



# Lead To Cash – Deep Dive

Connect persona, processes, applications & data

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Updated Portfolio Visual  
13.02.2025



Cross Product  
Engineering &  
Experience



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# Agenda

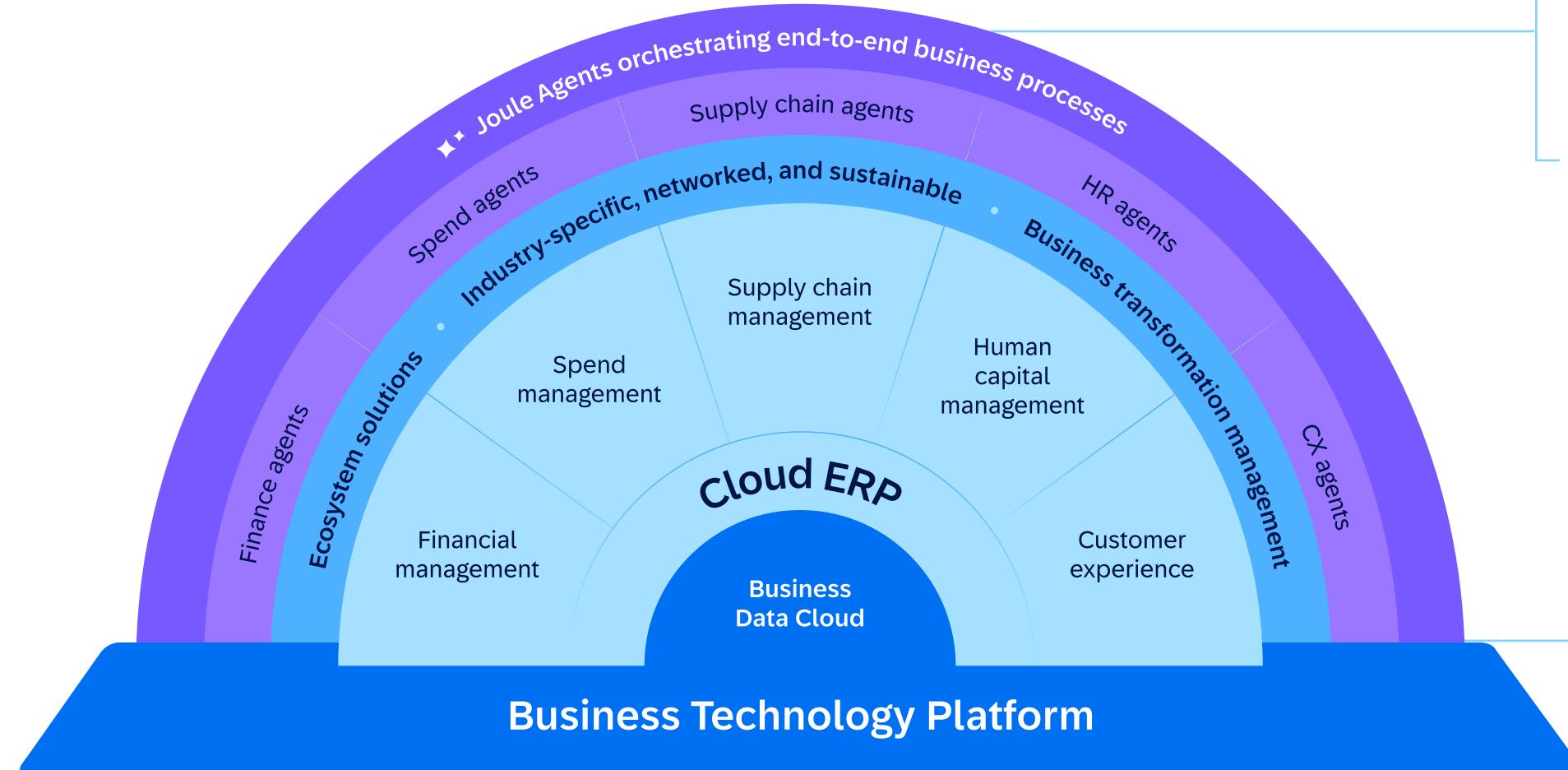
- 01. – E2E Lead to Cash Overview**
- 02. – Contact to Lead**
- 03. – Lead to Opportunity**
- 04. – Opportunity to Quote**
- 05. – Quote to Order**
- 06. – Order to Fulfill**
- 06. – Invoice to Cash**
- 07. – Solutions & Processes**
- 08. – Personas Flow**

L2C



# SAP Portfolio | End-to-End Processes and Suite Qualities

Out of the box **suite qualities** facilitate a **consistent experience** across applications, while the business technology platform provides the critical integration capabilities to ensure **connected end-to-end business processes**.



Recruit to retire

Source to pay

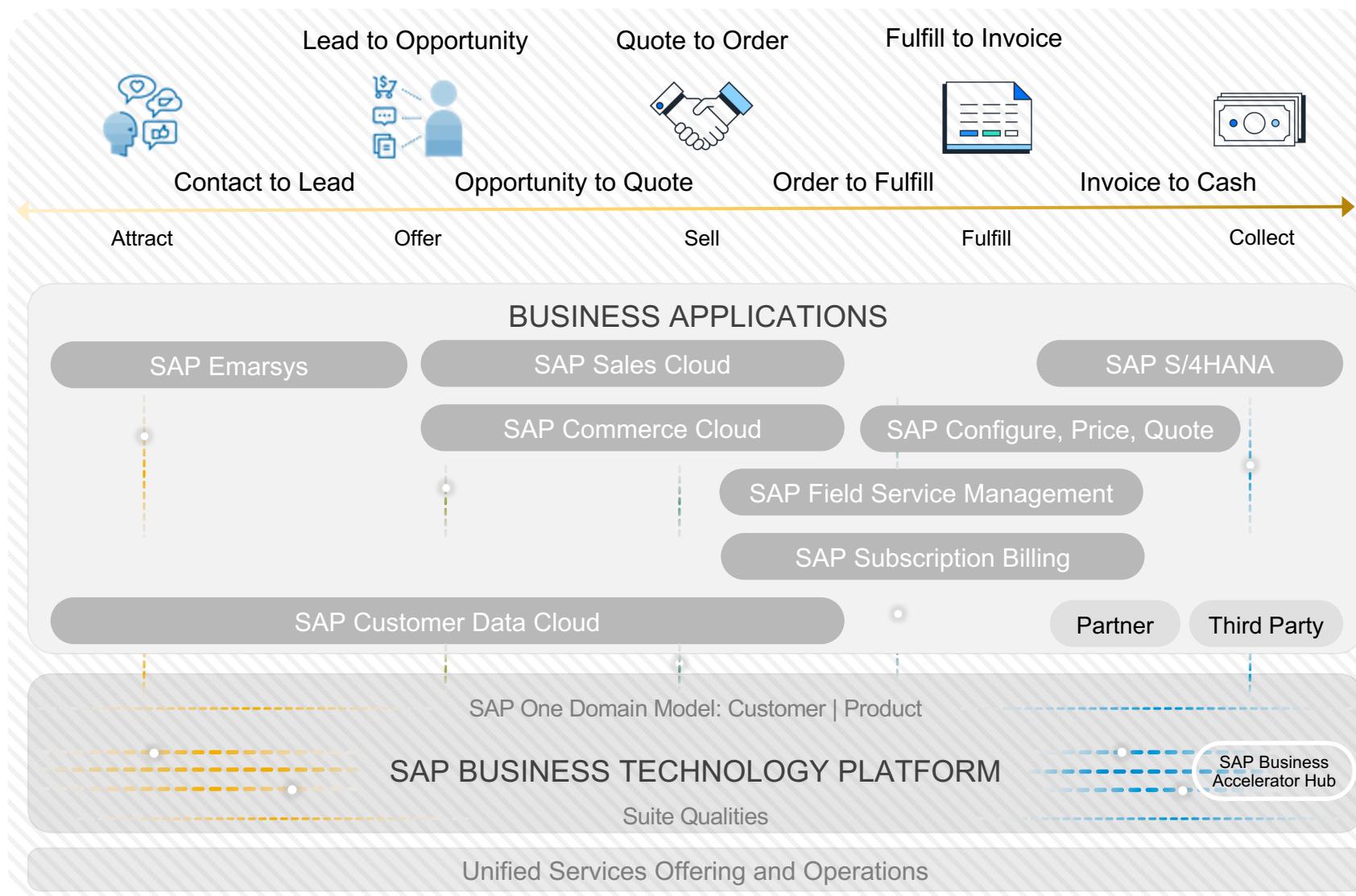
Design to operate

Lead to cash

## Suite qualities

- Seamless user experience
- Consistent security and identity management
- One workflow inbox
- Aligned Domain Models and integration content
- Embedded and cross-product analytics
- Coordinated lifecycle management
- End-to-end process blueprints

# Integrated Lead to Cash Process



## Contact to lead

- Gain real-time insights
- Find right customers
- Smart segmentation

## Lead to opportunity

- Simplify omni-channel demand generation
- Improve customer's journey

## Opportunity to Quote

- Provide sales with relevant knowledge
- Improve win and conversion rates
- Rapidly engaging customers through new business models

## Quote to Order

- Accurate and efficient quote
- Optimized quoting to close contract faster
- Receive real-time feedback from customers

## Order to Fulfill

- Orchestrate the order-fulfillment
- Covers all contracts and credit risks
- Help organizations considerably reduce costs and improve customer satisfaction

## Fulfill to Invoice

- Improve experience with fulfillment process
- Effectively reduce invoicing errors

## Invoice to Cash

- Automated creation and processing of billing documents and invoices
- Monitor receivables in real-time
- Lower cost of service

# Contact To Lead: Personas



## Personas



Marketing Manager



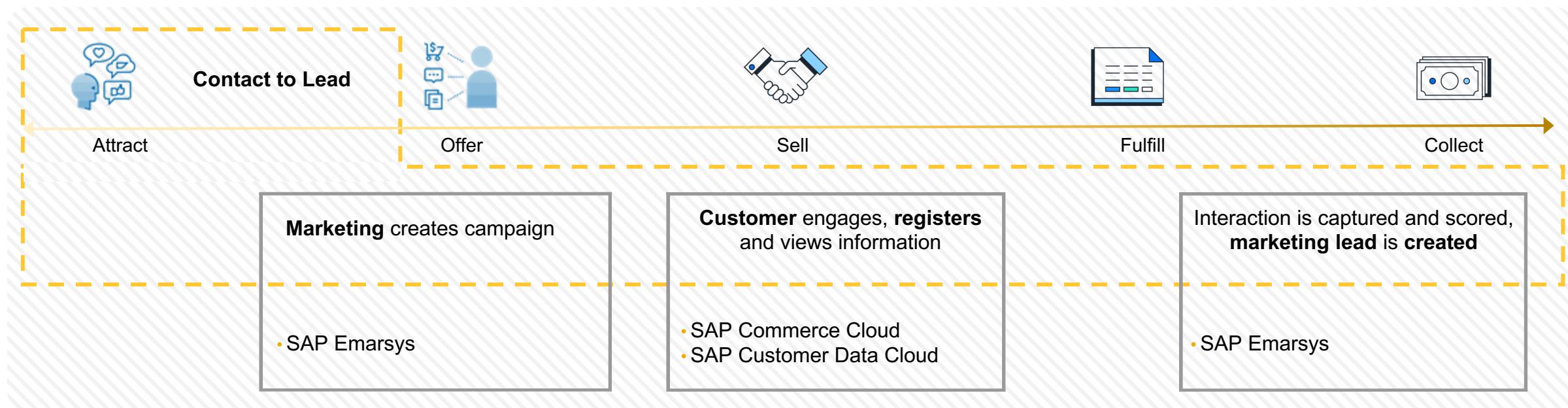
Marketers



Customer

# Contact To Lead: Applications and Values

Hybrid/Cloud Deployment  
Solution Business Hybrid/Cloud



## Applicable Solutions & Usages

1 Find the right customers for a new product offering, target them, and create a marketing campaign in **SAP Emarsys**

2 Use embedded machine learning for smart segmentation and smart campaigns in **SAP Emarsys**

3 Publish new product along with campaign in the **SAP Commerce Cloud**

4 Customer visits web site, provides identity and consent in the **SAP Customer Data Cloud**

5 Add products and services to shopping cart in **SAP Commerce Cloud**

6 All customer interactions (during browsing and more) are captured and scored in **SAP Emarsys**

# Lead To Opportunity: Personas



## Personas



Marketing Manager



Marketer



Sales Rep



Sales Manager

# Lead To Opportunity: Applications and Values

Hybrid/Cloud Deployment  
Solution Business Hybrid/Cloud



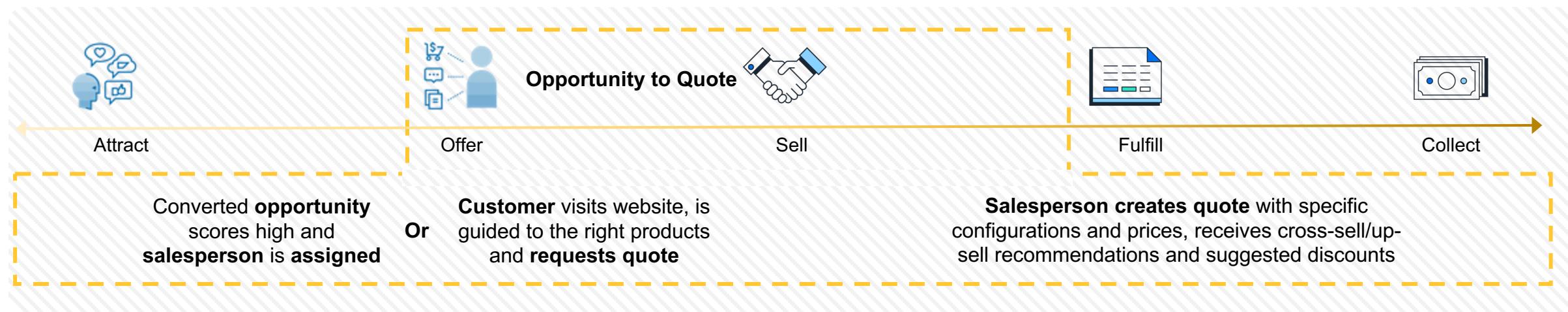
## Applicable Solutions & Usages

- 1 Based on interaction scoring, generate leads in the **SAP Emarsys**.
- 2 Retarget customers (such as with abandoned shopping carts) and remind them about offer with **SAP Emarsys**.

- 3 Hand over marketing leads (for example, those that exceed a certain threshold) to sales.

# Opportunity To Quote: Personas

Hybrid/Cloud Deployment



## Personas



Sales Rep



Sales Manager



Customer



Sales Rep



Sales Manager

# Opportunity To Quote: Applications and Values

## Hybrid/Cloud Deployment

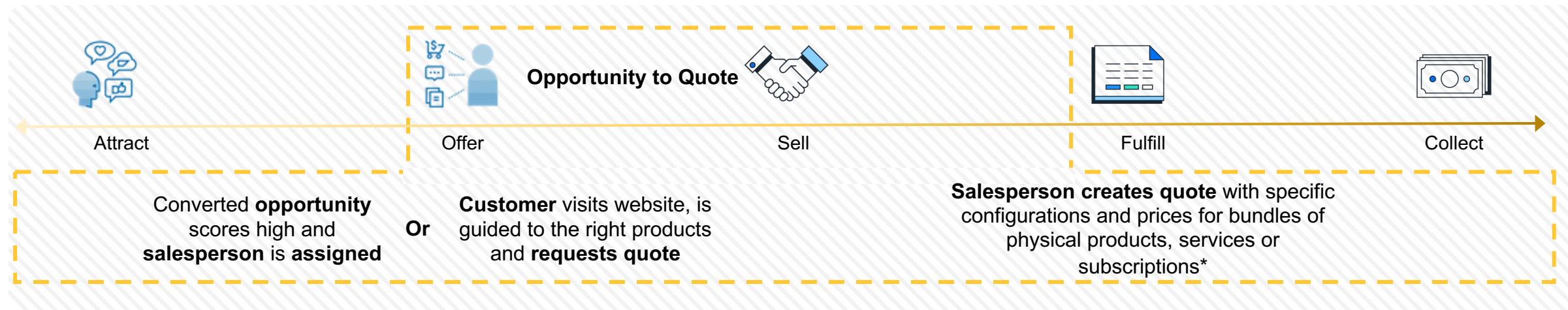


## Applicable Solutions & Usages

- 1 Sales qualifies sales potential and converts leads to opportunities in **SAP Sales Cloud**.
- 2 Embedded machine learning is used for smart deal scoring in SAP Sales Cloud.
- 3 Salesperson is assigned to opportunity which scores high in SAP Sales Cloud.
- 4 Customer revisits Web site and is guided to create customer order consisting of physical products, subscriptions, and service, and gets cross-sell and up-sell recommendations in the **SAP Commerce Cloud**.
- 5 Customer requests a quote in **SAP Commerce Cloud**.
- 6 An appealing PDF quote document is created for the customer in **SAP CPQ** and/or **SAP Contract Lifecycle Management**.

# Opportunity To Quote: Personas

Solution Business Hybrid/Cloud



## Personas



Sales Rep



Sales Manager



Customer



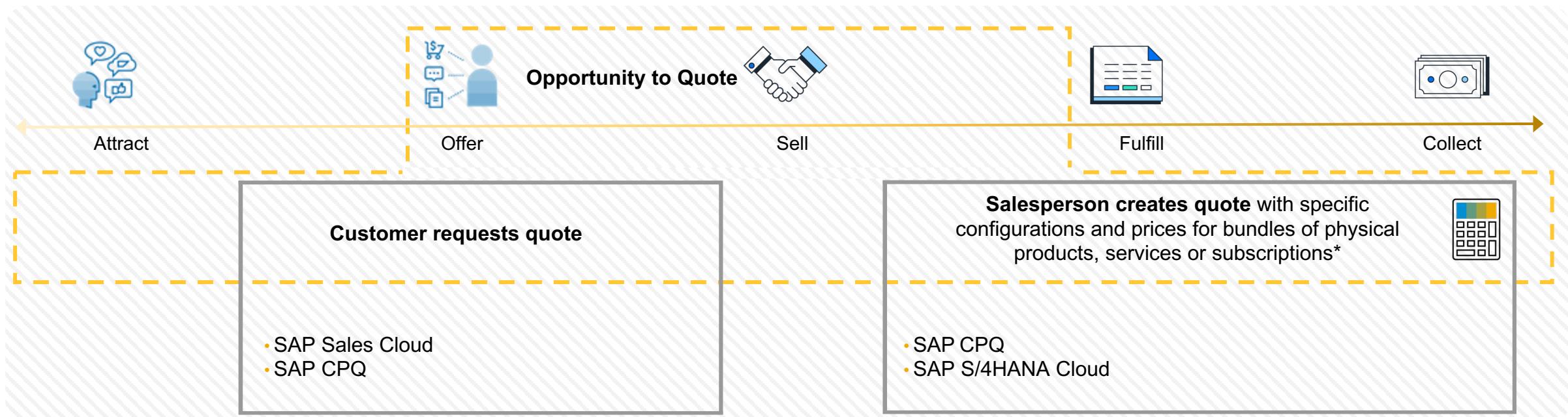
Sales Rep



Sales Manager

# Opportunity To Quote: Applications and Values

Solution Business Hybrid/Cloud



## Applicable Solutions & Usages

1

Customer requests a quote

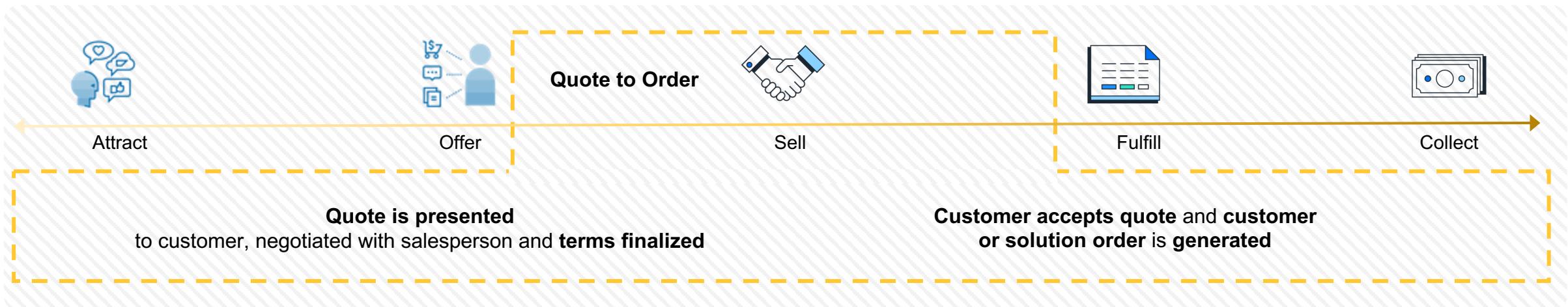
2

Salesperson offers configured and flexible priced solution bundles for physical products, services or subscriptions in **SAP CPQ**.

3

An appealing PDF quote document is created for the customer in **SAP CPQ**

# Quote To Order: Personas



## Personas



Sales Rep



Customer



Sales Rep



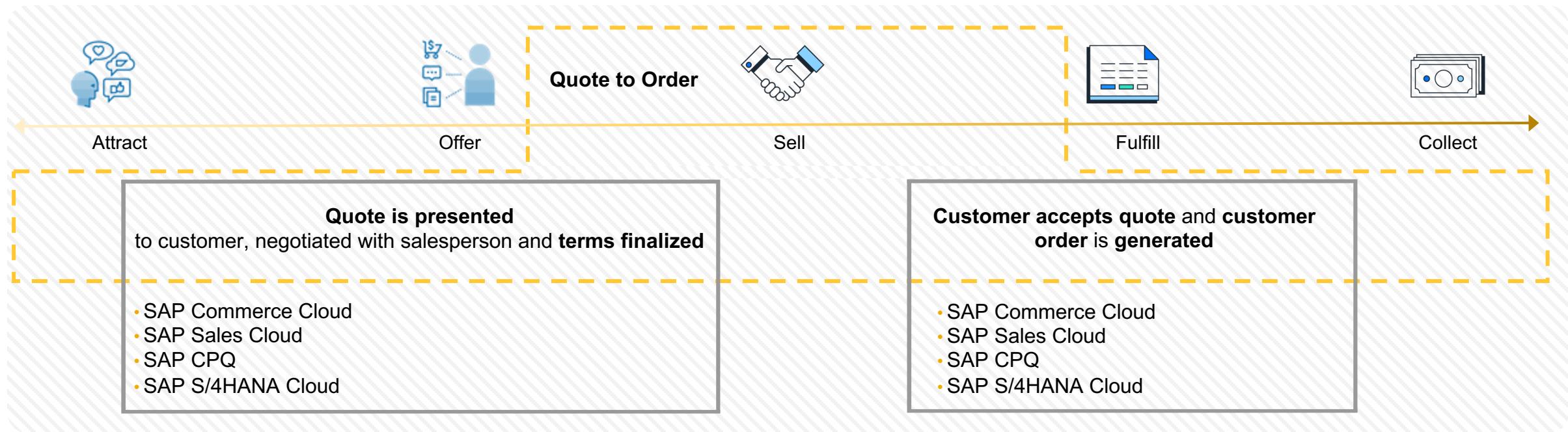
Sales Manager



Solution Order Specialist

# Quote To Order: Applications and Values

## Hybrid/Cloud Deployment



## Applicable Solutions & Usages

1

Salesperson receives quote request in **SAP Sales Cloud**.

2

Salesperson gets intelligent up-sell and cross-sell recommendations and predictive commissions during the quoting process in **SAP Sales Cloud**.

3

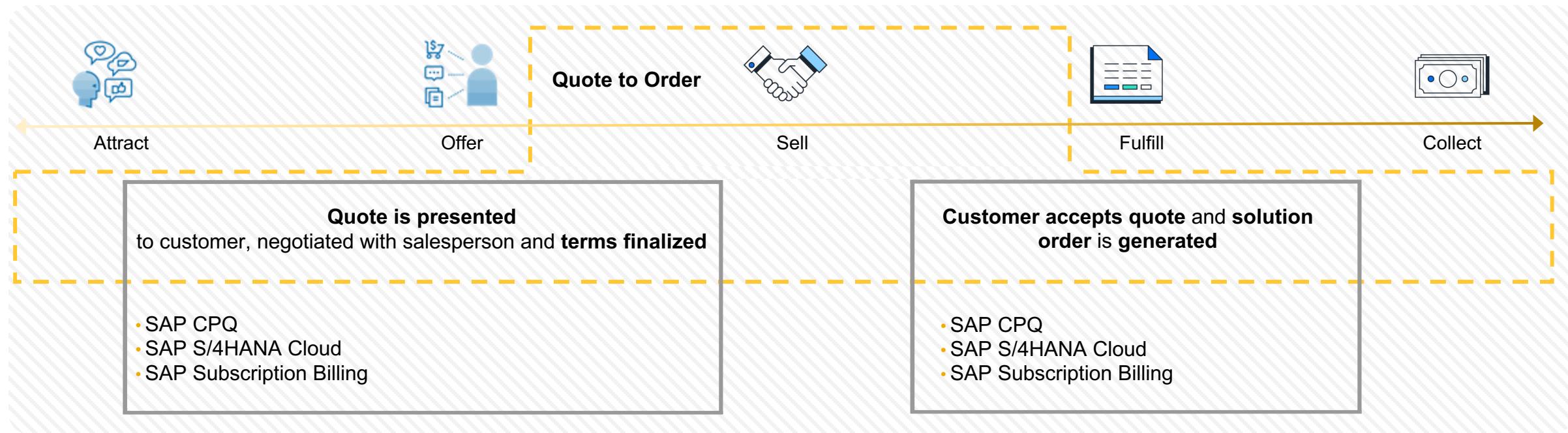
Sales accesses real-time customer-specific pricing, estimated delivery time (ATP), and credit limit check from **SAP S/4HANA Cloud**.

4

Quote for solution order is presented to customer in the **SAP Commerce Cloud** and negotiated with salesperson until terms are finalized.

# Quote To Order: Applications and Values

Solution Business Hybrid/Cloud



## Applicable Solutions & Usages

1

Salesperson offers configured and flexible priced solution bundles in **SAP CPQ**.

2

The quote for solution order is negotiated with customer in **SAP CPQ** until commercial and legal terms are finally accepted. An appealing PDF quote document is created for the customer in **SAP CPQ** and/or **SAP Contract Lifecycle Management**.

3

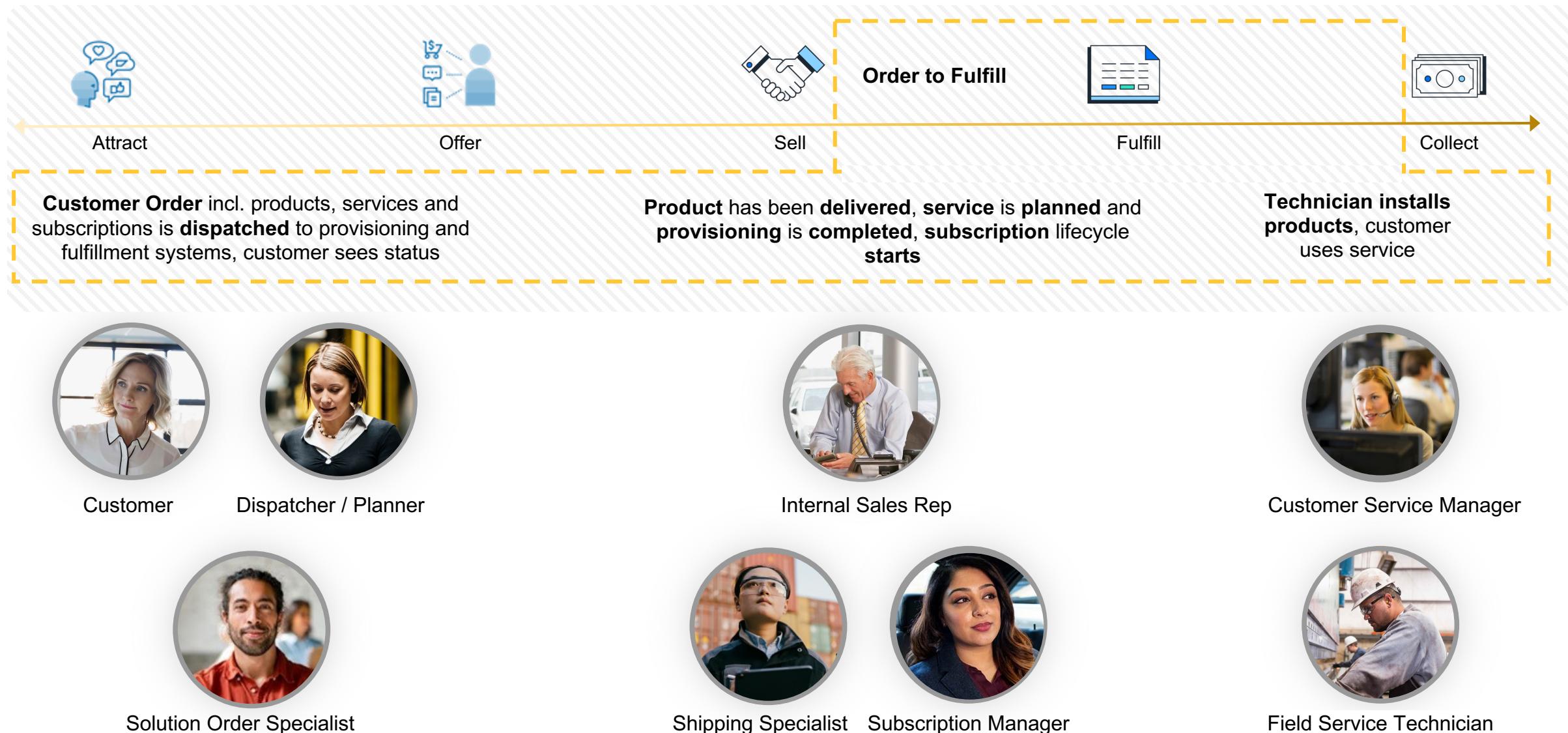
The quote is handed over to **SAP S/4HANA Cloud** and the employee responsible validates the automatically created solution order

4

When the solution order is released the follow up orders for provisioning and fulfillment are created in **SAP S/4HANA Cloud** and **SAP Subscription Billing**.

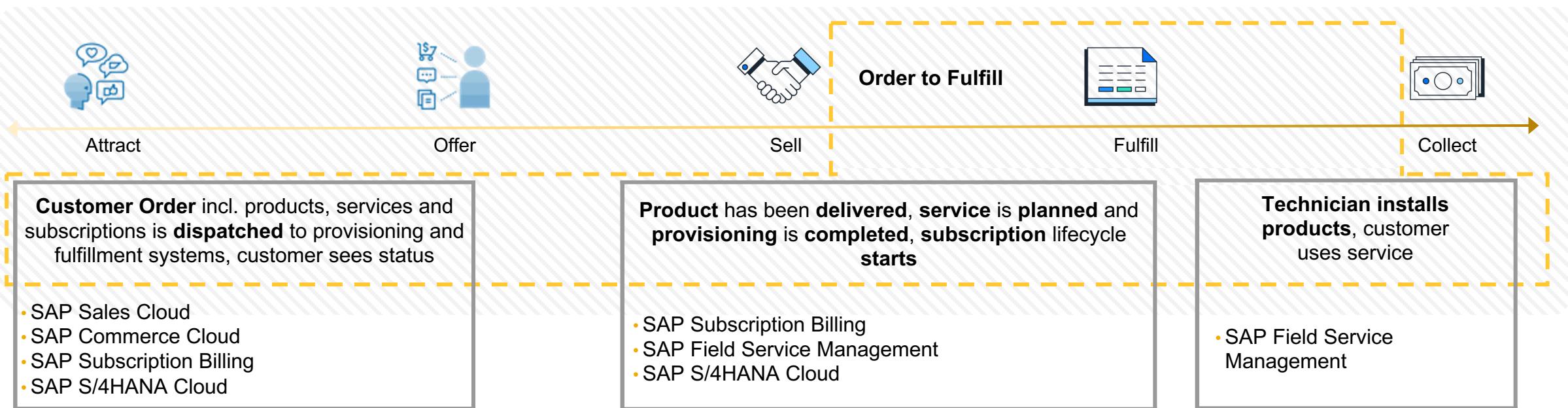
# Order To Fulfill: Personas

Hybrid/Cloud Deployment



# Order To Fulfill: Applications and Values

Hybrid/Cloud Deployment

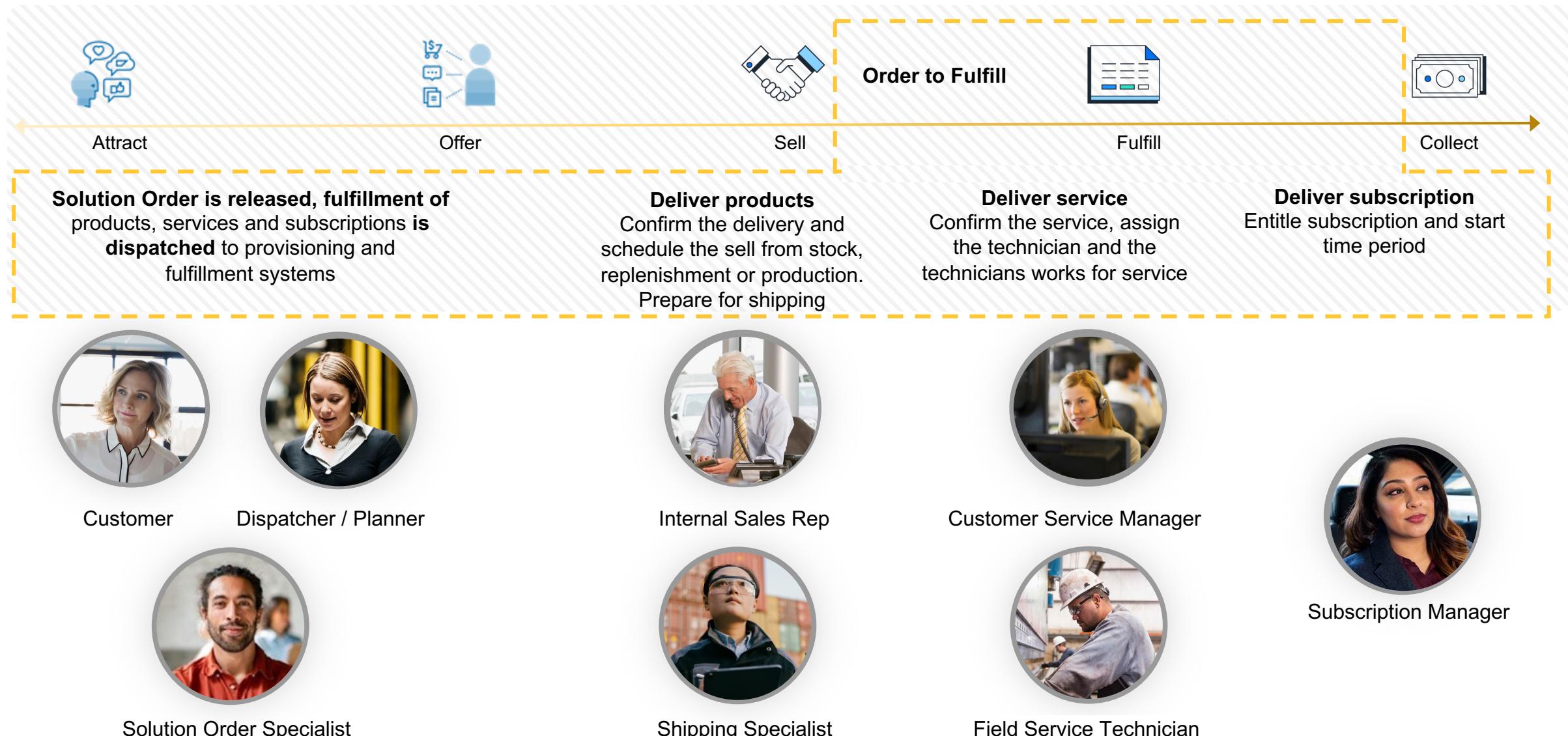


## Applicable Solutions & Usages

- 1 The customer order is split into a subscription order in **SAP Sales Cloud**, and a sales order (physical product) and service order (service product) – both in **SAP S/4HANA Cloud**.
- 2 Customer always has full transparency on overall order status, subscription, and service consumption in the **SAP Commerce Cloud**.
- 3 For sales order, the supply chain fulfillment process is kicked off in **SAP S/4HANA Cloud** (pick, pack, ship); for the service order, the service fulfillment process is triggered in **SAP Field Service Management**, and for subscription order, provisioning is triggered.
- 4 Customer receives the product and confirms delivery. Customer is informed that provisioning is complete and subscription lifecycle starts. Service technician installs products and customer confirms installation. Customer always has full transparency on overall order status, subscription, and service consumption in **SAP Commerce Cloud**.

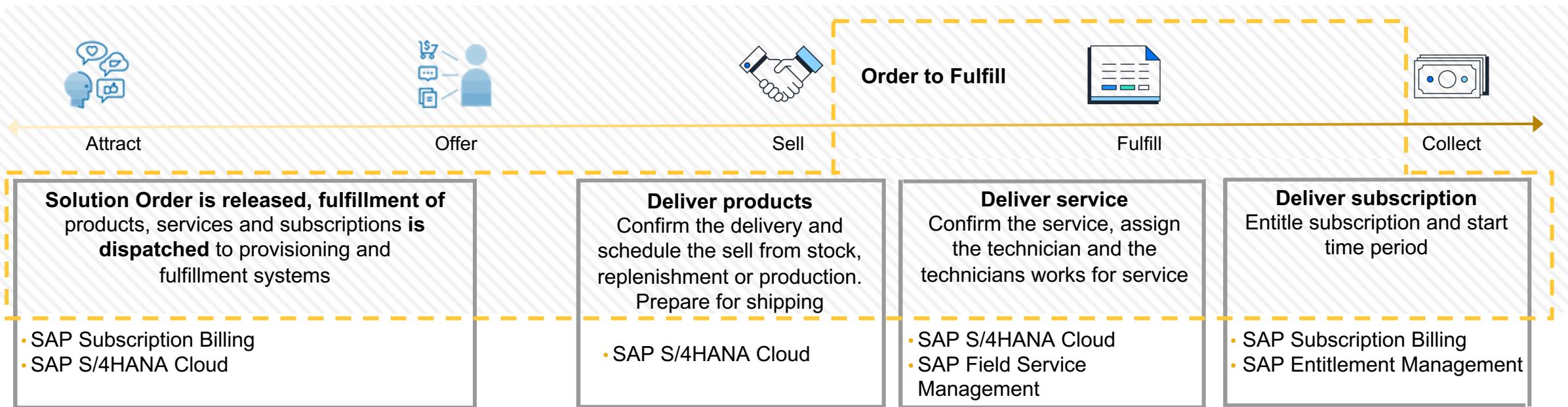
# Order To Fulfill: Personas

Solution Business Hybrid/Cloud



# Order To Fulfill: Applications and Values

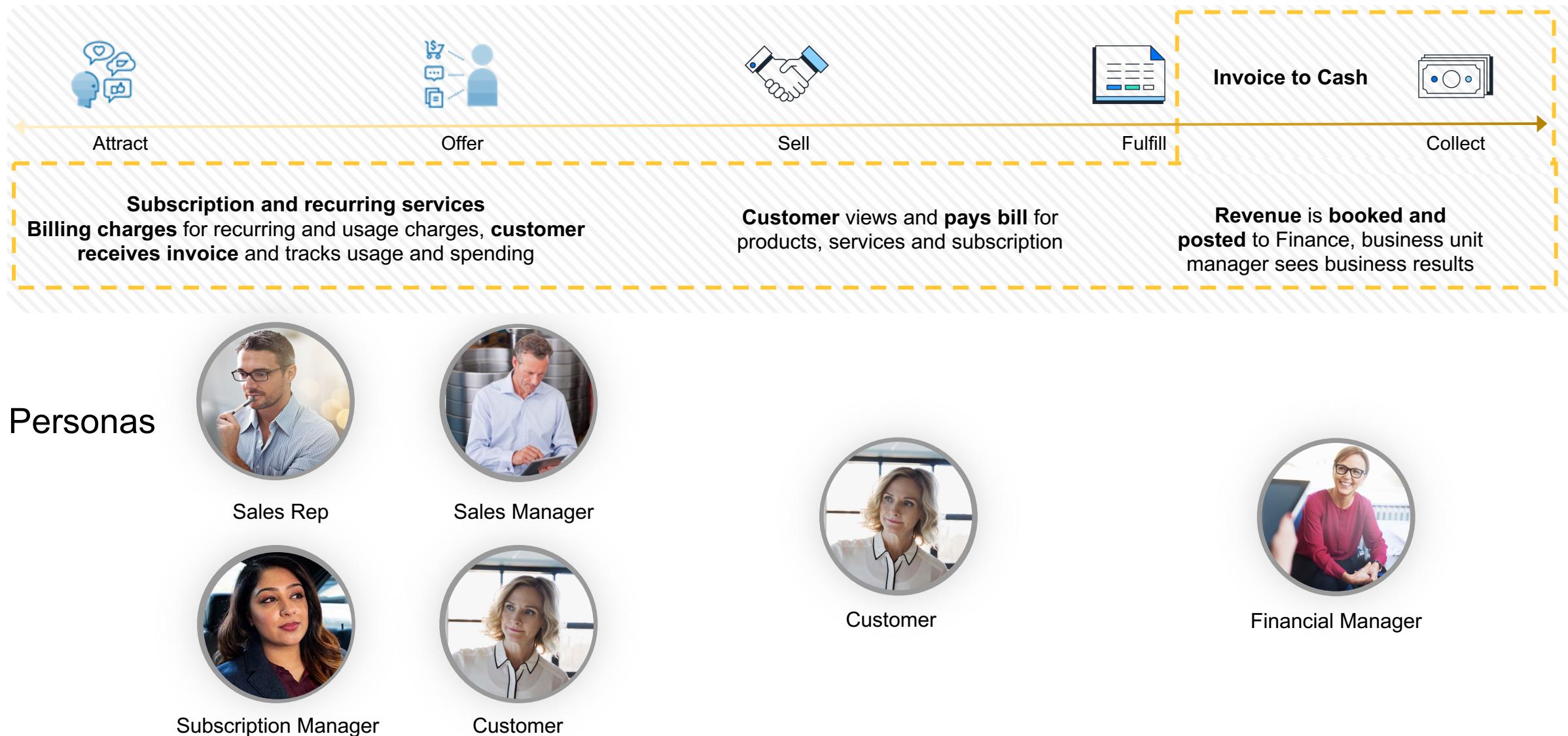
Solution Business Hybrid/Cloud



## Applicable Solutions & Usages

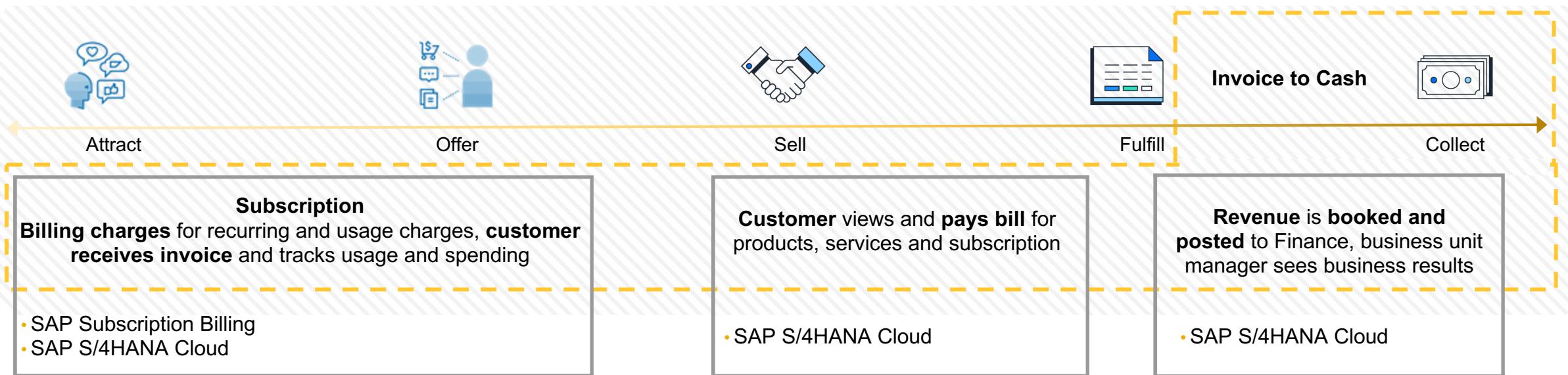
- 1 The customer solution is split into a subscription contract in **SAP Subscription Billing** and a sales order (physical product) and service order in **SAP S/4HANA Cloud**.
- 2 Customer always has full transparency on overall order status, subscription, and service consumption in the Solution Order of **SAP S/4HANA Cloud**.
- 3 For sales order, the supply chain fulfillment process is kicked off in **SAP S/4HANA Cloud**. The sales order is created and with this the delivery is confirmed. The follow up processes are triggered (pick, pack, ship)
- 4 for the service order, the service fulfillment process is triggered in **SAP Field Service Management**. Customer receives the product and confirms service delivery for field service, projects or subscriptions. Customer is informed that provisioning is complete and subscription lifecycle starts. Service technician installs products and customer confirms installation. Customer always has full transparency in the solution order of SAP S/4HANA Cloud
- 5 For subscription order, provisioning is triggered in **SAP Subscription Billing**. Handover to **SAP Entitlement Management** to manage the entitlements across offerings and business models

# Invoice To Cash: Personas



# Invoice To Cash: Applications and Values

## Hybrid/Cloud Deployment

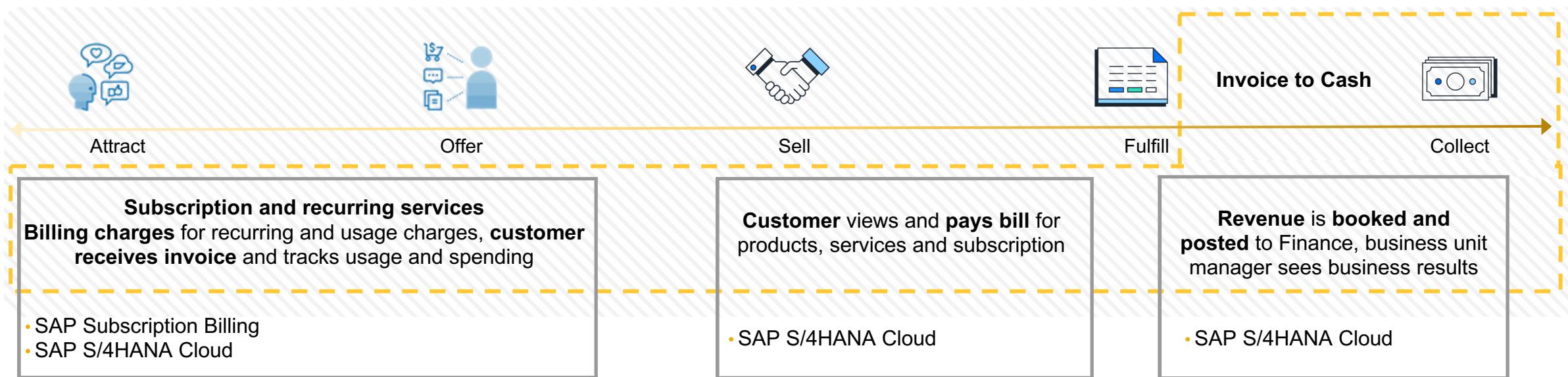


## Applicable Solutions & Usages

- 1 Convergent invoice is created in **SAP S/4HANA Cloud** and sent out to customer
- 2 Periodic billing requests for (recurring or usage based) subscription services are generated in the **SAP Sales Cloud**, and are transferred to **SAP S/4HANA Cloud**.
- 3 Incoming payment is missing transaction reference and **SAP Cash Application** on SAP Cloud Platform assigns payment to invoice automatically.
- 4 Revenue is booked and posted to finance and revenue recognition is updated within **SAP S/4HANA Cloud**.
- 5 Sales operations team is informed about overall delivery and invoicing status in the **SAP Sales Cloud**.

# Invoice To Cash: Applications and Values

Solution Business Hybrid/Cloud



## Applicable Solutions & Usages

1

Convergent invoice is created in **SAP S/4HANA Cloud** and sent out to customer

2

Periodic billing requests for (recurring or usage based) subscriptions are generated in the **SAP Subscription Billing** and are transferred to **SAP S/4HANA Cloud**.

3

Incoming payment is missing transaction reference and **SAP Cash Application** on SAP Cloud Platform assigns payment to invoice automatically.

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Revenue is booked and posted to finance and revenue recognition is updated within **SAP S/4HANA Cloud**.

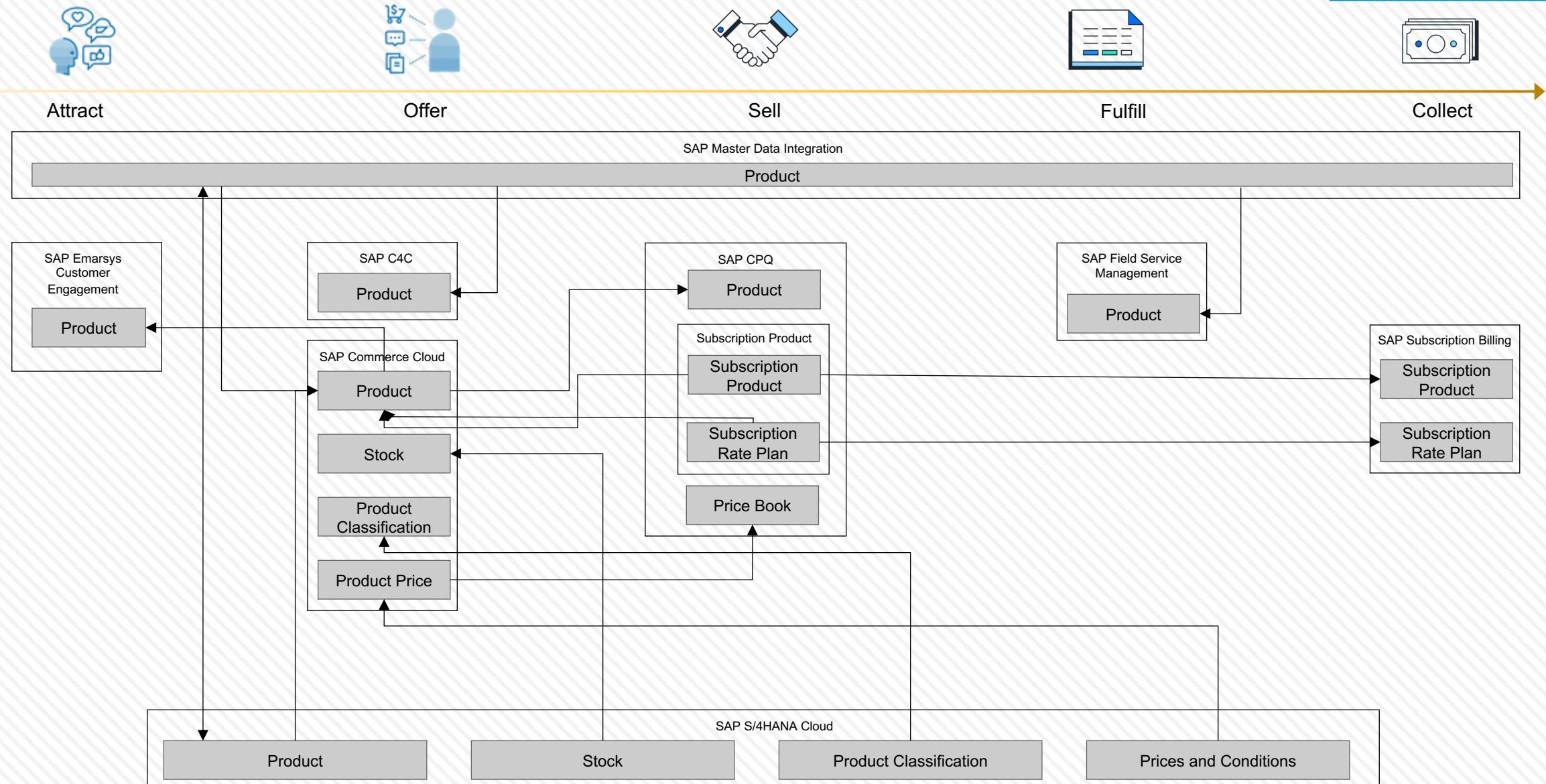
5

Sales operations team is informed about overall delivery and invoicing status in the solution order in **SAP S/4HANA Cloud**.

# Lead to Cash Solutions and Processes: Master Data Flow for Product



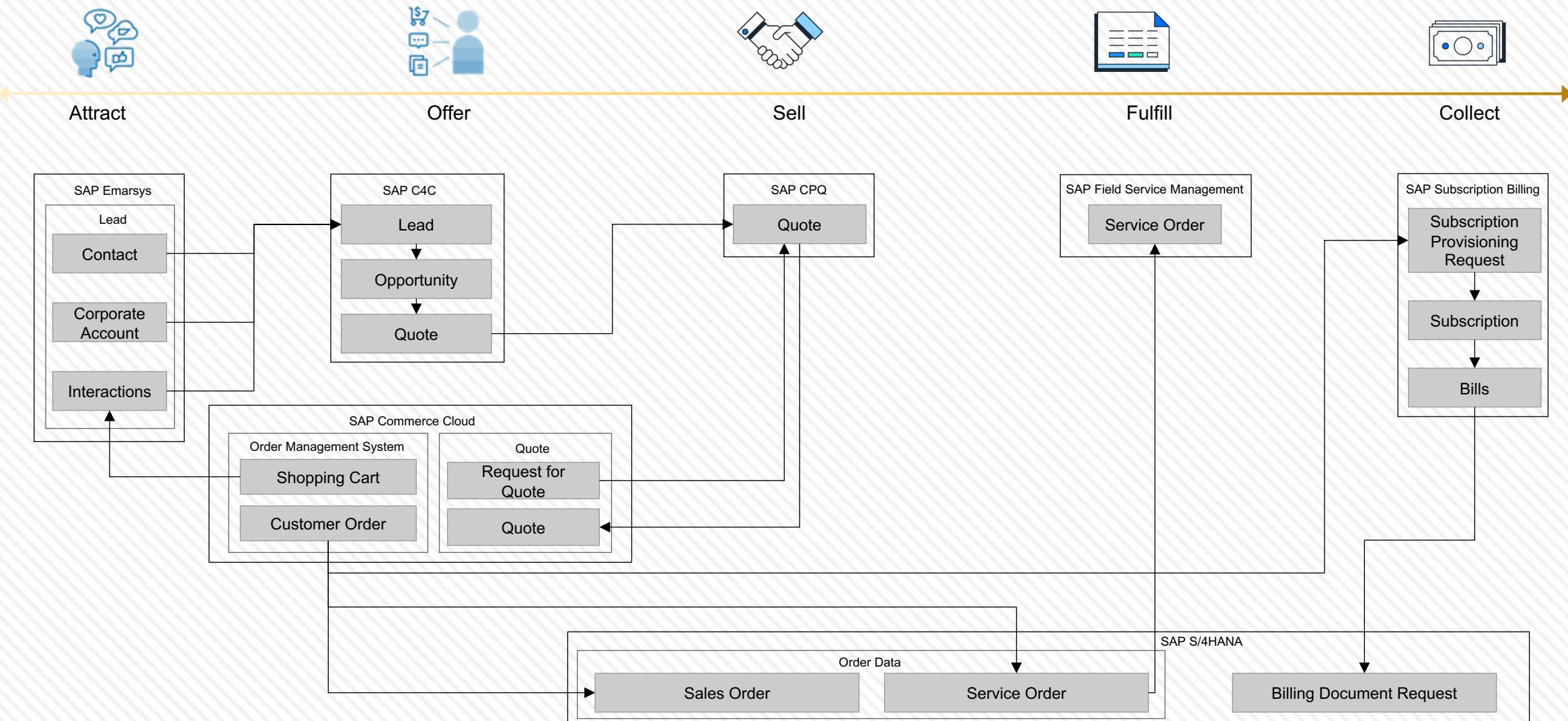
[Master Data Flow for Product Link](#)



# Lead to Cash Solutions and Processes: Transactional Data Flows



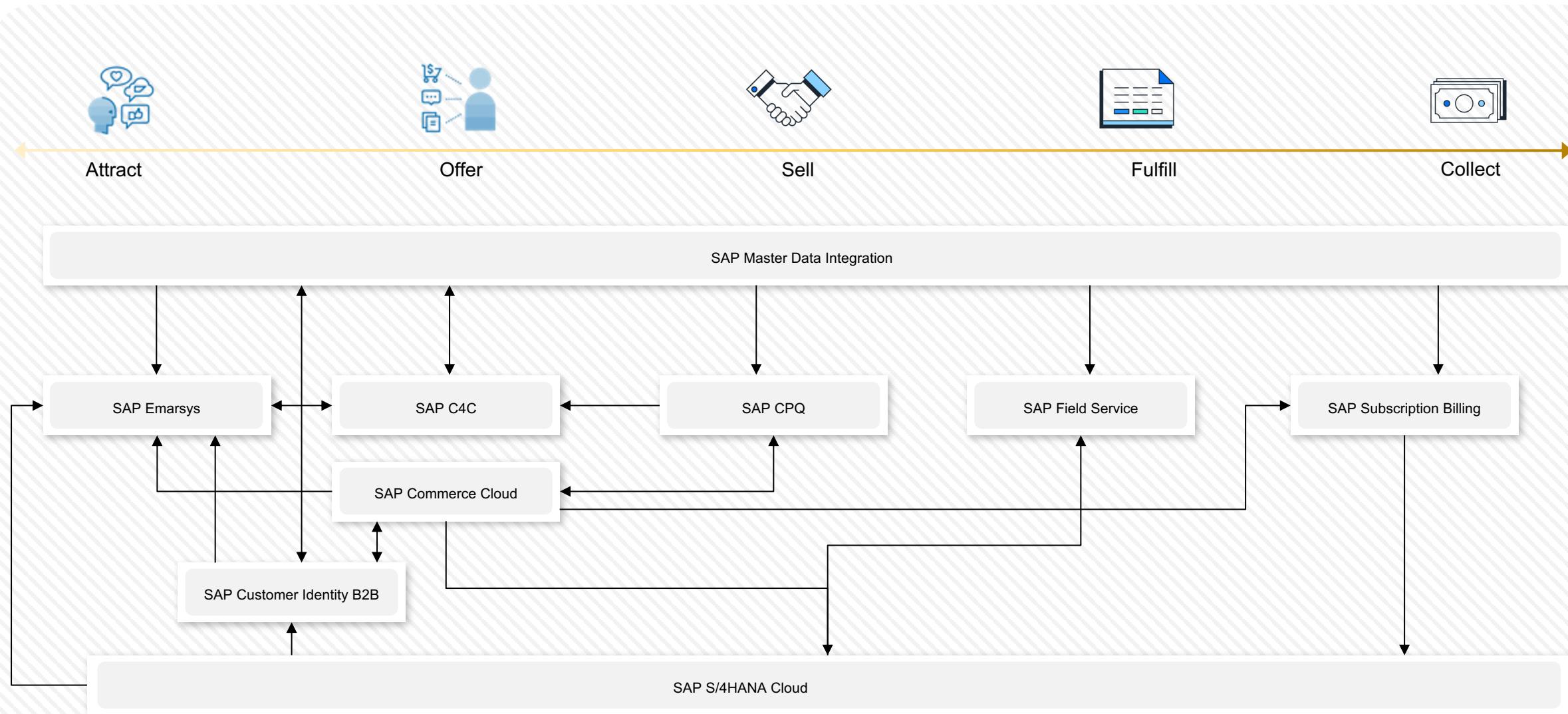
[Transactional Data Flow Link](#)



# Lead to Cash Solutions and Processes: Solution Integration Landscape

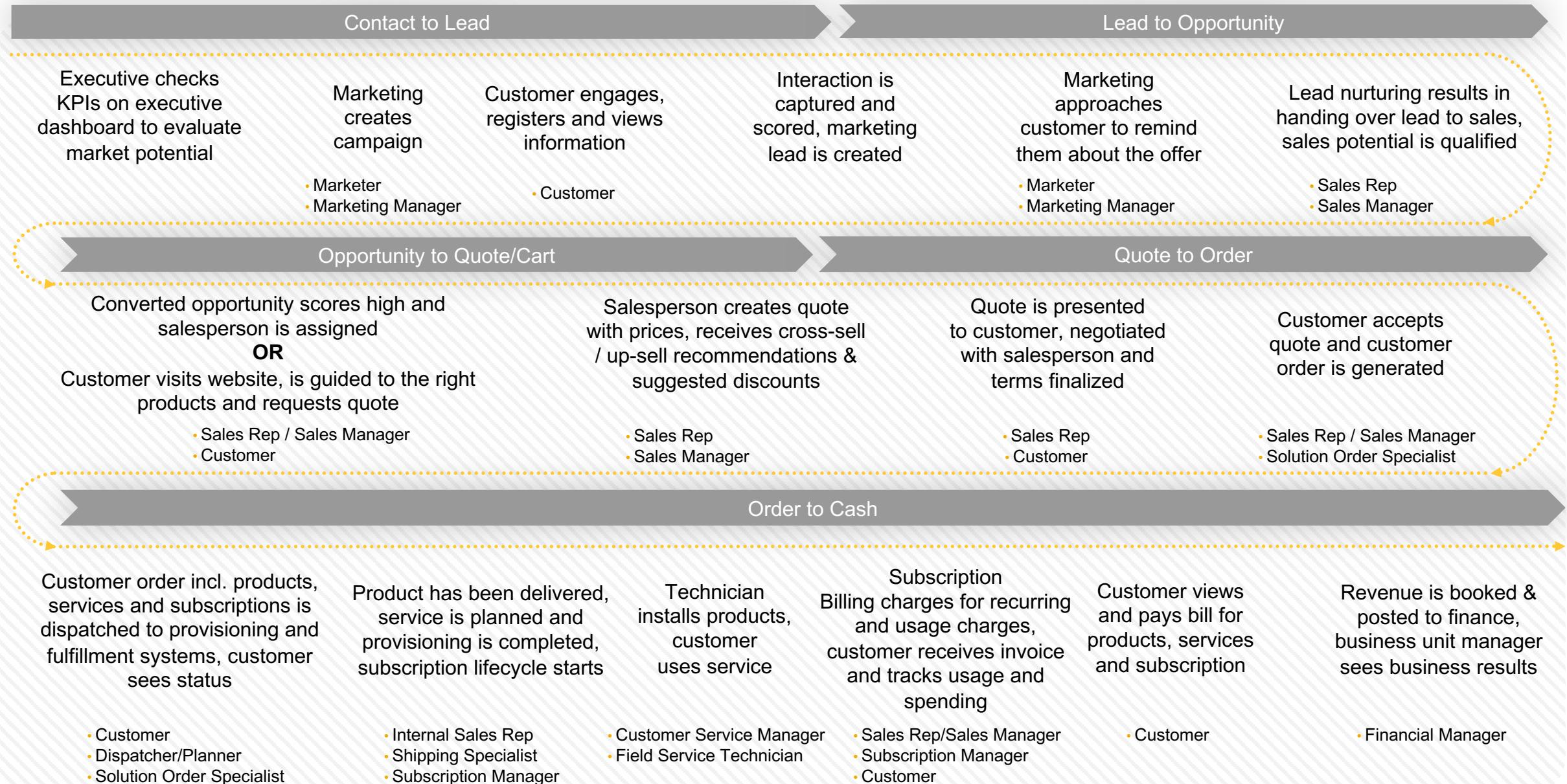


- All applications are integrated through SAP Integration Suite
- Diagram is a simplified version based on [Solution Components Diagram](#)



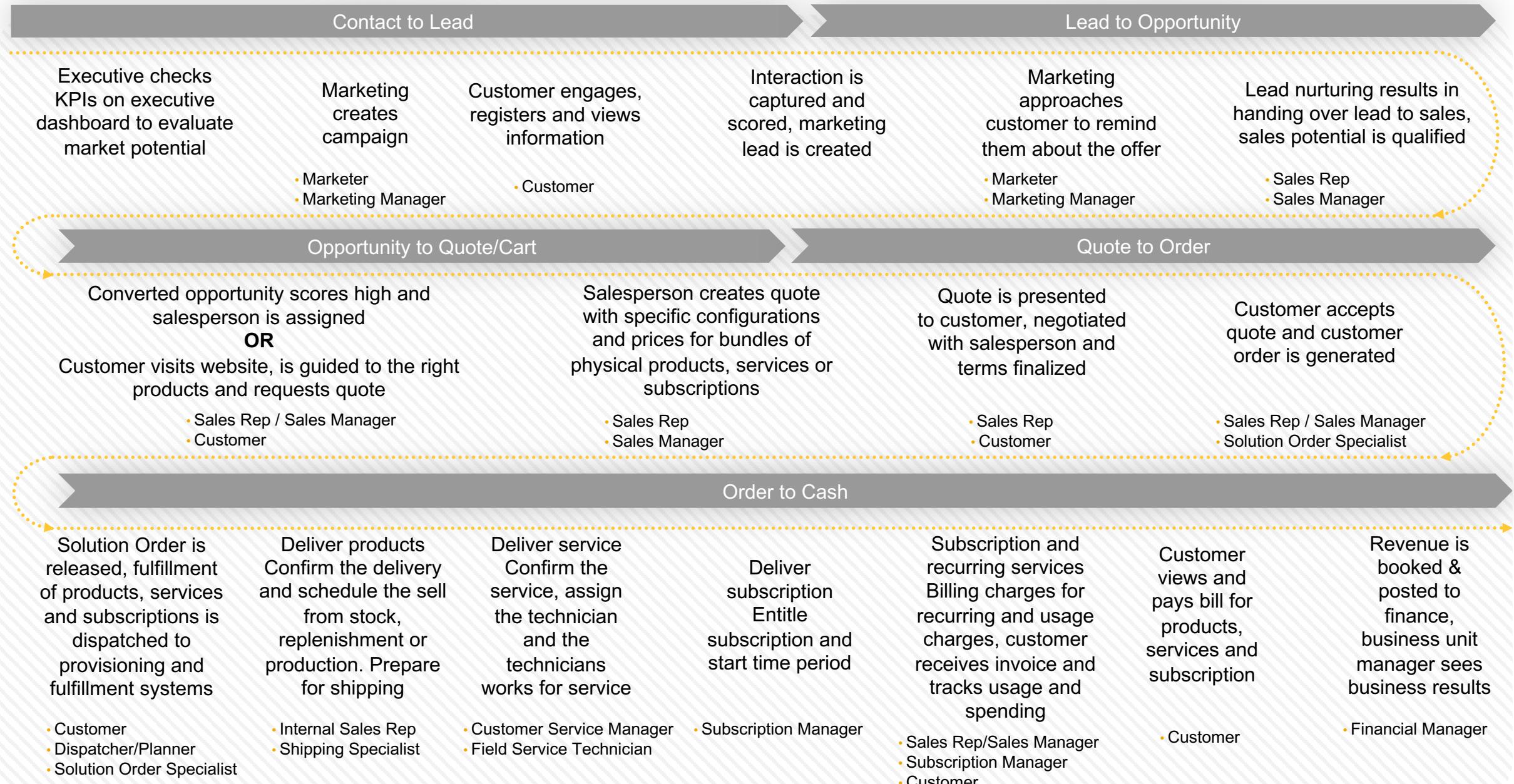
# Lead to Cash: Process Flow – Personas

B2B Commerce



# Lead to Cash: Process Flow – Personas

## Solution Business Process



# Thank you.

THE BEST RUN **SAP**

