



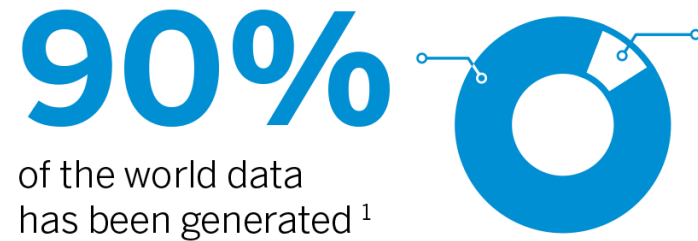
Aplicações de Negócio para a Economia Digital



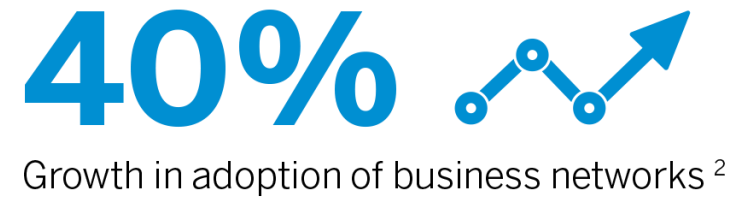
# The WHY of SAP S/4HANA

# The world has now become more digital and networked

## Last 2 Years



## Next 2 Years



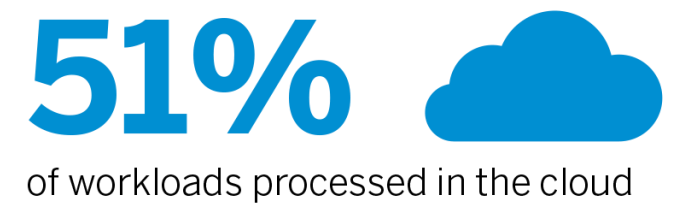
## End of 2020



## By 2020



## In 2014



<sup>1</sup> ScienceDaily. ScienceDaily, 22 May 2013

<sup>2</sup> Technology Adoption Report: Business Networks, Ardent Partners, 2014

<sup>3</sup> Internet of Things (IoT) 2013 to 2020 Market Analysis: Billions of Things, Trillions of Dollars, IDC, 2013

<sup>4</sup> Statista, 2014

# Complexity built up over decades limits the ability to innovate

## Scattered information

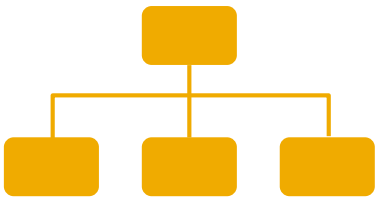


### Complex decision making

Large global organizations have created so much complexity that businesses often struggle to bring good ideas to the marketplace profitably.”

(McKinsey, 2014)

## Batch orientation

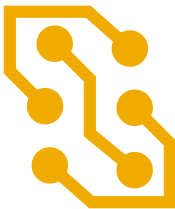


### Complex business processes

Large organizations can spend between 40% and 80% of their time on non-value-added activities

(BCG, Complexity Report)

## Technology limitation



### Complex technology

73% percent of executives said the complexity of data is the largest IT challenge

(Forrester, 2013 report)

70%

say complexity is increasing costs

*Bain 2005 Survey*

50%

are unsure who is accountable

*Economist 2010*

40%

worry whether their organization can keep pace

*McKinsey Study 2013*

90%

say business is growing more complex

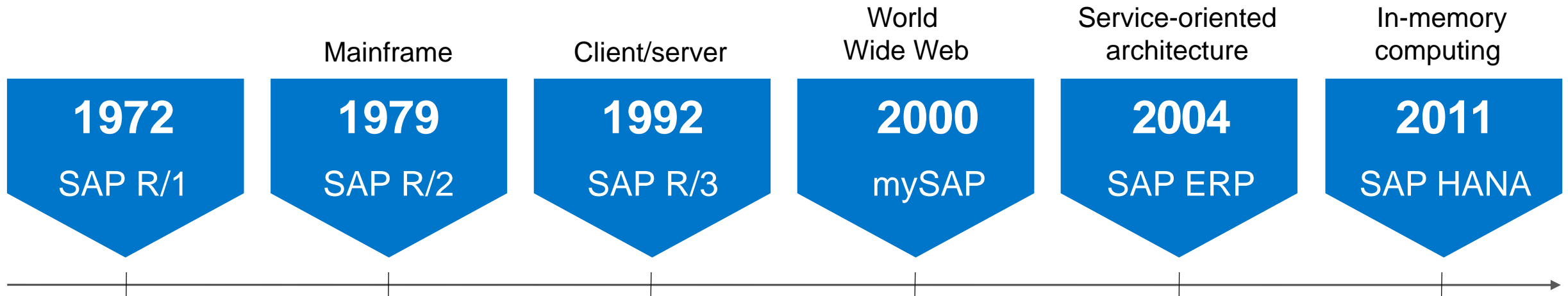
*Economist 2010* \*Global Simplicity Index, 2013



# The JOURNEY until S/4HANA

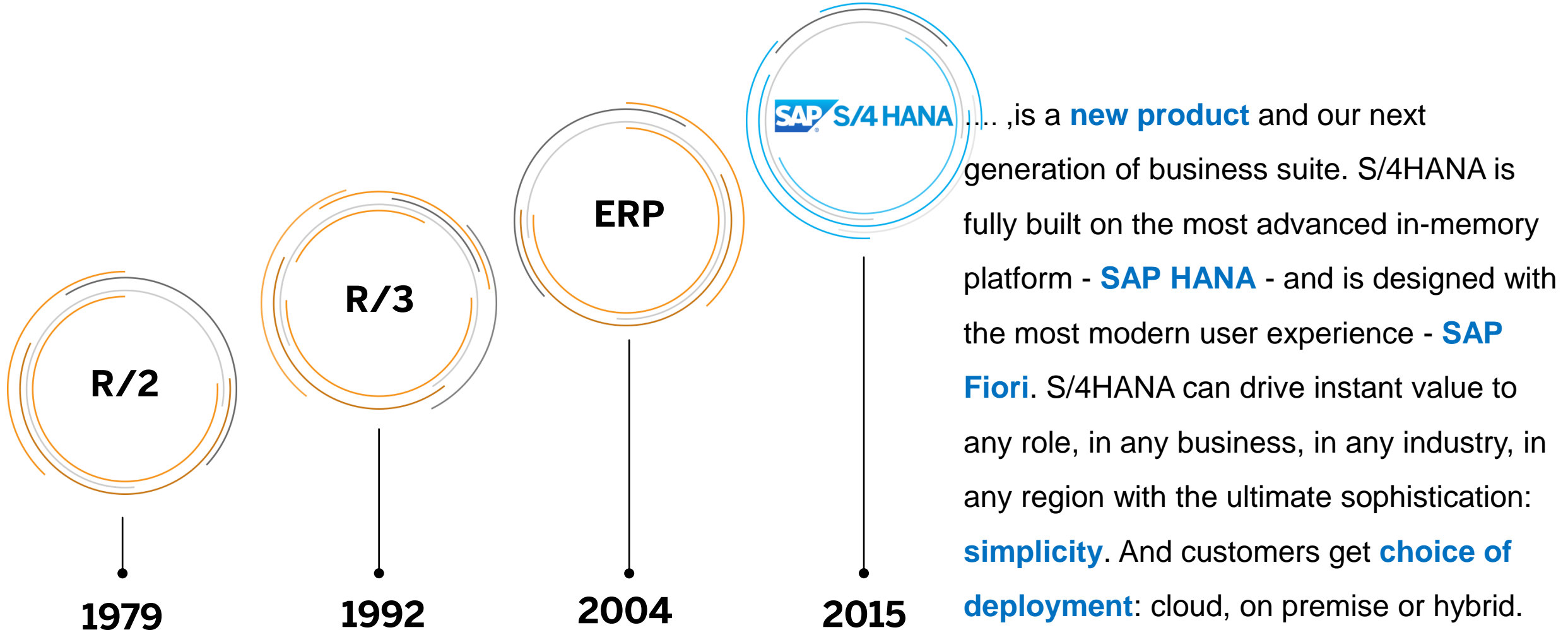
# We've come a long way together

- ✓ Integration
  - ✓ Standardization
  - ✓ Globalization
- ✓ **40+** years of innovation across industries
  - ✓ **291,000** customers
  - ✓ **74%** of the world's transaction revenue touches an SAP software system

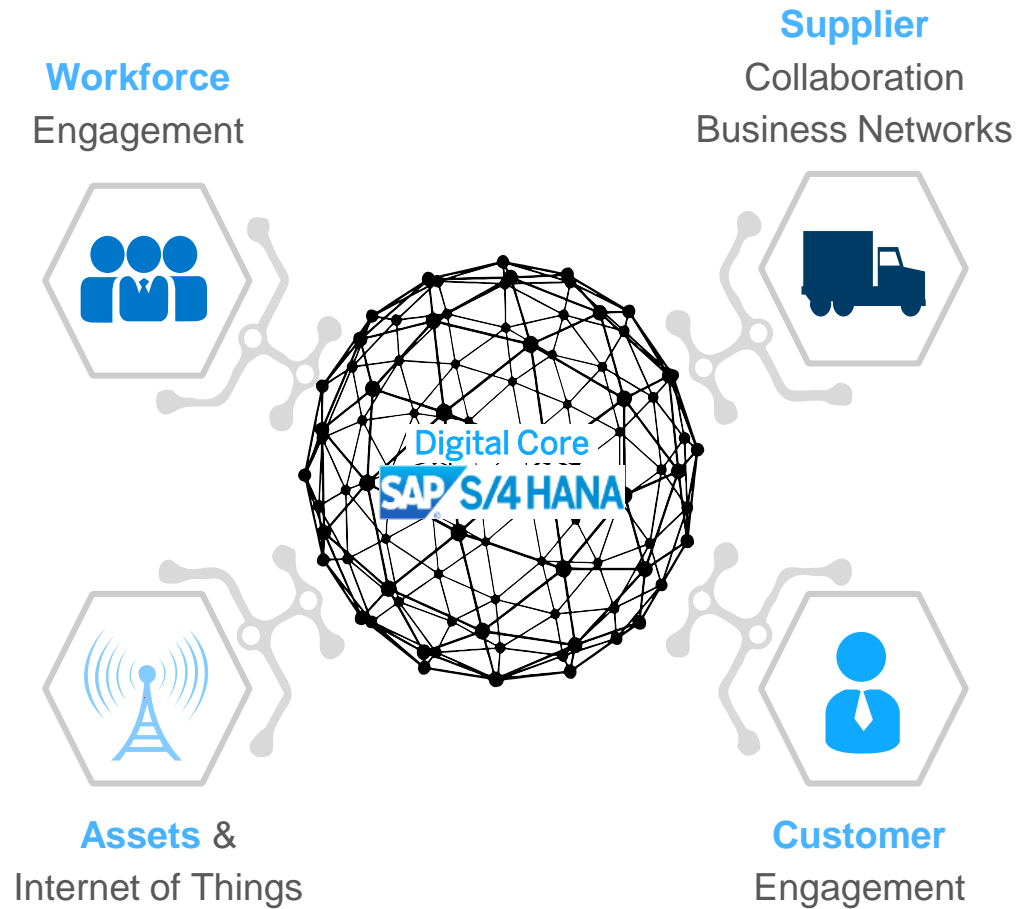
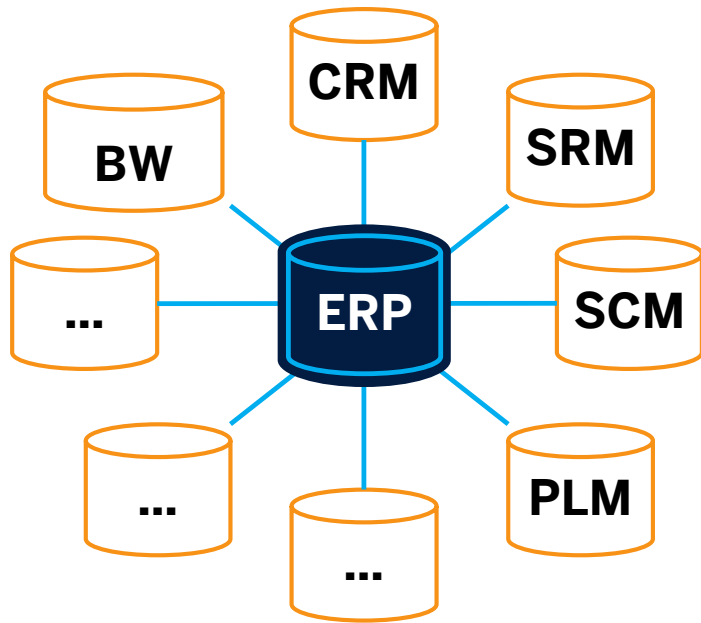




# SAP S/4HANA SAP's Next Big Thing



# SAP S/4HANA reimagines businesses for the digital economy

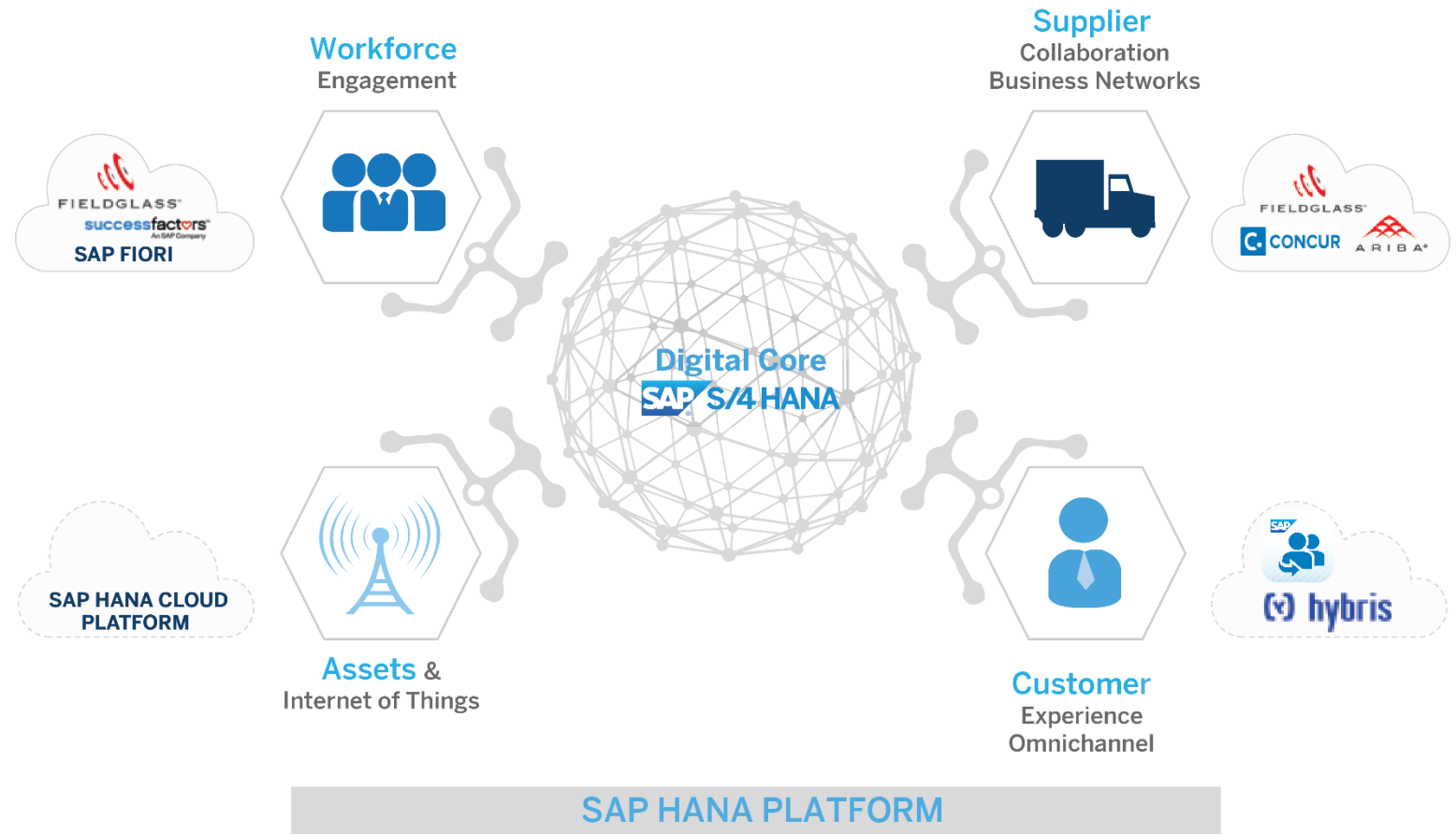


**SAP HANA PLATFORM**



# SAP S/4HANA reimagines businesses for the digital economy

The digital enterprise **interconnects** all aspects of the value chain to **drive and anticipate business outcomes in real time.**

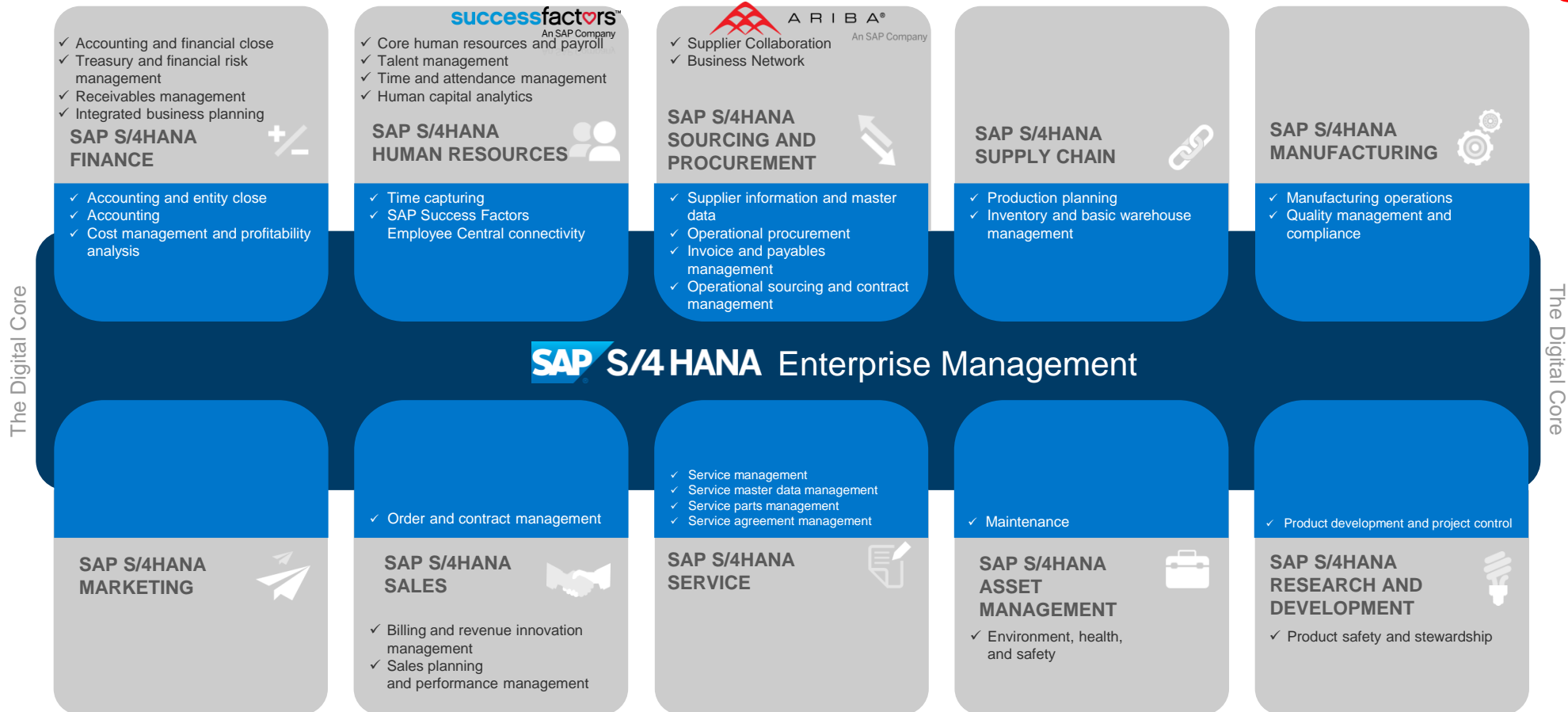




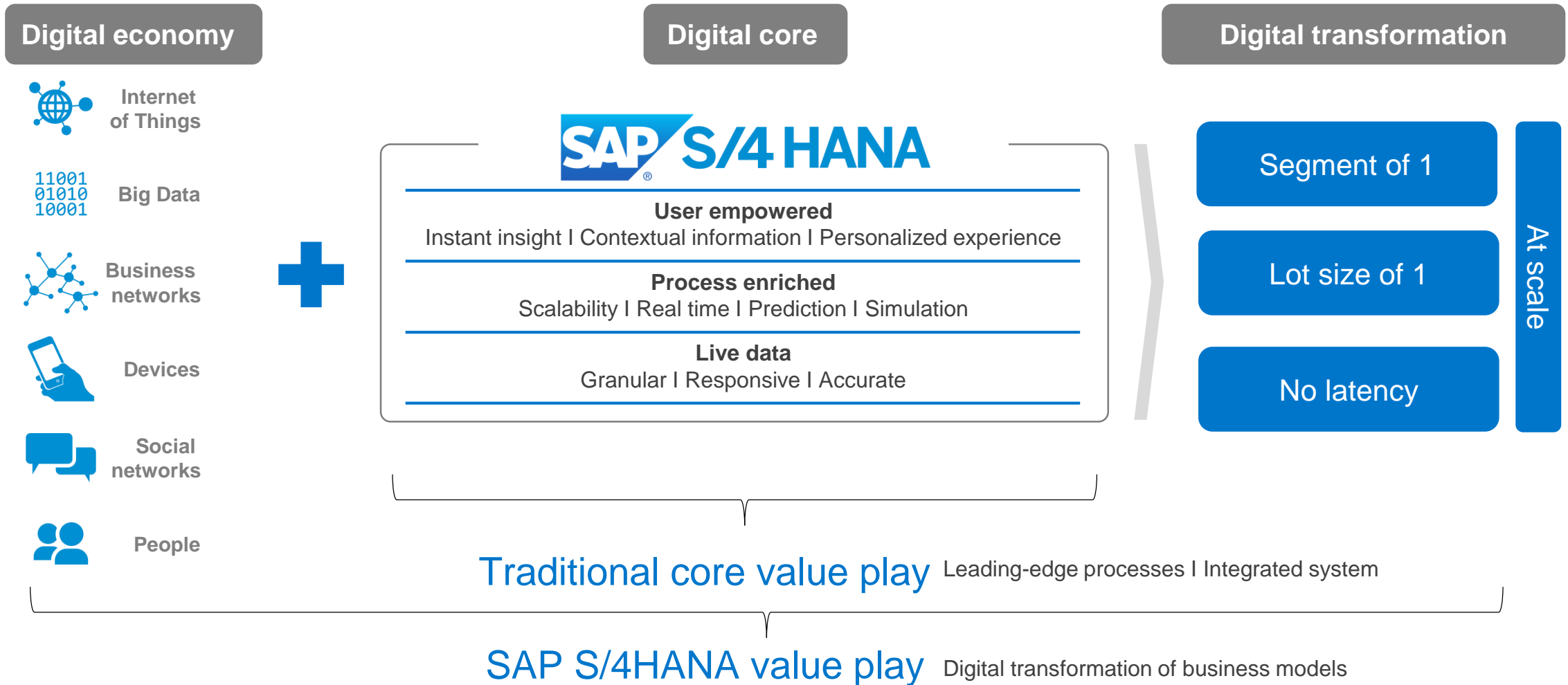
# S/4HANA the JOURNEY ahead

# SAP S/4HANA, Enterprise Management

SAP LABS PREVIEW



# Digitize beyond the core, embrace the digital economy



# SAP S/4HANA Enterprise Management

Digitized core business processes



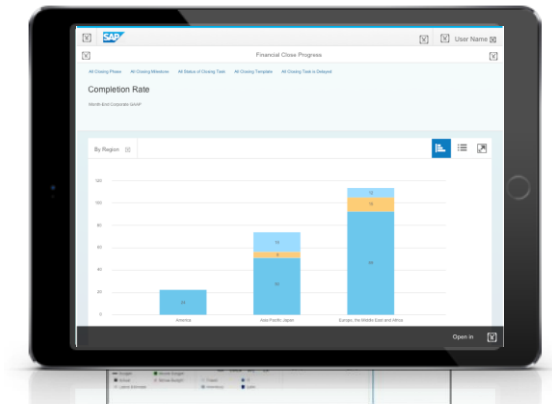
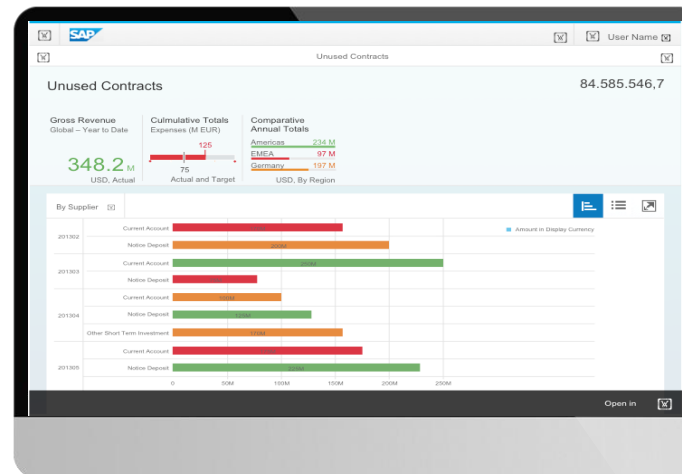
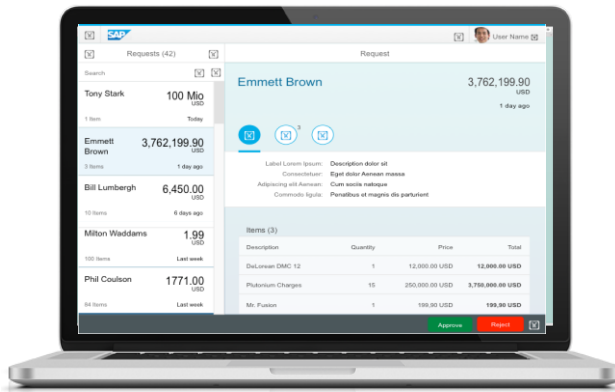
## Key Capabilities

- Real-time mission-critical business processes across your entire enterprise, from order to cash to procure to pay, to plan to product, as well as core functionality for finance and HR.
- One single source of live information
- Personalized user experience with instant insight on any device



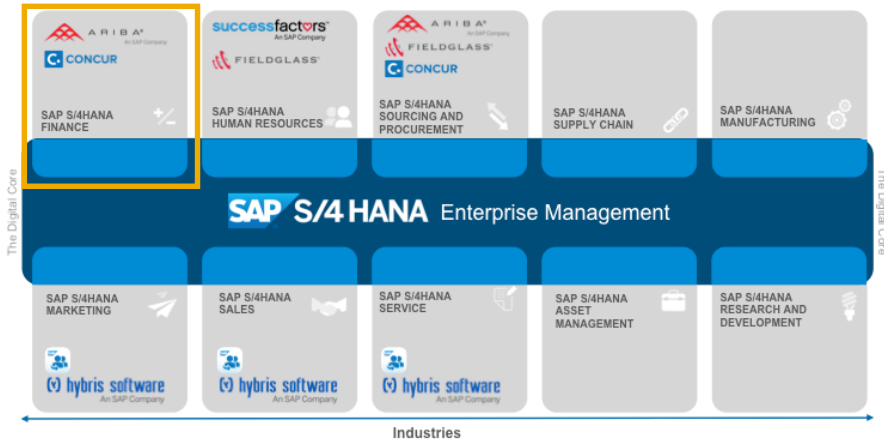
## Benefits

- Faster business outcomes with reduced operational cost thanks to a simpler IT
- Increased competitiveness with integrated, fast, and flexible business processes
- Higher employee productivity with focus on value-added tasks



# SAP S/4HANA Finance

## Transform Finance with Instant Insight

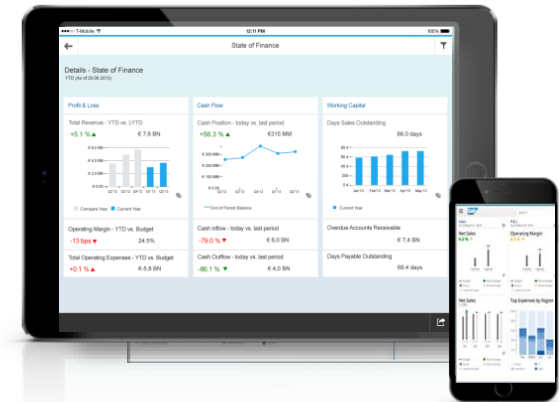
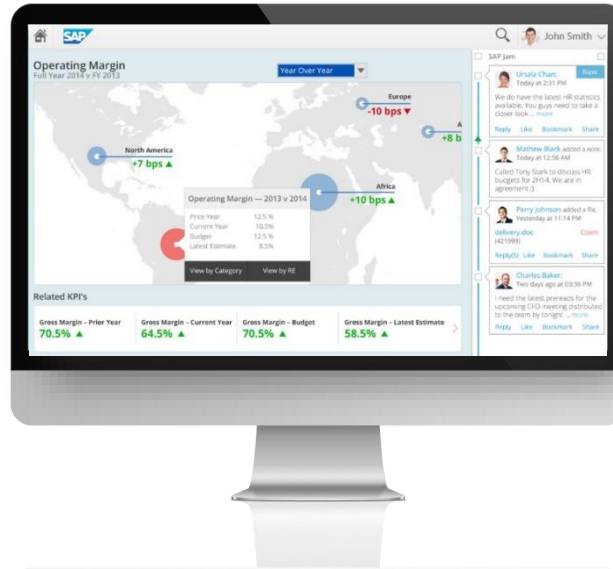
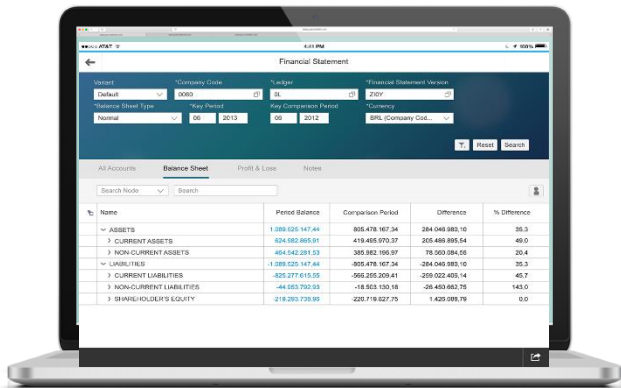


### Key Capabilities

- Ensure one source of the truth for finance and operational data
- Real-time oversight into finance processes and finance and managerial accounting results
- Prediction, simulation, and what-if analysis for continuous finance and business planning

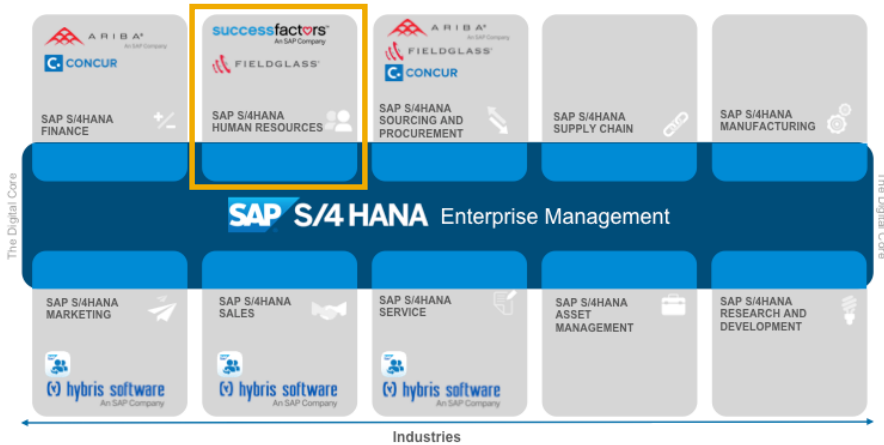
### Benefits

- Enterprise-wide consistency and minimized errors need for reconciliation
- Instant insight to enable timely and relevant decisions, with no lag time
- Evaluation of the financial implications of strategic business decisions



# SAP S/4HANA Human Resources

Success Is Simply Human



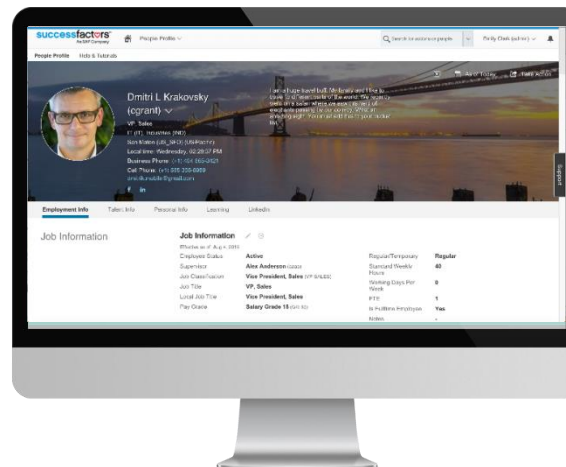
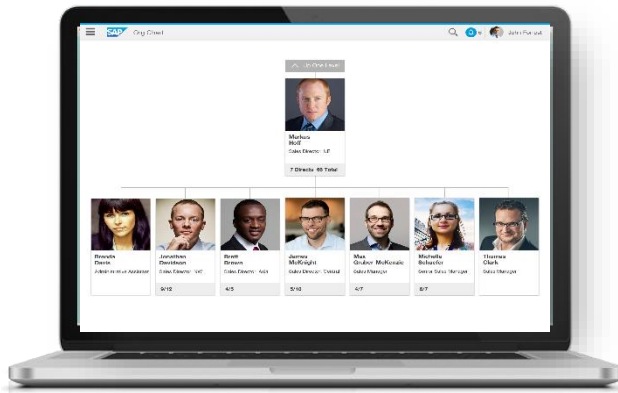
## Key Capabilities

- Managing your entire workforce, from employees to contingent workers, with a complete system of engagement
- Comprehensive suite of solutions across all talent processes: recruiting, onboarding, learning, performance and goals, compensation, succession, and development
- Workforce analytics to gain actionable insights for strategic workforce decisions



## Benefits

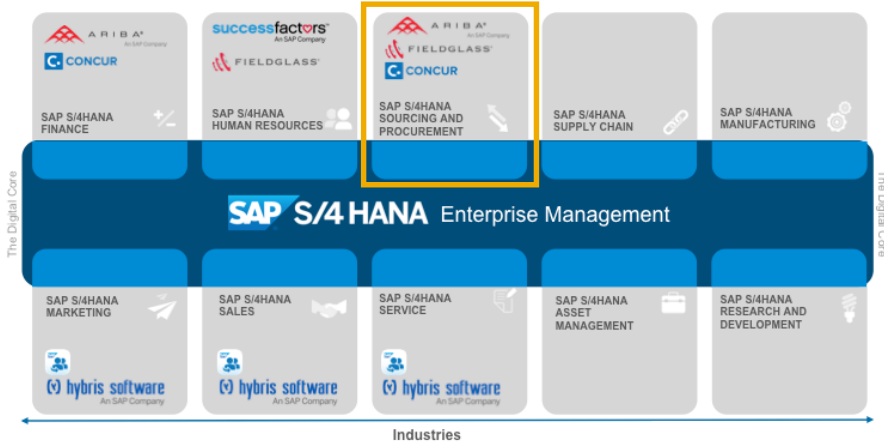
- Higher employee engagement, from ensuring everyone in the organization has what they need, when they need it, to managing their careers and teams
- Ability to use HR data to link HR strategies with business strategies
- Uniting HR, business teams, and IT for better business performance





# SAP S/4HANA Sourcing and Procurement

## Networked and Collaborative Commerce



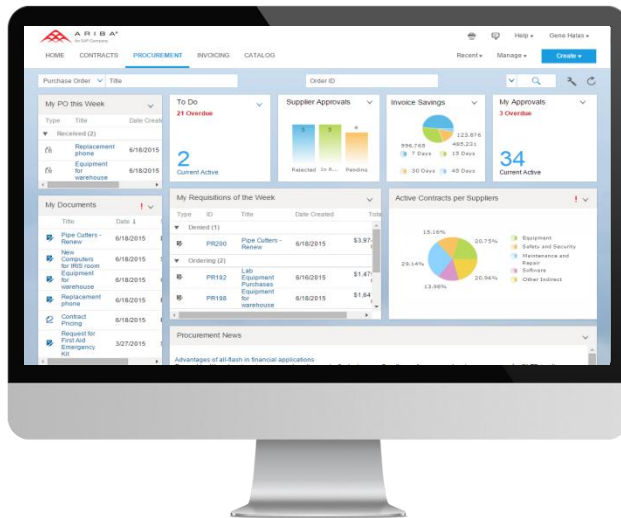
### Key Capabilities

- Provides a **holistic procurement platform** for direct materials, indirect goods, services, contingent labor, and travel
- Ability to secure **many-to-many networked collaboration** with trading partners
- Consumer-grade usability and mobility
- **Full source-to-pay processes**, including spend analysis, sourcing, contract management, supplier management, procurement, invoice, and payables management
- Comprehensive solutions with deep category-specific capabilities
- Support for total supplier enablement, including new supplier discovery and ratings

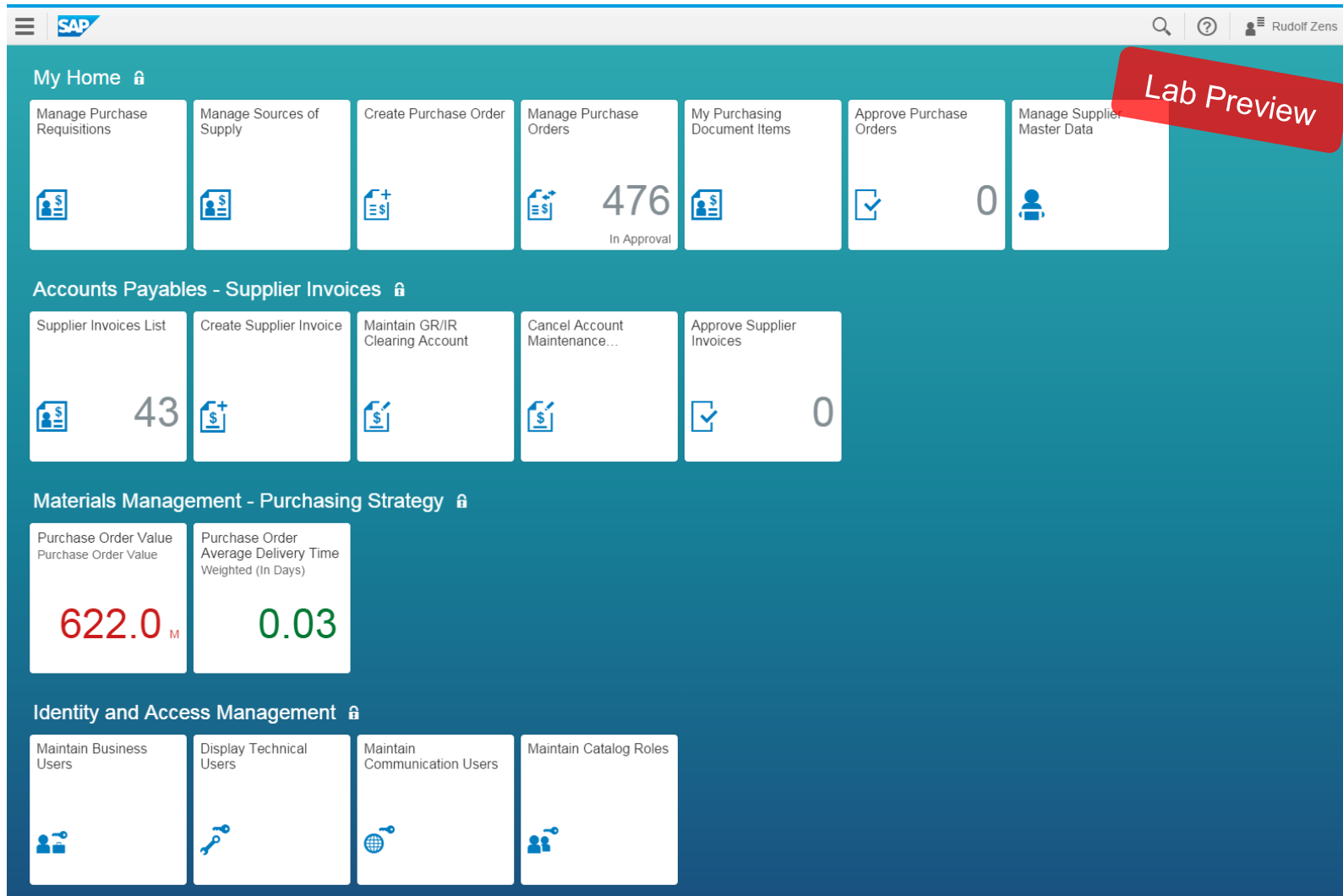


### Benefits

- Increased profitability derived from employee compliance and sustainable cost savings
- Effortless user experiences with unprecedented transparency into spend, enabling companies to **Run Simple**
- Reduced total cost of ownership (TCO) due to less data replication, reduced effort for system setup and operation, and lower data footprint
- Faster order and invoicing cycle times with fewer errors and ability to drive early payment discounts
- Improved management of supplier-based risks



# SAP S/4HANA – Procurement – Launchpad



Single Entry Point for all User Activities via Fiori Launchpad

HANA Search available via Launchpad at every time

Apps clustered by areas (e.g. Home Area, Accounts Payable Area,...)

Transactional Apps and KPI Apps

User Management and Customizing via own Fiori Apps

Personalization for Launchpad Entry Page

New In-App Help for contextual help, guided tour and learning content

# SAP S/4HANA – Comprehensive Self-Service Procurement

The image illustrates the three-step shopping process in SAP S/4HANA, with each step marked by a red "Lab Preview" stamp.

**Step 1: External and Internal Apps**

**External Apps:**

- Shop: SAP Fiori Reference App (0 Items in My Cart)
- Manage Products: SAP Fiori Reference App (108 Products)
- Approve Purchase Orders: SAP Fiori Reference App (25 Orders to Approve)

**Internal Apps:**

- Manage Products: Fiori Ref. App (SAP Dev.) (108 Products)
- Create Purchase Requisition: Fiori Ref. App (SAP Dev.) (2 Items in My Cart)

**Step 2: Create Purchase Requisition**

Search results for "Laptop" (100 Results):

| Product          | Description      | Price  | Unit   | EA | Action      |
|------------------|------------------|--------|--------|----|-------------|
| Apple Laptop 15" | Bechtle In Stock | 1156 € | per EA | 1  | Add to Cart |
| Laptop 13"       | Bechtle In Stock | 675 €  | per EA | 1  | Add to Cart |
| HP Laptop 15"    | Bechtle In Stock | 56 €   | per EA | 1  | Add to Cart |
| Apple Laptop 15" | Bechtle In Stock | 887 €  | per EA | 1  | Add to Cart |
| Sony Laptop 17"  | Bechtle In Stock | 101 €  | per EA | 1  | Add to Cart |
| Sony Laptop 17"  | Bechtle In Stock | 101 €  | per EA | 1  | Add to Cart |

**Step 3: Purchase Requisition Overview**

**General Information:**

- Shop For: Mike Mouse
- Purchase Requisition Number: 10040959
- Purchase Requisition Name: New Shopping Cart
- Status: Saved
- Cost Center: Description (1000)
- Delivery Address: Dietmar-Hopp-Allee 16, 69156 Waldorf, Baden-Württemberg, Germany

**Items (2):**

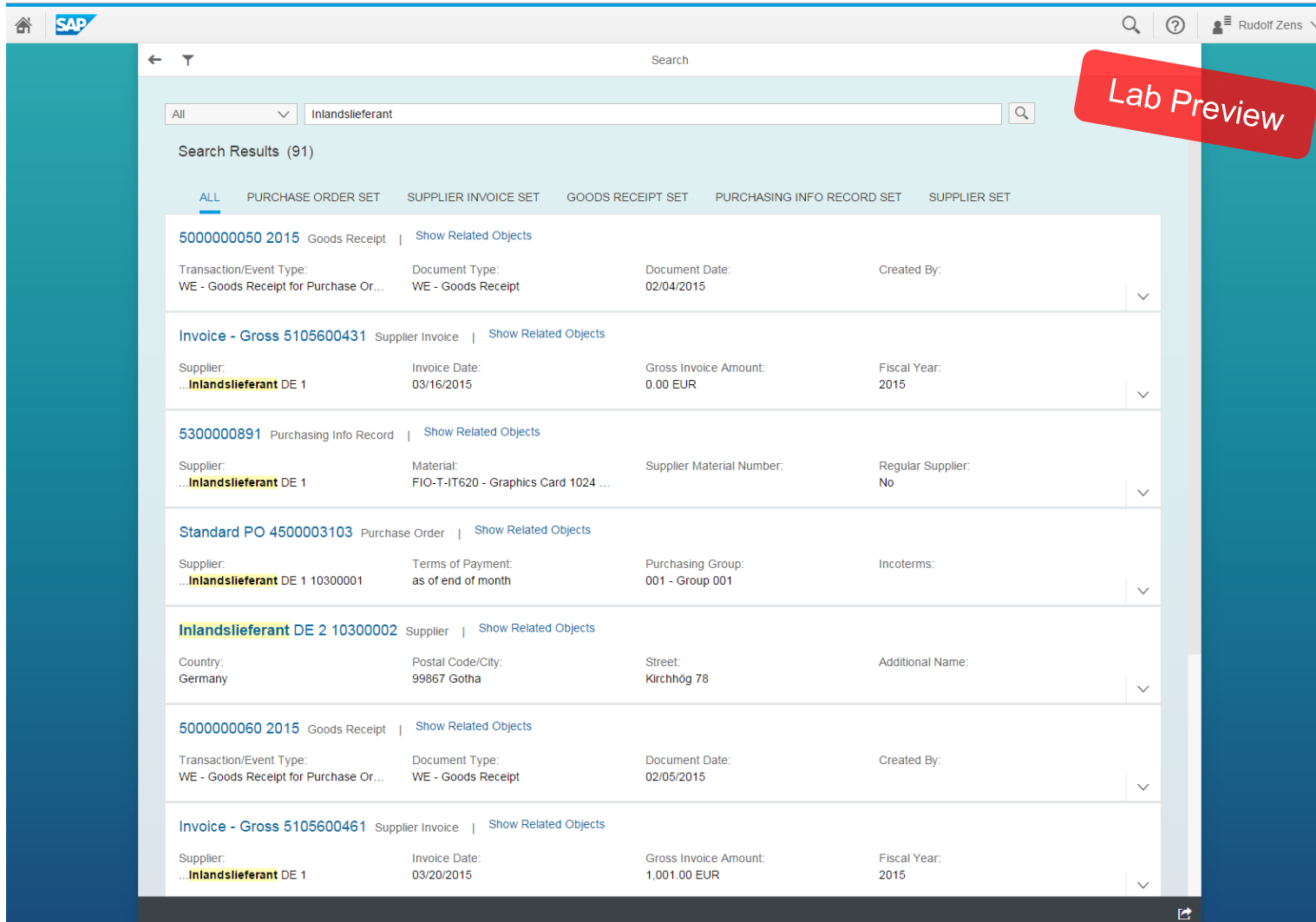
| Quantity | Unit Price | Subtotal |
|----------|------------|----------|
| 1        | 1156 EUR   | 1156 EUR |
| 1        | 1156 EUR   | 1156 EUR |

Total: 2312 EUR

Order

Three Step Shopping

# SAP S/4HANA – Procurement – Search

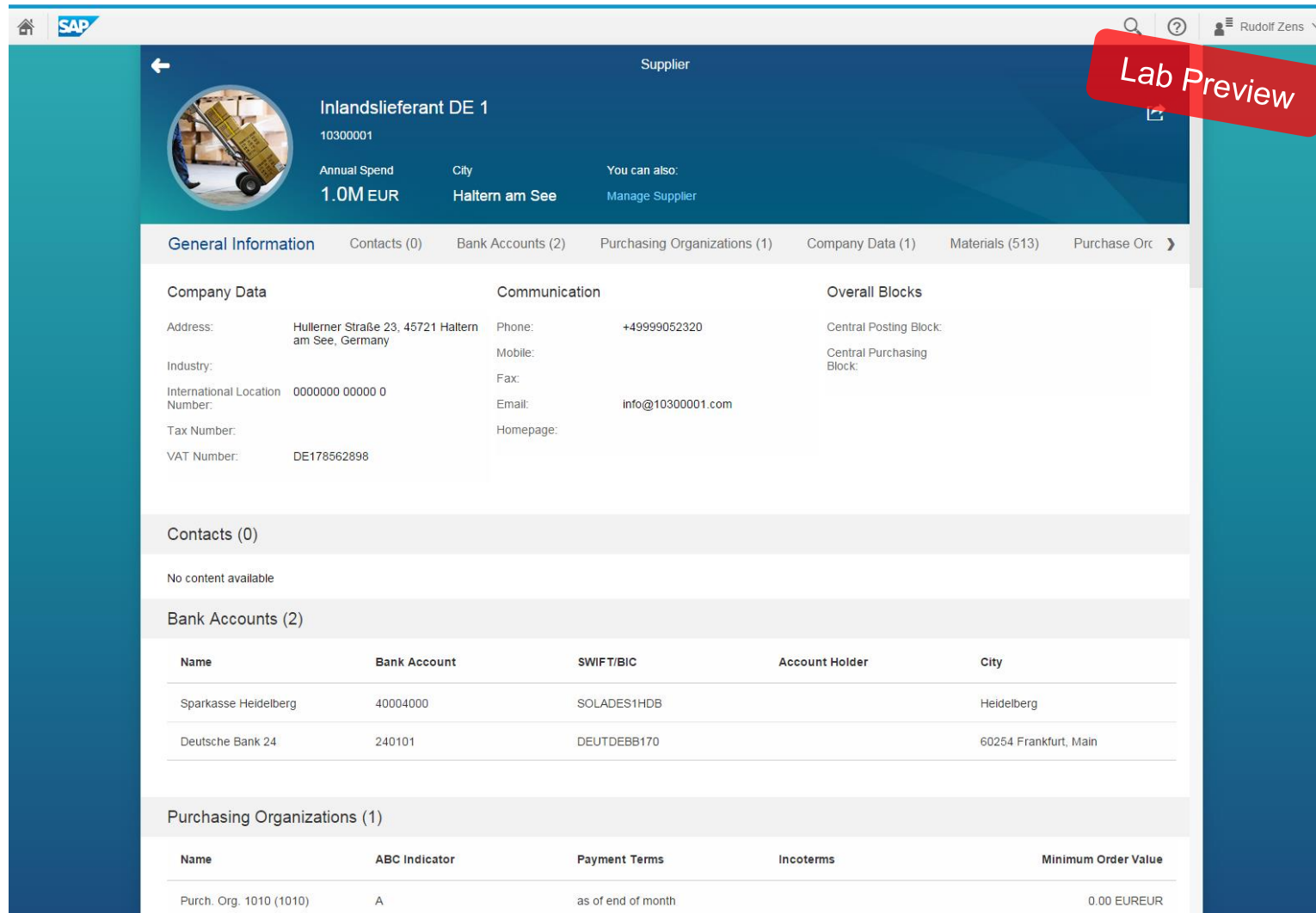


The screenshot displays the SAP S/4HANA Search interface. At the top, there is a search bar with the text 'Inlandslieferant' and a magnifying glass icon. Below the search bar, the results are categorized by document type: ALL, PURCHASE ORDER SET, SUPPLIER INVOICE SET, GOODS RECEIPT SET, PURCHASING INFO RECORD SET, and SUPPLIER SET. The 'ALL' category is selected, showing 91 search results. The results are listed in a table format, with each row representing a different document type. A red 'Lab Preview' stamp is overlaid on the top right of the search results area.

| Document ID                    | Document Type          | Supplier                          | Invoice Date                         | Gross Invoice Amount              | Fiscal Year          |
|--------------------------------|------------------------|-----------------------------------|--------------------------------------|-----------------------------------|----------------------|
| 5000000050 2015                | Goods Receipt          | ...Inlandslieferant DE 1          | 02/04/2015                           | 0.00 EUR                          | 2015                 |
| Invoice - Gross 5105600431     | Supplier Invoice       | ...Inlandslieferant DE 1          | 03/16/2015                           | 0.00 EUR                          | 2015                 |
| 5300000891                     | Purchasing Info Record | ...Inlandslieferant DE 1          | FIO-T-IT620 - Graphics Card 1024 ... | Supplier Material Number:         | Regular Supplier: No |
| Standard PO 4500003103         | Purchase Order         | ...Inlandslieferant DE 1 10300001 | Terms of Payment: as of end of month | Purchasing Group: 001 - Group 001 | Incoterms:           |
| Inlandslieferant DE 2 10300002 | Supplier               | Country: Germany                  | Postal Code/City: 99867 Gotha        | Street: Kirchhög 78               | Additional Name:     |
| 5000000060 2015                | Goods Receipt          | ...Inlandslieferant DE 1          | 02/05/2015                           | 1,001.00 EUR                      | 2015                 |
| Invoice - Gross 5105600461     | Supplier Invoice       | ...Inlandslieferant DE 1          | 03/20/2015                           | 1,001.00 EUR                      | 2015                 |

- HANA Search available via Launchpad at every time
- Result list highlights every search match
- Search result list across all business objects
- Specific result list per document type
- Navigation to related objects showing a Factsheet of the document
- Navigation to related transactional App to start maintaining the business object

# SAP S/4HANA – Procurement – Object Page



**Supplier**

**Inlandslieferant DE 1**  
10300001

Annual Spend: 1.0M EUR  
City: Haltern am See  
You can also: Manage Supplier

**General Information** | Contacts (0) | Bank Accounts (2) | Purchasing Organizations (1) | Company Data (1) | Materials (513) | Purchase Order

**Company Data**

Address: Hullerner Straße 23, 45721 Haltern am See, Germany  
Industry: 00000000 00000 0  
International Location Number: 00000000 00000 0  
Tax Number: DE178562898  
VAT Number: DE178562898

**Communication**

Phone: +49999052320  
Mobile: info@10300001.com  
Fax: info@10300001.com  
Homepage: info@10300001.com

**Overall Blocks**

Central Posting Block:  
Central Purchasing Block:

**Contacts (0)**

No content available

**Bank Accounts (2)**

| Name                 | Bank Account | SWIFT/BIC   | Account Holder | City                  |
|----------------------|--------------|-------------|----------------|-----------------------|
| Sparkasse Heidelberg | 40004000     | SOLADES1HDB |                | Heidelberg            |
| Deutsche Bank 24     | 240101       | DEUTDEBB170 |                | 60254 Frankfurt, Main |

**Purchasing Organizations (1)**

| Name                    | ABC Indicator | Payment Terms      | Incoterms | Minimum Order Value |
|-------------------------|---------------|--------------------|-----------|---------------------|
| Purch. Org. 1010 (1010) | A             | as of end of month |           | 0.00 EUREUR         |




Object Page for Supplier, Purchase Requisition, Purchase Order, Material, Info Record and Invoice

Object page design with quick navigation to related areas

Quick navigation to related business documents

Additional links to related follow on functions (e.g. from Supplier Factsheets you can navigate to the Manage Supplier App to maintain supplier master data)

# SAP S/4HANA – Comprehensive Supplier Evaluation



Supplier Evaluation Response

## Evaluation of Electronic Suppliers

Supplier: Electro Shop AG  
Purchaser Responsible: Mark Smith  
Appraiser: Lian Right

[Overview](#) >> [Logistics](#) >> [Commercial Aspects](#) >> [Quality](#)

44

Overall Score

Overall Target Score: 70  
Overall Minimum Score: 40

Returned

Introduction: Dear Appraiser,  
please fill out questionnaire and send back asap.  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco ...  
[Show More](#)

Period to Be Evaluated: May 21, 2015 - July 21, 2016  
Deadline: July 21, 2016  
Submission Date: April 18, 2016

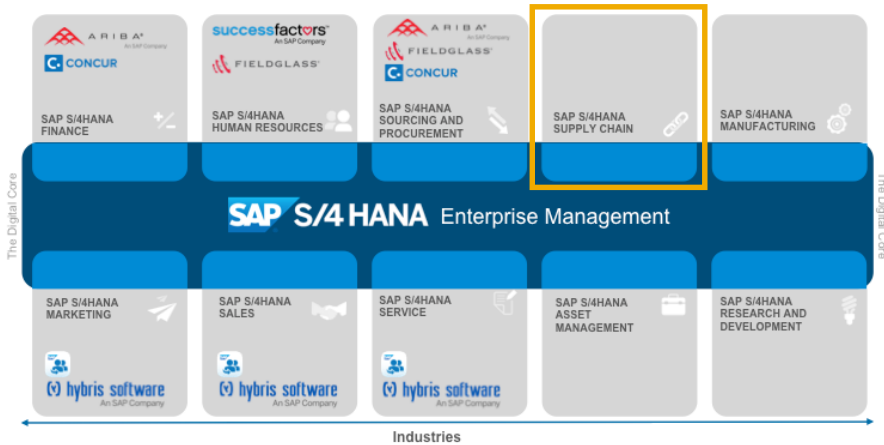
| Questionnaire Name | Questions | Answered | Disqualifying | Scoring                   | Weighting |
|--------------------|-----------|----------|---------------|---------------------------|-----------|
| Logistics          | 4         | 3        | 1             | <div><div></div></div> 86 | 1         |
| Commercial aspects | 2         | 2        | 0             | <div><div></div></div> 50 | 3         |
| Quality            | 2         | 1        | 0             | <div><div></div></div> 38 | 2         |

Lab Preview

Soft-fact based evaluation with easy to define questionnaires  
Fiori App for appraiser intuitive to use even for casual users

# SAP S/4HANA Supply Chain

Building Customer Centricity and Responsive Demand Networks



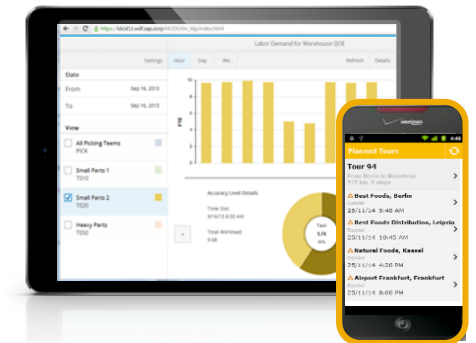
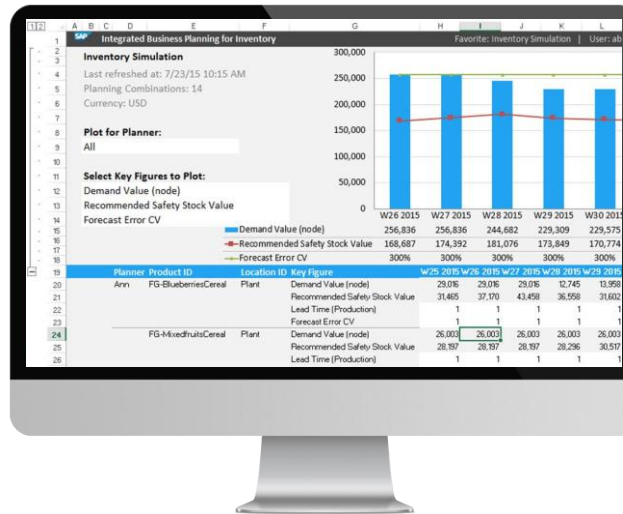
## Key Capabilities

- Master uncertainty – support monthly supply and operations planning cycles with real-time data and what-if scenarios
- Be demand-driven – sense short-term demand, respond quickly with fast planning, replanning, and simulation
- Respond efficiently – real-time and adaptive freight planning, truck visibility, and warehouse automation



## Benefits

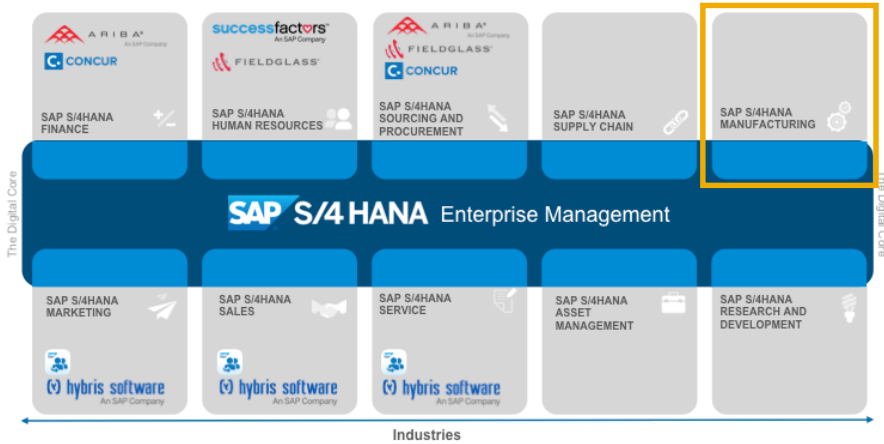
- Higher inventory turns and revenues, reduced stockouts, and revenue loss
- Higher on-time delivery, reduced order lead times, using inventory more efficiently to better buffer against uncertainty
- Reduced warehouse and transportation spend, improved flexibility, and lower customer order cycle times





# SAP S/4HANA Manufacturing

Accelerating the Material Supply Chain



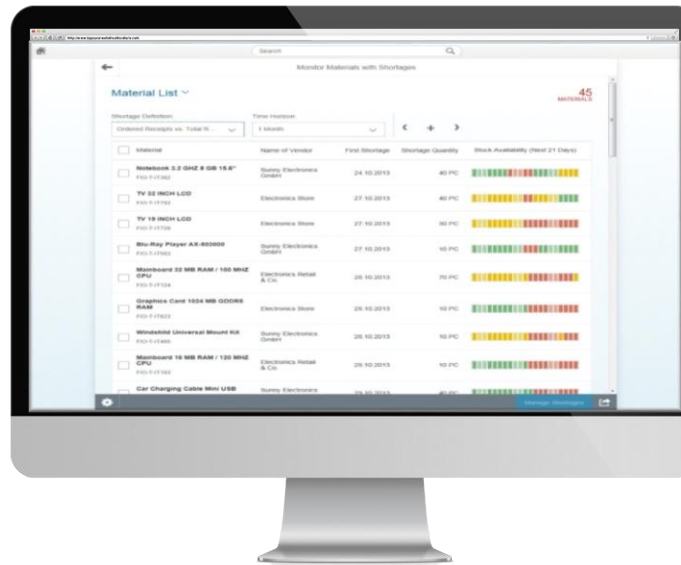
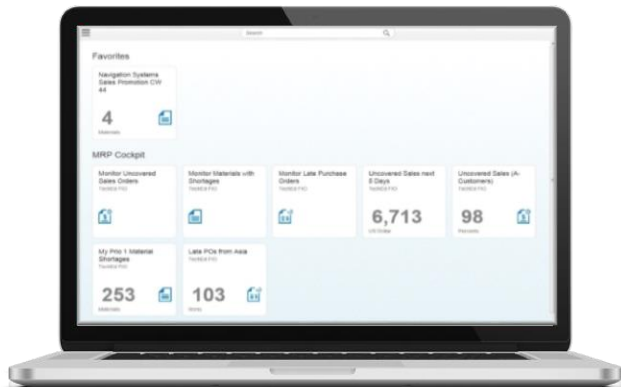
## Key Capabilities

- Identifies and prioritizes most critical material issues, options, and consequences
- Faster execution provides more current and accurate view of material situation
- Provides enterprise-wide visibility across supply, production, inventory, and demand



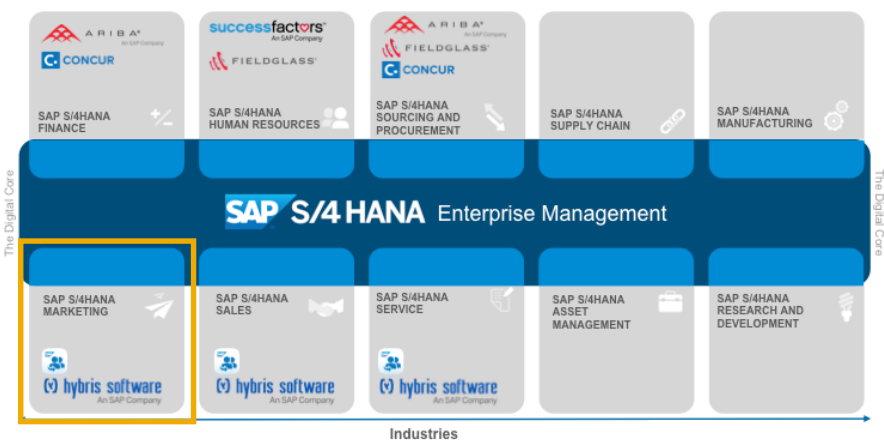
## Benefits

- Faster reaction to demand changes
- Reduction of manufacturing costs and stockouts
- Lower inventory and safety stocks



# SAP S/4HANA Marketing

## Market to an Audience of One



### Key Capabilities

- Consolidate customer information into one enriched view, and leverage advanced analytics to gain insights
- High performance discovery and targeting tool to generate microsegments and group
- Plan and execute personalized e-mail campaigns, understand and analyze campaign performances

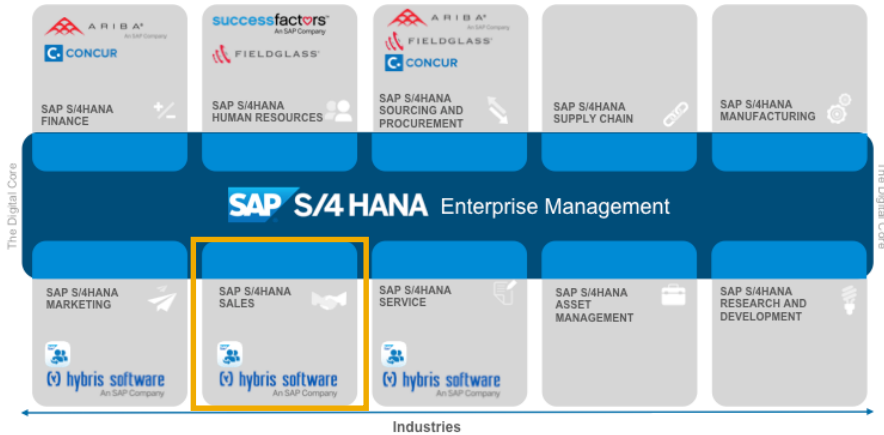
### Benefits

- Gain deeper customer insights, discover hidden trends and real-time customer opportunities
- Accurately develop target groups and segments to deliver relevant marketing messages
- Make real-time adjustments to campaigns by understanding marketing performances



# SAP S/4HANA Sales

## Sell Smarter Anytime, Anywhere



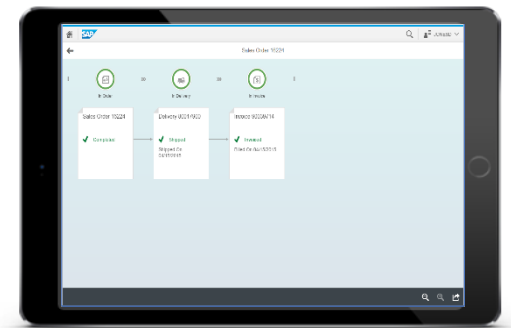
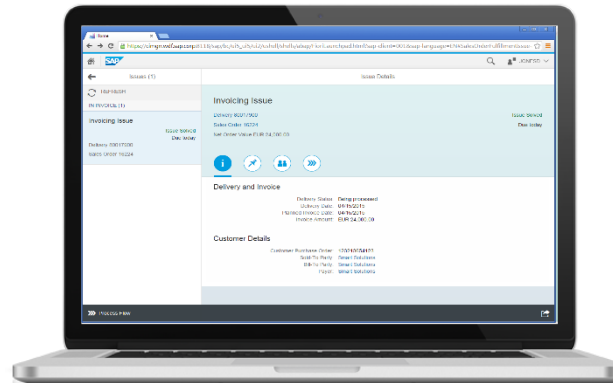
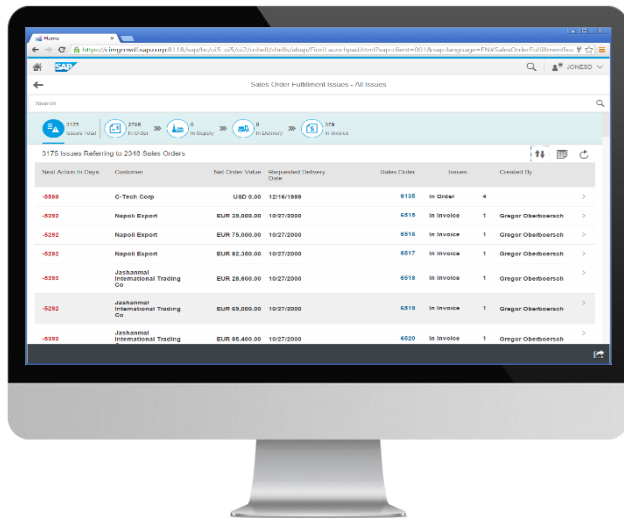
### Key Capabilities

- Streamline quotes, contracts, prices, commissions, and deliveries
- Improved customer insights, sales order commitment, and fulfilment using role-based access to smart dashboards that provide a single, real-time view of all required information.
- Enhance and sustain sales by responding to queries with accurate, timely information and delivering exceptional customer service.



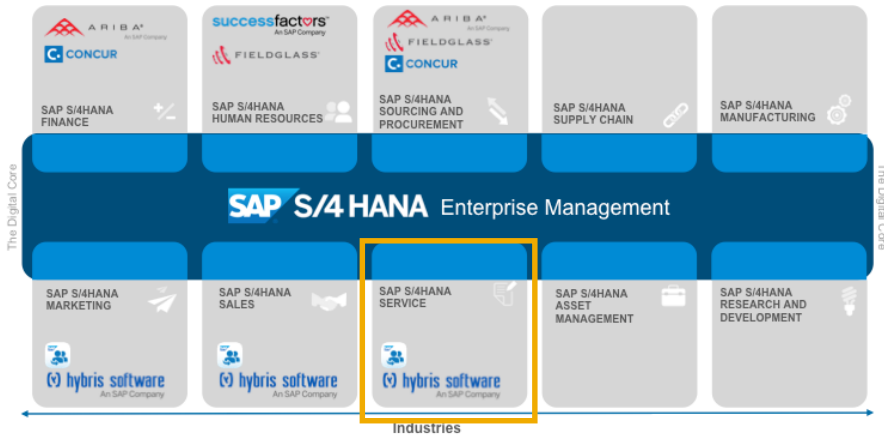
### Benefits

- Improve sales productivity by making better and more-accurate sales data available anytime and anywhere
- Improve customer retention by tailoring sales agreements focused on unique customer needs
- Increase sales forecast accuracy by predicting sales revenues through long-running sales agreements
- Reduce customer service & support cost by automating and streamlining return processes



# SAP S/4HANA Service

## Delivering Effortless Customer Service



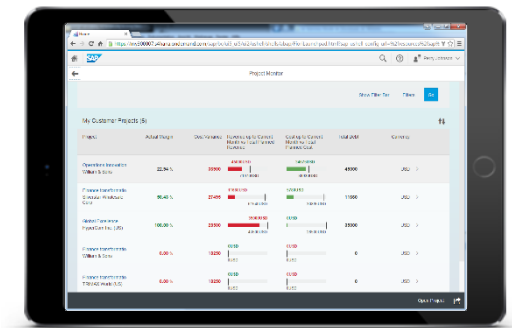
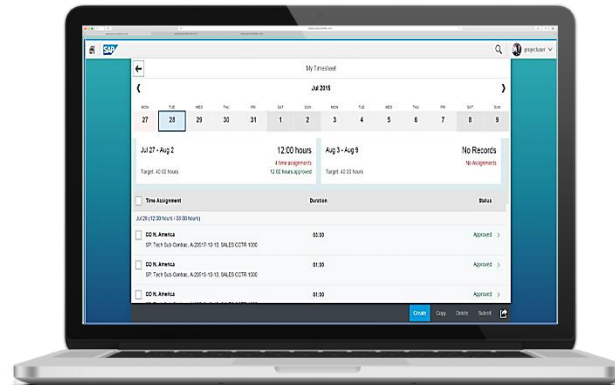
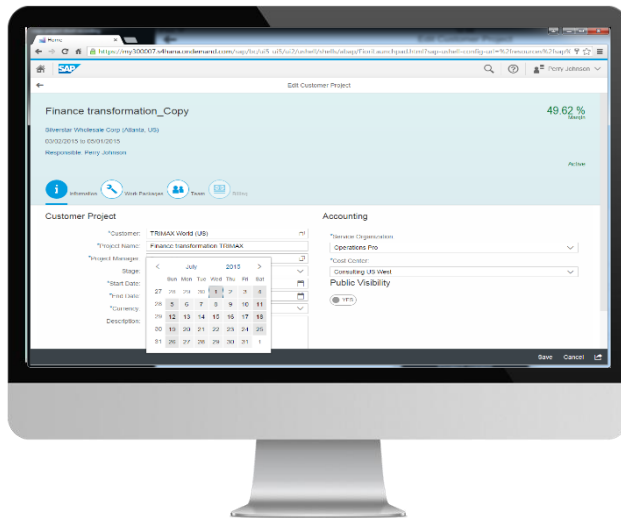
### Key Capabilities

- Deliver real-time service excellence and targeting the Aftermarket Sales and Service on customer assets
- Enables original equipment manufacturers (OEMs) and third-party service providers to run service as a strategic line of business
- Ability to manage all important operational and financial facets of a customer service organization.



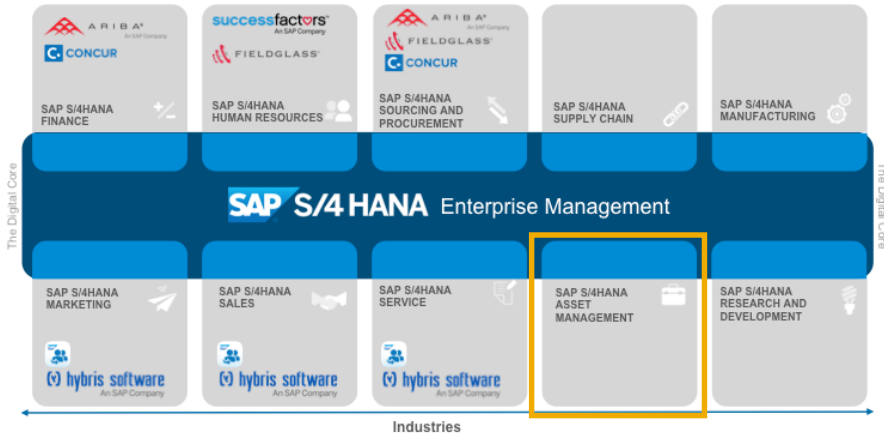
### Benefits

- Increase efficiency and productivity by streamlining the complex channels of creating, logging and fulfilling customer service requests
- Optimized services through a powerful, integrated and reliable business application suite
- Improve customer satisfaction, retention and loyalty by simplifying business processes and service activities from start to end
- Reduced customer service & support cost by automating and streamlining return processes



# SAP S/4HANA Asset Management

## Real-Time Visibility into Asset Performance



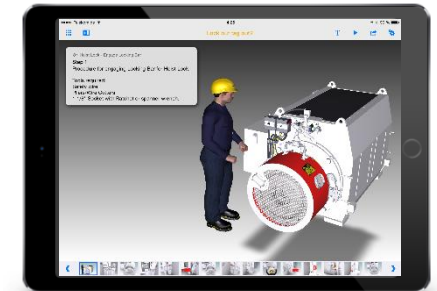
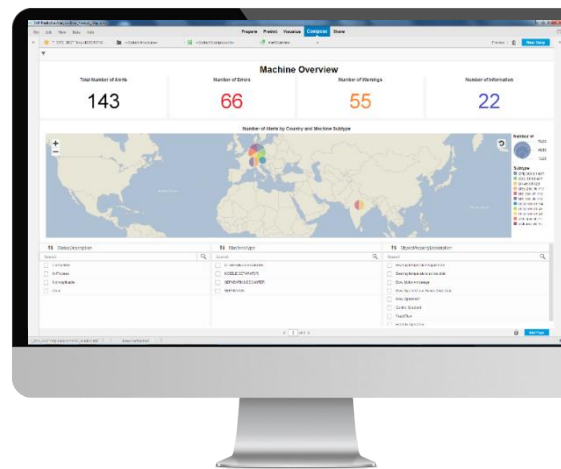
### Key Capabilities

- Simulation of maintenance strategies with respect to cost, risk, and performance
- Predict and prevent downtime by analyzing data generated by machines and sensors along with business data
- Proactively control risks and prevent incidents by leveraging analysis, simulation, and prediction techniques



### Benefits

- Real-time insight into asset performance to make timely, relevant decisions
- Combined evaluation of information technology (IT) and operational technology (OT) data
- One common view of process risks related to workers, assets, or the environment



# SAP S/4HANA Research and Development

One Single Source of Live Product Information



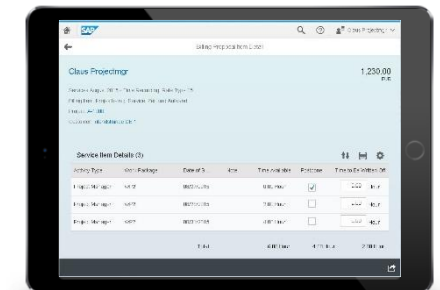
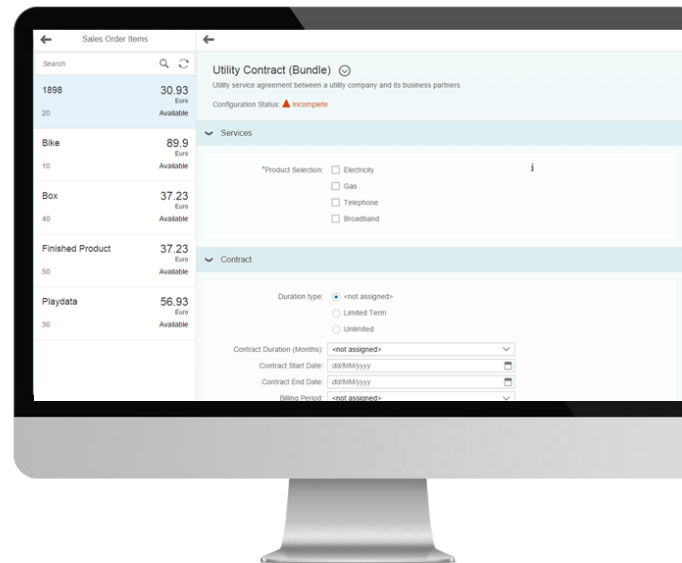
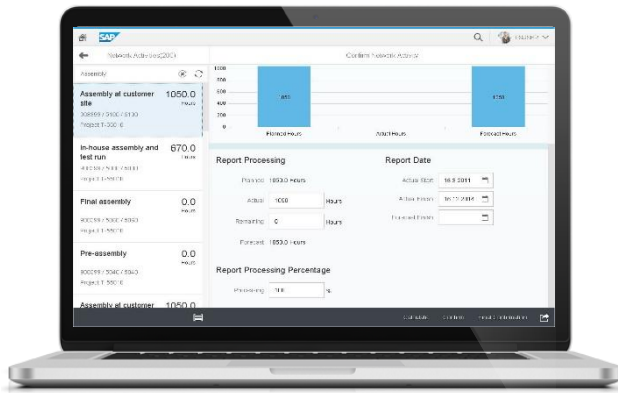
## Key Capabilities

- Connect people and products: enable multidiscipline product definition
- Make products smarter: what-if analysis and iterative design processes
- See the big picture: real time multilevel BOM exploration



## Benefits

- Speed time to market via transparent and real-time access to product information across disciplines and throughout the product lifecycle journey
- Improve product performance with better design decisions using SAP HANA analytics
- Increase profitability by executing engineering changes with full knowledge of downstream costs





# SAP S/4HANA On-Premise: Enterprise Management

Detailed Business scope of 1511 Shipment

SAP LABS PREVIEW

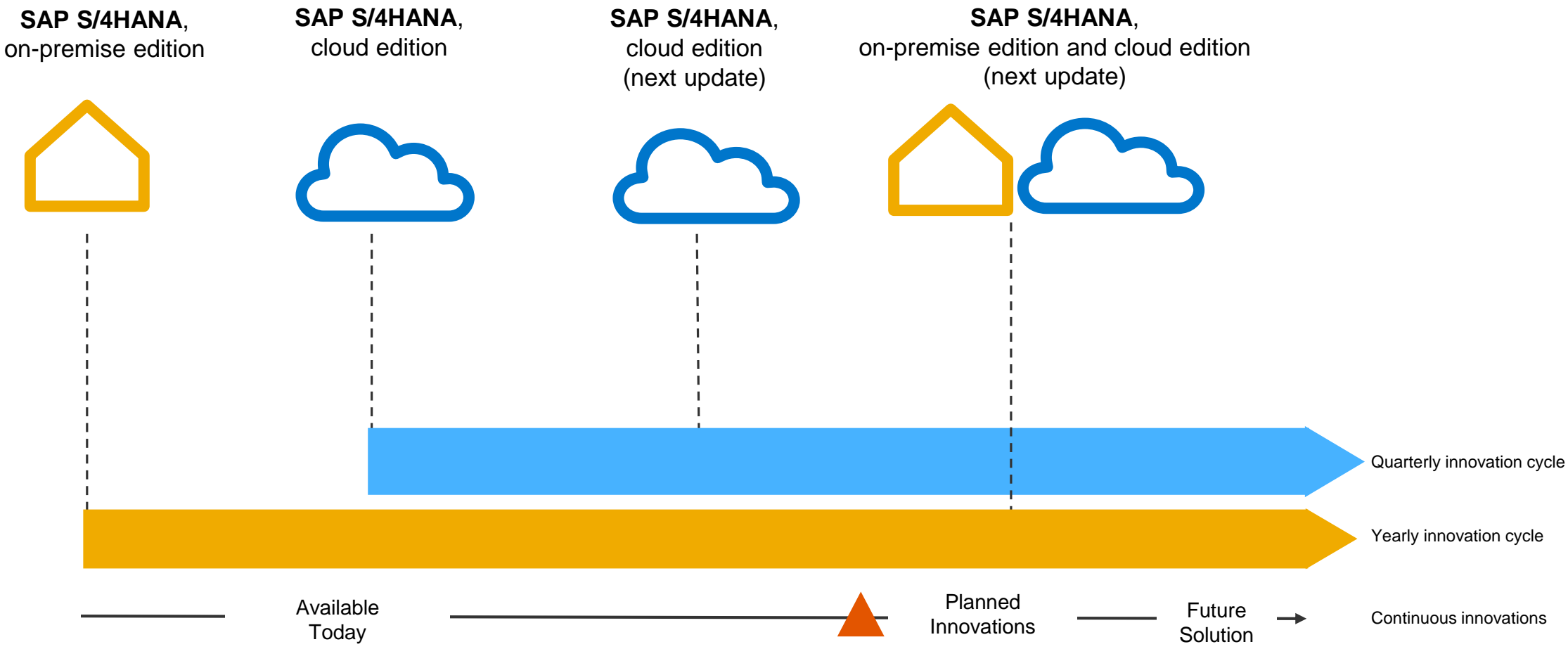






# SAP S/4HANA Deployment

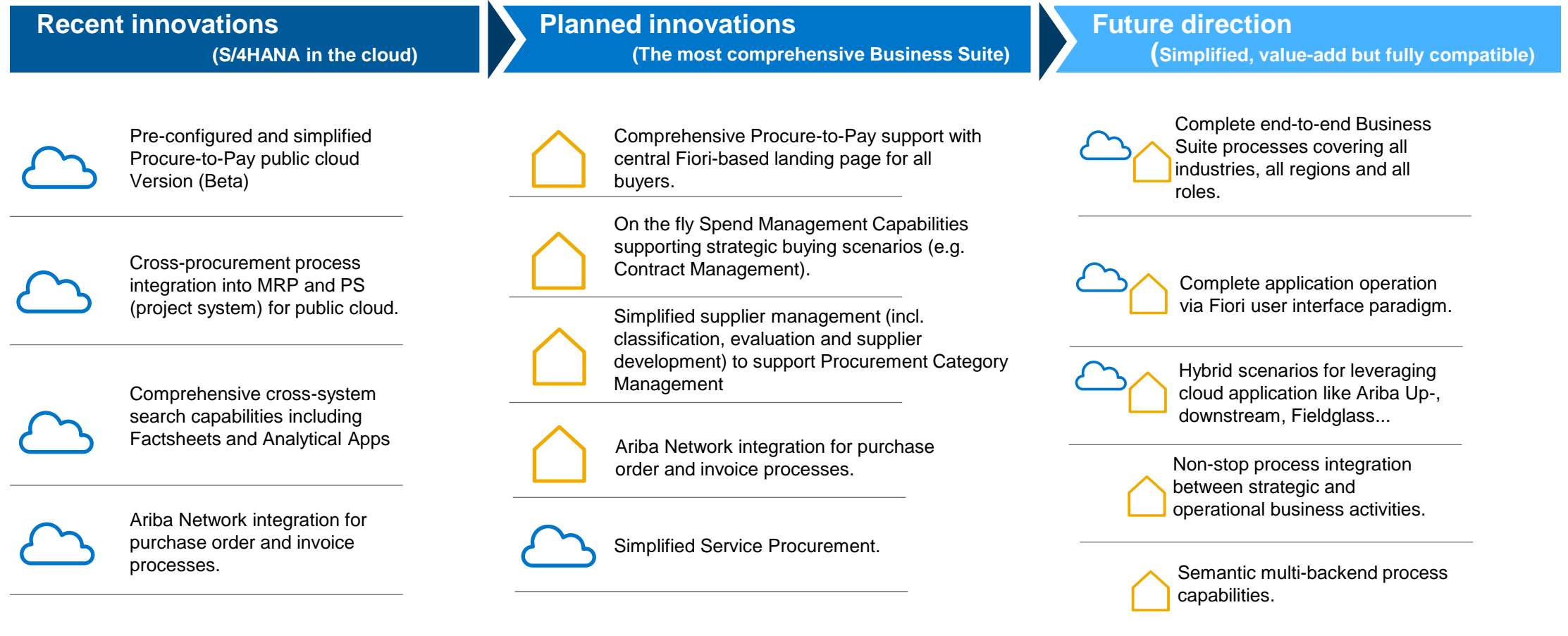
# SAP S/4HANA delivery schedule



# SAP S/4HANA – Procurement Innovation Roadmap\*

Business View

SAP LABS PREVIEW



Cloud deployment

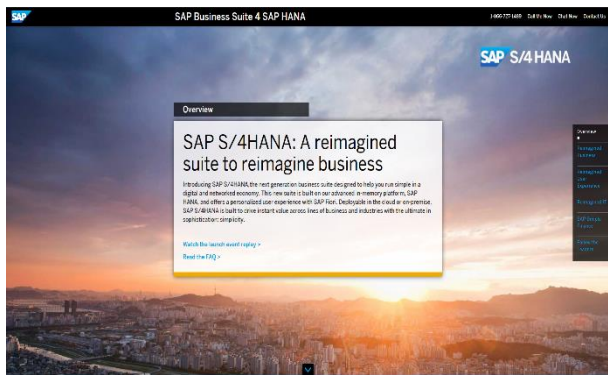


On-Premise deployment

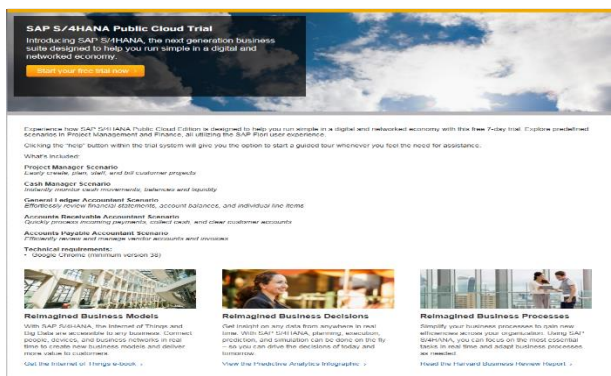
\* This is the current state of planning and may be changed by SAP at any time.

# Where to go for more information

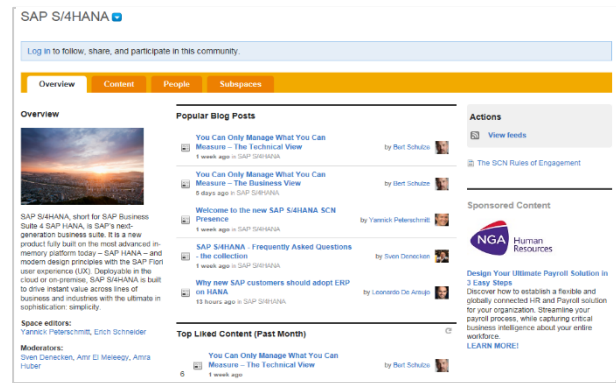
[sap.com/s4hana](http://sap.com/s4hana)



[sap.com/s4hana-trial](http://sap.com/s4hana-trial)



[scn.sap.com/community/s4hana/](http://scn.sap.com/community/s4hana/)





# Obrigada

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