

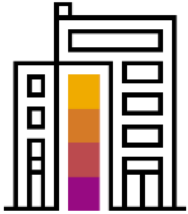
# SAP Innovation Awards 2021 Entry Pitch Deck

Improving user experience and operational efficiency at global scale with SAP S/4HANA

Vodafone

PUBLIC





## Company Information

---

<b>Headquarters</b>	Newbury, Berkshire, UK
<b>Industry</b>	Telecommunications
<b>Web site</b>	<a href="http://www.vodafone.com">http://www.vodafone.com</a>

Vodafone Group is a multinational technology communications company responsible for digitally connecting more than 334 million mobile, fixed-line, and TV customers and organizations of all sizes.

Vodafone is among the top five internet providers globally and one of the largest operators of submarine cables.

Vodafone is the largest mobile and fixed network operator in Europe with the largest 5G network and is the world's largest Internet of Things (IoT) connectivity provider, connecting more than a hundred million devices – from cars to lampposts.

The company has seen dramatic growth in recent years, and believes communications technology has the power to continue transforming people's lives.

# Improving experience and operational efficiency at global scale

Vodafone



“We wanted to create key insights for our finance department and business users in each department. With the new SAP Fiori user experience and new SAP Fiori-based analytical apps available in SAP S/4HANA, we knew with certainty that SAP’s latest ERP upgrade was the right way to go.”

Holger Grewe, Head of Corporate Transformation at Vodafone.

## Challenge

To keep up with changes in the telecommunications industry, Vodafone needed to fully integrate automation and intelligence into its end-to-end business processes to achieve operational efficiency and real-time capabilities.

## Solution

Vodafone migrated its single instance of SAP ERP Central Component (ECC) to SAP S/4HANA with a big-bang approach that made the transformation available to more than 100 legal entities across 22 countries at once. SAP S/4HANA went live in just 18 months.

## Outcome

Vodafone has improved user experience, automation, process standardization, operational efficiency, and access to real-time insight in business functions such as finance, supply chain, and IT. The effects of modernization have impacted the entire organization.



**93K** Employees

**>70%** Automation

**>80%** Standardization



## Participating Partner Information



### Accenture

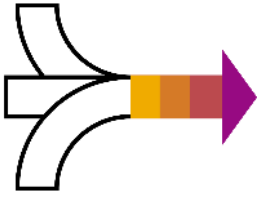
Helping Vodafone migrate to SAP S/4HANA each step of the way



***“This was a daily collaboration across three parties – a sort of power-of-three operation – across Vodafone, Accenture and SAP.”***

**Alberto Bergamini, Client Account Leadership, Accenture**





## Business Challenges and Objectives

A single SAP ECC installation has allowed Vodafone to operate as a global business across more than 26 countries, enabling the company to maximize the use of its shared services for finance, supply chain, and human resources.

However, the SAP ECC system had several limitations, thus essential tasks (such as reviewing cost centers and comparing them to the financial plan) could not be carried out in a timely manner. Business data had to be copied out, transformed, and modeled, and business users had to rely on outdated reports instead of real-time insights.

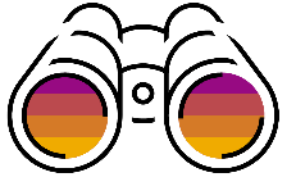
The system also needed more capacity to manage and track tens of thousands of cell towers - each with thousands of components.

Vodafone decided to migrate from SAP ECC to SAP S/4HANA to increase process automation and standardization, improve user experience, and deliver real-time insights to support the company's 93,000 employees.

The company wanted to empower users across its organizations to analyze data in real-time and gain reliable insight in a more flexible and intuitive way.

To improve employee productivity and operational efficiency, data intelligence had to be delivered inside business processes.





## Project or Use Case Details

---

In partnership with Accenture, Vodafone successfully migrated one of the five largest single-instance SAP installations to SAP S/4HANA with minimal business disruption in just 18 months. The new solution went live in November 2019.

They used a two-step approach to the migration. First, SAP HANA replaced the Oracle database in 2018. Then the application layer was migrated to SAP S/4HANA.

They choose a brownfield approach to migration by importing data and re-creating processes from the existing system. They also archived data and eliminated unused programs and reports.

Employee productivity has improved. SAP Analytics Cloud allows Vodafone to analyze SAP S/4HANA data in real-time. Cloud-based machine learning services also deliver intelligent recommendations at critical digital interaction points.

In parallel, Vodafone carried out a phased global rollout of SAP Concur, SAP SuccessFactors, and SAP Ariba solutions, increasing agility and efficiency in major lines of business. SAP S4/HANA was upgraded to the newer release in November 2020.



# Benefits and Outcomes

## Business or Social

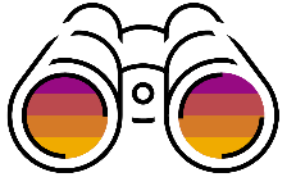
- **Increased automation** has delivered lower error rates and higher efficiency
- **Greater business agility** with real-time insights
- **Cost reductions** to run the SAP stack with simplified and automated global business processes

## IT (optional)

- **Breakthrough technology transformation** with minimal disruption of ongoing operations completed **in just 18 months**
- **Better system performance** and smoother updates with higher level of process standardization
- **Data footprint reduction** with SAP HANA native compression and greater efficiency of data management in SAP S/4HANA

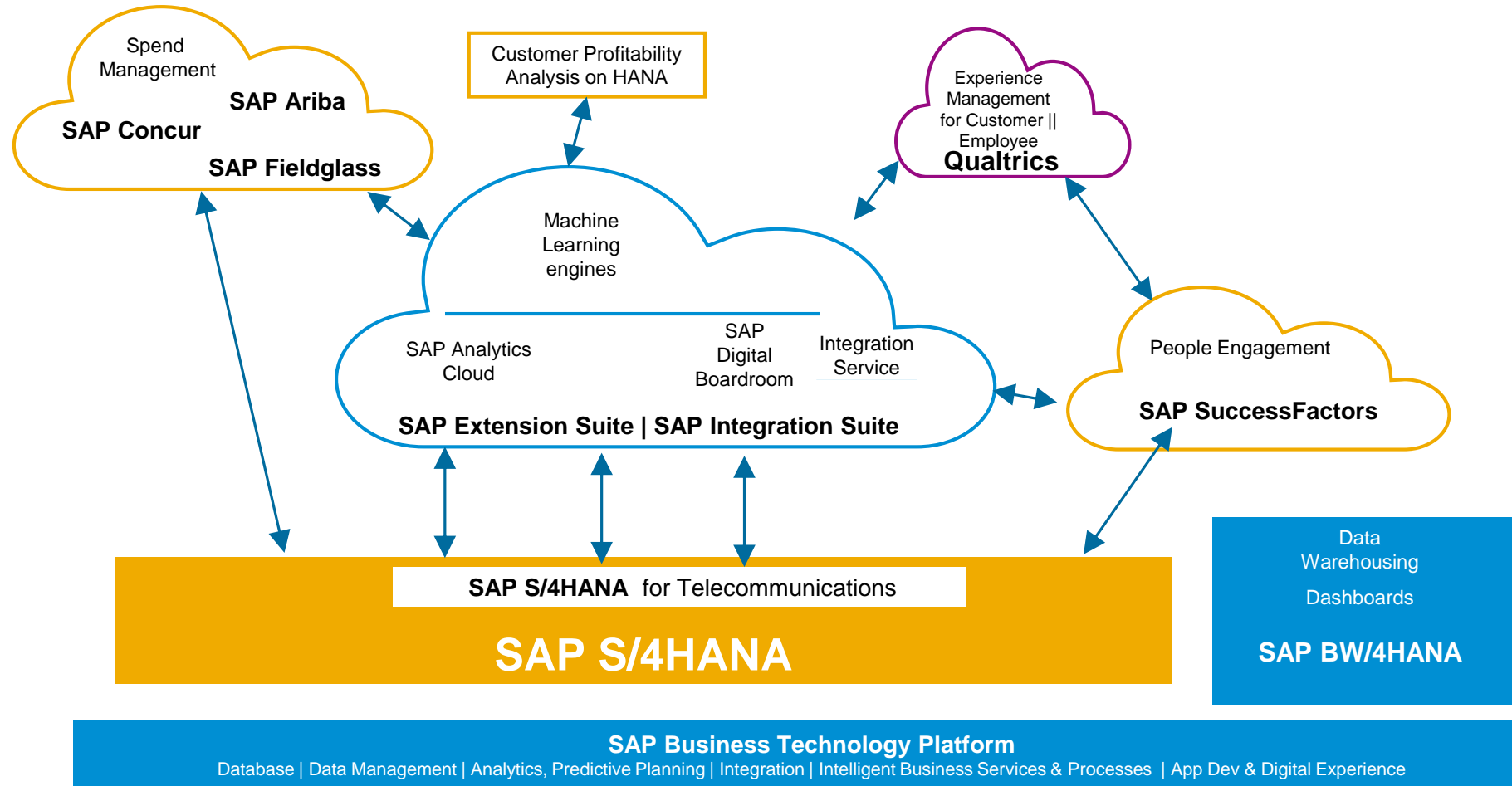
## Human Empowerment

- **Improved user experience** and productivity for 93,000 users with SAP Fiori and more efficient processes
- **Increased job satisfaction** through elimination of repetitive tasks



# Project or Use Case Details

## Vodafone - EVO Digital Transformation







# Deployment

**Deployment status** Live

**Date** November 2019

**Number of users** 93,000

## SAP® technologies used:

SAP product	Deployment status	Contribution to project
1 SAP S/4HANA	Live	New digital core
2 SAP Concur	Live	Expense management
3 SAP SuccessFactors	Live	Replaced existing HR module
4 SAP Ariba	Live	Connect digitally to the supply base
5 SAP Extensions Suite, SAP Integration Suite and SAP Analytics Cloud	Live	Support cloud Integration and Machine Learning and Real-time insight

If you have used one or more of the services or support offerings from SAP Services and Support during the implementation or deployment phase, please indicate which one(s) below with an

SAP MaxAttention™

SAP ActiveAttention™

SAP Advanced Deployment

SAP Value Assurance

SAP Model Company

Others:

SAP Innovation Services

SAP Innovative Business Solutions



# Advanced Technologies (1 of 2)

The following **advanced technologies** were part of the project.

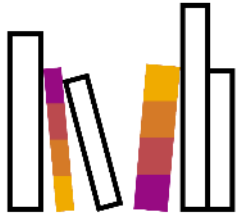
Technology or use case	Product used*	Contribution to project and how product used integrates with SAP products
<b>1 Machine learning or artificial intelligence</b> <ul style="list-style-type: none"><li>Machine learning</li></ul>	Invoice Object Recommendation	Integrates to SAP S/4HANA to give recommendations on General Ledger accounts for Non-Purchase order invoices (FI). Since Dec'20 also recommendations on Cost Centers and COPA. Reduces invoice processing times and error corrections.
<b>2 Intelligent data management</b> <p>Multi-cloud, data virtualization and governance, smart data tiering, persistent memory, data privacy</p>		
<b>3 Advanced and augmented analytics</b> <ul style="list-style-type: none"><li>Real-time and streaming analytics, spatial analytics</li><li>Natural language query and generation</li><li>Auto ML to identify trends, patterns, outliers</li><li>Predictive analytics (time series analysis and forecasting, regression, classification)</li></ul>		
<b>4 Data and analytics solutions in the cloud</b> <ul style="list-style-type: none"><li>Unified data and analytics cloud platforms by SAP</li><li>Modern/self-service data to analytics</li></ul>	SAP Analytics Cloud	Deliver real-time insight from SAP S/4HANA and SAP SuccessFactors – a massive improvement over batch reporting previously used. Kicking off in Dec'20 with 4 entities, the Cost Centre Manager Dashboard enables cost center owners and Finance Decisions Support (FDS) representatives to stay in control of their spend.



## Advanced Technologies (2 of 2)

The following **advanced technologies** were part of the project.

Technology or use case	Product used*	Contribution to project and how product used integrates with SAP products
<b>5 Advanced cloud integration</b>	SAP Integration Suite	Integration of selected cloud solutions to SAP applications
<b>6 Industry cloud platform</b>		
<b>7 Blockchain</b>		
<b>8 Internet of Things</b>		
<b>9 3D printing</b>		



## Additional Information

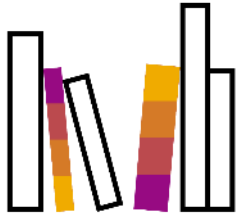
---

**Cost Centre Manager Dashboard (CCMD)** will be rolled out to all Vodafone and Vodacom markets, providing 3000 cost centre owners with data insights directly from our source SAP systems.

**The problem statement** – budget holders across our business have relied on Finance and HR teams to extract and produce data to provide them with their position against budget or forecast. This was a highly manual monthly process and significant time and effort was taken to produce the reports, which by the time they were shared, were often outdated.

**Defining requirements** – we utilized design thinking methodology with a group of end users to create a design framework that is informative yet simple to understand without advanced SAP or Finance knowledge. The dashboard needed to be intuitive, interactive and responsive to provide a great user experience with little to no training. Importantly it also needed to be secure with cost centre owners only seeing cost centres owned by themselves or their direct/indirect reports.

**Technical solution** – SAP S/4HANA financials and cost centre master data is combined with SuccessFactors employees records and organization charts in SAP BW/4HANA. Role access is designed within BW/4HANA to control visibility. Delta loads are taken on an hourly basis to ensure upto date data visibility. An S/4 Fiori tile in the Launchpad provides direct access to the dashboard in SAP Analytics Cloud.



## Additional Information

---

**CCMD Content** – The cost centre manager sees 4 pages in the dashboard. An Overview page provides year to date spend against budget for operating expenses (opex) and capital expenses (capex) together with the number of people charged to the cost centre(s). Detailed pages follow on Opex, Capex and People where the user can drill down through hierarchies to individual transactions or employees.

**Feedback** – Very positive feedback from both Finance Business Partners and Cost Centre Managers. For the Finance teams this removes the manual preparation of month-end reports and allows them to focus on supporting their stakeholders on opportunities and actions to be taken. For the cost centre manager, the data is to hand in real-time and allows them to take informed decisions on budget utilization.

**Next Steps** – following the roll-out to all managers, we will be looking to enhance the dashboard further with new data sources such as travel & expense data from SAP Concur and contractor data from SAP Fieldglass to continue to place the data insights directly into the hands of our decision makers.

Follow us



[www.sap.com/contactsap](http://www.sap.com/contactsap)

© 2020 SAP SE or an SAP affiliate company. All rights reserved.

No part of this publication may be reproduced or transmitted in any form or for any purpose without the express permission of SAP SE or an SAP affiliate company.

The information contained herein may be changed without prior notice. Some software products marketed by SAP SE and its distributors contain proprietary software components of other software vendors. National product specifications may vary.

These materials are provided by SAP SE or an SAP affiliate company for informational purposes only, without representation or warranty of any kind, and SAP or its affiliated companies shall not be liable for errors or omissions with respect to the materials. The only warranties for SAP or SAP affiliate company products and services are those that are set forth in the express warranty statements accompanying such products and services, if any. Nothing herein should be construed as constituting an additional warranty.

In particular, SAP SE or its affiliated companies have no obligation to pursue any course of business outlined in this document or any related presentation, or to develop or release any functionality mentioned therein. This document, or any related presentation, and SAP SE's or its affiliated companies' strategy and possible future developments, products, and/or platforms, directions, and functionality are all subject to change and may be changed by SAP SE or its affiliated companies at any time for any reason without notice. The information in this document is not a commitment, promise, or legal obligation to deliver any material, code, or functionality. All forward-looking statements are subject to various risks and uncertainties that could cause actual results to differ materially from expectations. Readers are cautioned not to place undue reliance on these forward-looking statements, and they should not be relied upon in making purchasing decisions.

SAP and other SAP products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP SE (or an SAP affiliate company) in Germany and other countries. All other product and service names mentioned are the trademarks of their respective companies.

See [www.sap.com/copyright](http://www.sap.com/copyright) for additional trademark information and notices.

