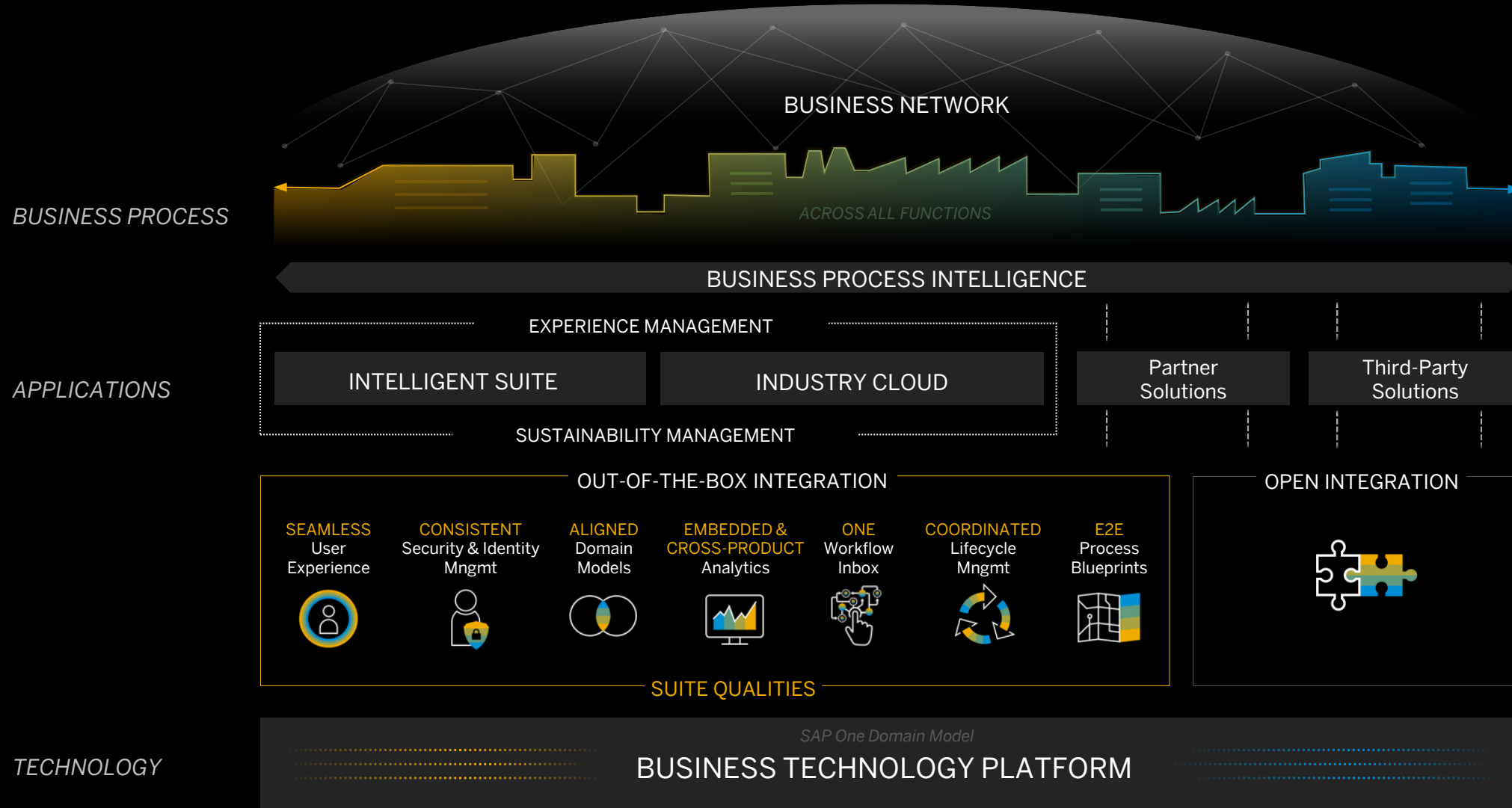
The image shows a snippet of a news article from ITNews. The top navigation bar includes the ITNews logo and links for GOVERNMENT, SECURITY, FINANCE, BENCHMARK AWARDS, DIGITAL NATION, and social media icons. The main heading is 'Orica completes multi-year SAP implementation'. Below the heading is the byline 'By Tess Bennett Nov 20 2020 12:04PM'. To the right of the byline is the sub-heading 'Hits adoption targets for digital solutions.' Below this is a paragraph: 'Orica expects new technology will deliver a \$15 million boost to EBIT in the 2021 financial year, following the completion of its multi-year SAP roll out and further investment in digital technology.' To the right of this paragraph is a photograph of two workers in safety gear. Below the paragraph is another paragraph: 'In its full-year result published today, the company recorded a 31 percent decline in profit citing disruptions caused by the COVID-29 pandemic but said it still achieved key strategic milestones.' Below this is another paragraph: 'The explosive maker said the largest and final phase of the SAP project was implemented in July 2020.' At the bottom left, there is a section for 'RELATED ARTICLES' with two links: 'Orica moves into third release of 4S SAP transformation' and 'Bendigo and Adelaide Bank pushes first workloads into AWS'. At the bottom right, there is a paragraph: 'Orica's 4S program - 'Simple, Standard, Single SAP' - covers eight end-to-end business processes and consolidates Orica's entire business on an S/4 HANA core, supported by SAP cloud add-ons.'

Orica

- Expected US\$15 million boost to EBIT in the 2021 financial year²
- 20% annualized cash ROI on the SAP project expected by 2023²
- Potential to sunset US\$63 million of legacy IT assets that would no longer be used by the business²

[Read the full article](#)

Intelligent Enterprise SAP's Integration Strategy



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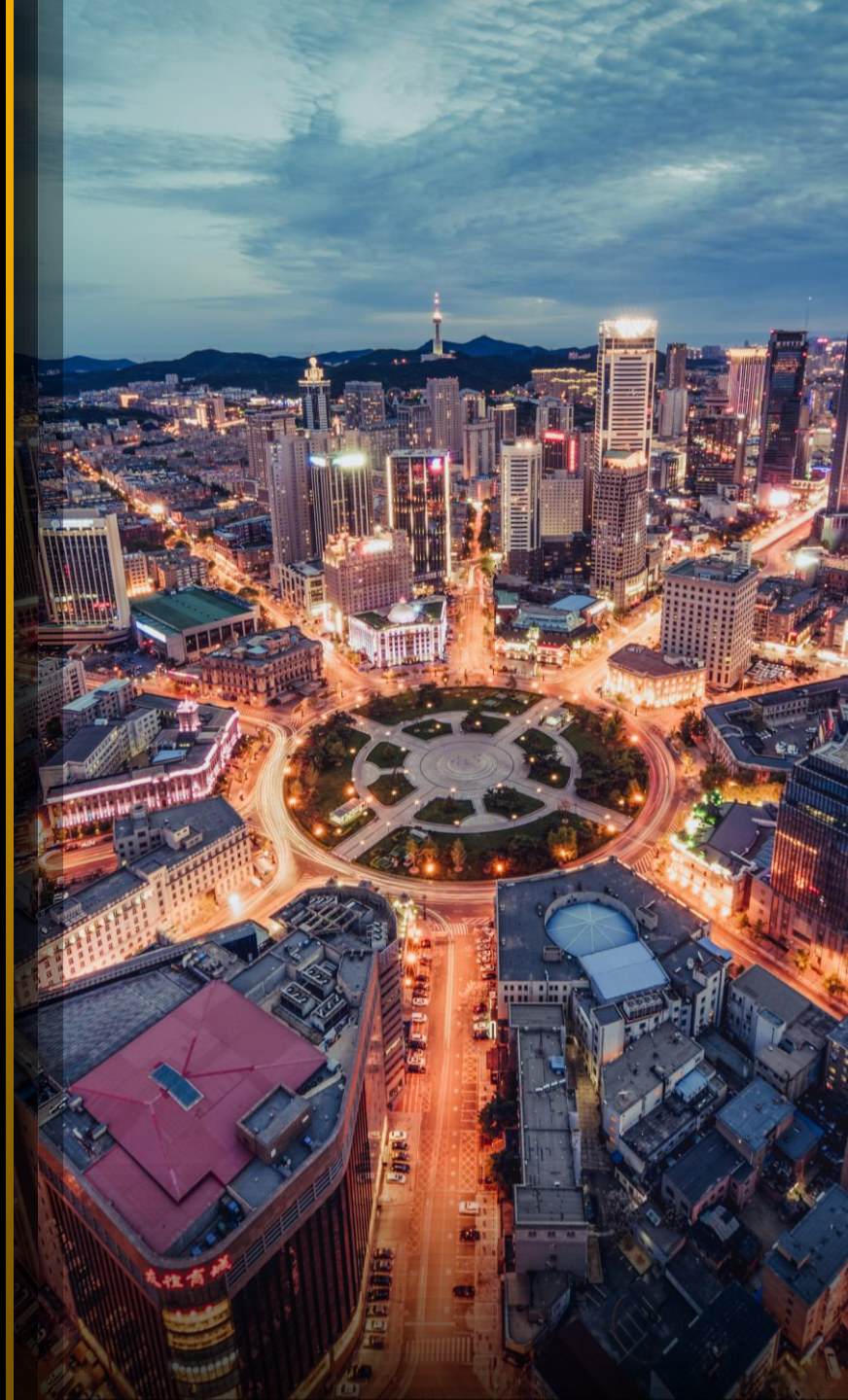
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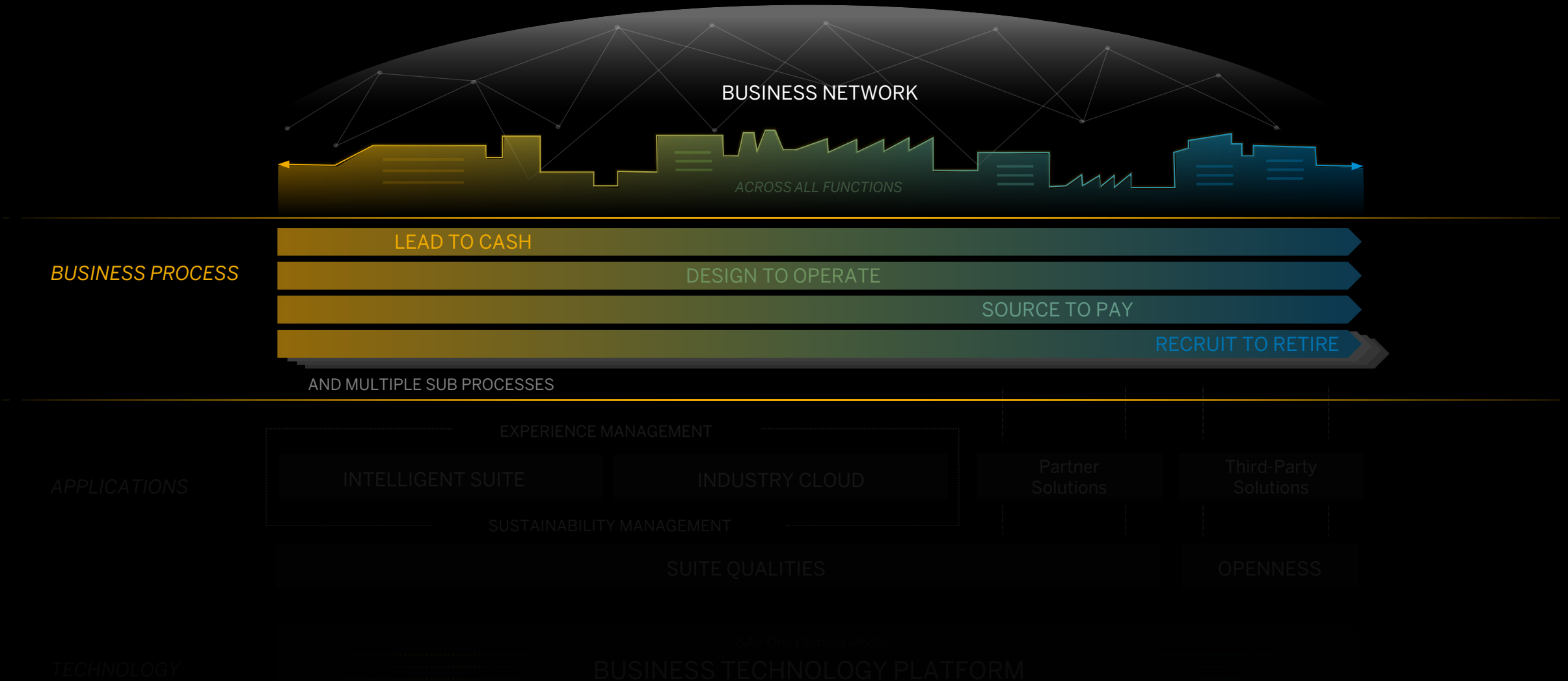
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End-to-End Process Transformation



Process Transformations Lead to Cash

KEY TRANSFORMATIVE BUSINESS OUTCOMES IN 2020



Build Qualified Pipeline Faster

Integration between SAP Marketing Cloud and SAP Sales Cloud ensures sales leads are automatically assigned



Reduce Carbon Footprint

By integrating automated planning and optimization with SAP Field Service Management, we optimize route planning



Speed Up Quote Generation

By integrating SAP Sales Cloud with SAP CPQ capabilities, you accelerate the quote creation process



Create Flexible Business Models

Together with SAP S/4HANA, SAP Commerce Cloud lets you handle multiple product types



Minimize Repeated Tasks

Integrating capabilities from SAP Service Cloud and SAP Field Service Management leads to greater productivity



Set Up fast Commission Settlement

Integrating SAP S/4HANA and SAP Commissions leads to higher employer satisfaction

CUSTOMER REFERENCES

Vinci Energies

Reduced the Time

needed to create quarterly reports by 98%, saving 600 hours per month

[Learn More](#)

Promesa

30% Increase in Sales

due to product design improvements based on customer feedback

[Learn More](#)

Demo: SAP Sales Cloud to CPQ



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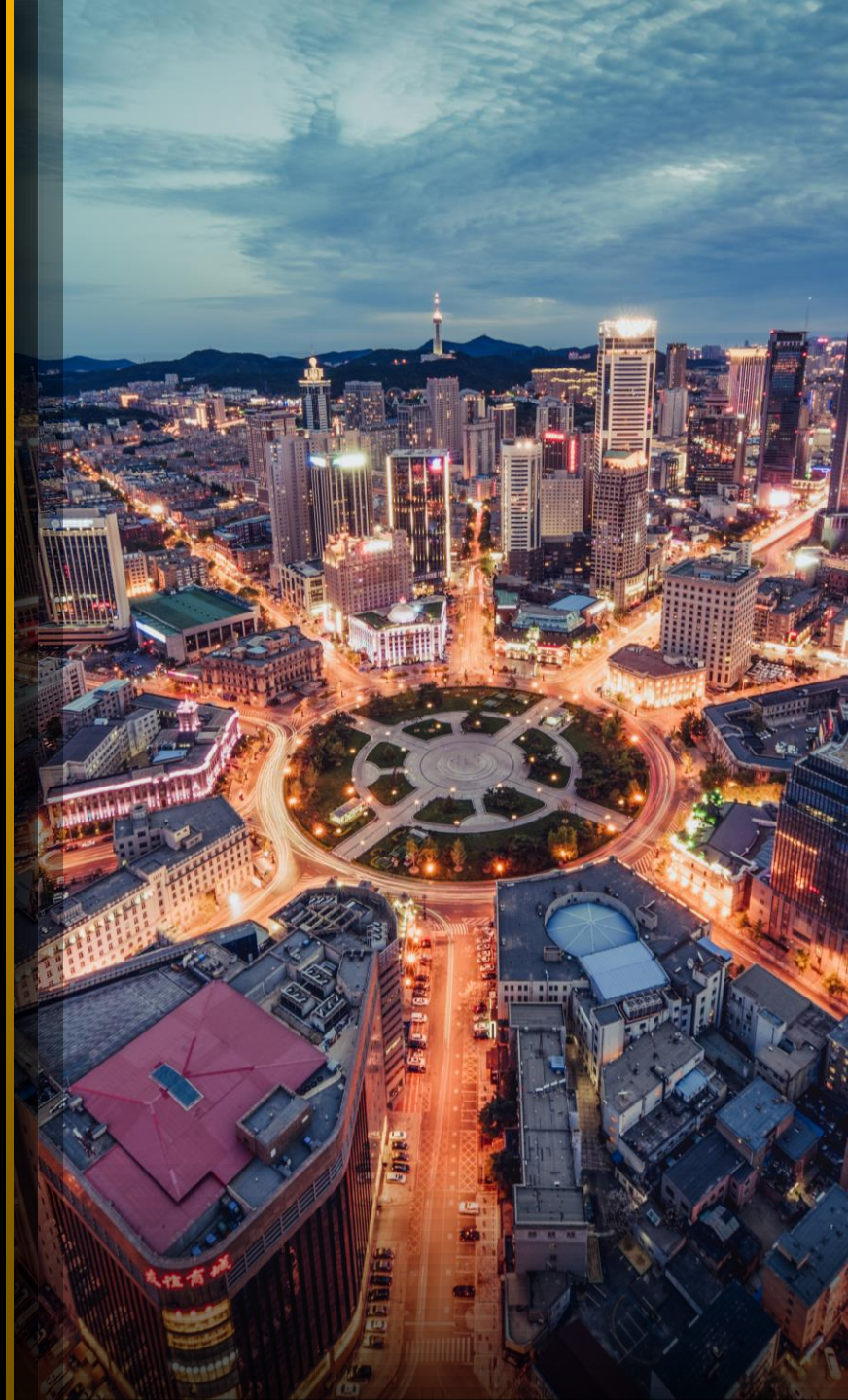
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Suite Qualities – Consistent Experience Along End-to-End Key Processes




**Seamless
User Experience**



**Consistent Security
& Identity Mgmt.**



**End-to-End
Process Blueprints**



**Aligned
Domain Models**



**Embedded Analytics
Across Solutions**



**Coordinated
Lifecycle Mgmt.**



**One Workflow
Inbox**

End-to-End Process Blueprints

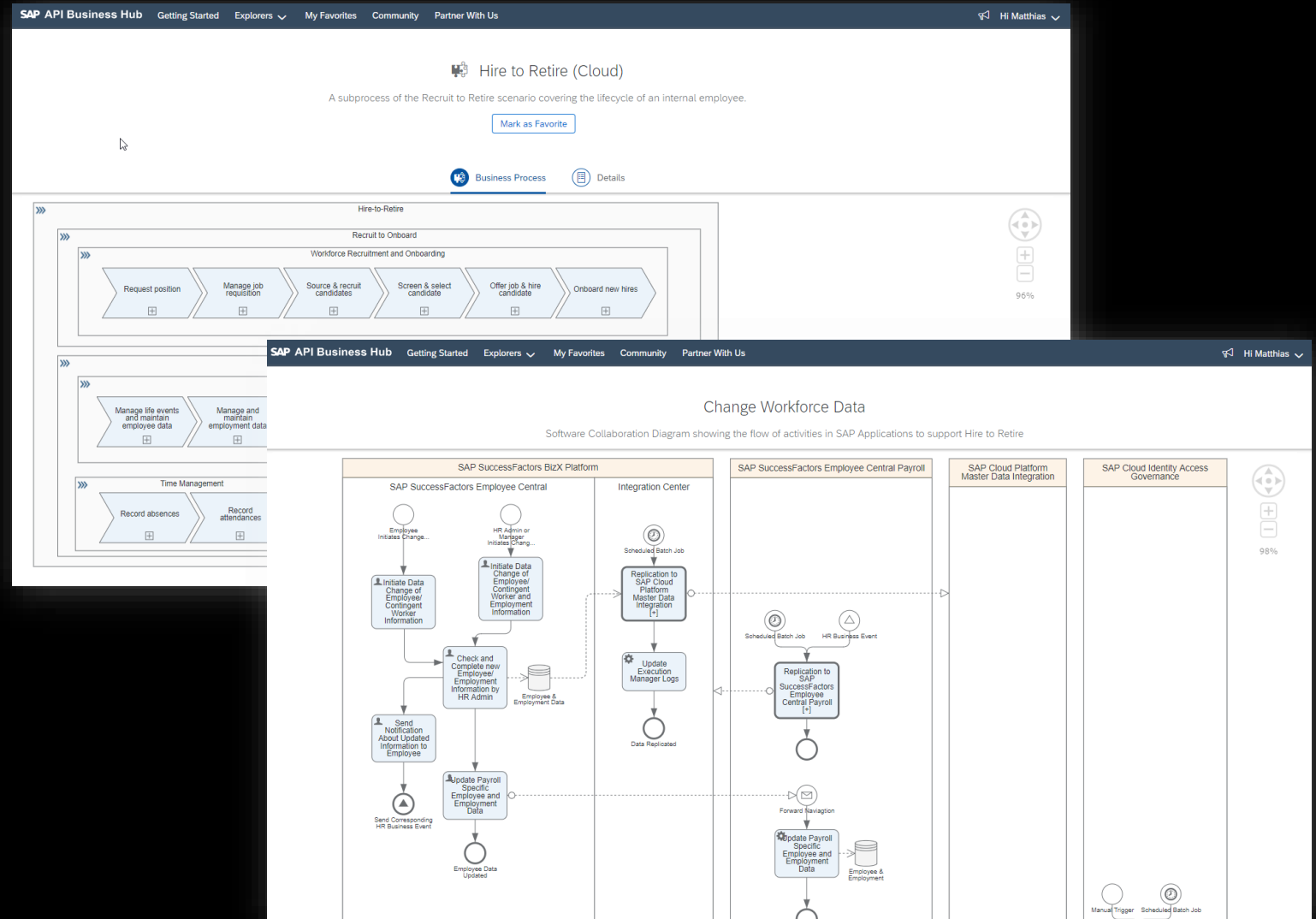
End-to-End Process Blueprints

Reduce planning effort for implementation projects and support architecture decisions by leveraging process blueprints following the Industry Reference Architecture standard. End-to-end business process documentation intuitively linked to detailed API information now available in SAP API Business Hub.

Benefits:

- End-to-end process blueprints for all end-to-end processes
- Published on SAP API Business Hub

[See it in action](#) | [Learn More](#)



Aligned Domain Models



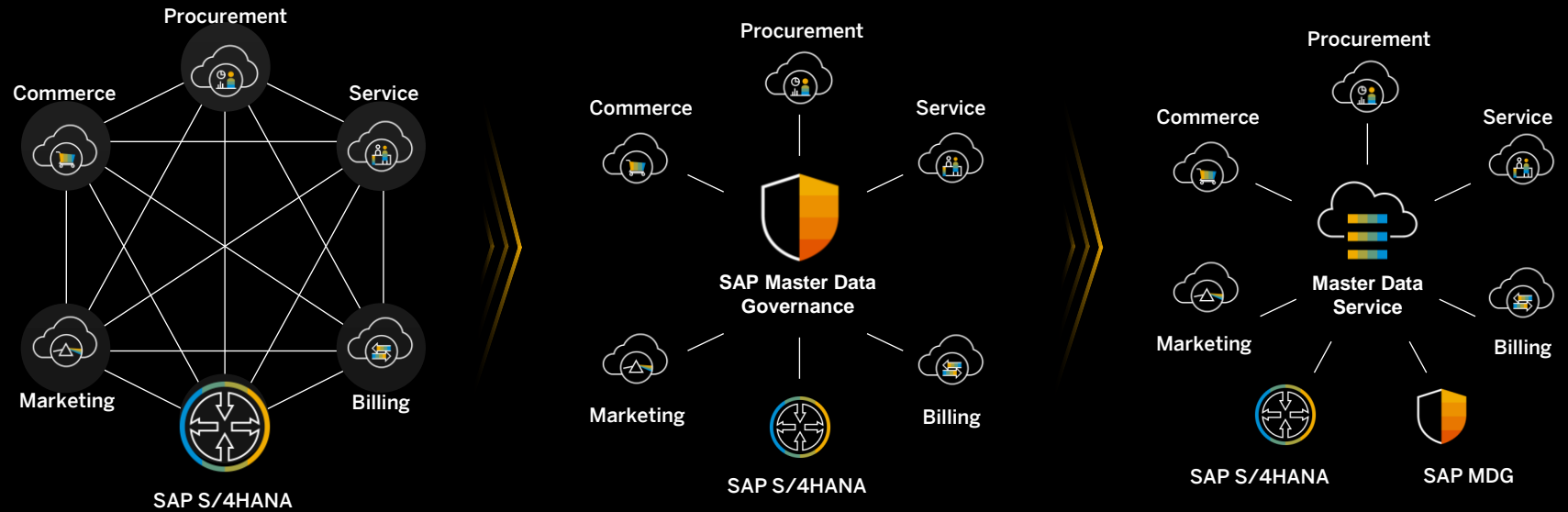
Aligned Domain Models

Simplify the exchange of business objects and improve data consistency by using one semantically aligned domain model across all SAP solutions and end-to-end business processes. SAP One Domain Model available and documented in SAP API Business Hub. The SAP Master Data Integration service helps orchestrate commonly used business objects across end-to-end business processes.

Benefits:

- Aligned domain models for 'Cost Center' and 'Workforce Person' shipped (H2R)
- Integration of SAP SuccessFactors and SAP S/4HANA via SAP Master Data Integration

[See it in action](#) | [Learn More](#)



Evolution of SAP's approach to handling master data exchange and synchronization

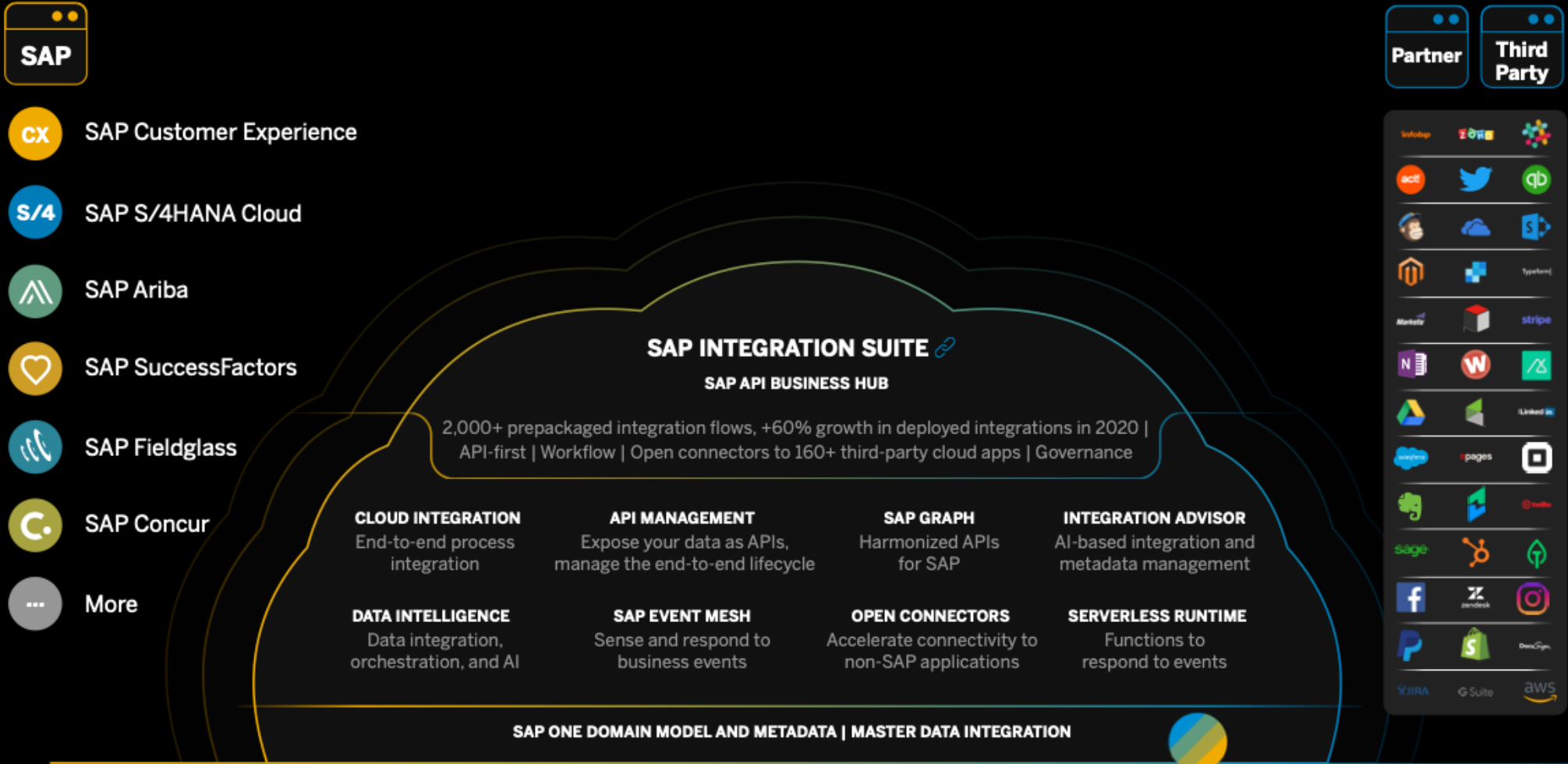
Demo **API Business Hub**

api.sap.com

The screenshot displays the SAP API Business Hub interface. At the top left, the SAP logo is followed by 'API Business Hub' and a 'BETA' badge. To the right is an 'Explore' button. The main content area is a grid of six process blueprints, each with a title, a brief description, and a representative image.

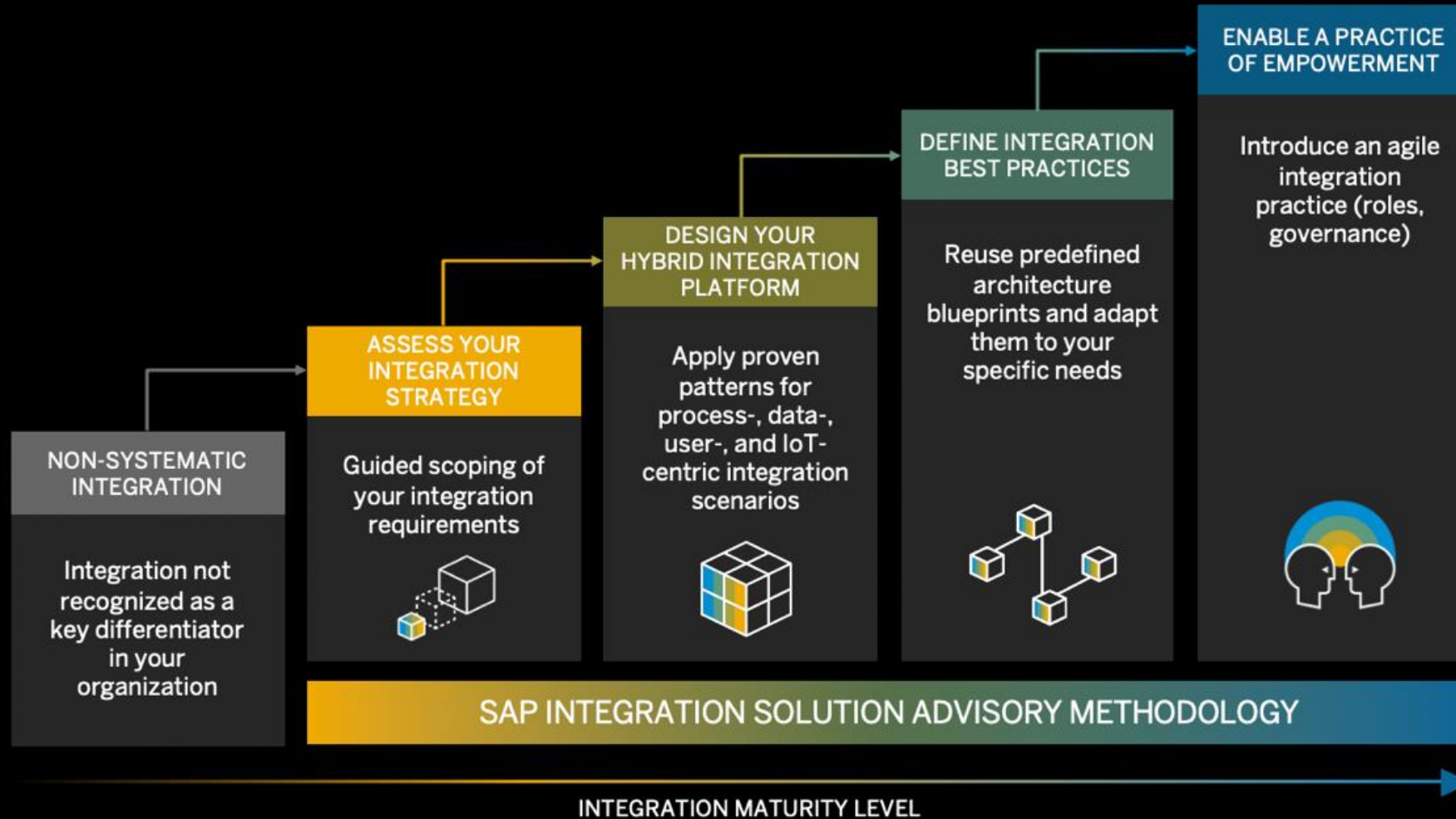
- Acquire to Decommission (Hybrid)**: A subprocess of Design to Operate which ...
- External Workforce (Cloud)**: A subprocess of the Recruit to Retire sc ...
- Hire to Retire (Cloud)**: A subprocess of the Recruit to Retire scenario covering the lifecycle of an internal employee.
- Lead to Cash (Cloud)**: Provides an end-to-end scenario from initial interaction to order fulfillment and service delivery
- Plan to Fulfill (Hybrid)**: A subprocess of Design to Operate that describes the journey of product-related information through planning, manufacturing and logistics
- Source to Pay (Cloud)**: A process that covers strategic and operational procurement, from finding the source of supply to procuring as well as receiving the goods and services.

SAP Integration Suite – Versatile, enterprise-grade Hybrid Integration PaaS



Leader in 2020 Magic Quadrant for iPaaS named by Gartner

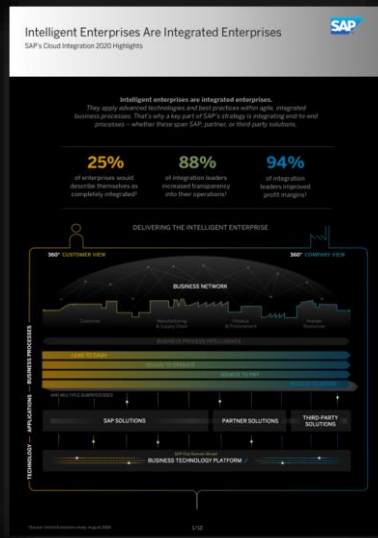
Raise the Integration Maturity Level in Your Organization



[More Information](#)

Guidance for Enterprise Architects

Business Outcome Focus Intelligent Suite



SAP's Integration Plan in the Cloud published by SAP Board | [Available](#)

- Integration strategy for the intelligent enterprise
- Intelligent suite: End-to-end processes, suite qualities, and road maps

Technology Focus Business Technology Platform



CIO Guide: SAP's Hybrid Integration Platform for the Intelligent Enterprise | [Available](#)

- High-level summary of "Integration Architecture Guide"
- Management abstract for SAP's hybrid integration platform and methodology



Integration Architecture Guide for Cloud and Hybrid Landscapes | [Available](#)

- Deep dive on integration patterns, with recommendations from SAP
- Focus: SAP Integration Suite & and SAP Data Intelligence

Key Take-Aways | Intelligent

SAP Road Maps for the Intelligent Enterprise

SAP Road Map Explorer

Products Processes Industries

My Road Maps



Disclaimer

SAP Road Maps



Intelligent Enterprise Scenarios

- Design to Operate
- Recruit to Retire
- Source to Pay
- Lead to Cash

SAP Road Maps support the journey to SAP's future product portfolio and the Intelligent Enterprise. Explore our road maps, webinars, and transformation guides to learn more.

Search SAP Road Maps by keywords, topics, processes or products. 

Lead to Cash

ROAD MAP 

Source to Pay

ROAD MAP 

Recruit to Retire

ROAD MAP 

Design to Operate

ROAD MAP 

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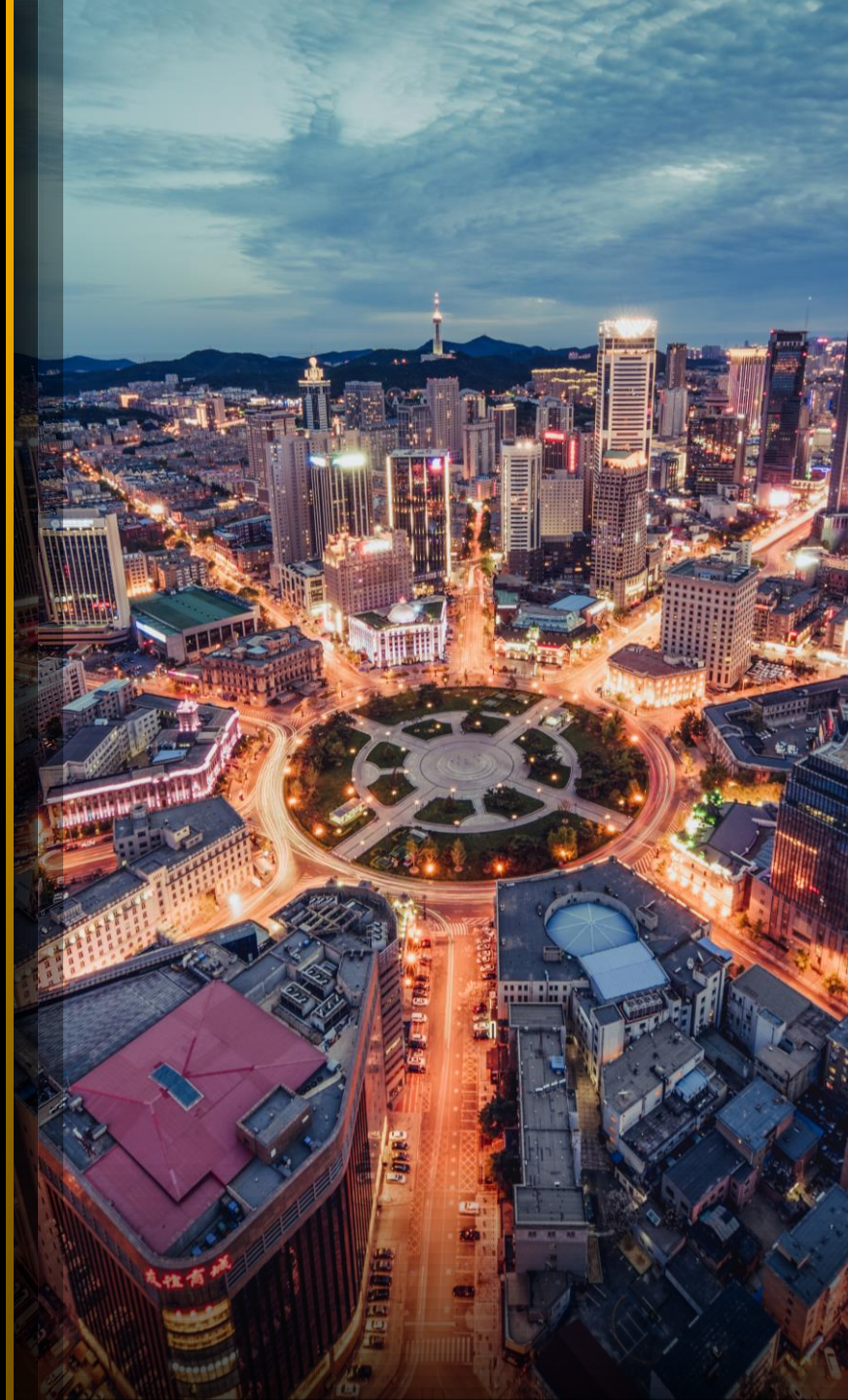
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Your Path to Becoming an Integrated Intelligent Enterprise



1

EXPLORE SAP's Integration Strategy

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

2

DISCOVER SAP Integration Suite

Read the [Integration Architecture Guide for Cloud and Hybrid Landscapes](#)

3

LEARN more enroll in the openSAP courses

about [SAP's Intelligent Suite](#) and the [SAP Integration Solution Advisory Methodology](#)

Thank you.

Michael Ameling

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