

Dr. Sebastian Schinkinger, Laura Schreiber, Gerhard Steinhuber

# VOM KELLER IN DIE WOLKEN

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EIN BLICK AUF AUSGEWÄHLTE CLOUD-LÖSUNGEN DER SAP

## SAP BUSINESS BYDESIGN™ UNVEILED; FIRST LIVE MIDMARKET CUSTOMERS EXPERIENCE THE POWER OF THE MOST COMPLETE ON-DEMAND BUSINESS SOFTWARE SOLUTION

NEW YORK - September 19, 2007 -

SAP AG (NYSE: SAP) today unveiled SAP® Business ByDesign™, the most complete on-demand business software solution specifically addressing a new market of prospective, fast-growing midsize customers. Designed around four key principles—completeness, ease of use, adaptability and significantly cutting total cost of ownership (TCO)—SAP Business ByDesign delivers an on-demand software solution with built-in service and support. It offers a personalized trial for invited customers to explore, evaluate and experience the solution, and competitive pricing at \$149 per month per user, with lower price points for efficiency users.

Complementing the existing portfolio of SAP solutions for small businesses and midsize companies, the solution is already helping an inaugural group of live customers to improve business processes across their organizations. SAP Business ByDesign is available today for selected early customers in the United States and Germany, with the opportunity now opening for early customers in China, France and the United Kingdom.

"With SAP Business ByDesign, today we are adding a completely new business model to our successful, established one and are changing the on-demand marketplace," said Henning Kagermann, CEO, SAP AG. "SAP Business ByDesign is designed to dramatically simplify IT for

### SAP Presents SAP Business ByDesign

Hear from SAP executives and customers at the SAP Business ByDesign announcement event.

 [Watch the Webcast replay.](#)

### Customer Videos

Hear how first customers are addressing their business challenges and pursuing their

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## ABOUT ME

# GERHARD STEINHUBER – VORSTAND 4PROCESS AG



FI/CO/HR, Cloud Solutions, 4process Produkte



Partnermanagement



Business Development

## ABOUT ME

# LAURA SCHREIBER – SENIOR CONSULTANT

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Cloud Applikationssupport



FI/CO/HR

## ABOUT ME

# DR. SEBASTIAN SCHINKINGER – LEITER TECHNOLOGIE & ARCHITEKTUR



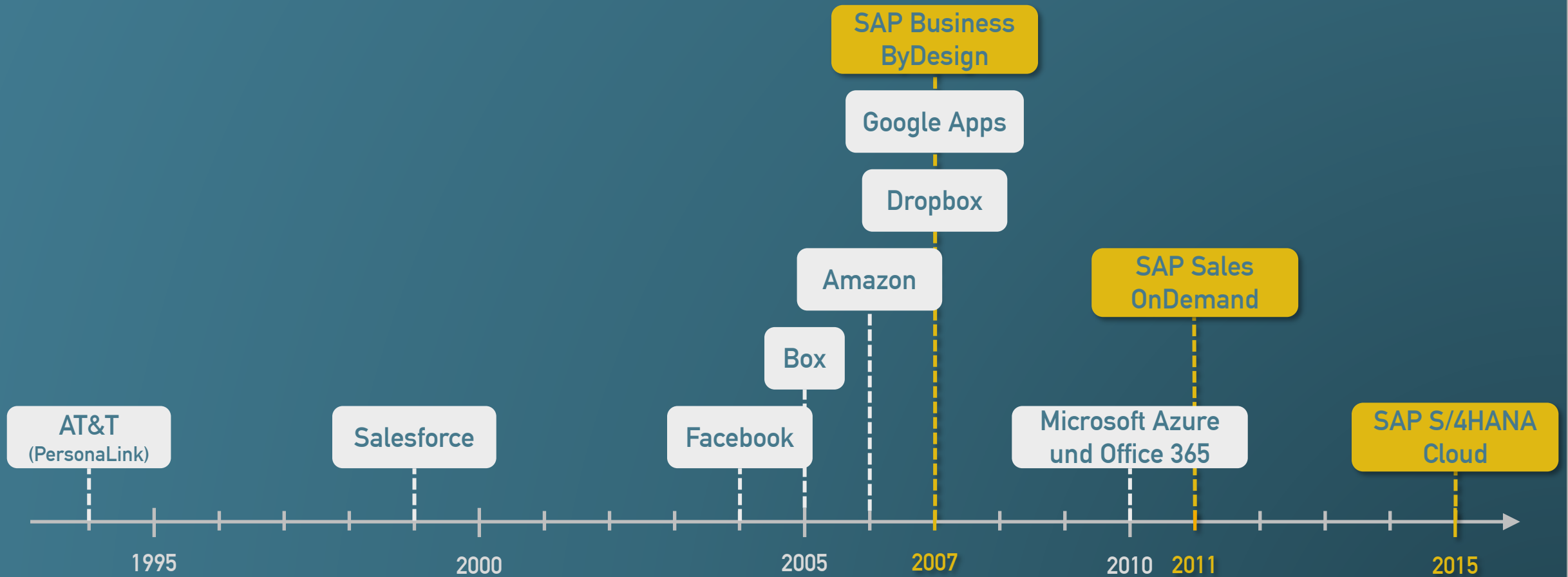
Digitalisierung, Cloud Solutions, 4process Produkte

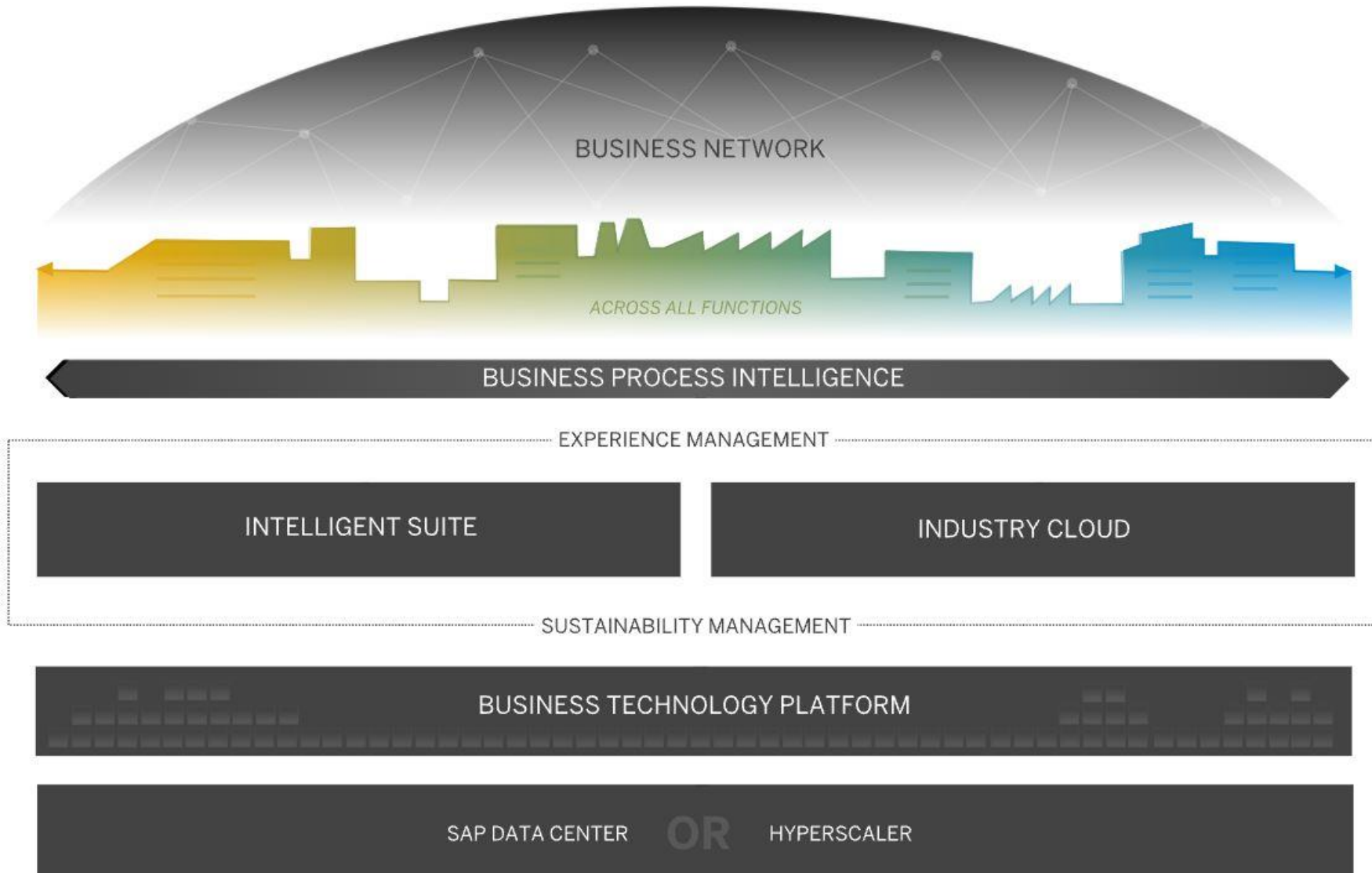


Business Technology Platform



End-to-End Prozesse

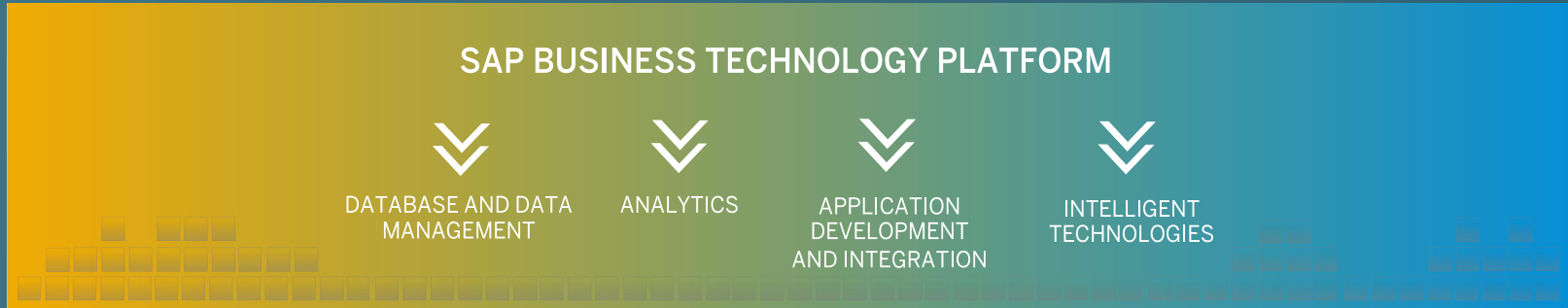






Open runtime  
Open API  
Open environment

Foundational  
services



Cloud,  
on premise,  
hybrid, edge

Any data store  
connectivity

- SAP HANA
- SAP HANA Cloud
- SAP Data Intelligence
- SAP Master Data Governance
- SAP Adaptive Server Enterprise
- ...\*

- SAP Analytics Cloud
- SAP Data Warehouse Cloud
- SAP BusinessObjects BI
- SAP Business Planning and Consolidation
- SAP BW/4HANA
- ...\*

- SAP Integration Suite
- SAP Extension Suite
- SAP Process Orchestration
- ...\*

- SAP Intelligent Robotic Process Automation
- SAP Conversational AI
- SAP Internet of Things
- SAP AI Business Services
- SAP Ruam
- ...\*

\* Representative list; not exhaustive nor inclusive of all offerings

## ENTERPRISE RESOURCE PLANNING

- SAP S/4HANA Cloud
- SAP Business ByDesign
- SAP S/4HANA Cloud, private Edition & OnPrem

## CRM UND KUNDENERLEBNIS

- SAP Sales und Service Cloud
- SAP Commerce Cloud
- SAP Emarsys Customer Management

## AUSGABENMANAGEMENT

- SAP Ariba Portfolio
- SAP Fieldglass Portfolio
- SAP Concur

## LIEFERKETTENMANAGEMENT

- Erweiterungen für S/4HANA
- SAP Business Network for Logistics / Asset Mngt
- SAP Field Service Management

## FINANZMANAGEMENT

- Erweiterungen für S/4HANA
- SAP Profitability and Performance Management
- SAP Intercompany Financial Hub by BlackLine

## PERSONALMANAGEMENT

- SAP SuccessFactors Portfolio
- SAP Qualtrics Portfolio
- SAP Commissions



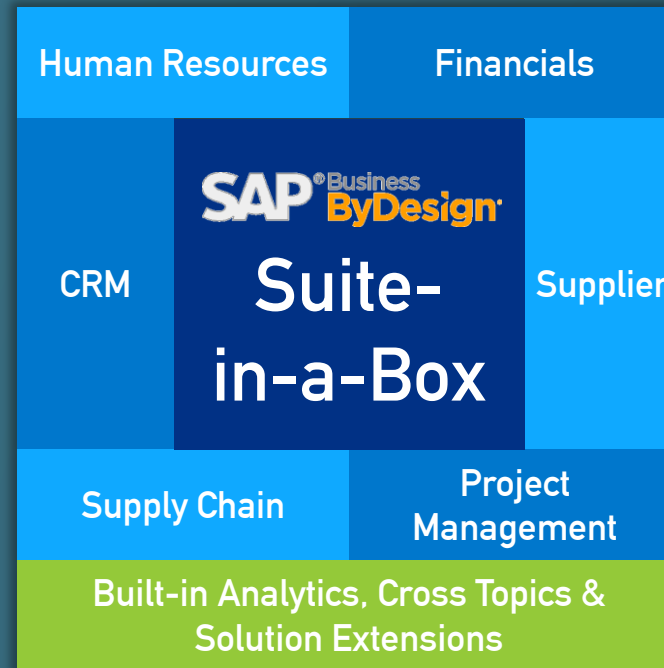
### Einfache Handhabung

Einheitliche Benutzeroberflächen und Bedienkonzepte mit eingebetteter Hilfe und Lernumgebung



### Geschaffen für Wachstum

Profitieren Sie von einer dynamischen, konfigurierbare Lösung



### Einfache Anpassbarkeit

Business Configuration, In-App und On-Stack Erweiterbarkeit, Organisationsstruktur-Editor



### Kontinuierliche Innovation

Durch automatische Produktaktualisierungen immer auf dem neuesten Stand



Geringe Komplexität

Organisationsstruktur

heterogen und komplex

Begrenzte Auswahl an eng verknüpften Geschäftsprozessen

Prozesse

Umfassende und tiefgreifende Geschäftsprozesse fortschrittlich integriert mit Geschäftsnetzwerken

Leichtgewichtige Branchenerweiterung ausreichend

Branche

Umfassende Branchenlösungen notwendig

Klein oder nicht vorhanden

IT-Abteilung

Vorhandenes internes Kompetenzzentrum das Mehrkomponentenlandschaft stemmen kann

## SAP Business ByDesign

### Business Configuration (Workcenter)

Projektbasiert, Scoping, Graphische Organisationsstruktur, Konfiguration in Aufgaben und Phasen untergliedert

### Key-User-Tooling

MashUps und Feldsteuerung

### SAP Cloud Application Studio

## SAP S/4HANA Cloud

### SAP Central Business Configuration

Grundidee wie bei ByD, zudem geführtes Konzept aus Phasen und Aufgaben

### Key-User-Tooling

ABAP für Key-User

### Embedded Cloud ABAP

## SAP S/4HANA Cloud, private Edition und OnPrem

### Customizing (IMG)

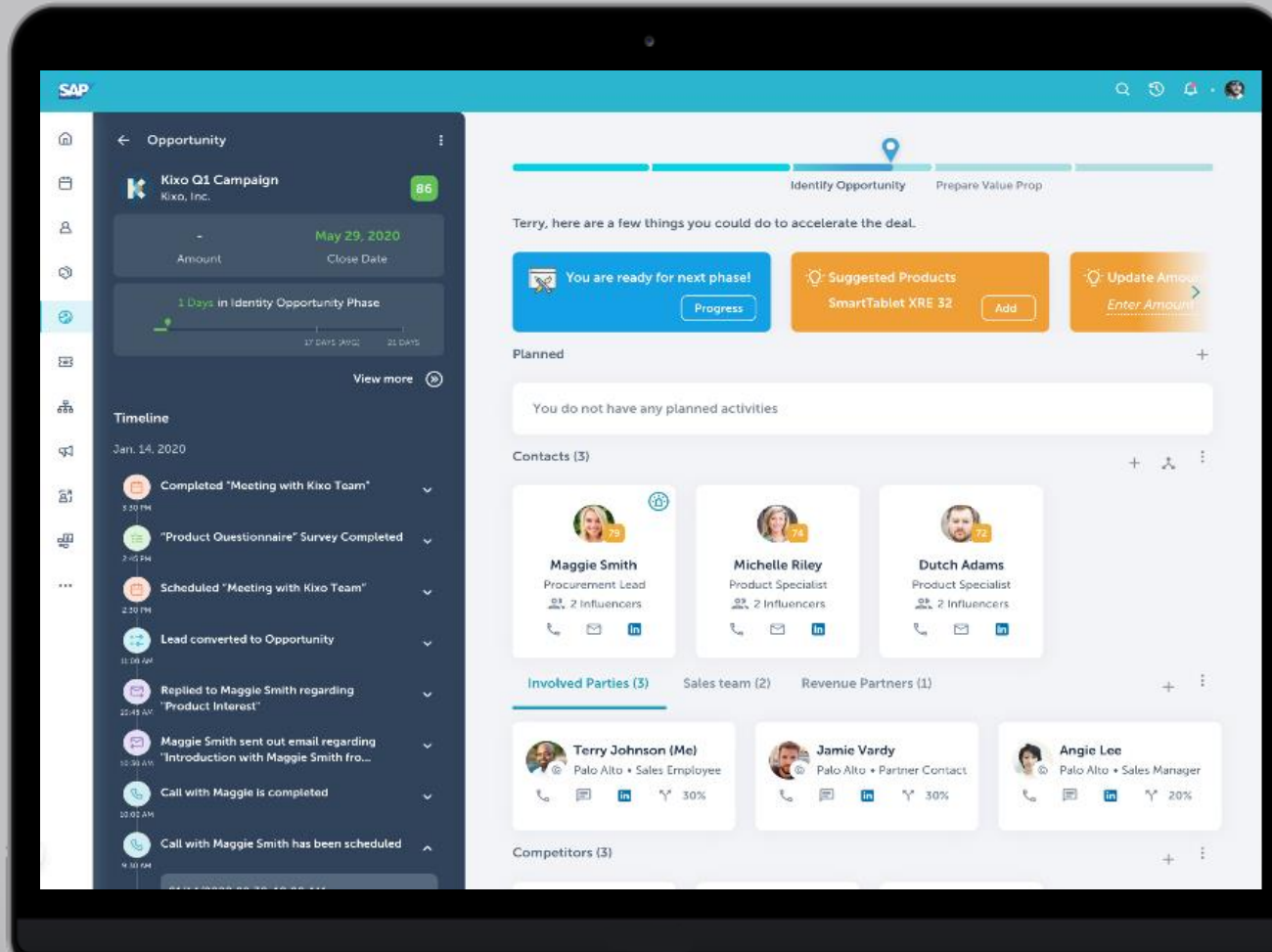
Baum mit vielfältigen Konfigurationsmöglichkeiten in der Transaktion SPRO

### Key-User-Tooling

wie bei S/4HANA Cloud

### Vollumfängliches ABAP

# Kundenerlebnis Opportunity



The screenshot displays the SAP Sales Cloud interface for an Opportunity. The main view shows a progress bar with two phases: 'Identify Opportunity' and 'Prepare Value Prop'. Below the progress bar, there are three action cards: 'You are ready for next phase!' (Progress), 'Suggested Products' (SmartTablet XRE 32, Add), and 'Update Amount' (Enter Amount). The 'Planned' section shows 'You do not have any planned activities'. The 'Contacts (3)' section lists three contacts: Maggie Smith (Procurement Lead, 2 Influencers), Michelle Riley (Product Specialist, 2 Influencers), and Dutch Adams (Product Specialist, 2 Influencers). The 'Involved Parties (3)' section lists three parties: Terry Johnson (Me) (Palo Alto • Sales Employee, 30%), Jamie Vardy (Palo Alto • Partner Contact, 30%), and Angie Lee (Palo Alto • Sales Manager, 20%). The 'Competitors (3)' section is also visible at the bottom.

- Trends erkennen und nutzen
- Fokus auf die richtigen Geschäfte
- 360°-Sicht auf jeden Kunden
- komplexe Verkaufsprozesse meistern
- Geschäftsbeziehungen durch Mehrwert fördern

USER EXPERIENCE: SOCIAL | MOBILE | INTELLIGENT SERVICES

HUMAN CAPITAL ANALYTICS

USER EXPERIENCE: SOCIAL | MOBILE | INTELLIGENT SERVICES

RECRUITING



ONBOARDING



LEARNING



PERFORMANCE  
& GOALS



COMPENSATION



SUCCESSION &  
DEVELOPMENT



COMPETENCIES | SKILLS | BEST PRACTICES

CORE HR



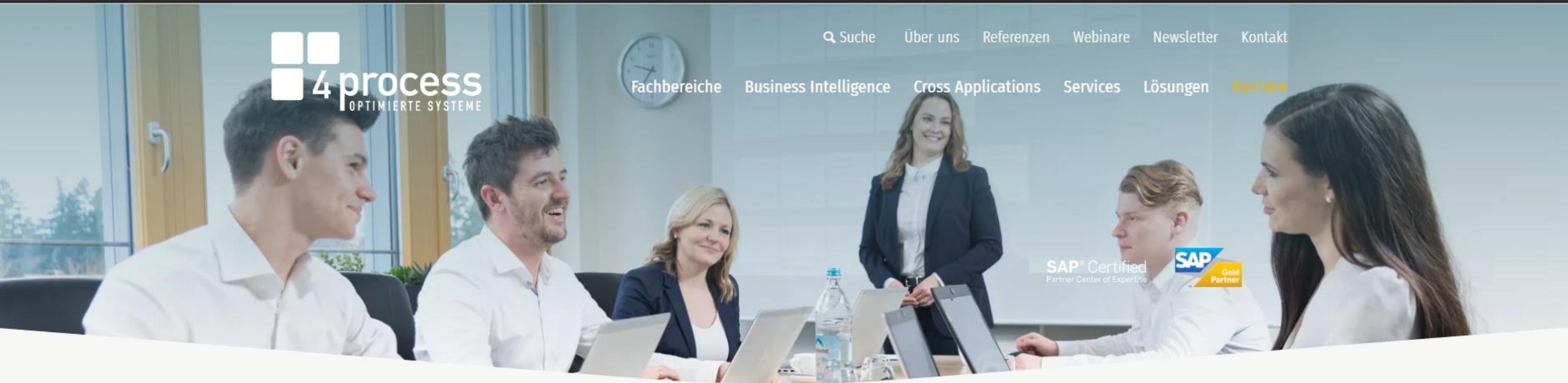
EMPLOYEE RECORDKEEPING | ORGANIZATIONAL MANAGEMENT | GLOBAL BENEFITS  
SHARED SERVICES | PAYROLL | TIME & ATTENDANCE



TECHNOLOGY: SECURE | INTEGRATE | EXTEND







SAP® Certified  
Partner Center of Expertise

SAP  
Gold  
Partner

Home > Karriere > Berufserfahrene

*Karriere*

## BERUFSEFAHRENE

Du suchst neue Herausforderungen? Du willst Dich verändern und weiterentwickeln?

Wir bieten ein äußerst abwechslungsreiches und interessantes Arbeitsumfeld, in dem Du Dein bestehendes Wissen einbringen und erweitern kannst. Unsere Kunden sind in den unterschiedlichsten Branchen tätig, was immer neue Herausforderungen und Betätigungsfelder mit sich bringt.

Unsere flachen Hierarchien und kurzen Entscheidungswege im Unternehmen ermöglichen es uns,



**Gerhard Steinhuber**  
Diplom-Kaufmann  
Vorstand



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# Vielen Dank!

