

SAP Solutions for Sales and Configure, Price, and Quote

Overview and Future Direction



SAP CPQ

Marin Ukalovic
SAP Germany

www.configuration-workgroup.com over 4700 users are there

 **2011 North American CWG Conference**
October 2 - 5, 2011
Marco Island, Florida *Details Coming Soon*

Experts in Variant Configuration 

- Home
- News
- About CWG ▾
- Sponsors
- Events ▾
- Membership ▾
- CWG Chapters ▾
- CWG Blog

- Portal**
- CWG Forum
 - ▶ CWG Review
 - Document Share
 - ▶ CWG Sandbox

- Marin**
- ▶ Howto
 - Image Gallery
 - Messages
 - My account
 - ▶ Create content
 - Log out

Search

Search this site:

Who's online

There are currently 0 users and 4 guests online.

Home » Home

Welcome to the SAP Configuration Workgroup!



The Configuration Workgroup (CWG) is an international user group of SAP customers, and partners, focused on the topic of product configuration as implemented in the Variant Configurator (VC) and in the SAP Internet Pricing and Configurator (SAP IPC).

We are a fast growing **not-for-profit** organization of more than 500 member companies, 250+ partner companies and over 2,700 members. CWG is one of the very few industry groups of its kind, with a unique mission to promote knowledge exchange in the area of SAP product configuration and influence future SAP direction.

If you are interested in becoming a member of CWG, please see the [Membership](#) section or contact us using the information in the [Contact Us](#) page.

Interested in the latest information, use the CWG  feed. If you are a member please log in first.

Recently added Content

Texas CWG Chapter	new
West Michigan Joint ASUG\CWG Meeting June 24	new
2011 Cologne - CWG Conference - Tracks and Present...	updated
Event Overview	updated
Can we help ourselves to help ourselves?	updated
Contact the CWG	updated
2011 European CWG Conference	
We're OFF to see the Wizard	new
CWG Board of Directors Announcement - 2011	new
CWG Officers and Directors 2011	

[more](#)

Latest Forum Posts

Naming Conventions for Object Dependencies	updated
VC, SD, and other 2-3 letter acronym openings for...	updated
KB runtime version with phantom assemblies	new
Spezialist Modular Products Services (w/m)	new
variant table for global maintenance	new
Dynamically Locking a sales order configuration	new
Canceling a Configured Sales Order Line item on an...	new
Entry Required Cstics and Partially Configured Mat...	new
Purchase order-short text (Reference charexterstic)	new
Material Costing from non delivering plant.	new

[more](#)



9. Infotag für SAP Variantenfertiger CPQ, CEC, hybris, VC on HANA, PLM

16. Juni 2016 in St. Leon Rot



CRM E-Business Medienportale Referenzen Karriere Unternehmen

Infotag Variantenkonfiguration



www.variantenkonfiguration-sap.de

SAP Point of View: Configuration Maturity Modell

Solution Selling

- Solution Configuration
- Fulfillment Orchestration
- Solution Sales & Billing

Configure, Price, and Quote

- Customer Portals
- Dealer/Distributor Portals
- Sales Front Office

Engineering Integration

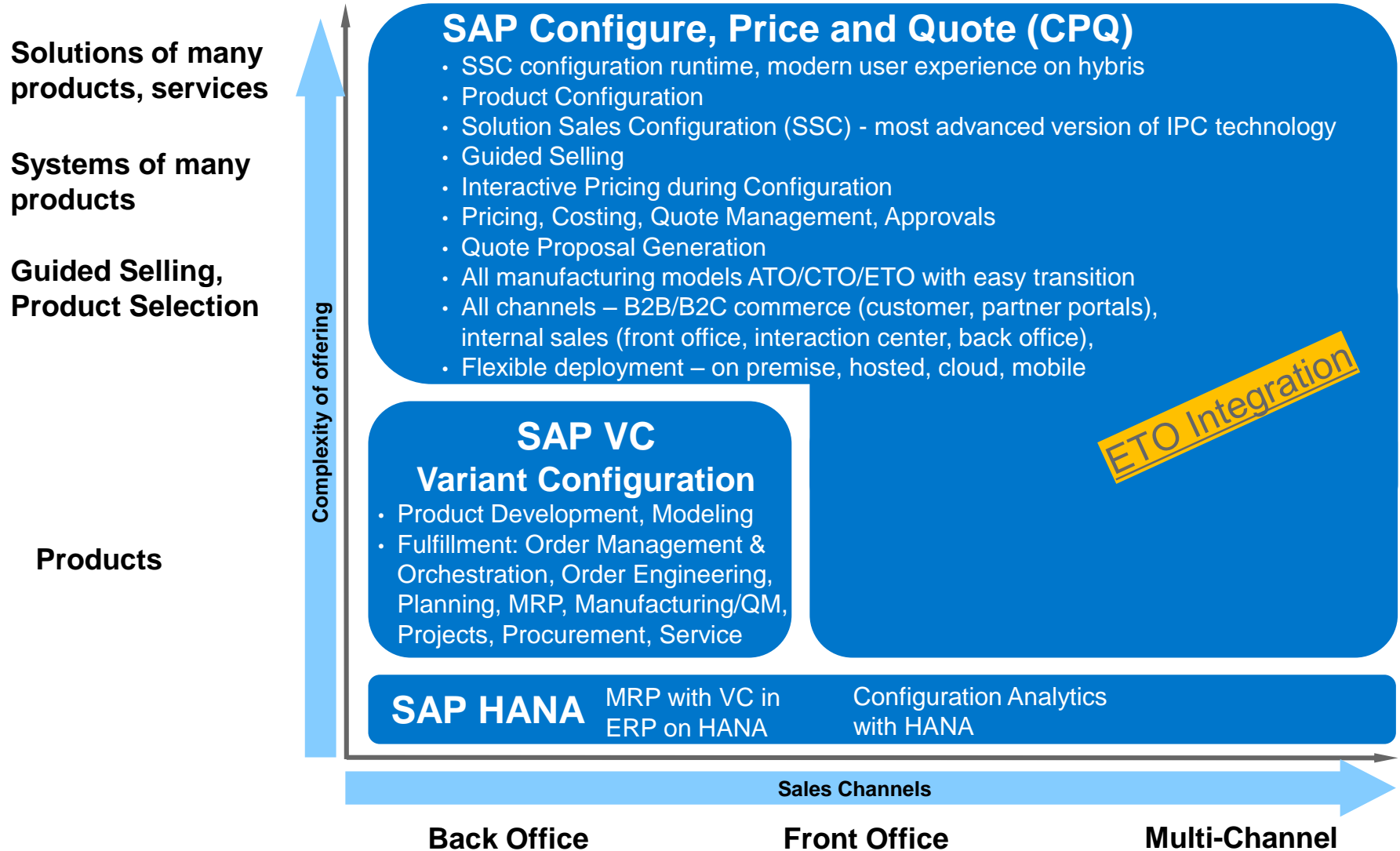
- Integrated Product Development
- Modularization
- Engineering BOM to Manufacturing BOM

Variant Configuration Management

- Configurable Product Model
- Sales Back Office
- Manufacturing and Service

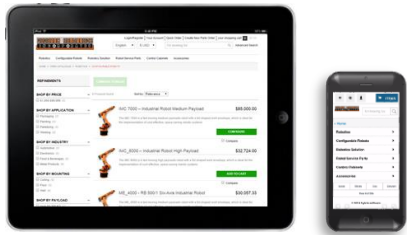
SAP Product and Solution Configuration

SAP CPQ, SAP Variant Configuration, SAP HANA



Multi-Channel CPQ in hybrid: E-Commerce to Internal Sales / Channel Partner Role: End Customer in E-Commerce Portal (Desktop, Mobile)

Catalog & Search



Guided Selling, Configure Solution

Industry *

- Automotive
- Electronics
- Food & Beverages
- Metal Products

Payload *

- Low 5-16 KG
- Medium 30-60 KG
- High 90-300 KG

Application *

- Painting
- Welding
- Packaging
- Palleting

Work cell type

- stationary tables
- head and tail stock
- tumble / head and tail stock

Configure Product

Robot type *

- SAP 30-61
- SAP 60-61
- SAP 90-61
- SAP 120-61

Maximum rated payload?

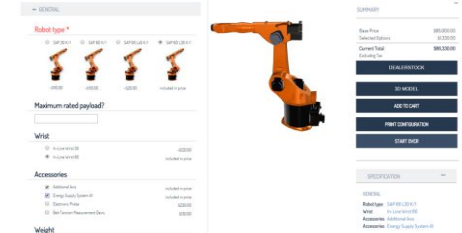
Wrist

- In-Line Wrist 30
- In-Line Wrist 60

Accessories

- Additional Axis
- Energy Supply System AI

Visualize 3D



Option Pricing

Wrist

- In-Line Wrist 30 - \$120.00
- In-Line Wrist 60 included in price

Accessories

- Additional Axis included in price
- Energy Supply System AI included in price
- Electronic Probe \$230.00
- Belt Tension Measurement Device \$130.00

Cross/Up-Selling Recommendations



Checkout

PLACE ORDER | REQUEST QUOTE | SCHEDULE REPLENISHMENT

I have read and agree with the Terms & Conditions.

Your Cart

PRODUCT DETAILS	ITEM PRICE	QUANTITY	TOTAL
BMC 7000 - In...	\$86,550.00	Quantity: 1	\$86,550.00
Order Totals			
Subtotal			\$86,550.00
Total			\$86,550.00

Create Order

Request Quote

Role: End Customer in E-Commerce Portal (Desktop, Mobile)

Multi-Channel CPQ in hybrid: E-Commerce to Internal Sales / Channel Partner

Role: Internal Sales Rep or Channel Partner (Desktop, Mobile)

RFQ from Customer

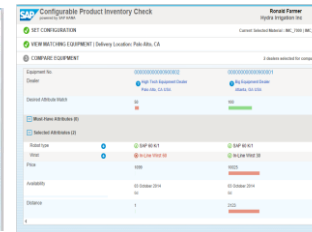
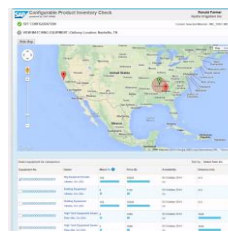
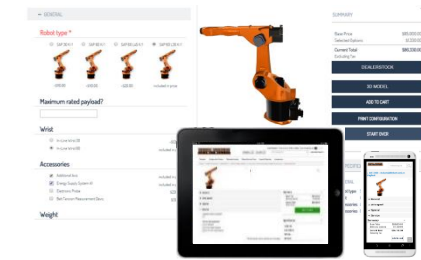
Opportunity

Generate Proposal

Configure, Price, Visualize

Fuzzy Search Dealer/OEM Configured Inventory

Quote, Pricing, Costs & Margins



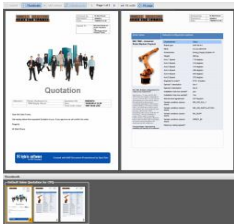
ITEM	DISCOUNT %	DISCOUNT	ITEM PRICE	QUANTITY	TOTAL
IRC_4803 - SAP 500 - L2 Specification details Update configuration	5.0	0.0	\$3,495.07	1	\$29,893.34
IRC_7000 - Industrial Robot Medium Payload Specification details Update configuration	10.0	0.0	\$9,070.00	1	\$79,003.00
IRC_8000 Robot Work Cell Specification details Update configuration	0	0	\$95,000.00	1	\$85,250.00

Approval Workflow

Release Quote to Customer

Create Order, Order Status

Sales & Configuration Analytics



DATE	USER	EMAIL	COMMENT	STATUS
Thu Apr 23 18:55:11 CEST 2015	Administrator	admin	Submitted for approval, the order exceeds customer approved limit. Admin: Order Threshold (per order) allowed Order Threshold (per timeper)	Pending Approval

Quote for Mark Rivers
Quote ID: 00000002
Status: Pending quote

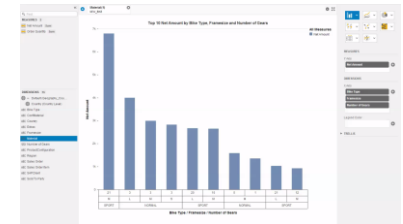
Order Totals	
Subtotal:	\$293,161.34
Savings:	\$19,990.33
Delivery:	\$15.00
Total:	\$293,161.34

*No taxes are included in the total

Your Account

PROFILE
ADDRESS BOOK
PAYMENT
DETAILS
ORDER HISTORY
MY REPLACEMENT ORDERS

CANCEL QUOTE	PLACE ORDER	REQUEST RE-QUOTE
Time Stamp: Thu Apr 23 22:09:38 CEST 2015	Action: Quote Approved	By: Mark Rivers
Cart Total:		\$293,161.34



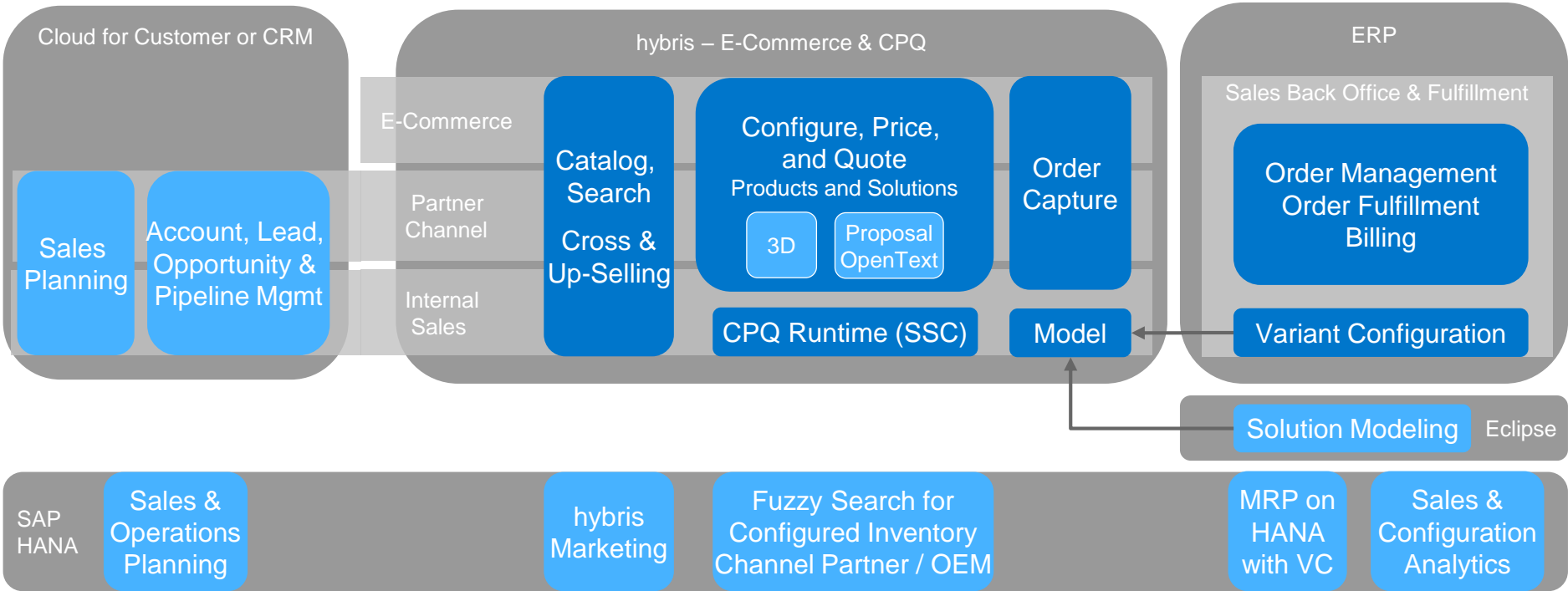
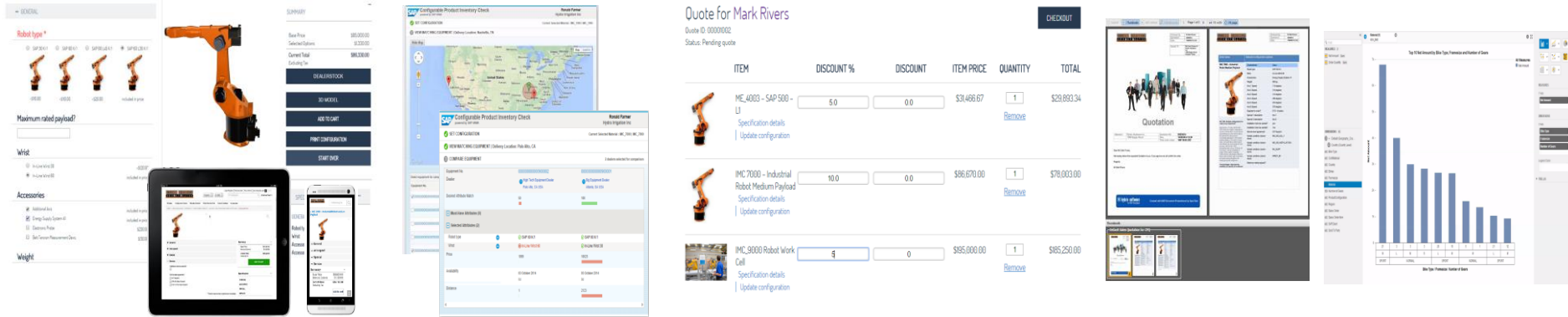
Role: Internal Sales Rep or Channel Partner (Desktop, Mobile)

SAP Configure, Price, and Quote in hybris – Easy-to-Use, Easy-to-Extend

Core

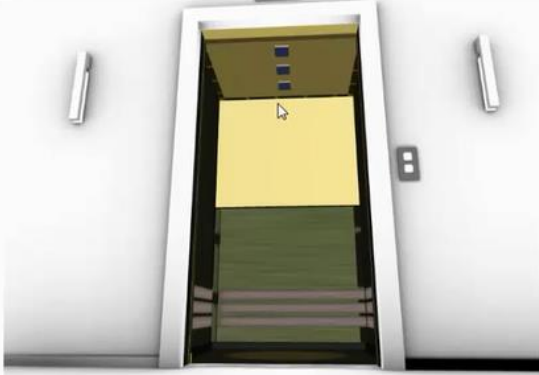
Optional

Multi-Channel CPQ and E-Commerce across Customers, Channel Partners, Internal Sales



Showcase: SAP CPQ Elevator Configuration in 3D

SAP CPQ on hybris_final



Konfiguration von Aufzug (9m Förderhöhe)

Allgemein

Aufzugboden

Decke

Einrichtung
 Diagonal
 Gerade
 Cross

Lichttyp
 Rund
 Rund und Flach
 Viereckig

Farbe

Handlauf

Kabine

Zusammenfassung

Basisspreis 9.400,00 \$
 Ausgewählte Optionen 7.332,93 \$
Aktuelle Summe 16.732,93 \$
 Ohne Steuer

IN DEN WARENKORB

Spezifikation

ALLGEMEIN
 AUFZUGBODEN
 DECKE
 HANDLAUF
 KABINE
 STOSSLEISTEN
 FRONTAL WAND
 LINKE WAND

Modell Bearbeiten Springen Zusätze Umfeld System Hilfe

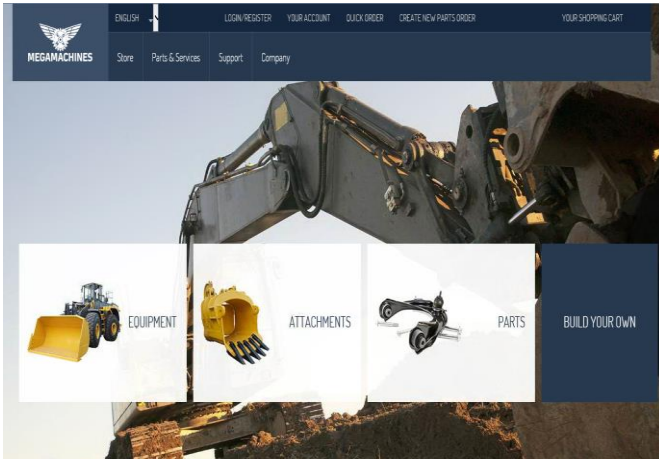
Konfiguration für Modell 57001 - 24.09.2015

Objekt	Beschreibung	Status	Übe...
57001	Aufzug (9m Förderhöhe)		
AUFZUG			
0010 FLOOR_COLOR_AUS	FLOOR_COLOR_AUS	✓	
0020 STOSSLEISTE_AUS	STOSSLEISTE_AUS	✓	
0030 STOSSLEISTE_AUS2	STOSSLEISTE_AUS2	✓	
0040 STOSSLEISTE_AUS3	STOSSLEISTE_AUS3	✓	
0050 STOSSLEISTE_AUS4	STOSSLEISTE_AUS4	✓	
AUFZUG_KONF			
Allgemein	Allgemeine Gruppe		
AUFZUGBODEN	Aufzugboden		
DECKE	Decke		
0001 CEILING_ARRANGEMENT	Einrichtung		
0002 CEILING_LIGHT_TYPE	Lichttyp		
0003 CEILING_COLOR	Farbe		
HANDLAUF	Handlauf		
KABINE	Kabine		
STOSSLEISTEN	Stossleisten		
W_FRONT_WAND	Frontal Wand		
W_LINKE_WAND	Linke Wand		
W_RECHTE_WAND	Rechte Wand		
W RUECKWAND	Rückwand		
300 80000000	Aufzug		
S 01			
AUFZUG	Aufzug (9m Förderhöhe)		

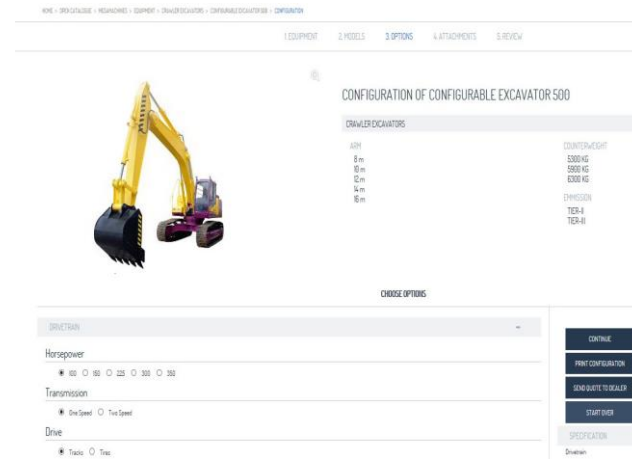
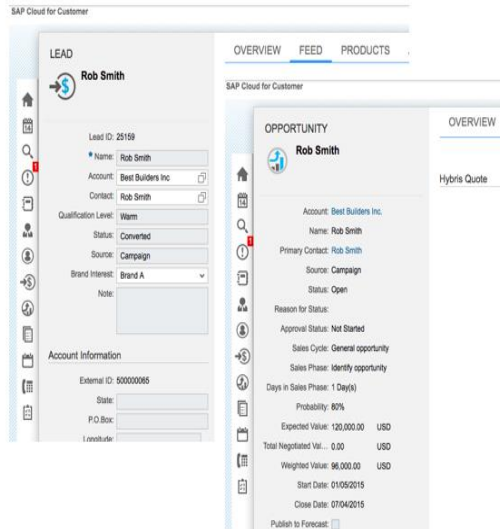
CPQ Showcase Demo hybris CPQ–Cloud for Customer–ERP MEGAMACHINES: End Customer to Dealer to Manufacturer

Showcase Demo

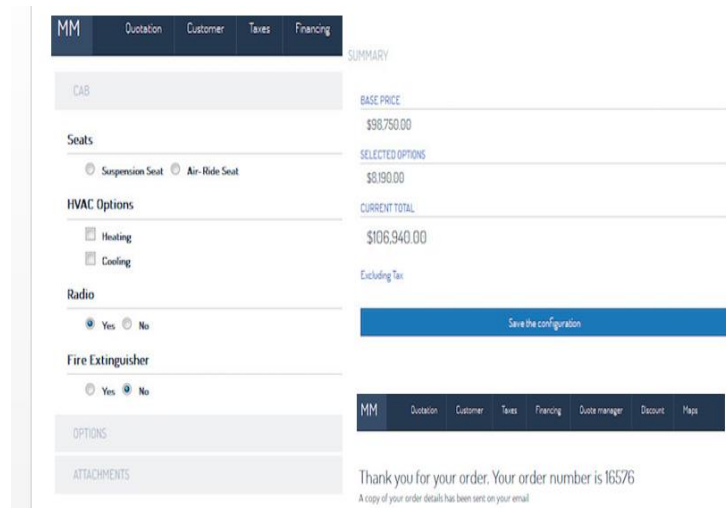
hybris Customer Portal – Find and Configure Product, send Quote Request to Dealer



Dealer using Cloud for Customer: View Lead, Convert to Opportunity, Launch hybris Quote



hybris Dealer App/Portal: Review & Complete Quote, Generate Proposal for Customer, Create ERP Order



Proof of Concept Demo: Visual Service Parts Selling in hybris 2D/3D, leveraging SAP 3D Visual Enterprise

Future Direction

ROBOTIC SOLUTIONS
INTEGRATED

Call us: +1 302 295 5067

English | \$USD


I'm looking for

YOUR SHOPPING CART
1 Items - \$10,167.50

VIEW CART | CHECKOUT

ROBOTICS | CONFIGURABLE ROBOTS | ROBOT SERVICE PARTS | CONTROL CABINETS | ACCESSORIES | OTHER PRODUCTS

Home > Open Catalogue > Robotics > Configurable Robots > MC 7000 – Industrial Robot Medium Payload



You have selected nodes:
Link Arm 50

You have selected materials:
ME_5130

COPY TO LIST

Your Transfer List	Quantity
Product ID ME_5130	1

TRANSFER TO CART

ROBOTIC SOLUTIONS
INTEGRATED

Call us: +1 302 295 5067

English | \$USD

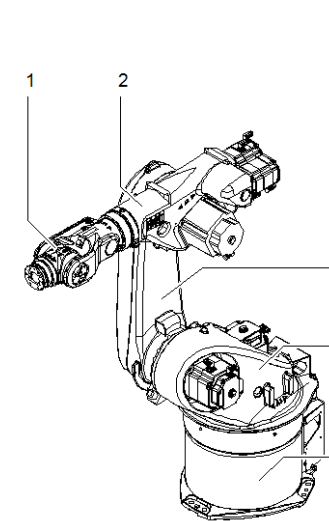
I'm looking for

YOUR SHOPPING CART
1 Items - \$10,167.50

VIEW CART | CHECKOUT

ROBOTICS | CONFIGURABLE ROBOTS | ROBOT SERVICE PARTS | CONTROL CABINETS | ACCESSORIES | OTHER PRODUCTS

Home > Open Catalogue > Robotics > Configurable Robots > ME_7000 – RB 300/1 Six-Axis Industrial Robot



- 1 Hand
- 2 Arm
- 3 Schwinge
- 4 Karussell
- 5 Grundgestell

- 1 Wrist
- 2 Arm
- 3 Link arm
- 4 Rotating column
- 5 Base frame

- 1 Poignet
- Link Arm
- Bras
- 3 Epaule
- 4 Bât de rotation
- 5 Embase

You have selected nodes:
Link Arm

You have selected materials:
ME_5130

COPY TO LIST

Your Transfer List	Quantity
Product ID ME_5120	1

TRANSFER TO CART

Demo: hybris Service Parts Selling 3D



Demo: hybris Service Parts Selling 2D



Top 10 Analysis (SAP HANA) for configured products

TOP N Analysis



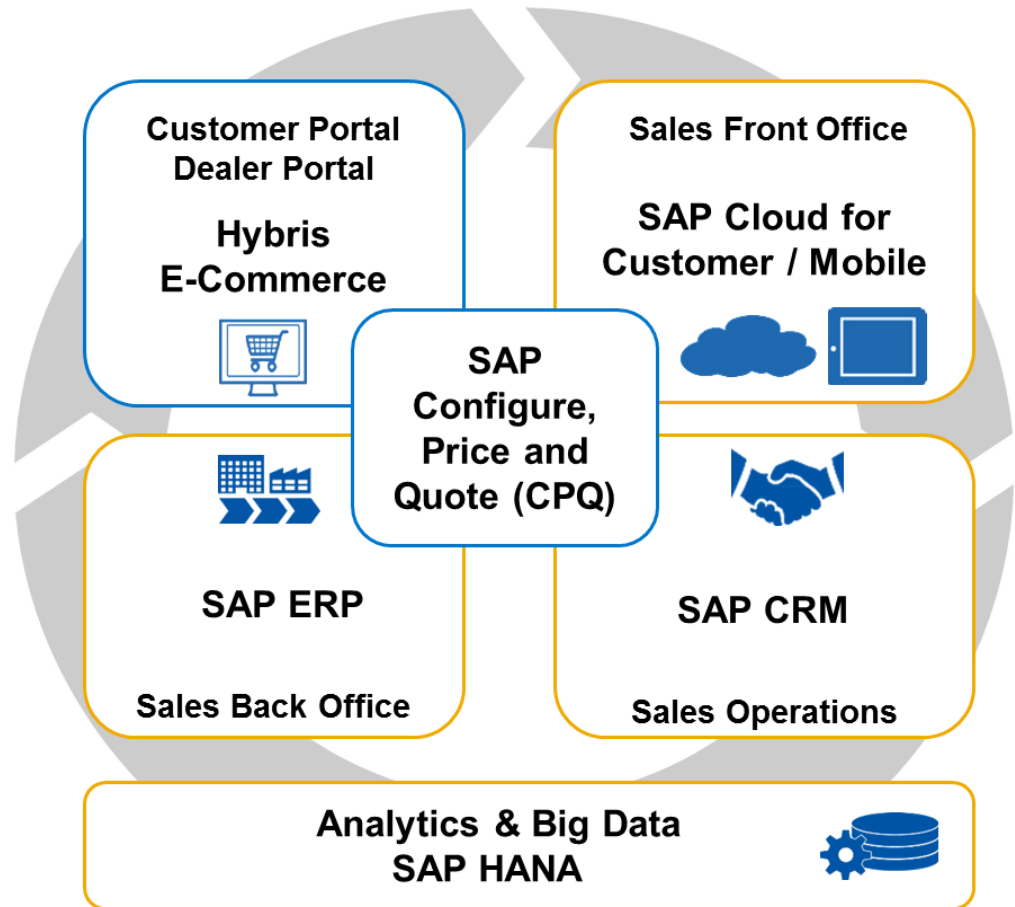
Summary: SAP Configure, Price, and Quote (CPQ) Significantly improved sales configuration solution

SAP CPQ with hybris

- SAP Configuration Runtime engine (SSC) and modern HTML5 UI on hybris - direct engine-UI communication, fast response times
- Product Configuration, Guided Selling, Solution Configuration
- Interactive pricing during configuration
- Modular user experience, embedded to hybris Web Content Mgmt (WCMS) – easy-to-use, adapt
- Flexibly enrich options and values in hybris
- Flexible integration to ERP: VC models pricing and order management

Future Direction Focus Areas

- Integration to CRM, Cloud for Customer
- Improved Guided Selling
- Better Modeling for Sales & Marketing
- Predictive Proposals, Embedded Analytics
- 3D Visualization
- Mobile Configuration
- Collaborative solution configuration in business networks



SAP Solutions for Sales and Configure, Price, and Quote (CPQ)

Overview and Future Direction



Thank you for your Attention

Marin Ukalovic
SAP Germany

THE BEST-RUN BUSINESSES RUN SAP™



Appendix

Differentiators of SAP Configure, Price, and Quote (CPQ)

SAP CPQ Solution	Benefits SAP CPQ	Solution with 3 rd Party CPQ
<ul style="list-style-type: none"> •CPQ tightly integrated to end-to-end processes for sales, product development, manufacturing, service, analytics, cross company/system 	<ul style="list-style-type: none"> •Deep end-to-end process support out of the box, with a community of thousands of other customers 	<ul style="list-style-type: none"> •Different tools and configurators in SFA, E-Commerce, sales, manufacturing – costly custom integration
<ul style="list-style-type: none"> •ATO, CTO, ETO, easy transition 	<ul style="list-style-type: none"> Differentiate – CTO to ETO if required 	<ul style="list-style-type: none"> •No/limited support for ETO
<ul style="list-style-type: none"> •CPQ can use existing product models (SAP VC / SAP IPC) 	<ul style="list-style-type: none"> Save previous investment - one integrated model across channels and processes 	<ul style="list-style-type: none"> •High ongoing effort to synchronize sales models with backend models
<ul style="list-style-type: none"> •CPQ based on SAP Solution Sales Configuration – most power configurator 	<ul style="list-style-type: none"> •Build guided selling/product finders and solution models 	<ul style="list-style-type: none"> •No/limited support for guided selling and solution configuration
<ul style="list-style-type: none"> •SSC engine and UI on hybris 	<ul style="list-style-type: none"> •Fast configurator designed for very large models, fast user response times 	<ul style="list-style-type: none"> •Slow - calls between different layers, not designed for very large models
<ul style="list-style-type: none"> •Easy-to-use, easy-to-enhance modular user experience embedded to hybris WCMS 	<ul style="list-style-type: none"> •Easy to adjust configuration UI, same tools/resources as used for web shop UI 	<ul style="list-style-type: none"> •Configurator is black box with different UI technology than underlying applications
<ul style="list-style-type: none"> •SAP configuration model embedded to hybris platform, leveraging concept of hybris PCM 	<ul style="list-style-type: none"> •Sales can easily enrich the configuration data, same tools as for product data 	<ul style="list-style-type: none"> •Configurator is a black box, different technology, skills, toolsets to maintain data
<ul style="list-style-type: none"> •Flexible deployment – on premise, hosted, cloud, mobile, leveraging existing sales tools 	<ul style="list-style-type: none"> •Leverage latest technologies and user experience paradigms 	<ul style="list-style-type: none"> •Limited flexibility, technological dead end
<ul style="list-style-type: none"> •Strong roadmap, e.g. better sales modeling, 3D visualization, mobile configuration, predictive proposals & embedded analytics 	<ul style="list-style-type: none"> •Get future improvements out of the box •Leverage the power of HANA for new innovative business process 	<ul style="list-style-type: none"> •Unclear financial situation and roadmap of smaller CPQ vendors, high continuous investment in project specific extensions



Sell more configurable products & solutions



Easy to do business with



Efficiency – error free orders, integrated CPQ



Reduced sales costs



Efficiently integrate customers, dealers, sales, manufacturing