Introducing S/4HANA Utilities for Customer Management (S4CRM)

March 5, 2018

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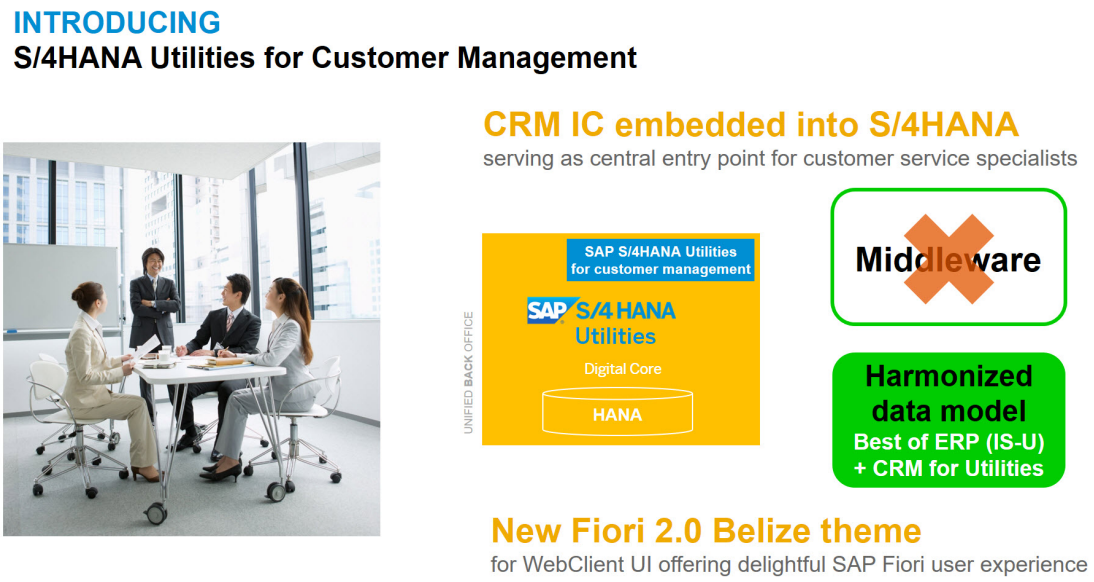
Fuente: blogs.sap.com/2018/03/05/introducing-s4hana-utilities-for-customer-management-s4crm

Simplification is one of the key mottos of SAP S/4HANA, some people even say that its first letter is one of reasons behind the “S” in the product name .Today I would like to introduce you to one of the major elements of simplification within what SAP S/4HANA offers to the utilities industry. Let me explain more:



SAP S/4HANA for Customer Management (S4CRM) is a simplified version of SAP CRM embedded into SAP’s digital core powered by HANA. Technically you can install it as an add-on on top of S/4HANA, SAP’s digital core – which means that S4CRM tables will be part of the S/4HANA database scheme. Hence no middleware is required to replicate data between S/4HANA (including IS-U) and S4CRM – resulting in a simplified system landscape which you can run at a lower total cost of ownership. With S4CRM, SAP intends to harmonize the ERP (IS-U) data model with CRM for Utilities, starting with the business partner and contract account in the first release and continuing with further entities in the subsequent versions.

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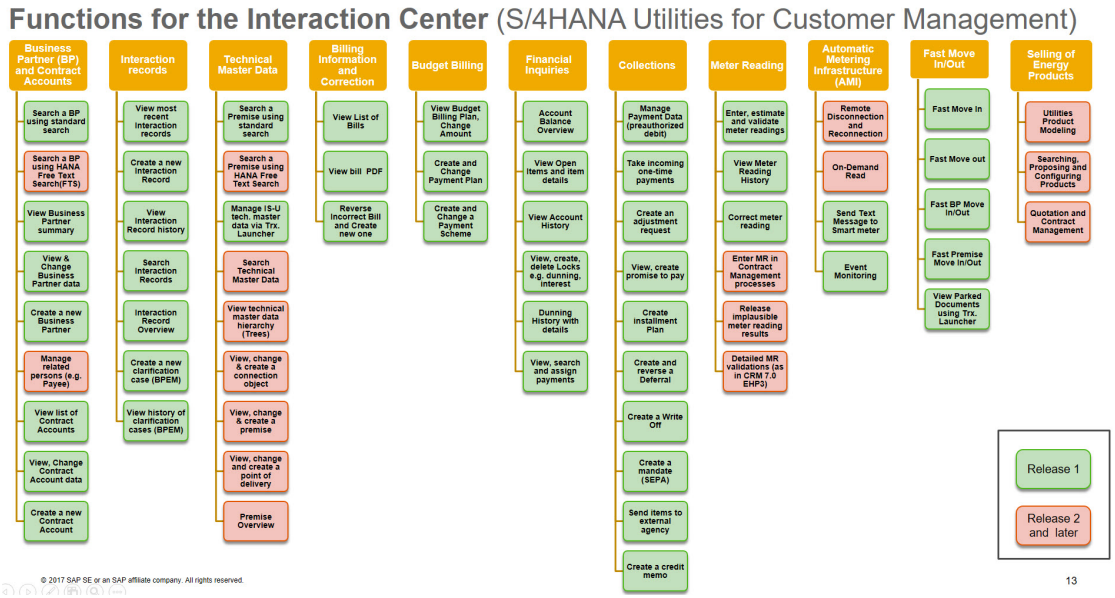
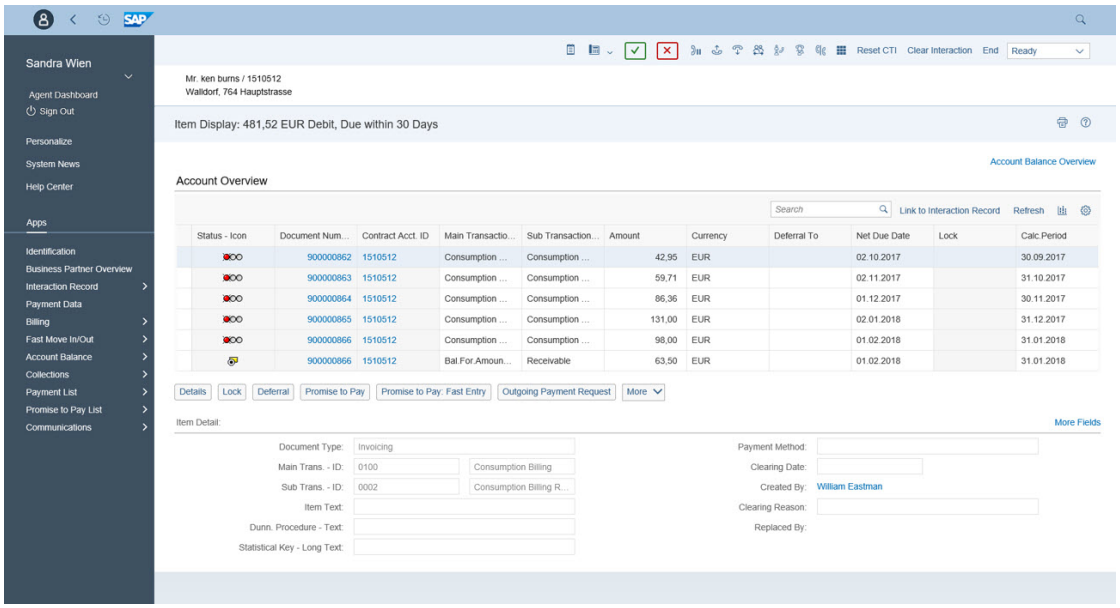


Moreover with S4CRM release 1.0 (released to customers since end of February 2018), SAP has embedded the CRM Interaction Center into S/4HANA, serving as a central entry point for customer service specialists. Note that S4CRM comes with a new “Belize” UI theme, offering a delightful SAP Fiori user experience as well for in the Interaction Center. For the utilities industry, SAP delivers a new business role S4_UT_IC covering 45+ typical business process steps of a utility company – with more to come in the subsequent releases of course:



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To summarize SAP S/4HANA Utilities for Customer Management is a key element of SAP's S/4HANA roadmap for the utilities industry, allowing utility companies to safeguard their past investments into SAP CRM for Utilities in a simplified system landscape. Don't miss the opportunity to learn more about it from SAP solution and product management in a deep-dive session at the International SAP Conference for Utilities – looking forward to seeing you in Lisbon on Tuesday 17 April 2018:

http://uk.tacook.com/events/conferences/details/international-sap-conference-for-utilities/pre-conference-workshops/workshop-9-introducing-the-sap-s4hanar-utilities-solution-for-customer-management.html

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