



**SAP S/4 HANA®**

**Connecting All Parts of  
Your Business to Run Live**



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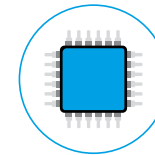
# Introduction to the Live Enterprise

Business and IT leaders across industries are constantly searching for ways to serve and delight customers like no other competitor. For most companies, the answer resides in their ability to build a seamless, connected, and live enterprise – working in harmony across departments such as finance, human resources, extended supply chain, procurement, and customer engagement. Powering it all are real-time insights collected from a combination of internal operations, external interactions, machines, and the Internet of Things (IoT).

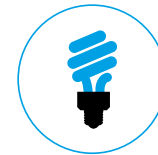
Despite strategic plans and large investments, removing organizational silos and sharing information and resources seamlessly across enterprise processes, customers, employees, and suppliers have proven to be difficult. In some cases, various departments choose to invest and deploy business solutions on their own, leaving the burden on IT to figure out how to integrate and advance these solutions as new corporate priorities emerge. For others, the limitations of legacy database technology necessitated the deployment of solutions outside the core enterprise resource planning (ERP) system to help ensure system stability, reliability, and performance. And for a remaining few, standalone IoT and analytics platforms are collecting data, but cannot transform that information into actionable insights as part of scalable business processes.

Although these challenges may seem insurmountable, new technologies are bringing renewed hope to enterprise leaders looking to capture new growth opportunities from well-established incumbents and to defend against digital newcomers. Cloud, machine learning, and in-memory technologies have the capacity to simplify IT and strip away line-of-business (LoB) barriers. Departmental applications can be consolidated and united by a new digital core and connected to external partners, suppliers, and machines.

With SAP S/4HANA®, businesses can create a digital core and benefit from a next-generation, in-memory ERP platform. Together with cloud solutions from SAP and the SAP HANA® platform, businesses can become live enterprises and break free from the boundaries and limitations of the past.



In-Memory Computing



Machine Learning



Cloud Deployment

This paper examines the unique value of SAP S/4HANA when deployed with SAP® cloud applications to connect core mission-critical processes – such as manufacturing, supply chain, finance, and procurement – to front-office sales, marketing, commerce, suppliers, partners, and IoT data from machines and products. We will highlight unique scenarios, use cases, and customer success stories that detail the potential of our digital core and cloud solutions as they operate together seamlessly and break down departmental and corporate boundaries.





# The Next-Generation ERP



ERP software continues to be one of the most widely deployed mission-critical applications. Originally implemented as a material requirement planning tool, it quickly expanded across various LoBs.

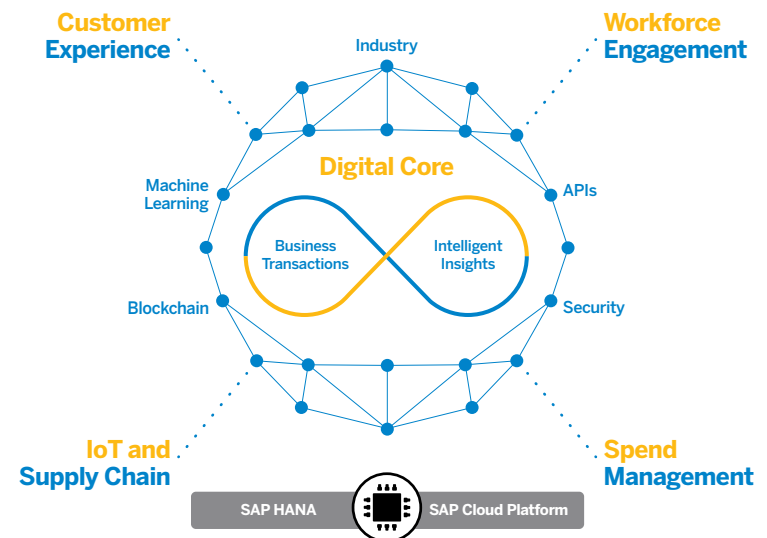
Initially, ERP applications were viewed as the digital backbone of the enterprise that supports various business areas and processes. However, as the requirements of each organization grew more sophisticated, the underlying database couldn't keep up and limited ERP performance.

Advanced LoB applications were then forced to push beyond ERP systems and emerge as their own standalone solution. This situation created not only an alphabet soup of applications in the IT software landscape, but also a highly complex environment of siloed processes and disparate systems.

In-memory computing and modern cloud architectures are now eliminating the technical constraints of the past by opening the door to a suite of integrated in-memory enterprise applications. Gone are the days when enterprise LoB software applications were heterogeneous, disparate, and siloed. Powered by the SAP HANA platform, SAP S/4HANA brings a modular suite of solutions that is seamless, connected, and integrated. (See Figure 1.)

*At the heart of the live connected enterprise lies SAP S/4HANA as the digital core – with mission-critical processes running directly on a simplified in-memory data platform.*

FIGURE 1: SAP S/4HANA: The Next-Generation ERP





## The Next-Generation ERP Suite

A digital core with SAP S/4HANA is designed to be delivered on premise, in the cloud, or in a hybrid deployment model. Examples of digital core processes include accounting, financial close, material requirement planning, maintenance management, invoice and payable management, and operational procurement – just to name a few.

Advanced LoB and industry add-ons and functionality, which in the past were pushed out of ERP because of legacy database limitations, are now embedded into the digital core. Examples include, but are not limited to, extended warehouse management, advanced available to promise, production planning, and detailed scheduling.

LoB cloud applications that support and extend the digital core are tightly integrated into the core with SAP Cloud Platform. Examples include SAP Ariba®, SAP SuccessFactors®, and SAP Fieldglass® solutions, Concur® technology, and SAP Integrated Business Planning and SAP BusinessObjects™ Cloud solutions.

SAP HANA combines an in-memory database with application services, high-speed analytics, and flexible data acquisition tools in a single platform. It can also act as a modern data warehouse – which integrates data from a wide variety of data sources with live transactional data – to deliver in-the-moment insights.

Application services built in SAP HANA support the development and deployment of business innovations that exploit data from the digital highway and applies advanced data processing capabilities. Through text search, predictive analytics, spatial data processing, graph data processing, and streaming analytics, business gain deeper insight from Big Data and the IoT at an unprecedented speed.



SAP S/4HANA supports a variety of unique use cases and business benefits when deployed as a digital core, connecting cloud and LoB solutions to deliver on the promise of a live enterprise.



# Finance: Evolving from Financial Reporting to Strategic Partnership

Finance



The finance organization is experiencing significant change.

While acting as the voice of reason for all decisions, the finance function plays a central role in processing, reporting, and analyzing information collected from internal and external sources, generated from IoT sensors and social media sentiment, and used across finance and business operations. Chief finance officers (CFOs) place high priority on integrating such internal and external information to go beyond financial reporting and become a more strategic partner to the overall business.

With the latest technology innovations, finance can automate transactional processes. More importantly, finance can realize its full value by evaluating the financial impact of decisions across all areas including procurement, human resources (HR), marketing, and sales, and operations.

Integrated processes are further enhanced when connecting with solutions surrounding the digital core. For example, SAP Ariba solutions can increase the efficiency of accounts payable processing and uncover opportunities for better cost control through dynamic discounting. For the HR organization, the finance team can correlate costs with workforce planning by leveraging SAP SuccessFactors solutions, as well as contingent workforce data available in SAP Fieldglass solutions. Finance can help elevate the customer experience to new heights by using SAP Hybris solutions to define the most-effective campaigns and assess the financial impact of those campaigns, while incorporating accounts receivable issues such as collections and disputes.

*With SAP S/4HANA and SAP cloud solutions, the finance function can establish end-to-end processes to automate routine tasks and free up time to provide insights into the monetary implications of strategic corporate decisions.*



By integrating finance and non-finance processes, CFOs can help ensure mission-critical advantages including:

- **Faster onboarding of new partners:** Select optimal partners that meet specific customer and manufacturing requirements. Integrate financial payables processes with vendor management systems to take advantage of available discounts and maximize cost savings. Apply dynamic discounting based on supply and demand factors through automated processes using a central marketplace.
- **Greater ease and speed when incorporating subsidiaries into the overall financial close process.** Get a single source of the truth to accurately close the books across all legal entities. Finance can use these actual figures to plan and simulate a variety of scenarios that drive profitability and uncover future investments, including internal product development or mergers and acquisitions.
- **Provide a full picture of your traditional and contingent workforce.** Understand how different strategies for selecting internal and external resources impact your budget and profitability. Then, feed this information into overall corporate performance.
- **Distinguish truly profitable customers.** Explore responses to omnichannel and individualized marketing campaigns, as well as the financial implications of customers expediting orders, regularly returning deliveries, and potential invoice disputes.

## Optimize capital and resources throughout the enterprise

Increase visibility into internal and external resources across the entire value chain to optimize all aspects of the business – from working capital to employee engagement and the customer experience. This approach requires more informed evaluations of suppliers with SAP Ariba solutions and tighter management of travel vendors with Concur solutions. You can better assess your organization by managing employees with SAP SuccessFactors solutions and engaging a contingent workforce through SAP Fieldglass solutions. You can also include customers in the equation by incorporating the cost of campaigns and expected receivables into their analysis.

By bringing together all aspects of cash management, your finance organization can improve liquidity planning with the SAP S/4HANA Finance solution to enable better investment decisions, maximize asset utilization, and increase profitability.

### SPOTLIGHT SOLUTIONS

- SAP S/4HANA
- SAP Ariba solutions
- SAP SuccessFactors solutions
- Concur solutions
- SAP Fieldglass solutions







## Acquire and retain customer with actionable insights

Help ensure that your customer experience investments drive long-term growth. The SAP BusinessObjects Business Intelligence platform provides immediate access to a 360-degree view of the customer. With continuous analysis of omnichannel marketing campaigns with SAP Hybris solutions, you can personalize interactions and determine the profitability of customers even in the most-complex channel scenarios, such as the customers of your channel partners. And with greater visibility into the most-profitable customers with information – such as extra costs of expediting orders and processing returns, collections, disputes – available in SAP S/4HANA Finance, SAP Hybris, and sales and operations applications, you can better manage account credit given to customers based on the financial impact of their orders and pinpoint opportunities for up-selling and cross-selling.

### SPOTLIGHT SOLUTIONS

- SAP S/4HANA
- SAP BusinessObjects Business Intelligence
- SAP Hybris solutions

## Automate supplier invoicing for better cash management

Adapt to today's market and evolve to meet your organization's specific financial needs through real-time visibility. With the combined power of SAP S/4HANA Finance with SAP Ariba Network, you can assess invoices for better cash flow, evaluate supplier quality, and determine supplier discounts for cost reduction. In addition, through unified cash management and predictive liquidity planning with SAP S/4HANA Finance, you can better plan future investments based on anticipated payables and receivables.

### SPOTLIGHT SOLUTIONS

- SAP S/4HANA
- SAP Ariba solutions
- Concur solutions
- SAP Fieldglass solutions
- SAP Hybris solutions
- SAP SuccessFactors solutions

## Unify finance and travel expense management

Lower processing costs and accelerate travel expense reimbursement. Close integration between SAP S/4HANA Finance with Concur solutions empowers employees to manage, employees can manage travel plans and associated expenses with ease. Automated reimbursement of employees and contractors is accomplished by connecting expense reimbursements with accounts payable processes.

### SPOTLIGHT SOLUTIONS

- SAP S/4HANA
- Concur solutions





## Streamline the period-end close with real-time financial insight

Gain immediate insight into the financial position of the entire organization. Combining SAP BusinessObjects Business Intelligence with the SAP Fiori® user experience enables visualization of data available in SAP S/4HANA. In turn, finance teams gain immediate insight into the financial position of the entire organization.

With SAP S/4HANA for central finance foundation, companies can consolidate not just various back-end systems, but also insight into subsidiaries running cloud solutions such as SAP S/4HANA Finance Cloud. Finance can now run a soft close anytime, centralize consolidation across legal entities, and glean management insights into controlling areas such as cost centers, profit centers, and profitability segments. Based on real-time financial data and insightful visualizations, decision making is vastly improved.

### SPOTLIGHT SOLUTIONS

- SAP S/4HANA
- SAP BusinessObjects Business Intelligence
- SAP S/4HANA for central finance foundation

## Make more profitable decisions with dynamic planning and analysis

Adjust plans dynamically to reallocate financial, human, and operational resources to areas that require special attention, accelerating issue resolution and profit growth. Automated what-if analysis through the SAP BusinessObjects Planning and Consolidation application help simulate critical business drivers and their impact on the bottom line. Also, with the analysis of patterns presented in external and internal information with SAP BusinessObjects Predictive Analytics software, you can combine this data with your internal information to proactively establish corporate strategies, avoid potential loss, and minimize customer dissatisfaction.

### SPOTLIGHT SOLUTIONS

- SAP S/4HANA
- SAP BusinessObjects Planning and Consolidation
- SAP BusinessObjects Predictive Analytics

## Detect fraud by scanning high volumes of data in the moment

Protect the business from loss and reputational damage caused by fraudulent transactions. Real-time identification of potential fraud in financial and operational activities is supported by SAP S/4HANA Finance and the SAP Fraud Management analytics application. With an integrated system of SAP Fiori, SAP BusinessObjects Business Intelligence, and SAP BusinessObjects Predictive Analytics, you can minimize false positives, reduce investigation workload, and increase prevention effectiveness. Plus, insightful simulations and predictive analyses of high volumes of data help drive continuous improvement of anti-fraud processes and establish mitigation strategies.

### SPOTLIGHT SOLUTIONS

- SAP S/4HANA
- SAP BusinessObjects Business Intelligence
- SAP BusinessObjects Predictive Analytics
- SAP Fraud Management



# Extended Supply Chain: Delivering the Omnichannel Experience

Extended  
Supply Chain



Powerful market trends – including e-commerce and omnichannel retail – and emerging technologies – such as robotics, smart products, intelligent machines, and the IoT – are prompting organizations to build a supply chain that is highly demand-driven, agile, and resilient.

**The latest release** of SAP S/4HANA introduces a number of notable innovations that infuse these characteristics into the extended supply chain including:

- High-performance inventory management
- Agile materials resource planning
- Production planning and detailed scheduling
- Advanced available to promise
- Intelligent transportation management
- Integrated warehouse management

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*Supply chain and manufacturing organizations are under increasing pressure to deliver faster, better, and smarter to keep up with emerging market and technology trends. When combined with SAP cloud and LoB solutions, SAP S/4HANA helps companies tap into their data supply to capitalize on these trends.*



There are also various innovations related to the broader suite of SAP solutions that enable an intelligent, integrated, and seamless supply chain such as:

- SAP Hybris solutions for e-commerce and omnichannel commerce
- SAP Integrated Business Planning solution
- SAP Manufacturing Execution application
- SAP Transportation Management application
- SAP Extended Warehouse Management application
- SAP IoT solutions
- Ariba Network
- SAP Ariba collaborative supply chain solutions

By integrating the extended supply chain, the chief supply chain officer can help ensure mission-critical advantages including:

- **Delivery of an omnichannel strategy:** Run the entire supply chain – from demand planning to supply orchestration, logistics, and order fulfillment – on a single, simplified logistics data model.
- **Dynamic sourcing and procurement processes:** Move away from disconnected and siloed supply chains by connecting to suppliers on the Ariba Network.
- **Faster more accurate planning cycles:** Plan and replan with ever-increasing frequency to understand which products should be produced or procured in real time.







## Deliver an omnichannel experience in consumer products and retail industries

Enable integrated capabilities for an omnichannel supply chain strategy through:

- Consistent e-commerce experiences with SAP Hybris solutions
- Agile and intelligent supply-chain planning with SAP Integrated Business Planning
- Responsive order fulfillment, inventory optimization, and automated warehouse operations with SAP S/4HANA
- Transportation management and last-mile delivery with SAP Transportation Management

The scalability, performance, and integration of SAP solutions allow quick decision making and execution across the omnichannel supply chain to increase fulfillment rates, reduce cycle times, and minimize overall inventory.

### SPOTLIGHT SOLUTIONS

- SAP S/4HANA
- SAP Hybris solutions
- SAP Integrated Business Planning
- SAP Transportation Management

## Speed supply-chain processes to enable same-day delivery

Accelerate order-based planning and execution processes for same-day deliveries through real-time inventory visibility and advanced order fulfillment capabilities such as available to promise, extended warehouse management, and constrained production planning – which are embedded in SAP S/4HANA. Whether a sales order is submitted through a Web portal or a mobile app, supply-chain organizations can process it instantly in SAP S/4HANA, trigger requests automatically in SAP Transportation Management, and manage delivery with SAP Extended Warehouse Management (EWM) to handle picking, packing, staging, and loading. By removing the need for complex, manual intervention, companies eliminate bottlenecks and latency and support same-day delivery.

### SPOTLIGHT SOLUTIONS

- SAP S/4HANA
- SAP Extended Warehouse Management
- SAP Transportation Management

## Synchronize demand planning and fulfillment execution seamlessly

Use a single logistics data model across manufacturing, inventory, sales, and material ledgers to consolidate incoming sales orders and financial information into SAP Integrated Business Planning. This approach enables you to plan, forecast, and analyze with what-if simulations. Additionally, plans built into SAP Integrated Business Planning for sales and operations can be incorporated into downstream material requirement planning, production planning, and order fulfillment processes. As a result, you can dramatically reduce cycle time between an incoming customer order and final delivery and respond quickly to unexpected customer and market demands.

### SPOTLIGHT SOLUTIONS

- SAP S/4HANA
- SAP Integrated Business Planning



## Drive IoT-enhanced supply chain visibility

Integrate the latest IoT scenarios into the supply chain with SAP S/4HANA. This approach improves visibility as well as real-time event tracking and traceability. Organizations can now use the IoT with greater ease – enabling real-time tracking of supply-chain processes including cold-chain condition tracking, detailed component traceability, verification of material sourcing, and maintenance of necessary conditions that affect food and pharmaceutical safety. Logistics companies can also better differentiate themselves by providing up-to-date status of in-transit shipments and provide end customers with end-to-end visibility.

### SPOTLIGHT SOLUTIONS

- SAP S/4HANA
- SAP IoT solutions

## Reimagine asset management and field service with predictive maintenance

Take advantage of a distinct opportunity to reimagine maintenance and field services. By collecting and analyzing real-time and historical asset performance data, you can predict the likelihood of equipment failure and take appropriate and proactive measures. With SAP S/4HANA, predictive analysis of this information from connected assets and products is making asset management and field service processes more intelligent and proactive – leading to increased uptime, better customer service, lower service parts inventory, and business model innovation.

### SPOTLIGHT SOLUTIONS

- SAP S/4HANA Supply Chain for asset management
- SAP BusinessObjects Predictive Analytics
- SAP IoT solutions

## Deliver personalized products and services

Provide customized products and services quickly and cost-effectively. Product development and manufacturing organizations require advanced and connected strategies that meet demanding – and often conflicting – requirements for custom production, fast cycle times, high levels of quality, and low inventory costs. SAP S/4HANA and related integrated manufacturing solutions from SAP facilitate production planning, detailed scheduling, manufacturing execution, and quality management. The solutions provide the ideal platform for manufacturing excellence.

### SPOTLIGHT SOLUTIONS

- SAP S/4HANA Supply Chain for asset management
- SAP BusinessObjects Predictive Analytics

## Accelerate new product development and introduction

Drive new product development and introduction with integrated and advanced bill of material management for engineering, sourcing, and production; engineering data management; change management; visual manufacturing planning; and release to production processes. You can support supply-chain planning and collaborative supply-chain processes with integrated processes and platform enabled by SAP S/4HANA, paving the way for reduced cycle times, fast ramp-up, and high levels of quality.

### SPOTLIGHT SOLUTIONS

- SAP S/4HANA
- SAP Enterprise Product Engineering
- SAP Visual Interaction toolkit



# Procurement: Extending Operational Procurement with Strategic and Collaborative Buying

A significant burden falls on procurement leaders who are dealing with an ever-increasing number of suppliers and contracts.

How procurement leaders interact with their suppliers can immediately impact a business' bottom line and competitive position. Real-time insights into supplier spend, evaluations, scores, and contracts are a must-have rather than a nice-to-have. The ability to spot gaps in suppliers' performance and address them immediately can prevent the loss of business opportunities and drive customer loyalty.

SAP S/4HANA covers all operational procurement processes including purchase requisitioning, order processing, invoice processing, order confirmation, and operational contract management. Procurement is supported by real-time, embedded analytics across all spend segments, enabling improvements in the performance, visibility, and usability of procurement processes. SAP Ariba solutions extend these core operational processes with guided buying; collaborative sourcing and contracting; and networked-based, end-to-end supplier collaboration to deliver a simplified user experience that reaches all employees and to meet the expectations of a growing millennial and Generation Z workforce.

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*The procurement function can improve supplier performance and usability by accessing real-time, embedded analytics across all spend segments.*







## Lower procurement spend through the integration of sourcing and purchase order creation

Generate incremental savings through professional supplier selection and fewer unsourced orders by tapping into the large supply base of Ariba Network and using the extended capabilities of SAP Ariba Sourcing. Once sourcing requisition is complete and the supplier is awarded in Ariba Network, you can continue operational processes in SAP S/4HANA through the native integration capabilities between the two solutions.

### SPOTLIGHT SOLUTIONS

- SAP S/4HANA
- Ariba Network
- SAP Ariba Sourcing

## Simplify purchase order and invoice exchange

Automate document exchange between trading partners to eliminate the time and expense of manual, paper-based processes that involve invoices, purchase orders, contracts, and payments. Users can create purchase orders in SAP S/4HANA, which automatically sends them to suppliers on the Ariba Network. Suppliers can either instantly process and confirm orders or let their customers know if items are back-ordered. When an order is shipped, suppliers can notify the customer and send an invoice for payment.

### SPOTLIGHT SOLUTIONS

- SAP S/4HANA
- Ariba Network

## Communicate forecast changes to suppliers in real time

Endure a stable supply chain with greater speed. By deploying SAP S/4HANA in conjunction with Ariba Network, you can directly connect back-end systems to the digital systems of supply-chain partners, allowing your enterprises to quickly learn about disruptions from global suppliers and react in real time.

### SPOTLIGHT SOLUTIONS

- SAP S/4HANA
- Ariba Network

## Take advantage of early-payment discounts

Through native integration of Ariba Network and SAP S/4HANA, treasury and accounts payable officers gain accurate and real-time views into cash positions and supplier contracts. Such visibility creates more opportunities to take advantage of early-payment discounts with suppliers using the buyers' funds or the supply chain finance capability.

### SPOTLIGHT SOLUTIONS

- SAP S/4HANA
- Ariba Network



# HR: Focusing Beyond the Payroll to Strengthen Workforce Engagement

HR



The HR function often focuses on operational processes such as payroll, expense reimbursement, time and attendance, and periodic performance management. In the past, ongoing reviews of workforce skills, in-depth planning, and measurement of talent development were often manual and low in priority. However, this has all changed now that HR can analyze and link workforce skills to day-to-day and long-term planning.

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*HR organizations can help simulate expected financial outcomes by finding the best mix of talent and resources and deciding which projects should be pursued.*

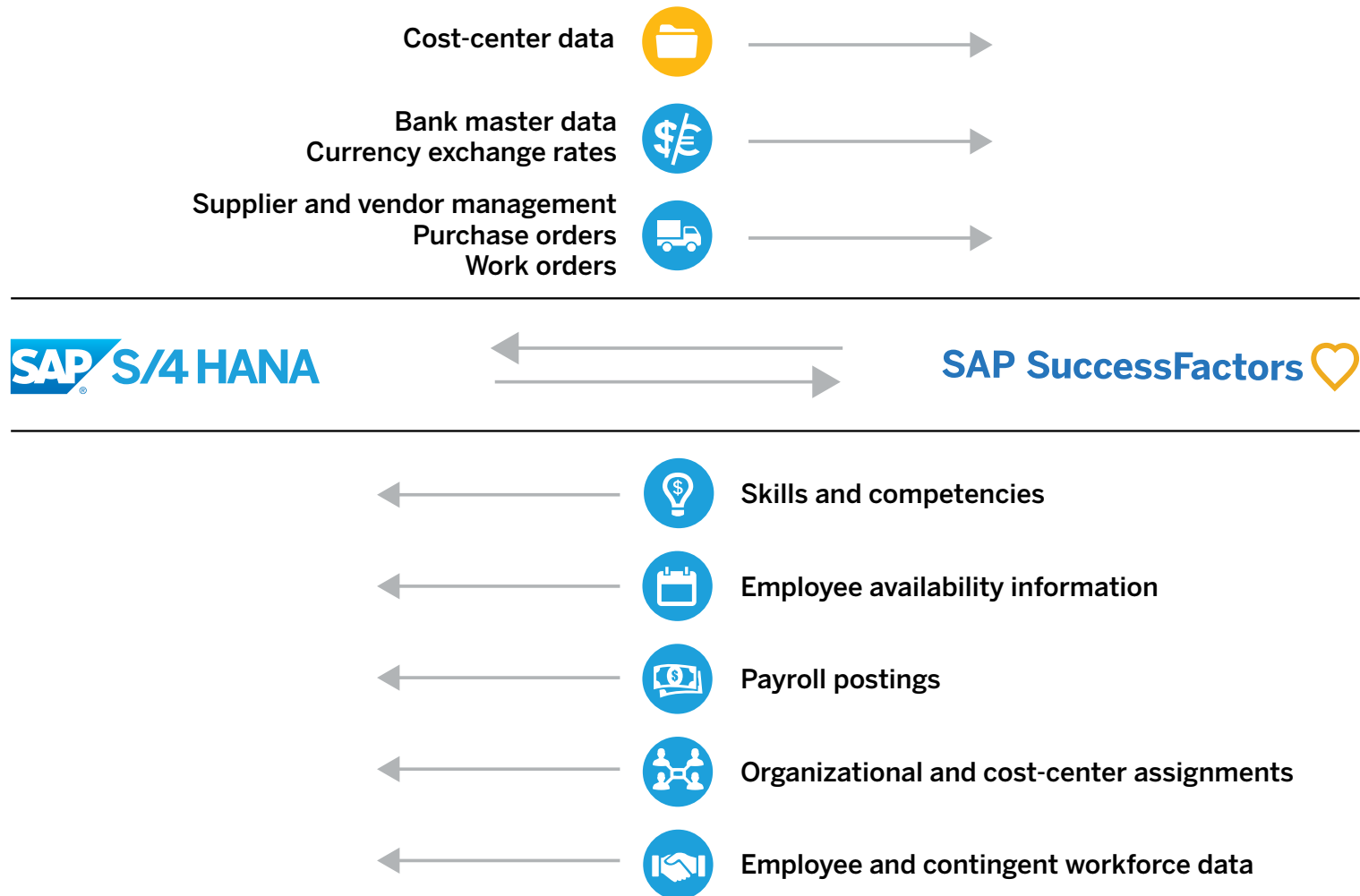
By integrating the entire HR area, the chief HR officer can help ensure mission-critical advantages including:

- **Streamlined HR operations:** Link the management of confidential HR employee data to payroll processes.
- **Greater insight to help ensure the right talent mix:** Meet rising demand for new projects, products, and services. Unite workforce planning and financial controlling processes to help hiring managers choose qualified employees for particular projects while meeting budget and profitability targets.
- **Better understanding of the financial implications of workforce planning:** Evaluate onboarding and training costs and engage a contingent workforce to meet budget and profitability targets.





FIGURE 3: The Digital Core for HR





## Optimize resource allocation through workforce planning

Advance the mix of resources needed to meet rising demand for products and services and to help ensure customer satisfaction. For example, SAP S/4HANA can help you track changes in business and customer requirements in real time, potentially leading to the creation of a new product line. By engaging in comprehensive assessment of all employees with SAP SuccessFactors solutions, SAP S/4HANA Finance, and SAP BusinessObjects Business Intelligence, the HR organization can intelligently reassign internal employees, determine the need for temporary labor, and reduce the cost of onboarding and training additional talent. Plus, potential contingent resources can be assessed by using SAP Fieldglass solutions. This level of real-time insight enables better understanding into how workforce and training costs impact projects, products, and overall profitability of the new product line.

### SPOTLIGHT SOLUTIONS

- SAP S/4HANA
- SAP SuccessFactors solutions
- SAP BusinessObjects Business Intelligence
- SAP Fieldglass solutions

## Establish a learning culture to help ensure ongoing talent development

Drive business success by training and retraining employees according to business needs and opportunities. You can pinpoint customer trends by analyzing social media data with SAP BusinessObjects Business Intelligence. This capability allows matching

of new leads to the preferences and buying behaviors of the existing client base and identification of the best campaign scenarios. Increased collaboration between marketing and HR helps ensure the right training programs are in place for the entire sales force – from sales reps to store associates. By using SAP SuccessFactors solutions, product training can be quickly created and delivered to every customer-facing employee.

## Analyze workforce performance and efficiency for long-term talent management

Access insights from productivity tools and analysis with SAP BusinessObjects Business Intelligence. For example, you can evaluate the performance of call-center reps to help ensure that service-level agreements are met. In addition, you can build agent skills profiles by using SAP Shared Services Framework within SAP S/4HANA Finance to route calls to agents with appropriate expertise across all customer, vendor, and employee inquiries.

### SPOTLIGHT SOLUTIONS

- SAP S/4HANA
- SAP SuccessFactors solutions
- SAP BusinessObjects Business Intelligence

### SPOTLIGHT SOLUTIONS

- SAP S/4HANA
- SAP SuccessFactors solutions
- SAP BusinessObjects Business Intelligence

## Increase process consistency and efficiency by integrating payroll and financials

Consolidate core HR and payroll operations without disrupting the business and HR operations by integrating SAP SuccessFactors with SAP S/4HANA Human Resources and SAP S/4HANA Finance. In turn, payroll processes, financials, and employee information are consolidated into a single platform to reduce manual intervention through automated processing. SAP Fiori and SAP BusinessObjects Business Intelligence further enable immediate visibility into the impact of employee payroll and benefits on financial statements and in management reporting.

## Automate HR processes across systems to help ensure process consistency

Update relevant processes across all systems are immediately after an employee event. This approach eliminates manual paperwork when the HR team and the hiring manager are alerted of an employee's status change, such as a leave request, through SAP S/4HANA Human Resources and SAP SuccessFactors solutions. Intelligent services automatically adjust out-of-office e-mail notifications, meeting schedules, and employee goals for such a potential leave scenario.

### SPOTLIGHT SOLUTIONS

- SAP S/4HANA
- SAP BusinessObjects Business Intelligence



# Customer Engagement and Commerce: Delighting the Empowered Customer

Customer Engagement  
and Commerce



In the digital economy, customers are digitally connected, socially networked, and better informed than ever before.

As savvy and highly engaged consumers in their personal lives and sophisticated buyers at work, people are very much in control of their customer journey. They expect to inform themselves, make a purchase, or get assistance on any channel or device they choose. And for most businesses, this behavior is creating a significant engagement challenges.

Fortunately, the technology for collecting, analyzing, and acting on data in real time is well within reach. By integrating the end-to-end customer engagement and commerce process, executive leadership can help ensure mission-critical advantages including:

- **Highly individualized customer experience:** Coordinate real-time, contextual engagements across different channels and throughout the buying journey.
- **Insight-driven actions and outcomes:** Turn customer insights into action throughout the entire enterprise – from acquiring to serving and retaining customers.
- **Increased productivity:** Simplify business processes across departments, automate routine tasks, and minimize integration costs between systems.
- **Improved customer centricity:** Rally the entire enterprise around the customer to deliver compelling experiences along the entire buying journey.

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*By creating context for each customer interaction, brands can deliver individualized experiences that cement customer relationships and disrupt the competition.*





## Engage customers with great experiences along their entire journey

Deliver personalized experiences to delight customers. With SAP S/4HANA and SAP Hybris solutions working together seamlessly, you can help ensure everyone in the organization – from the sales person to the accounts payable clerk, from the warehouse picker to the call-center agent – has a complete view of the customer and the context they need to deliver the best service possible at every touch point and in every channel.

For example, the SAP Hybris Marketing Cloud solution uses customer data from SAP S/4HANA to help marketers better segment and target their audience for a campaign. Leads captured as a result of that campaign are seamlessly passed to the SAP Hybris Cloud for Sales solution, giving sales people access to customer data. Whether customers place an order with a sales representative through SAP Hybris Cloud for Sales or on their own with the SAP Hybris Commerce solution, orders flow back into SAP S/4HANA. Order management and warehouse management functions then take over to process, ship, and bill customers. If anything goes awry, customers can get help through SAP Hybris Cloud for Service, which allows customers and service agents to view order status, access a knowledge base for more information, or begin a support process.

### SPOTLIGHT SOLUTIONS

- SAP S/4HANA
- SAP Hybris Marketing Cloud
- SAP Hybris Cloud for Sales
- SAP Hybris Cloud for Service
- SAP Hybris Commerce

## Simplify business with integrated processes and data

Simplify business processes and the IT software landscape by uniting SAP S/4HANA with SAP Hybris solutions. Departmental boundaries evaporate as data flows to the people who need it. Orders placed on a mobile device as a result of a social-media campaign, for example, are transferred seamlessly to the warehouse. When the order ships and payment is processed, the campaign effectiveness dashboard updates in real time. As a result, sales people can assess customer profitability, planners can view the sales forecast, and the warehouse can prioritize orders based on loyalty.

### SPOTLIGHT SOLUTIONS

- SAP S/4HANA
- SAP Hybris solutions

## Capitalize on changing demands and tech trends with new products and services

Deliver flexible, yet integrated, processes to launch new offering and business models quickly.

Evolving customer demand and technology trends are driving disruption in every industry. From subscription products to digital goods, businesses must adapt quickly or face diminishing revenues. The challenge for enterprises, however, is that their existing systems are not designed for these innovative business models. Within a short time, it becomes apparent that a heavily integrated infrastructure does not flex easily.

For example, you can create highly personalized digital experiences enabled by SAP Hybris solutions to drive orders for traditional goods or services on new digital channels or deliver new digital goods across any channel. Once your customers buy your mix of traditional and digital goods, the SAP Hybris Billing solution and SAP S/4HANA can work harmoniously to bill the consumption or subscription of these goods. This approach provides your customers with not only one experience, but also one bill.

### SPOTLIGHT SOLUTIONS

- SAP S/4HANA
- SAP Hybris Billing

## CUSTOMER SUCCESSES

Over 4,000 companies have chosen SAP S/4HANA as their digital core. Below is a small sample of stories that demonstrate how our customers have realized significant competitive advantage by deploying SAP S/4HANA with our cloud solutions.



## Customer Successes



### dōTERRA

Since its founding in 2008, dōTERRA has grown exponentially, providing essential oils and other health products to millions of customers in more than 100 countries around the world. The company initially used third-party IT solutions for its day-to-day operations; but as it expanded, it decided to build more scalable, internally managed systems.

dōTERRA is using SAP solutions to reshape its IT operations in an ambitious transformation plan that includes SAP S/4HANA Enterprise Management and SAP Hybris solutions.

[Read the customer story »](#)

“We chose SAP S/4HANA for our transformation journey because we believe in the power of SAP HANA.”

— Todd Thompson, CIO, dōTERRA



### O.C. Tanner

O.C. Tanner has more than 90 years of experience in providing employee recognition and achievement services. O.C. Tanner is using SAP S/4HANA to digitize its core business processes.

By simplifying the software landscape and reducing manual processes, the company increased employee productivity, as well as the efficiency of the entire finance and development team. It also implemented an SAP Hybris omnichannel commerce solution to enable effective order management and fulfillment processes with a modern, world-class shopping experience.

[Read the customer story »](#)

“The combination of SAP S/4HANA as our digital core and the SAP Hybris solution offers us the unique ability to build a true end-to-end omnichannel commerce solution for our order management and fulfillment processes to deliver new experiences for our customers.”

— Niel Nickolaisen, CTO, O.C. Tanner





## La Trobe University

Located outside of Melbourne, Victoria, in Australia, La Trobe University annually attracts 35,000 students from around the globe. Early on, the nearly half-century-old university wanted to become one of the top universities in the region and in the world.

La Trobe deployed SAP S/4HANA Finance in the cloud and the SAP SuccessFactors Employee Central. As a result, the institution experienced a 10% reduction in workload and fast data aggregation and report creation.

[Watch the customer testimonial video »](#)

“In working with SAP S/4HANA Finance, SAP SuccessFactors Employee Central, and SAP HANA Cloud Platform, integration service, it’s all about contributing to our future-ready strategy. We are simplifying the way that technology is used, reducing paper-based processes, and creating time for our end users.”

— **Peter Nikolettatos**, Executive Director and Chief Information Officer, La Trobe University



## Sabre Group Holdings

Since its founding in 1960, Sabre has brought together technology and business travel to provide innovative solutions and resources.


To continue with its tradition of embracing innovation, the company chose to adopt SAP S/4HANA as well as a suite of SaaS applications from SAP including SAP SuccessFactors, SAP Ariba, SAP Fieldglass and SAP BusinessObjects Business Intelligence solutions – all of which is hosted on a private, managed cloud.

[Read the customer story »](#)

“Deploying SAP cloud solutions such as SAP Ariba, SAP SuccessFactors, and SAP Fieldglass solutions was a natural step for us after moving to SAP S/4HANA. It helps us better leverage our investments in our core, connect our processes and information, and provide better global insights internally and externally with our partners, suppliers, and contractors.”

— **Steve Strout**, Senior Vice President of Strategy and Operations





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