Business Challenges

Advances in technology have dramatically changed the types of products and services that companies offer and the way customers buy and pay for them. Previously, no matter what businesses were selling, be it cars, cameras, music or software, once a product was in customers’ hands, the transaction was completed.

Today companies across industries are introducing new experiences to the market. They are providing subscription offering and bundling and imbedding software and services together with products to provide a more attractive offering to their customers.

The focus is no longer on the physical product, but on the “usage rights” related to the bundled solution offering. The success of these new business models relies not only on the initial sale, but the ongoing relationship and satisfaction of the customer.

Managing what the customer is entitled to is challenging. For example, let’s say you bundle a customer offering which includes a notebook, a one-time installation service and a yearly subscription to productivity software that has a trial period followed by a monthly fee. Each one of these contract items will have one or many entitlements that need to be tracked and potentially adjusted throughout their lifecycles.

Many companies have tried to manage entitlements using custom built or highly-adapted systems. They are proving to be inefficient and hard to scale and adapt to new business needs.

As back-office operations become more complex, a solid entitlement management system is essential.
Solution

SAP Entitlement Management is designed to meet the needs of fast moving, increasingly complex businesses by streamlining and automating the process of entitlement management and operations. This includes entitlement modeling, lifecycle management, workflow, integration, reporting and monitoring.

The solution supports software, service, hardware and content related usage rights. It is a native SaaS solution that offers a high degree of flexibility, agility and a great user experience.
### Key Features

#### Entitlement Modelling
- Freely define new entitlement models
- Maintain custom set of attributes such as business categories, rights, distribution channels, units and geolocation
- Assign entitlement models to offerings

#### Entitlement Lifecycle Management
- Define how events effecting entitlements should be processed
- Support up-sell, renewal, return, up grade, split and bump processes
- Maintain statuses on entitlements throughout their lifecycles and define custom alerts

#### Entitlement Generation Rules
- Use standard and custom defined set of rules to initiate, validate or override default system behavior while updating and creating entitlements

#### Integration & Migration Support
- Integrate with S/4 HANA on-premise order management
- Harness out-of-the-box set of API services to integrate with other SAP or non-SAP systems
- Utilize migration support tools for initial implementation

#### Central Repository
- Enable up-to-date visibility of entitlements as defined in modeling and related product assignments
- Utilize highly-scalable repository to grow and adjust with business requirements
- Access complete history audit

#### Reporting & Analytics
- Report per customer, product, entitlement and custom defined criteria
- Provide customer insight on current, past and expiring entitlements through a user-friendly dashboard

#### Sales, Support & Self-service
- Simulate entitlements at quotation level
- Automate renewal process with co-termination logic
- Enable self-service scenarios and custom views for sales, support and customers with APIs

#### ISO-19770 ITAM Support
- Comply with the guidelines described in ISO standard for asset and entitlement management

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SAP Entitlement Management – Standard Edition
**Benefits**

**Boost Sales and Revenue**
- Empower sales and customer service representatives with accurate and timely insight into customer entitlements.
- Assure that no renewal, cross or up-sell opportunity is ever missed.
- Limit revenue leakage due to unauthorized usage of software, subscriptions and product bundles.

**Improve Operations**
- Improve efficiency and reduce operational costs by automating high-volume entitlement relevant processes.
- Enable IT and entitlement administrators with a tool to deploy, manage and report on any type of entitlement.

**Flourish with Public Cloud**
- Reduce IT complexity and costs with ever growing and changing business requirements.
- Increase speed-to-market with new product offerings.
- Take advantage of fast SAP innovation release cycles.

**Acclerate Innovation**
- Enable teams to quickly deploy new offerings to the market and related entitlements.
- Track and assess performance of offerings and adjust them as required.

**Increase Customer Satisfaction**
- Boost customer retention by providing them with a transparent view of their entitlements.
- Enable entitlement-related self-service, alerts and reminders.

**SAP Entitlement Management – Standard Edition**
Summary

Objective: Scale and optimize your entitlement management processes by automating routine tasks and consolidating your IT landscape with a flexible and highly-scalable cloud solution.

Solution:
- Entitlement Modelling
- Entitlement Lifecycle Management
- Central Repository
- Entitlement Generation Rules
- Integration & Migration Support
- Reporting & Analytics
- Sales, Support & Self-service
- ISO-19770 ITAM Support

Benefits:
- Boost Sales and Revenue
- Accelerate Innovation
- Increase Customer Satisfaction
- Improve Customer Service
- Flourish with Public Cloud

Learn more:
To find out more, call your SAP representative today or visit us online at www.cx.sap.com.