Powering Digital Transformation With SAP Order to Cash (BRIM and RAR)

SAPinsider
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In This Session

Enabling Business Model Transformation for the Digital Solutions Economy connecting BRIM and RevRec

AGENDA

Welcome & Introduction

Digital Solutions Economy

Use Cases

Key Decision Points

Wrap Up & Q&A

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John Froelich – SVP Bramasol

40 Years Technology 20 Years SAP Experience DSE....

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Welcome & Introduction

Digital Solutions Economy

Bramasol™

Founded in 1996 as SAP Partner

Owned by Dr. Hasso Plattner

Deep Financial Expertise

SAP Co-Innovation Partner

Hundreds of Successful Projects Globally

Leadership for the Digital Solutions Economy

Leasing (REFX)

Revenue Accounting (RAR)

BRIM

Cash & Treasury Management

Quote to Cash for the Digital Solutions Economy

Compliance and Reporting

Close, 10K, 10Q
ASC 606 – RevRec
ASC 842 – Leasing
Tax
Audit

Finance & Cash Mgt.

Credit/Collections
Acct Receivable
Cash Flow
Flexible Payment Options
Tax (Sales, Use, VAT)

Billing and Invoicing

Usage & Consumption Charges
Pricing and Charging
Consolidation and Alignment

Commerce & Engagement

Omni Channel
Customer Engagement
Automation of Order Capture & Fulfillment

Quoting and Order Mgt

Dynamic Bundling
Flexible Offers built on the fly by the Customer
Complex Order Management

Supply Chain / Logistics

Dynamic Fulfillment
Shipping – 3 PL
Digital Supply Chain
Entitlements Management

Total Customer Experience

01 02 03 04 05 06

SAP RISE w/Hyperscaler Platform
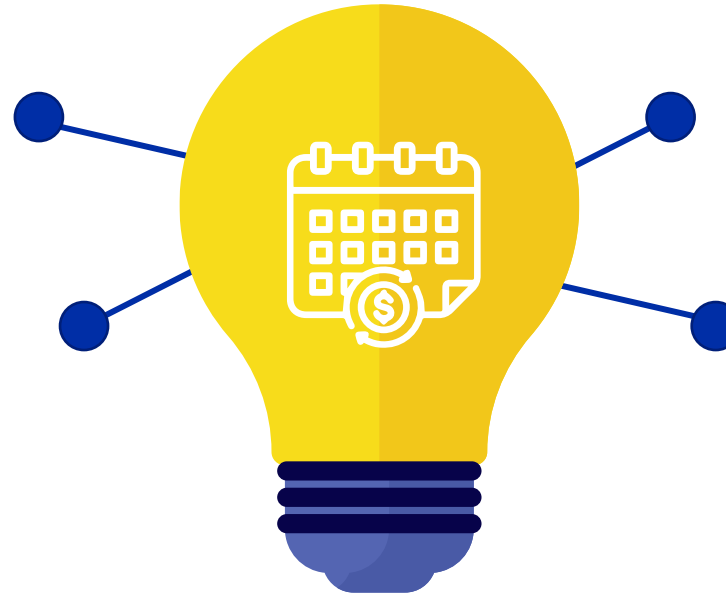
Data Mediation

SAP BTP

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Typical Customer Scenarios

Scenario 1 – Pilot Subscription Business

- Acquired a new business and needs wants to use that as a template to drive new models elsewhere

- Want set up a new business unit to gain insights into the business model
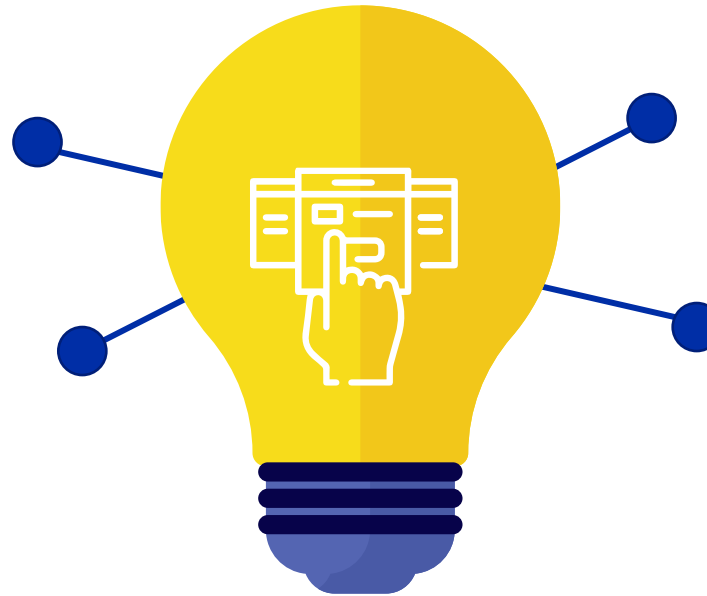
Option 1 –
Bring up the new unit on SAP ERP

Option 2 –
Sidecar with SAP S/4HANA Public Cloud and Subscription Billing

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Scenario 2 – Move From Pure Subscription to Usage/Consumption Model

- **On SAP ECC using RAR and SAP SD with basic subscriptions, want to move to a consumption model but S/4 is "years away"**

- **On SAP S/4 doing most RevRec and Subscriptions manually. Looking to scale and move to a more outcomes or consumption model**

Option 1 – Leverage SAP Subscription Billing and integrate to existing RevRec

Option 2 – Implement SAP RAR and BRIM/Subscription Billing together

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Scenario 3 – Greenfield

- Business growing rapidly and needs to scale. Needs a world class ERP solution with a flexible and scalable quote to cash process integrated to the back-end. Willing to adopt best practices

- On SAP ECC and want to take advantage of the power of SAP S/4HANA with a robust, scalable and flexible quote to cash solution
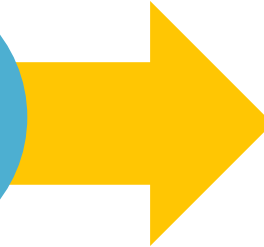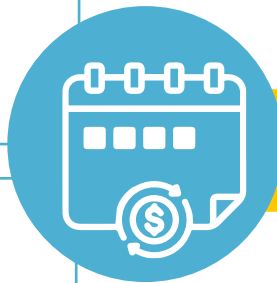
Option **1** : Complete transformation in Phases

Option **2** : Leverage SAP

Tips and Insights

"BEGIN WITH THE END IN MIND."

- STEPHEN R. COVEY

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Have A Specific Set of Goals in Mind

Test the market and processes to introduce a new subscription model
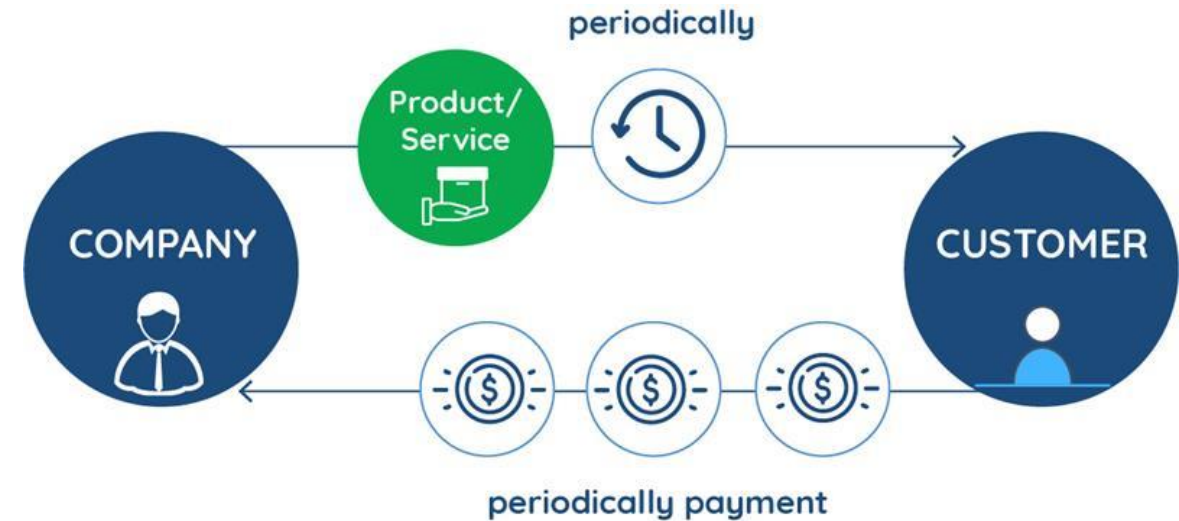- Test processes, test data flows, isolate the impact to broader business

To add a consumption/usage dimension to the existing offering and test it
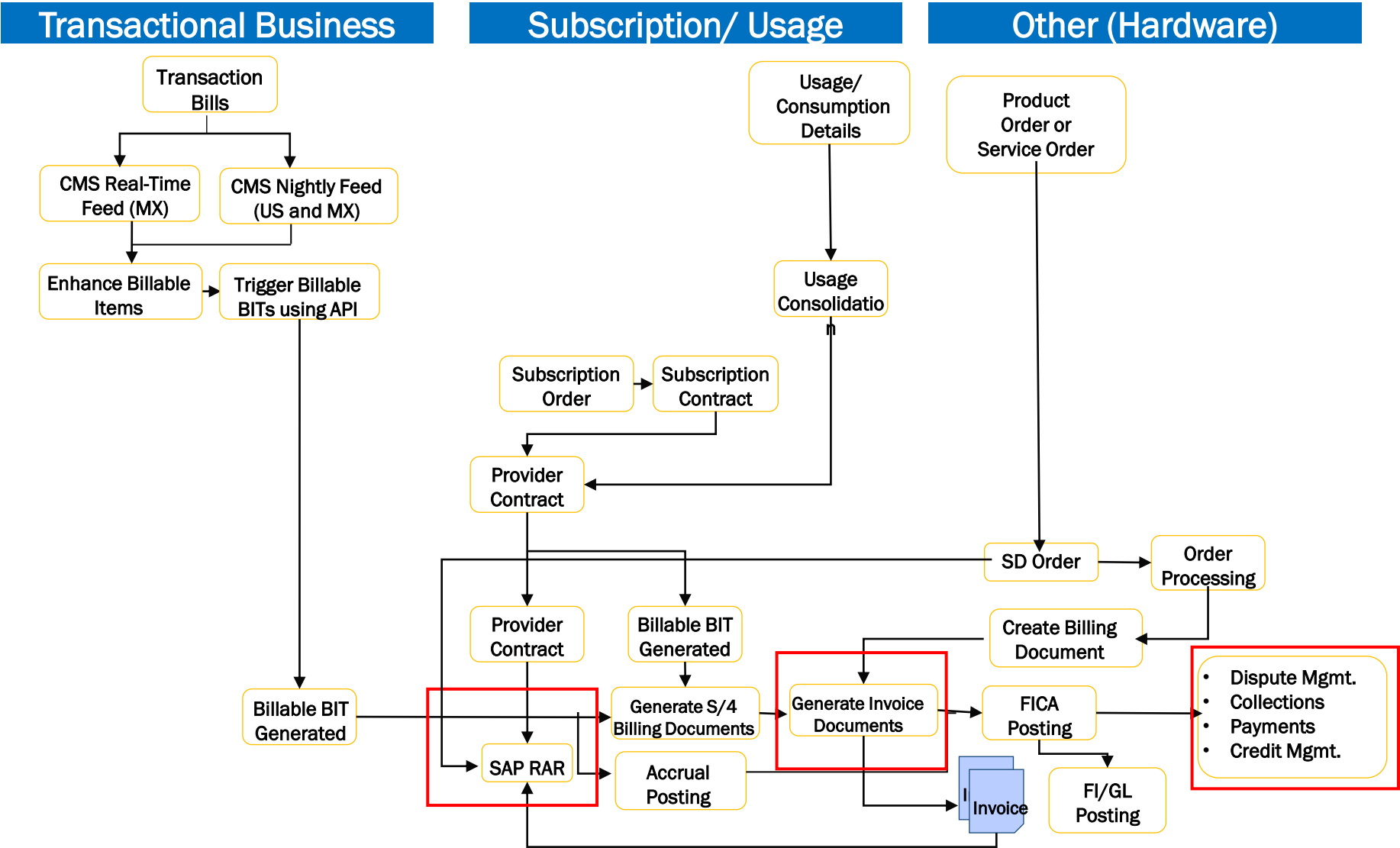- Impact to sales, Revenue Recognition,
- How do key interfaces work in feeding to your ratings tools
- IOT???

Are you re-engineering your quote to cash process as part of an overall business transformation
- Streamline processes
- Position for Scaling Your Business

Mapping Processes and Intersection Points Are Key

Transactional Business

Transaction Bills

- CMS Real-Time Feed (MX)
- CMS Nightly Feed (US and MX)

Enhance Billable Items → Trigger Billable BITs using API

Billable BIT Generated

Subscription/ Usage

Usage/ Consumption Details

Usage Consolidation

Subscription Order → Subscription Contract

Provider Contract

Provider Contract

Billable BIT Generated

Generate S/4 Billing Documents

SAP RAR

Accrual Posting

Generate Invoice Documents

Invoice

Other (Hardware)

Product Order or Service Order

SD Order → Order Processing

Create Billing Document

FICA Posting

FI/GL Posting

- Dispute Mgmt.
- Collections
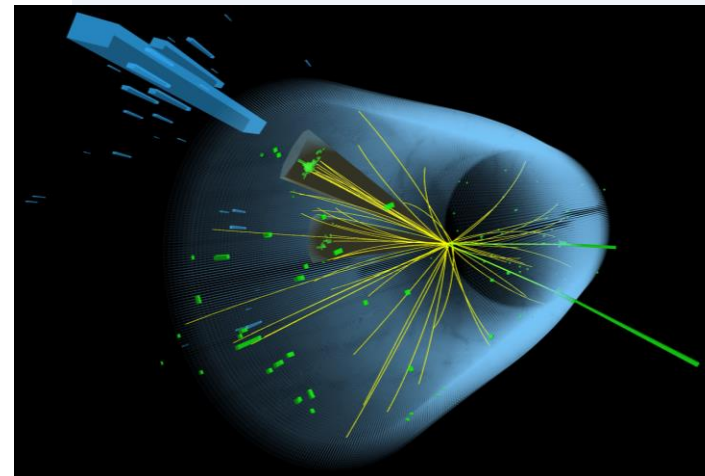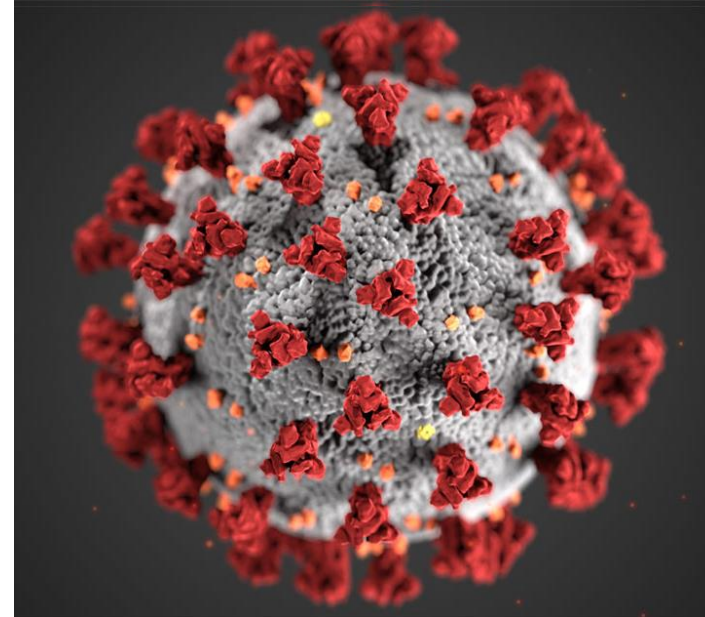- Payments
- Credit Mgmt.

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The Little Things Matter

Make sure the basics are done –

✓   checking the box

The 5 Step Model

Not everything needs automation

NPV - Lessor

BRIM to RAR to GL

Account Mapping

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Last Tip

Volume – How Many

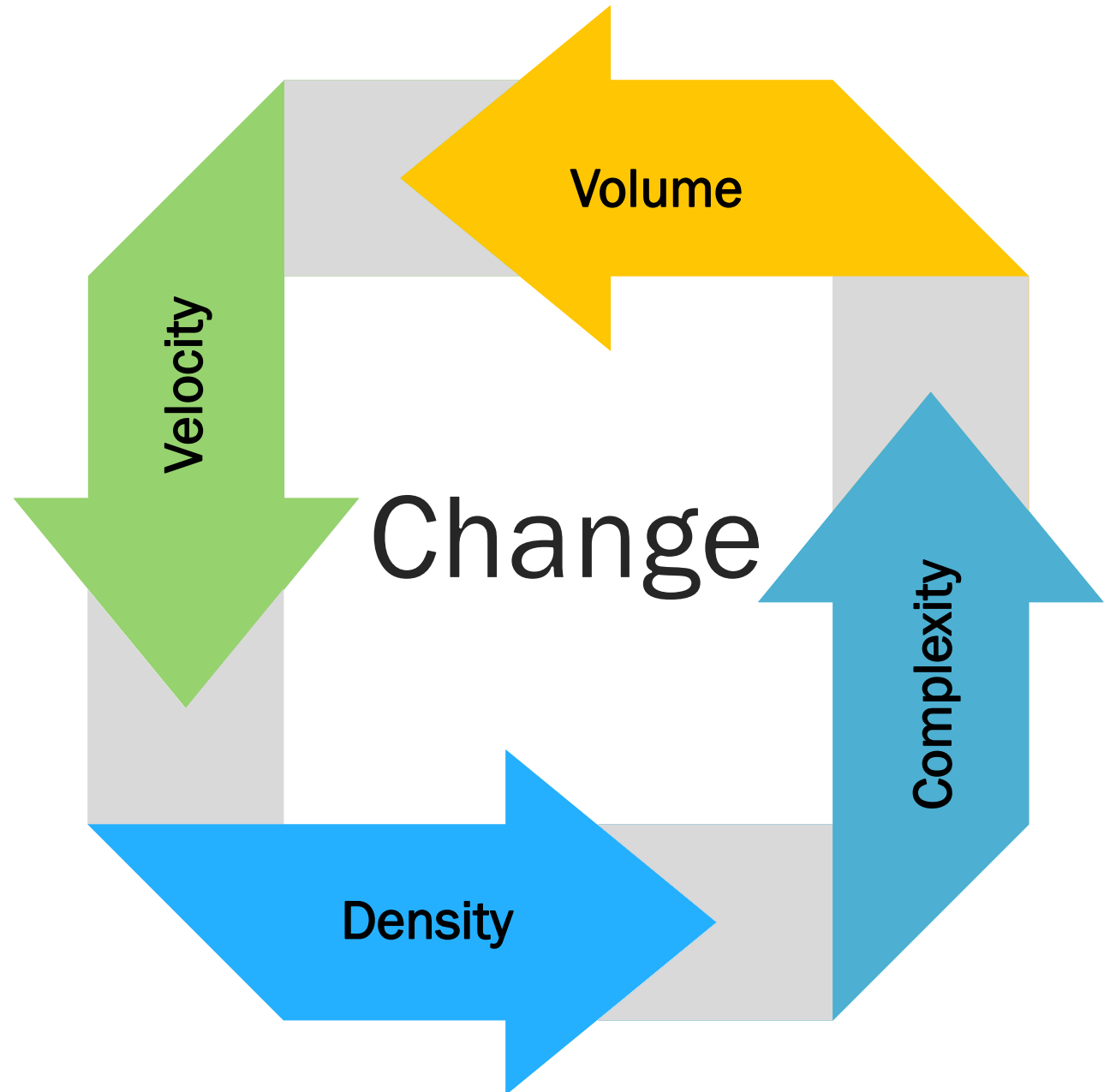1,000's vs. 10,000,000's

Velocity – How Often

Quarterly vs. Daily

Density – How Dense

2 POB/Contract v. 100's

Complexity – How Intricate/ Interrelated

Contracts/POB's
Processes

1,000's vs. 10,000,000's

Volume

Velocity

Change

Complexity

Density

Wrap Up

- New Business Model

- 3 Typical Use Cases – Many More

- Tips and Insights

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DSE by Industry

Software and SaaS

Telcommunications

Media and Entertainment

Semiconductors

Medical Device

Utilities

Energy

Transportation and Shipping

Electronics Manufacturing (OEM)

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Thank you! Any Questions?

Speaker Name

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https://www.linkedin.com/in/johncfroelich/

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