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

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Agenda

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

  Speaker: Michael Ameling

- **Process Transformations**

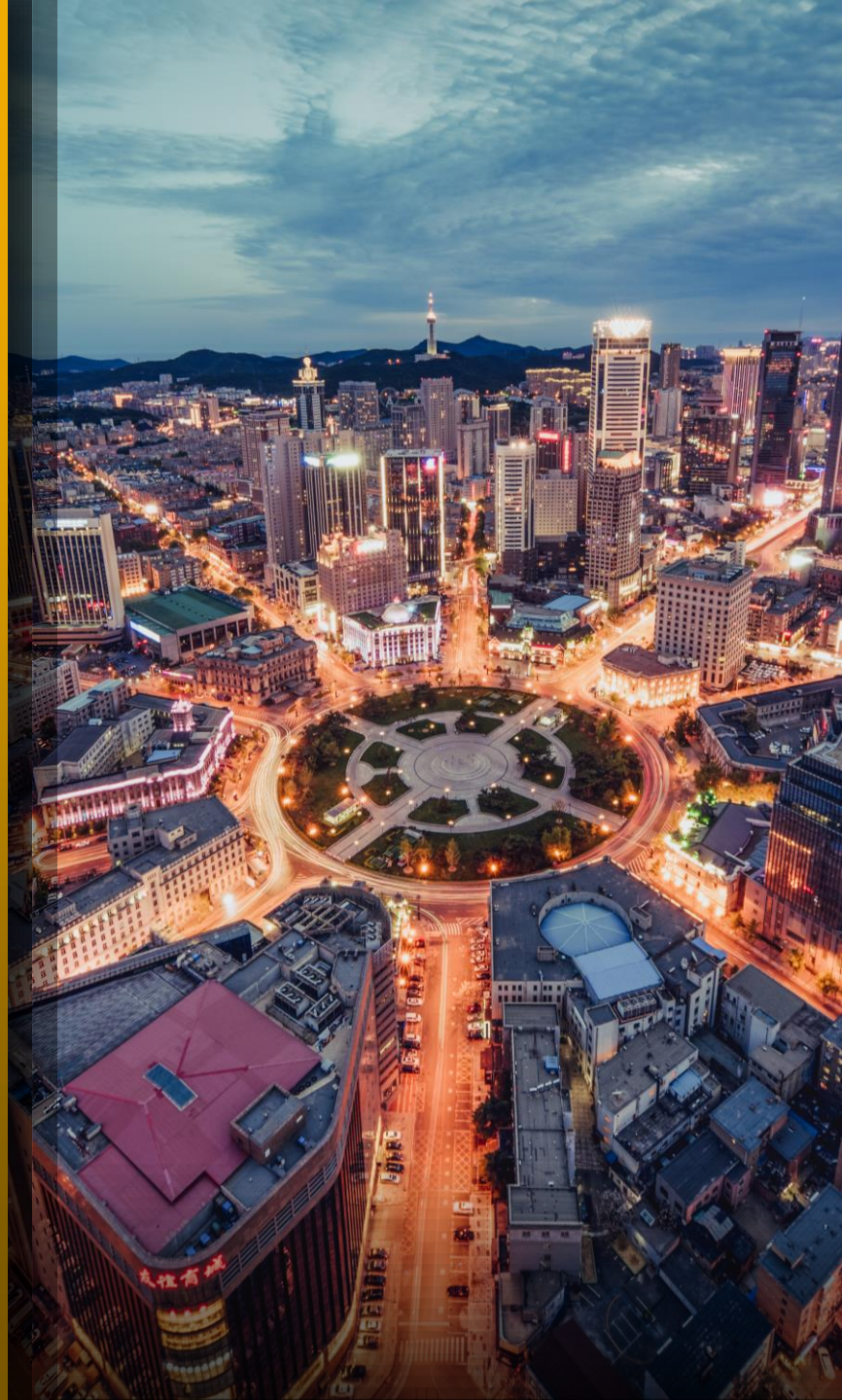
  Speaker: Sameer Patel

- **Technology Underpinnings**

  Speaker: Michael Ameling

- **Key Take-Aways**

  Speaker: Michael Ameling



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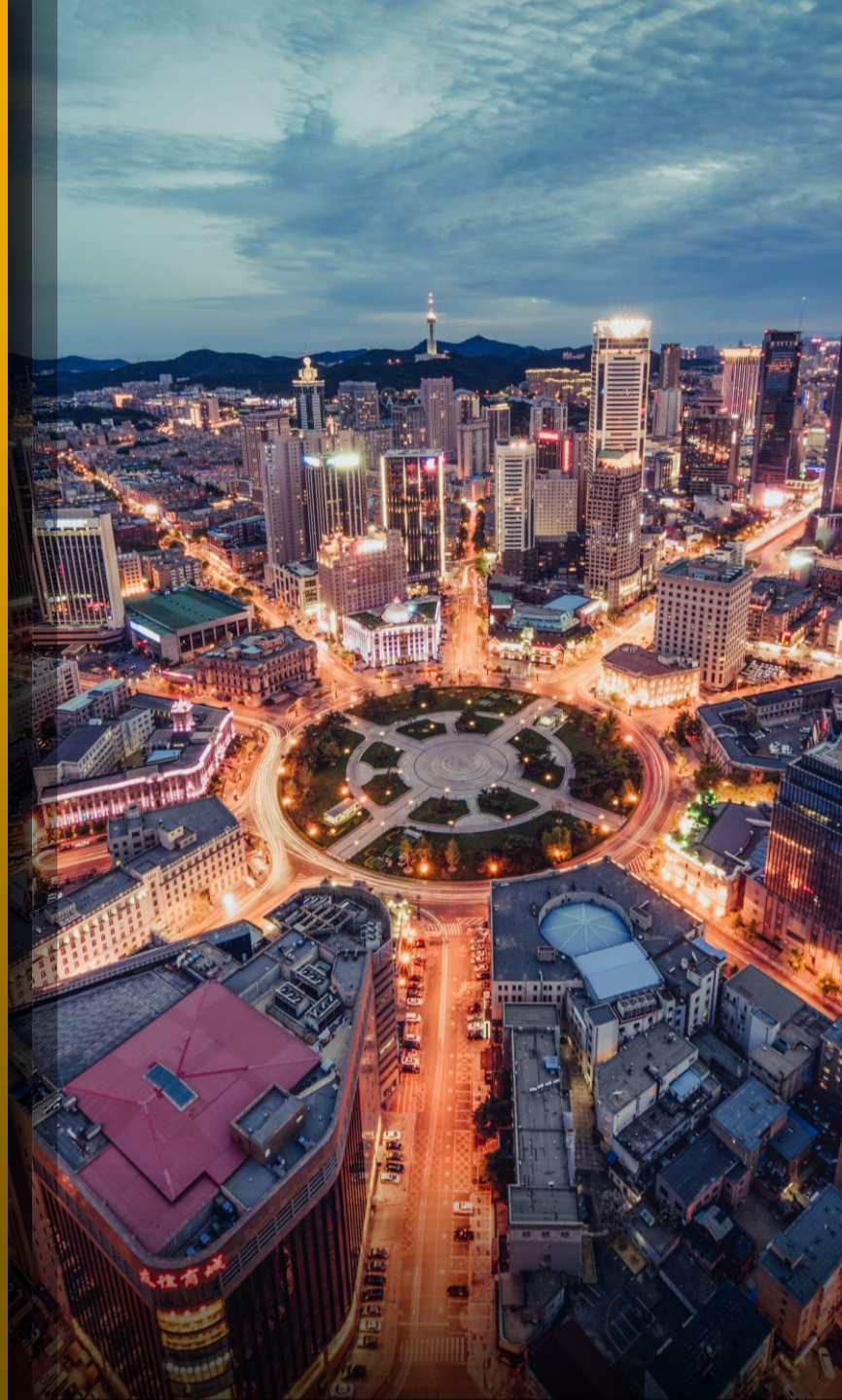

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SAP’s Integration Plan in the Cloud

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

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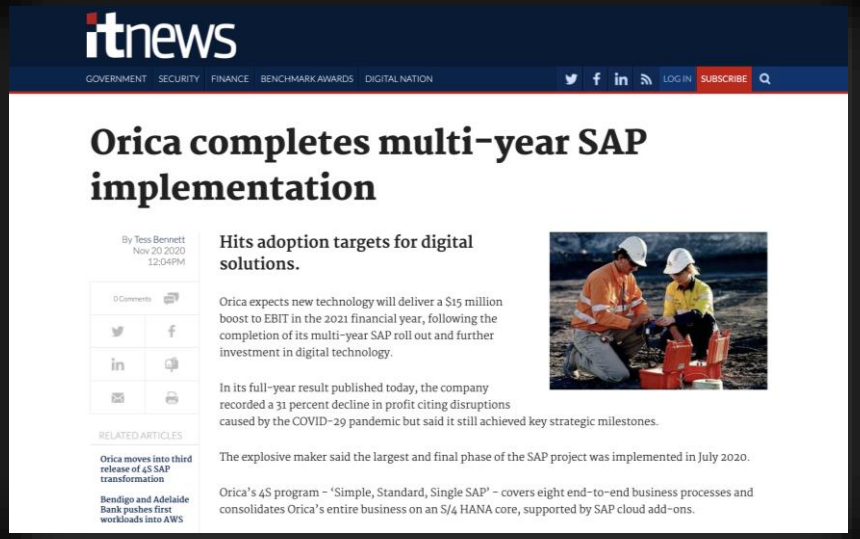
Our Customers Benefit from SAP's Integration Strategy TODAY

Aramco Europe

- **50%** reduction in application management efforts[1]
- **60%** reduction in custom code and[1]
- **70%** reduction in outside travel agency costs[1]

Read the full customer success story



Orica

- Expected US$15 million boost to EBIT in the 2021financial year[2]
- 20% annualized cash ROI on the SAP project expected by 2023[2]
- Potential to sunset US$63 million of legacy IT assets that would no longer be used by the business[2]

Read the full article

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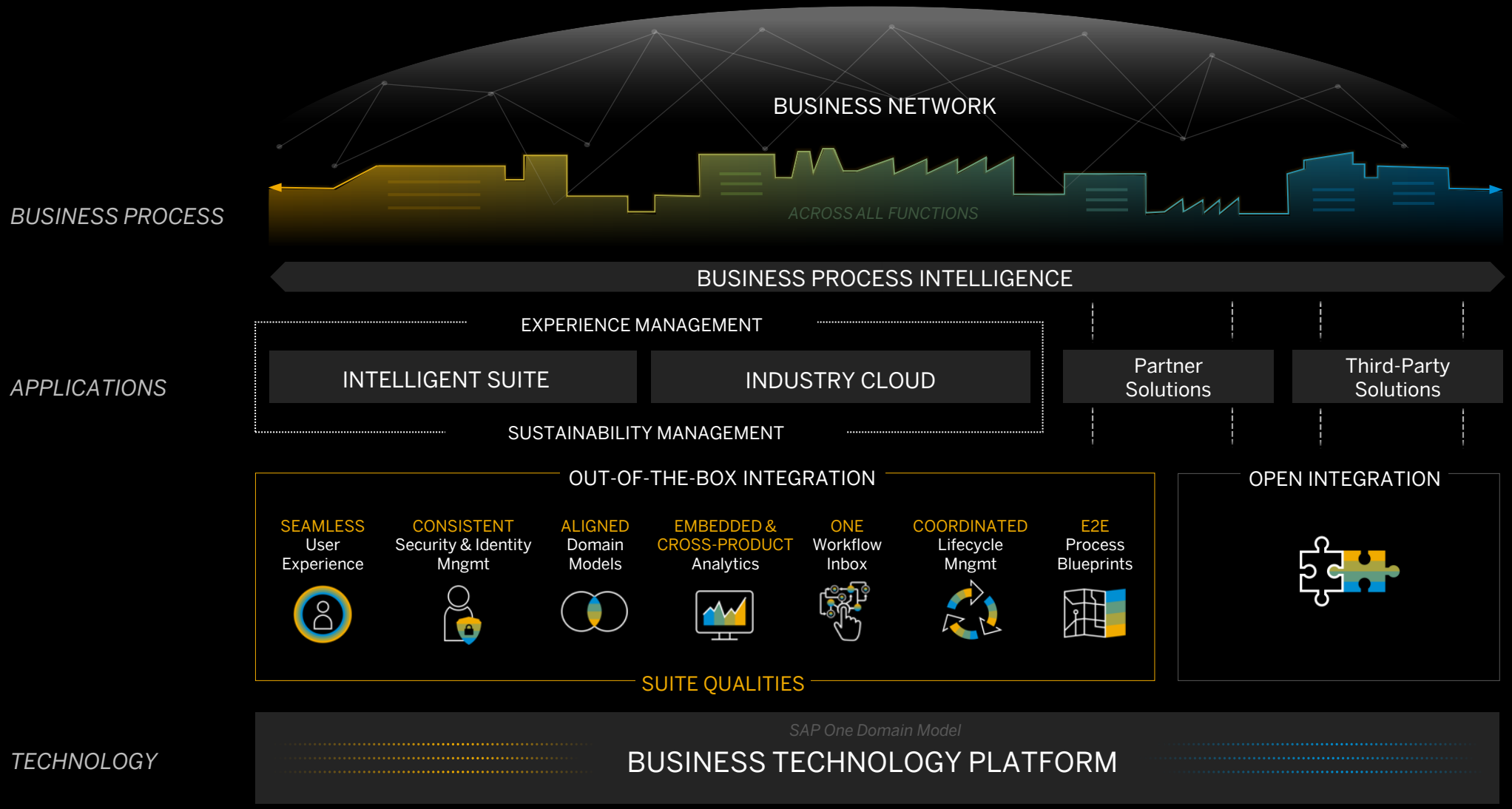
SAP's Integration Plan in the Cloud

Intelligent Enterprise SAP's Integration Strategy



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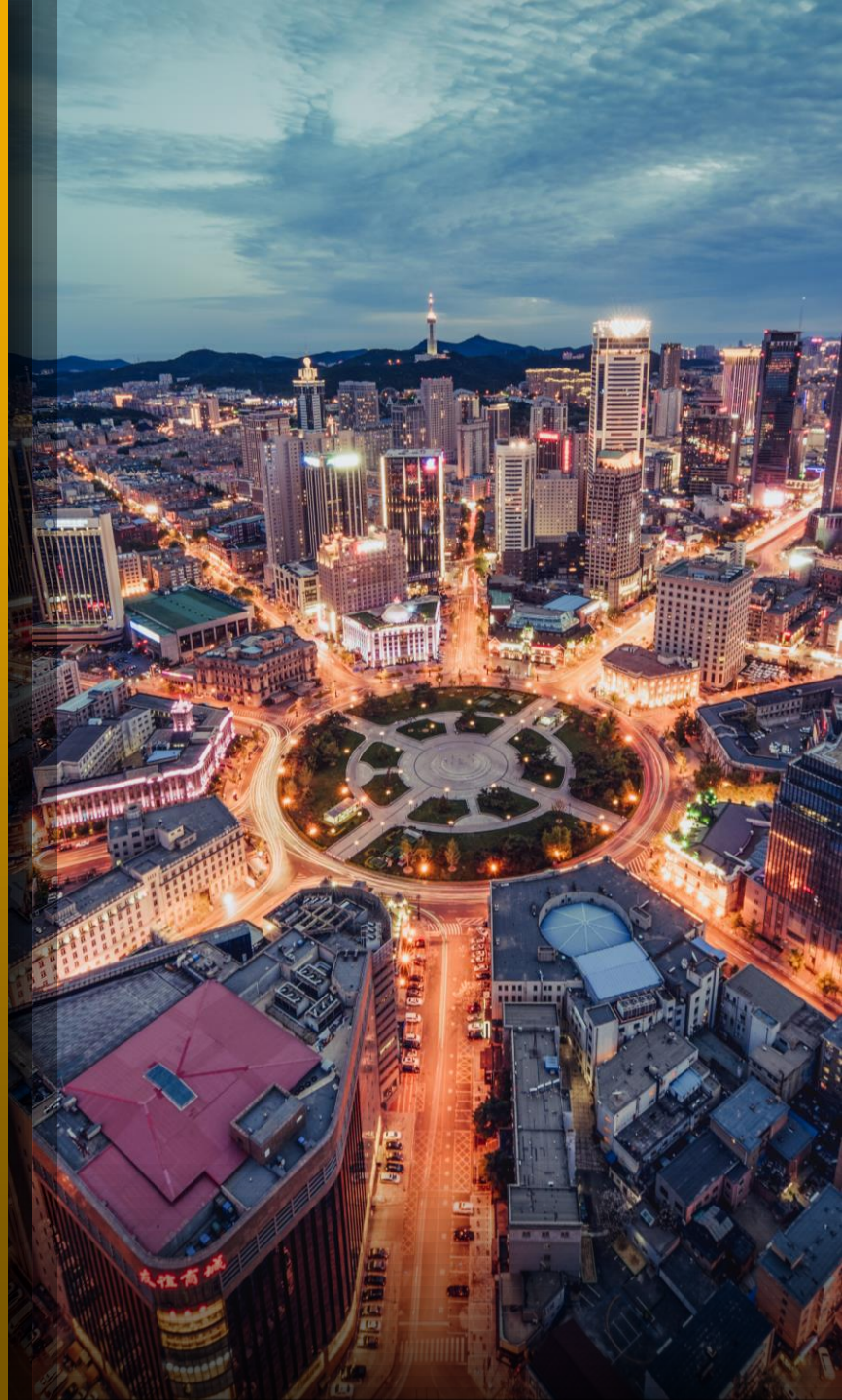

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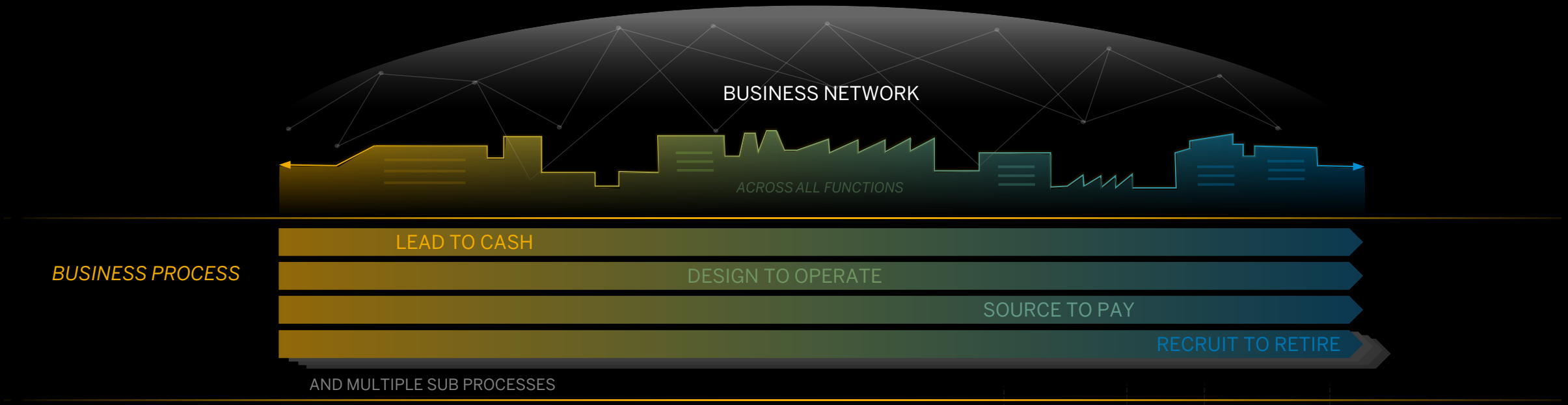
Process Transformations

End-to-End Process Transformation



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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

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Process Transformations

Demo: SAP Sales Cloud to CPQ

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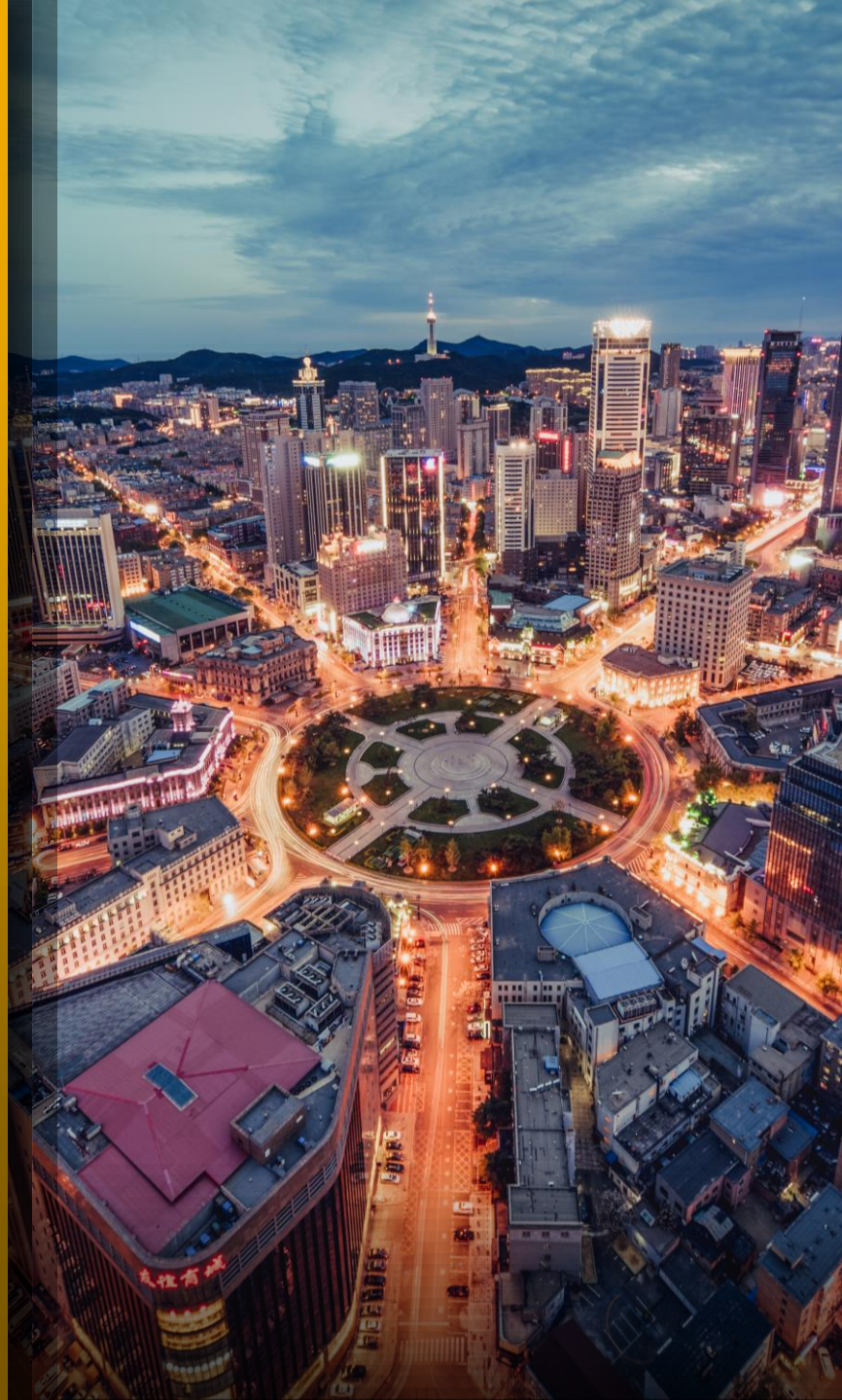

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SAP’s Integration Plan in the Cloud

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

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Update on Suite Qualities

End-to-End Process Blueprints

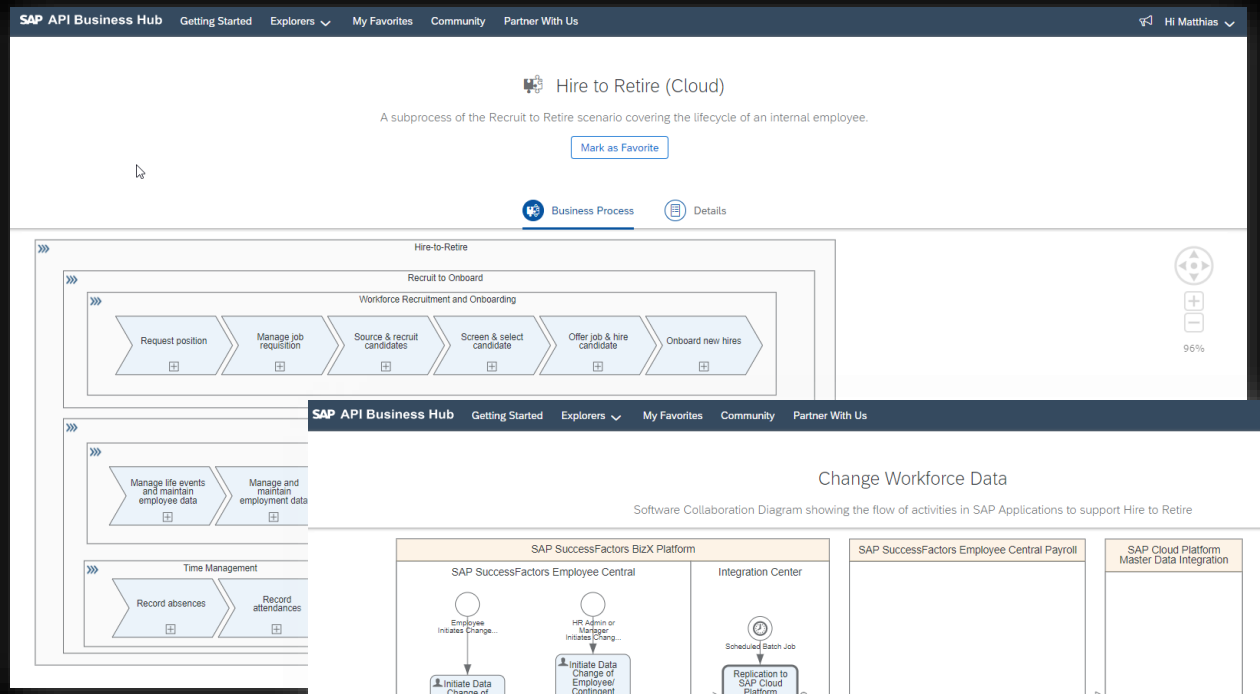
End-to-End Process Blueprints

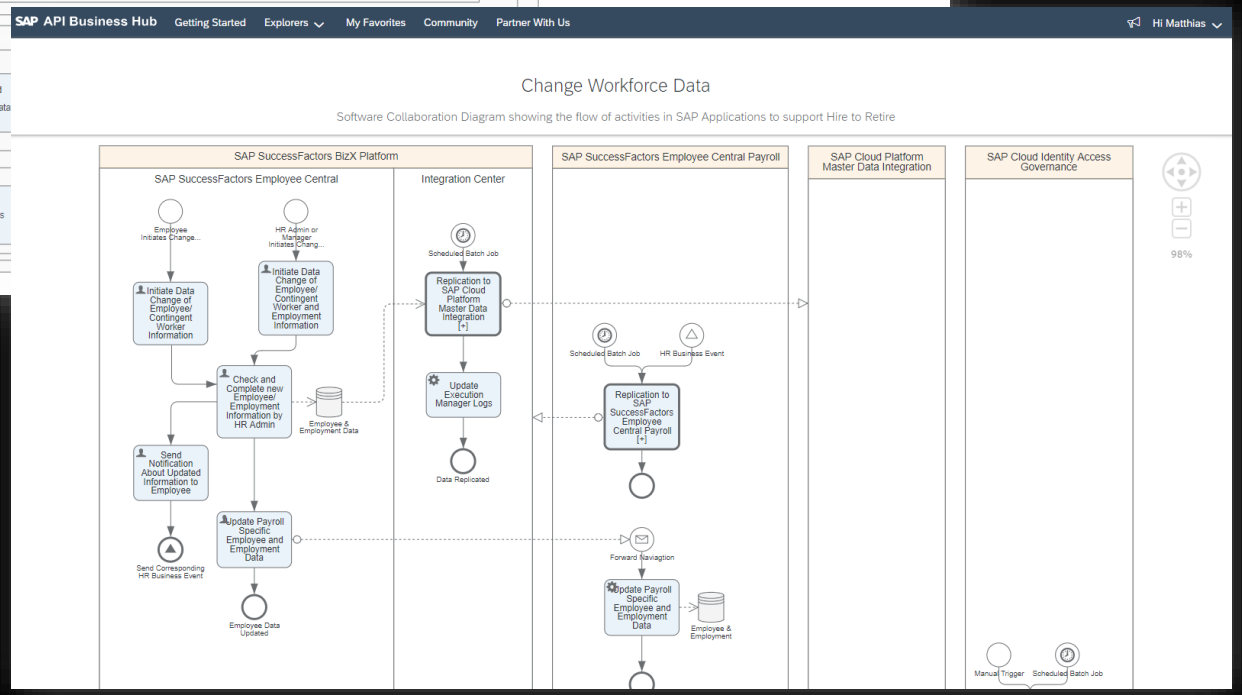
Reduce planning effort for implementation projects and support architecture decisions by leveraging process blueprints following the Industry Reference Architecture standard. End-to-end business process documentation intuitively linked to detailed API information now available in SAP API Business Hub.

Benefits:

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

See it in action | Learn More





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Update on Suite Qualities

Aligned Domain Models

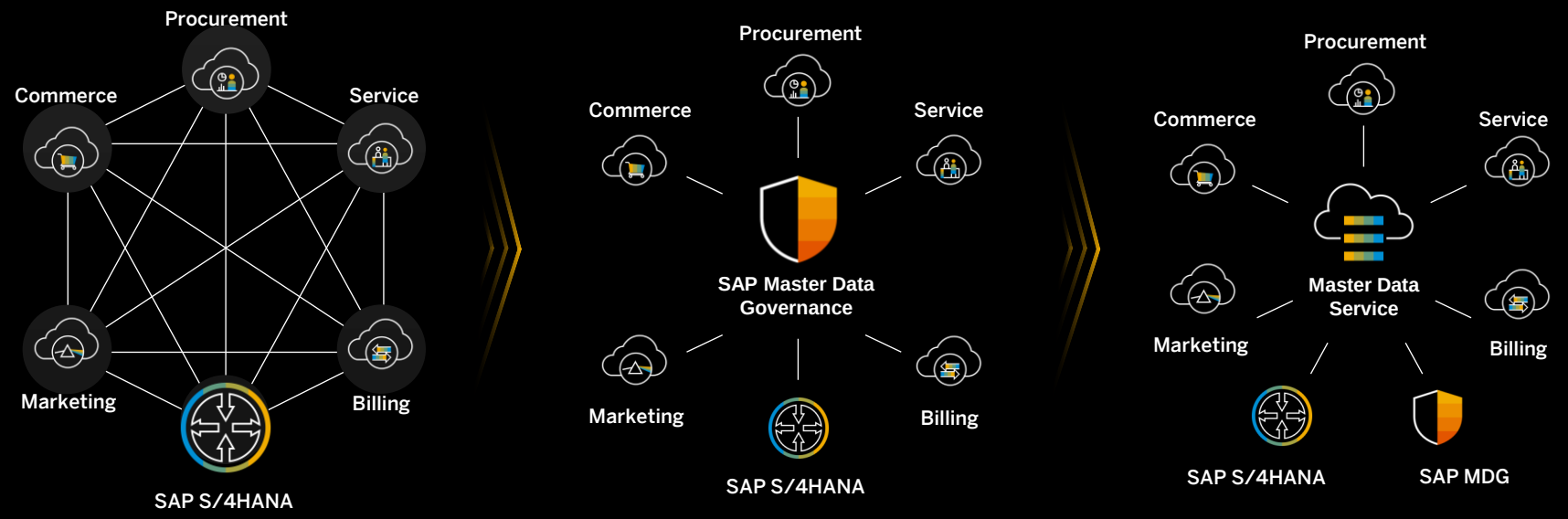
Aligned Domain Models

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

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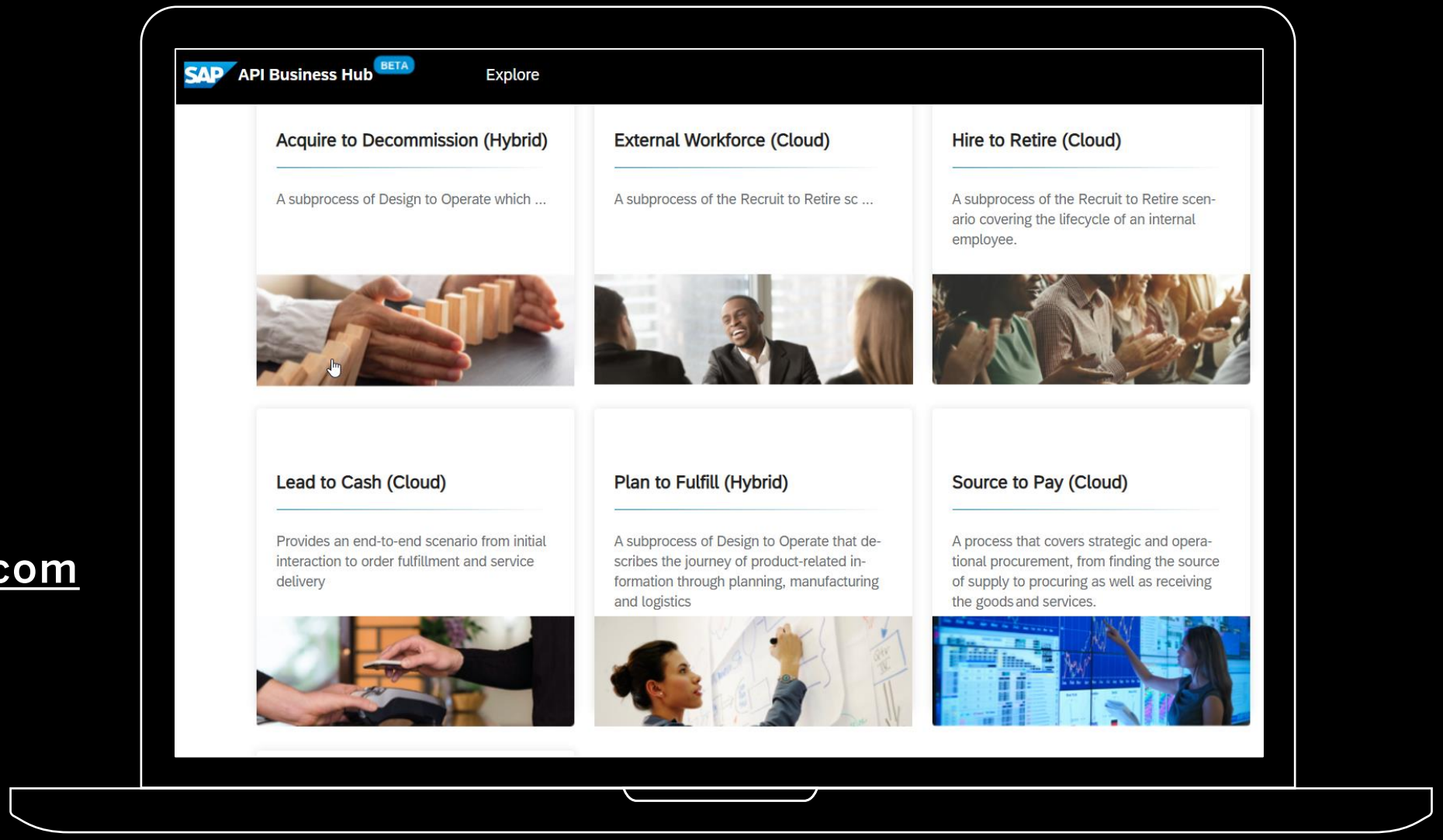
Demo API Business Hub



api.sap.com

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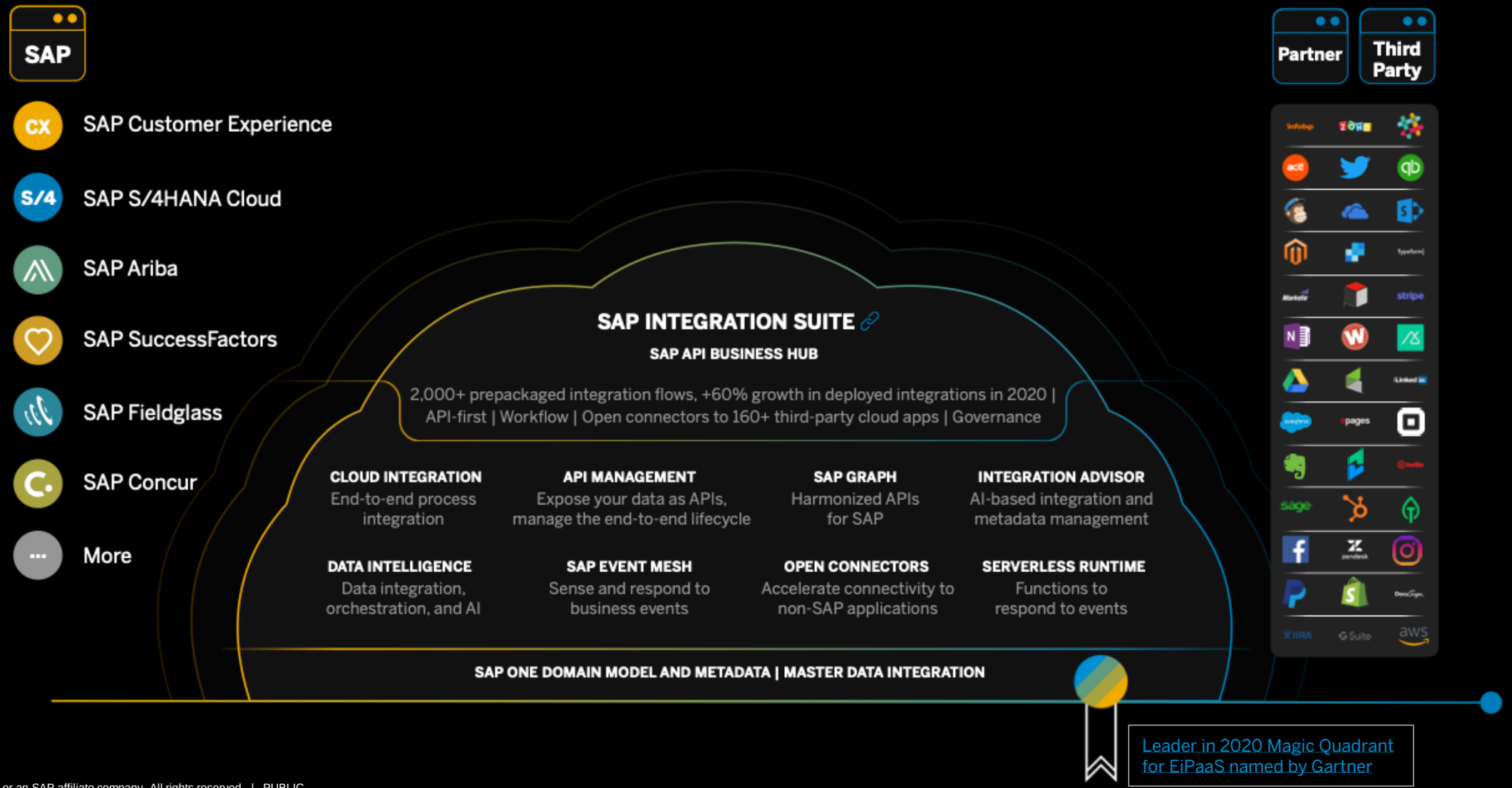
SAP Business Technology Platform

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



Leader in 2020 Magic Quadrant for EiPaaS named by Gartner

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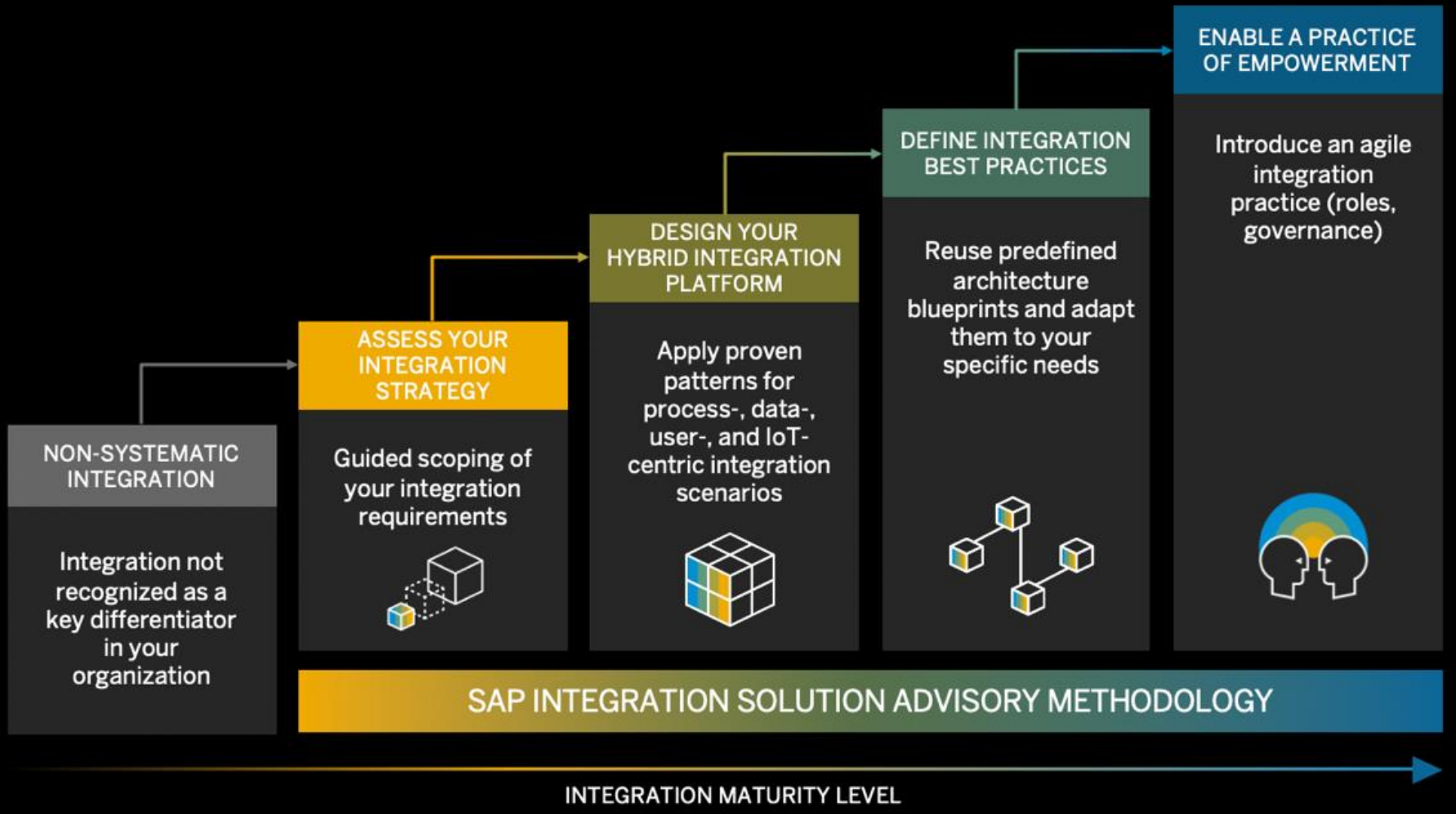
SAP Integration Solution Advisory Methodology

Raise the Integration Maturity Level in Your Organization



More Information

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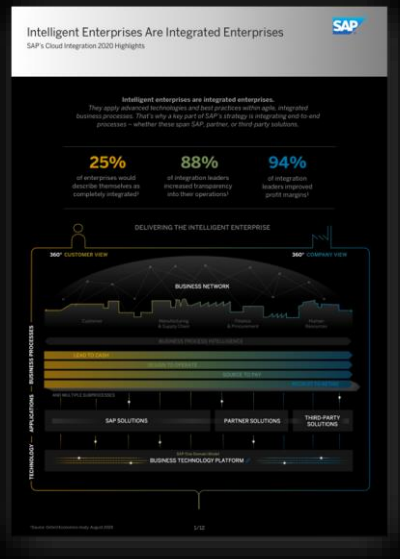
Integration Guides for the Intelligent Enterprise

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

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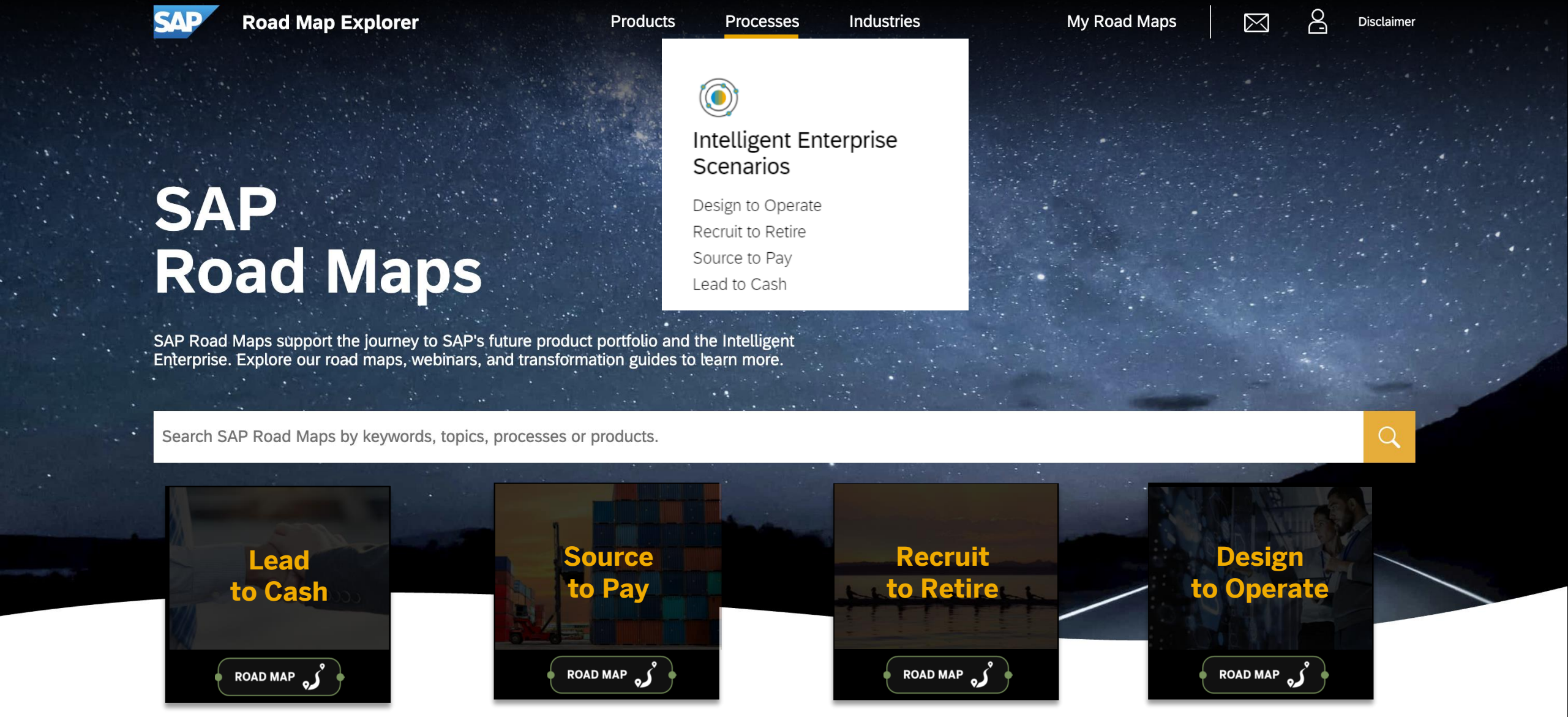
Key Take-Aways | **Intelligent**

SAP Road Maps for the Intelligent Enterprise

SAP Road Map Explorer



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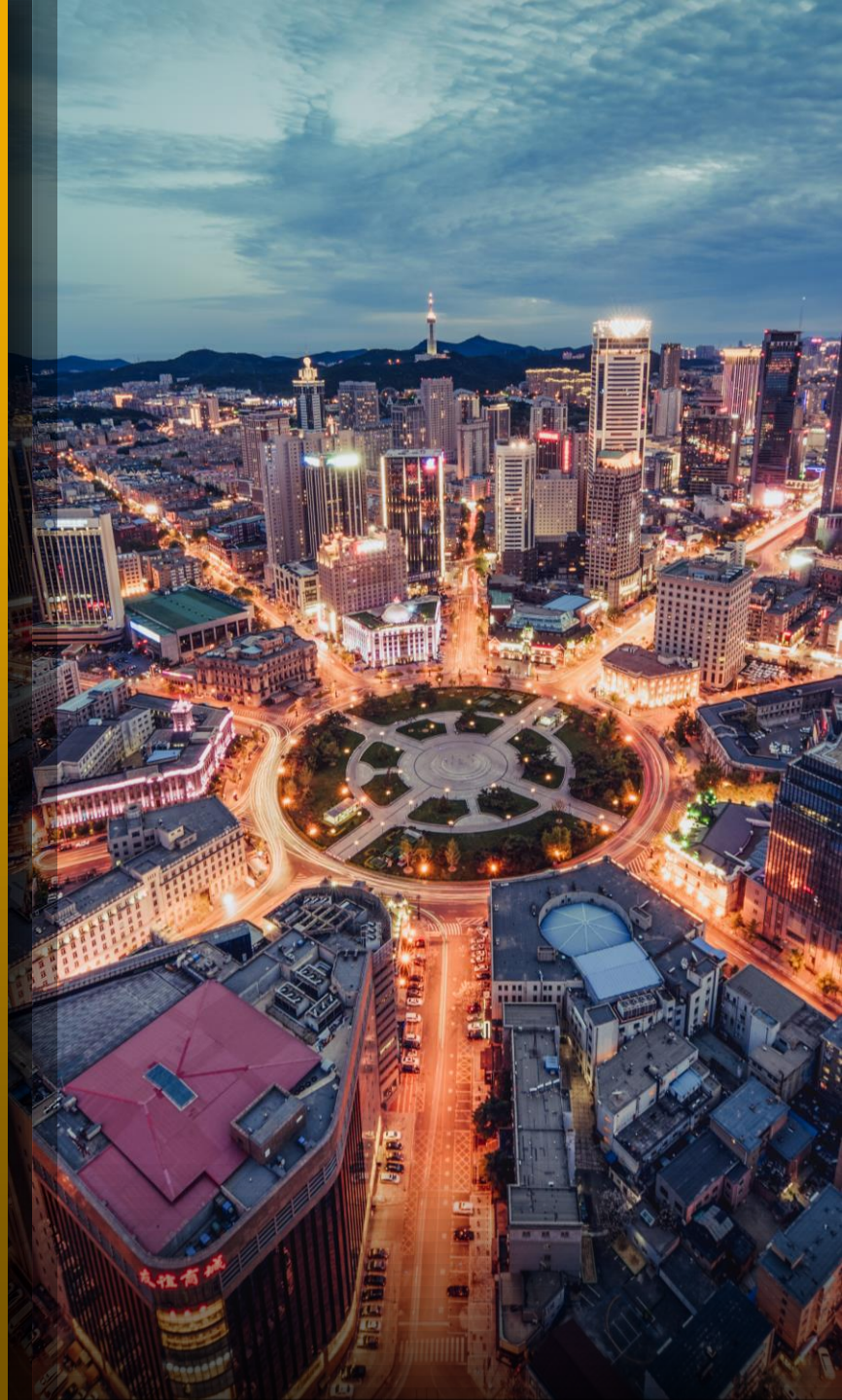

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Key Take-Aways | **Call to Action**

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

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Thank you.

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