



Product Configuration and Product Configuration Intelligence on SAP Cloud Platform
Extend Variant Configuration (VC / Advanced VC) in S/4HANA or ERP to an Intelligent Customer Experience with SAP C/4HANA CPQ, Commerce, customer or partner applications

Harald Reitz, Mitchell Clark, SAP
May 2019

DISCLAIMER

This presentation outlines our general product direction and should not be relied upon in making a purchase decision. This presentation is not subject to your license agreement or any other agreement with SAP. SAP has no obligation to pursue any course of business outlined in this presentation or to develop or release any functionality mentioned in this presentation. This presentation and SAP's strategy and possible future developments are subject to change and may be changed by SAP at any time for any reason without notice. This document is provided without a warranty of any kind, either express or implied, including, but not limited to, the implied warranties of merchantability, fitness for a particular purpose, or noninfringement. SAP assumes no responsibility for errors or omissions in this document, except if such damages were caused by SAP intentionally or grossly negligent.

SAFE HARBOR STATEMENT

This document is intended to outline future product direction, and is not a commitment by SAP to deliver any given code or functionality. Any statements contained in this document that are not historical facts are forward-looking statements. SAP undertakes no obligation to publicly update or revise any forward-looking statements. All forward-looking statements are subject to various risks and uncertainties that could cause actual results to differ materially from expectations. The timing or release of any product described in this document remains at the sole discretion of SAP. This document is for informational purposes and may not be incorporated into a contract. Readers are cautioned not to place undue reliance on these forward-looking statements, and they should not be relied upon in making purchasing decisions.

Agenda

Overview and Digital Configuration Lifecycle

SAP Product Configuration – Microservice API based Integration

SAP CPQ with Product Configuration Add-On for VC –
integrated across SAP C/4HANA Sales and Commerce

SAP Product Configuration Intelligence

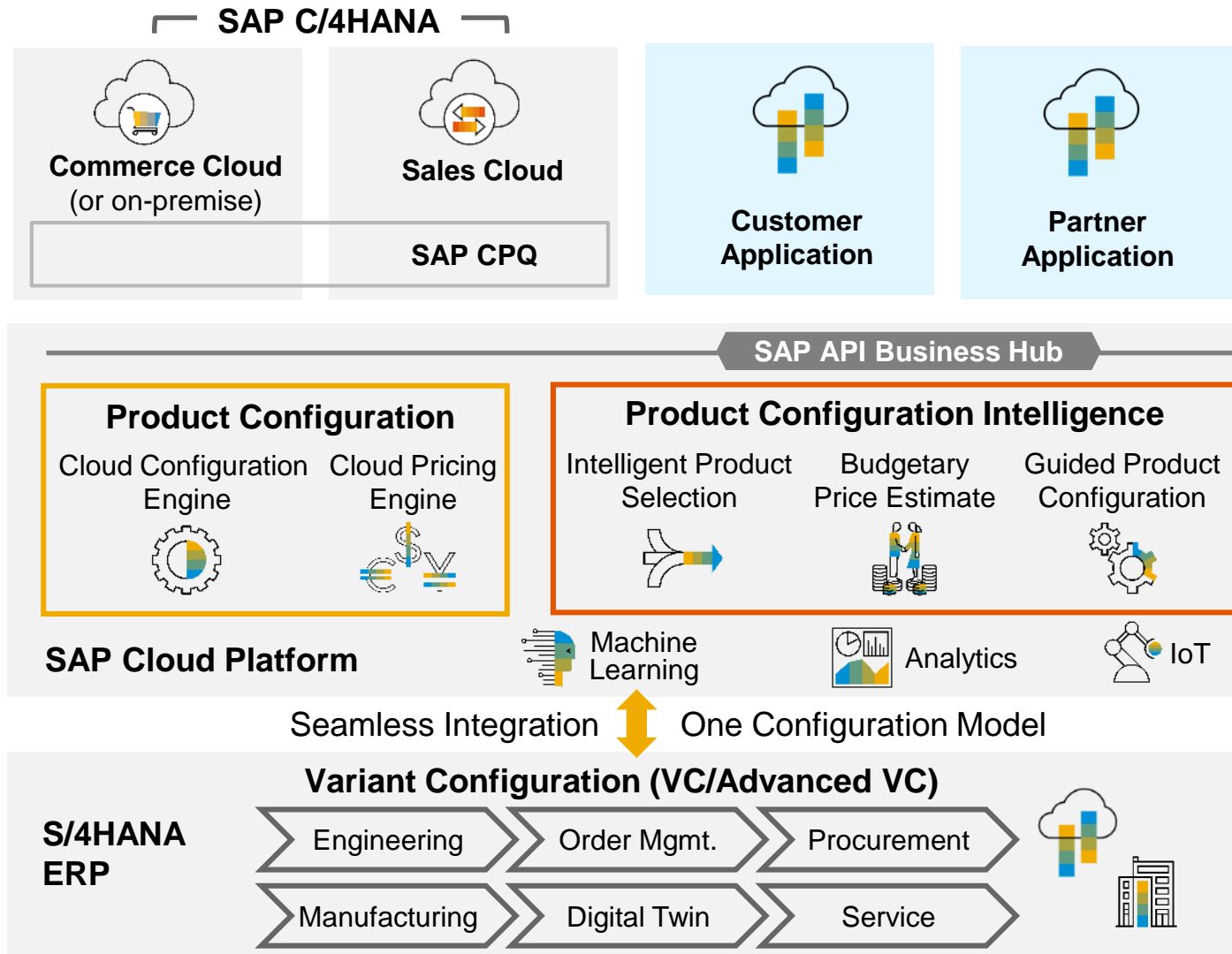
Summary

Overview and Digital Configuration Lifecycle



Product Configuration and Product Configuration Intelligence on SAP Cloud Platform

Extend Variant Configuration in S/4HANA or ERP to any SAP, Customer, or Partner Application




SAP Product Configuration: Cloud Configuration Engine and Cloud Pricing Engine, compatible with Variant Configuration & Pricing, Microservice API based Integration to any application




Interactive Configuration and Pricing (Commerce UX)
SAP Commerce on-premise Product Direction




Interactive Configuration and Pricing (Commerce UX)
SAP Commerce Cloud Since 11/2017



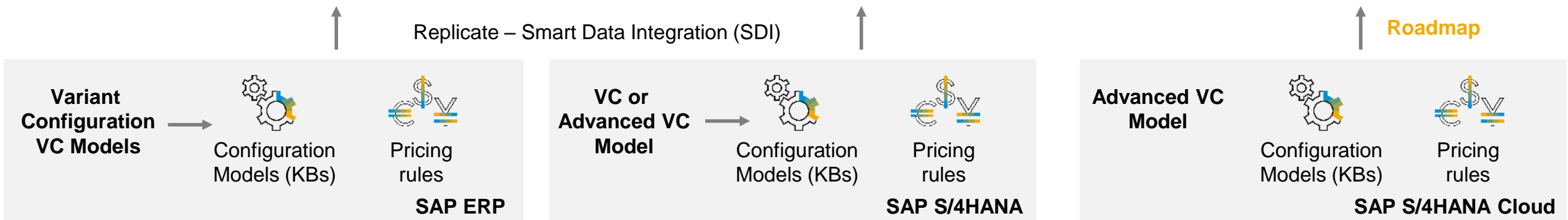
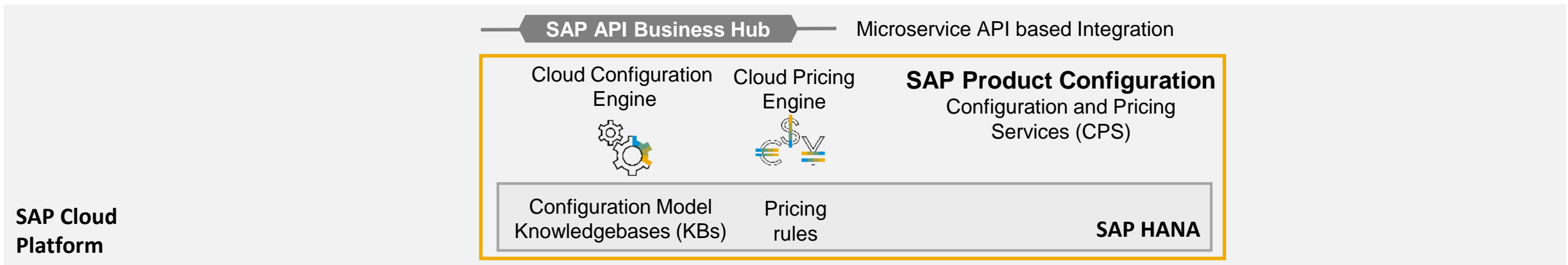
Interactive Configuration and Pricing (CPQ UX)
SAP CPQ (CallidusCloud) Released Q4/2018



Interactive Configuration and Pricing (Custom UX)
Custom Application

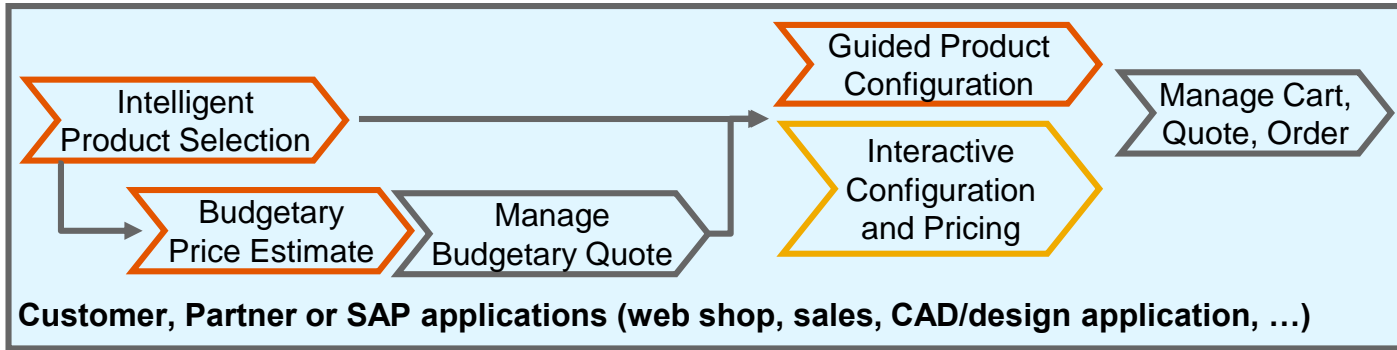


Interactive Configuration and Pricing (Partner UX)
Partner Application



Product Configuration and Product Configuration Intelligence on SAP Cloud Platform

Extend Variant Configuration in S/4HANA or ERP to any Customer or Partner Application

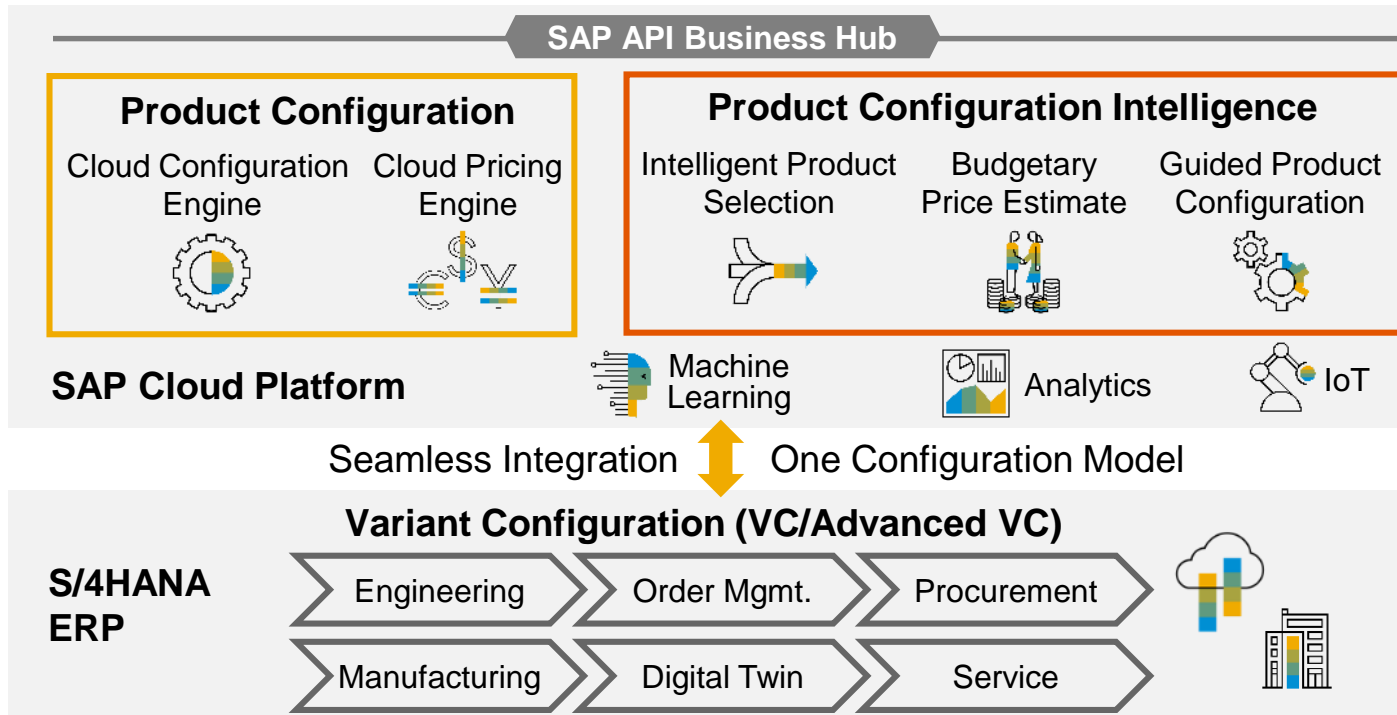


Product Configuration

- Extend processes with Variant Configuration models (VC / Advanced VC) and pricing from S/4HANA or ERP
- Cloud configuration engine, cloud pricing engine
- Public microservice API on SAP API Business Hub
- Customer or partner built UX and process integration

Product Configuration Intelligence

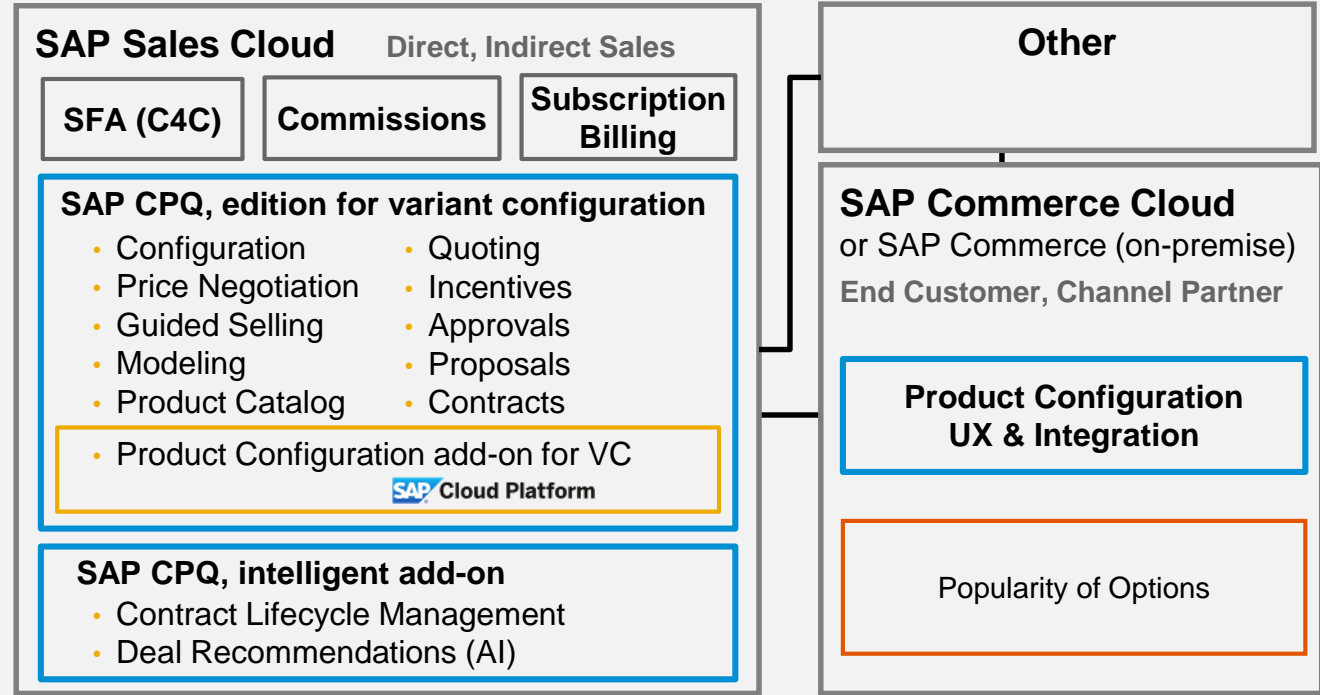
- Intelligent Enterprise extension for Variant Configuration (VC / Advanced VC) in S/4HANA and ERP
- Guided product configuration – popularity of options
- Budgetary price estimate and intelligent product selection (Released Q4/2018)
- Leverage SAP Cloud Platform machine learning, advanced & predictive analytics, IoT
- Leveraging historic sales, configuration, and operations data in S/4HANA or ERP
- Public microservice API on SAP API Business Hub
- Customer or partner built UX and process integration



SAP CPQ with Product Configuration integrated to C/4HANA Sales and Commerce

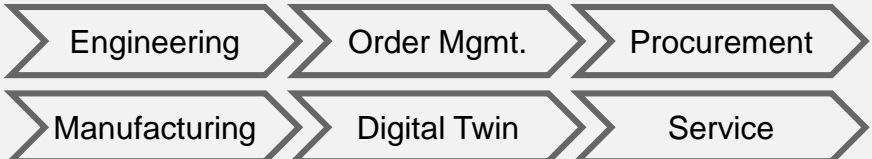
Digital Configuration Lifecycle from C/4HANA to S/4HANA, Compatible with Variant Configuration

SAP C/4HANA



SAP Product Configuration Intelligence

Variant Configuration (VC/Advanced VC)



S/4HANA ERP

SAP CPQ

- Efficient, flexible configure, price and quote process for sales reps
- Existing or planned integration to Sales Force Automation (SAP Cloud for Customer or 3rd party), Commissions, Commerce Cloud, Commerce on-premise, Subscription Billing, S/4HANA, ERP

SAP CPQ including Product Configuration add-on for Variant Configuration (VC / Advanced VC) Compatibility

- SAP CPQ integrated with Product Configuration on SAP Cloud Platform (Released Q4/2018)
- Flexible sales frontend configuration compatible with VC / Advanced VC backend model in S/4HANA or ERP, ensuring manufacturability

SAP Commerce Cloud Product Configuration add-on for Variant Configuration (VC / Advanced VC) Compatibility

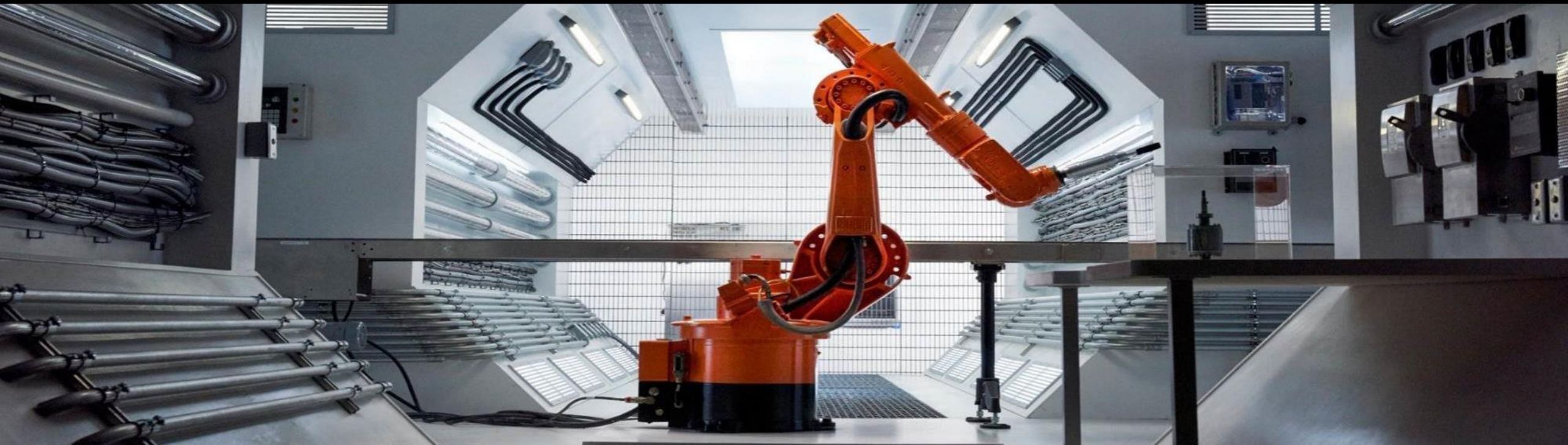
- Commerce Cloud integrated to Product Configuration on SAP Cloud Platform for self service configuration by end customers

SAP Product Configuration Intelligence

- Popularity of options – standard integration SAP Commerce Cloud
- Budgetary price estimate and intelligent product selection (Released Q4/2018)
- Public microservice API, customer project based integration

SAP Product Configuration

Microservice API based Integration



SAP Product Configuration Public API on SAP Cloud Platform

Microservice APIs for easy Consumption in SAP, Partner, Customer Applications

api.sap.com/package/SAPProductConfiguration

SAP API Business Hub Getting Started Classic Design Log On →

SAP API Business Hub

Discover and consume digital content packages with APIs, pre-packaged integrations, and sample apps from SAP and select partners

SAP Product Configuration

Boost your sales effectiveness with our micro services package.

APIs Details

- Product Configuration Intelligence service**
Calculate popularity of different configuration options. (with separate license)
Version v1 REST API
- Pricing service**
Calculate prices for configurable and non-configurable products.
Version v1 REST API
- Product Configuration service**
Let your customers configure your products interactively.
Version v2 REST API

help.sap.com/viewer/p/SAP_PRODUCT_CONFIGURATION

SAP Help Portal SAP Product Configuration

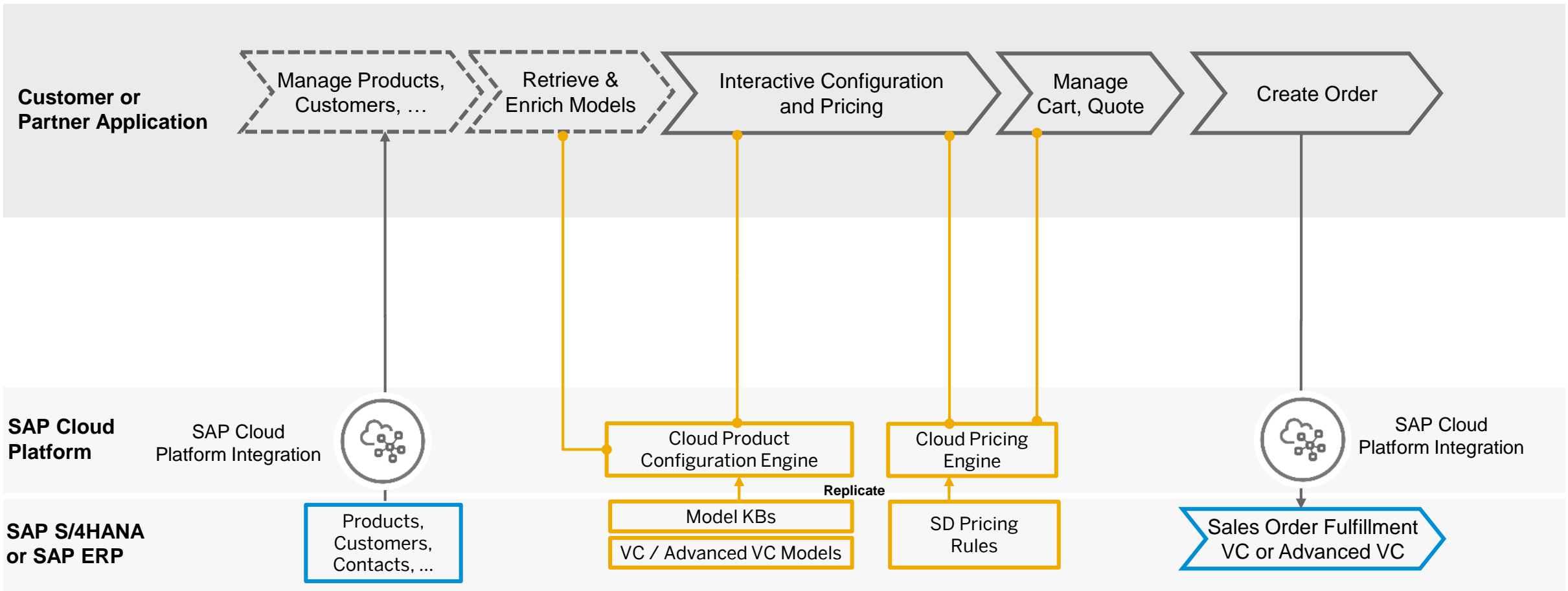
SAP Product Configuration

Search through all documents relating to this product

- What's New**
This section outlines the new features for SAP Product Configuration that are provided in regular software updates.
What's New in SAP Product Configuration
- Administration**
Administration Guide for SAP Product Configuration
Steps you need to take as an administrator to set up and run SAP Product Configuration.
- Services**
Service Guides for SAP Product Configuration
Information required to decide on the relevance of Product Configuration and Pricing services for your application or scenario.
- Feature Scope Description**
Feature Scope Description for SAP Product Configuration
Overview of the available features of SAP Product Configuration.
- Security**
Security Guide for SAP Product Configuration
Security-relevant information for configuration, pricing and administration services.
- Related Products**
Products designed to complement SAP Product Configuration.
SAP Product Configuration Intelligence
- Integration**
Products that provide out-of-the-box integration capabilities with SAP Product Configuration.
SAP Commerce Cloud, Release 6.6 and Onwards
SAP CPQ, Release 2018.4 and Onwards
- Development**
Development Guide for SAP Product Configuration
Best practices to accelerate time-to-value.
Supported Pricing Exits
Detailed overview of supported pricing routines (user exits).
Service APIs
Overview of the APIs available for SAP Product Configuration on SAP API Business Hub and try them out.
Developer Tutorial
- Go to SAP Cloud Platform**
Product Configuration Service
Pricing Service

SAP Product Configuration

Microservice API based Integration to Customer or Partner Applications



SAP Product Configuration

Product Configuration User Experience (UX) Contest

Build your own Configuration UX against the Public Microservice API

Who can participate in the Contest

- Customers or partners or SAP consultants

How can I access the SAP Product Configuration Public Microservice API

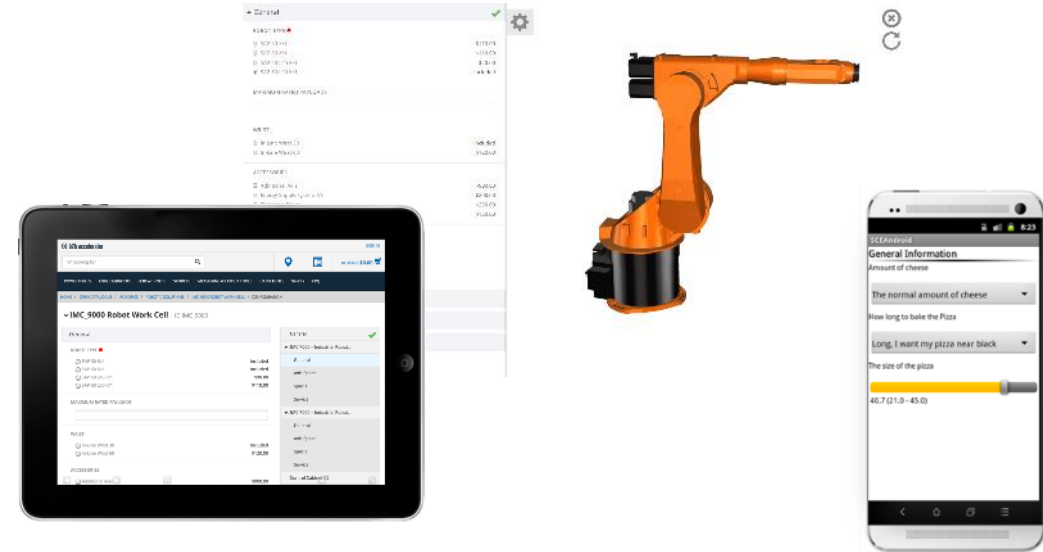
- SAP API Business Hub – tenant with burger configuration model
- [Partner license](#) via SAP Partner Edge – get your own test tenant, against your own configuration model in ERP or S/4HANA

Is there a guide how to build a Configuration UX?

- Link to [documentation](#), including “Development Guide”
- Link on [API Business Hub](#)

Which UX Technology/Tool should I use?

- Free choice for any participant, e.g.
- [SAP UI5/Fiori on SAP Cloud Platform](#)
- [SAP Cloud Platform SDK for iOS](#) (Apple)
- [SAP Cloud Platform SDK for Android](#) (Google)
- [SAP Mobile Platform SDK](#)
- [AngularJS](#)
- Any other UX technology which can consume the APIs



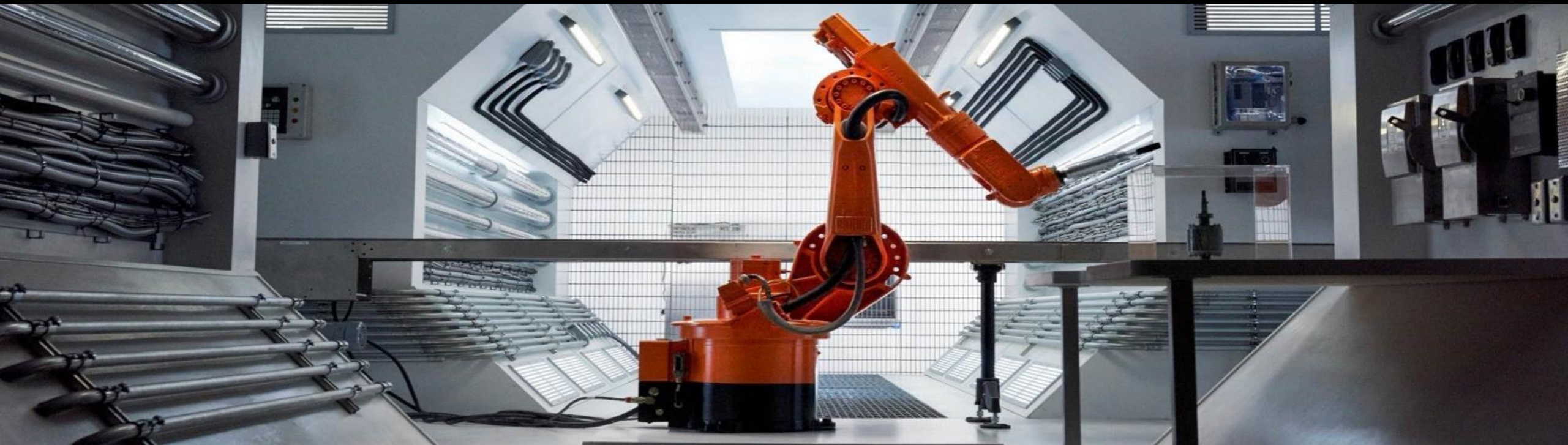
What is the duration of the Contest?

- Audience vote for the best Configuration UX at European Configuration Workgroup Conference (CWG), May 19-22, 2019 in Budapest, Hungary
- Another audience vote at North American CWG Conference October 2019

How is the Contest organized and supported by SAP

- Sign up on the paper list during the session, or email Harald.Reitz@sap.com
- Kick-off call by SAP planned for January 2019
- Monthly calls for Q&A and to review progress
- Jam Group for discussion and knowledge sharing between participants

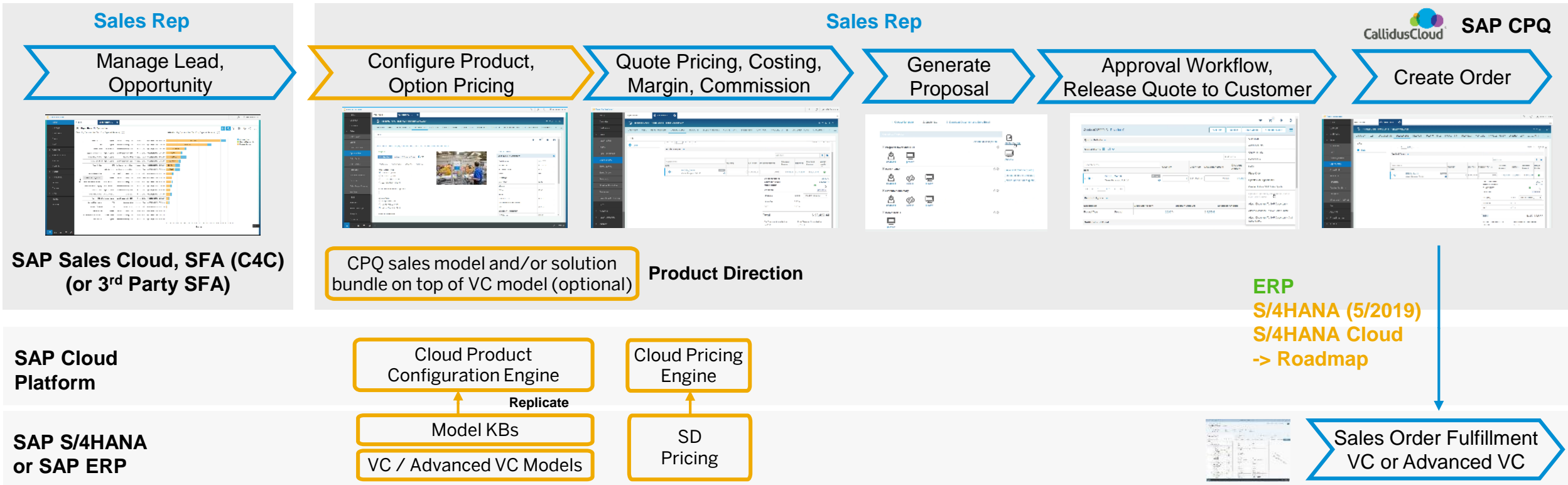
SAP CPQ with Product Configuration Add-On for VC Integrated across SAP C/4HANA Sales and Commerce



Customer Experience for Configurable Products – CPQ for Direct Sales

SAP CPQ with SAP Product Configuration add-on, SAP ERP or SAP S/4HANA

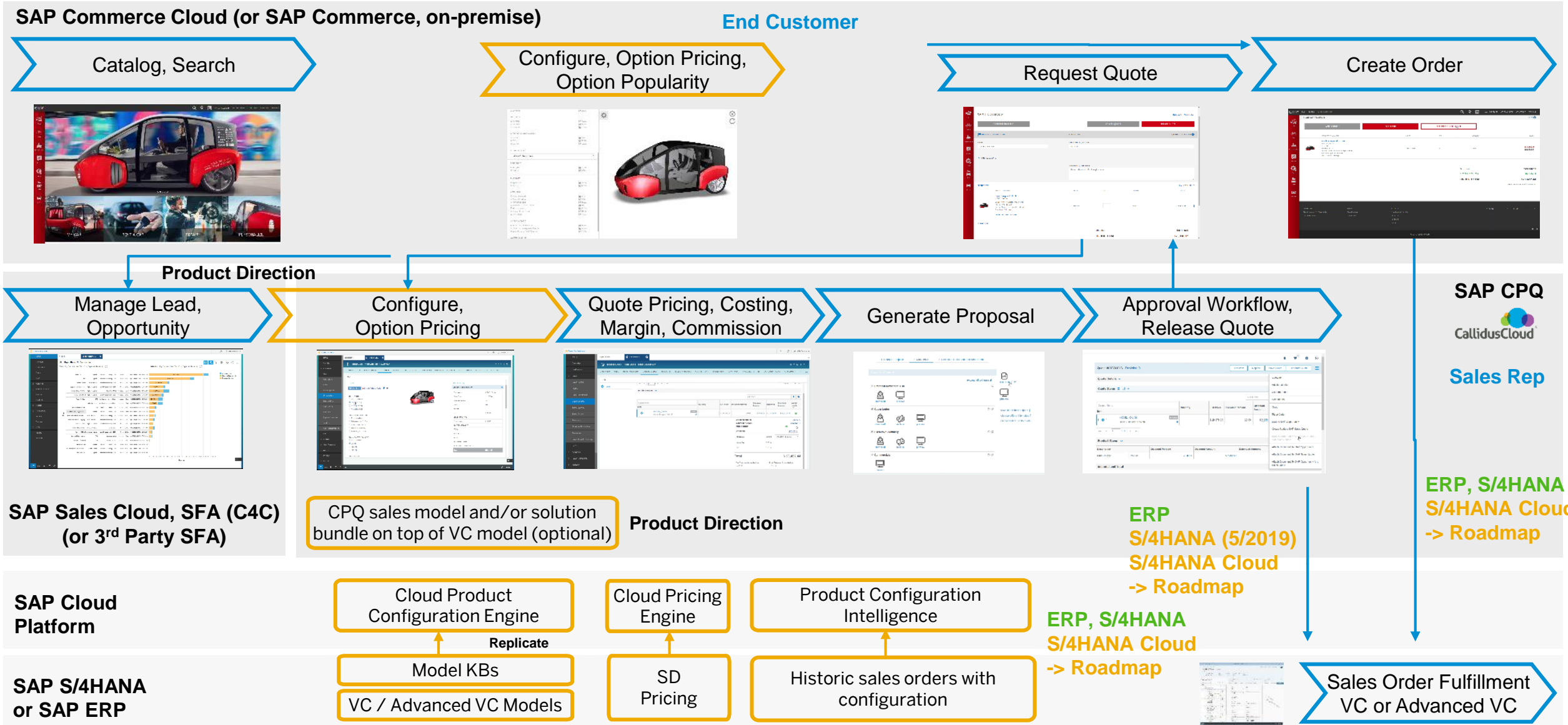
Released Q4/2018



Demo

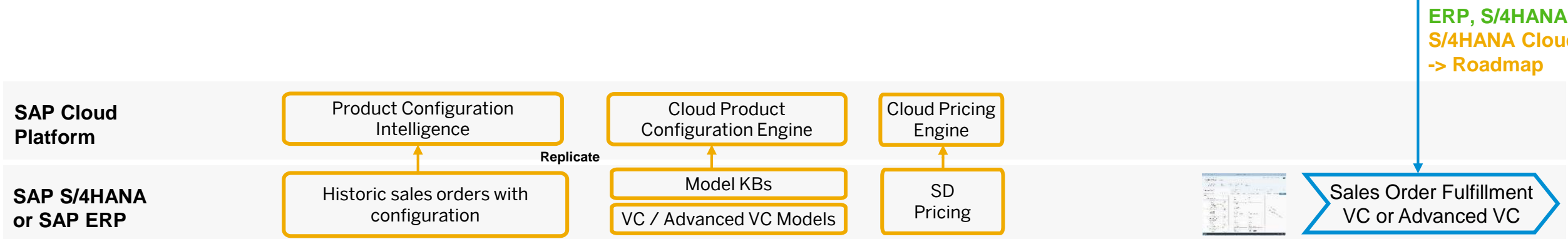
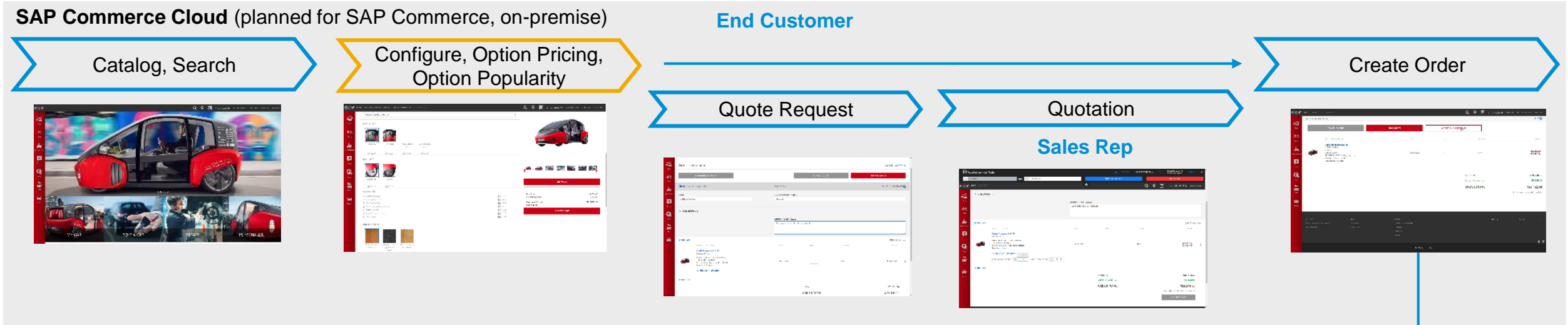
Lead to Cash for Configurable Products – Omni-Channel

Commerce Cloud, SAP CPQ, SAP Product Configuration, SAP S/4HANA or SAP ERP



Customer Experience for Configurable Products – E-Commerce

SAP Product Configuration, SAP Commerce Cloud (planned: on-premise)



SAP Product Configuration Intelligence

Intelligent Enterprise extension for Variant Configuration (VC / Advanced VC) in S/4HANA and ERP



From Feature based Configuration to Needs & Outcome based Product Selection & Configuration

Enabling a Consumer Grade Configuration User Experience

Product
Direction

Traditional Configurator

VC Model & Object
Dependency Driven

Feature Selection
(Has desired
features)

Feature based
configuration
selection

**Ensure
Technical
Feasibility**
(Can it be
built?)

Technical
Feasibility
(Configuration
Engine)

Needs &
outcomes based
product
selection &
configuration

Configurator extended with Product Configuration Intelligence

Data, Analytics &
Machine Learning
Non-articulated needs
inferred from data

**Ensure
Functional
Desirability**
(Does it meet the
needs of the
customer?)

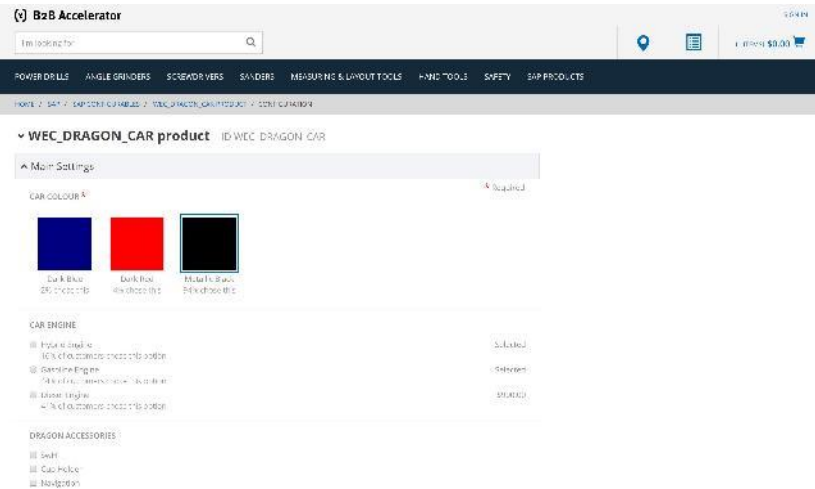
**Optimal
Product &
Configuration**

Manufacturer/
Dealer/OEM
objectives

**Ensure
Financial
Viability**
(Which
configuration
should
promoted?)

Product Configuration Intelligence

Intelligent Product Selection & Data Driven Guided Configuration, Advanced Analytics



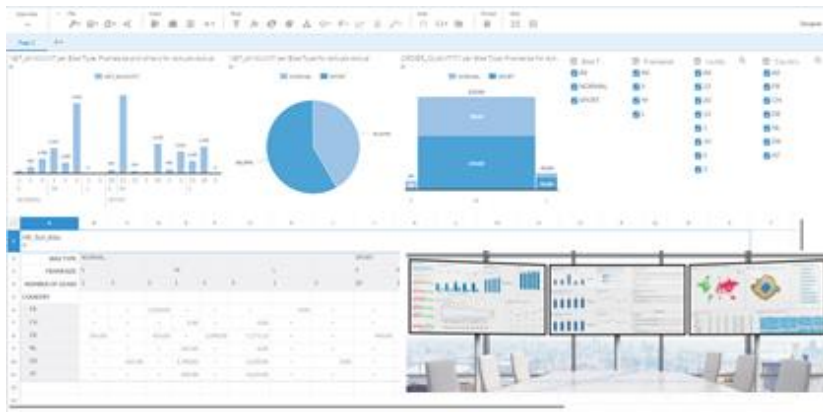
Key Benefits

Product configuration intelligence – advanced and predictive analytics, machine learning, intelligent UX, data intelligence

Enable **intelligent product selection and data driven guided configuration**, with better outcome for customer and manufacturer

Budgetary price / cost estimate – fast budgetary quote process, entering only key needs and options with highest impact on product selection and price / cost

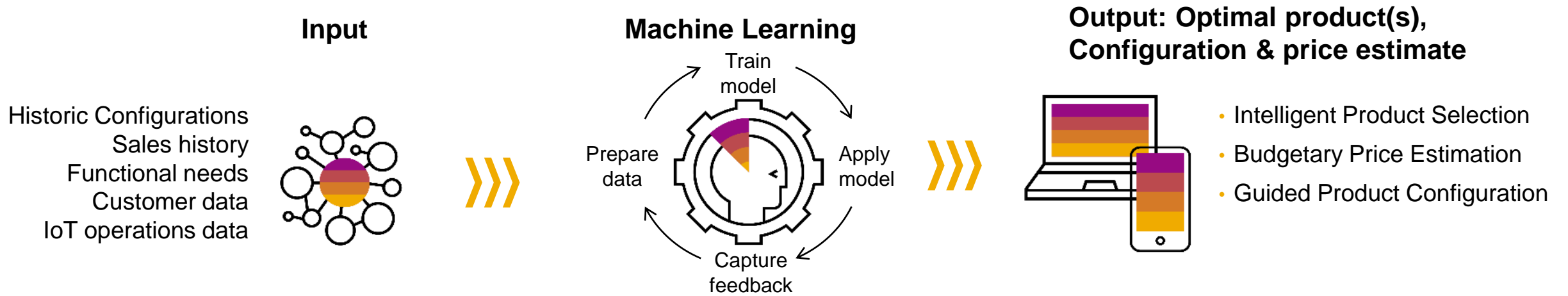
Analyze sold options to transform information into decisions for profitable growth



Product Configuration Intelligence – Vision

Enabling the Next Generation Digital Customer Experience for Configurable Products

Leverage **historical data** and **machine learning** to streamline and simplify the **sales process** and **customer experience** for **configurable products**



➔ **Enable true end customer self-service and make sales representatives more effective**



Ensure customers select the right solution to address their needs



Reduce customer dependence on sales support thus freeing up sales team to focus on complex/high value opportunities



Reduce time, effort & cost required to generate a budgetary estimate



Increase margin per order by providing specific up-& cross sell opportunities

Product Configuration Intelligence – Guided Product Configuration

Popularity of Options

Leverage historic sales configurations to guide users towards **improved decisions** for configuration options – better **customer satisfaction**, reduced need to reach out to sales

B2B Accelerator

I'm looking for

POWER DRILLS ANGLE GRINDERS SCREWDRIVERS SANDERS MEASURING & LAYOUT TOOLS

HOME / SAP / SAP CONFIGURABLES / WEC_DRAGON_CAR PRODUCT / CONFIGURATION

▼ **WEC_DRAGON_CAR product** | ID WEC_DRAGON_CAR

▲ Main Settings

CAR COLOUR *

Option	Popularity
Dark Blue	2%
Dark Red	4%
Dark Grey	94%

CAR ENGINE

Option	Popularity
Hybrid Engine	16%
Gasoline Engine	44%
Diesel Engine	41%



Key Capabilities

- Popularity of options on SAP Cloud Platform
- Show popularity of options for each characteristic value in the Variant Configuration model
- Popularity % is calculated based on historical sales orders with configurations
- Data replication – historical sales configuration data from VC / Advanced VC in S/4HANA or ERP
- Integrated to SAP Commerce Cloud Configuration UX
- Microservice API on SAP API Business Hub – customer project based integration to any SAP, customer, or partner application

Business Value

- Guide users towards improved decisions for configuration options
- Assure users to be picking the most appropriate options during self service configuration, reducing the need to reach out to sales

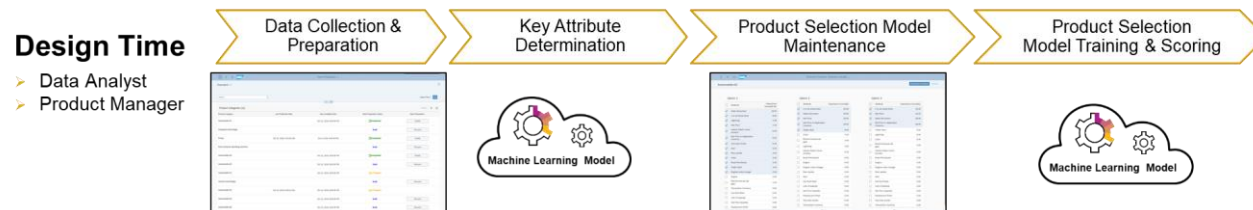
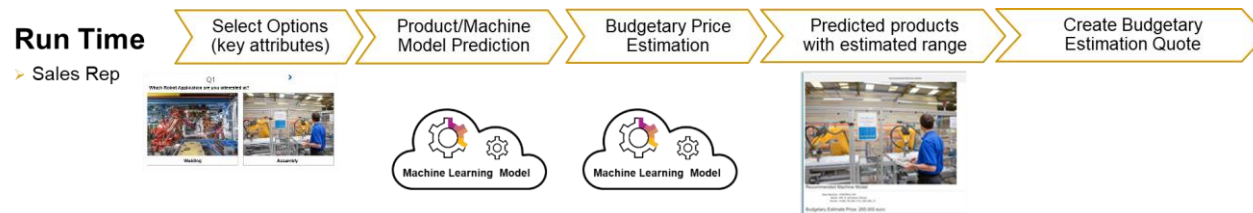
Product Configuration Intelligence

Budgetary Price Estimation and Intelligent Product Selection

Released
Q4/2018

Leverage machine learning and advanced analytics to streamline the budgetary price estimation process for sales representatives and customers

Manufacturers of capital equipment often need to provide their customers with a budgetary price estimation (aka rough order of magnitude quote) for budgeting and planning purposes. Today this process is costly and time consuming, often taking several days, and is challenging as customers don't always know which product to select, and how to configured all the detailed options



Key Capabilities

- Use machine learning and advanced analytics on historical sales and configuration data to identify key product and functional attributes impacting product selection and price
- Data replication of historical sales configuration data from VC or Advanced VC in S/4HANA or ERP, to SAP Cloud Platform
- API to enrich data foundation with historic functional needs attributes (customer logic / data)
- Intelligent product recommendation based on key attributes
- Generate a budgetary price estimation in real time and enable what-if analysis

Business Value

- Reduce time and effort to generate budgetary price estimate from days to minutes – reduce number of lost orders
- Better product selection based on customer's needs – better customer satisfaction, fewer complaints and returns
- Reduce level of training for sales representatives

Intelligent Enterprise for Customer Engagement (MTO)

Scenario in Focus – Lead to Cash

Budgetary Price Estimation

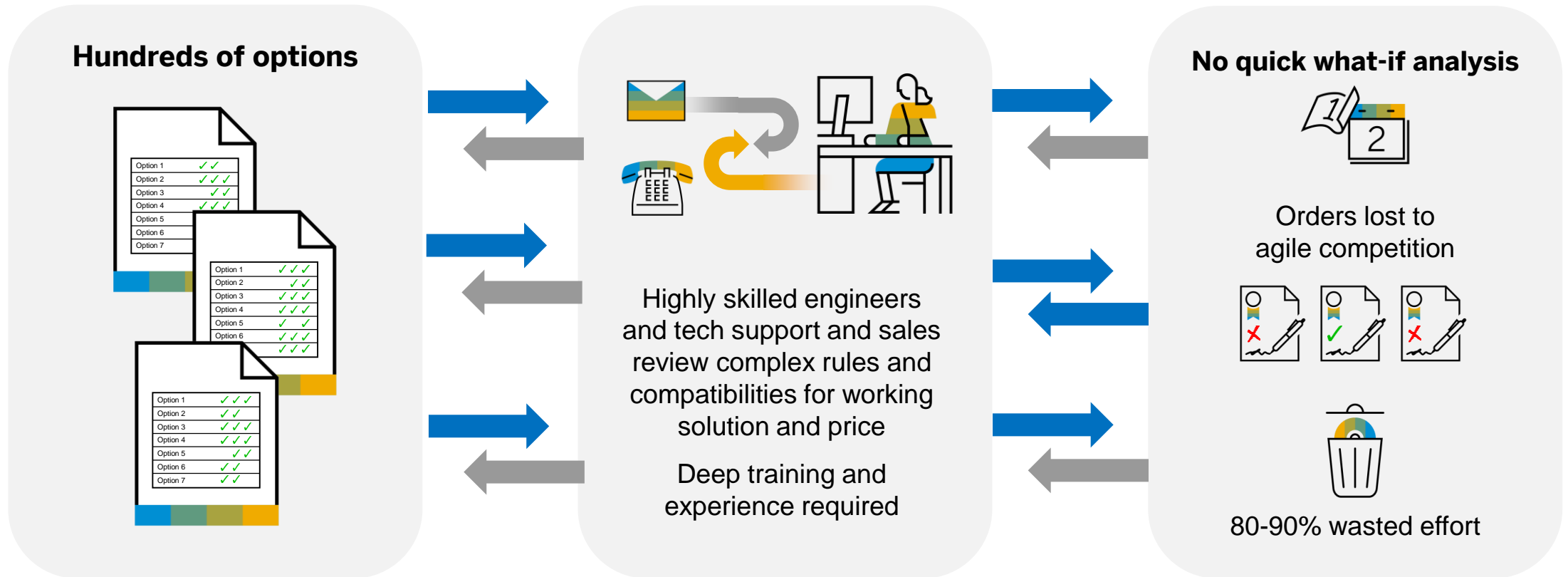


Before: Budgetary Price Estimation the Hard Way

Customer must define numerous technical attributes and options

Numerous cycles of clarification of technical requirements

A time consuming iterative process



After: Estimation Process with SAP Product Configuration Intelligence

Machine Learning based Determination of Price Relevant Attributes



What are the few key questions that drive the functional and technical attributes?

Speed, Size, Type
(rather than all questions)

Intelligent Determination of Customer Needs



Sales Rep & customer can work together quickly refining the details without delays

Less training required for sales rep

Budgetary Estimate in minutes enables rapid what-if analysis

Real Time Budgetary Price Estimation

Fewer lost orders



Minimal wasted effort



Co-Innovation Customer Quotes

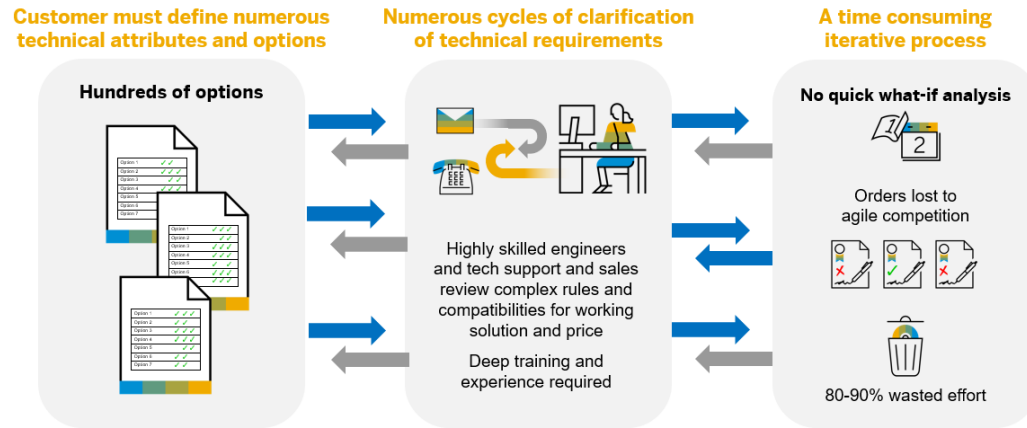
“In the past it would take 2-5 days of time for highly skilled engineers to generate a budgetary estimate. **We now plan do this in minutes”**

“We have partnered with SAP to unlock the value of machine learning in making the **process simpler and less resource intensive”**

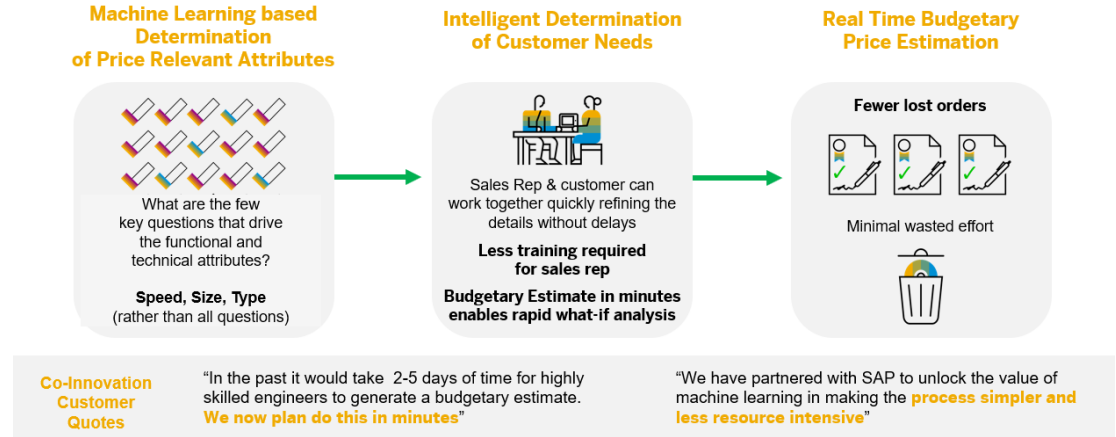
Budgetary Price Estimation - Rough Order of Magnitude (ROM) Price/Quote

Machine Learning Optimized

Before: Budgetary Price Estimation the Hard Way



After: Estimation Process with SAP Product Configuration Intelligence



Current Process

- Quotation process takes 2 – 5 days
- Require 50+ technical features of product to be specified
- Change of features triggers another iteration of the quote
- 10-20% of quotes converted to orders
- Lost orders
- Time consuming costly process

Future Process, Machine Learning Optimized

- Identify ideal product/model
- Create budgetary estimate/ROM price in minutes
- While sales rep is sitting with customer
- 90+% accuracy
- Minimize number of features/attributes to be specific
- Provide real time simulation/what-if capabilities

Budgetary Price Estimation

Fork Truck Manufacturer Example

Released
Q4/2018

- Strict acoustic noise limitations
- 5500 ft2 space available
- Flammable liquid storage

Load & move pallets

- 800 pallets/day

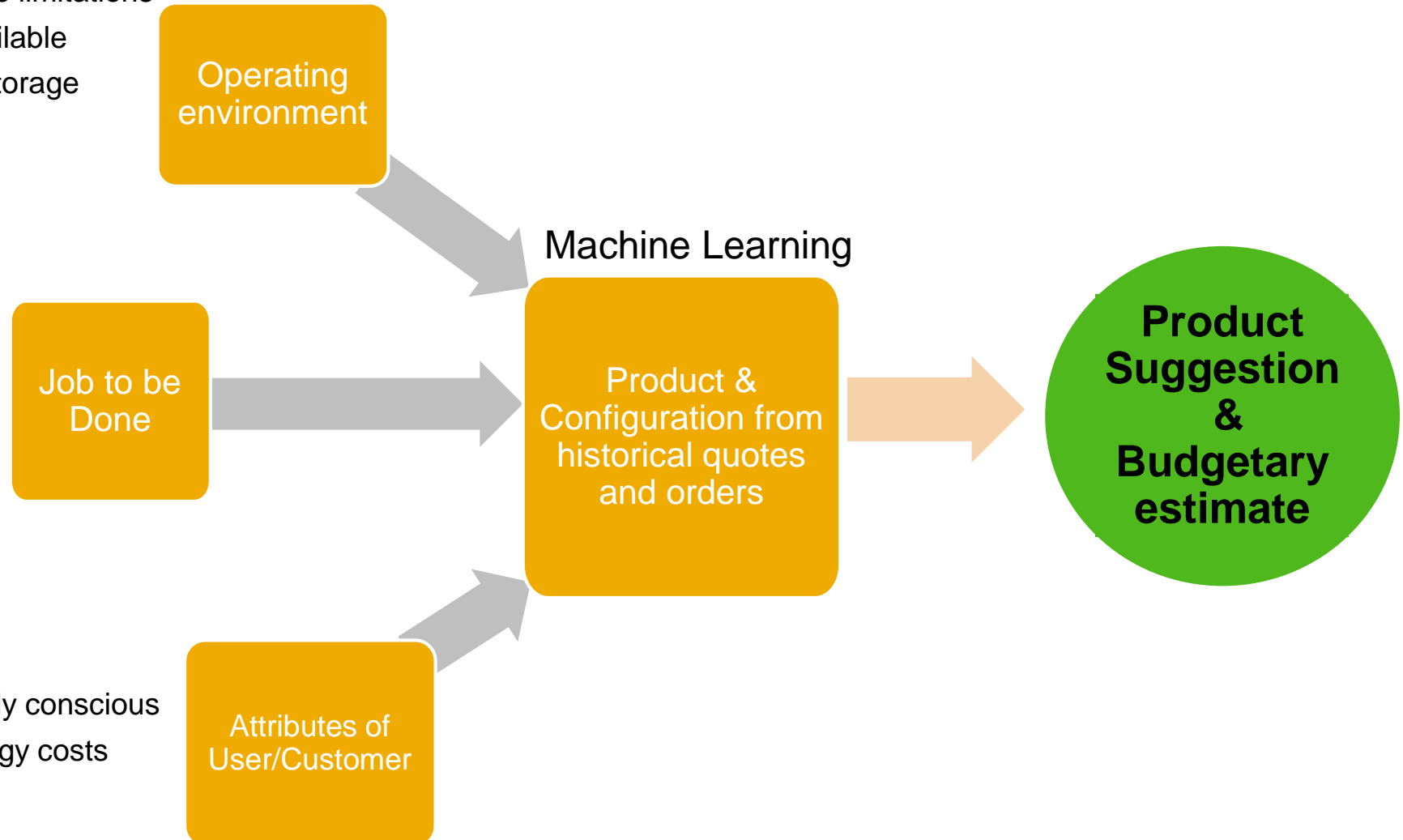
Attributes warehouse

- 50,000 ft2. space
- 50 ft. high ceiling
- Max. rack height – 35 ft.
- Min. aisle width – 38 in.

Attributes of pallets

- Max. weight – 800 lbs.
- Max. width – 60 in.

- Very environmentally conscious
- Working to cut energy costs



Intelligent Product Selection & Budgetary Price Estimation

Released Q4/2018

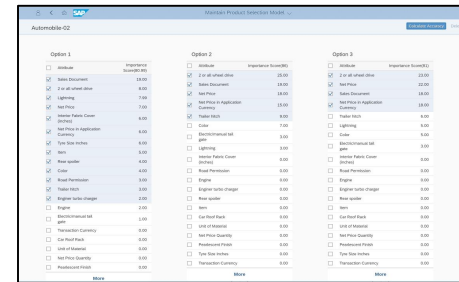
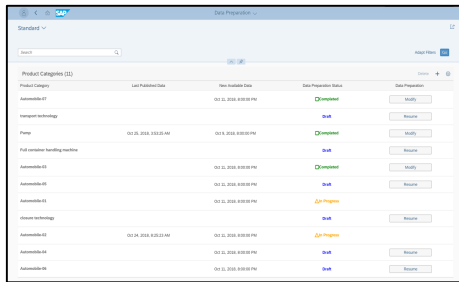
Run Time

➤ Sales Rep



Design Time

➤ Data Analyst
➤ Product Manager



Budgetary Price Estimation and Intelligent Product Selection

Design Time for Data Analyst, Product Manager

Released
Q4/2018

Design Time

- Data Analyst
- Product Manager



SAP Data Preparation

Standard

Search

Adapt Filters Go

Product Category	Last Published Data	New Available Data	Data Preparation Status	Data Preparation
Automobile-07		Oct 11, 2018, 8:00:00 PM	Completed	Modify
transport technology			Draft	Resume
Pump	Oct 25, 2018, 3:53:25 AM	Oct 9, 2018, 8:00:00 PM	Completed	Modify
Full container handling machine			Draft	Resume
Automobile-03		Oct 11, 2018, 8:00:00 PM	Completed	Modify
Automobile-05		Oct 11, 2018, 8:00:00 PM	Draft	Resume
Automobile-01		Oct 11, 2018, 8:00:00 PM	In Progress	
closure technology			Draft	Resume
Automobile-02	Oct 24, 2018, 8:25:23 AM	Oct 11, 2018, 8:00:00 PM	In Progress	
Automobile-04		Oct 11, 2018, 8:00:00 PM	Draft	Resume
Automobile-06		Oct 11, 2018, 8:00:00 PM	Draft	Resume

SAP Maintain Product Selection Model

Automobile-02 Calculate Accuracy Delete

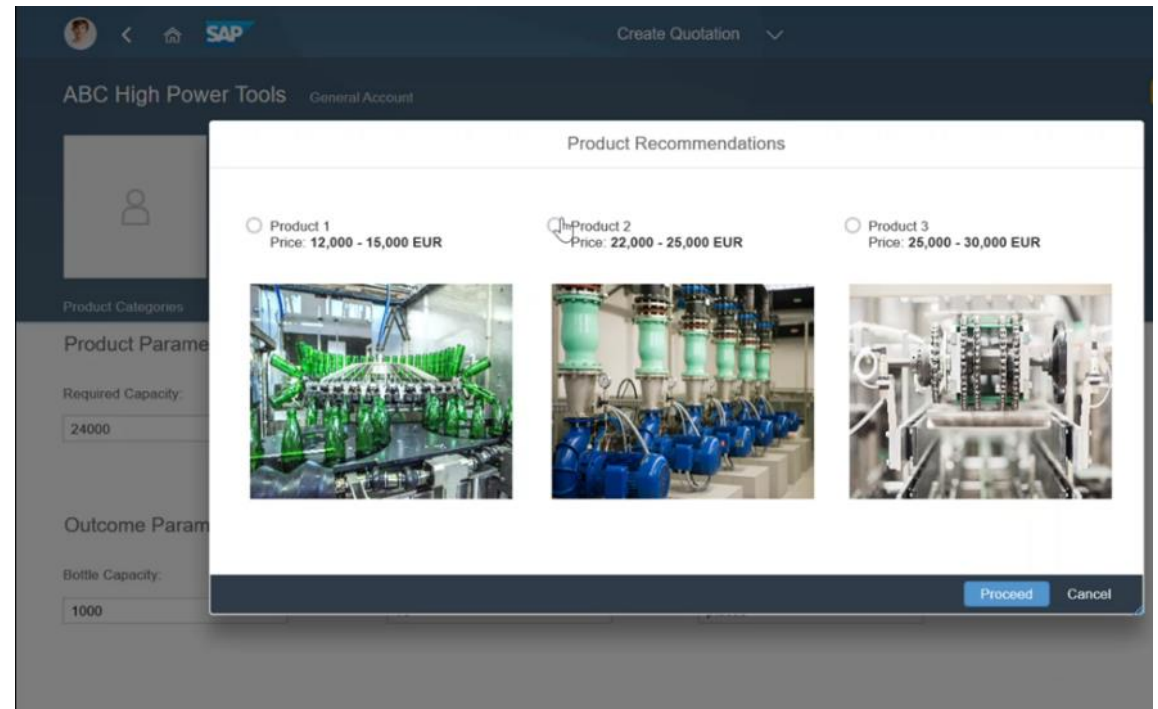
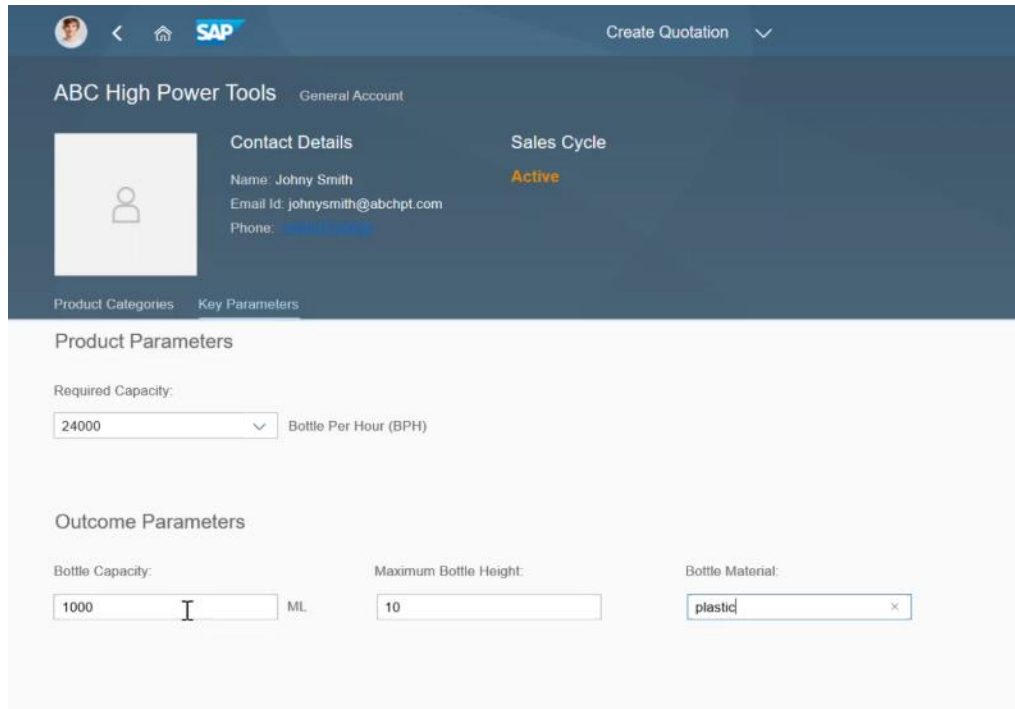
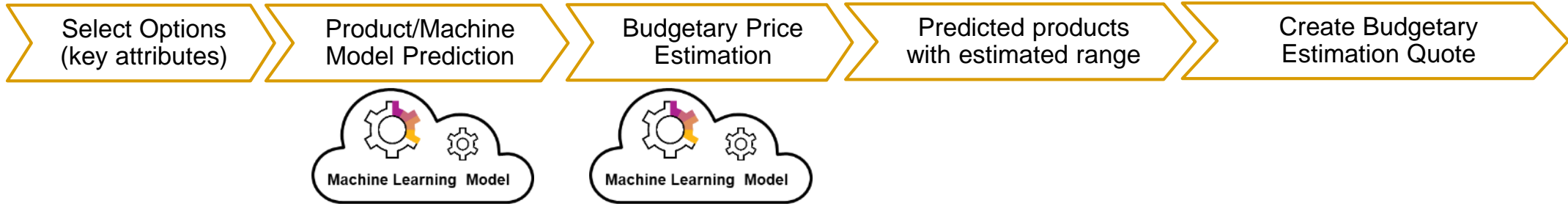
Option 1	Option 2	Option 3			
Attribute	Importance Score(80.99)	Attribute	Importance Score(86)	Attribute	Importance Score(81)
<input checked="" type="checkbox"/> Sales Document	19.00	<input checked="" type="checkbox"/> 2 or all wheel drive	25.00	<input checked="" type="checkbox"/> 2 or all wheel drive	23.00
<input checked="" type="checkbox"/> 2 or all wheel drive	8.00	<input checked="" type="checkbox"/> Sales Document	19.00	<input checked="" type="checkbox"/> Net Price	22.00
<input checked="" type="checkbox"/> Lightning	7.99	<input checked="" type="checkbox"/> Net Price	18.00	<input checked="" type="checkbox"/> Sales Document	18.00
<input checked="" type="checkbox"/> Net Price	7.00	<input checked="" type="checkbox"/> Net Price in Application Currency	15.00	<input checked="" type="checkbox"/> Net Price in Application Currency	18.00
<input checked="" type="checkbox"/> Interior Fabric Cover (inches)	6.00	<input checked="" type="checkbox"/> Trailer hitch	9.00	<input type="checkbox"/> Trailer hitch	6.00
<input checked="" type="checkbox"/> Net Price in Application Currency	6.00	<input type="checkbox"/> Color	7.00	<input type="checkbox"/> Lightning	5.00
<input checked="" type="checkbox"/> Tyre Size Inches	6.00	<input type="checkbox"/> Electric/manual tail gate	3.00	<input type="checkbox"/> Color	5.00
<input checked="" type="checkbox"/> Item	5.00	<input type="checkbox"/> Lightning	3.00	<input type="checkbox"/> Electric/manual tail gate	3.00
<input checked="" type="checkbox"/> Rear spoiler	4.00	<input type="checkbox"/> Interior Fabric Cover (inches)	0.00	<input type="checkbox"/> Interior Fabric Cover (inches)	0.00
<input checked="" type="checkbox"/> Color	4.00	<input type="checkbox"/> Road Permission	0.00	<input type="checkbox"/> Road Permission	0.00
<input checked="" type="checkbox"/> Road Permission	3.00	<input type="checkbox"/> Engine	0.00	<input type="checkbox"/> Engine	0.00
<input checked="" type="checkbox"/> Trailer hitch	3.00	<input type="checkbox"/> Engine turbo charger	0.00	<input type="checkbox"/> Engine turbo charger	0.00
<input checked="" type="checkbox"/> Engine turbo charger	2.00	<input type="checkbox"/> Rear spoiler	0.00	<input type="checkbox"/> Rear spoiler	0.00
<input type="checkbox"/> Engine	2.00	<input type="checkbox"/> Item	0.00	<input type="checkbox"/> Item	0.00
<input type="checkbox"/> Electric/manual tail gate	1.00	<input type="checkbox"/> Car Roof Rack	0.00	<input type="checkbox"/> Car Roof Rack	0.00
<input type="checkbox"/> Transaction Currency	0.00	<input type="checkbox"/> Unit of Material	0.00	<input type="checkbox"/> Unit of Material	0.00
<input type="checkbox"/> Car Roof Rack	0.00	<input type="checkbox"/> Net Price Quantity	0.00	<input type="checkbox"/> Net Price Quantity	0.00
<input type="checkbox"/> Unit of Material	0.00	<input type="checkbox"/> Pearlescent Finish	0.00	<input type="checkbox"/> Pearlescent Finish	0.00
<input type="checkbox"/> Net Price Quantity	0.00	<input type="checkbox"/> Tyre Size Inches	0.00	<input type="checkbox"/> Tyre Size Inches	0.00
<input type="checkbox"/> Pearlescent Finish	0.00	<input type="checkbox"/> Transaction Currency	0.00	<input type="checkbox"/> Transaction Currency	0.00

Budgetary Price Estimation and Intelligent Product Selection

Demo: Example Runtime Example Application for Sales

Run Time

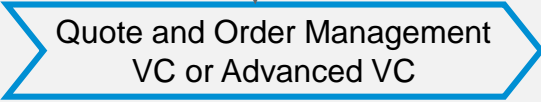
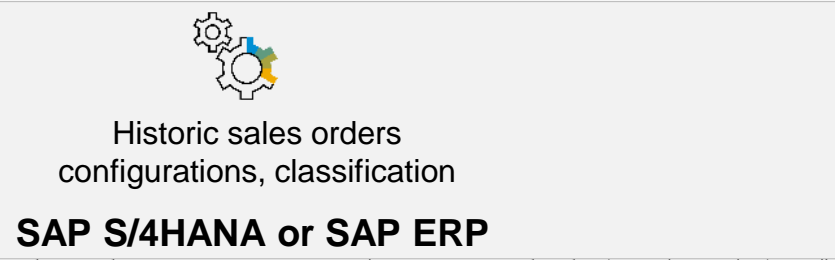
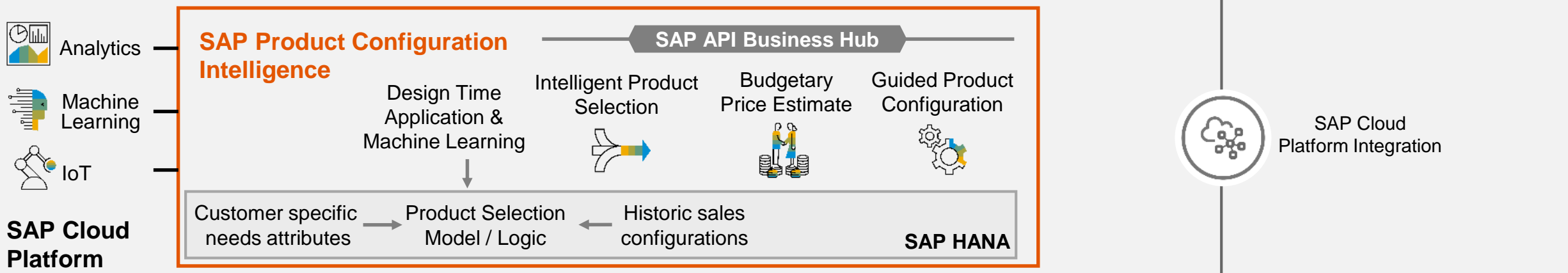
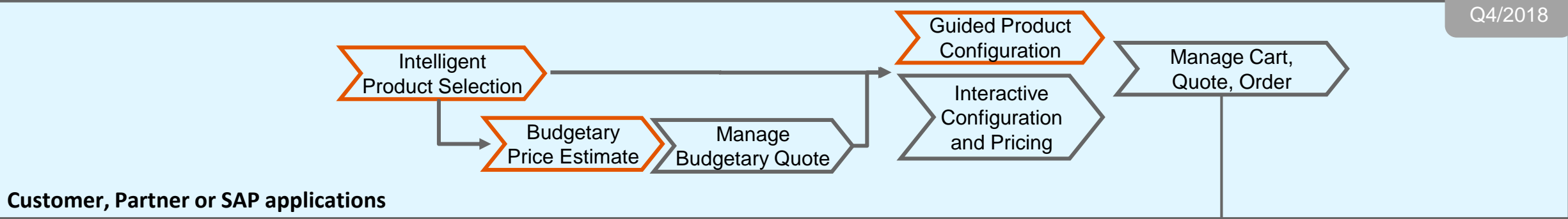
➤ Sales Rep



SAP Product Configuration Intelligence – Microservice API based Integration

Intelligent Enterprise Extension for Variant Configuration / Advanced VC in S/4HANA or ERP

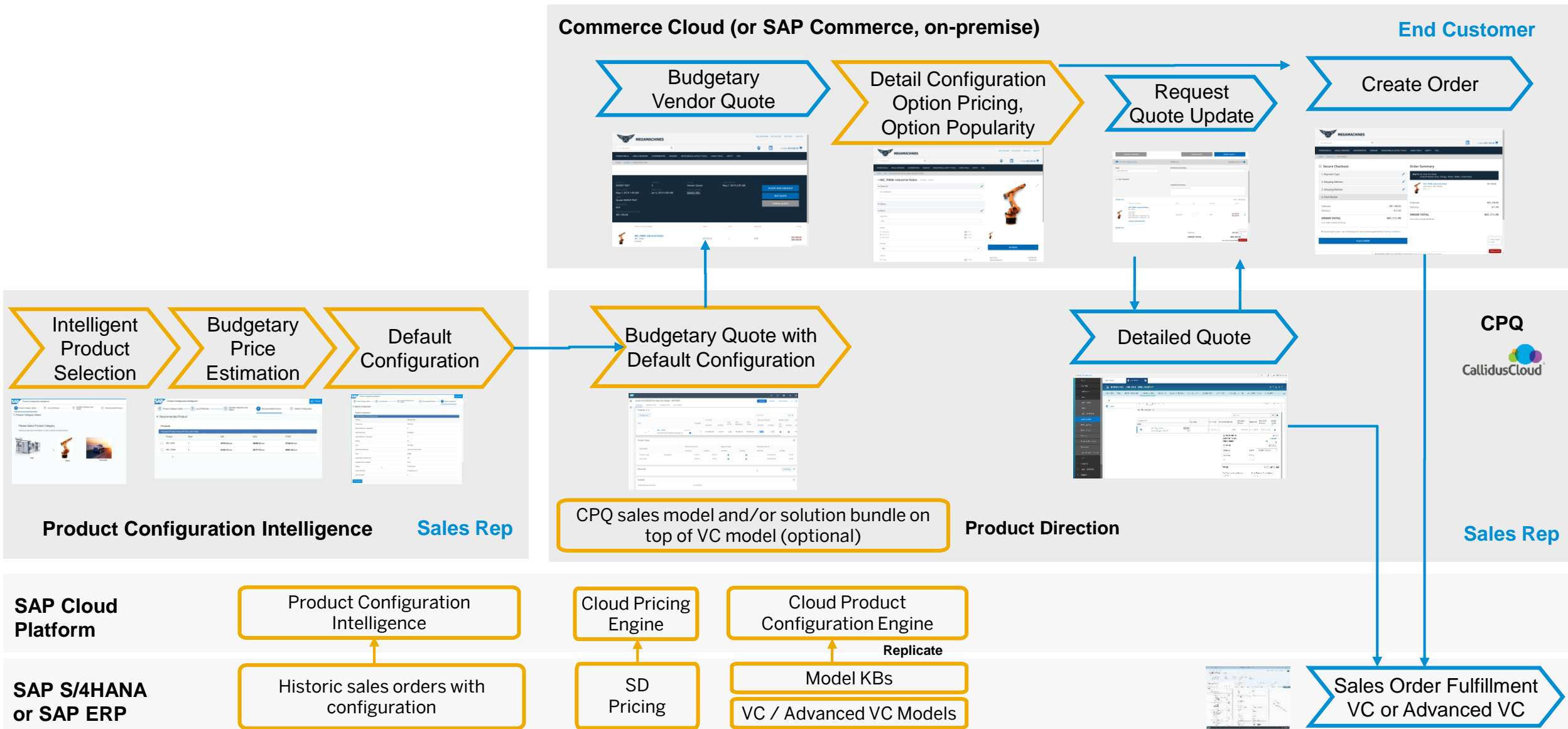
Released
Q4/2018



Showcase Demo

Lead to Cash for Configurable Products with Budgetary Price Estimation

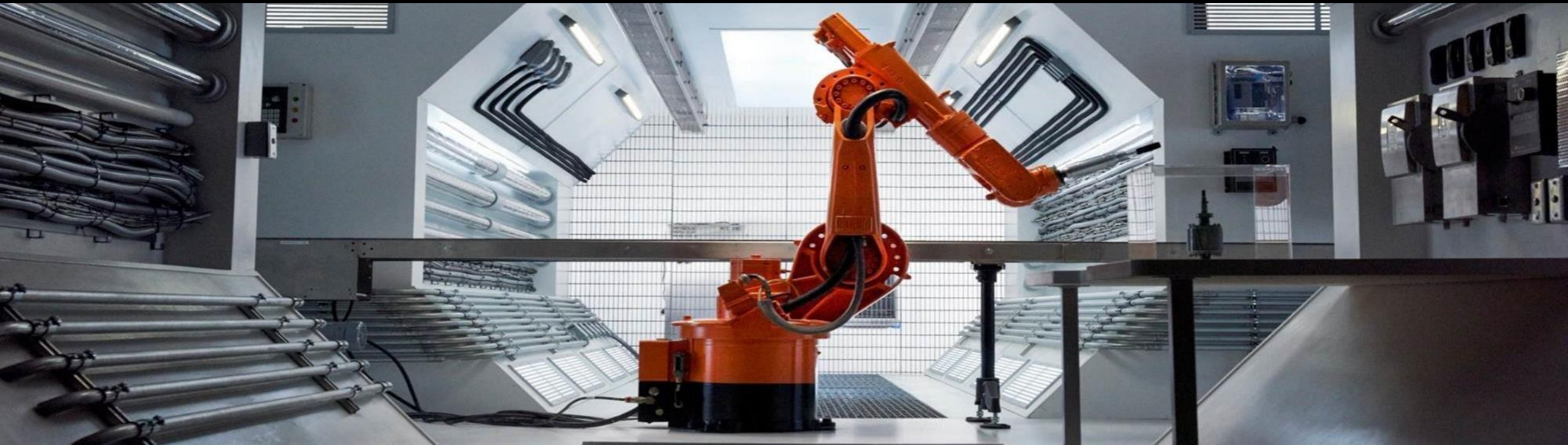
Proof-of-Concept and Showcase Demo



This presentation and SAP's strategy and possible future developments are subject to change and may be changed by SAP at any time for any reason without notice. This document is provided without a warranty of any kind, either express or implied, including but not limited to the implied warranties of merchantability, fitness for a particular purpose, or noninfringement.

Demo

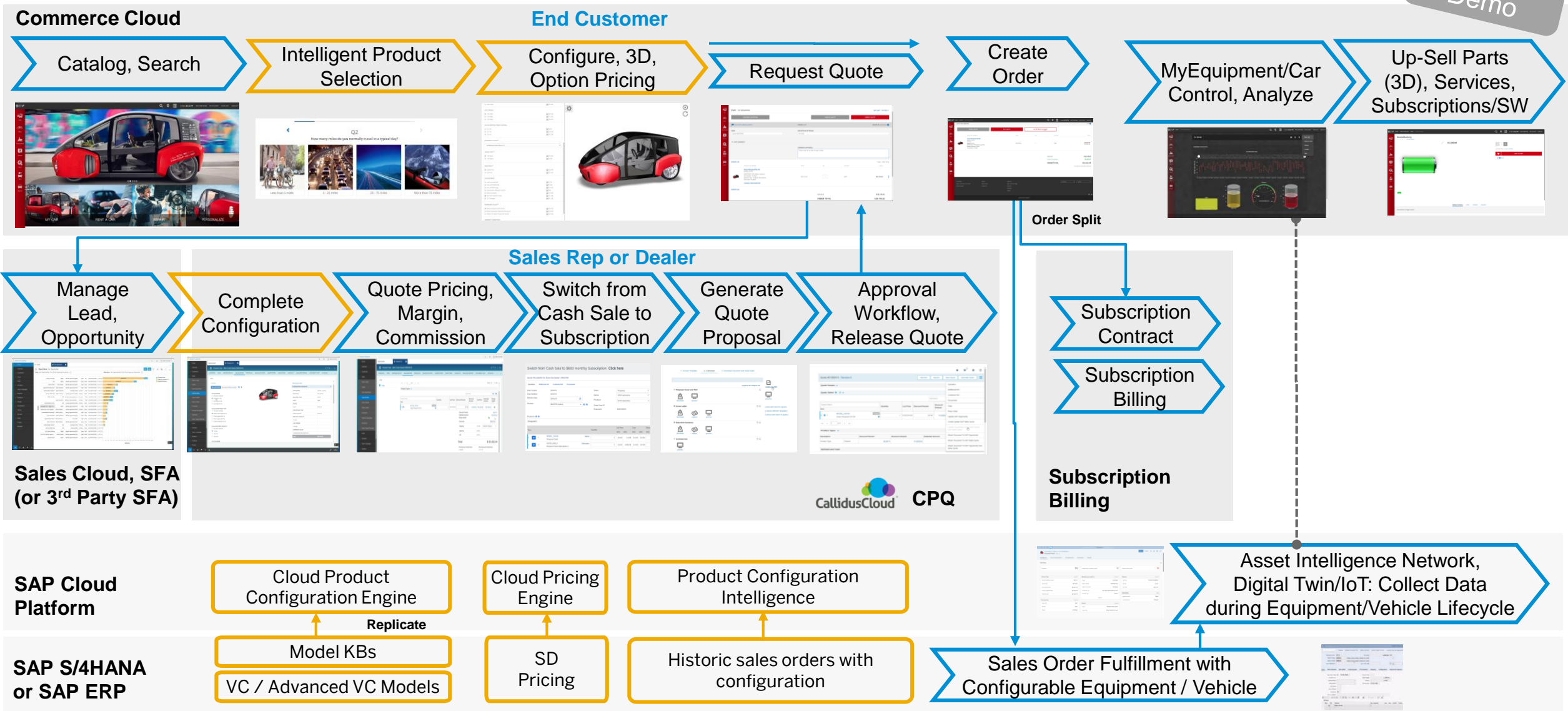
**Intelligent Lead to Cash for Configurable Products,
powered by SAP Product Configuration Intelligence
Vision, Showcase Proof-of-Concept Demos**



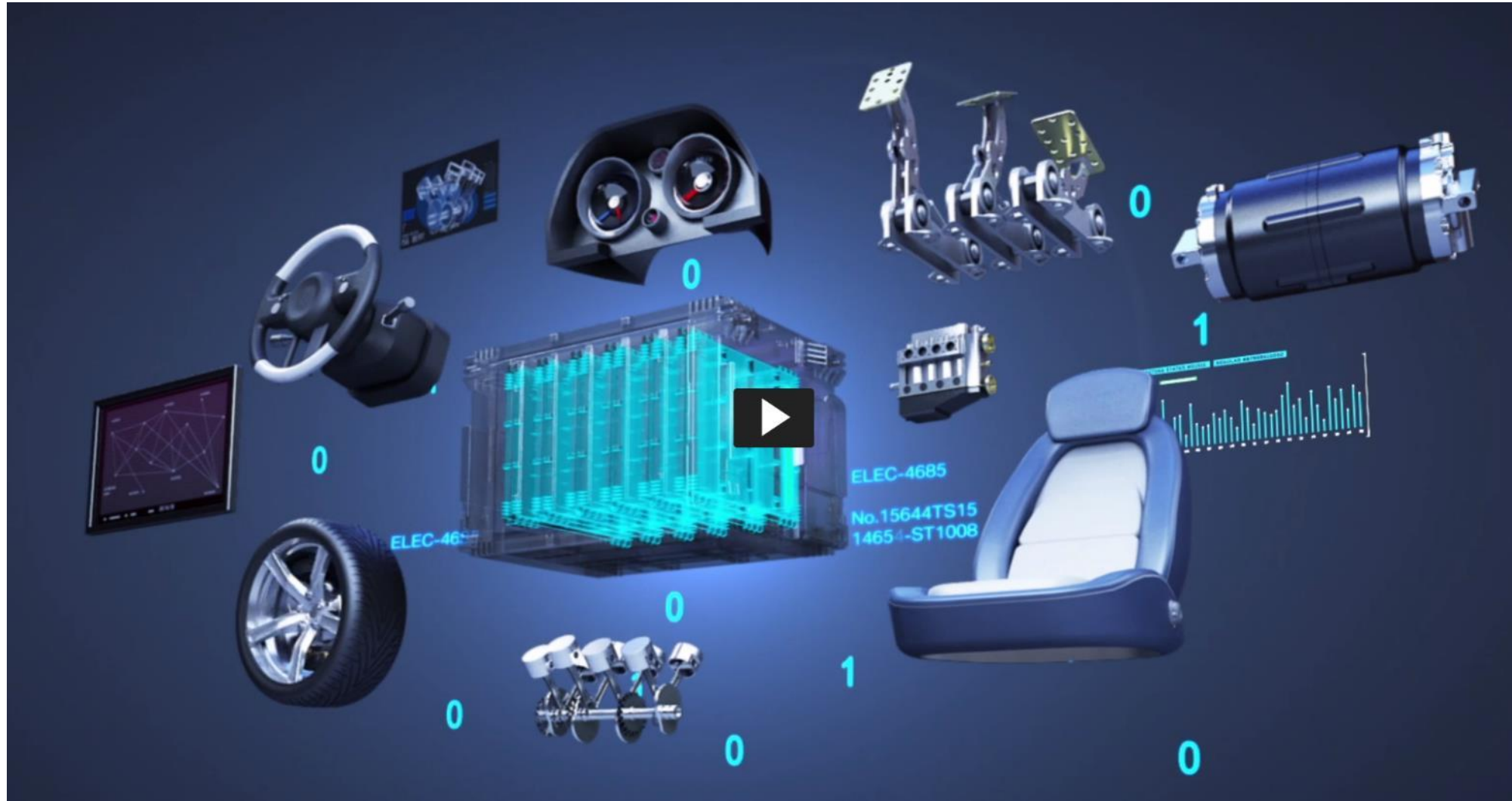
Intelligent Lead to Cash for Configurable Products with Subscription Billing

Proof-of-Concept and Showcase Demo

Showcase Demo



Intelligent Lead to Cash for Configurable Products with Digital Vehicle Hub




Demo

Intelligent Product Selection – Digital Assistant with Voice/Chat (SAP Reast.ai)

Q1

What are your primary transportation needs?




CANCEL

Come speak to me!

Click on me!

Digital Assistant

Clear X


hi 

Hi there


I'm your friendly S.A.P. customer service bot.
Let's begin...

How would you describe your primary transportation needs?

Commuting to work,
Exercise,
Family transportation or entertainment?



Digital Factory

Write a reply... 

The car model detector

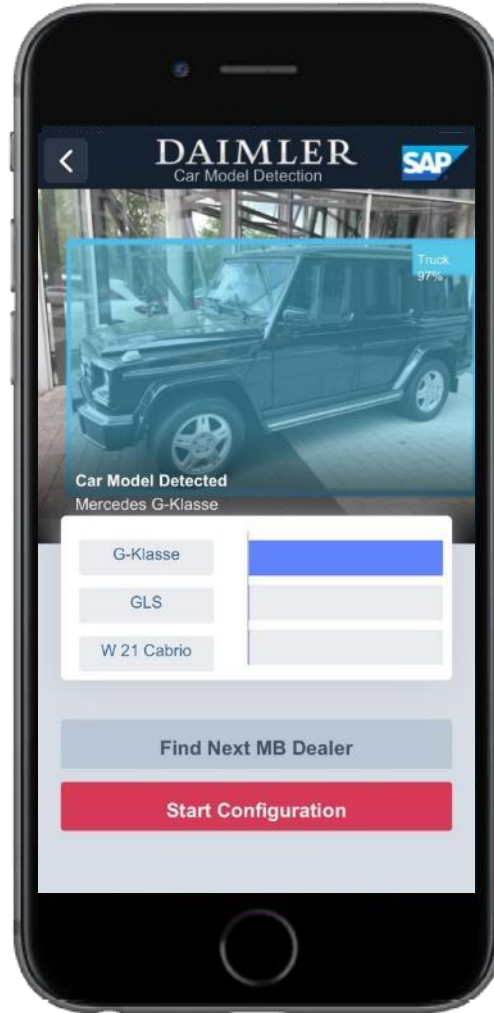
1



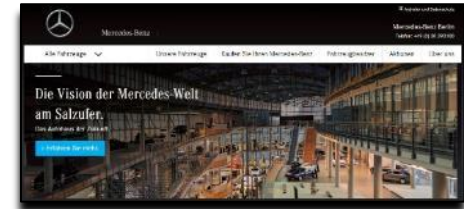
2



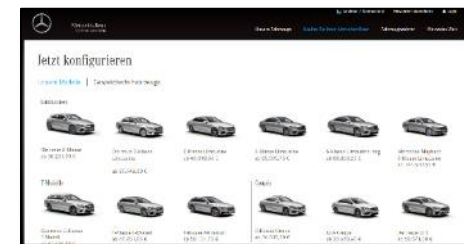
3



4



5



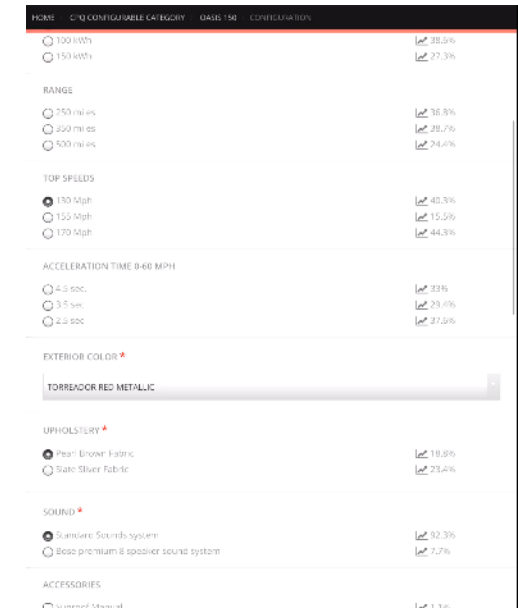
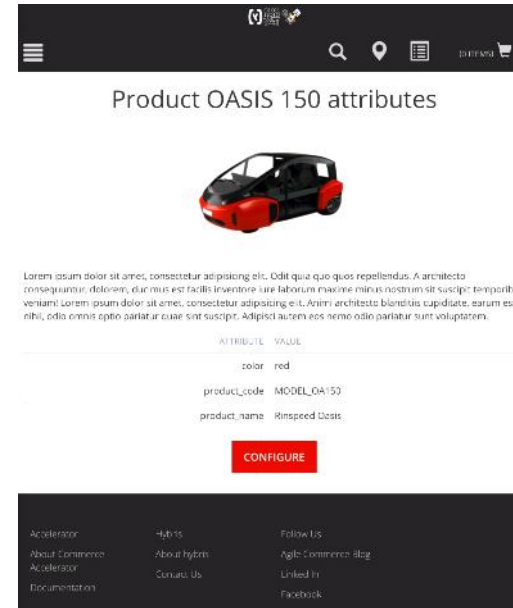
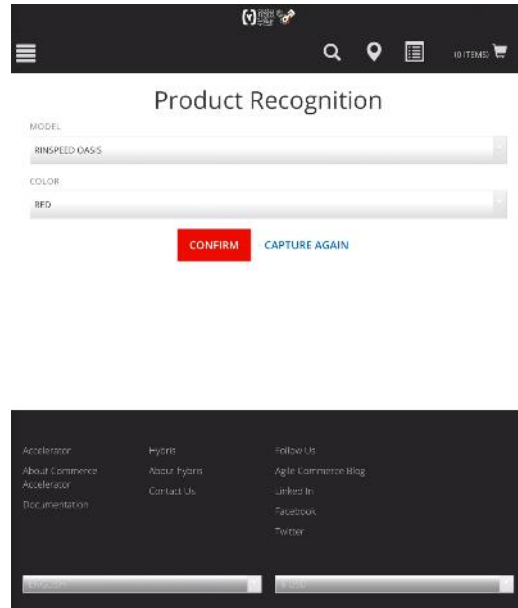
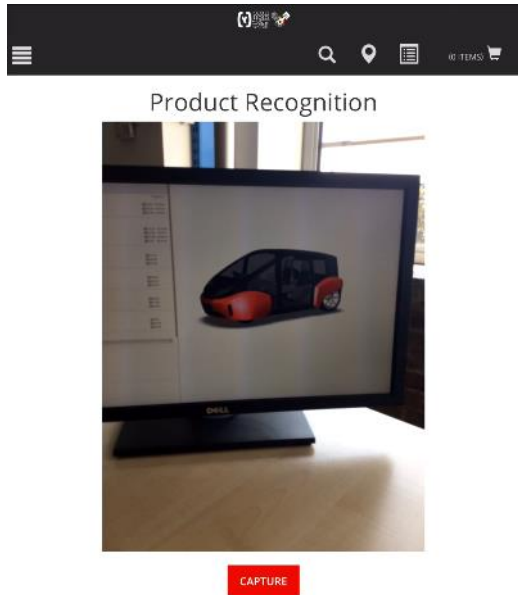
Intelligent Product Selection (Demo Proof-of-Concept)

Image Recognition for Product and Options

User takes picture of the car he likes

Intelligent detection of car model and options

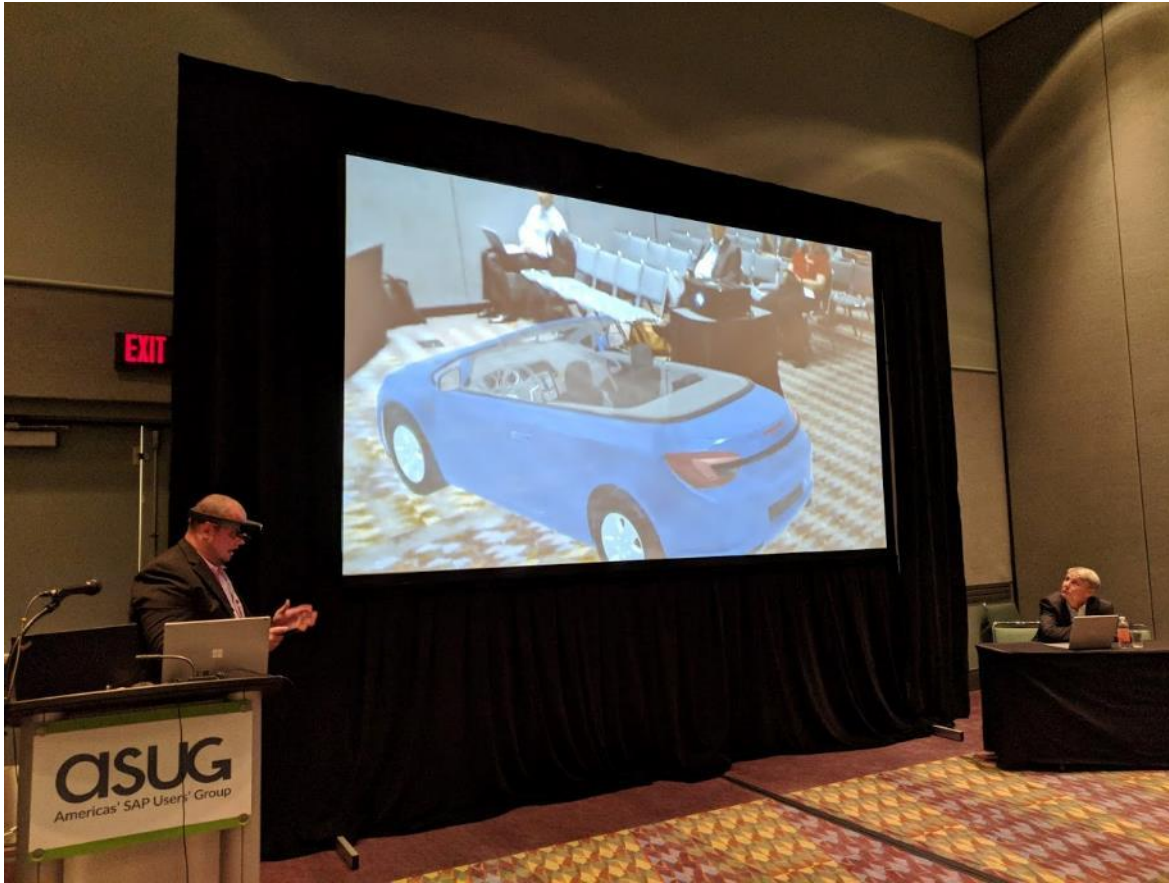
User can copy detected model and options to the configuration page



3D Configuration with Augmented Reality – Showcase Demo



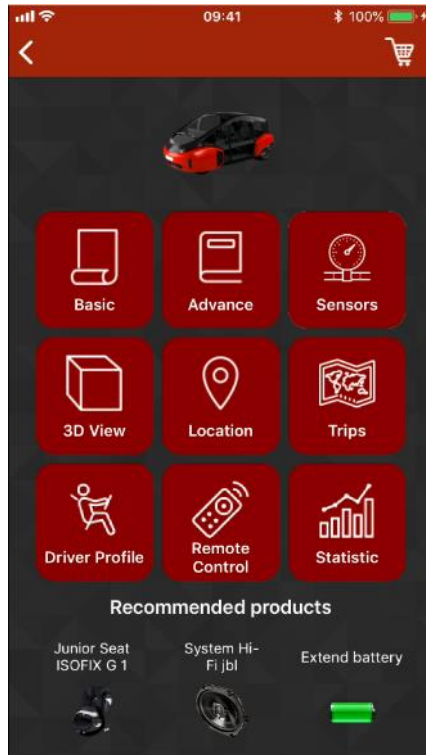
3D Configuration with Augmented Reality – SAPPHIRE 2018



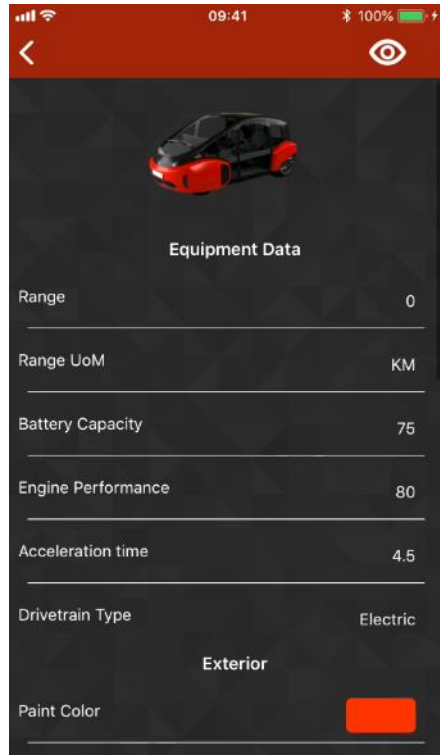
MyCar – Native iOS App against Commerce + Vehicle Digital Twin/IoT on SAP Cloud Platform

Proof of Concept Demo

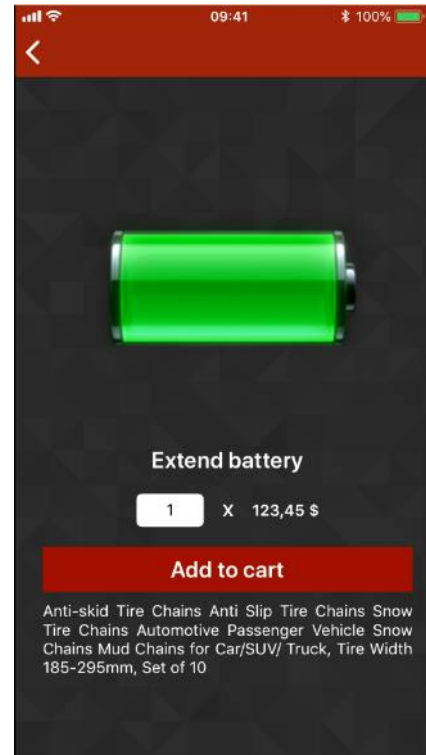
User Connects his Vehicle in the App



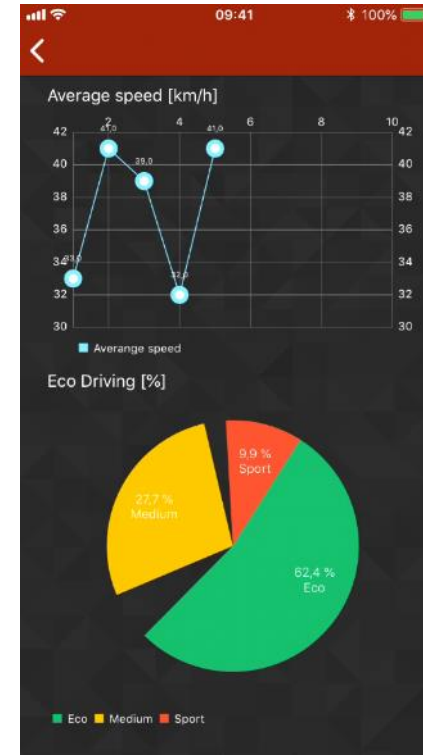
Vehicle Attributes from Backend / VC



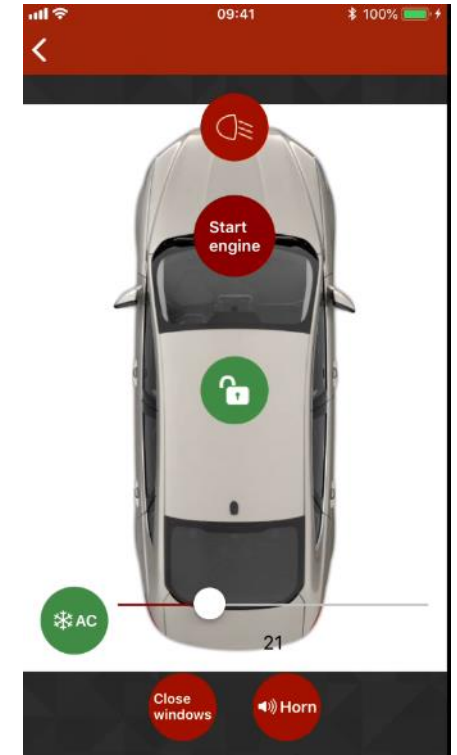
Vehicle Attribute Specific Up-Selling



Monitor Vehicle Usage (IoT data)

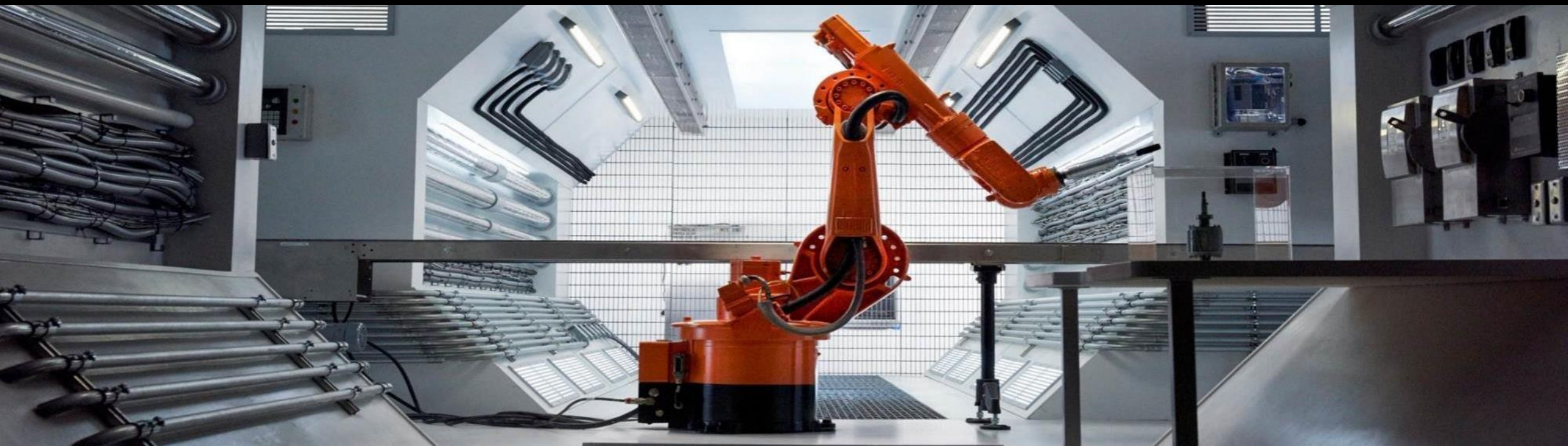


Remote Control Your Vehicle



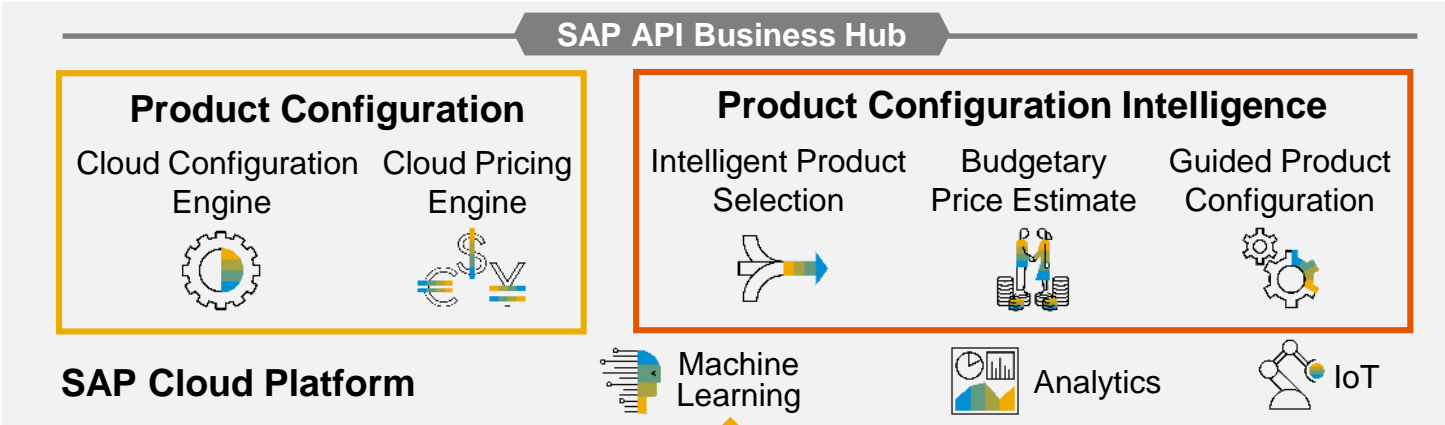
[Teched 2018 Keynote Bernd Leukert](#): Image model & option detection, AR Configuration, CPQ, serverless computing to build add-on to send image from paint shop to customer, data hub data pipeline for battery up-selling campaign

Summary

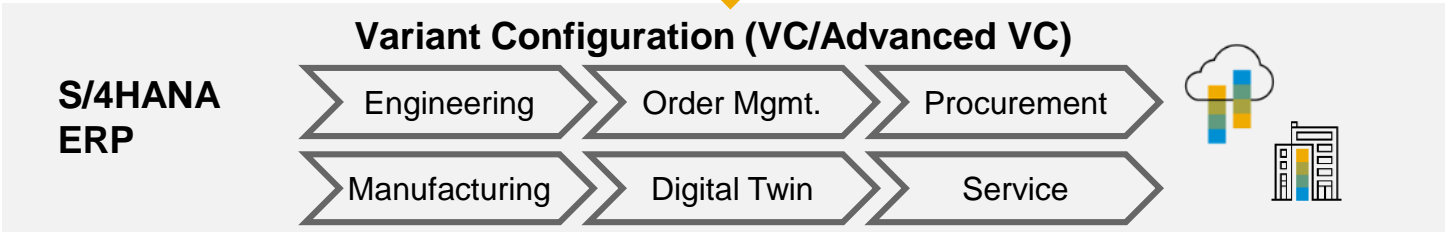


Product Configuration, Product Configuration Intelligence on SAP Cloud Platform

Differentiate from competitors by building an **innovative, intelligent, and integrated customer experience** for configurable products, **frontend to backend**

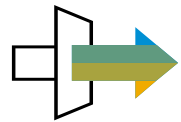
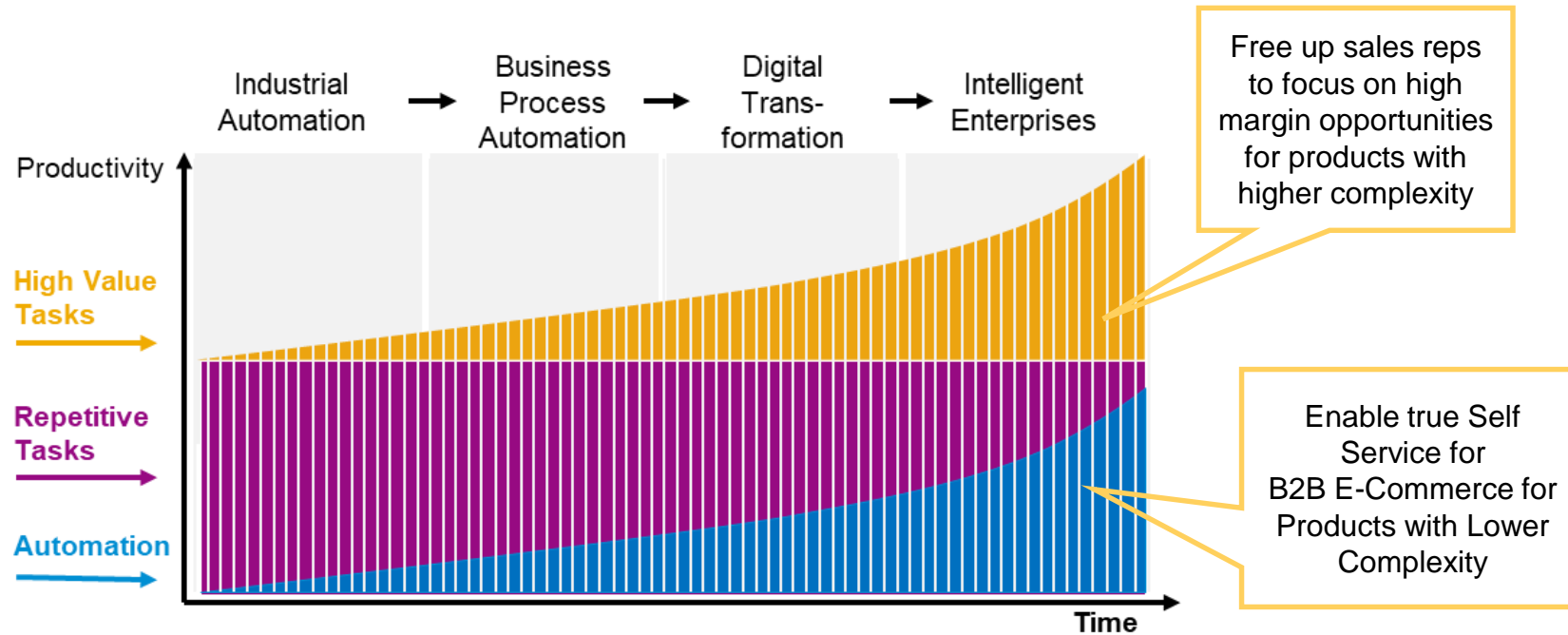


Seamless Integration ↔ One Configuration Model



- **Flexible choice of frontend platform and technology**
 - SAP C/4HANA with CPQ across sales and commerce with integrated end-to-end processes
 - Flexibility to extend custom or partner applications with configuration, pricing, intelligence (customer/partner built UX & integration)
 - Combination of SAP and custom/partner frontend applications
- **Integrated end-to-end processes, frontend to backend, based on one configuration model (VC or Advanced VC)**
- **Leverage SAP Cloud Platform as innovation platform to extend VC / Advanced VC Processes**
 - Machine learning, advanced & predictive analytics
 - Intelligent UX – digital assistant, 3D, AR/VR
 - IoT / Digital Twin
 - Data Intelligence

True Self-service and More Effective Sale People Enabled by Product Configuration Intelligence



Make the buying experience so easy and intuitive that the customer prefers to do it on their own

Simplify



Learn from historical data and put the knowledge at the finger tips of the sales representatives

Learn



Provide digital yet personalized experience

Transform

Thank you.

Contact information:

Harald Reitz

Director Product Management – Product Configuration

Discrete Industries Product Management

SAP Labs

T +1 (215) 253-7973

E harald.reitz@sap.com

Contact information:

Mitchell Clark

Director Product Management – Product Configuration Intelligence

Discrete Industries Product Management

SAP Labs

T +1 (202) 312-3833

E mitchell.clark@sap.com

Take the Session Survey.

We want to hear from you!
Be sure to complete the
session evaluation on the
SAPPHIRE NOW and ASUG
Annual Conference mobile
app.



Presentation Materials

Access the slides from 2019 ASUG Annual Conference here:

<http://info.asug.com/2019-ac-slides>

Q&A

For questions after this session,
contact us at Harald.Reitz@sap.com and Mitchell.Clark@sap.com

Let's Be Social.

Stay connected. Share your SAP experiences anytime, anywhere.

Join the ASUG conversation on social media: **@ASUG365 #ASUG**

