Lessons on Implementing your Cloud

STRATEGY BY JOHNNY CASH: “ONE PIECE AT A TIME?”

What model Cadillac did the GM factory worker drive? It’s a ’49, ’50, ’51, ’52 Automobile; it’s a ’61, ’62, ’63. The Man in Black shared some strategic IT insight from his ’76 classic, “One Piece at a Time.” Does your ERP Application Roadmap remind you of Johnny’s Cadillac?

“Til we tried to put it all together one night, the transmission was a ’53 and the motor turned out to be a ’73.

And when we tried to put in all the bolts, all the holes were gone... and with a little bit of help from an adapter kit We got that engine runnin fine.”

Does that sound familiar; ERP application systems created “One Piece at a Time”: legacy, heterogeneous on-premise and now cloud applications?

Do you want to avoid having a Roadmap that looks like Johnny’s Cadillac?

You don’t have to carry all the pieces out in your lunch box. In this edition, we share a few articles on SAPPHIRE and SAP Hybris Cloud for Customer.

Now the headlight’ was another sight; we had two on the left and one on the right.

Who wants their system developed piecemeal like that? It’s not good for the company, the project teams, or the final product. Companies have only done it this way because they thought they had to, for budgetary or schedule reasons.

Our feature article on SAP Hybris Cloud for Customer (C4C) highlights how far this trendsetting SaaS app has come. You will want to see how fast this baby has grown up. Years ago, SAP Cloud CRM was so far behind; you needed the Hubble telescope to see it.

Now, Hybris C4C is competing against and winning the head-to-head competition against SFDC and other cloud CRM apps. For anyone interested in a single vendor footprint for your Customer Engagement applications, take a look at SAP.

One of the best SAPPHIRE sessions was held on the Partner Day, the day before SAPPHIRE officially started. The “Called to Lead Summit” focused on leadership and diversity. A key takeaway from this Summit was “Diversity is no longer a "nice-to-have": It’s good business and critical to company profitability and sustainability.”

In addition, the audience was enlightened with these powerful sessions:

• Being Present – by Amy Cuddy, Harvard Professor and Author
• Leadership and Diversity Panel – hosted by Vanessa Smith, Chief of Staff, Office of the CEO
• Fireside Chat with Arianna Huffington, co-founder of the Huffington Post, and Jen Morgan

Titan Consulting is privileged to partner with SAP and committed to the Summit. We are also committed to our customers to develop a realistic, comprehensive plan for implementing ERP or doing upgrades that will avoid the pain of the “One Piece at a Time” approach.

What model is it? It’s a ’49, ’50, ’51, ’52 automobile; it’s a ’61, ’62, ’63. This is a classic song, but not a winning roadmap for your on-premise and cloud applications. If you want your systems to hum like a finely tuned Cadillac, give Titan Consulting a call. Our Advisory Services provides the diagnostic and evaluation to ensure that your SAP applications run so that you would be proud to drive.

- Mark Vasinda

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Bill McDermott and Bernd Luekert during their SAPPHIRE keynote presentations claimed, “CRM is Dead!” While we do not think that CRM is dead, we do think the customer-centric model for CRM is evolving in the digital economy. This statement was meant as a shot across the bow and serve notice that SAP’s cloud solutions are worth a look!

In April, SAP renamed their Cloud for Customer solution as SAP Hybris Cloud for Customer (C4C). Why change the name; to raise awareness of the game-changing capabilities of one of their recent best-of-breed investments, Hybris.

SAP Hybris Cloud for Customer (C4C) has come a long way!

91% of customers expect more from their sales partners. Also, less than 10% of executives feel like time spent with salespeople is worth their time. The result is that salespeople will need to be better equipped to support their customers.

Successful companies will need to equip their sales teams with the right information to win their trust and their business. Customers want IT Partners to:

- Demonstrate high levels of product and service knowledge;
- Act like a partner engaged in their business, not just a vendor;
- Provide relevant and meaningful insights.

How can your sales reps win your customer’s business with C4C?

- Enables enterprise-wide visibility of what matters most to your customers;
- Tracks interactions across multiple channels – social platforms, eCommerce, EDI, etc.;
- Provides Anywhere Workplace: mobile, laptop, desktop;
- Analyzes sales, markets, products and pipeline;
- Integrates with calendar, eMail, and other desktop applications.

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Time to look at SAP Hybris Cloud for Customer

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I’d like to Connect with you on LinkedIn

5 Steps to Build your Brand on LinkedIn

A few years ago, I was one of the many that resisted the gravity of social media. I was not active on Facebook, Twitter or LinkedIn. But I wanted to build my career and earn a better position. I saw some posts from peers and colleagues and admired the results they were getting. I wanted to be a part of that trend and build my career leveraging LinkedIn.

How do you build your brand on LinkedIn?

“Relevance” is the key measure in the LinkedIn algorithm. Lists and “People You May Know” (PYMK) are presented based on a comparison of peers by evaluating the words and phrases used in profiles. The stronger the match to the LinkedIn algorithm, the higher the relevance and appearance on search lists. It does not take a complete rewrite of your profile to improve your relevance.

1. Use a Professional Photograph – The question asked when you look at a photo, do I want to do business with this person? Take the time, invest the money, and get a professional photo taken and posted on LinkedIn.

2. The Headline is your Marquee – This is your first impression. As the saying goes; you never get a second chance to make a first impression.

3. The Summary is your 30-second spiel – The biggest mistake professionals make, they say how many years of experience they have, “I have 22 years of blah, blah, experience.” Focus on what your customer gets from those years of experience!

4. Give the Short Version of your Experience – This is not your resume. Tease the viewer, peak their curiosity, so they want to connect and possibly hire you.

5. The 5th item is your preference. If you have a unique skill, like sword-swallowing, you may want to call attention to this. Personally, I like ‘Interests.’ I can expand on items of personal interest to me, my passions, programs and initiatives I support; it rounds out my professional profile.

If you want to see more tips on how to build your brand on LinkedIn, click here.
Do you have a diverse workplace?

One of the events that did not get as much publicity as HANA or S/4 HANA was the “Called to Lead Summit.” This Summit, previously referred to as the Woman’s Leadership Summit, was hosted by Jen Morgan, president of SAP North America, and attracted over 500 woman and men on Monday afternoon.

Over the course of the afternoon, there were many notable quotes and ideas shared on the benefits of diversity in the workplace. We will share three areas and the snippets of wisdom from each session. The key takeaway from the Summit was diversity is no longer just a “nice to have” – it’s good for business and critical to company profitability and sustainability. And without inclusivity, there is no diversity.

- **Being Present** – by Amy Cuddy, Harvard Professor, and Author
- **Leadership and Diversity Panel** – hosted by Vanessa Smith, Chief of Staff, Office of the CEO
- **Fireside Chat with Arianna Huffington**, co-founder of the Huffington Post, and Jen Morgan

Before Amy’s keynote, Anka Wittenberg, SAP’s chief diversity, and inclusion officer shared some of SAP’s focus and plans for diversity. She said “by raising employee engagement by just one percent, we see an increase in $45-$48 million. If our employees are happy, our customers are happy!”

Amy Cuddy kicked-off the keynote and immediately engaged the audience with the importance of being present and feeling right. To emphasize the importance of the “Power Pose,” she shared a lovely story, “Saving Draumur,” about a depressed and downtrodden horse. Draumur regained his power and presence through play and recaptured his true spirit. You’ll love the [Video](#).

Amy shared photos of animals and athletes getting into their victory pose, arms outstretched, chests extended, head held high. This is a power pose. A favorite example was the famed “Haka” performed by World Rugby Champions, New Zealand’s All Blacks.

The Haka is a traditional ancestral war dance that is performed before each game and is intended to get the All Blacks ready for battle, but also to intimidate the opposition. Before your next big meeting and presentation, get into the right frame of mind by doing the Haka!

During the Panel Discussion on Leadership and Diversity, executives were posed with some challenging questions by host Vanessa Smith. While most of the panelists were women, Bob Nardelli, former CEO of Home Depot and Chrysler emphasized the importance of diversity through the diversity of thought.

He shared his experiences when working for Jack Welch at GE or with his teams; he valued when someone had the courage to offer a different point of view. This response was raised when Vanessa asked: “how Millennials will impact the workplace?”

During the Fireside Chat, Arianna Huffington shared some insight from her new book, The Sleep Revolution. The gist of the book is that you have to turn yourself off. She told the audience, to keep your devices out of the bedroom. Do what you’re supposed to do in the bedroom and don’t get distracted by your devices.

Arianna reminded the audience that we get paid for our judgment and not for our stamina. Making sound decisions when rested and focused is essential to improving our work/life integration.

There were many insightful and provocative discussions during the Summit; we can’t discuss them all in this article. For more information on the [Call to Lead Summit](#).
“CRM is Dead!” Time to look at SAP Hybris Cloud for Customer

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Are you trying to integrate your Sales and Marketing processes into your Enterprise model? How will you engage with your customers in the omni-channel digital economy? Attracting, connecting and engaging with your customers across multiple channels is the new best practice. How is that working out for you?

There are many stories of how on-premise CRM solutions failed to meet expectations. Siebel, MS Dynamics and yes, even SAP has had varying results; some underwhelming.

Salesforce.com (SFDC) raised the bar on one of corporate America’s biggest challenges: gaining visibility of new leads, and pipeline information - essentials for managing the business. Sales teams were entering sales and opportunity data into SFDC, however, a gap still existed. Sales processes were not integrated into an enterprise data model and analytics. Could SAP offer a solution as easy as SFDC and synchronize their business processes?

Customers want to work with partners that provide flexibility and work the way that their business flows. One of the most frustrating challenges for the successful sales team is relying on the back office and operations to support their efforts. Hybris C4C allows you to make updates as you need to. For example, you are at your customer's office, and they want to ship half of an existing order to another warehouse - no problem!

Customers want to work with partners that add value to their business. From your mobile device, locate the order, then confirm the status and update the ship-to location, and confirm the order status while you are having coffee with your customer.

To increase your revenue and profitability, turn your data into insights then action. Based on insight from prior years, your customer has placed some large orders at the end of this quarter. You inquire on the status of those anticipated orders, but they have not generated the PO.

SAP Hybris Cloud for Customer offers considerable competitive advantages in the digital economy. The cloud makes it easier to assess your needs and possibilities. Some of our clients take advantage of the Proof of Concept (POC) offered by SAP and test their business processes in the cloud - simple and easy.

CRM is not dead! SAP Hybris Cloud for Customer is leading the revolution into the next generation of sales tools, collaboration, and analytics to help you win business. Do you want to understand how this solution fits into your company? Titan Consulting’s Advisory Services has the expertise to analyze your sales, marketing and services processes and build the business case for your decision. We can work with you to get your data into SAP and on the road to predictable success.

If you are interested in learning more about SAP Hybris Cloud for Customer or CRM, Titan Consulting and how our Advisory Services can pave the way for your Cloud Roadmap, contact David Geaslen, david@titanconsulting.net, or 281-450-0025; or contact your Titan Consulting Director. You can also see additional information on our Advisory Services page at www.titanconsulting.net.

2016 CALENDAR OF EVENTS

ASUG Houston Chapter Meeting
June 23, 2016
Deloitte
Houston, Texas

ASUG Dallas/Ft. Worth Chapter Meeting
July 15, 2016
Irving Convention Center
Irving, Texas

Controlling 2016
September 12-15, 2016
The Westin San Diego
San Diego, California