



SAP Business ByDesign

Digitalization for Your Business



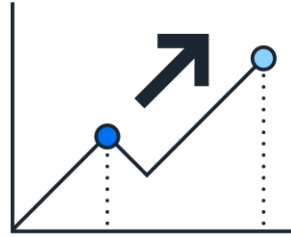
Agenda

- 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..

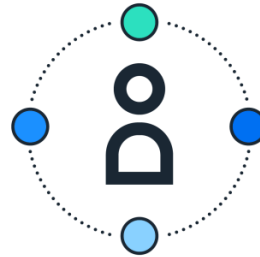
allows you to focus on running your business

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



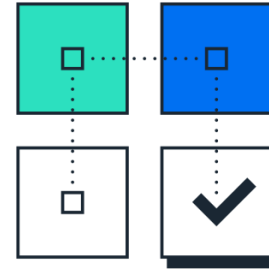
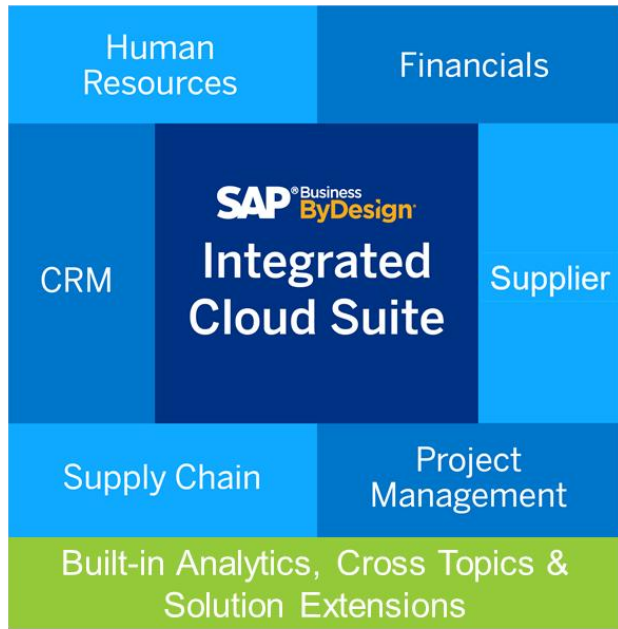
- Intuitive ease of use, ease of learning, and noticeable reduction in your daily workload
- Connected business processes help and enable end-user efficiency

Holistic Approach



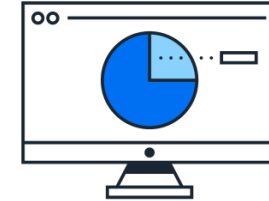
- Reduce and minimize your IT operating costs by running a cloud solution
- Rely on a secure operating environment to protect your data privacy

Why SAP Business ByDesign?



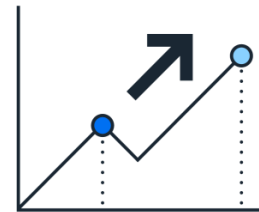
Suite in a Box

Experience a single end-to-end cloud solution



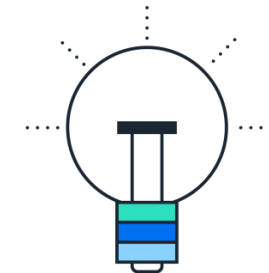
Insightful

Get transparency to make informed decisions



Built for Growth

Leverage a dynamic, configurable solution

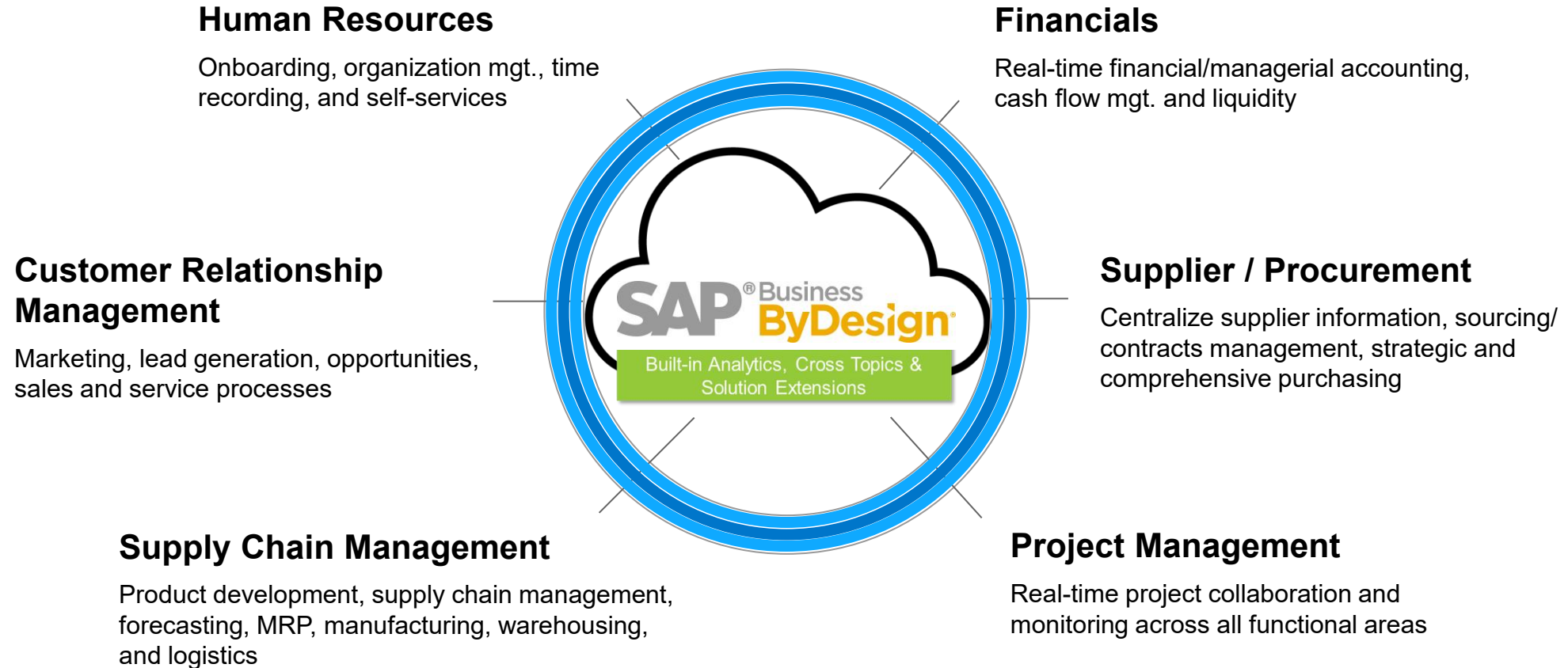


Continuous Innovation

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

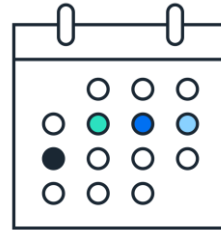
The Concept of SAP Business ByDesign ensures

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



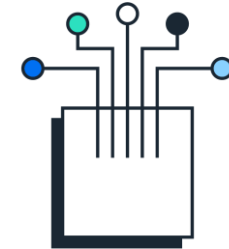
Cloud Solution

Innovations delivered in the cloud without having complexity and costs



Quarterly Updates

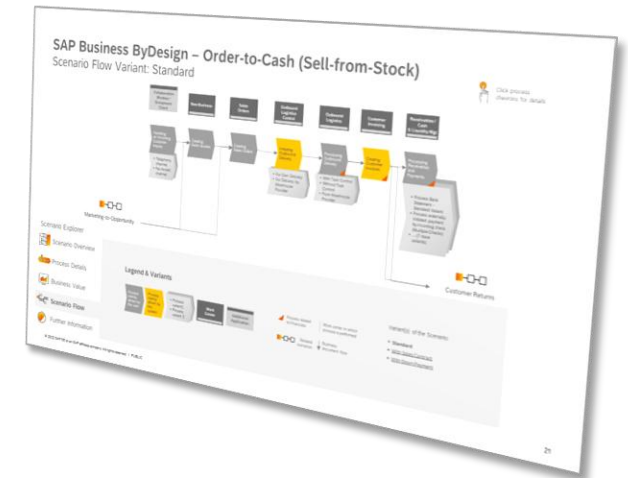
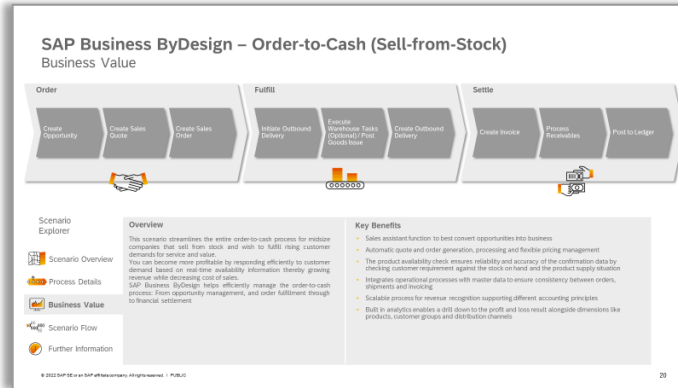
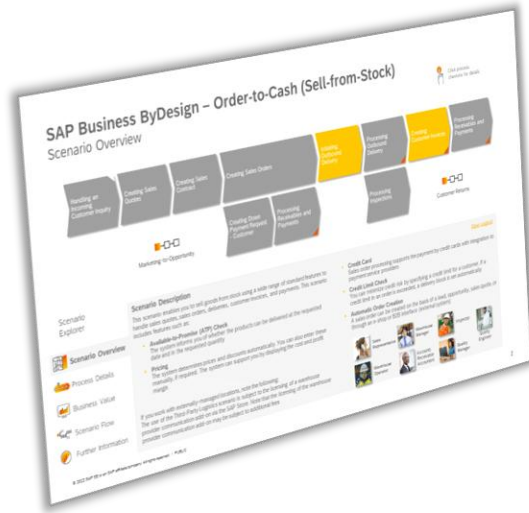
Automatic product updates deliver new features and processes consistently



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 – Proven Cloud ERP Suite



16,629 (+13% YoY) companies
with unique tax ID

71% of customers with Multi-Companies

Openness: **123M** (+40%) oData API
calls/Month

+16% add-ons in productive tenants

165 countries where
SAP Business ByDesign is used

+99.95% system availability

+11% YoY monthly active users /

2.18BN (+25%) FIN Documents

102.3M (+25%) Sales Orders

5.81M (+18%) Projects

17.8M (+25%) Production Orders

176M (+20%) Time Recordings

*Numbers as of Jan. 14, 2024

Key Innovations to Run Your Business

SAP Business ByDesign – Basic Principles and Cross Innovations



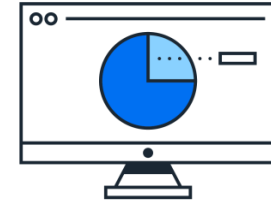
Simplify Usage

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



Easily Adopt the Solution

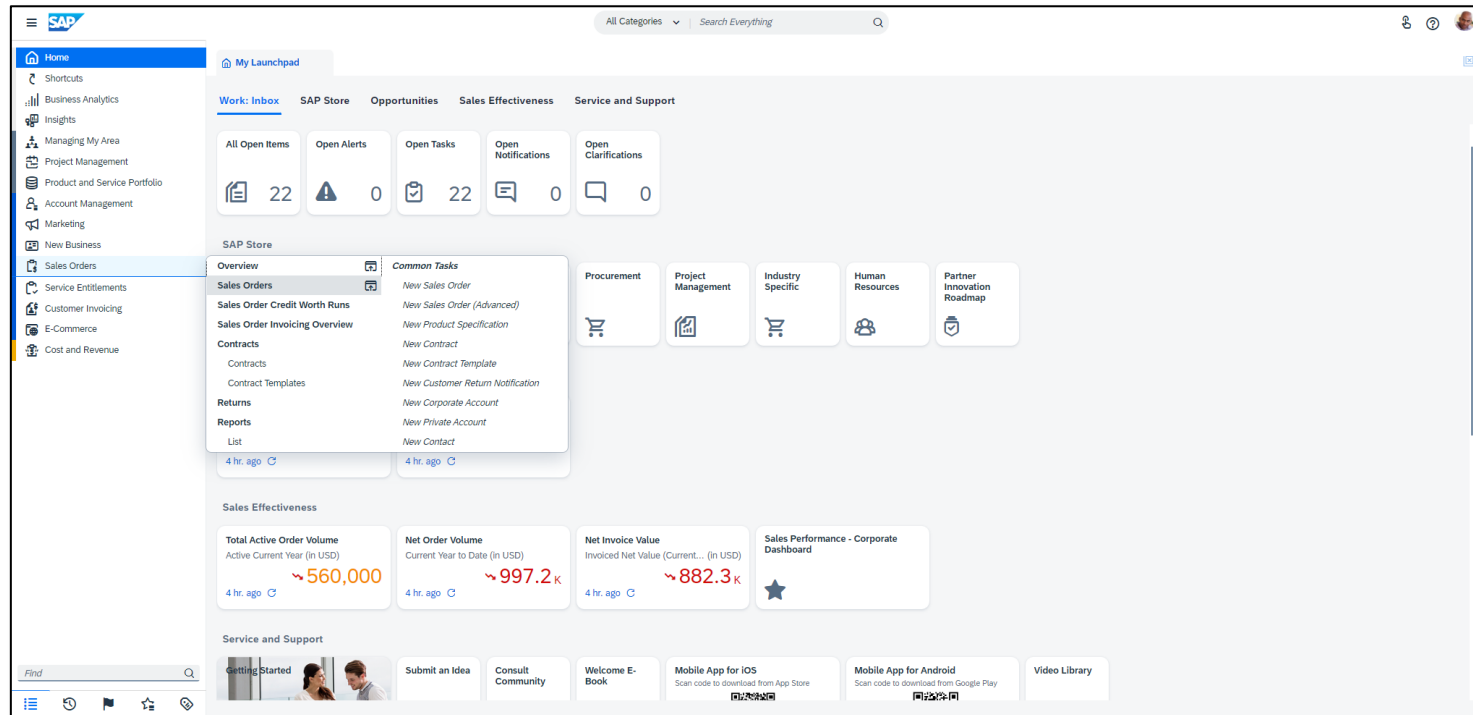
- Organizational Management
- Personalization
- Business Configuration
- Key User Extensibility



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. The main window shows a list of sales orders with columns for Status, Sales Order ID, External Reference, Account, Posting Date, Requested Date, and Total. A blue box highlights the 'Sales Orders' menu item in the left sidebar. A blue arrow points from this menu item to the 'Help Center' overlay on the right. The 'Help Center' overlay shows a search bar and a list of 'Help and Learning Resources', including 'Sales Orders Quick Guide', 'Sales Order Processing', 'SAP Business ByDesign Library', 'Video Library', 'What's New', 'Hotfix Collection Information', 'Learning Center', and 'My Help Notes'. Another blue arrow points from the 'Sales Orders Quick Guide' link to the 'SAP Business ByDesign Library' overlay at the bottom. The library overlay shows a search bar and a list of 'SAP Business ByDesign Library' items, including 'Sales Orders Quick Guide', 'Sales Order Processing', 'SAP Business ByDesign Library', 'Video Library', 'What's New', 'Hotfix Collection Information', 'Learning Center', and 'My Help Notes'. The 'Sales Orders Quick Guide' is selected, showing a video player and a list of related documents.


Status	Sales Order ID	External Reference	Account	Posting Date	Requested Date	Total
Completed	4573	20240205130648	Silverstar Wholesale Corp	02/05/2024	02/10/2024	42,336.00 US\$
Completed	4572	20240205130222	Luxury Heating & Cooling Co	02/05/2024	02/10/2024	131,100.00 US\$
Completed	4566	20240205123135	Heat Transfer Specialists	02/05/2024	02/10/2024	13,600.00 US\$
Completed	4565	20240205123135	Luxury Heating & Cooling Co	02/05/2024	02/10/2024	27,040.00 US\$
Completed	4564	20240205121934	Silverstar Wholesale Corp	02/05/2024	02/10/2024	4,500.00 US\$
In Process	4563	20240205120435	Heat Transfer Specialists	02/05/2024	02/10/2024	136,000.00 US\$
In Process	4562	20240205115001	Silverstar Wholesale Corp	02/05/2024	02/10/2024	144,000.00 US\$
Completed	4553	20240104095740	Silverstar Wholesale Corp	01/04/2024	01/09/2024	42,336.00 US\$
Completed	4552	20240104095319	Luxury Heating & Cooling Co	01/04/2024	01/09/2024	131,100.00 US\$
Completed	4545	20240104092228	Heat Transfer Specialists	01/04/2024	01/09/2024	13,600.00 US\$

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 ▾ [Create Custom PDF](#)

This document ▾ Search in this document 🔍

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[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

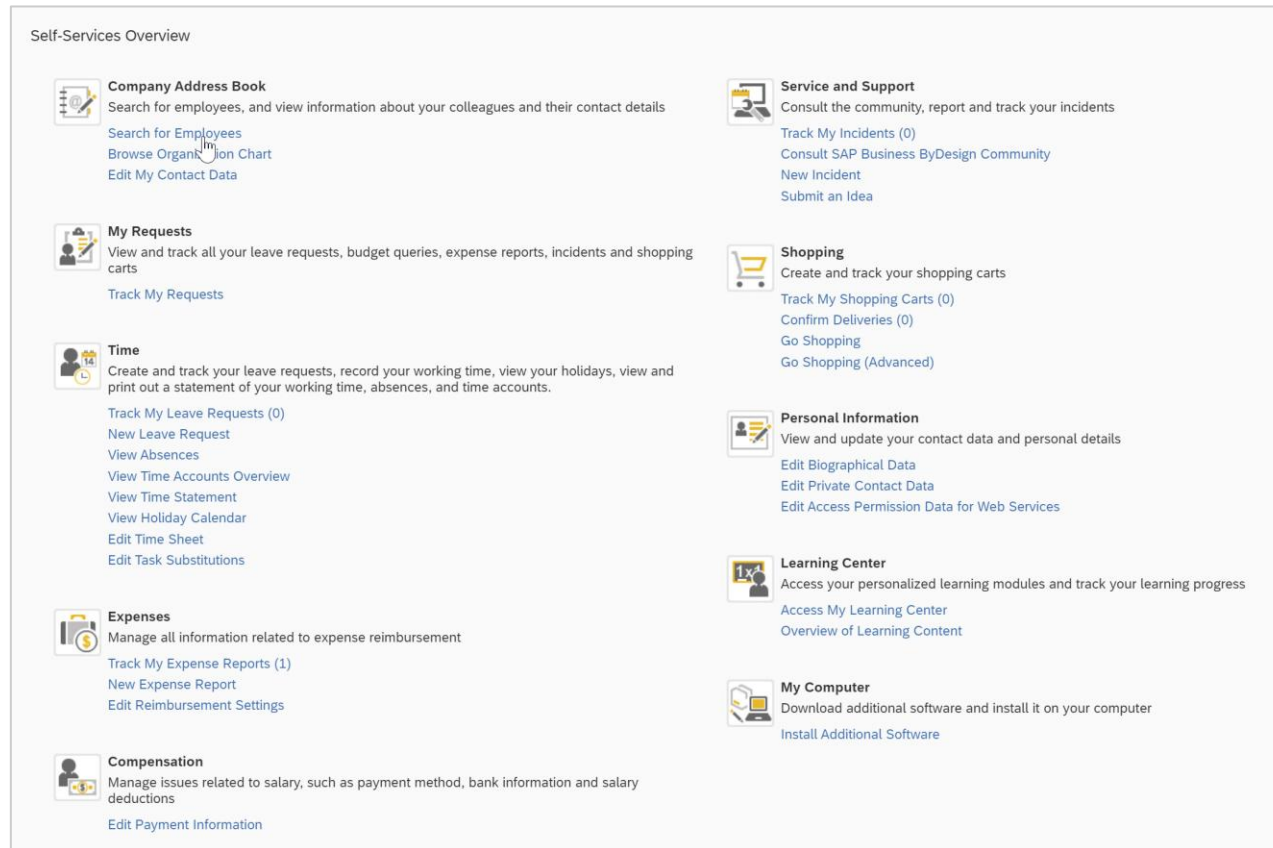
Business Area(s): Sales

- [Create a Customer Invoice](#)



[Open this video in a new window](#)

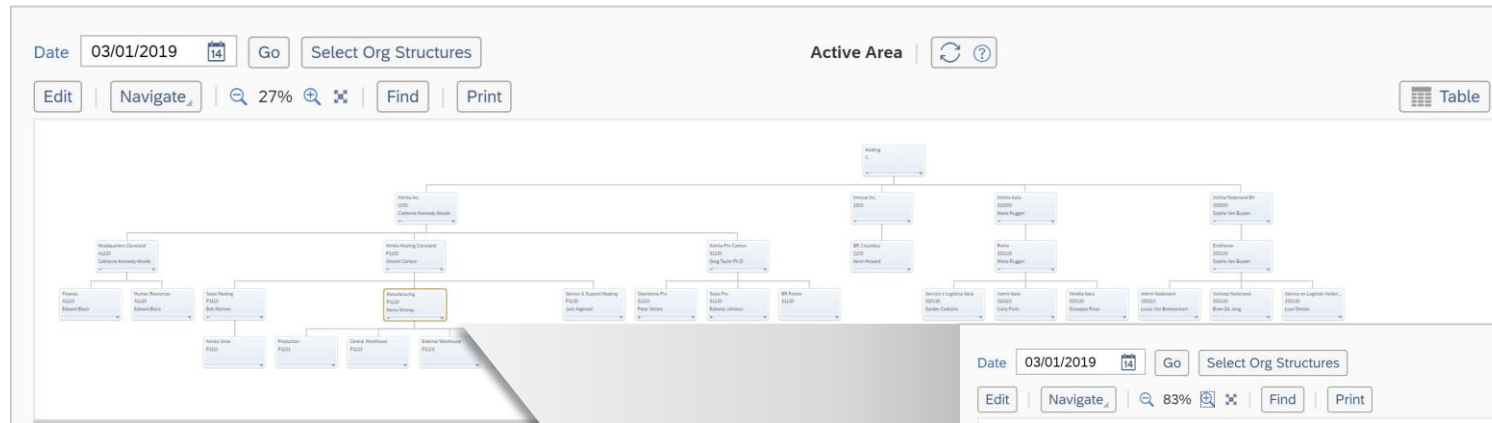
SAP Business ByDesign – Employee Self-Services



Central area for daily work and administrative tasks

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

SAP Business ByDesign – Organizational Management



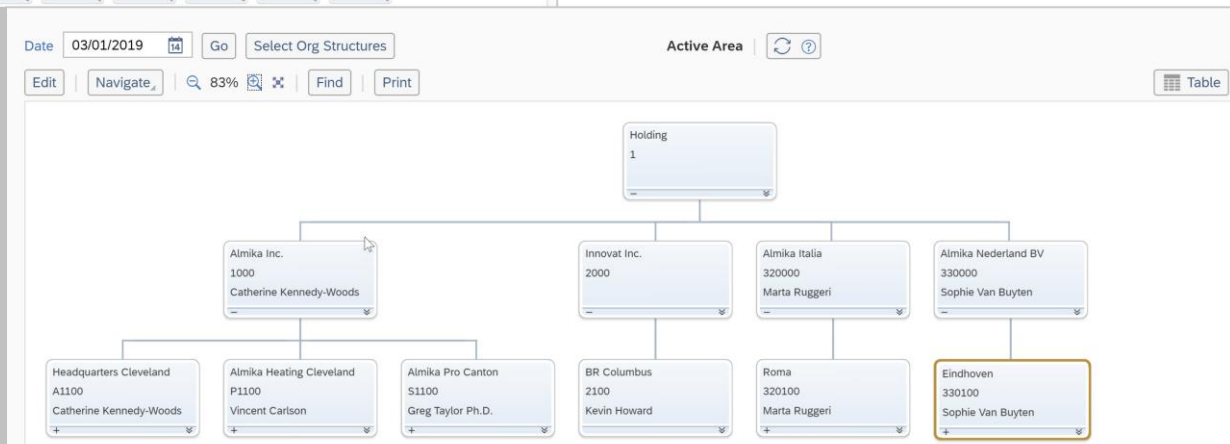
Details: P1120 - Manufacturing

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



Details: 330100 - Eindhoven

General Definitions Addresses Functions Work Distribution Employees Timelines Changes

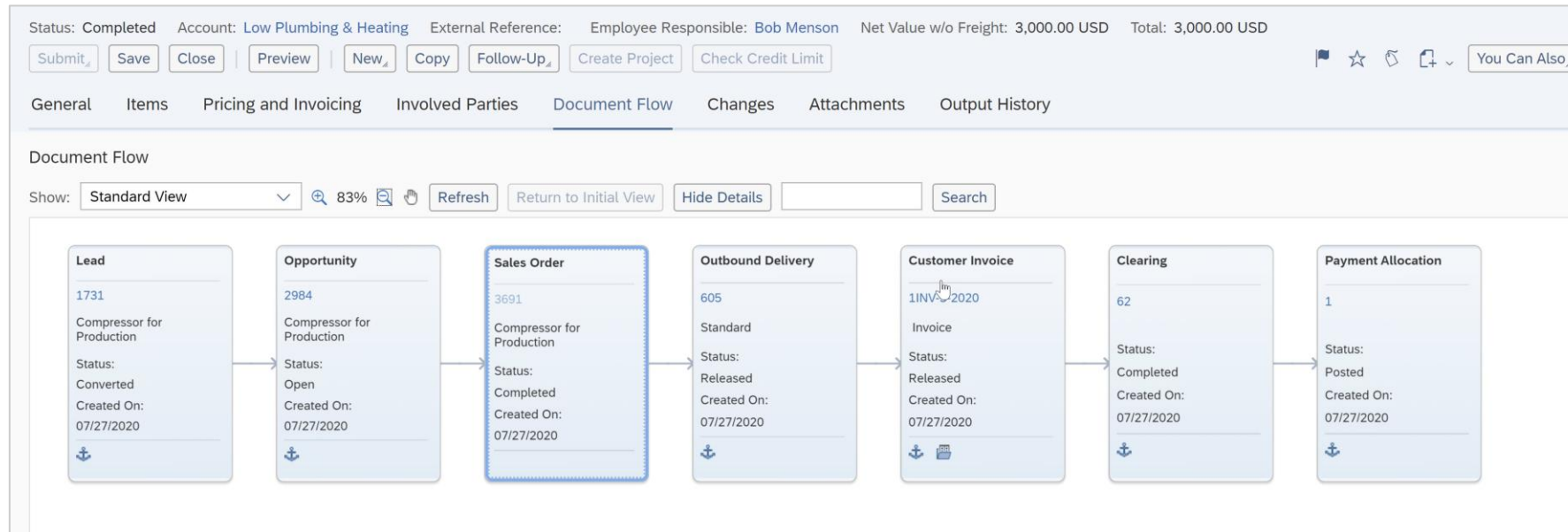
Properties

Org Unit ID: [330100](#)
Org Unit Name: Eindhoven
Main Address [Sint Ewaldstraat 5](#)
5643 RA Eindhoven

Graphical representation of an organization

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

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

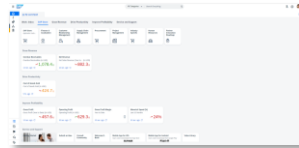
SAP Business ByDesign Built-in Analytics

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

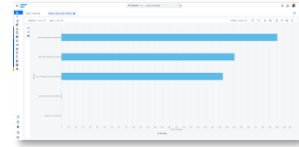
KPIs



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

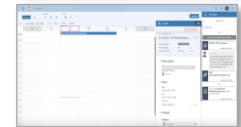
Design, visualize, and create your data visually and personalized



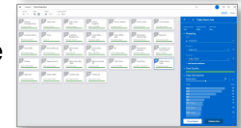
Anticipate problems before they arise with predictive forecasting



Conversational artificial intelligence and natural language technology



Machine Learning helps to simulate the impact on business outcomes

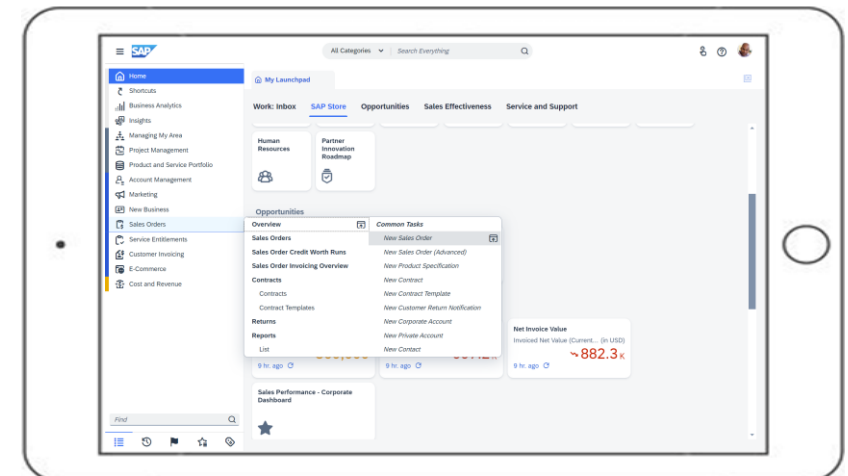
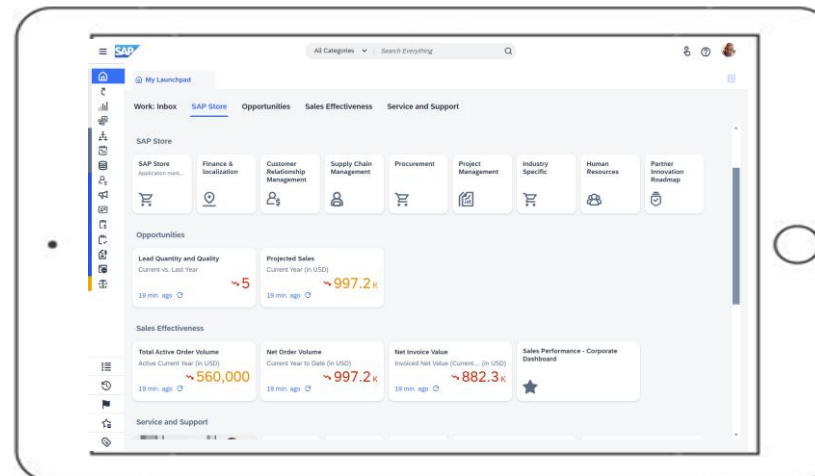
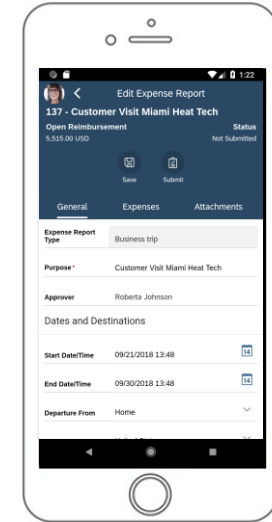
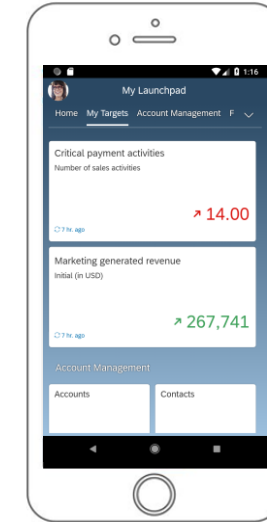


...and native Apps

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
 - Analytics

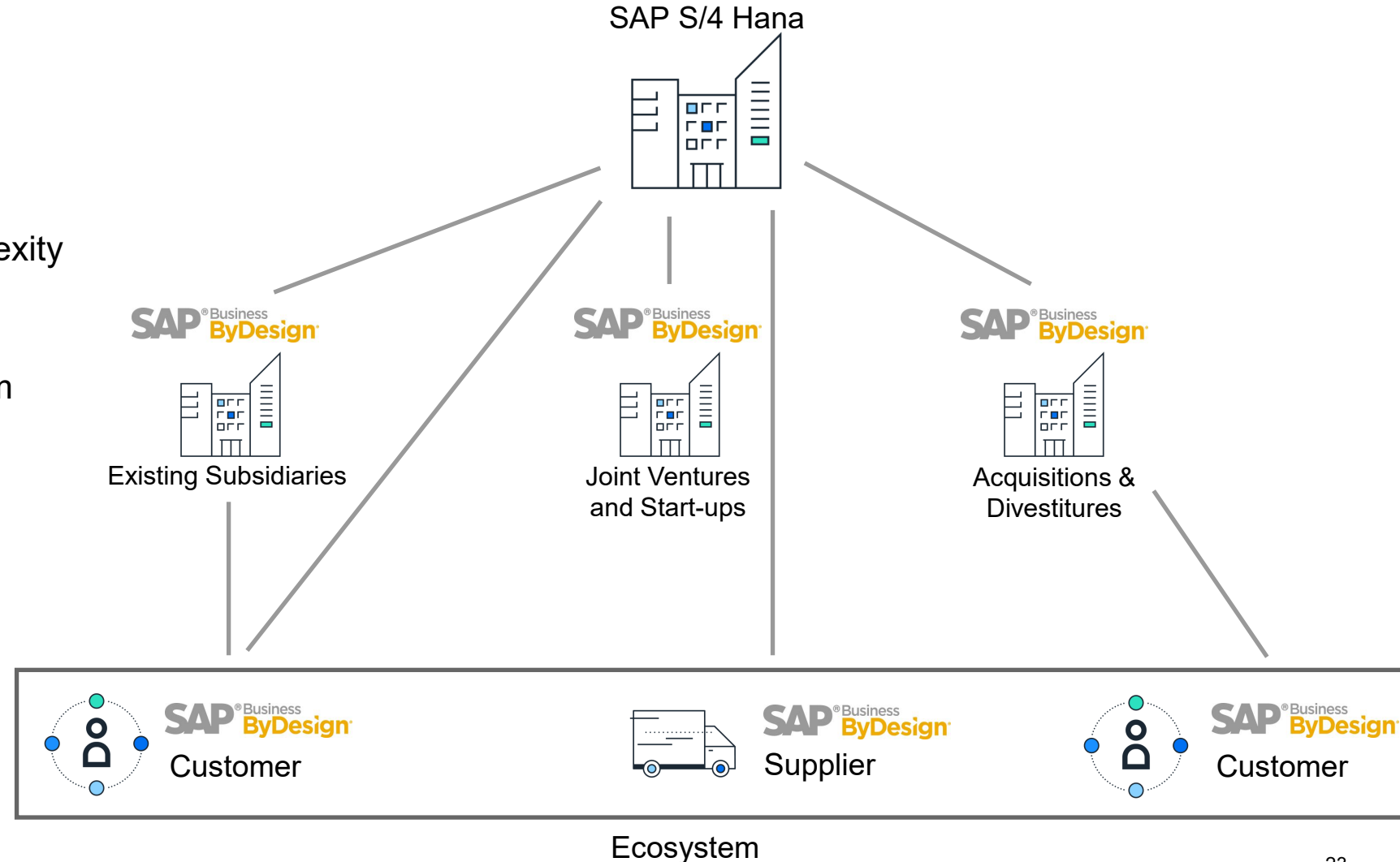


Basic Principles Running the Solution

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



Localization Overview

How can localization in Business ByDesign enable you to change the game?

SAP Business ByDesign delivers localization content for more than 150 countries with different levels of process automation and empowers partners and customers to develop country-specific versions. This model provides feasible options for customers' internationalization roll-out plans to almost any country in the world.

How does the localization concept of Business ByDesign support you?

Proven concept



Business ByDesign has productive customers in more than 165 countries.

SAP country versions



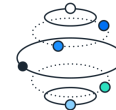
SAP delivers and maintains 21 country versions including support of 13 languages.

Countries with basic enablement



Delivery of more than 150 countries with different levels of localization content. (split into tax basic and pre-localized countries)

Localization Toolkit



Standardized way to collect, analyze and realize your country requirements supporting your business to run compliant in a country.

Learn more

- [ByDesign Country Versions](#) → Globalization Capabilities of SAP country versions
- [ByDesign Product Roadmap](#) → Includes the current country information and roadmap.
- [ByDesign Localization JAM](#) → Invitation required.

Two ways to run ByDesign in a country

1. Use SAP country versions



SAP delivers and maintains country versions.

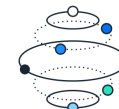
2. Start with a country with basic enablement



Start with one of the 150+ countries with different levels of localization content. (tax basic and pre-localized)



Enhance with the Localization Toolkit



Use the standardized way to collect, analyze and realize your country requirements.



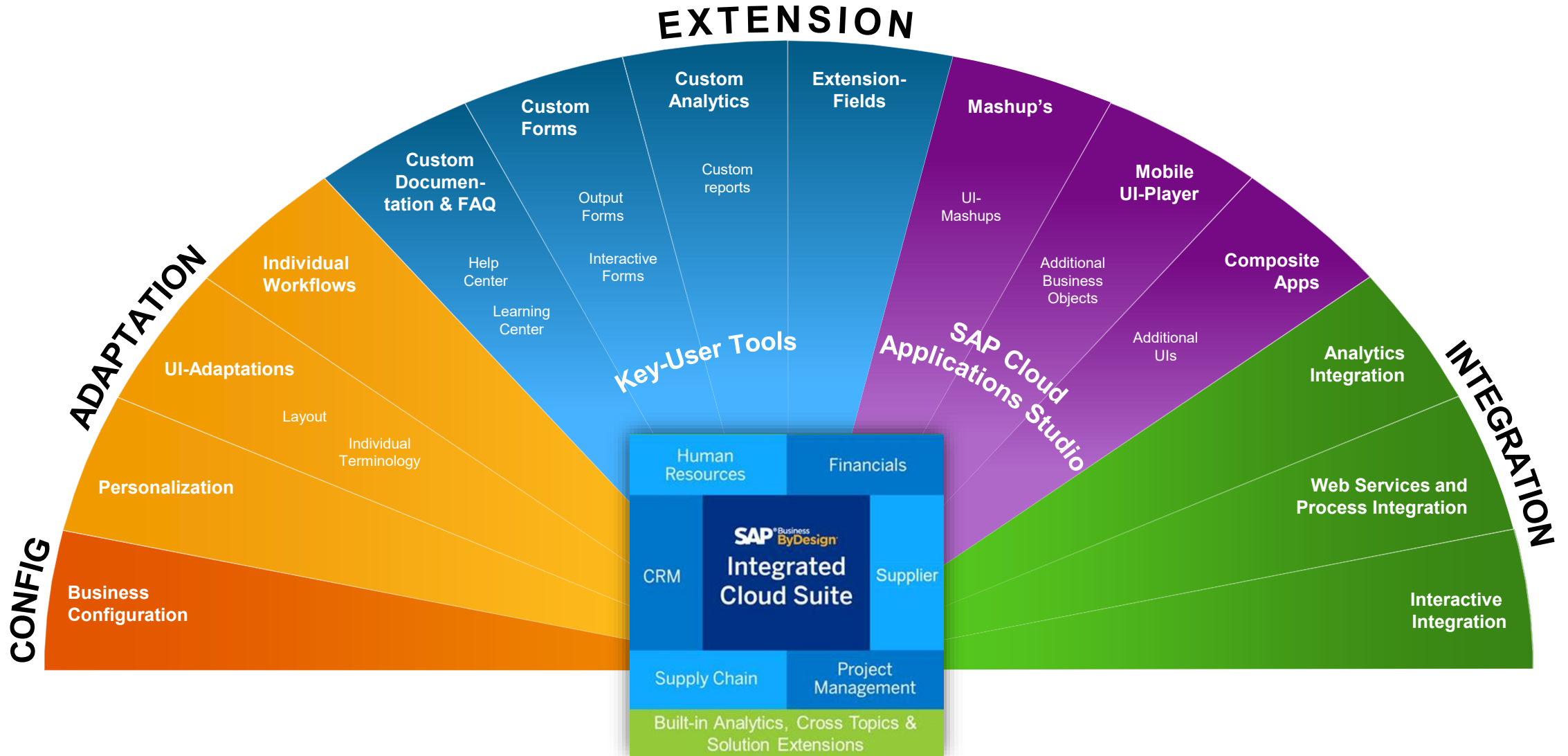
Use country-specific version



Country either tailored to your specific customer requirements or delivered by a partner for the countries' market.

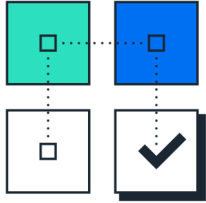
SAP Business ByDesign – Flexibility

Adapt and extend your solution



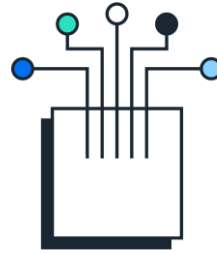
How to Extend and Integrate SAP Business ByDesign

Add functionality to meet company-specific needs



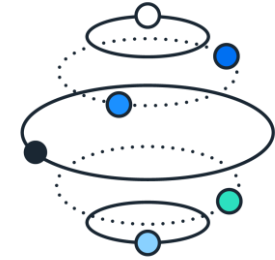
SAP Cloud Applications Studio

Built-in extensions (add-ins) **running on** the SAP Business ByDesign solution



SAP Business Technology Platform (SAP BTP)

Side-by-side cloud applications running on SAP BTP, **connected to** SAP Business ByDesign



SAP Integration Suite

Process integration across systems and applications **integrated with** SAP Business ByDesign

Public solution model

SAP Business ByDesign APIs

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



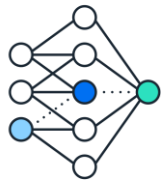
Application and Database

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/TIAEIA-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

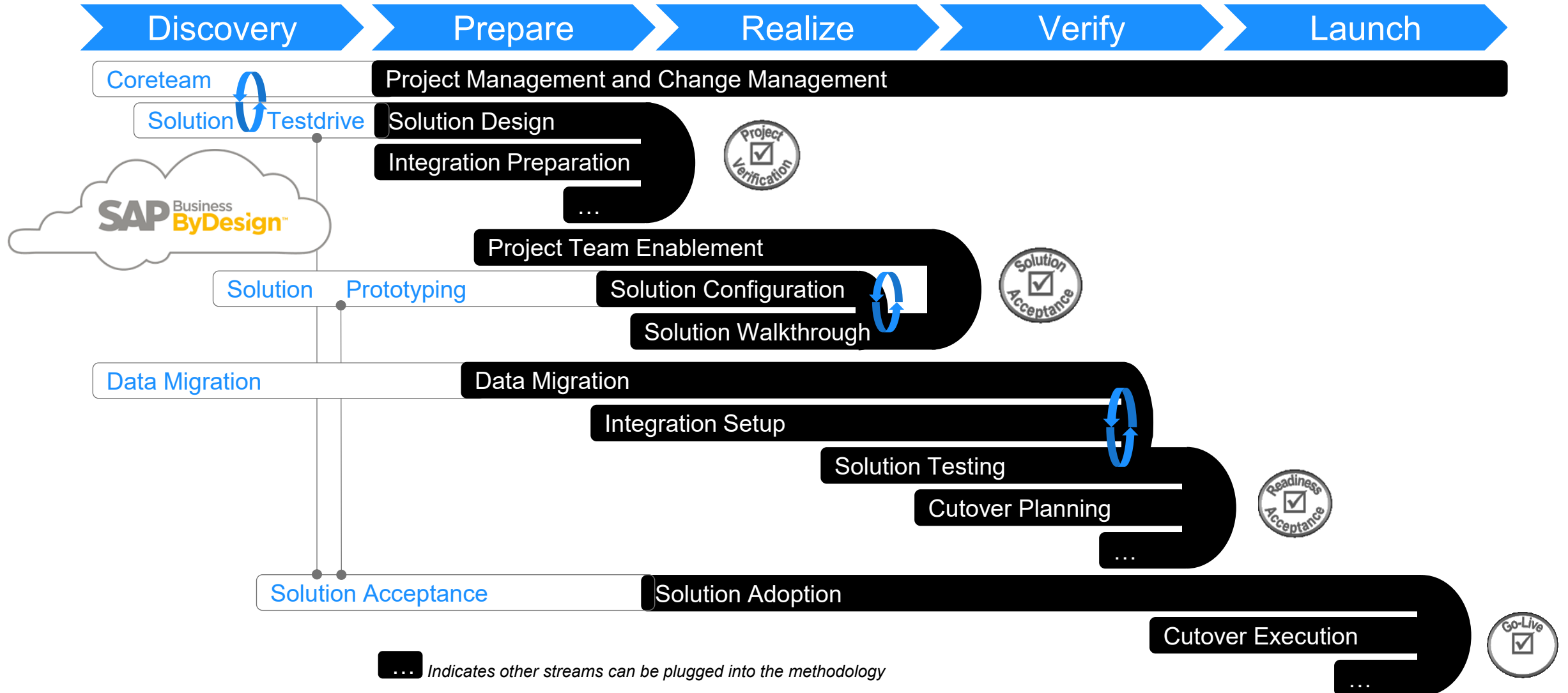
Gain the control you need to encrypt sensitive data before it leaves your firewall and decrypt it when it returns – in real time



General Data Protection Regulation (GDPR)

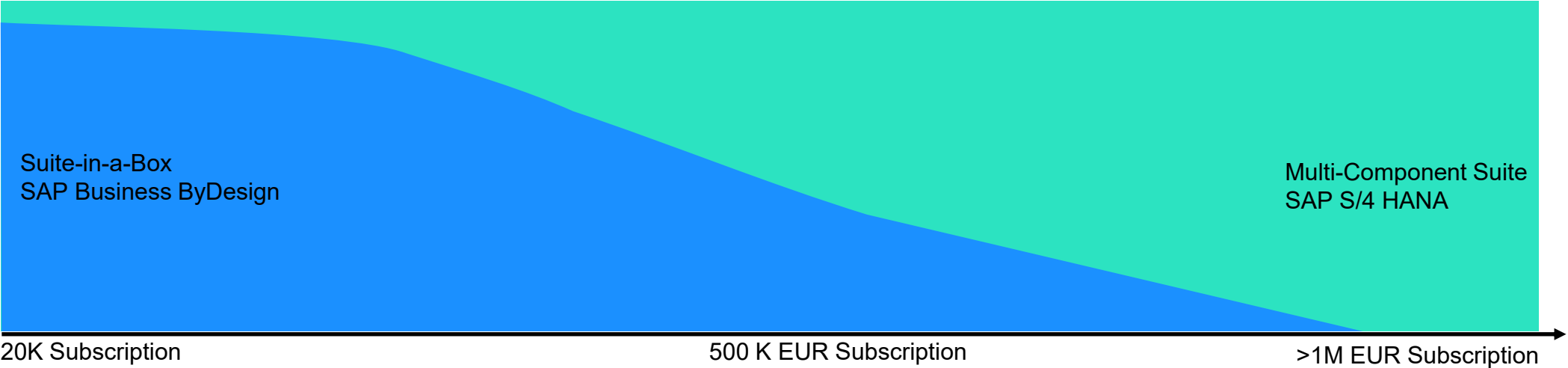
Comply with GDPR by simplifying the updating, deletion, and reporting of personal data while ensuring secure, authorized access

SAP Business ByDesign 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 **16600**

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

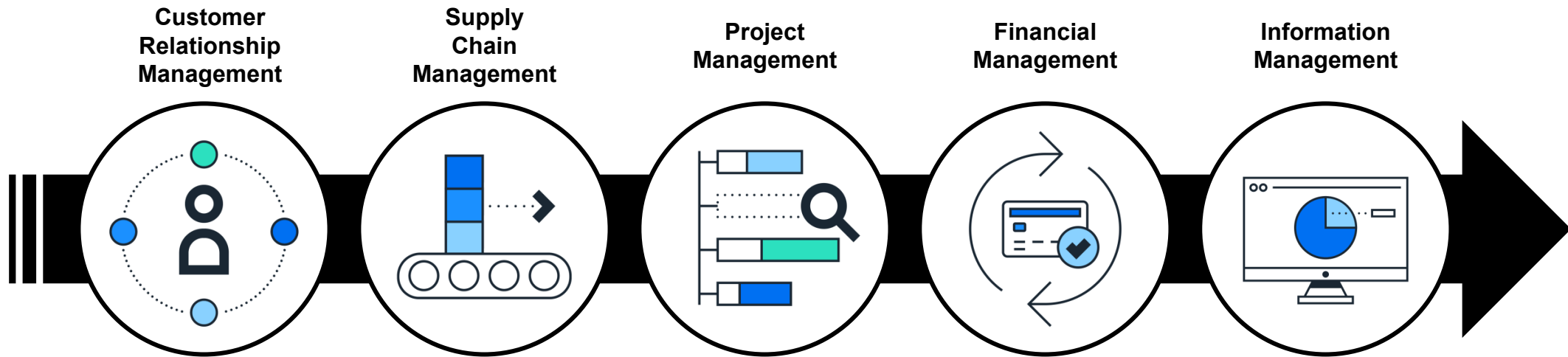
Core ERP capabilities are available, especially sell from stock, procure to pay, and make to stock

Public Sector (USA only)

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

Integrated Business Scenarios

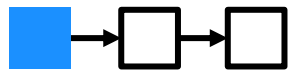
SAP Business ByDesign – Integrated Business Scenarios



SAP Business ByDesign – Customer Relationship Management



Traditional CRM Front Office



Lead & Opportunity



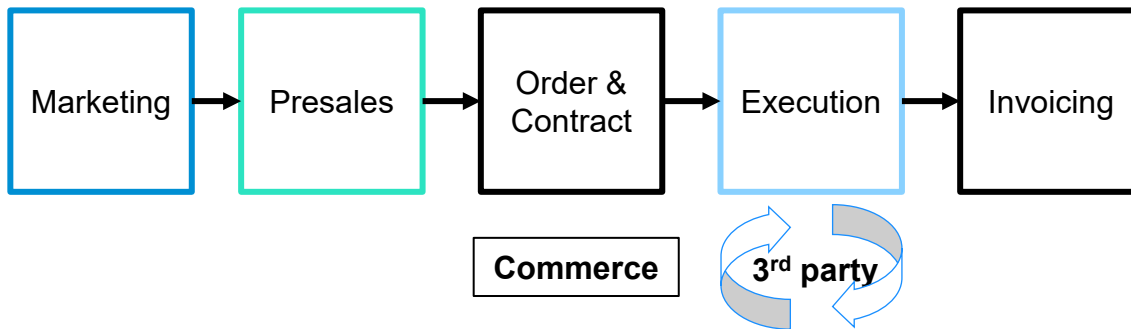
Order & Contract

Traditional ERP Back Office



Execution & Invoicing

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



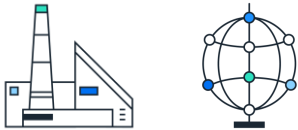
Key Innovations

- 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



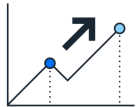
Leverage the Ecosystem



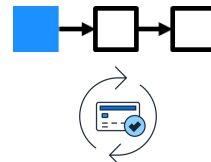
Key Innovations

- 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



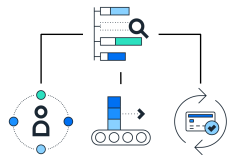
Value Chain Integration into Financials



SAP Business ByDesign – Project Management

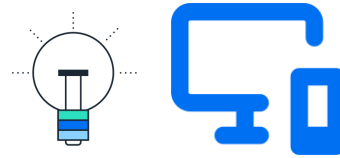


Commercial & Operational PM and Variety of Projects Types



Integration across all functional Areas

Information Push & Various Mobile Apps



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

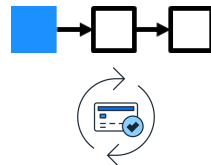


Key Innovations

- 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

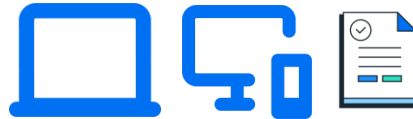
SAP Business ByDesign – Information Management



Built-in Analytics



Multiple Ways to consume



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

High-end performance through SAP HANA



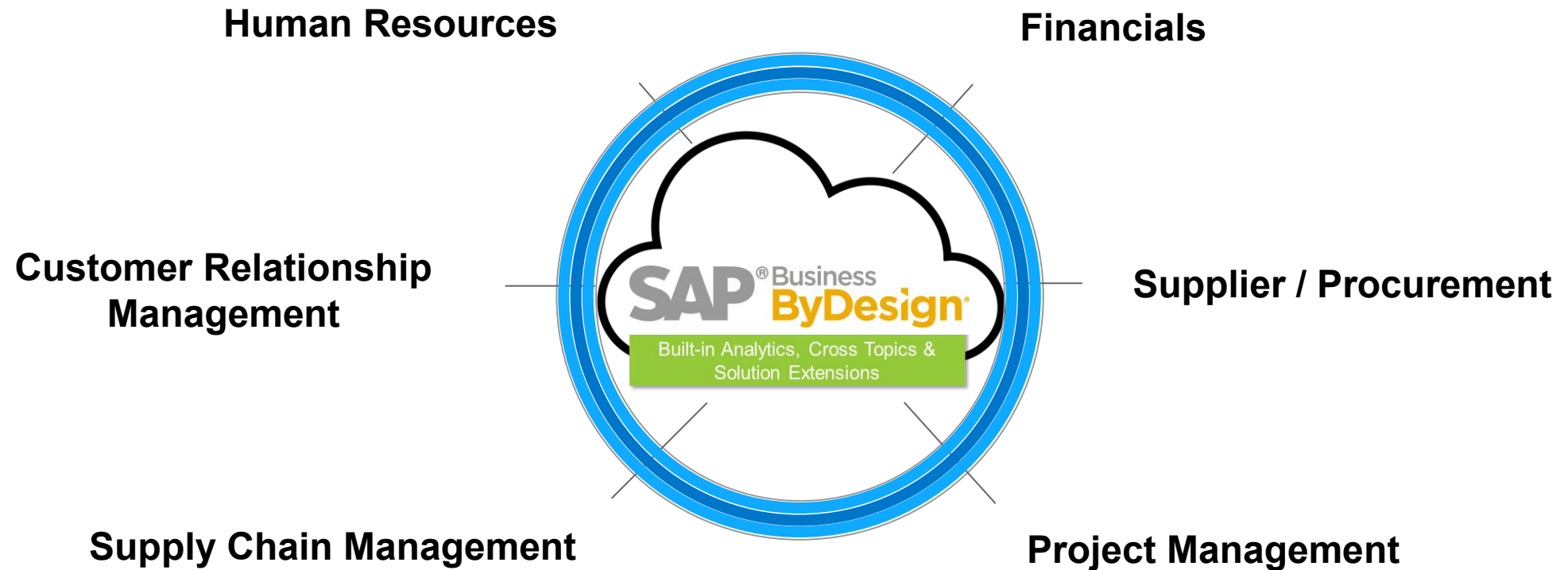
Key User Flexibility



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

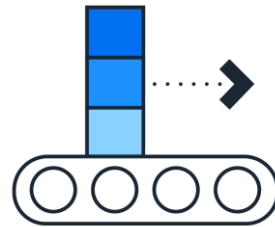
Key aspects in a nutshell



- 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

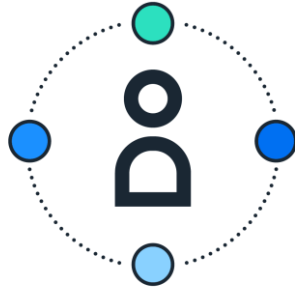
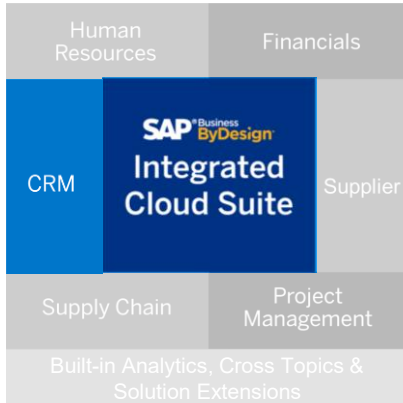
Key aspects in a nutshell



- 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

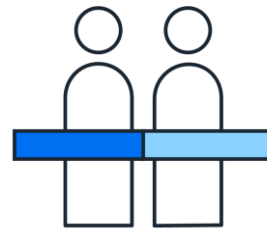
Key aspects in a nutshell



- 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

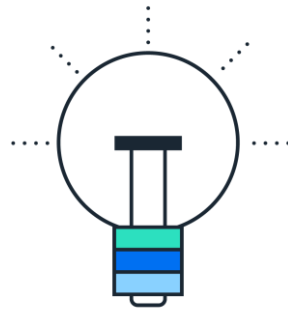
Key aspects in a nutshell



- 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

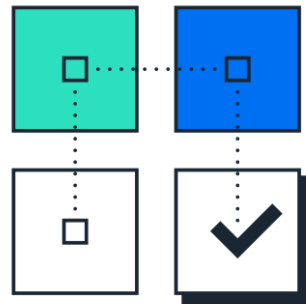
Key aspects in a nutshell



- 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

SAP Business ByDesign – Solution Extensions

Key aspects in a nutshell



- Take full advantage of open solution (e.g. web services, Odata, Cloud Application Studio, Key User Tool)
- Adapt and extend the end to end business processes by leveraging our technology
- SAP hosted cloud development environment with lifecycle services
- Increase ByD attractiveness and reach by developing:
 - Industry/micro-vertical/add-on extension
 - Integrating with 3rd party solution
 - Develop a country or specific customer version

Thank you.

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