

TRANSFORMATION WORLD

THE MAGAZINE

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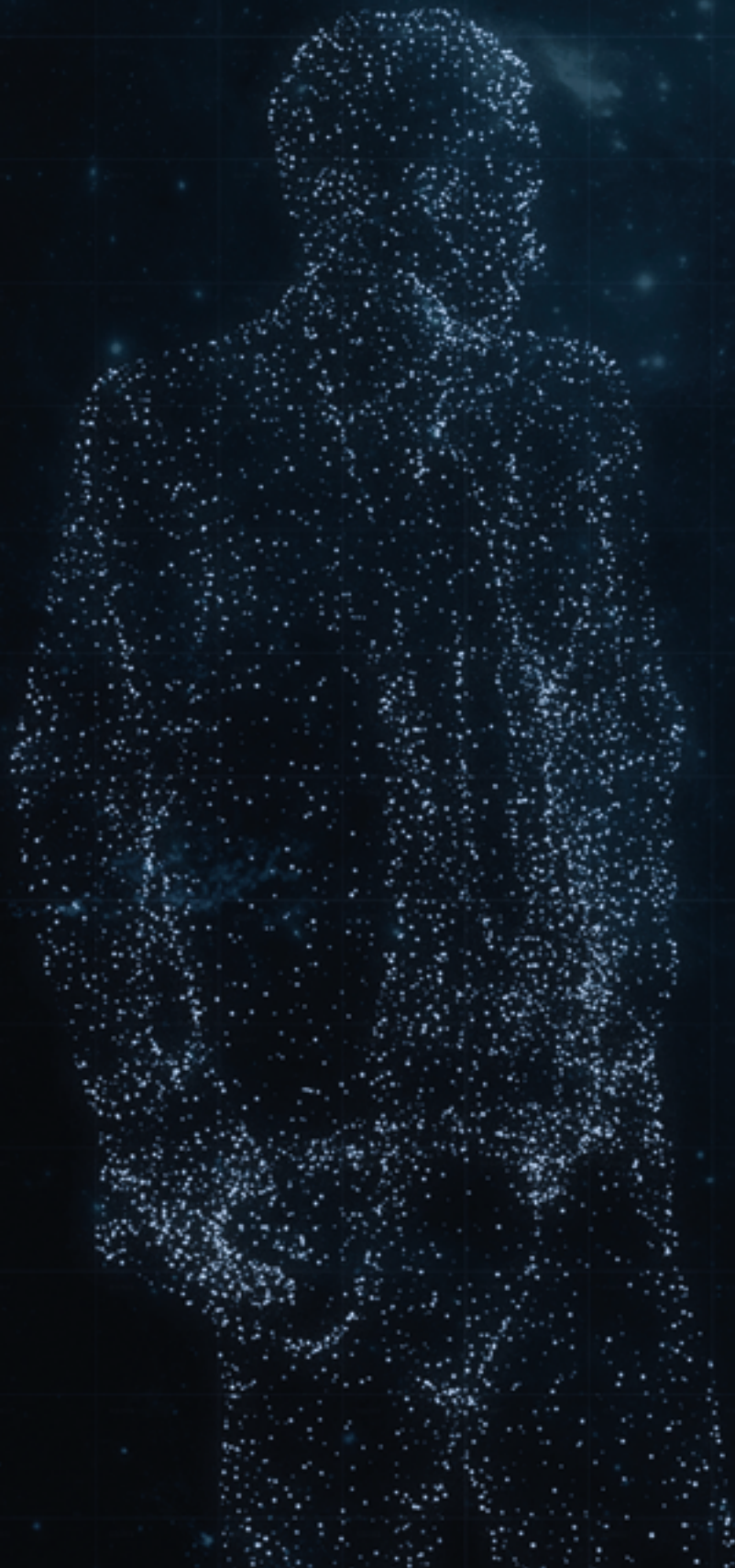


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Dear readers,

At this point, Andreas Schneider-Neureither always welcomed you and wished you all an exciting read. As the founder and CEO of SNP, he always opened Transformation World too – an event he turned into the most important industry meeting for IT and business transformations in the SAP environment within Germany in just six years.

Sadly, we lost Andreas, the head and heart of the company, shortly before the seventh TW. He leaves behind a void that we, his SNP family, want to fill in his spirit. Together we will succeed. And so the theme of our magazine this year is somewhat of a coincidence, because it revolves around partnership. Andreas knew that only strong networks can rise to the challenges of our modern world. Clever minds and innovative companies that strive to answer the many social and technological questions in order to build a bright and secure future. Each of these development drivers is highly efficient by itself. But as one, they are unbeatable. Together we can achieve more. We at SNP have recognized this and, in addition to further developing our software portfolio, have been focusing on our partnership program in recent months – a central pillar of our corporate strategy. It has been a great success.

On the following pages, we proudly present a lineup of the best in the business and are pleased to offer them a fitting platform with this year's digital edition of Transformation World and this magazine as well as to express our thanks for their trust in us. We can look back on many years of successful cooperation with some of these partners. At the same time, we are very much looking forward to the new partnerships and can already see the first fruits, which will most importantly benefit our customers too. They take center stage for us and our partners. We want to pave their way into a bright future and help them to adapt new technologies and business processes as easily as possible. We want to make them competitive and fit for future challenges with our solutions and services. That is our promise.

On behalf of everyone at SNP and in memory of our founder and CEO, I now wish you an interesting read and hope to meet you again soon in person at one of our events.

Until then, all the best and stay healthy.

Yours, Michael Eberhardt

Chief Operating Officer, COO
SNP Schneider-Neureither & Partner SE



Michael Eberhardt, COO



More on Youtube





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TRANSFORMATION WORLD GOES DIGITAL

In this interview, Dennis Krieger, Head of Corporate Marketing at SNP, talks about Transformation World 2020

Transformation World (TW) is the expert congress on digital transformation within the SAP community and is taking place for the seventh time in November. It is where IT specialists and decision-makers can discover new methods, innovative approaches and the right software solutions for upcoming transformation projects. Yet this year, the circumstances surrounding the event were different from previous years. On the one hand, SNP had to rework the TW concept from scratch due to the coronavirus pandemic. On the other hand, the company received the tragic news shortly before the event that its founder and CEO Dr. Andreas Schneider-Neureither had passed away unexpectedly. It is a loss that has hit the entire team – the SNP family – really hard.

Our interviewee Dennis Krieger, Head of Corporate Marketing at SNP, covers this subject and more in this interview.



***TW Magazine:* For SNP, this year has been like no other. Shortly before Transformation World, the company suffered a terrible loss: SNP founder and CEO Dr. Andreas Schneider-Neureither passed away suddenly. How are you dealing with this tragic news as a team and as a company, and why did you decide to go ahead with Transformation World anyway?**

Dennis Krieger: Andreas wasn't only the founder and CEO of SNP – he was also the creative spirit and the heart of our company. All SNP employees throughout the world have joined together in mourning, and our thoughts are with his family. Many employees were close to him personally because, despite his position as CEO, he was always approachable and friendly to

those around him. In spite of this shocking news, which we received only shortly before TW started, we decided to go ahead with Transformation World after careful consideration. The well-being of SNP's employees and the continued existence and growth of the company always came first for Andreas. He created Transformation World himself many years ago, and it grew under his direction. Thanks to Andreas, the congress has become one of the most important events within the SAP community. For this reason, we see it as our shared mission to ensure that SNP continues in Andreas' spirit and that his legacy, including Transformation World, is carried forward in the future. This year in particular, it is therefore our goal to make Transformation World a success once again.

TRANSFORMATION WORLD 2020

Seven days a week around the clock



In the past, SNP has repeatedly adapted the Transformation World concept to current requirements, both thematically and conceptually. A lot has changed this year: Companies are facing new challenges due to the pandemic, and the general framework for events has changed considerably. What does this mean for TW 2020?

We have transformed the format of TW – our most important congress surrounding digital transformation – into a purely digital event. Therefore, we are breaking new ground with Transformation World 2020. This year's TW focuses on live streaming and videos shared with our Transformation World community via social media. We have created special channels for this on YouTube and LinkedIn. In addition, perhaps the biggest change to this year's TW is that we are not holding it over two or three days as usual, but rather extending it over an entire year, so a full 365 days.

How exactly can we picture the approach you're describing?

Compared with previous years, almost everything has changed. The only similarities are the kickoff on November 5 and, as usual, first-rate speakers, exciting and practical keynotes, and highly topical content about digital transformation for the community to look forward to throughout. To mark the beginning of the Transformation World year, SNP management, partners and customers held a keynote session to introduce this special TW year. Following that, we started sharing new content on topics related to digital transformation with the community and will publish more at regular intervals throughout the year.

For this purpose, we have set up a long-term program with our customers and partners, allowing us to provide everyone with up-to-date articles, videos and live streams on a continuous basis. It was particularly important for us to present content from the entire SNP Group worldwide and to provide our partners and customers with a platform. To achieve this, we have worked hand in hand with our partners and customers to develop what I believe is an extremely exciting and diverse program.

Who can access the content?

All videos, streams and contributions are freely accessible and can be accessed at any time via our social media channels. We see a great opportunity here: The digital approach enables us to reach a much broader and more international audience as well as initiate a dynamic exchange of ideas on transformation issues around the world. To ensure a smooth flow of information worldwide, all content is provided in English, German and Spanish along with subtitles. This enables us to offer our global community even better and more flexible insights into transformation projects as well as access to first-hand expert knowledge.

What are the focal points of TW 2020 and to what extent are you adapting the topics to current challenges?

The program of course focuses on digitalization again this year, but also the particular challenges posed by the coronavirus pandemic, which was, is and will remain a strong driver for the acceleration of digitalization. Topics such as the move to the cloud and the migration to SAP S/4HANA are also at the top of our priority list, as they are challenges that many companies

>>>



are currently facing. In addition, we also deal with mergers and acquisitions, carve-outs and divestitures, as spin-offs and acquisitions have increased sharply due to COVID-19-related developments – and this trend is sure to continue for some time to come. Last but not least, our topics always focus on solutions and software for automated data migration.

Do you expect that the online community will continue to play a central role at TW in the future?

The online community will be an integral part of all future TWs. We will continue to focus more on the digital approach and are fully committed to exchanging information via social media. This is the only way to ensure that we can continue to provide the Transformation World community with the necessary expert knowledge and content on digital transformation around the globe, precisely where it is needed.

Thank you for the interview.



www.transformation-world.com



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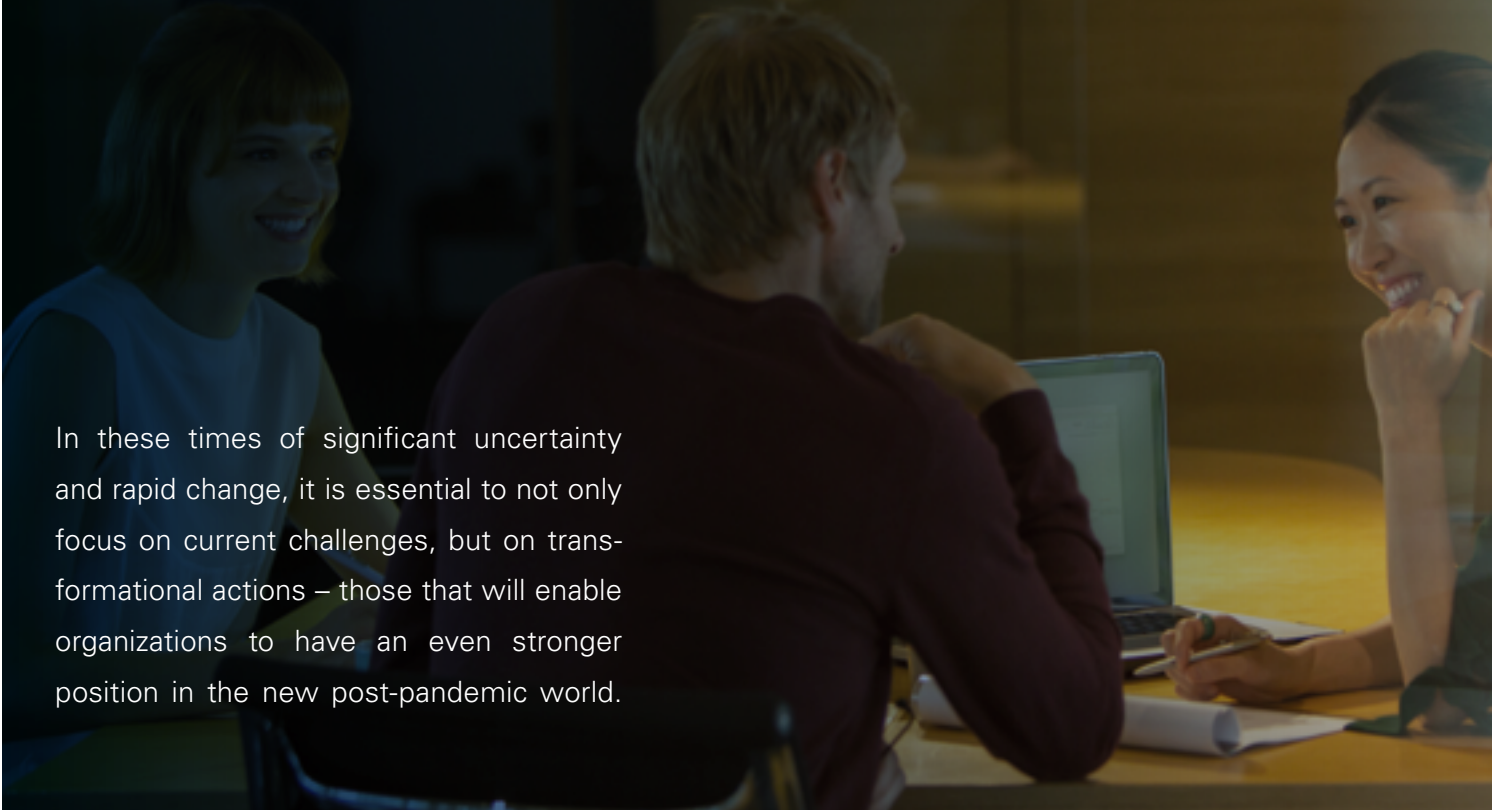


PARTNERSHIPS

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Accelerate Manufacturing Success, Transform with SAP S/4HANA

Contribution by Chris Shano, Global Head of SAP Practice Marketing at Atos



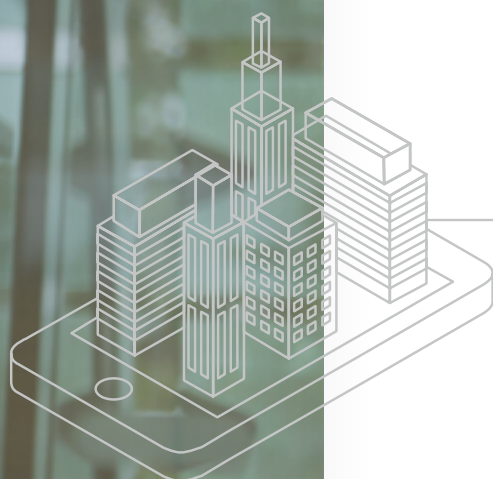
In these times of significant uncertainty and rapid change, it is essential to not only focus on current challenges, but on transformational actions – those that will enable organizations to have an even stronger position in the new post-pandemic world.

Data-centricity, new lighter processes and high levels of intelligent automation are the keys that will drive the new normal – and the necessary agility and flexibility. Plus, digital platforms and ecosystems must become an even higher priority.

Why? Because these will be the levers that help organizations transition from traditional to new business models built upon digital principles. According to the International Data Corporation (IDC), by the end of 2020, 50% of the Forbes Global 2000 will see most of their business depend on their ability to create digitally enhanced products, services and experiences.¹

Yet most ERP systems are not poised to make this happen. They do not allow, for instance, for analysis of different formats across different systems, resulting in data isolation that has left organizations unable to realize the full value of their systems. These trends are especially seen in the manufacturing sector: Companies operate in a highly challenging environment, and customers now demand more flexibility, personalization and sustainable practices than ever before. The power of adaptability – such as vacuum cleaner factories manufacturing respirators during the crisis – has shown the possibilities for continued growth when enterprises set themselves up with the flexibility to respond, and automation and Industry 4.0 will be key.

¹ "Excellence in the Digital Economy: A Blueprint for Success," IDC whitepaper



1

ASSESSMENT & ROADMAP: THE STARTING POINT

BENEFIT

The power of our Ready4S4-Assessment, Atos Conversion Factory and our architecture formulation and conversion strategy, including way-forward and business case that helps you find your way.

DURATION: 2-4 WEEKS

2

MIGRATION: FUTURE-READY ARCHITECTURE

BENEFIT

Leveraging business and technology assessment tools from Conversion Factory combined with partner tools for technical migrations, Atos will deliver a technology or a business based migration.

DURATION: 3-6 MONTHS

3

TRANSFORMATION: BUSINESS MODERNIZATION

BENEFIT

With business-ready processes and architecture powered by Atos Pre-Configured Solutions, SAP Industry Accelerators, and SAP Cloud Platform Private Edition, customers will be able to jumpstart their SAP S/4HANA transformation faster.

DURATION: 6-12 MONTHS

4

INNOVATION: DIFFERENTIATED POSITIONING

BENEFIT

Atos' re-platforming model leverages SAP Cloud Platform and Hyper Scaler Platform tools, giving flexibility to deploy innovations both for SAP and non-SAP solutions. By combining the power of business and platform innovations from SAP and Hyper Scaler, customers will be able to accelerate their strategic innovations.

DURATION: 12 MONTHS

5

MANAGE: ENABLING CUSTOMER BUSINESS OUTCOMES

BENEFIT

Leveraging SAP-certified Atos Orchestrated Hybrid Cloud for SAP solutions for Hyper Scaler-focused run and Atos business outcome-based DevOps models, Atos delivers integrated application development and support services.

DURATION: 3-5 YEARS

Political and economic volatility make forecasting difficult too. Input costs are also rising, multi-layered supply chains are increasingly complex, and cyberthreats are getting more sophisticated. Success requires agility and responsiveness. It also requires the ability to harness and leverage data to continually monitor, interpret and respond optimally to events and changes in both internal operations and across extended global supply chains – all in real time.

Shifting to SAP S/4HANA, especially in the cloud, is the key to the digital sovereignty, resilience and real-time responsiveness that manufacturing companies need in this ever-changing landscape.

Despite the benefits of modernization, the migration to SAP S/4HANA can seem like a huge undertaking that is inherently risky, costly and time-consuming. A tailored roadmap helps tap into the true business potential of new SAP S/4HANA technologies, stay both secure and compliant, and explore the transformational opportunities that today's evolving landscape will bring. This way, an organization can set themselves up for success.



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Accelerating digital transformation by SAP S/4HANA
Business Transformation solutions



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our SAP and S/4 HANA capabilities

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Atos

“The switch is undoubtedly necessary”

In this interview, Esteban Gebhard, Company Director of Common MS, talks about digital change, new technologies and the impact of the coronavirus pandemic on digitalization in the healthcare sector.

***TW Magazine:* Common MS has developed into a highly specialized consulting company. What strategic pillars do you rely on to achieve not only this specialization but also the high level of innovation that you bring to each of the projects you carry out?**

Esteban Gebhard: It is the sum of the experience we have gained. We have been working in this sector for more than 20 years, and we have had the opportunity to work for a wide variety of companies that provide services of all types in all environments. We also carry out projects both in Spain and in countries on all five continents, which gives us a very global, detailed view of companies' needs all over the world and allows us to offer the greatest added value in our projects, both when reviewing processes and when implementing solutions.

Furthermore, we have a team of experts consisting of more than 130 consultants, all of whom are highly qualified in their respective fields. In addition, the company's partners are consultants, which our customers really appreciate, as it allows for considerable flexibility and quick decision-making while also simplifying business relationships.

Lastly, we are constantly adapting ourselves – especially to the changing environment in which we live.

Common MS helps many companies with their digital transformation. What steps should a company follow to bring about this change?

First of all, it is important to examine and become familiar with your own organization and be convinced that digital transformation will bring advantages and have a positive, direct impact on efficiency or on the organization in general. Once you have done this, you can use our experts' recommendations to draw up a plan and make this change happen. We take the effort involved into account at all times and maintain a positive balance between what has been achieved and what has been invested.

The switch is undoubtedly necessary, and those who don't consider it will be several steps behind their competitors, therefore missing out on the opportunity to become more efficient.

Are big data, artificial intelligence and IoT technologies already in use in Spanish companies, or are these technologies not yet mature enough for companies to take full advantage of all the benefits they can offer?

The application of all these technologies is already a reality. Big data is an example of this, but we must ask ourselves what we want to achieve. The reason is that big data is nothing in itself; we have to develop it through investment, research and work. In some cases, we are already seeing tangible results from its application. But the will to move forward is paramount – without the fear that it will impact social or employment-related issues. Legislative and political bodies must play their part in this too, because ordinary citizens will be able to benefit.

There are no good or bad ideas or technologies; there are those that are eventually developed and used, and there are others that unfortunately don't reach this goal for various reasons.

What do you think are the sectors that make intensive use of these new technologies, and what types of particularly innovative projects does your company carry out?

There are many such projects, because the opportunities they create are largely acknowledged – even if many of them have yet to be realized. As always, when a change of this kind takes place, organizations are reluctant to be the first, which is why it is the large companies or those with the most financial resources who are the first to take the plunge.

It is precisely in these cases that specialized service providers such as Common MS strive to take these first steps. Healthcare, logistics and finance are examples of sectors where concrete experience and tangible results can already be demonstrated. >>>

How has the current COVID-19 pandemic that we are experiencing affected companies' digitalization plans, at a time when the digital world plays such a key role? Does it represent an opportunity for the providers?

Digitalization projects have been accelerated where necessary; there are sectors where the preparations have already been completed. But in general, regardless of how the pandemic has affected individual companies, plans have been accelerated. In the short term, private health care has suffered greatly, because it has had to provide for health authorities and COVID-19 patients. As a result, no digitalization measures could be introduced in the first few months, apart from those concerning very specific issues such as video conferencing or telemedicine. The sector recovered during the summer months, and we can now see that further initiatives are being launched, although uncertainty and the expected economic impact in particular are making organizations even more conservative in terms of budgets and therefore the digitalization process.

To what extent will the practices that were introduced due to the crisis become part of the new normal: remote work, digital signatures, collaboration tools? Should strategies for optimizing costs or increasing productivity be integrated into daily operations?

They have come to stay – we only have to look at the increasing use of collaboration tools, legislation currently being introduced, and so on. This is definitely a new normal that we all have to adapt to – companies and employees alike.

It has always been a decisive factor when defining daily operations, especially from the point of view of companies that are constantly striving to improve productivity without compromising the quality of their services.

What does the future look like? Will we experience new business models in connection with the digital world?

I have no doubts about it, as new models are appearing all the time. Anyone who can anticipate and interpret the ability to adapt to new requirements will have a successful relationship with their customers, partners and employees. A clear case in point is the healthcare sector, where we have supported the development and growth of telemedicine, allowing patients, hospitals, insurance companies and the system in general to benefit from efficiency, quality of service and prompt response times. Other industries are adopting new business models in B2B or B2C relationships, in which the customer is enjoying better service, and the service and product providers are in turn becoming more efficient. This is a continuous development where digitalization helps businesses to strengthen their relationship with the consumer and improve their efficiency, response times and quality. Where the limits lie though, that is a good question.



[More on Youtube](#)



“Anyone who can anticipate and interpret the ability to adapt to new requirements will have a successful relationship with their customers, partners and employees.”

Esteban Gebhard, Company Director of Common MS



Historical Data: Simplify, Automate, Save Money

Contribution by Thomas Failer, Founder and Group CEO of Data Migration International

The value of a company is measured by the total amount of information in its possession – including historical information. To make it more visible, simplification and automation are needed. By combining these two aspects, companies can save a lot of money – not tomorrow, but today.

Throughout many markets and industries, digital transformation requires intelligent answers that lead to long-term sustainable solutions despite the uncertainty that business leaders face when making decisions today. This is all the more true in the wake of the coronavirus crisis, as far-reaching restructuring is expected in many companies.

The true value of a company plays a decisive role here. The higher it is, the stronger the company's negotiating position and the greater its scope for action. A large part of this value lies in the company's data and documents: In many established industries, ranging from banks to manufacturing companies, this not only concerns the X and O data, i.e. transaction data from operations (O data) and all data relating to the user experience (X data – X stands for Experience), but also the historical information (H data). This is because the intellectual property and experience-based knowledge of a company is stored in its H data.

SIMPLIFY

THE TRANSFORMATION TO YOUR AGILE & INTELLIGENT ENTERPRISE

50%

cost reduction for
data migration

80%

reduction of IT
operational costs

100%

access to historical
and compliant data

NEXT GENERATION

End to End Information Management
Powered by JiVS IMP

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**Separate,
Automate,
Save**

To extract more added value from the history of IT legacy data, it is necessary to separate the X and O data from the H data and to manage the life cycle of the historical information separately on a different platform. This approach has many advantages: Even in the short term, companies can achieve significant cost savings because their legacy systems can be completely shut down after separating and outsourcing the information. As a result, it is usually possible to reduce operating costs by 80% compared with continuing to operate the old systems.

In addition, this transfer of legacy information – including the business context in which it was once created – makes it possible to significantly reduce the amount of data and documents that need to be transferred to the production systems. During a transformation to SAP S/4HANA, for example, the effort required to migrate the data can generally be halved.

Looking ahead, this short-term impact turns into long-term benefits: Historical information can be regularly transferred to a separate platform in order to manage the information – not only from systems to be decommissioned, but also from operational ones. As a result, the systems remain lean and agile in the long run and don't require a continuous expansion of resources. Against this background, reducing the total cost of ownership (TCO) of a new SAP S/4HANA environment by 25% is a realistic estimate.



Thomas Failer, Founder and Group CEO of Data Migration International

Ultimately, such a platform will be required for big data scenarios of any kind, allowing companies to cleanse and optimize legacy data in order to achieve audit-proof outsourcing and storage. This is crucial for making the promise of data-driven business processes and models a reality. After all, decisions based on data analysis are only as good as the quality of the data itself. This especially applies to scenarios where mass data is generated, which represent the future standard.

This platform is called JiVS IMP.



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Reimagine Your Business with Fujitsu, SNP and SAP S/4HANA

Contribution by Stephen Isherwood, Marketing Director – Services Marketing at Fujitsu

Learning how to lead your organization through economic recovery is not an easy task but it can reveal great opportunities to reimagine your business.

Suddenly, everything has changed. The events of 2020 have ushered in a new normal that is, as yet, undefined. But despite the uncertainty, one thing is clear: Digital transformation is not just key for getting ahead. In times of crisis, resilience is vital. The flexibility, agility and innovation that digitalization brings ensures businesses can maintain their operations.



Stephen Isherwood, Marketing Director – Services Marketing at Fujitsu

Fujitsu has been co-creating digital solutions with SAP for over 40 years. As one of SAP's main global partners, and one of the very few to offer a complete end-to-end portfolio from infrastructure to consulting services, Fujitsu is helping organizations reimagine their business, allowing them to emerge stronger in a changed world.

We believe a strong partner ecosystem is key to delivering successful digital transformation. That is why, now more than ever, we are incredibly proud to announce our global Platinum Partnership with SNP. Together, we will be able to accelerate our customers' digital transformation journeys to SAP S/4HANA® with SNP's unique BLUEFIELD™

Shaping tomorrow with you

FUJITSU

Shaping your
Digital Journey
to Success

Delivering SAP end-to-end

Your SAP technology. Our expertise.

When they combine, exciting things happen. You become more agile, more flexible and more efficient. And you place intelligence at the center of everything you do.



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approach – ensuring a reliable, automated conversion process at an unprecedented speed and agility, and with minimum risks while ensuring business continuity.

This partnership combines the digital transformation capabilities of Fujitsu, a strong global brand with deep expertise in manufacturing, retail, financial services and other industries as well as SAP, with the unrivalled experience of the SNP Group, the world's leading provider of data transformation software in the SAP ecosystem.

Michael Eberhardt, Chief Operating Officer (COO) at SNP, stated, "We are excited to partner with Fujitsu given their global presence and professionalism, their leading technical approach, and their strong industry capabilities. This partnership underpins the fact that our software- and partner-centric strategy resonates well with the increasing market demand for automated software-based data transformations. By using our transformation platform CrystalBridge®, Fujitsu will be able to accelerate their customers'

digital transformation journeys while offering the agility to respond quickly to changing market needs. SNP, on the other hand, will strengthen its presence across all key global economic regions and become even more globally accessible for the benefit of its partners and clients."

"This partnership underpins the fact that our software- and partner-centric strategy resonates well with the increasing market demand for automated software-based data transformations."

Michael Eberhardt, Chief Operating Officer (COO) at SNP

Shunsuke Onishi, Corporate Executive Officer, Head of Private Enterprise Business and Head of Global Services Business Group at Fujitsu Limited stated, "In order to remain competitive amidst the uncertainties of this unprecedented global pandemic, it's becoming more critical than ever to build and maintain a robust business foundation to respond quickly to unexpected changes. Leveraging SNP's technology with a strong global partnership will position Fujitsu to achieve optimal business infrastructure reform and modernization utilizing SAP's solutions,

which represent the de facto standard for enterprise applications. This move will also allow us to accelerate structural reforms for growth including mergers, integration, and carve-outs. Fujitsu aims to become a go-to partner for customers seeking to embrace digital transformation, delivering ever greater, tangible value to customers along their DX journeys."

No matter where you are on your journey to digital transformation, Fujitsu is here to support you. By combining SAP technology with Fujitsu expertise

and SNP's unique BLUEFIELD™ approach, we can put intelligence at the heart of your organization.

Empower the intelligent enterprise with Fujitsu and SNP.





HEAVY LIFTING FOR SAP TRANSFORMATIONS

- ▶ Guiding your transformation through assessment, strategy, enablement, and delivery
- ▶ Leveraging the right tools, e.g., our proprietary S/4 X-Ray analytics product
- ▶ Assessing your transformation journey in 6 to 10 weeks

At BCG Platinion, we set new standards for the digital future. As a leading IT consultancy and part of the Boston Consulting Group, we work with our clients on business-critical digitalization challenges of the highest level.

Learn more at www.bcgplatinion.com



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Migrating to SAP S/4HANA in the 'New Normal' with IBM Rapid Move

Contribution by Andrew Worsley-Tonks, IBM Distinguished Engineer

With the impact of the global pandemic, COVID-19 has changed the way we do business and has challenged many organizations to rethink and shift their priorities. As executives adapt to a post-COVID business environment, many are coming to terms with new ways of working and business priorities.

IBM's Institute for Business Value study, which focused on COVID-19 and the future of business, brings to light some of these priorities, highlighting that "change remains the name of the game." Leaders are expecting more from the transformation initiatives, with 59% of organizations surveyed saying that COVID-19 has accelerated digital transformation and 66% highlighting that this has allowed them to deliver on initiatives that were initially facing resistance. For executives with SAP at the core of their business, the move to SAP S/4HANA is becoming even more relevant to enable organization-wide digital transformation that supports business resilience, underpinned by technologies such as AI, the IoT, automation and the cloud.

To deliver against these business objectives, let's take a look at one of the world's leading telecoms companies, Vodafone, which goes to market in Germany through an extensive network of retail stores. Supported by SAP S/4HANA, Vodafone saw an opportunity to unlock the data buried in over 41 million customer accounts to optimize its inventory, ensuring that each store is fully stocked with the region's trending items – providing them with greater resiliency and access to customers during the pandemic.

→ [Case Study Vodafone Germany](#)



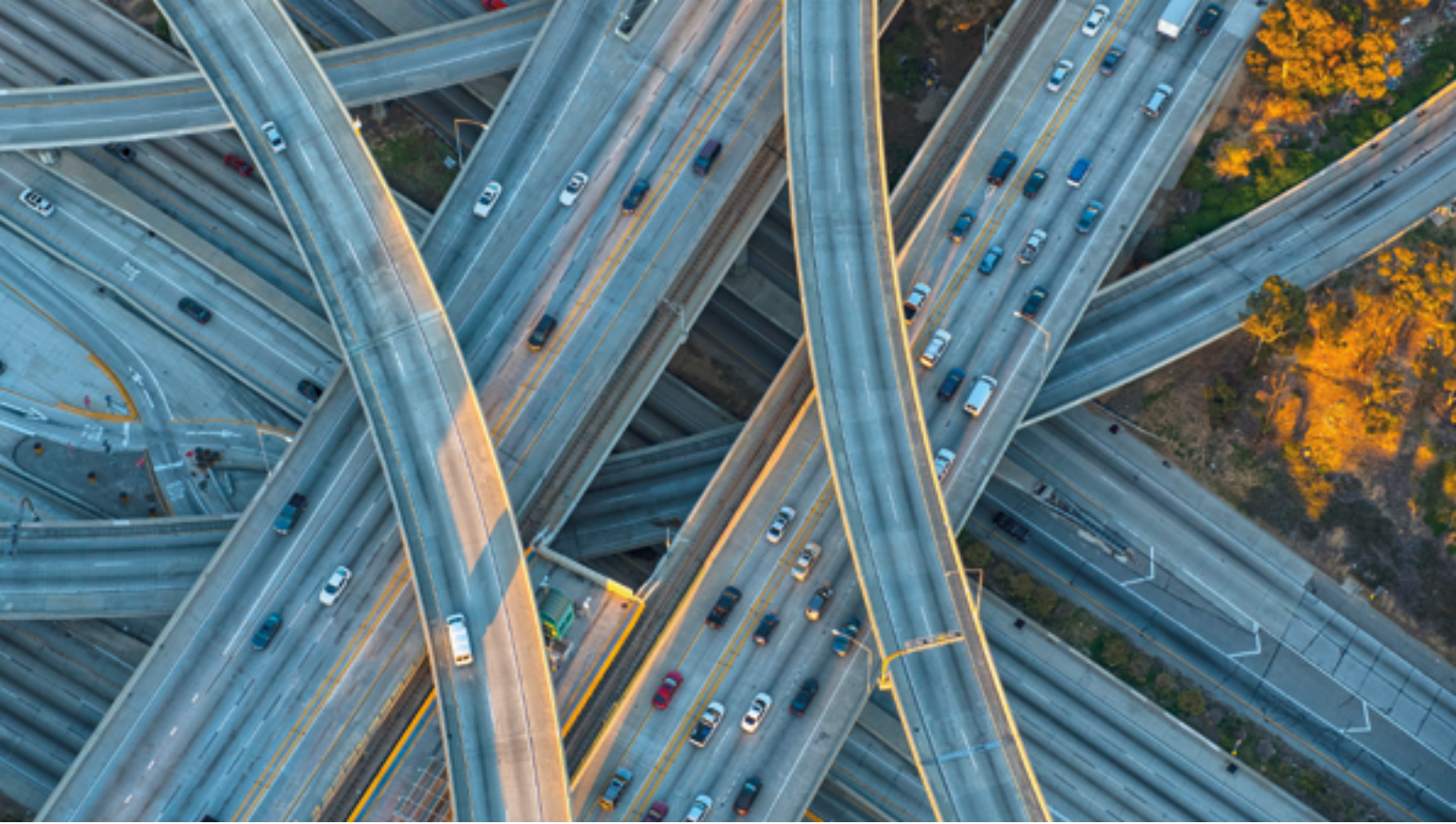
Andrew Worsley-Tonks,
IBM Distinguished Engineer

To deliver against their organizational strategy and vision, enabled by digital transformation, many SAP customers have reached out to IBM to start their journey to SAP S/4HANA supported by IBM Rapid Move – with a lot of them already reaping the benefits of the next generation ERP platform. This continues to be true, even during the pandemic, with many of our clients starting and deploying projects with a 100% remote workforce.

That said, we still see many SAP customers that are struggling to build a compelling business case to justify their move to SAP S/4HANA, especially for those that are still benefiting from their existing SAP investment. For these clients, starting from scratch is just not an option. The alternative adoption approach would be an upgrade of their existing SAP ECC system, but with current trends and priorities, business executives are reluctant to buy into a technical move that delivers limited business value compared to what they have today.

To respond to these business challenges, IBM Services created IBM Rapid Move for SAP S/4HANA. >>>





IBM Rapid Move

IBM Rapid Move for SAP S/4HANA is a solution designed to provide a smarter and faster way to move to SAP S/4HANA. It enables SAP customers to leverage their existing investment while providing greater flexibility in terms of business transformation and SAP S/4HANA innovation. Delivered through a hybrid transition approach, IBM Rapid Move allows clients to benefit from partial business process redesign and standardization by leveraging IBM's Ascend methodology for SAP S/4HANA.

Whether organizations are looking to standardize and redesign business processes, define a new data model, improve data quality or reduce business downtime, IBM Rapid Move can do all of this in a single go-live while accelerating time-to-value.

Global organizations from around the globe have already benefited from the unique business transformation approach. Arauco, one of the world's leading renewables producers, is already live on SAP S/4HANA. "One of the key reasons that we chose IBM

Services to steer us through our transformation journey was their unique, fast-track approach to moving from SAP ERP to SAP S/4HANA. When IBM presented their IBM Rapid Move for SAP S/4HANA approach, we immediately recognized the value." Leandro San Miguel, Arauco CIO. → [Case Study Arauco](#)

ABM Investama implemented SAP S/4HANA to unlock data analytics to respond to volatile energy markets and drive efficiency, using IBM Rapid Move. "One aspect of the IBM Rapid Move for SAP S/4HANA offering that impressed us most was the ability to choose precisely which data we wanted to migrate. Our SAP ERP system contained data from all our original subsidiaries. If we used a traditional migration methodology, we would need to invest time and resources in bringing across data from all subsidiaries in the legacy system, even though 47 percent of those SAP company codes are inactive." Ahmad Salman Rida, Head of Digital and Analytics at PT ABM Investama Tbk. → [Case Study PT ABM Investama Tbk](#)



for SAP S/4HANA

Delivering SAP S/4HANA with IBM Rapid Move as a software-based approach means we need less resources and we have a reliable, proven and repeatable method for our clients to consume. IBM has teamed up with the transformation software company SNP to create a highly automated migration process, where clients will benefit from IBM's expertise, automatic code, configuration and process visualization assets, in addition to automation embedded with SNP's Data Transformation Platform, CrystalBridge. As part of IBM Rapid Move, we provide the ability to cleanse, transform, merge and consolidate full or partial historic data so that you can benefit from machine learning and analytics capabilities in SAP S/4HANA from day one!

If you want to find out more about IBM Rapid Move for SAP S/4HANA, feel free to contact me and request for a non-invasive discovery scan that will allow us to simulate your end-to-end business transformation journey.



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Transformation to SAP S/4HANA: The Right Balance Between Core and Cloud

Contribution by Christina Gröger, Business Development Manager SAP S/4HANA at MHP, and Katarina Preikschat, Blockchain Portfolio Developer at MHP



Christina Gröger, Business Development Manager SAP S/4HANA at MHP

SAP S/4HANA is keeping the world in suspense – at least the SAP world. For a few years now, almost everything has been revolving around the transformation to the new real-time ERP suite. Its potential has been emphasized many times. Greenfield and Brownfield have long since been added to the vocabulary of all those who are even slightly familiar with the move – even though this color scheme is now somewhat outdated. But very little has happened.

According to our experience, there are various reasons why companies are hesitant to move quickly. The key aspect is a communicative and factual contradiction that SAP itself has created: On the one hand, the Walldorf-based company extols S/4HANA as a multifunctional digital core. On the other hand, SAP emphasizes the idea of the “Intelligent Enterprise,” which maps end-to-end processes using a number of specific applications that are often operated in the cloud and were not necessarily created by SAP. So what should companies rely on – the core or the cloud?

So what should companies rely on –
the **core** or the **cloud**?

Both of them!

“As well as” instead of “either-or”

One thing is clear: Both are important. When it comes to deployment, it is crucial to make the most of their respective strengths and to take SAP’s product strategy into account. The strength of S/4HANA is primarily its ability to optimally map the central financial and logistics processes and supply them with data in real time. Online transaction processing (OLTP) and online analytical processing (OLAP) are closely interlinked, which is a true innovation in its current form. Looking ahead, SAP will continue to focus on supporting core processes with S/4HANA, as demonstrated by a series of acquisitions in recent years: In 2018 alone, it acquired Contextor (RPA), Qualtrics (experience management), Coresystems (field service management), Callidus Software (sales management) and Recast.AI (bots and machine learning).



A PORSCHE COMPANY

In the DSAG Investment Report 2020, only ten percent of the companies surveyed confirmed that they were already using SAP S/4HANA. A further nine percent plan to move this year. This is a significant increase compared with previous years. However, due to the impact of COVID-19, this slowly emerging dynamic is likely to dwindle once again.



Katarina Preikschat,
Blockchain Portfolio Developer at MHP

Earlier acquisitions have now become an integral part of the SAP world, including Concur (travel management), Ariba (purchasing management) and SuccessFactors (human resources management). Yet most of the technologies acquired in this way were not integrated into the code of S/4HANA. They continue to be operated as independent applications with their corresponding advantages and can be connected to the digital core quite conveniently via the SAP Cloud Platform (SCP).

When moving to S/4HANA, companies must decide what to map in the digital core and what to run via cloud applications or the SAP Cloud Platform – while ensuring that processes are truly end-to-end and supported consistently. During SAP S/4HANA transformations, there are generally three options for dealing with existing customer-specific applications on the SAP ECC platform that is being replaced:

1. If a company's priority is to protect its investments in current processes, functions, adaptations and in-house developments, it can transfer them as completely as possible from SAP ERP to S/4HANA and simply adapt them to the new technological environment. This means that the standard must be adapted comprehensively under S/4HANA. The innovation potential of S/4HANA remains largely untouched in this case.
2. If a company is interested in protecting its investments on the one hand, but also in benefiting from digital innovations on the other hand, a detailed evaluation of all objects is recommended: Which developments can be transferred to cloud applications or the SCP? And which ones should be mapped in the S/4HANA standard – even if it has to be adapted for this purpose?

3. If a company is primarily concerned with preparing a complete move to the cloud and wants to minimize the maintenance effort, it should create an S/4HANA on-premises system as close as possible to the standard. Everything that requires extensive customization is transferred to the cloud.

The best approach for a company depends entirely on its particular situation – especially on the processes and functions supported by in-house developments. In our opinion, there is no way around a precise analysis.

The core-cloud balancing act of an automotive manufacturer

This was the approach taken by one automotive manufacturer, for example: Together with MHP, the OEM first analyzed more than 1,500 in-house developments implemented in SAP ECC to determine whether mapping them in the SAP Cloud Platform would make sense. The assessment was based on a list of criteria that took into account, among other things, the data sources and data volume, the type of access, and the required functions. We then defined a number of use cases that were implemented as pilot projects in the SCP to gain experience with the new technologies and services. Some of them were already existing scenarios, while others were use cases designed from scratch.

As an example, we designed and implemented the prototype of a contract management application. The objective of this application is to streamline the previous non-transparent contract process and to document it in a comprehensible manner. In addition, the contracting parties should reach an agreement that the documents exchanged remain authentic and unchangeable.

For the implementation, we used a number of SAP services that serve this purpose and are available in the standard SAP Cloud Platform – for example the HANA service, the document service, Forms by Adobe and the UI development toolkit SAPUI5. Furthermore, “Hyperledger Fabric Blockchain as a Service” was used to integrate a blockchain as a layer of security.

The service does not only provide the infrastructure and frameworks – it considerably accelerates the prototypical implementation of a blockchain application. The SCP also enables a secure integration of the blockchain into the SAP system landscape and thus a secure interface to the outside world. For example, data from SAP Extended Warehouse Management (SAP EWM) can be made available to external partners via the blockchain in a dependable manner. It is also possible to reliably guarantee the integrity of data in central repositories like the HANA DB – as in the case of the automotive manufacturer’s contract management application. This integrity function thus guarantees that the contractual partners receive unchangeable contractual documents without the need for an intermediary. The unchanging rules on the blockchain – so-called smart contracts – also ensure that processes are followed and at the same time documented in a forgery-proof manner. As a result, suspicious actions and attempts at deception are countered in advance.

The digital core roadmap in five steps

1.

Visualize primary corporate goals (concerning quality, costs, flexibility, speed and dependency) and use them to derive the cornerstones of the transformation:

- What is the USP of the company and what makes it successful in the market?
- What does the company want to achieve with the transformation?
- Against this background, is it more important to have the ability to innovate effectively or to protect established applications?

2.

Identify capabilities along the end-to-end processes:

- Which requirements must be met in the future, and which functions are necessary for this?
- Which functions are already available in the existing system, which of them will be needed in the future, and which are obsolete?
- Which functions need to be added?

MORE VALUE, MORE FUTURE

— TRANSFORM HOLISTICALLY

Transformation is the future. S/4HANA sets the foundation for our digital transformation approach. From creation to implementation, we accompany you on every step of the journey. By navigating and conquering the ever-changing Business and IT landscapes. We use state of the art tools, processes and technology to create real added value. **Benefit from all the expertise under one roof.**

MHP: DRIVEN BY EXCELLENCE

3.

Validate which of the functions required in the future can be mapped in the standard (digital core) and which must be transferred to (cloud) satellites.

4.

Compare the defined scope of functions with the SAP roadmap:

- Will capabilities currently missing in the standard be covered by a future release of the digital core or a cloud application?

5.

Define a concrete target vision, target development plan, target architecture and roadmap.

By following these steps, companies will not only develop a roadmap that helps them realize an effective transformation, they will also figure out how they want to position themselves in the digital future. This is even more important for future success than the choice of core, cloud or a combination of both.



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SAP & AZURE – WHAT ELSE?

Move your SAP system to the cloud together with Microsoft and SNP in record time!

Contribution by Marcus Sommer, Business Lead Azure Infrastructure, and Dominik Bergmann, Partner Development Manager at Microsoft

SAP & Microsoft: A partnership that is probably unique worldwide.

SNP & Microsoft: A relationship that has flourished in no time at all.

SNP & “SAP Cloud Move for Azure”: A solution that will leave you speechless.

True to the motto “Make your move to the cloud more tangible!”

In choosing Microsoft, more and more customers are opting for the hyperscaler with the greatest reputation, the most compliance certificates, the broadest solution portfolio and the strongest partner network in the world. Our customers can always be sure that their ERP system – the backbone of their company – is in the best



Marcus Sommer,
Business Lead Azure Infrastructure



Dominik Bergmann,
Partner Development Manager

hands. The latest figures from the DSAG show that most members consider Microsoft to be a primary innovation partner. We at Microsoft would like to repay this trust with the greatest possible commitment. Based on the strategically designed Embrace Initiative between SAP and Microsoft, we will build on previous



“Many companies want to move to the cloud but have great respect for the complexity of the project. SNP’s solution Cloud Move for Azure addresses this issue and offers our customers a fast and secure path to the Azure cloud. In addition, SNP has many years of experience in the implementation of complex data migrations – customers therefore benefit from the distinctive expertise of our partner.”

Dr. Christine Haupt, General Manager for Marketing & Operations

customer successes by introducing further market-approved journeys, i.e. industry-specific paths to SAP S/4HANA on Azure.

With this in mind, we do not want to make any compromises when selecting our partners either. Like SAP itself, we therefore rely on one of the most renowned partners in the transformation business. Dr. Christine Haupt, General Manager for Marketing & Operations and member of the management board of Microsoft in Germany, emphasizes this close cooperation.

SAP runs “SAP on Azure.” Microsoft runs “SAP on Azure.” So why don’t you? But where to start? You need to plan carefully. According to our experience, many customers face a challenge that deters them from taking on innovative projects and delays the Cloud Move for Azure: They simply take their SAP landscape and move it to the cloud in a one-to-one transfer. And then they are surprised when it becomes expensive. But what is the solution? >>>

Our partner SNP scans and analyzes the current SAP environment to identify the technical usage and determines which areas are actively used and which ones no longer offer added value. Based on this data and an additional “health check,” SNP proposes an optimized infrastructure for SAP on Azure. You receive the complete status of the environment in no time at all, and the deployment of the required Azure infrastructure can be completed in just a few minutes. Subsequently, the SNP software suite performs a complete data migration – with near-zero downtime. This process is one of a kind in the market.

The Microsoft-SAP Embrace Initiative follows a clear primary objective: accelerate innovation based on SAP and Azure in collaboration with our partners. So let’s seize this opportunity while the going is good, otherwise we’ll be left in the dust.

**We look forward
to supporting you in your digital transformation!**



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We engineer modern businesses to improve everyday life

The paradigm has shifted and transformation is on every agenda. New technologies are moving today’s modern businesses into the next great era of growth. To find out how we help businesses advance through our investments in digital engineering, cloud, artificial intelligence and the internet of things, visit us at: www.cognizant.com.

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SAP S/4HANA – Ready for the Digital Future

Contribution by Karsten Günther, Head of SAP Competence Center at Scheer

The real-time ERP software suite SAP S/4HANA enables companies to optimally respond to the opportunities and risks of the digital economy in the 21st century. Complex IT landscapes and manually controlled processes are a thing of the past. SAP S/4HANA creates a “digital core” that integrates previously separate business processes into one system, breaks down data repositories and creates a central data source as a single source of truth.



Karsten Günther, Head of SAP Competence Center at Scheer

One thing is for sure: The future standard for business solutions is called SAP S/4HANA. With SAP S/4HANA, companies can already benefit from the advantages of the HANA technology in everyday business today and ensure that they are prepared for the future.

S/4HANA migration – now more than ever!

The coronavirus crisis has once again shown us the importance of being able to respond quickly and flexibly to new challenges. Nevertheless, the prevailing economic situation is forcing many companies to put their SAP S/4HANA migration projects on hold for the time being, even though there are good reasons why the move is extremely promising right now:

- Digital transformation is experiencing a real boom due to the pandemic. SAP S/4HANA is considered the digitalization platform in a commercial context. Therefore, the move is practically essential in order to keep up with digitalization and secure competitive advantages in the future.
- The crisis has taught us that cloud services are vital for effective remote work. As part of a transformation, effort and costs can be reduced by transferring the SAP system landscape to the cloud. The cloud operating model makes it possible to respond flexibly to every situation.
- In this crisis, many companies are having to struggle with certain tasks disappearing, whether due to missing orders or projects that cannot be implemented. At the same time, it is obvious that the SAP S/4HANA migration is an enormously

extensive project. So it stands to reason that employees with low workloads are using the time right now to deal with the extensive preparations. This is the only way for companies to stay one step ahead of the competition and be well prepared for success after the crisis.

- The pandemic is imposing the need for changes to business processes time and again. Today more than ever, companies can use the new implementation or conversion to SAP S/4HANA to introduce these changes in the heart of their business: the ERP system. The newly created technological basis offers the possibility to adapt processes either comprehensively or selectively.

With SAP S/4HANA, companies are perfectly equipped for the digital future and will remain competitive even in times of crisis. Anyone who wants to accelerate digitalization in their company and ensure its future success is better off relying on SAP's intelligent ERP solution from the get-go rather than leaving it too late. >>>

Are you still asking yourself the question “how”?

With analysis tools from SNP and our expertise from numerous preliminary studies, we create an individual plan for your path to SAP S/4HANA.

One example of the successful cooperation between SNP and Scheer is the SAP S/4HANA implementation at Zschimmer & Schwarz GmbH & Co KG. To ensure the long-term success of the company, Scheer successfully supports the innovative chemical group in optimizing its business processes.

Scheer can also help you to transition to SAP S/4HANA and introduce the change in your company – because processes are the key to success.



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Scheer Tower in Saarbrücken, Germany, headquarters of the Scheer Group.

“With SAP S/4HANA, companies are perfectly equipped for the digital future and will remain competitive even in times of crisis.”

Karsten Günther, Head of SAP Competence Center at Scheer

A QUESTION OF EXPERIENCE

Software-based SAP Transformation with the SNP BLUEFIELD™ Approach

Contribution by Marcus Flohr, Program & Portfolio Lead SAP S/4HANA Migrations at T-Systems

Whether you are a corporate group or an SME, does it make sense to integrate systems for business transformations yourself, when you might only be able to handle one or two such complex projects a year? Surely it would make more sense to look for a service provider with the necessary expertise and experience. This is because companies are currently facing three fundamental questions to do with their SAP landscapes:

Is the public cloud a sensible alternative for me, and if so, how do I use it?

How can I plan my own path to S/4HANA?

How can I consolidate my SAP landscape to reduce the number of SAP systems?

These challenges are very familiar to our partner T-Systems. T-Systems is the world's largest SAP hosting provider, operating more than 820,000 terabytes in SAP HANA databases on behalf of its customers and constituting the only IT service provider with end-to-end certification from SAP. And now, thanks to its partnership with the Heidelberg-based company SNP SE, the Telekom subsidiary can now carry out SAP transformations driven by software.

In practice, T-Systems experts combine SNP's CrystalBridge software with its BLUEFIELD migration approach to make even complete SAP landscapes future ready. As a result, T-Systems customers can reduce project costs during an SAP migration by around 30%, decrease the downtime of SAP production systems by over 70%, and minimize project risk at the same time.

In the roadmap phase, T-Systems first determines basic statistical and structural information about the customer's SAP landscape. This allows its specialists to clearly identify interfaces, perform an SAP usage analysis, and respond to questions about SAP S/4HANA readiness and cloud sizing. >>>



Marcus Flohr, Program & Portfolio Lead, SAP S/4HANA Migrations

What are the candidates for a possible consolidation of SAP systems? Which S/4 HANA migration approach is the best?

The CrystalBridge assessment enables T-Systems consultants to work with the customer to identify which data will be transferred to the new S/4HANA environment and which company codes and plants will remain in the old system. For this reason, it is particularly beneficial for customers who have been operating their SAP landscape for many years.

Based on this T-Systems project method and the SNP BLUE-FIELD approach, the current SAP landscape is made ready for S/4HANA. The next step is to define the target environment for the final migration. To achieve this, T-Systems uses the findings of the CrystalBridge assessment and makes the new platform available in the private cloud, public cloud, on-premises or in hybrid environments. Then the target systems are installed and prepared for selective data migration.

Once the defined migration rules have been tested, the data is copied directly into the new SAP S/4HANA production system. Here, too, only a planned downtime for the SAP production system is necessary. The original SAP system remains unchanged and can be put into operation without lengthy recovery procedures if required.

The end result is nothing less than a truly unique combination of software and services.

Systems enables its customers to analyze SAP landscapes in depth, define a roadmap for the entire migration process, utilize all cloud models, and set up S/4HANA systems effectively and sustainably by harnessing SNP's selective data migration process.



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T · Systems ·

A photograph of a modern, multi-story office building with a light-colored facade and large windows. A Wipro logo is mounted on the building's exterior. The image is used as a background for the top section of the page.

“The pace has significantly increased.”

Contribution by Harish Dwarkanthalli, President – Cloud Enterprise Platforms at Wipro Ltd

In the interview, Harish Dwarkanthalli, President – Cloud Enterprise Platforms at Wipro Ltd, talks about how companies can make the transition to newer technologies and platforms securely and quickly, especially amid the pandemic, and about the benefits that the new partnership between Wipro and SAP offers companies.

TW Magazine: What are your customers’ priorities when it comes to enterprise transformation?

Harish Dwarkanthalli: We have all been seeing how customers, in the last couple of years, have gradually been investing in their enterprise digital transformation journey to deliver greater value to their customers through digital Customer Experience. With COVID-19, that pace has significantly increased – and this is happening worldwide. Organization is moving their enterprise applications to the cloud to guarantee resilience in their operations, while ensuring the applications are responsive and scalable. As per a research study, the number of organizations not using or not planning to use enterprise SaaS has come down by over 30%, so adoption has seen a big leap.

The pandemic is acting as a catalyst for companies to make a business case to move into a newer platform or technology. Also, hyper automation, blockchain, artificial intelligence, machine learning and IoT are the five key technology trends proving to be powerful disruptors. Wipro is helping customers to har-

ness them by focusing on the single goal of driving end-to-end intelligent enterprise transformation.

How do you see the adoption of SAP S/4HANA and the path taken among Wipro customers – Greenfield, Brownfield and Hybrid?

SAP has around 40,000 ECC customers today. The increase in SAP S/4HANA implementations will jump by at least about 50% in the next two to three years due to customers wanting to move faster because they recognize their inability to access the right data and react to the buying behavior of their end customers unless they are equipped with the best technology.

Already existing ECC customers will not go with a Greenfield approach, rather they are most likely to go with a Brownfield approach, as it gives them options in terms of selecting the premise and model that fits the business processes that they want to run. >>>

SAP's industry cloud is increasingly tending towards net new customers who are considering a Greenfield approach and are looking at implementing multiple industry cloud solutions.

What does the SNP partnership mean for Wipro and its customers?

SNP is one of the world's leading providers of software solutions for digital transformation processes and automated data migration. Wipro is excited to partner with SNP, as it will help us to enable customers to accelerate their enterprise transformation journey. Through the partnership, Wipro will use SNP's Crystal-Bridge® data transformation platform and the BLUEFIELD™ approach to provide customers with a flexible, fast and secure migration to SAP S/4HANA. The end-to-end solution enables organizations to take control of their transformation journey by reducing the effort involved and increasing the predictability of outcomes.

When our customers embark on digital transformation initiatives, it is usually a combination of three elements: one, technology transformation to reduce their technical debt and leverage advances in technology; two, process transformation to simplify their processes to make them agile and scalable; and thirdly and most importantly, business model transformation to ensure they can continue to remain relevant and differentiated from their competition.

Wipro, with its long history of supporting industry-leading companies in their strategic programs, brings the deep domain expertise needed to transform business models along with strong implementation experience in SAP technology. Coupled with the process and methodology expertise that SNP brings, this makes the combination of Wipro and SNP uniquely suited to enabling our joint customers to be successful in their digital transformation initiatives.

What are your thoughts on SNP's BLUEFIELD™ approach?

Traditionally, organizations have only two options when embarking on this journey – Greenfield, a new implementation, or Brownfield, a system conversion.

The Greenfield route, while being able to make the best use of the latest capabilities of SAP S/4HANA, requires considerable effort – especially for customers that have been running SAP for a long time and have made significant customizations to suit their processes. Hence, customers with an existing SAP base are tempted to go with Brownfield, which allows them to reuse existing processes with minimum business disruption. However, this option lacks a certain degree of flexibility in adopting and combining all the transformation elements of SAP S/4HANA. In addition, the Brownfield route is a complex route for large organizations that helps resolve their technical debt but does not fully deliver visible business benefits.

Fortunately, there is good news for companies that are planning the transition to SAP S/4HANA in a safe, adaptable and cost-effective way, which is SNP's BLUEFIELD™ approach.

The BLUEFIELD™ approach is suitable for both large and mid-size enterprises that run their businesses in SAP, hence relying on complex data flows for operational excellence. SNP's proven set of Software provides companies with the ability to renew data structures such as legal structures and cost centers, and to

retrospectively migrate data to SAP S/4HANA. In addition, they can choose to only migrate selected data that is still valid to their business. This provides massive savings in terms of time, effort and money for companies with obsolete data in their current systems.



Given the changing market dynamics, how do you plan to move forward to support your customers' enterprise transformation objectives?

Wipro has always led from the front, and we do this by ensuring we partner with the best while continuing to scale our capabilities to help in the transformation journey of our customers. We have built strong industry capabilities and solutions while investing in processes, frameworks and methodologies that help in the rapid deployment of solutions, allowing our customers to realize their investment more quickly.



Harish Dwarkanthali,
President – Cloud Enterprise Platforms at Wipro Ltd.

“Wipro has always led from the front, and we do this by ensuring we partner with the best while continuing to scale our capabilities to help in the transformation journey of our customers.”



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BP



About BP

BP (British Petrol) is a global energy business with a wide reach across the world's energy system and operations in Europe, North and South America, Australasia, Asia and Africa. From deep seas to deserts, from rigs to retail, BP finds and produces oil and gas, fuels and lubricants, wind power, and natural biofuels for an ever-changing world.

“SNP brought both professionalism and dedication to the table for the merge of the AMI system into PRC. We are now engaged with them on multiple projects, including carve-outs and migrations to S/4HANA, in order to realize our future SAP instance strategy.”

Ian Stubbings, Platform Engineering Lead, IT&S, BP plc

Automating and Accelerating SAP System Separation and Consolidation

The Background

One of the key objectives of BP's Modernize IT strategy is to embed digital processes at the heart of the entire organization in order to enable and drive intelligent business. An integral part of this is to rationalize and streamline BP's systems and data – including within its SAP landscape.

One early component for simplifying the SAP landscape was the consolidation of BP's Indonesian SAP petrochemicals system (AMI) into the global petrochemicals SAP ERP system (PRC). With our industry-standard SAP transformation software and strong track record of SAP system transformation, SNP was invited to deliver the system consolidation on this key project.

The Challenge

The AMI system was created in 2013 as a result of a previous BP joint venture in Merak, Indonesia. This system was not integrated in the rest of the BP SAP landscape and was run locally by the BP Petrochemicals team in Indonesia (BPPI). End-of-service risks were identified and contingency planning initiated in 2016. Faced with an ageing and unpatched SAP 4.6C system hosted locally on Windows 2003 and Oracle 10 and supported by minimal staff, a long-term sustainable plan was required.

The Solution

BP elected to use SNP's industry-standard transformation software to simplify, accelerate and automate the carve-out of the entire AMI SAP application dataset and merge into the operational PRC system.

The pre-built SAP data model content in our software enabled integrity of design and a rapid build for the extraction of all in-scope BPPI master and transactional data (including full history) by cascading the company code selection through the hundreds of relevant SAP tables. This also allowed the data migration team to handle the complex requirement to consolidate the financial data into a single controlling area.

The customizing, number range analysis and foreign key check components of the SNP software allowed our team to understand the system and application conflicts between the source and target environments and address them through in-flight data transformation. This ensured that the merging of AMI data into the target environment was accurate and did not impact the businesses already running in PRC.

Finally, during the go-live, despite network issues between Indonesia and the central system, the high performance of the transformation software enabled the data team to gain back time by accelerating the import of the data into the target system. As a result, the project team were able to hand the system back to the BP businesses as intended and in line with the strict downtime restrictions.

The Advantages

- Full migration of all current and historical business data into an operational production system
- No requirement to upgrade the source system before migrating to the target system
- Transformation software ensures complete data integrity and avoids technical conflicts in the target system
- In-flight transformation and automated controlling area consolidation
- Minimal downtime at cutover despite network issues

Business Benefits for BP

- The BPPI business operates in a new ECC system with all "end of system life" risks addressed
- Standardized and centralized data has enabled more efficient reporting to global Petrochemicals and downstream
- BPPI can also now take advantage of all initiatives and functionality previously only available to its ECC based counterparts

TÜV RHEINLAND



“The flexibility of the SNP methodology with CrystalBridge to combine several requirements in one project and to carry out corrections as well as post-migrations for individual objects within minutes, even during the test phase, should be emphasized.”

Wolfgang Holl, Head of IT Solution Center Cross-functional, TÜV Rheinland

Remote Go-live: TÜV Rheinland Migrates to SAP S/4HANA with SNP and BLUEFIELD™ powered by CrystalBridge®

About TÜV Rheinland

Founded around 150 years ago, TÜV Rheinland is a global leader in independent inspection services with more than 20,000 employees and annual revenues of EUR 2 billion. TÜV Rheinland's highly qualified experts test technical equipment and products around the world, support innovations in technology and business, provide training courses for people in numerous professions, and certify management systems in accordance with international standards. The independent experts ensure trust along global goods flows and value chains.

The Challenge

TÜV Rheinland used to maintain one SAP ERP system worldwide consisting of four clients. The goal of the project was to merge these clients into a single client on an SAP S/4HANA Finance system in the T-Systems Cloud. The challenges included cleaning up the ERP system that was used over the last 20 years as well as harmonizing numerous in-house developments, the SAP authorization concept, more than 42,000 accounts in accounting and over 1,000 individually created tables.

The Solution

The main focus was on the technical transformation to the SAP HANA database; the introduction of business partners including the harmonization of customer and vendor master records and parallel introduction of global master data management; the implementation of a globally uniform chart of accounts, the consolidation and standardization of the existing clients; and the conversion to the New General Ledger (New GL). We merged the four SAP clients in two rollout waves and carried out the project using the BLUEFIELD™ approach. The two migrations to SAP S/4HANA each took place over one weekend.

Due to the increasing global spread of the coronavirus and the associated restrictions, we performed all activities in the final project phase remotely. We therefore finished the project on time and achieved all the agreed goals.

The Benefits

- SAP S/4HANA migration using the BLUEFIELD™ approach
- Several requirements combined in one project
- Corrections and individual post-migrations even during the test phase
- Successful and timely project completion thanks to remote go-live despite the coronavirus crisis

Key Facts

Project type:	Merge and SAP S/4HANA migration
Duration:	32 months
Scope:	Merge four SAP clients into one; extensive harmonization
Downtime:	One weekend per migration

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CORPORATE NEWS



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MOVE TO SAP S/4HANA FASTER WITH STANDARDIZED SOLUTION PACKAGES

SNP's Selective Transformation to SAP S/4HANA® offers companies easily configurable solutions for their move.

SNP strives to offer companies the best solution for a secure move to SAP S/4HANA, adapted to their individual transformation scenario. However, each company has a different starting point and must consider specific aspects when making the journey to SAP S/4HANA.

To meet these requirements, SNP has developed individually configurable solution packages under the name "SNP's Selective Transformation to SAP S/4HANA®." The offering includes SAP-Qualified Partner-Packaged Solutions, whose modules are adapted to the customer's transformation scenario. The solutions are based on the comprehensive software portfolio of the data transformation platform CrystalBridge®.

From configuring the appropriate transformation package through to implementing the project, customers take three steps:

The offering includes the following packages:



CHECK: Analyze and identify your desired transformation scenario.



DESIGN: Evaluate the time and effort.



DEPLOY: Select your solution package for the implementation.

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SNP SHARE ON THE RISE

Article by Marcel Wiskow, Director Investor Relations at SNP

At regular intervals, the stock market indices resemble sporting competitions. Promoted and relegated players are named who are either promoted or relegated to a stock exchange league. From these movements, it is essentially possible to deduce a great deal about which business models and companies on the stock exchange the future could belong to.



DEVELOPMENT OF THE SNP SHARE SINCE IPO



Further information on the SNP share is available at
<https://www.snpgroup.com/en/stock-information>

Further information on Investor Relations is available at
<https://www.snpgroup.com/en/investor-relations>

The SNP share was admitted to the SDAX in April 2020. SNP sees the first-time membership in the index as a confirmation of the successful work over the past few years. The increasing interest of the capital market is the result of our attractive business model and continuous communication with investors and capital market analysts.

The SDAX is a stock index of Deutsche Börse and is derived from the small-cap DAX. It is the selection index for 70 smaller companies – so-called small caps. The SDAX is part of the index family managed by Deutsche Börse alongside the DAX, MDAX and TecDAX.

The share indices are all listed in the premium segment of Deutsche Börse, which is known as the Prime Standard. This standard can be understood as a seal of quality and is associated with the highest requirements for listed companies.

SNP has been listed in the Prime Standard since August 2014 and thus meets a high level of transparency, such as regular balance sheet information and prompt publication of market-relevant information.

SNP's shares have been listed on the stock exchange since April 2000: As the second smallest IPO in Germany at the time, the shares were traded for the first time in the Start Up Market of the Hamburg Stock Exchange. With a market capitalization of around EUR 400 million, SNP is now a member of Deutsche Börse's internationally renowned index family.

Being included in a selection index has various positive effects: Since very many funds invest exclusively in indices such as the DAX or SDAX, shares in newcomers are automatically bought. As a result, the demand for SNP shares on the stock exchange is increasing – often with positive effects on the price. A rising market value improves financing conditions and also minimizes the risk of being bought up cheaply by another group. Last but not least, the level of awareness of the SNP brand and its reputation in the market are increasing.

After achieving admission to the SDAX, the task now is to defend what has been achieved and to expand the company's position. Similar to a sporting challenge, this can be realized with speed, agility and the will to succeed – with the clear goal of being better than the competition.



“Mission Control”: Automated Quality Assurance for Transformation Projects

Interview with Dominik Wittenbeck, Vice President of Product Management at SNP

Consistent standards, automated processes, maximum security: In transformation projects, quality assurance plays a decisive role for the success of the project. Especially when implementing a complex project together with partners, joint approaches and standards ensure that the strengths of both sides can be combined in a precise and optimal manner for the benefit of the customer. Therefore, SNP has developed and launched a new function for its transformation platform CrystalBridge®. “Mission Control” is a quality assurance tool integrated into the software for continuous monitoring and security in transformation projects. Dominik Wittenbeck, Vice President of Product Management at SNP, tells us more about the background and advantages of Mission Control in this interview.

What is Mission Control and how does it support customers and partners of SNP?

Mission Control is a guided procedure for all types of transformation projects. The profound, extensive knowledge of our consultants was the starting point for developing this new function, which we have integrated into our CrystalBridge software platform as an automated process. With Mission Control, SNP partners have the advantage that they need fewer resources for projects. Project quality is increased because manual activities are reduced to a minimum, therefore significantly lowering the error rate. Continuous documentation ensures maximum transparency about the progress and thus provides the current project status. This documentation is not only available on-premises, but also in a user-friendly web interface. Project members, project managers and management all have access to this information, so that all those involved can easily track the current project status at any time.

Is Mission Control a new product? How does Mission Control fit into the SNP portfolio?

Mission Control is not a new product. Mission Control is used to visualize the various CrystalBridge scenarios, such as Merge and Carve-out. The knowledge that consultants usually bring to a project is condensed by Mission Control into a standardized procedure that has been almost completely automated. Some manual work always remains, but we have reduced this to the absolute minimum and thus maximized control over the project.

Does this mean that quality assurance is integrated into the software?

Exactly. Problems can be detected early on and can therefore be solved at a very early stage of the project. The guided procedure includes special “quality gates.” These are checkpoints that provide reports on whether everything went smoothly in a project step or show which errors must be corrected in order to start the next project step seamlessly.

What exactly happens at such a quality gate?

A quality gate checks the result after each project step – whether you're creating rules, preparing the target system, performing the migration or verifying the migrated data afterwards. The quality gates are designed very intuitively for the user, according to a traffic light principle.

Due to the COVID-19 situation, companies find themselves in particularly challenging times. Does Mission Control provide any advantages for managing projects, especially in the current situation?

One of the big challenges at the moment is to work remotely and asynchronously. Meetings cannot take place on site and calls cannot always be made without interruptions due to limited bandwidth. Mission Control supports smooth project progress, since the project status can easily be checked and coordinated at any time and from anywhere in the world. Therefore, the new function offers great advantages, especially in times when flexible and time-independent access to projects is more important



Dominik Wittenbeck, Vice President of Product Development at SNP, about the new function of CrystalBridge®

ant than ever. But even beyond the current situation, Mission Control is a great tool for optimally managing increasingly global transformation projects across different time zones.





TSG HOFFENHEIM: Improving the Game with Innovative Technologies

Assistant Coach and Match Analyst Timo Gross talks about the high-tech trend and the importance of having a good eye.

After an internship at the academy, Timo Gross, 30, soon realized that he wanted to stay with TSG and turn the important, exciting aspect of game analysis into his profession. During his studies at the Sport University Cologne, he was a member of a project team that prepared opponent analyses for the German Football Association during the 2012 European Championship. Today, as head of match analysis and assistant coach at the first division club TSG Hoffenheim, he provides his fellow coaches and the team with the data they need to review and further optimize their game.

Mr. Gross, your job is very diverse, what does your daily routine look like and what makes it so exciting?

It's a multi-faceted job amid the working environment of the Bundesliga football league, which can get very emotional at times. On the one hand, as the assistant coach, I am part of the coaching staff that guides the professional team; on the other hand, I am in charge of all match and video analysis for the entire TSG club. In this dual role, my top priority is to monitor the Bundesliga team's daily training sessions on video and share my insights with the players, and particularly with Head Coach Sebastian Hoeneß. My focus is on topics such as opponent analysis, self-evaluation in matches and training, and specific data analysis.



In addition, in my role as head of match analysis, I am responsible for all the analysts throughout the club, from the professional analysts to the youngest ones in our academy. I manage structural and conceptual topics, training, further education and, last but not least, I am involved in various sports science innovation projects at TSG. It is precisely this combination of developing technological solutions and directly applying them to practical work with top athletes that makes this profession so fascinating and exciting for me.

Hoffenheim is a pioneer in the use of innovative technologies to constantly improve team play and the game as a whole. But technology alone is not enough. What is your personal contribution to successful game analysis?

The data volume is constantly increasing, but data alone won't get you anywhere. It takes expertise to filter, read and interpret it. This requires well-trained specialists to maximize the interplay between extremely diverse technologies and turn them into a tool that enables efficient decision-making. I see it as my mission – and simultaneously my strength – to evaluate all the information for TSG, to suggest possible courses of action, and to provide the information to the coaching team and the players at exactly the right time.

The technology is developing rapidly. What do you think the future holds for football in general and your field of match analysis in particular?

In football, as with sports in general, the potential to improve physically and to become faster has very much reached its peak. But there are still many possibilities in terms of what goes on in athletes' heads. Those who can make the right decisions more quickly in a competitive environment have an advantage, even if they are at the same level both physically and technically. To achieve this, the brain must be trained regularly – a process that starts at ages 12 and up in our academy. This requires innovative training approaches and tools, which means that our use of science and technology is becoming more comprehensive, differentiated and deliberate. At the same time, our assessment standards are becoming more transparent and objective. This is because standardized technologies are improving our ability to compare results and make decisions.



Timo Gross, Co-Trainer from TSG Hoffenheim

Many things that were initially developed for football training at TSG Hoffenheim, for example with our technology partner SAP, have also found their way into everyday life. Time and again, we find that experts from other fields, including the business world, are interested in our work. On the other hand, everyday apps and applications also make it easier for us to collect and process data, and they foster communication between coaches and players within the club. As an example, my team can edit individual game clips in no time at all and send them directly to the players' smartphones. Not so long ago, this involved sitting in front of the video recorder for hours at a time. On the one hand, due to ever-tighter schedules, this leads to enormous time savings. But on the other hand, closer examinations of individual players naturally result in a growing need for personnel too. As a result, the staff surrounding a Bundesliga team has grown significantly in recent years.

So what do all these developments mean for match analysis specifically?

In recent years, a highly technological expert field has developed here among professional clubs, and it is becoming increasingly specialized and significant. This is true to the motto "Technology is a marathon, not a sprint." The topics range from autonomous camera systems to machine learning, for example to pre-select relevant clips, and video tracking, which involves automatically tracking the player and ball with a camera. The aim is to minimize the time and effort required while also achieving a greater level of detail. After all, time is an increasingly rare commodity – not only in the subfield of game and video analysis, but in professional football as a whole.

Mr. Gross, thank you very much for the interesting insights into your exciting work. We wish you and of course TSG Hoffenheim every success for the future!



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SNP CONGRATULATES **BRYSON DECHAMBEAU** ON HIS MAJOR VICTORY AT THE US OPEN



SNP has been partnered with the US golfer since January 2020. More than almost any other professional athlete, he stands for the combination of unique approaches and excellence – therefore perfectly representing the company's innovative approach in the field of digital transformation.

As a proud sponsor, we are delighted with his outstanding performance and wish him every success for the future!



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Dr. Andreas Schneider-Neureither

1964–2020



The SNP Family Mourns Founder and CEO Andreas Schneider-Neureither

Andreas Schneider-Neureither was the creative spirit and the heart of SNP. He founded the company over 25 years ago, turned it into a successful global company over the years and secured its admission to the SDAX.

In addition to his professional achievements, we will especially remember his outstanding human qualities. Despite his position as CEO of the company, he was always approachable and truly there for its employees, whom he liked to refer to as his family. Accordingly, the grief felt by the entire SNP family over his loss is particularly deep.

It is now our motivation to proudly continue SNP in his spirit and to realize his ideas and plans going forward.

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