

Beyond linear

A framework for addressing exponential business processes in today's insights-driven organization



Organizations continue to reimagine core business processes and to deploy digital and analytics solutions that help them deliver instant, actionable insights when and where they're needed—in the middle of a specific business process, at critical decision points, in the midst of complex transactional scenarios.

The real-time approach for delivering insights is one that makes sense to many organizations. It's an approach that can support more effective decision-making and ultimately boost bottom-line benefits. But in today's evolving digital environment, businesses need more than instant insights.

The big shift

Business leaders today increasingly recognize that a shift is underway—from linear processes to nonlinear or exponential processes. It's an evolution driven in large part by the hyperconnected customer, who expects to be recognized and engaged as the same person at every point throughout the customer journey—as well as a hyperconnected modern workforce and supply chain that are engaging with information in new ways.

The shift means that many organizations are turning to the power of the SAP S/4HANA Enterprise Management suite to help rebuild their core business processes from the ground up—as they capitalize on advances in technology, digital, and analytics capabilities. The traditional linear flow of business processes—from subprocess to data to information to insights to action—is giving way to a more dynamic model. In the new exponential model, needs for information, insights, and actions are embedded throughout transactions and digital user engagement.

The exponential approach to business processes means you:

- **Enable high-touch digital user engagement**—transforming traditional systems of record into systems of engagement that provoke users into exploring their available data, unlock hidden discoveries, and act
- **Automatically embed insights and the ability to commit an action directly into business processes and transactions**—shifting your business lens from hindsight to foresight, removing unnecessary latency, improving user adoption, allowing business leaders to manage by exception, and maximizing the value of analytics

Framework factors

Getting started with a new framework for exponential business processes requires a focus on five essential themes—all of which have to fit together to enable an effective business transformation. Simply doing one thing well is not enough.

Digital user engagement. In the traditional approach, the user experience has been based on what your system could do—rather than the experience that the user actually wanted. Businesses today have an opportunity to develop new “systems of engagement” that can promote the exploration of data to unlock new discoveries—new actionable insights. Intuitive designs that can improve data accessibility and time-to-action are part of the equation for such new systems.

Business process management. Reshaping existing processes can help empower users to make point-of-action decisions using data-driven insights. The reshaping requires the automation of processes as well as “guard rails,” thresholds, and some approval procedures to help avoid decision-making that could lead to ineffective results.

Enterprise science. Incorporating business analytics into business processes to analyze in-process orders—not just posted transactions—can help enable things such as dynamic pricing. But enterprise science can take you even further—with predictive analytics, cognitive analytics, machine learning, and effective use of big data to help you unlock broader insights. For example, it’s not enough to know who the “best” vendor is for a certain transaction. It’s also helpful to have insights into that vendor’s financial health and its likelihood of going out of business, as well as best price calibrated based on all items in the purchase order.

All data. Arming users with a complete, 360-degree view of relevant data for each specific process can help avoid missed opportunities. The “all data” approach means relevant data can and should come from anywhere—any application, any system, any process—not just the traditional channels associated with the process.

IT modernization and simplification. Transformation from linear to nonlinear need not be overly complicated. Why “ship” data from place to place? Why develop more interfaces than you actually need? A modern, centralized cloud management platform—such as SAP HANA® Cloud Platform—can support orchestration between systems without the need to move data, helping to keep your transformation efforts simple.

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Making it happen

Moving from linear to exponential processes will require an ability to understand the evolution of engagement, as well as an ability to refine and manage the processes that matter most. And it will require an ability to align new technologies with a new process landscape. Deloitte can help by leveraging our deep experience with SAP solutions—especially the SAP® S/4HANA suite, built on SAP’s advanced in-memory digital engagement platform, SAP HANA®, and offering a personalized user experience with SAP Fiori®.

Reimagining the core. We bring our deep industry experience, as well as our deep experience with business processes and systems integration, to help organizations reach their business performance goals through transformation programs. Each SAP S/4HANA Enterprise Management implementation focuses on an end result that supports business strategies through process improvement, technology innovation, and enablement of people.

Embedded analytics. Our extensive know-how when it comes to deploying SAP S/4HANA helps us put analytics capabilities “everywhere,” so you can move beyond linear thinking and get relevant, actionable insights at any point in your business, at any time—to help you make meaningful decisions when and where they need to be made.

Advanced technologies. We can bring the strength of SAP S/4HANA to any process challenge. But there's more that we bring. We come equipped with advanced analytical and machine-learning tools that can augment core solutions and support more efficient, more effective decision-making.

Digital drive. The digital economy is complex and evolving. Our SAP S/4HANA projects across the world and across all industries help us see where digital is going, and it allows us to help you build digital strategies that can help you reach future business goals.

Industrialized preconfigured solutions. Deloitte's large global footprint, preconfigured solutions, and industry accelerators help us get you up and running fast with solutions that fit your needs—and those solutions can grow with you as your needs grow. It means that we can scale solutions as your business evolves, and we can deliver consistent results time and again—with SAP S/4HANA at the center of things.

Technology and cloud strength. Modernizing IT often means moving away from isolated systems and centralizing solutions on cloud platforms. We have you covered. We have deep experience with the SAP line-up of cloud offerings and a long track record of implementing public, private, and hybrid cloud projects.

Let's talk

Beginning the transformation into an insights-driven organization that understands the importance of exponential processes comes with a lot of questions. Deloitte can provide answers that can help you plot a course through today's digital landscape—to start unlocking new instant insights for supporting more effective decision-making. Contact us to get the conversation started.

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