



Join the **SAP One Movement** On Your Terms and Your Timeline

Reik Boettner, Derek Crawford, SAP
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THE BEST RUN 

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We stand committed not to leave any customer behind on their journey to the Intelligent Enterprise.

WHAT

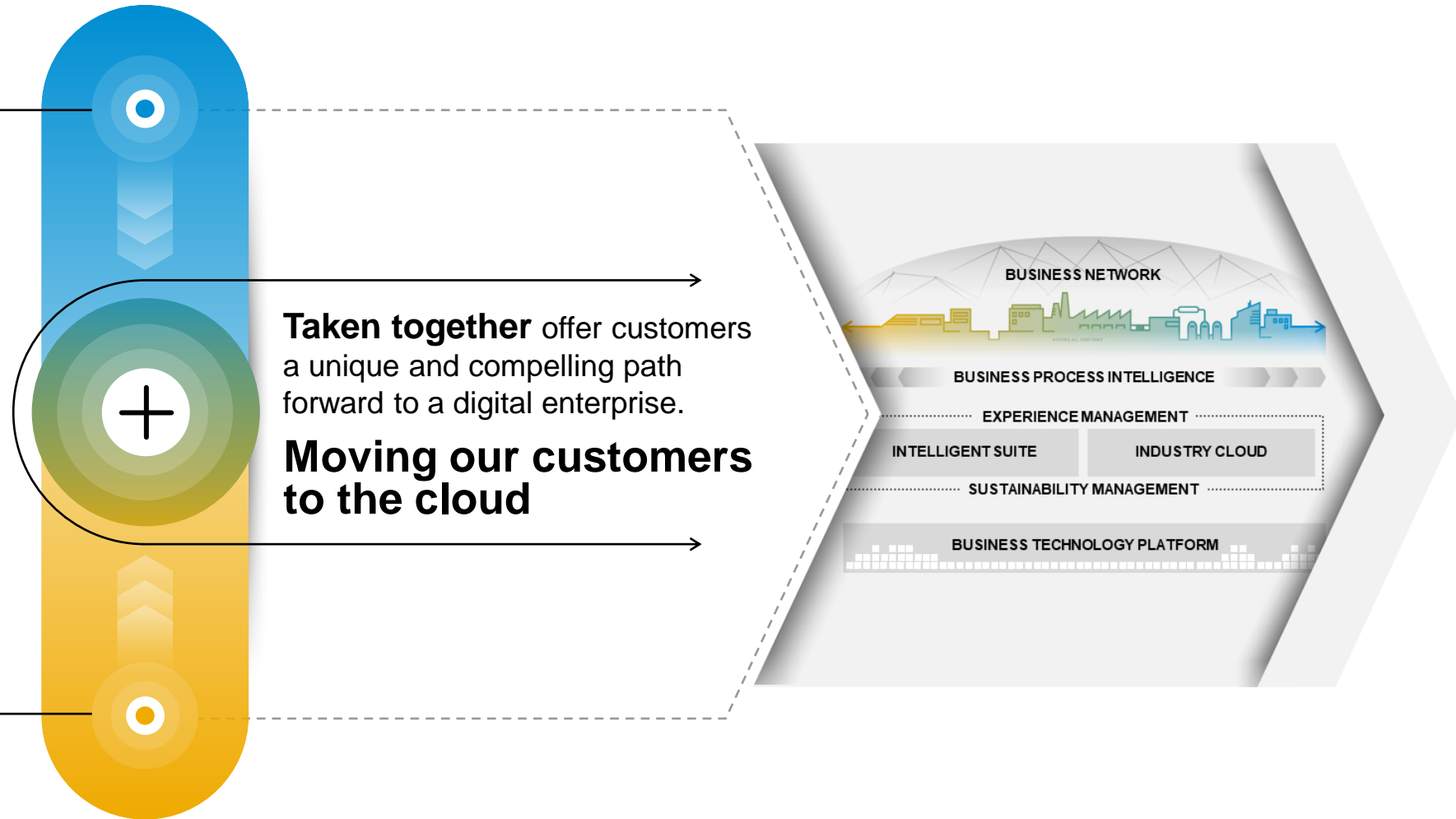
RISE with SAP

provides Business Transformation as a Service in one single offering bundling key components (Cloud Solutions, Platform, Tools).

complements RISE with SAP by offering tailored guidance and expertise for a migration from a legacy system into the SAP cloud.

SAP One Movement

WHY & HOW



SAP One Movement

WHAT

RISE with SAP

Applications
S/4HANA
Cloud

Platform
**SAP Business
Technology
Platform**
(CPEA Credits)

Network
**SAP Business
Network**
(Starter Package)

Infrastructure
on Infrastruc-
ture Provider
of Choice

Business Process Redesign
with **Business Process
Intelligence**

Migration
with **Tools & Services**

Additional Services, Tools & Assets

**Align on vision &
Strategy**

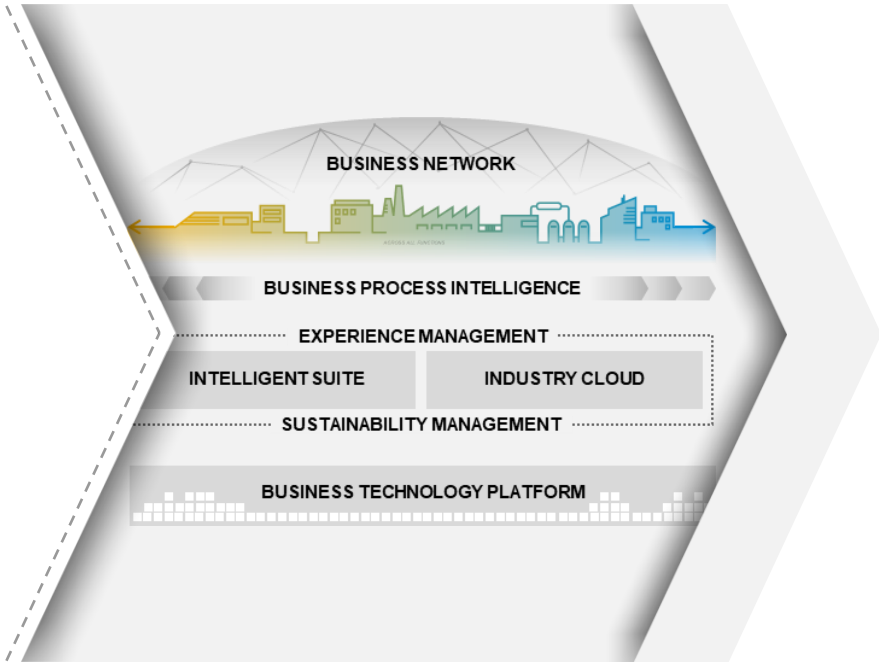
**Build
the case**

**Plan the path
forward**

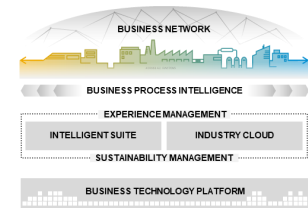
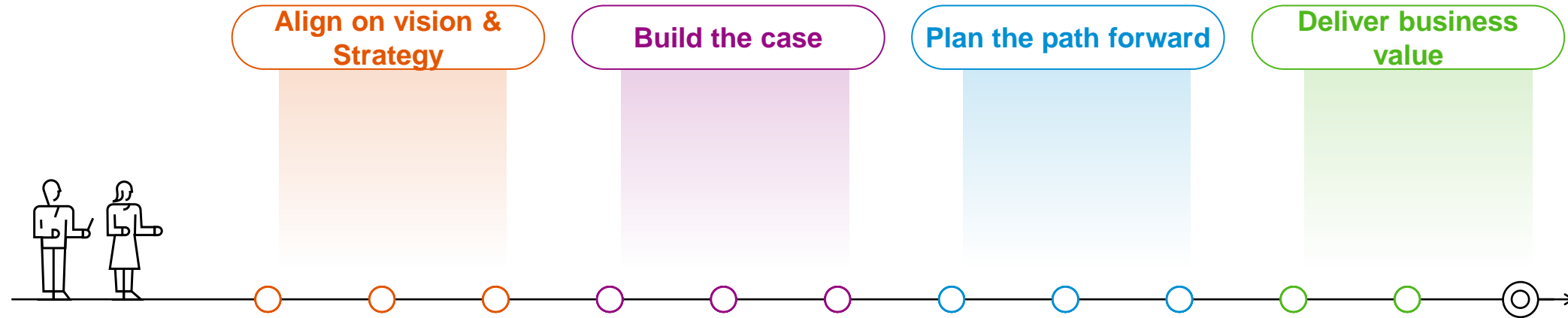
**Deliver business
value**

SAP One Movement

WHY & HOW

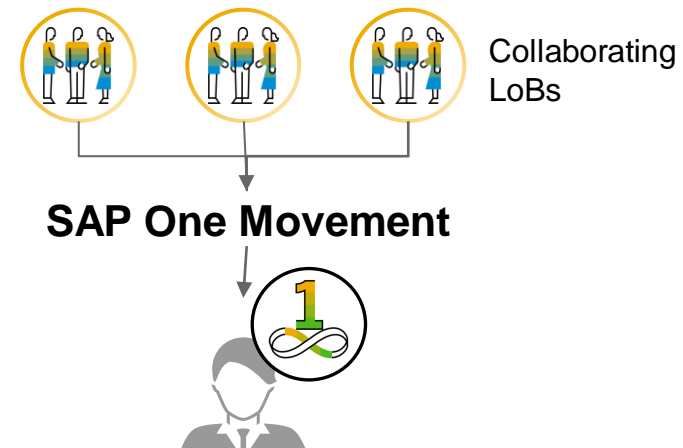


SAP One Movement extends success to other SAP Moves...

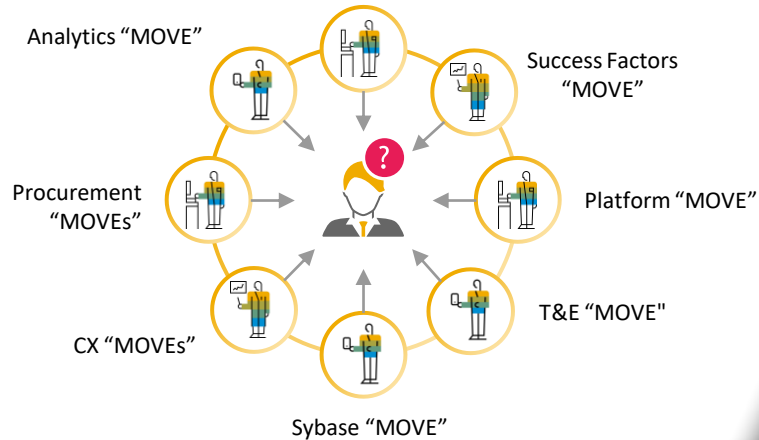


Tomorrow

SAP One Movement program with uniform transformation acceleration strategy

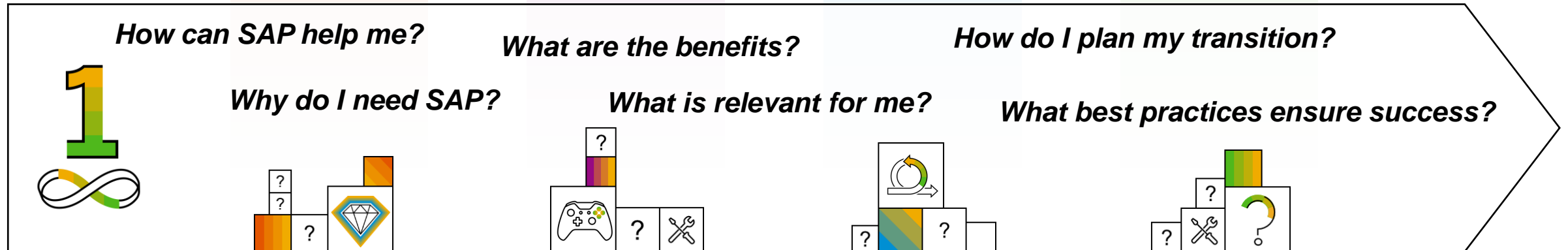
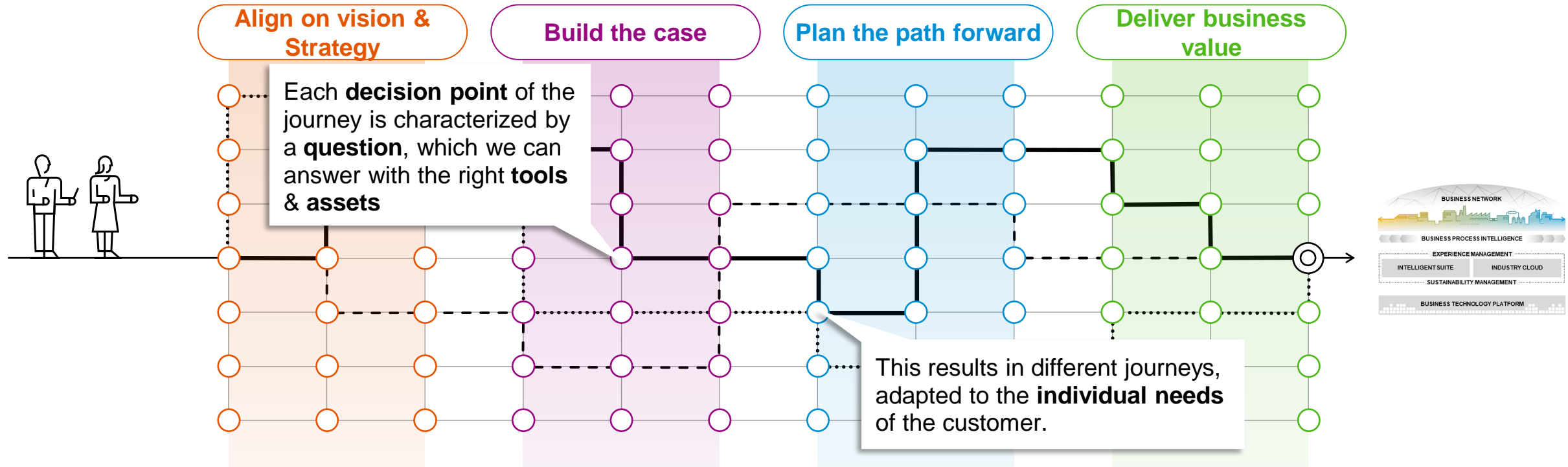


S/4HANA Movement

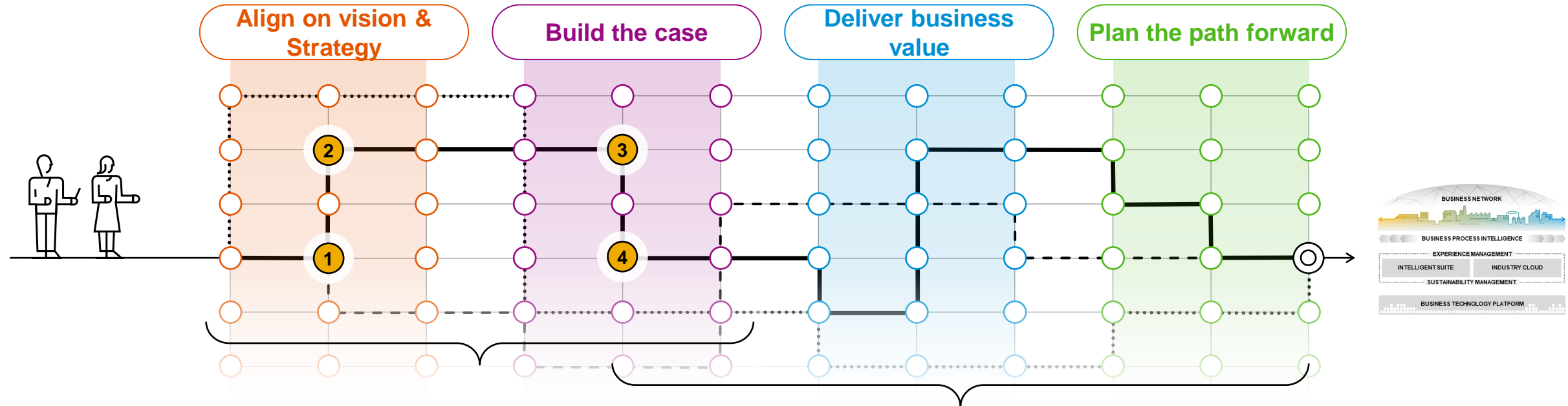


Strategy 2021

Focusing on individual journeys to the intelligent enterprise



3 Key assets in 2021 for to start the journey



1

The SAP S/4HANA Value Starter considers the first part, up to the creation of a customer specific **benefit case** for SAP S/4HANA

+

S/4HANA Simulation
Experience hands-on the power of the Intelligent Enterprise in a fast-paced, competitive environment.

Business Process Innovation

...

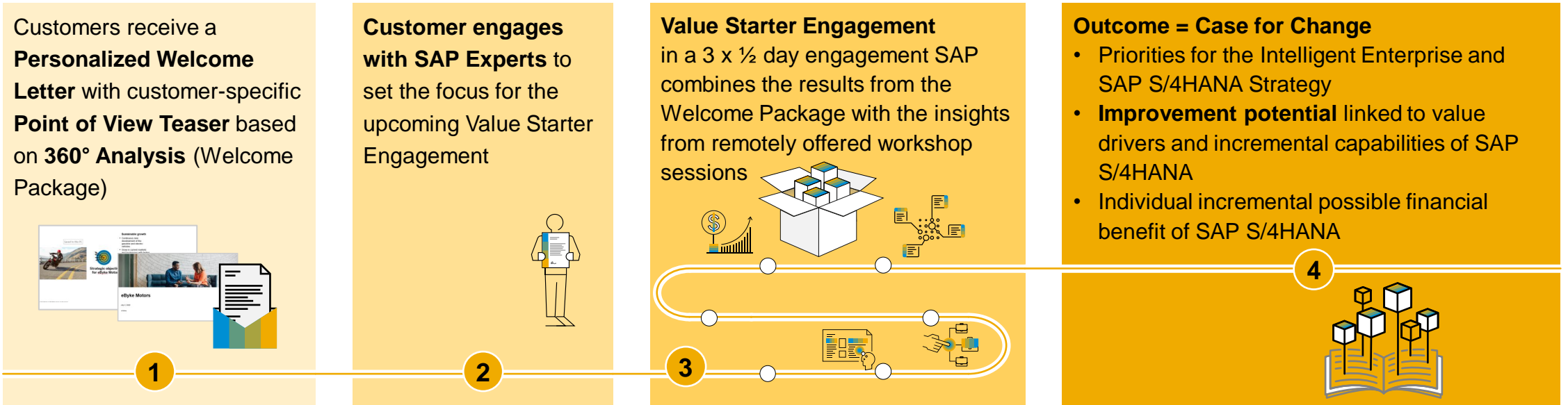
SAP S/4HANA Value Starter Program

... is the starting point for your SAP S/4HANA Journey



SAP S/4HANA Value Starter Program in a Nutshell

- Focuses on **WHY** move now to SAP S/4HANA
- Fosters the understanding of the **incremental value** that customers will gain by implementing SAP S/4HANA
- Offers customers a tailored business value focused Point-of-View through an **outside-in perspective**



The Programs offers...

- Customer-Specific Point of View based on 360° Analyses
- Guided 1:1 Engagement
- Customer-Specific Benefit Case
- 1.5 Day Effort Engagement Free of Charge

Jean Ong
Supply Chain & SAP Project Manager,
Home Control, Singapore



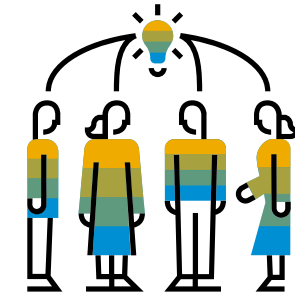
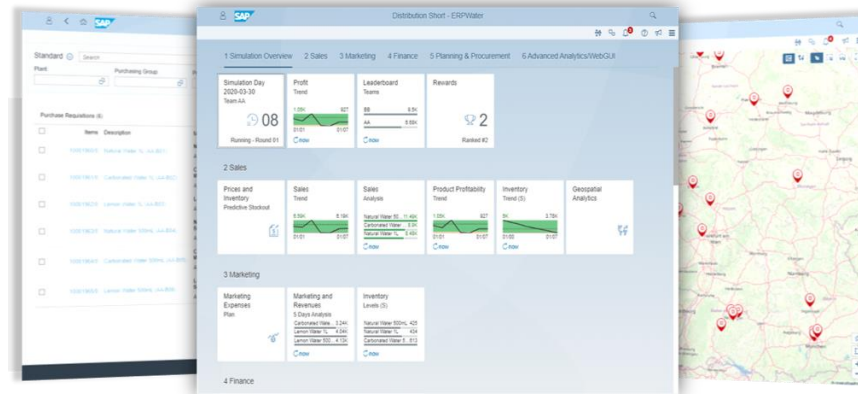
„The SAP S/4HANA Value Starter Program is informative and engaging. This program will be a good starting point for any company who is considering to embark on SAP S/4HANA.“

Start Your Journey NOW and [click here](#) to register



SAP S/4HANA Simulation

What is the SAP S/4HANA Simulation?



SIMULATION ENGINE

1. Customer and supplier behavior algorithms
2. Simplification of administrative tasks
3. Time acceleration

SAP S/4HANA

SAP Business Technology Platform

PARTICIPANTS

1. Business decisions
2. Business analytics
3. End-to-end process collaboration

SAP S/4HANA Simulation

How do I play?

Each **participant** plays a role:



SAP S/4HANA Simulation

How do I play?

Each **team** tries to win by:

- Agreeing and adjusting strategy
- Setting prices
- Choosing sales markets
- Marketing and advertising
- Purchasing and procuring replenishments
- Analysing sales and competitive data in real-time

The screenshot displays the SAP S/4HANA simulation interface for a water distribution business. It is presented on a computer monitor. The interface is divided into several sections:

- PRODUCTS:** A table showing three product categories: Natural, Carbonated, and Lemon. Each category has two options: 1L and 500mL. The table includes unit prices and cost per box for each.
- GENERAL INFORMATION:** A table providing key simulation parameters such as Days / Round, Total Market Size, Regions, Distribution Channel, and Warehouse Capacity.
- SUPPLY CHAIN VARIABLES:** A table detailing Lead Time (days) and Payment Time (days) for Customers and Suppliers.
- MARKET DEMOGRAPHICS:** A map of Germany divided into three regions: North (45 retailers), West (40 retailers), and South (38 retailers).

At the bottom of the simulation interface, it reads: "ERPsim™ Powered by Baton Simulations".

PRODUCTS		Box of 1L	Box of 500mL	
	1L Natural	\$\$-B01	500mL Natural	\$\$-B04
	Cost per Box: 11.99		Cost per Box: 16.99	
	1L Carbonated	\$\$-B02	500mL Carbonated	\$\$-B05
	Cost per Box: 14.99		Cost per Box: 19.99	
	1L Lemon	\$\$-B03	500mL Lemon	\$\$-B06
	Cost per Box: 16.99		Cost per Box: 22.99	

GENERAL INFORMATION	
Days / Round	20
Total Market Size (monetary)	Sales of approx. 6,000 per team per day
Regions	3 with distinct marketing accounts
Distribution Channel	DC18 : Corner Stores
Warehouse Capacity	6,000 units Each 1,000 units extra costs 100 per day

SUPPLY CHAIN VARIABLES		
	Customers	Suppliers
Lead Time (days)	1 - 3	2
Payment Time (days)	10	10

MARKET DEMOGRAPHICS

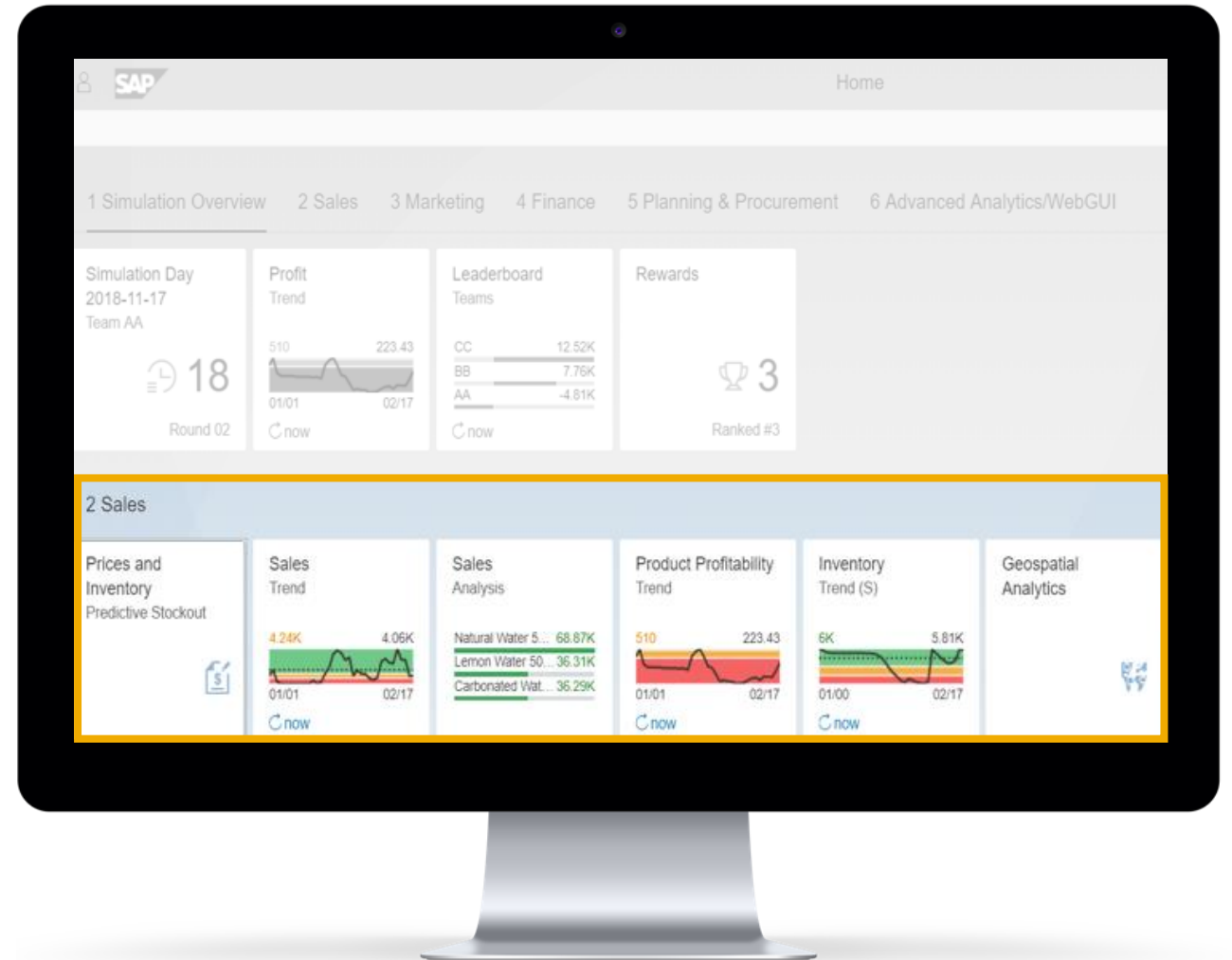
- North: 45 retailers
- West: 40 retailers
- South: 38 retailers

ERPsim™ Powered by Baton Simulations

SAP S/4HANA Simulation

What is each role responsible for?

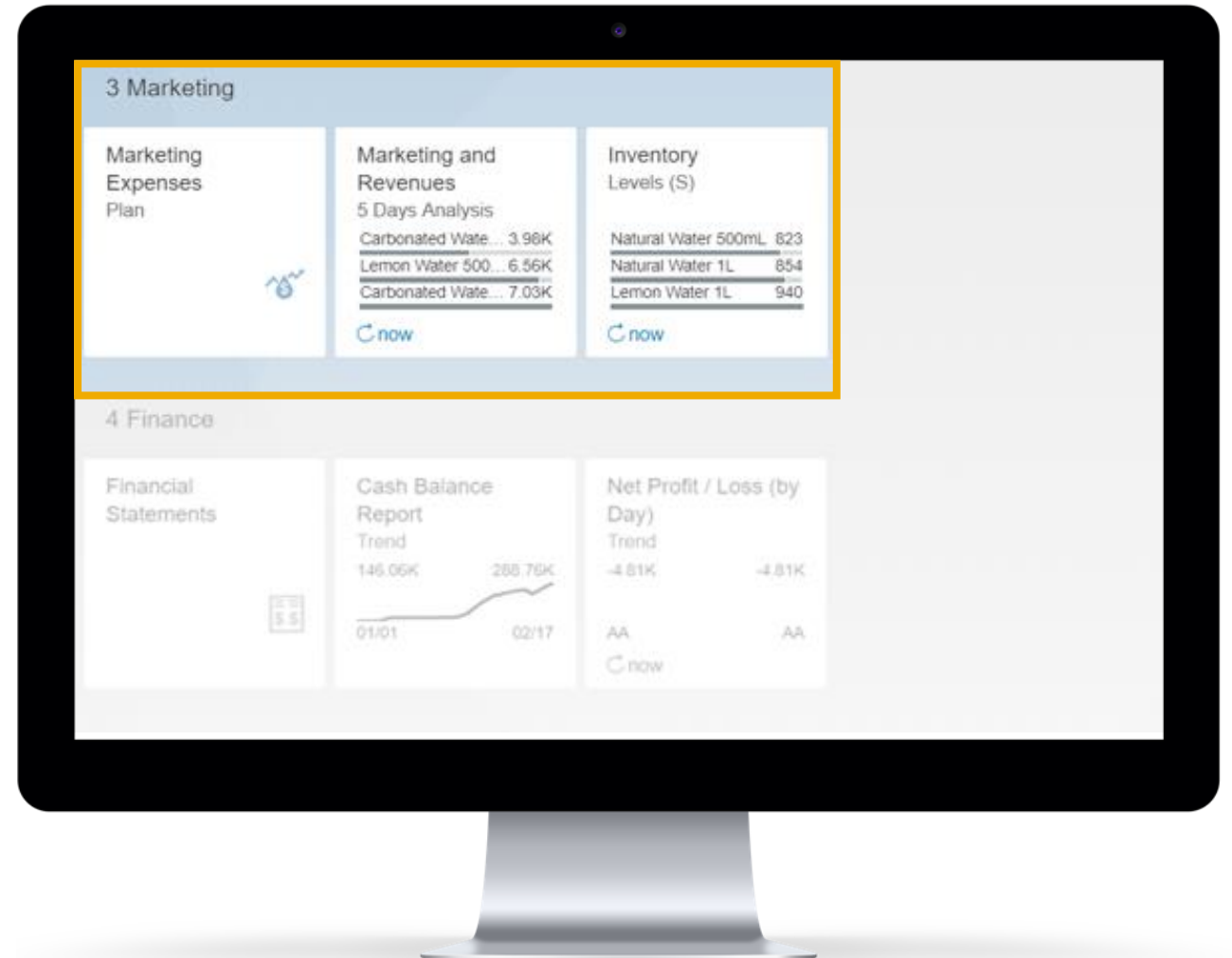
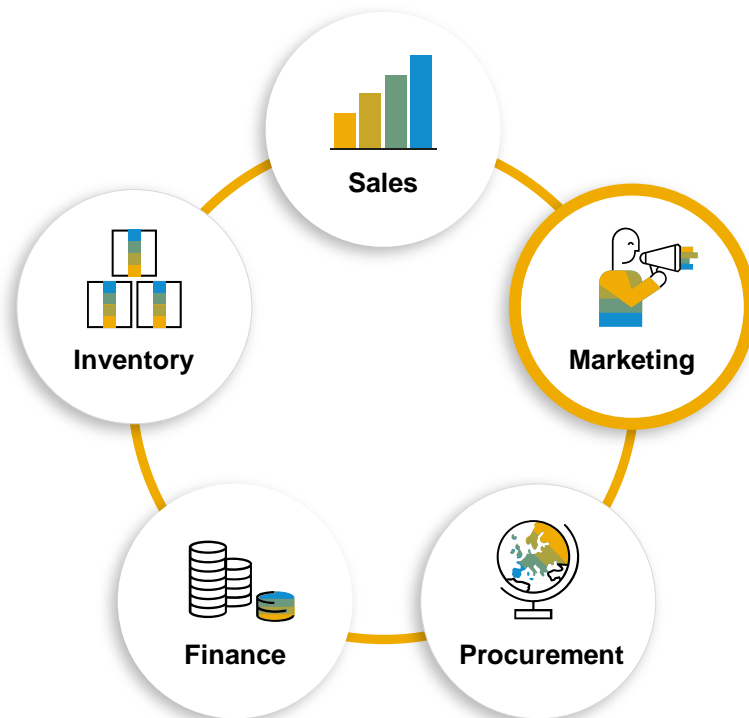
Team 1 – Sales Role



SAP S/4HANA Simulation

What is each role responsible for?

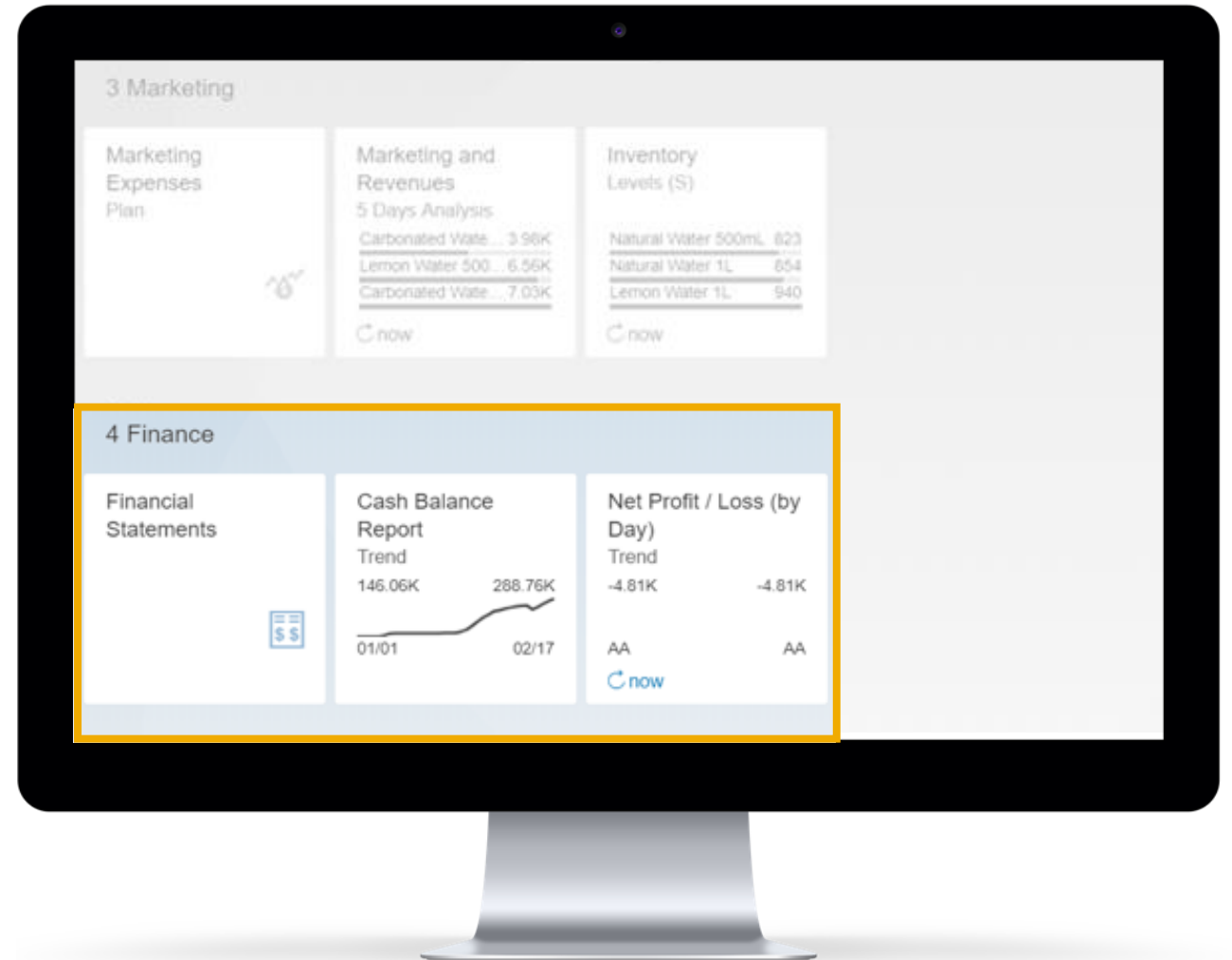
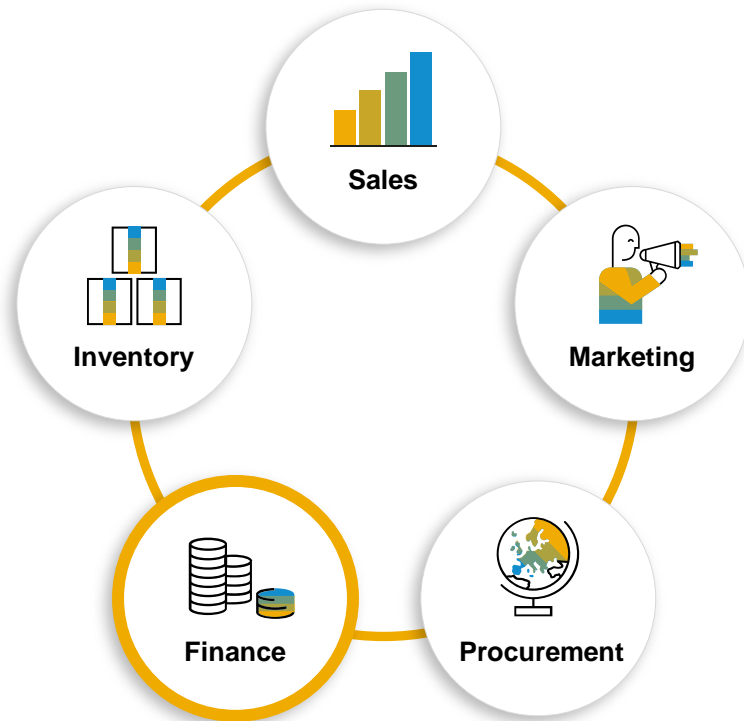
Team 1 – Marketing Role



SAP S/4HANA Simulation

What is each role responsible for?

Team 1 – Finance Role



SAP S/4HANA Simulation

Why is SAP S/4HANA Simulation important?

Discover the value of SAP S/4HANA via a collaborative, gamified experience on a live SAP S/4HANA system

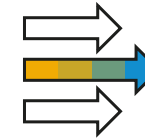
Participants collaborate on managing an end-to-end business cycle in a simulated environment to:



Clearly understand the value of SAP S/4HANA



Create support and alignment



Build momentum for change and overcome roadblocks



Maximize ROI on your technology investments

Drive adoption by enabling users to experience the power of real-time process integration and business insight



Collaborate across the end-to-end processes



Develop problem-solving skills with real-time analytics



Align business and IT strategies



Build commitment to change



Use gamification to accelerate learning

SAP S/4HANA Simulation

Available scenarios



Distribution

ERPWater
ERPsim™ Snacks

A simple, dynamic introduction to a real-life ERP system

- Participants manage the purchase and sale of bottled water products, using standard SAP reports to track their business performance in an unpredictable, competitive market.
- Proven effective across sectors, from industry to public service.

Impactful with executives across industries.

Duration: 2h–3h



Manufacturing

ERP Muesli

A realistic manufacturing scenario

- Participants manage the cash-cycle of a small manufacturing company, including planning, procurement, manufacturing, sales, marketing and finance.
- Teams must strive towards operational excellence, capture market share and drive profitability.

Popular with manufacturing companies and for full day trainings.

Duration: 3.5h–1 day



Public Sector

Disaster Relief

Showcasing the latest in S/4HANA for Public Sector

- Participants manage public funds and budgets in a generic public sector process using procurement and spend management.
- Teams must strive towards operational excellence, capture market share and drive profitability

Applicable to all public sector and defence organisations e.g. universities, hospitals.

Duration: 0.5–1 day

2 new scenarios available soon



Logistics & Intelligent Enterprise Asset Management

SAP S/4HANA Simulation

How to learn more

Available under license from Baton Simulations

Choice of 3 versions

1. Distribution
2. Manufacturing
3. Public Sector

+ 2 new scenarios available soon

Can be arranged through SAP or certified partner –
Contact your appropriate account representative

More information available at

[ERPsim Infosheet](#) or [Baton Simulations](#)





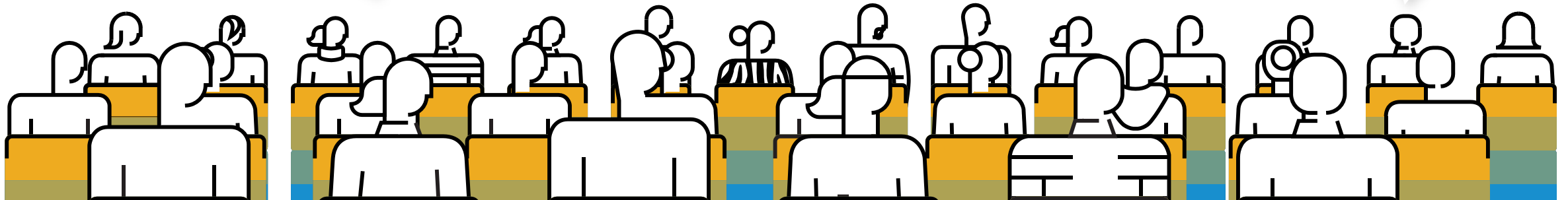
SAP S/4HANA Simulation

Participant testimonials

Learning via playing a game, hands-on in a real system **was priceless!** We had super users right along with Sr. Executives getting really into it trying to win the game. The competition was a really fun component, but so was getting to see how **SAP was a truly integrated system – in real time.**

Simulating the end-to-end manufacturing processes in SAP S/4HANA... allowed our leaders to **experience the impact of all the decisions** that are made on a daily basis and **appreciate the value of a fully integrated business information system...** mobilize and confirm the **commitment of the stakeholders - Really convincing!**

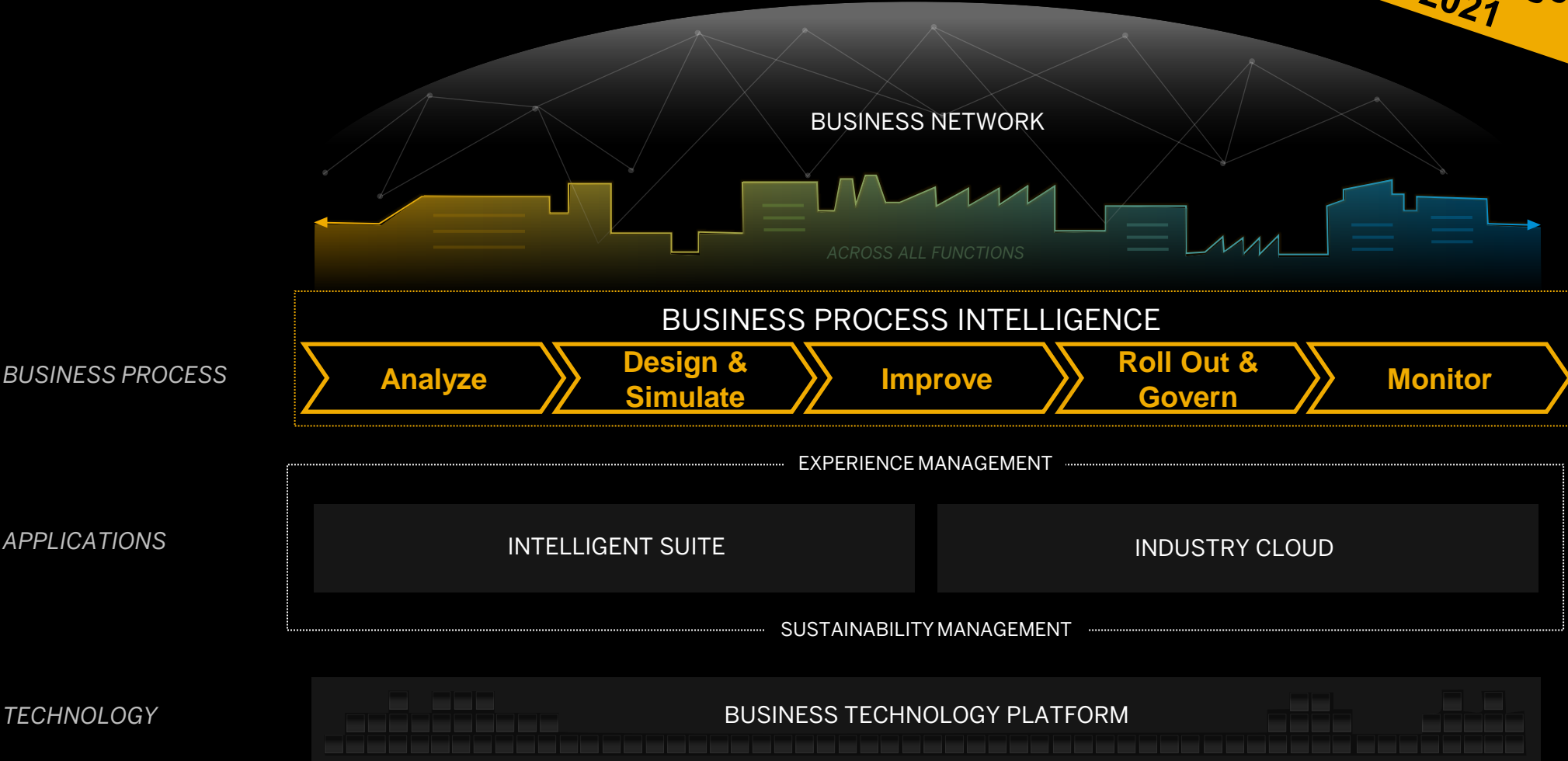
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Business Process Intelligence

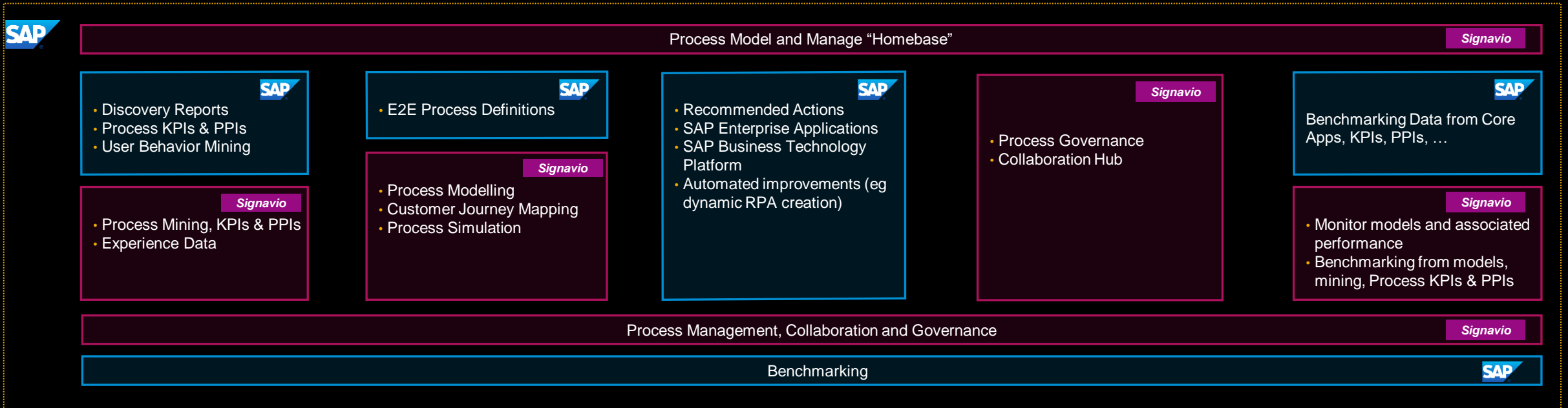
Embedded in the Intelligent Enterprise

Launch of Business Process Intelligence in summer 2021



BPI Vision with planned acquisition of Signavio

Continuous Improvement of Process Models



- Signavio is perfectly complementing SAP's BPI portfolio and completes the holistic BPI Suite
- Signavio is market leader in process modelling and process collaboration
- Together with our Benchmarking and Recommendation databases which are constantly growing we have a unique offering
- With Signavio we can provide End-to-End process analysis, also outside SAP

Q&A

+ Feedback

Your Action is needed



The SAP S/4HANA Value Starter

- Communicate to SAP customer to familiarize with [SAP S/4HANA Value Starter](#)
- Have customers reach out to their SAP AE's or Partners to Sign-Up for Information Call: [Sign-Up](#)



S/4HANA Simulation

- Identify need possible participants to play a SAP supported ERP Simulation Session



Business Process Innovation

- Make customers aware of free [Process Discovery](#) self service and [SAP Pathfinder](#)
- Leverage existing [BPI material and Assets](#)
- 1:1 product validation sessions possible for BPI after alignment and with support from SAP (customer situation room)

APPENDIX

Top Reasons WHY to Move to SAP S/4HANA Now

5

You cannot afford to wait. These are the TOP 5 REALITIES:

1 INNOVATE BEFORE COMPETITORS:

As past recoveries show, the winners re-innovate their business processes and models faster, deriving differentiated business outcomes in the context of their industry. Intelligent enterprises apply advanced technologies and best practices within agile business processes to make organizations more resilient, profitable, and sustainable.

2 CHAMPION COST SAVINGS:

Cost pressures have intensified with the pandemic making it critical to drive cost-savings. A modern ERP delivers intelligent automation across your entire business, driving step change improvements in productivity by unlocking new levels of efficiency and intelligent personalized insight to all employees.

3 GROW WITH MODERN CLOUD ERP:

The crisis has accelerated the shift to the cloud. With our new consumption models, you can now easily move to our modern cloud and safeguard your current ERP investment, enabling continuous innovation and operational scalability with a low TCO. This enables a shift from CapEx to OpEx and makes it easier to drive your business remotely.

4 RUN IN UNCERTAINTY:

Running your business in today's economic uncertainty requires a new ERP that provides instant insight across your end-to-end business operations so you can always analyze, collaborate, prepare and plan for what's next - and act immediately, from anywhere.

5 PIVOT AT MARKET SPEED:

With unpredictable changes in product demand and manufacturing supply chains, organizations need to dynamically reallocate resources against new mission-critical priorities or to quickly adapt to disruptions, enabled by digital business operations driven in real-time.

The MOVE to the Intelligent Enterprise continues to be a challenge



80% Aligning with the firm's **business or IT strategy**

60% Comparing **solutions** from different ERP providers

57% Gathering **requirements** for the new system

Defining **IT architecture** **66%**

Recommendations on specific **approaches** **65%**

Guidance on **best practice** **60%**

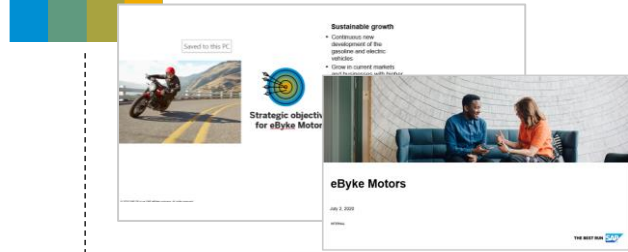
Training **54%**



SAP S/4HANA Value Starter

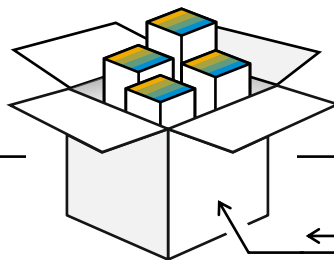
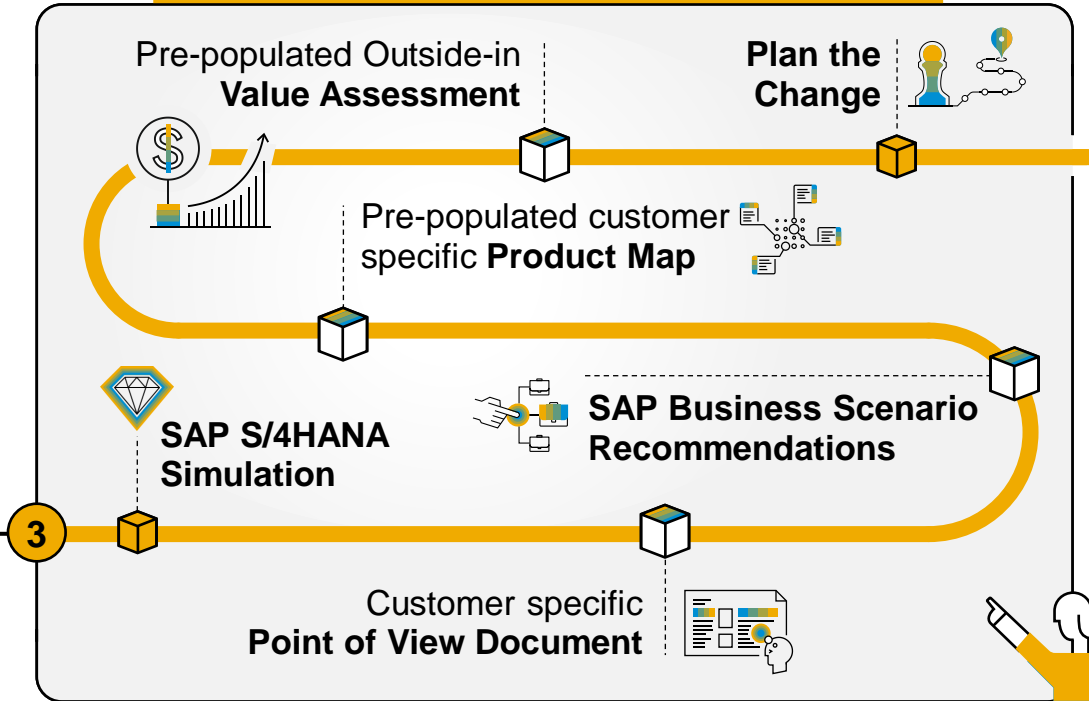
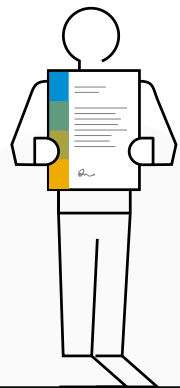
Value Starter Engagement (3x ½ days)

Personalized Welcome-Letter
with Customer specific
Point of View Teaser



1 2

Customer engages
with SAP to discuss the Point of View Teaser, to investigate more details about the SAP S/4HANA Value Starter Engagement and to set the focus for the upcoming Value Starter Engagement



Elements are part of the
Welcome Package

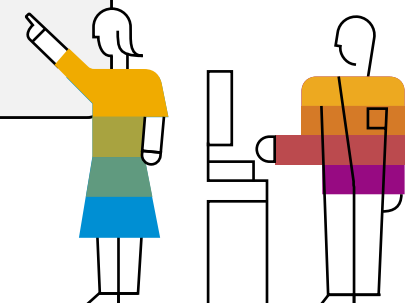
Market-Research
& Bot Mining



Solution
Value Data



Consulting Know-How
on Customer



Why Business Process Intelligence

- A comprehensive portfolio to drive your process transformation beyond functional silos
- Holistic approach supporting transformations and process improvements end-to-end
- Transformation and improvement derived from business strategy into operations and not the other way around
- Seamless handover from process insights to improvement actions

Holistic Transformation

Insights & Action

Fast Time to Value

Guided Recommendations

Analyze

Design &
Simulate

Improve

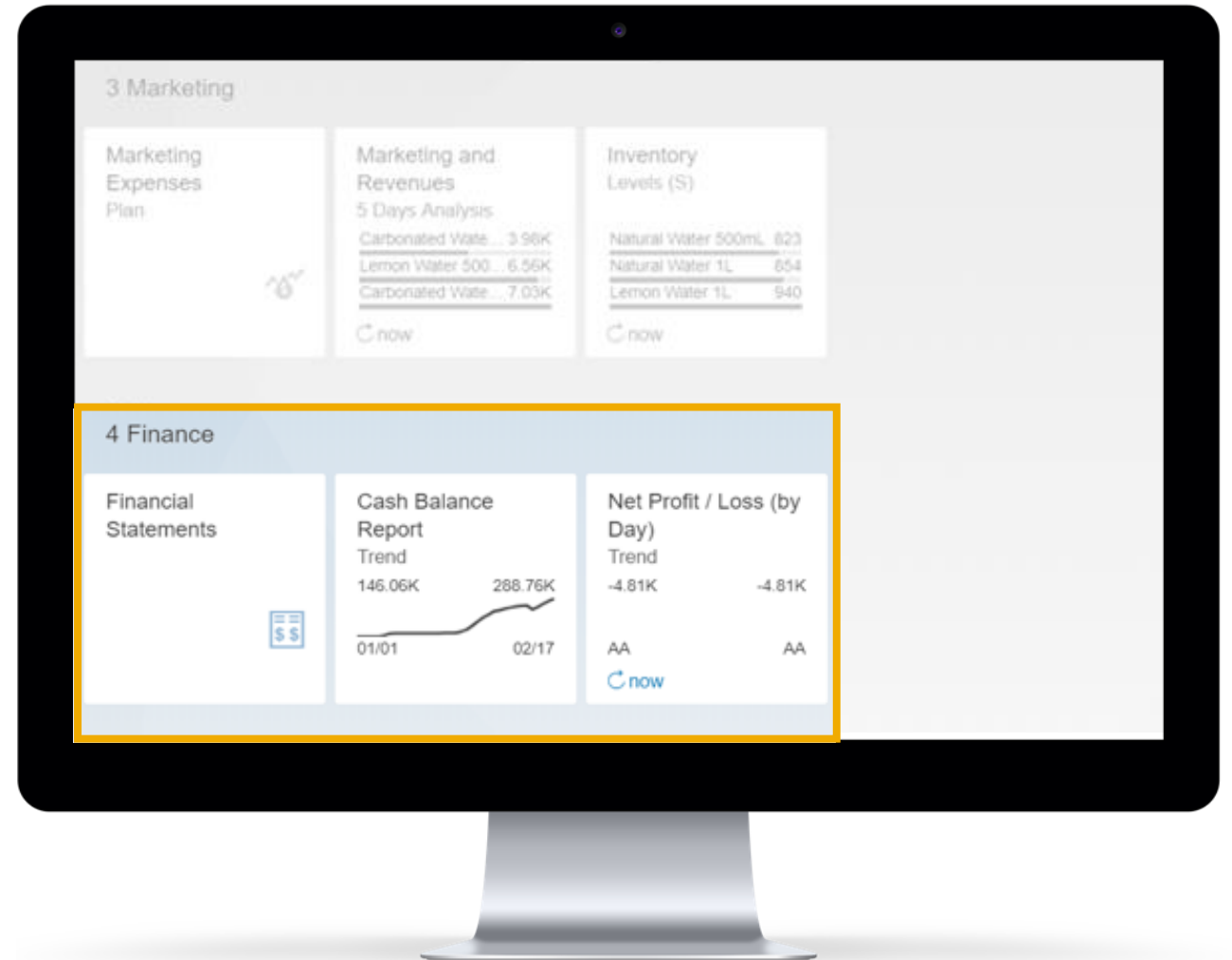
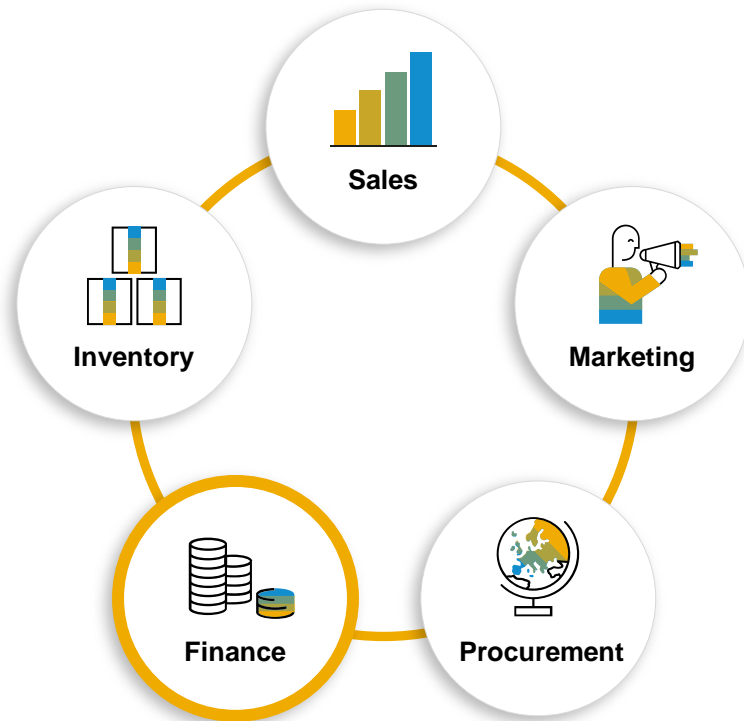
Roll-Out &
Govern

Monitor

SAP S/4HANA Simulation

What is each role responsible for?

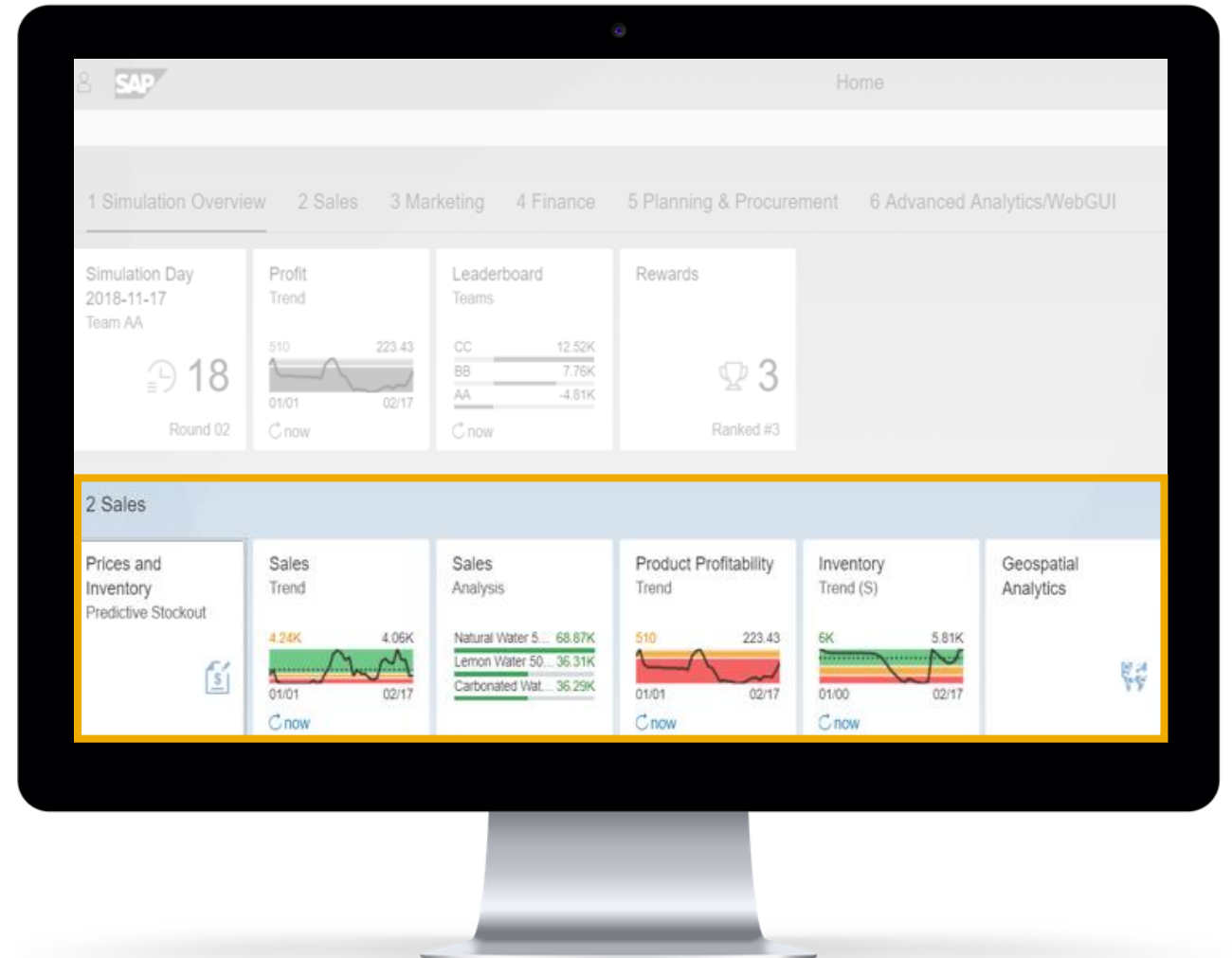
Team 1 – Finance Role



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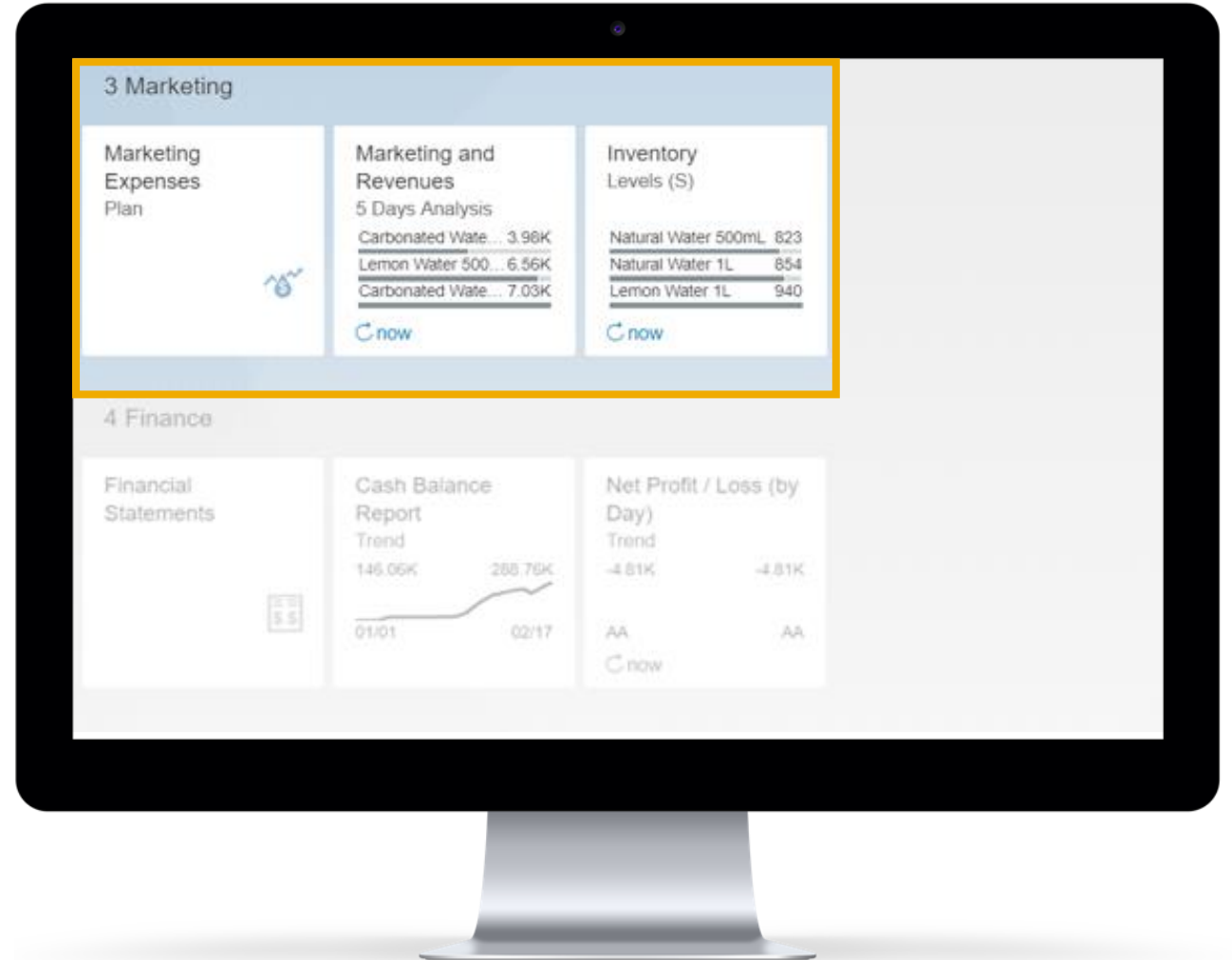
Team 1 – Sales Role



SAP S/4HANA Simulation

What is each role responsible for?

Team 1 – Marketing Role



1 Simulation Overview 2 Sales 3 Marketing 4 Finance 5 Planning & Procurement 6 Advanced Analytics/WebGUI

Simulation Day
2020-09-21

Team EE

01

Paused - Round 02

Process: Procurement - Node: MRP
You must run MRP since one or more of your produ...

5 minutes ago - [Click to open](#) [Ignore](#)

Profit Trend

5 min. ago

Leaderboard Teams

CC	18K
BB	17.83K
AA	17.43K

5 min. ago

Rewards

5

Ranked #5

2 Sales

Sales Overview

Prices and Inventory
Predictive Stockout

Sales Trend

5 min. ago

Inventory Trend (S)

5 min. ago

Geospatial Analytics

3 Marketing

Marketing Overview

Marketing Expenses Plan

Marketing and Revenues
5 Days Analysis

Carbonated Water...	0
Natural Water 1L	0
Natural Water 500...	0

5 min. ago

Customer Experience (CX)
Satisfaction Score

-36

4 Finance

Finance Overview

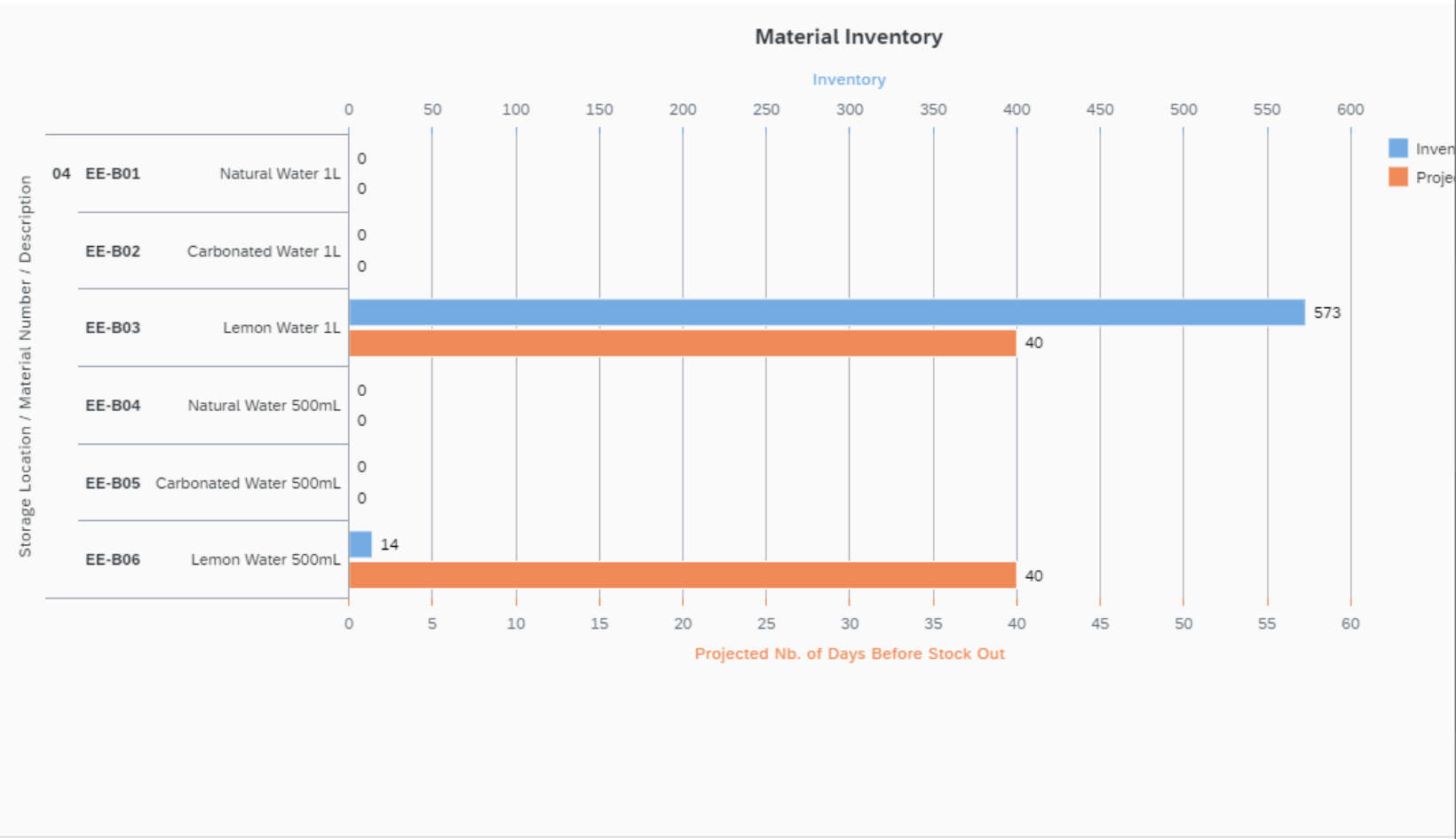
Balance Sheet / Income Statement

Net Profit / Loss (by Day)

Trend

16.24K	16.24K
--------	--------

Material Number	Material Description	Cost	Selling Price DC 18: Convenience stores
EE-B01	Natural Water 1L	11.99	17.99
EE-B02	Carbonated Water 1L	14.99	20.99
EE-B03	Lemon Water 1L	16.99	17.00
EE-B04	Natural Water 500mL	16.99	30.00
EE-B05	Carbonated Water 500mL	19.99	22.99
EE-B06	Lemon Water 500mL	22.99	25.99



Notifications

Sales x Marketing x Procurement x

Process Notifications

[Expand Group](#)

Assistant Bot Notifications - Procurement

[Collapse Group](#)

Assistant Bot Notification - Procurement x

Your current inventory level is at 296 units for material EE-B06 / Lemon Water 500mL. I sugg...
3 Minutes

[Show More](#) [Open](#)

Assistant Bot Notification - Procurement x

Your current inventory level is at 43 units for material EE-B05 / Carbonated Water 500mL. I...
3 Minutes

[Show More](#) [Open](#)

Process: Procurement - Node: Prices x

At least one product has a low margin. A margin of 0%!
3 Minutes

[Open](#)

Assistant Bot Notifications - Procurement

[Collapse Group](#)

Assistant Bot Notification - Procurement x

Your current inventory level is at 296 units for

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How to learn more

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