



Business steering based on a single platform

Guðbjörg Árnadóttir, Michel Haesendonckx
June 2022

CUSTOMER

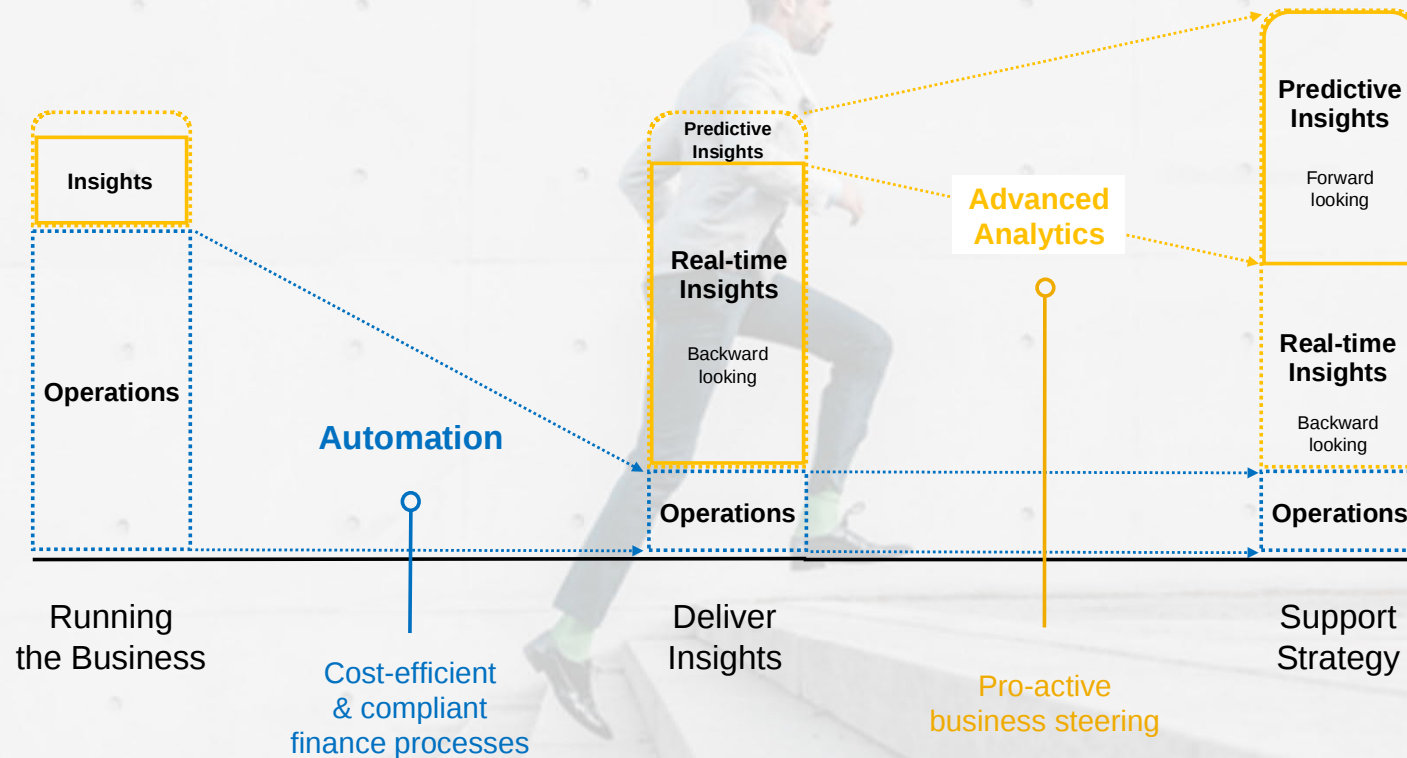
Agenda

- Introduction
- SAP's vision on Finance Transformation
& the architectural basis for addressing next generation finance needs
The universal journal as the single financial truth
- Simplified process design, reimagining
Margin Analysis
Closing Process
- Integrating plan figures
Future fact-based decision making
with Predictive and Planning
- What's coming: Towards real time, group-wide steering:
Introducing the concept of Value Chain Analysis
based on the Universal Parallel Accounting setup



SAP's Vision of Finance Transformation

From daily routine to supporting growth and new business models

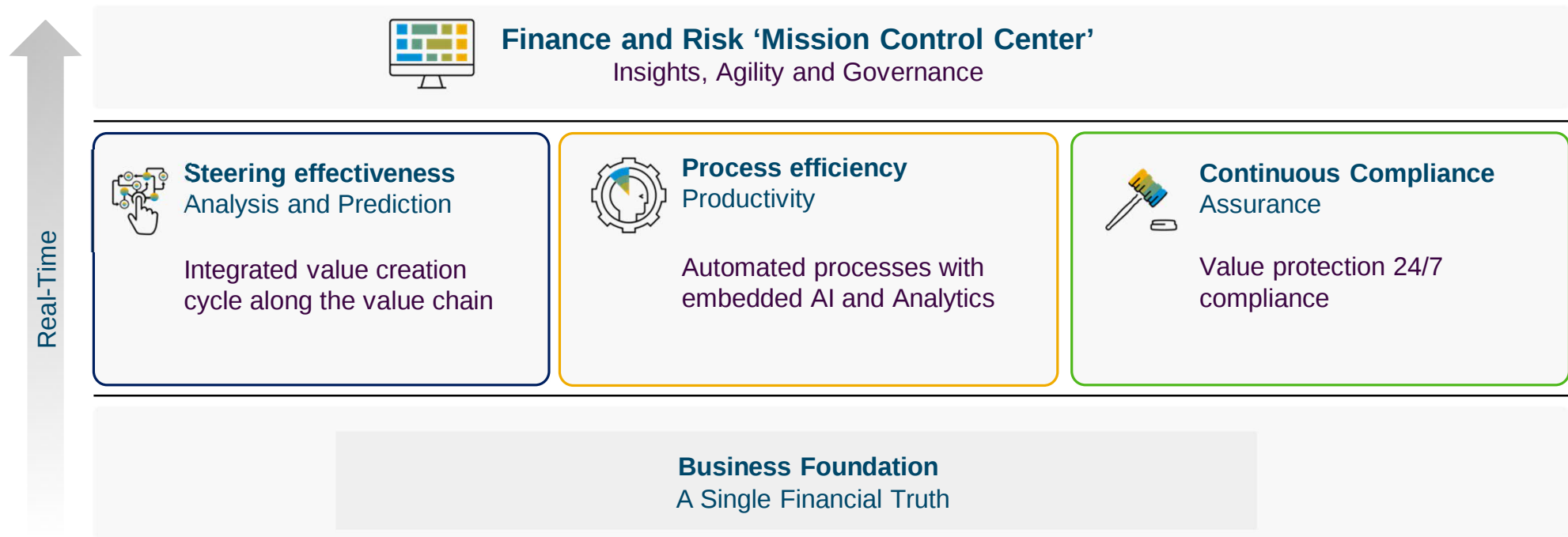


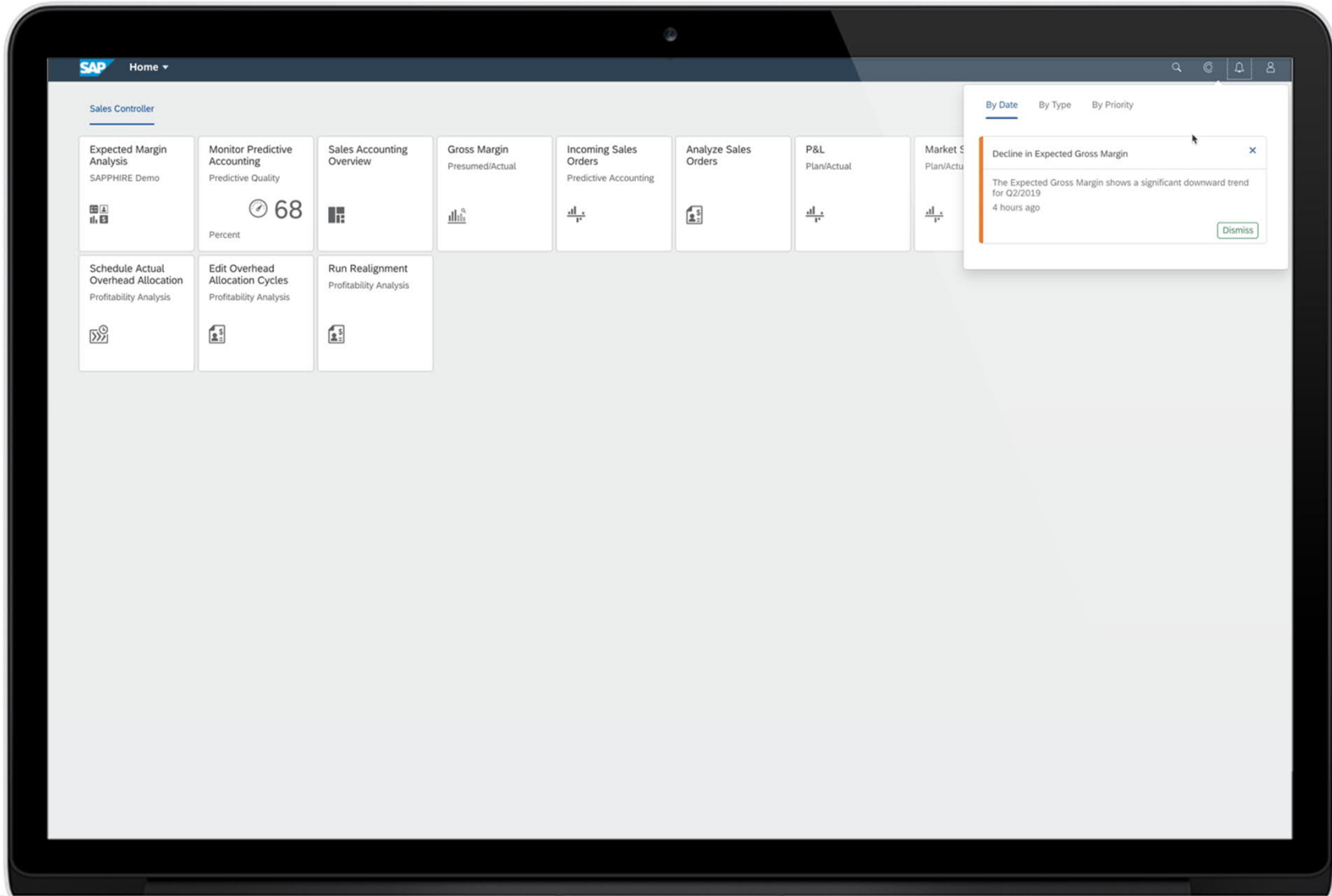
76% 

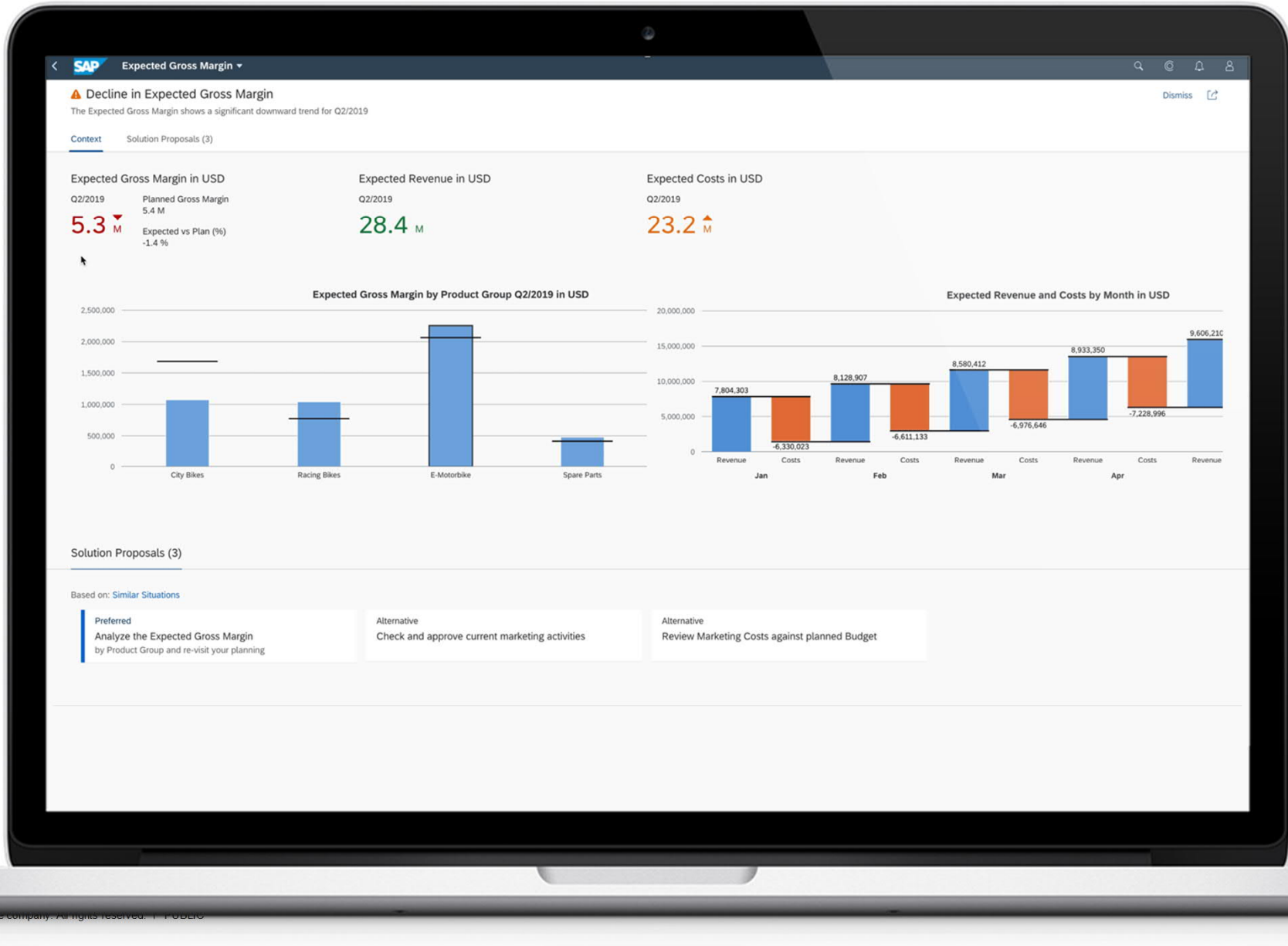
Of CFOs believe that at least **half their time** should be spent on **high-value planning** and **analytic activities**, versus 55% who actually achieve this

Source: CFO Research, "The Next Stage in Creating the Value-Added Finance Function," 2019

SAP's Unique Formula for Intelligent Finance and Risk







Preferred

Analyze the Expected Gross Margin by Product Group and re-visit your planning

Alternative

Check and approve current marketing activities

Alternative

Review Marketing Costs against planned Budget

Cancel

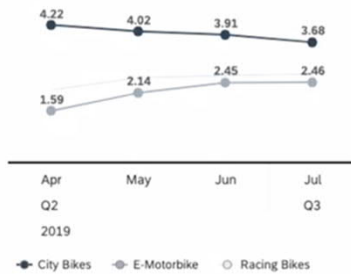
Product Group Margin Analysis

Marketing Spend Impact Analysis

Simulate: Allocation of Marketing Budget

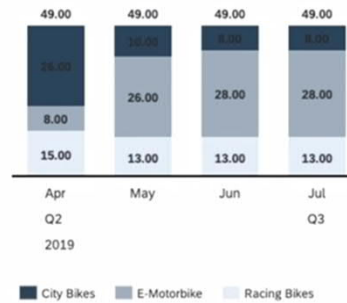
Revenue Forecast per Product Group

in Million \$



Marketing Spend per Product Group

in k\$



Marketing Spend per Product Group and Region

in Million \$

	East	Mid	West
City Bikes	8.000,00	28.080,00	22.620,00
E-Motorbike	30.000,00	10.800,00	8.880,00
Racing Bikes	5.770,00	12.150,00	20.700,00
Sum	44.390,00	50.770,00	59.320,00

Expected Margin vs Plan (Company)

in %



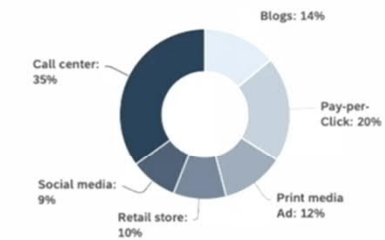
Popularity Index per Product Group and Region

in %

	City Bikes	E-Motorbike	Racing Bikes
East	59	88	61
Mid	58	73	88
West	76	89	84

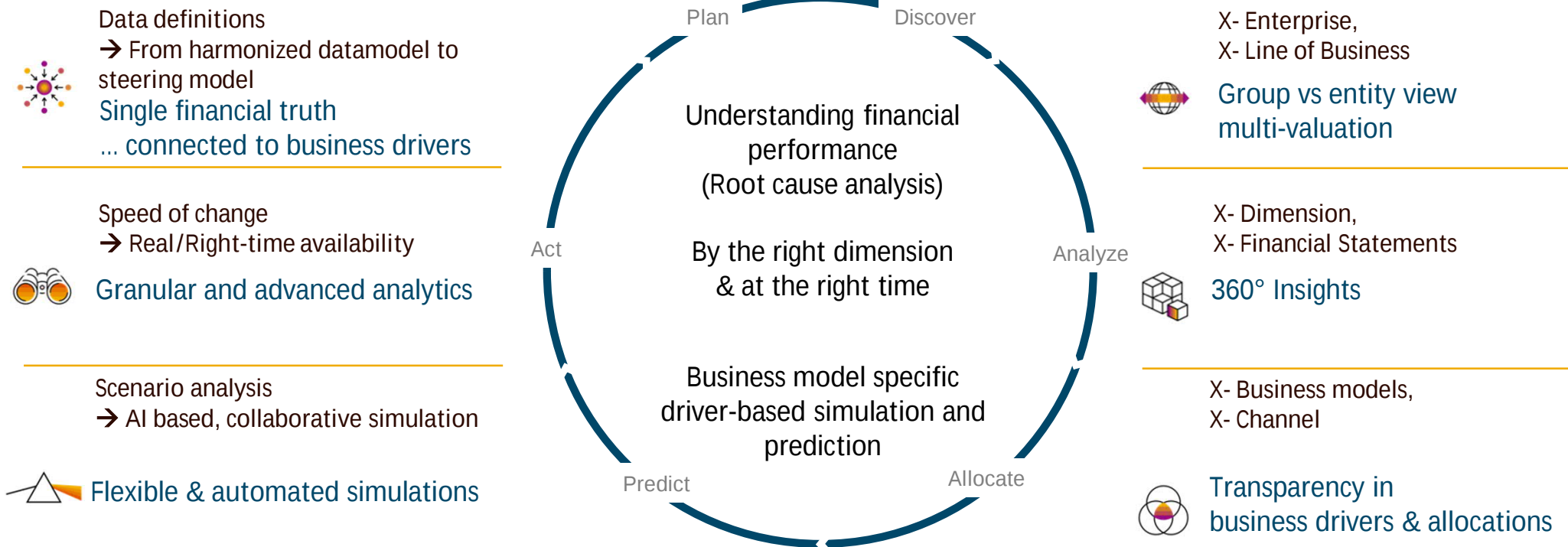
Proposed Channel Distribution

in %



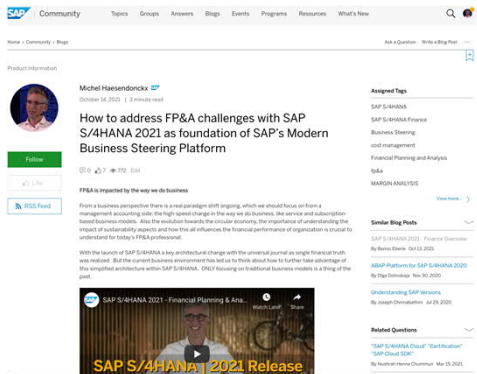
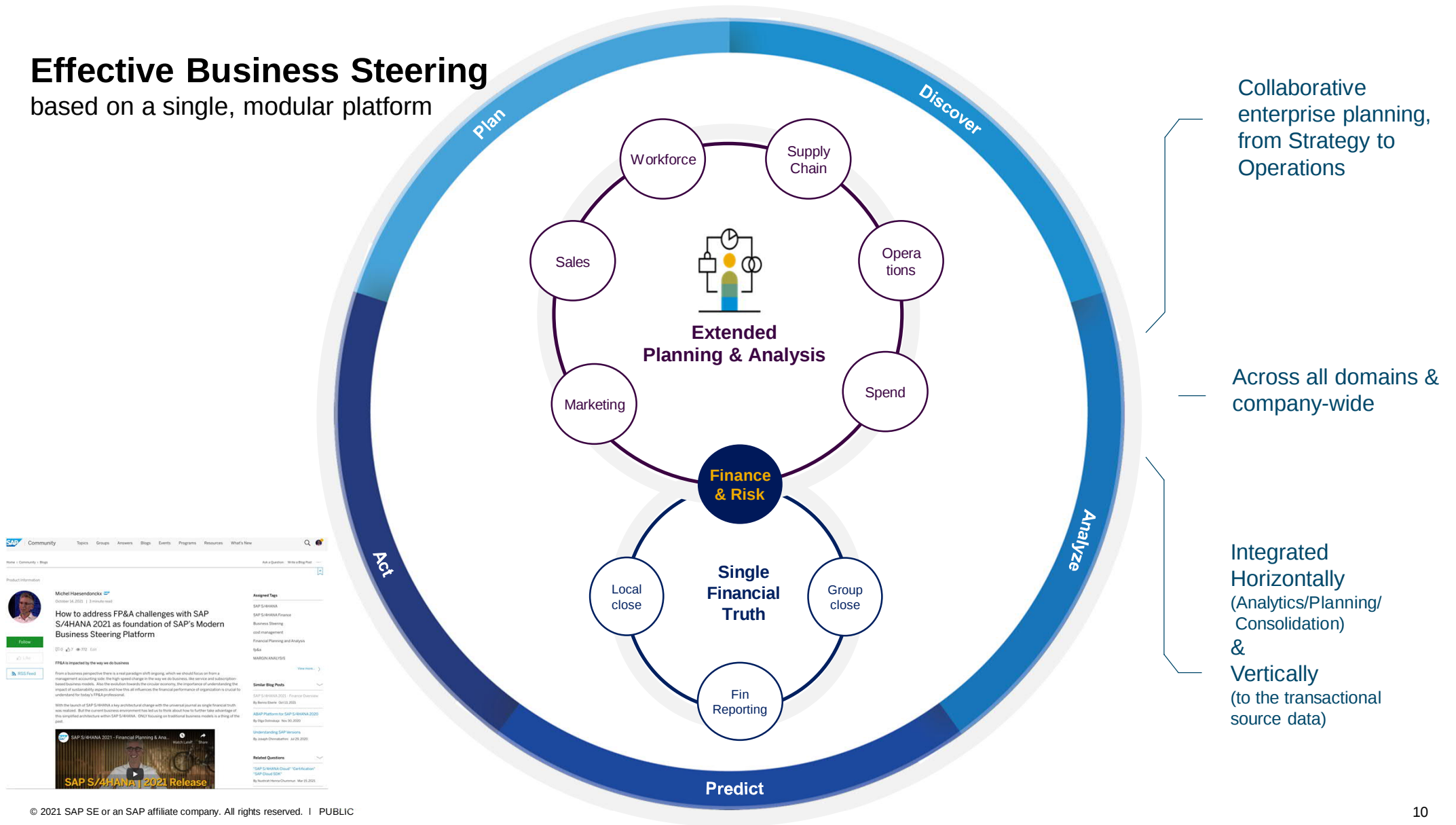
Change as a constant - Speed of change - User Centricity

Aligning resources with business strategy based on a clear insights in drivers



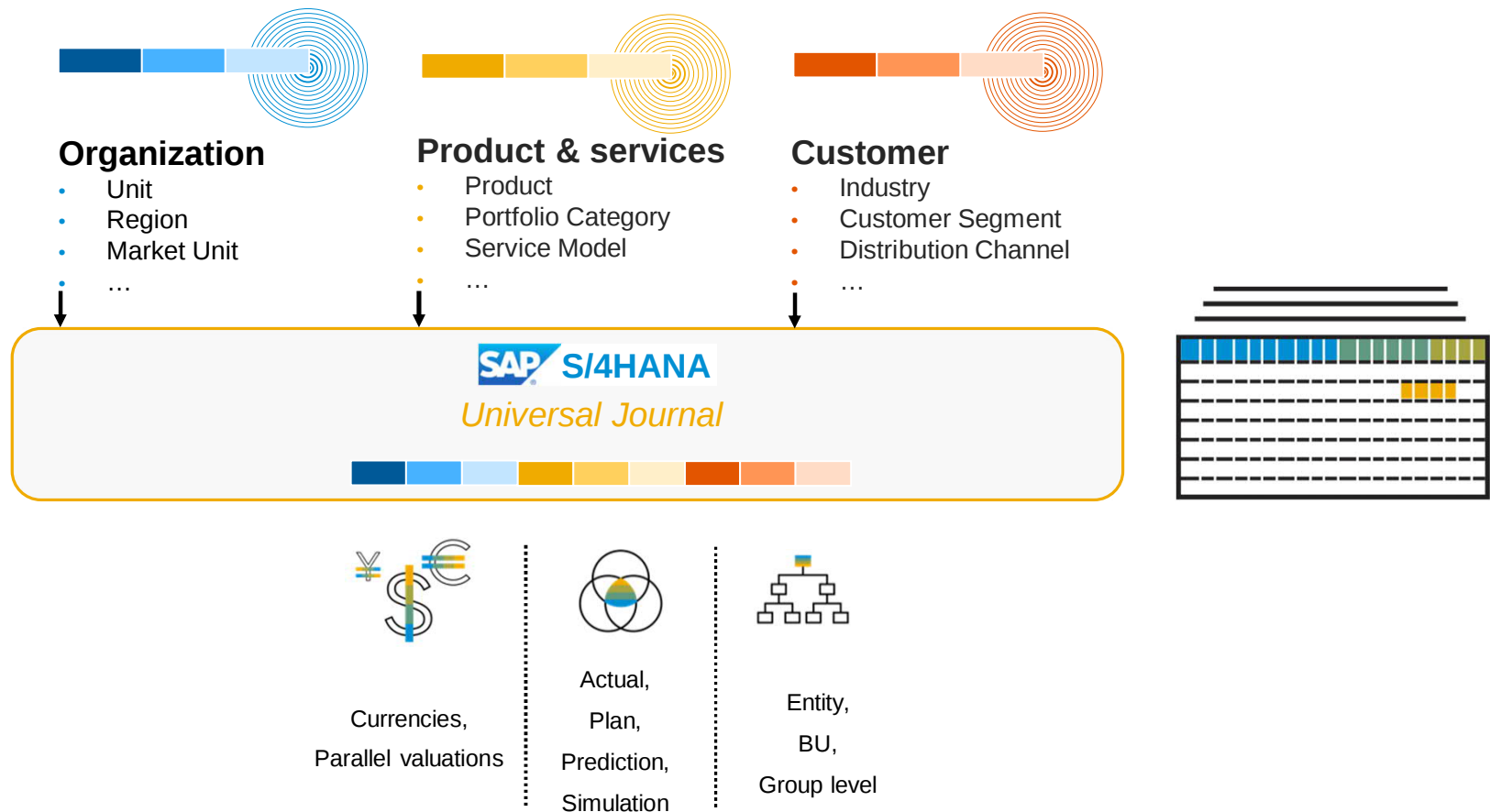
Effective Business Steering

based on a single, modular platform



Steering Model with All Dimensionality in the Universal Journal

Managed along all views, categories and levels - On the highest granular level - Reconciled by design



Standard 

Show Filter BarFiltersGo

Search

Pause

<<

Product Sold Group

0003

L001

L004

L006

P000

P001

P003

ZCRUISE

ZMTN

ZRACING

ZYOUTH

#

Product Sold Group

Racing Bik...

Trading Materi...

Finished Goods

Returnable Packagi...

Contract Type

Services

Periodic Service

Cruise

Mountain

Racing

Youth

Not assigned

Billed Revenue

\$ 700.00

\$ 1,216,600.85

\$ 73,009,189.00

\$ 10.00

\$ 0.00

\$ 0.00

\$ 0.00

\$ 127,447,366.00

\$ 197,820,060.00

\$ 248,481,927.00

\$ 66,065,590.00

\$ 0.00

Sales Deduction

\$ 0.00

\$ 1,479.65

\$ 0.00

\$ 0.00

\$ 0.00

\$ 0.00

\$ 0.00

\$ 0.00

\$ 0.00

\$ 0.00

\$ 0.00

\$ 0.00

Recognized Revenue

\$ 700.00

\$ 1,218,207.50

\$ 73,009,189.00

\$ 10.00

\$ 0.00

\$ 0.00

\$ 0.00

\$ 127,447,366.00

\$ 197,820,060.00

\$ 248,481,927.00

\$ 66,065,590.00

\$ 0.00

COGS - Variable

\$ 0.00

\$ -418,540.43

\$ -7,639.00

\$ 0.00

\$ 0.00

\$ 0.00

\$ 0.00

\$ -95,775,433.19

\$ -129,506,923.51

\$ -170,919,555.78

\$ -37,336,447.26

\$ -7,193.73

Contrib Margin I

\$ 700.00

\$ 799,540.07

\$ 73,001,550.00

\$ 10.00

\$ 0.00

\$ 0.00

\$ 0.00

\$ 31,671,932.81

\$ 68,313,136.49

\$ 77,562,371.22

\$ 28,729,142.74

\$ -7,193.73

COGS - Fixed

\$ 0.00

\$ 0.00

\$ -1,049.00

\$ 0.00

\$ 0.00

\$ 0.00

\$ 0.00

\$ -7,020,778.86

\$ -12,041,356.23

\$ -20,236,163.60

\$ 0.00

\$ 0.00

Price Differences

\$ 0.00

\$ -2.31

\$ -12,548.47

\$ 0.00

\$ 0.00

\$ 0.00

\$ 0.00

\$ 1,942,494.08

\$ 707,649.13

\$ -7,191,570.06

\$ 0.00

\$ 1,118.55

Contrib Margin II

\$ 700.00

\$ 799,537.76

\$ 72,987,952.53

\$ 10.00

\$ 0.00

\$ 0.00

\$ 0.00

\$ 26,593,648.03

\$ 56,979,429.39

\$ 50,134,637.56

\$ 28,729,142.74

\$ -6,075.18

Admin Overhead

\$ 0.00

\$ 0.00

\$ 0.00

\$ 0.00

\$ 0.00

\$ 0.00

\$ 0.00

\$ -2,770,638.17

\$ -6,158,381.15

\$ -5,660,715.94

\$ -3,507,182.58

\$ 18,096,917.84

Sales Overhead

\$ 0.00

\$ 0.00

\$ 0.00

\$ 0.00

\$ 0.00

\$ 0.00

\$ 0.00

\$ -6,400,217.91

\$ -14,225,957.91

\$ -13,076,343.36

\$ -8,101,647.52

\$ 41,804,166.70

Marketing Overhead

\$ 0.00

\$ 0.00

\$ 0.00

\$ 0.00

\$ 0.00

\$ 0.00

\$ 0.00

\$ -1,426,313.07

\$ -3,170,309.19

\$ -2,914,113.17

\$ -1,805,483.16

\$ 9,316,218.59

R&D Overhead

\$ 0.00

\$ 0.00

\$ 0.00

\$ 0.00

\$ 0.00

\$ 0.00

\$ 0.00

\$ -3,286,549.14

\$ -7,305,112.14

\$ -6,714,778.34

\$ -4,160,242.95

\$ 21,466,682.57

Contrib Margin III

\$ 700.00

\$ 799,537.76

\$ 72,987,952.53

\$ 10.00

\$ 0.00

\$ 0.00

\$ 0.00

\$ 12,709,929.74

\$ 26,119,669.00

\$ 21,768,686.75

\$ 11,154,586.53

\$ 90,677,910.52

Billed Quantity

0 H

*

140,010 PC

2 PC

0 H

0 H

0 PC

174,256 PC

120,667 PC

76,006 PC

639,855 PC

0 BT

Margin per Unit

X

\$ *

\$ (521.40) /PC

\$ (5.00) /PC

X

X

X

\$ (181.76) /PC

\$ (566.13) /PC

\$ (1,020.48) /PC

\$ (44.90) /PC

X

ROWS

Measures

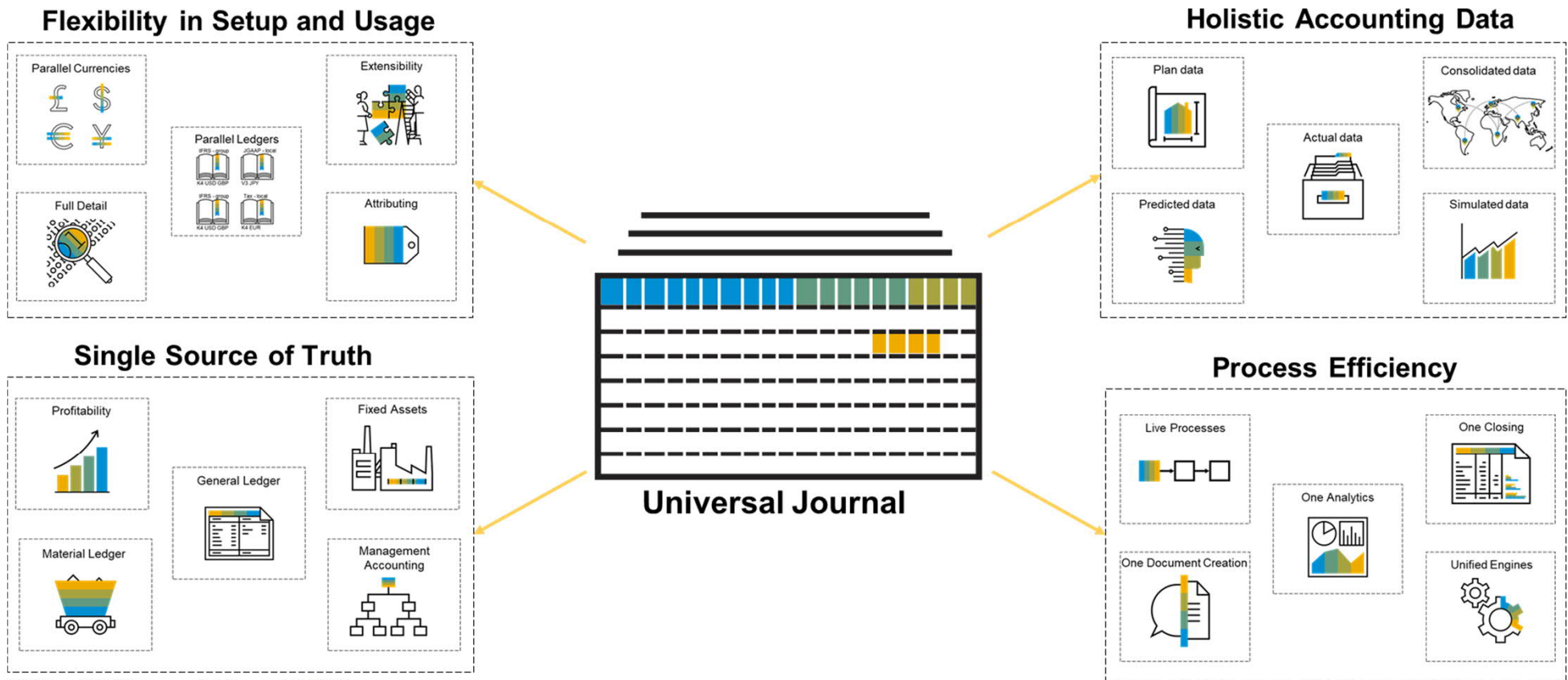
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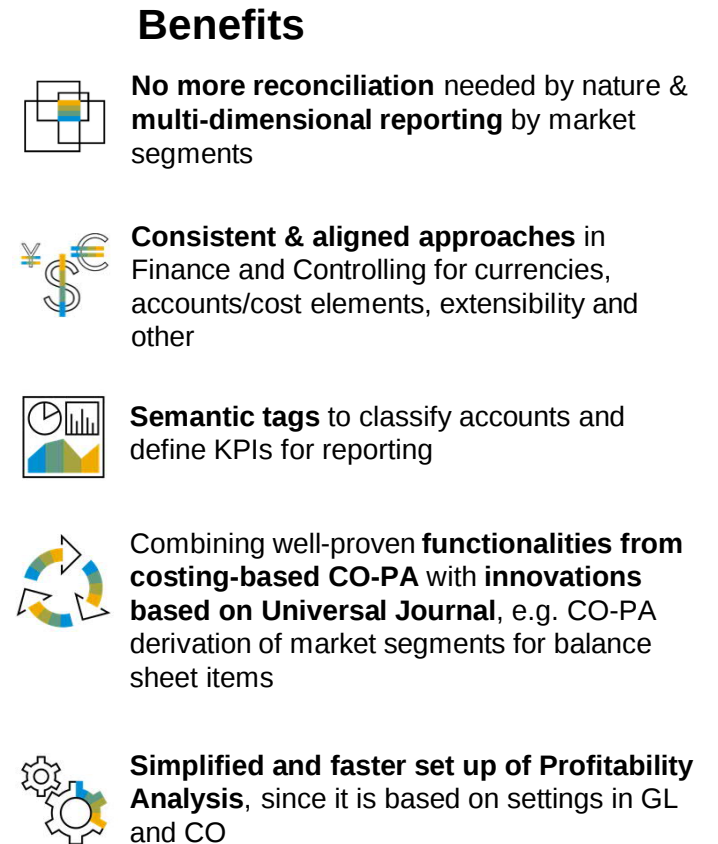


S/4HANA Financial Accounting Business Architecture

New Business Architecture for Simplification and Innovation: Reconciled, flexible, holistic and efficient



Instant and reconciled by nature



Benefits of Margin Analysis from deep integration into Universal Journal



Single source of truth, always providing consistent financial information (available)



No reconciliation needs along with financial audit trail (available)



Profitability characteristics directly in journal entry (available)



P&L drill-down by market segments (available)



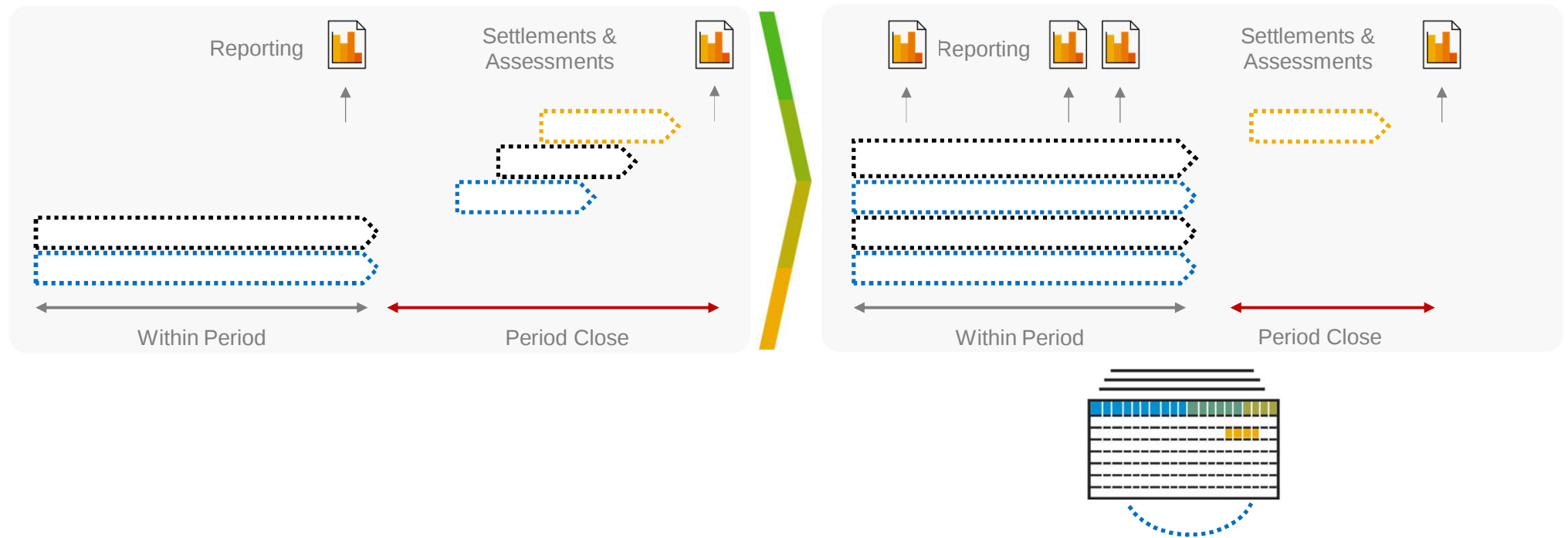
Profitability data at primary posting time along with real-time processing allows for real-time profitability analysis (available today for specific scenarios)



COGS at point in time of goods issue (accrued revenue only in CLD)

Accelerated period-end close

Instant Insight



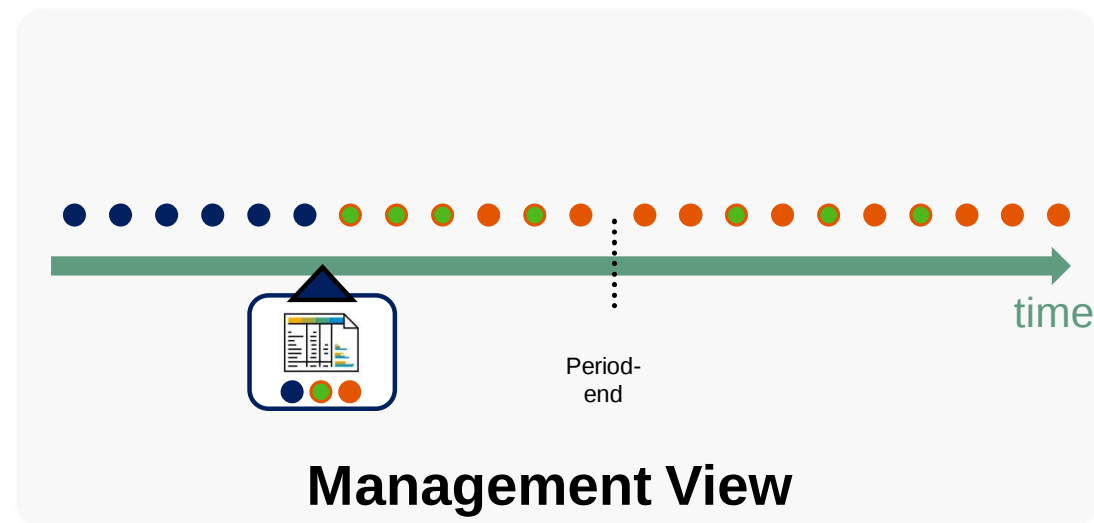
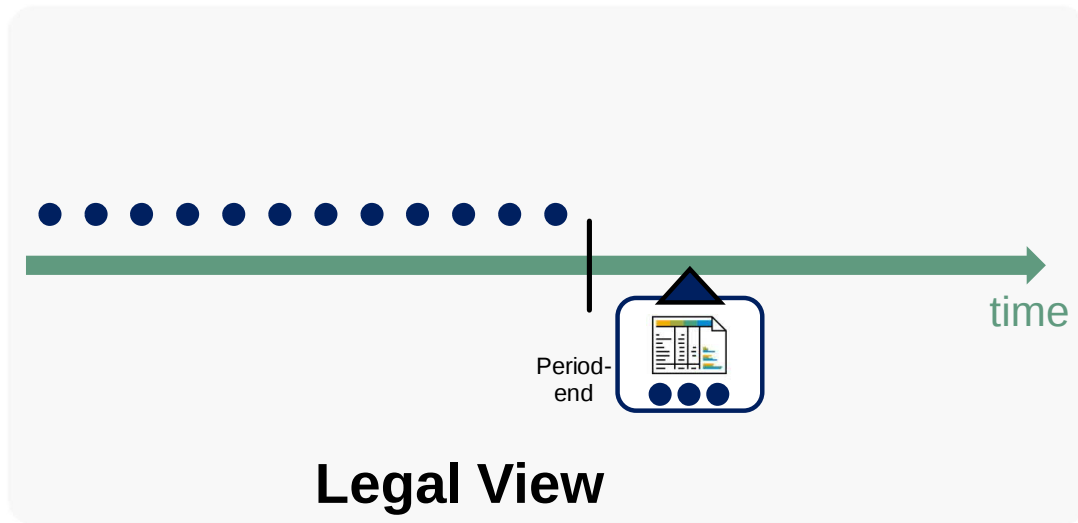
Attributed profitability segment

- Profitability characteristics **immediately derived** at time of primary document
- Real-time insight on profitability dimensions for **P&L** and some **B/S items** (WIP)
- **Settlement runs** become partially obsolete

Project-based services with real-time revenue and cost recognition

Reimagine your group-wide legal and management close with SAP S/4HANA

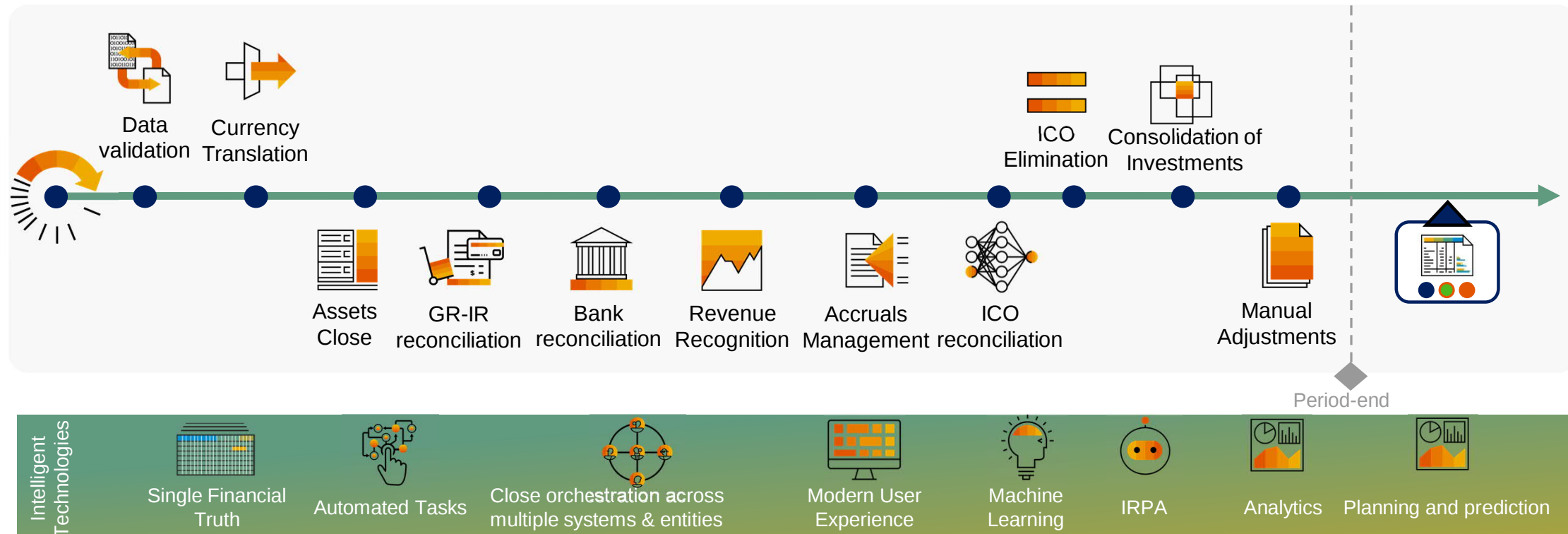
Optimizing closing efficiency, enabling pro-active steering



- Operational transaction financially recorded (GAAP relevant)
- Operational transaction financially simulated
- Predictive analytics based insights

Central Management & intelligent automation of the E2E Closing process

Central planning, monitoring and automation of the financial close



Intelligent automation streamlining the financial close

Example: Optimizing the GR-IR process by combining a business-user UX with intelligent automation

Conversational AI

Situation handling

Analytical capabilities

Intelligent recommendations

The screenshot displays the SAP Intelligent Goods and Invoice Receipt Account Reconciliation interface. The top navigation bar includes the SAP logo and the title 'Intelligent Goods and Invoice Receipt Account Reconciliation'. The main content area is divided into several sections:

- Filters:** Includes 'GRIR' (NOP 22.7K), 'Adapt Filters (4)', and various input fields for 'Company Code', 'Supplier', 'Purchasing Document', 'Latest Open Item Posting Date', 'Smart Facts', and 'Material Group'.
- Smart Facts:** A section with three facts: 'Is Invoice Goods Amount Surplus', 'Is Invoice Goods Quantity Surplus', and 'No Goods Receipt Posted'.
- Amounts:** A table showing 'Goods Receipts' with columns for 'Goods', 'Delivery Costs', and 'Overall'. The values are 0.00 \$, 0.00 \$, and 0.00 \$ respectively.
- Quantities:** A table showing 'Goods Receipts' with columns for 'Goods', 'Delivery Costs', and 'Overall'. The values are 0.000 PC, 0.000 PC, and 0.000 PC respectively.
- Financial Accounting Open Items:** A section at the bottom for further analysis.

The chat interface shows a message from 'GL MGR' inviting 'Purchase Admin' to the chat. The message asks: 'Can you please have look at the Attached screen shot Item, GR is missing'. Below the message is a screenshot of the SAP interface, which is the same one shown in the main screenshot. The chat interface includes a 'New Chat' button, a 'PA' status, and a 'Add a message...' input field.

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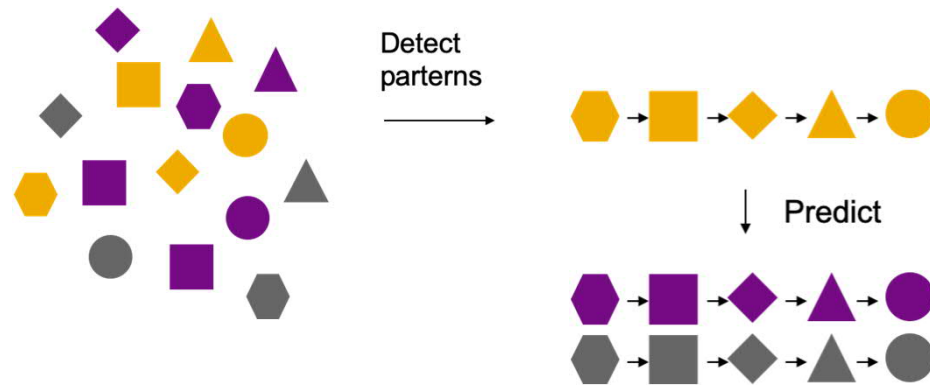


Different types of predictive logic

adding intelligence to finance applications

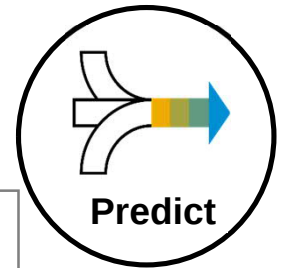
TOP-DOWN Prediction

Time series algorithm on historic data in order to predict future values considering trend, cycles and/or fluctuation



BOTTOM-UP Prediction

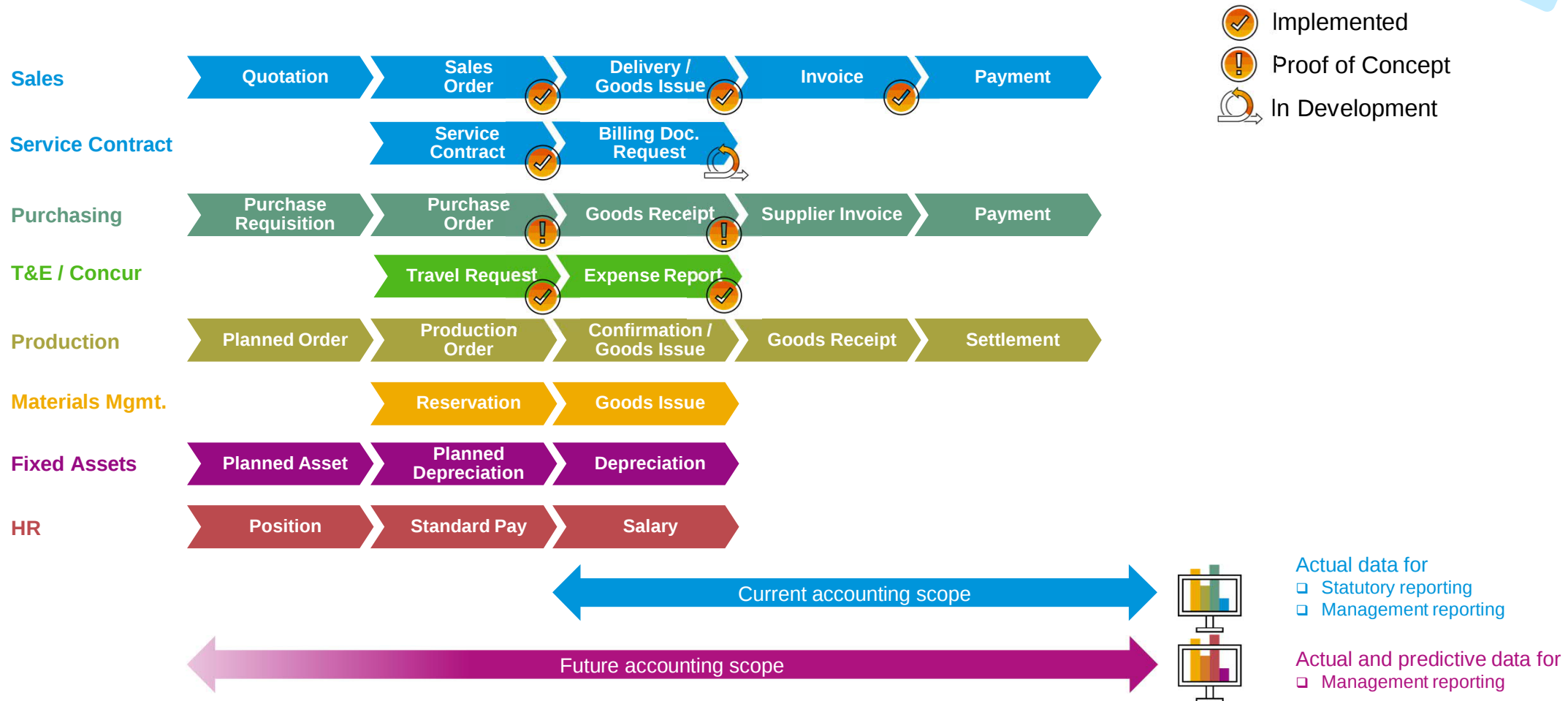
Predictive Accounting on the basis of predicted documents being part of an individual business process and its document flow



Predictive Accounting – Big Picture

Extending the reach of Accounting with predictive insights based on reflection of early logistical processes

Future direction



Predictive Accounting-Sales Order* ▾



Presumed Margin by Cust... | M USD (2)

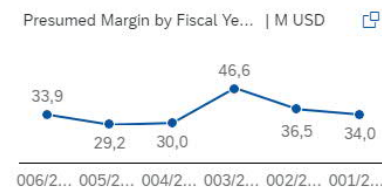
Z1 (Speciality)	183,6
Z2 (Large)	74,6

Presumed Margin by Prod... | M USD (4)

ZMTN (Mountai...	95,6
ZRACING (Raci...	92,9
ZCRUISE (Cru...	40,6

Presumed Margin by Profit Ce... | M USD

US10_PCR1S (...)	55,8
US10_PCM1S (...)	54,1
US10_PCR2S (...)	18,2



Go Adapt Filters (8)
Enter

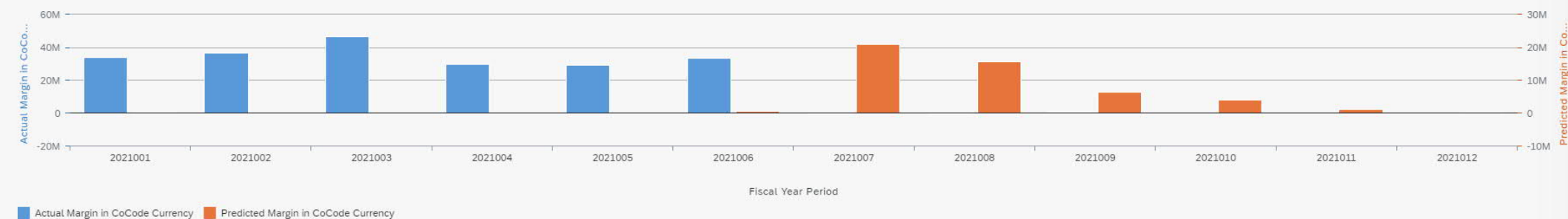
PF 71.1 %



Items

Details View By [Table Icon] [Bar Icon] [Link Icon]

Fiscal Year Period



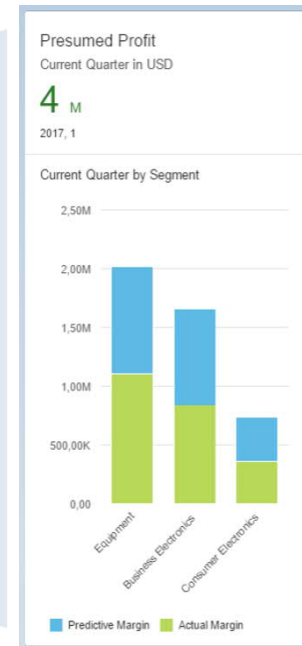
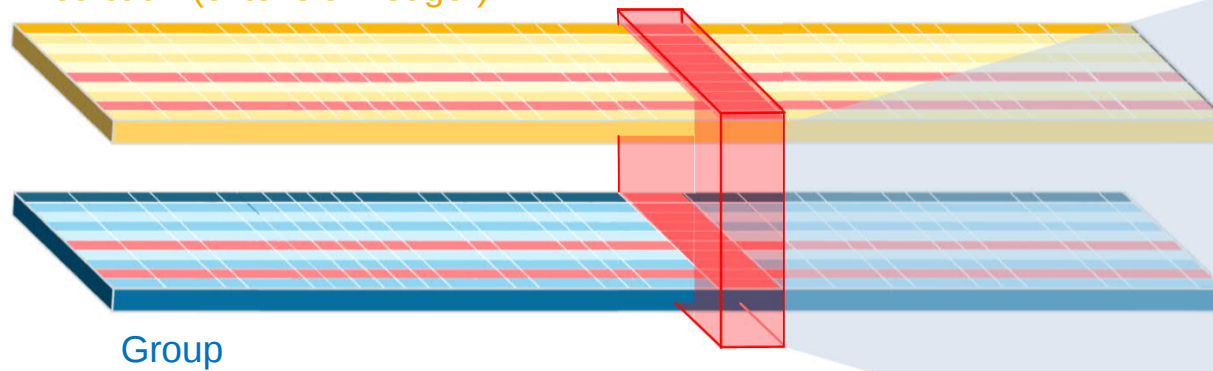
Items (177.166)



Journal Entry	Sales Order	Posting ...	Presumed Revenues	Presumed Cost of Sales	Presumed Margin	Actual Revenue	Actual Cost of Sales	Predicted Revenue	Predicted Cost of Sales	Predicted Margin	
PA0006OXV0	240102	12/29/2021	0,00 USD	15.175,98 USD	-15.175,98 USD	0,00 USD	0,00 USD	0,00 USD	15.175,98 USD	-15.175,98 USD	
PA0006OXV1	240102	12/29/2021	0,00 USD	0,00 USD	0,00 USD	0,00 USD	0,00 USD	0,00 USD	0,00 USD	0,00 USD	
PA0006OXV2	240102	12/29/2021	27.862,80 USD	0,00 USD	27.862,80 USD	0,00 USD	0,00 USD	27.862,80 USD	0,00 USD	27.862,80 USD	
PA0006OFV0	239821	12/28/2021	0,00 USD	3.706,80 USD	-3.706,80 USD	0,00 USD	0,00 USD	0,00 USD	3.706,80 USD	-3.706,80 USD	
PA0006OFV1	239821	12/28/2021	0,00 USD	0,00 USD	0,00 USD	0,00 USD	0,00 USD	0,00 USD	0,00 USD	0,00 USD	
PA0006OFV2	239821	12/28/2021	4.520,00 USD	0,00 USD	4.520,00 USD	0,00 USD	0,00 USD	4.520,00 USD	0,00 USD	4.520,00 USD	
PA0006O5U0	239600	12/24/2021	0,00 USD	8.938,34 USD	-8.938,34 USD	0,00 USD	0,00 USD	0,00 USD	8.938,34 USD	-8.938,34 USD	
PA0006O5U1	239600	12/24/2021	16.480,00 USD	0,00 USD	16.480,00 USD	0,00 USD	0,00 USD	16.480,00 USD	0,00 USD	16.480,00 USD	
PA0006O5V0	239601	12/24/2021	0,00 USD	4.066,20 USD	-4.066,20 USD	0,00 USD	0,00 USD	0,00 USD	4.066,20 USD	-4.066,20 USD	
			813.577.975,9... USD	555.362.476,11 USD	258.215.499,7... USD	661.054.725,9... USD	451.536.708,6... USD	152.523.250... USD	103.825.767,43 USD	48.697.482,... USD	363.137,4

Origin of predictive and combined KPIs

Prediction (extension ledger)

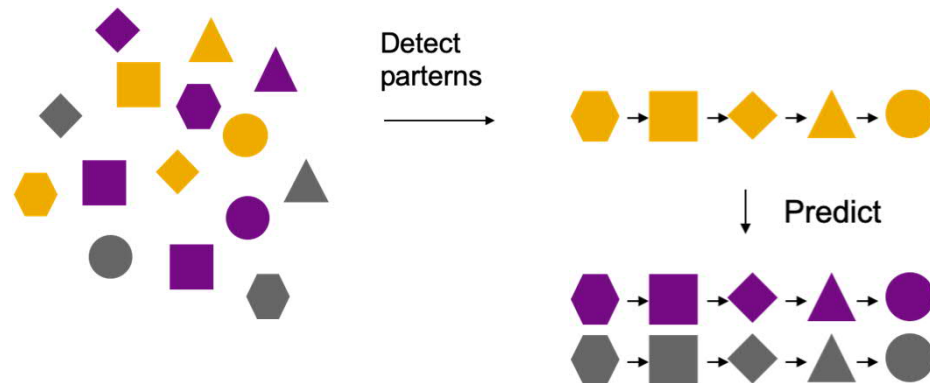


Different types of predictive logic

adding intelligence to finance applications

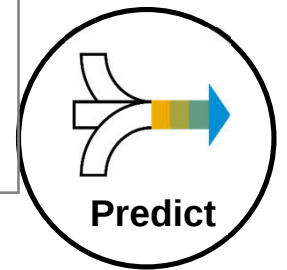
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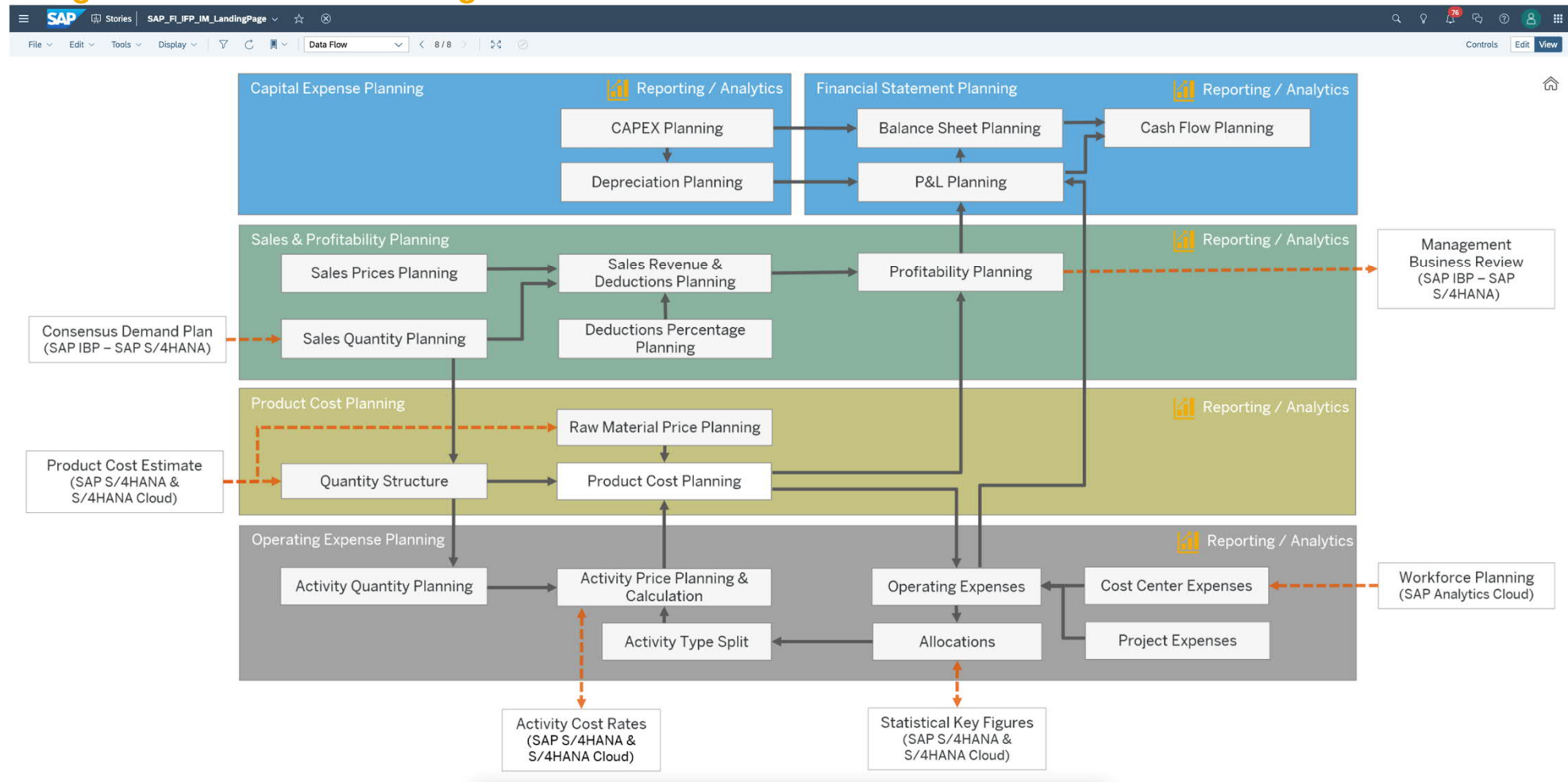
BOTTOM-UP Prediction

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Fast Time to Value

Integrated Financial Planning with SAP S/4HANA



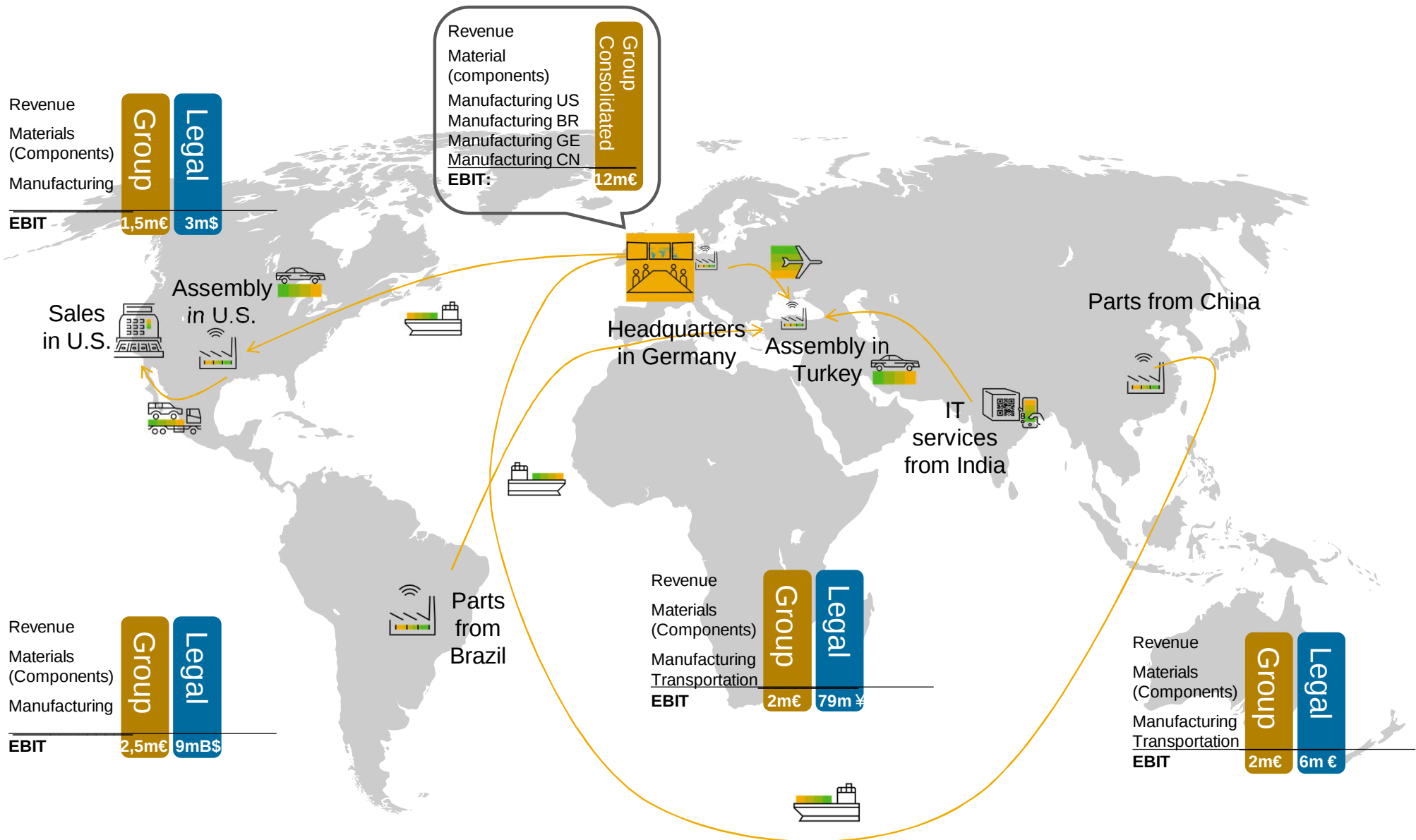
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Global Intercompany Value Chains require End-2-End Value Chain Visibility





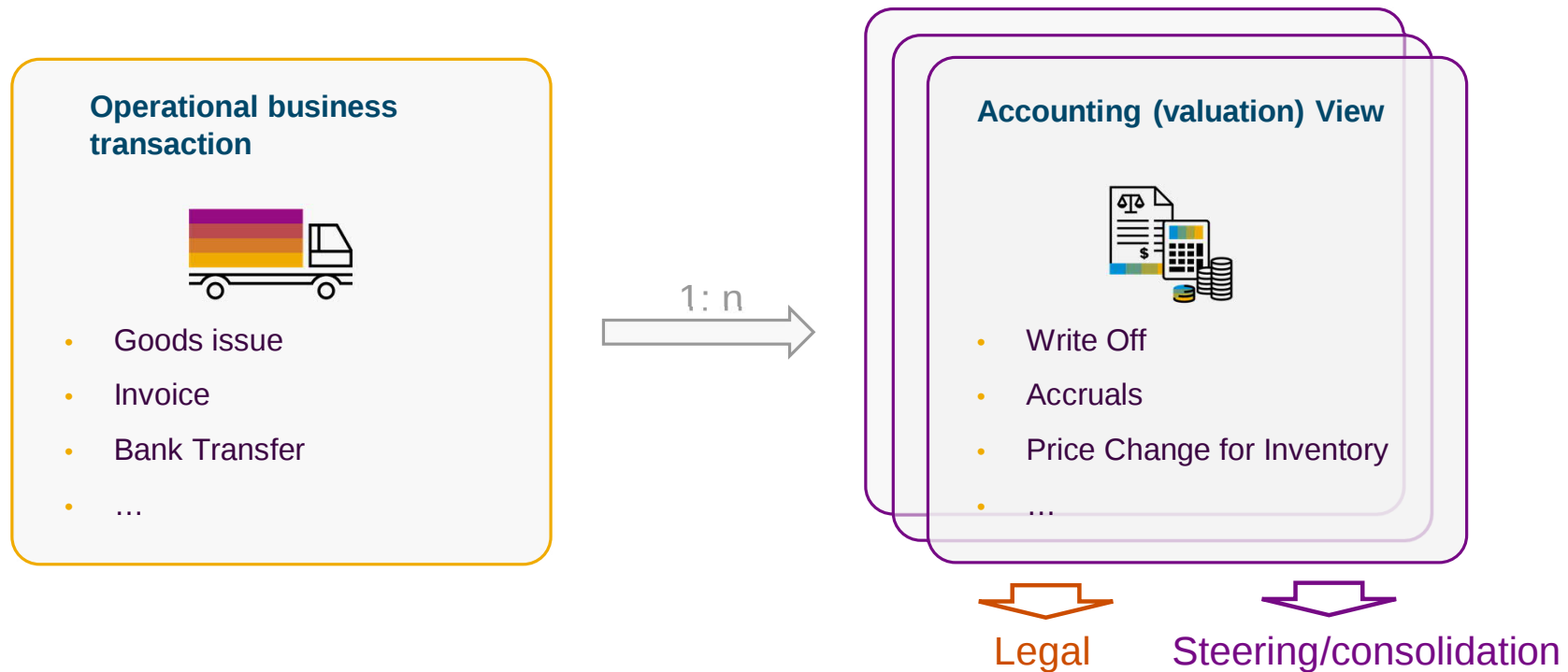
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The Business Requirement (Main use case)

One business transaction has to be represented in Finance in parallel due to different valuation rules

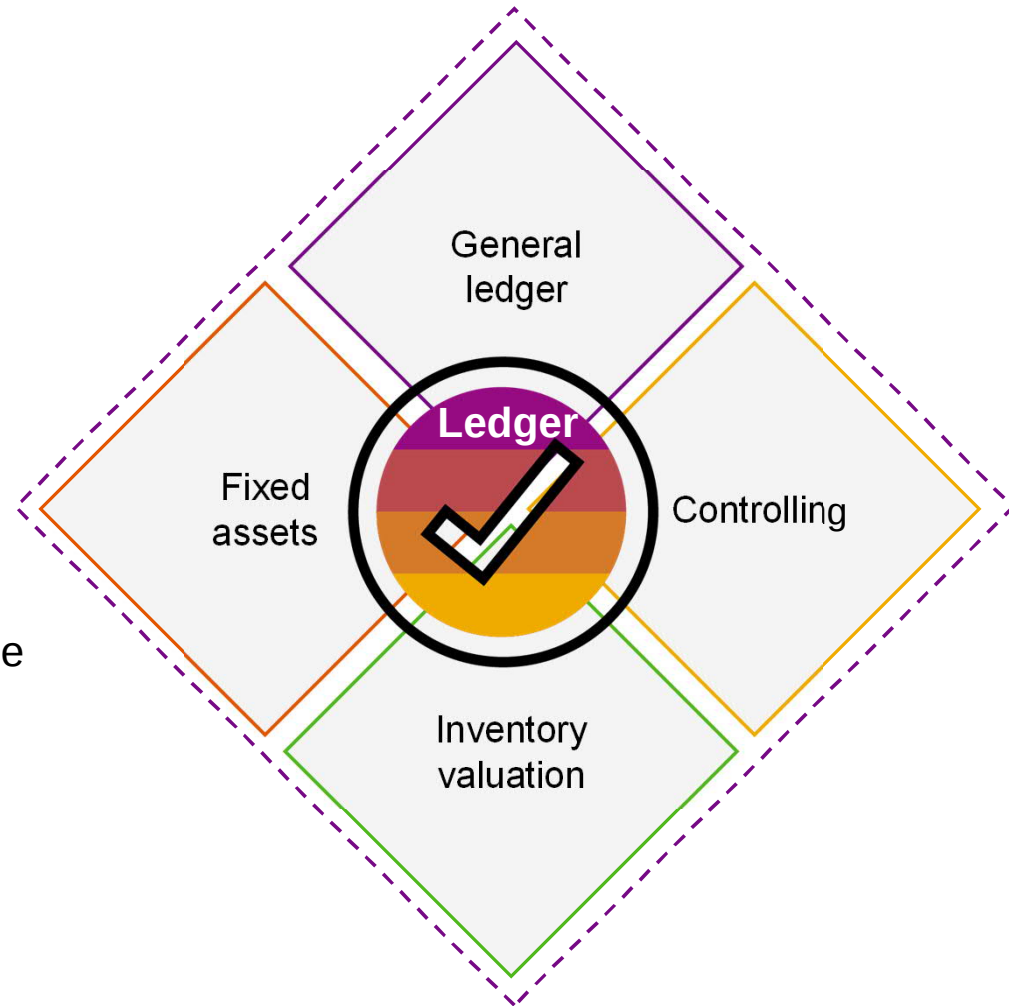


Operational transactions
happen once

Accounting: multiple representations of the business
transaction, according to valuation principle(s) applied

Harmonized way of presenting parallel valuations in SAP S/4HANA Cloud

- Universal solution for General Ledger and all Sub-Ledgers
- Fully aligned financial and management accounting
- Includes currency management
- Different ledgers per Accounting Principle



Harmonized approach in comprehensive reporting

CE2105

Asset values

Company Code: 1010 (Company Code 1010) Asset Class: 1000 (Real Estate (Land))
 Asset Number: 10000000-0 Ledger: OL (Ledger OL)
 Depreciation Area : 01 (Book Depreciation) Real/Derived: Real

Value Display General Parameters Additional Parameters

Key Figures Journal Entries Depreciation Value Comparison Fi... 2020 C... EUR (C...

Standard

Value	Start of Fiscal Year	Change	Posted Value	Due Value
APC Transaction	0.00 EUR	1,000.00 EUR	1,000.00 EUR	0.00 EUR
Total APC	0.00 EUR	1,000.00 EUR	1,000.00 EUR	0.00 EUR
Net Book Value	0.00 EUR	1,000.00 EUR	1,000.00 EUR	0.00 EUR

Balance Sheet/Income Statement

Standard

Company Code: 1010 Ledger: OL (Ledger OL) Statement Version: 1099 Statement Type: Normal (Actual - Actual) End Period: 10 2020 Comparison End Period: 10 2019 Currency: EUR (Company Code C...)

Adapt Filters (7) Go

All Accounts Balance Sheet Profit & Loss Unassigned Accounts (6) Notes

Hierarchy Node

Description	Period Balance	Comparison Balance (Actual)	Absolute Difference	Relative Difference
> ASSETS	459,741,643.76 EUR	-213.08 EUR	459,741,856.84 EUR	9,999.9%
> LIABILITIES	-459,741,643.76 EUR	213.08 EUR	-459,741,856.84 EUR	-9,999.9%
> Profit and loss statement	0.00 EUR	0.00 EUR	0.00 EUR	
> Accounts not assigned	-113,593.04 EUR	0.00 EUR	-113,593.04 EUR	
> Supplement	-96,319,061.14 EUR	0.00 EUR	-96,319,061.14 EUR	

Cost center values

Navigation Panel

Standard

* Ledger: OL * Ledger Fiscal Year: 2020 * Key Date: 10/14/2020 Company Code: 1010 Cost Center: Profit Center:

Data Analysis Graphical Display Query Information

<Standard Query View> Filter Sort Hierarchy Drilldown Display Measures Totals

Cost Center	Functional Area	Actual Amount in Trans CrCy	Actual Amount in Company Code CrCy	Actual Amount in Global CrCy
SFUT000002	SFUNIT YB99	\$ 2,000.00	1,615.59 EUR	\$ 2,000.00
SFUT000001	SFUNIT YB99	\$ 1,000.00	1,100.00 EUR	\$ 1,000.00
10101101	Financials (DE) YB40	0.00 EUR	0.00 EUR	\$ 0.00

Inventory values

Navigation Panel

Standard

* Ledger: OL * Company Code: 1010 * Reporting key date: 10/14/2020 G/L Account:

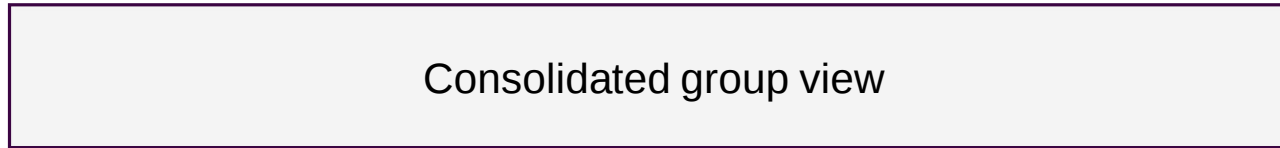
Data Analysis Graphical Display Query Information

<Standard Query View> Filter Sort Hierarchy Drilldown Display Measures Totals

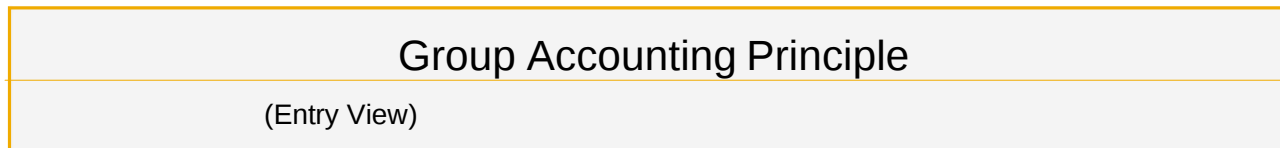
G/L Account	Product Group	Material	Inventory Quantity	Amount in CC CrCy	Amount in Glob. CrCy	Amt in FreeDefCrCy 1
YCOA/13300000	Semi-Finished Goods	SG21	9,999.980 PC	14,999.970.00 EUR	\$ 18,599,962.80	17,399,965.20 CHF
YCOA/13400000	Finished Goods	FG126	5 PC	93.25 EUR	\$ 115.45	108.00 CHF
YCOA/13600000	Trading Materials	TG0011	110 PC	110.00 EUR	\$ 136.18	127.38 CHF
		TG11	10 PC	10.00 EUR	\$ 12.38	11.58 CHF
		TG12	999 PC	13,486.50 EUR	\$ 16,693.29	15,624.36 CHF

Universal Parallel Accounting - Step by Step

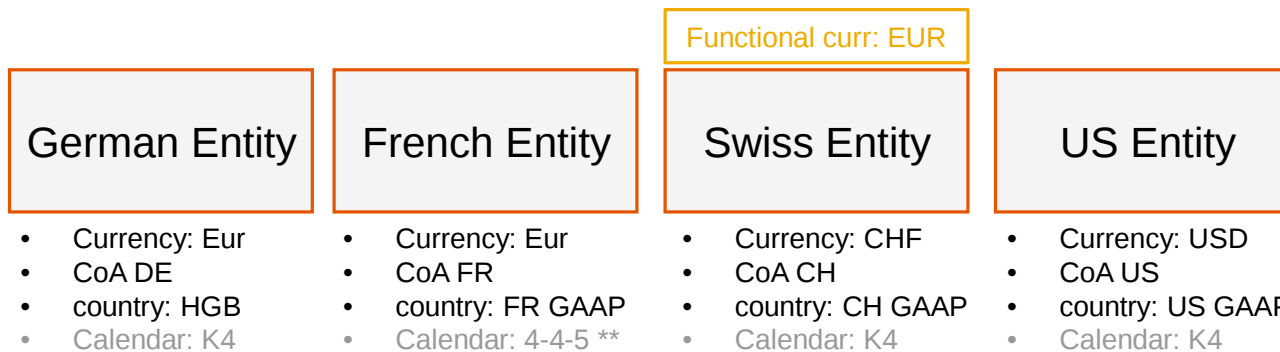
Consolidated view through SAP S/4HANA Group Reporting



- Post consolidation
- SAP S/4HANA Cloud for Group reporting



- 1 Currency: (Group curr)
- 1 CoA (Group CoA)
- 1 Country (GAAP): IFRS
- 1 Calendar **



- Functional currency through 3rd currency for controlling *

* SAP Note 2894297

** 4-4-5 mapping: Future direction

Universal Parallel Accounting - Step by Step

Consolidated view through SAP S/4HANA Group Reporting



Consolidated group view

Consolidated Group Reporting

- Adding SAP S/4HANA external Companies from other sources thru flexible file upload, GRDC, etc.
- Currency translation at closing rate
- Eliminations and Consolidations



CE 2202
OP 2021 FPS1

→ Group Reporting Preparation Ledger

Entry View

GR fields

Accounting-side Group Reporting Preparation

Following group accounting principle
Aggregation of companies in a common period definition and cons CoA
GC translated at transaction spot rate
Group objects filled (consolidation unit, FS item, partner unit, subitem)



German Entity

- Currency: Eur
- CoA DE
- country: HGB
- Calendar: K4

French Entity

- Currency: Eur
- CoA FR
- country: FR GAAP
- Calendar: 4-4-5 **

Functional curr: EUR

Swiss Entity

- Currency: CHF
- CoA CH
- country: CH GAAP
- Calendar: K4

US Entity

- Currency: USD
- CoA US
- country: US GAAP
- Calendar: K4

Accounting-side entity close

Following local accounting principles perspective of the single company not intended for company aggregation

* SAP Note 2894297

** 4-4-5 mapping: Future direction



Universal Parallel Accounting - Step by Step

Pre-consolidation view allows for real time group view including interco elimination (at cost)

ACDOCU



Consolidated

Consolidated group view

Consolidated Group Reporting

- Adding SAP S/4HANA external Companies from other sources thru flexible file upload, GRDC, etc.
- Currency translation at closing rate
- Eliminations and Consolidations

ACDOCA



Ledger 3

CE 2302
OP 2022

Transactional Consolidation view

SAP Labs

- Group management view in real time incl interco elimination (at cost)
- "Parallel valuation": Multiple valuation principles transferred in this added ledger



Ledger 2

CE 2202
OP 2021 FPS1

Group Accounting Principle/ Group Reporting Preparation Ledger

Accounting-side Group Reporting Preparation
Following group accounting principle
Aggregation of companies in a common period definition and cons CoA
GC translated at transaction spot rate
Group objects filled (consolidation unit, FS item, partner unit, subitem)



Ledger 1

German Entity

- Currency: Eur
- CoA DE
- country: HGB
- Calendar: K4

French Entity

- Currency: Eur
- CoA FR
- country: FR GAAP
- Calendar: 4-4-5

Functional curr: EUR

Swiss Entity

- Currency: CHF
- CoA CH
- country: CH GAAP
- Calendar: K4

US Entity

- Currency: USD
- CoA US
- country: US GAAP
- Calendar: K4

Accounting-side entity close
Following local accounting principles perspective of the single company not intended for company aggregation

Your thoughts?