Implementacija rješenja za prodajne predstavnike u Atlantic Grupi

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Agenda

Atlantic Grupa d.d.

Opseg projekta

S&T Hrvatska d.o.o.

Cloud for Customers (C4C)

Atlantic Grupa d.d.

18 — distribucijskih centara

19 — proizvodnih pogona u 6 zemalja

40 — prisutnost proizvoda na preko 40 tržišta

5370 — zaposlenika na 12 tržišta

Brandovi s preko 15 mil. EUR prodaje u 2014.

Brandovi principala

Faze projekta

Opseg projekta

- 2 šifre poduzeća (AT i DE)
- ERP (FI, CO, SD, MM)
- Sučelja – 2 WH
- EDI
- Cloud for Customer (C4C)

Izazovi projekta

- Rokovi
- Ključni korisnici i vlasnici procesa
- Skladište u inozemstvu
- Velik broj vanjskih partnera

S&T Hrvatska d.o.o.

S&T Hrvatska osnovne informacije

- osnovana 1991.
- jedan od vodećih ponuđača cjelovitih rješenja i usluga informatičkih tehnologija na hrvatskom tržištu
- 140+ djelatnika brine za profesionalne usluge i maksimalno zadovoljstvo korisnika
- 70+ certificiranih stručnjaka (SAP, IBM, HP, CISCO, EMC, Microsoft...)
- jedan od najopsežnijih IT portfelja u Hrvatskoj
- dio S&T AG
- oko 2.300 zaposlenih, 70 lokacija, 19 država
- S&T AG je među liderima IT industrije Srednje i Istočne Europe
- osnovna djelatnost je razvoj, implementacija i upravljanje prilagođenim IT rješenjima
- širok portfelj vlastitih proizvoda

S&T Hrvatska – SAP Zlatni partner

- usluge SAP ERP implementacije i prodaje licenci
- međunarodni roll-out projekti
- održavanje SAP sustava i održavanje licenci
- nadogradnja SAP sustava
  - → funkcionalna nadogradnja
  - → tehnička nadogradnja
- projektni menadžment
- menadžment promjena
- hosting
- optimizacija poslovnih procesa
- radionice i treninzi (transferi znanja) → SAP trening partner
- 27 konzultanata → većina certificirani (nekolicina i za 2,3 modula)
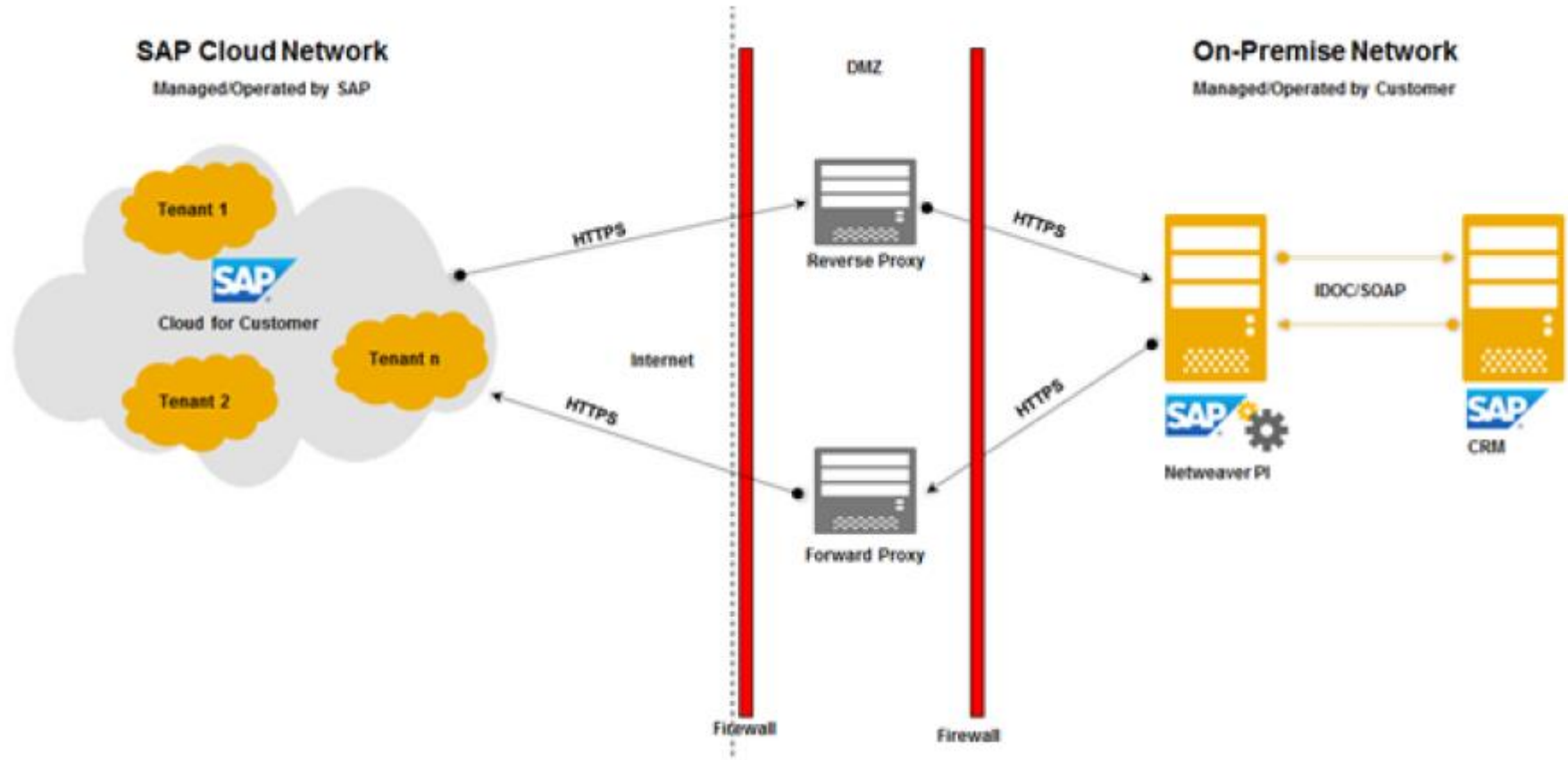
Cloud for Customer (C4C):

Integrating SAP Cloud for Customer with SAP ERP using SAP Process Integration
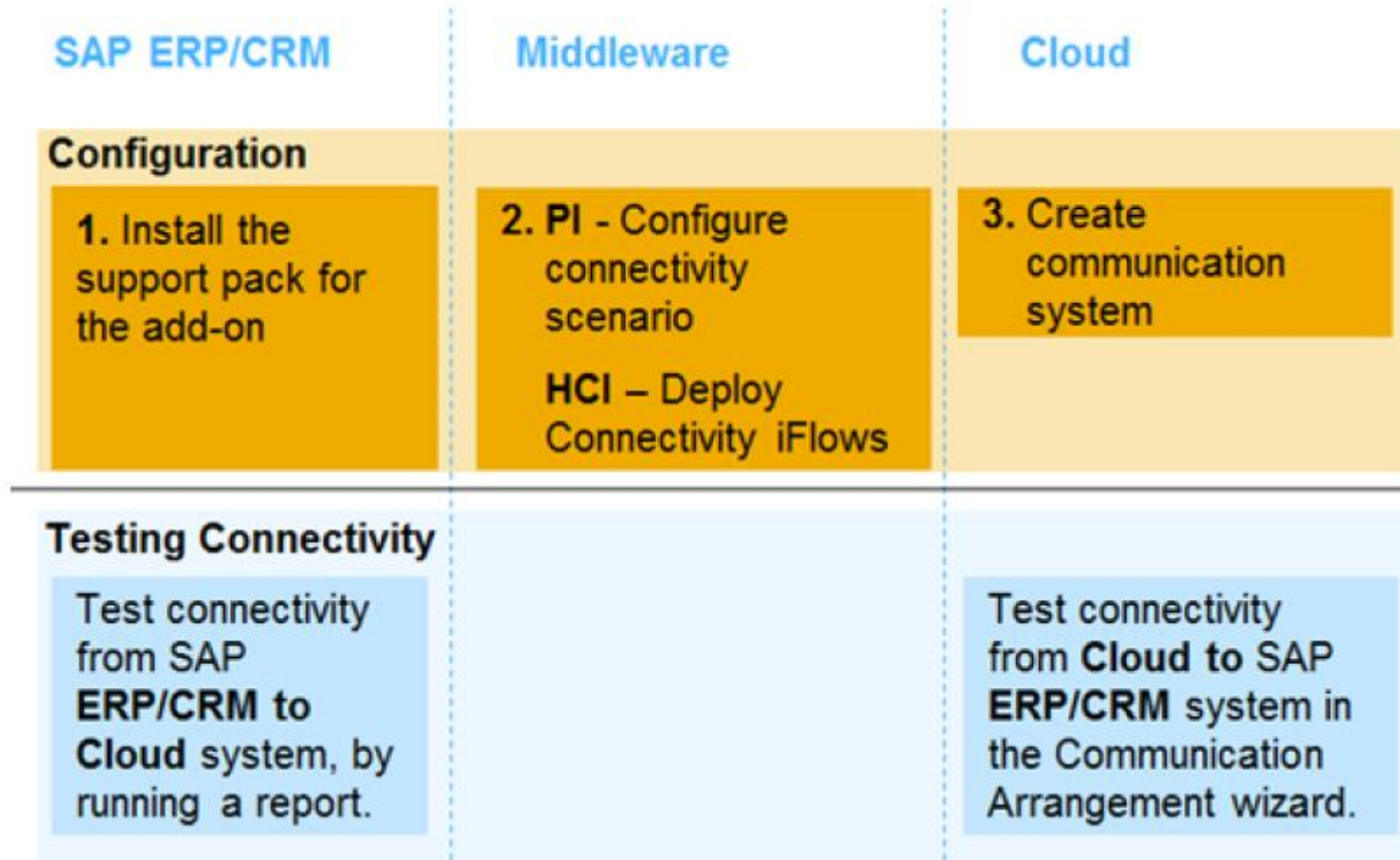
Cloud for Sales - Retail Execution

Integrating SAP Cloud for Customer with SAP ERP using SAP Process Integration

SAP NetWeaver Process Orchestration / Process Integration

SAP NetWeaver Process Orchestration / Process Integration

SAP ERP/CRM	Middleware	Cloud
Configuration		
1. Install the support pack for the add-on	2. PI - Configure connectivity scenario HCI – Deploy Connectivity iFlows	3. Create communication system
Testing Connectivity		
Test connectivity from SAP **ERP/CRM to Cloud** system, by running a report.		Test connectivity from **Cloud to** SAP **ERP/CRM** system in the Communication Arrangement wizard.

ERP Prerequisites to Leverage Prepackaged Integration Content

✓Minimum **ERP 6.0, EHP 0**, Support Package15 (SAP_APPL)

✓SAP BASIS 7.0, Support Package 18 (SAP_BASIS)

✓SAP Cloud for Customer Add-On CODERINT 600 (COD_ERP_INT 6.00). Requires latest Support Package.

✓**Higher EHP for specific functionality**
- EHP2 to view Sales Order details in the Opportunity, Quote and Account
- EHP3 to view Sales Quote details in the Opportunity and Account
- EHP5 to view print preview (PDF) of quotes and sales orders in the Opportunity and Quote

✓ ERP System must be able to connect to the Internet via https protocol

✓ Server certificate must be imported into the ERP System via transaction STRUST

SAP Cloud Integration

- ✓ Activate SAP ERP Integration in Scoping

- ✓ Set Up Communication System

- ✓ Configure Communication Arrangements

- ✓ Perform Code List Mapping

- ✓ Create ID Mapping

Implementation Methodology
Connect Phase

Click process chevrons for details

Connect ✕
- Receive provisioning e-mails from SAP
- Request users and roles for authorization
- Establish technical connectivity

Configure | Extend | Data Load | Go-Live | Monitor | Upgrade

▶▶ Overview
▣ Roadmap
▣ Methodology
✚ Further Information

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Process Step

Receive provisioning e-mails from SAP
- SAP Cloud for Customer tenant details
- SAP HANA Cloud Integration tenant details (test, production and Web UI)

Request users and roles for authorization
- SAP Cloud for Customer (self service)
- SAP HANA Cloud Integration under component LOD-HCI (SCN user is a pre-requisite)

Establish technical connectivity using:
- Basic authentication option (ensure SCN user has integration roles assigned)
- Certificates based authentication option (ensure on-premise client certificates is certified by valid CA that SAP HCI trusts)

Performed By

Customer

OR

Implementation Team

Documentation
- HCI connectivity guide
- Basic Authentication
- Certificate-Based Authentication

Generic information:
Technical Connectivity Guide

Implementation Methodology
Configure Phase

Click process chevrons for details

2 Configure

| Connect | Configure on-premise backend | Configure middleware | Configure SAP Cloud for Customer | Extend | Data Load | Go-Live | Monitor | Upgrade |

Overview

Roadmap

Methodology

Further Information

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Process Step

Configure SAP on-premise backend
- Install SAP backend (CRM/ERP) add-on, and pre-requisite SAP Notes (see integration guide)
- Create logical system and execute report to create ports, destinations, and partner profiles

Configure SAP middleware (PI/HCI)
- Download iFlows from SAP Service Marketplace (for PI) or from web UI (for HCI)
- Configure iFlows – adapt pre-delivered content with signed SSL client certificates from on-premise and customer-specific target hostnames
- Check in adapted content into design-time repository
- Deploy iFlows and test connectivity

Configure SAP Cloud for Customer
- Select integration scope
- Create communication system and communication arrangements

Performed By

Customer

OR

Implementation Team

Documentation

Integration guides describing integration of SAP Cloud for Customer with:
- SAP ERP via PI
- SAP ERP via HCI
- SAP CRM via PI
- SAP CRM via HCI

Implementation Methodology
Monitor Phase

Click process chevrons for details

| Connect | Configure | Extend | Data Load | Go-Live | Integration Monitoring | Upgrade |

6 Monitor X
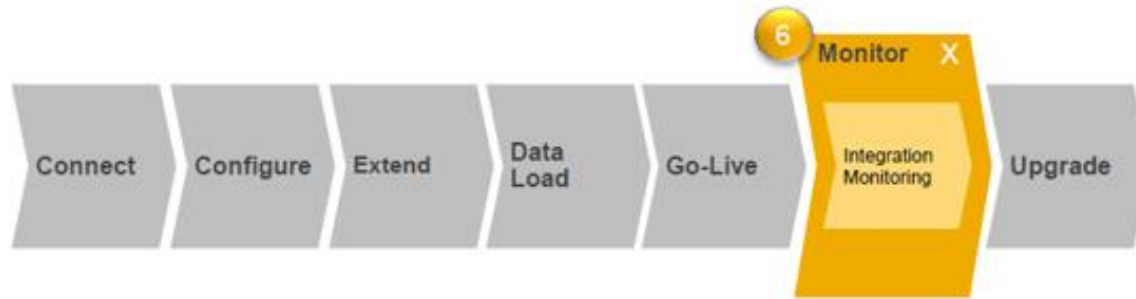
Overview
Roadmap
Methodology
Further Information

Process Step	Performed By	Documentation
Integration monitoring in SAP on-premise		Monitoring Guide
▪ Check transaction WE05 for status of inbound/outbound IDocs		
Integration monitoring in PI/HCI	Customer	
▪ Check status of IDoc/message using IDX5 and runtime workbench (PI)		
▪ Message flow overview monitoring in HCI web UI and Message flow monitoring in HCI Eclipse		
Integration monitoring in SAP Cloud for Customer		
▪ Check BTM Tasks in Business Communication Monitoring for errors in SAP Cloud for Customer		

Packaged Integration for SAP ERP Integration
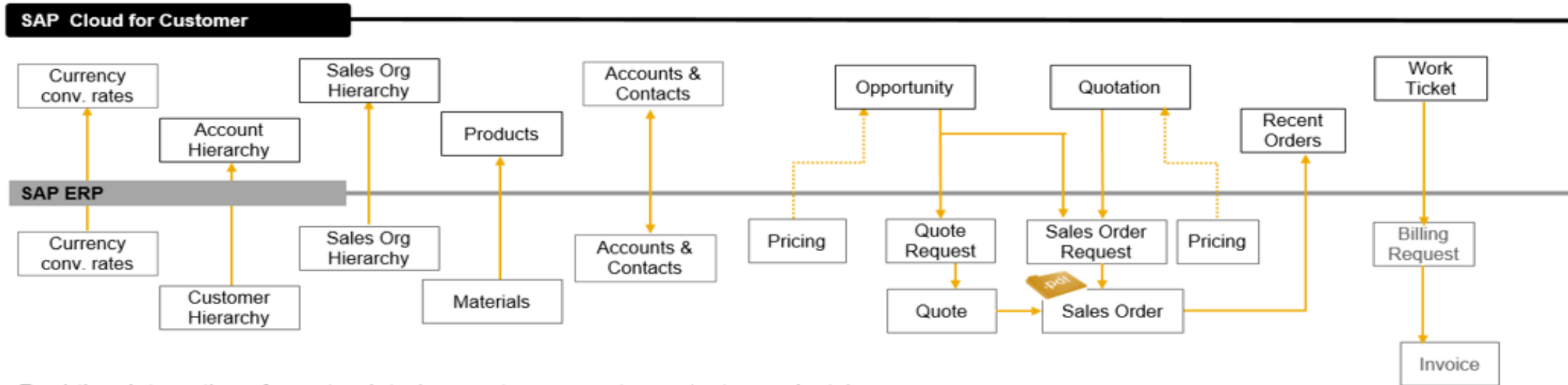
- Real-time integration of master data (accounts, prospects, contacts, products)
- Real-time integration of transactional data (opportunity real-time pricing, quote and sales order requests, quote to sales order request)
- PDF display of ERP sales documents in C4C opportunity and quote. PDFs are generated on-the-fly.
- Recent orders update
- Real-time integration of work ticket to billing request
- Additional real-time master data integration for currency conversion rates, account hierarchy, sales org hierarchy etc.
- Pricing: Real-time call to ERP SD pricing supporting the full pricing flexibility of ERP SD.
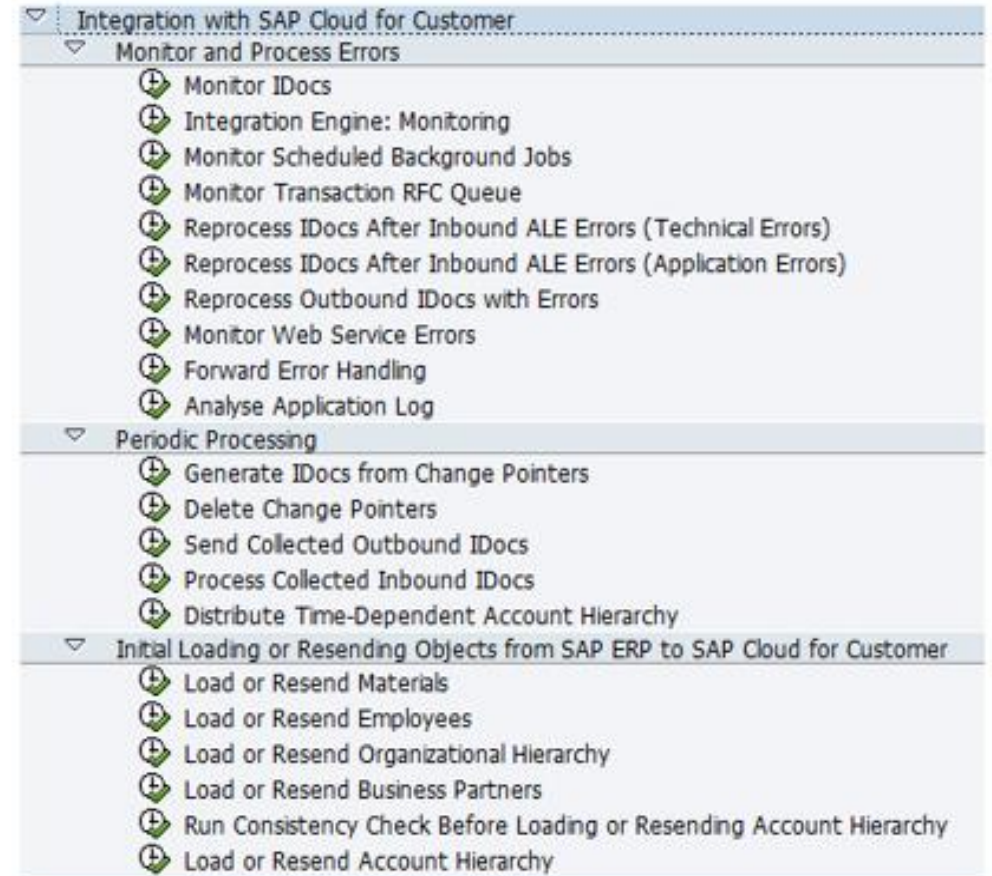
An area menu is now available to consolidate all the commonly used transactions for integrating SAP ERP with the SAP Cloud for Customer solution.

You can access this area menu in the transaction *COD_INT_MENU*.

The transactions are grouped as follows:

- *Monitor and Process Errors*: Transactions used to monitor IDocs, XML messages, scheduled jobs, and RFC queues, and also the transactions to reprocess IDocs, and analyze application logs.
- *Periodic Processing*: Transactions used to work with change pointers, send and process collected IDocs, and distribute time-dependent data.
- *Initial Loading or Resending Objects from SAP ERP to SAP Cloud for Customer*: Transactions of all reports that can be used to load and send data from SAP ERP to SAP Cloud for Customer system.

Integration with SAP Cloud for Customer
- Monitor and Process Errors
  - Monitor IDocs
  - Integration Engine: Monitoring
  - Monitor Scheduled Background Jobs
  - Monitor Transaction RFC Queue
  - Reprocess IDocs After Inbound ALE Errors (Technical Errors)
  - Reprocess IDocs After Inbound ALE Errors (Application Errors)
  - Reprocess Outbound IDocs with Errors
  - Monitor Web Service Errors
  - Forward Error Handling
  - Analyse Application Log
- Periodic Processing
  - Generate IDocs from Change Pointers
  - Delete Change Pointers
  - Send Collected Outbound IDocs
  - Process Collected Inbound IDocs
  - Distribute Time-Dependent Account Hierarchy
- Initial Loading or Resending Objects from SAP ERP to SAP Cloud for Customer
  - Load or Resend Materials
  - Load or Resend Employees
  - Load or Resend Organizational Hierarchy
  - Load or Resend Business Partners
  - Run Consistency Check Before Loading or Resending Account Hierarchy
  - Load or Resend Account Hierarchy

Cloud for Customer (C4C):

Cloud for Sales - Retail Execution

SAP CLOUD FOR CUSTOMER ENGAGEMENT:
PRODUCT PORFOLIO OVERVIEW & ARCHITECTURE

WEB	MOBILE	SOCIAL	EMAIL	CALL CENTER	MARKET PLACE
DIGITAL GOODS	INTERNET OF THINGS	CONTACT CENTER	POS	MARKETING CHANNELS	

INDUSTRIES				
SALES	SERVICE	MARKETING	COMMERCE	SOCIAL
PREDICTIVE ANALYTICS				
HANA AS A PLATFORM				

SALES
ENABLING THE STRATEGIC SELLER

- **SALES PRODUCTIVITY**
  Engage in meaningful customer conversations, and deliver the right impact every time from anywhere with complete customer intelligence

- **SALES PERFORMANCE MANAGEMENT**
  Turn sales strategy into action by guiding and coaching sellers to ways to increase revenue, and exceed goals and objectives

- **SMARTER SELLING WITH PREDICTIVE ANALYTICS**
  Ensure sellers are focusing on the right leads and engaging with the key influencers to maximize the chance of success

- **COLLABORATIVE SELLING**
  Make every sales interaction count by connecting sellers and customers with the right content, insights, and experts at every stage of the deal.

SELL LIKE THE BEST AND ENGAGE TO WIN
WITH SAP CLOUD FOR SALES

Collaboration & Social
- Feeds, Followers and @mentions
- Internal, Customers, Partners
- Deal Sites
- Social Selling

Account Management & Intelligence
- Fast Account & Contact Updates
- 360 Customer Intelligence

Productivity & Personalization
- Flags
- Tags
- Shelf
- Quick Creates
- User-Defined Fields
- Workflow

Opportunity Management & Insight
- Easy Lead, Opportunity & Activity Tracking
- Guided Selling, tailored sales methodology
- Competitor Insight

Real-Time Analytics
- Dashboards & forecasting
- Configurable custom reports
- Account 360
- Mash-ups with SAP BW & Business Objects

Groupware Integration
- Full-Featured with 2-way Sync
- Support for Microsoft Outlook, Google Gmail, & Lotus Notes

Mobile
- Complete mobile apps, no extra cost
- Support for iPad, iPhone, Blackberry & Android

Integration
- Pre-built enterprise integration to SAP ERP, SAP CRM, SAP JAM, InsideView, Xactly and more
- Supports Mashups for easy web integration

USER EXPERIENCE
MODERN AND BEAUTIFUL

- Consumer-grade, role-based experience drives user adoption and value

- Mobile-first strategy with robust apps and responsive design

- Harmonized experience across the portfolio

Retail Execution
Day in a Life of a Sales Representative / Merchandiser

Plan Visit

Check Calendar → Prepare visit(s) → Meet Customer 1

Meet Customer 2

Store Check

Shelve Check

Order Products

Follow Up

Analysis

Faze projekta

Opseg – faza 1

- Planiranje route/posjeta

- Izvršavanje posjeta

- Unos narudžbenice

Opseg – faza 2

- Planiranje različitih anketa

- Anketiranje i analitika

Project Timeline

MONTH 1	MONTH 2	MONTH 3
PREPARE	EXPLORE	REALIZE	DEPLOY

Project Management

Application: Solution Adoption

Application: Customer Team Enablement

Application: Design & Configuration

Application: Integration

Application: Testing

Custom Code Extensions

Technical Architecture & Infrastructure

System & Data Migration

Transition to Operations

Hvala na pažnji!

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