



# The AdEx Digital Tree

A transformation guideline to your digital journey

Florian Damm / Sebastian Scheubel / Christian Holthaus

What has your digital journey and a tree in common?



# The AdEx Digital Tree – Transforming into a new era

01

The 4th era of ERP: What challenges will your organization face?

02

The concept of the AdEx Digital Tree

03

Are you ready to transform? The AdEx Digital Assessment

04

Platform strategies for your transformation

01

The 4th era of ERP: What challenges will your organization face?



# 4th Era of ERP – Enterprise Business Capabilities

A new era of ERP is starting with focus on the definition of Enterprise Business Capabilities

*“ERP is not what it used to be. A fourth era is emerging as postmodern ERP evolves into a necessary foundation that supports changing methods of delivering enterprise business capabilities.”*

Gartner, ERP’s Emerging Fourth Era — Moving Beyond Postmodern ERP

*“Discover where ERP can provide a stable open foundation, and where differentiating capabilities need to be acquired or developed.”*

Gartner, ERP’s Emerging Fourth Era — Moving Beyond Postmodern ERP

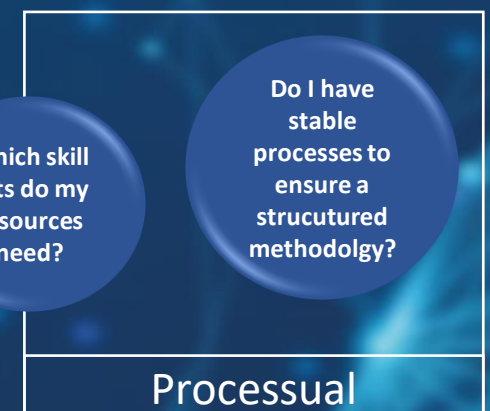
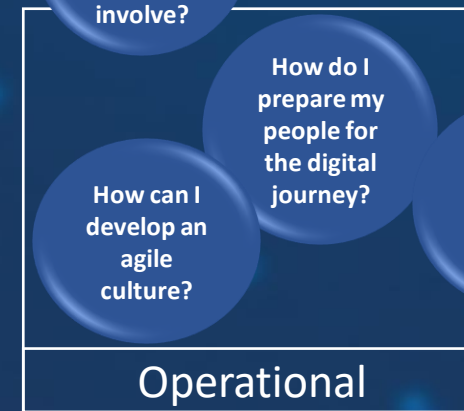
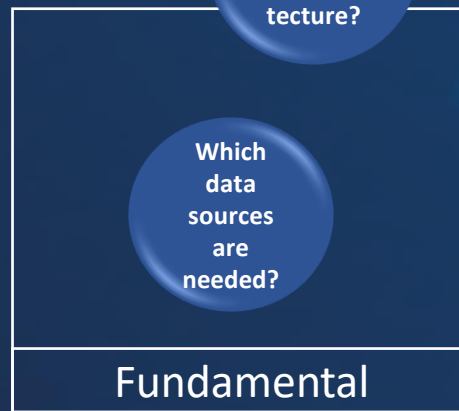
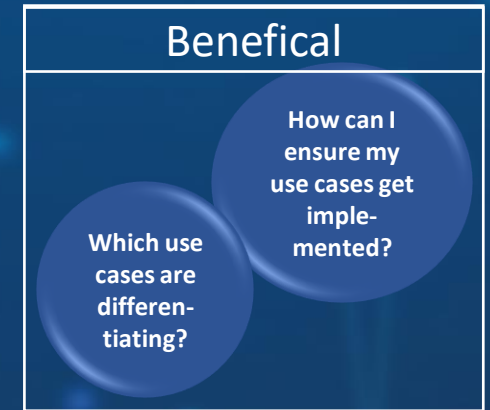
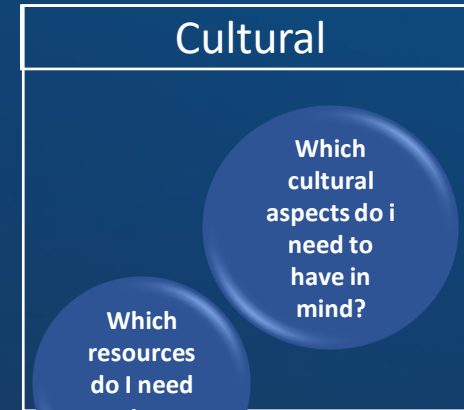
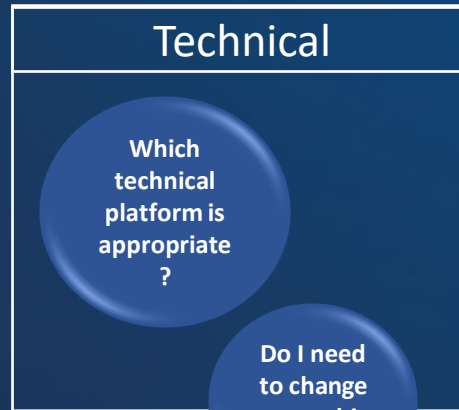
*“We are seeing the emergence of a new model — something “more” than ERP. As the concept evolves, its name is evolving as well.”*

Gartner, ERP’s Emerging Fourth Era — Moving Beyond Postmodern ERP

# Digital Transformation involves manifold focus areas – it is more than migrating to a new technology platform



Companies are currently often in the early stages of their digital journey and need to **balance** the different **challenges** and **questions** they have.



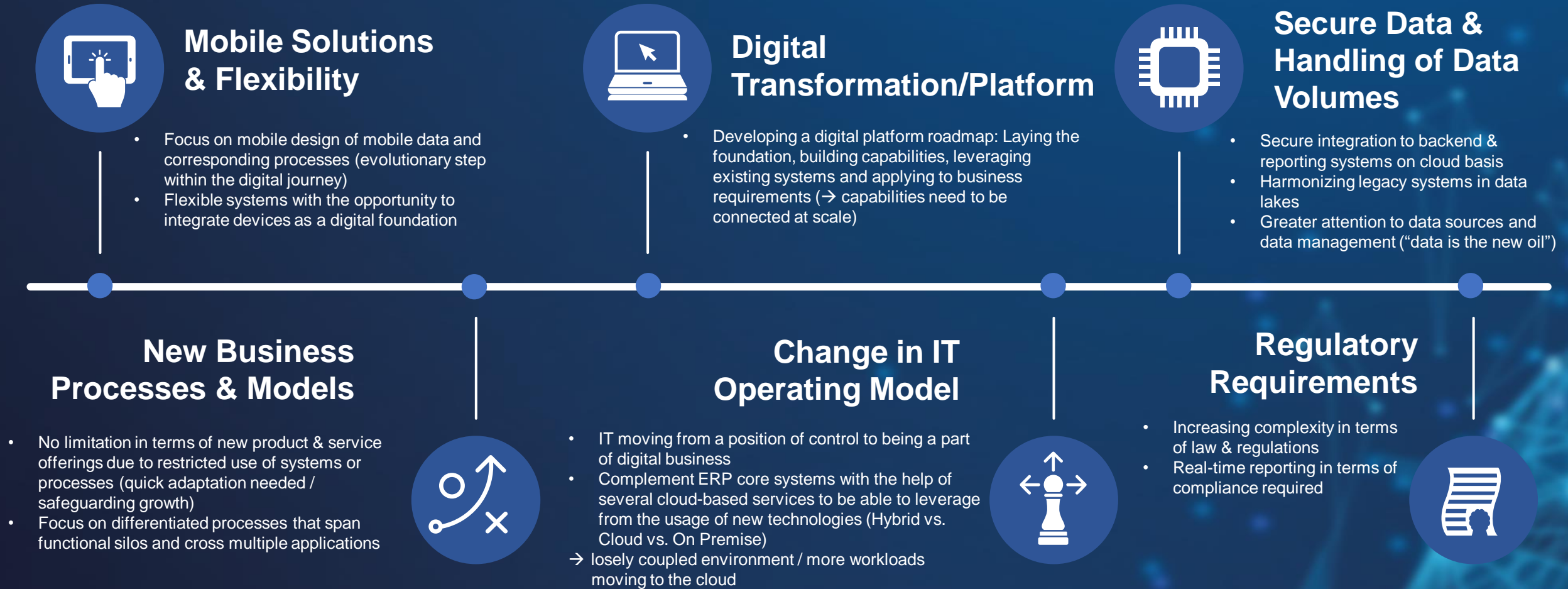
# Digital Business as the holistic digital representation of a companies' value added chain

Key challenges in becoming a Digital Business



# Focus Areas on the Digital Journey

It is vital to ensure all major focus areas are addressed during a digital transformation





02

## The concept of the AdEx Digital Tree





# The AdEx Digital Tree

The AdEx Digital Tree helps to balance the different challenges a company is facing

## Fruits

= different digital **use cases** we are offering („attractive“ for the client)

## Leaves

= soft „**people**“ **factors** (e.g. training / change management) supporting people development and use case generation

## Branches

= who from a people/skill set perspective brings the **relevant skills** to implement the use case (incl. leadership / culture)

## Trunk

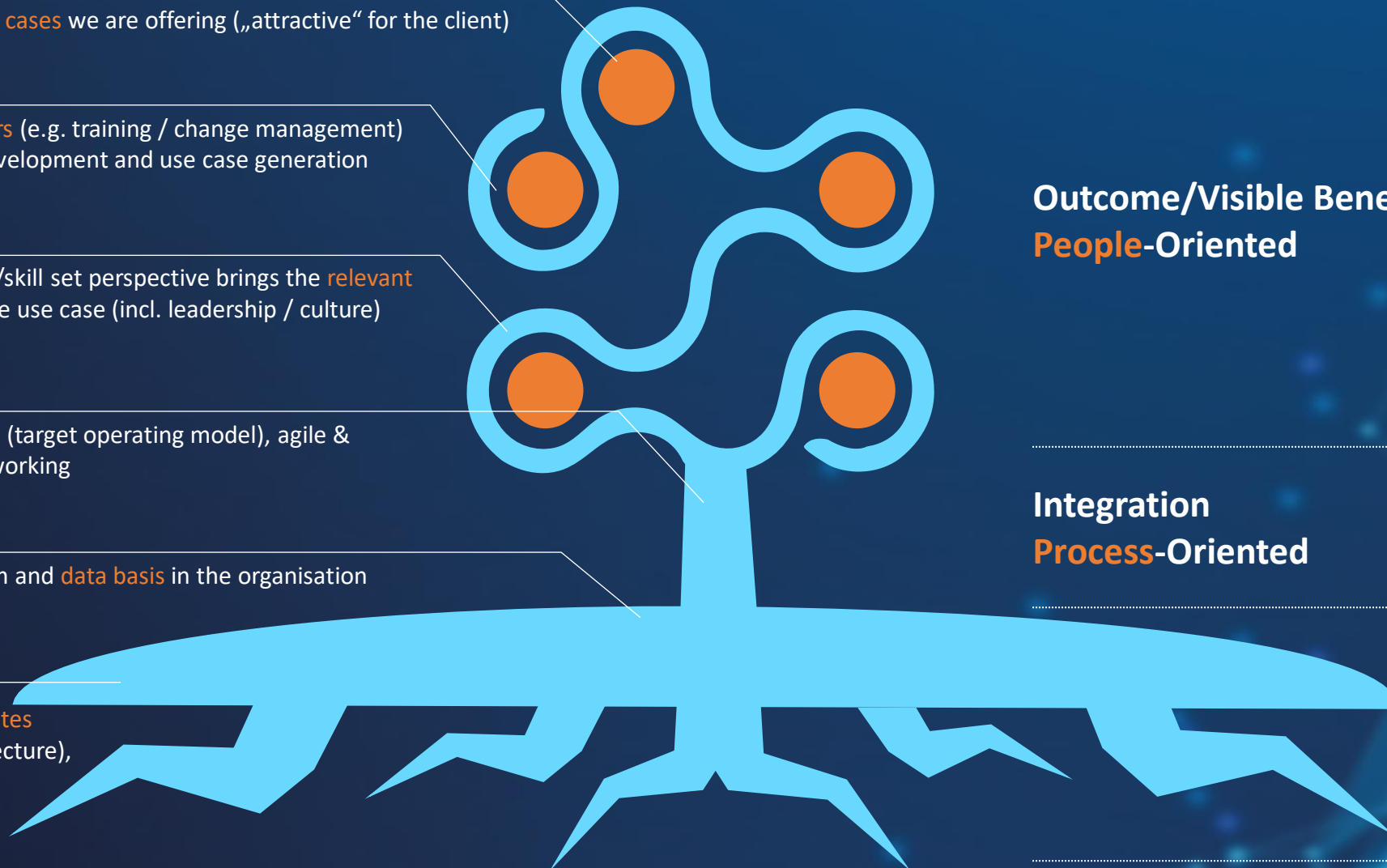
= clear E2E **processes** (target operating model), agile & standardized way of working

## Soil

= **technology** platform and **data basis** in the organisation

## Roots

= **technical prerequisites** (infrastructure/architecture), Technical Capabilities



Outcome/Visible Benefits  
**People-Oriented**

Integration  
**Process-Oriented**

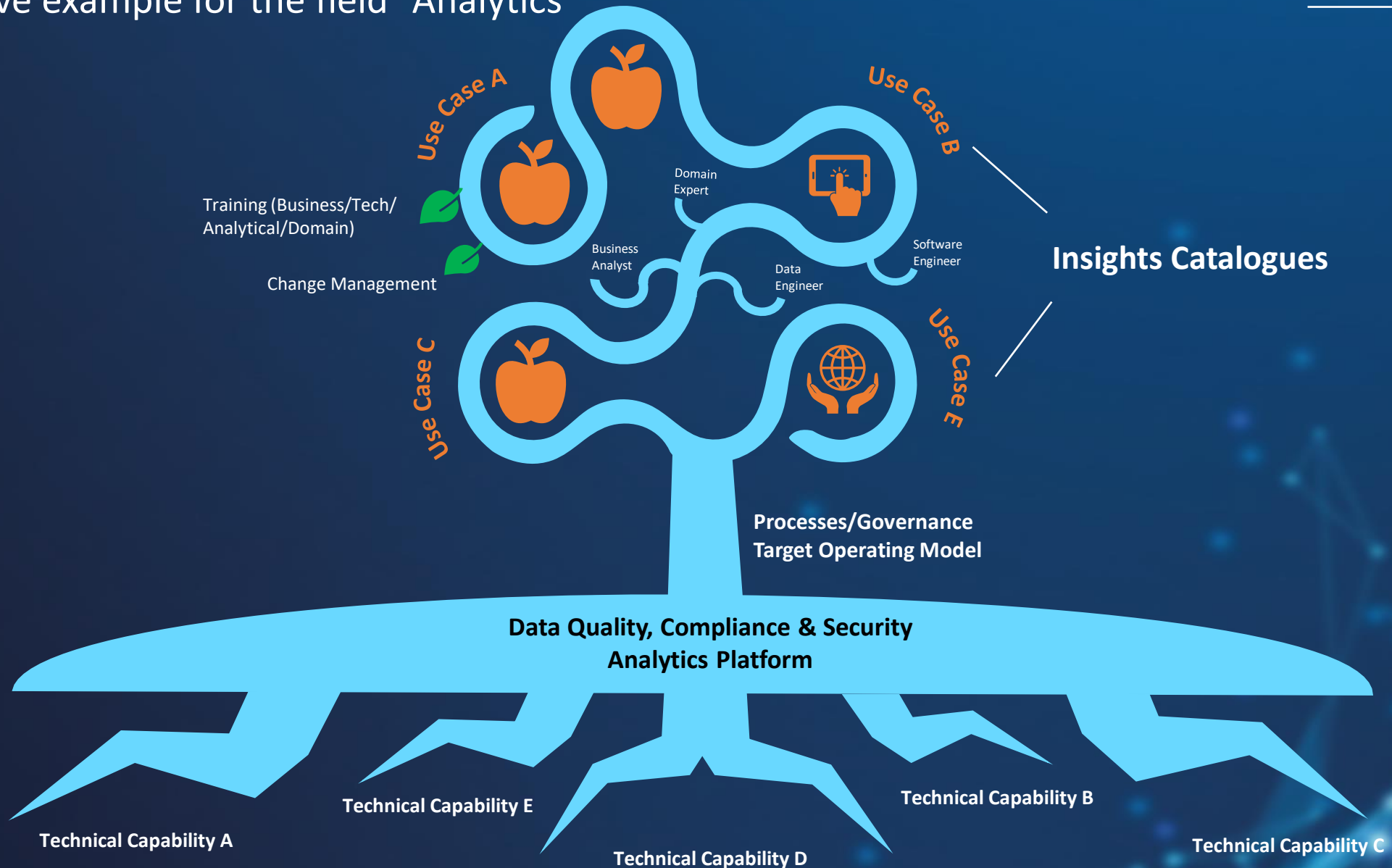
**Technology**  
Platform

Technical  
Capabilities

# The AdEx Digital Tree

Illustrative example for the field "Analytics"

Illustrative



# The Formula of the AdEx Digital Tree

The best fit of technology depends on differentiating digital use cases, the right skill set of your people as well as solid ETE processes



03

# Are you ready to transform? The AdEx Digital Assessment



# Assessment of your Digital Tree by AdEx Partners

How we help to bring your digital tree in a well-balanced structure

## OUR VIEW ON THE PROBLEM

Digitalization fundamentally changes the ways we work and do business together. Therefore enterprises of all industries are nowadays forced to master the shift to the digital way of doing business.

However most companies are far behind in adopting digital technologies and aligning their organization. One of the most common reasons is a lacking understanding of the company's digital status quo as well as the fact that a right balance between digital focus areas is missing. This in turn might lead to misleading decisions and activities.

Our View on the Problem

Our Expertise

Our value added

## OUR EXPERTISE

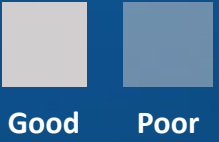
Through years of managing global transformational programs and projects, AdEx provides a deep understanding of global enterprise organizations.

We are able to pair this with real start-up experience and a native digital skillset through our certified coaches and consultants with many years of experience in the fields of digital transformation and digitization.

## OUR VALUE ADDED

- Rapid estimation of an organizations digital status quo across different components
- Identification of digital pain points as well as areas for improvement
- Fast project set-up, low time exposure, limited use of resources and manageable cost

# The AdEx Digital Tree Assessment – The Concept



**Digital Prairie      Fertile Seed      Green Seedling      Growing Tree      Prosperous Tree      Fruitful Tree**

<b>Fruits</b>	Fractional competitive readiness	Good	Good	Good	Good	Evolved use case strategy
<b>Branches/Leaves</b>	Potential for digital maturity	Good	Good	Good	Good	Transformed digital mindset
<b>Trunk</b>	Historical grown process baseline	Good	Good	Good	Good	Harmonized process baseline
<b>Soil</b>	Highest peak of data volume	Good	Good	Good	Good	Structured data base
<b>Roots</b>	Static technology platform	Good	Good	Good	Good	Decided platform strategy

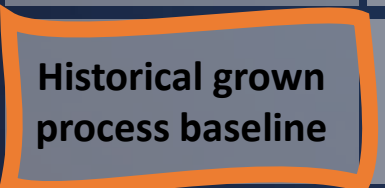


# The AdEx Digital Tree Assessment – As-Is Evaluation



**Digital Prairie    Fertile Seed    Green Seedling    Growing Tree    Prosperous Tree    Fruitful Tree**

<b>Fruits</b>	Fractional competitive readiness					Evolved Use case strategy
<b>Branches/Leaves</b>	Potential for digital maturity					Transformed digital mindset
<b>Trunk</b>	Historical grown process baseline					Harmonized Process baseline
<b>Soil</b>	Highest peak of data volume					Structured Data base
<b>Roots</b>	Static technology platform					Decided Platform strategy



# The AdEx Digital Tree Assessment – To-Be Model



Digital Prairie



Fertile Seed



Green Seedling



Growing Tree



Prosperous Tree



Fruitful Tree

	Digital Prairie	Fertile Seed	Green Seedling	Growing Tree	Prosperous Tree	Fruitful Tree
Fruits	Fractional competitive readiness					Evolved Use case strategy
Branches/Leaves	Potential for digital maturity					Transformed digital mindset
Trunk	Historical grown process baseline					Harmonized Process baseline
Soil	Highest peak of data volume					Structured Data base
Roots	Static technology platform					Decided Platform strategy

04

## Platform strategies for your transformation



# The AdEx Digital Tree can grow on different technology platforms

Focus on defining Enterprise Business Capabilities rather than one monolithic ERP system

In the new 4th era of ERP the definition of different enterprise business capabilities will be crucial to understand what an organization does to reach its goals.

In order to implement their business strategy, organizations are free to combine different technology platform components to cover their digital use cases.



Analytical Layer for Visualization (Digital Board Room)



# The AdEx Digital Tree can grow on different technology platforms

Focus on using Enterprise Business Capabilities rather than one monolithic ERP system

**Salesforce** is the primary enterprise offering within the **Salesforce** platform. It provides companies with an interface for case management and task management, and a system for automatically routing and escalating important events.

The **Salesforce** customer portal provides customers the ability to track their own cases, includes a social networking plug-in that enables the user to join the conversation about their company on social networking web sites, provides analytical tools and other services including email alert, Google search, and access to customers' entitlement and contracts



Analytical Layer for Visualization (Digital Board Room)



Components

Fruits

Branches/  
Leaves

Trunk

Soil

Roots

Architecture  
fundamental

Data  
sets

Process  
Integration

Enablement

Use Case  
strategies

Salesforce

Value Creation  
(Use Cases)

Define use case for  
clients benefits

We provide:  
▪ A tailored use case scenario, tailored to your  
business benefits

Business  
Preparation

Setup Key roles  
and preparing  
Business with  
trainings

We provide:  
▪ The correlating operating model, adapted on  
your use case scenario, based on a digital  
and agile mindset

Process  
Preparation

Process  
Readiness Check  
matrix. Process  
Harmonization

We provide:  
▪ A fully standard enablement approach to  
your process baseline  
▪ A new, harmonized process structure

Data/Tech  
Preparation

Analyse data  
requirements.  
Prepare Data scope

We provide:  
▪ A fully analysis on your current data scope  
▪ A data scope transformation to your new  
evolved transformation

Platform  
Strategy

We provide:  
▪ Your platform strategy for Salesforce for a  
flexible roll-out plan

# The AdEx Digital Tree can grow on different technology platforms

Focus on using Enterprise Business Capabilities rather than one monolithic ERP system

**S/4 HANA** is SAP's new product building a core application suite based on in memory technology to enable digital business models of their customers.

AdEx Partners has significant expertise in ERP transformations and **S/4 HANA** changes from business re-design and optimization, benefit & cost analysis to the right transition roadmap.



Analytical Layer for Visualization (Digital Board Room)



Components

**Fruits**

**Branches/  
Leaves**

**Trunk**

**Soil**

**Roots**

**S4 HANA  
Technical  
Conversion**

**Master Data  
Governance  
(MDG)**

**SAP Process  
Capabilities**

**SMEs &  
Coaching**

**FIORI**

**S4 HANA**



**Data/Tech  
Preparation**  
Analyse data  
requirements.  
Prepare Data scope



**Process  
Preparation**  
Process  
Readiness Check  
matrix. Process  
Harmonization



**Business  
Preparation**  
Setup Key roles  
and preparing  
Business with  
trainings



**Value Creation  
(Use Cases)**  
Define use case for  
clients benefits

We provide:

- Understanding of use cases
- Coverage of requirements via FIORI tiles

We provide:

- Resources / SMEs for functional topics
- Coaching for different modules
- Expertise in role concepts

We provide:

- Process modelling in SAP Modules: How can processes benefit from real-time reporting?
- Leverage process integration across modules

We provide:

- Usage of Master data governance tool
- Usage of APIs with S4 HANA platform
- Synchronization of MDG with S4 HANA

We provide:

- Technical Conversion to S4 HANA platform
- Understanding of new SAP table structures



# The AdEx Digital Tree can grow on different technology platforms

Focus on using Enterprise Business Capabilities rather than one monolithic ERP system

**Public Cloud** Computing Platforms are continuously evolving and can help to enable organisations to cover business requirements.

Within AdEx Solutions we have the experience to offer cloud services and support in the design and setup of cloud strategies and roadmaps based on your business needs.



Analytical Layer for Visualization (Digital Board Room)



Components

Fruits

Branches/  
Leaves

Trunk

Soil

Roots

Platform  
Strategy

Cloud  
Architecture

Cloud  
Migrations

Process  
Governance /  
Operating Models

SMEs &  
Coaching

Use Case  
strategies

**Public Cloud**



**Data/Tech  
Preparation**

Analyse data  
requirements.  
Prepare Data scope



**Process  
Preparation**

Process  
Readiness Check  
matrix. Process  
Harmonization



**Business  
Preparation**

Setup Key roles  
and preparing  
Business with  
trainings



**Value Creation  
(Use Cases)**

Define use cases  
for clients benefits

- We provide:
- Understanding of use cases
  - Design of (Multi-/Hybrid-)Cloud Strategies and Roadmaps
  - Service Automation

- We provide:
- Technical Empowerment
  - Coaching of client resources
  - Requirement Engineering

- We provide:
- Cloud Governance and cost management
  - DevOps processes and organizations
  - Data Analytics / Machine Learning
  - Azure Logic (Data Transfer / Logic)
  - IT Operating Models for cloud services

- We provide:
- Cloud Transformation (Lift & Shift Scenarios / Advanced Scenarios (Replatform, Refactor & Re-Architect))
  - Data Lakes/Warehouse/Infrastructure

- We provide:
- Cloud Readiness Assessments
  - Cloud Architectural Planning

# The AdEx Digital Tree can grow on different technology platforms

Focus on using Enterprise Business Capabilities rather than one monolithic ERP system

A **Digital Workplace** is a central digital work platform that provides information, tools and services from any location. The **Digital Workplace** is a collective term for tools that make it possible to work collaboratively and exchange information and harmonize this with irreplaceable enterprise applications (e.g. CRM, ERP).

Within AdEx Solutions we have the experience to guide customers through the process of building and implementing their **Digital Workplace** strategy.



Analytical Layer for Visualization (Digital Board Room)



Components

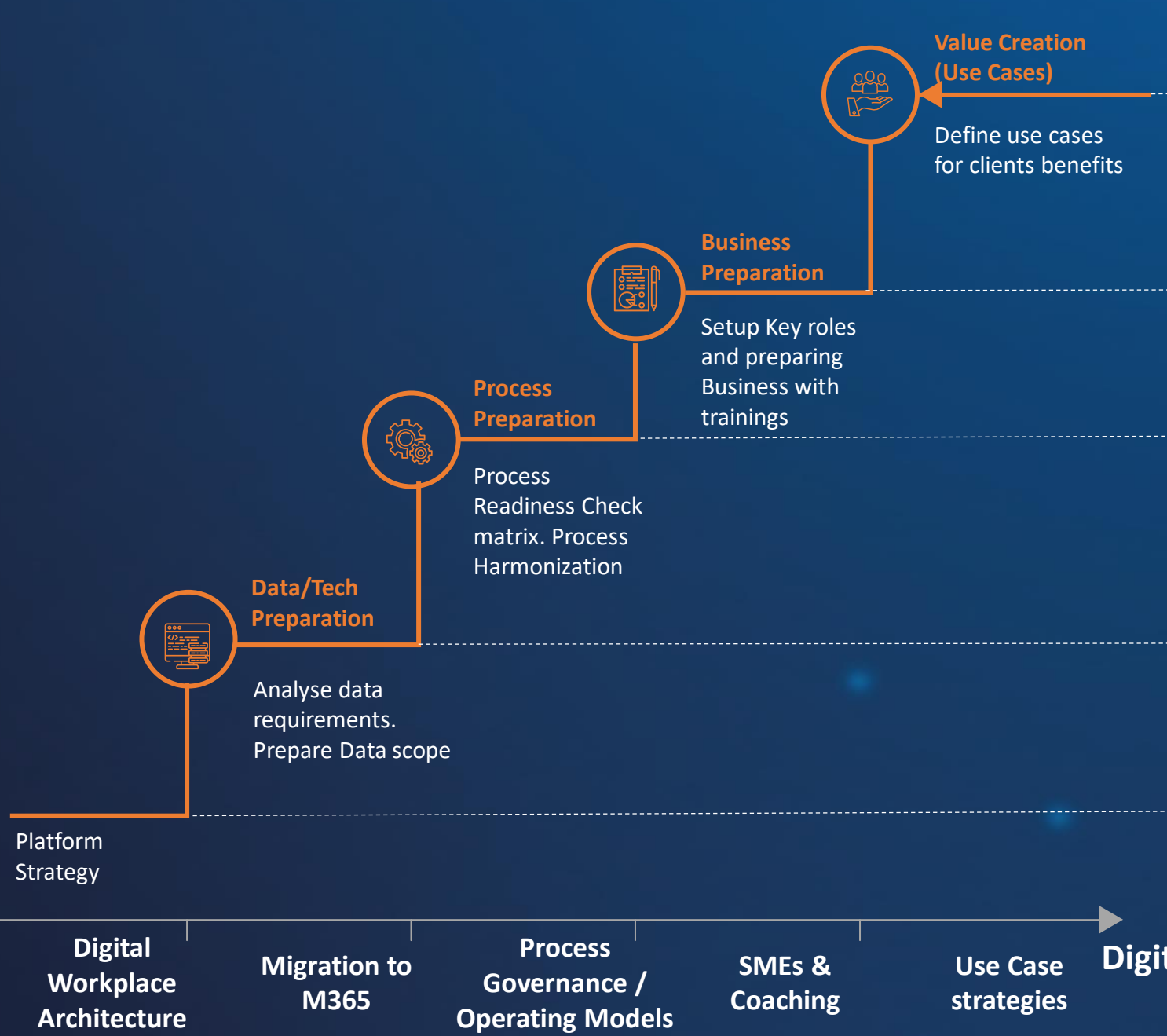
Fruits

Branches/  
Leaves

Trunk

Soil

Roots



**Digital Workplace Value Proposition**

- We provide:**
- Define a strategy & vision for digital workplace
  - Define Use Case & Requirements Engineering
  - Lead & support pilots
- 
- We provide:**
- Manage global Digital Workplace programs & projects
  - Define Governance & ITOM organization and processes
- 
- We provide:**
- Technical Empowerment & Coaching
  - Establish golden rules for communication & collaboration
  - Change & Adoption Approach
  - Automate services & processes
- 
- We provide:**
- As-Is Analysis
  - Secure Configuration of various workloads (Exchange, SharePoint, Teams, ...)
  - Data Migration Services
- 
- We provide:**
- Conduct Cloud Readiness Assessment
  - Connect Identities and Services to the cloud

Digital Workplace Architecture    Migration to M365    Process Governance / Operating Models    SMEs & Coaching    Use Case strategies    **Digital Workplace**

# AdEx Partners

Contact us



**Florian Damm**

Associate Partner



+49 174 132 9362



florian.damm@adexpartners.com



**Sebastian Scheubel**

Senior Manager



+49 151 582 44 133



sebastian.scheubel@adexpartners.com



**Christian Holthaus**

Associate Partner



+49 151 629 08 248



christian.holthaus@adexpartners.com

AdEx

---

PARTNERS

---

The **TRUSTED** Advisors