

Island Customer Breakfast Session

Date: 9th of March 2011



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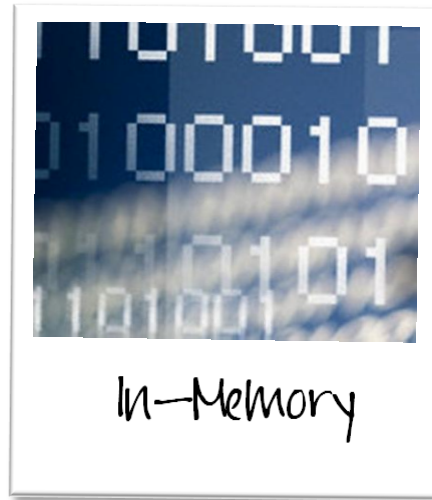
Agenda

1. **The SAP midterm strategy**
2. Process Orchestration as part of SAP's midterm strategy
3. SAP Technology Partners – featuring Intellix A/S
4. Summary – Q&A

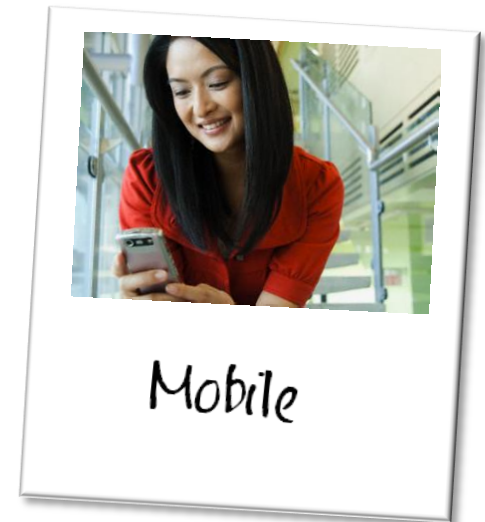
Changes in Technology



- Cloud becomes reality - ~12% of world-wide Software Market will go to the cloud by 2011 (Merrill Lynch)
- Flexible, cost-effective deployment options



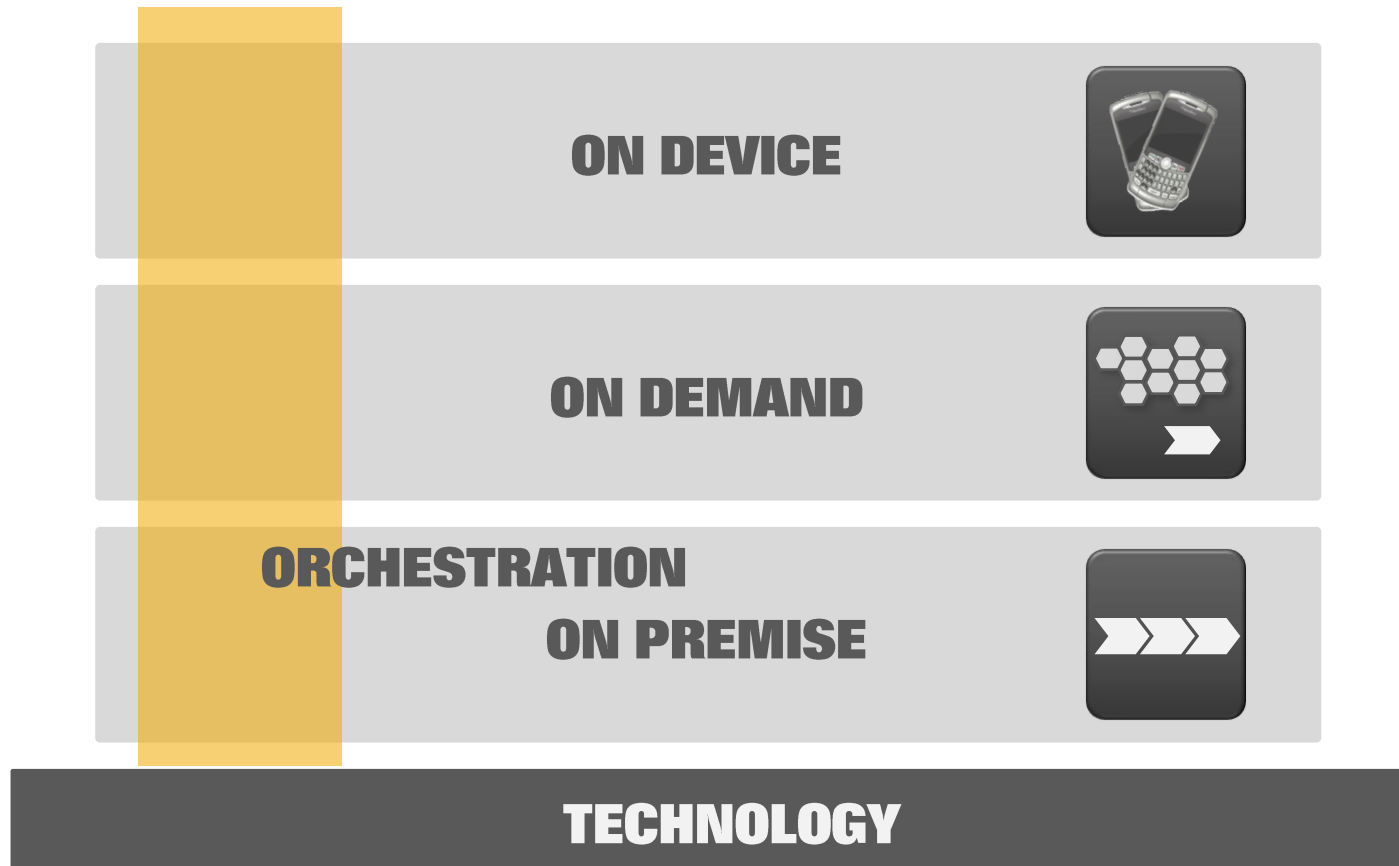
- Access to databases in main memory: 10,000 times faster than from storage drives
- Future blade servers: up to 500 GB RAM + arrangement of 100 blades
- Future data compression in stacks: 20x greater than today
- Up to 50 TB main memory



- ~60% of world's population on Mobile, still growing
- Collaborative and transactional usage patterns
- Anytime, anywhere

SAP Product Strategy

Instant value for people everywhere



What is Orchestration?

Can you think of an “analogy” to IT systems?

Integrated

Semantics



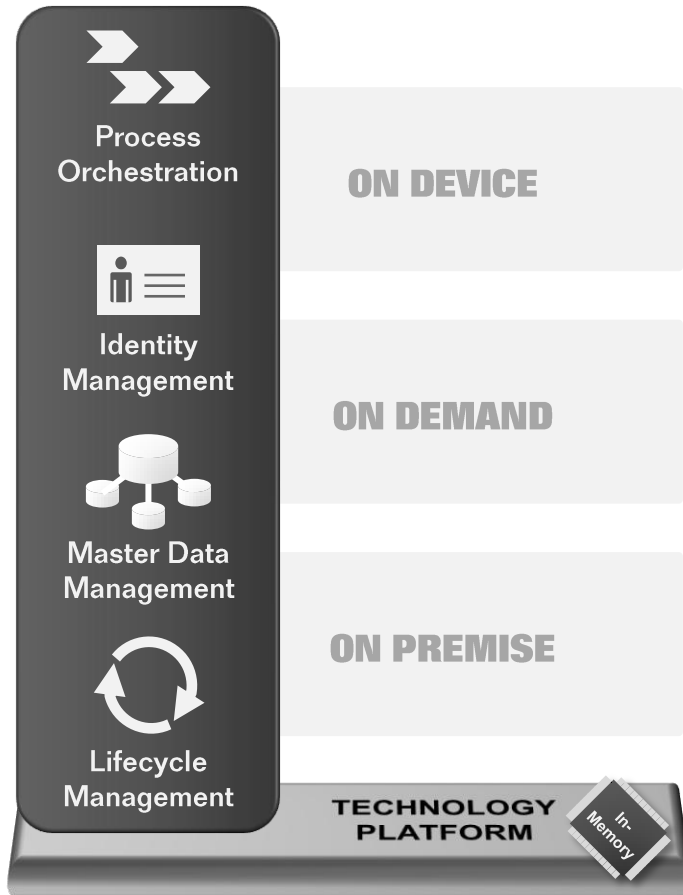
Consistent

Manageable

Orchestration in SAP's Product Strategy

Deliver consistency, integration, manageability

SAP NetWeaver



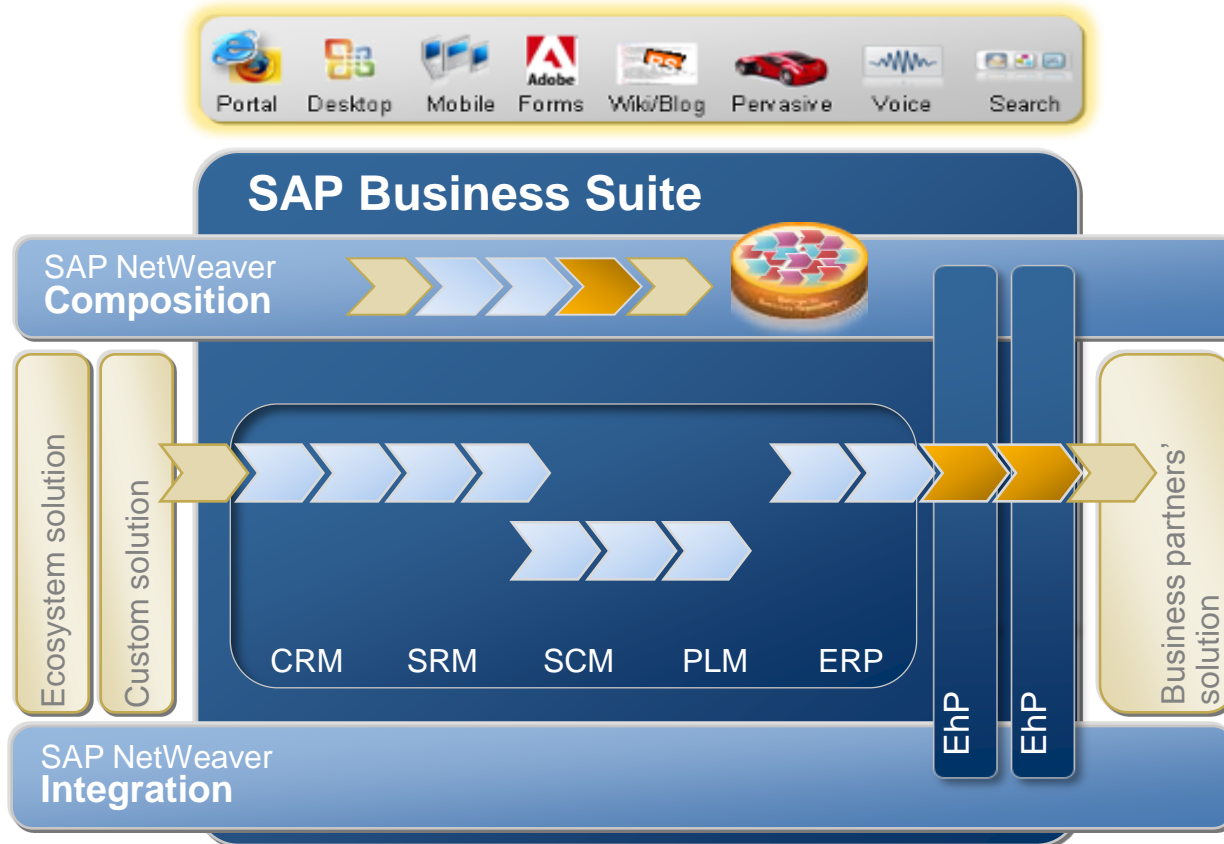
- Common architecture
- Consumer-grade user experience
- End-to-end business processes
- Short time-to-value
- Openness

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Scale Your Core Business

Increasing Efficiency Out of the Box



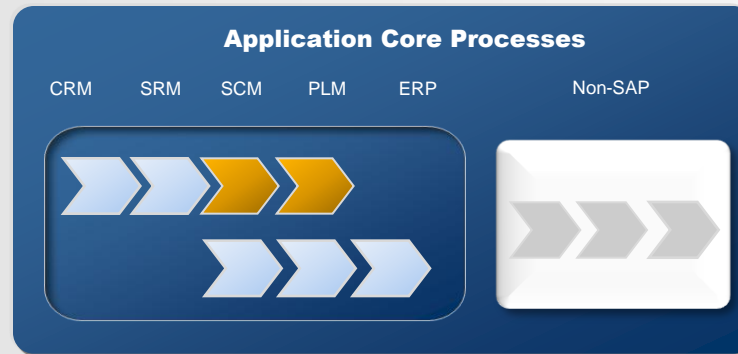
Automating non-standard processes can be challenging

Because traditional applications are often too inflexible to change



To manage core processes you rely on **Best Practices**

- Provided by standardized out-of-the box software

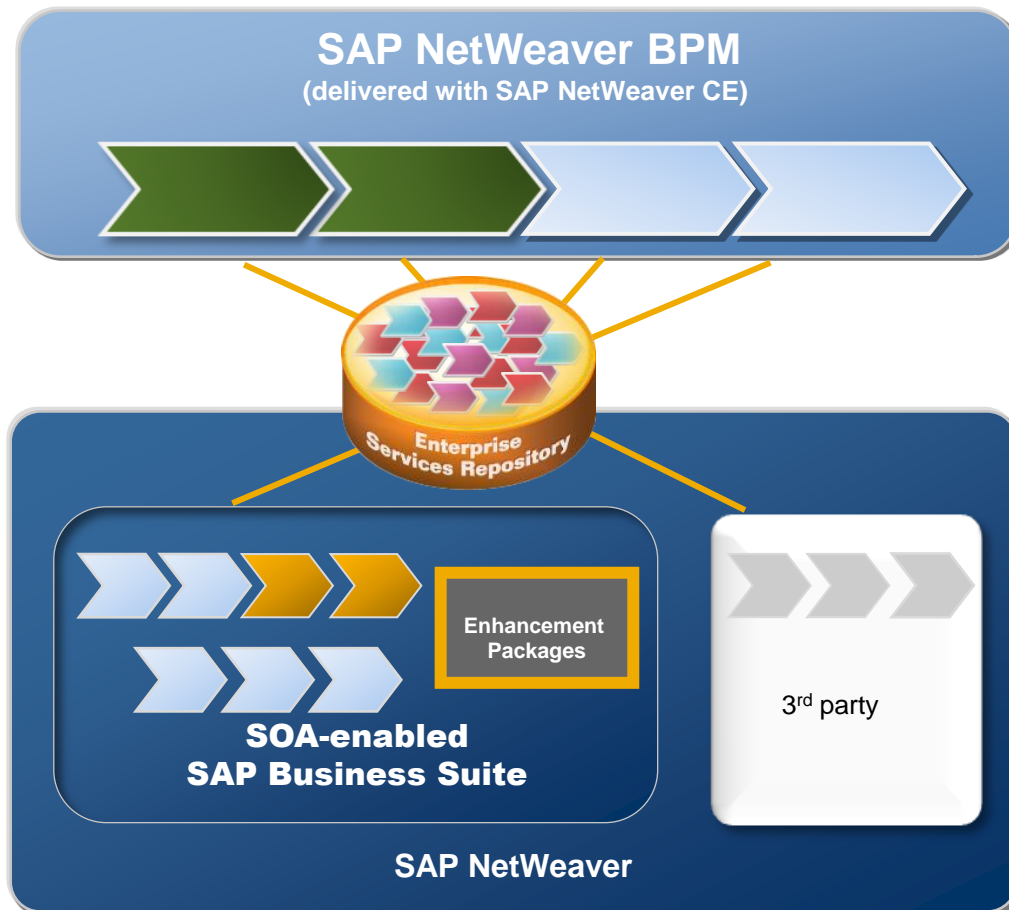


But what if you want to create your **Own Practices**?

- To create innovative, differentiating, company-specific processes
- Traditional applications are often too inflexible for fast-changing business processes
- Implementing new processes takes too much time and is too costly

SAP NetWeaver BPM

Foundation for SOA based process orchestration



Create **own practices** with SAP NetWeaver BPM

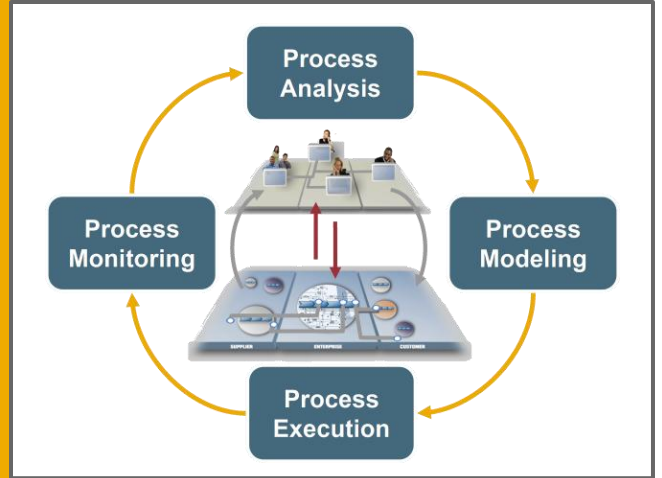
Examples

- People-centric processes
- Paper and approval-intensive processes
- Processes spanning across multiple systems
- Processes interacting with external parties

Leverage **best practices** with service-enabled SAP Business Suite

Examples

- Payroll processing
- Year-end closing
- Purchase order creation
- Warehouse management



Demo

Purchase Order Approval Process (SAP NetWeaver BPM)

SAP NetWeaver Business Process Management (BPM)

Embedded in SAP NetWeaver Composition Environment



SAP NetWeaver Business Process Management

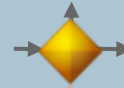


Process
Composer

Process
Desk



Process Server



SAP NetWeaver Composition Environment

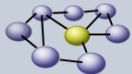
Composite
Processes



Composite
Views



Composite
Services



Eclipse 3

JEE 5

Comprehensive process management

- Unifying human and system automation processing steps
- Business Process is more than just service orchestration

Composition of event-driven processes

- Seamless combination of service, event and human task
- Enterprise services consumption
- Tightly integrated with native Business Rules Management

Benefits of an integrated composition environment

- Model-driven development
- Integrated toolset
- Out-of-the-box ESR integration
- Lifecycle management

Business-friendly process modeling perspective

A first step towards collaborative process design

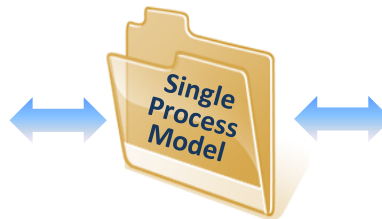
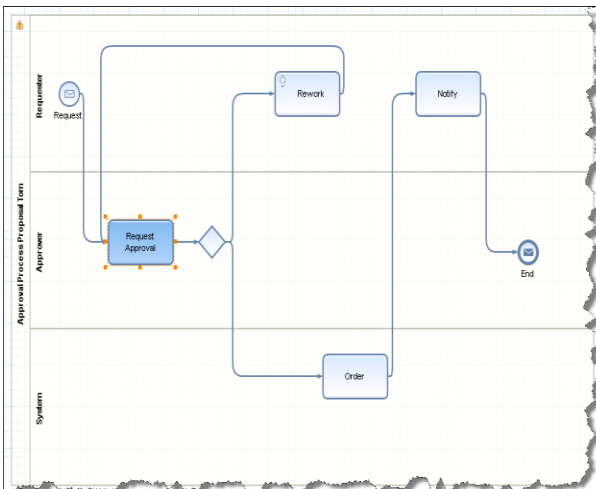


Business

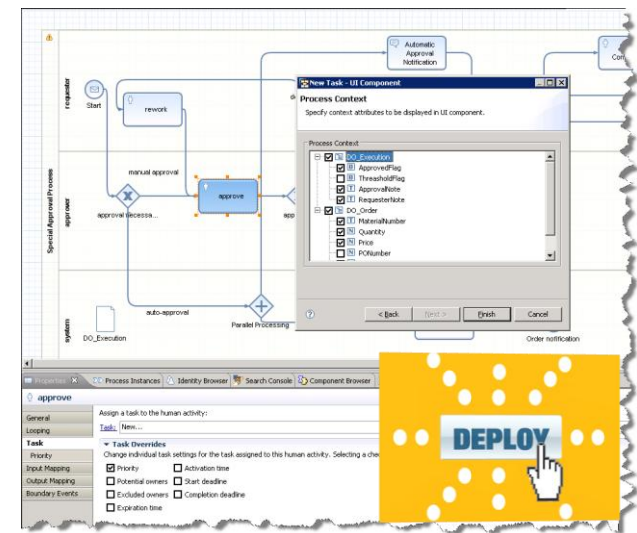


IT

**Business-friendly
process modeling perspective**
(in SAP NetWeaver BPM)

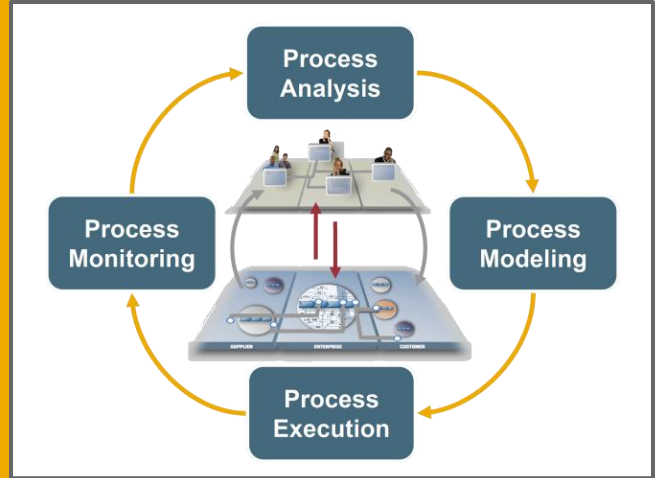


**Developer-friendly
implementation perspective**
(in SAP NetWeaver BPM)



From modeling (no coding!) ...

to execution (no translation!)



Demo

Extend processes with rules (SAP NetWeaver BRM)

Your process looks slightly different?

Simply adjust the process according to your needs



Process expert

But our **process is a little bit different!**



End user

I would like to use a **different UI?**



Process owner

What if we need to change a **business rule?**

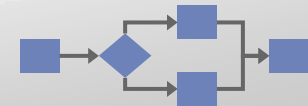


Process expert

How does it **integrate** with our master data solution

With SAP NetWeaver BPM you can ...

... change the process model



... create and assign new UIs



... allow business users to take control of rules

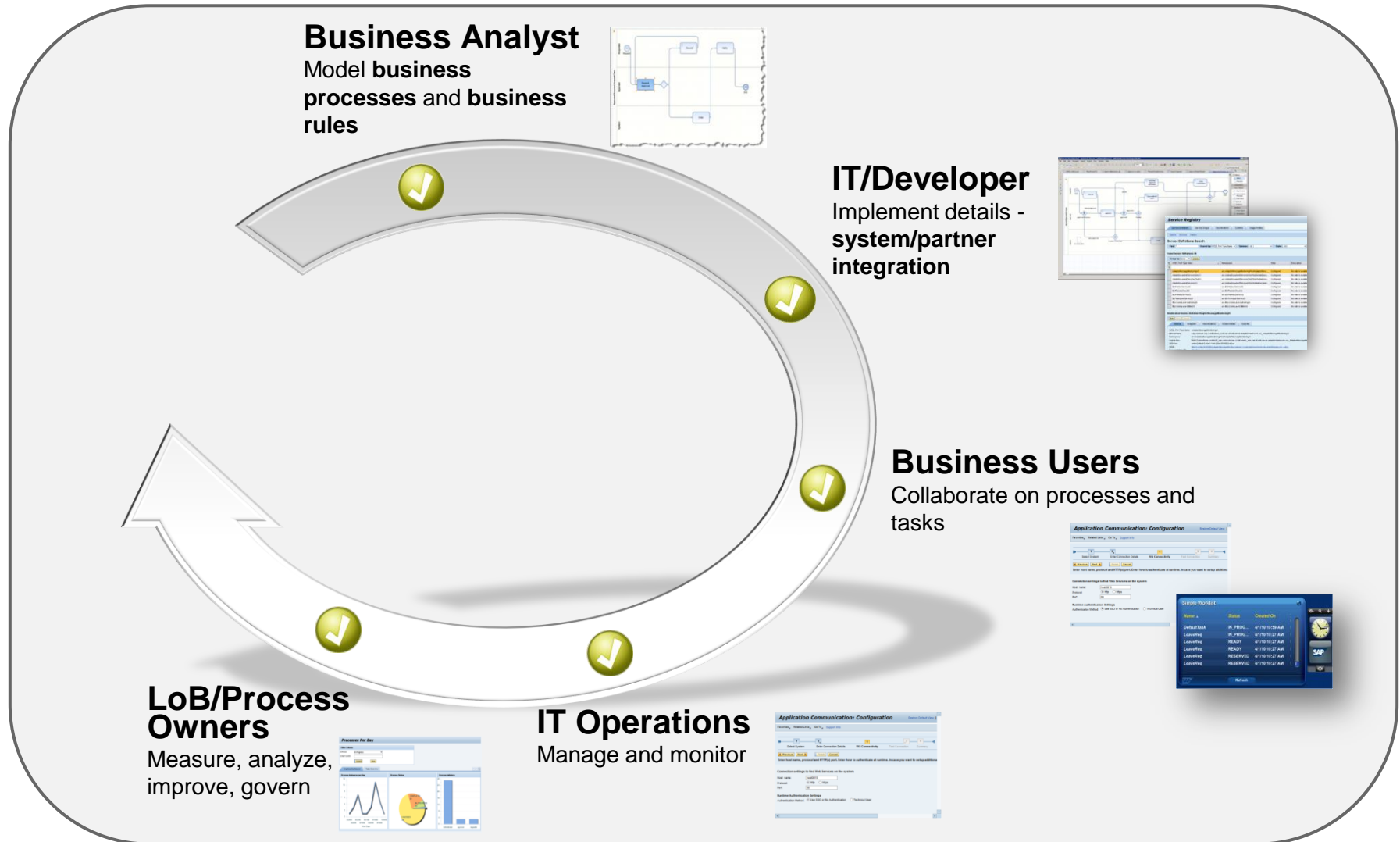


... integrate applications via web services



Business Process Lifecycle

Agile implementation for continuous process improvement



Unilever

Pilots SAP NetWeaver BPM to support master data lifecycle management process



“We wish to leverage the flexibility of SAP NetWeaver BPM to help us to create business processes to meet our needs at regional and country level.”

Vic Hansen
Director of IT Architecture
Research and Communication

- ❑ **Business problem: Poor quality and inconsistent master data**
Unilever Regions need to manage high volumes of new master data entries (e.g. new customers, suppliers, products). Current country-based processes do not support a regional supply chain and result in inconsistent, low quality information
- ❑ **Objective: Streamline the master data lifecycle management process**
Ensure more consistent master data across the region by creating a seamless business process to manage master data in SAP ECC, BI and APO as well as legacy systems
- ❑ **Solution: SAP NetWeaver BPM & SAP NetWeaver MDM**
The SAP NetWeaver BPM proof of design project demonstrates a new streamlined process for the creation of new master data entries



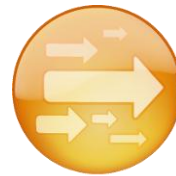
SAP NetWeaver BPM @ Unilever

Implemented process streamlines creation of new master data entries



"I believe that our SAP NetWeaver BPM proof of design project has successfully demonstrated how we can improve the maintenance of master data across our organization."

Vic Hansen
Director of IT Architecture
Research and Communication



Empower business users

A new process will enable business users to request new master data entries before actual creation in SAP NetWeaver MDM



Ensure consistent master data

Request for creation of a new record triggers workflow with automated and human activities

- Automated check for potential duplicates in SAP NetWeaver MDM
- Data custodian receives task in Universal Worklist to approve/reject creation request



Augment specialist data

After syndication of new master data from SAP NetWeaver MDM to local applications specialist users receive tasks to enter additional data in SAP ECC



Patrimonio Hipotecaria

Leverages SAP NetWeaver BPM to support core banking processes

Business Case

Patrimonio uses SAP NetWeaver BPM to automate its processes supporting their financial and banking products, such as loan origination processes for mortgage lending. For a first project, Patrimonio chose to automate its “FOVISSSTE Process” – a government sponsored funding model for housing developments, where the loan origination process has been outsourced to Patrimonio. The number of loan applications through the FOVISSSTE process is growing by double digits every year making it an excellent first candidate for BPM. The FOVISSSTE process has common characteristics with other more complex financial processes at Patrimonio:

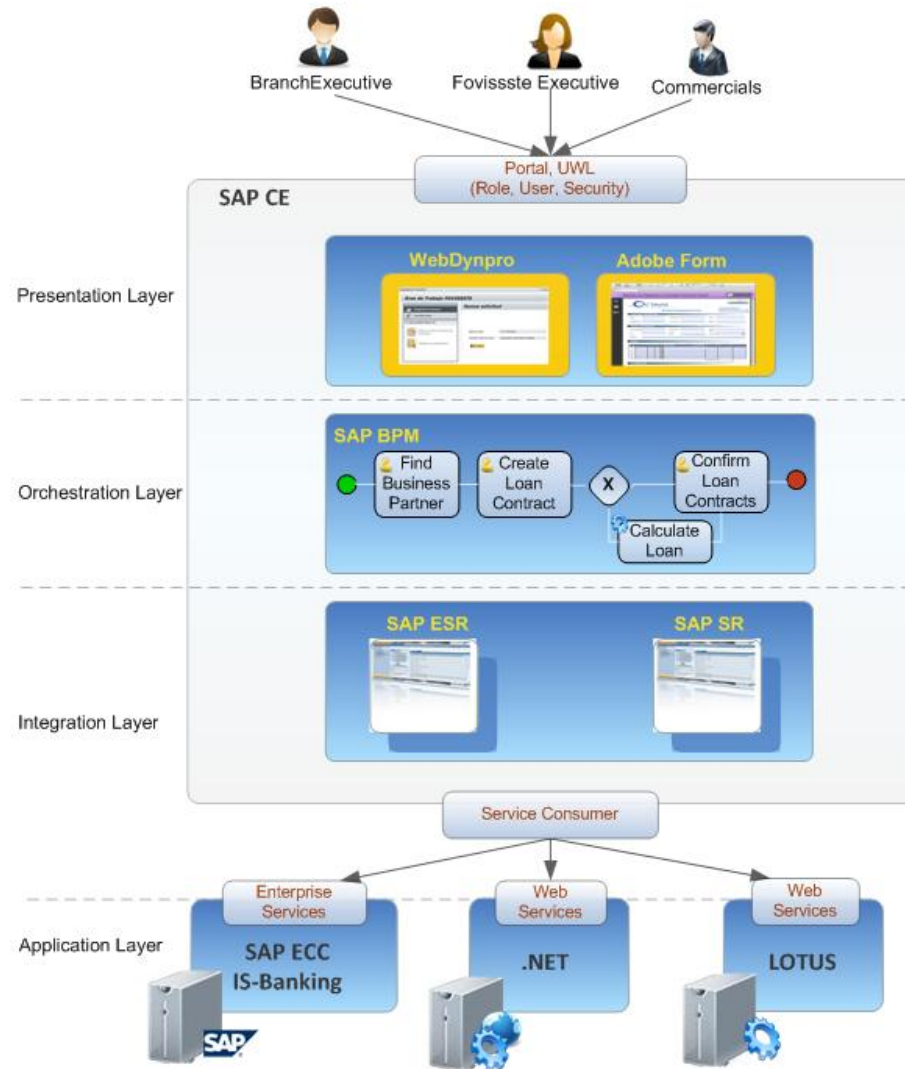
- Cross department dependencies - business process and physical document exchange spans across local branches and the central office in Mexico City.
- Companywide - The FOVISSSTE process is deployed to most of the bank branches
- Long running process - the last step to conclude the loan origination may take six months from the point of the loan initiation



Un buen trato

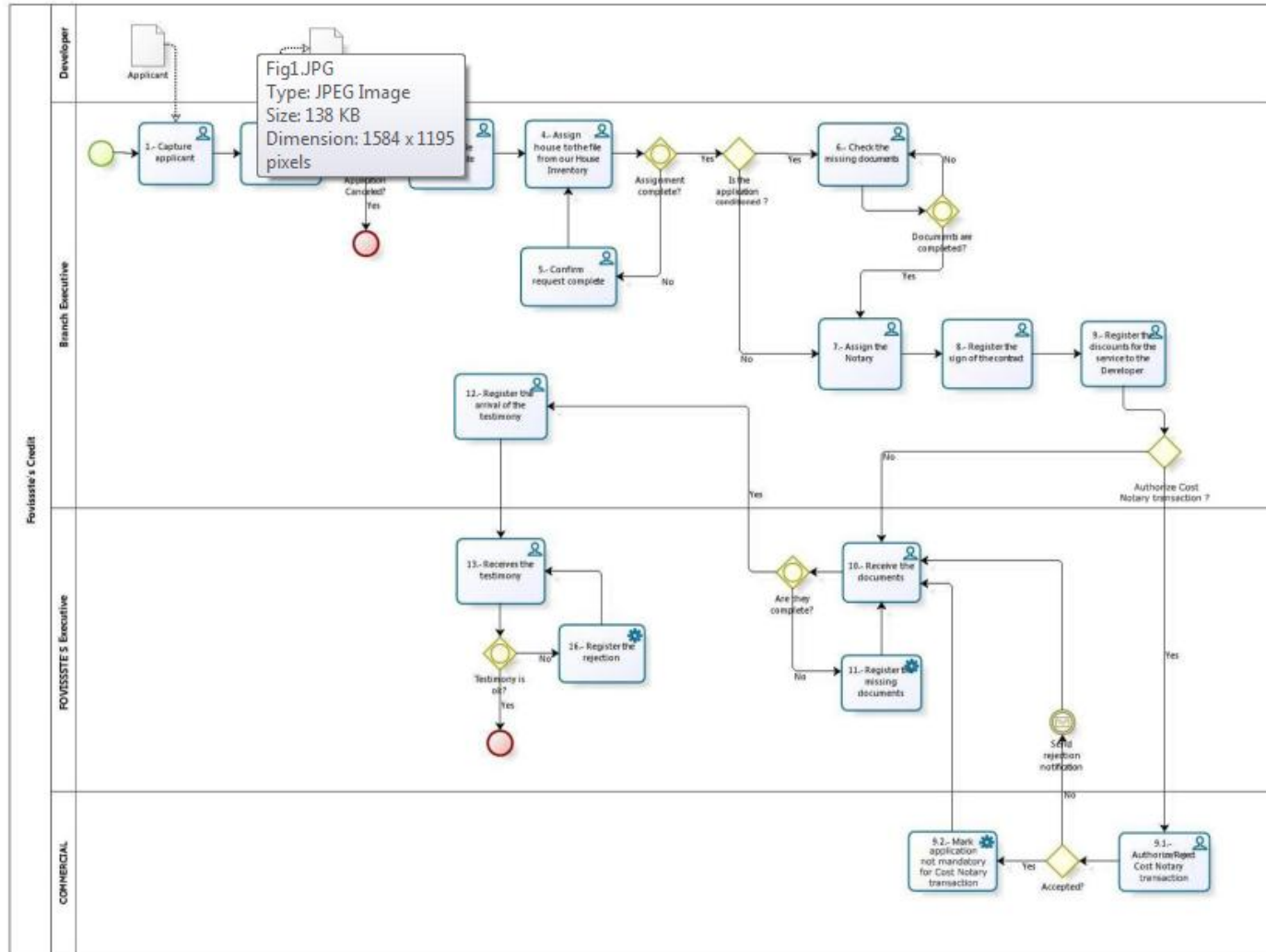
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Questions?



Thank You!