

Initiative "SAP-Cloud-Lösungen für das SAP UA Programm"

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Motivation

- Großes Interesse an Lehre und Forschung an/mit SAP-Cloud-Lösungen
 - deutschsprachige SAP-Anwenderunternehmen
 - Lernenden und Lehrende an Hochschulen/Schulen in D-A-CH
 - SAP Academic Board D-A-CH
 - SAP UCCs und SAP ACCs in D-A-CH

- erste Untersuchungen mit Demo- bzw. Trial-Systemen seit 2 Jahren
- bisher kein Zugriff auf SAP-Cloud-Produkte ohne Funktionseinschränkung

Treffen auf SAPPHIRE in Orlando (7. Mai 2019)

- 2-stündiges Arbeitstreffen zwischen
 - DSAG (Otto Schell)
 - SAP Next-Gen (Ann Rosenberg, Michael Nürnberg)
 - SAP UCC Magdeburg (Stefan Weidner)
 - SAP UCC München (Harald Kienegger)

- → Task: Erarbeitung von Lernszenarien basierend auf Global Bike
- → Task: Erweiterung von Global Bike, wo notwendig

Lernszenarien

- Fokus (Priorität in Reihenfolge der Nennung)
 - Data Analytics
 - "Lead to Cash"
 - "Design to Operate"
 - "Source to Pay"
 - Workforce Management

B2C bike rental scenario based on Global Bike 3.3

A case scenario for SAP Data Warehouse Cloud, SAP Analytics Cloud and SAP S/4HANA

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¹ United Nations
#3 – Good He
#11 – Sustain
#13 – Climate
² Global Bike is a
within SAP's Uni
² B2B – Business
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⁴ B2C – Business
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Customer experience scenario based on Global Bike 3.3

An integrative case scenario for SAP C/4HANA and SAP S/4HANA

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Industry 4.0 integration scenario based on Global Bike 3.3

An integrative case for Internet of Things, Industry 4.0 and Supply Chain Management

- Authors: Stefan Weidner, Chris Bernhardt -

Business Scenario

Smart manufacturing and lot size one (United Nations SDG #9, and #12¹) are terms recently added to the production vocabulary after the advent of cyber-physical systems, big data analytics and cloud computing. In the past, standardized consumer goods were designed for and manufactured in mass production and then sold to as many as possible customers by the help of the classic marketing mix individualization and information technology have changed customer expectation on modern products and services dramatically. Today, consumers expect finished goods to be configurable to detailed needs of each individual user and assume ad-hoc production and delivery.

Global Bike Group² has earned its reputation of an innovative high-end bicycle manufacturer. Beside highest product and service quality, the company is committed to customer health and environment protection. Global Bike aims at engineering the best performing touring and off-road bike technically possible and sells them mainly to premium bike wholesalers in the US and in Germany. Through these sales partners final products and accessories reach bicycle enthusiasts around the globe.

As an enterprise, which strives to deliver everything cycling enthusiasts demand in the highest of qualities, Global Bike Group is always looking for ideas to extend its portfolio. To detect new trends and unveil long overlooked desires of its target groups, market analyses are performed continuously. All product experience data is directly reported to Co-CEO Peter Schwarz, whose is also responsible for research and development. Recently identified was customer demand for various new tech gadgets directly connected to the handle back, in addition, customers would be thrilled if these bike gadgets came in their favorite color.

The product development team in Germany together with Global Bike's IT experts in Dallas designed a solution, which allows the bicycle manufacturer to create mass customizable bike computers. Following its high-quality standards, the company produces the bike computer in own manufacturing facilities in Dallas and Heidelberg. Market analysis had shown which data customers would like the device to record. In addition to real-time GPStracking and body performance collected during the ride, customers want see visualized statistics on their smart device. The newbike computer acts as a highly integrated hub for several sensors built into touring and off-road bikes. The minicomputer is available with different memory sizes: 16GB, 32GB or 64GB.

During the ordering process customers can pick their bike computer's color from more than 16 million choices. The final product comes with two finishing options. The standard version (GPS bike computer) has a matt transparent varnish on top of the color coat. The deluxe version (Deluxe GPS bike computer)

¹ United Nations:
#8 – Decent W
#11 – Sustaina
#12 – Respons

² Global Bike is a within SAP's Univ

¹ United Nations Sustainable Development Goals until 2030 (https://www.globalgoals.org/)
#9 – Industry, Innovation and Infrastructure

^{#12 -} Responsible consumption and production

² Global Blike is a fictitious model company developed for teaching, researching and co-innovating SAP solutions within SAP's University Alliances program.

Überarbeitung von Global Bike durch SAP Next-Gen

- Neudesign von Global Bike
 - Start-up Company
 - Fokus auf Mode
 - neue Organisationsstruktur
 - neue Personalstruktur



Global Bike Company

Powered by The Intelligent Enterprise

Draft Version 10th July 2019

PUBLIC



Korrektur an Überarbeitung durch SAP UCC Magdeburg

- Anpassung an Global Bike 3.3
 - Kauf einer Start-up Company
 - Fokus auf Fahrräder
 - erweiterte Organisationsstruktur
 - geänderte Personalstruktur
- Hinweis auf moderne Lehrmethoden
- Hinweis auf moderne Lernziele

Traditional vs. advanced learning skills



Today's global economy comprises both established enterprises and start-up companies. They all rely on graduates of various types of educational institutions with profound skills in their field of expertise such as financial accounting, marketing, computer science, mechanical engineering etc. These basic skills are referred to as traditional skills and focus on how to **use** a given principle, concept or tool in order to apply these to a given business problem.

However, classic learning methods cannot achieve more advanced skills such as *explore*, *extend*, *configure*, *design*, *code*, or *operate*. Contradictorily, these are the skills highly requested by start-up companies, industry, government entities as well as non-profit organizations.



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Geschäftsprozess 1 – "Lead to Cash"

Contact to Lead

Lead to Opportunity

Marketing creates campaign on new offer



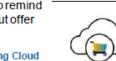
Customer engages, registers, gives consent, and views information

Interaction is captured and scored. marketing lead is created



Marketing retargets customer to remind them about offer

SAP Marketing Cloud



Quote to Order

Marketing hands over lead to sales, potential is qualified, and lead is converted to opportunity

SAP Marketing Cloud SAP Sales Cloud**

SAP Marketing

Cloud**



SAP Commerce SAP Customer Data Cloud

SAP Marketing Cloud

Opportunity to Quote/cart

Opportunity scores high and salesperson is assigned

SAP Sales Cloud



Customer visits Web site and is quided to build shopping cart

SAP Commerce Cloud SAP S/4 HANA

Customer requests quote

SAP Commerce Cloud

Salesperson creates a quote with real-time prices, delivery time. gets cross-sell/up-sell recommendations. suggested discount and predicted commission

SAP Sales Cloud



Quote is presented to customer, negotiated with salesperson and terms finalized

SAP Commerce Cloud

SAP Sales Cloud

Customer accepts quote and signs online; customer order is generated



SAP Commerce Cloud

Order to Cash

Customer order incl. products, services, and subscriptions is dispatched to provisioning and fulfillment systems, service request is planned, and customer sees real-time



SAP Sales Cloud SAP Commerce Cloud

Customer confirms

product has been delivered and is informed that provisioning is completed, and subscription lifecycle starts



Technician installs products, customer confirms installation: customer uses service



Subscription billing charges for recurring and usage charges



SAP Sales Cloud



Customer gets combined invoice and tracks usage and spending; customer views and pays combined bill for solution



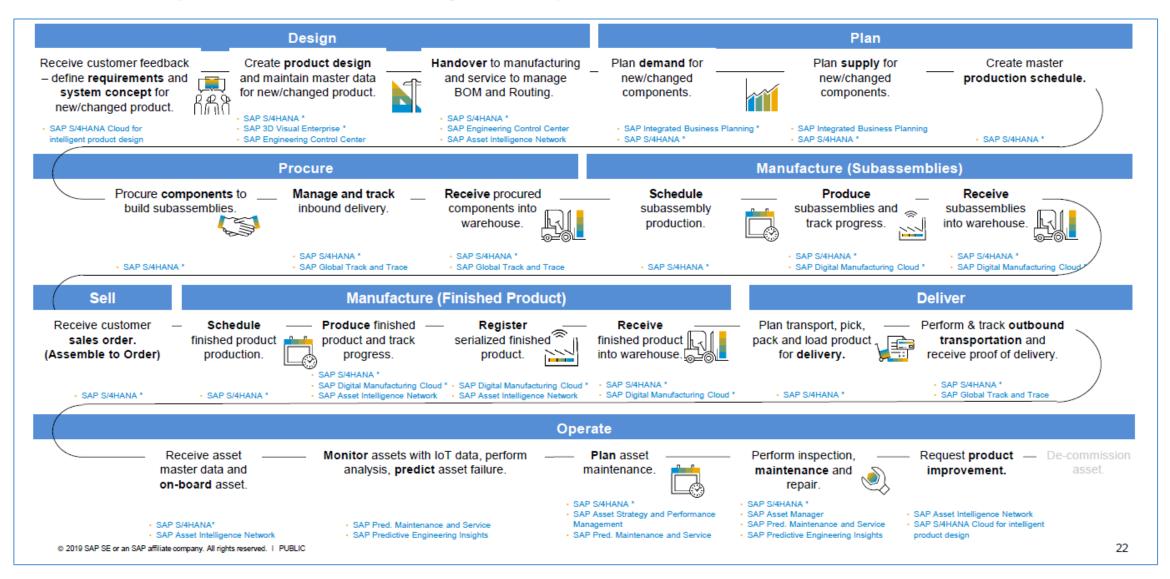
Salesperson views commission payout. revenue is booked and posted to finance, BU manager sees business results

SAP Sales Cloud





Geschäftsprozess 2 – "Design to Operate"



Geschäftsprozess 3 – "Source to Pay"

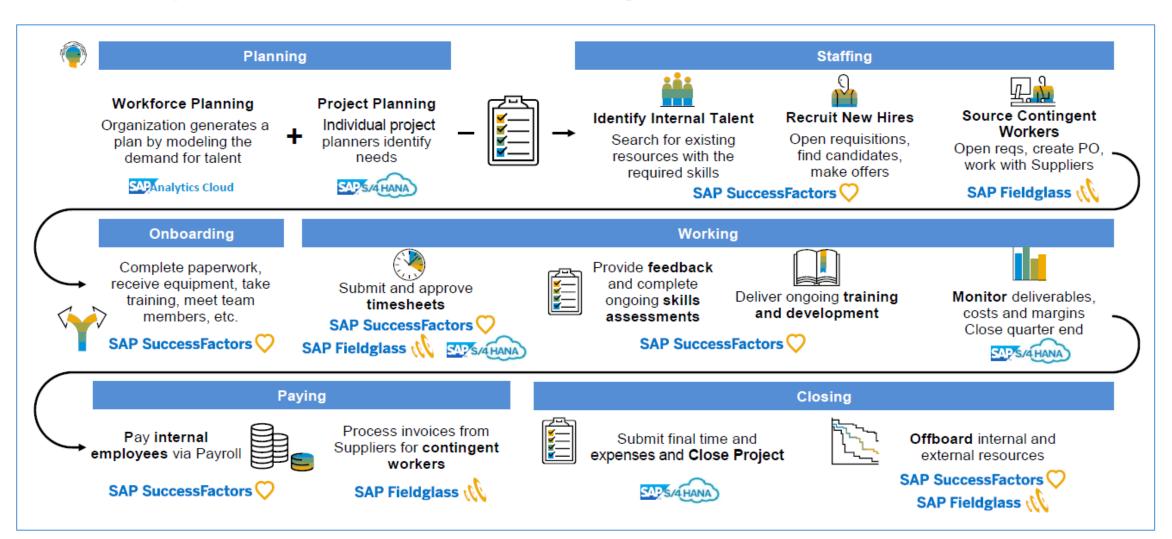
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Source and Contract Plan **Buy and Make** Sourcing Contracting Forecast Make Order Request Identify material needs and Negotiate & manage Buyers forecast demand and Execute build schedules and Internally agree to purchasing Execute purchases of discover market capable suppliers agreements with suppliers suppliers commit to delivery deliver products goods and services needs SAP S/4 HANA SAP Ariba SAP S/4 HANA SAP Ariba // S/4 HANA SAP Ariba SAP S/4 HANA SAP Ariba SAP S/4 HANA SAP Ariba // **Invoice and Pay** Pay suppliers for contract Receive products and services Create & Manage the invoices performance/delivery SAP S/4 HANA SAP Ariba N SAP Concur C Intelligence Supplier and Risk Management **Supplier Collaboration** Minimize risks Business rules, Leverage machine learning Source to pay visibility Vet and manage associated with application and and artificial intelligence to and interaction with supplier relationships back office suppliers improve source to pay suppliers integration

process execution

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Geschäftsprozess 4 – "Workforce Management"



Projektanträge (in Arbeit)

- In globalem Telefonat vorgestellt
- Feedback von allen gesammelt
- Überarbeitung bis Mitte September
- Einreichung der Anträge mit Systemanfragen

Curriculum Project Proposal "Analytics"

A project proposal for SAP Data Warehouse Cloud, SAP Analytics Cloud and SAP S/4HANA

Curriculum Project Proposal "Lead to Cash"

An integrative case scenario for SAD C/AHANA and SAD S/AHAN

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- Authors: Christian Bischof, Chris Reich, Stefan Weidner -

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Vielen Dank!

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