# Leveraging SAP S/4HANA to Address Top Finance Priorities

Mark Barry, SAP Head of Customer Advisory – Finance Operations May 22, 2024





**Key Issues** for Finance from Hackett Group January 2024 Report

	High confidence in ability to meet objective			High confidence in ability to meet objective	
1	COST MANAGEMENT AND OPTIMIZATION	86%	RELIABLE FORECASTING	50%	
2	CASH FLOW PERFORMANCE, LIQUIDITY AND WORKING CAPITAL	76%	UPSKILLING OF EXISTING TALENT	56%	
3	DATA (TIMELINESS, COMPLETENESS, RELIABILITY), INSIGHTS AND ACTIONABLE ANALYTICS	56%	BUSINESS PARTNERING	74%	
4	PROFITABILITY GOALS, INCLUDING MARGIN EXPANSION	65%	REGULATORY COMPLIANCE, INCLUDING ESG REPORTING	92%	
5	DIGITAL TRANSFORMATION, PROCESS IMPROVEMENTS AND TECHNOLOGY MODERNIZATION	54% 10	CAPITAL INVESTMENT ALLOCATION AND DEPLOYMENT	91%	



# Agenda

Top 3 Finance Issues
How can SAP S/4HANA
help address them

Cost Management & Optimisation

Cash Flow Performance, Liquidity and Working Capital

Data Insights and Actionable Analytics



#### **Cost Management & Optimisation Insights**

Finance's increased workload will continue to create productivity and efficiency gaps

- □ Workloads expected to increase 5% (reflecting the broadening priorities)
- ☐ Headcount & Operating budgets expected to decrease slightly
- ☐ Find a way to do more with less

Counting on **technology** to fill the gaps

- ☐ Spending on technology expecting to grow by only 2%
- ☐ Higher levels of dissatisfaction with investments in core, emerging and data technologies
- Organisations not necessarily seeing the benefits they expected from investments

Gap to the Top Digital World Class® finance organizations

- ☐ run at a 47% lower cost than the peer group
- □ \$48 million advantage for a typical \$10 billion (Approx only 30 of these in Australia)
- automate far more core transactions than the peer group.
- □ Accelerating automation not only helps organizations run more efficiently; it is key to counteracting the impact of labor trends.

Wise to explore **generative AI** as part of this **deliberate**and **sustainable** cost
reduction approach

- ☐ Recognise generative AI is still maturing, however generative AI has huge promise.
- ☐ generative AI over the next five to seven years could yield:
  - 40% reduction in SG&A costs
  - 40% reduction in SG&A staff over the next five to seven years.









Cost Centre Budget Availability Controls **Situation Handling** 

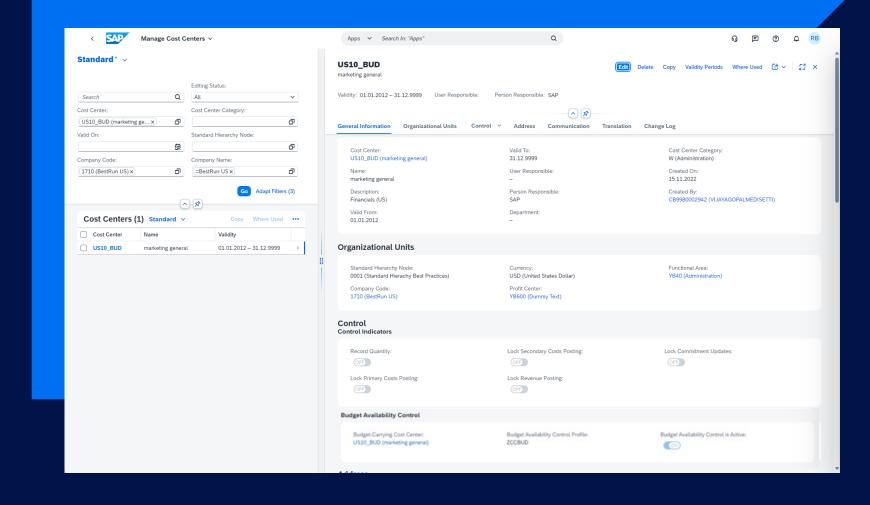
**Business Al** 

**Automation** 

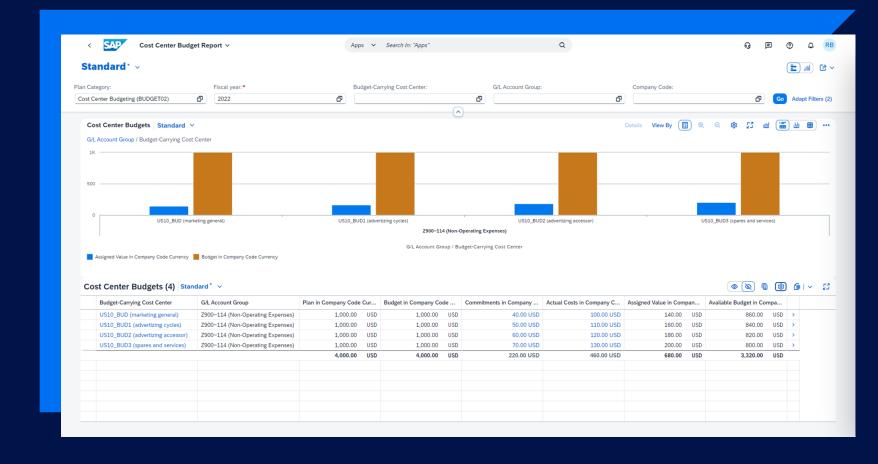


Cost Centre Budget Availability Controls

# Cost Center Controls Activate Budget Availability Controls



Cost Center
Budget Report
Visibility into
Actuals,
Commitments,
Available Budget





Cost Centre Budget Availability Controls **Situation Handling** 

## **Execute Proven Responses to your Business Situations**

**Situation handling** for repeated business events can be configured to deliver high automation

Users are **notified** if an exception requires immediate action or if such a requirement is predicted, where the system

- provides direct insights into the exception, or
- proposes a resolution to help you react properly, or
- executes an automatic resolution process chain for complete automation

#### Finance use case:

Goods Receipt/Invoice Receipt deviation exceeds threshold



Amount deviation on the GR/IR account exceeds a certain threshold

e.g. >\$100, > 30 days Recipients identified via org structures (company code, plant, etc)

System proposes automated actions based on business rules

One-click access to key resolutions

<u>Video</u>

12







Cost Centre Budget Availability Controls **Situation Handling** 

**Business Al** 

# **Joule in SAP S/4HANA Cloud**

#### **About**

SAPs AI copilot Joule transforms the user experience in SAP S/4HANA Cloud by leveraging generative AI to empower users executing their everyday tasks more efficiently.

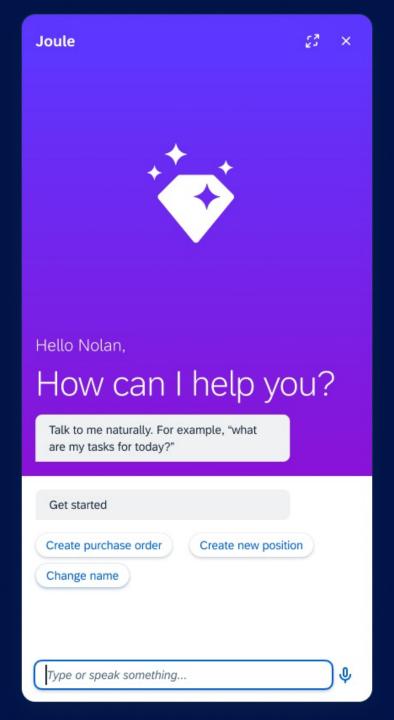
#### **Capabilities**

- Intelligent Access to Information
- Navigation to apps for Finance, Procurement, Professional Services and Sales
- Role-based transactional content:
   operational purchaser, cost center owner and shipping specialist

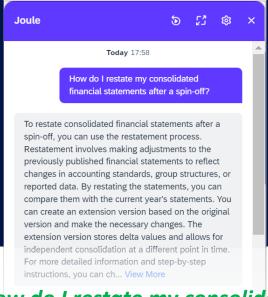
#### **Availability**

Phased roll-out in SAP S/4HANA Cloud

- Public edition 2402
- Private edition launchpad integration planned Q4/2024



#### **Use Cases in Joule**

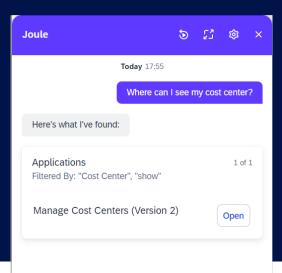


"How do I restate my consolidated financial statements after a spin-



#### **Informational Pattern**

Joule provides concise summaries of help content to effectively advise users and make recommendations



"Where can I see my cost center?"

#### **Navigational Pattern**

Joule recommends relevant applications and facilitates navigation to empower users in process execution



"Show me sales and profitability for last 6 quarters."

#### **Transactional Pattern**

Joule offers insightful information about business objects, without opening the detail application









Cost Centre
Budget
Availability
Controls

**Situation Handling** 

**Business Al** 

**Automation** 

### SAP Analytics Cloud and SAP S/4HANA Cloud deliver AI today

#### **Predictive Planning**

Examples: Predictive Liquidity, Predictive Profitability

- Historical data brought into the planning models from the source systems
- External market conditions data can be added to enrich models
- Predictive scenarios are created using planning models' data + selected Influencers.

#### **Smart Discovery**

Example: Augmented Analytical Thinking

- Environment for BI Analyst for openended questions
- Identify & describe data (trends, outliers, patterns)
- Interactive simulations for the generated Machine Learning models

- Natural language access without IT intermediaries
- No need to pre-build dashboards
- "Show me revenue and profitability in EMEA by product"

#### **Selected Machine Learning Solutions**

## **SAP Business Integrity Screening**

Scan large volumes of data to detect and prevent fraud and errors. Flexible rule sets and predictive analyses uncover fraud patterns.

#### **SAP Cash Application**

Match incoming bank statement items with open customer receivables. Support for payment advice, lockbox, etc.

#### **SAP Tax Compliance**

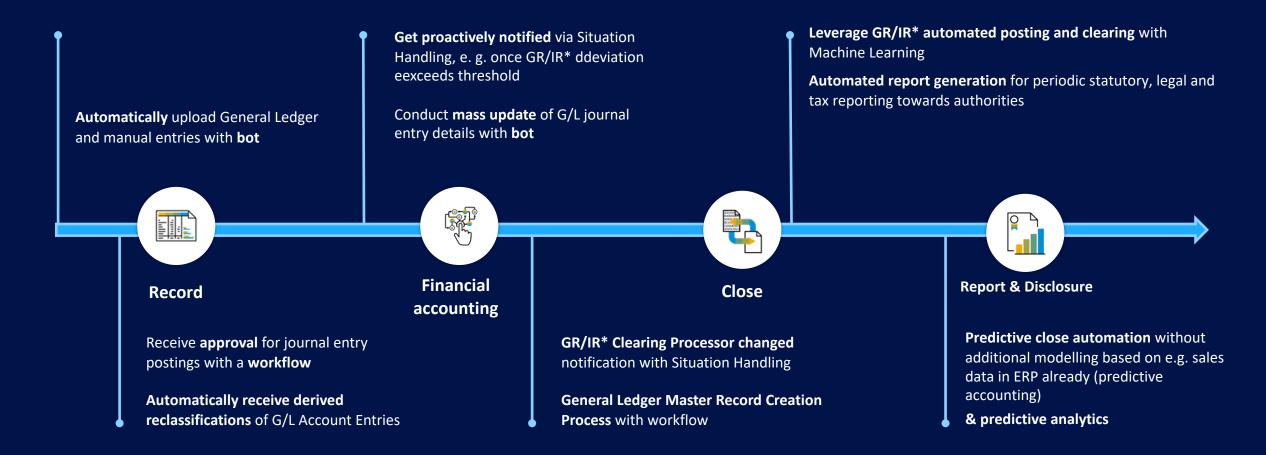
Detect and correct wrong tax postings. The embedded machine learning capabilities learn from manual decisions and increase the automation.

#### **SAP Collections Intelligence**

Analyze large volumes of AR data to predict payment patterns and identify where collections activities would be most effective. Gen AI expansion planned.

## **Record to Report - Process Deep Dive**

Automated finance processes with a combination of SAP's Intelligent Technologies



## **Invoice to Cash - Process Deep Dive**

Automated finance processes with a combination of SAP's Intelligent Technologies

S/4HANA Cloud standard process:

Invoice to Cash

Manage Receivables
Financing

(SAP Build Process Automation) Email
Notification to Customer
(SAP Build Process Automation) Manage
Customer Email Response
(SAP Build Process Automation) Process
Collection Forms for Dispute Cases
(SIT) Dispute Case Processing
(GenAl) Dispute Automation\*

**(ML)** Predictive Cash and Liquidity Management

Manage Cash and Working Capital

Invoice-to-Cash

Process Accounts
Receivables



Collection Management



Manage Payments and Bank Communication



(SAP Build Process Automation)
Automatic Return Creation from Excel

**(SIT)** Collections Invoice Information

(ML) Cash App Receivables Line-Item Matching

(ML) Cash App Payment Advice Extraction

(ML) Advanced Bank Statement Automation

**(SAP Build Process Automation)** Automated Upload of Bank Statements

**(SAP Build Process Automation)** Invoice Skipped in Payment Advice

(SIT) Bank Message Still in Status Created

(SIT) Bank Message Entering Error Status

(SIT) Bank Message Requires Manual Processing

(SIT) No MBC Status Received for Bank Message

(SIT) Bank Message Still in Status Received

SIT = situation handling

ML = machine learning

SAP Build Process Automation = Process Automation

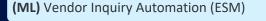
GenAl = Generative AI (ROADMAP)

### **Procure to Pay - Process Deep Dive**

**Intelligent Process Automation Capabilities** 

Roadmap

Available



(SAP Build Process Automation) Create Purchase Requisitions from Excel (SIT) Confirmation is Overdue for PR Item (ML) GR/IR reconciliation (SIT) Delivery Quantity Deficit in (SIT) GR/IR Clearing processor changed (SIT) GR/IR deviation exceeds threshold (ML) Payment Advice Processing
(SAP Build Process Automation) Aut

**(SAP Build Process Automation)** Automated Release of Blocked Supplier Invoices

(SAP Build Process Automation) Manage Payment Advice

(SIT) Cash Discount at Risk

(SIT) Blocked or Due Date Approaching

(SIT) Invoice Skipped in Payment Advice

(SIT) Payment Reject, Requires Manual Repair

(SIT) Batch Partially Rejected, Rejected, Status Check

Create/manage urchase requisition

Manage Goods receipt



Process
Accounts Payable



Process Payments Manage Cash and Working Capital



#### **Procure to Receipt**

**Invoice & Pay and Cash Management** 

Create/manage Purchase order



Create/manage Supplier invoice





Tanage Payments and Bank Communication



(ML) Predict Delivery Date
(SIT) Pending Supplier Confirmation
(SAP Build Process Automation)
Purchase Order Confirmation

**(ML)** Intelligent Invoice Object Recommendation

**Invoices from Email Attachments** 

(SAP Build Process Automation) Create Invoices from Spreadsheets (SAP Build Process Automation) Create

(ML) Cash App Payables Line-Item Matching

(ML) Advanced Bank Statement Automation

(SAP Build Process Automation)

Automated Upload of Bank Statements

(SIT) Bank Message Still in Status Created

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(SIT) Bank Message Requires Manual Processing

(SIT) No MBC Status Received for Bank Message

(SIT) Bank Message Still in Status Received



Cash Flow
Performance,
Liquidity And
Working Capital

#### CASH FLOW PERFORMANCE, LIQUIDITY AND WORKING CAPITAL

**Cost** of working capital is on the rise, with **liquidity** coming at a cost premium

- ☐ Gap between top performers and median companies continued to widen
- □ Days payable outstanding was the main driver of Cash Conversion Cycle erosion – a sign that companies have reached a ceiling for supplier payment terms and are starting to lose leverage with suppliers.

Finance must **optimise** working capital

- ☐ Strengthening supplier terms, Inventory Management, Collections Management
- ☐ Enabling faster and/or easier Payments methods
- ☐ Awareness & Visibility into Key Indicators



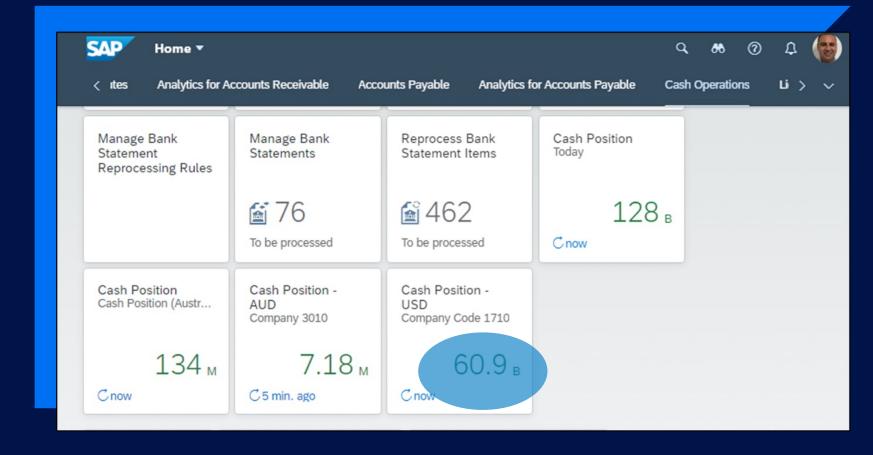
**Cash Position** 

**Cash Flow Analyser** 

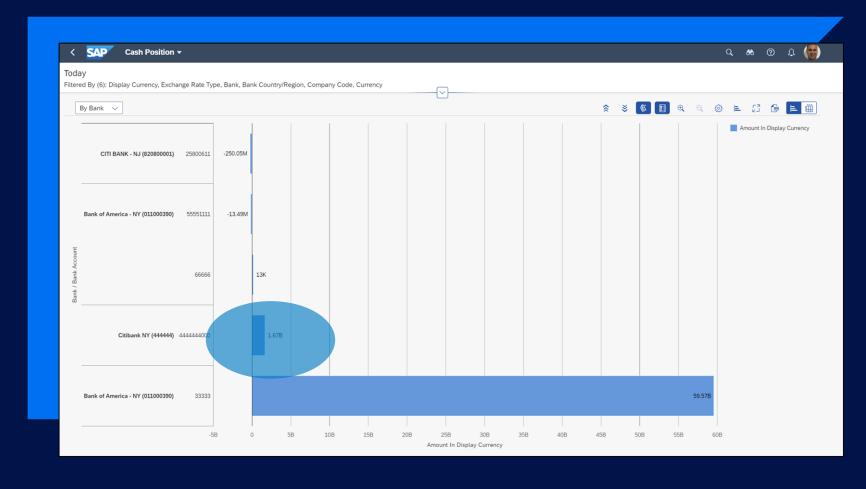


**Cash Position** 

Cash Position
KPI tile indicating
overall cash
position



Cash Position
Drill in to analyse
breakdown of
cash



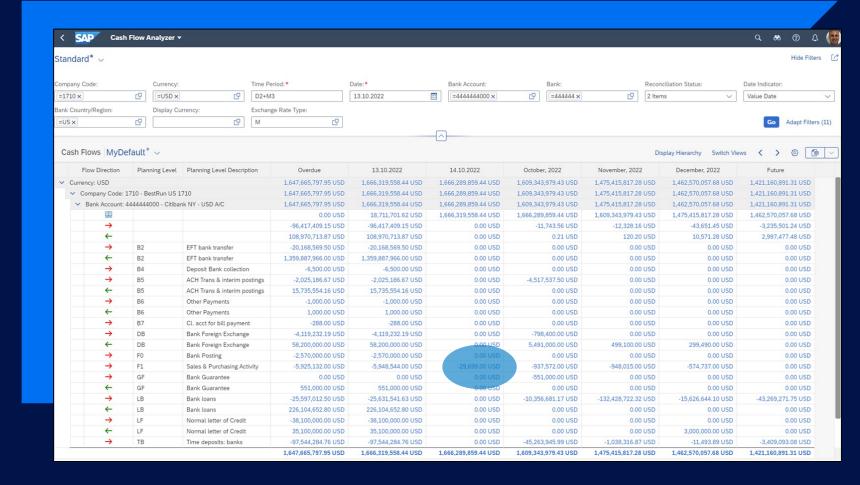


**Cash Position** 

**Cash Flow Analyser** 

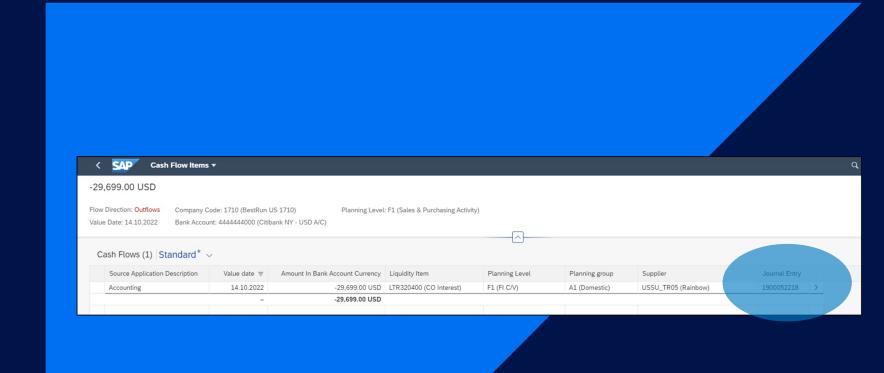
# Cash Flow Analyzer

Clear cash position insights with visibility of future cash flows



# Cash Flow Analyzer

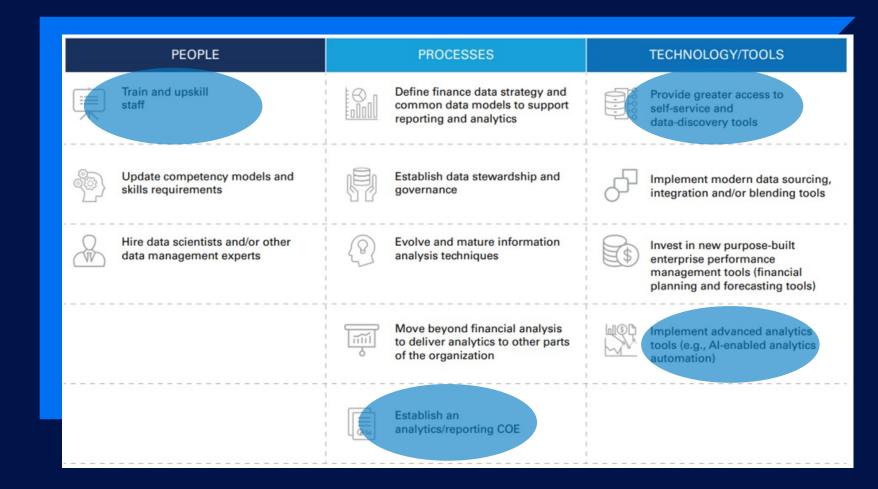
Timely and accurate information to input into financing decisions, potentially reducing financing costs





# Organizations are not fully deploying data-related technologies

What are executives looking to do?







Universal Journal

**Embedded Analytics** 

Advanced Analytics



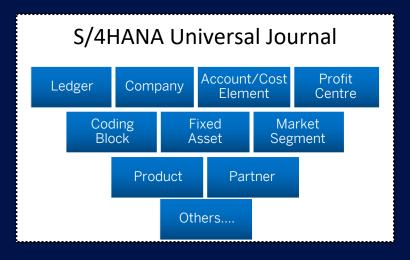
**Universal Journal** 

## The S/4HANA Universal Journal

A single source of truth for finance



Cross-modular reporting from a single table

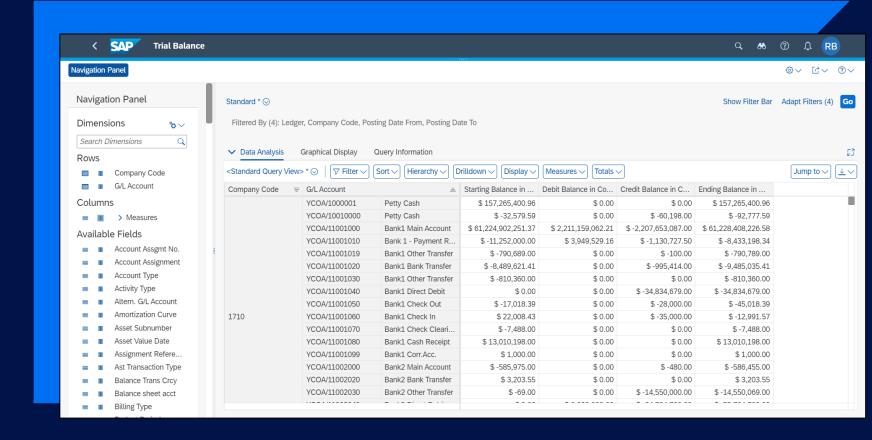




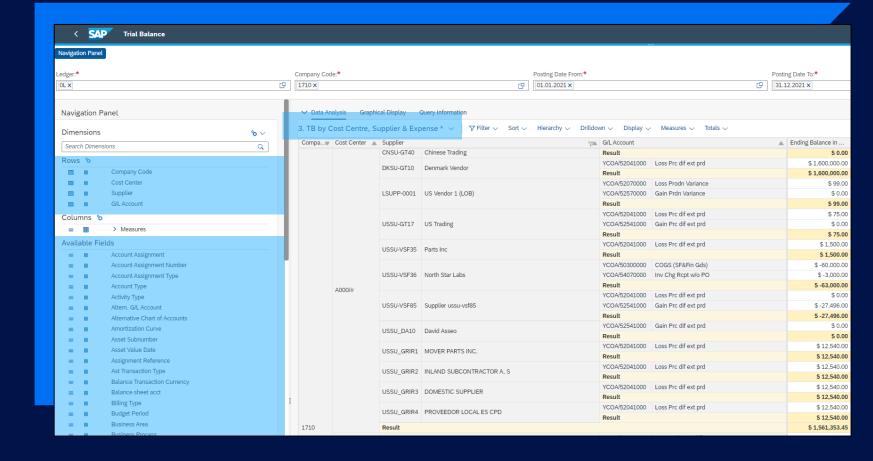


# Real Time Analytics

Single Source of Financial Data



# Self Service & Flexible



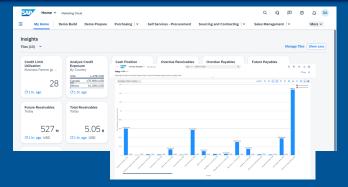
## How can SAP S/4HANA help?



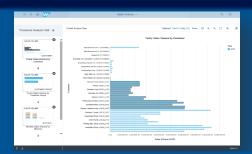
Universal Journal

**Embedded Analytics** 

## **Embedded Analytics**

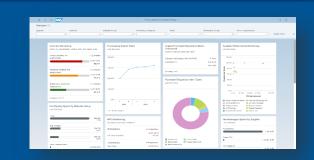


- Smart Business KPI's
- ✓ KPI monitoring from the Launchpad
- ✓ Drill-down capabilities
- ✓ Save personal variants



### **Analytical Path Framework**

- ✓ Interactive drill-down to explore KPIs
- Analyze influencing factors on KPI's by creating sequences of analytics steps
- ✓ Save personal variants



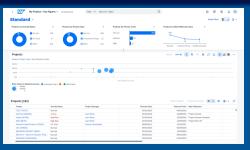
#### **Overview Pages**

- ✓ Consolidated view (e.g. Procurement)
- ✓ Visual Presentation of information
- ✓ Save personal variants



### **Multidimensional Reports**

- ✓ Analyze data and visualize results for multidimensional analysis
- ✓ Switch the display from pivot-table to chart
- Save personal variants



#### **Analytical List Pages**

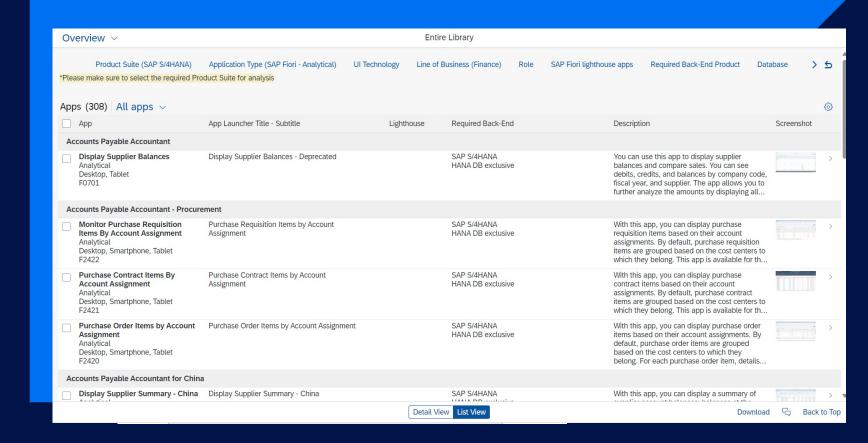
- ✓ Visualize and analyze data
- Table or chart display
- ✓ Take action directly in the same app or navigate to other apps



#### Dashboards

- Stories/Dashboards are shipped via SAC Content Repository
- Analytical queries supplying the data are shipped with S/4HANA Cloud

## Over 250 Analytical Apps in Finance



## How can SAP S/4HANA help?





Universal Journal

**Embedded Analytics** 

Advanced Analytics

## **Just Ask**

## Ask questions in natural language and get answers Immediately

- Get answers in charts and tables
- Leverage autocompletion, recommendation and sample questions
- Powered by AI, that automatically infer similar words based on meaning and generates query
- Custom synonyms for metadata and master data

SAP **Just Ask** Sales Orders Bikes (1) ✓ + In which countries do we sell more bikes ? ⊗ Q Manage models Units Sold by Country Sales Orders Bikes United States France South Africa Germany Canada Netherlands Brazil Japan Denmark Argentina Senegal Turkey

Note: GA is currently planned for Q1 2024. This the current state of planning and may be changed by SAP at any time.

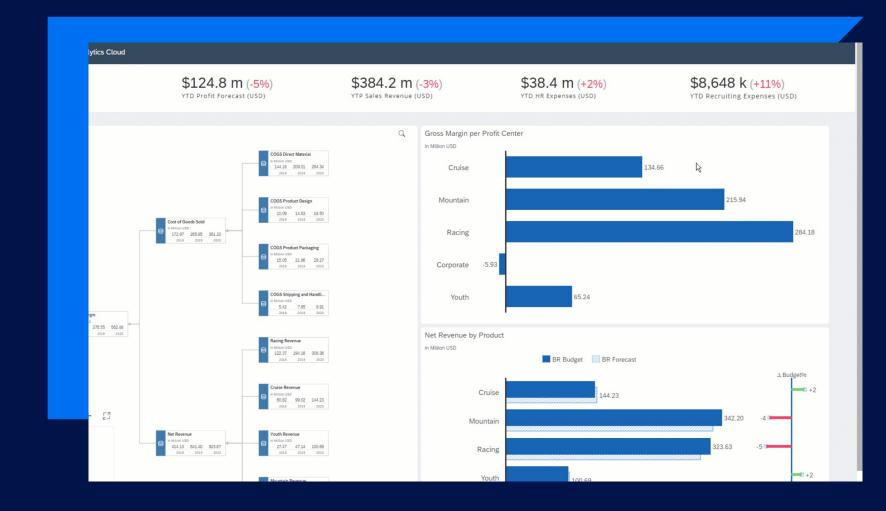
## **Smart Insights**

## **Explain a data point or its variance** with top contributors

- Deviation analysis across the data model
- Based on dimensions cardinality& hierarchies stats

#### **In Context Insights for Businesspeople**

- Open up data exploration beyond filter & drill
- Natural language explains top contributors



## **Predictive Planning**

Combine the power of planning and predictive forecasting to accelerate planning cycles

Planners generate accurate forecasts on top of actuals to accelerate their day-to-day planning activities

Add predictive forecasts back to planning models to support data-driven business decisions

All without the need for machine learning expertise

Revenue Fore	ecast F	Prediction \	/ia Smart Pi	redict				Coll	aborative Enterpris
Revenue Breakdown									
In m USD					Previo	us Forecast	Smart Pred	liction	
					Trevio	> 2020		2020	
G/L Account		Regions		Products					
> Gross Revenue		✓ Global		✓ All Products		5 098,19	5 0	53,56	-23,02
				> Cruise		1 855,47	1 4	79,76	-328,12
				> Mountain		1 412,33	1 28	83,35	-189,79
				> Racing		739,27	8	71,85	
				> Youth		365,53	78	84,02	
				> Cross Bike		725,59	6:	34,57	-75,99
		> United States		✓ All Products		2 075,43	2 0:	30,74	-183,28
				> Cruise		755,34	59	99,66	-188,51
				> Mountain		574,95	5:	18,53	-124,35
				> Racing		300,95	34	47,47	
				> Youth		148,80	3.	11,72	
				> Cross Bike		295,38	2!	53,36	-56,49
Predictive Forecast v	s Budget								
390,93 +16	408,70 +0	387,38 -5	1 187,00 +11	415,389 -5	1 283,94 - <b>38</b>	439,61 +0	439,86	448,09	1 327
Jan	Feb	Mar		Apr		Oct	Nov	Dec	
Q1 2020			Q1	Q2	Q3	Q4			Q4

## **Time Series Forecasting**

Predict future values of a series based on historical data to help you make more confident decisions

Automatic forecasting on time series charts, line charts and planning tables

Apply advanced options like linear regression, triple exponential smoothing and include additional inputs

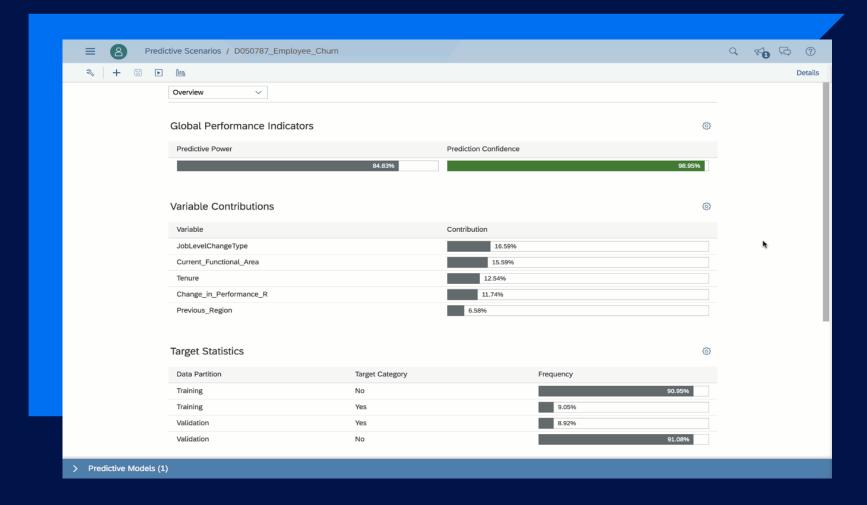
Forecast quality based on MAPE and is displayed as 0-5 rating



## **Smart Predict**

## Build trusted and actionable predictions without the help of a data scientist

- Classification: "Create a sorted list of prospects to focus on for this product"
- Regression: "Give me revenue estimates for each customer for the next 6 months"
- Time Series: "Forecast revenue for each product and each point of sales daily for the next 30 days"



## Takeaways

Review Fiori Apps Library
For Analytical Apps

Review the embedded Automations & Business Al

Identify manual tasks and look to automate

## **Useful Links**

Download full report: The CFO Agenda: 2024 Finance Key Issues - The Hackett Group

Fiori Apps Library: SAP Fiori Apps Reference Library (ondemand.com)

#### **Videos:**

Situation Handling: GR/IR Processor was Changed

https://sapvideo.cfapps.eu10-004.hana.ondemand.com/?entry\_id=1\_5ssphrci

Predictive Planning: <a href="https://www.youtube.com/watch?v=DuY2yQ9SqzQ">https://www.youtube.com/watch?v=DuY2yQ9SqzQ</a>

**Smart Insights/Smart Discovery/Timeseries Forecasting/Predictive/Just Ask:** 

https://pages.community.sap.com/topics/cloud-analytics/augmented-analytics#smart-insights-smart-discovery

# Thank you

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