



Nielsen S/4 HANA Journey SAP Business Technology Platform

ASUG – Florida Chapter

February 23, 2024

Agenda

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Introduction



Indrajit Roy Chowdhury

VP – Technology Nielsen

Technology leader with a specialized focus on analytics and supply chain management. He leads the Procure to Pay and Nielsen Analytics Platform. Indrajit played a key leadership role in successfully managing a large S/4 HANA transformation project for Nielsen



Kenneth Wood

VP – Technology Nielsen

Technology leader in the core HR, Payroll, Shared Services, Analytics and Cloud implementation and Integrations. Instrumental in the implementation and transformation from ECC to S/4 HANA and SuccessFactors.

Company Background

Global leader in media measurement



Nielsen Media

- Nielsen shapes the world's media and content as a global leader in currency measurement, data and analytics.
- Nielsen operates around the world in more than 55 countries. It is headquartered in NYC and has an innovation center in Tampa, FL
- Nielsen uses SAP suite of products for its enterprise platform operations. It comprises of SAP BRIM, FIN, Ariba, SuccessFactors, SAP Analytics Cloud, Vertex etc.

Nielsen's S4 HANA Transformation Journey

myDigital Experience (mDX) is more than just the upgraded SAP Platform. It is the ecosystem of digital tools to enable our desired culture of self-service and data trust, with a learn-it-all mentality.



Project Cheetah

24-month SAP platform update project and the change management project to enable my Digital Experience.

Supports our Strategic Imperatives by modernizing our HR, Finance, Sales and Procurement systems.

How it will benefit Nielsen



Increase Data Quality



Decrease Manual Workload



Empower Employees



Eliminate Duplication

myDigital Experience

Enabling business process **Coverage** from start to finish in one digital home.

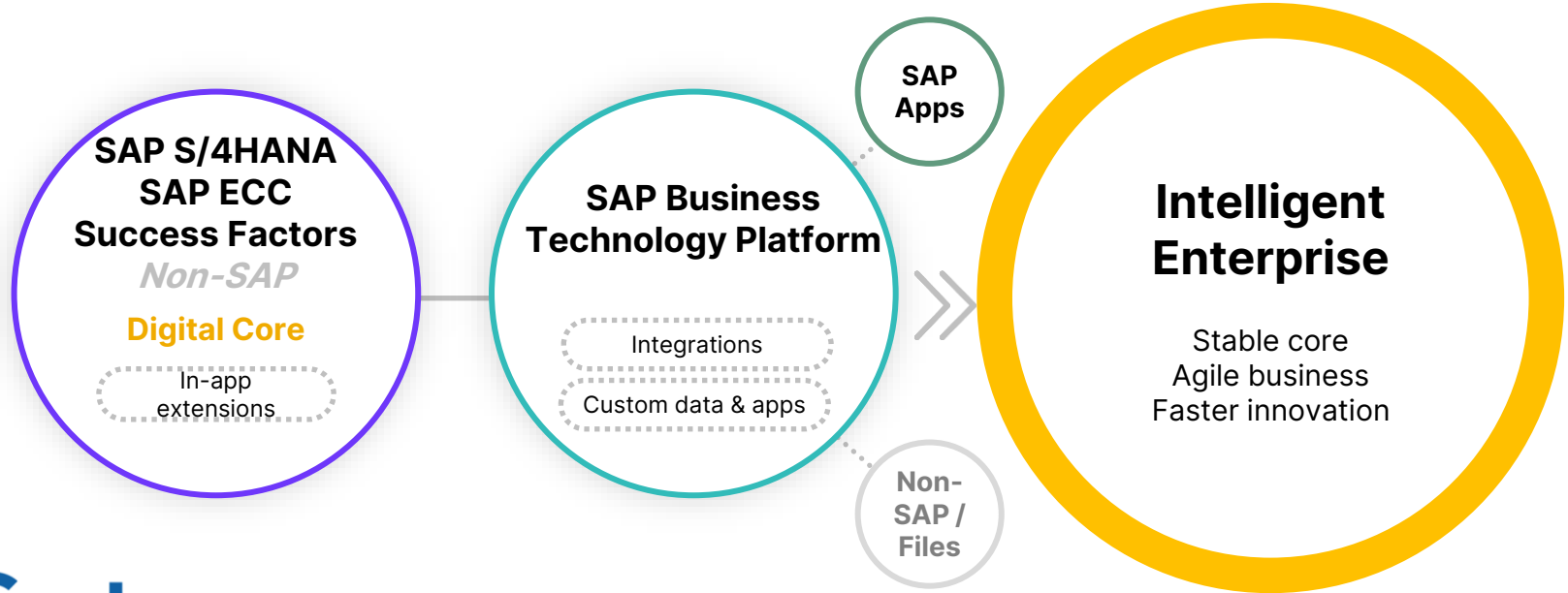
Driving **Consistency** with industry best practices, efficient workflow, and automation.

Creating **Comparability** with single source of product, client, financial, and employee data truth in SAP.

Building a **Growth Culture** of empowerment, data integrity, and agility.

What is BI-MODAL IT

A concept introduced by Gartner. It allows the organizations to be stable and agile at the same time, without risking the reliability of the core business



SAP Business Technology Platform

- SAP BTP Platform is an open platform-as-a-service (PaaS) that delivers in-memory capabilities, core platform services, and unique services for building and extending intelligent, mobile-enabled cloud applications

Business Technology Platform

Create personalized experiences that instantly work with SAP applications

Build faster with business context to meet change with agility

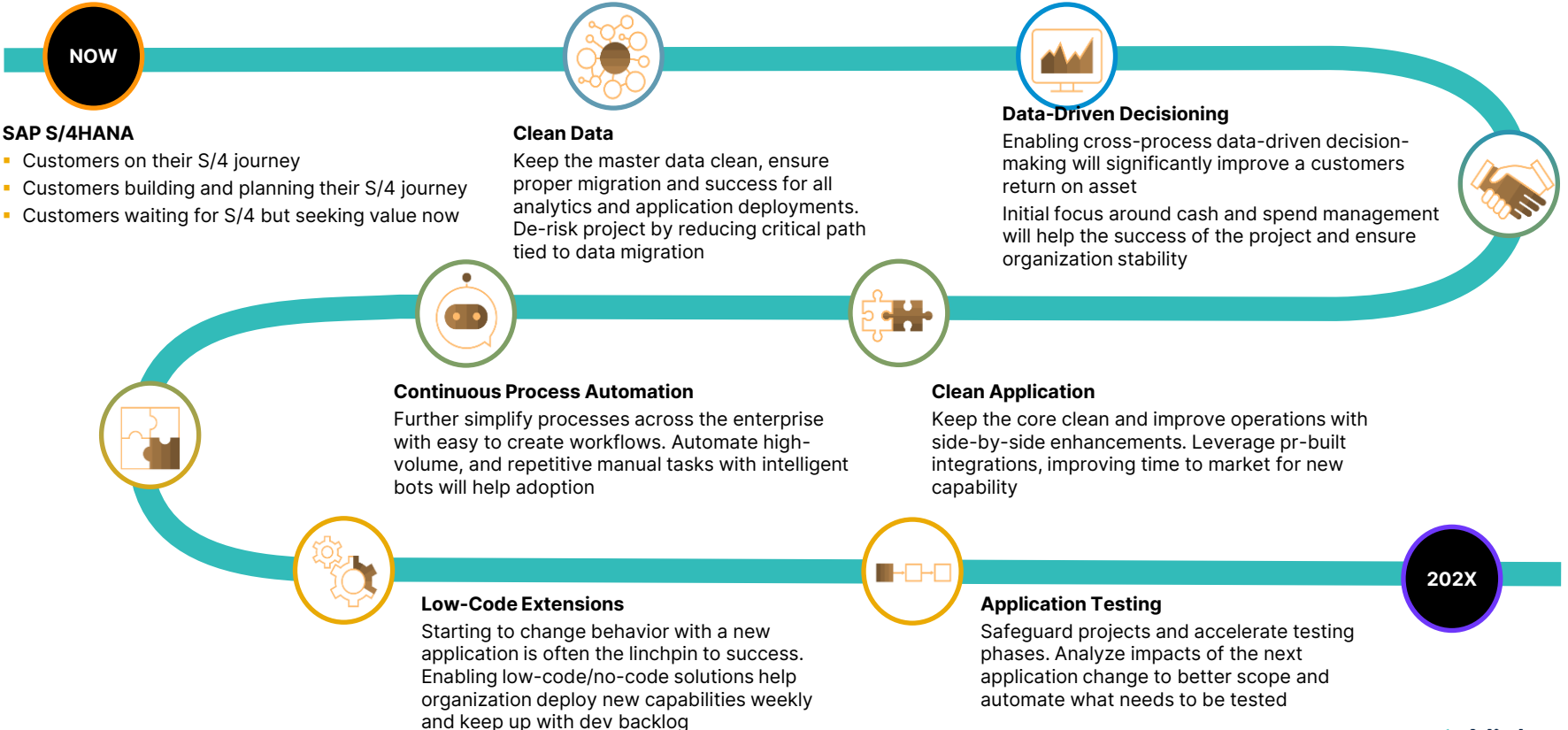
Run with confidence on a trusted, enterprise-grade platform

BTP is a comprehensive platform

- An intuitive, modern development environment for both, professional IT and citizen and business developers
- Built-in data models, integrations, workflows, app templates, and AI business services
- Self-service data discovery, modeling, planning, and analytics for business users in a governed environment

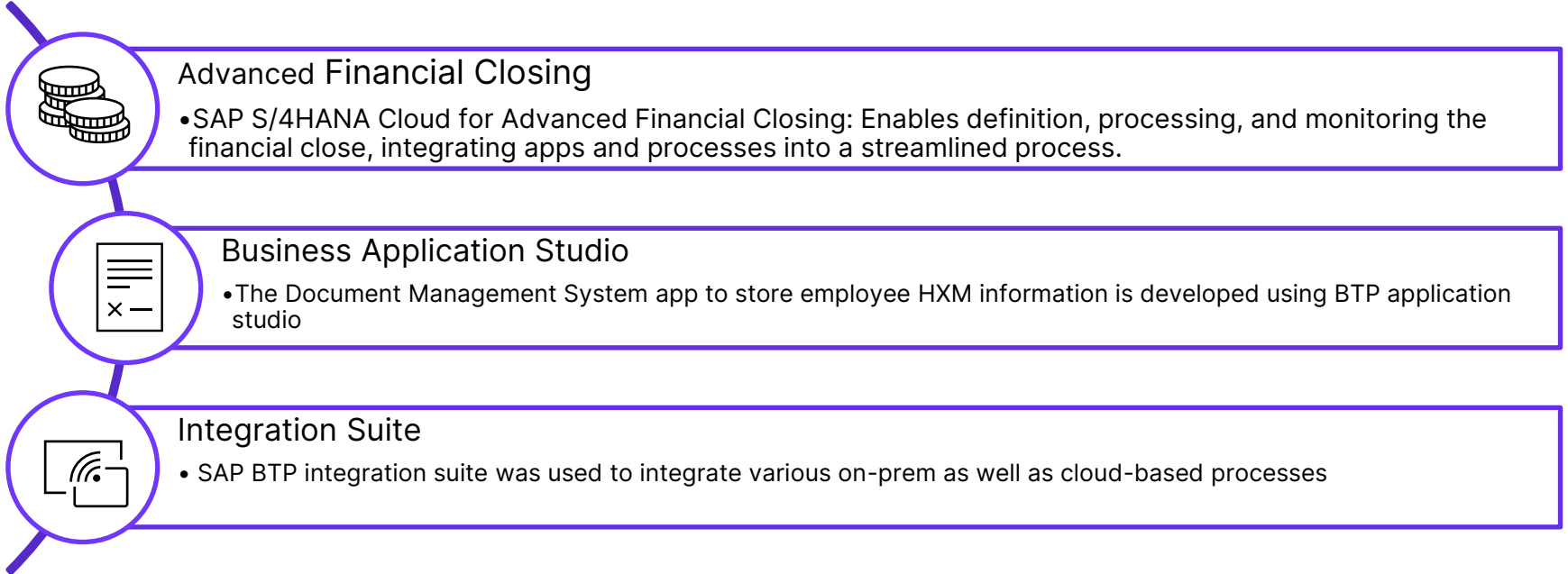
Leveraging BTP in Transformation Journey

Identify Key Capabilities to Accelerate Value of Transformation Initiatives



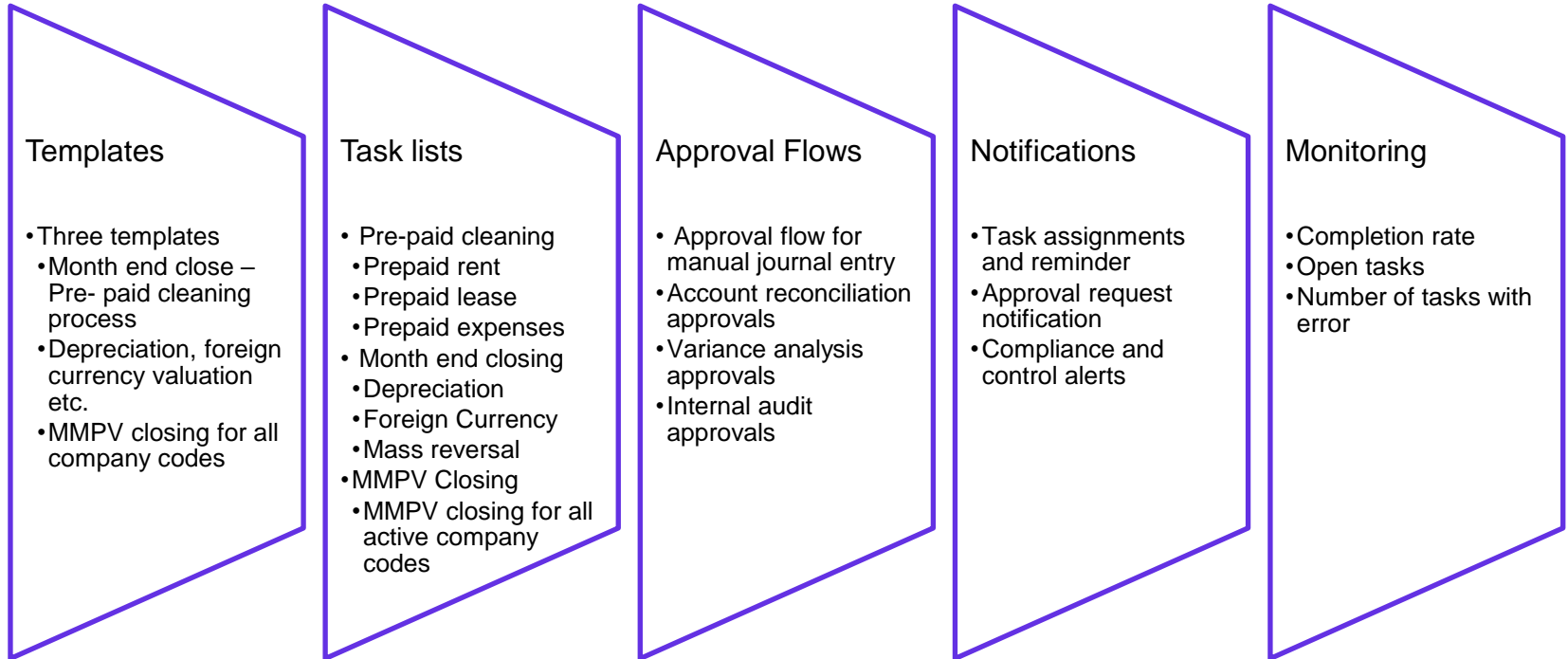
Current Utilization of BTP

The Following BTP services are enabled at Nielsen currently



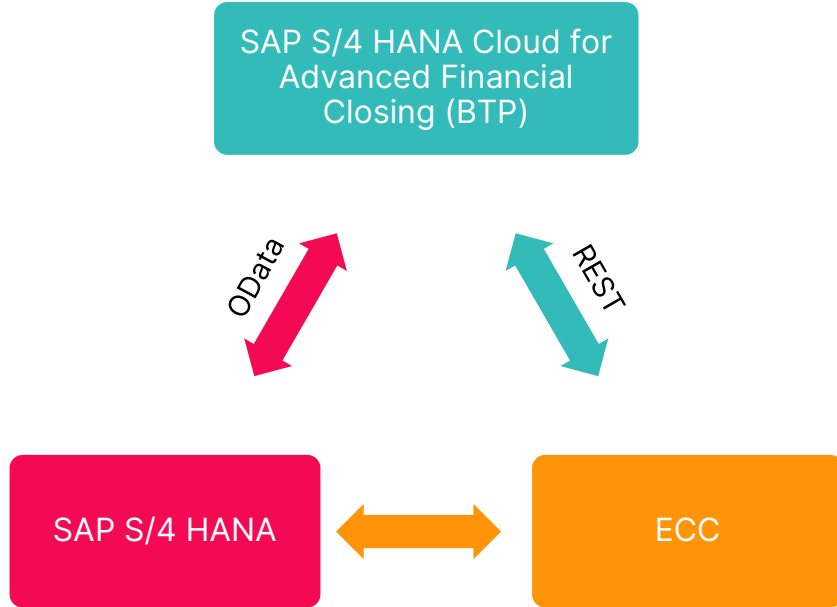
SAP S/4 HANA Cloud for Advance Financial Closing

SAP Advance financial closing is used to define, automate, process and monitor the financial closing tasks for the organization

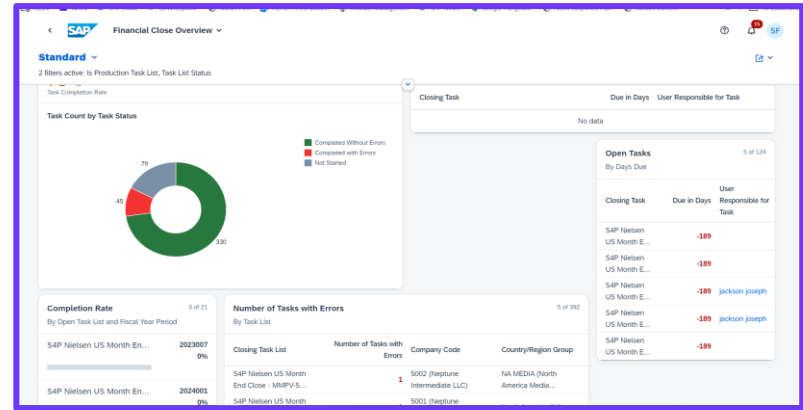


SAP S/4 HANA Cloud for Advanced Financial Closing

The following architecture was used to consolidate financial close among different systems



Monitoring for Advanced Financial Closing



Business Application Studio

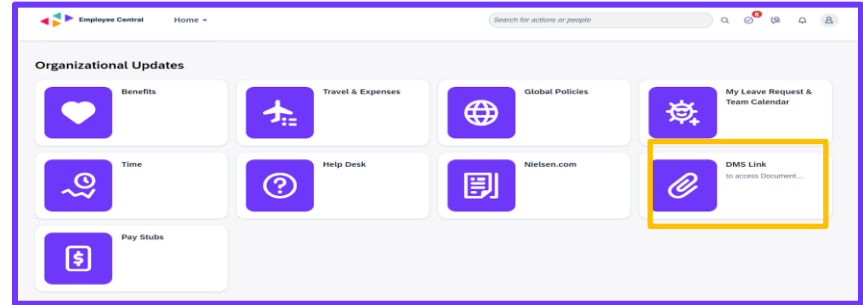
The User Interface (UI) for Document Management Services (DMS) was build using business application studio

Build work zone- business application studio was used to deploy the solution

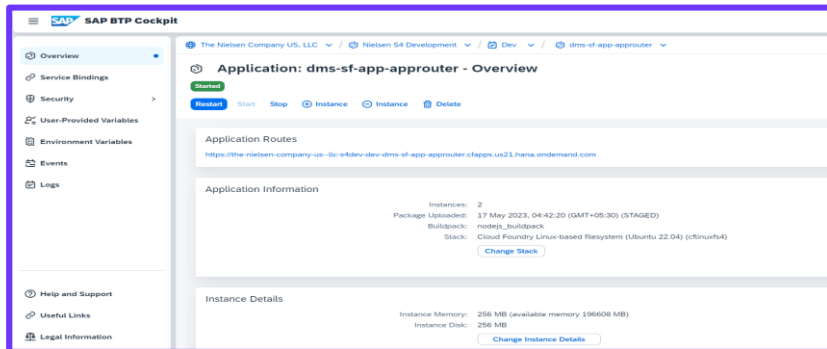
The app was embedded in Success Factor for end users to access

The documents were integrated from SuccessFactors to DMS using CPI integration flow

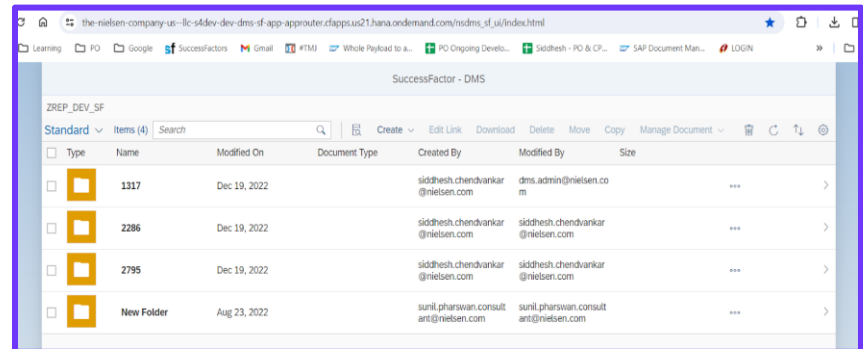
DMS link embedded in Success Factors



BTP Instance Space - App Deployed



DMS User Interface



BTP Integration Suite

Nielsen extensively used cloud platform integration on SAP BTP to connect all on-prem and cloud applications

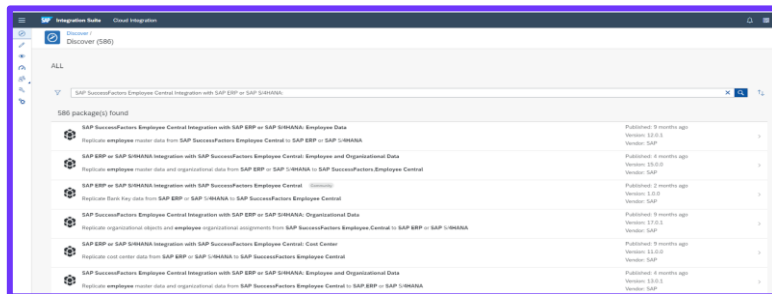
Designed integrations to connect 35+ external systems

Both on prem (MDG, S4, ECC) and cloud-based systems were integrated (SF, Ariba, Sales Force)

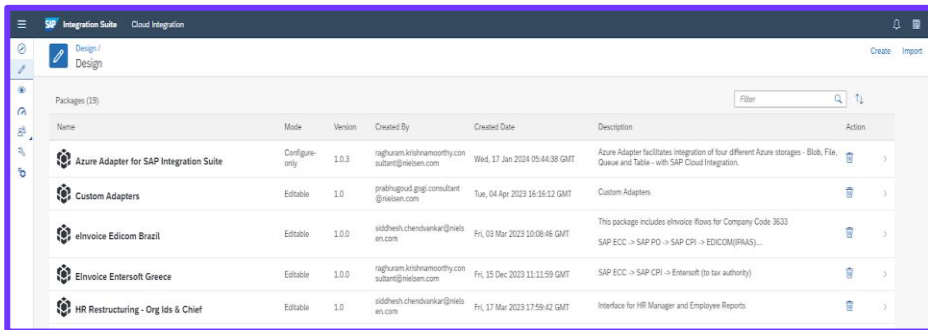
More than 100 integrations are working using CPI in BTP

Ability to leverage standard pre-built interfaces for replication - employee, cost center, organization, SuccessFactors to ECC

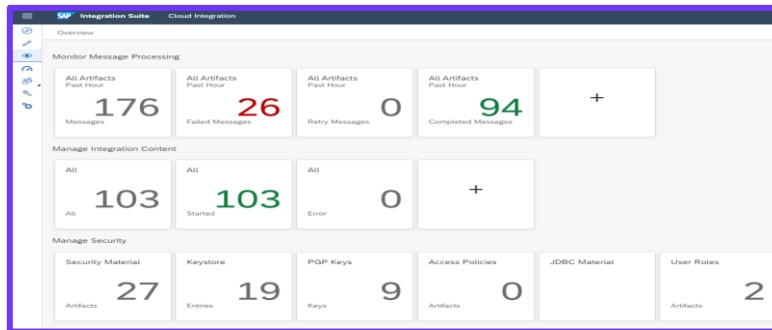
Discover section consisting of standard packages



Design section for custom packages



Monitoring and connection management



Future Roadmap of BTP Usage

We are considering implement the following using BTP

Automated Invoice Processing:

- Streamlines invoice data capture, validation, and approval, minimizing errors in the invoice-to-pay cycle.

Intelligent Expense Management:

- Automates expense report creation, submission, and approval, ensuring compliance.

HR Process Automation:

- Automates HR processes like onboarding, leave requests, and performance appraisals, enhancing efficiency.

Contract Lifecycle Management:

- Streamlines contract creation, approval, and management, ensuring compliance and mitigating risks.

Real-time Data Integration and Analytics:

- Facilitates data integration, analysis, and visualization for faster decision-making.

Key Lessons Learned

There were many learnings. Some are highlighted here.

BTP requires manual configuration of all connection parameters such as certificates, public keys, encryption keys and basic credentials in all the environments.

Connectivity to cloud is easier in BTP rather than on premise landscape

Leverage and customize the service based on our requirements

BTP has prebuilt business content for line-of-business and industry use cases as well as capabilities to customize as per organizations need

Not very robust from an audit reporting perspective

BTP is vast and rapidly changing. It is difficult to find which apps/features are available to augment and simplify business processes

Questions?

Appendix

Components of BTP

SAP BTP is the platform that brings together application development, automation, analytics, integration and AI capabilities into one unified environment optimized for SAP applications



App Dev	Automation	Integration	Data and Analytics	AI
<ul style="list-style-type: none">→ Visual low-code/no-code experience→ Pro-code tooling→ Digital experience→ DevOps	<ul style="list-style-type: none">→ Workflow management→ Robotic process automation→ Process monitoring and analytics→ Automated document processing	<ul style="list-style-type: none">→ Process integration→ API-led integration→ Event-driven integration→ Hybrid integration→ B2B integration→ Data integration	<ul style="list-style-type: none">→ Analytics and planning→ Data management→ Operational database→ Data warehouse and data lake	<ul style="list-style-type: none">→ Pretrained AI models→ Generative AI and AI workload management→ Business data and context→ Responsible AI