

Customer Case Study: Navigating the Transition - Proven Tips and Strategies for Migrating to SAP S/4HANA

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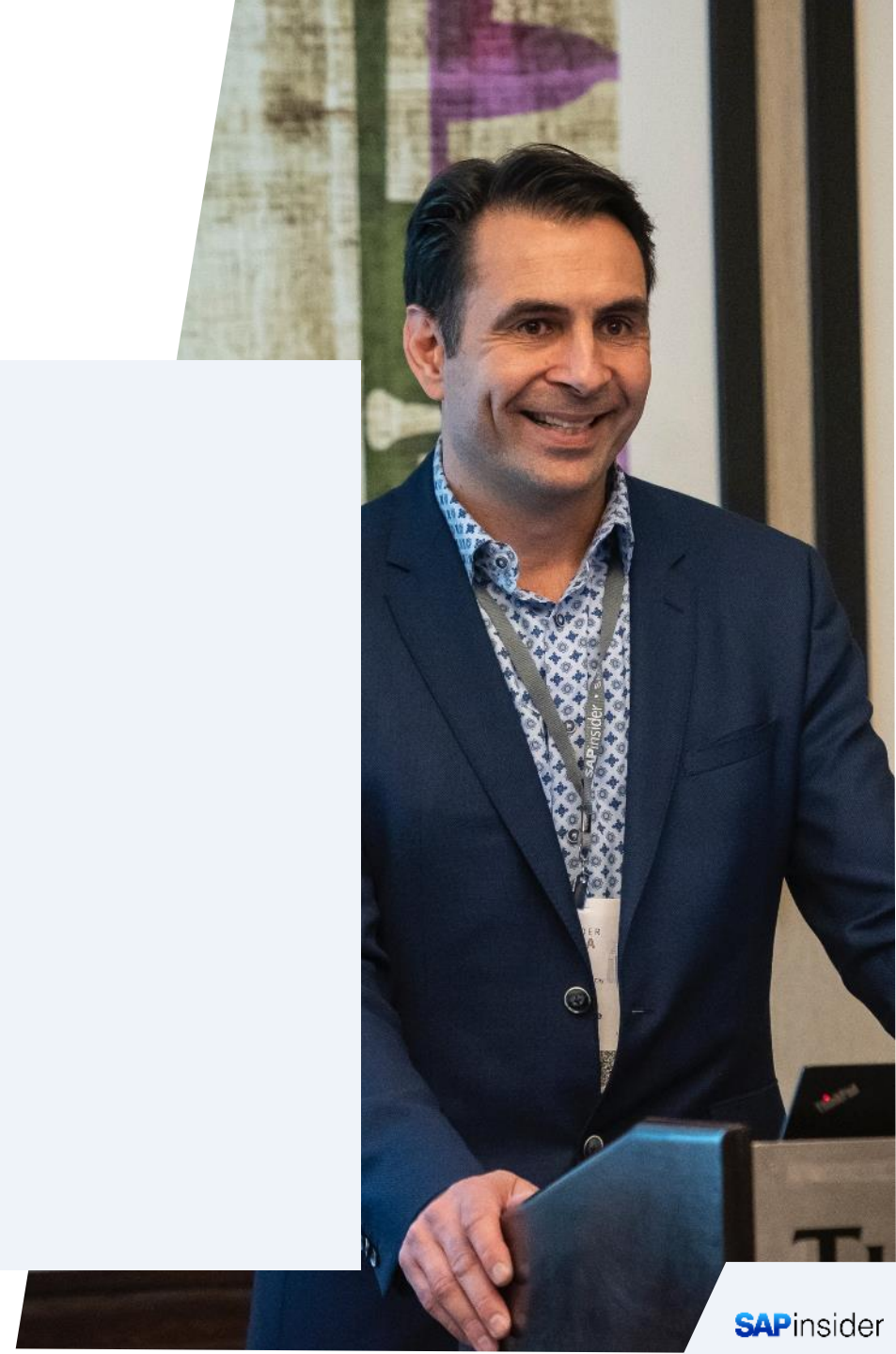
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2023

Agenda

- Overview of Company
- Project Drivers
- Project Scope
- Experience During Project
- Key Benefits
- Wrap Up



Overview of Company

- Brown-Forman is a \$5B global manufacturer of spirits in sales.
- Long-time user of SAP with a single global instance.
- Successful go-live on SAP S/4HANA in June 2022.



Project Drivers

- Largely driven by SAP 2027 End of Support Date for ECC
 - It was 2025 when project started!
- Cost savings for the BW system, infrastructure, support and remove redundant third-party systems on SAP S/4HANA
- Desire to be on latest technical version to allow for adoption of latest SAP innovations

Project Scope

- Single consolidated instance that included sandbox, dev, QA, and production environments
- Decommission of Oracle database - had previously moved SAP Business Warehouse to HANA
- Brownfield migration – SAP S/4HANA premise in collocated data center – helped to prevent scope creep
- Largely technical upgrade – kept moved functional enhancements out to subsequent phases

Experience During Project

- Year-long Proof of Concept using SAP S/4 Cloud
- 18-month Project following POC
- Virtually all departments across organization were touched – communication was key
- Leveraged Google Cloud for Disaster Recovery
- Utilized VMWare to spin up additional instances for testing
- Eight total migrations, four mock conversations, nine rounds of testing
- More than 40 integrations (many involving third-party software) that needed to be implemented and tested

Key Benefits

- Able to retire systems (Vistex, SD Rebates)
- Increased database response time and lowered size of database
- Use of virtualization (GCP, VMWare) reduces time to recovery
- Being on the latest version allows B-F to take advantage of latest SAP innovations
- Hypercare during go-live using Google Meet

Wrap up

Best Practices

- Obtain early buy-in across the organization
- Prepare to adapt to scope changes while keeping them limited
- Conduct mock conversions
- Communication is key – keep important stakeholders informed
- Involve third parties early
- Celebrate successes

Where to Find More Information

- [The Value of SAP S/4HANA Add-On Software Certification](#)
- [As an SAP Customer, What are My Options for E-invoicing Compliance](#)
- [Is It Time to Rethink Your E-Invoicing Strategy with SAP? \(eBook\)](#)
- [Achieving a Clean Core with Certified SAP S/4HANA Add-Ons](#)

Key Points to Take Home

- Organizational Alignment is Key
- Don't Bite Off More Than You Can Chew
- Do Your Research
- Reward Your Team

Thank you! Questions?

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