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## S/4HANA Business Process Benefits - Sales Reporting and Analytics

As more SAP customers begin planning for a conversion from ECC to S/4HANA, the business case for doing so is still not clear to many. Broad generalizations using terms such as “digital core” and “intelligent enterprise” abound in the marketing literature, but many customers are still searching for the specific features that will benefit them after a move to S/4HANA.

At CONTAX, our goal is to help customers navigate thru the S/4HANA journey. Our white papers showcase some of the key business process benefits and reasons for migrating to S/4HANA.

A conversion to S/4HANA is a business transformation project, not just another technical upgrade. S/4HANA is the next generation business suite of Enterprise Resource Planning (ERP) that provides superior features and functionality. It has a simpler data model that eliminates unnecessary processes which in turn increases productivity and minimizes complexity.

This blog will focus on a few key improvements we have seen in S/4HANA in the Sales Reporting and Analytics area.

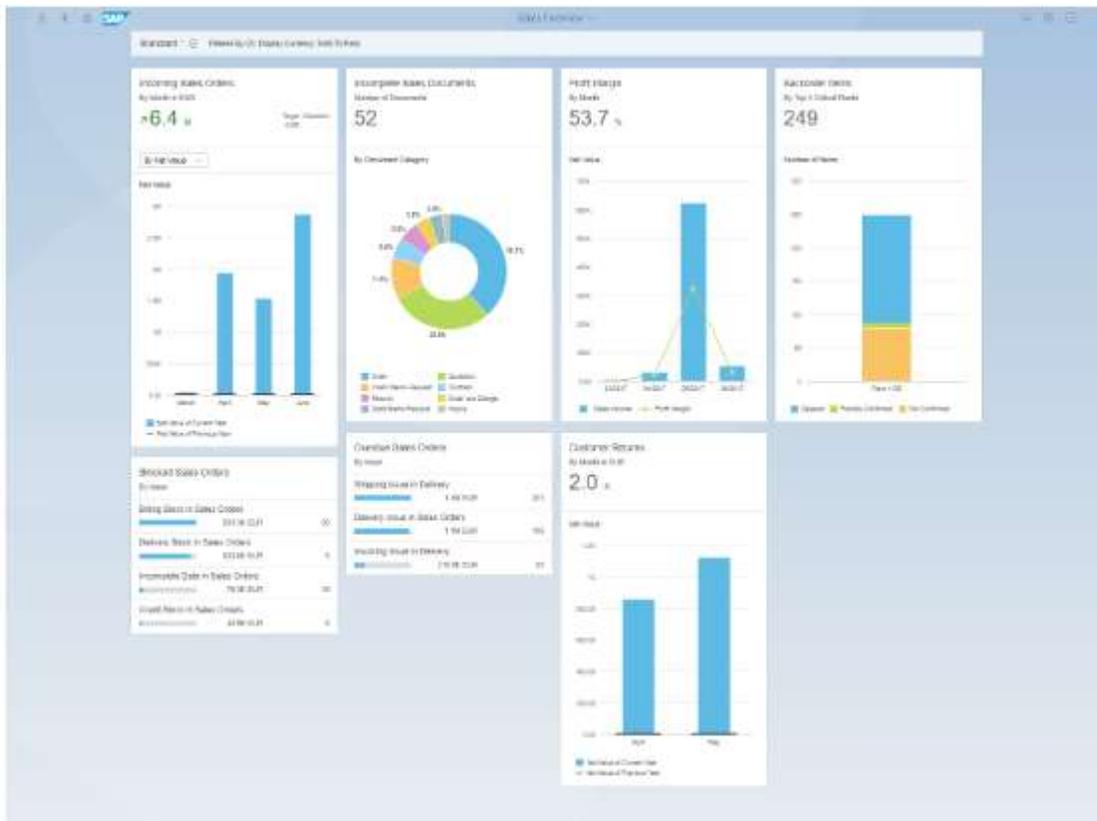
### Key benefits of S/4HANA Sales Reporting and Analytics

- An out-of-the-box Sales Overview interactive dashboards
- Customer 360° view – a single customer view of aggregated sales data from the past and the present
- Embedded Analytics built into key Sales and Distribution business processes
- The ability to drill from a report into a transaction without the need to open a new window; therefore, users can focus on the important task and make timely decisions

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With the addition of analytical apps built in Fiori, the sales reporting has improved dramatically to help improve the user experience compared to old SIS reporting (Sales Information System). S/4HANA comes with Overview pages and Dashboard Fiori apps, which allows users to leverage embedded analytics with real-time information to provide better insight and take action.

With SAP S/4HANA Sales Management Overview Fiori app, a sales manager can review their important sales KPIs like customer returns, incoming sales orders, blocked sales orders, profit margin, etc., and drill into any details and respond quickly. Below is an example of the overview page.



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For customer service reps, there is a similar overview dashboard called My Sales Overview Fiori app, that provides an overview of the various sales transaction activities like open sales orders, blocked credit memo requests, sales order fulfillment, etc. It provides a snapshot and as the ability to filter the list of sales transactions to narrow down your search.

A user can personalize their view on their own by saving selection variants, setting defaults to fields like sales organization and selecting the sales reporting tiles/cards they would like to view. From the overview page, a user can drill into the sales transaction details and perform any updates. A Quick Action card is included in the overview page to allow users to create a sales order or other sales documents. My Sales Overview Fiori App is designed to be a single-entry point for customer service reps to have access to all the important transactions they would use daily.

