



our innovation your acceleration

Harnessing our Smart()field
approach to SAP S/4HANA®
conversion





Organizations today need to perform in an always-on, digitally-connected and data-driven world. Operating in real time is no longer an aspiration, it's a necessity.

In this fast-changing business environment, enterprises must engage with their customers in new and more meaningful ways. And they have to act at speed to tackle disruption, capture opportunities and develop and deliver innovative products and services. They are under pressure to be faster, smarter, more agile and connected: to become an intelligent enterprise.

To rise to these challenges, the enterprise systems underpinning the business must be able to adapt and scale on-the-fly. They need to support a broad range of differentiated capabilities—enabled by new technologies that are more readily available in the cloud—like in-memory computing, AI, machine learning, microservices, predictive analytics and distributed ledger.

How can intelligent enterprises meet these new demands?
By using a powerful platform like SAP S/4HANA® that's been designed with their needs in mind.



Conversion to SAP S/4HANA – not “if” but “when”

SAP is retiring support from 2027 for its older SAP ECC application and focusing all innovations on SAP S/4HANA. Offerings such as **RISE with SAP** help to simplify and accelerate the move to cloud and will support continuous innovation throughout the journey to become an intelligent enterprise.

While organizations will move to SAP S/4HANA sooner or later, there’s much to be gained by starting the journey now. Those that do so will be able to take advantage of applications designed for the digital age, and benefit from new functionality as it becomes available.

Starting early doesn’t have to mean taking the full leap and migrating the entire SAP environment to SAP S/4HANA in one go. Other options are available. After all, there’s no one-size-fits-all strategy for moving to SAP S/4HANA. Accenture’s approach recognizes that each organization has its own requirements and its own priorities. We help clients define the best course of action for their specific business.



Various routes to SAP S/4HANA

So far, companies that have moved to SAP S/4HANA have followed a brownfield or greenfield conversion.

The brownfield approach involves upgrading the entire SAP environment—including moving all data sets, customizations and other objects to the new platform. It's a comprehensive lift-and-shift migration that preserves existing data structures. Its simplicity is both its beauty and its main disadvantage. Brownfield doesn't let organizations choose what to upgrade or migrate, or when to do it. It carries over the full current system—including old business processes, customizations or unused components that ought to be retired.

Greenfield takes the opposite approach. It starts from scratch with a brand-new implementation, complete with new business processes and configurations. The catch? Organizations can't carry over configurations or historical data—including data required for compliance purposes—if, as is often the case, business processes need to be redesigned.

Both greenfield and brownfield are "all or nothing" approaches. They limit what to migrate and what to upgrade.

Now, there's another way.

Companies with complex SAP environments can benefit from our Smart()field approach to SAP S/4HANA conversion, which keeps all options open. It enables clients to choose which data and configurations they carry over. This gives them a golden opportunity to reassess the data, business processes and customizations they've been accumulating for years, and decide which to bring forward and which to retire. This means organizations are free to innovate, while preserving investments and improving what needs to be improved.

Smart()field gives clients the best of both worlds: greenfield and brownfield.

Focus on business needs

Our Smart()field approach starts by looking at the client's current and future business strategy. Remember, most SAP ECC applications were implemented 10-15 years ago. A lot has changed since then.

We help clients understand their current business needs, and how their industry and business is likely to evolve in the future. As an example, think of a consumer goods business. Three years from now, it will probably still be making the same core products. But it's doing this in a market that's rapidly evolving from a B2B model to a direct-to-consumer model. That means that the company must prepare to manage and ship a much larger volume of much smaller orders, process smaller payments, and interact with online marketplaces. It's a very different way of operating.

Once we have a clearer understanding of where the business needs to go, we structure the migration around those priorities. Our Smart()field approach enables companies to easily migrate the processes that aren't likely to change much, and transform business processes that are likely to undergo radical shifts in the future. We believe that this the smartest approach: only change what needs to change and what delivers value.





Putting business value first

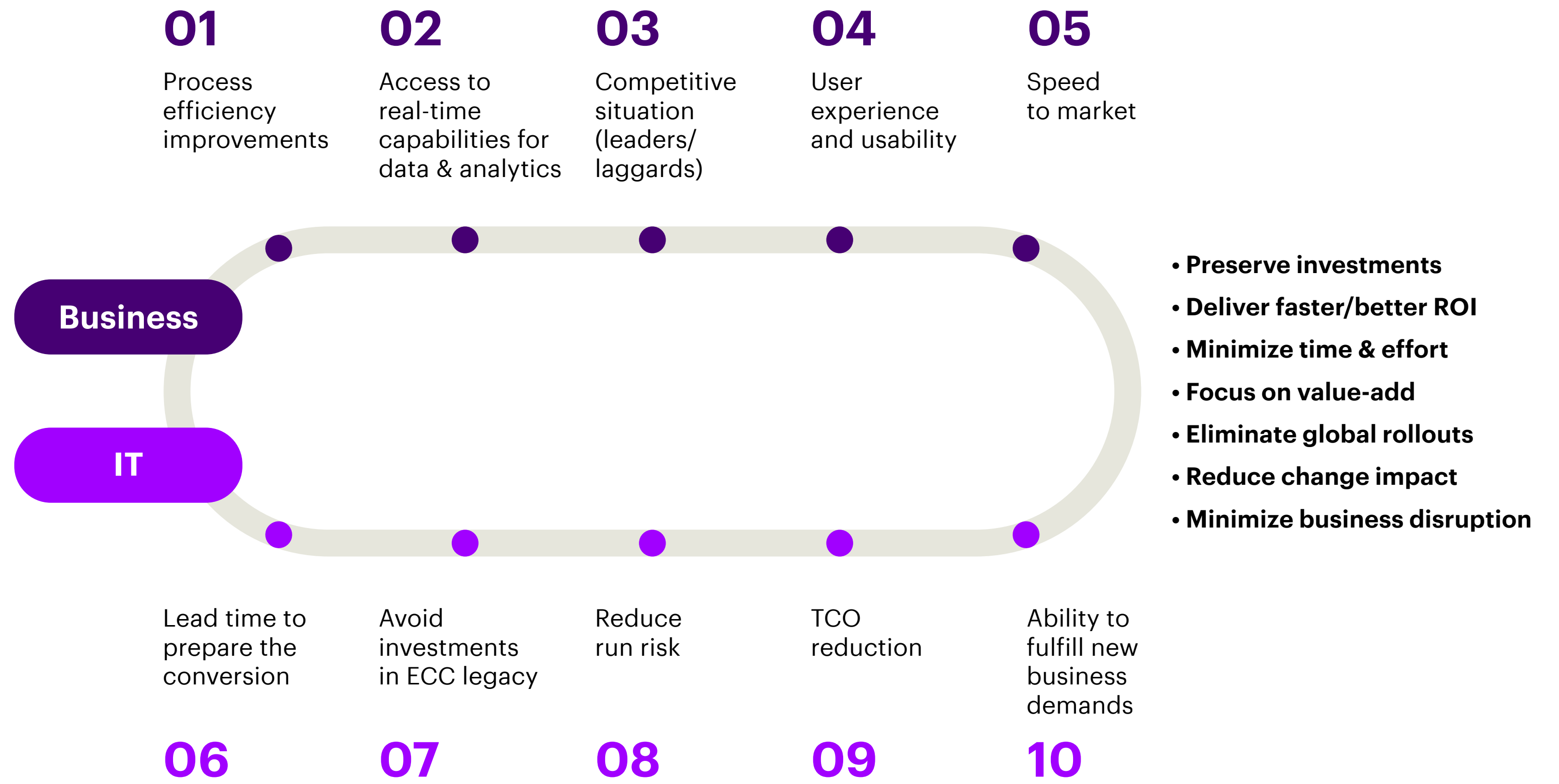
Our Smart()field approach focuses on delivering both business and IT value from an SAP S/4HANA conversion (see Figure 1). The business stands to accelerate time-to-market for new products and services, unlock process efficiencies, and foster innovation. Meanwhile, we help CIOs keep their systems stable during the transition, define the right architecture for their infrastructure and applications, minimize delivery time and deliver cost savings.

To help clients achieve these benefits for both IT and the business, our approach focuses on three dimensions:

1. First, we determine the potential **business value** that SAP S/4HANA can deliver
2. Next, we define the best **approach for delivering the technology**
3. Finally, we help select the right **infrastructure** to best suit specific business needs.

Figure 1: Smart()field focuses on value delivery

Ten good reasons to move to SAP S/4HANA with our Smart()field approach



A woman with voluminous curly hair is smiling broadly while holding a white hanger with a colorful, multi-colored garment. She is in a clothing store, with racks of clothes and a chair visible in the background. The image has a purple and blue color overlay.

The right option for each client

Every organization is unique. We take into account each company's existing systems, architecture and technology to help them choose the best option for their business and mitigate risk. We help clients build the business case, plan the journey and define the conversion roadmap end-to-end (see Figure 2).

Figure 2: Smart()field helps to select the right option

How we can accelerate your Smart()field conversion

01

Assessing your case

- Functional and technical SAP system assessment
- Business and accounting scenario analysis
- Ticket and system log analysis
- Business and IT KPI benchmarking
- Value lever assessment

02

Finding the smartest approach for you

- Evaluation of technical conversion approaches and solutions
- Business case and value realization planning

03

Shaping your SAP S/4HANA conversion journey

- Definition of the conversion roadmap
- Pre-project activities
- Identification of the right system landscape optimization (SLO) partner

There are different editions of SAP S/4HANA for deployment on various public cloud platforms, private cloud, hybrid environments or on-premise, and with various commercial models. We help clients choose the best option based on their specific circumstances and ambitions. When clients decide to move to the cloud, we can support them on the journey and provide managed services on the cloud platform.

We empower clients to move to SAP S/4HANA without incurring downtime. How? By leaving the SAP ECC applications running while we design, build and test the new SAP S/4HANA system. It's like running two trains in parallel. Once we're confident that everything is running smoothly, we help the client seamlessly switch to the new SAP S/4HANA solution.

Client case study:

Laying a new foundation for growth with SAP S/4HANA

With a fast-growing global business, **The Body Shop** needed a **digital makeover** to support its need for flexibility, future expansion and sustainability in a fast-changing marketplace. The foundation for this transformation would be a more resilient centralized system and a new cloud-based platform to drive better analytics across key applications. Wanting to see results fast, the company adopted Accenture's Smart()field approach and Accenture myConcerto®, our intelligent transformation platform, to develop a strategic roadmap, create a new order management portal for franchisees and build an SAP S/4HANA enterprise resource planning system as the digital core underpinning financial, supply chain and e-commerce processes. As part of this, The Body Shop had to accomplish a massive and complex big data migration from its legacy systems involving 6TB of data. Go-live in all markets took place over a single weekend, including the switchover of 50 applications and 200 integration points without disruption. With its powerful new tools, the company is now expanding its omnichannel capabilities to provide a much more responsive and intuitive customer experience, as well having the flexibility it needs to acquire new franchisees and expand at speed into new markets.

A person in silhouette is standing on the left, looking out over a city skyline at night. The skyline is filled with illuminated buildings, including several prominent skyscrapers. The sky is a deep purple and blue. The overall scene is a high-angle view of a city at night.

Why Accenture?

Why companies trust
Accenture with their
journey to SAP S/4HANA

- ✓ **Focus on value.** Our entire approach is based on maximizing value for each individual client. We take a holistic view, examining how business trends will impact the organization and its processes, and identifying the value that can be generated at every step of the journey.
- ✓ **End-to-end capabilities.** Our combined services and solutions across Strategy & Consulting, Interactive, Technology, Cloud First and Operations uniquely position us to help clients realize their vision for transformation and meet the needs of business stakeholders as well as IT.
- ✓ **Independent.** We're technology-agnostic, so we can help clients choose and execute the right deployment model to suit their business—whether that's public cloud, private cloud, hybrid, or on-premise.
- ✓ **Technology know-how.** We have the technical skills needed to help deliver a smooth and efficient move to SAP S/4HANA, drawing from our experience of more than 100 assessments and more than 30 Smart()field conversion projects to date. Where appropriate, we work with our ecosystem of partners and plug into SAP and other cloud-native solutions.
- ✓ **Innovation.** We know how to release the full power of the SAP S/4HANA platform as a digital core that can extend business capabilities and integrate innovative solutions and technologies through SAP Business Technology Platform.
- ✓ **Support every step of the way.** Whichever route to SAP S/4HANA clients choose, Accenture has the knowledge, experience, capabilities, methodologies, assets and tools to support each organization on its end-to-end journey.
- ✓ **Experience.** Our SAP S/4HANA conversion factory, with a dedicated team of technical and functional experts, deploys playbooks, diagnostics, analysis tools, best practices and learnings from completed conversion projects to reduce the time, effort, cost and risk of the conversion. Accenture myConcerto platform recommends pre-configured solutions to accelerate each client's journey to SAP S/4HANA.
- ✓ **Deep expertise in SAP.** We have more than 70,000 SAP practitioners worldwide, have won more than 120 SAP awards in the last five years and are recognized by industry analysts as leader in the SAP S/4HANA services market.
- ✓ **Unrivalled relationship with SAP.** We have early access to SAP innovations and help shape them. This includes "RISE with SAP. SOAR with Accenture.", SAP Industry Cloud, and sustainability and SAP S/4HANA core and industry solutions that we helped SAP to develop.

SOAR with Accenture and Accenture myConcerto

Accenture myConcerto underpins **SOAR with Accenture**—our collection of assets and services that can enable business transformation across specific industries and functions to support RISE with SAP deployments.

Accenture myConcerto powers enterprise transformation and SAP S/4HANA conversion—from business case to roadmap to delivery, helping companies make the right investments, navigate complexity and realize value quickly. It is a patented, insight-driven, digitally integrated platform that orchestrates the power of new SAP solutions and technologies, and Accenture’s industry and functional expertise—methods, tools, solutions, capabilities—to create exponential business outcomes.

The journey starts with design thinking to identify specific business challenges and differentiators, and intelligent diagnostics that assess current systems, processes, data and architecture against leading industry practices. This leads to a personalized, data-driven business case and roadmap to unlock value faster.

Accenture myConcerto automatically sets up the transformation program environment and provisions our pre-configured solutions for agile, continuous delivery. From there, it becomes the engine to deliver with agility and speed, measure the value, and continuously innovate to stay future-proof.

About Accenture

Accenture is a global professional services company with leading capabilities in digital, cloud and security. Combining unmatched experience and specialized skills across more than 40 industries, we offer Strategy and Consulting, Interactive, Technology and Operations services—all powered by the world’s largest network of Advanced Technology and Intelligent Operations centers. Our 674,000 people deliver on the promise of technology and human ingenuity every day, serving clients in more than 120 countries. We embrace the power of change to create value and shared success for our clients, people, shareholders, partners and communities. Visit us at www.accenture.com.

Contacts

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