

TALK TO OUR EXPERTS:

THE TWO-TIER CLOUD ERP STRATEGY





ACLOUDEAR



stronger than one

OUR EXPERTS



Tomas has more than 20 years of experience selling and delivering IT solutions, mainly based on SAP Technology, for Large Enterprise and Small and Midsized companies in Latin America, Europe and the US.



When it comes to harmonising our customers global SAP landscape, we are able to best meet our customers needs by partnering with other UVARs members. This creates two major advantages to our internationalising customers: Global reach and local excellence. Read about our experts' experiences with the Cloud ERP two-tier strategy.



HEAD OF IMPLEMENTATION CLOUD ERP, ALL FOR ONE STEEB, UNITED VARS MEMBER GERMANY / AUSTRIA Having 10 years of experience in delivering Cloud ERP globally, Thomas is heading All for One Steeb's consulting practice for SAP Cloud ERP in Germany and Austria.



TANKLER WANG

VP SERVICE, ACLOUDEAR, UNITED VARS MEMBER CHINA Tankler spent his entire career in the ERP industry. For over 15 years he has worked in different positions at an international ERP software vendor, leading the support team, consultant team and R&D team.



BOB ATKINSON

MANAGING DIRECTOR, IN CLOUD SOLUTIONS, UNITED VARS MEMBER UK Bob has 20 years experience with SAP starting in their SMB team and now running In Cloud Solutions - the centre of expertise for SAP Business Design in the UK.



TOMAS FERTIG

PRESIDENT AND CEO OF SEIDOR USA, UNITED VARS MEMBER USA 4



Question: What are the challenges of SAP rollout projects for globalizing companies?

Fertig: Global companies running a worldclass solution in their corporate offices and bigger subsidiaries mostly struggle to rollout such big corporate solutions to their smaller subsidiaries. However, all these small acquisitions and subsidiaries implement several different local applications, which with time becomes a nightmare to manage, update and support.

Question: How do your customers handle those different local adaptions and how do you support them through this?

Fertig: Well, most companies start to define a Two-Tier strategy, with a Tier 1 solution for their corporate offices and bigger subsidiaries, and a Tier 2 solution for their smaller subsidiaries and acquisitions. SAP Business ByDesign (ByD) is a perfect fit for this strategy as a Tier 2 solution because it allows for a quick implementation, global coverage and centralized support, as well as simple usage and lower cost incurrence. Most of our Two-Tier customers have corporate offices running ECC or S4HANA and decide to implement Business ByD in their smaller subsidiaries and acquisitions. We define a Decision Tree to pre-define where Tier 1 or Tier 2 solutions apply, and then help them with defining template/s and rollouts. Rollouts can be anywhere in the world, and the type of subsidiaries depends on the customer, but typically have simpler processes than the corporate offices and bigger subsidiaries

Question: What is the United VARs concept? And what is Seidor's role in the global cooperation projects?

Fertig: In United VARs we are designed to deliver global projects and Two-Tier strategies perfectly match our capabilities because we are able to offer international coverage and local support through the member network at a lower cost than the big consulting companies; all in all in over 90 countries.

In the US, we are the go-to option for Tier 2 implementations. However, Seidor has subsidaries in a couple of countries besides the US, such as Spain, South Africa, in Latin America and the UAE, therefore we can also help with global Tier 1 deployment around ECC and S4HANA in those countries. However, in Two-Tier strategies, most of the times we help implementing the Tier 2 subsidiaries with ByD.

WE ARE ABLE TO OFFER INTERNATIONAL COVERAGE AND LOCAL SUPPORT THROUGH THE MEMBER NETWORK AT A LOWER COST THAN THE BIG CONSULTING COMPANIES.

Tomas Fertig, CEO, Seidor USA, United VARs member USA

THOMAS KRAMER

HEAD OF IMPLEMENTATION CLOUD ERP, ALL FOR ONE STEEB, UNITED VARS MEMBER AUSTRIA/GERMANY

Question: Given the fact that Germany is considered worldwide to be an "export world champion", is the Two-Tiers strategy relevant to German customers anyway?

Kramer: The Two-Tier strategy is a really important cornerstone to complete our portfolio. The German "Mittelstand" is famous for its international presence and global business network. At All for One Steeb we are approached by many SAP ECC customers to discuss their scenario for a streamlined solution targeting their subsidiaries. They look for a lighter, simpler, cheaper and more agile way to integrate the processes of their subsidiaries into suitable software solutions. This is where ByD comes into the game in order to establish an agile and stable ERP solution for subsidiaries, leveraging the similarity of data and process models to simplify potential integrations to the HQ's systems.

Question: What previous Two-Tier strategy implementation experiences stand out? Has All for One Steeb been involved in many of these rollouts?

Kramer: In the last years, we were involved in a large number of Two-Tier cases. The range of projects starts with customers with one subsidiary and ends with international customers implementing ByD across



the globe in Asia, the Americas or Africa.

being involved.

in only 9 months.

Read HMD Success Story Now.

One of the largest implementations was a

case with a Finnish big company, HMD Glo-

bal Oy, who implemented ByD in more than

10 different entities with five UVARs partner

With All for One Steeb as the implementa-

tion partner in Germany, it only took us a few

days. However, together with the other United

VARs members - Sofigate, Seidor, Acloudear

and InCloud Solutions, the whole global im-

plementation in 33 countries was completed

TANKLER WANG

VP SERVICE, ACLOUDEAR, UNITED VARS MEMBER CHINA •



Question: What about the Two-Tier Strategy in China: Do you think that it is beneficial for Chinese companies to adopt it?

Wang: The Two-Tier strategy in China is a new concept. Most local companies decided on only the Tier 1 strategy like ECC or S4 but not the Tier 2 solutions for their subsidiaries. Especially if the company has subsidiaries outside of China, it will be very difficult to roll out the local ERP to those foreign subsidiaries.

Nevertheless, China's market is the fastest growing market in the world. There are many acquisitions and openings of new subsidiaries every year. A Two-Tier strategy could support the quick adoption of these changes and merge these subsidiaries into corporate management, as it is quite an easy implementation.

Question: In short words, what are the most important advantages of the Two-Tiers Strategy?

Wang: The most important advantages of the Two-Tiers strategy are: Fast implementation, cost efficiency and global service standardization. The customer saves time and money compared with the One-Tier strategy. The subsidiaries are not required to select a solution but share the investment from the HQ or other subsidaries.

Besides, the Two-Tiers Strategy meets special requirements of the subsidiary for customised scenarios or development. It provides a reliable solution, as well as a standardized template for deploying the solution fast to subsidiaries and reducing the risk of project failure.

Question: Which experiences has Acloudear had in terms of implementing a Two-Tier strategy with other United VARs members?

Wang: Acloudear focused on global customers who rollout SAP Business ByDesign into China, especially as a Two-Tier strategy, in the past 7 years. We worked closely with United VARs members to implement over 100 SAP ByD projects. Recently, we have more local customers who plan to rollout SAP ByD from China to other countries, too. At this point the cooperation with global partners becomes even more important to us.

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IT IS A LOT OF HARD WORK TO REPLACE A WHOLE SYSTEM AND MOVE TO THE CLOUD. THE NEXT STEP WOULD BE TO TURN IT INTO A HYBRID SOLUTION, USING BYD AS A TWO-TIER SOLUTION.

ob Atkinson, lanaging Director, nCloud Solutions, Inited VARs member

BOB ATKINSON

MANAGING DIRECTOR, INCLOUD SOLUTIONS, UNITED VARS MEMBER UK #

Question: What are the previous experiences InCloud Solutions have had with SAP Business ByDesign's Two-Tier strategy? Is there one experience that stands out? How did it help a customer?

Atkinson: The Two-Tier strategy that we have implemented was for the UK company Nicoventures Limited, which is a spinoff from BAT (British American Tobacco) and the reason they implemented it was to reach a lower cost of ownership. Usually, when a company undergoes a new venture, it needs it to report into the main ECC system, but it doesn't know how long it's going to last, and it could have differences in the financial structure. Therefore, it's a lot quicker and easier to put in ByD and then bring up the daily balances for management reporting into the ECC, which is exactly what we have done.

Question: Could you explain why Business ByDesign's Two-Tier strategy is beneficial for United VARs customers?

Atkinson: United VARs customers are generally not the big global companies. They are smaller and some of them can be turned over half a billion or a billion, but they have not got a huge budget. A lot of the UVARs partners look after the ECC solutions quite rightly, to give good value for money local-



Question: What type of companies should implement a Two-Tier strategy?

Atkinson: The companies who are expanding globally and have high turnover, for instance, a tech company with a turnover of more than 2 billion and based in North America. Europe. China, and India, that did not make it into other markets. From a technological point of view, it's very expensive to deploy an ECC system into other foreign regions, unless all are going to speak English and unless you can get absolutely every culture to follow exactly what you want to do in the western world. Usually, there is not enough profit in their market place to spend that amount of money, whereas ByD can achieve a good integration while keeping the costs down and still having a viable business.



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Seidor is a technology consulting firm offering a wide range of solutions and services: consulting, implementation, development and maintenance of applications and infrastructure, and outsourcing services. With a turnover of €414 million in financial year 2018 and a staff of over 4,700 highly qualified professionals, Seidor has a direct presence in over 30 countries within: Europe, Latin America, the United States, the Middle East, and Africa, providing services to over 7,000 clients. Seidor is a major service partner of the leading technology firms, including SAP, Microsoft, IBM and Adobe. We are also a founder member of the United VARs network and an SAP platinum partner.

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Acloudear is a leading SAP Cloud-First offering service partner in the Great China Region. Our main focus is on SAP Cloud ERP and Cloud CRM and to provide best-in-class service for international companies. Regarding local & legal requirements in China, we specialize in local solutions including E-Banking integration, Golden Tax integration, and E-Commerce (Alibaba and JD, etc.) integration solution based on SAP Cloud. We have served many global customers to rollout SAP Cloud to their Chinese subsidiaries, including Thales, Medtronic, Vorwerk, Filtran, Cantel, HMD etc.

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ALL FOR ONE STEEB

All for One Steeb is the No. 1 in the German-speaking SAP market and the leading IT house. The full service portfolio includes integrated solutions and services along the entire IT value chain, from management and technology consulting, to SAP industry solutions and cloud applications, to highly scalable hosting and cloud services from German data centers.

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IN CLOUD SOLUTIONS

In Cloud Solutions are experts in the ERP solution SAP's Business ByDesign, one of the best cloud based ERP solutions in the world. Together we can optimise your company, making it future ready and future proof. We pride ourselves on the strength of our relationships with clients built up over 20 years of implementing software as a service. We are small enough to take a genuine interest in your company, but have the backing of a world class blue chip organisation SAP, who have awarded us Platinum Status for our expertise. We are ambitious for you and your success ensures ours. We know one size does not fit all so get in touch and let us help you to fine tune your business operations and achieve continuous improvements within your organisation

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United VARs

Seidor, All for One Steeb, Acloudear and InCloud Solutions are hand-selected member companies of United VARs, the leading global alliance of SAP Solution providers. 50 member companies in over 90 countries collaborate for your global SAP implementation, and guarantee the best local & legal support. For more information visit www.united-vars.com and follow us:



