



SAP Business ByDesign

Digitalization for Your Business

Global Roll-out SAP, SME Partner Enablement
April, 2021

BlueOceanSystems
Software for Business

A UNIVERUS Company



THE BEST RUN 

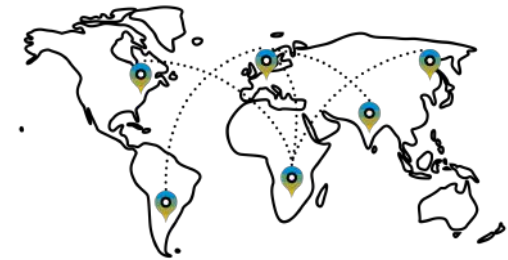
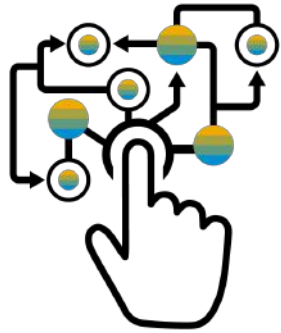
Agenda

- Introduction to SAP Business ByDesign
- Key Innovations to Run Your Business
- Additional Elements for SAP Business ByDesign
- Basic Principle Running the Solution
- Appendix
 - Integrated Business Scenarios
 - Functional Scope in Detail

Introduction to **SAP Business ByDesign**

Why explore ERP system?

As your business changes, a solid underlying foundation is critical



It's time to go digital

- You want to make a business decisions - anytime, with real-time access to information
- You need to automate your business processes, to increase productivity

You are growing

- You are a fast growing company, and your needs are out-pacing your current system capabilities
- As your business grows, you need to put best-practice processes in place

You are expanding

- If you are expanding into new markets, you need business software that will enable you
- Enable your subsidiary network to harmonize business and intercompany processes

A Good Cloud ERP Solution..

allows you to focus on running your business

Business Transparency



- Adapt your ERP solution to your companies business needs to be agile and transparent
- Improve your data quality by connecting silos to have one centralized data source to focus on quicker business decisions

End-User Acceptance



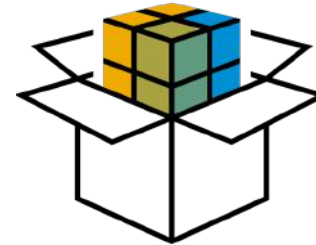
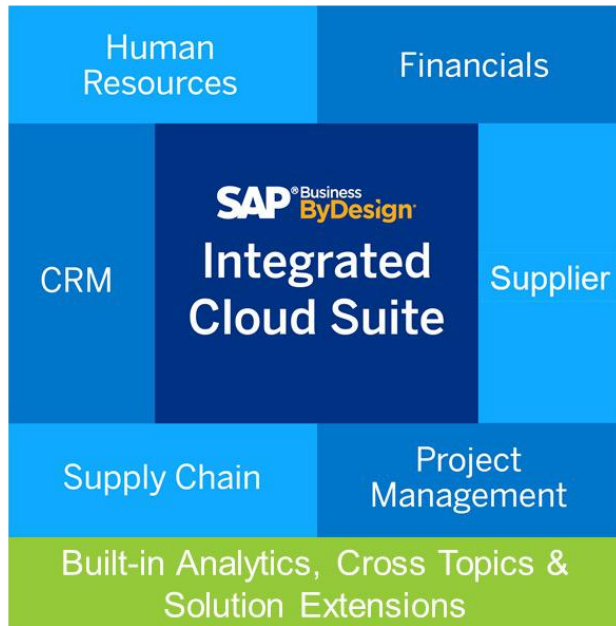
- Intuitive ease of use, ease of learning, and noticeable reduction in your daily workload
- Connected business processes help and enable end-user efficiency

Holistic Approach



- Reduce and minimize your IT operating costs by running a cloud solution
- Rely on a secure operating environment to protect your data privacy

Why SAP Business ByDesign?



Suite in a Box

Experience a single end-to-end cloud solution



Insightful

Get transparency to make informed decisions



Built for Growth

Leverage a dynamic, configurable solution

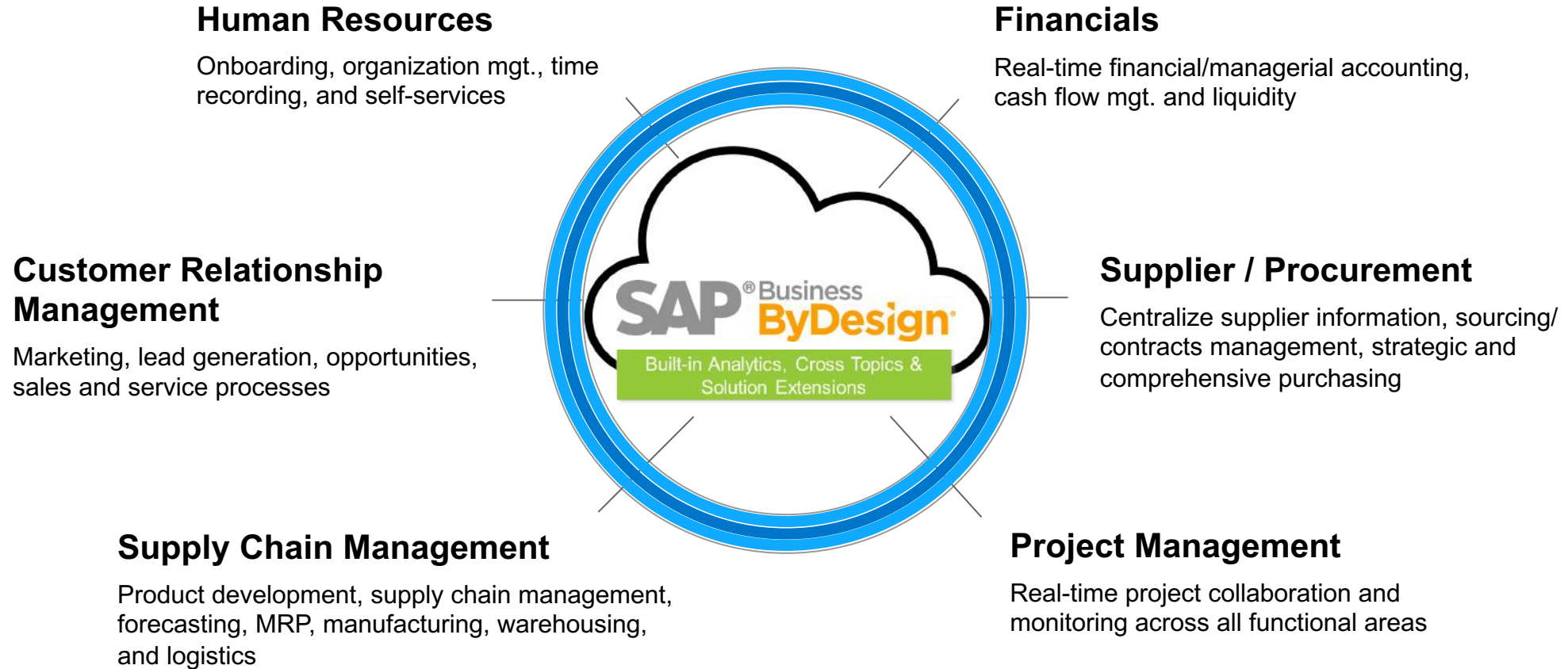


Continuous Innovation

Be always up to date with automatic product updates

The Digital Core to Meet Your Needs

SAP Business ByDesign



Continuous Innovation

Everything a fast-growing business needs

The Concept of SAP Business ByDesign ensures

- You always have best-in-class functionality
- Keep you ahead of technology changes



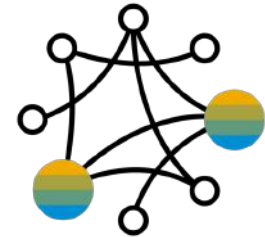
Cloud Solution

Innovations delivered in the cloud without having complexity and costs



Quarterly Updates

Automatic product updates deliver new features and processes consistently

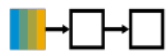
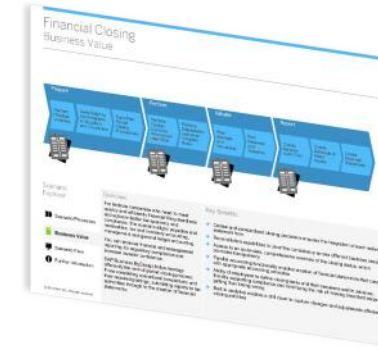
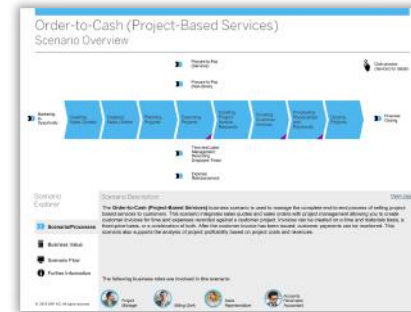
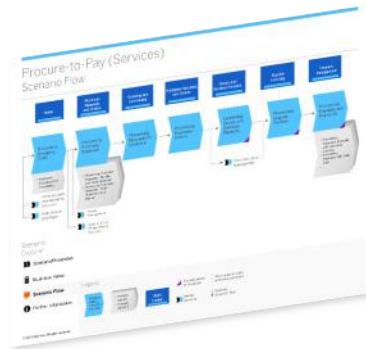


Flexible platform

Ability to adapt and extend the solution

SAP Business ByDesign – Architected...

to support end-to-end business scenarios



SAP Business ByDesign delivers

- **39** comprehensive, pre-built end-to-end business scenarios
- Supported out-of-the-box
- Connecting every function across your company, for example
 - Cash and liquidity management
 - Field service and repair
 - Order to cash
 - Project management

Detailed visualizations of all business scenarios with their included processes and process steps are provided in the [Business Scenario Explorer](#)

SAP Business ByDesign by Numbers



9.742 businesses running SAP Business ByDesign



149 countries where SAP Business ByDesign is used



Available as **21** country localizations and in **13** languages



200+ Software Solution Partners with **8.000+** add-on solutions



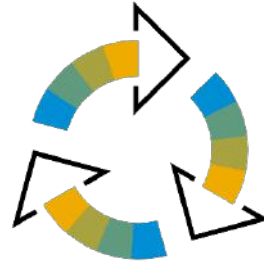
250 Value Added Partners worldwide



5 to **10.000** users per single SAP Business ByDesign system

Key Innovations to Run Your Business

SAP Business ByDesign – Basic Principles and Cross Innovations



Simplify Usage

- Consistent UI-Principles and Navigation Concept
- Built-in Help & Learning
- Employee Self-Services

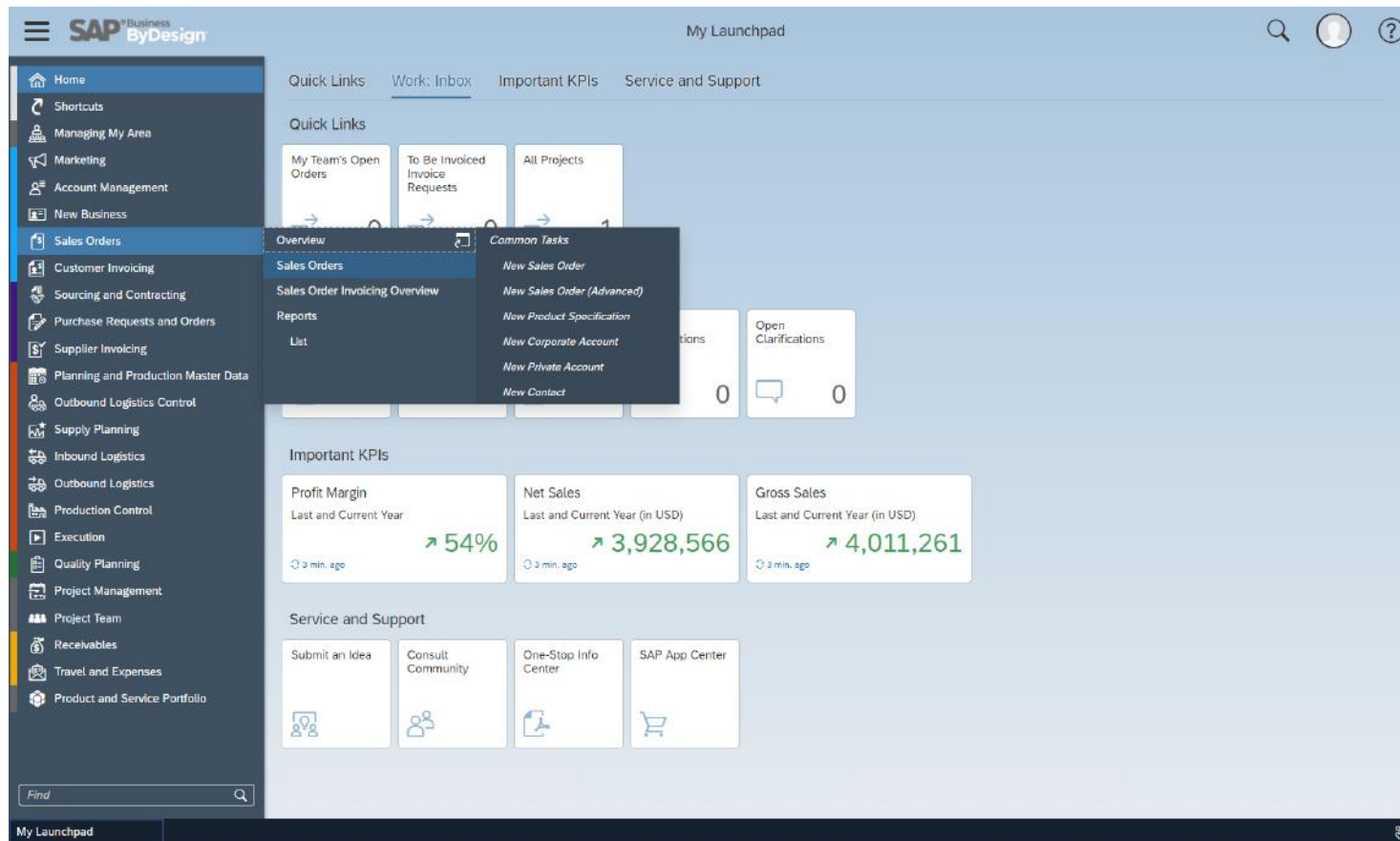
Easily Adopt the Solution

- Organizational Management
- Personalization
- Business Configuration
- Key User Extensibility

Gain Business Transparency

- Enterprise Search
- Document Flow
- Mashups
- Built-in Analytics

SAP Business ByDesign – Consistent Visual and Navigation Concepts



Improve user experience

- Work center concept
Ready access to SAP Business ByDesign functionality
- Consistent visual design
Pattern-based design that helps the user to get familiar with the UI
- Clear navigation
Coherent navigation concept

SAP Business ByDesign – Built-in Help and Learning

The screenshot displays the SAP Business ByDesign interface. On the left is a navigation menu with 'Sales Orders' highlighted. The main area shows a 'Sales Orders' table with columns for Status, Sales Order ID, External Reference, Account, Posting Date, and Requested Date. A 'Help Center' sidebar is visible on the right, with 'Sales Orders Quick Guide' selected. A yellow box highlights this option, and a yellow arrow points from it to a larger, detailed help overlay window titled 'Sales Orders Quick Guide'. This overlay contains a table of contents, an introduction, and sections for 'Business background', 'Sales Order Processing', 'Kits Process Flow', 'Approval for Sales Order', and 'Pricing'. A feedback form is also present at the bottom right of the overlay.

Status	Sales Order ID	External Reference	Account	Posting Date	Requested ...
Open	3688	20200404083315	High Electronic Technologies	07/20/2020	08/01/2020
Open	3687	20200404084315	Hudson Technologies	07/21/2020	08/01/2020
Open	3686	20190404083315	High Electronic Technologies	07/24/2020	08/01/2020
Open	3685	20190404082815	Unlimited Electrics	07/27/2020	08/01/2020
Open	3684	20190404083815	High Electronic Technologies	07/27/2020	08/01/2020
Open	3683	20190404084315	Hudson Technologies	07/27/2020	08/01/2020

Contextual help that is ...

- Accessible from any screen
- Context and user sensitive
- Directly related to learning content and community

SAP Business ByDesign – Built in Help and Learning

Learning Center

Learn how to use the system. The training is built into your workplace, replacing the traditional classroom training approach. You find your training content tailored to your tasks. You can plan and run the training individually and do not have to follow fixed training schedules.

> [Privacy Policy Statement - I do not agree](#)

All

Learning Modules / Objectives	Documents (visited)	Total Learning Time
> Introduction to SAP Business ByDesign Learn about the concepts behind SAP Business ByDesign and what the solution can do for you.	2 (0)	40 min
✓ Role-Based Learning Become acquainted with the various business roles represented in SAP Business ByDesign.		
Company Profile Get an overview of the Almika company and the user roles offered.		
Executive Manager Learn how to work with browser-based reports and how to create and approve a shopping cart.		
Marketing Assistant Learn how to create and execute a campaign and how to create and hand over a lead.		
Sales Representative Learn how to create a customer invoice, opportunity, and sales order.		

Role-specific learning for rapid adoption

- Accessible from any screen through the help center
- Self-paced
- Appropriate for your areas of responsibility

Sales Representative May 2020 English

Search in this document

Table of Contents

- Sales Representative

Send feedback

Hi, I'm a Sales Representative and these are my typical tasks:

- Accepting leads handed over from the marketing department, and creating opportunities or sales quotes from them.
- Planning short-term and long-term activities, and setting up sales forecasts based on opportunities.
- Creating sales orders, usually based on opportunities or sales quotes, and monitoring them.
- Monitoring all alerts, notifications, and tasks forwarded on a daily basis.
- Triggering and monitoring order-based invoices.
- Processing customer returns

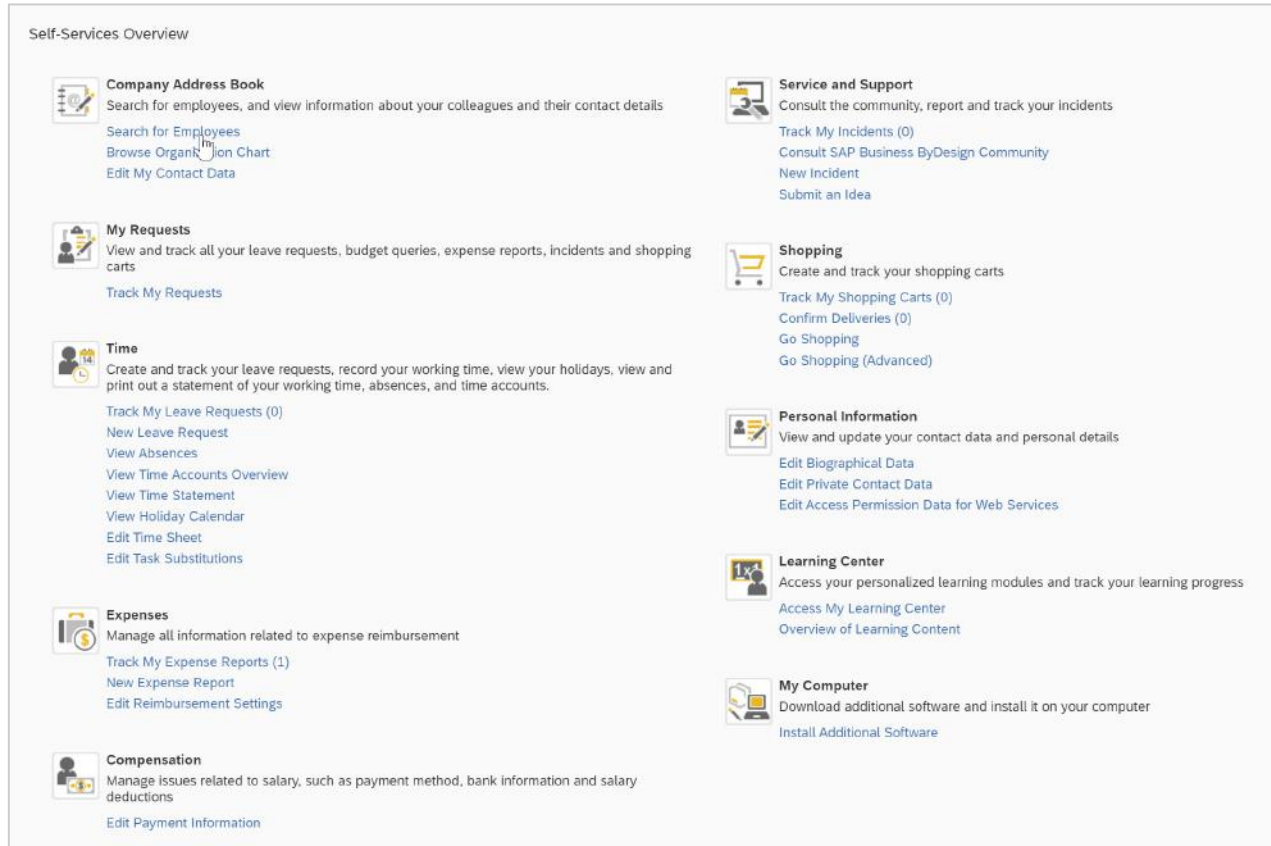
Business Area(s): Sales

- Create a Customer Invoice

Open this video in a new window

SAP Business ByDesign – Employee Self-Services

Self-Services Overview



Company Address Book
Search for employees, and view information about your colleagues and their contact details
[Search for Employees](#)
[Browse Organizational Chart](#)
[Edit My Contact Data](#)

My Requests
View and track all your leave requests, budget queries, expense reports, incidents and shopping carts
[Track My Requests](#)

Time
Create and track your leave requests, record your working time, view your holidays, view and print out a statement of your working time, absences, and time accounts.
[Track My Leave Requests \(0\)](#)
[New Leave Request](#)
[View Absences](#)
[View Time Accounts Overview](#)
[View Time Statement](#)
[View Holiday Calendar](#)
[Edit Time Sheet](#)
[Edit Task Substitutions](#)

Expenses
Manage all information related to expense reimbursement
[Track My Expense Reports \(1\)](#)
[New Expense Report](#)
[Edit Reimbursement Settings](#)

Compensation
Manage issues related to salary, such as payment method, bank information and salary deductions
[Edit Payment Information](#)

Service and Support
Consult the community, report and track your incidents
[Track My Incidents \(0\)](#)
[Consult SAP Business ByDesign Community](#)
[New Incident](#)
[Submit an Idea](#)

Shopping
Create and track your shopping carts
[Track My Shopping Carts \(0\)](#)
[Confirm Deliveries \(0\)](#)
[Go Shopping](#)
[Go Shopping \(Advanced\)](#)

Personal Information
View and update your contact data and personal details
[Edit Biographical Data](#)
[Edit Private Contact Data](#)
[Edit Access Permission Data for Web Services](#)

Learning Center
Access your personalized learning modules and track your learning progress
[Access My Learning Center](#)
[Overview of Learning Content](#)

My Computer
Download additional software and install it on your computer
[Install Additional Software](#)

Central area for daily work and administrative tasks

- Create leave requests
- Track expense reports
- Manage personal information
- and more

SAP Business ByDesign – Organizational Management

Date: 03/01/2019 Go Select Org Structures Active Area

Edit Navigate 27% Find Print Table

Details: P1120 - Manufacturing

General Definitions Addresses Functions Work Dis

Properties

Org Unit ID: P1120

Org Unit Name: Manufacturing

Valid From/To: 12/31/2009 / Unlimited

Working Day Calendar: USA with 5 working days (Mon-Fri)

Org Unit Manager

Graphical representation of an organization

- Maintenance of the organizational structure
- Definition of organizational units
- Definition of functions of organizational units

Date: 03/01/2019 Go Select Org Structures Active Area

Edit Navigate 83% Find Print Table

Details: 330100 - Eindhoven

General Definitions Addresses Functions Work Distribution Employees Timelines Changes

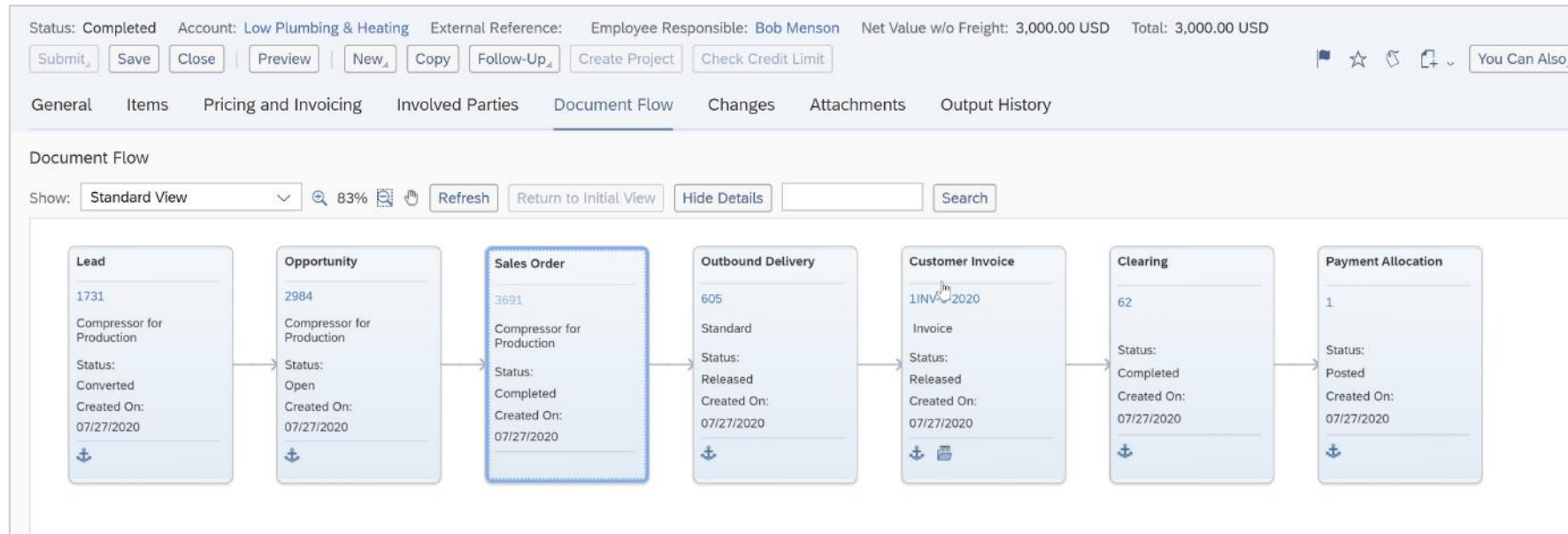
Properties

Org Unit ID: 330100

Org Unit Name: Eindhoven

Main Address: Sint Ewaldstraat 5, 5543 RA Eindhoven

SAP Business ByDesign – Document Flow



Process visualization

- Graphical representation of operational business processes
- End-to-end processes, available for every business document
- Supports compliance

Additional Elements for SAP Business ByDesign

Make Real-Time Business Decisions with Analytics...

The Key to Your Business Data

SAP Business ByDesign Built-in Analytics

Integrated and insight-driven business processes powered by built-in analytics empowers you to make decisions based on real-time data



Exclusive Analytics **within** the solution

KPIs



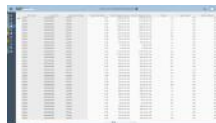
Report Cards



Reports / Analysis Pattern



Data Sources



Advanced Analytical Capabilities

Leverage external analytics solution to extend the built-in analytics in one experience with modern BI capabilities – uncover new insights quickly and easily

SAP Analytics Cloud

Extend your insights **beyond** the Solution

Design, visualize, and create your data visually and personalized



Anticipate problems before they arise with predictive forecasting



Conversational artificial intelligence and natural language technology



Machine Learning helps to simulate the impact on business outcomes

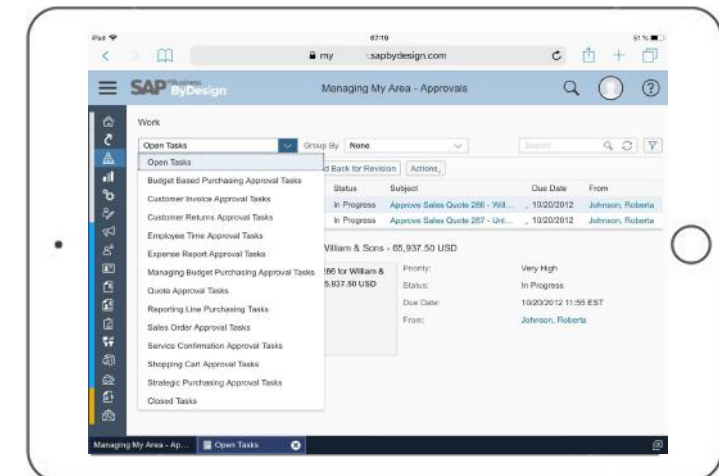
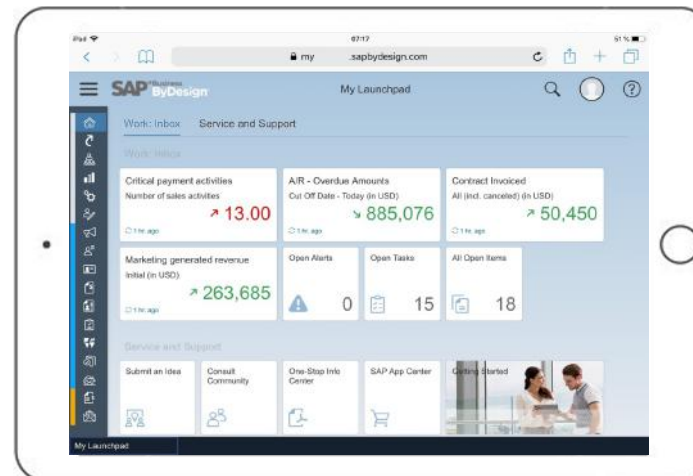


...and native Apps

Access your business data from any location at any time

Broad Range of Mobile Apps

- Responsive for iOS and Android devices
- SAP Apps are included as part of the suite
- Designed specifically for day-to-day tasks like
 - Time and expense reporting
 - Project management
 - Analytics

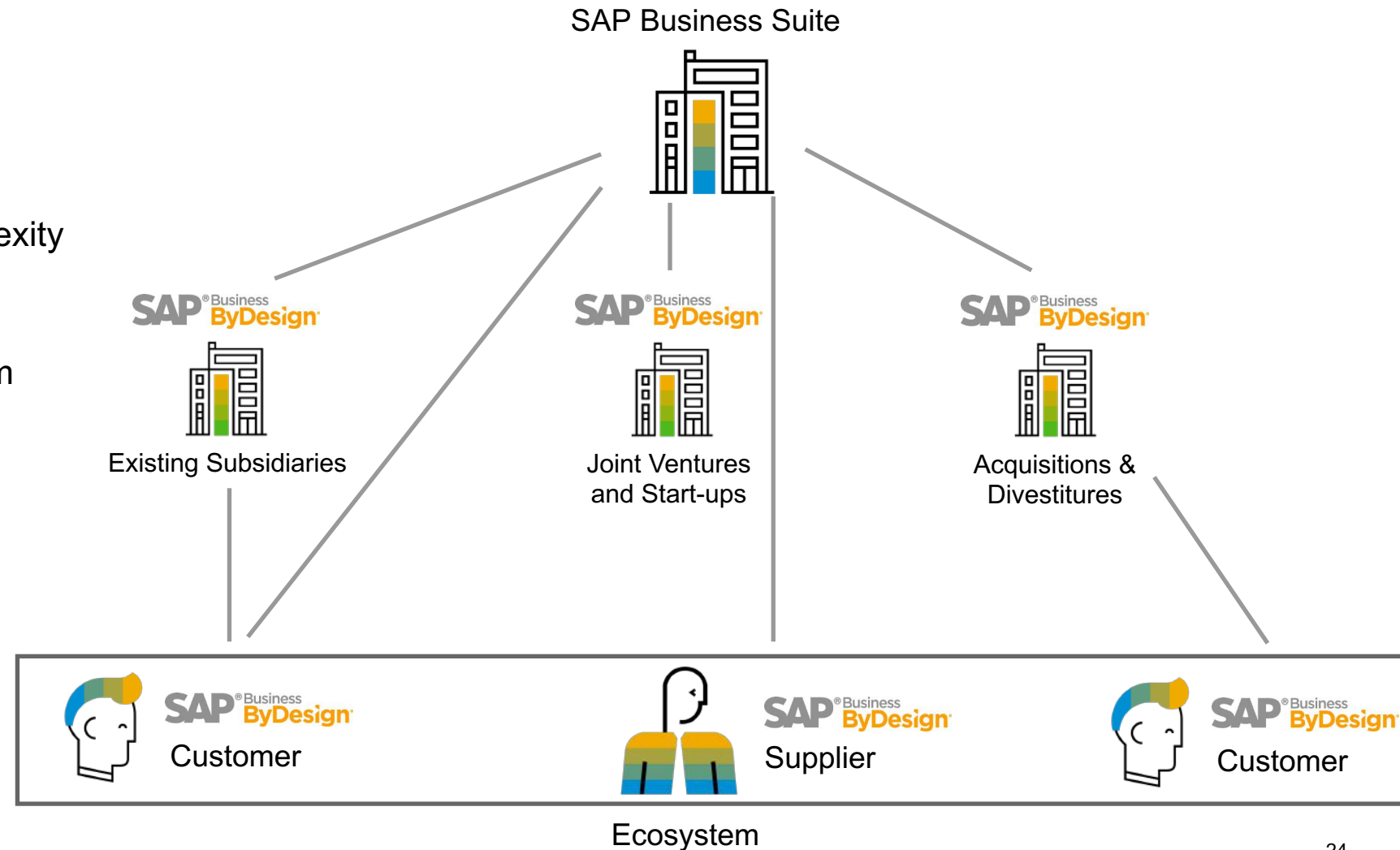


Basic Principles **Running the Solution**

Two-Tier ERP Strategy with SAP Business ByDesign

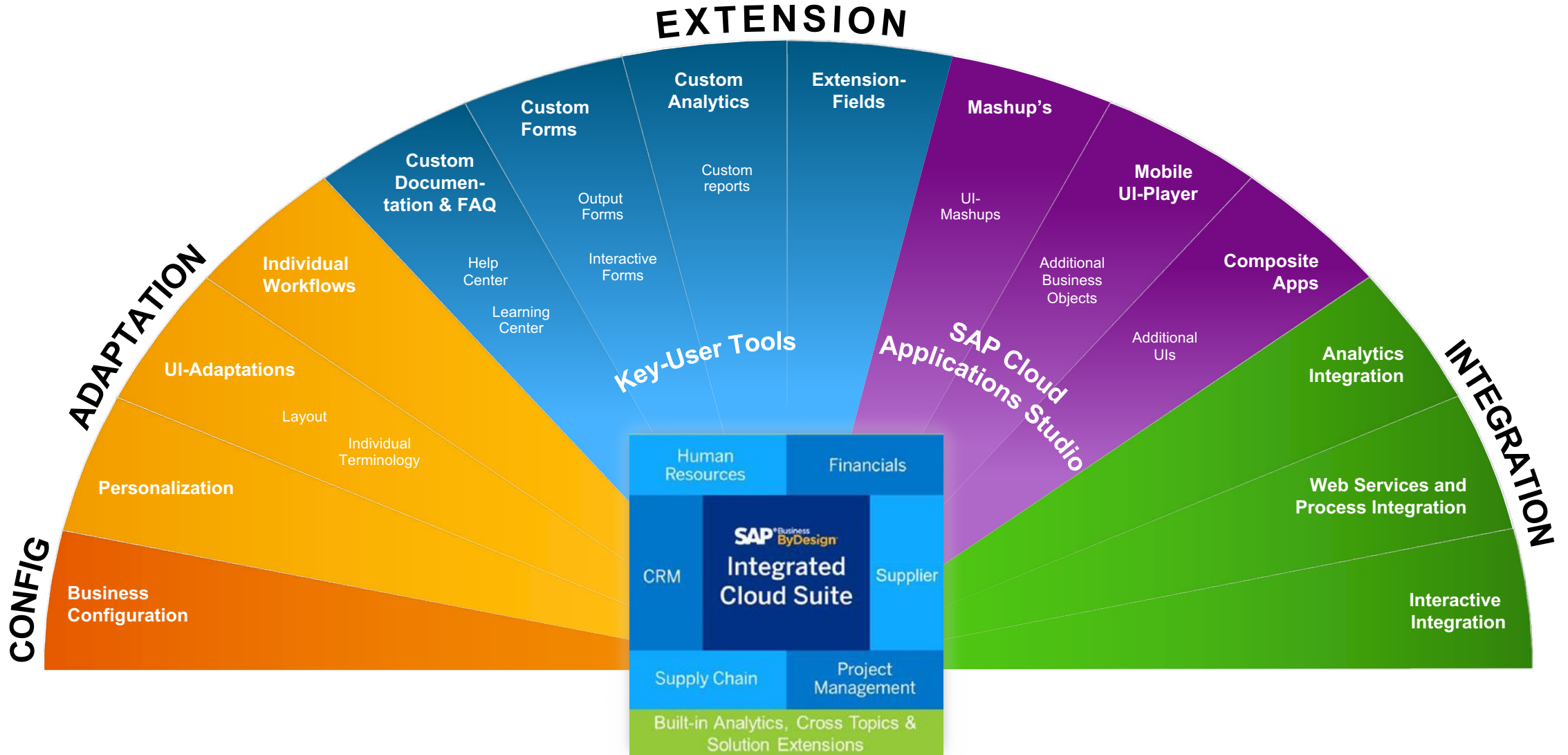
The Solution to

- Help achieving success of 2-tier organizations
- Leverage corporate capabilities
- Support reducing cost and complexity managing 2-tier
- Utilize Governance, Risk & Compliance across the ecosystem



SAP Business ByDesign – Flexibility

Adapt and extend your solution



How to Extend and Integrate SAP Business ByDesign

Add functionality to meet company-specific needs



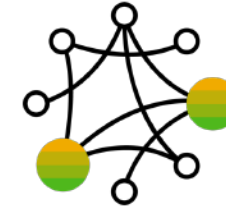
SAP Cloud Applications Studio

“Build-in extensions” (Add-ins)
installed and operated
on the SAP Business ByDesign Platform



SAP Cloud Platform

„Side-by-side“ cloud applications
operated on the SAP Cloud Platform,
connected to SAP Business ByDesign



SAP Cloud Platform Integration

End-to-end process integration
across cloud-based and on-premise
applications

APIs | Public Solution Model



SAP[®] Business
ByDesign

Security – Holistic Approach Protecting Your Data

Privacy, transparency, and audit controls across the cloud architecture ([SAP Trust Center](#))



Data Storage

Protect your data across the stack with strong AES-256 encryption, global auditing, improved multitenancy, and SOC 2 compliance



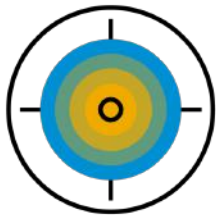
Application and Database

See the multitenant product architecture, including application security, single sign-on authentication, and activity monitoring



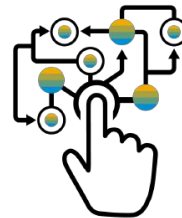
Datacenter Facilities

Explore our geographically dispersed data centers – from bulletproof walls and biometrics to ANSI/TIA/EIA-942 Tier III+ facilities



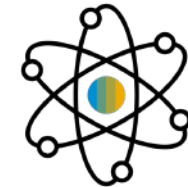
Network

Rest assured that your network is safe from internal and external threats with firewalls, scans, and 24x7 security monitoring



Data Encryption

Gain the control you need to encrypt sensitive data before it leaves your firewall and decrypt it when it returns – in real time

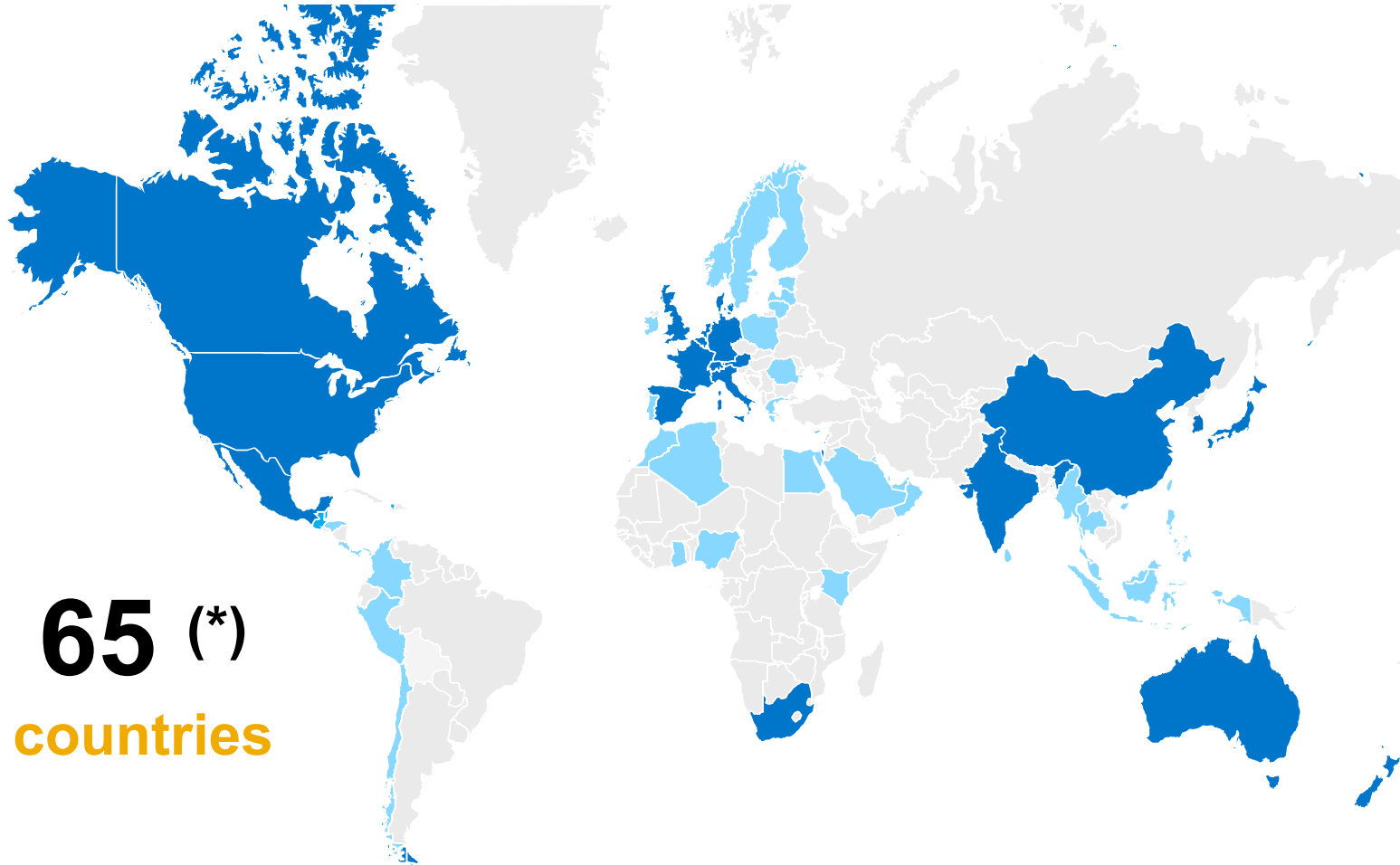


General Data Protection Regulation (GDPR)

Comply with GDPR by simplifying the updating, deletion, and reporting of personal data while ensuring secure, authorized access

SAP Business ByDesign – SAP Supported Country Versions

Further Details on [Localization](#)



65 (*)
countries

SAP Standard Localization (21)

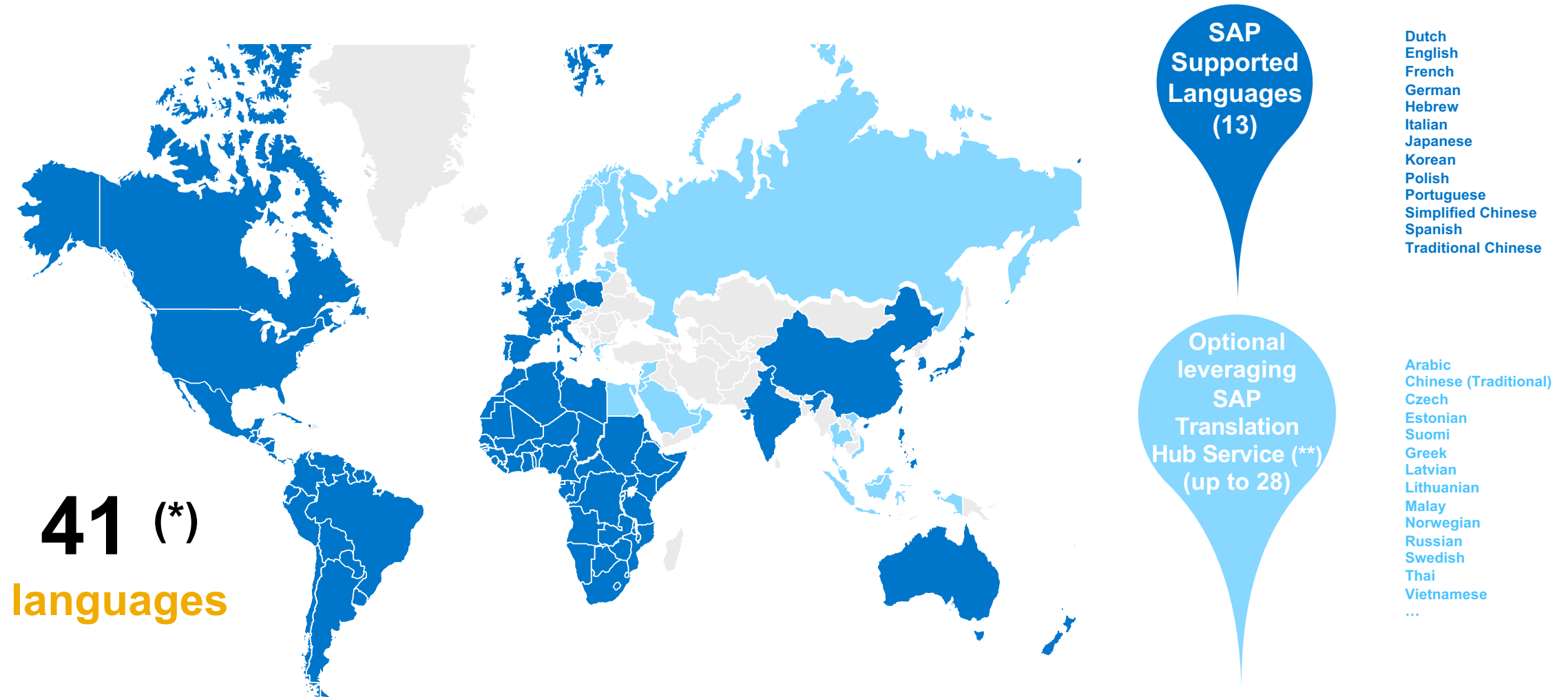
- Australia
- Austria
- Belgium
- Canada
- China
- Denmark
- France
- Germany
- India
- Israel
- Italy
- Japan
- Mexico
- Netherlands
- New Zealand
- Spain
- South Africa
- South Korea
- Switzerland
- United Kingdom
- United States

SAP Partner Localization () & Pre-Localized Countries (*) (44)**

- Algeria
- Bahrain
- Chile
- Colombia
- Costa Rica
- Cyprus
- Dominic Rep
- Egypt
- Estonia
- Finland
- Hong Kong, China
- Ghana
- Greece
- Guatemala
- Honduras
- Indonesia
- Ireland
- Kenya
- Kuwait
- Latvia
- Lithuania
- Luxembourg
- Malaysia
- Morocco
- Myanmar
- Nigeria
- Norway
- Oman
- Panama
- Philippines
- Peru
- Poland
- Portugal
- Qatar
- Romania
- Saudi Arabia
- Singapore
- Sri Lanka
- Sweden
- Taiwan, China
- Thailand
- Trinidad Tobago
- United Arab Emirates

Remarks: (*) SAP's pre-localized countries can be scoped and in which SAP offers partial localization features. The content delivered differs for each country. More information in this [blog](#).
 (**) SAP Business ByDesign Partner localization includes partner solutions and SAP pre-localized countries. More information in this [blog](#).

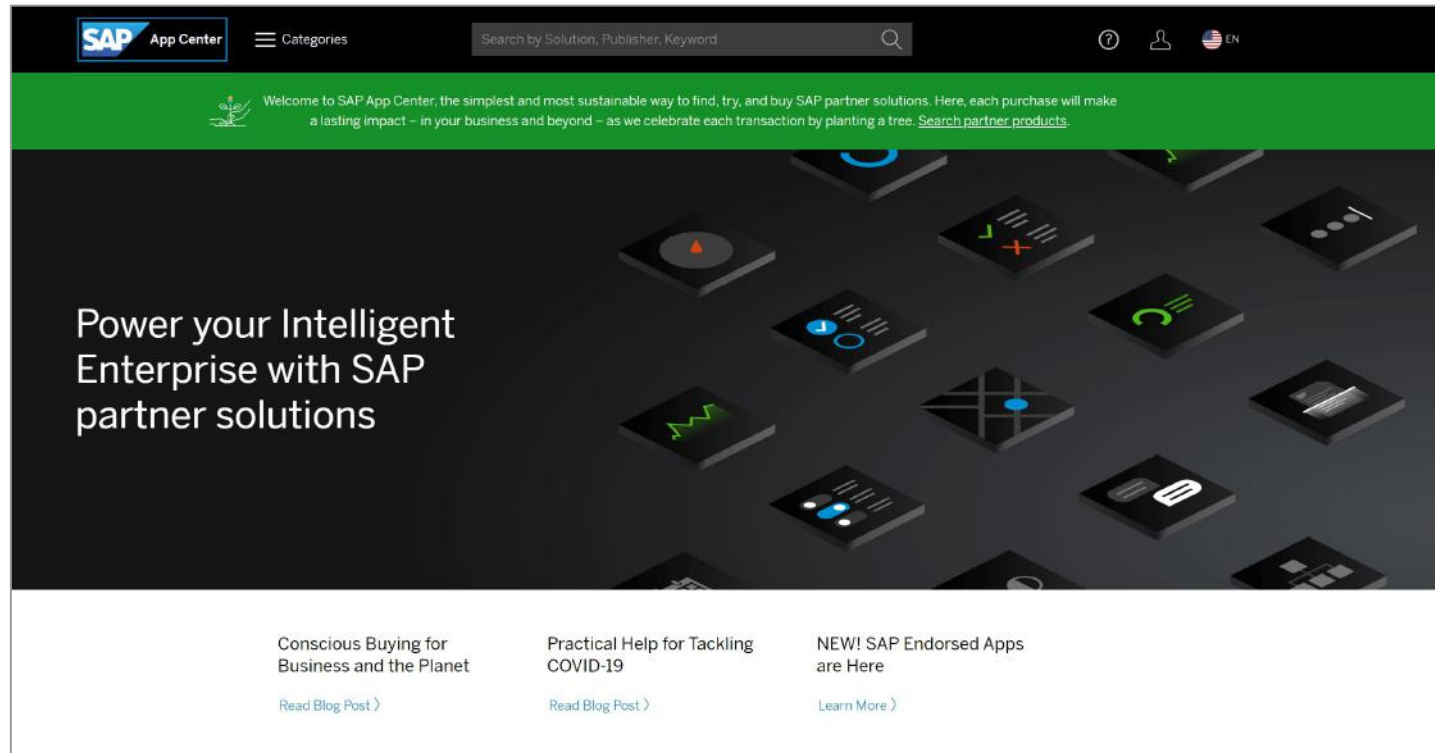
SAP Business ByDesign – SAP Supported Languages



Remarks: (**)The SAP Translation Hub can be enabled to leverage translations via the [Language Adaptation Tool](#) and supports the listed target languages, amongst others (check [all supported languages](#) from source language “English (United States)” by “Translation Provider SAP Machine Translation”). Quality score from translation provider ‘SAP Machine Translation’ is set to a fix value 25% to indicate that all machine translation proposals need to be reviewed by language experts. If you need support to review the translation proposals from SAP Translation Hub, you can contact the SAP Language Service Partners (see [general description](#) of their services and a [list of those partners](#)).

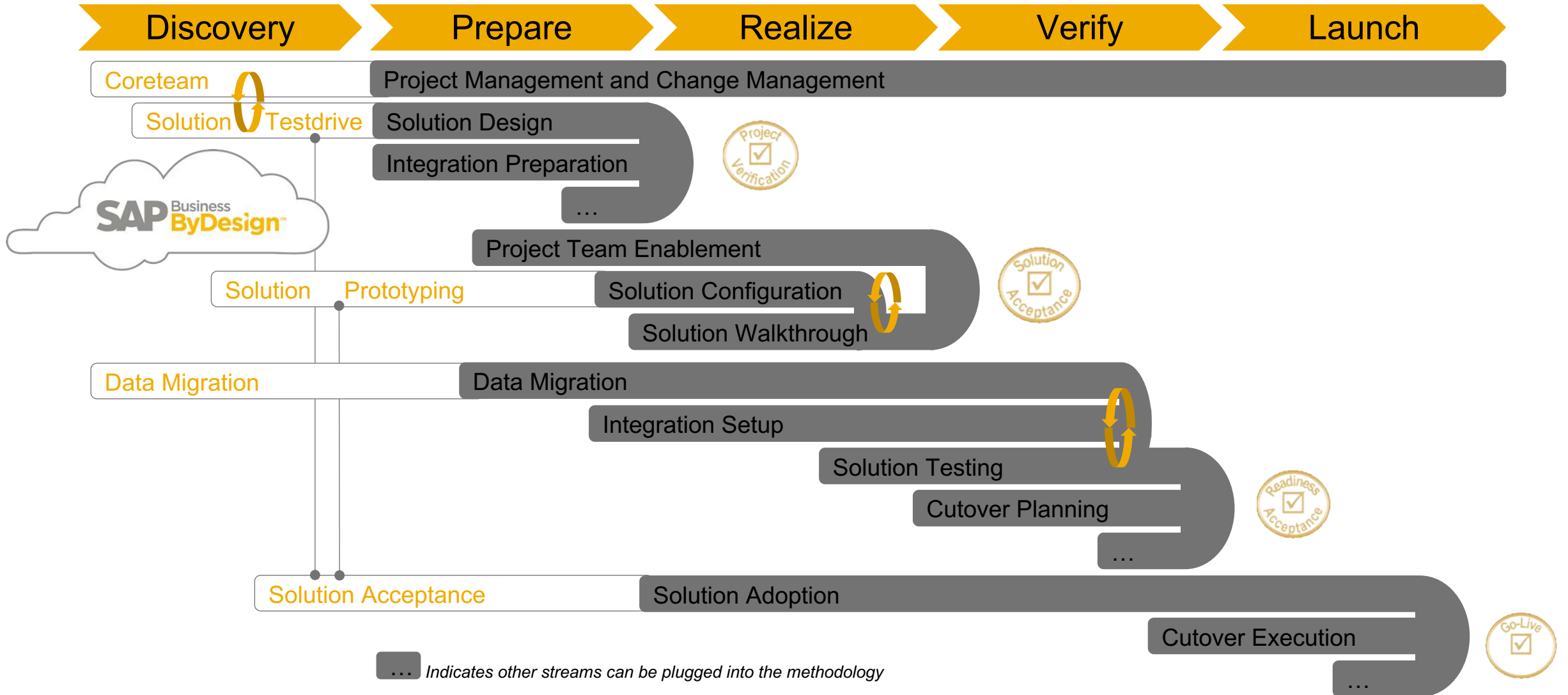
SAP App Center <https://www.sapappcenter.com/home>

Focused on helping customers digitally



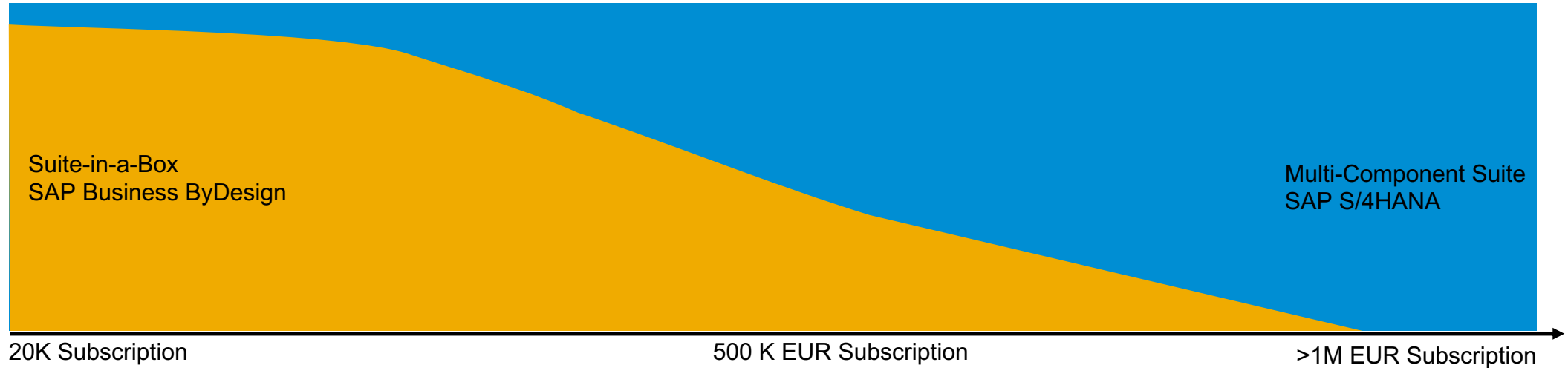
- **Globally available**, offered by SAP Business ByDesign Build Partners
- Try, buy and manage **ecosystem innovations complementary** to SAP Business ByDesign
- **Partner**
 - **Manages** product profile, pricing, provisioning and metering of its usage
 - **Acts as the merchant of record** and is responsible for product support & delivery, billing & invoicing and payment collection
- Supporting partner **products of all types from partners of all sizes**

SAP Business ByDesign Launch **Implementation Methodology**



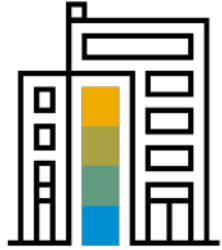
Appendix

SAP's Cloud ERP Portfolio



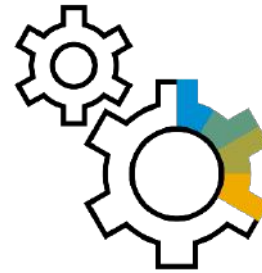
Type of Company	Limited processes and lower organizational complexity	Deeper processes, process variations and more complex, heterogeneous organizations
Need	Comprehensive selection of tightly-connected business processes	Broader and deeper business processes with advanced business network integration
Industry	Partner-provided, micro-vertical extensions	Deep industry capabilities provided by SAP
Go to Market	Partner/channel led, volume business, template configurations	Primarily direct sales led, one-on-one engagements
IT In-House Skills	Close to none	Existing inhouse competency center. Ability to cope with multi-component landscape

SAP Business ByDesign – Key Industries



Over **9.742**

businesses running
SAP Business ByDesign



in **27** industries

Key Industries Served

Professional Services

Integration between project management, financials, and purchasing

Discrete Manufacturing

ERP capabilities including MRP and production capabilities

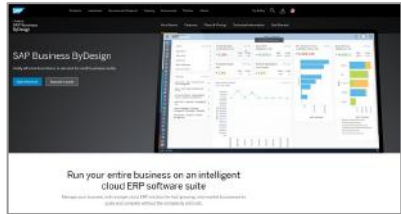
Wholesale Distribution

Core ERP capabilities are available, especially sell from stock, procure to pay, and make to stock

Public Sector (USA only)

Includes budgeting, encumbrance accounting, GASB reporting, and funds management

Information for Customers, Prospects, and Partners on SAP Business ByDesign



[Public SAP.com Website](#)



[SAP Help Portal](#)



[YouTube Channel](#)



[openSAP Courses](#)



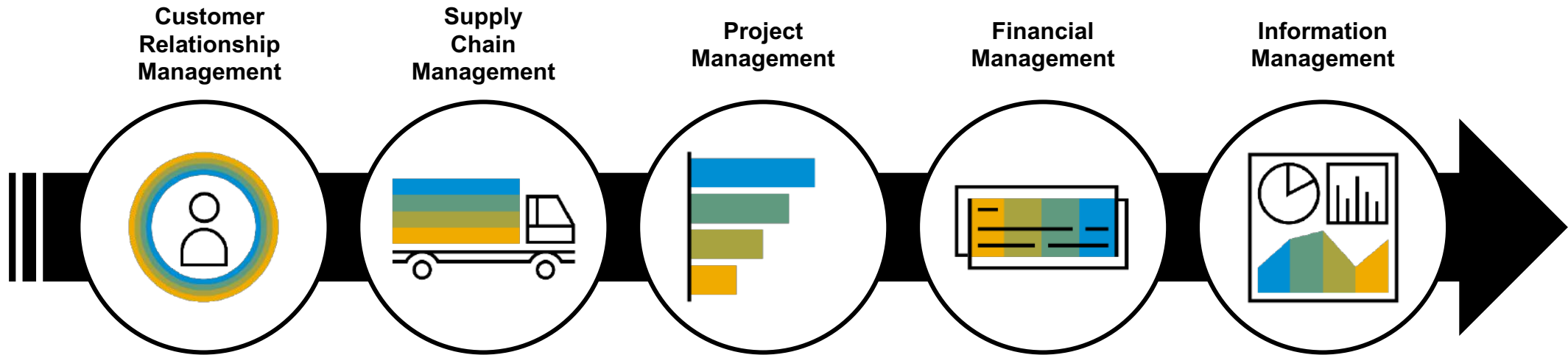
[SAP PartnerEdge Portal](#)
(Partner only)



[Product Road Map](#)
(Customer and Partner only)

Integrated Business Scenarios

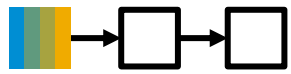
SAP Business ByDesign – Integrated Business Scenarios



SAP Business ByDesign – Customer Relationship Management



Traditional CRM Front Office



Lead & Opportunity



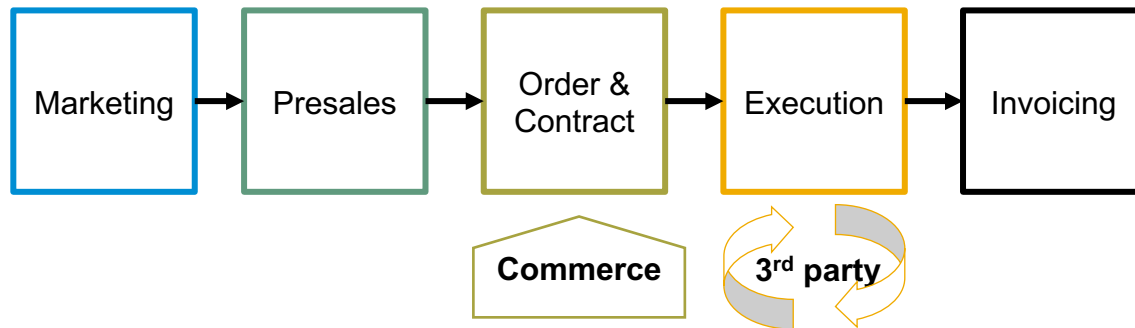
Order & Contract

Traditional ERP Back Office



Execution & Invoicing

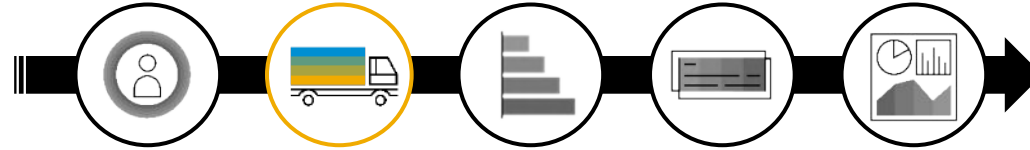
End-to-end customer engagement & commerce with SAP Business ByDesign



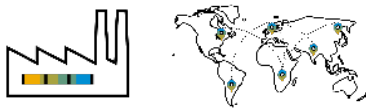
Key Innovations

- SAP Business ByDesign covers CRM or ERP end-to-end processes in one solution
- The solution supports customer centricity through a process from your first customer interaction to order execution
- Sales process and execution can be done manually or automated, including 3rd party order execution
- Built-in pricing, tax, collaboration, planning, and analytics support fast & efficient execution, transparency and decision making

SAP Business ByDesign – Supply Chain Management



Model Internal & External Supply Chain



Leverage the Ecosystem

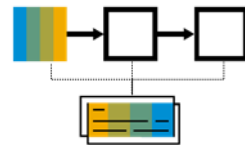


Key Innovations

- Model your internal supply chain to run your internal logistics and production processes
- Model your external supply chain including all relevant companies and business partners involved
- Leverage your ecosystem of partners, external solutions such as Web shops, MES, or CAD systems, and multiple adaptation capabilities
- Integrate the value chain for cost transparency, real-time inventory valuation, and optimized cash-flow
- Work efficiently by uniform task distribution, process automation, and exception based planning and execution



Work Efficiency



Value Chain Integration into Financials

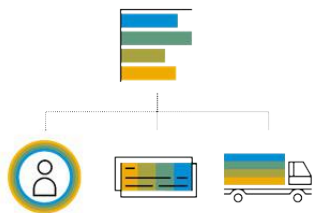
SAP Business ByDesign – Project Management



Commercial & Operational PM and Variety of Projects Types



Information Push & Various Mobile Apps



Integration across all functional Areas

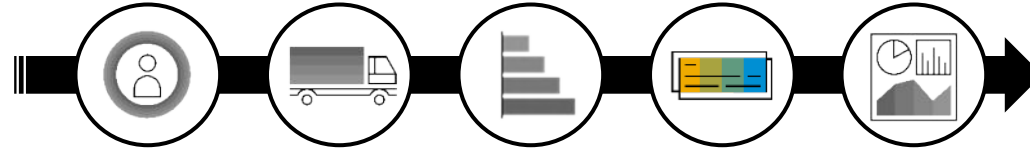


Built-in Analytics

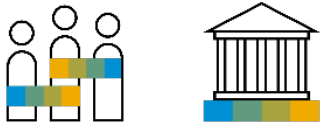
Key Innovations

- SAP Business ByDesign supports commercial as well as operational project management and the entire range of project scope which enables you to manage a broad variety of projects types
- Automatically pushed workflow tasks, alerts, and notifications give your project managers and teams information required for their daily work
- Available mobile apps support you in time and expense recording, approval process, and project monitoring
- Project integration across all functional areas, including finance, CRM, procurement, and logistics
- Built-in analytics and reporting for real-time project tracking and accounting give you transparency

SAP Business ByDesign – Financial Management



Internal & External Accounting Concepts

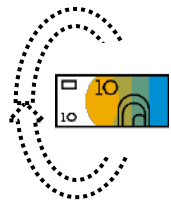


Multi-GAAP Accounting

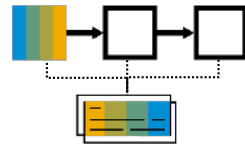


Key Innovations

- Convergence of internal and external accounting concepts
- Parallel valuation capabilities to support multi-GAAP accounting (parallel accounting)
- All operations within your goods and services value chain are linked to financial and management accounting
- Cash & liquidity management concept

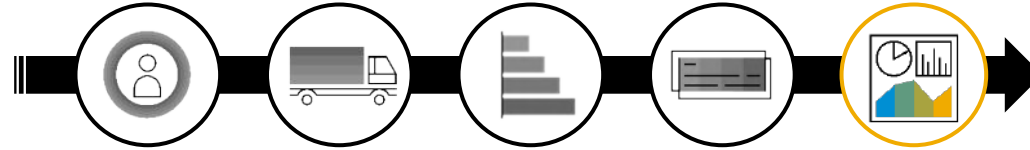


Cash & Liquidity Management

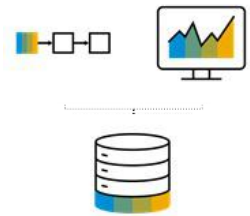


Value Chain Integration into Financials

SAP Business ByDesign – Information Management

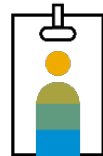


Built-in Analytics



High-end performance
through SAP HANA

Multiple Ways to consume



Key User Flexibility

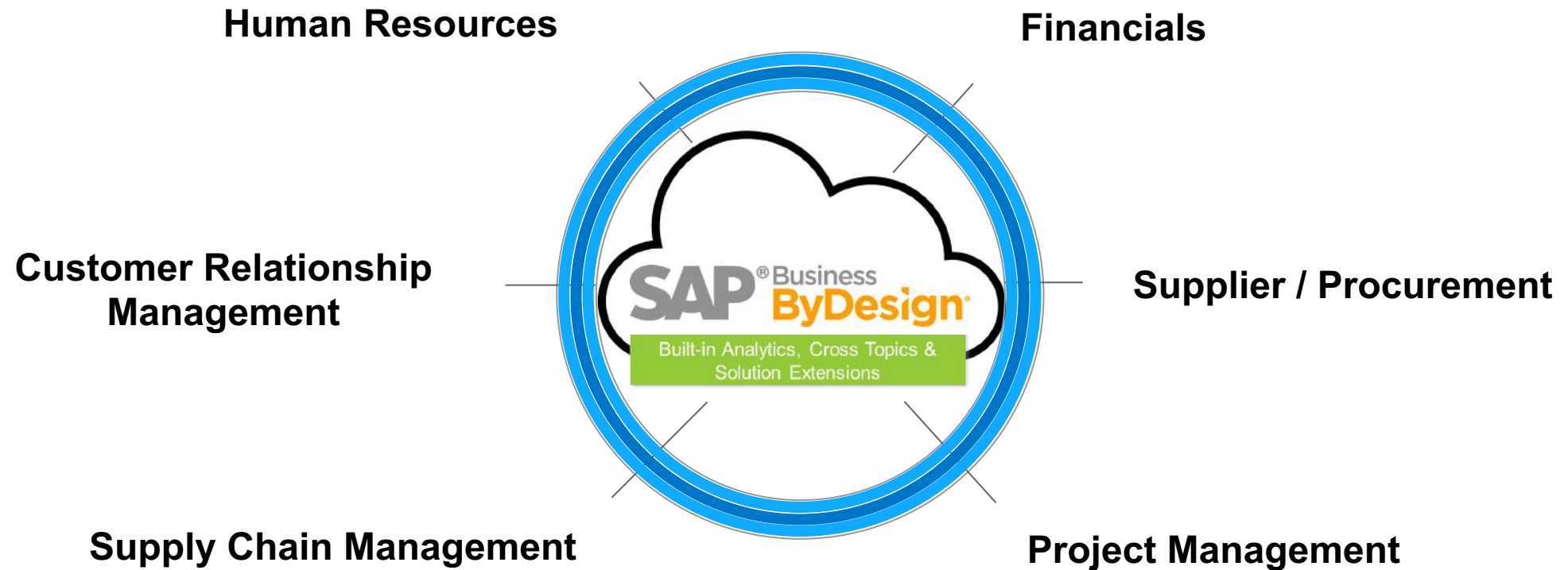
Key Innovations

- Built-in analytics provide you real-time information based on one source of data
- Multiple ways, such as Browser-based, MS Excel, or mobile are supporting you to consume the information based on your individual needs
- Create your own custom-built reports and data sources which are key for your business
- The in-memory technology of SAP HANA provides you high-end performance in running analytics

Functional Scope **in Detail**

The Digital Core to Meet Your Needs

SAP Business ByDesign



SAP Business ByDesign – Financial Management

Key aspects in a nutshell



- Convergence of internal and external accounting concepts
- Parallel valuation capabilities to support multi-GAAP accounting (parallel accounting)
- All operations within your goods and services value chain are linked to financial and management accounting
- New Cash & Liquidity Management Concept

SAP Business ByDesign – Supplier Relationship Management

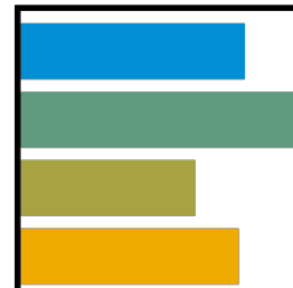
Key aspects in a nutshell



- Sourcing and Contracting including strategic sourcing, RFQ processing, and supplier base management
- Unified purchase request and order management supporting integration to projects, shopping carts and supply planning
- Purchasing efficiency by supporting process automation, flexible pricing, bundling, multi-step approvals, and task management
- Goods receipt and supplier returns management
- Automated supplier invoice management by match of invoice goods, receipt and purchase order information
- Identify savings by using real-time spend analysis

SAP Business ByDesign – Project Management

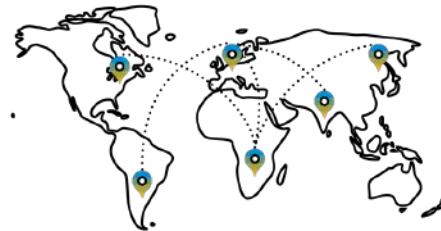
Key aspects in a nutshell



- Support of commercial as well as operational project management and project scope which enables the management of a broad variety of projects types
- Automatically pushed workflow tasks, alerts, and notifications give project managers and teams clear daily work guidance
- Mobile apps available for time and expense recording, approval process and project monitoring
- Integration across all functional areas, including Finance, CRM, Procurement, Logistics, and Expense and Reimbursement Management
- Built-in analytics and reporting for real-time project tracking and accounting

SAP Business ByDesign – Supply Chain Management

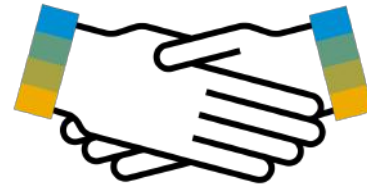
Key aspects in a nutshell



- Model the external supply chain including all relevant companies and business partners involved
- Provide demand and supply transparency across all locations
- Model the internal supply chain within a site to the detail needed to run your internal logistics and production processes
- Leverage the ecosystem of partners, and external solutions, and multiple adaptation capabilities (for example shipping service providers, interface to CAD)
- Integrate the value chain for cost transparency, up-to-date inventory valuation and a tight process integration to finance
- Work efficiently by uniform task distribution, process automation, and exception based planning and execution monitoring

SAP Business ByDesign – Customer Relationship Management

Key aspects in a nutshell



- SAP Business ByDesign CRM integrates front office and back office into one single solution
- Customer centricity through a complete process from marketing to sales and service including order execution and invoicing
- Low-touch sales & commerce integration using open interfaces e.g. for web shops, point-of-sales, or invoicing
- Integrate the value chain for cost transparency, up-to-date inventory valuation, and optimized cash-flow
- Built-in pricing, tax, collaboration, planning, and analytics support fast and efficient execution, transparency, and decision making

SAP Business ByDesign – Human Resources Management

Key aspects in a nutshell



- Streamline people centric processes with a single view which integrates the organization, peoples access, and responsibilities
- Administration, monitoring, and reporting of employee data by HR professionals
- Provides a business process flow by having integration with Projects, Finance, Procurement, and CRM

SAP Business ByDesign – Built-in Analytics

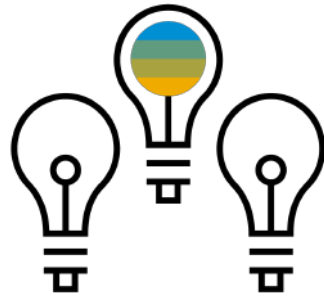
Key aspects in a nutshell



- Built-in and real time analytics connecting insights and actions
- Support of multiple ways to consume the information based on the needs of the user (web, MS Excel, mobile)
- Business processes integrate analytics
 - Scoping of processes activates analytics out of the box
 - One uniform way to model and access business data
- Model driven adaptability allows key users to create custom-built reports and data sources
- High-end performance through in-memory technology of SAP HANA

SAP Business ByDesign – Built-in Help & Learning

Key aspects in a nutshell



- Built-in and context sensitive help environment that provides users the help resources related to the screen the user is currently working on
- Built-in learning environment that provides the user access to role- and self-paced learning material
- Every customer can enhance the learning and help content to adapt it to the company requirements
- Integrated incident management that is integrated with SAP's support center

Thank you.

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