Reimagine Business Through Fully Digitalized Processes and Real-Time Information
Build four strong pillars to support your digital core

Seizing advantage starts with transforming IT into a digital core fueled with accurate, complete information. You can personalize a reliable customer experience and improve mobile workforce productivity, supplier collaboration, and asset ROI with supporting pillars from SAP. You can embed digitalized content directly in the business processes running on the SAP HANA® business data platform.

Next-generation SAP® software for SAP HANA helps you Run Simple by reinventing business models to untangle complexity. With the SAP S/4HANA® suite, you can perform transactions and analytics on a single in-memory platform and connect people, devices, and networks in real time, delivering unprecedented value and revealing new opportunity.

SAP HANA provides the backbone for your digital transformation with an omnichannel customer experience, workforce engagement, supplier collaboration, and asset management. The structure is supported by such enterprise information management solutions as the SAP Extended Enterprise Content Management (SAP Extended ECM) application by OpenText, which is on premise but also available in a cloud edition. This transformed business model helps you meet today’s top business challenges by engaging customers with rich-media content, managing full employee history, controlling supply costs, and digitalizing asset information for easier delivery across devices.
Personalize a consistent omnichannel customer experience

Your savvy customers are often only a mouse click away from your competitors. With every interaction, you must, therefore, engage them with personalized experiences and real-time, contextualized communications. You need a complete and real-time customer profile, with a 360-degree view of the customer from multiple sources, including transaction history and data from such unstructured sources as e-mail messages, Microsoft Word files, PDF files, and images. You can use SAP Extended ECM to capture, manage, and retrieve all these customer-related documents – even those originating from non-SAP-based applications.

In addition, you can consolidate documents from various sources into several different views corresponding to such business functions as accounts payable, vendor management, and contract management. Stakeholders can see a cross-application, folder-based list of files, including PDF files, Microsoft Word documents, and e-mails. And they can quickly retrieve content with intuitive, customizable navigation based on virtual folder hierarchies.

Personalize a consistent omnichannel customer experience

SAP Extended ECM keeps a single source of the truth visible anywhere by digitalizing business processes across marketing, commerce, sales, and service.

Engage team members and encourage collaboration
Lower costs through end-to-end source-to-procure processes
Enrich asset management to increase return on investment
Engage team members and encourage collaboration

With SAP Extended ECM, you can manage content throughout the workforce lifecycle – from recruiting and onboarding, through performance tracking and compensation, to skills enhancement and continuing education.

You increase satisfaction by deepening collaboration in project teams and reduce rework by eliminating the handover of manual information from task to task. The application merges structured information from SAP software and unstructured information from external sources in a collaborative workspace. There, participants can easily develop and share content, invite others to participate, and place critical content under records management. Project participants can access the workspace from any device and use personalized project pages, discussion forums, approval workflows, follow-ups, notifications, and polls to complete assigned tasks. Throughout the project lifecycle, the system links all project information to relevant transactional data in SAP S/4HANA, protecting traceability and helping you improve compliance with the records management regulations in U.S. Department of Defense Directive 5015.2.

We also offer the SAP SuccessFactors® Extended Enterprise Content Management application by OpenText, which enables customers of SAP SuccessFactors solutions to optimize their HR document-centric processes as well.

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Enrich asset management to increase return on investment
**Lower costs through end-to-end source-to-procure processes**

With SAP Extended ECM, you can take advantage of Ariba Network, our collaboration offering that enables you to establish and maintain strong supplier relationships. Additionally, you can capture and store all incoming supplier content, including unstructured content in delivery notes and e-mails, in SAP Extended ECM. And you can also scan paper documents into your content repository and store key historical content in a secure archive.

Using the application, you can find the best deals on materials you need for producing goods and delivering services. You can leverage dynamic discounting and compare prices by examining real-time invoice information. And you can reduce time-consuming and error-prone information handoffs among procurement functions by establishing a single, comprehensive source-to-procure process. By implementing the process in user-friendly applications and mobile apps, you encourage prompt user adoption as well.

With SAP Extended ECM, you can **manage both collaboration and compliance** in a single, elegant solution.

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Engage team members and encourage collaboration

**Lower costs through end-to-end source-to-procure processes**

Enrich asset management to increase return on investment
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SAP Extended ECM helps provide complete asset and equipment information for optimized operations of connected devices. Through the Internet of Things, the network of physical objects embedded with electronics, software, sensors, and network connectivity, you can collect and exchange digitalized data. This deep level of connectivity among machines and people helps you increase enterprise visibility, slash operating costs, and create a proactive maintenance strategy for your high-value assets. By acting before asset performance degrades, you can significantly improve reliability, reducing the number of accidental outages and decreasing scheduled downtime.

Because all crucial performance information is digitalized and moves freely from the core to anyone who needs it, collaboration for asset management activities is as simple as turning on a mobile phone. Executive teams can make well-informed decisions, and field workers have all the input they need to perform routine tasks and remedy issues, such as equipment drawings or repair videos that can be accessed through smart glasses.

When you link machine data with machine content in your digital core, you create a new paradigm that enables lower compliance risk.

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Rule the digital world by managing enterprise content wisely

Today's best-run companies know how to harness digital innovations while building on current investments. With SAP S/4HANA as your digital core and applications such as SAP Extended ECM, you benefit from our more than 40 years of experience with enterprise software. The key benefits are enhanced customer experience, deeper employee engagement, extended supplier collaboration, and proactive asset management.

Knowing your customers through a 360-degree profile lets you deliver the right products at the right time. And you can personalize service with fast access to complete customer history for everyone who connects with end users.

Employees can see upstream and downstream processes to put their work in context. Using role-based dashboards, they can stay informed, make sound business decisions, and increase their productivity.

Maintaining a real-time supplier network is crucial to curbing material costs and ultimately increasing your profitability. SAP Extended ECM brings you into the broadest business network available and helps you institute a unified source-to-procure process.

The hyperconnectivity of our world now extends bidirectionally to machines through the Internet of Things. Newly digitalized asset information fosters greater visibility and supports a proactive maintenance strategy to minimize downtime and compliance risk.
Summary
A digital core built on the SAP HANA® business data platform and integrated applications for digital content management comprise the next-generation business model to complete your digital transformation and help you Run Simple. The SAP® Extended Enterprise Content Management application by OpenText helps you engage customers with a 360-degree profile and optimize procurement, employee productivity, process efficiency, and asset ROI.

Objectives
- Unify data from transactions, SAP S/4HANA® software, and unstructured content
- Reduce regulatory compliance risk in a hyperconnected economy
- Personalize interactions
- Enable collaboration
- Connect with suppliers and conduct real-time business
- Boost asset reliability
- Reduce costs

Solution
- Extensive customer profile including customer data, unstructured e-mails, files, and images
- Complete digital record for workforce lifecycle management and support for content-based collaboration
- Unified source-to-procure process
- Smart maintenance through digitalized asset-performance data

Benefits
- Please customers with a personalized omnichannel experience
- Keep employees engaged and productive
- Make wise purchases through a wide sourcing network and enhanced supplier management
- Leverage digitalized machine content for proactive maintenance and higher asset value

Learn more
For more on the SAP vision for digital content management, visit us online.