



# Leveraging SAP S/4HANA for Business Transformation

Future-Focused Services for Media and Entertainment Companies







## Introduction

Media and entertainment companies face a transformed marketplace. Today's audiences consume content in entirely new ways. You need a better means of capturing and understanding demand. You require a reliable way to implement and execute on revenue models. You have to become infinitely more nimble and flexible. And you must master all that change today.

To compete and win, you need to transform – your strategy, your operations, your business models, your entire go-to-market mindset. Achieving that transformation calls for a dependable, world-class technology platform that harmonizes core processes, enables enterprise-wide visibility, and delivers the agility you need to realize competitive advantage.

Now is the time for media and entertainment companies to migrate their operations from legacy systems to the in-memory computing and transformation-enabling power of SAP S/4HANA®.

Enterprises that transition to SAP S/4HANA today gain a solid foundation for the technologies and capabilities they need to compete and win – including structured and unstructured data capture, real-time data analysis, advanced business forecasting, and predictive decision-making.

They also benefit from a proven technology platform that equips them to gain a panoramic view of their business – and chart a path to predictable business success.



# A Digital Core that Drives Insight and Agility

SAP S/4HANA is built on the groundbreaking SAP HANA® business data platform. Deployable on-premises or in the cloud, SAP HANA enables media and entertainment companies to capture and analyze vast data volumes in real time. SAP S/4HANA leverages the power of SAP HANA to optimize core processes – from finance and human resources to marketing and asset management.

For media and entertainment companies, the SAP S/4HANA digital core delivers game changing capabilities that position you to respond to new market realities.

## Data Capture and Analysis

The industry has seen a fundamental transformation in consumer behaviors. Audiences have moved from unit consumption to subscription services. They watch what they want, when and where they want it, on the devices of their choosing.

To compete effectively in this new business landscape, you need to intimately understand customers – across demographics, across markets, and across the business. That calls for new approaches to data capture and analysis.

Legacy ERP systems are limited in their ability to collect and manage audience data. They were designed to track revenue and profitability primarily at the title level. And they fall short in giving media and entertainment companies an end-to-end view of their operations.

SAP S/4HANA enables you to capture both structured data from your business systems and unstructured data from social media and sentiment analysis. It lets you pull in external feeds such as market-specific content consumption, socioeconomic and geopolitical indicators, and popular-culture events and trends. Just as important, it empowers you to analyze that data instantly to make the right decisions at the right time.

## New Revenue Models

The unprecedented data management capability of SAP S/4HANA lends both depth and breadth to your business insights. You simultaneously gain a close-up, granular view of specific markets and demographics, and a wide-angle, end-to-end view of all your business operations.

Equipped with new visibility and understanding, you can not only respond faster to ongoing market developments – you can also accurately predict emerging trends and reliably forecast business results. What's more, you can achieve these advantages

at both the business-unit level and across your entire operations.

As a consequence, you can identify innovative revenue models that will extend your business to new competitive arenas and new levels of success. You no longer have to live and die on the basis of individual titles. Instead, you can develop and execute on a multilevel strategy – managing quality content creation, quantity content delivery, film distribution, television licensing, business-partner collaboration, and more – all on a single, integrated platform. You can then consolidate your business results to view them through a single lens – and continue to make smart, confident decisions for your future direction.

## Speed and Flexibility

The media and entertainment industry moves fast. Companies that hesitate will miss revenue opportunities and lose market share. You need a technology platform that's as agile as your enterprise demands.

That's where SAP S/4HANA delivers clear value. Legacy ERP systems involved large capital expenditures and lengthy, high-risk rollouts. But with the on-premises or cloud-based deployment options of SAP S/4HANA – combined with the proven, modular implementation methodologies of Capgemini – you begin benefitting quickly, cost-effectively, and without risk.

When your rapid SAP S/4HANA migration is complete, you can also leverage the platform's inherent flexibility – to remain at the vanguard of customer demands and industry trends. Your business units are integrated and aligned. Your business processes grow faster, cheaper, and more effective. Your speed to market becomes a competitive differentiator. Whether you're a multimillion-dollar producer of premium content or a multibillion-dollar industry icon, you can achieve the nimble operations and intelligent decision-making that will drive your business forward.

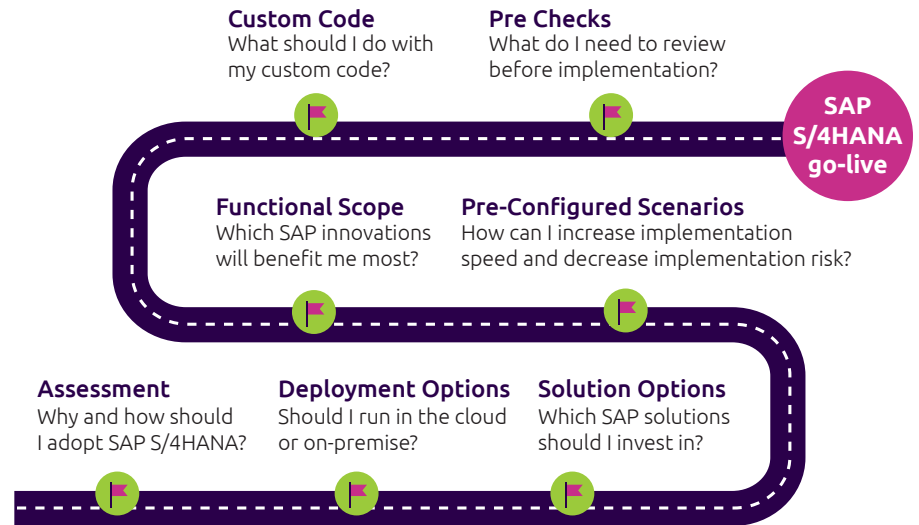
# A Proven, Modular Approach

SAP S/4HANA can empower media and entertainment companies to compete and win in a rapidly and fundamentally changing marketplace. But achieving technology transformation calls for thoughtful strategy and careful execution.

Capgemini's SAP S/4HANA transformation services can help you imagine and realize a better future for your company – by understanding market dynamics, making smart decisions in real time, and implementing revenue models that drive the results you want.

We know from experience how to build a business case for your SAP S/4HANA migration. We have the knowledge and expertise to help you deploy and harvest business value from your new digital core. And we work side by side with you on your business and technology journey to transformation.

## Highway to SAP S/4HANA



Capgemini is a world leader in enterprise resource planning and business information management. We're also a longstanding SAP partner and established leader in SAP software implementations. Our 17,500 SAP consultants deliver the expertise you need to make your SAP S/4HANA migration a success.

Capgemini offers a proven approach for migrating to SAP S/4HANA and achieving digital advantages:

### Identification of Opportunities for improvement

We start by evaluating where your business can realize unique advantages from SAP S/4HANA.

### SAP S/4HANA quick assessment

We then assess your current state and the effort needed to prepare your system landscape to achieve rapid results.

### SAP S/4HANA adoption road map

Next we create a company-specific road map, with clear priorities and milestones that target tangible results.

### SAP S/4HANA migration

Our proven migration methodologies have ensured success for leading organizations around the world.

### Custom code adaptation

We make sure the applications unique to your environment are ready to support your optimized business processes.

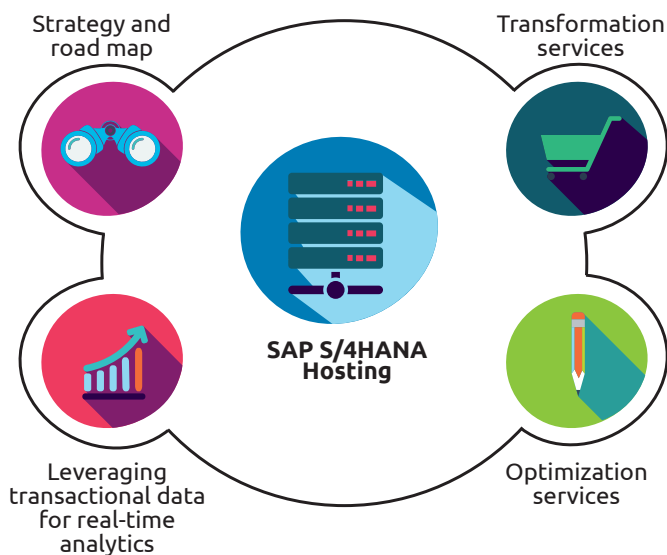
### Custom process optimization

Finally, we take your goals and an iterative approach to optimizing your company-specific business processes, driving toward your goals for digital business.



## Capgemini: World Leader in SAP Services

### Modular SAP S/4HANA Services



Capgemini delivers a complete range of modular SAP S/4HANA services:

**Strategy and road map** – Assess your current state, establish clear goals, and anticipate the business impact.

**Transformation services** – Benefit from our proven methodology that takes you from identifying opportunities to achieving digital business.

**SAP S/4HANA hosting** – Manage your IT costs and rapidly adapt to changing business needs through state-of-the-art hosting services.

**Optimization services** – Maximize the performance and effectiveness of applications running on SAP HANA.

**Leveraging transactional data for real-time analytics** – Better understand and predict the future of both your customers and your business.



# Capgemini Client Success Stories

Capgemini clients are realizing real-world success in their transformations to SAP S/4HANA and business agility. Discover how they are using SAP solutions to capture and understand demand, implement and execute on revenue models, and become more nimble and flexible.

## Fast-Growing Entertainment Company

This emerging influencer produces, markets, owns, and distributes content at scale for global audiences. Working across traditional and digital media platforms, its innovative, low-overhead business model enables it to compete with major studios while attracting top talent and meeting the burgeoning demand for premium content. Focused on the U.S. and Chinese markets, the company has attracted prominent financial backers and achieved tremendous early success.

## Client Challenges

But the entertainment company's core IT solutions weren't designed for rapid growth. Its existing technology landscape struggled to support the lean, efficient operations that help give the company a competitive advantage. It needed a robust ERP system to drive mission-critical processes, and a solid but flexible foundation for customized solutions to meet its unique needs.

## The Capgemini Solution

Capgemini implemented SAP S/4HANA with upgraded capabilities to optimize its finance and accounting processes. The additional functionality helps the company better analyze the cashflows and profitability of each project. It also supports global consolidations, concurrent GAAP and IFRS reporting, and greater integration and automation for accounting and forecasting processes.

What's more, the company is leveraging the fully integrated business planning and consolidation functionality in SAP S/4HANA. That gives it real-time actualization of forecasting models for projecting film lifetime expense and revenue projections, film production-cost amortization, and participant and guild royalty payments.

The solution natively incorporates the SAP Fiori® user experience, which applies modern design principles to deliver role-based, consumer-grade experiences across lines of business, tasks, and devices. SAP Fiori is helping employees more quickly and easily leverage the functionality of SAP S/4HANA.

Capgemini also provides hosting services and application support through our Capgemini OnePath offering. Capgemini OnePath bundles the SAP software license with our industry-specific configuration and services for reduced complexity, lower overall cost, and faster time to value. Hosting is through Amazon Web Services (AWS), leveraging Capgemini Orchestration Management Platform End-to-End (COMPLETE). That enables the company to quickly and cost-effectively adapt to fast-changing project needs.

Acting as a strategic consulting partner, Capgemini completed the implementation in only five months, while delivering maximum value to the client. With SAP S/4HANA, the company now has a fully integrated, real-time ERP system that supports operational efficiencies for today and growth for tomorrow.

## Innovative, Integrated Movie Studio

This recent entrant into the media and entertainment industry



is a fully integrated movie studio. The film production, financing, and distribution company provides filmmakers complete development support, production infrastructure, and marketing resources – enabling them to execute their vision from script to screen. The studio creates and distributes theatrical films derived from in-house development and production, along with acquisitions and co-productions, across a variety of platforms. The company leverages its unique capabilities and collaborative partnerships to share compelling stories with wide audiences.

### Client Challenges

The studio's early success also led to emerging technology limitations and decision-making challenges. In particular, its finance system wasn't keeping pace with the fast growth of the business. The application lacked flexibility to respond to a rapidly changing marketplace. And executives didn't have the real-time, company-wide visibility they required to continue making the data-driven, market-aware decisions that drive competitive advantage.

In short, the company required an end-to-end, real-time finance system as sophisticated and agile as its business. It also sought a technology partner with which it could collaborate effectively, aligning with its people-first culture.

### The Capgemini Solution

Capgemini met and exceeded the company's needs by implementing the SAP S/4HANA Finance solution. In fact, the solution deployment was the first of its kind in the media and entertainment industry.

With SAP S/4HANA Finance, the company now benefits from a fully integrated, real-time ERP system. The technology enables more structured accounting processes to meet internal and external reporting requirements. It also optimizes datasets for improved financial insights and controls.

The solution integrates with the company's core applications, including indirect procurement and third-party rights management. That gives the studio a single platform for capturing and analyzing real-time data for better financial decision-making.

Capgemini is also furnishing the company with hosting services and application support through our Capgemini OnePath offering, for improved simplicity and value. AWS hosting with our COMPLETE service allows the company to quickly and cost-effectively scale as needed.

Ultimately, Capgemini's implementation of SAP S/4HANA Finance is delivering reliable financial controls that will scale with the company as it grows. It also provides a solid foundation for the studio's larger goal to deliver a modern infrastructure and resources to its teams and its filmmakers.





## About Capgemini

A global leader in consulting, technology services and digital transformation, Capgemini is at the forefront of innovation to address the entire breadth of clients' opportunities in the evolving world of cloud, digital and platforms. Building on its strong 50-year heritage and deep industry-specific expertise, Capgemini enables organizations to realize their business ambitions through an array of services from strategy to operations. Capgemini is driven by the conviction that the business value of technology comes from and through people. It is a multicultural company of 200,000 team members in over 40 countries. The Group reported 2017 global revenues of EUR 12.8 billion (about \$14.4 billion USD at 2017 average rate).

Learn more about us at

[www.capgemini.com](http://www.capgemini.com)

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