

# What's New in SAP S/4HANA for Customer Management

ASUG83665

John Burton

CUSTOMER

# Legal Disclaimer

The information in this presentation is confidential and proprietary to SAP and may not be disclosed without the permission of SAP. This presentation is not subject to your license agreement or any other service or subscription agreement with SAP. SAP has no obligation to pursue any course of business outlined in this document or any related presentation, or to develop or release any functionality mentioned therein. This document, or any related presentation and SAP's strategy and possible future developments, products and or platforms directions and functionality are all subject to change and may be changed by SAP at any time for any reason without notice. The information in this document is not a commitment, promise or legal obligation to deliver any material, code or functionality. This document is provided without a warranty of any kind, either express or implied, including but not limited to, the implied warranties of merchantability, fitness for a particular purpose, or non-infringement. This document is for informational purposes and may not be incorporated into a contract. SAP assumes no responsibility for errors or omissions in this document, except if such damages were caused by SAP's willful misconduct or gross negligence.

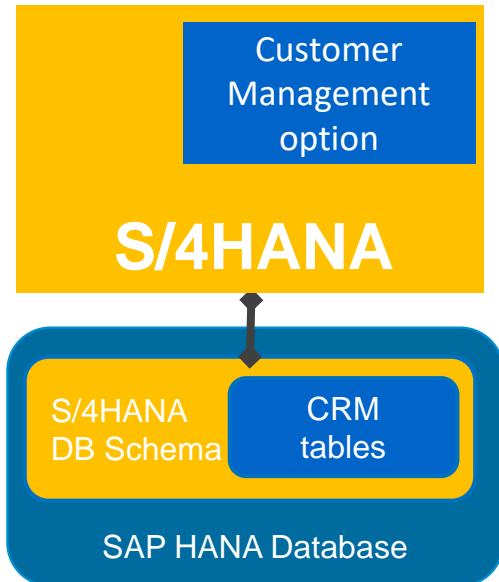
All forward-looking statements are subject to various risks and uncertainties that could cause actual results to differ materially from expectations. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of their dates, and they should not be relied upon in making purchasing decisions.

# SAP S/4HANA for Customer Management

## A Simplified SAP CRM Stack in S/4HANA On-Premise

**Goal:** Provide rich CRM functionality in S/4HANA with superior integration and low TCO

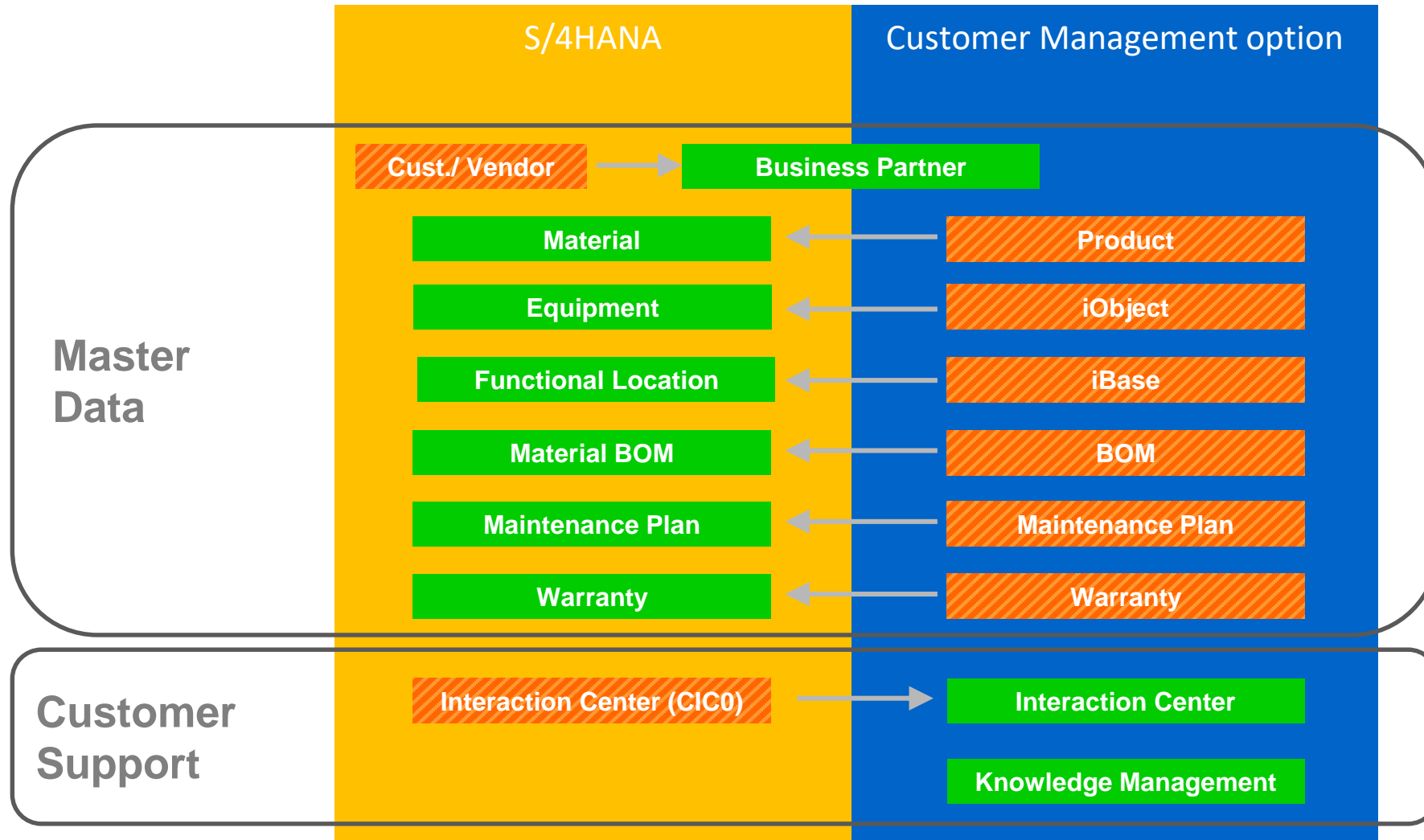
1. Simplified on premise landscape & operations compared to side-by-side operation
2. HANA and UI innovations
3. Allow migration and on premise landscape consolidation for existing SAP CRM installations



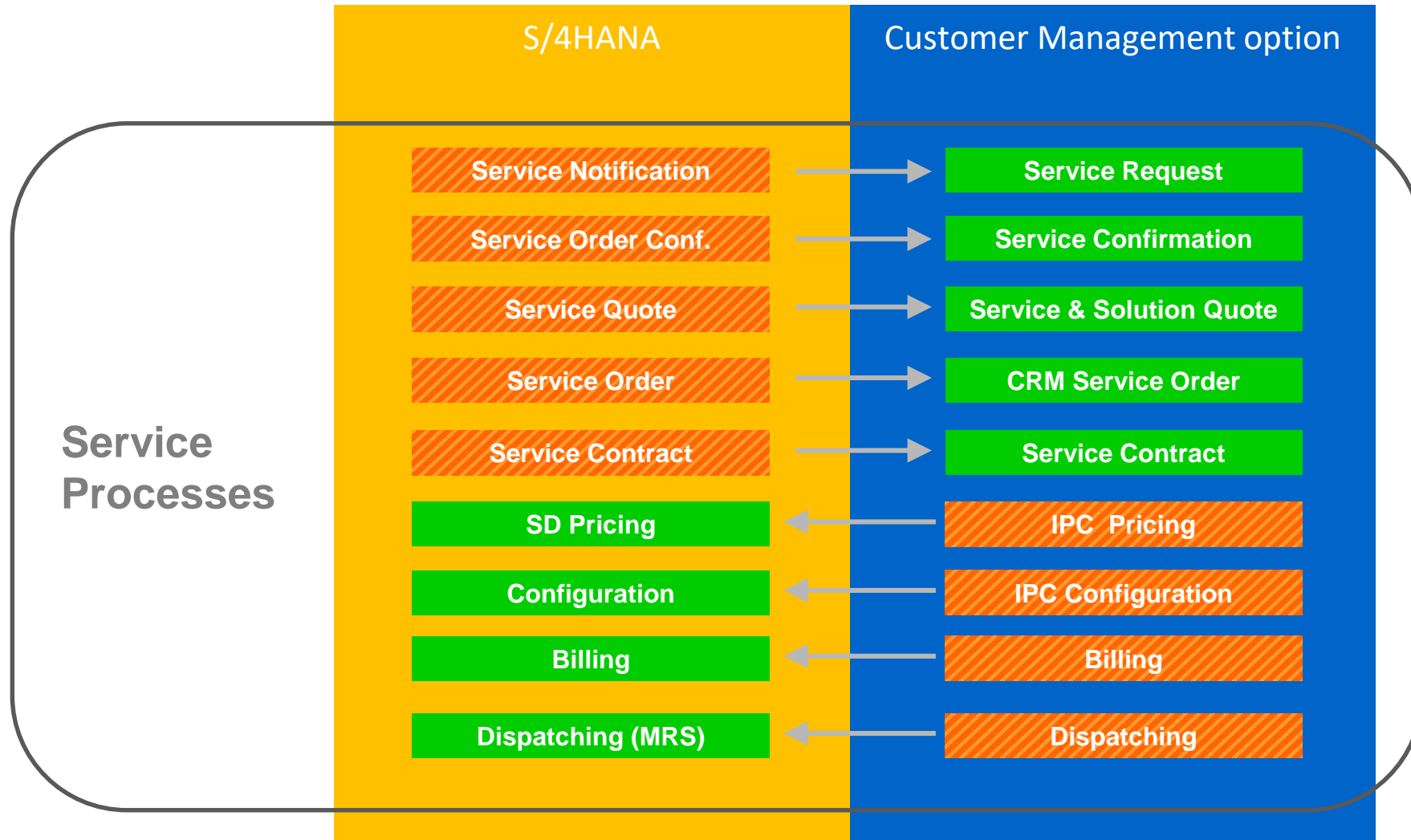
Simplification roadmap for the SAP CRM stack in S/4HANA:

1. **Eliminate middleware for simplified scenarios**  
Harmonize data models between CRM and S/4HANA and eliminate redundancies
2. **Eliminate Java stack and TREX**
3. **Optimize CRM OneOrder data base model for HANA DB**
4. **Fiori 2.0 visual harmonization with S/4HANA**

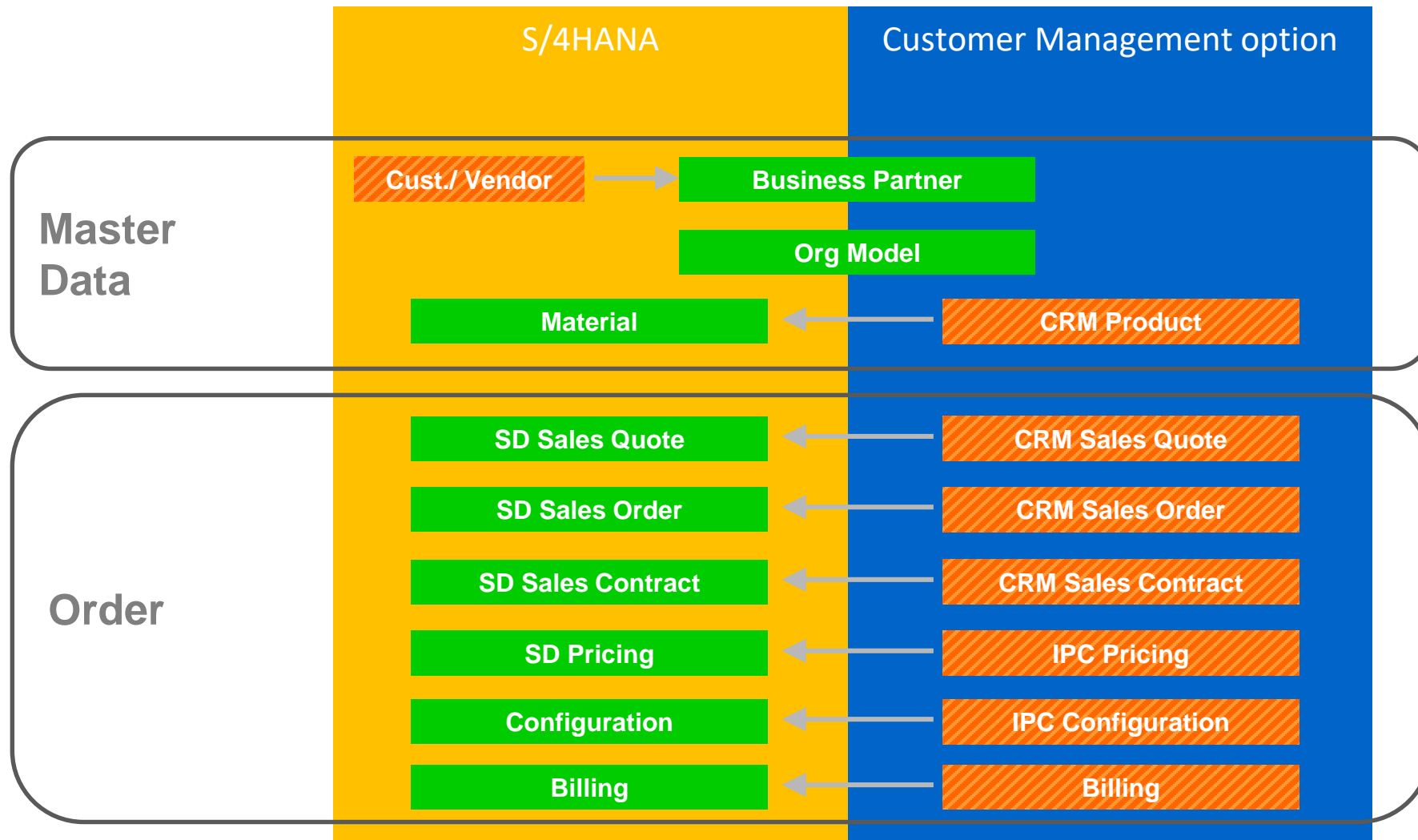
# Simplification List: Service Processes



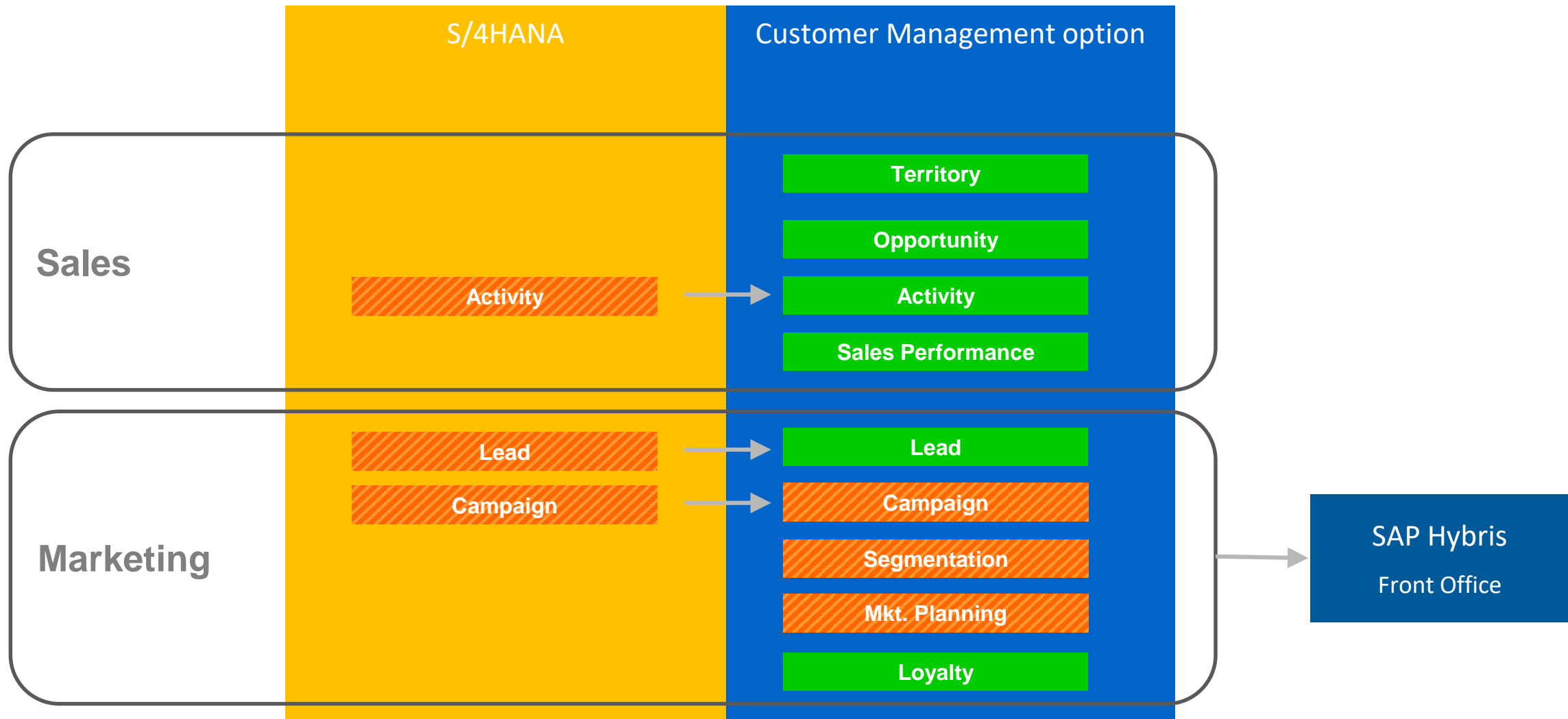
# Simplification List: Service Processes



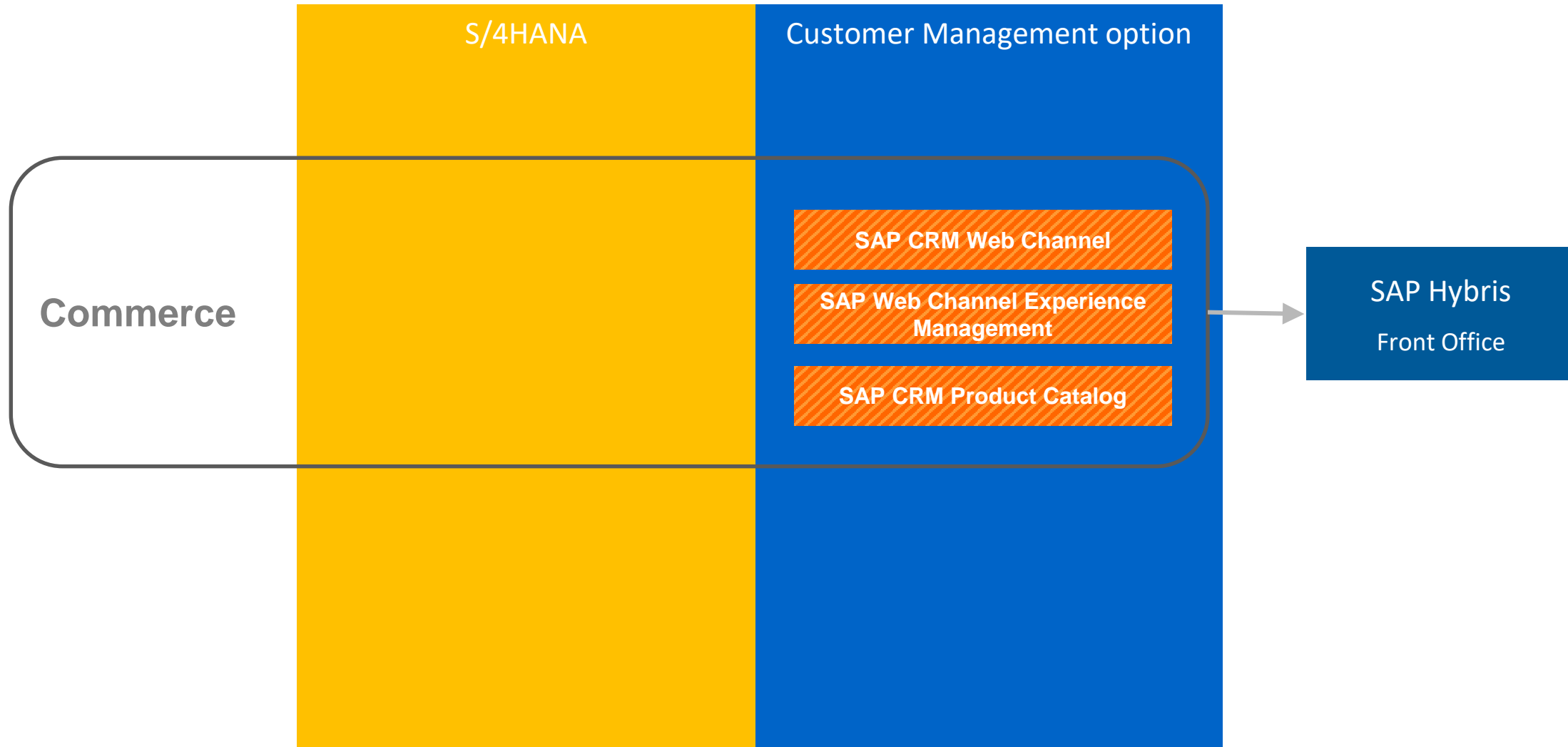
# Simplification List: Sales & Marketing Processes



# Simplification List: Sales & Marketing Processes



# Simplifications: Sales & Marketing Processes



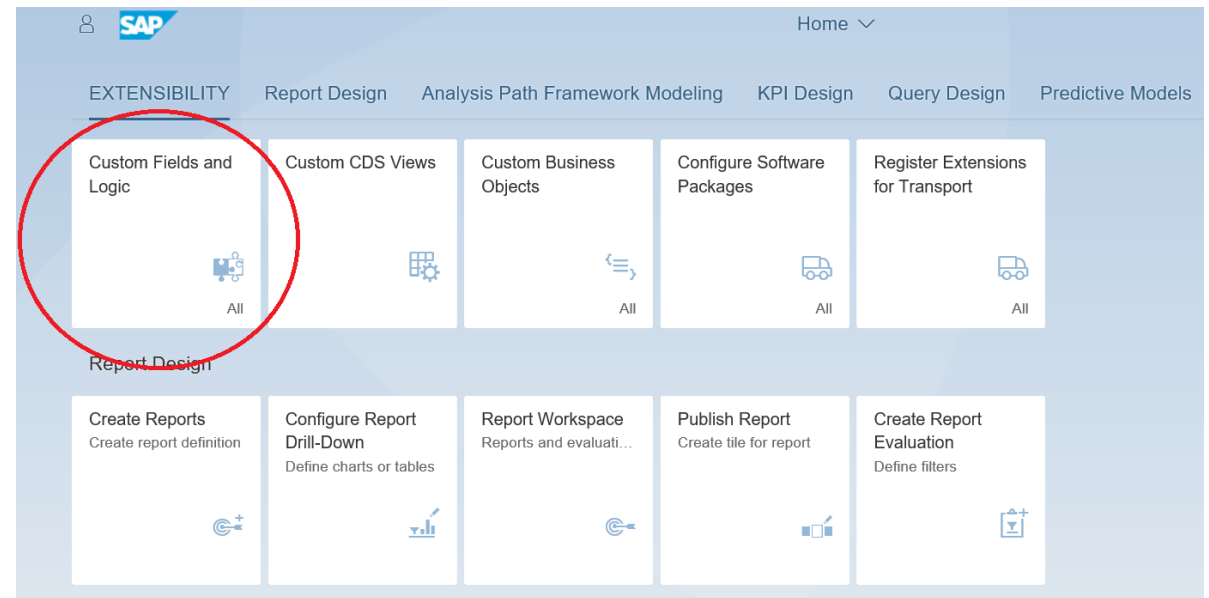


# S/4HANA for customer management: Main Architecture Principles

- Harmonized master data:
  - Use S/4 material master, not CRM product any longer
  - Use customer master for sales area dependent data instead of CRM specific tables
  - Use equipment instead of IObject
- Engine Harmonization:
  - Use of SD Pricing instead of IPC
  - Use of SD Billing instead of CRM Billing
  - Integrate new S/4 configuration engine “Advanced Variant Configuration” (Release 2)
- Customizing harmonization
- No use of CRM Middleware any longer for internal processes, like the creation of follow-up documents
- UI principles:
  - Web Client UI is continued, Fiori apps will be provided in future releases
  - Visual harmonization (Fiori skin), target mode to embed CRM applications into the Launchpad
- No obsolete technology stacks any longer (IPC/VMC, TREX, JAVA Stack)

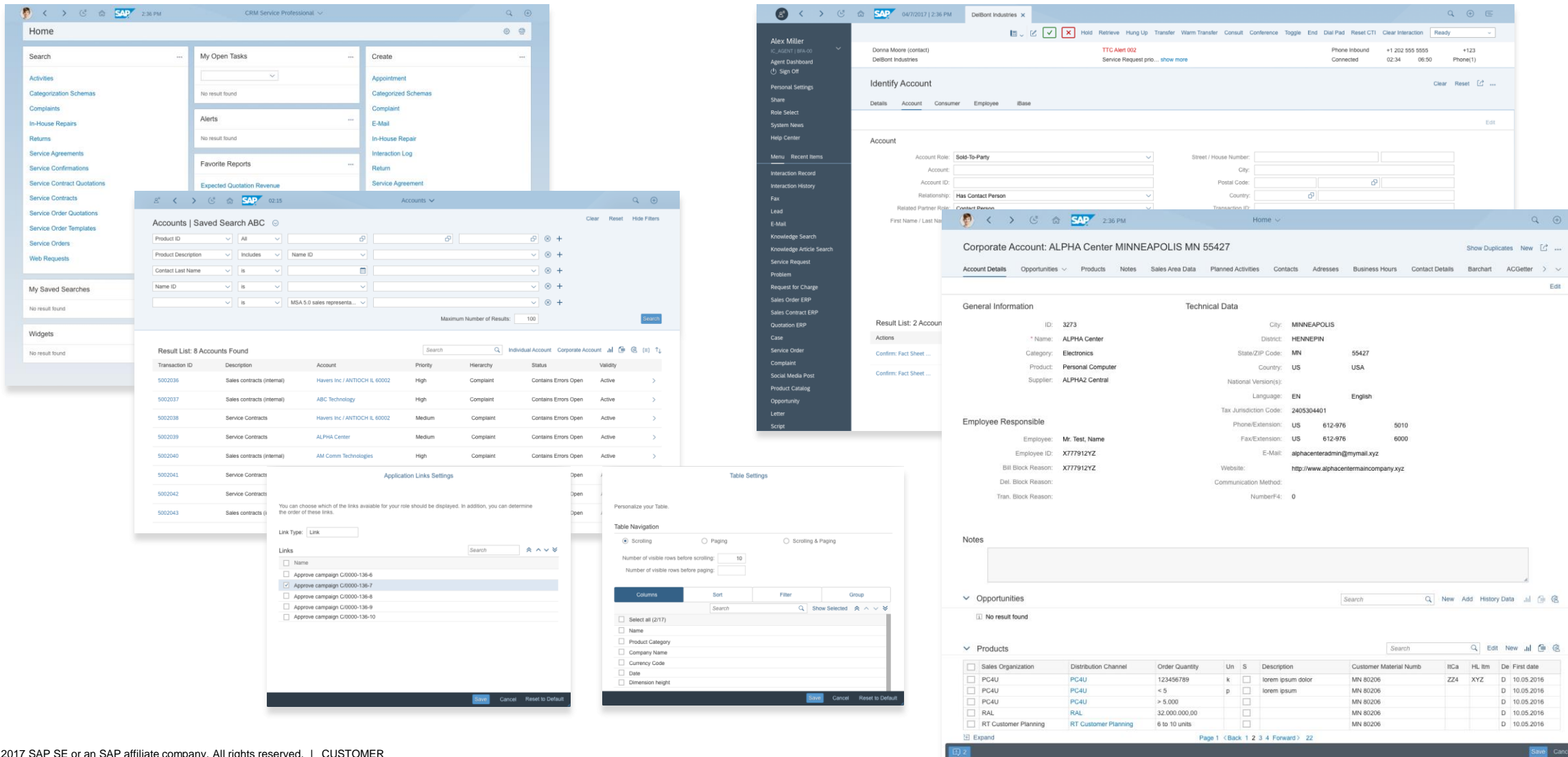
# Extensibility

- Field extensibility does not use AET any longer, but the S/4 app “Custom Fields and Logic”. AET does not support CDS views or OData services.
- Fields are appended to the new header/item tables. They can be enabled in the UI application and for the advanced search.
- AET-based table extensibility  
*(as of version 2.0)*
- Process extensibility?



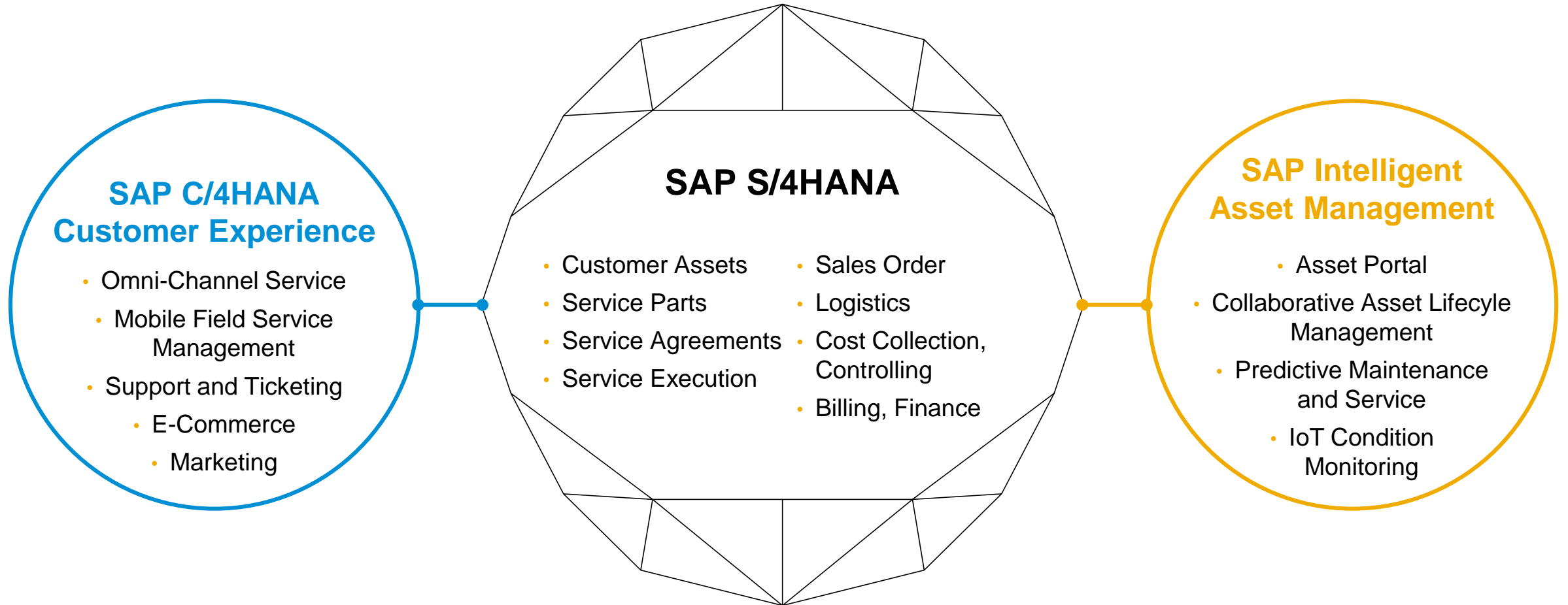
# Visual Harmonization with S/4HANA

## Belize Theme for CRM WebUI - Design Direction



# SAP S/4HANA

## Intelligent Engagement & Operational Excellence



# Readiness Check: SAP S/4HANA for Customer Management vs. SAP CRM

High level scope view based on SAP Help Portal L1 level, further details need to be considered

## General

- WebClient UI
- Master Data (as required)
- Basic Functions (as required)
- Analytics (now based on CDS technology)
- Data Exchange (now with oData / SOA)

## Channels

- Interaction Center
- Field [C/4HANA Service Cloud](#)
- ~~CRM Web Channel~~ [C/4HANA Commerce](#)

## Industry Processes

T.B.D.

## Service

Full service scope (with variations & new scope)

## Sales

- Activity Management
- Opportunity Management
- ~~Pipeline Perf. Mgmt.~~ [C/4HANA Sales Cloud](#)
- ~~Sales Quotation and Order Mgmt~~ [S/4HANA SD](#)
- ~~Outline Agreements in Sales~~ [S/4HANA SD](#)
- ~~Taxes & Rebates~~ [S/4HANA SD](#)
- ~~Availability Check~~ [S/4HANA ATP](#)

**Marketing** → [C/4HANA Marketing](#)

Details: see „S4CRMTWL“ Notes in <https://launchpad.support.sap.com/#>

# Released Scope for SAP S/4HANA On-premise Feature Scope

## S/4HANA OP 1709 FPS01 (Version 1.0)

- **Replication-free & harmonized Master Data**
  - Business Partner
  - Material
  - Equipment
  - Org Data
- **Multi-channel Customer Interaction Mgmt.**
  - Account & Contact Mgmt.
  - Interaction Center
- **Service**
  - Service Request
  - Service Quote
  - Service Order
  - Service Confirmation
- **Engine Consolidation**
  - S4 Pricing
  - S4 Billing
- **System Consolidation**
  - Technical Co-Deployability
  - One Customizing
  - DB Model Optimization for OneOrder objects
- **UX Experience**
  - Visual Harmonization
  - Compatibility Mode

## S/4HANA OP 1809 (Version 2.0 / October 2018)

- **Pre-Sales & Sales**
  - Activity / Task / Appointments / Calendar
  - Lead
  - Opportunity
  - Sales Order Entry in Interaction Center
- **Service**
  - Solution Quotation Mgmt.
- **Master Data**
  - Configurable Products (AVC)
  - Product Bundles
- **Migration Support**
  - Readiness check
  - Table extensibility based on AET
  - Hybrid Deployment with SAP CRM
  - CAL instance

[Demo 1809](#)

# Released Scope for SAP S/4HANA On-premise Roadmap

Schedule synchronized with S/4HANA on-premise shipments

## S/4HANA OP 1809 FPS01 (March 2019)

- **Replication-free & harmonized Master Data**
  - Functional Location
- **Service**
  - Service Contract Management
  - Field service integration enablement
  - Machine learning based ticket categorization
- **UX Experience**
  - SAP Fiori Launchpad based navigation

## S/4HANA OP 1909 FSP00 / FSP01 (September 2019)

- **Service**
  - Complaints
  - In-house Repair
  - CRM Case Management (re-activation only)
- **Solution Business**
  - Solution Quotation
- **Pre-Sales & Sales**
  - Groupware Connector API\*  
\*Groupware connector is a separate partner product
- **UX Experience**
  - Fiori 3.0 powered by WEBCUIF
- **System Consolidation**
  - Merge add-on into S/4HANA core
- **Migration Support for**
  - Activities
  - Service Contracts


*This is the current state of planning and may be changed by SAP at any time without notice.*

# SAP S/4HANA Service

## Roadmap

### Recent innovations\*

#### SAP S/4HANA for customer management\*

- Service management
  -  SAP Leonardo integration for email and ticket categorization
    - Service contract management
    - Support for Functional location
    - SOAP & Odata APIs
- UX Experience
  - Navigation through SAP Fiori Launchpad


### 2019 – Planned innovations<sup>1,2</sup>

#### SAP S/4HANA Service

- Field service management integration
- Analytics and monitoring
  - Service Management Overview
  - Service Analytics
  - Service Fulfillment Issue Analysis
- System consolidation
  - Merge add-on into SAP S/4HANA core
- Migration support
  - Migration of service master data

### 2020 – Product direction<sup>1,2</sup>

#### SAP S/4HANA Service

- Service plans
- In-house repair management
- Complaints management
- Business Solution Management
  - Business Solution Contract
  - Controlling integration
  - CallidusCloud solution integration
- Analytics and monitoring
  - BW Extractors
  -  Intelligent analytics: Issue scoring, predictive margin

### 2021 – Product vision<sup>1,2</sup>

#### SAP S/4HANA Service

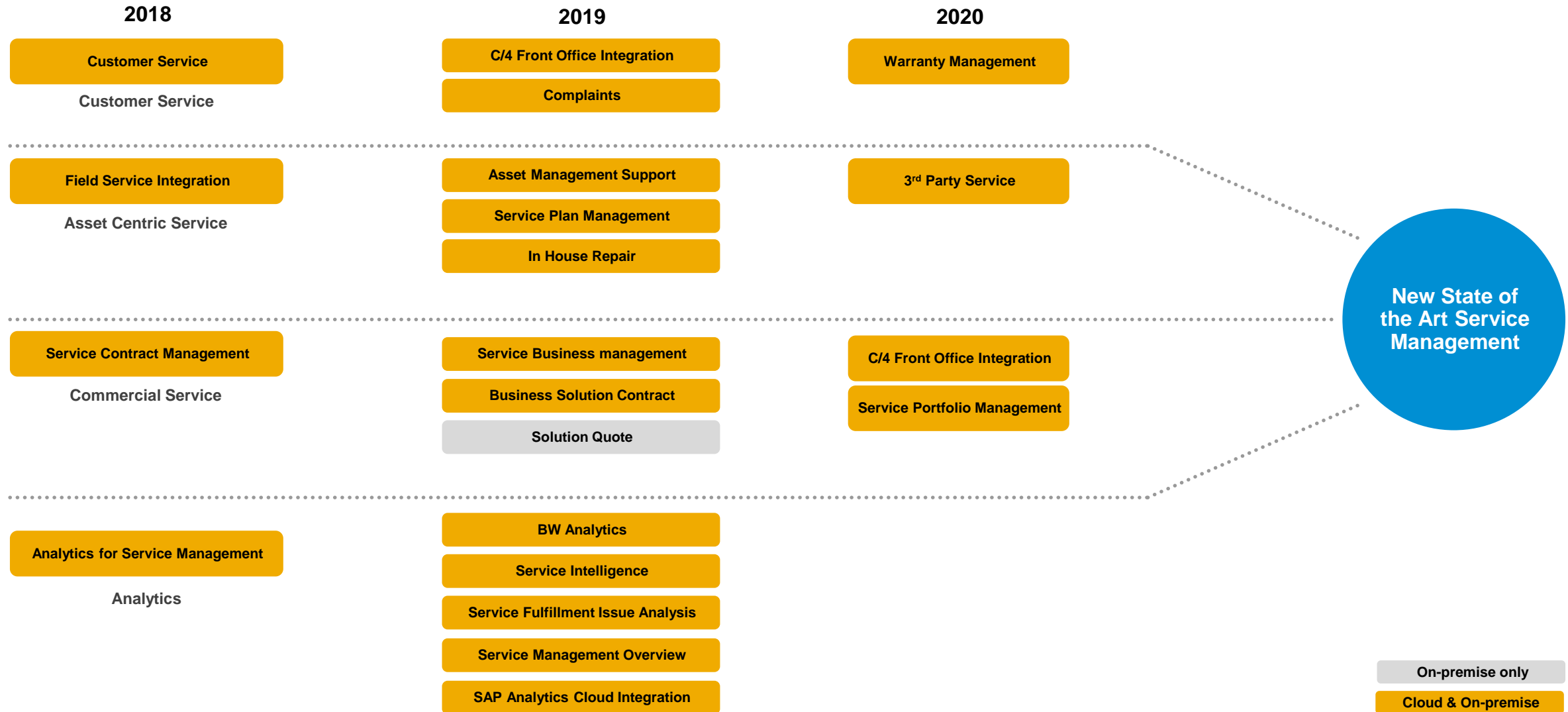
- Service Projects
- Scenarios for co-existence of Service Management and Plant Maintenance
- Service Business Management
- 3<sup>rd</sup> party Service
- Warranty Management
- Business solution contract
  - Commercial cockpit
  - Integration Entitlement Management
  - Integration EPPM projects
- Service Intelligence
  -  predictive margin for contracts

\*SAP S/4HANA for customer management 2.0 is an add-on to SAP S/4HANA 1809 FPS01

1. Potential data protection and privacy features include simplified deletion of personal data, reporting of personal data to an identified data subject, restricted access to personal data, masking of personal data, read access logging to special categories of personal data, change logging of personal data, and consent management mechanisms. 2. This is the current state of planning and may be changed by SAP at any time without notice.



# SAP S/4HANA Service – Product Roadmap

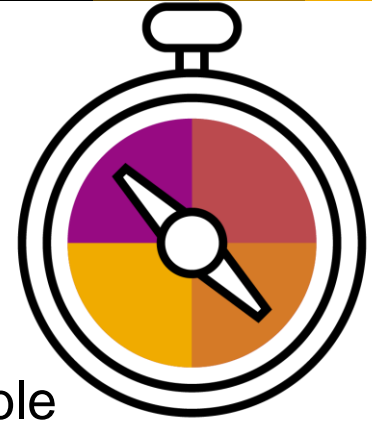


# Migration Strategy for Existing SAP CRM Customers

Sample step by step approach

1. Upgrade ERP to S/4HANA, keep SAP CRM as a separate system (consider note [2324473](#))
2. Simplify SAP CRM system to become closer to the [simplification map](#)  
→ move functionality to S/4HANA or hybris
3. Install SAP S/4HANA for Customer Management option on S/4HANA, operate in parallel to SAP CRM (hybrid operation\*)  
Note: the two CRM systems are not directly connected, but synchronize through S/4HANA data only
4. Incrementally move SAP CRM processes to SAP S/4HANA for Customer Management option.  
How to migrate ...
  - Master data: should be in S/4HANA already, else use middleware content or data migration tools
  - Customizing: manual task, but similar structure and content in both options
  - Custom code: manual task, but all supported objects are based on mostly identical frameworks, object implementations, ... Calls to non supported objects or direct calls to database will no longer work.
  - Transactional data: similar structure, but different object references. Generic data migration tools will be provided, but cost vs. value for migrating historic transactional data should be considered
5. Shut down SAP CRM once the last process has been migrated

# Recommendation for Existing (ERP) CS Customers

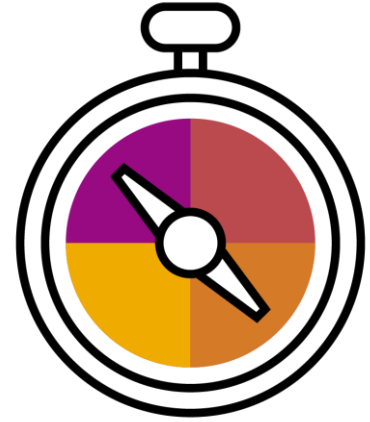


- Customers using an ERP CS (Customer Service) should examine the scope of S/4HANA Service and migrate to this solution during their S/4HANA migration if possible
- If migration to S/4HANA Service is not possible or desired, they can continue to use CS functionality as is in S/4HANA until 2025.

## **Further investments in CS is not recommended**

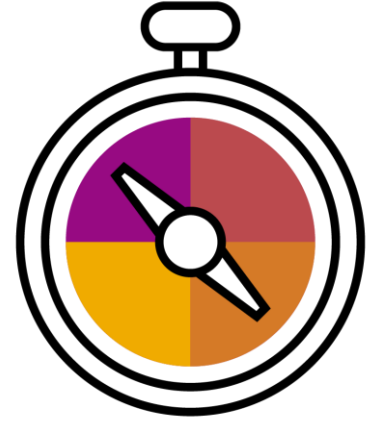
- Changing from CS to S/4HANA Service is and will be a migration project as the new solution is different (and better) than the existing one
- How to migrate
  - Most master data can be re-used, but
  - Data processing, integration into financials and logistics and transactional data differ
  - CS custom code cannot be re-used
- Customers using CS intensively should consider migrating to S/4HANA Service starting 2020

# Recommendation for Existing SAP CRM Customers



- First: upgrade ERP to S/4HANA, keep SAP CRM as a separate system (consider note 2324473)
- Simplify SAP CRM system to match the [Simplification Item Catalog](#) (filter for “: CRM”) for S/4HANA Service → re-implement missing functionality in S/4HANA core or C/4HANA
- Incrementally move SAP CRM processes to SAP S/4HANA Service / S4HANA for Customer Management
- How to migrate ...
  - Master data: should be in S/4HANA already, else use middleware or data migration tools
  - Customizing: manual task, but similar structure and content in both options
  - Custom code: manual task, but all supported objects are based on mostly identical frameworks, object implementations, ... Calls to non supported objects or direct calls to database will no longer work.
  - Transactional data: similar structure, but different object references. Cost vs. value for migrating historic transactional data should be considered

# Recommendation for Net new Service Customers



- Net new customers for Service (not running ERP CS or SAP CRM Service) can consider starting with a S/4HANA greenfield implementation project in 2019
- Any deployment option is possible: Multi-Tenant Edition, Single-Tenant Edition, On-premise, ...
- The versions 1909 (on-premise) and 1908 (cloud) will have sufficient capabilities to start with an implementation project.
- **Customers should not start new Service implementation projects based on CS in S/4HANA as their usage rights will expire 2025**

# Additional Resources

## Documentation & Scope

- [Product Landing Page](#)
- [Best Practice package](#)
- [Architecture Changes](#)
- [Simplification List](#) (filter for “: CRM” to see all items for S/4HANA CM)
- E-Book: [Introducing CRM in SAP S/4HANA](#)

## Software

- Release Information Notes:  
[2598310 - SAP S/4HANA for Customer Management 2.0](#)  
[2579045 - SAP S/4HANA for Customer Management 1.0](#)
- [SAP Download Center](#)
- Cloud demo instance: <https://cal.sap.com/>



# Take the Session Survey.

We want to hear from you!  
Be sure to complete the  
session evaluation on the  
SAPPHIRE NOW and ASUG  
Annual Conference mobile  
app.



# Presentation Materials

Access the slides from 2019 ASUG Annual Conference here:

<http://info.asug.com/2019-ac-slides>



# Q&A

For questions after this session, contact us at [john.burton@sap.com](mailto:john.burton@sap.com)

# Let's Be Social.

Stay connected. Share your SAP experiences anytime, anywhere.

Join the ASUG conversation on social media: **@ASUG365 #ASUG**



Solutions /

Create Instance ?

# SAP S/4HANA 1809, Fully-Activated Appliance

This fully activated appliance provides a pre-installed SAP S/4HANA 1809 (SP00) system, including pre-activated SAP Best Practices content and sample data. It lets you explore pre-configured business processes using SAP Fiori, and access all administrative areas via SAP GUI, SAP HANA Studio or the backend operating system.



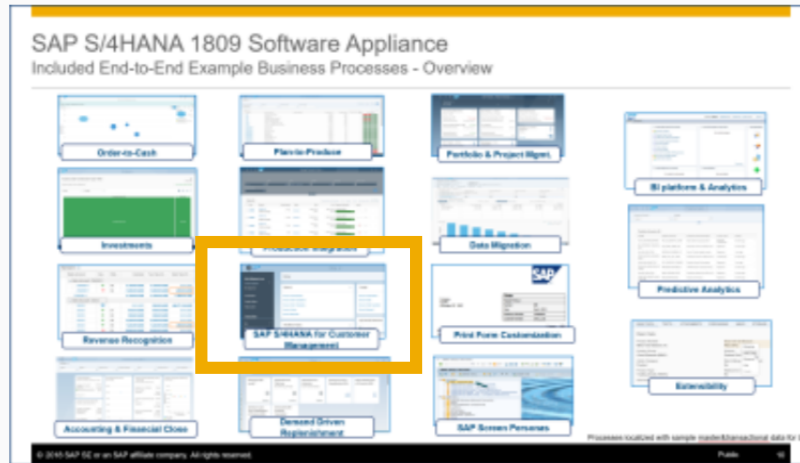
Publisher: SAP SE

Available

Available In: Google Cloud Platform, Microsoft Azure, Azure China 21Vianet, Amazon Web Services

INFO

RECOMMENDED VM SIZES



## Installed Products

- SAP NetWeaver 7.5
- SAP HANA PLATFORM EDITION 2.0
- SAP S/4HANA 1809
- SAP BusinessObjects Business Intelligence platform 4.2

Release Date:  
Dec 11, 2018, 23:00:00

Update:  
32 (Jan 2, 2019, 16:06:18)

Getting Started Guide  
More Information

Architecture Design

# SAP S/4HANA for Customer Management

## License Considerations

S/4HANA  
Digital Core

Unified Back Office

Customer  
Management  
add-on

SAP S/4HANA for customer management is **included** in the following S/4HANA licenses:

1. "SAP S/4HANA Enterprise Management Professional", material 7018652  
Full scope covered
2. (new) "SAP S/4HANA Enterprise Management for Functional use", material codes 7018654 or 7019722 Full scope covered
3. (new) "SAP Shared Service Framework for S4HANA", material code 7019741; includes all scope to operate a shared service center in S/4HANA, i.e. Service Request, IC, ...
4. (new) "SAP S/4HANA Utilities for Customer Management, basic CIC edition", material code 7019274
5. (new) "SAP S/4HANA Utilities for Customer Management, enterprise edition", material code 7019275

More details on the roll out jam <https://jam4.sapjam.com/wiki/show/wHJszpoUWf2o0XjNM2VbAG>