



SAP Business ByDesign

Digitalization for Your Business



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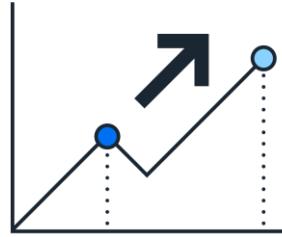
Agenda

- 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..

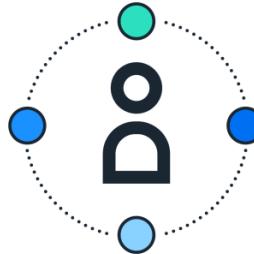
allows you to focus on running your business

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



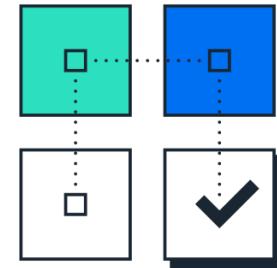
- Intuitive ease of use, ease of learning, and noticeable reduction in your daily workload
- Connected business processes help and enable end-user efficiency

Holistic Approach

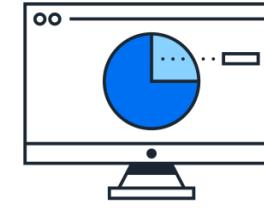


- Reduce and minimize your IT operating costs by running a cloud solution
- Rely on a secure operating environment to protect your data privacy

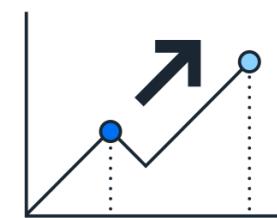
Why SAP Business ByDesign?



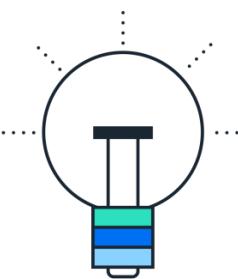
Suite in a Box
Experience a single end-to-end cloud solution



Insightful
Get transparency to make informed decisions



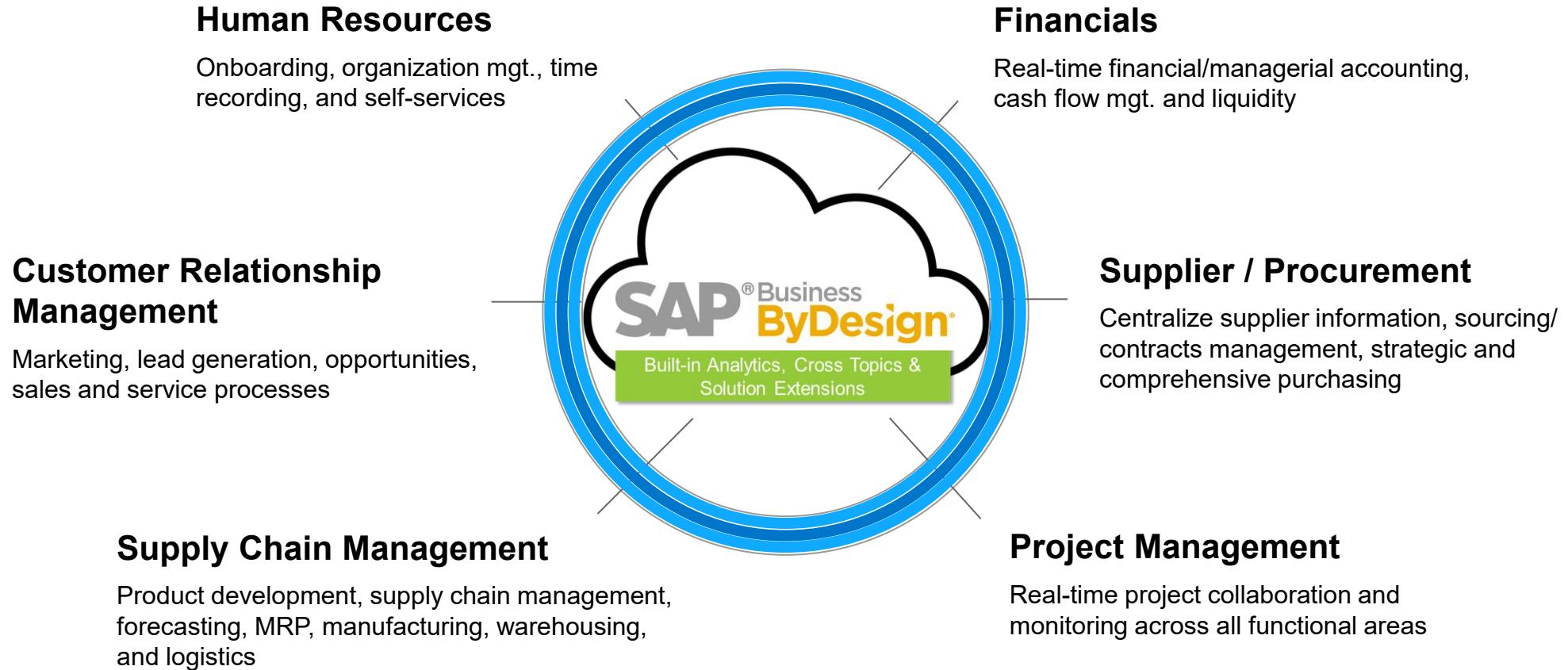
Built for Growth
Leverage a dynamic, configurable solution



Continuous Innovation
Be always up to date with automatic product updates

The Digital Core to Meet Your Needs

SAP Business ByDesign

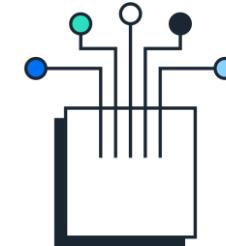
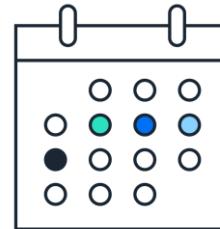


Continuous Innovation

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

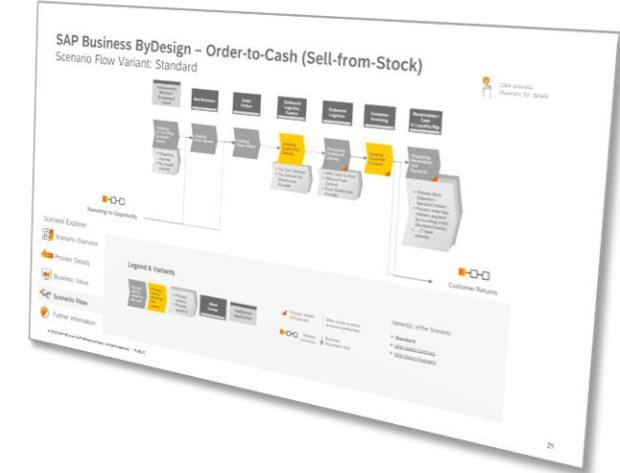
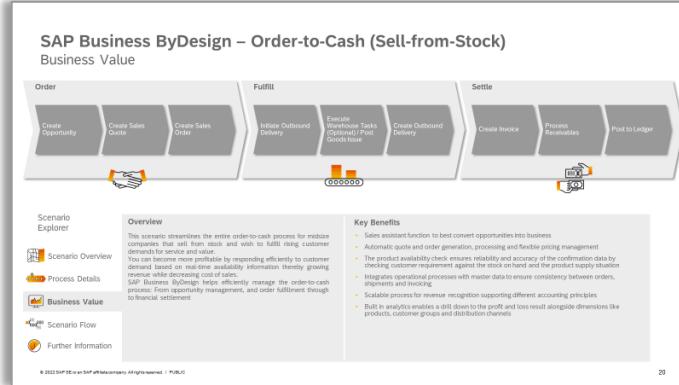
Quarterly Updates

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

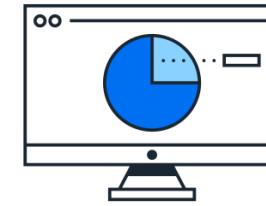
17.8M (+25%) Production Orders

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

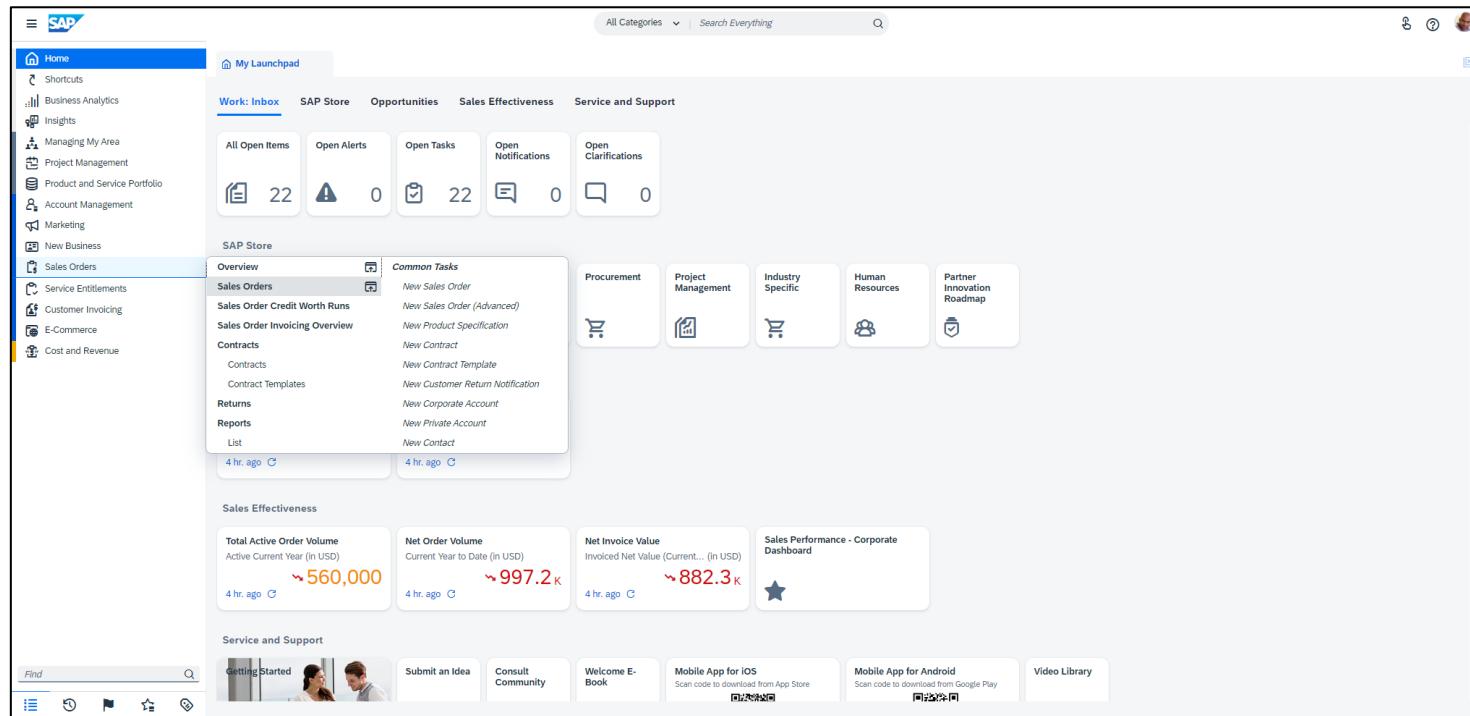
Easily Adopt the Solution

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

Gain Business Transparency

- Enterprise Search
- Document Flow
- Mashups
- Built-in Analytics

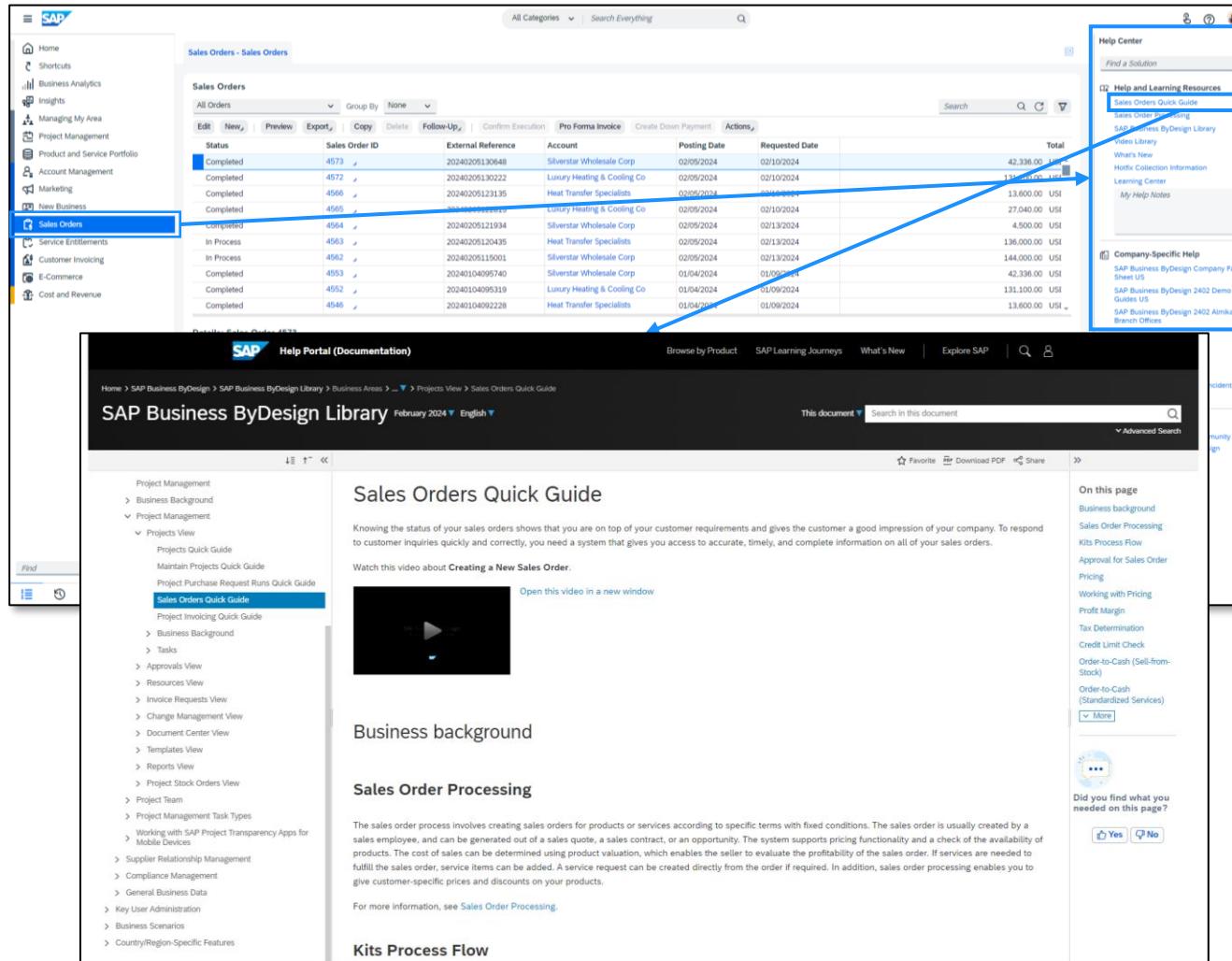
SAP Business ByDesign – Consistent Visual and Navigation Concepts



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 illustrates the SAP Business ByDesign interface with a focus on contextual help. At the top, a navigation bar includes links for Home, Business Analytics, Insights, Project Management, Product and Service Portfolio, Account Management, Marketing, and New Business. The main content area shows a 'Sales Orders - Sales Orders' list with columns for Status, Sales Order ID, External Reference, Account, Posting Date, Requested Date, and Total. A blue arrow points from the 'Sales Orders' link in the navigation bar to a 'Sales Orders Quick Guide' in the Help Center. The Help Center also lists other resources like 'Sales Order Processing', 'Kits Process Flow', and 'Approval for Sales Order'. Below the main content, a 'Help Portal (Documentation)' window is open, showing the 'Sales Orders Quick Guide' under the 'Sales Orders' category. The guide includes sections on Business background, Sales Order Processing, and Kits Process Flow, along with a video thumbnail for 'Creating a New Sales Order'.

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	2 (0)	40 min

Introduction to SAP Business ByDesign

Learn about the concepts behind SAP Business ByDesign and what the solution can do for you.

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.

Sales Representative May 2020 English

This document Search in this document

Home / Sales Representative

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

SAP Business ByDesign

Open this video in a new window

Role-specific learning for rapid adoption

- Accessible from any screen through the help center
- Self-paced
- Appropriate for your areas of responsibility

SAP Business ByDesign – Employee Self-Services

Self-Service Overview

Company Address Book
Search for employees, and view information about your colleagues and their contact details
Search for Employees
Browse Organizational Chart
Edit My Contact Data

My Requests
View and track all your leave requests, budget queries, expense reports, incidents and shopping carts
Track My Requests

Time
Create and track your leave requests, record your working time, view your holidays, view and print out a statement of your working time, absences, and time accounts.
Track My Leave Requests (0)
New Leave Request
View Absences
View Time Accounts Overview
View Time Statement
View Holiday Calendar
Edit Time Sheet
Edit Task Substitutions

Expenses
Manage all information related to expense reimbursement
Track My Expense Reports (1)
New Expense Report
Edit Reimbursement Settings

Compensation
Manage issues related to salary, such as payment method, bank information and salary deductions
Edit Payment Information

Service and Support
Consult the community, report and track your incidents
Track My Incidents (0)
Consult SAP Business ByDesign Community
New Incident
Submit an Idea

Shopping
Create and track your shopping carts
Track My Shopping Carts (0)
Confirm Deliveries (0)
Go Shopping
Go Shopping (Advanced)

Personal Information
View and update your contact data and personal details
Edit Biographical Data
Edit Private Contact Data
Edit Access Permission Data for Web Services

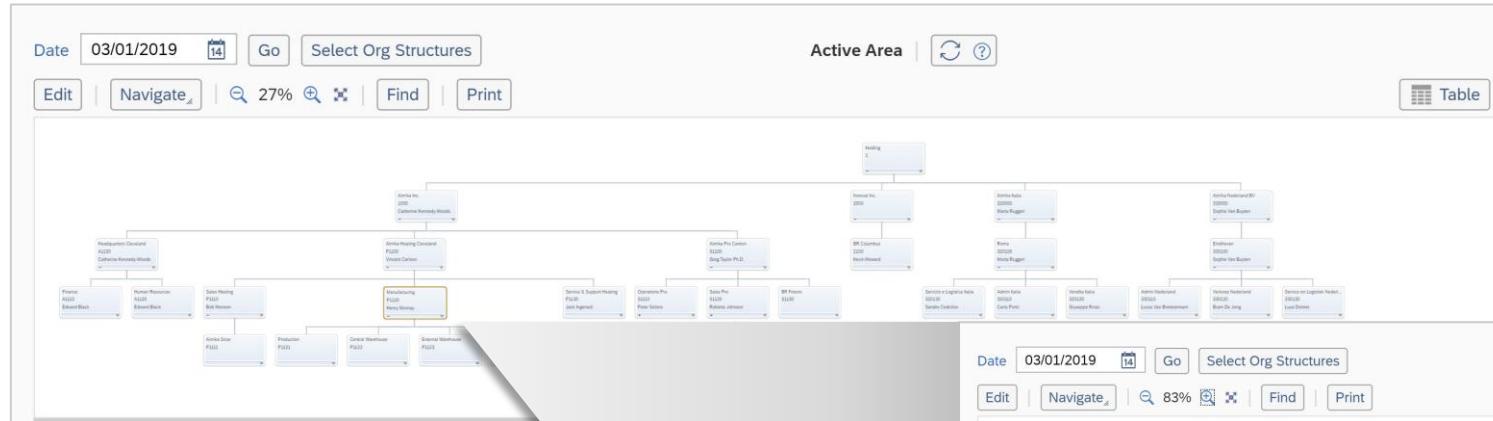
Learning Center
Access your personalized learning modules and track your learning progress
Access My Learning Center
Overview of Learning Content

My Computer
Download additional software and install it on your computer
Install Additional Software

Central area for daily work and administrative tasks

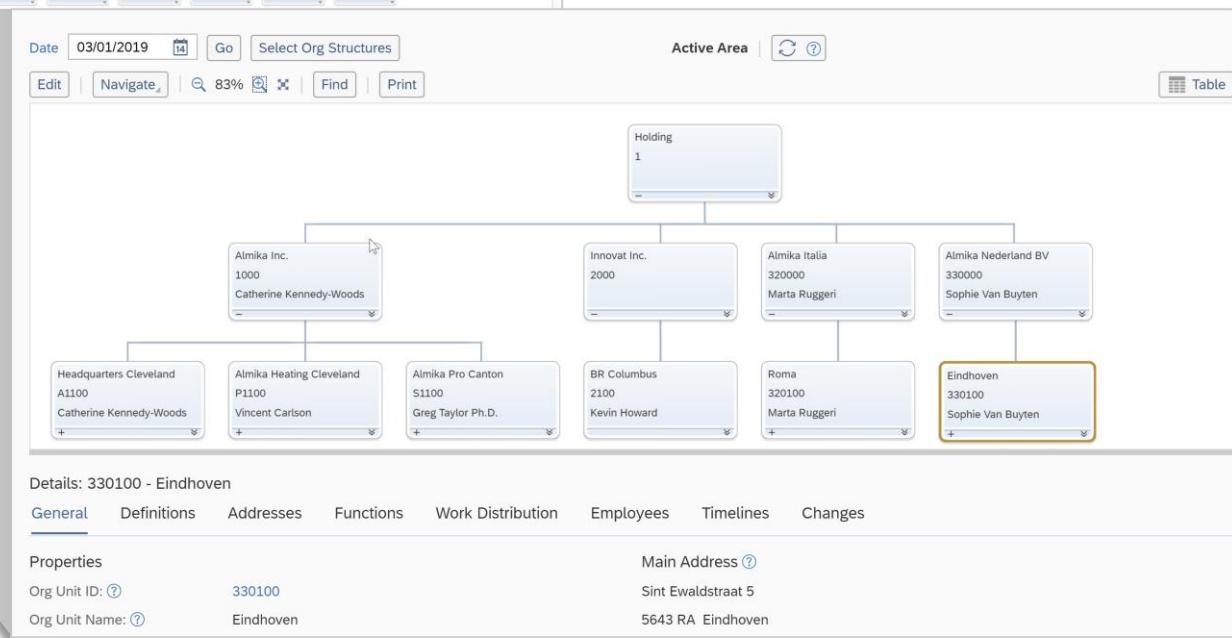
- Create leave requests
- Track expense reports
- Manage personal information
- and more

SAP Business ByDesign – Organizational Management

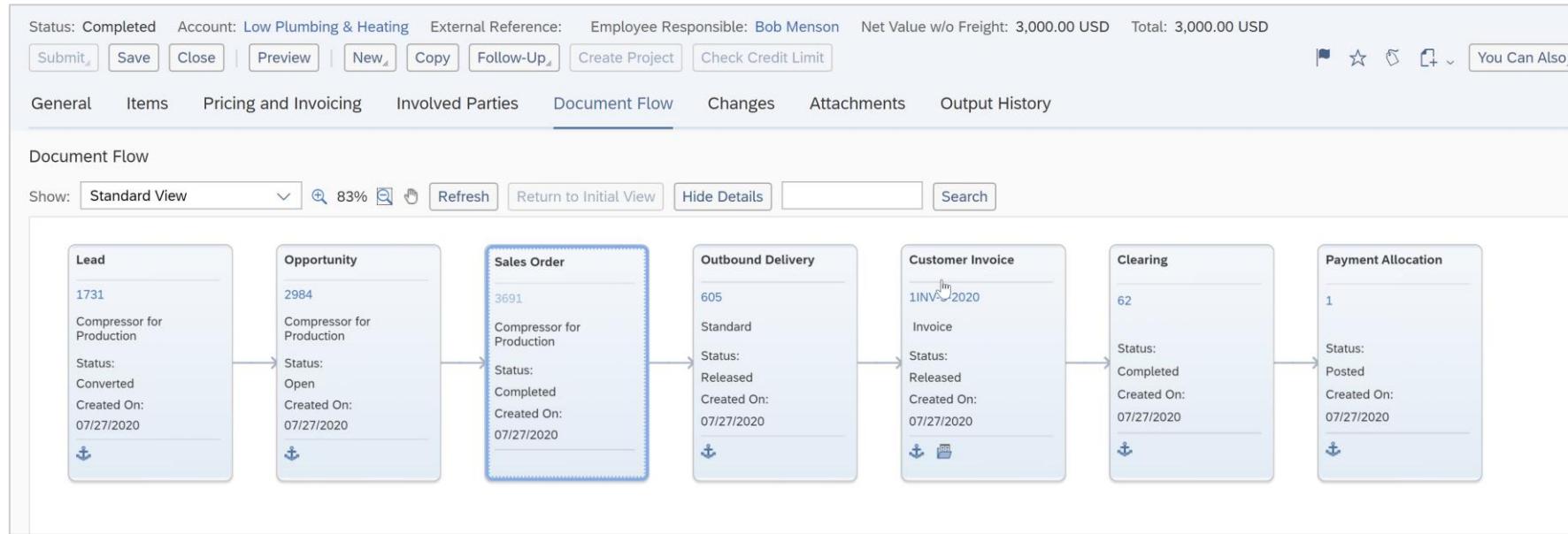


Graphical representation of an organization

- 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



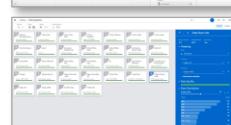
Anticipate problems before they arise with predictive forecasting



Conversational artificial intelligence and natural language technology



Machine Learning helps to simulate the impact on business outcomes

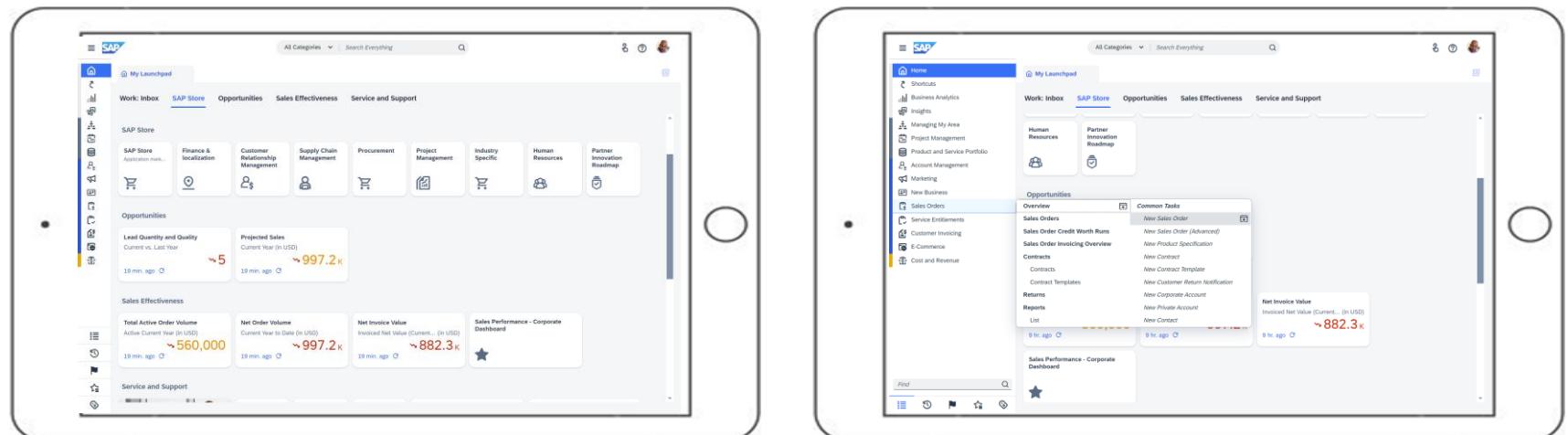
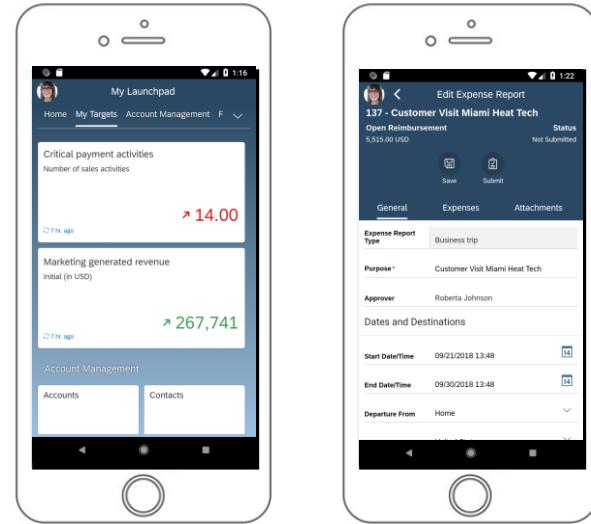


...and native Apps

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

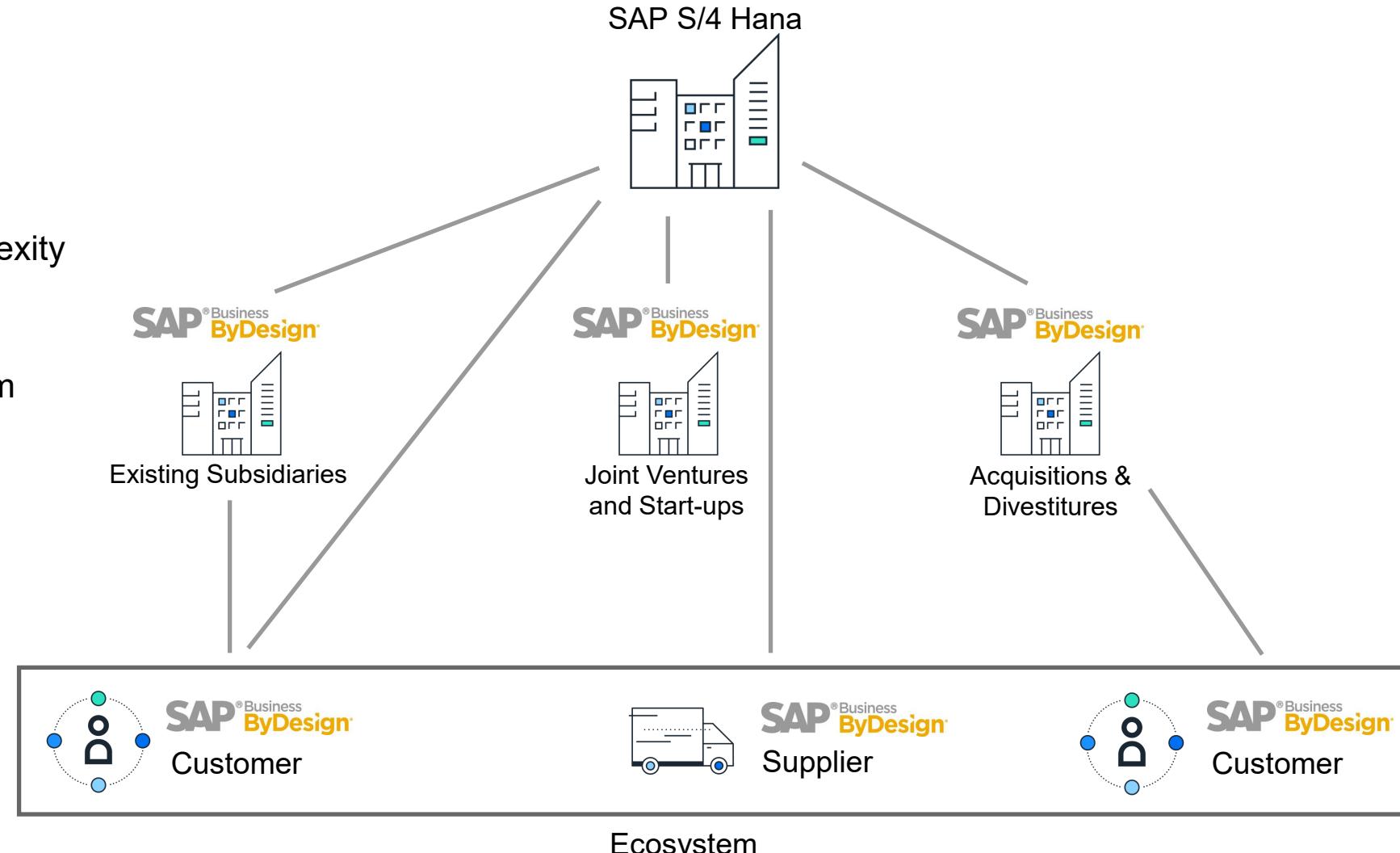


Basic Principles **Running the Solution**

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



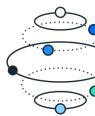
SAP delivers and maintains 21 country versions including support of 13 languages.

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.



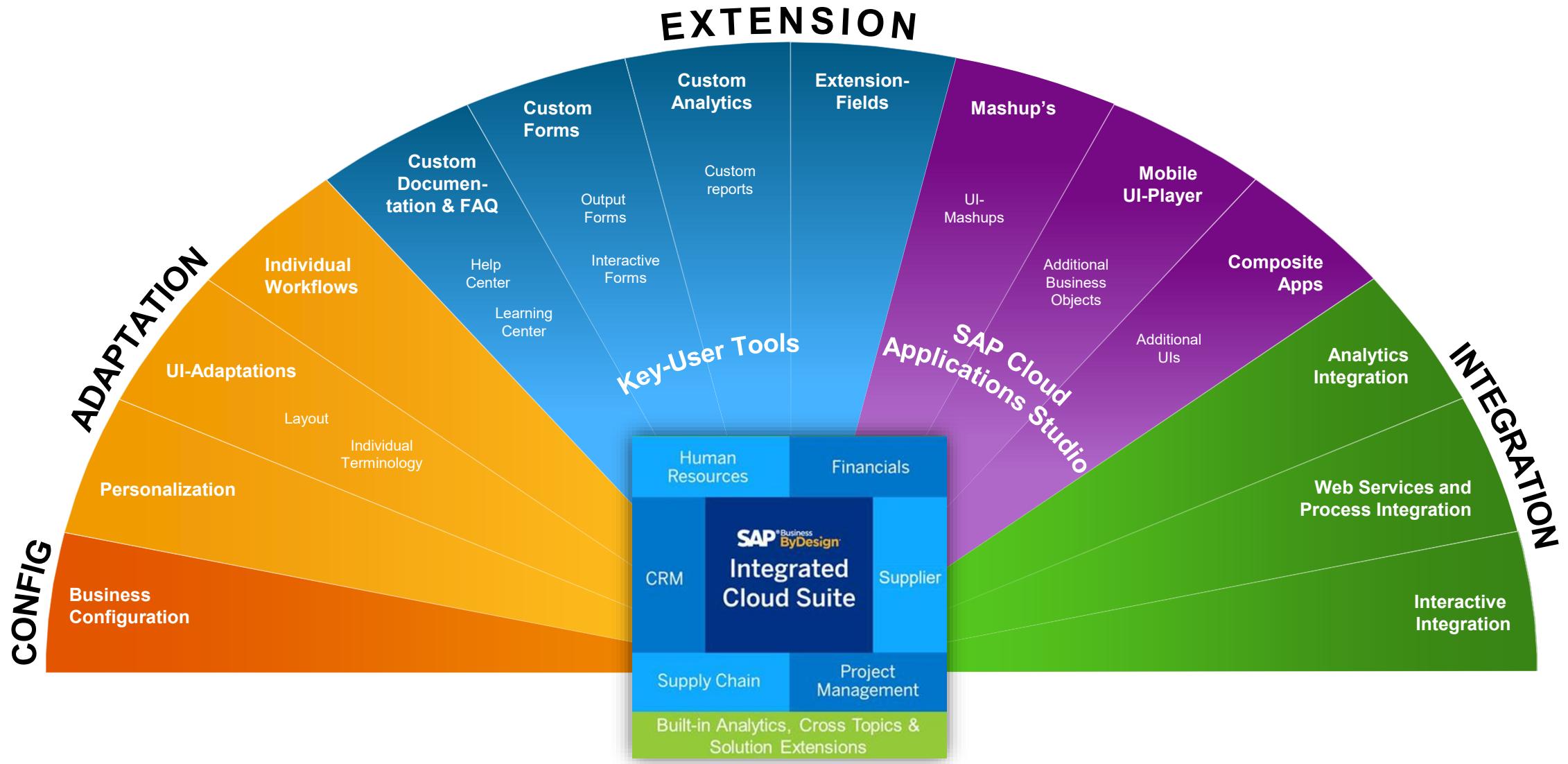
Use country-specific version



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

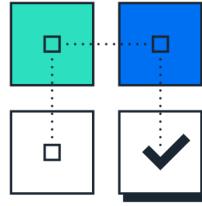
SAP Business ByDesign – Flexibility

Adapt and extend your solution



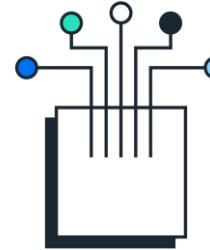
How to Extend and Integrate SAP Business ByDesign

Add functionality to meet company-specific needs



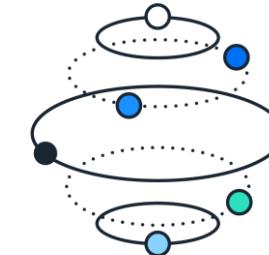
SAP Cloud Applications Studio

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



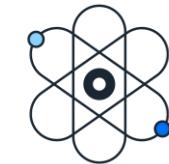
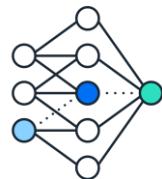
Application and Database

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

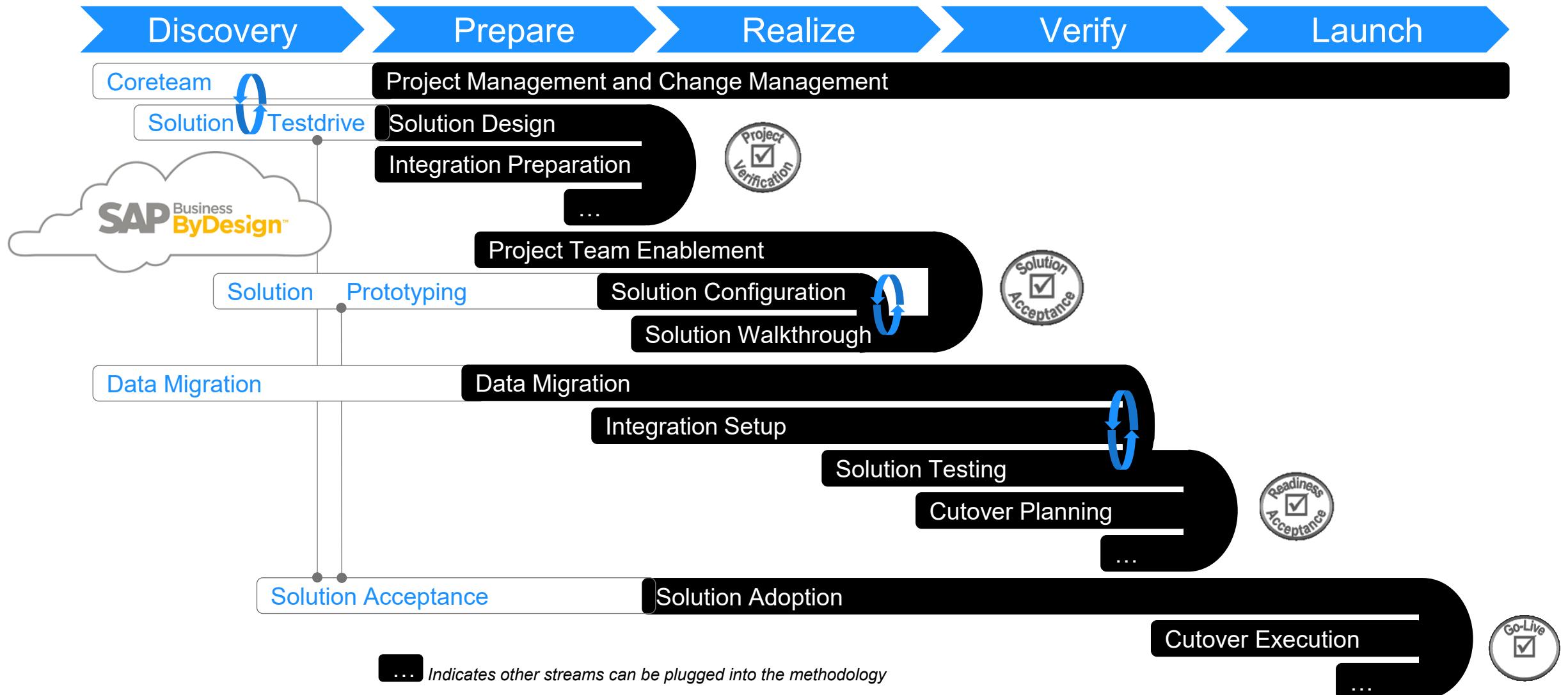
Gain the control you need to encrypt sensitive data before it leaves your firewall and decrypt it when it returns – in real time



General Data Protection Regulation (GDPR)

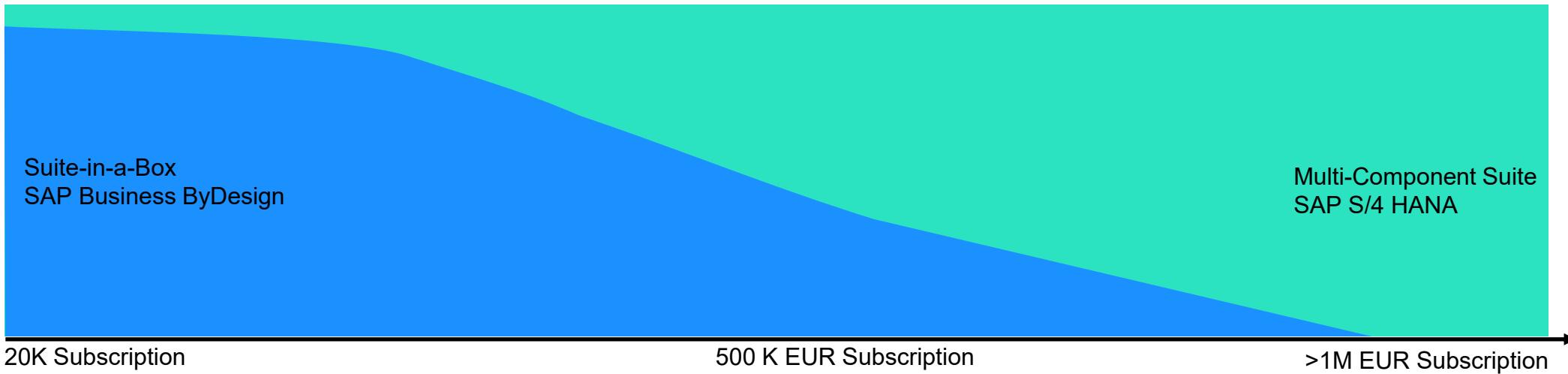
Comply with GDPR by simplifying the updating, deletion, and reporting of personal data while ensuring secure, authorized access

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

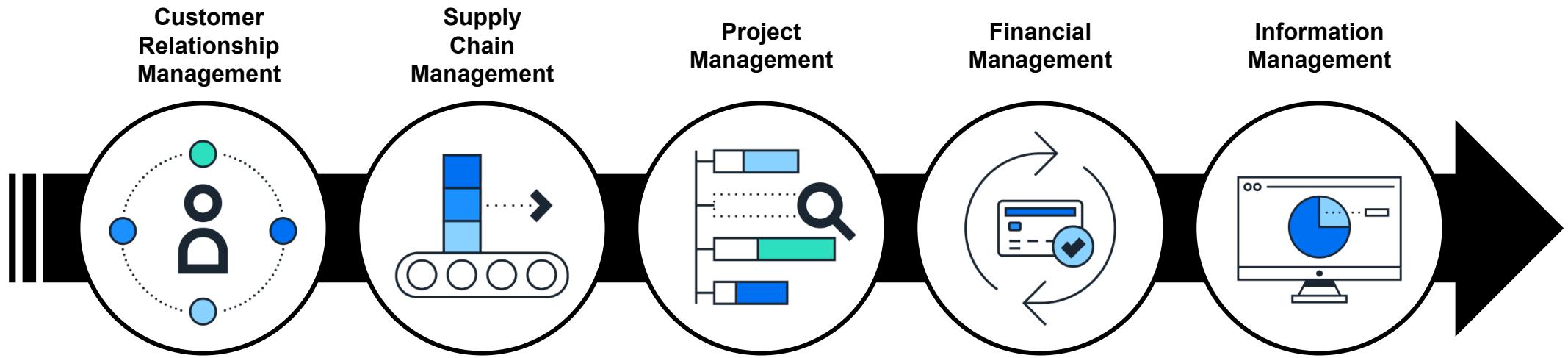
Core ERP capabilities are available, especially sell from stock, procure to pay, and make to stock

Public Sector (USA only)

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

Integrated Business Scenarios

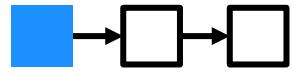
SAP Business ByDesign – Integrated Business Scenarios



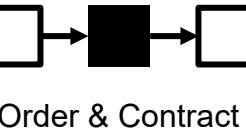
SAP Business ByDesign – Customer Relationship Management



Traditional CRM Front Office

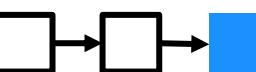


Lead & Opportunity



Order & Contract

Traditional ERP Back Office

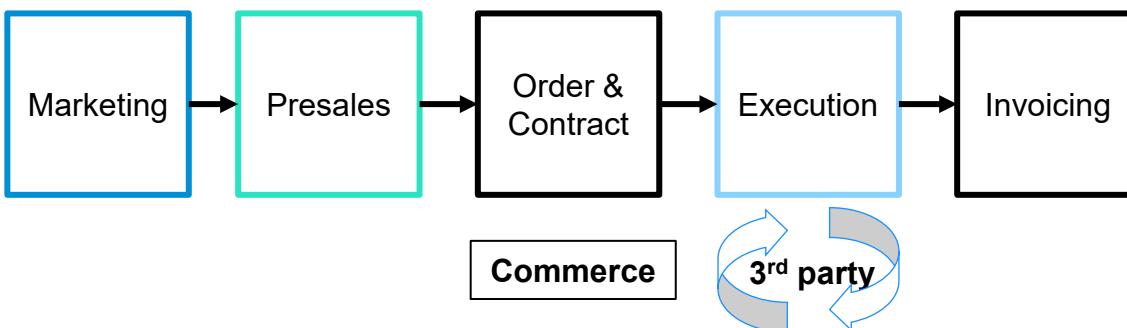


Execution & Invoicing

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

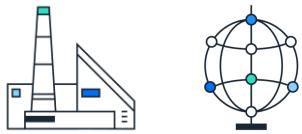
End-to-end customer engagement & commerce with SAP Business ByDesign



SAP Business ByDesign – Supply Chain Management



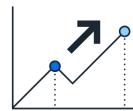
Model Internal & External Supply Chain



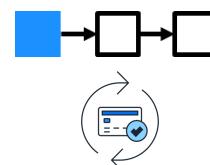
Leverage the Ecosystem



Work Efficiency



Value Chain Integration into Financials



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

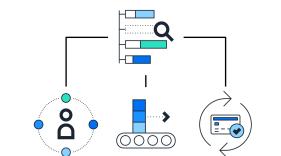
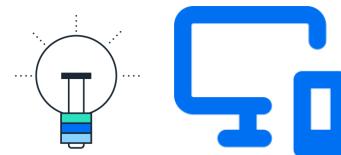
SAP Business ByDesign – Project Management



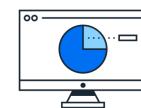
Commercial & Operational PM and Variety of Projects Types



Information Push & Various Mobile Apps



Integration across all functional Areas



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



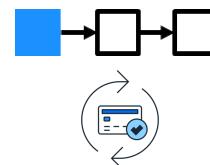
Key Innovations

- 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



High-end performance through SAP HANA



Key User Flexibility

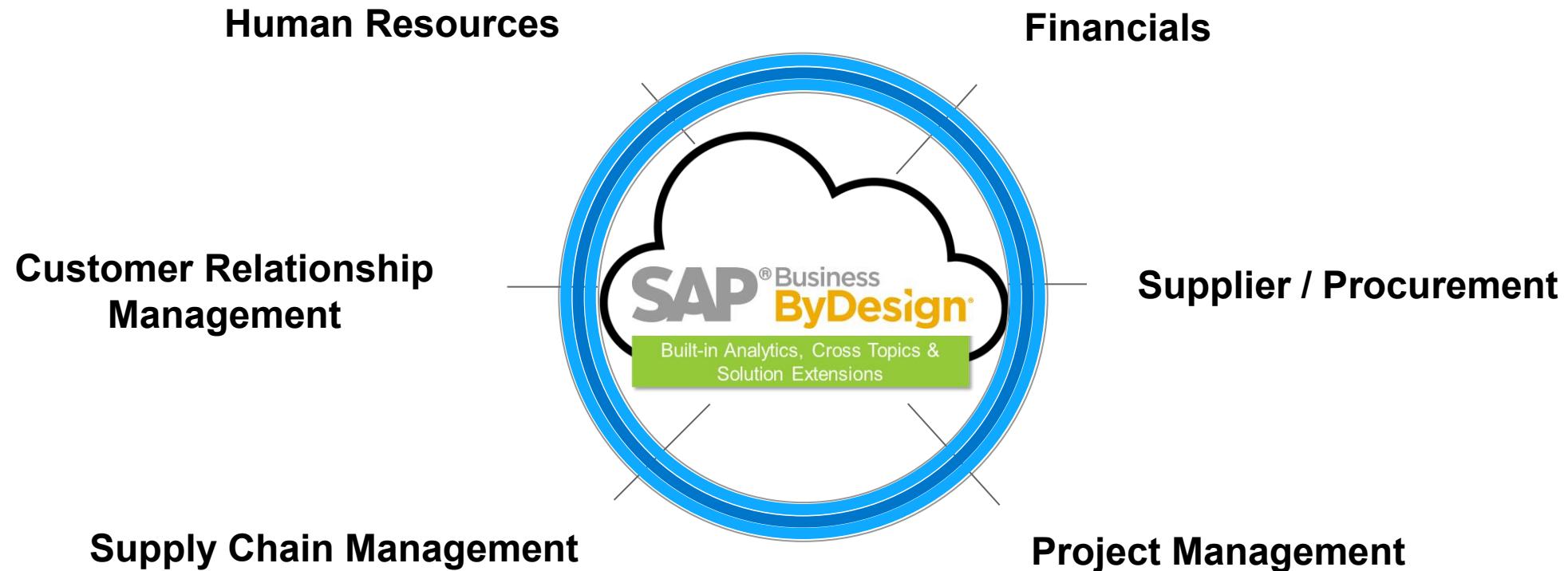
Key Innovations

- 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

Functional Scope **in Detail**

The Digital Core to Meet Your Needs

SAP Business ByDesign



SAP Business ByDesign – Financial Management



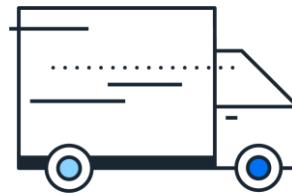
Key aspects in a nutshell



- 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

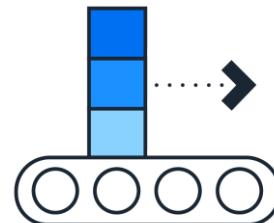
Key aspects in a nutshell



- 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

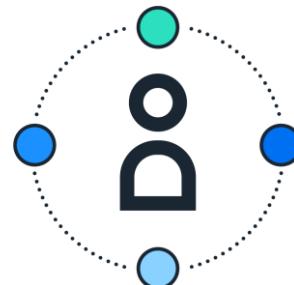
Key aspects in a nutshell



- 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

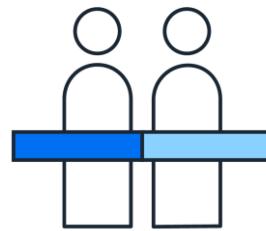


- SAP Business ByDesign CRM integrates front office and back office into one single solution
- Customer centricity through a complete process from marketing to sales and service including order execution and invoicing
- Low-touch sales & commerce integration using open interfaces e.g. for web shops, 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

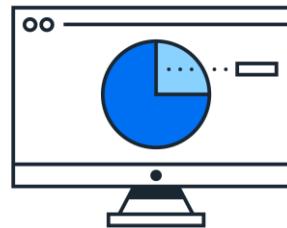


- Streamline people centric processes with a single view which integrates the organization, peoples access, and responsibilities
- Administration, monitoring, and reporting of employee data by HR professionals
- Provides a business process flow by having integration with Projects, Finance, Procurement, and CRM

SAP Business ByDesign – Built-in Analytics



Key aspects in a nutshell

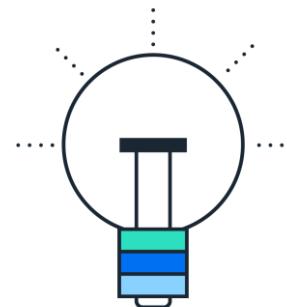


- Built-in and real time analytics connecting insights and actions
- Support of multiple ways to consume the information based on the needs of the user (web, MS Excel, mobile)
- Business processes integrate analytics
 - Scoping of processes activates analytics out of the box
 - One uniform way to model 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



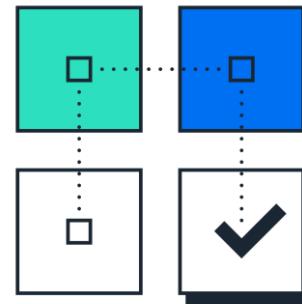
Key aspects in a nutshell



- 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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