

Sap Hybris Marketing Cycle

"Ready for SAP BW/4HANA 2.0? This comprehensive guide will teach you all there is to know about the next generation business warehouse from SAP! Start with a fresh installation or migrate from an existing system. Then understand the new architecture, explore administration tasks with SAP HANA Studio, learn to model and analyze data, and find out how to connect to frontend BI tools"--
This unique book comprehensively presents the current state of knowledge, theoretical and practical alike, in the field of business-to-business (B2B) marketing. More than 30 of the best and most recognized B2B marketers address the most relevant theoretical foundations, concepts, tried and tested approaches and models from entrepreneurial practice. Many of those concepts are published for the first time ever in this book. The book not only builds on the existing classic literature for industrial goods marketing but also - and much more importantly - finally closes the gap towards the rapidly growing ecosystem of modern B2B marketing terms, instruments, products, and topics. Technical terms such as Account-Based Marketing, Buyer Journey, ChatBots, Content AI, Marketing Automation, Marketing Canvas, Social Selling, Touchpoint Sensitivity Analysis, and Predictive Intelligence are explained and examined in detail, especially in terms of their applicability and implementation. The book as a whole reflects the B2B marketing journey so that the readers can directly connect the content to their own experience and use the book as a guide in their day-to-day work for years to come.
Preparing for your financial accounting exam? Make the grade with this SAP S/4HANA 1909 and 2020 certification study guide! From general ledger accounting to financial closing, this guide reviews the key technical and functional knowledge you need to get a high score on your SAP S/4HANA for Financial Accounting Associates exam. Explore test methodology, key concepts for each topic area, and practice questions and answers. Your path to financial accounting certification begins here! Highlights include: 1) Exam C_TS4FI_1909 2) Exam C_TS4FI_2020 3) Deployment 4) General ledger accounting 5) Accounts payable (AP) 6) Accounts receivable (AR) 7) Asset accounting 8) Financial closing 9) Document parking 10) Validations and substitutions 11) Bank account management

*** Understand SAP CRM's technical landscape and how it differs from the rest of the SAP Business Suite * Learn about the SAP CRM data model and how to load and extract data * Explore the most useful enhancements in SAP CRM If you've ever had to work on the SAP CRM backend, this book is the resource you've been waiting for. You'll establish a working knowledge of SAP CRM architecture, and then learn how to use the development tools and options that SAP provides to tailor the system. You'll also follow a simple development example throughout the book that will help you apply the programming logic you've learned to real-world situations. SAP CRM Basics Build an essential SAP CRM foundation: learn about technical design, data modeling and BADIs, and development tools and techniques. Data Modeling Tools Once you understand the SAP CRM data model, discover how to use the Application Enhancement Tool, marketing attributes, and more to extend and enhance the data model to meet business requirements without coding. Code Logic Find the code you need to effectively work with SAP CRM, and also learn detailed coding logic to be able to create your own code.Configuration and Enhancements Learn how to input business logic with the BTE framework, enhance the open channel for Campaign Management, and much more. Common Enhancement Requests Understand the requests that businesses commonly make in sales, service, marketing, and analytic processes, and learn how to modify the SAP CRM system with the right tools to fix these gaps.**

Large-Scale Scrum

Business User Guide

Accelerating Modernization with Agile Integration

Work Smarter: Live Better

How to Integrate Planning Processes, Organizational Structures and Capabilities, and Leverage SAP IBP Technology

Inventory Planning and Optimization with SAP IBP

Explaining the new SAP S/4HANA architecture and business models for customer management, this book will teach you how lead and opportunity management will help you generate and manage sales and shows how quotes, orders, and service management work. --

New to SAP S/4HANA Cloud? This is the book for you! Get detailed descriptions and screenshots to see what is possible in SAP S/4HANA Cloud, from core functionality like finance and logistics to reporting with embedded analytics and KPIs. Learn how SAP S/4HANA Cloud impacts your users and how it can be extended, integrated, and adopted by your organization. Get information on the latest intelligent technologies to experience the complete solution scope. Discover what SAP S/4HANA Cloud means for your business! Highlights include: 1) User experience 2) Analytics 3) Business processes 4) Extensibility 5) Integration 6) Adoption 7) Lifecycle management 8) Intelligent enterprise 9) Intelligent technologies

In this age of rapidly-advancing technology, sales professionals need a reliable method for selling products and services that are perceived as sophisticated or complex. This book offers techniques for overcoming the customer's resistance, showing how to generate prospects and new business with a unique value-perception approach, create a set of tools that enable sales managers to manage pipeline, assign prospecting activity, control the cost of sales, and more.

Third Edition: Thoroughly Updated and Expanded, with Extensive New Coverage! In just 24 sessions of one hour or less, you'll master the entire SAP project lifecycle, from planning through implementation and system administration through day-to-day operations. Using this book's straightforward, step-by-step approach, you'll gain a strong real-world foundation in both the technology and business essentials of today's SAP products and applications—from the ground up. Step-by-step instructions walk you through the most common questions, issues, and tasks you'll encounter with SAP. Case study-based exercises help you build and test your knowledge. By the Way notes present interesting pieces of information. Did You Know? tips offer advice or teach an easier way. Watch Out! cautions warn about potential problems. Learn how to... Understand SAP's newest products for enterprises and small-to-midsize businesses, and choose the right solutions for your company Discover how SAP integrates with Web services and service-oriented architecture Develop an efficient roadmap for deploying SAP in your environment Plan your SAP implementation from business, functional, technical, and project management perspectives Leverage NetWeaver 7.0 features to streamline development and integration, and reduce cost Walk through a step-by-step SAP technical installation Master basic SAP system administration and operations Perform essential tasks such as logon, session management, and printing Build SAP queries and reports Prepare for SAP upgrades and enhancements Develop your own personal career as an SAP professional Register your book at informit.com/title/9780137142842 for convenient access to updates and corrections as they become available.

SAP on Azure Implementation Guide

Technical Principles and Programming

More with LeSS

Manage Your SAP Projects with SAP Activate

Migrating to SAP S/4HANA

SAP Revenue Accounting and Reporting and IFRS 15

When migrating to the cloud, no journey is the same. If you're ready to make the leap, you've come to the right place! From internal to public and private external cloud computing—discover which choice best fits your enterprise. With information on options for Infrastructure as a Service (IaaS) and Platform as a Service (PaaS), you'll learn to customize an implementation path and build a road map for migration. It's no longer whether or not to move to the cloud, but how. Let us show you. Cloud computing: Operation and migration.

Bring your cloud and on-premise applications together with SAP Cloud Platform Integration! Learn how to integrate processes and data in your system, step-by-step, by developing and configuring integration flows in the Cloud Foundry and Neo environments. Explore prepackaged integration content in the integration content catalog, debug and secure integration projects, enable B2B integration, develop custom adapters, and more. With this guide, master SAP Cloud Platform Integration! a. Fundamentals Find out how SAP Cloud Platform Integration fits into SAP's cloud strategy. Whether you're in the Cloud Foundry or Neo environment, explore its architecture and tools, and learn how to run your first integration flow. b. Integration Development Using prepackaged integration content? Developing custom integrations? Either way, this guide has you covered with step-by-step instructions and screenshots. Master the SAP Cloud Platform Integration runtime, including processes like debugging and error handling. c. Updated and Expanded Revised to include new SAP Cloud Platform Integration features including open connectors, ELSTER integration, AMQP and JMS adapters, integration flow processing simulation, and how to use the service on both Cloud Foundry and Neo. 1) Integration flows 2) Integration content catalog 3) Modeling synchronous and asynchronous scenarios 4) Debugging 5) Security 6) B2B integration 7) Root cause analysis 8) Web UI 9) Message mappings 10) SAP API Management

Learn how to migrate your SAP data to Azure simply and successfully. Key FeaturesLearn why Azure is suitable for business-critical systemsUnderstand how to migrate your SAP infrastructure to AzureUse Lift & shift migration, Lift & migrate, Lift & migrate to HANA, or Lift & transform to S/4HANABook Description Cloud technologies have now reached a level where even the most critical business systems can run on them. For most organizations SAP is the key business system. If SAP is unavailable for any reason then potentially your business stops. Because of this, it is understandable that you will be concerned whether such a critical system can run in the public cloud. However, the days when you truly ran your IT system on-premises have long since gone. Most organizations have been getting rid of their own data centers and increasingly moving to co-location facilities. In this context the public cloud is nothing more than an additional virtual data center connected to your existing network. There are typically two main reasons why you may consider migrating SAP to Azure: You need to replace the infrastructure that is currently running SAP, or you want to migrate SAP to a new database. Depending on your goal SAP offers different migration paths. You can decide either to migrate the current workload to Azure as-is, or to combine it with changing the database and execute both activities as a single step. SAP on Azure Implementation Guide covers the main migration options to lead you through migrating your SAP data to Azure simply and successfully. What you will learnSuccessfully migrate your SAP infrastructure to AzureUnderstand the security benefits of AzureSee how Azure can scale to meet the most demanding of business needsEnsure your SAP infrastructure maintains high availabilityIncrease business agility through cloud capabilitiesLeverage cloud-native capabilities to enhance SAPWho this book is for SAP on Azure Implementation Guide is designed to benefit existing SAP architects looking to migrate their SAP infrastructure to Azure. Whether you are an architect implementing the migration or an IT decision maker evaluating the benefits of migration, this book is for you.

In Large-Scale Scrum , Craig Larman and Bas Vodde offer the most direct, concise, actionable guide to reaping the full benefits of agile in distributed, global enterprises. Larman and Vodde have distilled their immense experience helping geographically distributed development organizations move to agile. Going beyond their previous books, they offer today's fastest, most focused guidance: "brass tacks" advice and field-proven best practices for achieving value fast, and achieving even more value as you move forward. Targeted to enterprise project participants and stakeholders, Large-Scale Scrum offers straight-to-the-point insights for scaling Scrum across the entire project lifecycle, from sprint planning to retrospective. Larman and Vodde help you: Implement proven Scrum frameworks for large-scale developments Scale requirements, planning, and product management Scale design and architecture Effectively manage defects and interruptions Integrate Scrum into multisite and offshore projects Choose the right adoption strategies and organizational designs This will be the go-to resource for enterprise stakeholders at all levels: everyone who wants to maximize the value of Scrum in large, complex projects.

Solution Selling: Creating Buyers in Difficult Selling Markets

Move your business data to the cloud

Production Planning and Control with SAP ERP

An Introduction

Integrated Business Planning

Implementing Integrated Business Planning

Most people have never been taught how to work. We are committed to our job and want to be good at what we do. We are neither lazy nor unwilling. But we do not always work effectively - we work hard but not always smart. To increase performance many people believe they need to do more. We spend less time with our loved ones, neglect our health and put our passions and hobbies on the back burner. And we end up frustrated, out of control and stressed. Work Smarter: Live Better will transform your life - learn simple and practical tools to be in control at work, learn how to gain an extra two hours per day, and learn how to make room for what is important to you! This journey will challenge your way of thinking about work. You will learn how to work smarter and more importantly, live better.

Transform your logistics operations with SAP S/4HANA! With this introduction, see what SAP has in store for each supply chain line of business: sales order management, manufacturing, inventory management, warehousing, and more. Discover how SAP Fiori apps and embedded analytics improve reporting, and explore the intersection between your supply chain processes and new SAP Leonardo technologies. Take your first look at SAP S/4HANA logistics, and see where it will take your business! a. Key Processes Advances in SAP S/4HANA are changing your supply chain. Explore planning and scheduling, transportation management, inventory management, manufacturing, warehousing, sourcing and procurement, plant maintenance, and more! b. The Future of Logistics Uncover what's new and improved in SAP S/4HANA for your logistics LOBs, such as centralized procurement to demand-driven MRP. See how technologies like IoT and machine learning can accelerate your core supply chain processes. c. Migration Once you see the logistics big picture, you can plan your next steps. Learn how to design your roadmap, evaluate your technical and functional conversion steps, and prepare your system for your desired migration path. 1) Sourcing and procurement 2) Inventory management 3) Warehouse management 4) Production planning 5) Manufacturing operations 6) Plant maintenance 7) Quality management 8) SAP Fiori applications 9) SAP Leonardo technologies 10) Implementation and migration 11) SAP S/4HANA 1809

Step up your SAP PP game! Learn how to configure SAP ERP Production Planning for discrete, process, and repetitive manufacturing and master BOM status definitions, process message characteristics, and master data. Dive into SAP PP workflows and use Process Management, release production orders, and create planning tables.

Covering everything from S&OP and MRP to SAP Demand Management and the Early Warning System, this book will help you get your production process to maximum efficiency!

Introduction to IFRS 15 and SAP revenue accounting and reporting -- Project execution approach -- Configuring SAP revenue accounting and reporting -- Transition strategy and options -- Business cases: telecom and high tech -- Conclusion

Strategic Shopper Marketing

Sourcing and Procurement in SAP S/4HANA

Commerce, Marketing, Sales, Service, and Billing with SAP

B2B Marketing

Listen to Your B2B Market, Generate Major Account Leads, and Build Client Relationships

Implementing Integrated Business PlanningA Guide Exemplified With Process Context and SAP IBP Use CasesSpringer

The organization pursuing digital transformation must embrace new ways to use and deploy integration technologies, so they can move quickly in a manner appropriate to the goals of multicloud, decentralization, and microservices. The integration layer must transform to allow organizations to move boldly in building new customer experiences, rather than forcing models for architecture and development that pull away from maximizing the organization's productivity. Many organizations have started embracing agile application techniques, such as microservice architecture, and are now seeing the benefits of that shift. This approach complements and accelerates an enterprise's API strategy. Businesses should also seek to use this approach to modernize their existing integration and messaging infrastructure to achieve more effective ways to manage and operate their integration services in their private or public cloud. This IBM® Redbooks® publication explores the merits of what we refer to as agile integration: a container-based, decentralized, and microservice-aligned approach for integration solutions that meets the demands of agility, scalability, and resilience required by digital transformation. It also discusses how the IBM Cloud Pak for Integration marks a significant leap forward in integration technology by embracing both a cloud-native approach and container technology to achieve the goals of agile integration. The target audiences for this book are cloud integration architects, IT specialists, and application developers.

Looking to get the big picture on SAP Hybris? Want to learn what's available--on premise and in the cloud--and how it fits into your CRM landscape? With this guide, you'll begin by understanding the functionality of the five main SAP Hybris solutions: sales, service, commerce, marketing, and billing. Then explore reporting and mobility options and see how each product integrates with existing SAP solutions. Connect better with your customers!

Unlock the potential of the Material Ledger in SAP S/4HANA with this comprehensive guide. Move beyond the basics and get the step-by-step instructions you need to configure and run actual costing, group valuation, profit center valuation, and more. Consult detailed screenshots and expert guidance as you dive deep into the major processes, specialized scenarios, and reporting and analytics. Master the Material Ledger from end to end! In this book, you'll learn about: a. Configuration Set up your Material Ledger processes, step by step. From account determination to parallel currencies to transfer pricing, understand how to configure your SAP S/4HANA system to suit your business. b. Key Functionality See the Material Ledger in action! Learn how to perform actual costing runs, use transfer pricing with group valuation and profit center valuation, complete balance sheet valuation, and more. c. Reporting Unpack your Material Ledger data. Discover your reporting tools: SAP Fiori apps, CDS views, and more. Then see how actual costing, parallel valuation, and inventory trend analytics can help you understand material value flows. Highlights include: 1) Actual costing 2) Parallel currencies 3) Group valuation 4) Profit center valuation 5) Parallel cost of goods manufactured 6) Balance sheet valuation 7) Peripheral applications 8) Reporting 9) Migration

The Comprehensive Guide

Implementing SAP S/4HANA

SAP Cloud Platform Integration

Performance Management in Retail and the Consumer Goods Industry

Best Practices and Case Studies

Fast Forward

SAP BW/4HANA has introduced a new era in data warehousing at SAP. Further steps towards simplification, flexibility, and performance are now possible with SAP HANA as the proven technological basis. SAP BW/4HANA offers modern concepts for data management, operation, and modeling and thus opens the door for fully innovative application scenarios. This book will show you how the SAP HANA database influences the Business Warehouse and how you can optimize your system. As a practical guide, the book is aimed at experienced SAP BW experts as well as decision makers who need a well-grounded overview. The authors address the versions SAP BW/4HANA 1.0 and SAP BW 7.5 in equal measure, highlighting new functions and differences. The book also focuses on the migration options and conversion tools for moving to SAP BW/4HANA. Use this reference book to enter the world of SAP BW with SAP HANA as the database platform! - Migration, sizing, operation, data management with SAP BW/4HANA and SAP BW 7.5 on HANA - The new central source Systems SAP HANA and ODP - New modeling options, mixed scenarios, LSA++, and differences compared to SAP BW 7.5 - The role of BW in operational SAP reporting

Transitioning to cloud HCM? With this guide, learn how to integrate SAP SuccessFactors into your HCM landscape. Connect Employee Central to SAP ERP, SAP S/4HANA, and third-party systems, and perform cross-module talent integrations between Recruiting, Onboarding, Learning, and more. Then create custom integrations using APIs, the Integration Center, SAP Cloud Platform, and templates to suit your organization's specific requirements. Chart your own path to HCM in the cloud! In this book, you'll learn about: a. Employee Central Integrations Configure the packaged integrations between Employee Central and SAP ERP or SAP S/4HANA, and migrate your personnel data using the InfoPorter. Learn how to connect to Employee Central Payroll and third-party systems such as Kronos or Benefitfocus. b. Talent Integrations Integrate SAP SuccessFactors talent modules such as Recruiting, Performance & Goals, Learning, and more. Enable the attract-and-acquire, pay-for-performance, and identify-and-grow processes in your SAP SuccessFactors landscape! c. Custom Integrations Where standard integrations end, custom integrations begin. Determine whether your requirements merit custom work, and learn how to create your own integrations. Walk through use cases and step-by-step examples for using APIs, the Integration Center, SAP Cloud Platform, or templates. Highlights include: 1) SAP ERP HCM and SAP S/4HANA 2) Employee Central 3) Employee Central Payroll 4) Recruiting and Onboarding 5) Learning 6) Compensation and Variable Pay 7) Performance and Goals 8) Custom integrations 9) SAP Cloud Platform 10) Integration Center 11) Data migration 12) Third-party systems

The first book devoted entirely to B2B social marketing B2B markets are fundamentally different from consumer markets. Decisions are made on value, not impulse. Buying cycles are complex, often with many stakeholders involved. Relationships and support are critical. Bet-the-business decisions demand discipline, knowledge, and lots of information. This hands-on guide covers topics unique to this segment, including cost justification,

prospecting and lead generation, matching tools to the sales funnel, building, B2B search engine optimization, social media monitoring, social media policy development, long-term client relationships, gaining stakeholder support, building a more transparent organization, and what's coming next. Features plentiful examples, case studies, and best practices Focuses on the channels that are most effective for B2B marketers Builds on the authors' more than 30 years of combined experience in the new media/social media space, as well as two previous successful books Leverage the vast business-to-business potential of Facebook, LinkedIn, Twitter, and many other social media platforms today with Social Marketing to the Business Customer!

Phases of SAP Activate MethodologyKey features 400 PLUS Real-time SAP Activate & SAP S/4 HANA Interview questions and answers Numerous Tricky Real-time SAP Activate Case Studies and Demos SAP S/4 HANA-Approach & Guidelines Explore the application scenarios of SAP Activate SAP Activate issues and challenges in large-, mid- and small-scale projects and mitigation plan Digital transformation tips and tricks Intelligent enterprise tips and tricks Integration of SAP S/4HANA with machine learning intelligence.DescriptionThe book promises to make you understand and practise the SAP Activate Framework. The focus is to take you on a journey of all the phases of SAP Activate methodology and make you understand all the phases with real life examples, lessons learnt, accelerators and best practices. Well articulation on how SAP Activate methodology can be used through real-world use cases, with a comprehensive discussion on Agile and Scrum, in the context of SAP Project. SAP Activate is an innovative, next generation business suite that allows producing working deliverables straight away. SAP Activate Methodology is a harmonized agile implementation approach for cloud, on premise, and hybrid deployments for delivering shippable product increments in an iterative and incremental way.What will you learnYou will get familiar with SAP S4HANA which is an incredibly innovative platform for businesses that can store business data, interpret it, analyze it, process it in real time, and use it when it is needed depending upon the business requirement. This book articulates integration of SAP S/4HANA with machine learning intelligence, intelligent enterprise tips & tricks, SAP Geographical Enablement Framework, Agricultural Contract Management, SAP Activate issues and challenges in large-, mid- and small-scale projects and mitigation plan, Fit/Gap Workshops, Master Data Management, Vendor-Managed Inventory, useful Tips & Tricks for successful implementation of any Greenfield or brownfield, use of Agile, Scrum, Kanban, XP in SAP S/4 HANA Project and contains 400 PLUS Real-time SAP Activate & SAP S/4 HANA Interview questions and answers. Who this book is forSAP Consultants, SAP technical, business analysts, architects, team leads, project Leads, project managers, account manager, account executives, CEO, CTO, COO, CIO, Sr. VP, and Directors. Table of contents1. SAP Activate Methodology - Introduction2. Journey New Implementation (In Cloud)3. Journey New Implementation (On-Premise)4. Journey System Conversion for SAP S/4 HANA 5. Journey Landscape Transformation for SAP S/4 HANA 6. Activate Methodology and SAP Activate - Top 410 Plus7. SAP S/4 HANA and SAP Activate - Test your knowledge8. SAP S/4 HANA and SAP Activate - Key TakeawaysAbout the authorSudipta Malakar is an accomplished IT SAP Project Manager, Program Manager, Agile Coach with 15+ years of experience in directing SAP DEV teams in supporting many major fortune 500 clients in multiple large accounts that include more than 7 years of experience in IT Project/Program & Solution Delivery Management and 5+ years of experience in Agile as SCRUM Master, Agile Coach. He is certified Disruptive Strategy professional from HBX Harvard Business School, USA, Bachelor degree in Technology (B. TECH) in Chemical Technology from Calcutta University. He is certified Sr. Project Manager in (Prince-2), CSP(R), CSM(R), KMP, ICP-ACC(R), TKP(R), ITIL, DevOps, ISO, Lean Six Sigma Black Belt, CMMi.

SAP BW/4HANA and BW on HANA Sales and Distribution in SAP ERP

Operating SAP in the Cloud

SAP S/4HANA Cloud

Sales and Operations Planning with SAP IBP

Material Ledger in SAP S/4HANA

Explore and use the agile techniques of SAP Activate Framework in your SAP Projects. About This Book Explore the three pillars of SAP Activate and see how it works in different scenario. Understand and Implement Agile and Scrum concepts in SAP Activate. Get to Grip with SAP Activate framework and manage your SAP projects effectively. Who This Book Is For This book is for readers who want to understand the working of SAP Activate and use it to manage SAP projects. Prior knowledge of SAP Hana is must. What You Will Learn Understand the fundamentals of SAP S/4/HANA. Get familiar with the structure and characteristics of SAP Activate. Explore the application scenarios of SAP Activate. Use Agile and Scrum in SAP Projects effectively and efficiently Implement your learning into a sample project to explore and understand the benefits of SAP Activate methodology. In Detail It has been a general observation that most SAP consultants and professionals are used to the conventional waterfall methodology. Traditionally, this method has been there for ages and we all grew up learning about it and started practicing it in real world. The evolution of agile methodology has revolutionized the way we manage our projects and businesses. SAP Activate is an innovative, next generation business suite that allows producing working deliverables straight away. Manage your SAP Project with SAP Activate, will take your learning to the next level. The book promises to make you understand and practice the SAP Activate Framework. The focus is to take you on a journey of all the phases of SAP Activate methodology and make you understand all the phases with real time project examples. The author explains how SAP Activate methodology can be used through real-world use cases, with a comprehensive discussion on Agile and Scrum, in the context of SAP Project. You will get familiar with SAP S4HANA which is an incredibly innovative platform for businesses which can store business data, interpret it, analyze it, process it in real time, and use it when it's needed depending upon the business requirement. Style and approach An easy to follow approach with concepts explained via scenarios and project examples

This book offers essential insights into various management concepts for retail and consumer packaged goods companies. Addressing a range of topics in the field of performance management, it presents concepts for management control, management reporting, planning & forecasting, as well as digitization-related aspects. The contributing authors share valuable lessons learned from real-world consulting projects and present innovative approaches to successful and effective management control at retail and consumer packaged goods companies.

Whether you're upgrading an existing billing system or moving to a subscription- or consumption-based model, SAP BRIM is ready--and here's is your guide! From subscription order management and charging to invoicing and contract accounting, get step-by-step instructions for each piece of the billing puzzle. For setup, execution, or analytics, follow a continuous case study through each billing process. With this book, join the future of billing! a. End-to-End Billing Learn the what and the why of SAP BRIM, and then master the how! Charging, invoicing, contract accounts receivable and payable, and subscription order management--see how to streamline billing with the SAP BRIM solutions. b. Configuration and Functionally Set up and use SAP BRIM tools: Subscription Order Management, SAP Convergent Charging, SAP Convergent Invoicing, FI-CA, and more. Implement them individually or as part of an integrated landscape. c. SAP BRIM in Action Meet Martex Corp., a fictional telecommunications case study and your guide through the SAP BRIM suite. Follow its path to subscription-based billing and learn from billing industry best practices! 1) SAP Billing and Revenue Innovation Management 2) Subscription order management 3) SAP Convergent Charging 4) SAP Convergent Invoicing 5) Contracts accounting (FI-CA) 6) SAP Convergent Mediation 7) Reporting and analytics 8) Implementation 9) Project management

Discover the next generation of BI with this guide to SAP Analytics Cloud! Get your data into the system and see which data models to use in which situations. Next, learn about stories--how to create visualizations for them, publish them, and enhance them. With information on using SAP Analytics Cloud for financial planning, predictive analytics, dashboard creation, and more, this book is your one-stop shop! Highlights include: 1) Data modeling 2) Stories 3) Visualizations 4) Dashboards 5) Financial planning 6) Predictive analytics 7) SAP Analytics Cloud, analytics designer 8) SAP Digital Boardroom 9) SAP Analytics Hub 10) Data integration 11) Configuration

SAP CRM

SAP S/4HANA Financial Accounting Certification Guide

A Guidebook for the Classroom to the Boardroom

Application Associate Exam

Social Marketing to the Business Customer

SAP Bw/4hana 2.0

"Ready to get S&OP working for you? See how to configure SAP Integrated Business Planning to fit your organization, from master data types to planning levels. Then execute demand planning, perform unconstrained or constrained supply planning, and cons views with step-by-step instructions. Get more out of your new SAP IBP implementation with what-if scenarios, KPIs, dashboards, and built-in integrations"--

This book provides comprehensive guidance on leveraging SAP IBP technology to connect strategic (to be understood as long term SC&O), tactical and operational planning into one coherent process framework, presenting experience shared by practitioners presentations, business, and IT transformation projects. It offers use cases and a wealth of practical tips to ensure that readers understand the challenges and advantages of IBP implementation. The book starts by characterizing disconnected planning and elements of a transformation project approach. It explains the functional foundations and SAP Hybris, Trade Promotion Planning, Customer Business Planning, ARIBA, and S/4 integration with SAP IBP. It then presents process for integrating finance in IBP. An monthly planning are taken as examples of explain Long term planning (in some companies labeled as strategic). The core of the book is about sales and operations planning (S&OP) and its process steps, product demand, supply review, integrated reconciliation review, illustrating all steps with use cases. It describes unconstrained and constrained optimized supply planning, inventory optimization, shelf life planning. We explain how to improve responsiveness with order-based allocation planning, sales order confirm management coupled with simultaneous re-planning of supply. The book closes with a chapter on performance measurement, measurement of effectiveness, efficiency, and adherence.

What will your financial transformation look like? This introduction to SAP S/4HANA Finance shows you next-generation finance in the new suite: financial accounting, management accounting, risk management, financial planning, and more. Consider how each S/4HANA, and explore the SAP Fiori apps that help you meet today's business user and reporting requirements. From previewing project planning to navigating deployment options, take your first steps toward financial transformation! a. The Basics Explore financial planning with SAP's new platform. Discover the system, the database, the UI, and more--all from a business perspective. Then, understand how an SAP S/4HANA Finance implementation would impact your organization. b. Core Processes Financial transformation affects SAP S/4HANA does for management accounting, treasury and risk management, financial close, consolidation, reporting, and more. c. From Planning to Go-Live Get a head start on project preparation! See how SAP S/4HANA Finance fits into your IT landscape deployment options: on-premise, hybrid, or cloud. Highlights Include: 1) Universal Journal 2) SAP HANA 3) Management accounting 4) Financial close and consolidation 5) Reporting and analytics 6) Treasury and Risk Management 7) SAP Fiori applications 8) Digital adoption 9) Financial transformation 10) SAP S/4HANA

This book presents a comprehensive introduction to Integrated Business Planning (IBP), building on practitioner's experience and showcasing the value gains when moving from disconnected planning to IBP. It also proposes a road map for the transformation of technological initiatives, business priorities and organizational processes, and demonstrates how to motivate different IBP stakeholders to work together, when and how to connect strategic (to be understood as long term SC&O), tactical and operational planning functional and data integration features of SAP IBP. Real-world business-process use cases help to show the practical implications of implementing SAP IBP. Furthermore the book explores new capabilities, talent acquisition and retention, career development and Expertise. A discussion of how disruptive technology trends like big data, Internet of Things, machine learning and artificial intelligence can influence IBP now and in the near future rounds out the book.

SAP S/4HANA

SAP C/4HANA

SAP

SAP Analytics Cloud

A Guide Exemplified With Process Context and SAP IBP Use Cases

SAP Hybris

Strategic Shopper Marketing provides a uniquely strategic perspective on the " anything, anywhere, anytime " retail revolution. Following the principles set out by leading global consultant Georg August Krentzel, a practitioner can connect shopper marketing principles with strategic concerns, aligning it with other disciplines like marketing, sales and distribution to connect their route to purchase with their route to market. Providing professionals with a theoretically well-founded understanding of shopper marketing, the book charts the history and development of shopper marketing and describes the newest developments and changes in the marketplace that impact how shoppers need to be activated to generate profitable sales and loyalty. The book presents a guideline with examples and numerous illustrations to develop successful shopper marketing strategies across different sales channels. Focused on practice, but with solid theoretical foundations, practical insights and methodologies, and enriched with examples, this book is ideal for marketing practitioners at strategic levels looking to integrate shopper marketing principles into their organization, as well as for those less experienced practitioners learning the principles, and those in marketing education.

Are you a founder searching for customers to grow your B2B startup? Fast Forward will help you find, win, and keep customers. This detailed guide on B2B sales tells you how to grow your revenue from zero to 1 million, 10 million and 100 million. The authors share more than 40 years of successful operating experience as startup founder, senior executive, board member, mentor, and investor in startups. Fast Forward outlines their insider ' s perspective on market segmentation, pricing, contract negotiation, sales process, customer conversations, pipeline management, reporting, sales organization, and customer success. Fast Forward also features exclusive advice from more than 30 top-tier B2B startup founders and CEOs, including: Moritz Zimmermann (Hybris, now SAP) - Neil Ryland (Peakon, now Workday) - Peter Carlsson (Northvolt) - Bastian Nominacher (Celonis) - Erez Galonska (Infarm) - Veronika Riederle (Demodesk) - Jonas Rieke (Personio) - Matt Robinson (GoCardless) - Nicolas Dessaigne (Algolia) - Jörg G. Beyer (LeanIX) - Firmin Zocchetto (Payfit) - Avinoam Nowogrodski (Clarizen) " This book demystifies the sales journey, breaking it down into clear phases, and is packed with hands-on, pragmatic advice. To save time and avoid mistakes, read this book. " - Bastian Nominacher, Co-Founder & Co-CEO, Celonis

Accelerating B2B Sales for Startups

Logistics with SAP S/4HANA

SAP S/4HANA Finance

Business Processes and Configuration

Practical Ways to Change Your Work Habits and Transform Your Life

SAP Billing and Revenue Innovation Management