

Nielsen S/4 HANA Journey SAP Business Technology Platform

ASUG – Florida Chapter

February 23, 2024

Agenda

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S/4 HANA Transformation Journey

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Introduction





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.



Increase Data Quality



Empower Employees



Decrease Manual Workload



Eliminate Duplication

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

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

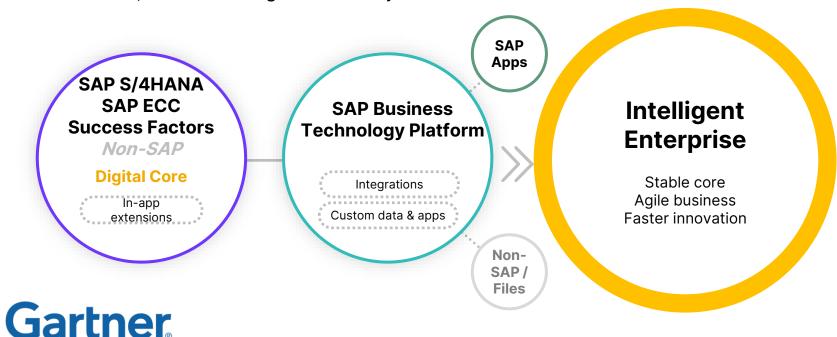
Creating Comparability with single source of product, client, financial, and employee data truth in SAP.

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



SAPS/4HANA

- Customers on their S/4 journey
- Customers building and planning their S/4 journey
- Customers waiting for S/4 but seeking value now



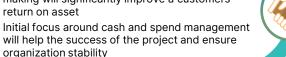
Clean Data

Keep the master data clean, ensure proper migration and success for all analytics and application deployments. De-risk project by reducing critical path tied to data migration



Data-Driven Decisioning

Enabling cross-process data-driven decisionmaking will significantly improve a customers return on asset







Continuous Process Automation

Further simplify processes across the enterprise with easy to create workflows. Automate high-volume, and repetitive manual tasks with intelligent bots will help adoption



Clean Application

Keep the core clean and improve operations with side-by-side enhancements. Leverage pr-built integrations, improving time to market for new capability



Low-Code Extensions

Starting to change behavior with a new application is often the linchpin to success. Enabling low-code/no-code solutions help organization deploy new capabilities weekly and keep up with dev backlog



Application Testing

Safeguard projects and accelerate testing phases. Analyze impacts of the next application change to better scope and automate what needs to be tested





Current Utilization of BTP

The Following BTP services are enabled at Nielsen currently



Advanced Financial Closing

•SAP S/4HANA Cloud for Advanced Financial Closing: Enables definition, processing, and monitoring the financial close, integrating apps and processes into a streamlined process.



Business Application Studio

•The Document Management System app to store employee HXM information is developed using BTP application studio



Integration Suite

• SAP BTP integration suite was used to integrate various on-prem as well as cloud-based processes



SAP S/4 HANA Cloud for Advance Financial Closing

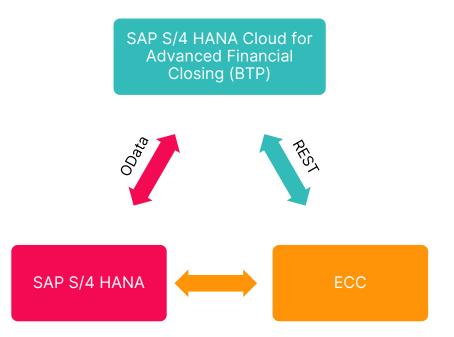
SAP Advance financial closing is used to define, automate, process and monitor the financial closing tasks for the organization

Task lists **Notifications Templates** Approval Flows Monitoring Three templates Pre-paid cleaning Approval flow for Task assignments Completion rate manual journal entry and reminder Month end close – Prepaid rent Open tasks Account reconciliation Approval request Pre-paid cleaning Prepaid lease Number of tasks with notification approvals process Prepaid expenses error Compliance and Depreciation, foreign Variance analysis Month end closing control alerts currency valuation approvals Depreciation etc. Internal audit Foreign Currency MMPV closing for all approvals Mass reversal company codes MMPV Closing MMPV closing for all active company codes

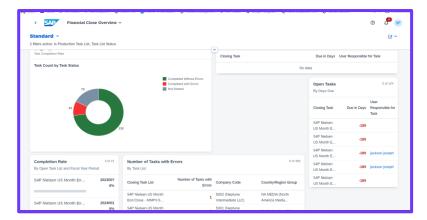


SAP S/4 HANA Cloud for Advanced Financial Closing

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



Monitoring for Advanced Financial Closing





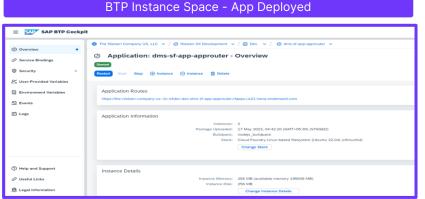
Business Application Studio

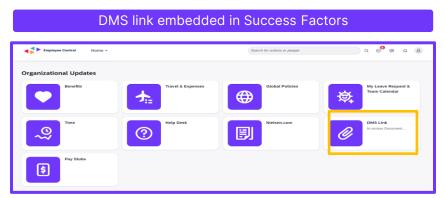
The User Interface (UI) for Document Management Services (DMS) was build using business application studio

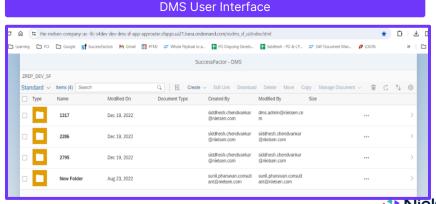
Build work zone- business application studio was used to deploy the solution

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

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







BTP Integration Suite

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

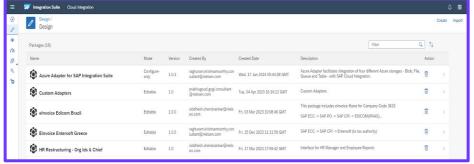
Designed integrations to connect 35+ external systems

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

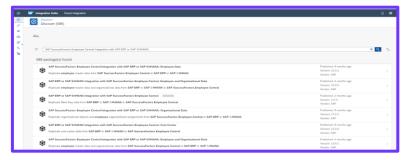
More than 100 integrations are working using CPI in BTP

Ability to leverage standard prebuilt interfaces for replication employee, cost center, organization, SuccessFactors to ECC

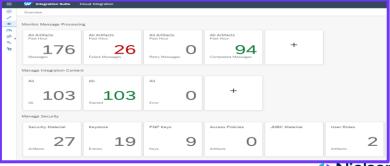
Design section for custom packages



Discover section consisting of standard 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 Al capabilities into one unified environment optimized for SAP applications



App Dev	Automation	Integration	Data and Analytics	Al
→ Visual low-code/ no-code experience	→ Workflow management	→ Process integration→ API-led	→ Analytics and planning	→ Pretrained Al models
→ Pro- code tooling	→ Robotic process automation	integration → Event-driven integration	→ Data management	→ Generative AI and AI workload management
→ Digital experience	→ Process monitoring and analytics	→ Hybřid integration	→ Operational database	→ Business data and context
→ DevOps	→ Automated docume nt processing	→ B2B integration→ Data integration	→ Data warehouse and data lake	→ Responsible AI

