SAP

From CRM on-premise to SAP Customer Experience Cloud

With your SAP Costumer Evolution Team

SBN Webinar: Seamless CRM Modernization
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Senior Director SAP SE

Sept. 12th 2025

SBN**NORGE**
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Agenda

1   **SAP Costumer Evolution**
Our Vision, Solution Areas

2   **SAP CRM**
End of Mainstream Maintenance, on Premise Processes, Transformation Challenges, Delivery Framework
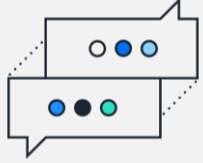
3   **Example**
Readiness Check Report, Preparation Activities, Target Architecture, Implementation Roadmap, Business Process Findings & Recommendations, Value Driver & Benefits

4   **Your Questions**

Sap Customer Evolution Our Vision

We **help** existing SAP Customers define and implement the next steps in their Business and IT Evolution

We **inspire** CRM Costumers to convert their legacy on-premise solutions to SAP Customer Experience Cloud solutions
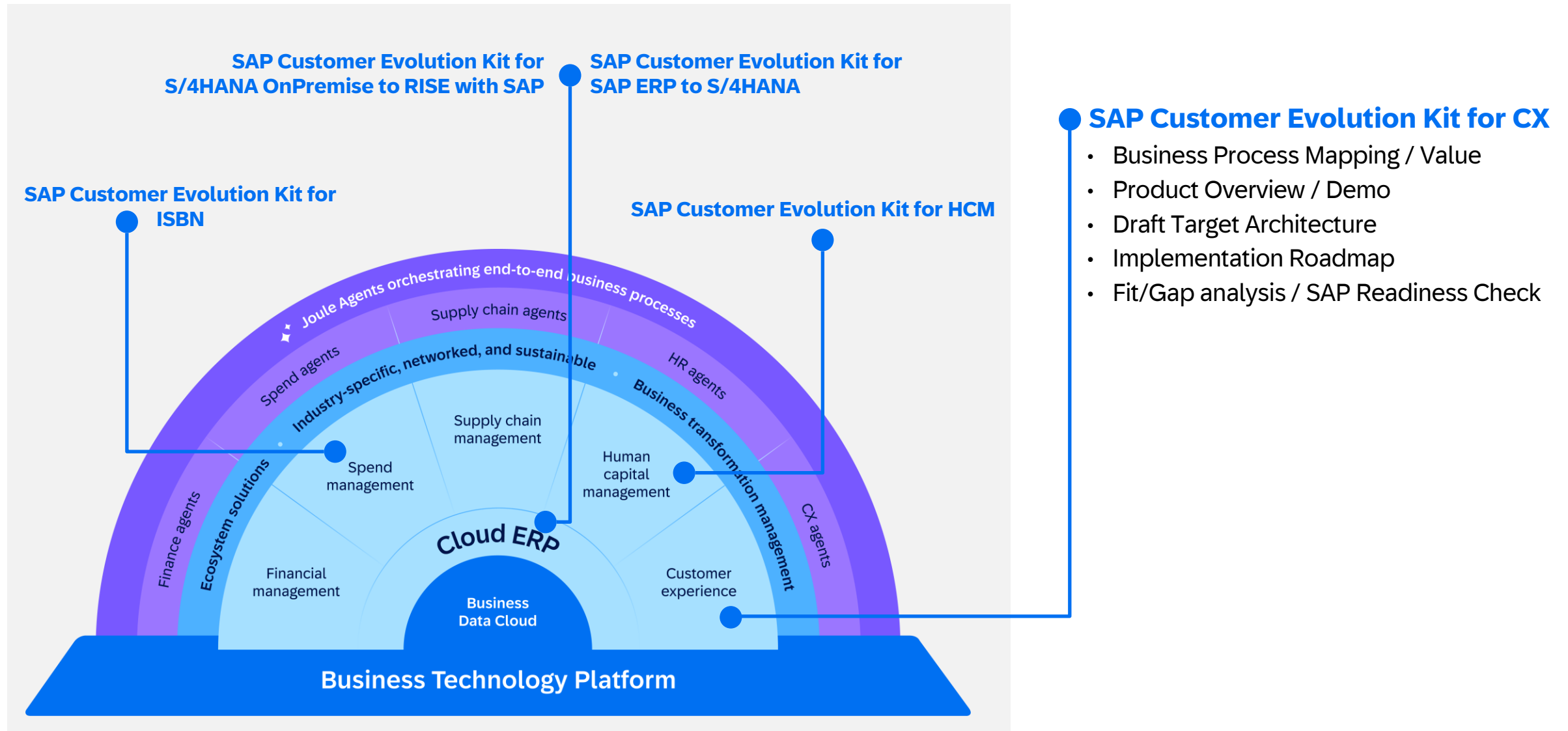
We **accelerate** our customers' journey toward an intelligent, sustainable enterprise by supporting their existing customer engagement models and orchestrating end-to-end SAP Customer Evolution framework.
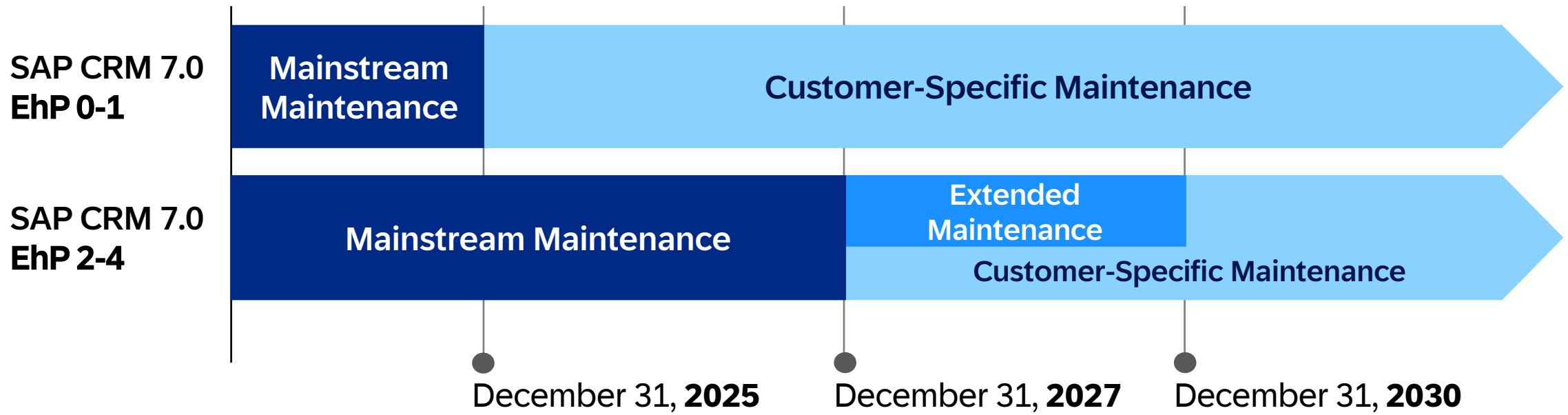
We **commit** to leave no installed Base Customer behind on their innovation path.

SAP Costumer Evolution Solution Areas

SAP Customer Evolution Kit for S/4HANA OnPremise to RISE with SAP

SAP Customer Evolution Kit for SAP ERP to S/4HANA

SAP Customer Evolution Kit for ISBN

SAP Customer Evolution Kit for HCM

SAP Customer Evolution Kit for CX
- Business Process Mapping / Value
- Product Overview / Demo
- Draft Target Architecture
- Implementation Roadmap
- Fit/Gap analysis / SAP Readiness Check

Joule Agents orchestrating end-to-end business processes

Supply chain agents

Spend agents

Industry-specific, networked, and sustainable

HR agents

Finance agents

Ecosystem solutions

Business transformation management

CX agents

Supply chain management

Human capital management

Spend management

Cloud ERP

Financial management

Customer experience

Business Data Cloud

Business Technology Platform

SAP CRM End of Mainstream Maintenance

SAP CRM 7.0 EhP 0-1

Mainstream Maintenance | Customer-Specific Maintenance

SAP CRM 7.0 EhP 2-4

Mainstream Maintenance | Extended Maintenance / Customer-Specific Maintenance

December 31, **2025** December 31, **2027** December 31, **2030**

Mainstream Maintenance

Includes full scope of support

Extended Maintenance

Optional maintenance phase offered at an additional fee for selected SAP software after mainstream maintenance has expired, scope of support similar to mainstream maintenance.

Customer-Specific Maintenance

No legal changes, reduced scope of support, no guarantee for technological updates, automatically entered after End of Mainstream (Extended) Maintenance

SAP CRM OnPremise Processes
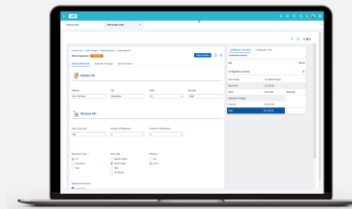

Sales

CRM Move - Sales and Service

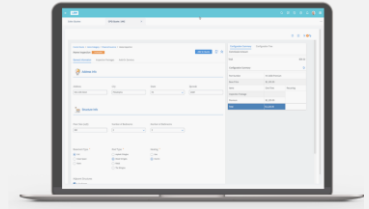**Service**

CRM Move - Sales and Service

Marketing

CRM Move - Marketing

Interaction Center

CRM Move - Marketing

Commerce

CRM Move - Commerce

CX portfolio built for scalability and extensibility, with AI embedded

Service

Deliver cost savings via a real-time service platform enhancing resolution from predictive, automated, and agent-assisted interactions.

Marketing

Increase customer lifetime value with data-driven personalization in real-time via automated omnichannel journeys.

Customer data

Grow revenue by uniquely identifying every consumer and intelligently activating relevant data in real-time across CX and back-office operations.
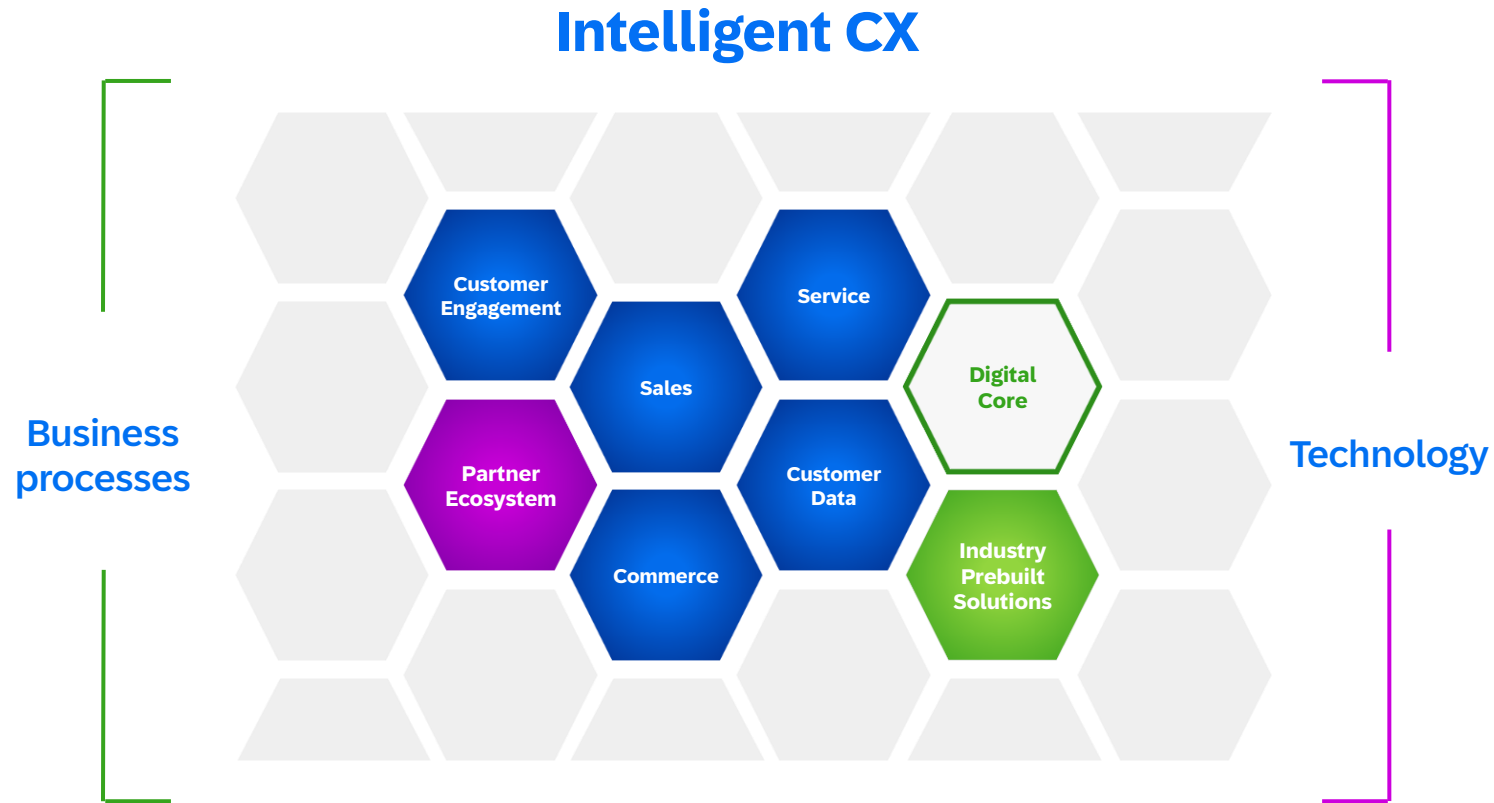
Sales

Close more business, faster with actionable insights and optimize transactions with a deal prediction engine.

Commerce

Drive consistently profitable commerce outcomes with agility, across any business model at scale.

Connect the entire journey and maximize the lifetime value of every customer

Harmonize and configure **business processes**, **applications** and **innovation** to create the intelligent, sustainable enterprise

Intelligent CX

Business processes

Technology

Customer Engagement

Service

Sales

Digital Core

Partner Ecosystem

Customer Data

Commerce

Industry Prebuilt Solutions

Align front-to-back office business processes to deliver seamless end-to-end omnichannel-experiences with a connected, insightful and composable technology platform with industry specialization built in.

End-to-End Processes

Modular Applications

APIs

Data

Cloud platform
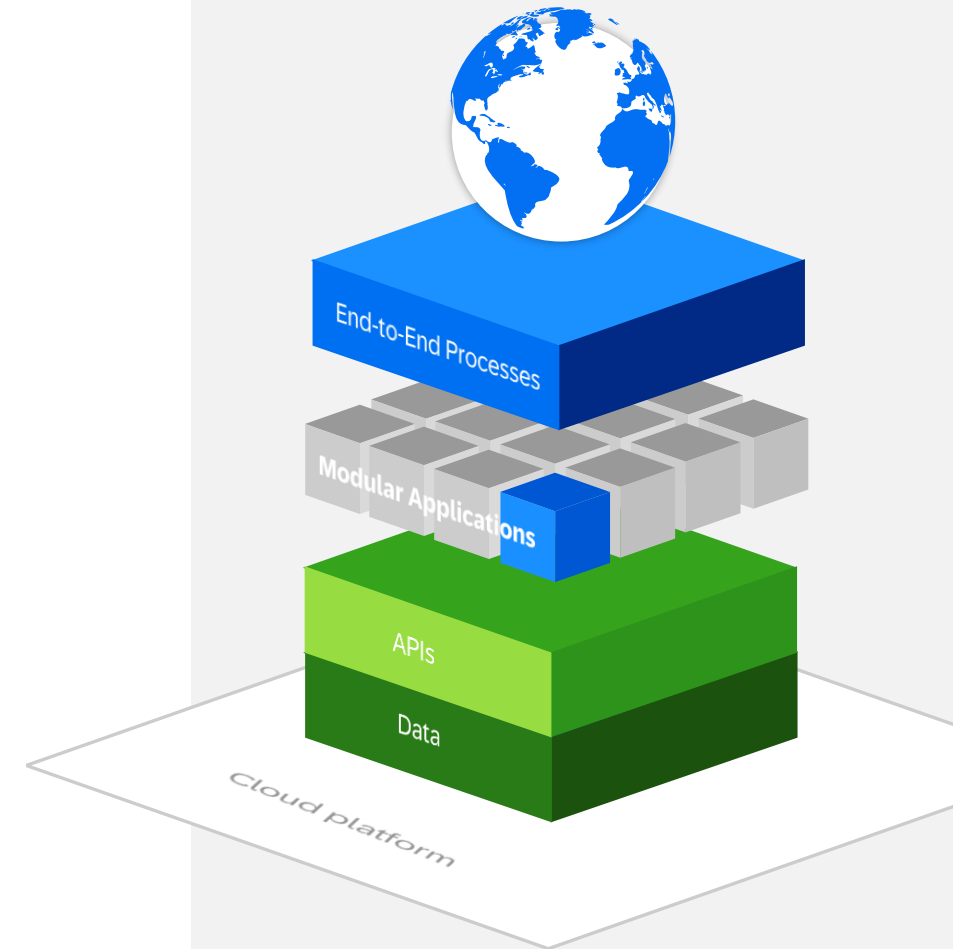
SAP CRM **Transformation Challenges**

1. Huge Enhancements in the current CRM onPrem System

2. Complex System Landscape

3. Hard to get Business Stakeholder Buy-in

4. Fear of Big Bang Approach

5. Complex Processes

6. Customer Resources are busy with S/4 Transformation

SAP CRM Delivery Framework

First Contact

- Get in Touch with your Account Team

- Blend the Assessment Catalog
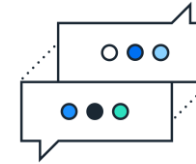
Preparation and Information Call

- Engage with SAP to receive more Details about the SAP Customer Evolution Kit
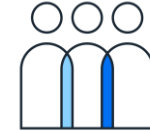
- Set the Focus for your Transformation

Prerequisites

- Readiness Check

- Questionnaire

- Focus on Region

Solution Presentation
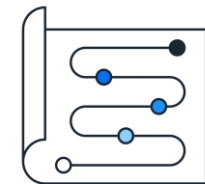Demo based on Questionnaire

Interview Session
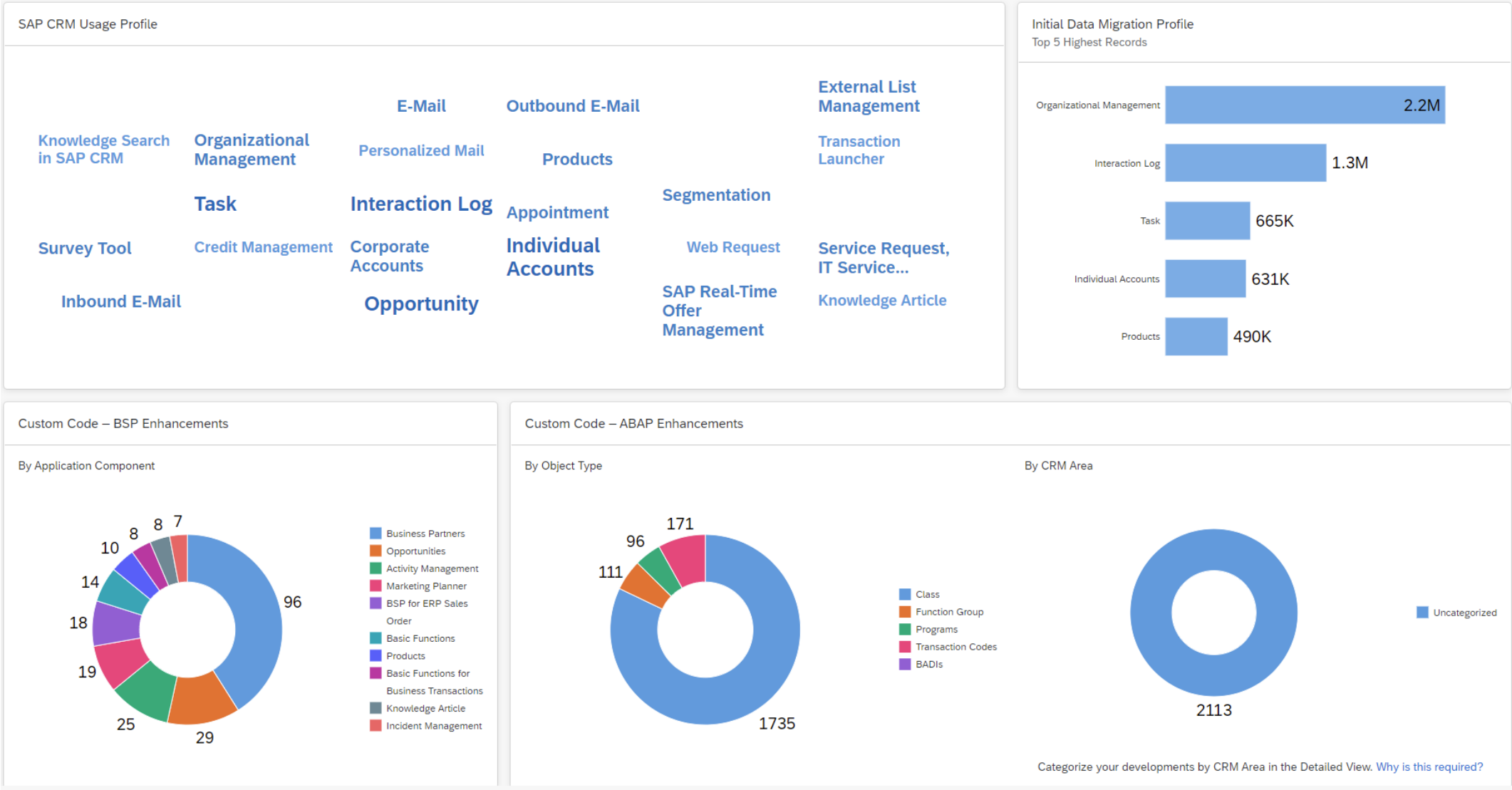with Solution Architect

Value Case
Tailored to your costumer

Final Session
Discuss RC Outcome

Handover Session

Example Readiness Check Report

SAP CRM Usage Profile

Knowledge Search in SAP CRM · Organizational Management · E-Mail · Outbound E-Mail · External List Management · Personalized Mail · Products · Transaction Launcher · Task · Interaction Log · Appointment · Segmentation · Survey Tool · Credit Management · Corporate Accounts · Individual Accounts · Web Request · Service Request, IT Service... · Inbound E-Mail · Opportunity · SAP Real-Time Offer Management · Knowledge Article

Initial Data Migration Profile
Top 5 Highest Records

Organizational Management	2.2M
Interaction Log	1.3M
Task	665K
Individual Accounts	631K
Products	490K

Custom Code – BSP Enhancements

By Application Component

96, 29, 25, 19, 18, 14, 10, 8, 8, 7

- Business Partners
- Opportunities
- Activity Management
- Marketing Planner
- BSP for ERP Sales Order
- Basic Functions
- Products
- Basic Functions for Business Transactions
- Knowledge Article
- Incident Management

Custom Code – ABAP Enhancements

By Object Type

1735, 171, 96, 111

- Class
- Function Group
- Programs
- Transaction Codes
- BADIs

By CRM Area

2113

- Uncategorized

Categorize your developments by CRM Area in the Detailed View. Why is this required?

Example Preparation Activities

SAP Readiness Check

SAP Note 3123220 is the leading SAP Note for SAP Readiness Check.

Start by reading it completely before implementing.
- It is frequently updated with tips and changes, so stay up to date.
- The SAP Note explains in detail what data is extracted from your system and how you can "review" it if you are interested in this security-related information.

Bookmark this link to the SAP Readiness Check application entry page.

Services & Support / KBAs & Notes / Service / Support Technology Cloud Services / SAP Readiness Check

3123220 - SAP Readiness Check for SAP Customer Experience Solutions
SAP Note, Version: 45, Released On: 17.01.2024

Component: SV-SCS-S4R	Category: Advance development	Correction: 1	SAP Note/KBA Number
Priority: Correction with medium priority	Release Status: Released for Customer	Manual Activities: 0	
		Prerequisites: 0	

Description · Software Components · Correction Instructions · This document refers to · Available Languages

Symptom

You are either considering or planning to move your SAP CRM system to SAP S/4HANA Services and/or Sales or SAP Customer Experience. As a result, you want to analyze your existin

SAP Readiness Check for SAP Customer Experience supports SAP CRM 7.0 and subsequent versions.

This SAP Note provides guidance on how to implement and execute SAP Readiness Check for SAP Customer Experience and CRM solutions. Additionally, it provides answers to frequer

Other Terms

SAP Readiness Check; SAP S/4HANA; CRM; SAP Readiness Check for SAP Customer Experience solutions.

Reason and Prerequisites

To run SAP Readiness Check for SAP Customer Experience solutions, data collectors are required to gather statistical data and a limited set of configuration data from your system.

The data collection framework and the associated collectors listed below are needed to implement this SAP Note 3123220:

- SAP CRM Usage Profile
- Initial Data Migration Profile
- Custom Code – BSP Enhancements
- Custom Code – ABAP Enhancements
- Enhanced Business Structures And Custom Tables

The Interface analysis needs the installation of new APIs as required.

- To install these APIs, update the add-on **ST-A/PI** to the version **01U* SP02** and implement SAP Note 3072059, or update it to the version **01U* SP03+**.
- Your SAP_BASIS component should be on **SAP_BASIS 7.00 SP0+**, **SAP_BASIS 7.02 SP15+**, **SAP_BASIS 731 SP12+**, **SAP_BASIS 740 or above**.
- Please note that Web service discovery will not work with SAP_BASIS 7.00.

The add-ons and active business functions need the correct maintenance planner configuration. You can refer to SAP Note 2408911 to define the system in the maintenance planner.

Note: Before you implement the related SAP Notes, we strongly recommend implementing the latest version of SAP Note 1668882 and 2971435 if they are relevant.
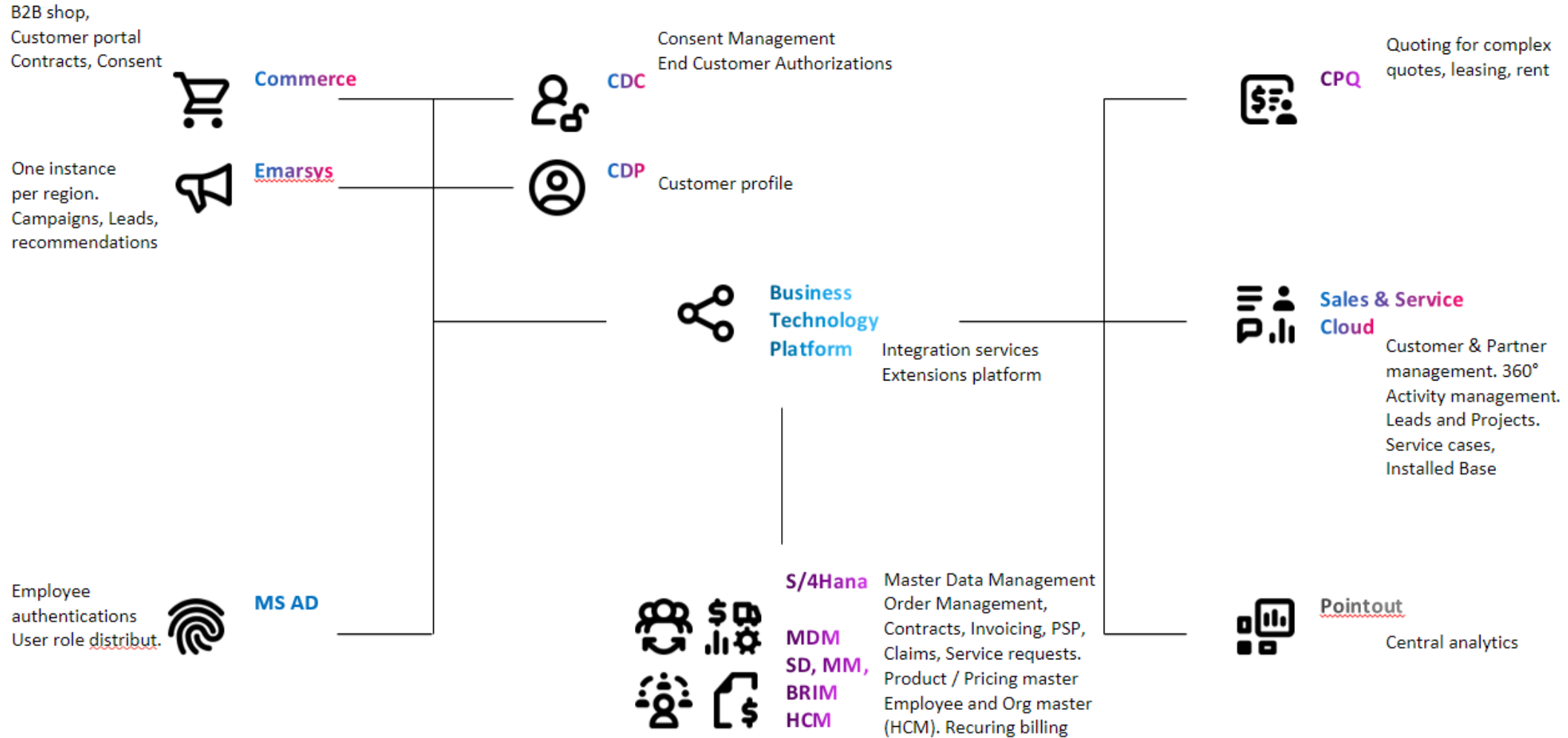
Solution

To install the data collection framework and the associated collectors, implement this SAP Note.

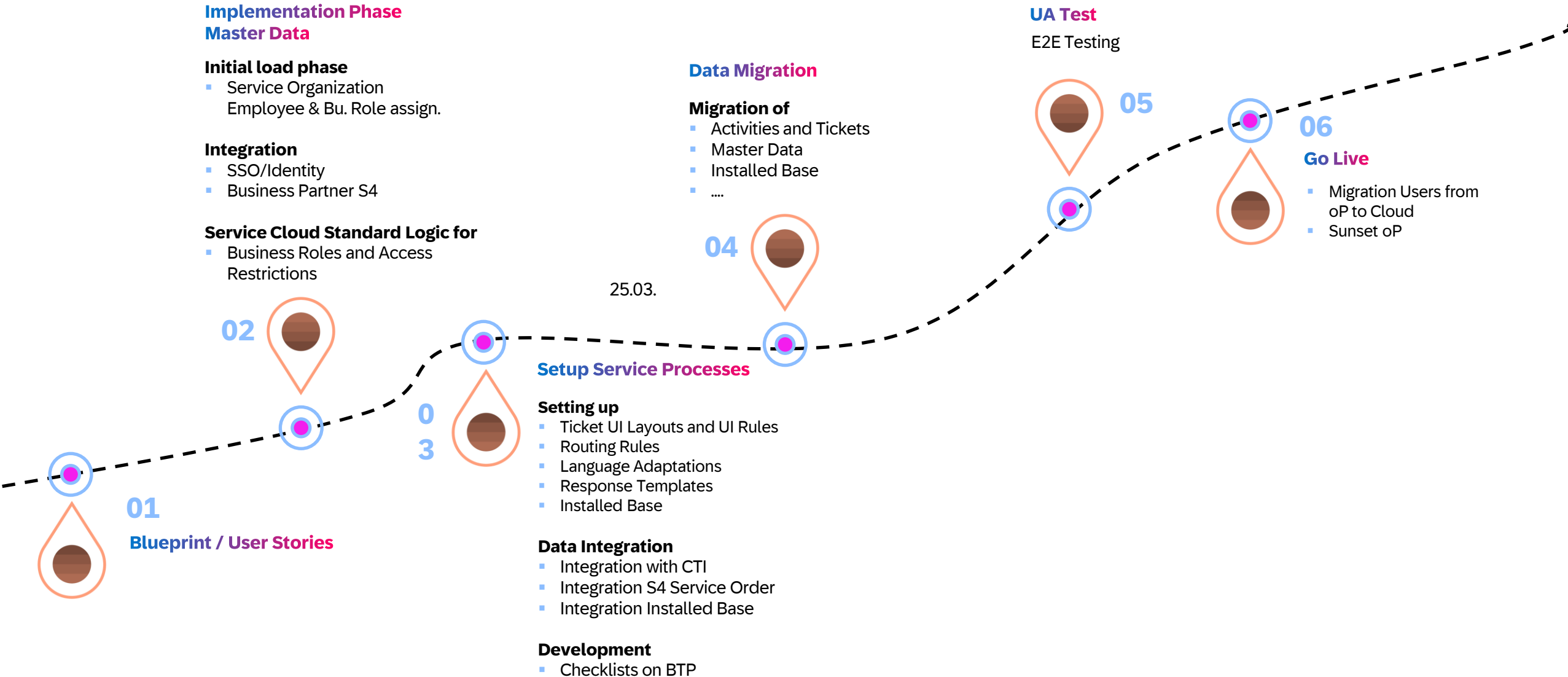This will install the data collection framework, which is controlled via report RC_CRM_COLLECT_ANALYSIS_DATA.

Schedule the Data Collectors

Example Target Architecture

To-be Target Architecture L0

B2B shop,
Customer portal
Contracts, Consent

Commerce

CDC
Consent Management
End Customer Authorizations

One instance
per region.
Campaigns, Leads,
recommendations

Emarsys

CDP Customer profile

Business Technology Platform
Integration services
Extensions platform

CPQ
Quoting for complex
quotes, leasing, rent

Sales & Service Cloud
Customer & Partner
management. 360°
Activity management.
Leads and Projects.
Service cases,
Installed Base

Employee
authentications
User role distribut.

MS AD

S/4Hana

MDM
SD, MM,
BRIM
HCM

Master Data Management
Order Management,
Contracts, Invoicing, PSP,
Claims, Service requests.
Product / Pricing master
Employee and Org master
(HCM). Recuring billing

Pointout
Central analytics

Example Implementation Roadmap

Implementation Phase
Master Data

Initial load phase
- Service Organization Employee & Bu. Role assign.

Integration
- SSO/Identity
- Business Partner S4

Service Cloud Standard Logic for
- Business Roles and Access Restrictions

02

01

Blueprint / User Stories

0 3

Setup Service Processes

Setting up
- Ticket UI Layouts and UI Rules
- Routing Rules
- Language Adaptations
- Response Templates
- Installed Base

Data Integration
- Integration with CTI
- Integration S4 Service Order
- Integration Installed Base

Development
- Checklists on BTP

Data Migration

Migration of
- Activities and Tickets
- Master Data
- Installed Base
- ....

25.03.

04

UA Test

E2E Testing

05

06

Go Live
- Migration Users from oP to Cloud
- Sunset oP

Example Business Process Findings & Recommendations

Business Process	Key Pain Point / Findings	Recommendations	Fit to Standard	Recommended Target Solution/process
Service	Template based responding and signature assignment. Many emails are also generated by workflows	You are able to create response templates, which can be used in Emails from agents or automatically generated by workflows.	🔵	SAP Service Cloud
	Knowledge Base	(optional) Consider of using KBs to increase quality and speed of service.	🔴	Nice
	Installed Base - Extensively in use. All replicated from ERP. All lines are set up as IB and an IB has all the "products" - like station, ticket machine etc. and their precise location.	We can support the process in the same way.	🔵	SAP Service Cloud
	Checklists in use for determining next best actions based on questions to the agents. For ex. is the vehicle able to drive, or need a tow, or is anyone insured (yes/no) - based on the answers different check boxes on the ticket UI are selected, which as follow up trigger further actions - follow up Email, quote, order, etc.	Sales Cloud offers surveys out of the box, however the complexity of the requirement requires custom development for automatic triggering of follow up actions and set checkboxes on the UI.	🔴	SAP Service Cloud in combination of Sap Build Process Automation
	Service Quote For ex. in a case of an vehicle accident, there needs to be a quote for the repair and for that the system is triggering in ERP a follow up quote, which is then completed in backend. After accepting by the insurance company then it is released as an order for the repair shop.	We can support the process in the same way. You can raise follow up sales quotes in S4. However any automation needs to be set up as custom code or implemented via BTP Process Automation	🟣	SAP Service Cloud

🔵 Keep process   🟣 Adaptation   🔴 Change process (transform)

Example Value Driver & Benefits

Transform your Commerce

with best-in-class business processes, enabled by the cloud ERP and LoB Solutions

Business benefits

Challenges	Key Capabilities	Value Drivers	Benefit Range	Proof Points	SAP Products
Limited access to real-time customer data hinders personalized and relevant shopping experiences	Contextual Real-Time Personalization (Emarsys) - Deliver real-time, one-to-one personalization with every interaction	Improve customer satisfaction	15%-40%	10% Faster to resolve service tickets - Goodyear Dunlop (Read More)	• SAP Emarsys Customer Engagement Cloud
Challenges in real-time data activation limit data utilization across channels	Customer Profile Management (CustData CLD) - Power trusted digital experiences with first-party data	Reduce cost of digital channels content management	3%-15%	-	• SAP Customer Data Cloud • SAP Customer Data Platform
Challenges in integrating customer data impact cross-channel interaction visibility	Enterprise Preference and Consent Management (CustData CLD) - Enable customers to control their profile, preference and consent data with a self-service preference center.	Reduce customer churn	1%-20%	-	
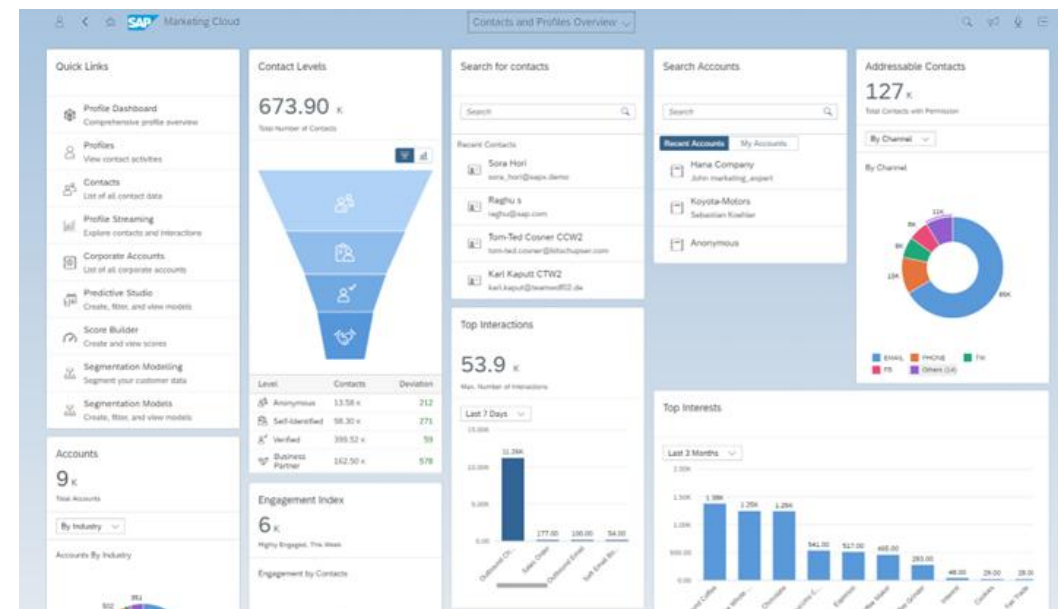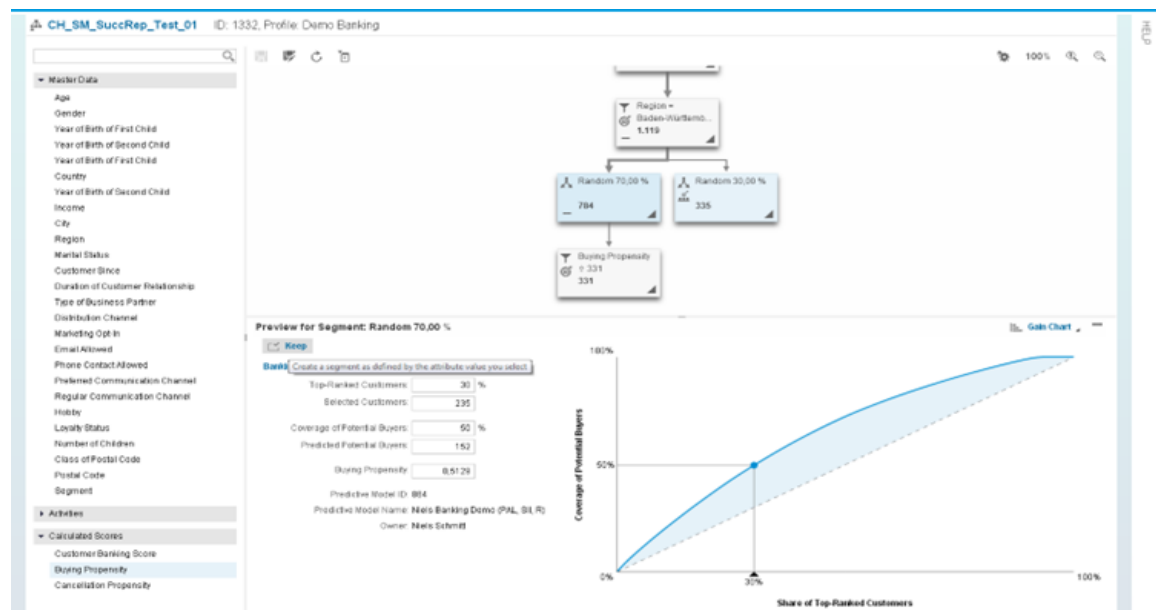
Customer Reference Bosch Automotive Aftermarket

BOSCH

| Industry	Region	Company Size
Automotive	Karlsruhe, Germany	13,000 employees

Project Details:

SAP ECC & SAP CRM 7 moved to SAP CX Sales & Services

Business Targets:

- Establishing a single repository for customer service management data

- Improving efficiency and visibility to deliver outstanding service

- Becoming more competitive by improving the customer experience

Discover the full story here

SAP
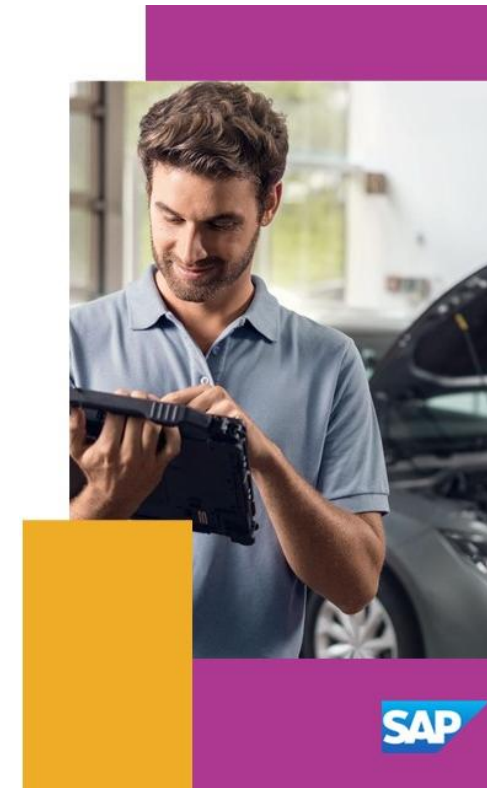
Additional assets Get inspired

SAP Sales Cloud Version 2 with SAP S/4HANA in Action

https://www.sap.com/assetdetail/2024/05/b090b0b6-ba7e-0010-bca6-c68f7e60039b.html

SAP Business AI powered SAP Sales Cloud and Service Cloud Version 2

https://www.sap.com/assetdetail/2024/05/b090b0b6-ba7e-0010-bca6-c68f7e60039b.html

Extensibility of SAP Sales and Service Cloud V2 with SAP BTP

https://www.sap.com/assetdetail/2024/12/3238d62b-e77e-0010-bca6-c68f7e60039b.html

Intelligent Selling with Joule in SAP Sales Cloud V 2 and SAP S/4HANA

https://www.sap.com/assetdetail/2025/05/ae800026-087f-0010-bca6-c68f7e60039b.html
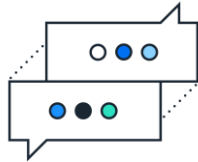
Action Start your Transformation now!

Approach

SAP Costumer Evolution Kit

Solution Demo → **Interview Sessions** → **Closing Session and Handover**

Deliverables

Business Process Mapping	Value Drivers & Benefits	Target Architecture & Product Map	Imple- mentation Roadmap	Optional: Bill of Materials

Key Values

- Free of Charge

- Time efficient with 8 to 10 hours total investment

- Virtually delivered by Experts

- E2E Process Consideration incl. SAP S/4HANA

What you bring

- Time

- Business Stakeholder

- Readiness Check and Questionnaire

Time is running. Sign up now!

Thank you.

Contact information:

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SAP Bring out your best.