# Die Wichtigkeit vertrauenswürdiger Daten für die intelligente Unternehmenssteuerung



#### **Christian Hecker**

Chief Data & Analytics Officer Intelligent Data & Analytics, SAP SE



# *"If you can't measure it, you can't manage it."*

(Peter Drucker)

VS.

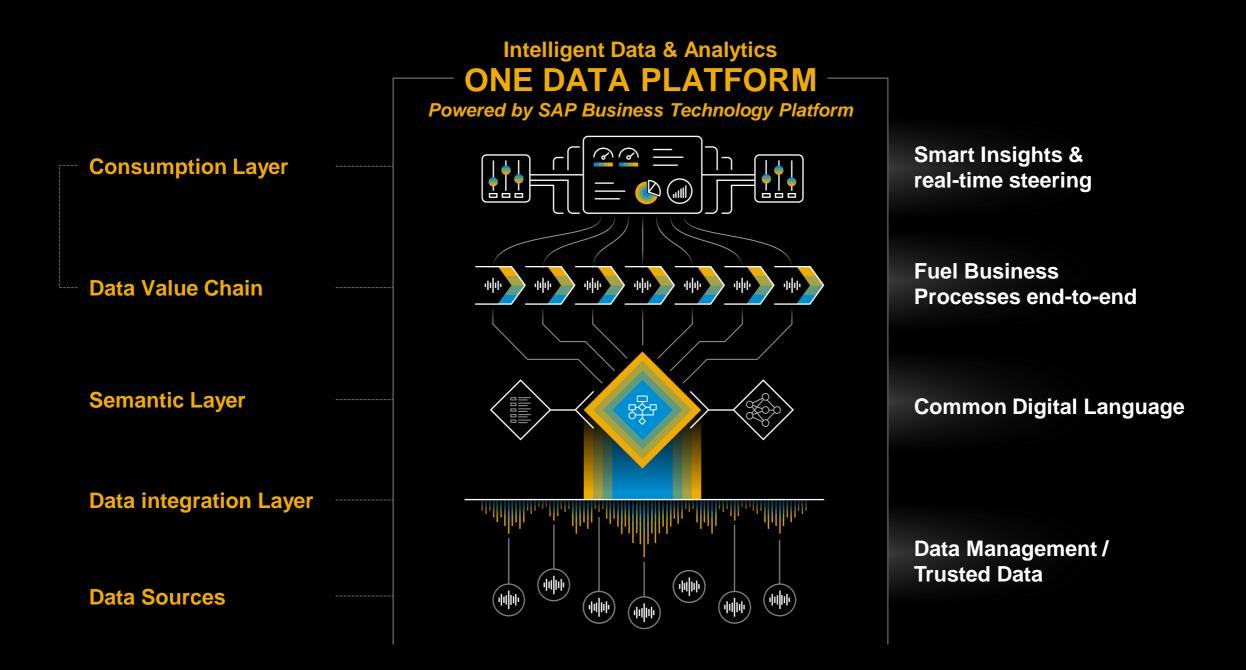
# *"The important stuff can't be measured!"*

(Liz Ryan)

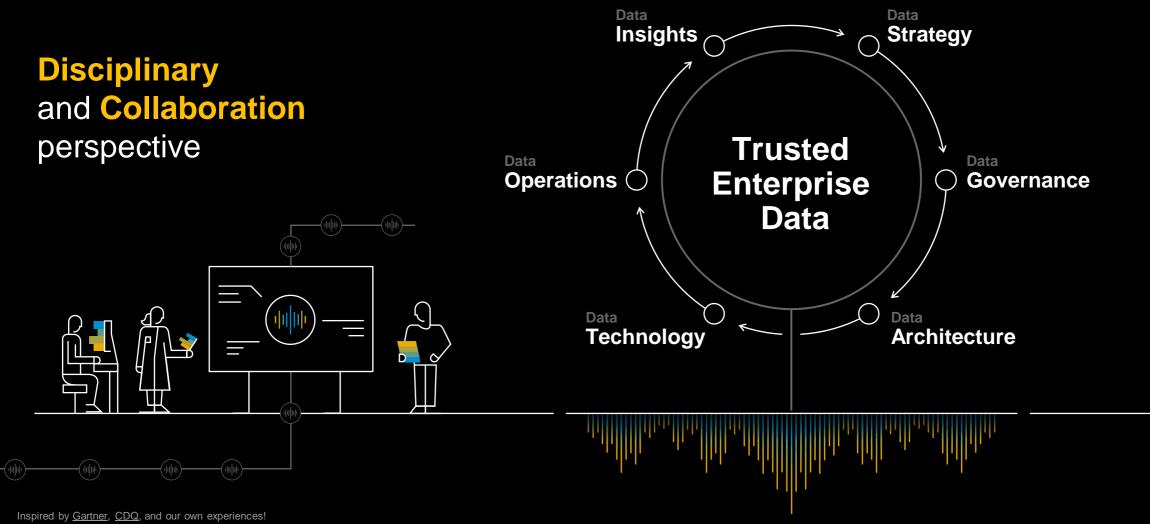
# **Trusted Data**

### How ID&A Contributes to the Intelligent Enterprise





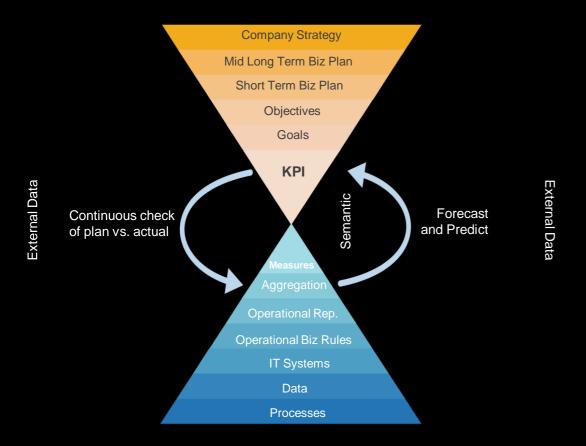
### **Trusted Data: How to ensure worry-free data?**



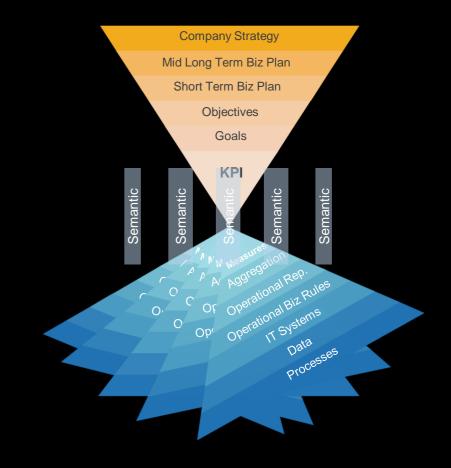
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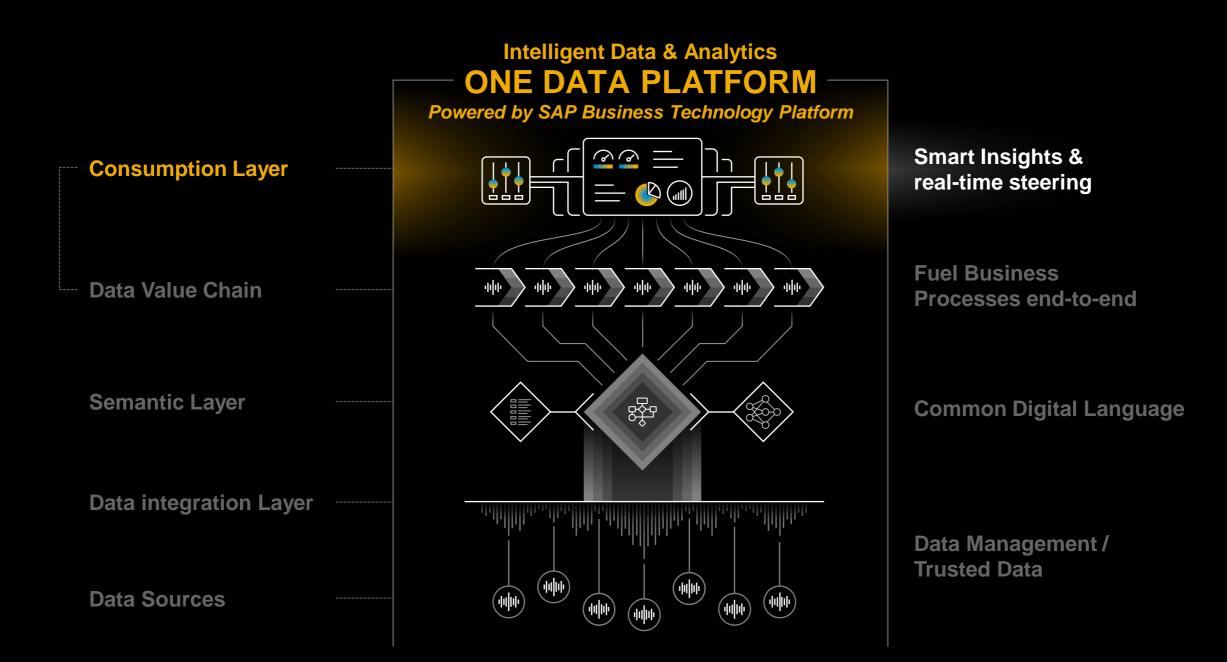
### Semantic Layer: The need for a Common Digital Language

#### What Is Needed ...



#### ...vs. Usual Reality





# **Demo: Digital Boardroom**

#### **Consumption Layer: Evolution of Data Consumption** Level of **Intelligence & Automation** ٥ back in the days ... later on ... in the future ... now ... Question **NO** Question a lot of work by others **Smart DIY with AI & Chatbots** DIY **Smart Answer / Alert** Answer **Smart Answer** Answer by pre-defined dashboards to any question upon detection of thresholds and anomalies

# A Going Nuts!

# Infused Intelligence

### Customer Health Scoring for Concur Churn



#### Predictive model scope



Prediction of health per LoB and aggregated health score to One Customer Health Score.

Reasons contributing to the current health score and derived actionables.

#### **Technical workflow**



#### **KPIs**

> 85% accuracy & 3 times more churn correctly identified on live data

# Overdue Predictive Model Cash Collections

BRCF - Cash Collect	ions	Overdue Pred	liction Dashboa	rd					
Customer number		Invoice per Ov	erdue Prediction ar	nd Overdue Amount (no	ot yet overdue	)			
All							Measures	Amount overdue	days o
0000010974		Invoice number	Customer number	ERP Account Name	Net due date	Risk	Predicted Overdue bucket		
		6007169598	0000258171	HSBC Global Services (UK)	20200906	low	> 30d	4,587,768.95	
0000021850		6007169494 6008568895	0001666465 0001853544	Boparan Holdings Limited Unilever UK Central Resour	20200903 20200830	low low	> 30d > 30d	1,301,633.39 1,151,383.33	
0000022136		6007169292	0001551988	Northgate Information Solut		low	> 30d	647,372.68	
0000022655		6007168149	0000347114	Birmingham City Council	20200812	low	> 30d	436,661.20	
0000023482		6007169550	0000659624	Burberry Limited	20200906	low	> 30d	419,644.50	
TERRET CAR		6007169231 6007166991	0001763680 0001634686	BAE Systems plc Pontoon Europe LTD	20200821 20200913	low	> 30d > 30d	326,996.04 310,337.07	
		6007167581	0001634686	NEPTUNE ENERGY GROU		low	> 300 > 30d	211,194.34	
ERP Account Name		6007169456	0001174721	Sky UK Limited	20200830	low	> 30d	207,090.30	
All		6007168279	0000354703	Mayors Office for Policing a	20200812	low	> 30d	201,152.17	
		6007168233	0001092448	London Borough of Harrow	20200812	low	10d - 30d	183,178.75	
ExxonMobil Marine Lubricants	-	6007169932 6007167828	0001720139 0001509915	PA Consulting Services Limi Barnsley MBC	20200919 20200809	low low	> 30d > 30d	146,869.63 131,245.07	
Sopra Steria Limited		6007167529	0001539508	Dialog Semiconductor (UK)		low	> 30d	121,496.94	
Shell International Petroleum		6007169229	0001763680	BAE Systems plc	20200821	low	> 30d	113,357.92	
Co Lt		6007169931	0001720139	PA Consulting Services Limi		low	> 30d	110,583.07	
		6028281356	0000027285	AstraZeneca UK Ltd	20200825	low	> 30d	103,312.00	
		6007168295 6007168243	0000834972 0000681702	MITIE Shared Services Ltd London Borough of Harrow	20200813 20200812	low low	> 30d > 30d	99,994.20 96,467.52	
Invoice		6008576674	0001764813	Segirus UK Ltd	20200911	high	> 30d	93,573.00	
All		6001171942	0001551988	Northgate Information Solut		low	> 30d	93,340.80	
		6007169900	0001056837	Global Media & Entertainm		low	> 30d	89,351.18	
4007002484		6007169230	0001763680	BAE Systems plc	20200821	low	> 30d	85,658.54	
4007002491		6008576026 6007169964	0001056837 0001606485	Global Media & Entertainm Alexander Mann Solutions		low low	> 30d > 30d	74,455.20 65,532.22	
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6001125282		10-10-10-10-10-10-10-10-10-10-10-10-10-1							
				Overdue bucket (fil	ter on invoice firs	t)	Overdue probability per	invoice	
							Top N (AUTO) sagoossaa		
Predicted Overdue bucket							5890065488 6890186602	0.94	
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10d - 30d					00-1		6890045431 6890266366	0.93	
				/ 100	- 30d	1	6890069450	0.92	
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LoB							6890297796 6890029717 6890029717	0.92	
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#### Predictive model scope

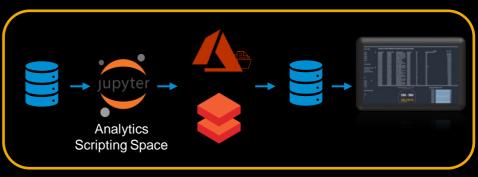


Prediction of likelihood that customer will become overdue



Categorize customer in an overdue bucket before it will happen assigned to a certain risk on historical SAP data

#### Technical workflow

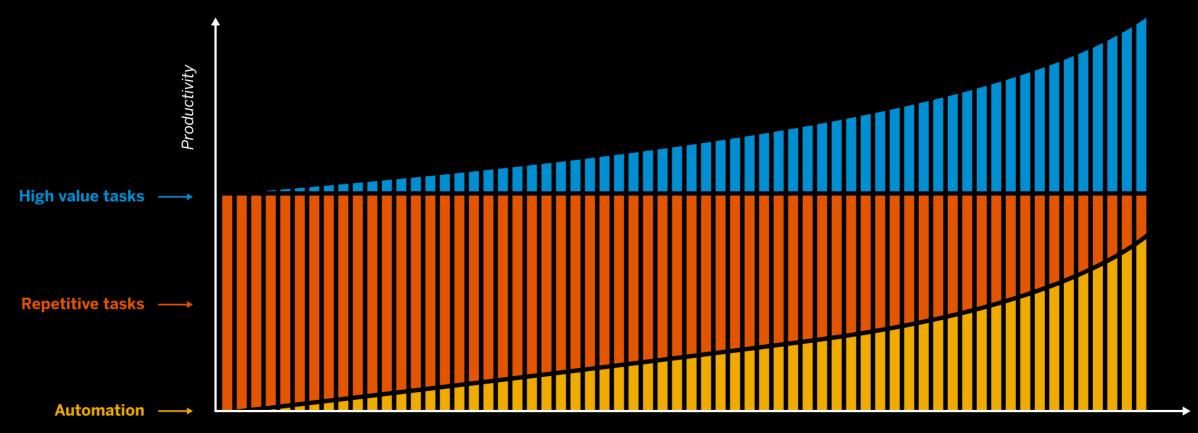


#### KPIs

83% accuracy & Increase cash flow by potentially up to 1 billion € worldwide

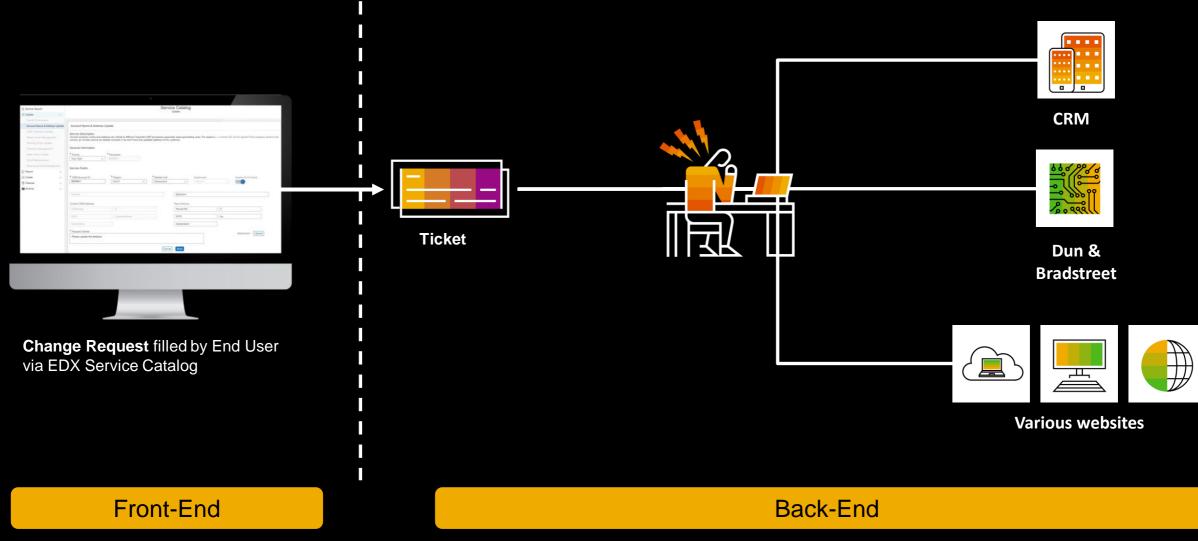
# **Robotic Process Automation**

# Why Automation?



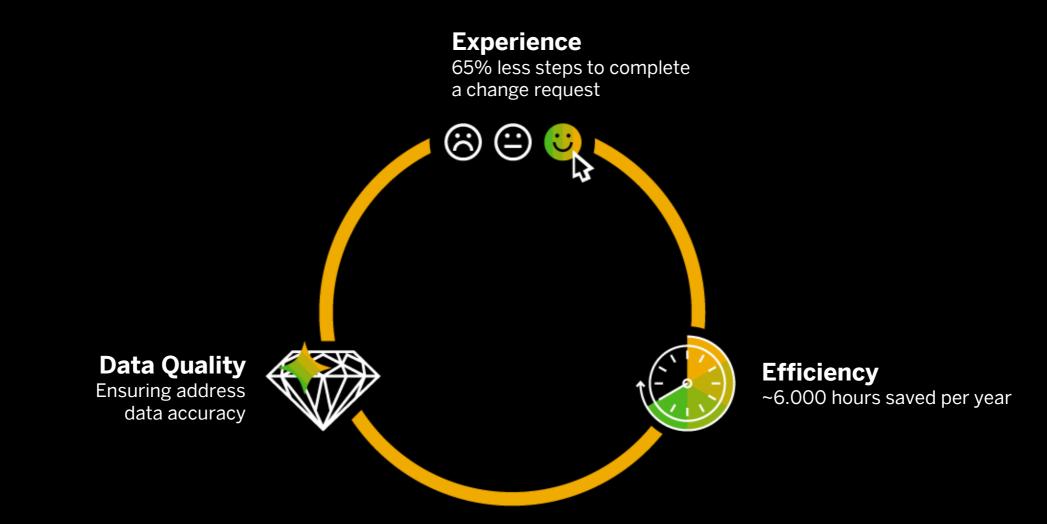
Time

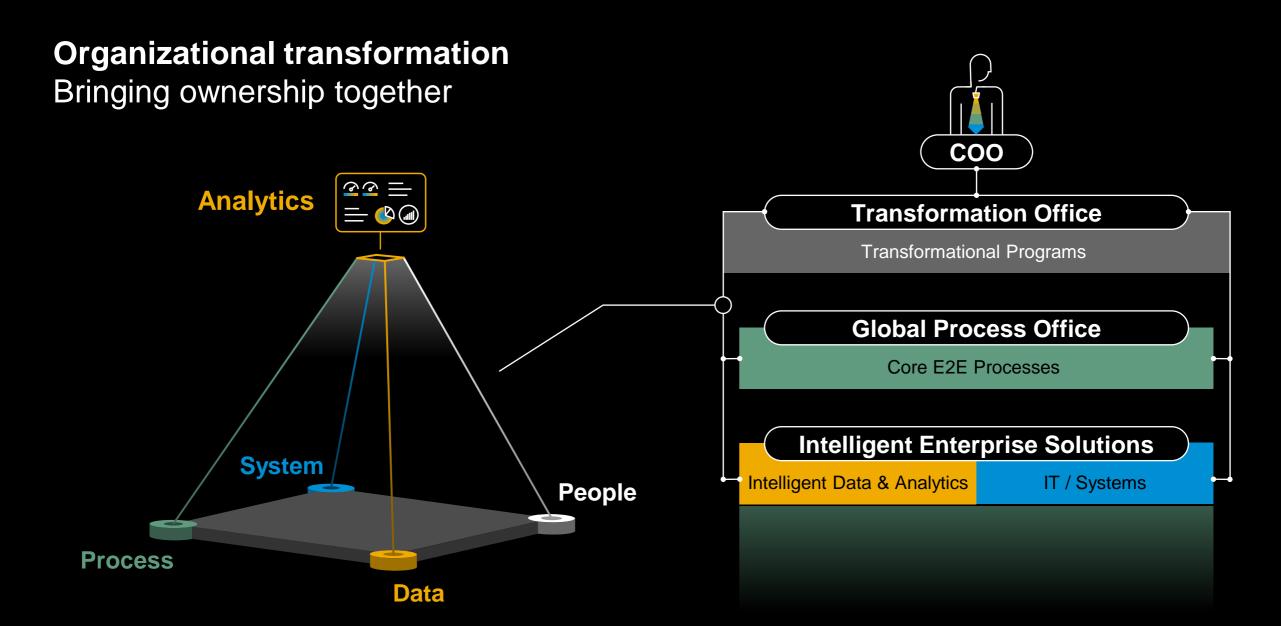
### Customer Account Address Update Before Process



Update Update     Pie-8P Enrichment     Account Name & Address Update     GTM Taxonomy Update   Master: Code Management   Planning Entity Update   Planning Entity Update   Bervice Description   Correct company name and address are critical of different important SAP processes especially sales-generating ones. For example, a contract will not be signed if the company name is not correct, an invoice cannot be rebilited   Bervice Description   Correct company name and address are critical of different important SAP processes especially sales-generating ones. For example, a contract will not be signed if the company name is not correct, an invoice cannot be rebilited   Bervice Description   Correct company name and address of the customer.   Planning Entity Update   Bervice Description   Sates Team Update   Pervicity   Very High   Desgates   Create   <	Service Search	Service Search       > Update	Service Catalog   Update     Pickadesesuades   V polation     Service Correly on Rame & Address Update   Service Correly on Rame and address are on factor to different important fAP processes especially sales-generating ones. For example, a contract will not be signed if the company name is not correct, an impore cannot be rebelled     Service Foreign   Service Foreig	vice Search   ade   ade Controlations   BUP Controlations   Account Name & Address Update   Account Name & Address   Account CleRA Address   Account Name & Address <th>&gt;&gt; Update   Pes-BP Enchanent   Account Name &amp; Address Update   GTM Taxonomy Update   Master Code Management   Parwing Entity Update   Herachy Management   Sates Team Update   Priority   Create   Create   Create   Create   BHP Sati   BHP Sati   Current CRM Address   Hohanweg   9035   Unterentfeiden   Switzerland   Patheter</th> <th>Update</th> <th>g</th> <th></th>	>> Update   Pes-BP Enchanent   Account Name & Address Update   GTM Taxonomy Update   Master Code Management   Parwing Entity Update   Herachy Management   Sates Team Update   Priority   Create   Create   Create   Create   BHP Sati   BHP Sati   Current CRM Address   Hohanweg   9035   Unterentfeiden   Switzerland   Patheter	Update	g	
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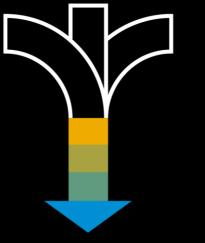
### Customer Account Address Update Business Benefits





## **ID&A Achievements – Benefits to SAP as a whole**

30% synergies through creation of central Data & Analytics unit and a central technical platform



Re-investment into SAP's Digital Transformation. Leveraged free workforce to drive state-of-the art technology usage



+10pp renewal rate increase thanks to predictive renewals @ risk analysis



+5pp forecast accuracy enhancement with predictive analytics & central planning engines



Harmonized data models enable 360° view on the customer and boost sales efficiency by +8pp



~70% of forecasted operating expenses automated e.g. via personnel expense engine







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