

C/4HANA

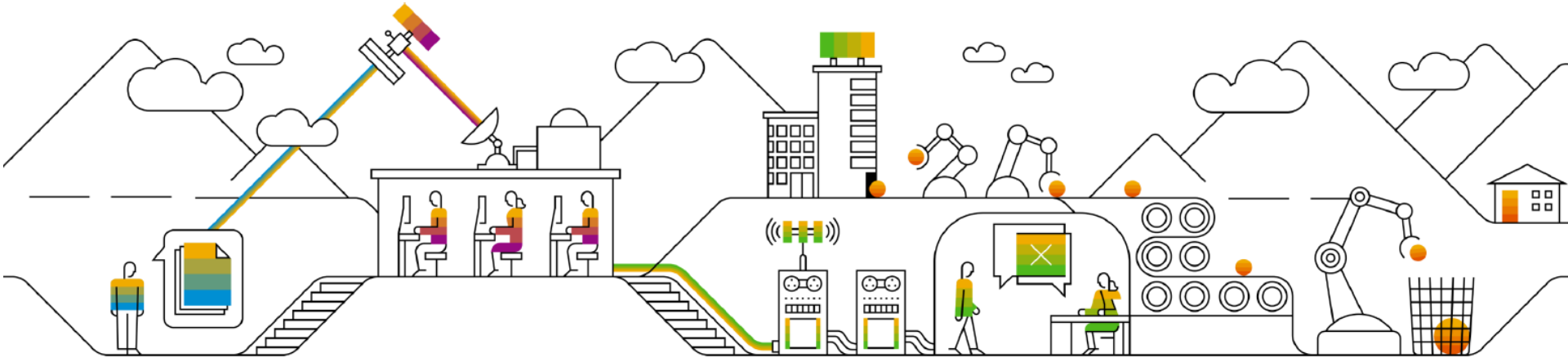
The New Customer- Experience Solution

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14th of December 2018

Agenda

- What is C/4HANA?
- What is the impact of S/4HANA for Customer Management on CRM On Premise?
- Q&A



What is C/4HANA?

Legacy CRM is broken - video

The word "CUSTOMERS" is written in a bold, hand-drawn, sketchy font. Each letter is filled with diagonal hatching lines, giving it a textured, three-dimensional appearance. The letters are slightly irregular and connected, typical of a hand-drawn style. The word is centered horizontally on a plain, light-colored background.

Five forces transforming the customer experience

Digital first

Global scale and adoption of new digital businesses



Single view of customer

Customer at the center of the business (B2B2C)

Customers for life

From selling products to subscription services



Holistic customer experience

Connecting front and back office



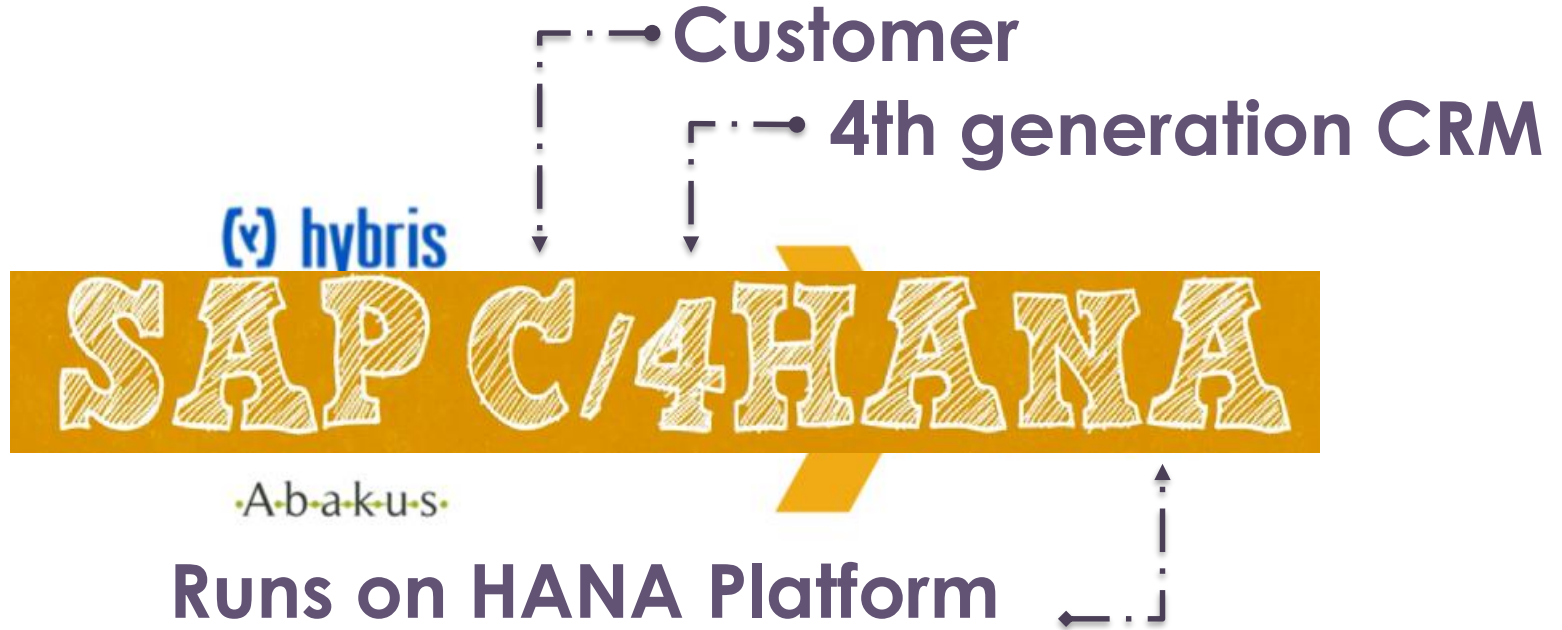
Trusted data

Data necessary for personalization and with data privacy protected

A new-generation CRM is required

	Traditional CRM design	4th generation CRM design
Customer relationship	Transactional, managed by the enterprise	Trust-based, shared with each customer
Customer engagement	Waterfall customer lifecycle	Iterative customer journeys
Business model	Product sales	Service for lifetime customers
Central record	Sales opportunity	Customer profile
Customer data	Owned by the enterprise	Granted by the customer
System architecture	Three-tier, RDBS, analytics, homogeneity	Microservices, Big Data, AI, heterogeneity

SAP C/4HANA



Delivering Exceptional Customer Experiences with SAP C/4HANA

Front Office

SAP C/4HANA®

SAP Marketing Cloud

SAP Commerce Cloud

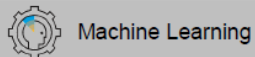
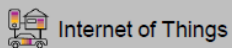
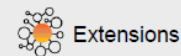
SAP Sales Cloud

SAP Service Cloud

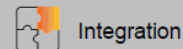
SAP Customer Data Cloud



SAP Cloud Platform extension factory (Kyma)
Cloud-native Microservice based universal Innovation and Agility Platform



SAP® Cloud Platform

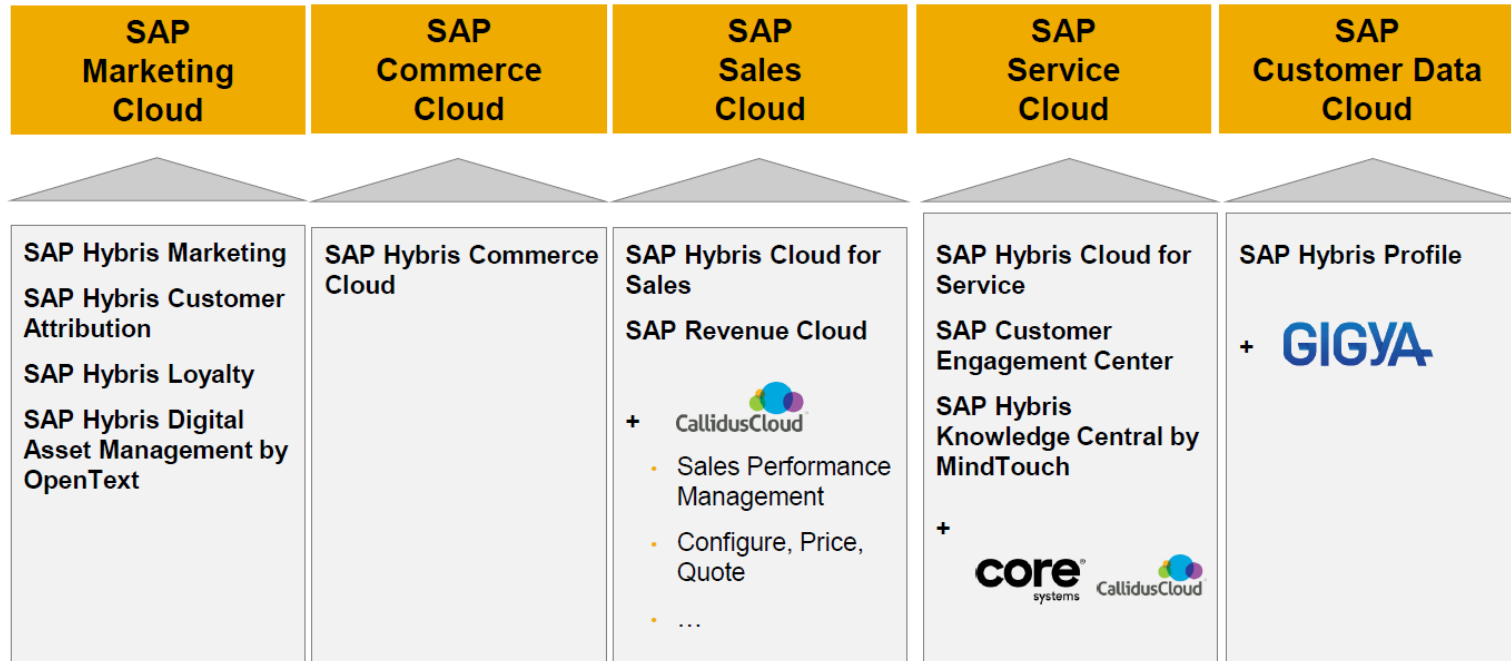


Back Office

SAP S/4HANA®

SAP C/4HANA Designed for the New Customer Experience

- New branding and integration of new functionalities of recently acquired enterprises



SAP Customer Experience solution map

	Marketing	Commerce	Sales	Service	Customer Data
	SAP Marketing Cloud <ul style="list-style-type: none"> • Consumer and Customer Profiling • Marketing Planning • Marketing Assets and Collaboration • Marketing Automation • Marketing Measurement and Optimization • Loyalty Management 	SAP Commerce Cloud <ul style="list-style-type: none"> • Customer Experience Channels • Commerce Mgmt • Product Content Mgmt • Order Management 	SAP Sales Cloud <ul style="list-style-type: none"> • Lead¹ • Opportunity and Sales Force Support¹ • Configure, Price, Quote¹ • Sales Planning and Performance Mgmt • Partner Channel Sales • Customer Master Data Management¹ • Order and Contract² • Billing and Invoicing² 	SAP Service Cloud <ul style="list-style-type: none"> • Self-service • Omnichannel Engagement¹ • Service Management¹ • Field Service • Customer Feedback • Analytics • Service Operations 	SAP Customer Data Cloud <ul style="list-style-type: none"> • Customer Identity Mgmt • Enterprise Preference and Consent Management • Customer Profile Mgmt

SAP C/4HANA

SAP S/4HANA
incl. customer management

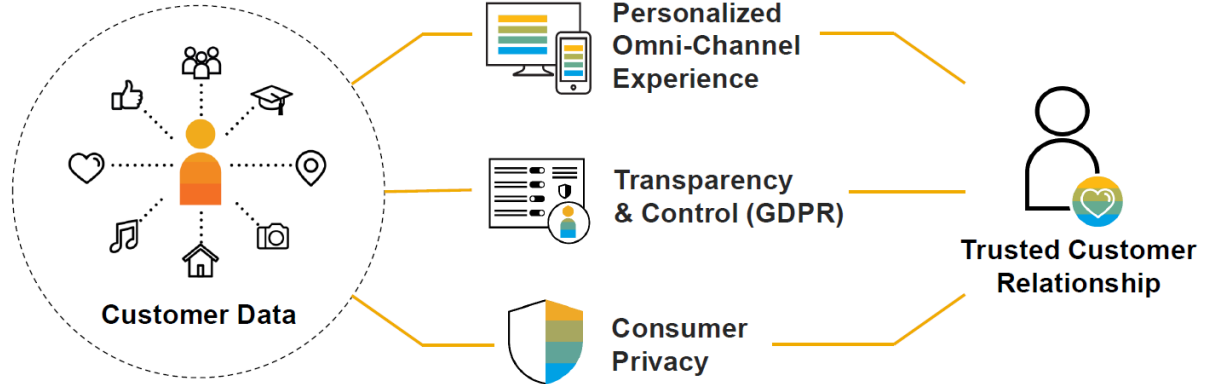
¹ Related capabilities in SAP S/4HANA for customer management, as on-premise alternative

² Related capabilities in SAP Sales Cloud, as a cloud alternative

Customer Data Cloud (Gigya) - New

- **SAP Customer Identity**

- Registration-as-a-service
- Social login
- Progressive profiling



- **SAP Customer Consent**

- Preference & Consent management
- Self-Service preference center
- Terms of Services and Opt-in management

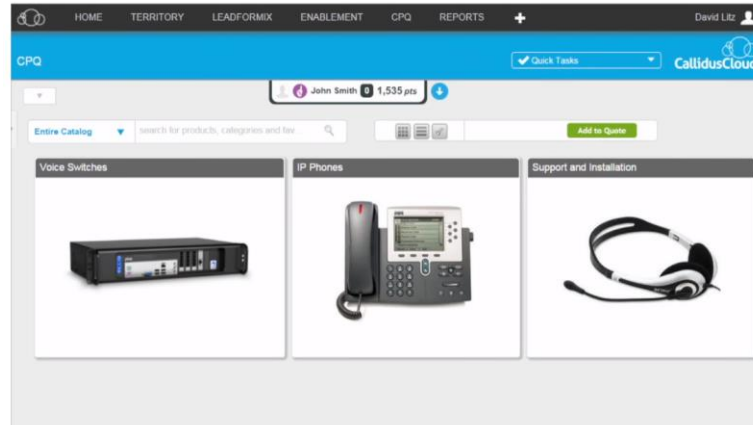
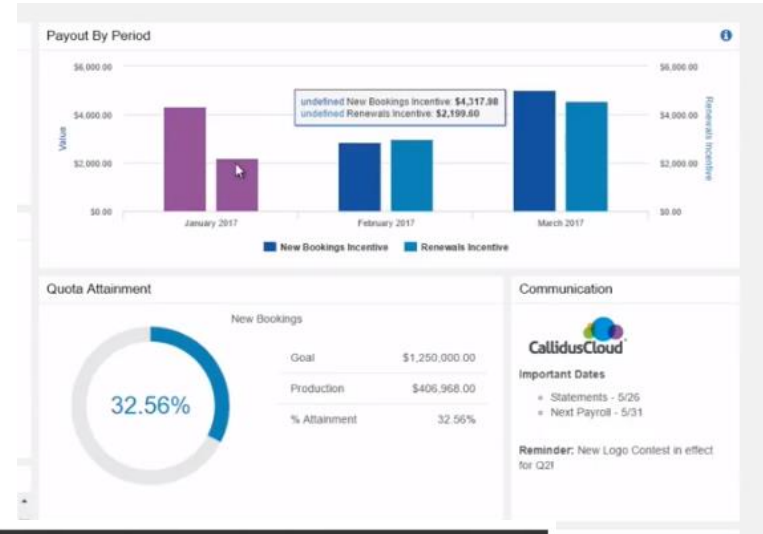
- **SAP Customer Profile**

- Profile Orchestration & Governance
- Customer Insights
- Customer Data Store

Sales Cloud

- **Callidus integration**

- Sales Commissions
- CPQ: Configure Price Quote
- Automate the quote and proposal process so you can sell faster
- Account intelligence using Machine Learning
- CLM: Contract lifecycle Management



Marketing Cloud

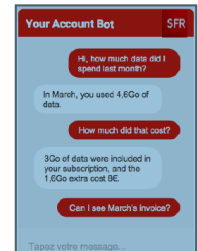
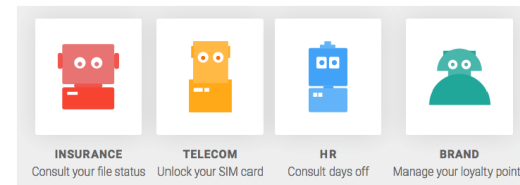


Service Cloud

- End-to-End Service Management solution
- Coresystem integration
 - Mobile Field Service and Apps
 - Crowd Service (freelancers, partners, experts)
 - ✓ Deliver service in real-time
 - Workforce Scheduling
 - Field Service Dispatching
 - Work Order Management
 - Field Service Analytics and Dashboards
 - Field Service Knowledge Management
 - Customer Self Service
- Chatbots from Recast.ai
- Customer feedback via Clicktools (Callidus)








Out of box specialize bots



Commerce Cloud

- Available on Microsoft Azure – public cloud
- Hybris Commerce previously
- Feature rich commerce platform
- Built-in agility layer
- Industry-flavor commerce
- B2C, B2B or B2B2C
- Pre-built integrations

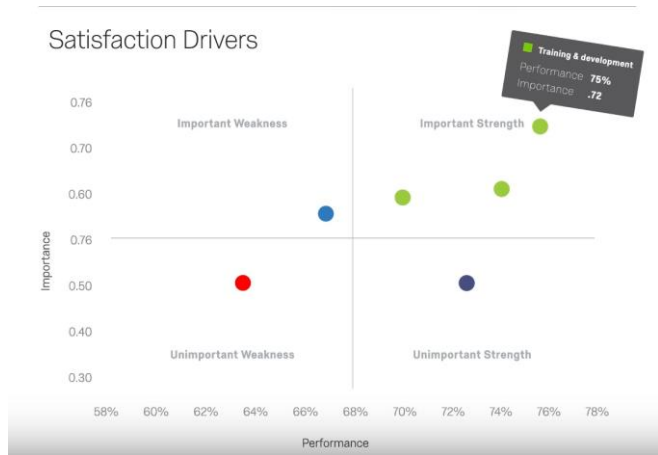
Feature-rich commerce platform	
Built-in agility layer	
Industry-flavor Commerce	
B2C, B2B, or B2B2C	
Pre-built integrations	

Qualtrics acquisition

- Qualtrics makes cloud-based **customer experience (CX) management** software that provides companies with analytics that are **externally focused on products and customer experience** sentiment, but also **internally** focused on **how employees feel** about the company.
- SAP plans to **integrate this experience data**, or X data, **with its traditional strength in operational data**, or O data, generated from its enterprise ERP systems and business applications. The O data that SAP deals with doesn't ask why customers feel a certain way about brands or products, which is what the X data can provide.

Qualtrics acquisition

- Qualtrics' platform **measures employee, customer, product and brand sentiment**



customer **EXPERIENCE™**

qualtrics.
brand **EXPERIENCE™**

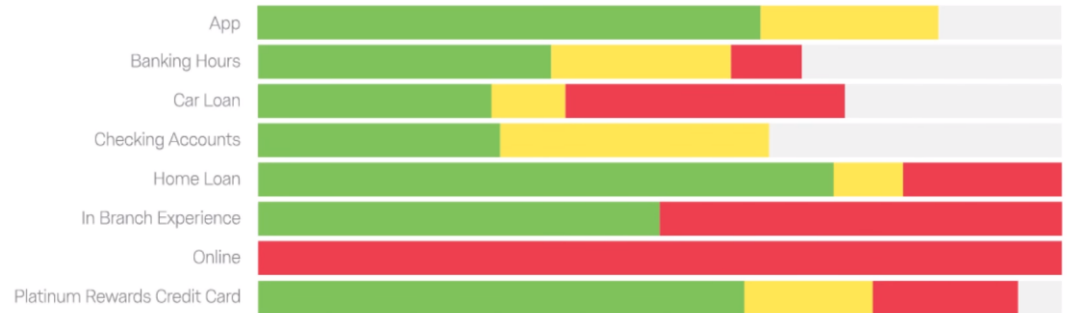


qualtrics.
employee **EXPERIENCE™**



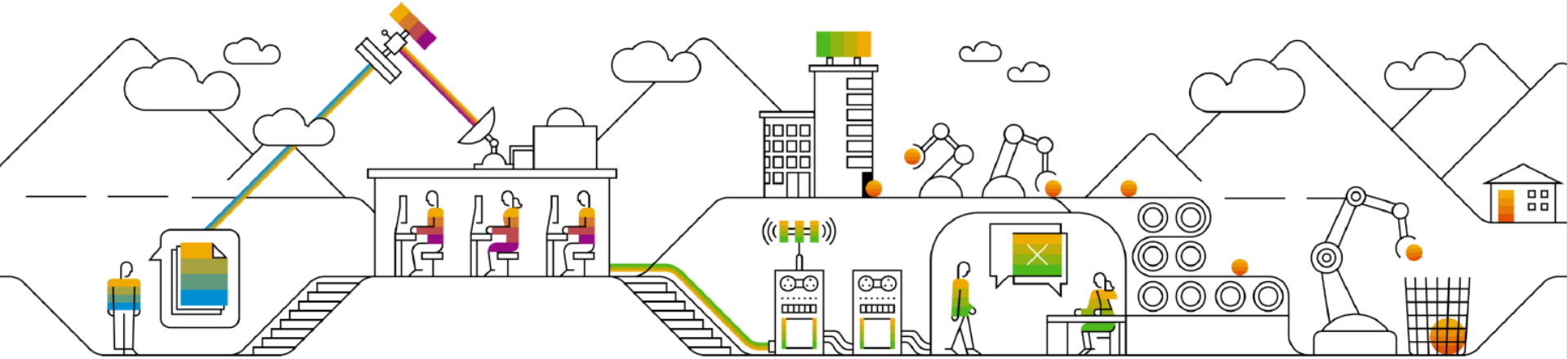
qualtrics.
product **EXPERIENCE™**

Topic Sentiment



Conclusion

- New **branding and integration of new functionalities** of recently acquired enterprises
- A package with its **full suite of front-end products in one offering**, while **weaving in innovative technologies** like machine learning and Internet of Things (IoT) functionality, and then **optimizing it all** (including the most critical data) for the cloud seems like **a good strategy** but a lot will depend on the integration of the different products and acquisitions into 1 platform.
- C/4HANA combined with S/4HANA, that has a real-time view of all this 'back-office' data → there really is **no back office anymore**, because you're always serving some sort of customer with that data."



What is the impact of S/4HANA for Customer Management on CRM On Premise?

SAP S/4HANA for Customer Management

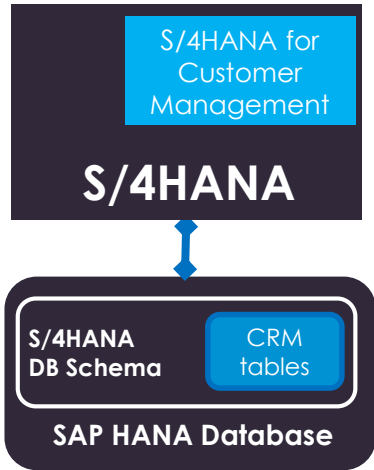
Goal of SAP

Provide rich CRM functionality in S/4HANA with superior integration and low TCO

1. Simplified on premise landscape & operations compared to side-by-side operation
2. HANA and UI innovations
3. Allow migration and on premise landscape consolidation for existing SAP CRM installations

SAP S/4HANA for Customer Management

... A simplified SAP CRM 7.0 Stack in S/4HANA on premise

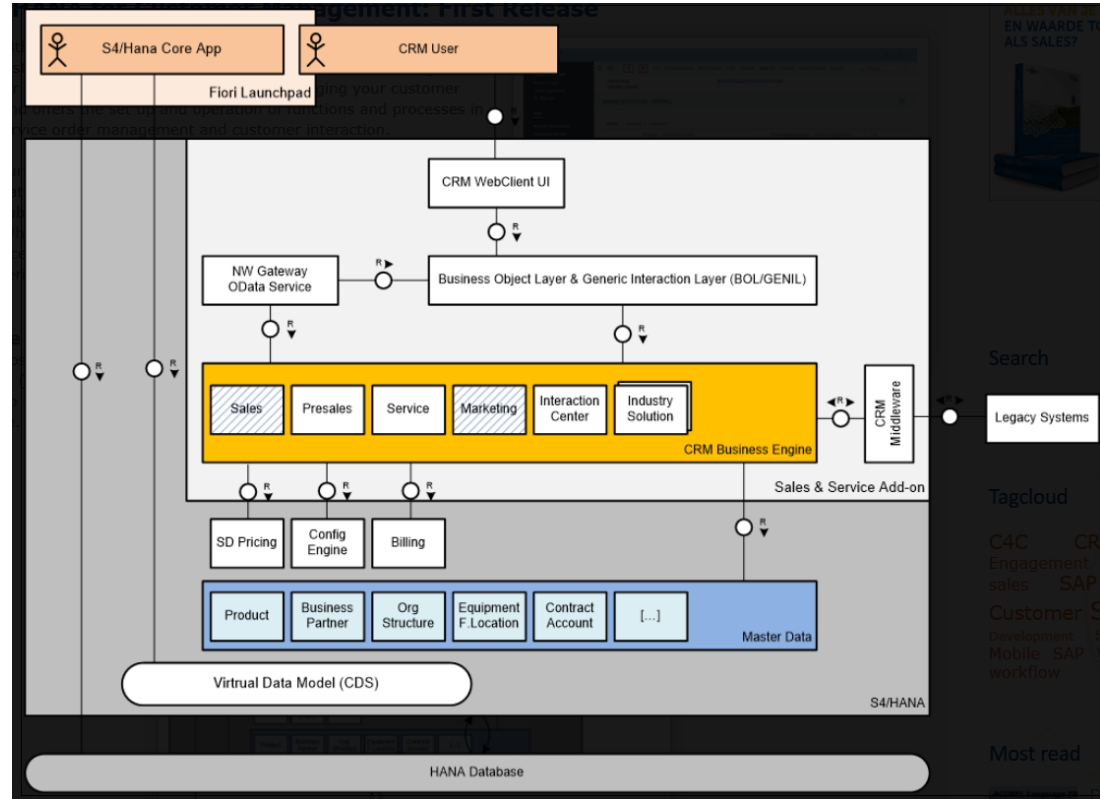


Simplification roadmap for the SAP CRM 7.0 stack in S/4HANA

1. Eliminate middleware
Harmonize data models and engines between CRM and S/4HANA
2. Eliminate Java stack and TREP
3. Optimize CRM OneOrder data base model for S/4HANA frameworks
4. UI face lift: Visual harmonization with S/4HANA Fiori 2.0

Architecture

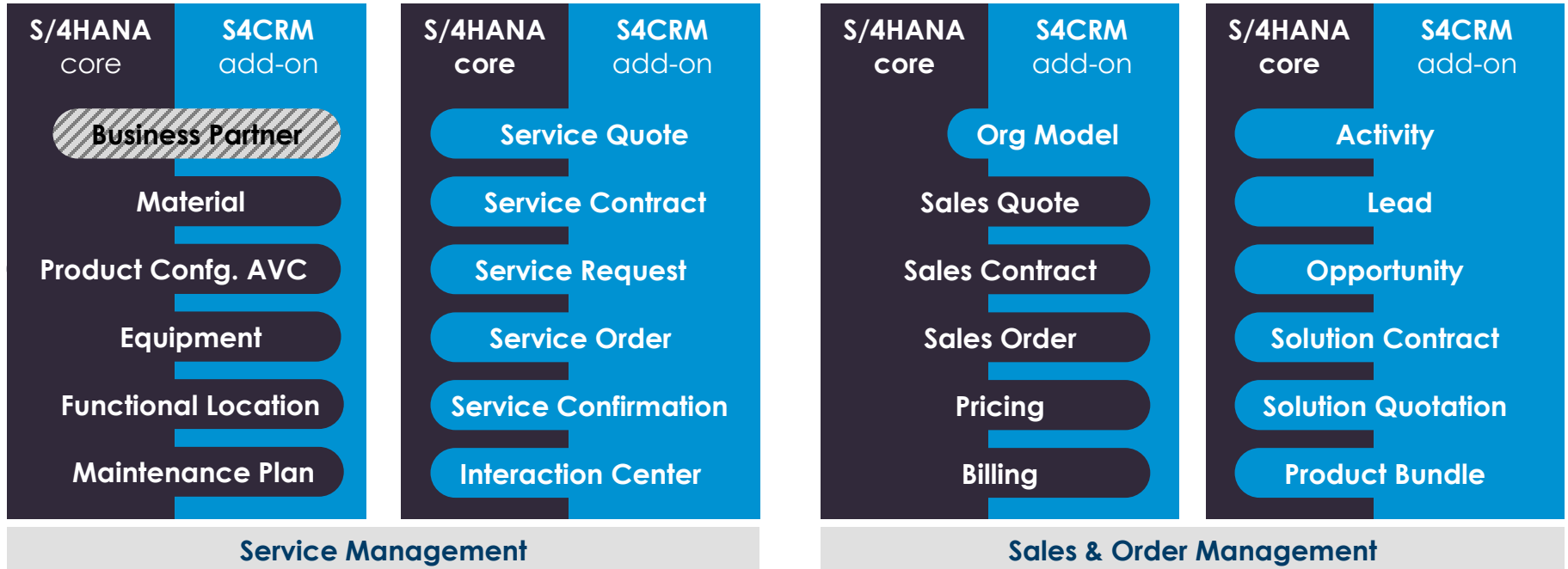
- The technique for the user interface is the **Webclient UI** (including BOL/GENIL) and not SAP UI5.
- To have the same look and feel across S4HANA for end-users a **new UI theme** is designed. This “Belize” theme is a SAP Fiori look-a-like.
- First major advantage with the S/4HANA is that there is **no more Middleware** as both systems work on the same S/4HANA database



SAP S/4HANA for CM – Simplifications Overview

Data Harmonization and Elimination of Functional Redundancies

1. **“Best of both worlds”**: identify functional redundancies and select most suitable object / engine / process
2. Unify CRM and S/4HANA objects → unified objects share same database representation → **NO MIDDLEWARE**



SAP S/4HANA for CM – Simplifications Overview

Data Harmonization and Elimination of Functional Redundancies

Example:

- In **CRM** a product could be created in tcode COMMPR01 and stored in tables with naming convention **COMM_**, while in **S/4HANA**, we create a material in tcode MM01 instead and store the data in corresponding table like **MARA**.
- In S/4HANA for Customer Management now the product is stored in MARA instead.

Table: MARA
Displayed Fields 17 of 267 Fixed Columns [2] List Width 0250

	MANDT	MATNR	ERSDA	ERNAM	LAEDA	AENAM
<input type="checkbox"/>	504	00000000000000000011	26.09.2017		20.12.2017	

SAP S/4HANA for CM – Simplifications Overview

Data Harmonization and Elimination of Functional Redundancies

- In S/4HANA for Customer Management the **One Order model is dramatically simplified.**

- Order header level data in table **CRMS4D_SERV_H**.
- Item level data, in table **CRMS4D_SERV_I**.

Components	Description
Transparent table CRMS4D_SERV_H	Header of service transactions
Include structure CRMS4S_KEY_H	Header Key fields
CLIENT	Client
OBJTYPE_H	Business Trans. Cat.
OBJECT_ID	Process ID
Include structure CRMS4S_SERV_H_ACTIVITY_H	Activity
Include structure CRMS4S_SERV_C_AC_ASSIGN	Settlement Account Assignment Set
Include structure CRMS4S_SERV_C_APPROVAL	Approval Header Control Data
Include structure CRMS4S_SERV_C_BILLING	Billing Set
Include structure CRMS4S_SERV_H_CUMULAT_H	Cumulat_H extension
Include structure CRMS4S_SERV_H_DATES	Dates
Include structure CRMS4S_SERV_H_ORDERADM_H	Header - Business Transaction
Include structure CRMS4S_SERV_C_ORGMAN	Organizational Unit Set
Include structure CRMS4S_SERV_H_PARTNER	Service Transactions: Partner on Header Level

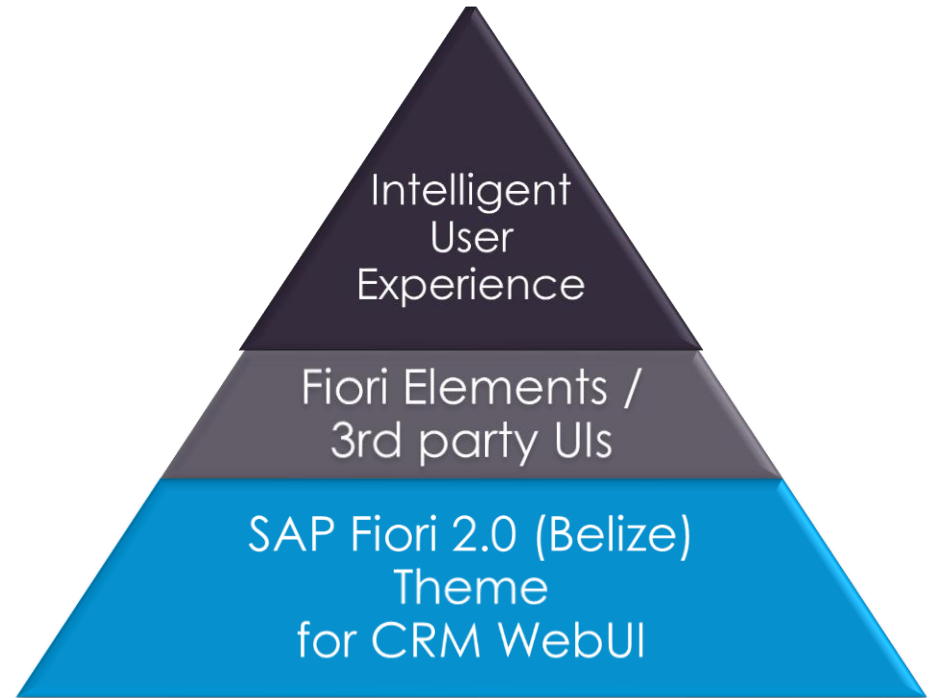
- A **CDS view** constructed on top of those table reduces joins among database tables to the maximum degree so that it can serve analytics scenario by fully utilizing the powerful data processing capability of SAP HANA.
 - This simplified model enables us to have the same data model serve both transactional and analytics application. The CDS view built on top ensures to benefit from the continuous innovation done in S/4HANA.

SAP S/4HANA for Customer Management

UI Strategy

Single entry point: SAP Fiori launchpad

- **Advanced SAP Fiori UI** apps fostering intelligent process based & analytical work styles (contract management process, complains & returns process, ...)
- **Simple SAP Fiori Elements UIs for navigation /** 3rd party UIs provided by partners
- **Fiori by CRM WebUI with SAP Fiori 2.0 visual theme** for “classical” document based SAP CRM objects



Sales & Service functionalities in S/4HANA for CM 2.0

Service

- Service Request & Order Management, Service Confirmations
- Interaction Center (Channels, Account identification and factsheet, IR, inbox, Alerts and ERMS)
- Service Contract Management
- Functional location and Equipment, Warranty Management
- Solution Quotations
- Advanced Variant Configurator

Sales

- Lead & Opportunity Management
- Sales Quotes and orders
- Activities, Tasks, Visits and Territory Management
- Call lists
- Integration to S/4HANA Order Management

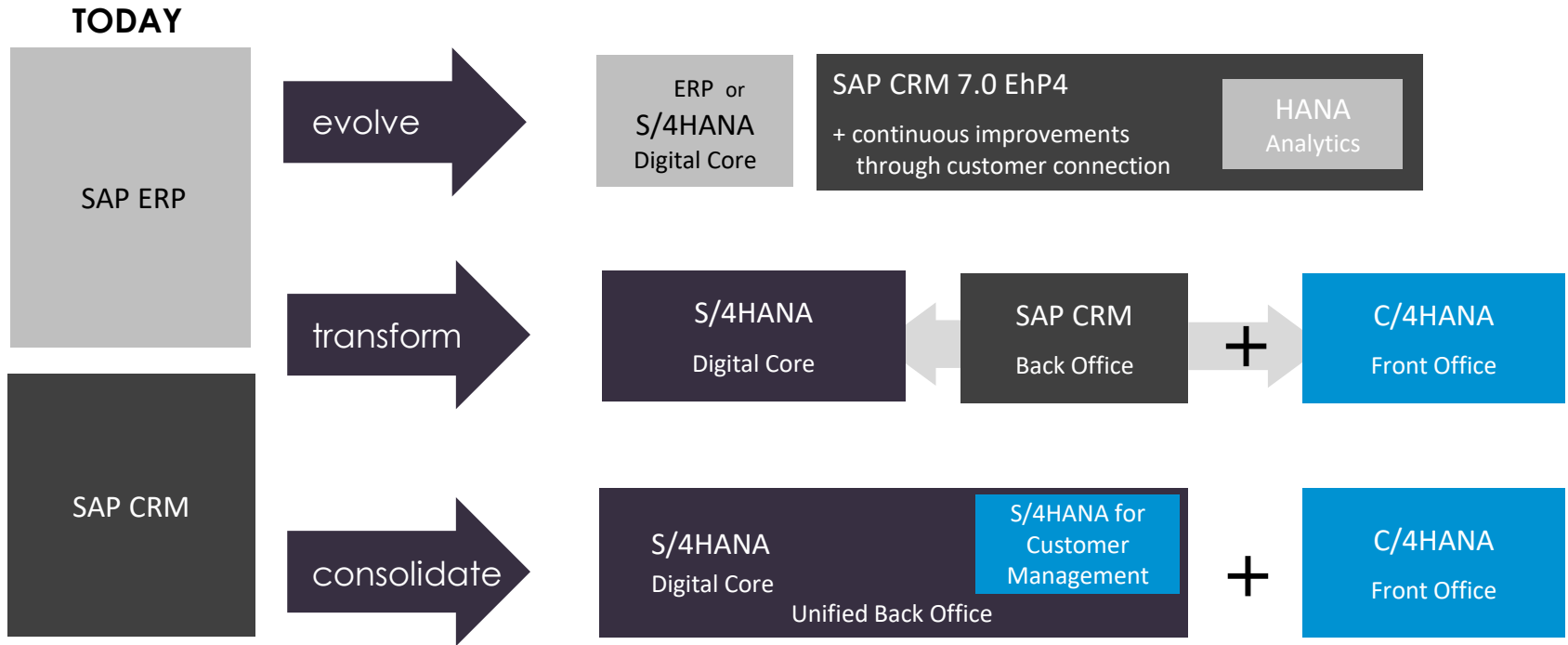
Demo S/4HANA for Customer Management



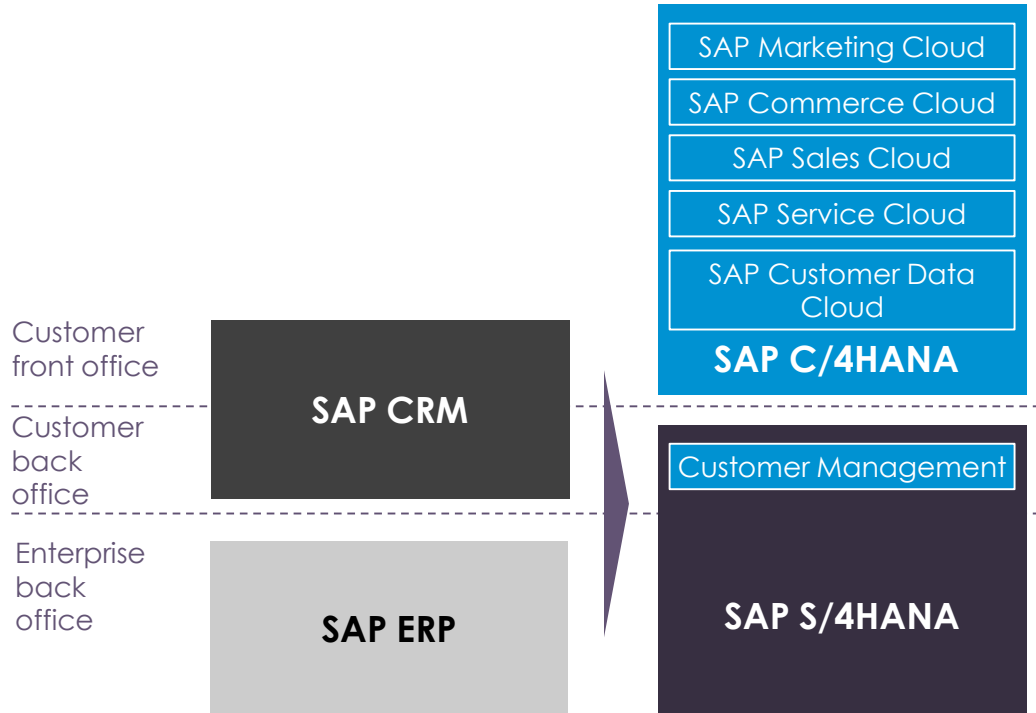
Road Ahead for SAP CRM Installed Base

Help SAP CRM customers to transform to a new C/4HANA front office and consolidate with S/4HANA

– but remember: “every customer journey is unique”



Transformation of SAP CRM



Transform front office with SAP C/4HANA

- Suite of cloud solutions designed for the new customer era
- Can be used standalone or together for maximum synergies
- Out-of-the-box integration with SAP S/4HANA
- Extensible via SAP Cloud Platform

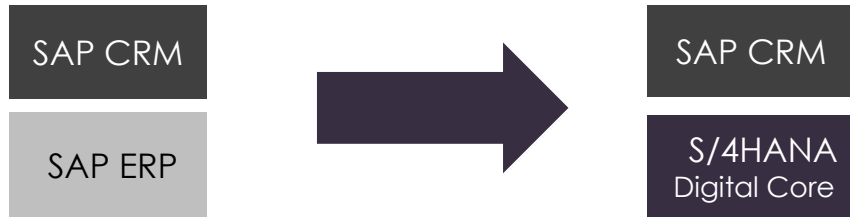
Consolidate back office onto SAP S/4HANA

- Streamlined operations with harmonized UI
- Reduced TCO: no more middleware
- Powered by SAP HANA
- Ready for cloud

Migration Strategy for Existing SAP CRM Customers (1/3)

Sample step by step approach

- **Upgrade ERP to S/4HANA**, keep SAP CRM as a separate system



- **Simplify SAP CRM system** to match the Simplification Item Catalog for SAP S/4HANA for Customer Management → move functionality to S/4HANA or C/4HANA

The screenshot shows the SAP Simplification Item Catalog interface. The title is 'SI17: Business partner data exchange between SAP CRM and S/4HANA'. Below the title, there are tabs for 'Source Release', 'Target Release', 'Check', 'Application Component', 'Place List', 'Target Software Component', 'Activities', and 'Additional Notes'. The 'Activities' tab is selected, showing a table with the following data:

Activity Type	Phase	Required	Estimated Effort	Description
Data Migration	Before Start of Conversion	Mandatory	Low	The Check just makes sure that a specific Bid is implemented that is absolutely necessary before customer master Mass synchronization in order to generate Business Partners to be performed. If this is the case, no further action, otherwise just to implement the Bid via note.

Below the table, there is an 'ADDITIONAL NOTES' section with a table that is currently empty, showing columns for 'SAP Note', 'Note Description', and 'Type'.

Migration Strategy for Existing SAP CRM Customers (2/3)

Sample step by step approach

- **Install SAP S/4HANA for Customer Management** option on S/4HANA, operate in parallel to SAP CRM (hybrid operation)

Note: the two CRM systems are not directly connected, but synchronize through S/4HANA data only



Migration Strategy for Existing SAP CRM Customers (3/3)

Sample step by step approach

➤ **Incrementally move SAP CRM processes to SAP S/4HANA for Customer Management**

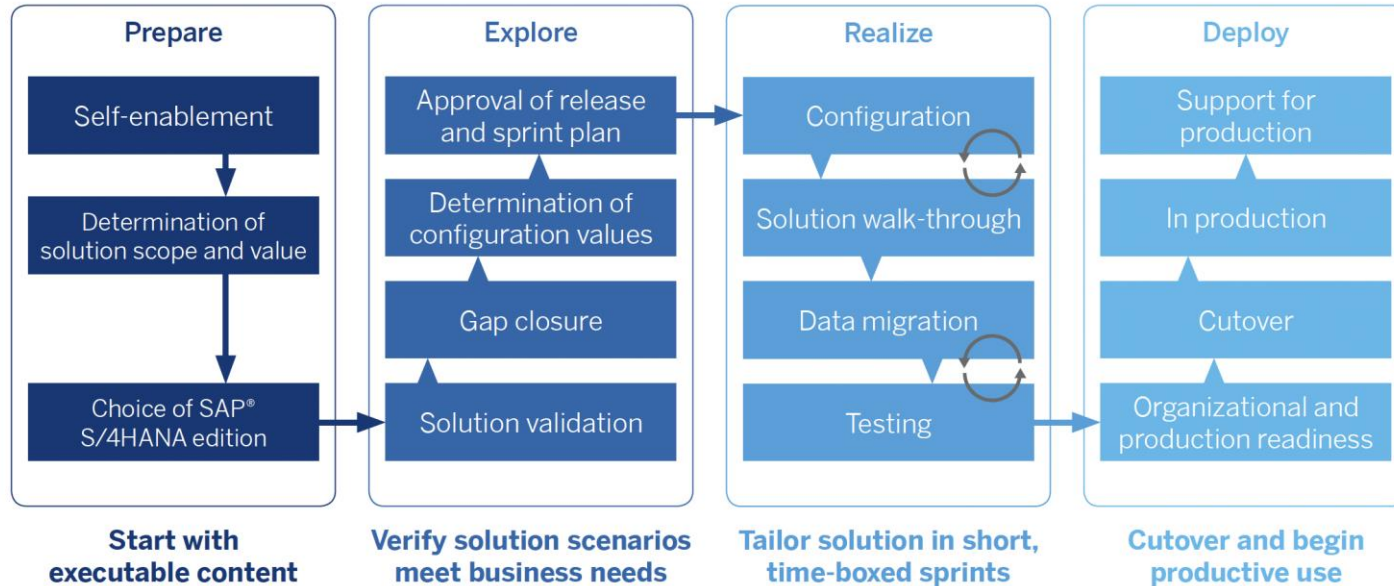
How to migrate ...

- ✓ **Master data:** should be in S/4HANA already, else use middleware content or data migration tools
- ✓ **Customizing:** manual task, but similar structure and content in both options
- ✓ **Custom code:** manual task, but all supported objects are based on mostly identical frameworks, object implementations, ... Calls to non supported objects or direct calls to database will no longer work.
- ✓ **Transactional data:** similar structure, but different object references. Generic data migration tools will be provided, but cost vs. value for migrating historic transactional data should be considered

➤ **Shut down SAP CRM** once the last process has been migrated

Expertum consultants can **guide** you through this process and support in identifying the **most ideal migration path** for your business processes

Services to help you transform



Expertum adopted the **SAP Activate** methodology, a combination of SAP Best Practices, accelerators, and guided configuration, optimized for cloud solution deployments to shorten implementation times

SAP Solution Map for Marketing

SAP CRM
SAP C/4HANA
SAP S/4HANA
Other/partner

	SAP CRM	Recommended Solution	
Consumer and customer profiling	Marketing profile	SAP Marketing Cloud	
	Real-time prediction and scoring	SAP Marketing Cloud	
	Social listening and sentiment analysis	SAP Marketing Cloud	
Marketing planning	Planning and program management	SAP CRM - Marketing	
Marketing assets and collaboration	Digital asset management	SAP DAM by OpenText	
	Marketing collaboration	SAP Marketing Cloud	
Marketing automation	Audience targeting	SAP Marketing Cloud	
	Customer segmentation	SAP CRM - Marketing	
	Campaign management	SAP CRM - Marketing	
	Campaign optimization	SAP Marketing Cloud	
	Cross-channel engagement	SAP Marketing Cloud	
	Marketing recommendations	SAP Marketing Cloud	
	Remarketing	SAP Marketing Cloud	
	Marketing lead management	SAP Marketing Cloud	
	Social campaigns and engagement	SAP Marketing Cloud	
	Marketing measurement and optimization	Insights and performance management	SAP Marketing Cloud
		Customer attribution	SAP Marketing Cloud
	Loyalty management	Loyalty management	SAP CRM - Marketing
			SAP Marketing Cloud ¹

SAP Solution Map for Commerce

SAP CRM

SAP C/4HANA

SAP S/4HANA

Other/partner

	SAP CRM	Recommended Solution
Customer experience channels	Omnichannel customer experience	SAP Commerce Cloud
	Omnichannel touchpoints	SAP Commerce Cloud
	Digital merchandizing	SAP Commerce Cloud
Commerce management	Search and navigation	SAP CRM - Web Channel
	Bundling and subscription management	SAP CRM - Web Channel
	Pricing and promotions	SAP CRM - Web Channel
	Cart	SAP CRM - Web Channel
	Checkout and payment	SAP CRM - Web Channel
	Product content management	SAP CRM - Web Channel
Product content management	Data aggregation and validation	SAP CRM - Web Channel
	Digital asset management	SAP DAM by OpenText
	Localization and internationalization	SAP CRM - Web Channel
	Workflow and collaboration	SAP Commerce Cloud
Order management	Order orchestration and management	SAP Commerce Cloud

SAP Solution Map for Sales (1/3)

SAP CRM

SAP C/4HANA

SAP S/4HANA

Other/partner

		SAP CRM	Recommended Solution
Lead	Lead management	SAP CRM - Sales	SAP Sales Cloud ¹
	Lead intelligence		SAP Sales Cloud
Opportunity and sales force support	Activity management	SAP CRM - Sales	SAP Sales Cloud ¹
	Visit planning	SAP CRM - Sales	SAP Sales Cloud ¹
	Opportunity and pipeline management	SAP CRM - Sales	SAP Sales Cloud ¹
	Opportunity scoring		SAP Sales Cloud
	Sales forecasting	SAP CRM - Sales	SAP Sales Cloud ¹
	Retail execution	SAP CRM - Sales	SAP Sales Cloud
	Mobile sales	SAP CRM - Sales	SAP Sales Cloud
	Sales analytics	SAP CRM - Sales	SAP Sales Cloud ¹
	Sales content		SAP Sales Cloud
	Sales collaboration		SAP Sales Cloud
	Customer insights		SAP Sales Cloud
	Productivity and personalization management	SAP CRM - Sales	SAP Sales Cloud ¹

¹ S/4HANA for Customer Management as on-premise alternative

SAP Solution Map for Sales (2/3)

SAP CRM
SAP C/4HANA
SAP S/4HANA
Other/partner

	SAP CRM	Recommended Solution
Configure, price and quote	Quotation management	SAP CRM - Sales
	Product configuration	SAP CRM - IPC
	Price management	SAP CRM - Sales
	Solution sales configuration	SAP CRM - Sales
	Package and solution offering	SAP CRM - Sales
	Sales agreement lifecycle management	
	Signature management	
Order and contract Mgmt	Sales order Mgmt and processing	SAP CRM - Sales
	Subscription order management	SAP CRM - Sales
	Sales contract management	SAP CRM - Sales
	Taxes and rebates	SAP CRM - Sales
	Sales billing	SAP CRM - Sales
Billing and invoicing	Subscription billing	
	Entitlements management	

¹ SAP S/4HANA SD/for customer management as on-premise alternative

² B2B order management capabilities being developed in SAP Sales Cloud

SAP Solution Map for Sales (3/3)

SAP CRM
SAP C/4HANA
SAP S/4HANA
Other/partner

		SAP CRM	Recommended Solution
Sales planning and performance management	Territory management	SAP CRM - Sales	SAP Sales Cloud
	Quota planning	SAP CRM - Sales	SAP Sales Cloud
	Sales planning and monitoring	SAP CRM - Sales	SAP Sales Cloud
	Sales monitoring and analytics	SAP CRM - Sales	SAP Sales Cloud
	Strategic account planning	SAP CRM - Sales	SAP Sales Cloud
	Incentive and commission management		SAP Sales Cloud
	Sales learning		SAP Sales Cloud
Partner channel sales	Partner management	SAP CRM - Sales	SAP Sales Cloud
	Channel sales	SAP CRM - Sales	SAP Sales Cloud ¹
	Channel analytics	SAP CRM - Sales	SAP Sales Cloud
	Partner compensation		SAP Sales Cloud
Customer master data management	Account and contact management	SAP CRM - Sales	SAP Sales Cloud ²
	Account intelligence	SAP CRM - Sales	SAP Sales Cloud
	Sales master data management	SAP CRM - Sales	SAP Sales Cloud ²

¹ Deal registration, partner lead and opportunity management; does not include high tech specific channel management

² S/4HANA for Customer Management as on-premise alternative

SAP Solution Map for Service (1/2)

SAP CRM
SAP C/4HANA
SAP S/4HANA
Other/partner

	SAP CRM	Recommended Solution
Self-service	Self-service support portal	SAP Service Cloud
	Communities	SAP Jam Communities
	Chatbots	SAP Leonardo
Omnichannel engagement	Multichannel customer engagement	SAP CRM - Service
	Knowledge management	SAP CRM - Service
	Inbound/outbound contact centers	SAP CRM - Service
	Social customer engagement	SAP CRM - Service
	Service agent motivation	
	Service agent scripting	SAP CRM - Service
	Service ticket management	SAP CRM - Service
Service management	Service request and order management	SAP CRM - Service
	Mobile service execution	SAP Service Manager
	Channel service	SAP CRM - Service

¹ SAP S/4HANA for customer management as on-premise alternative

SAP Solution Map for Service (2/2)

SAP CRM
SAP C/4HANA
SAP S/4HANA
Other/partner

	SAP CRM	▶ Recommended Solution
Field service	Scheduling and dispatch	SAP Service Cloud
	Customer-centric field service	SAP Service Cloud
	Service network	SAP Service Cloud
Service operations	Complaints management	S/4HANA for CM
	Claims, returns, and refund management	S/4HANA for CM
	Service contract management	S/4HANA for CM
	In-house repair management	S/4HANA for CM
	Service billing	S/4HANA for CM
	Warranty management	S/4HANA for CM
	Installed base management	S/4HANA for CM
	Customer feedback management	SAP Service Cloud
Analytics	Service management analytics	SAP Service Cloud ¹

¹ Service operations analytics as part of S/4HANA for Customer Management

SAP Solution Map for Customer Data

SAP CRM

SAP C/4HANA

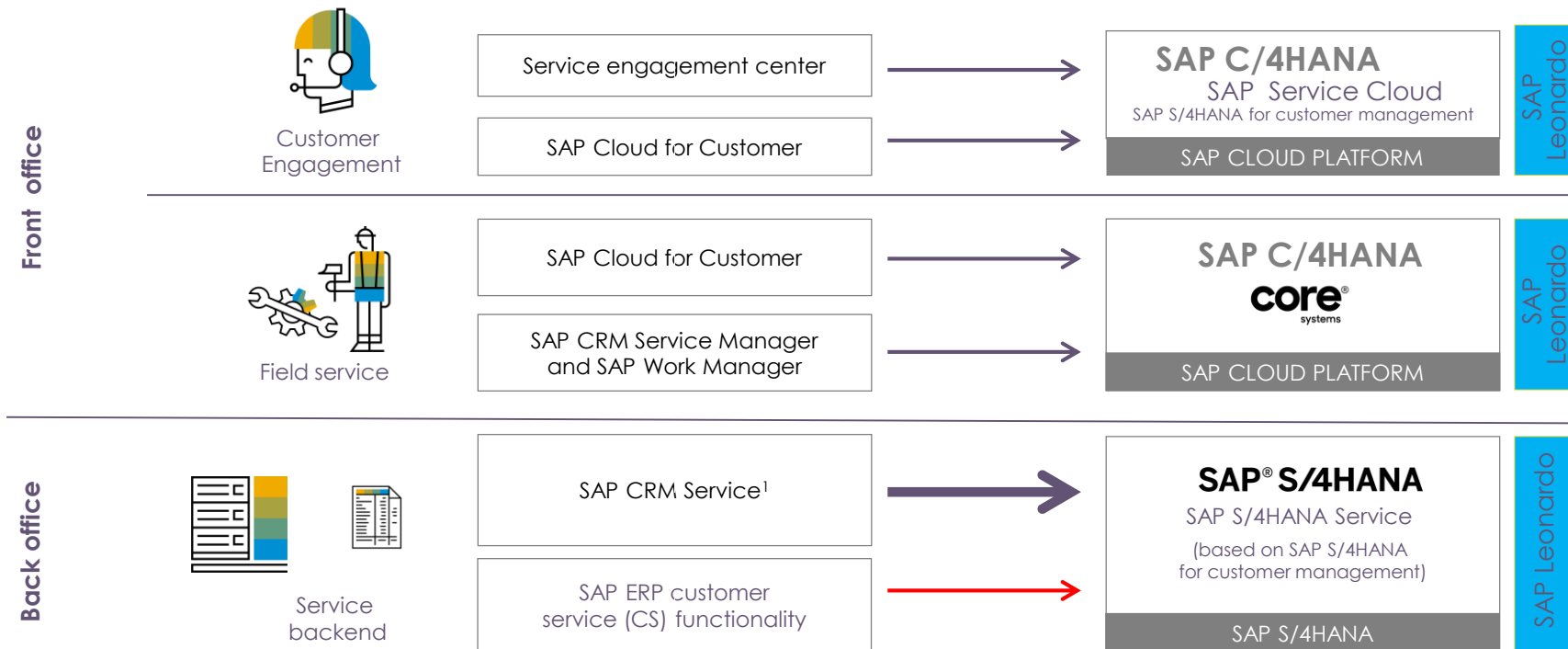
SAP S/4HANA

Other/partner

	SAP CRM	▶ Recommended Solution
Customer identity management	Registration management	SAP Customer Data Cloud
	Social login	SAP Customer Data Cloud
	Federation and SSO	SAP Customer Data Cloud
Enterprise preference and consent management	Communications preferences and opt-in management	SAP Customer Data Cloud
	Self-service preference management	SAP Customer Data Cloud
	Consent management	SAP Customer Data Cloud
Customer profile management	Data transformation and unification	SAP Customer Data Cloud
	Automated profile, preference, and consent management	SAP Customer Data Cloud
	Orchestration and governance	SAP Customer Data Cloud
	Customer insights	SAP Customer Data Cloud

Simplified SAP service strategy across the front office and the back office

Past



¹ The interaction center function of SAP CRM will be made available to current customers who want to migrate to SAP S/4HANA.

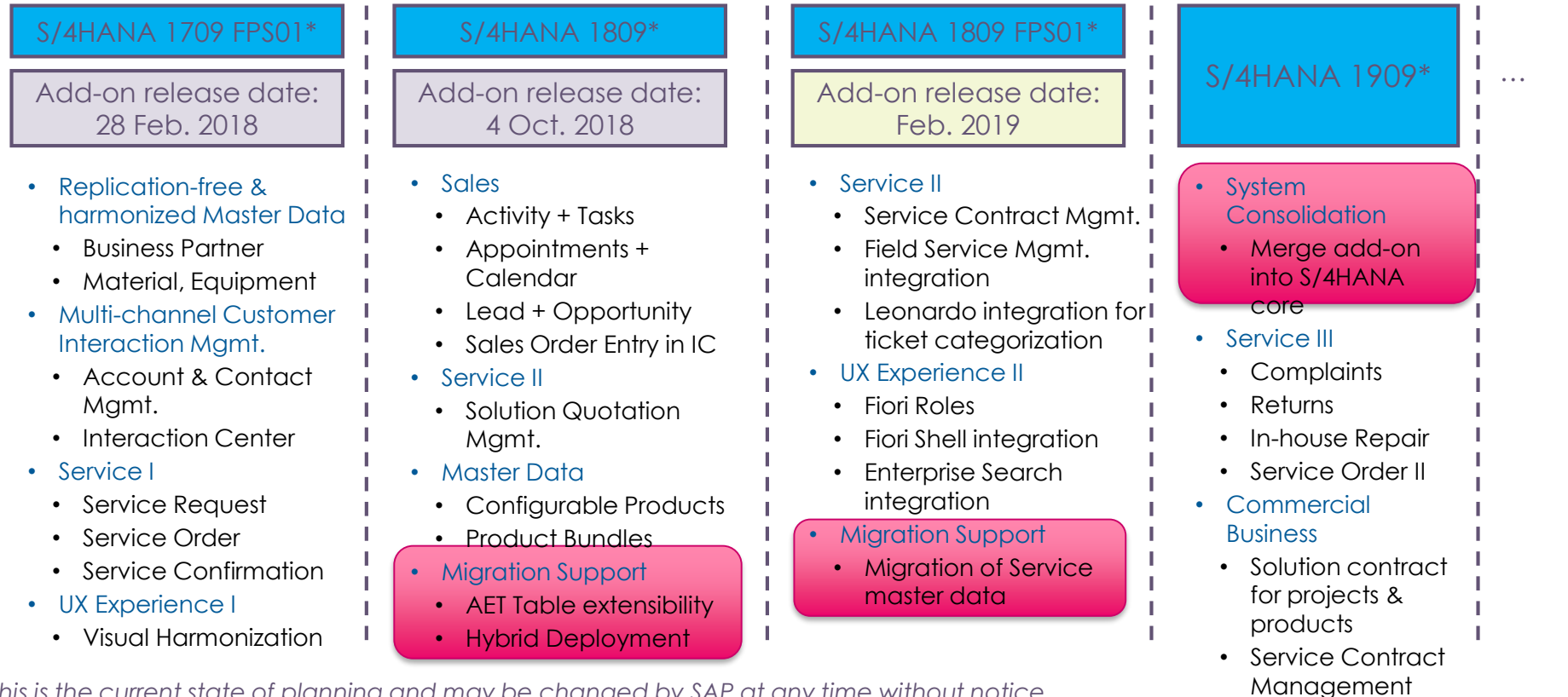
What will be the future of Customer Service?

- Customer Service does **not exist anymore within IMG configuration nor in the SAP menu at least in S/4HANA 1809**
- Simply the new implementations will require the implementation of S4CRM for the new customer and migrate old one from R3 to S4HANA, that is because **SAP wants to put more focus on Services as customer experience** on contrary what its predecessor does, a solution focused on the transactional operations over the technical objects
- The best of both worlds PM/CS and CRM Services is mixed.

SAP S/4HANA for Customer Management Roadmap

On-premises Releases Delivery Plan (Release Highlights)

* Denotes the required S/4HANA release



This is the current state of planning and may be changed by SAP at any time without notice.

Conclusion

- SAP recommends SAP CRM customers to transform their **front office with SAP C/4HANA** and consolidate their **back-office onto SAP S/4HANA**.
- SAP CRM customers will benefit from **the consolidation of back office capabilities** into SAP S/4HANA, **simplifying operations and removing the need for middleware, thus reducing the TCO**.
- The different strategies described above should give you **an idea of the way forward**. In the end the direction you choose **fully depends on your situation**; IT- and business wise.
- **Leverage existing SAP CRM investments**, much **deeper and more flexible integration** between CRM and ERP. **Improved performance** through native HANA DB
- **Start with the migration to S/4HANA for Customer Management and expand at your own pace**

Questions





Thanks for listening! Any questions?

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