

Von SAP ERP zu SAP S/4HANA aus der Sicht von SAP Kunden

Michael Nürnberg, Anna Wypior, SAP Next-Gen
September, 2019

PUBLIC

Agenda

Customer Momentum

SAP S/4HANA Customers

- Merck KGaA (Germany)
- Hoerbiger Group (Austria)

Capabilities only with SAP S/4HANA

- New Intelligent Capabilities: Accelerate Account Receivables processing with machine learning
- New Intelligent Capabilities: Intelligent product configuration
- New Financial Capabilities: Automated Order-to-Cash
- New Supply-Chain Capabilities: Driving Supply Chain Speed and Agility

Teaching SAP S/4HANA

- Offerings by University Competence Centers
- Assets in SAP Learning Hub, academic edition & TS410 Certification
- Timeline & Motivation: SAP S/4HANA Move for academic community

Customer Momentum

SAP S/4HANA customer momentum is strong

as of May 2019



10,900+
Licensed Customers



3,000+
Live Customers
(1st thousand in 2 years 7 months,
2nd thousand in 10 months, 3rd thousand in 9 months)



6,000+
Deployment Projects



Organizations
up to 200,000 users, databases
up to 49TB



23
Industry solutions



Cloud (SaaS)
IaaS, on-premise



160
Available in 160 countries



38
languages available

SAP S/4HANA is going mainstream

Thousands of customers are already live
(1st 1,000 in 2.5 yrs, 2nd 1,000 in 10 mth)

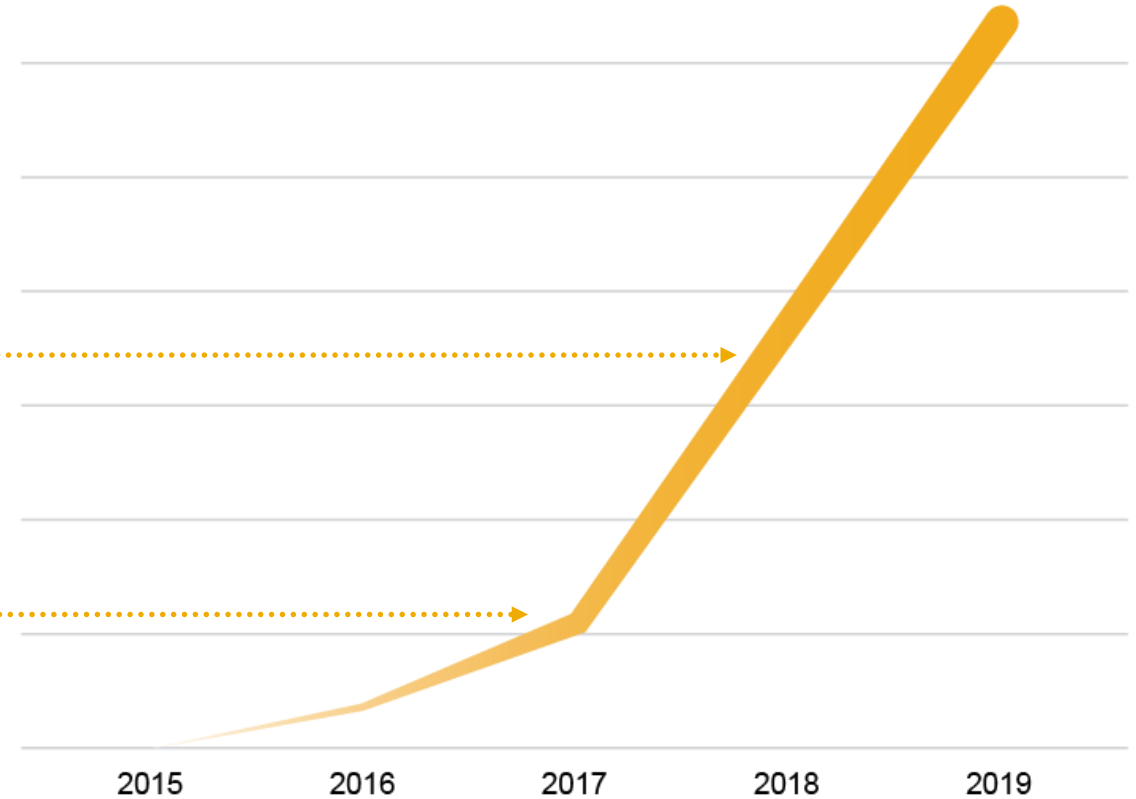
Interest in SAP S/4HANA adoption is high:

- **+15,000** customers using SAP Transformation Navigator
- **1,500** using SAP S/4HANA Readiness Check



Thousands of successful transformation projects fueling:

- Ready to run, pre-configured solutions with SAP Model company
- +14 industries & 10 lines of business
- **Accelerate deployment by up to 50%**



SAP S/4HANA Customers

What are the **New SAP S/4HANA innovations** and what is the value?

New innovations

1

Re-imagined business models

- Products + Services -> as subscriptions
- Additive manufacturing
- Lot size of one
- IoT/sensor based managements of assets

2

Re-imagined business processes

- Embedded business functions (WM, TM, MDG, aATP,..)
- New MRP, dynamic inventory, constrained based planning
- Intelligence through machine learning applications
- Industry solutions in the core

3

Insight to action

- New UX – Fiori – Any Device
- In the moment, embedded analytics
- Self-service, multi-dimensional reporting

4

Simplifications

- Streamlined data models & landscape simplification
- Better performance and scalability
- Flexible deployment options

Business outcomes

Business Benefits

- Predictable revenue and improved customer sat.
- Reduction of inventory, improved mfg. throughput
- Improved operational efficiencies at lower cost
- Improved uptime and asset utilization

Business Benefits

- Improved customer satisfaction (10%-20%)
- Reduced inventory levels (25%-30%)
- Reduced logistics costs (10%-20%)
- Reduction in days to close books (40%-50%)

Business Benefits

- Reduction in AP errors (5%-6%)
- Improvement in sales productivity (10%-15%)
- Reduction in reporting costs (5%-10%)

IT Benefits

- Reduced data footprint (~50%)
- Lower cost of ownership (~75%)
- Reduced FTEs to manage landscape (~40%)

Customers



Merck KGaA

Always curious – Imagine the next 350 years

Challenges

- Acquisition of strategic companies
- Focus on innovation-driven and highly specialized products
- Group Strategy & Transformation function
 - Performance
 - People
 - Technology
- Cloud First

SAP S/4HANA Innovations

- Greenfield S/4HANA 1511 in HEC (June 2017 Benelux/Spain)
- End user Efficiency increase due to better user experience and increased independence in running and creating reports.
- System landscape simplification
- Innovating with new apps SCP and Co-Pilot

Benefits

- Data transparency and real-time access
- Move to Cloud with standardized processes while innovating in SCP

MERCK

[video](#)

Industry

Life Sciences

Revenue

€15b

Employees

50,000

Region

Darmstadt Germany

Divisions

Pharmaceuticals

Medical Devices

Chemicals

THE BEST RUN 



“ We were able to create virtual views that could enable business users to perform their analytics without IT’s help, no longer limiting what they could see.

Nancy Cronce, Associate Director of
Information Management and Solution,
Merck KGaA

Hoerbiger Group

Challenges

- Support planned growth and transition to public company
- Disparate processes across divisions and across 20 systems
- Changing Business Models
- Specific challenges in energy division related to asset efficiency and effective resource utilization

SAP S/4HANA Innovations

- Reimagined business models with standard processes to maximize efficiency
- Greenfield S/4HANA 1511 (2016)
- Established foundation for digital growth with SAP S/4HANA for IoT apps
- Integration of S/4HANA and C/4HANA - Service Cloud
- Real-time embedded analytics

Benefits

- Better service quality, machine availability, operational visibility,
- Improved business planning, billing accuracy and customer satisfaction
- Lowered cost by increasing utilization of skilled labor
- Real-time service cost and inventory
- Standardization of business process across LOBs
- Consolidation of systems



Industry

Industrial Machinery

Revenue

US\$1.2 billion (2016)

Employees

7,000

Region

Austria HQ, global

140 locations

53 countries

Markets

Energy

Automotive

Industrial Goods

“We want intuitive. We want future-oriented. We want fast. We want the modern system, the modern IT landscape. So, we very quickly came to the SAP S/4HANA solution.”

Thomas Kriechbaum, Chief Process Officer,
HOERBIGER Holding AG

Region

Austria HQ, global

140 locations

53 countries

Markets

Energy

Automotive

Industrial Goods

“We are able to create invoices automatically. **This means we really save a lot of time.** We have better data...”

-- Teja Ullrich, Head of Corporate IT -
Applications

Automation with S/4HANA at Hoerbiger

Manual processes involving technicians, extensive travel, and time

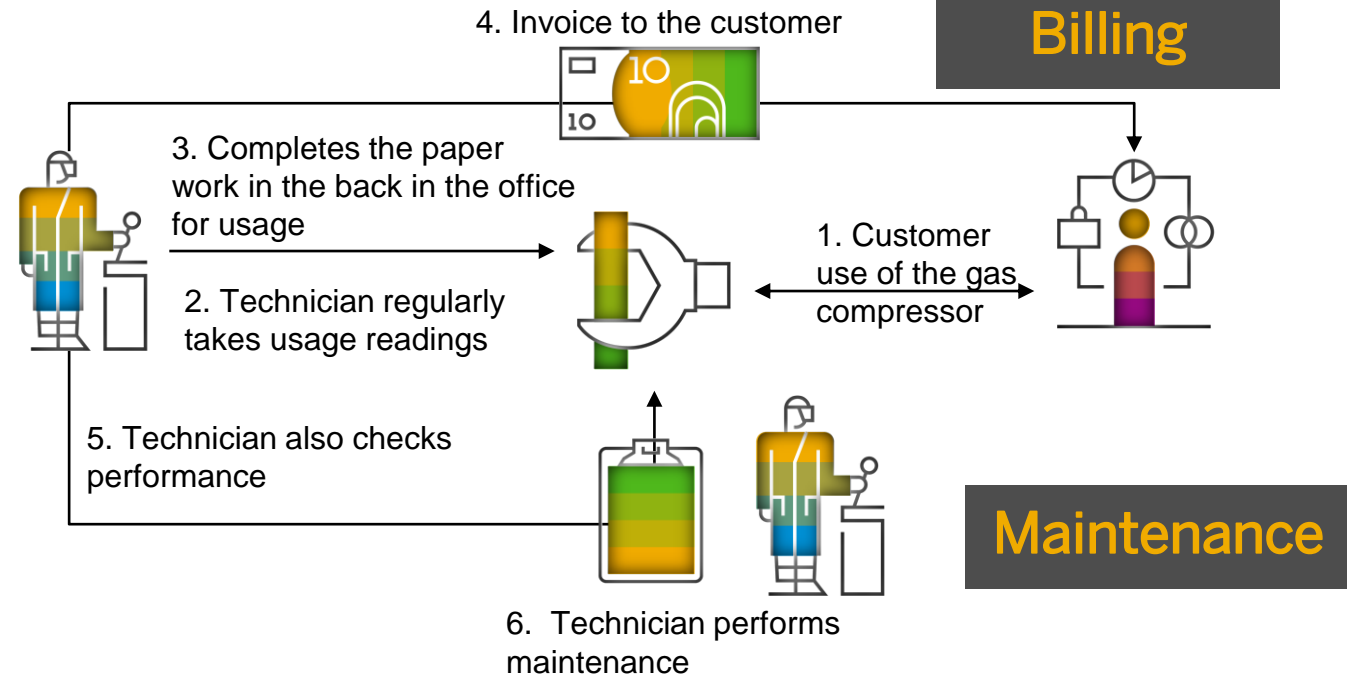


Before S/4HANA



PUB

Wellhead compression for gas wells



- Skilled labor mostly taking meter readings
- Large costs in regularly visiting wellheads
- Downtime can occur in-between visits

Automation with S/4HANA at Hoerbiger

Significant improvement in the asset utilization

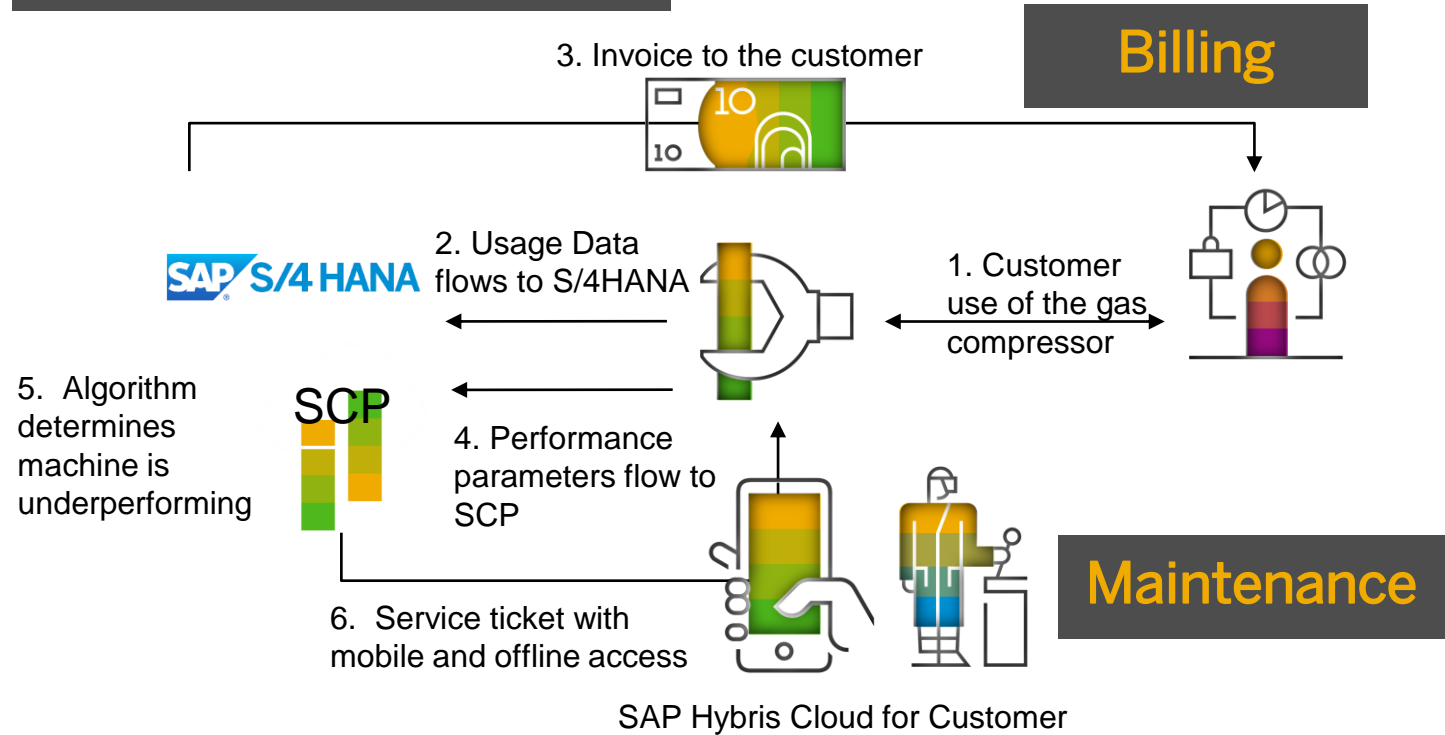


With S/4HANA



PUB

Wellhead compression for gas wells



- Automated process to measure usage and invoice the customer (product as a service)
- Reduced downtime by predicting failure (comparing to digital twin)
- Reduce labor time by eliminating non-value added visits to the wellheads and removing paperwork

"We are able to create invoices automatically. This means we really save a lot of time"

**Intelligent Capabilities only with SAP
S/4HANA**

SAP S/4HANA – the Next Generation Intelligent ERP

Traditional ERP

Record Data



Process Data



Report Results



Intelligent ERP

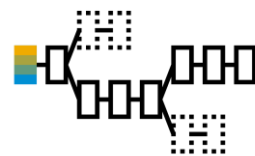
Ease, Automate & Scale

- ✓ Customer centric, easy entry
 - ✓ Integrate Data via IoT
- ✓ Leverage Business Networks
- ✓ Integrate via SAP Cloud Platform



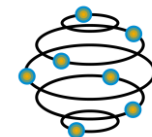
Automated Processing

- ✓ Exception based control
- ✓ Automate & streamline business
- ✓ From rules to Machine Learning...
- ✓ Connect with Digital Assistance



Realtime & Prediction

- ✓ Real-time KPI's > all key users
 - ✓ Insight-2-Action
 - ✓ Digital Boardroom
- ✓ Predict, Simulate, What if...

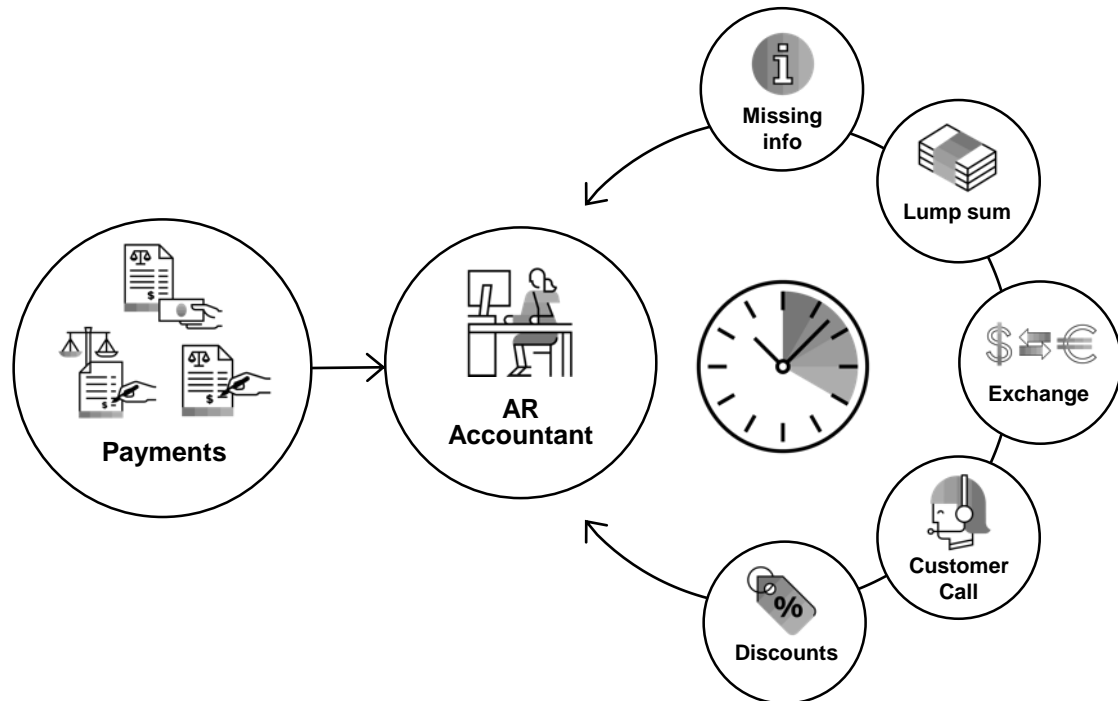


Only with SAP S/4HANA

Accelerate Account Receivables processing with machine learning

ECC/Legacy ERP Workaround

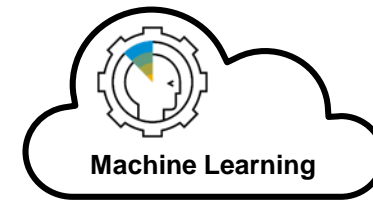
Significant manual and error-prone effort required to process payments.



SAP S/4HANA

Intelligent automation with machine learning in SAP Cash Application accelerates account receivables process.

History Payments
Invoices



Matching
proposals



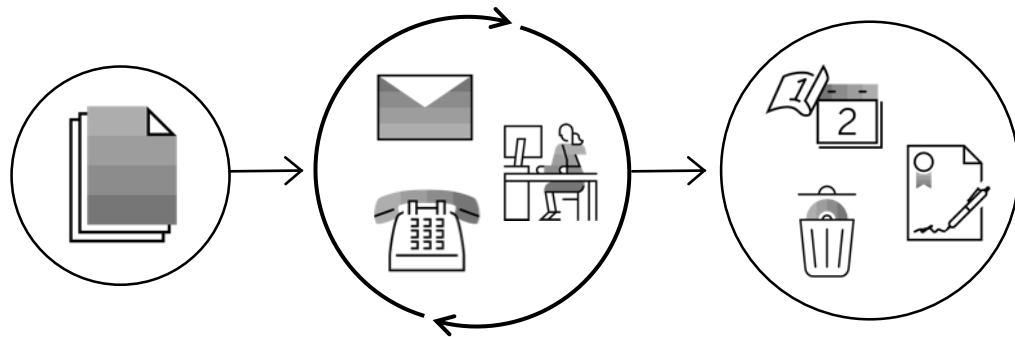
Automatically clears payments based on intelligent inference of payment matching criteria.

Only in SAP S/4HANA

Intelligent product configuration

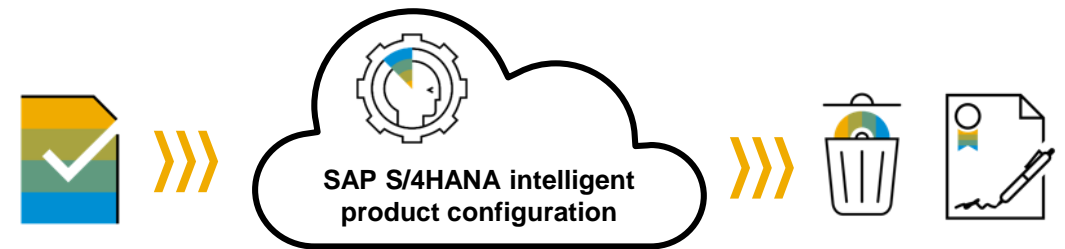
ECC/Legacy ERP Workaround

- Estimates can be a long and iterative process
- Quotes can take 2-5 days for an initial estimate.
- Each change can trigger another iteration of the design
- Manufacturers generate tens of thousands of quotes per year



SAP S/4HANA

- Intelligent product configuration uses critical factor questions to ask when a customer needs a quote
- ML analyzes historical quotes by machine type and customer
- Makes configuration of a product faster and easier
- Reduces engineer and technical sales labor

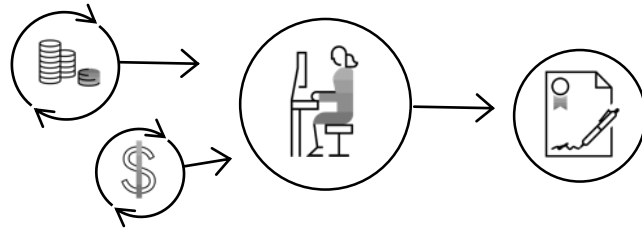


**Financial Capabilities only with SAP
S/4HANA**

Automated Order-to-Cash

Legacy ERP approach

- Manual effort to interface with external credit agencies
- Inefficient collection and dispute handling
- Un-reliable rule-based approach to invoice matching



Imagine

- Hwashin Accounts receivable are maxed out
- Frictionless order processing, leveraging SAP S/4HANA
- Big reduction in costs; big productivity improvement

SAP S/4HANA Solution

- Full automation of creditworthiness
- Centralized repository
- Eliminate intergroup transactions
- Cost and profitability analysis by vehicle type



The Impact

- >15% decrease in processing time for invoices
- 10% reduction in global settlement schedule
- 10% reduction in days sales outstanding
- 25% reduction in A/R costs

Explore your value: <http://impact.s4value.com>

Companies who automated order-to-cash:

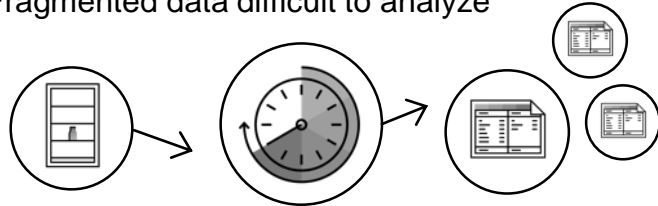


**New Supply-Chain Capabilities only with
SAP S/4HANA**

Driving Supply Chain Speed and Agility

Legacy ERP approach

- Delayed and inaccurate information needing manual synchronization
- No real time visibility into demand, supply, movements, and manufacturing
- Fragmented data difficult to analyze



Imagine

- **Mahle** needed to lower transportation costs by synchronizing logistics better, planning transfers and loads
- Maintaining visibility into shipping processes and costs in real time
- Ensuring optimal resource utilization



What's Possible

- Real time insights with automated synchronization
- Instant visibility into demand, supply, movements, and manufacturing
- Shared analytical and transactional data



The Impact

- Increase material posting throughput by ~18%
- Reduce costs by ~3%
- Reduce cycle time by ~7%
- Reduce scrap value by ~ 25%
- Up to 30x faster material postings



Companies leveraging new SAP S/4HANA supply-chain capabilities:



BOSCH
Invented for life



MAHLE

Driven by performance

Explore your value: <http://impact.s4value.com>



SAP S/4HANA customer success stories: Public Webbook

Content structured per **industry** and per customers by **region**

[Click here](#)



Contents

Customers by Region

Asia-Pacific

ABeam Consulting (Japan)	244
Alliance Contract Manufacturing (Malaysia)	136
Archidplv Industries Limited (India)*	202

Europe, Middle East & Africa

Aspen Global (Mauritius)	15
Awqaf Suleiman Al Rajhi (Saudi Arabia)	114
Birchman Group (Eneland)	248

OMR Group (Italy)	30
Pacha Group (Spain)*	15
pladis (United Kingdom)*	94

Contents

Industry

* New in October 2018

Mining

Alacer Gold	236
Ashapura Minechem Limited	238


Public Sector

Amt der Kärntner Landesregierung*	286
-----------------------------------	-----

Travel & Transportation

Gulftainer	316
Imperial Logistics	318

Royal Dutch Shell (Netherlands)*	14
SAB Holding (Saudi Arabia)	124
Sappi Ltd. (South Africa)*	222
SASREF (Saudi Arabia)	242
Sharjah Cooperative Society (UAE)	298
SIFI (Italy)*	192
Sigma Paints (Saudi Arabia)	48
Tat Gida Sanayi A.Ş. (Turkey)*	106
Truebell Marketing & Trading (UAE)	350
Wahid	336
Wahid	194



Chemicals

Döhler GmbH
Darmstadt, Germany
www.doehler.com

Products and Services
Produces, markets, and supplies natural ingredients, ingredient systems, and integrated solutions for the food and beverage sector

Employees
5,500

Revenue
€1.11 billion

Featured Solutions & Services
SAP S/4HANA
SAP Sales Cloud
SAP Digital Business Services

Döhler GmbH

Creating innovative technology with SAP S/4HANA®

Food and beverage industry innovator Döhler strives to turn new ideas into real market success. The company deployed SAP S/4HANA across its finance, logistics, and manufacturing lines of business; the pricing option for SAP Data Maintenance for ERP by Vistex; and SAP Sales Cloud. Now Döhler can work faster with partners and customers to bring new ideas to market.

Before: Challenges and Opportunities

- Speed up sales conversions and enable more-accurate growth projections
- Consolidate highly customized and specialized systems
- Deploy a solution that can handle larger business volumes
- Integrate a tool that can explode (break down) pricing details in the bill of materials and transfer the result into the standard quotation transaction

Why SAP

- Availability of SAP Preferred Care, including four weeks of "hypercare"
- Proven in-memory database technology to simplify processes
- Close collaboration with third-party solution providers

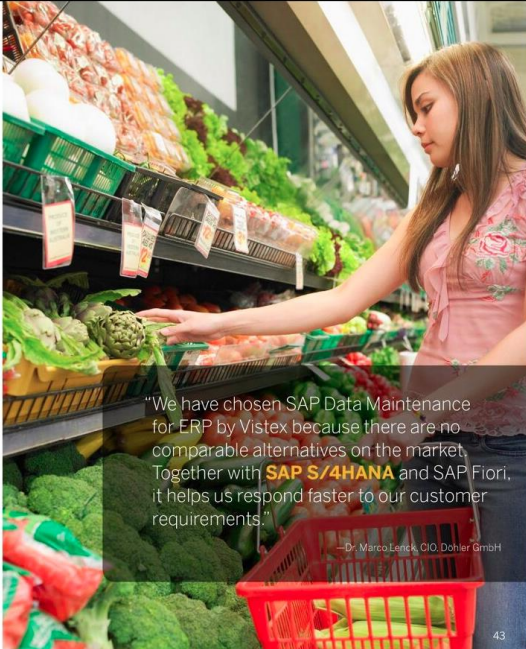
After: Value-Driven Results

- Greater visibility, with a 360-degree view of processes from all SAP solutions and transactions
- Increased efficiency, with easy calculation of product lines
- Automated material master creation as part of the quotation process
- Enhanced ability to handle large tenders

90%
Automation of custom code conversion

50%
Reduction in time required for tender management

Decreased
Turnaround time of the calculation of price simulations from several weeks to 3 days



— Dr. Marco Lenck, CIO, Döhler GmbH

[LEARN MORE](#)
Next-Generation ERP Software

Teaching SAP S/4HANA

**System, Assets & Support for
Faculty**

Offerings by University Competence Centers (1)

Lehr- und Lernangebote UCC/SAP



- SAP S/4HANA wird im SAP UCC Magdeburg seit 2015 betrieben und ist seit 2017 auf der Preisliste zu finden
- Regelmäßige Aktualisierung auf die neueste Version
 - Aktuelle Version: S/4HANA 1809 FPS01 Fiori 2.0
 - Neue Version (technisch) wird jährlich veröffentlicht: 1511 → 1610 → 1709 → 1809 → 1909
 - Verfügbarkeit 1809 für Kunden seit 01. August 2019
 - Neue Version der Lehrmaterialien bei Bedarf auch jedes Jahr im April
- 1-monatiger kostenloser Trial-Zugriff kann beim zuständigen SAP UCC beantragt werden
 - Beinhalten Fiori Navigation und SD
 - Weitere Module auf Anfrage
- Spezielle Konfigurationen oder Landschaften für Forschungsprojekte können auf Nachfrage mit den HANA Experten entworfen und angeboten werden

Offerings by University Competence Centers (2)

Roadmap S/4HANA UCC

- GBI 2.4 on S/4 System: S/4 1511 FP1 – kostenloser dreimonatiger Trial für unsere Kunden
- GBI 3.0 on S/4 System Global Development System Landscape
 - Mai/Juni 2017: 1610 FPS01
- GBI 3.1 on S/4 System Curricula: 1610 FPS01
 - Status:
 - 1) SAP GUI: Alle GBI Curricula
 - 2) Fiori 2.0: Exercise: SD, MM, PP, FI, CO, WM, EAM, PS & Case study: SD, FI, CO-PC, PS
- GBI 3.2 on S/4 System Curricula (Juni 2018) - 1709 FPS01 und Fiori 2.0
 - Status:
 - 1) SAP GUI: Alle GBI Curricula
 - 2) Fiori 2.0: Exercise: Alle + neues Modul QM
Case study: Alle, außer HCM und CO-CCA – 80% Transactional & 20% Analytical Apps/Factsheets
 - 3) + neues Modul QM
 - + neues Modul Fiori Configuration: Administrations Designer
 - + teilweise Umsetzung der ERP Configuration Fallstudie
 - + Curriculum Bike Sharing (UCC TUM)

Offerings by University Competence Centers (3)

Aktueller Stand 1809 FPS01



- Übertrag aller ERP Curricula in Fiori auf S/4HANA
 - Aktueller Stand:
 - Exercise: alle
 - Fallstudie: alle
 - + neue Fallstudie FI - Accounts Receivable
 - + neue Fallstudie Fiori Theme Designer
 - Global Bike Go (Simulationsspiel SD, PP)
 - o NEU: Global Bike Go: Explore Sales → Erweiterungen
 - o NEU: Global Bike Go: Explore Production - Kosteneffiziente Erfüllung eines vorgegebenen Produktionsziels unter bestimmten Bedingungen (Arbeitstage, Personal, Kosten)
 - Integration IoT und Leonardo Szenario
 - Neue Monitor App, neue App für Periodenverschiebung, keine Vorarbeit für Fallstudie CO-PC mehr notwendig etc.
 - Administration des Dozenten in Fiori (Benutzerpflege, Monitor, Service Desk Integration, Curriculum Download etc)
 - Geplant 2019/2020
 - Greenfield von Global Bike zur Ausmerzung migrationsbedingter Fehler
 - Neues Bike Sharing Szenario (CS)
 - Integration anderer Bereiche (SCM (PP/DS), CRM etc)

SAP S/4HANA Move Program - Assets in SAP Learning Hub, academic edition

- Curriculum [Introduction to SAP S/4HANA Using Global Bike 3.3](#) in English and German

The image displays three overlapping screenshots of the SAP Learning Hub interface. The top-left screenshot shows the main dashboard with a 'To-Do' section indicating 4 courses due anytime, and 'Access' and 'Further Resources' sections. The middle screenshot is a 'SAP S/4HANA Offering' page, listing benefits such as 10-day courses, 9-language availability, and special pricing. The right screenshot shows a 'SAP University Alliances Learning Room' with a 'Top Picks' section featuring various course assets like 'Introduction to SAP S/4HANA Using Global Bike 3.3' and 'SAP Leonardo - Enabling the Intelligent Enterprise'.

SAP Learning Hub

Home

Search Learning Rooms

To-Do

Continue Courses

4 Courses Due Anytime

Access

Learning Journeys

Further Resources

SAP S/4HANA Offering

- SAP Education offers to SAP University Alliances teach the 10 days course [Integrated Business Planning](#) prepare your students to the SAP Certification Exam [Certified Application Associate – Business Process S/4HANA 1610](#)
- The training material is available in 9 languages: German, Japanese, Korean, Portuguese, Russian, Spanish, Thai, Vietnamese
- Access the learning journey for [SAP S/4 Scope a](#)
- Take the advantage of the special price of 99€ for cloud and get yourself and your students certified
- University Competence Centers (UCCs) have put [Introduction to SAP S/4HANA Using Global Bike](#) SAP University Alliances members

SAP Learning Hub

Home Groups

SAP University Alliances

SAP University Alliances Learning Room

Overview

Overview What's New Enterprise Management Free Software Events Ask Questions

Top Picks

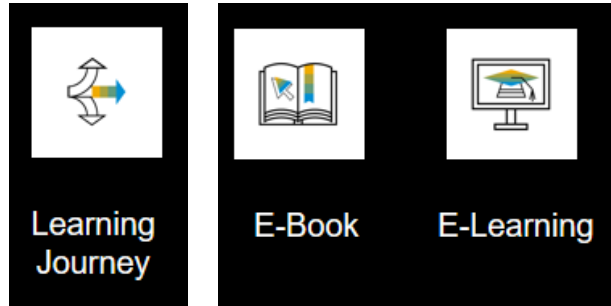
SAP University Alliances

openSAP
open.sap.com

- Introduction to SAP S/4HANA Using Global Bike 3.3 (EN, DE) **NEW**
- SAP S/4HANA Customer Success Stories (webbook)
- Introduction to SAP ERP Using Global Bike 3.3 (EN, DE) **NEW**
- ERP Configuration using GBI 3.1 (EN, DE)
- Introduction à SAP ERP Using Global Bike 2.3 (FR)
- Introduction to SAP ERP Using Global Bike 2.2 (BR, RU)
- SAP Leonardo - Enabling the Intelligent Enterprise
- SAP S/4HANA in a Nutshell
- Implementation of SAP S/4HANA
- Intelligent ERP with SAP S/4HANA Cloud
- SAP Sales Cloud – An Overview
- System Conversion to SAP S/4HANA (Re)
- Upgrade2Success – Making SAP ERP HC Migration Easier
- Simplify Integration with SAP Cloud Platform Integration Suite | [Enrollment page](#) | [Promotional assets](#)
- Build Mobile Applications with SAP Cloud Platform Mobile Services | [Enrollment page](#) | [Promotional assets](#)

Paths available to prepare yourself for the TS410 Certification

Learning Hub, student edition

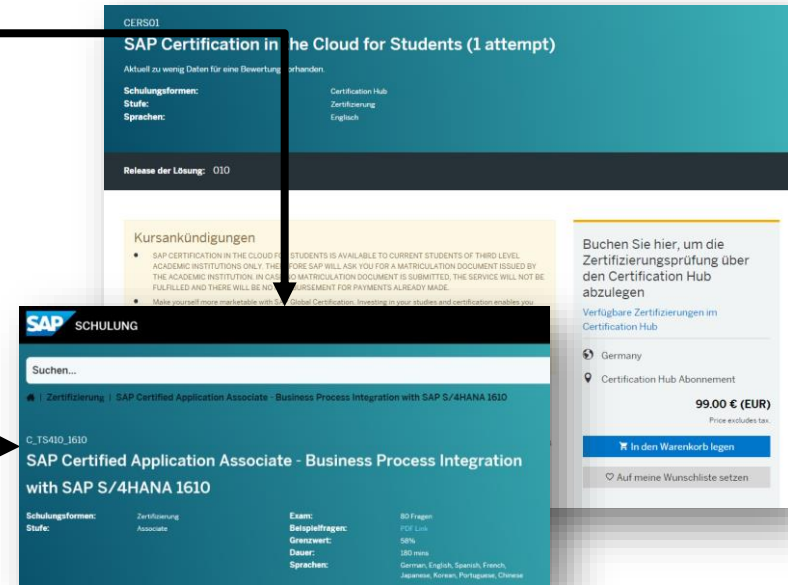
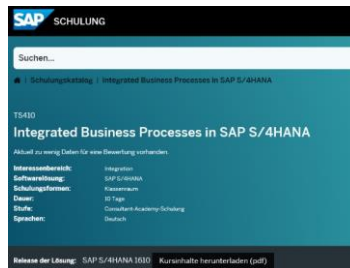


SAP Certification ([CERS01](#)) for 99 €

SAP UA Train-the-Trainer (TTT)



SAP Education course: TS410



C_TS410_1610

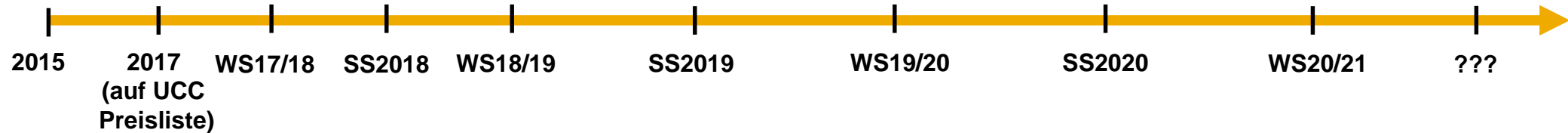
Available in 9 languages

Timeline & Motivation

**SAP S/4HANA Move for academic
community**

Interaktives Feedback

- Themenfeld "**Timeline**": Wer nutzt SAP S/4HANA schon? Wer wechselt wann?
Bitte 1 Klebepunkt (Farbe 1) auf der Zeitleiste anbringen.



- Themenfeld "**Motivation für SAP S/4HANA Move**": Push oder Pull?
Bitte Klebepunkte (Farbe 2) zur passenden Motivation anbringen und/oder weitere Motivationsargumente auf Post-it schreiben.

“Ich will neueste Technologien nutzen & lehren.”

“S/4HANA bietet reichhaltigeres Material / Curricula.”

“Ich muss/soll ja wechseln”

“...” Bitte auf Post-it weitere eigene Motivationen notieren

Appendix

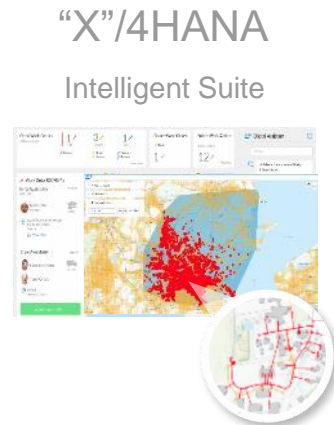
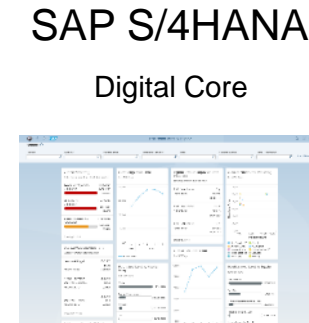
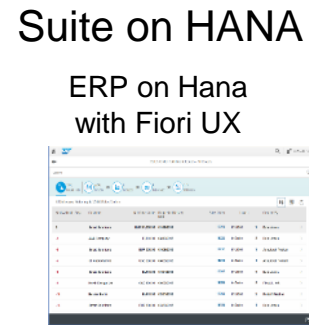
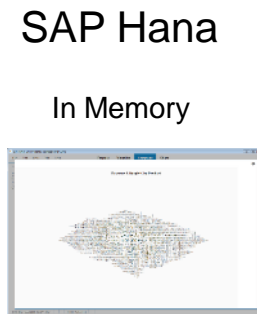
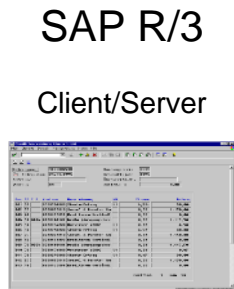
We've come a long way together

Where are you today?

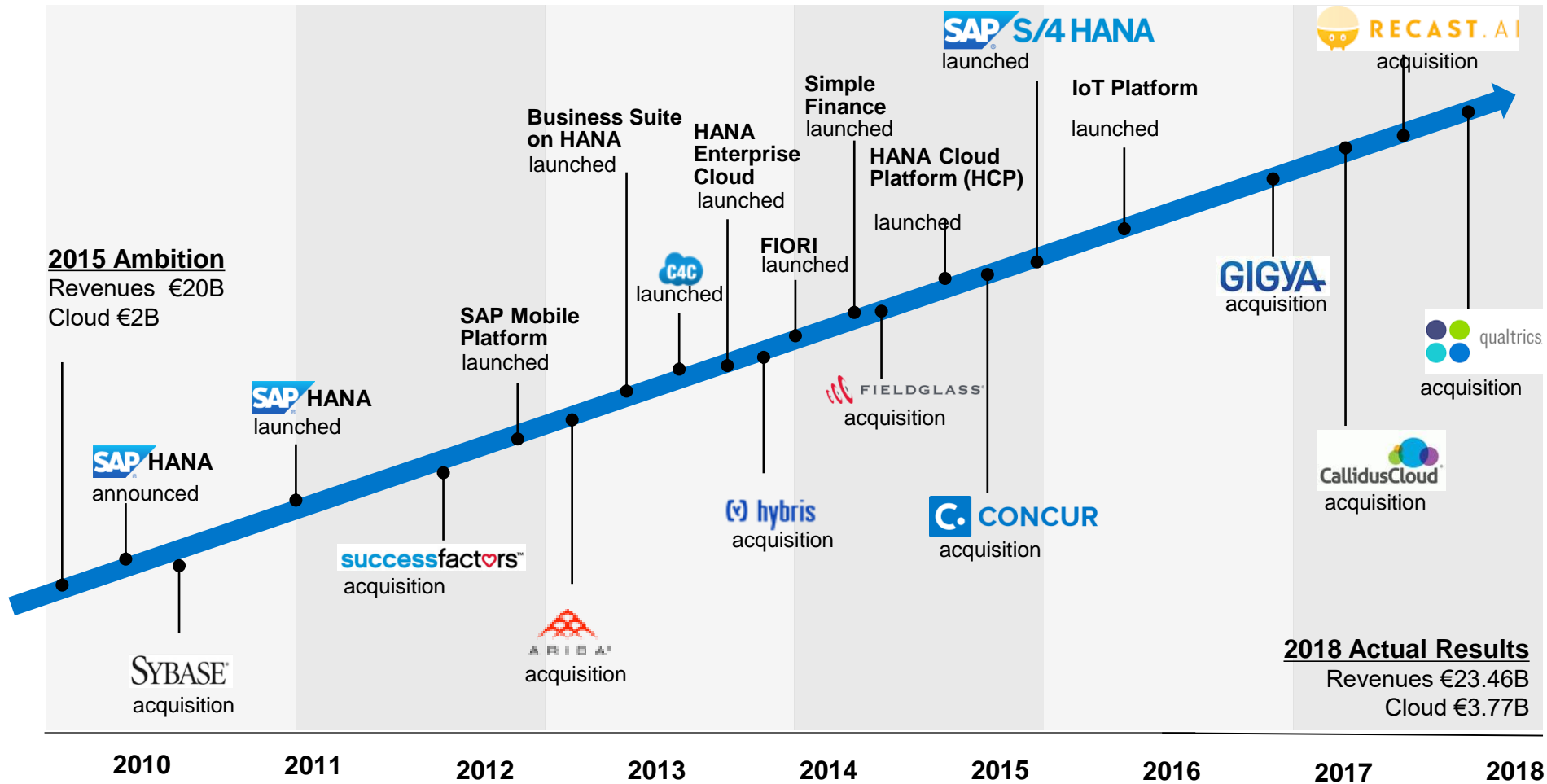


Innovate
Standardize
Scale
Trust

- ✓ **46 years** of innovation across all industries
- ✓ **390,000** customers in **193** countries
- ✓ **74%** of the world's transaction revenue touches an SAP system
- ✓ **Always** providing multiple ways of innovation adoption



SAP invested > US ~\$45 billion in Cloud-based Innovation since 2010



SAP progress highlights since 2010:

- Tripled our customer base to > 404k
- #1 in Enterprise Applications with our Digital core (S/4 HANA)
- #1 in Analytics
- #1 Cloud company in the world by users with more than 150M
- Invented the In Memory platform – with now over 10,000 HANA customers
- Doubled our revenue to €22.07B
- Grew our revenue in Cloud & Database by 100X
- Run the largest business network (\$1 trillion in transaction volume)
- 2.5x our share price from €38 to €96*

To Change the face of Enterprise Software

Best-of-Breed

On Premise

Unique, costly integrations

Long projects

Fragmented data

BoB Workloads Shift to Cloud

In-Memory Computing

Mobile-first

Hybrid Landscapes

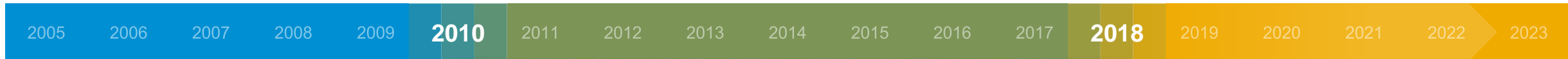
E2E Integration challenges

Innovation Challenges

Intelligent Enterprise

Business Networks

Exponential Technologies



ONE integrated SAP
on premise

Best-in-Class LoB solutions
in the cloud

ONE integrated SAP
cloud experience