

SAP Strategy

RYU, SEYUL / SAP Korea



I. What Will Market need

II. Collaboration

III. Enterprise Service Architecture

IV. xApps

V. SAP Solution for New Business

- Needs -

Back-end , Front-end & Other Collaboration

Open Architecture / Integration of Heterogeneous Environment

Centralized Management of Relevant information (Customer Master etc)

Adaptability

- Solution -

Collaborative Solution

Service Based Architecture → Web Services → Enterprise Service Architecture

A solution which can leverage existing (heterogeneous) IT environment.

- SAP realization -

mySAP Business Suite + xApps

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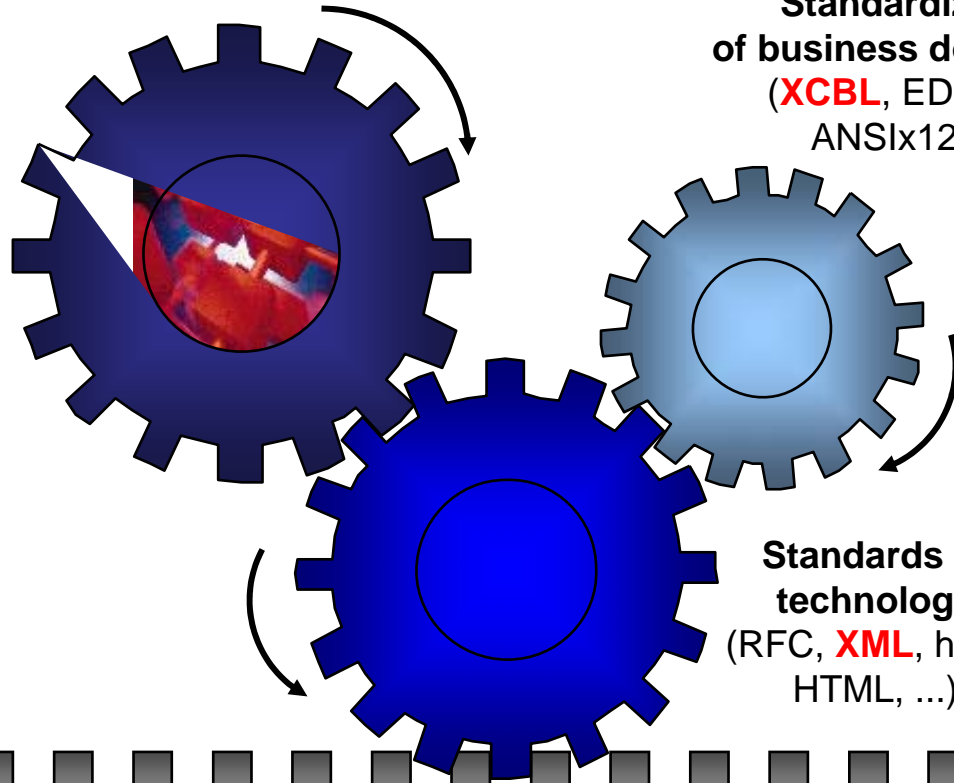
V. SAP Solution for New Business

Trend to Global Industry Standard

Global standards in business processes, content and integration provide the enabling foundation for **collaboration** among business partners



Standardization of business processes
(**CPFR**, RosettaNet, ...)



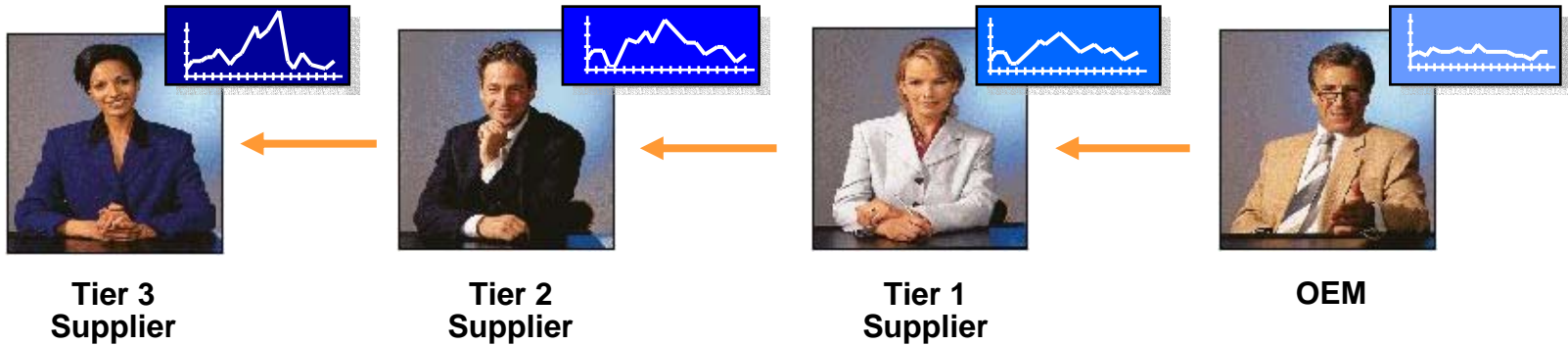
Standardization of business documents
(**XCBL**, EDIFACT, ANSIX12, ...)



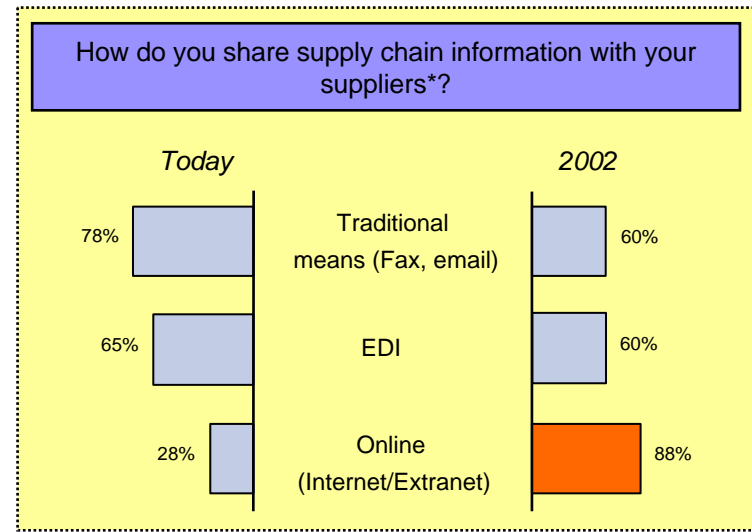
Standards of technology
(RFC, **XML**, https, HTML, ...)

Communication between business partners

In reality, **today's Enterprises are not online** - but companies plan to migrate communication to the Internet/Extranet

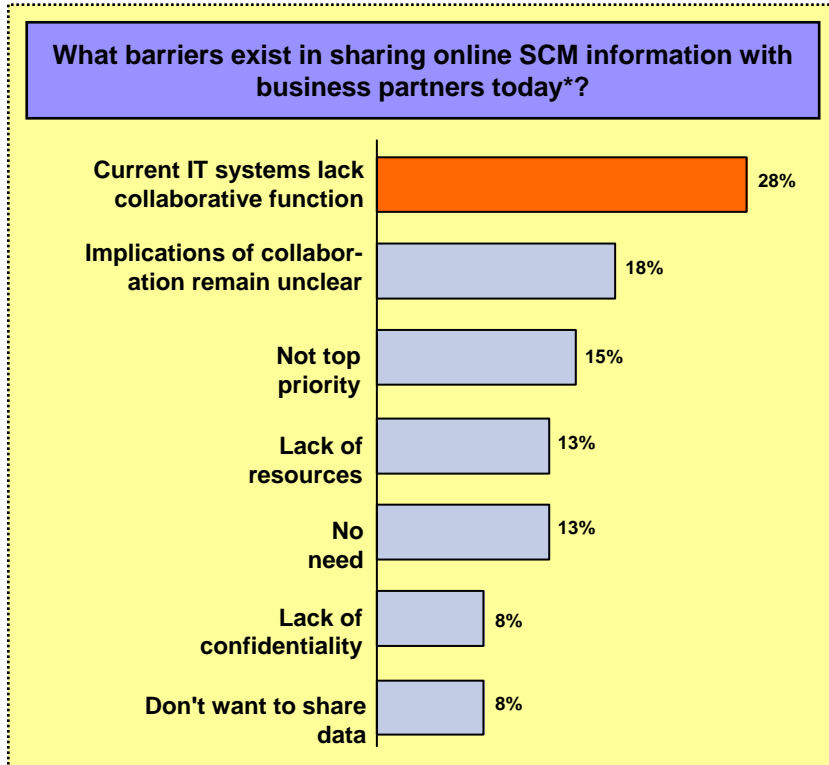


- **Manual communication** (phone / fax / **EDI**)
- **Unsynchronized planning cycles**
- **Assumption**-based planning
- **Tier-to-Tier**
- **Excessive inventory buffers**



*Source: Forrester Research

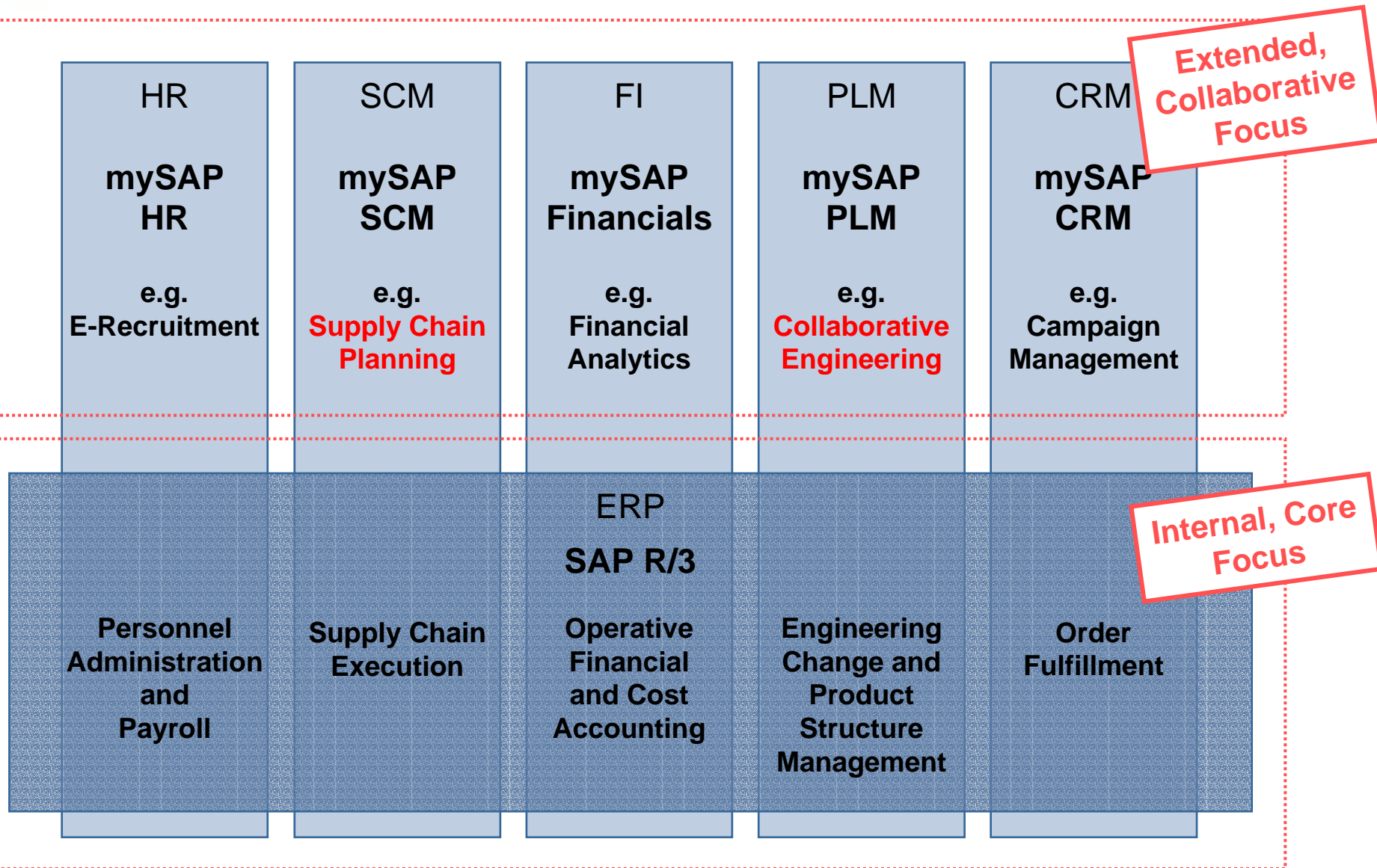
Lack of collaborative functions in IT systems is the main barrier for cross-company scenarios between business partners



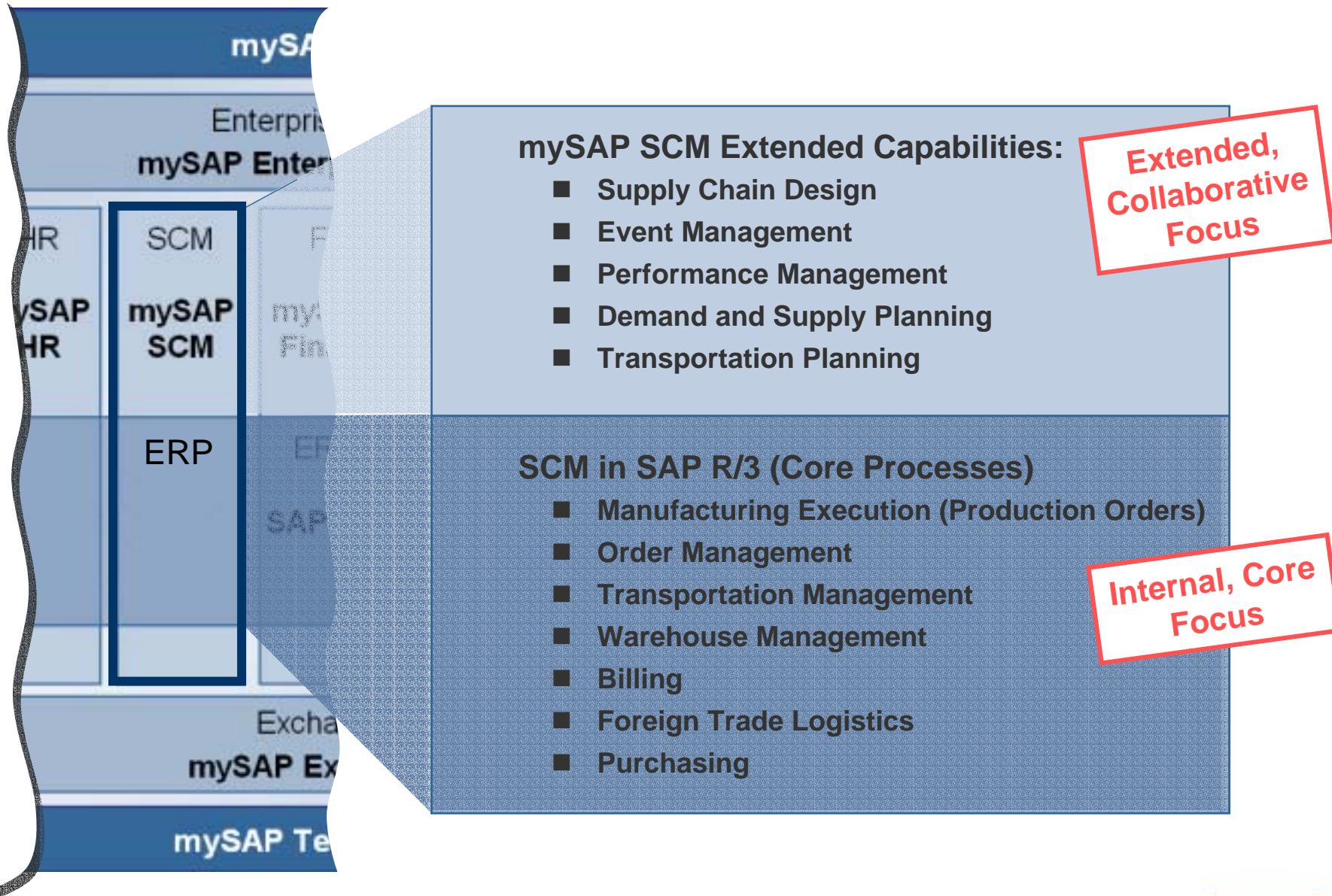
- Weak external process support cramps collaboration
- **Rigid architecture** hampers flexibility
- Proprietary interfaces limit interoperability
- Some partners still believe that **data sharing** is too risky

*Source: Forrester Research

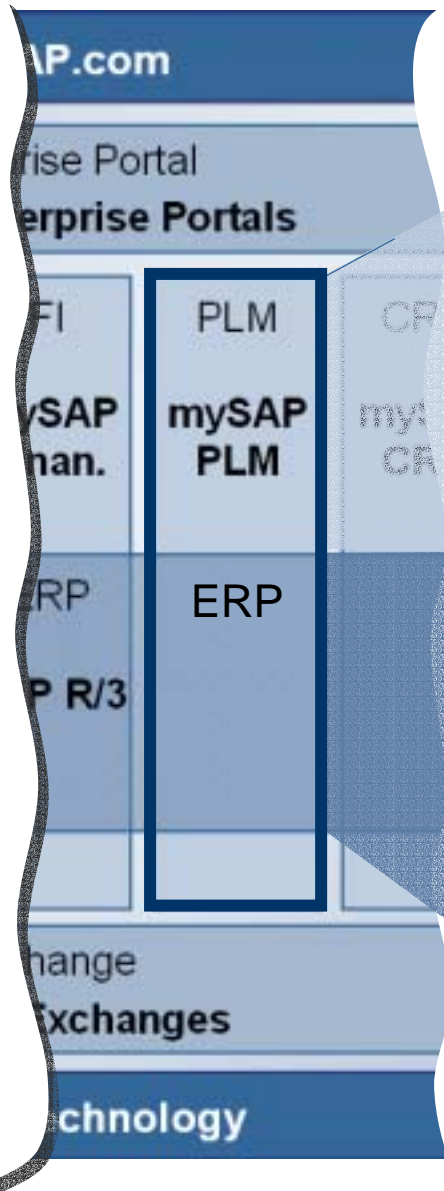
Enterprise Centric & Collaborative Processes



Example : SCM



Example : PLM



mySAP PLM Extended Capabilities:

- Collaborative Design
- Enterprise Portal and Content Packages
- Audit Management
- Recipe Management
- PLM Analytics

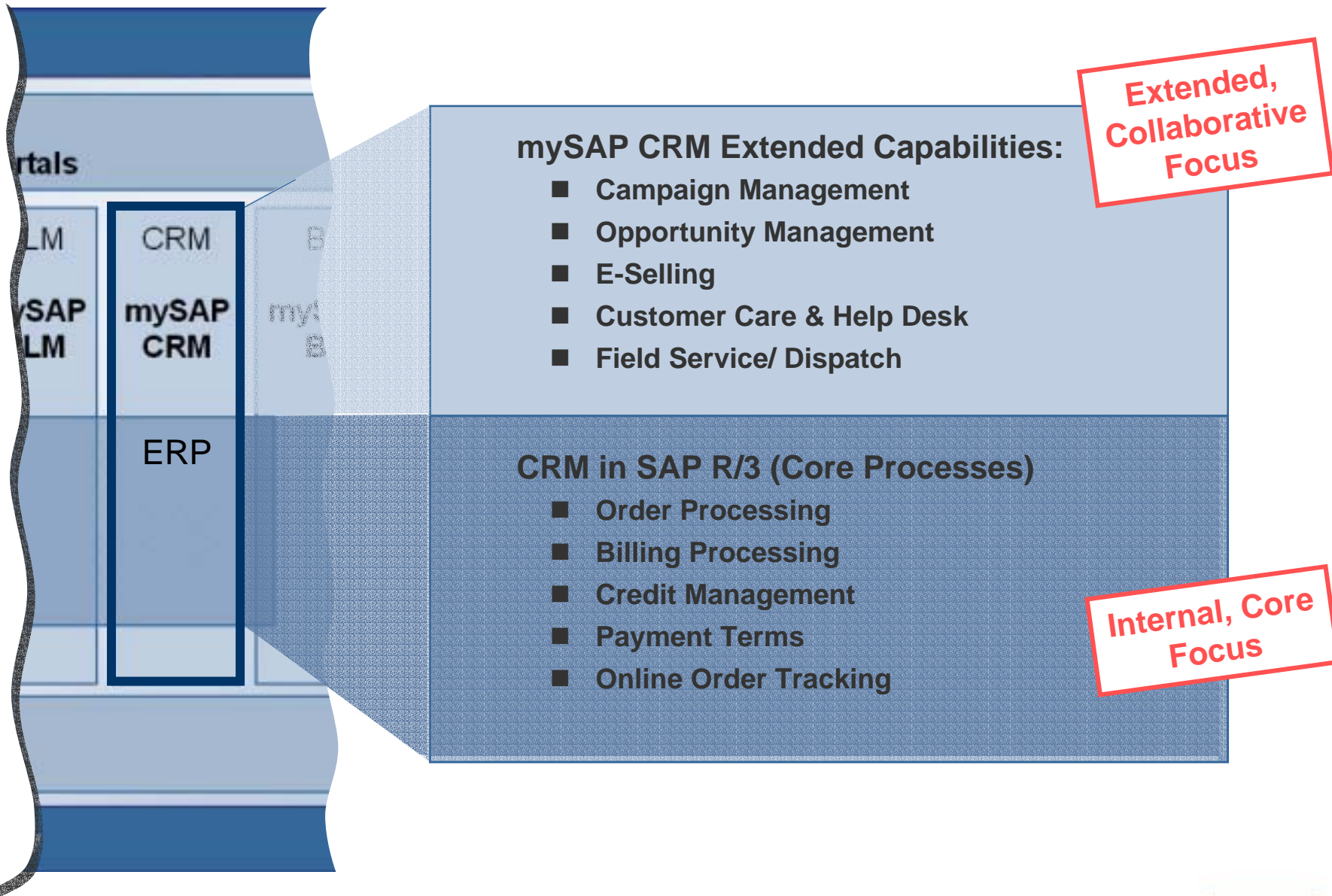
Extended,
Collaborative
Focus

PLM in SAP R/3 (Core Functions & Processes)

- Life-Cycle Data Management
- Project Management & Life-cycle Costing
- Quality Management
- Asset Life-Cycle Management
- Engineering Change Management

Internal, Core
Focus

Example : CRM



DEMO

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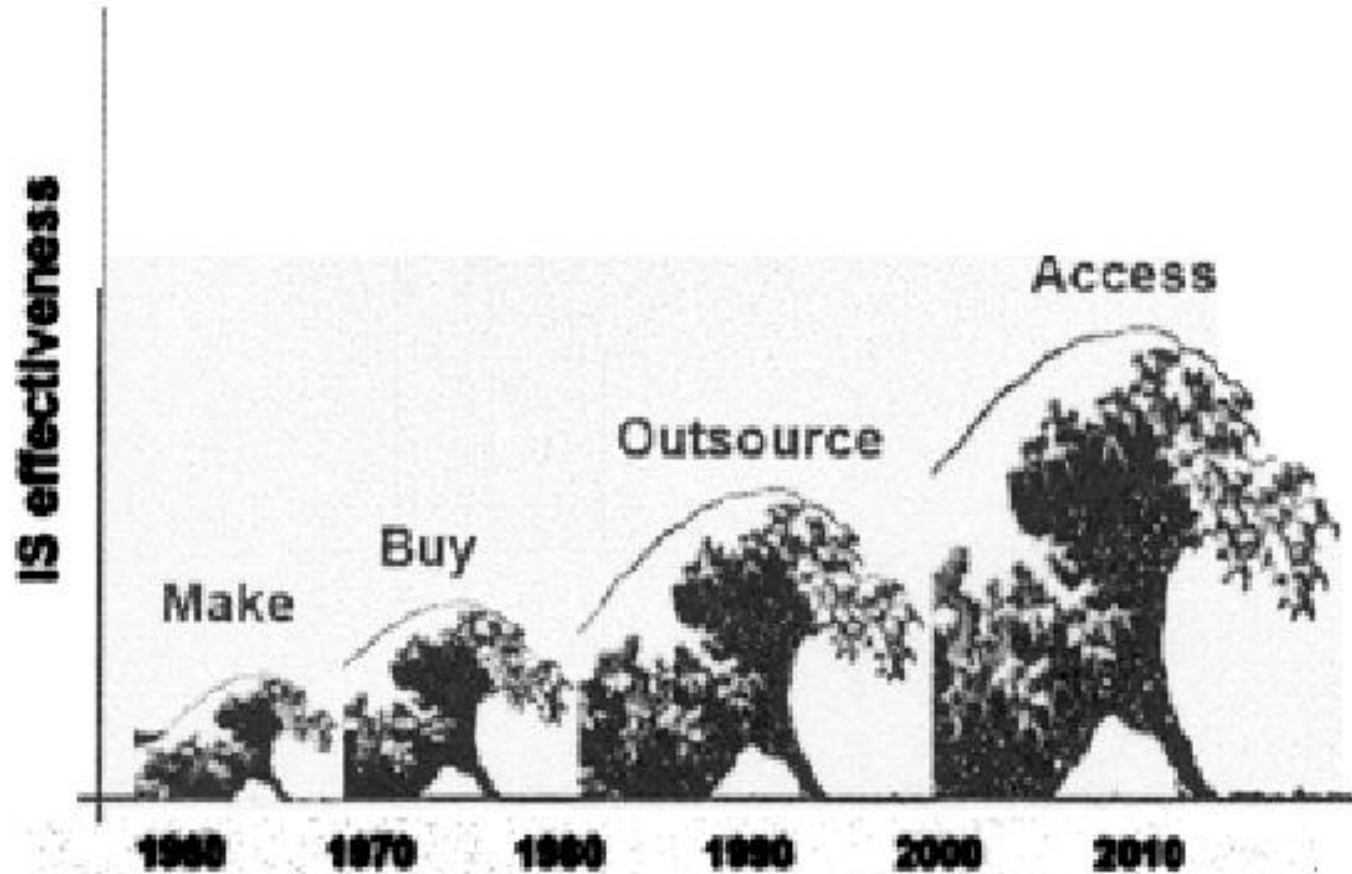


III. Enterprise Service Architecture

IV. xApps

V. SAP Solution for New Business

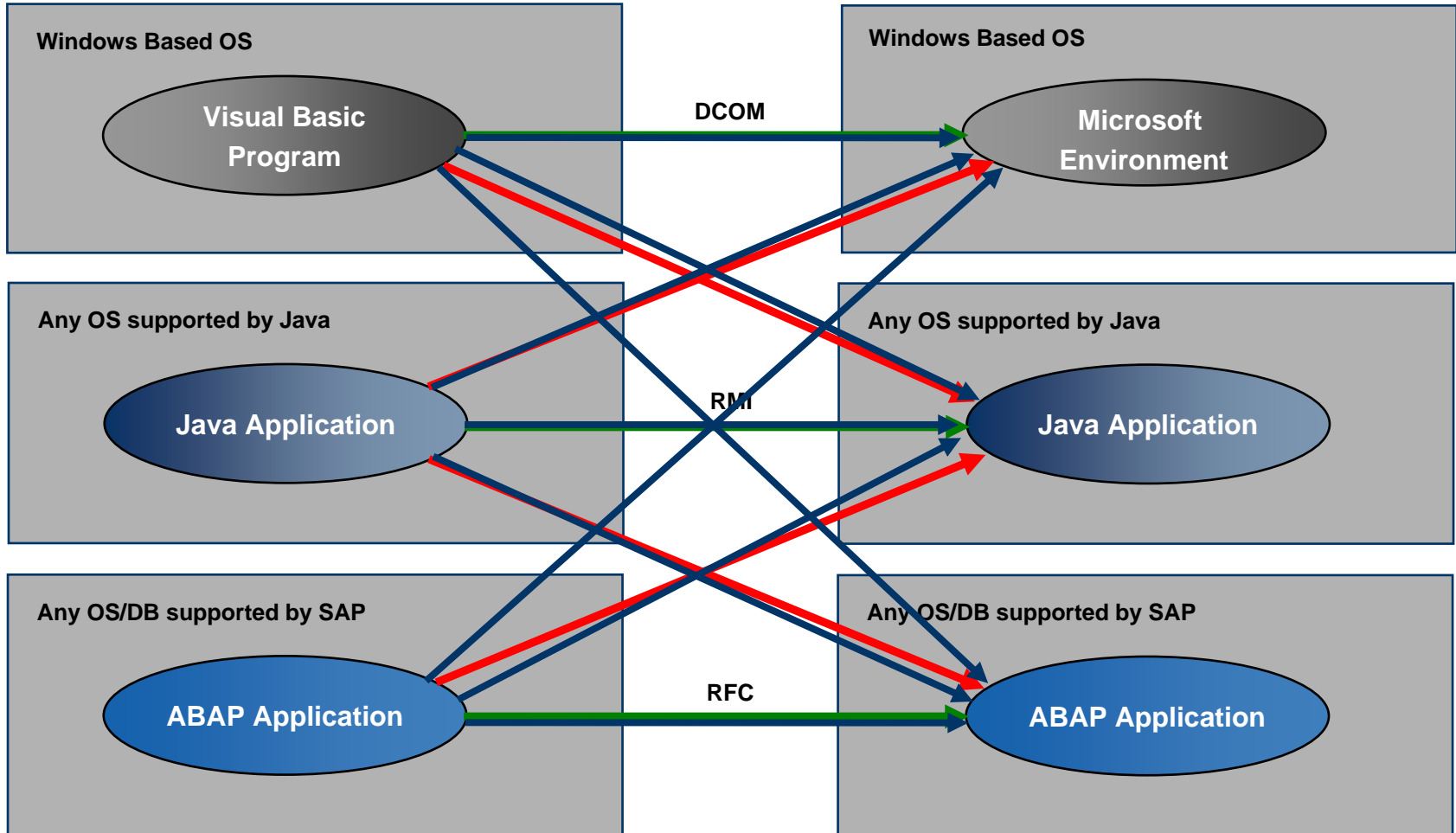
Web services are the new wave of IT advancement



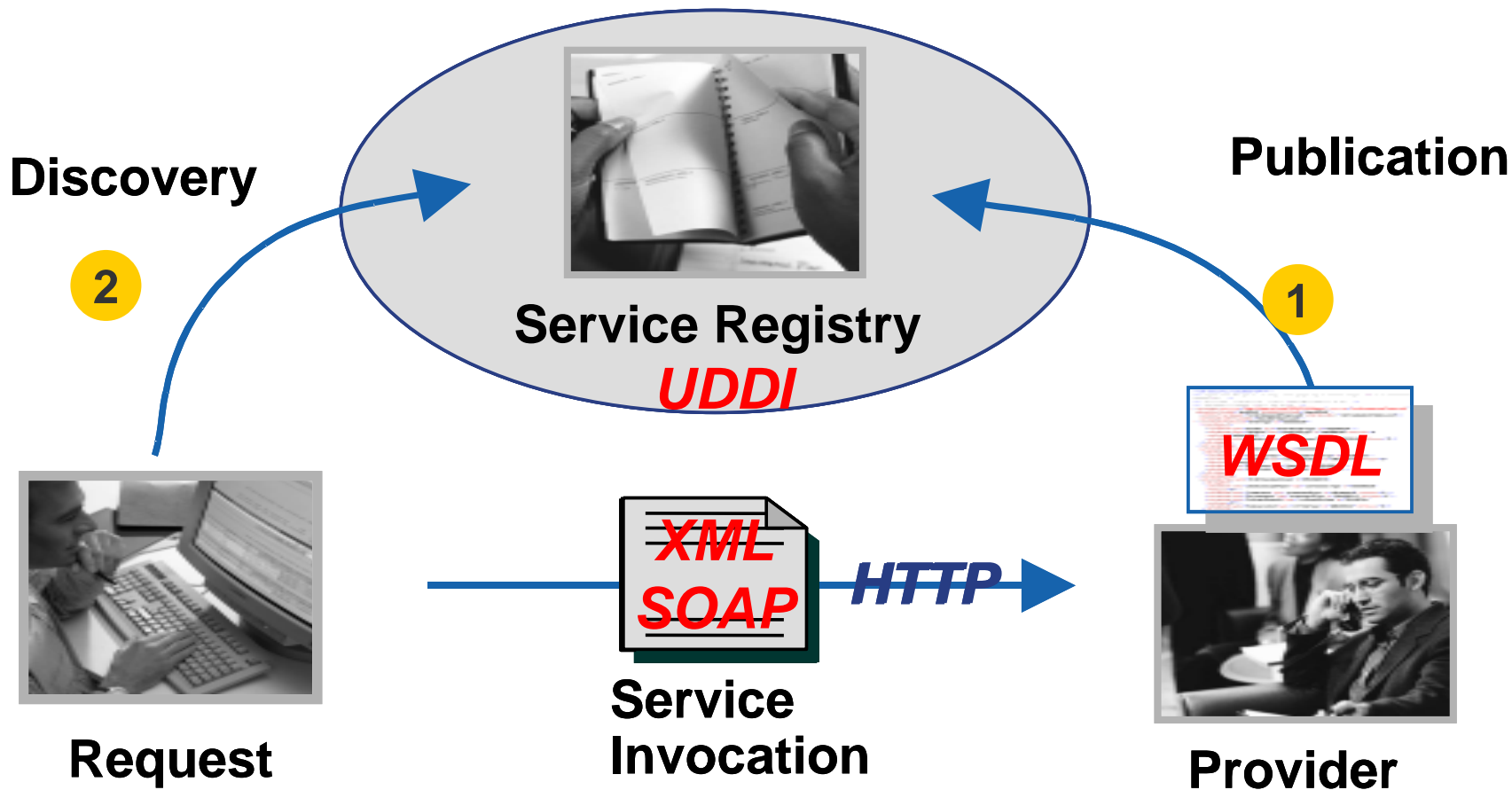
Gartner



Web Services - Facilitating Interoperability



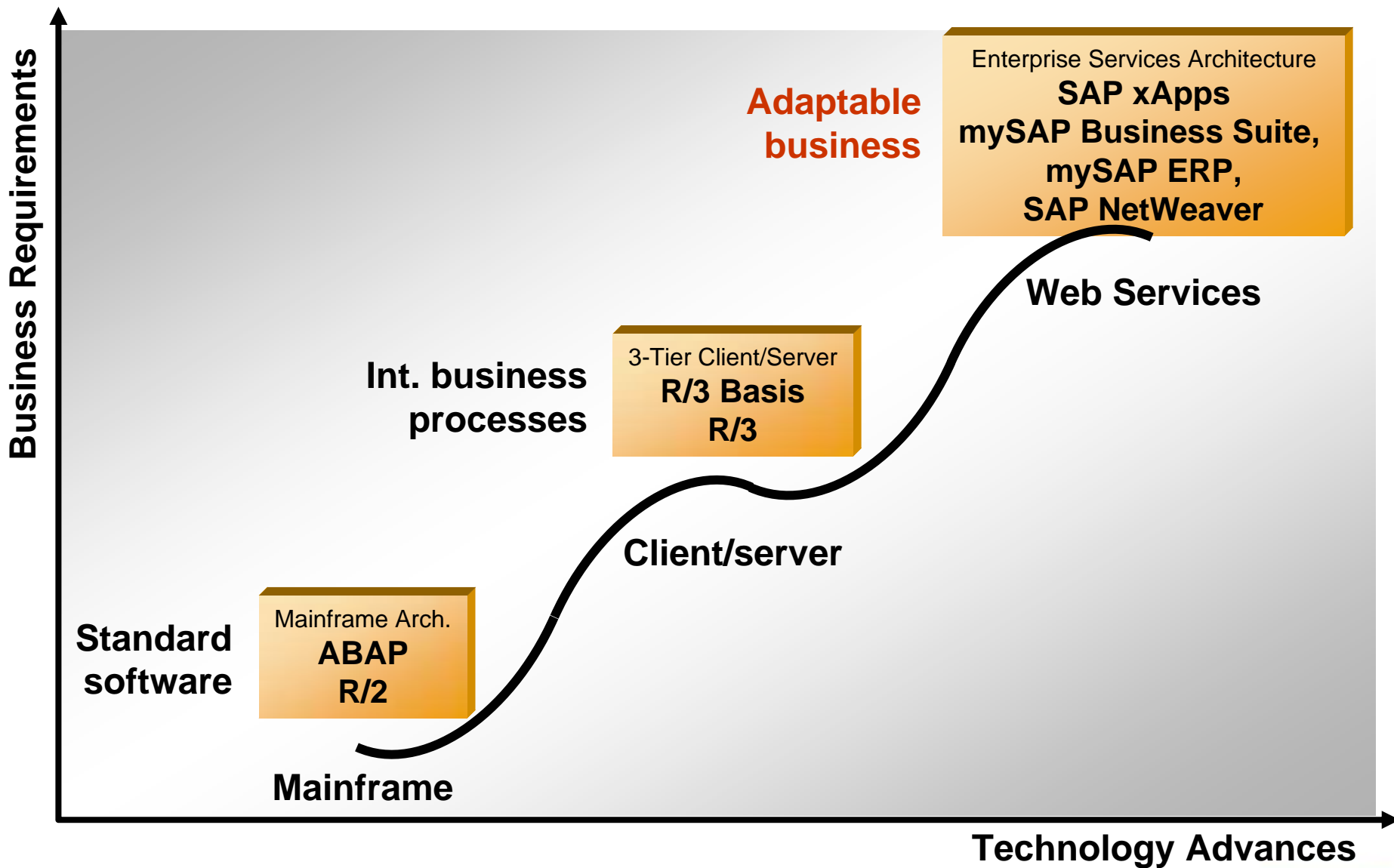
Native communication without adapters or protocol converters.
Open Standards based communication such as SOAP (XML/HTTP).
Communication is possible via converters, adapters or middleware.



SOAP : Simple Object Access Protocol
UDDI : Universal Description, Discovery and Integration
WSDL : Web Service Definition Language

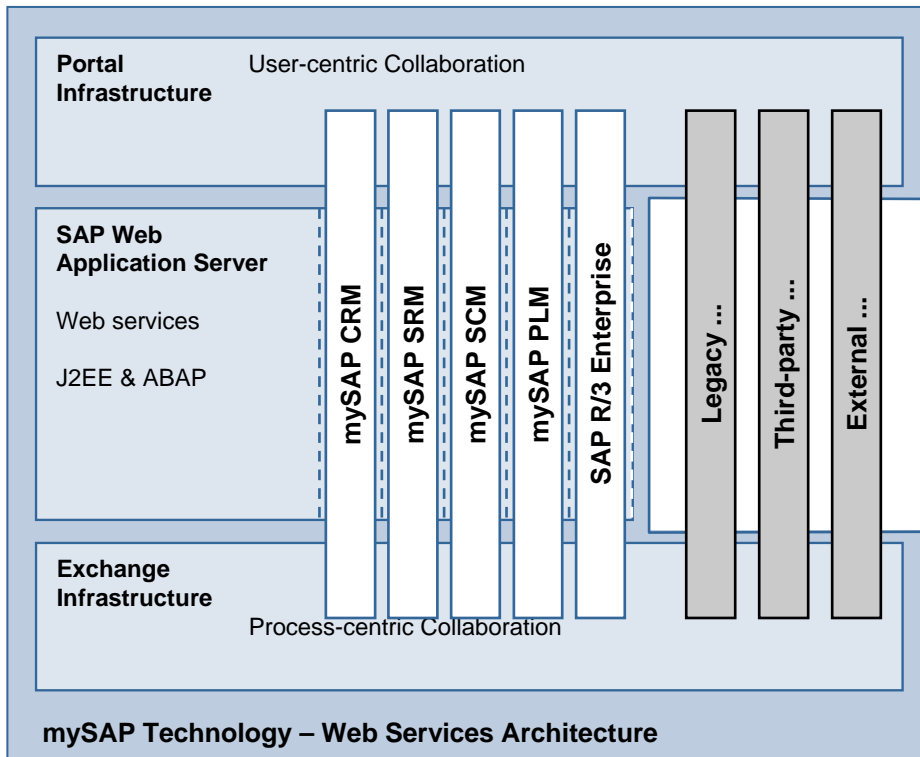
(ex.) Web Catalogue
General Search engine
Credit Check
ATP

SAP is Ready for the next generation business solutions

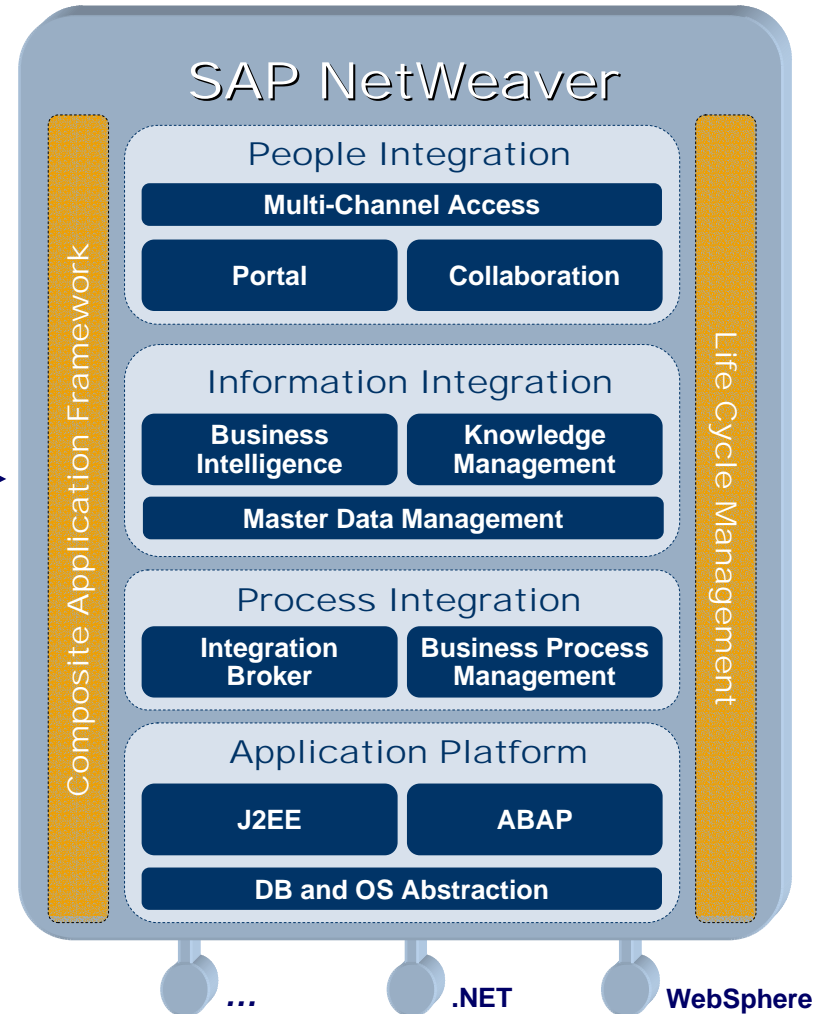


From Vision to Technology

Vision 2001



Technology 2003

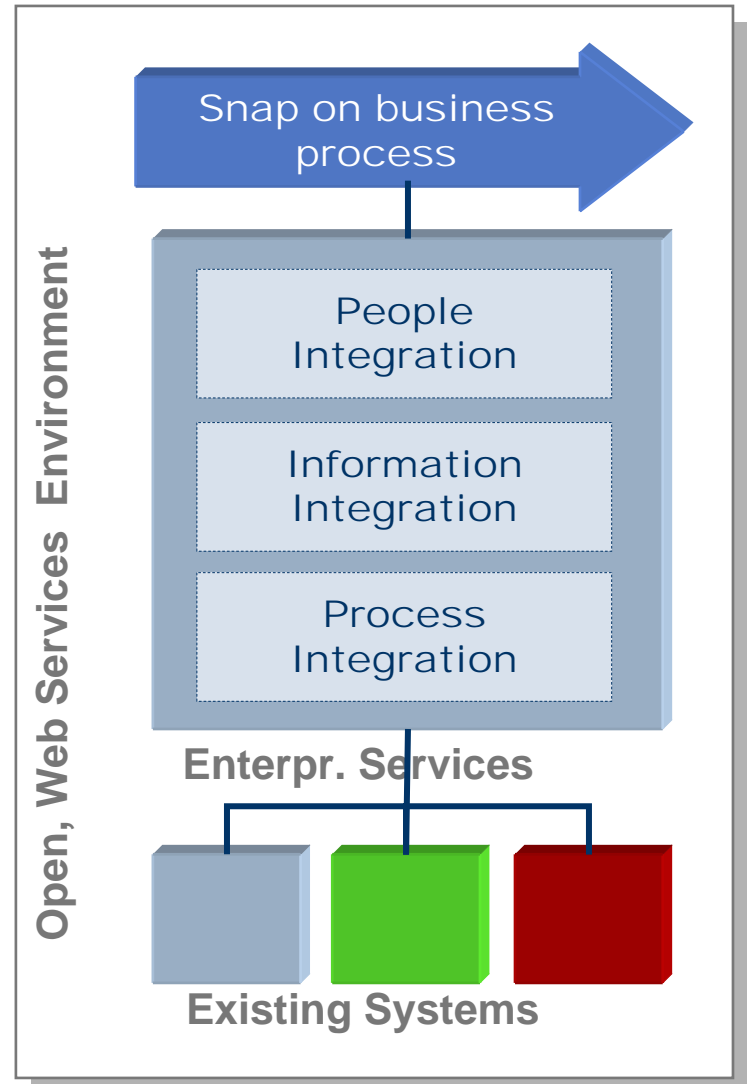


Objective

- Add new levels of flexibility while leveraging existing investments

ESA is the blueprint for SAP's services-based business solutions

- Empowers all participating people
- Manages all information
- Encompasses all systems



SAP NetWeaver in Detail

SAP Mobile Infrastructure

- Tight coupling and alignment with SAP business solutions

SAP Enterprise Portal

- Optimized Aggregation engine
- Roles
- KM & Collaboration

SAP Business Warehouse

- Tight integration to SAP
- Open architecture (Crystal, Ascential)
- Business content

Master Data Management

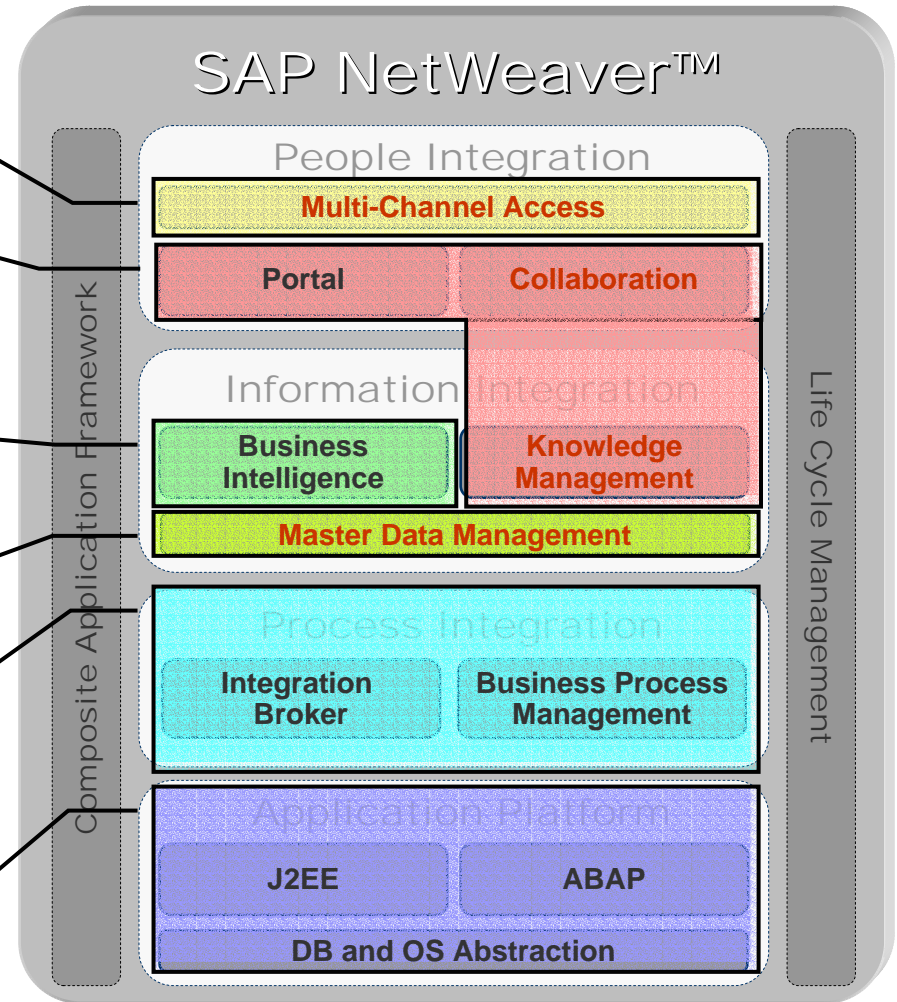
- Information Integrity across network

SAP Exchange Infrastructure

- Proxy generation and mapping tools
- Integration directory
- SAP's ability to execute

SAP Web Application Server

- Proven, scalable, comprehensive toolsets
- Modernize existing infrastructure/skillsets



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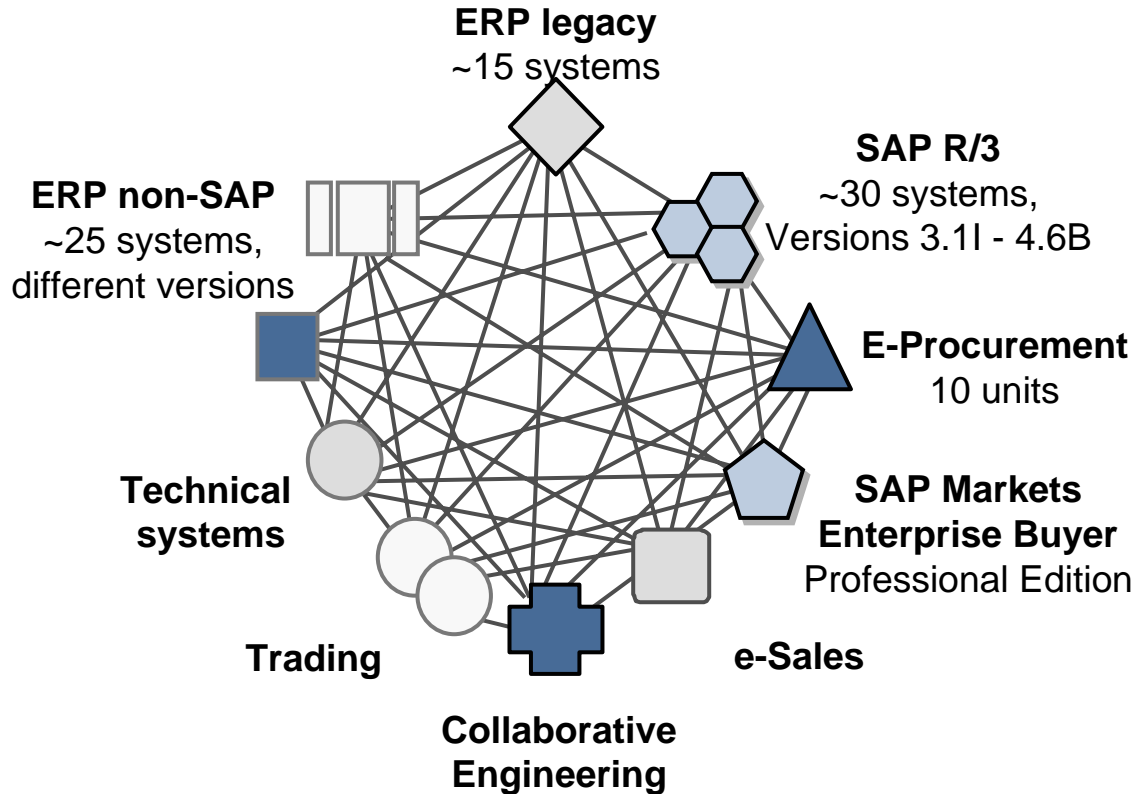
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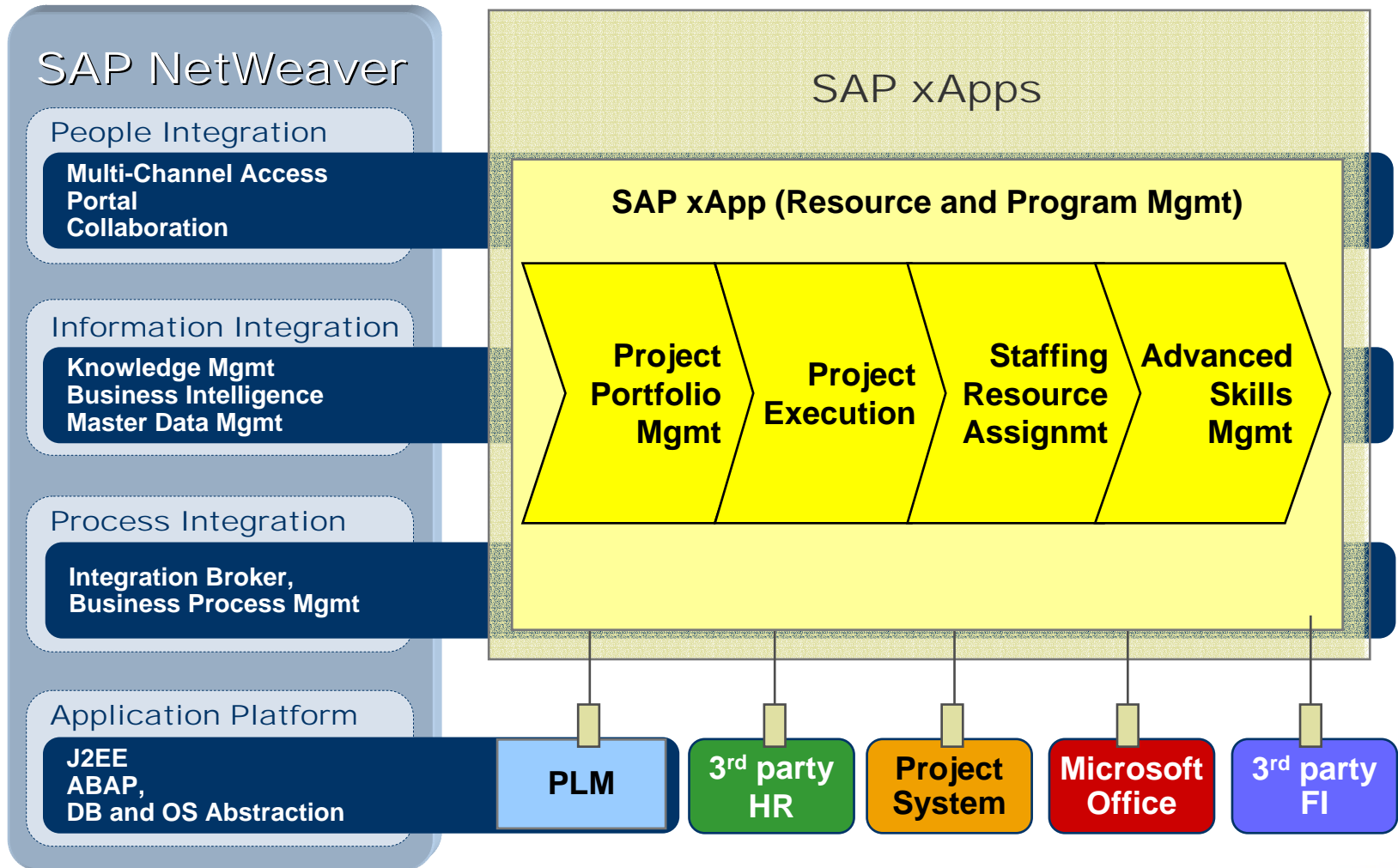
V. SAP Solution for New Business

...how to capitalize on existing IT investments ?



... through integration of heterogeneous systems !

SAP xApp(Cross Application)



VIDEO

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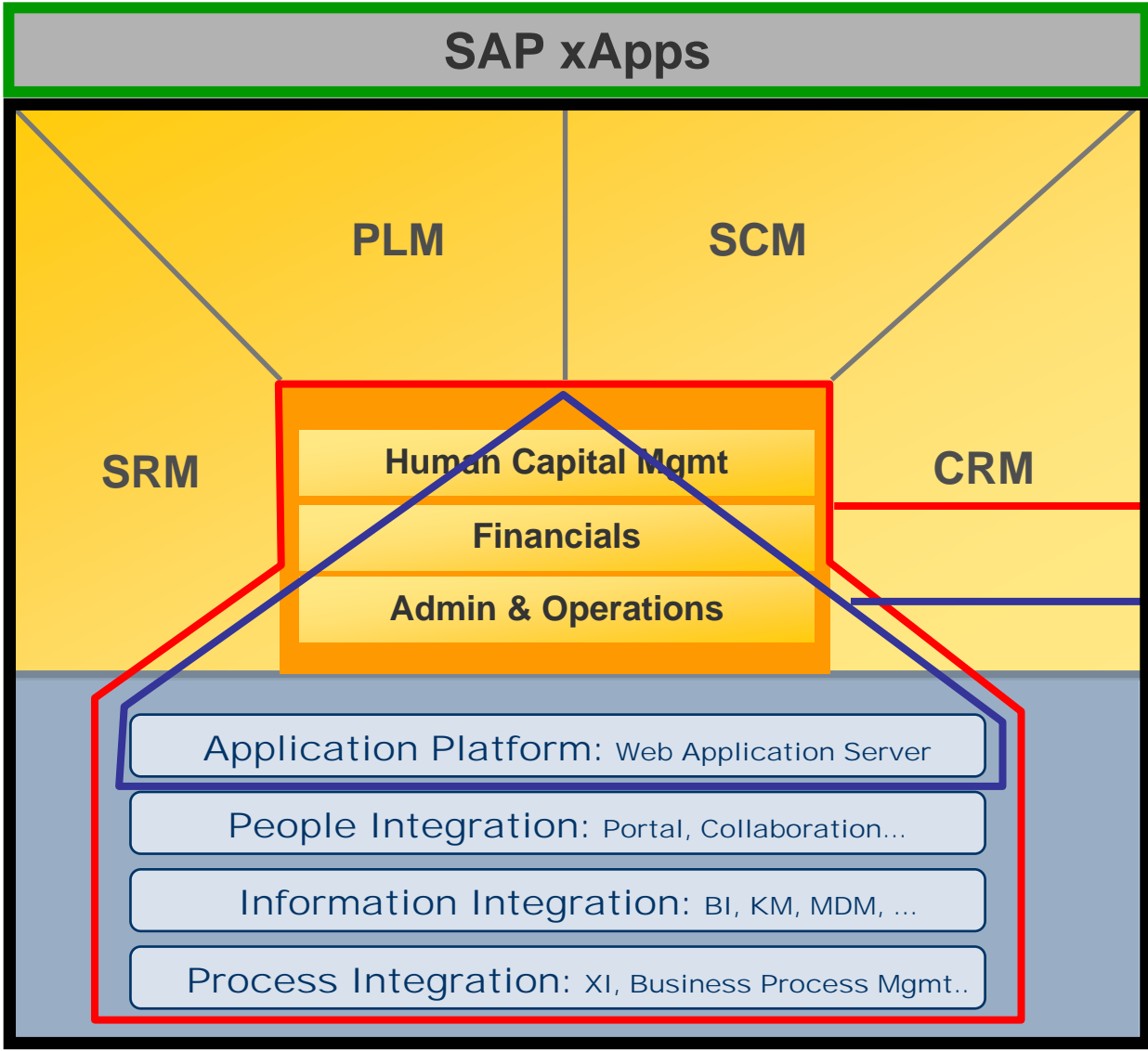


V. SAP Solution for New Business

Comprehensive & Integrated Suite of Solutions

mySAP Solutions

SAP NetWeaver



mySAP Business Suite

mySAP ERP

SAP R/3 Enterprise

SAP delivers next generation business solutions

- The most Comprehensive and **Integrated Suite** of business applications and integration platform. > **mySAP Business Suite**
- The most comprehensive and **competitive ERP** solution available today in the market. > **mySAP ERP**
- The application & **integration platform** that allows SAP to implement a service-based architecture. > **SAP NetWeaver**
- A packaged composite applications that snap-on to an existing (**heterogeneous**) IT environment to orchestrate new, **cross-functional** business processes. > **SAP xApps**
- For the **small and medium enterprise** > **SMB Solutions**