

Enlarging Business Opportunity & Maximizing Profits Using Digital Core and Innovations

S/4 HANA and Innovations





Business Transformation with S/4 HANA & Innovations

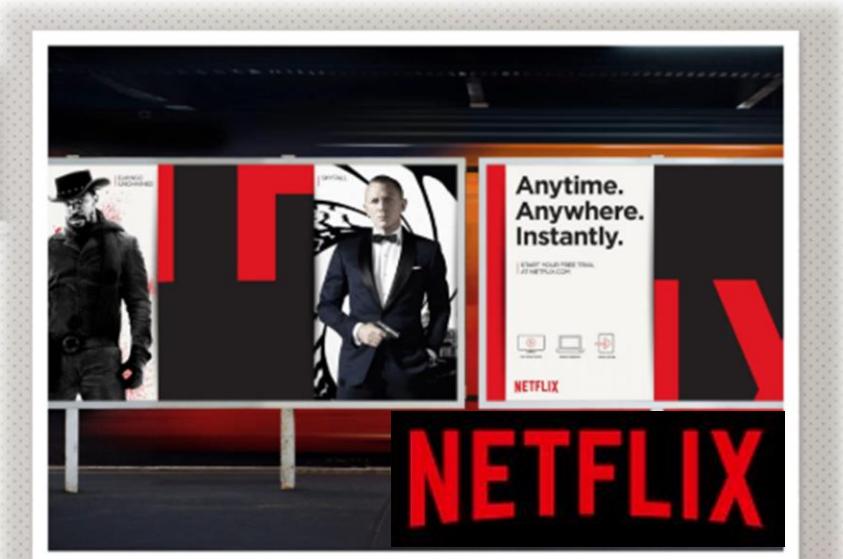
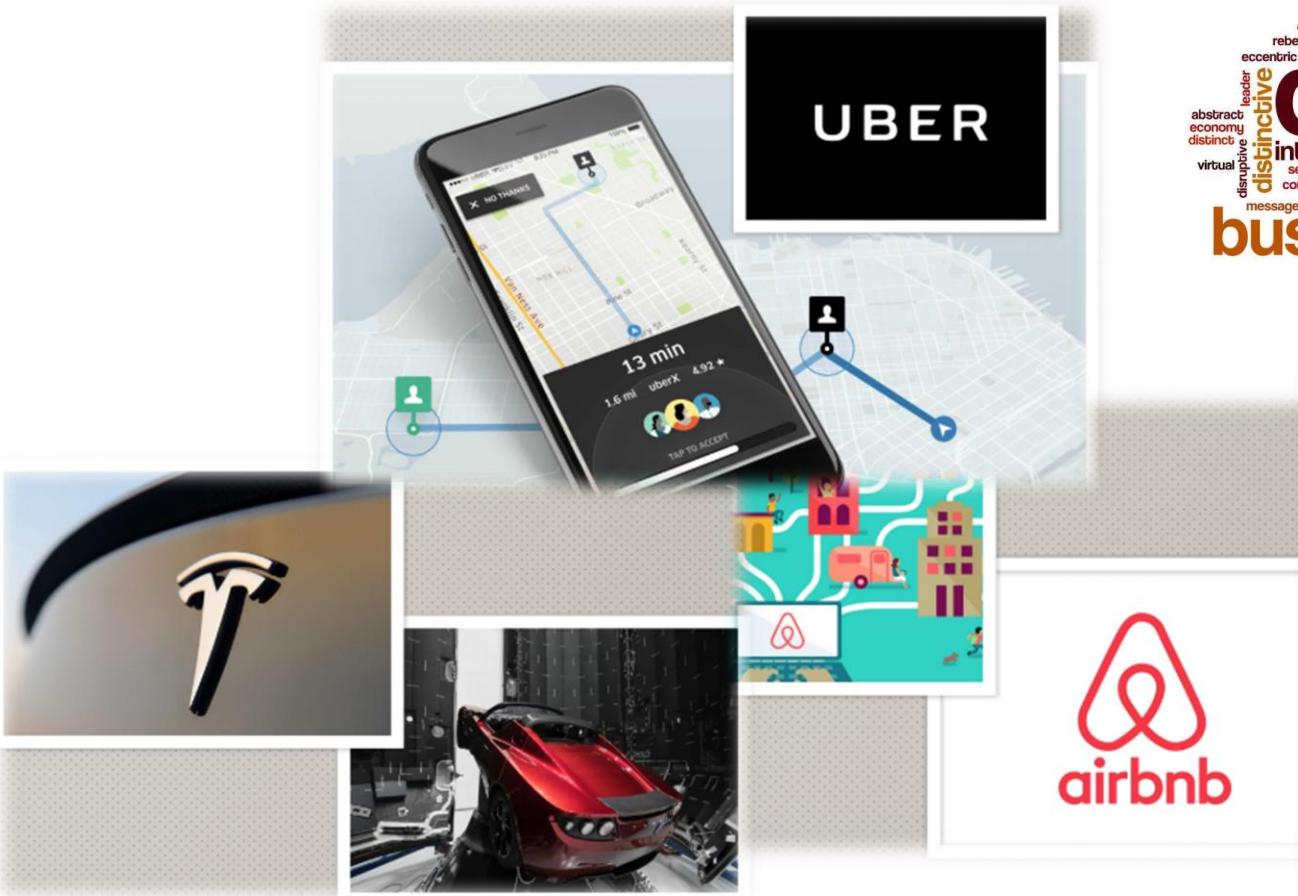


Business Transformation



WHY

THE WORLD IS CHANGING FASTER THAN EVER



NETFLIX TIMELINE

- 1997: NETFLIX was found. (DVD Rental / Traditional Pay-per-rental Model)
- 2000: Offered itself for acquisition to BLOCKBUSTER for US \$50 million. (Declined)
- 2001: Announced plan to lay off one-third of its employee.
- 2002: NETFLIX's REDBOX is found. (DVD Rental via Automated Kiosks)
- 2002: NETFLIX IPO.
- 2006: Offered \$1 million for video-recommendation algorithm that beat existing one.
- 2007: Launched streaming video.
- 2010: Expanded internationally, starting with Canada.
- 2012: Expanded to Europe.
- 2013: NETFLIX offered its original content.
- 2016: Expanded to 130 new territories. (Nearly, worldwide)
- 2018: NETFLIX market cap is GREATER than WALT DISNEY (US \$151.93 Billion @ 24 May 2018)

DIGITAL TRANSFORMATION IS A MUST

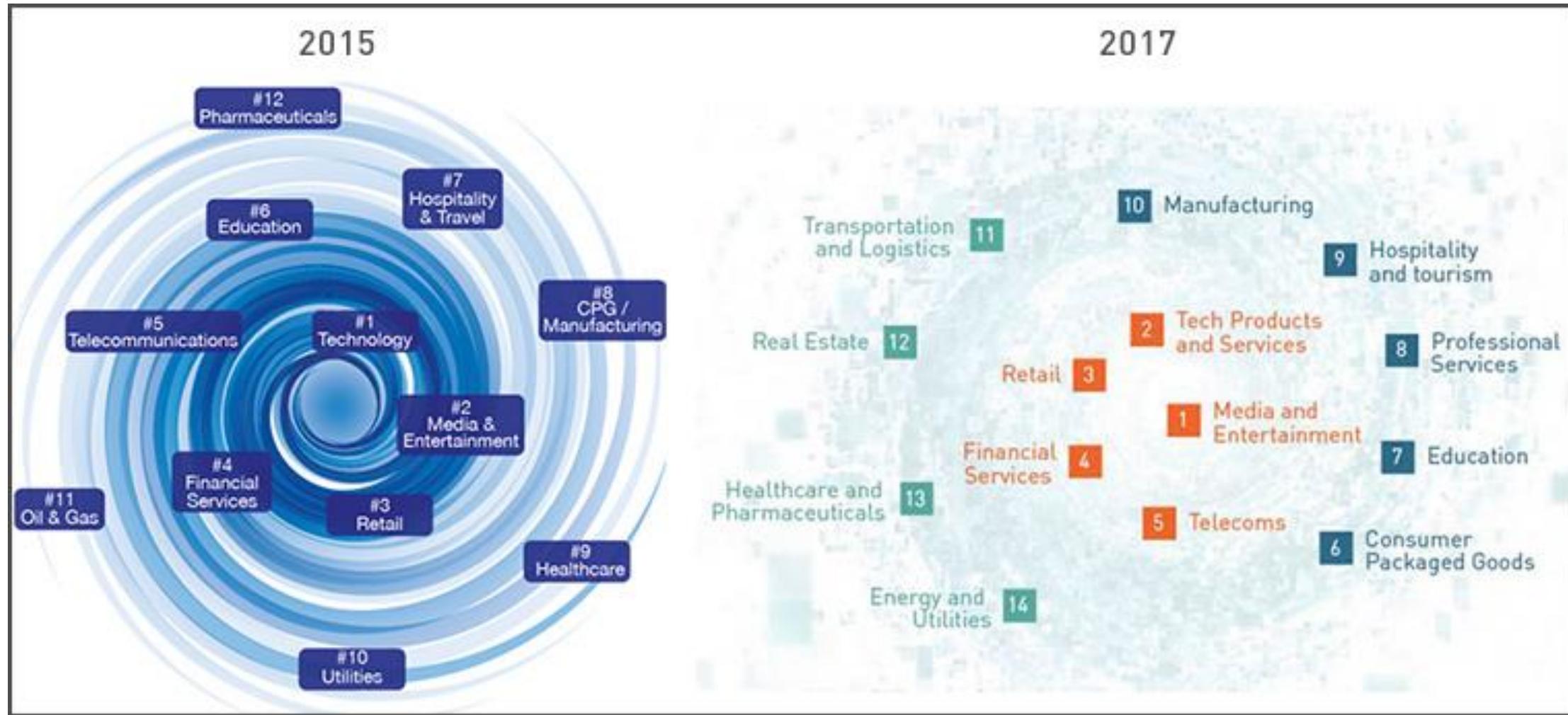
DISRUPT

or

BE DISRUPTED

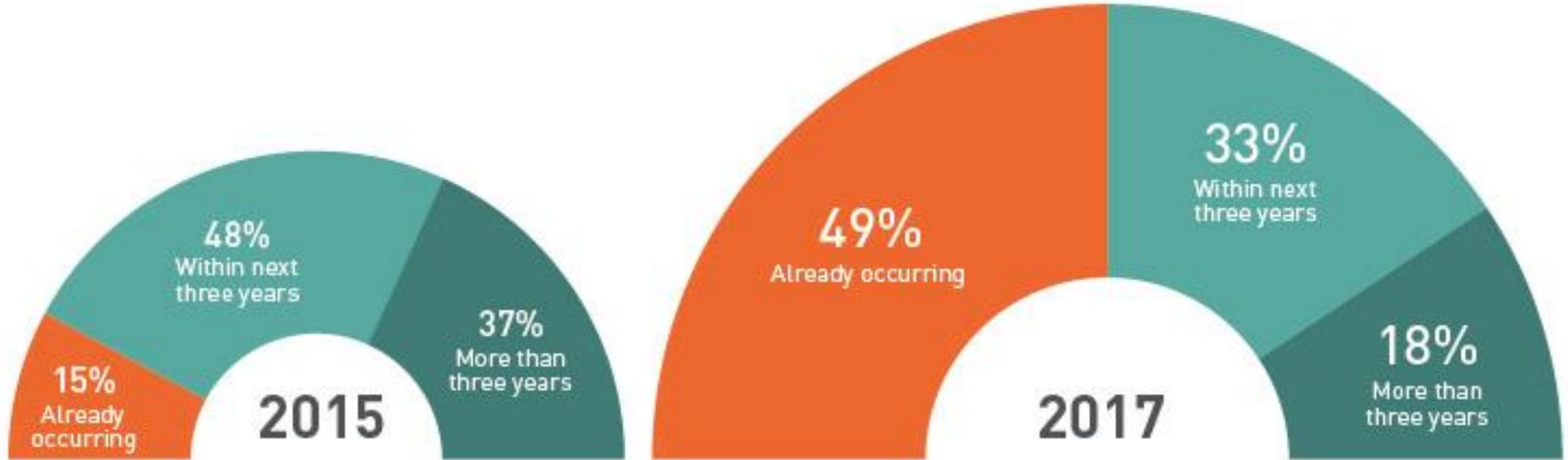


BUSINESS TRANSFORMATION



Reference: Global Center for Digital Business Transformation: <https://www.imd.org/research-knowledge/articles/digital-vortex-in-2017/>

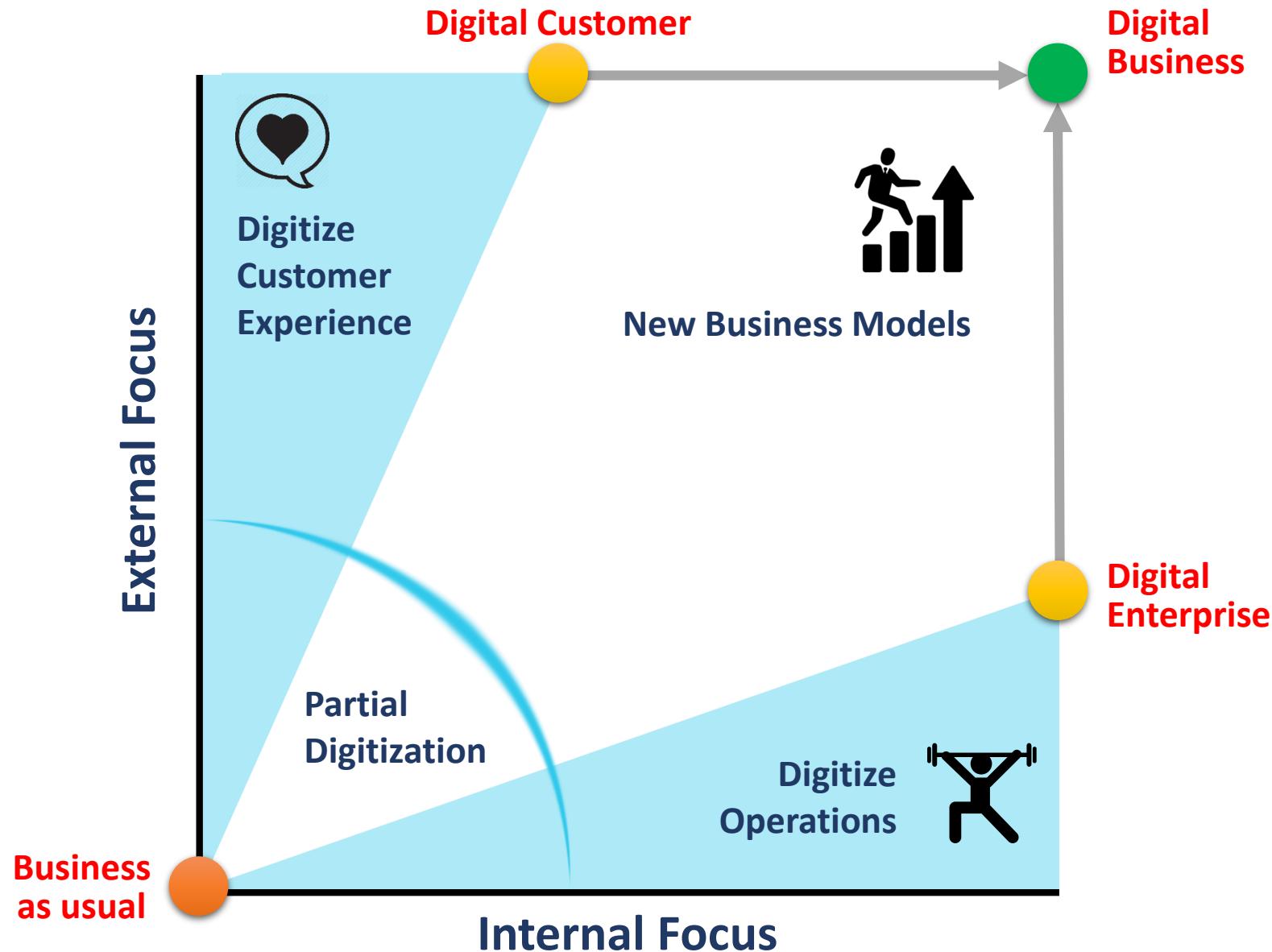
BUSINESS TRANSFORMATION



Source: Global Center for Digital Business Transformation, 2017

Reference: Global Center for Digital Business Transformation: <https://www.imd.org/research-knowledge/articles/digital-vortex-in-2017/>

BUSINESS TRANSFORMATION



HOW TO WIN MORE & RETAIN CUSTOMERS



CUSTOMER INSIGHT TO CREATE NEW CUSTOMER EXPERIENCE

Using BIG DATA & ANALYTICS



- Internal + External Data
- Really understand customer
- No “ONE-SIZE-FITS-ALL”
- Market Trend / Prediction
- Sentiment Analysis
- Social Listening

HOW TO PROVIDE BETTER/DIFFERENT SERVICES



NEW CUSTOMER ENGAGEMENT in “AGE OF NOW”

Using AI/CHATBOT



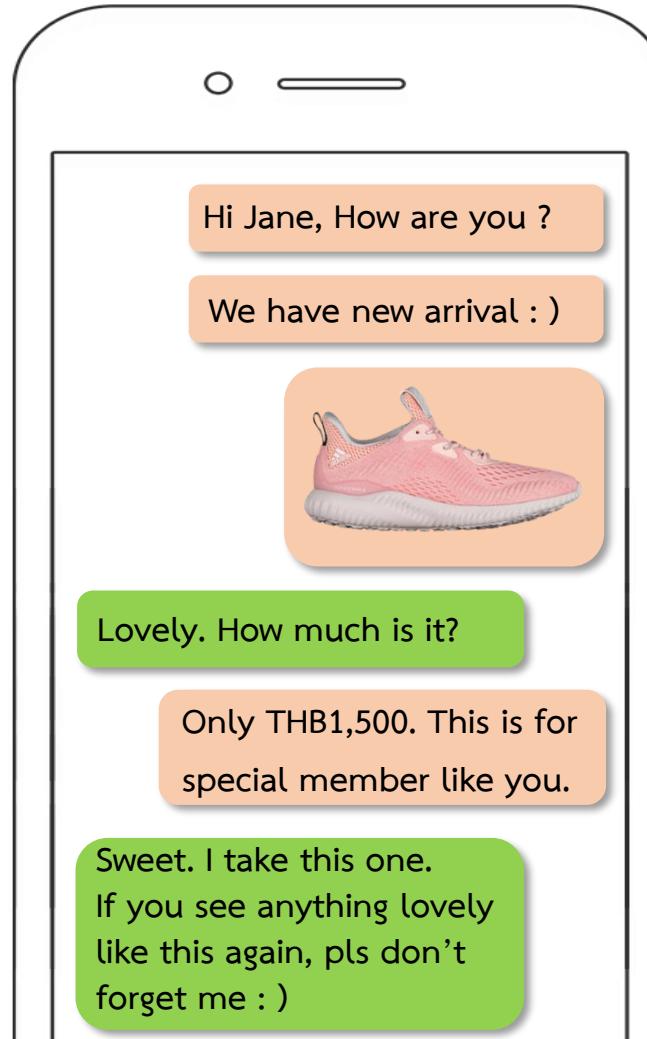
Love you!

Hate Blue

Like Pink

Searching for Fitness

Just won Lucky Draw 2,000 THB



- Internal / External ChatBot



- 24x7 ChatBot (Reactive)



- Proactive ChatBot



- Smarter Personalization



- “Happy Routine”



- Anything-to-Human UX



- From B2B, B2C, B2B2C
To DTC (Direct-To-Consumer)

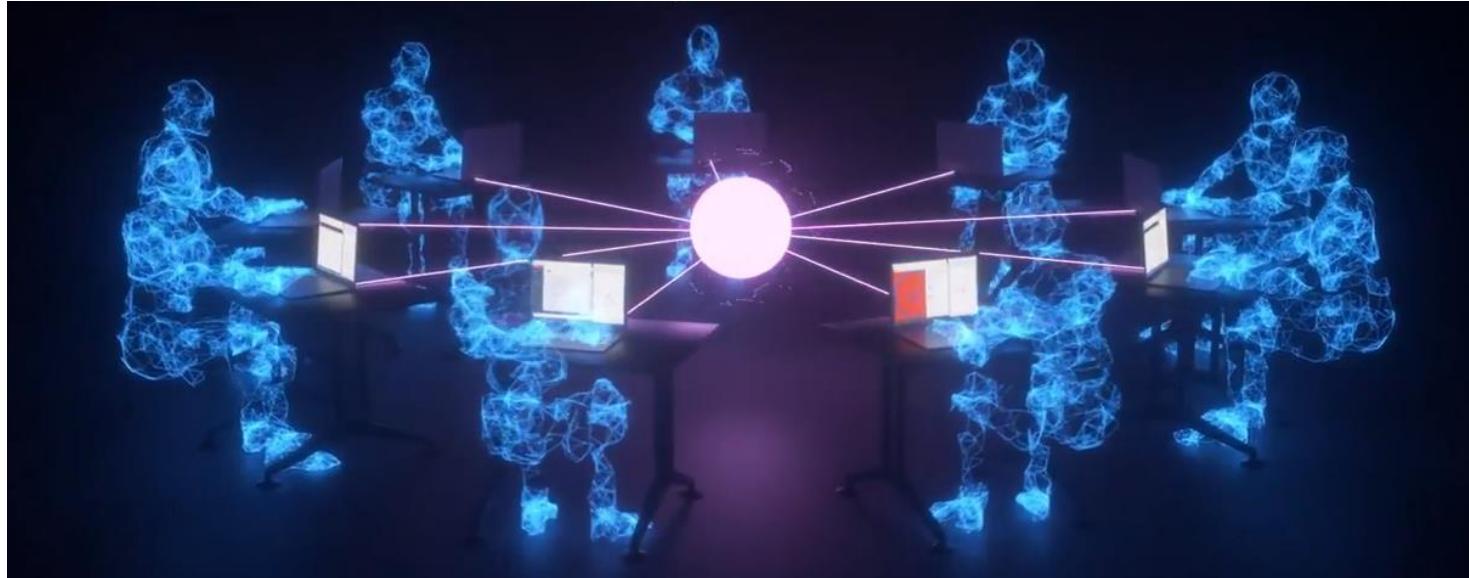


HOW TO OPERATE MORE EFFECTIVELY



COST REDUCTION & INCREASE EFFECTIVENESS & TRANSPARENCY

Using AUTOMATIONS & RPA



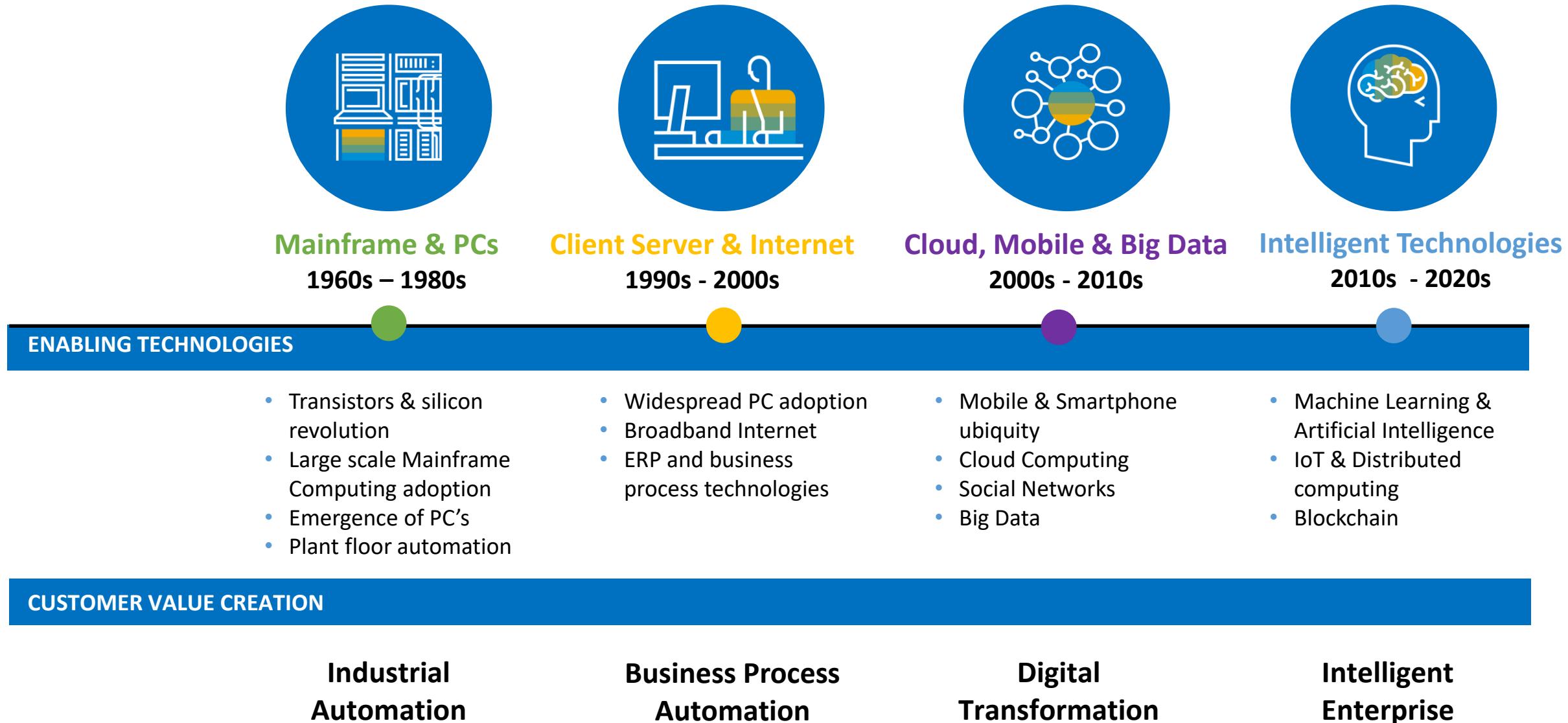
RPA Image from Blue Prism: One of the leading RPA Tools

- **Automations**
 - **Robotic Process Automation (RPA)**
- +
- **UX**

Technology

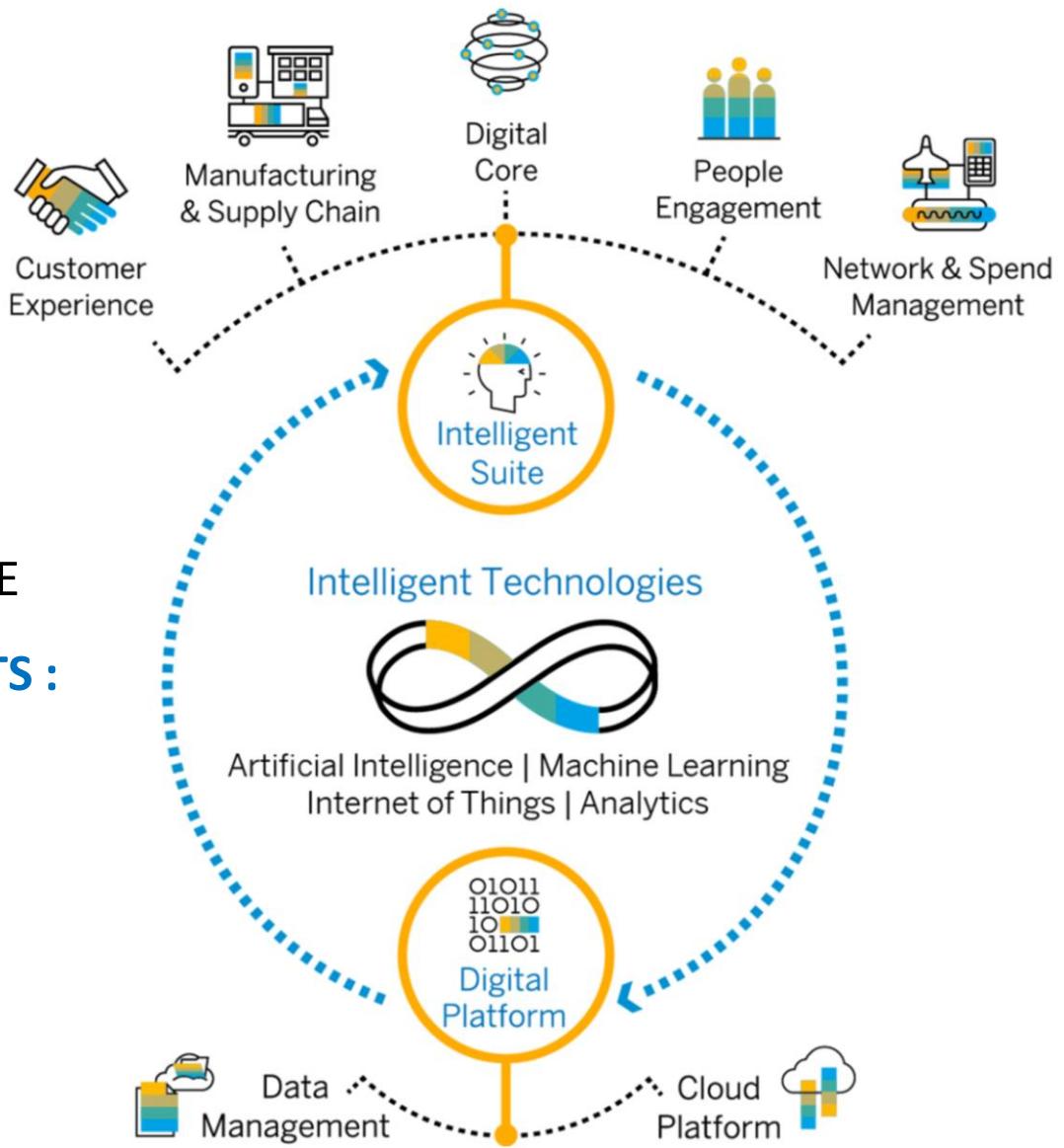
HOW

EVOLUTION – FROM DIGITAL ERA TO INTELLIGENCE ERA



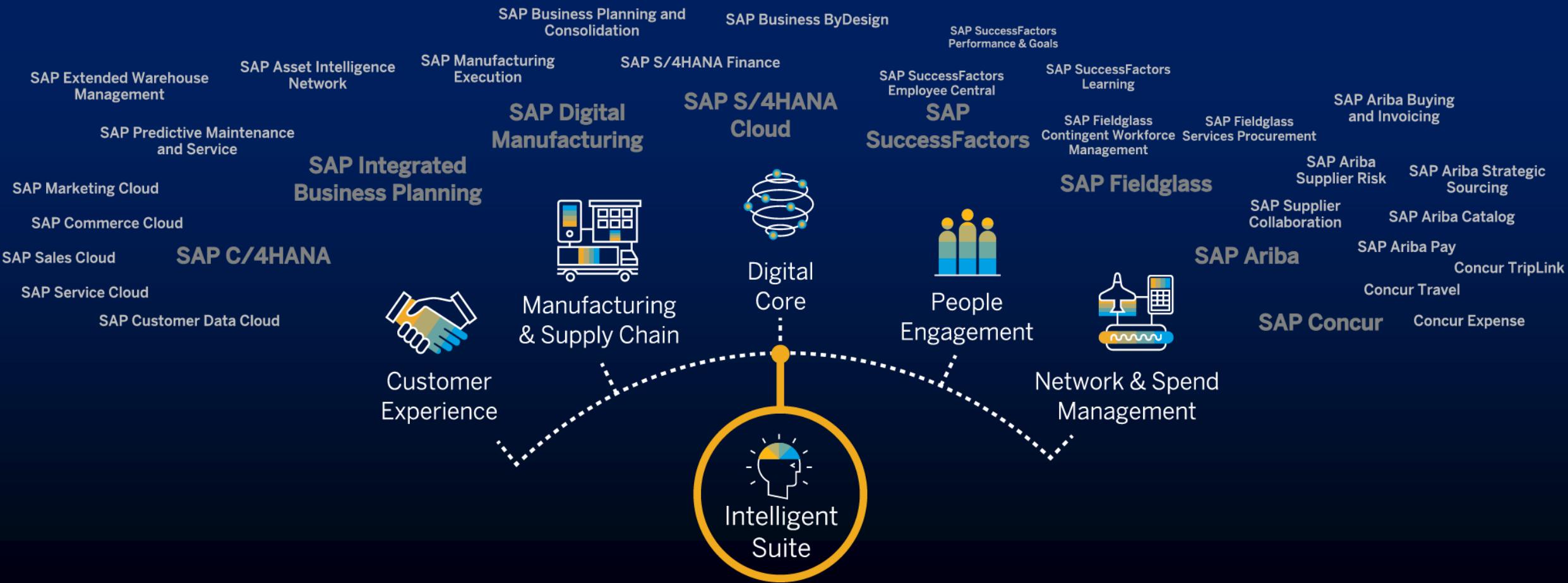
INTELLIGENT ENTERPRISE

THE INTELLIGENT ENTERPRISE
features **3 KEY COMPONENTS :**



- 1 **Intelligent Suite**
- 2 **Digital Platform**
- 3 **Intelligent Technologies**

1# INTELLIGENCE SUITE



INTELLIGENCE ENTERPRISE – DIGITAL CORE



“ FASTER and SMARTER ”

S/4 HANA AS A DIGITAL CORE

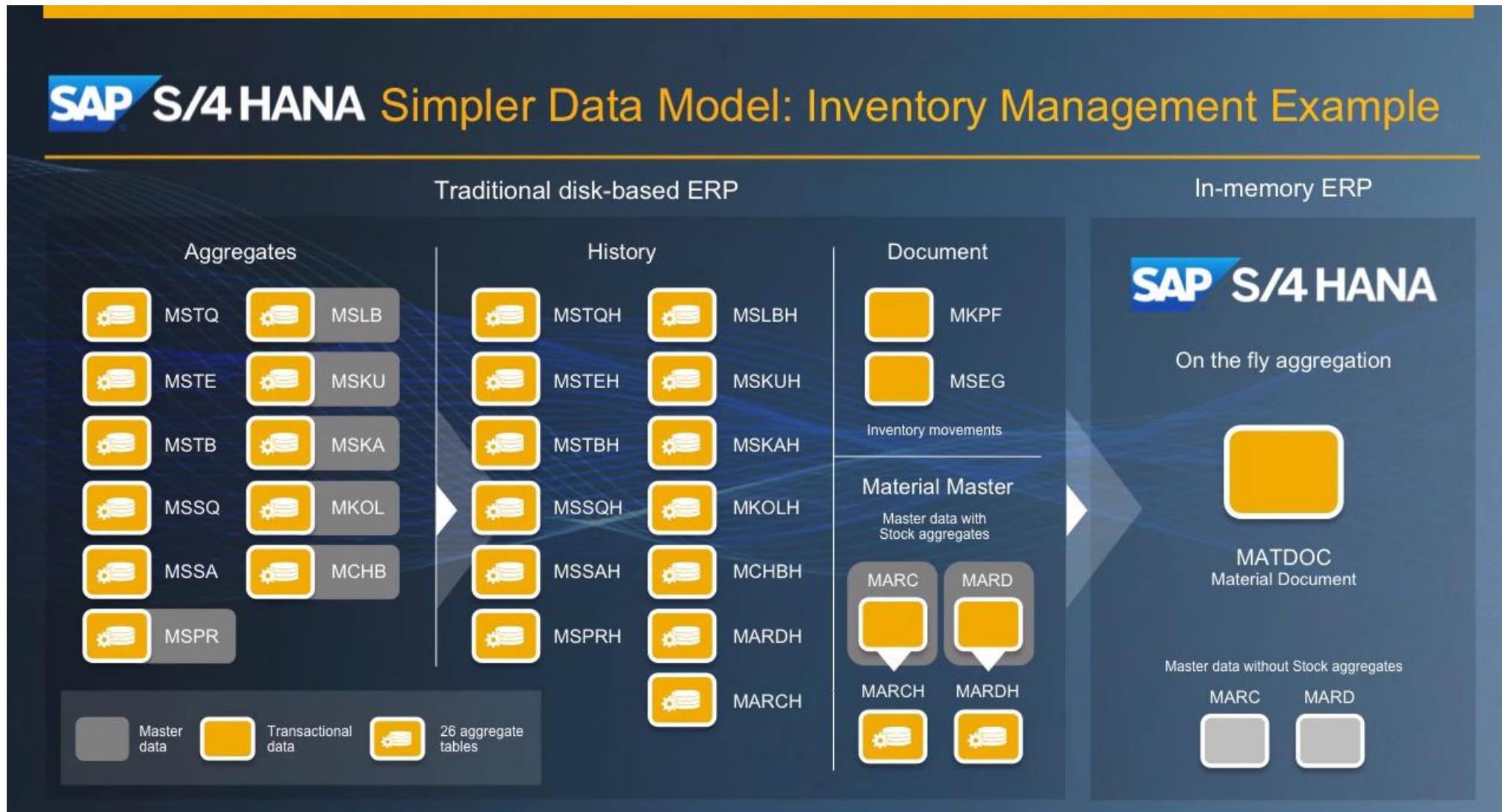
SAP S/4HANA Why HANA is Essential

Simplifies IT and provides new productivity for business

- Columnar and in-memory
- One data store
- No redundant data
- No locking
- Full granularity for all processes

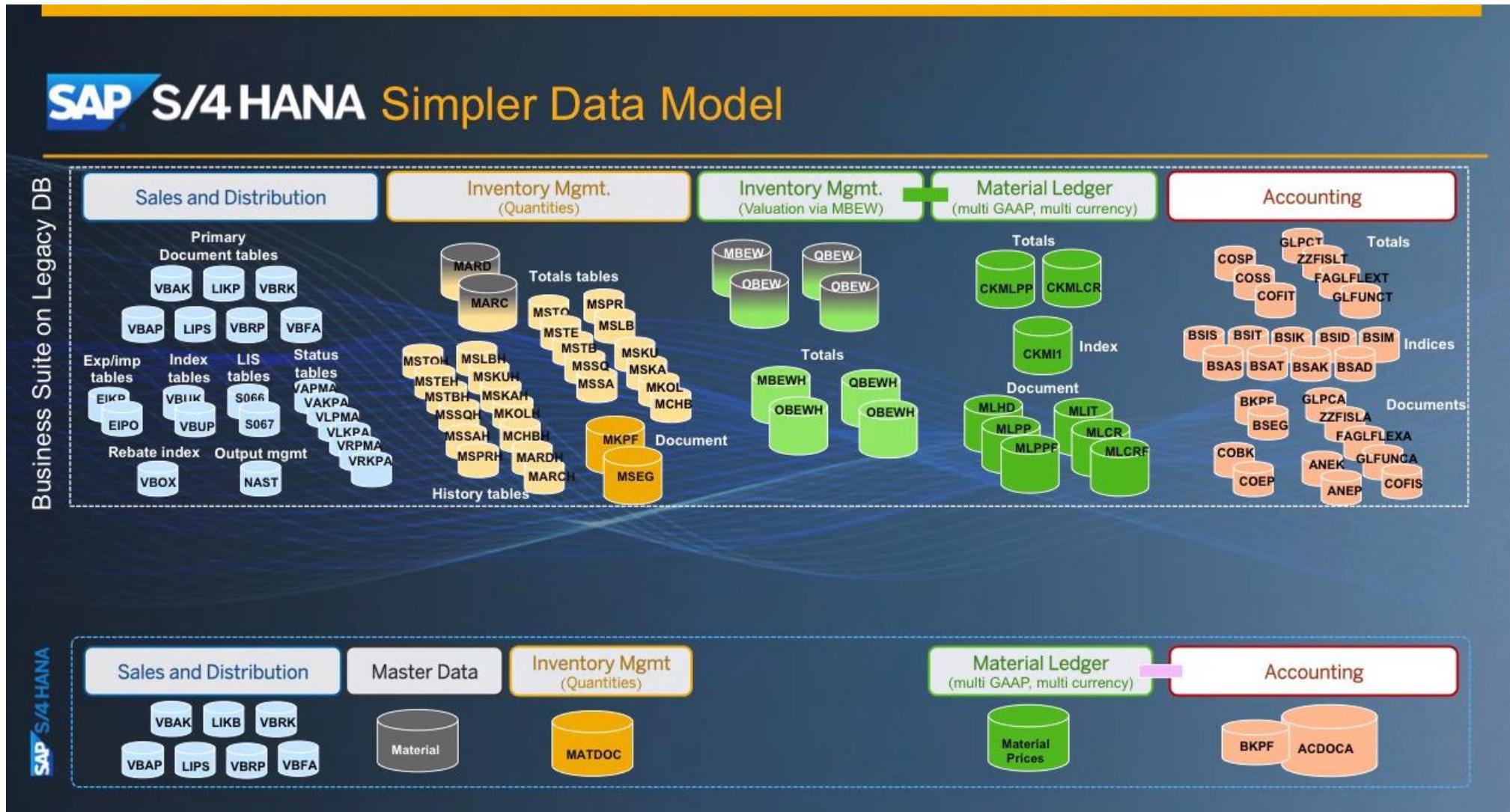


S/4 HANA AS A DIGITAL CORE



More info: YouTube SAP Technology: <https://www.youtube.com/watch?v=R1WvqomveJo>

S/4 HANA AS A DIGITAL CORE



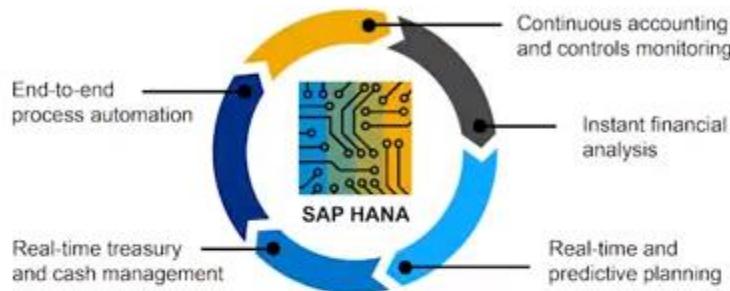
More info: YouTube SAP Technology: <https://www.youtube.com/watch?v=R1WvqomveJo>

S/4 HANA – On-Premise Edition & Cloud Edition

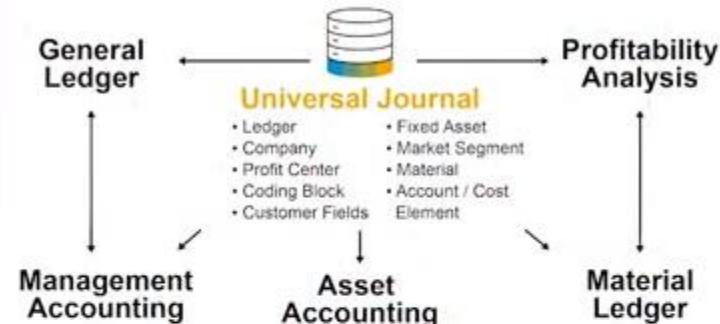
	 SAP S/4HANA On-Premise	 SAP S/4HANA Cloud Edition
Licensing Model	Traditional Licensing	Subscription Licensing
Infrastructure & Maintenance model	The customer is in control of deployment and maintenance with dedicated own IT staff	SAP provides the system and is responsible for the system maintenance.
Speed of Innovation	Customer has full control over speed of innovation, planned downtimes, changes within the system, changes of the system	Cloud customers participate automatically on quarterly innovation upgrades
Implementation Approach	Highly individual requirements regarding business processes and customization	Predefined best-practice configuration with limited specialization
Functional Scope	Full ERP Scope (incl. SAP S/4HANA applications), integrates with SAP SuccessFactors Employee Central, SAP Fieldglass, SAP Hybris Marketing, SAP JAM and SAP Ariba Network	Key scenarios, Embedded ERP scenarios, integrates with SAP SuccessFactors Employee Central, SAP Fieldglass, SAP Hybris Marketing, SAP JAM and SAP Ariba Network
Custom Code	Full traditional ABAP extensibility up to core modification (which is not recommended for TCO reasons)	In-app extensibility with limited ABAP; SAP HANA Cloud Platform (HCP) as extension platform for larger extensions

S/4 HANA – KEY BENEFITS

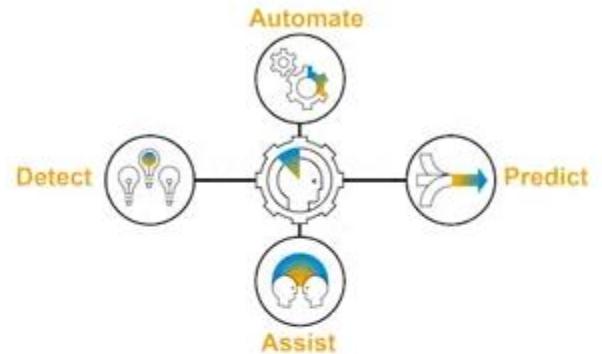
1 From Batch to Real-Time



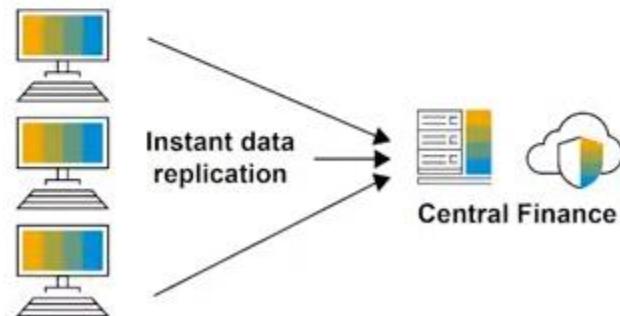
2 Single Source of Truth



3 Intelligent Applications



4 Centralized Finance



5 Consumer-grade User Interface



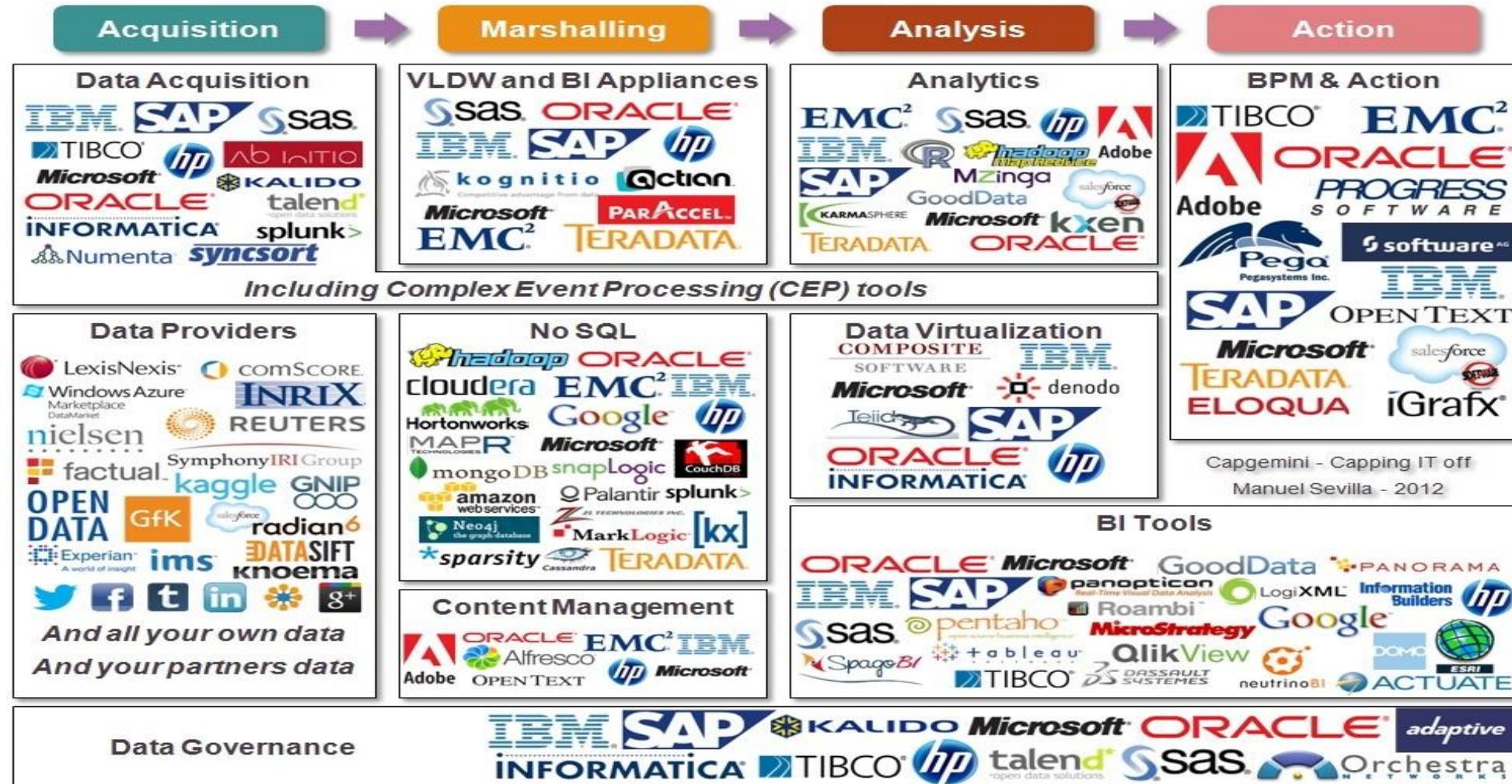
More info: YouTube SAP Technology: <https://www.youtube.com/watch?v=O4gH8dj5Bg4>

BETTER USER EXPERIENCE – SAP FIORI



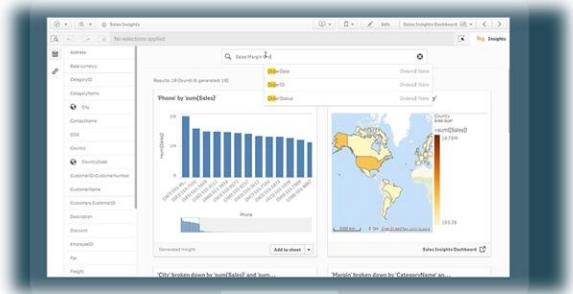
More information: <https://www.sap.com/products/fiori.html>

ANALYTICS & BIG DATA (Any Brand)

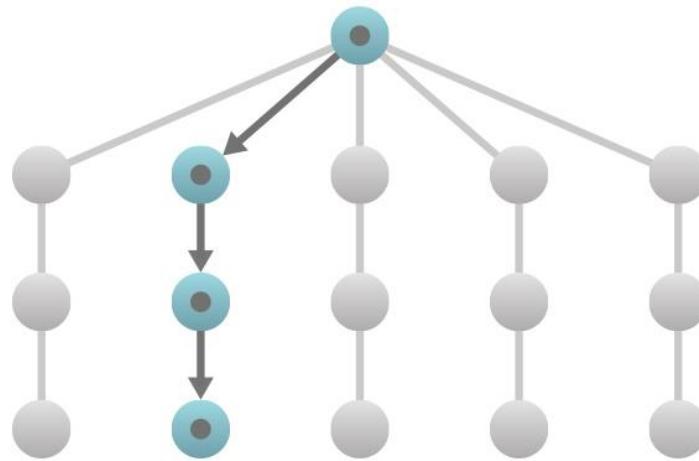


Reference: <https://www.capgemini.com/data-vendors-and-technologies-the-list/>

QLIK SOLUTION



How traditional BI and visualization tools work



- Limited view and access to data
- Forced down linear drill paths
- Need to involve IT to modify
- What-if and on-the-fly analysis is limited



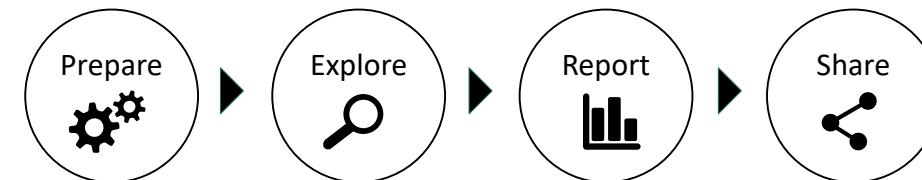
- **Freedom** to explore data from any point in analysis in a dynamic, interactive interface
- Answer any question on the fly, real-time
- Easily see connections, and disconnects in data

MICROSOFT POWERBI SOLUTION

- Content packs
- Live dashboards
- Visualizations
- Reports
- Datasets
- Data refresh

Natural language query

Sharing & collaboration



SAP ANALYTICS & BIG DATA



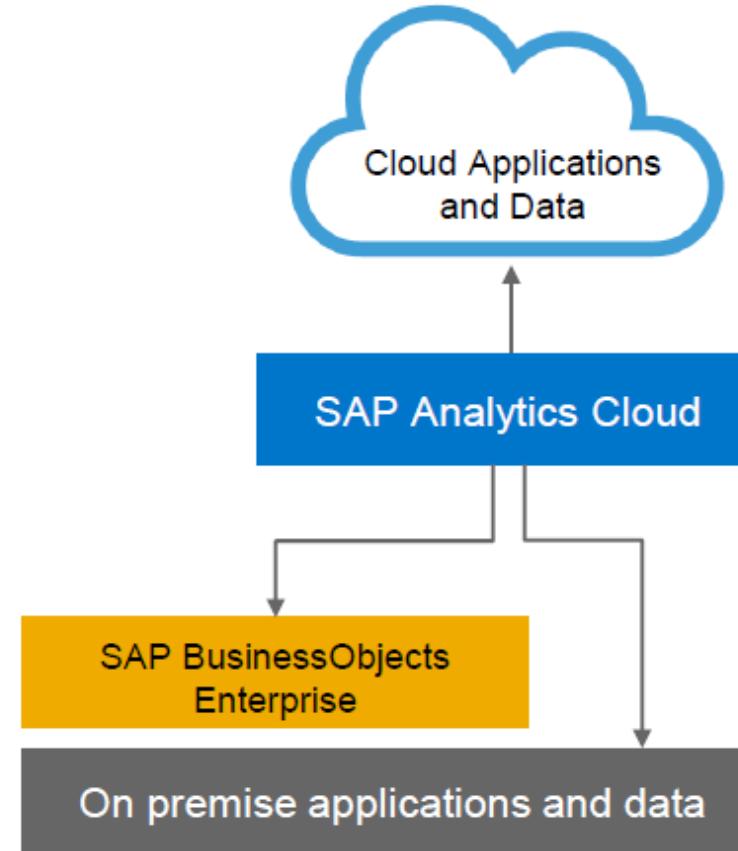
SAP BusinessObjects Business Intelligence (BI) suite

Give business users anytime, anywhere access to decision-ready intelligence with the SAP BusinessObjects BI suite. Flexible and scalable, self-service BI makes it easy for users to discover and share insights in real time.

SAP Analytics Cloud

Answer complicated questions in just a few clicks with our cloud-based business intelligence software. This real-time BI solution lets you blend data from different sources, create compelling data visualizations, and run ad hoc reports.

SAP BI: ON-PREMISE & CLOUD OFFERINGS

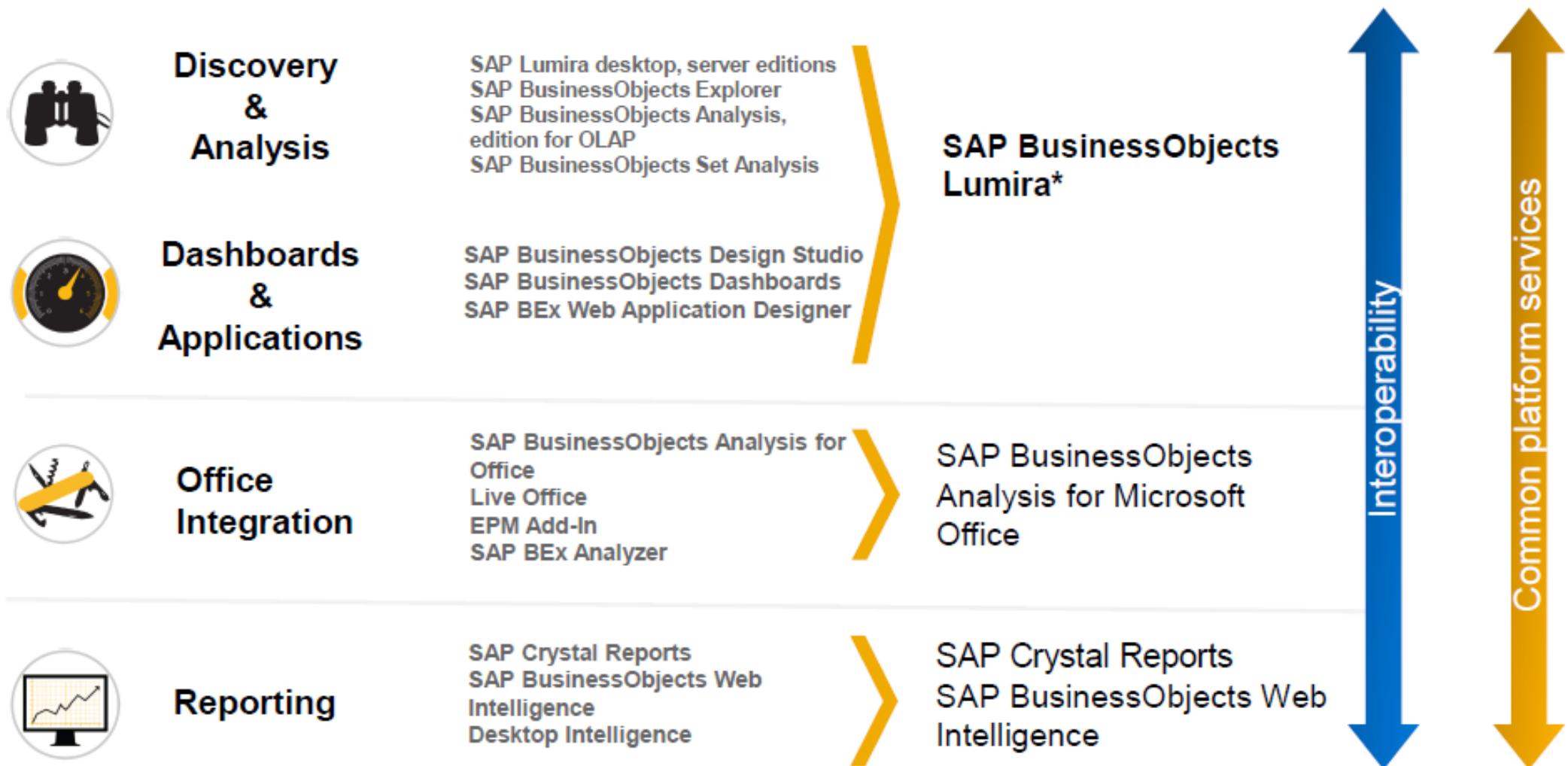


Reference: Road Map for Analytics Solutions from SAP

SAP Evolution of Analytics

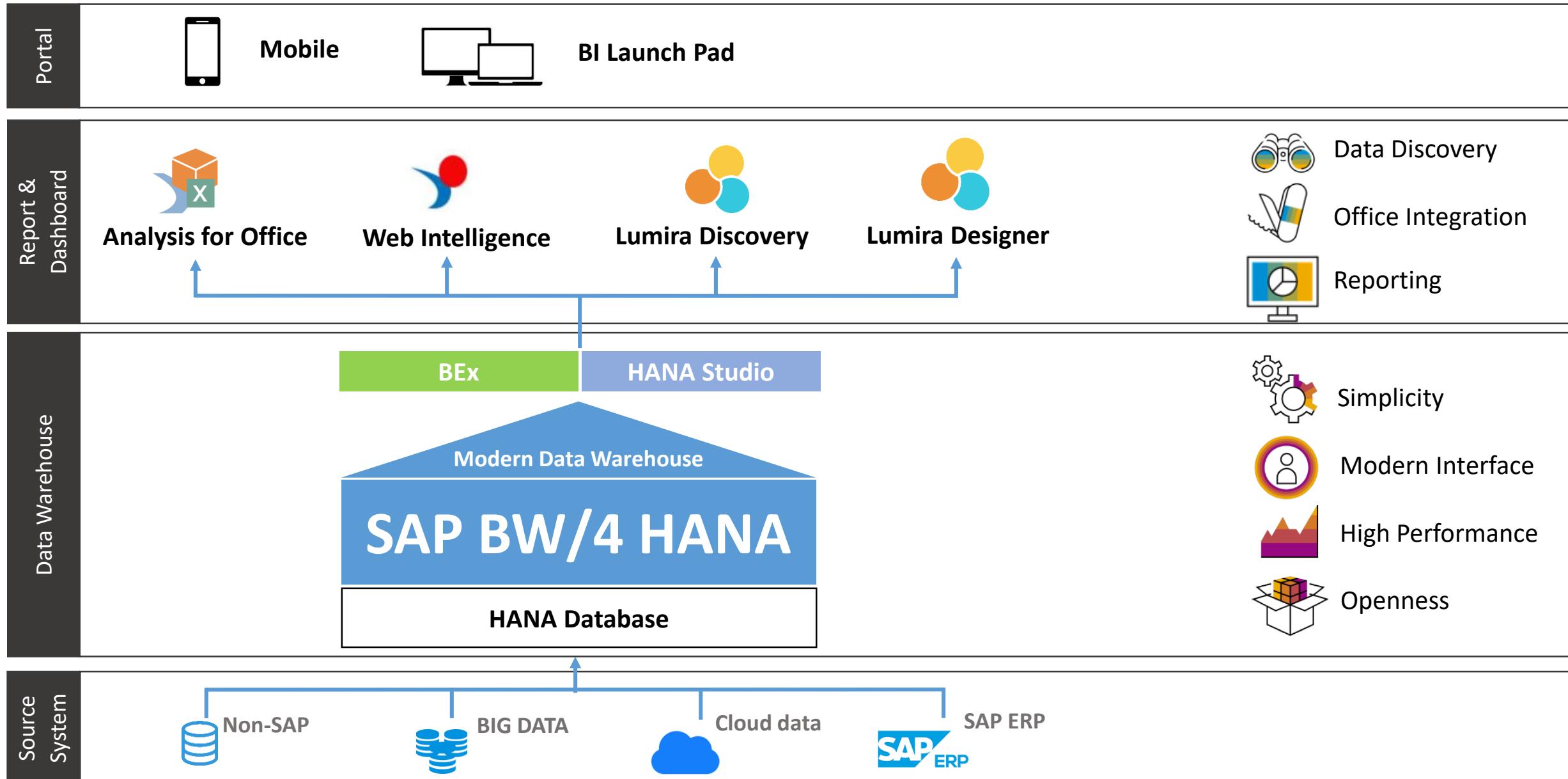


SAP BI Client Portfolio – Planned Simplification



* One Server Add-On for SAP BusinessObjects Lumira

SAP BW/4 HANA Solution



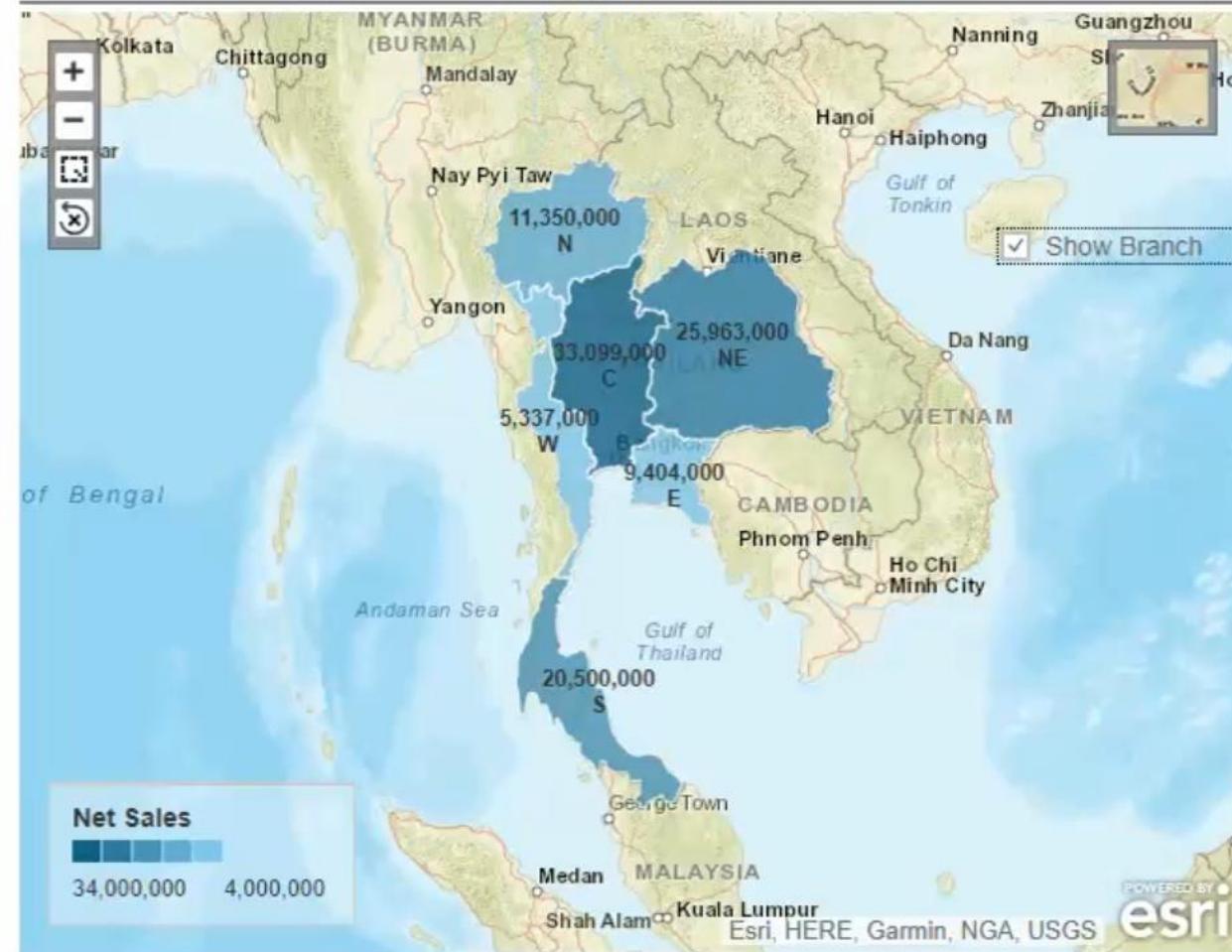
Analytics with SAP BI – Lumira (Dashboard)

Sales Performance

Sales Details



Thailand



Net Sales



Expense



Profits



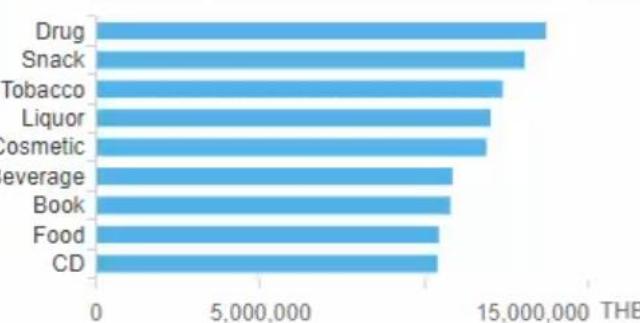
EBITDA



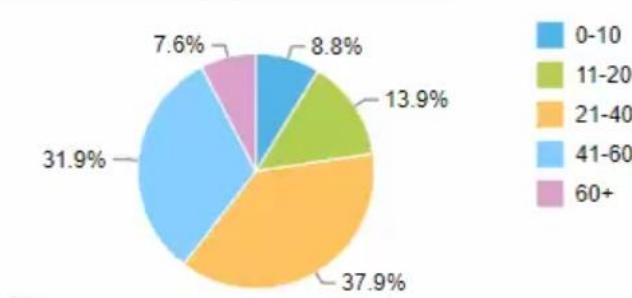
Net Sales vs Target



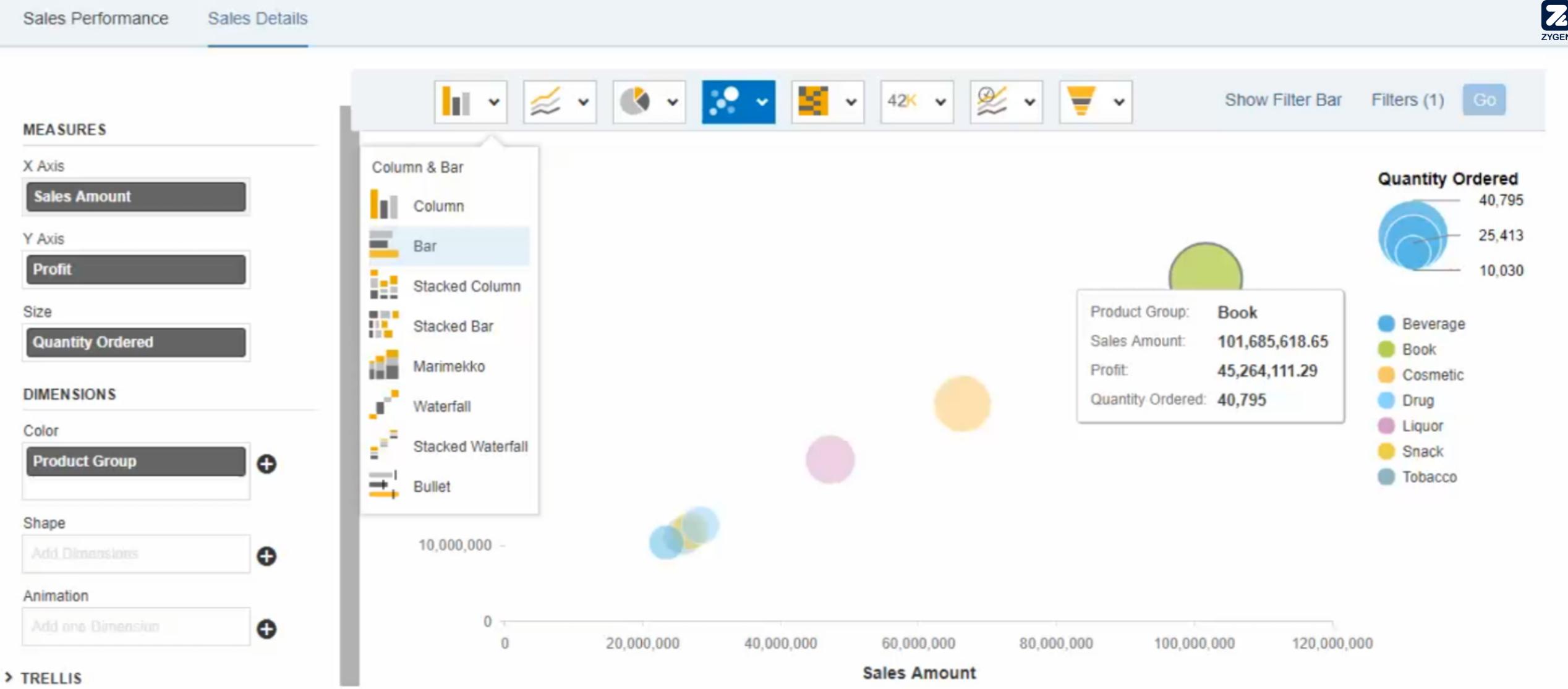
Net Sales by Product Group



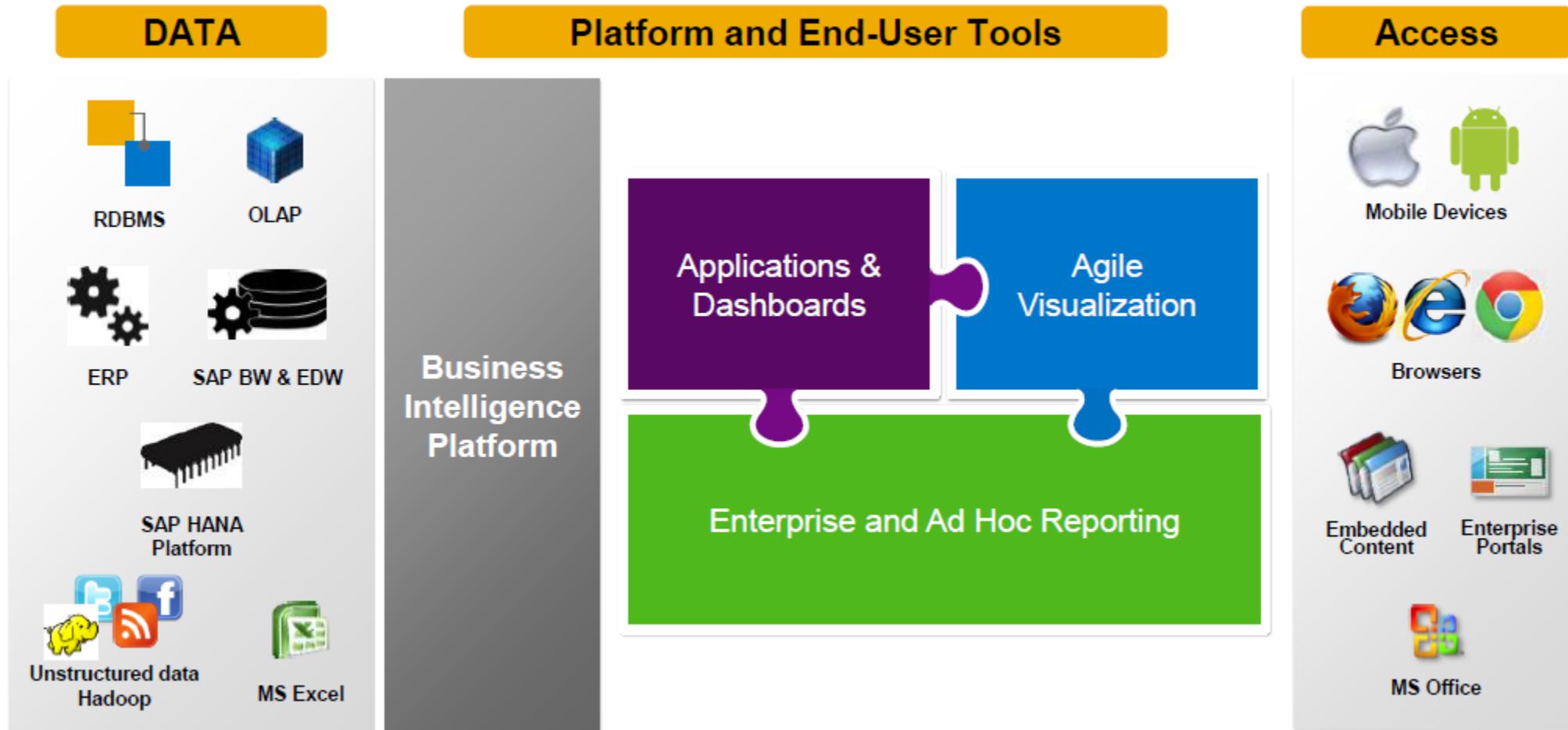
Net Sales by Age



Analytics with SAP BI – Lumira (Self-Service)

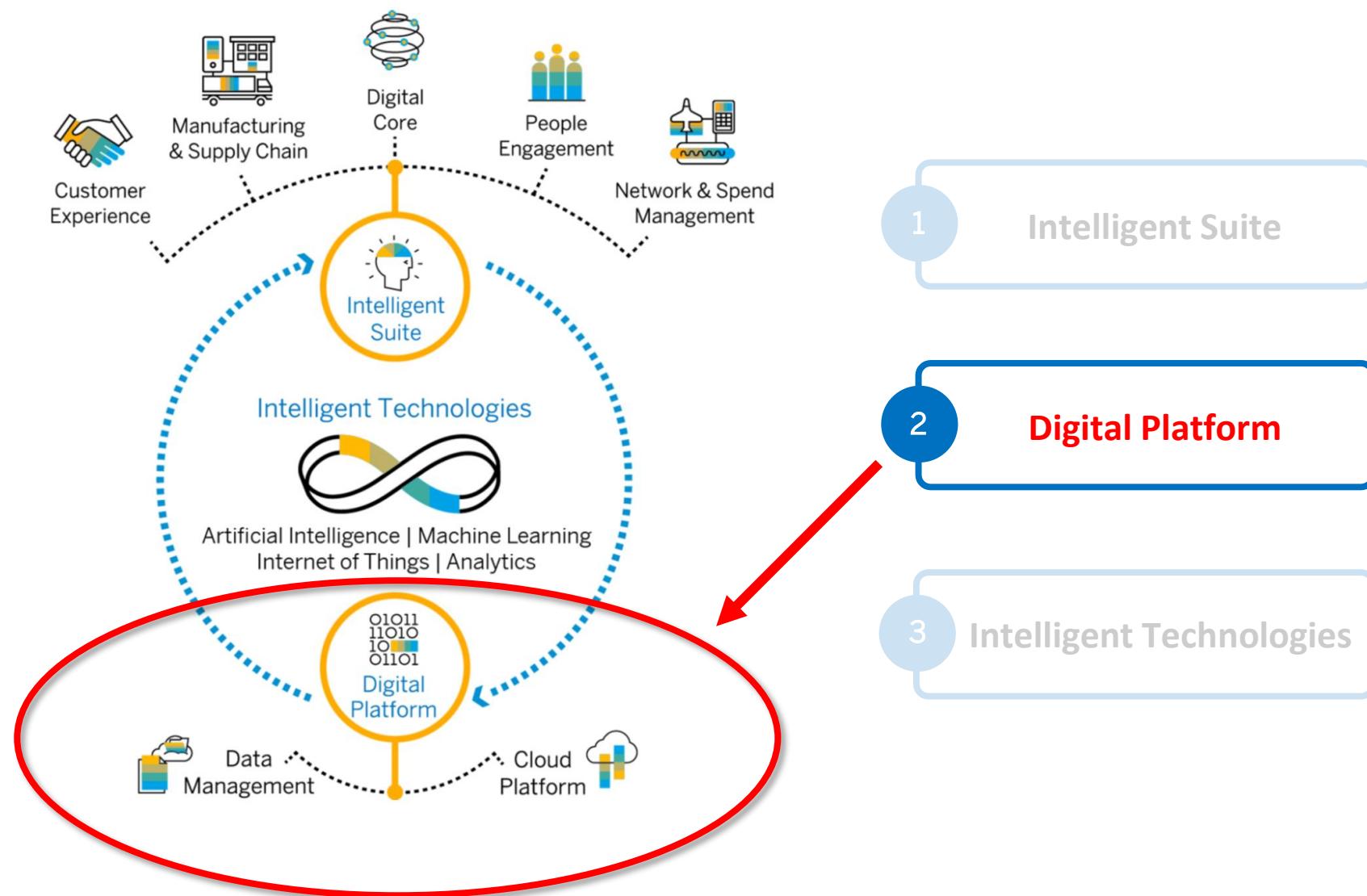


SAP BI & BIG DATA – SIMPLE FLOW/ARCHITECHTURE

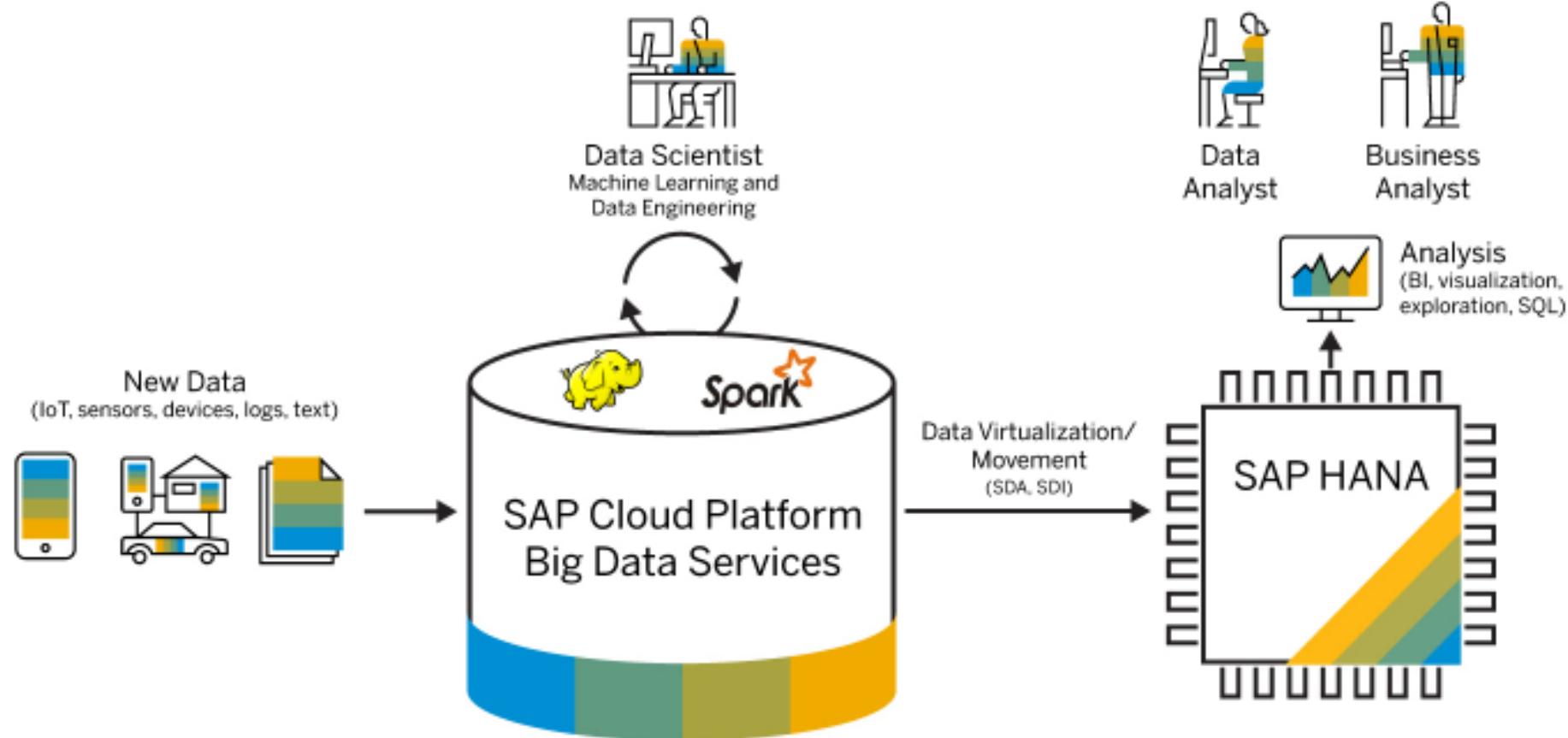


Reference: Road Map for Analytics Solutions from SAP

INTELLIGENT ENTERPRISE



2# DIGITAL PLATFORM – Data Management



More Info about Big Data Service use case: <https://blogs.sap.com/2017/09/26/simplifying-big-data-with-sap-hana-and-sap-cloud-platform-big-data-services/>

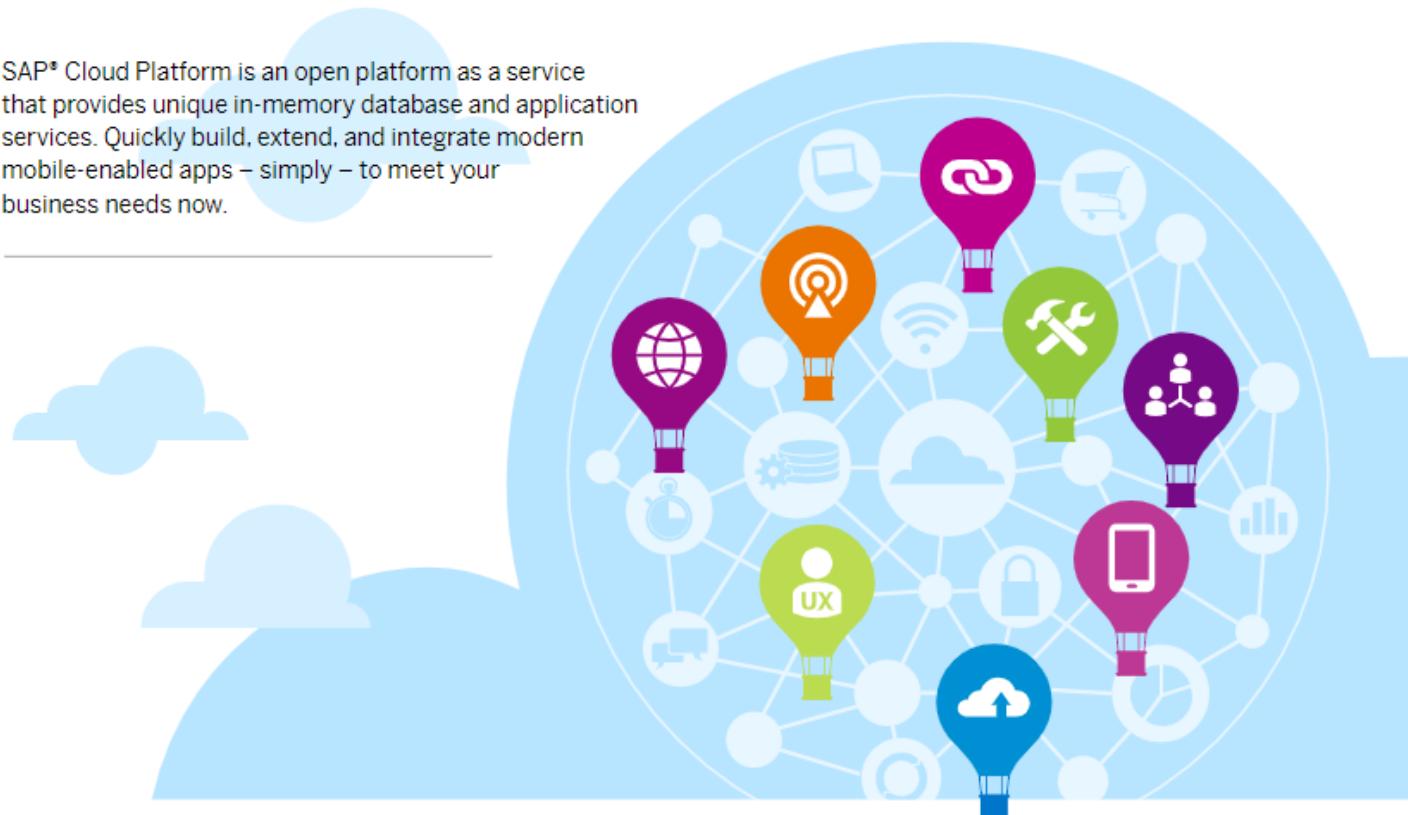
2# DIGITAL PLATFORM – Cloud Platform



SAP® Cloud Platform

Introducing a complete, agile, and open cloud platform like no other

SAP® Cloud Platform is an open platform as a service that provides unique in-memory database and application services. Quickly build, extend, and integrate modern mobile-enabled apps – simply – to meet your business needs now.



Reference: <https://cloudplatform.sap.com/index.html>

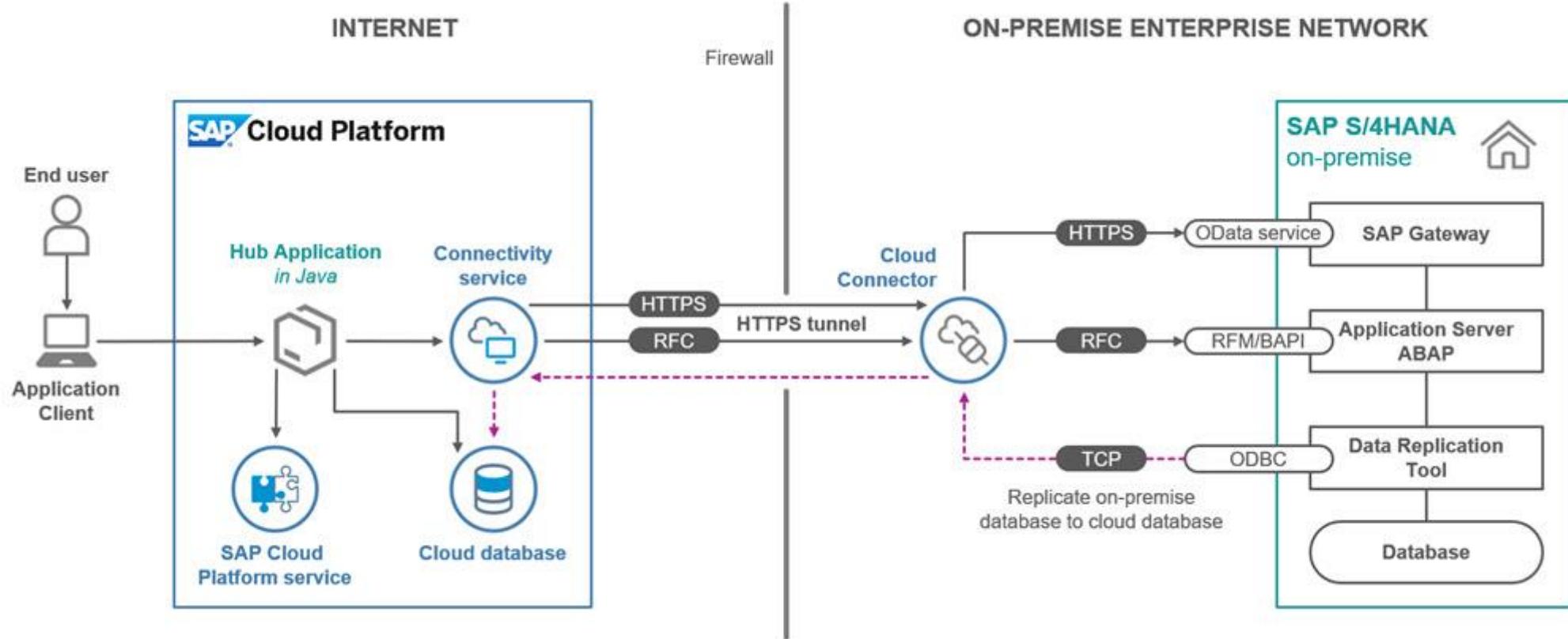
SAP Cloud Platform
ABAP Environment

kubernetes
SAP Cloud Platform
Kubernetes Environment

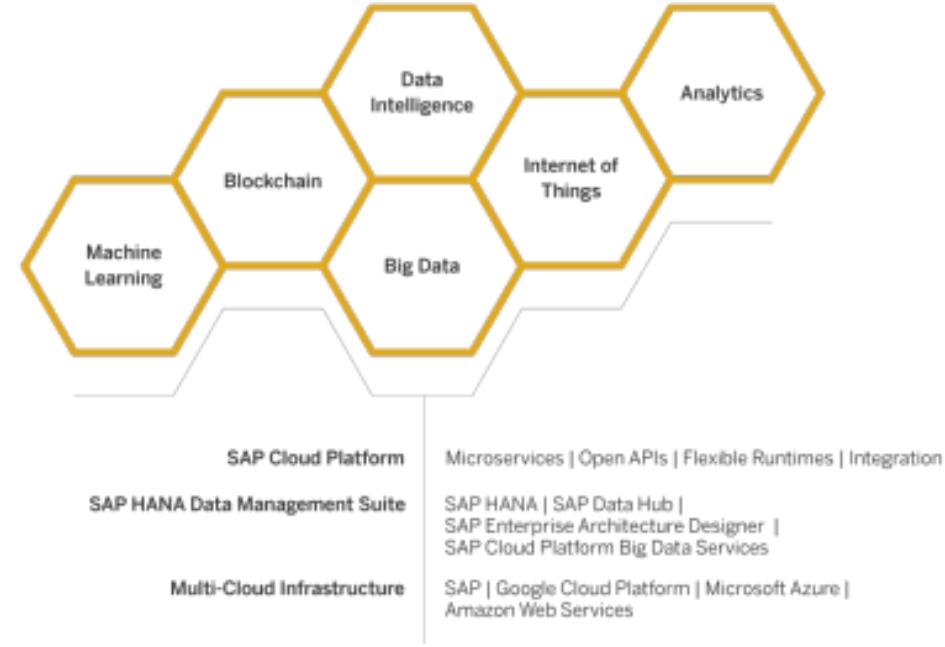
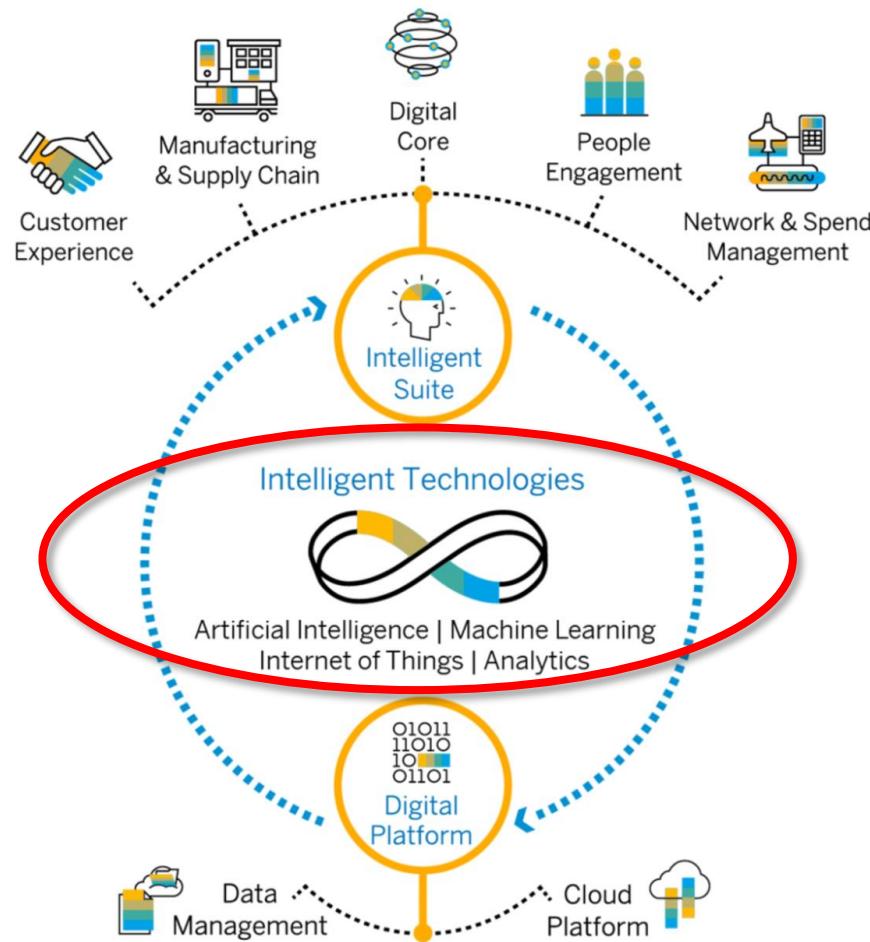
CLOUD **FOUNDRY**
Multi-Cloud and Cloud Foundry

Reference: <https://cloudplatform.sap.com/enterprise-paas.html>

SCP Integration with ERP



3# INTELLIGENT TECHNOLOGIES



Combine intelligent technologies – like machine learning, the Internet of Things (IoT), and blockchain – on an open cloud platform. Transform processes and business models to create new opportunities and deliver the outcomes you need

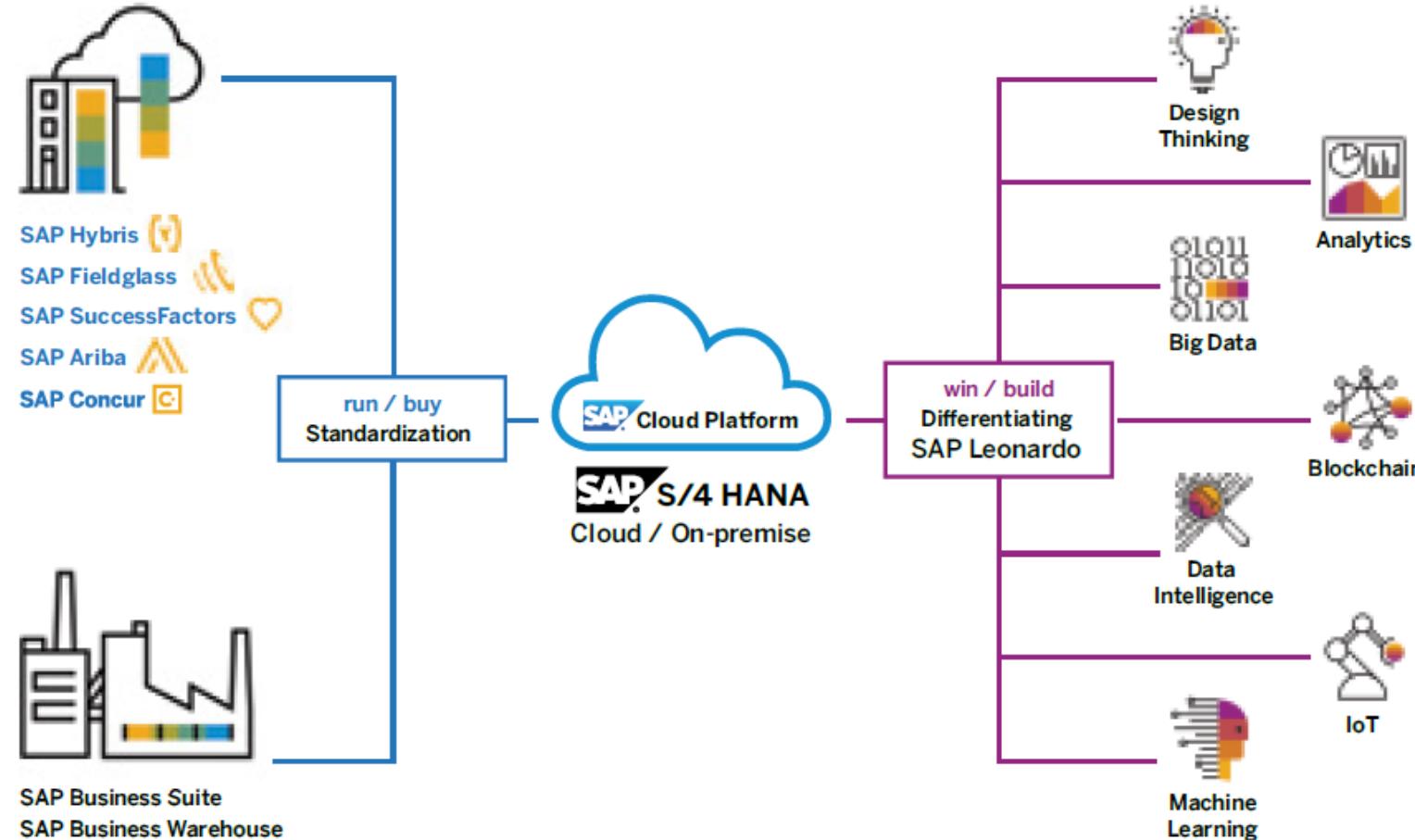
SAP INTELLIGENT TECHNOLOGY: LEONARDO

SAP Leonardo

SAP Leonardo is a systematic approach to digitally transform businesses, focused on repeatable solutions to well-understood business problems across many industries. SAP Leonardo accelerates and de-risks digital transformation using proven methodologies and pre-integrated software components. It brings together award-winning design services, an industry-leading cloud platform and applications, deep expertise in business processes, and the most innovative new technologies, such as analytics, Big Data, blockchain, data intelligence, machine learning, and IoT.

SAP INTELLIGENT TECHNOLOGY: LEONARDO

A new way to deliver differentiating applications



A new way to deliver
differentiating applications

Connect the entire enterprise
and plug into the digital economy

Capitalize on new and
existing investments with
open architecture

Step inside open innovation
and a vibrant partner ecosystem

Example: Optimizing logistics
using SAP Cloud Platform

SAP LEONARDO – MORE INFORMATION

3 Introduction

Getting Started

- 11 SAP Leonardo Innovation Services:** Collaborate with SAP to discover the right innovation answers for your business

Technologies

- 25 SAP Leonardo Analytics:** Gain fast and accurate insights across your business with SAP Leonardo Analytics
- 32 SAP Leonardo Big Data:** Capture the vast potential of Big Data with SAP Leonardo
- 42 SAP Leonardo Blockchain:** Simplify and optimize complex multi-party processes with blockchain technology
- 49 SAP Leonardo Internet of Things:** Connect Internet-enabled things to business processes for innovative outcomes
- 61 SAP Leonardo Machine Learning:** Enable the intelligent enterprise with machine learning

71 SAP Leonardo Machine Learning |

Conversational AI: Discover a human way to Run Simple with conversational AI applications

78 SAP Leonardo | Data Intelligence:

Monetize your existing data by quickly moving from insights to action

Capabilities

- 85 SAP Cloud Platform:** Accelerate digital transformation by rapidly deploying next-generation applications

- 96 SAP S/4HANA and Leonardo:** Automate core processes with intelligent applications from SAP S/4HANA and SAP Leonardo

SAP Leonardo Centers

- 104 Mission Statement**

- 105 Four Pillars**

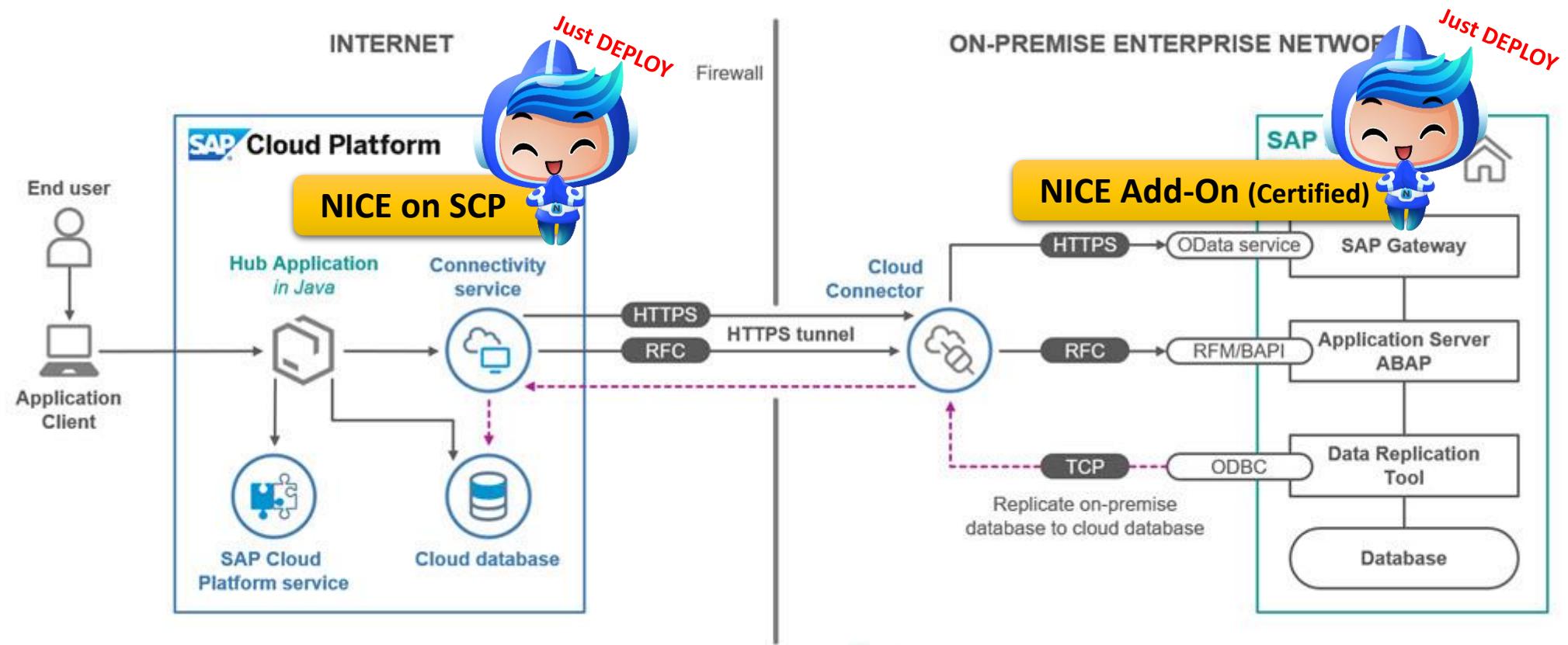
- 106 SAP Leonardo Centers**

Digital Appendixes

- 108 Appendix A: SAP Leonardo – Success Stories**

- Appendix B: SAP Leonardo Industry Accelerator Packages**

PARTNER TECHNOLOGY: SAP ON CHAT APPLICATION



“NICE” with Pre-Built Commands
ready-to-use in **Weeks**



SAP® Certified
Integration with SAP Applications

HAPPY LIFE WITH NICE - VIDEO



Working
is much easier
at your fingertips



Contact ZyGen for more information

NICE PLATFORM & SOLUTION



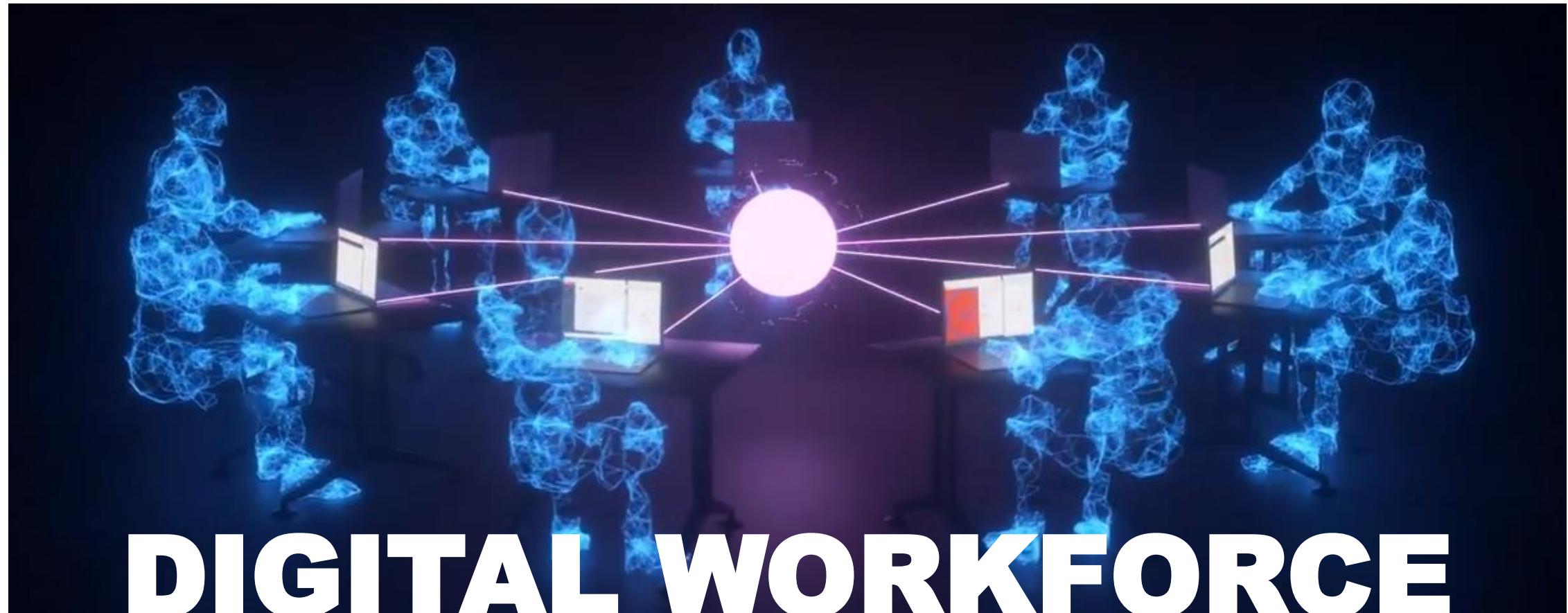
OTHER IMPORTANT TECHNOLOGY TRENDS

Gartner Top 10 Strategic Technology Trends for 2019



Reference: <https://www.gartner.com/smarterwithgartner/gartner-top-10-strategic-technology-trends-for-2019/>

RPA: ROBOTIC PROCESS AUTOMATION



DIGITAL WORKFORCE

Leading RPA Tools: Blue Prism / UiPath / Automation Anywhere etc.

More information: Blue Prism RPA Vision: <https://www.youtube.com/watch?v=dAcYSpOrnTU>

Solution in Action



ACTION

Solution Video and Live Demo ...

Enlarging Business Opportunity & Maximizing Profits Using Digital Core and Innovations

S/4 HANA and Innovations

