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## The Transformation from SAP CRM to SAP S/4HANA for Customer Management

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# About the Speakers

## Xiaohua Wang

- Solution Expert, SAP SE
- 13 years SAP, SAP S/4HANA Solution Management
- ...never meditated on a mountain top in Tibet

## John Burton

- Director Product Management, SAP SE
- 19 years SAP, Senior Director SAP C/4HANA Service and SAP CRM Service/Sales
- ...meditating on a mountain top in Tibet

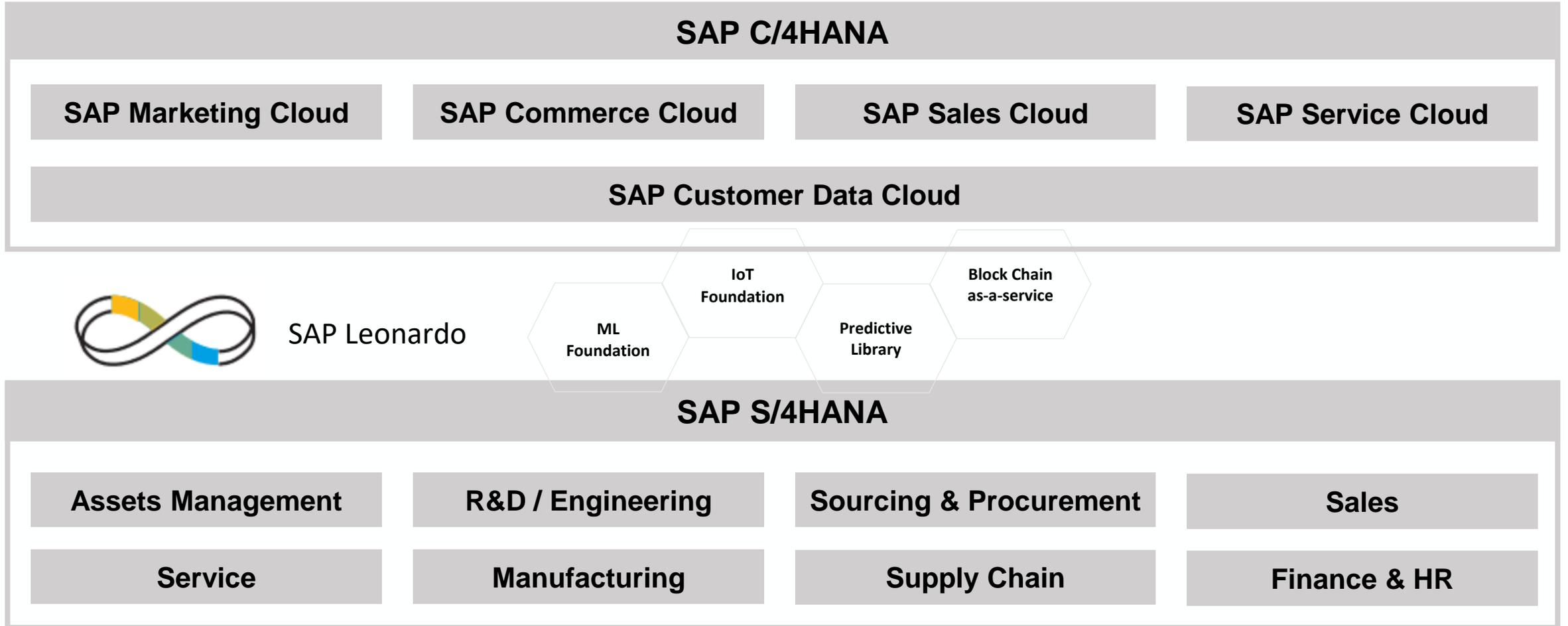
## Key Outcomes/Objectives

1. Understand the strategic direction for SAP CRM
2. Gain the architectural overview of SAP S/4HANA for Customer Management
3. Start (to consider) the transformation

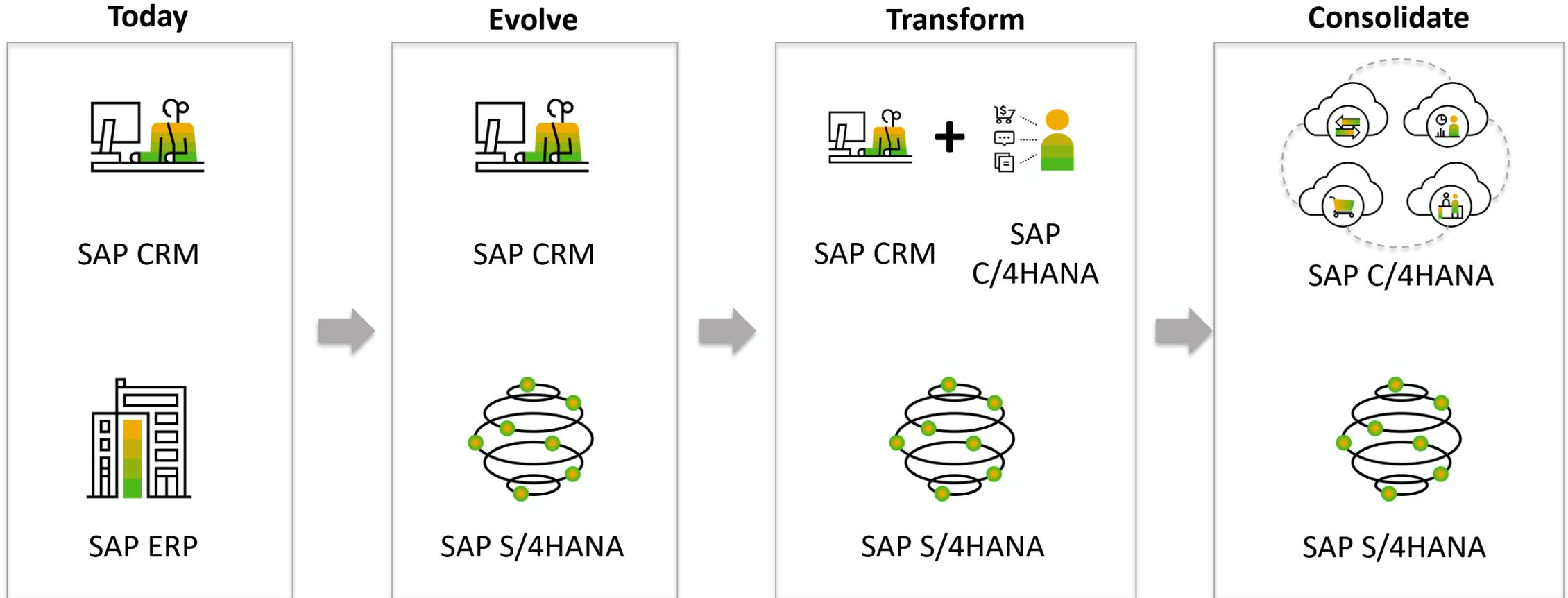
# Agenda

- Road Ahead for SAP CRM Installed Base
- SAP S/4HANA for customer management  
Architecture Overview
- Recommendations for your transformation

# A truly holistic customer experience



# Road Ahead for SAP CRM Installed Base



# Functional Scope Readiness Check

**Product  
Direction**

## General

- WebClient UI
- Master Data (as required)
- Basic Functions (as required)
- Analytics (now based on CDS technology)
- Data Exchange (now with oData / SOA)

## Channels

- Interaction Center
- ~~▪ Field~~                      ▪ SAP C/4HANA Service Cloud
- ~~▪ CRM Web Channel~~    ▪ SAP C/4HANA Commerce Cloud

## Industry Processes

- Utilities
- Billing and Revenue Innovation Management
- (selected) Public Sector

## Service

- Full service scope (with variations & new scope)

## Sales

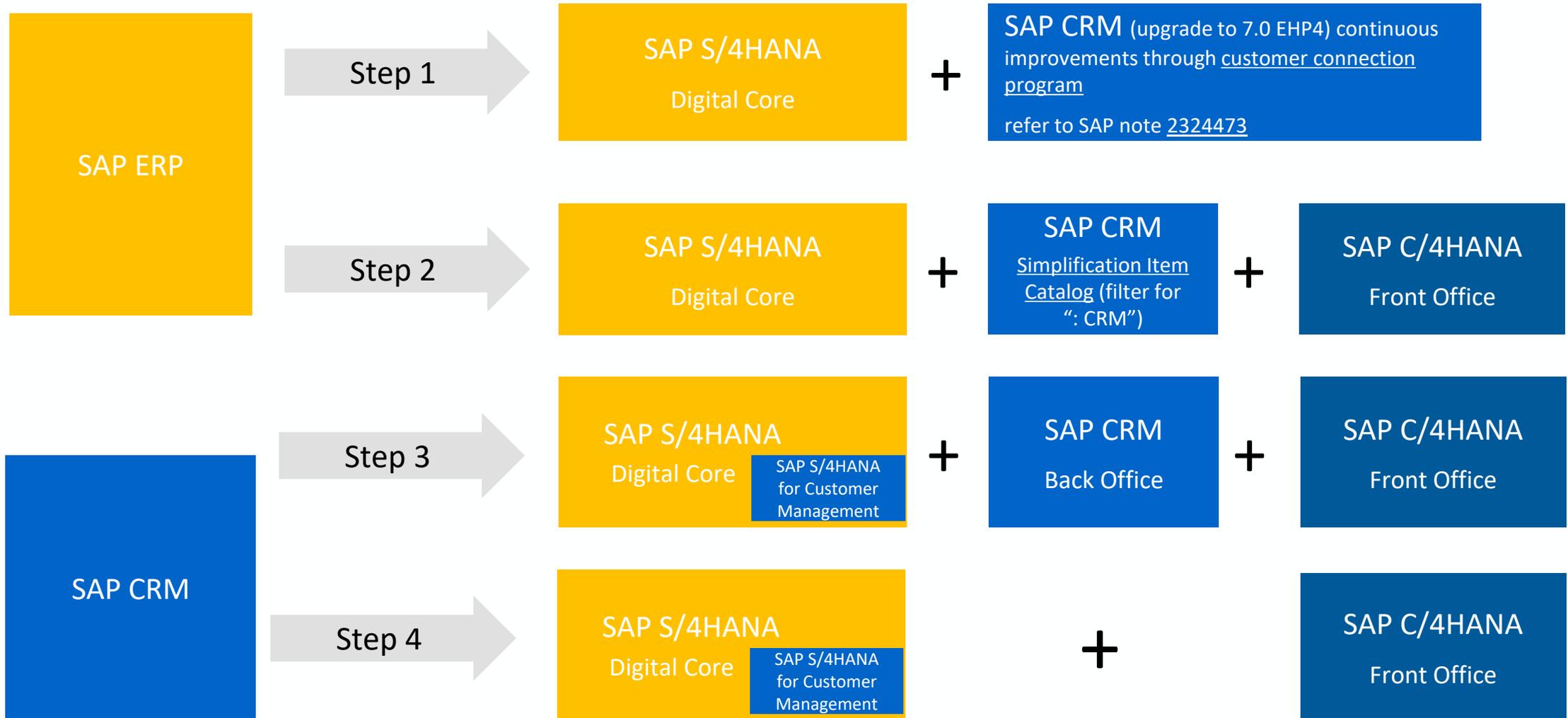
- Activity Management
- Opportunity Management
- ~~▪ Pipeline Perf. Mgmt. SAP~~                      ▪ SAP C/4HANA Sales Cloud
- ~~▪ Sales Quotation and Order Mgmt.~~                      ▪ SAP S/4HANA Sales/SD
- ~~▪ Outline Agreements in Sales~~                      ▪ SAP S/4HANA Sales/SD
- ~~▪ Taxes & Rebates~~    ▪ SAP S/4HANA Sales/SD
- ~~▪ Availability Check~~    ▪ SAP S/4HANA ATP(aATP)

- Marketing**                      ▪ SAP C/4HANA Marketing

# The Main Architecture Principles

- ✓ Master data harmonization:
  - Use SAP S/4 material instead of SAP CRM product
  - Use customer master for sales area dependent data instead of CRM specific tables
  - Use equipment instead of IObject
- ✓ Engine harmonization:
  - Use SAP S/4HANA Sales (SD) Pricing instead of IPC
  - Use SAP S/4HANA Sales (SD) Billing instead of CRM Billing
  - Integrate new SAP S/4HANA configuration engine “Advanced Variant Configuration”
- ✓ Customizing harmonization (use original SAP S/4HANA tables, not the CRM mirror tables)
- ✓ Analytics adopt to SAP S/4HANA embedded analytics
- ✓ No use of CRM Middleware for internal processes, like the creation of follow-up documents, or data exchange with external (SAP or non-SAP) systems.
- ✓ UI principles:
  - Web Client UI is continued; visual harmonization (Belize theme) embedding CRM applications into the Launchpad
  - Fiori apps will be provided in future releases
- ✓ No obsolete technology stacks any longer (IPC/VMC, TREX, JAVA Stack)

# Migration Strategy for Existing SAP CRM Customers



# Migration Strategy for Existing SAP CRM Customers

1. Convert SAP ERP to SAP S/4HANA, keep SAP CRM as a separate system (consider note [2324473](#))
2. Start to move CRM functionality to SAP S/4HANA or SAP C/4HANA to simplify your SAP CRM system scope, referring to the Simplification Item Catalog (filter for “: CRM”).
3. Install SAP S/4HANA for Customer Management option on S/4HANA, operate in parallel to SAP CRM (hybrid operation)  
Note: the two CRM systems are not directly connected, but synchronize through S/4HANA data only
4. Migrate SAP CRM processes to SAP S/4HANA for Customer Management
  - (1) Master data: should be in S/4HANA already, else use middleware content or data migration tools
  - (2) Customizing: manual task, but similar structure and content in both options
  - (3) Custom code: manual task, but all supported objects are based on mostly identical frameworks, object implementations, ... Calls to non supported objects or direct calls to database will no longer work.
  - (4) Transactional data: similar structure, but different object references. Generic data migration tools will be provided, but cost vs. value for migrating historic transactional data should be considered
5. Reduce TCO by eliminating SAP CRM once the last process has been migrated.

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# Presentation Materials

Access the slides from 2019 ASUG Annual Conference here:

<http://info.asug.com/2019-ac-slides>

# Q&A

For questions after this session, contact us at [xiaohua.wang@sap.com](mailto:xiaohua.wang@sap.com)  
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