

# Revolutionize Customer Experience with SAP S4HANA and Salesforce Integration

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## Abstract

Organizations were not concerned about customer experience in the past due to various reasons such as limited choices for customers, limitations for customers in accessing other geographies, organizations executing monopoly etc. Globalization has significantly altered this business landscape, expanded opportunities and increased competition. It enabled companies to access new markets, reduce costs through global supply chains and leverage diverse talent pools while customers gained global access to buy quality products at best prices. Digitalization has taken the business to next level where it eliminated the need for both seller and customer to meet at physical locations to execute a transaction and facilitating everything through Online Platforms. Organizations selling products or offerings services are now forced to offer better customer experience due to severe competition. Customers facing issues in their buying experience with seller are looking for alternatives due to various options available for them in the global market. The availability of qualitative products at best prices has changed the definition for Customer Loyalty. So organizations are now investing heavily on improving customer experience. Improvising customer experience is not possible without well connected applications and systems in this digital era. SAP can revolutionize the customer experience with the integration of S4HANA with Salesforce. This article explores the key benefits, strategies and best practices for successfully integrating SAP S4HANA with Salesforce and revolutionizing customer journey with the company.

**Keywords:** SAP S4HANA, Salesforce, E-Commerce Platforms, xECM (Enterprise Content Management) Customer Experience, Integrations

## Introduction to SAP S4HANA Integration with Salesforce and xECM:

Deploying cutting edge tools and technologies is a necessity to stay competitive and secured in the current digital era. One tool cannot fulfill or perform all these functions. So Organizations implement a wide variety of tools and platforms to perform their operations and offer exceptional customer experience. So It is very important to choose right applications that speak to each other while implementing the tools and platforms. SAP S4HANA, a next generation ERP suite, Salesforce, the world's leading customer relationship management platform, and xECM, SAP's extended content management solution, are three powerful systems that can significantly enhance business agility and customer experience.

Integrating SAP S4HANA with Salesforce and xECM allows organizations to synchronize key data such as Customer Information, Sales Orders, Pricing, Customer Statements, Customer Payments and

archiving this data as per Content Retention Policies. Real-Time and unified integration eliminates redundant processes, reduces data inconsistencies and results in single source of truth.

This integration also serves as strategic enabler, aligning sales and operational processes, enhancing customer satisfaction and driving digital transformation.

SAP S/4HANA is the ERP business suite based on the SAP HANA in-memory database. It is an on-premise based system that customers can use to manage various business processes.

Salesforce is a cloud computing service as a software (SaaS) company that specializes in customer relationship management (CRM) and helps automation of Sales and marketing process in an Enterprise.

The Integration content in SAP Cloud Integration for SAP S/4HANA Integration with Salesforce enables the synchronization of master data like Product, Customer, Pricing, etc.

### **Benefits of Integrating SAP S4HANA with Salesforce:**

Integrating SAP S/4HANA with Salesforce is crucial for several reasons:

- **Enhanced data accuracy and consistency:** By synchronizing data between ERP and CRM systems, organizations can ensure that all departments work with the same information, reducing errors and discrepancies.
- **Streamlined business processes:** Integration allows for seamless workflows, such as automatic order processing and real-time inventory updates, leading to faster response times and improved efficiency.
- **Improved customer experience:** With integrated systems, customer service representatives can access comprehensive customer data, providing personalized support and resolving issues quickly. Since E-Commerce platforms can be built on top of Salesforce and Salesforce can access real time data from S4HANA, customers accessing their accounts online will have up to date information.

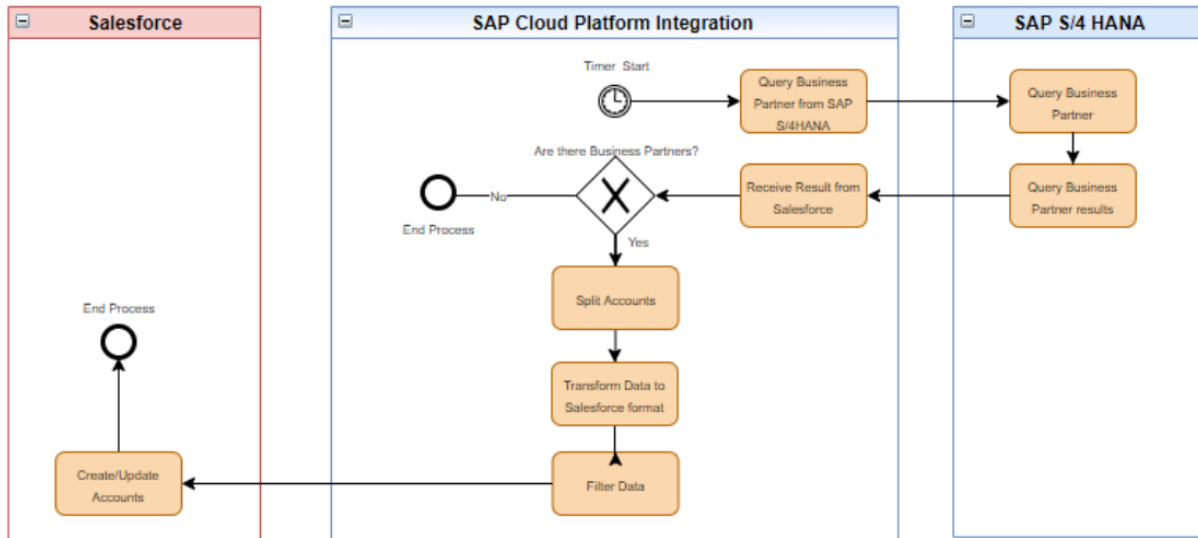
### **Key Integration Scenarios:**

SAP Offers integration with Salesforce for the replication of several master records and business scenarios as listed below.

- Replicate Account from SAP S/4HANA to Salesforce
- Replicate Product from SAP S/4HANA to Salesforce
- Replicate Sales Prices from S/4HANA to Salesforce
- Replicate Sales Order from Salesforce to SAP S/4HANA
- Replicate Sales Contract from Salesforce to SAP S/4HANA
- Receive Product Availability from SAP S/4HANA
- Update Account from Salesforce to SAP S/4HANA
- Replicate Sales Order from SAP S/4HANA to Salesforce
- Receive Sales Order History from SAP S/4HANA

## Replicate Account from SAP S/4HANA to Salesforce:

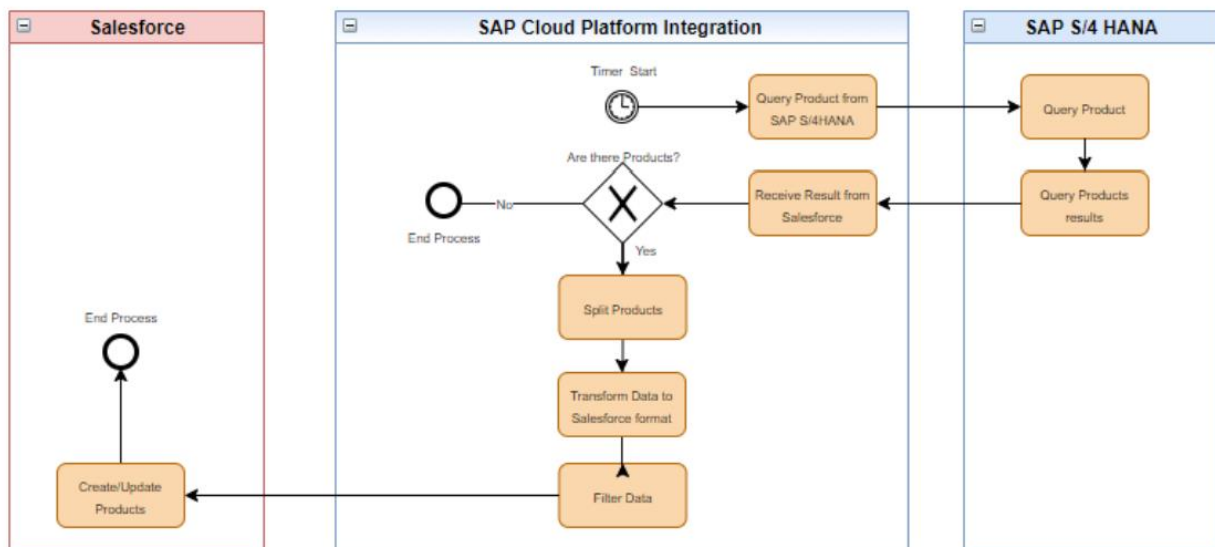
This integration allows replication of the customer data by replicating the Customer master data from SAP S/4HANA to Salesforce as Accounts. Whenever a Customer in SAP S/4HANA is created or modified, it gets replicated to SAP S/4HANA.



**Figure 1:** Flow of Customer Master Replication from S4HANA to SalesForce

## Replicate Product from SAP S/4HANA to Salesforce:

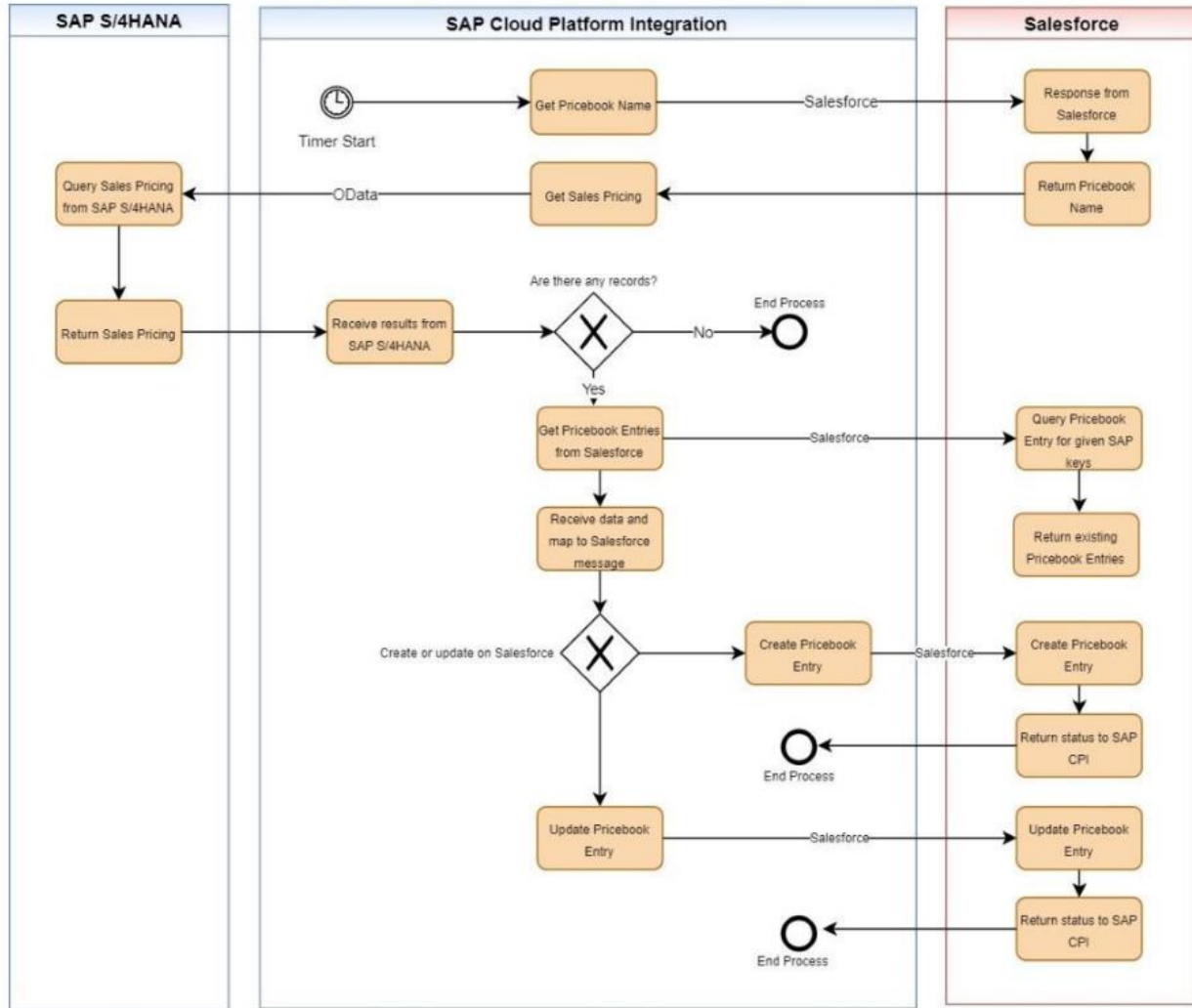
This integration enables the synchronization of the Materials data by replicating the Product master data from SAP S/4HANA to Salesforce as Products. Whenever a Material in SAP S/4HANA is created, it will be replicated to Salesforce.



**Figure 2:** Flow of Product Master Replication from S4HANA to SalesForce

## Replicate Sales Prices from S/4HANA to Salesforce:

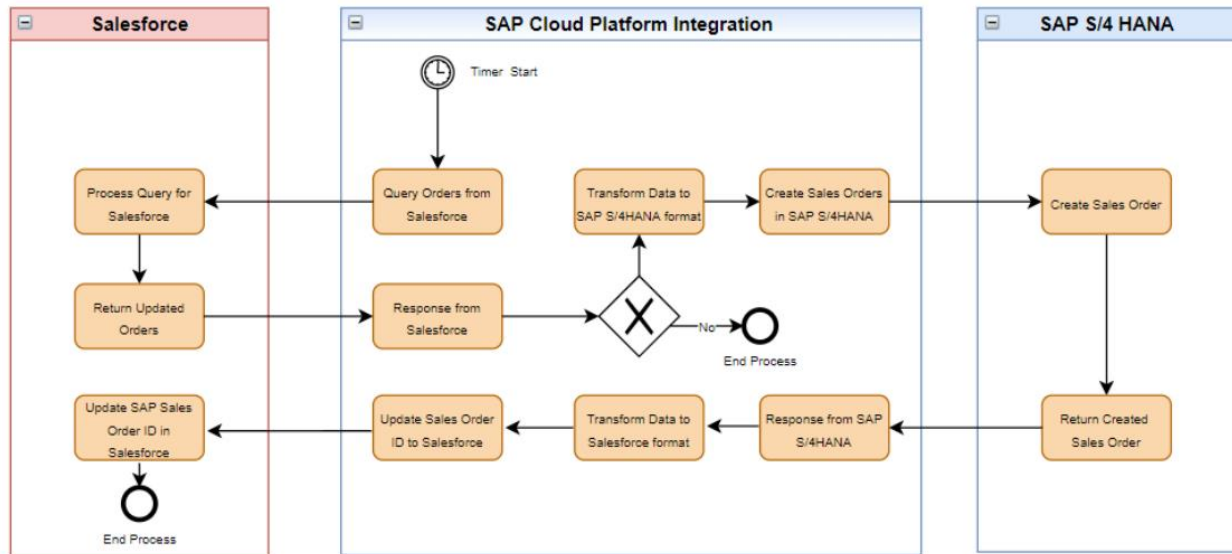
This integration allows the replication of Pricing by replicating the sales pricing data from SAP S/4HANA to Salesforce as pricebook entry. Whenever a new condition in SAP S/4HANA is created, it gets replicated to SAP S/4HANA.



**Figure 3:** Flow of Sales Prices Replication from S4HANA to SalesForce

## Replicate Sales Order from Salesforce to SAP S/4HANA:

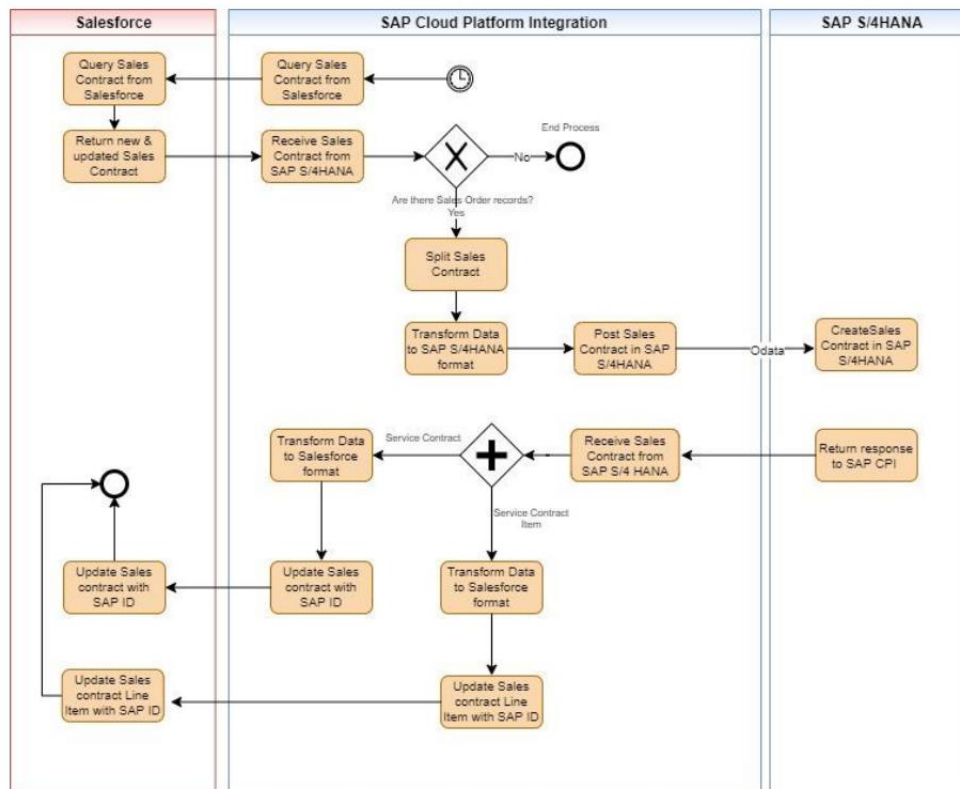
This integration allows the replication of sales orders data by replicating the Orders data from Salesforce to SAP S/4HANA as Sales Orders. Whenever an Order in Salesforce is created or modified, it will be replicated to SAP S/4HANA.



**Figure 4: Flow of Sales Orders Replication from Salesforce to S4HANA**

## Replicate Sales Contract from Salesforce to SAP S/4HANA:

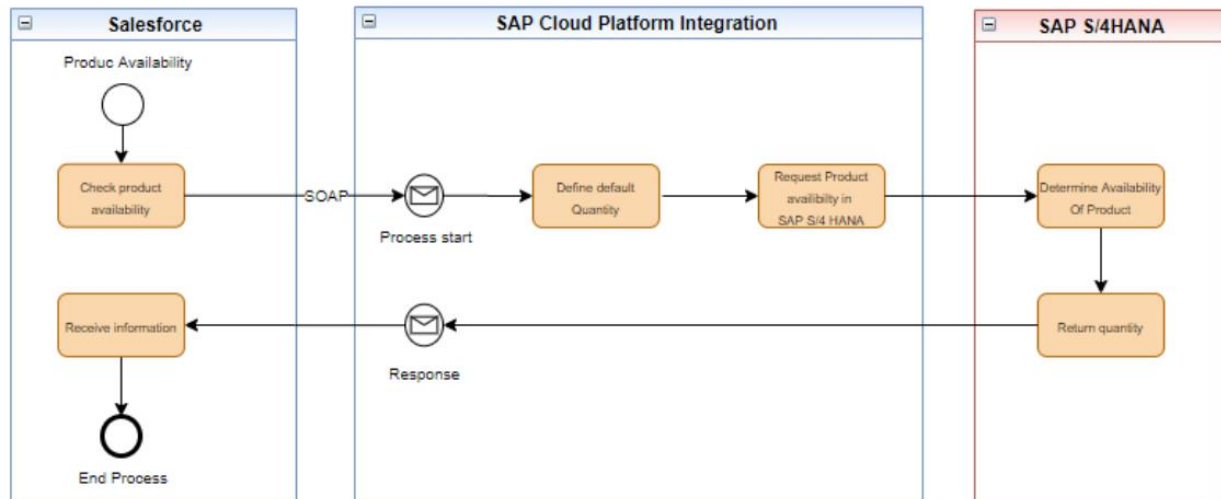
This integration allows the synchronization of Contracts by replicating the Service Contracts from Salesforce to SAP S/4HANA as Sales Contracts, and by updating it with a reference from SAP S/4HANA.



**Figure 5: Flow of Sales Contracts Replication from Salesforce to S4HANA**

## Receive Product Availability from SAP S/4HANA:

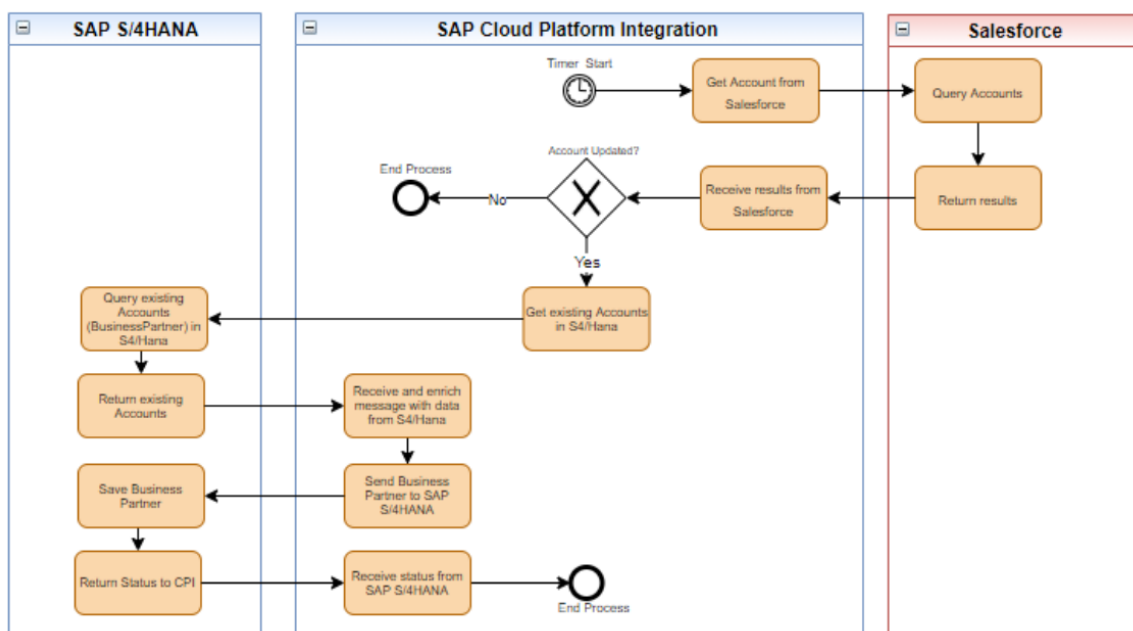
This integration allows users to obtain the availability of materials in a specified plant, as delivered by your SAP S/4HANA through the SOAP protocol. This SOAP protocol can be configured in other platforms to extract current stock or check the availability of a requested quantity.



**Figure 6:** Flow of Product Availability Replication from S4HANA to Salesforce

## Update Account from Salesforce to SAP S/4HANA:

This integration allows updating Accounts from Salesforce to Customers in SAP S/4HANA. Whenever an Account is modified in Salesforce it can be replicated to SAP S/4HANA.

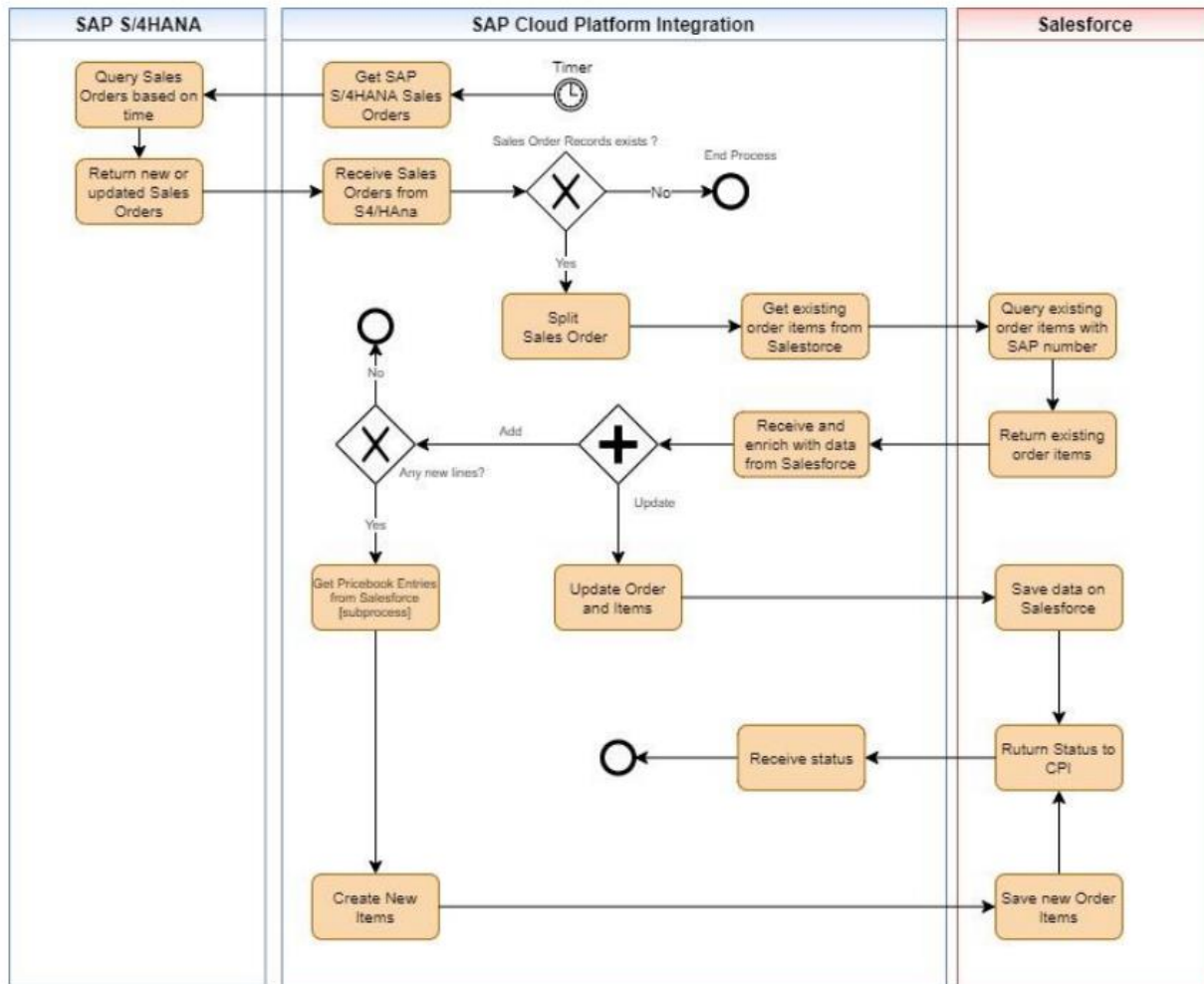


**Figure 7:** Flow of Customer Account Update Replication from S4HANA to Salesforce



## Replicate Sales Order from SAP S/4HANA to Salesforce:

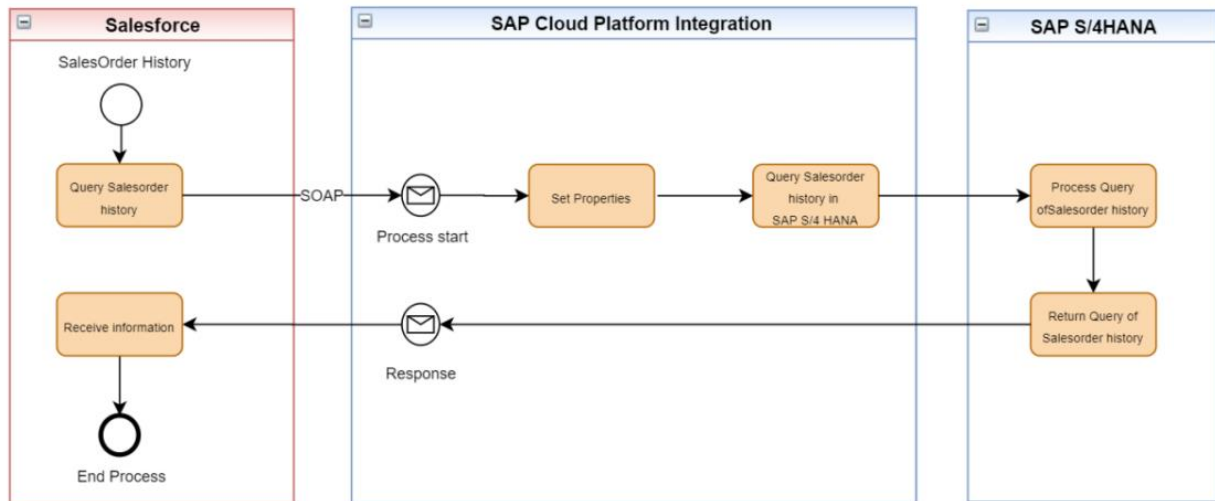
This integration allows sending updates to SAP S/4HANA Sales Orders to Salesforce. Changes made in SAP S/4HANA, including the addition of new materials to the Sales Order, would be replicated to Salesforce.



**Figure 8:** Flow of Sales Order Update Replication from S4HANA to Salesforce

## Receive Sales Order History from SAP S/4HANA:

This integration allows users to check the order history for a specific customer in a defined time frame, as delivered by your SAP S/4HANA through the SOAP protocol. This SOAP protocol can be configured in other platforms to extract the sales order history for a specific period or sales order type.

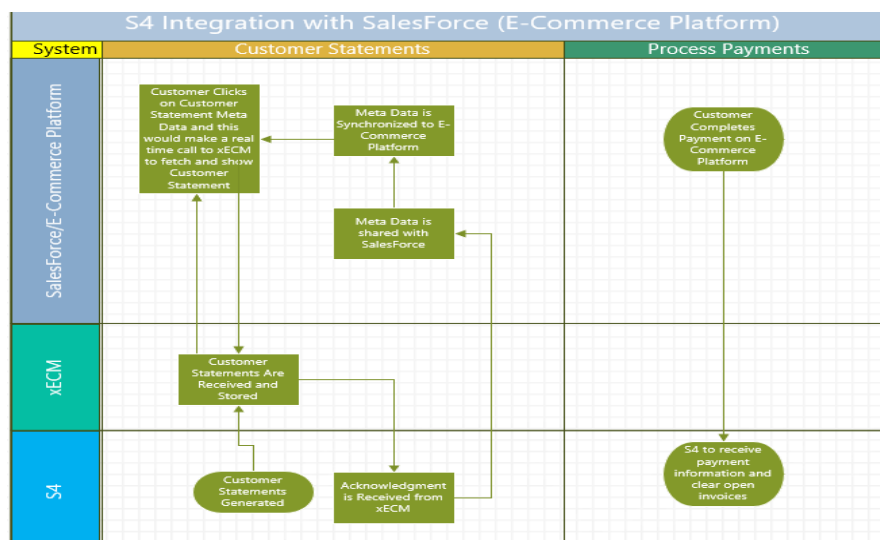


**Figure 9:** Flow of Sales Order History Replication from S4HANA to Salesforce

## Replication of Customer Statements from S4HANA to Salesforce and Payments from Salesforce to S4HANA through Custom Objects:

Each company has its own format for generating customer statements, So custom objects are to be created for synchronizing Customer Statements from S4HANA to Salesforce. There are some statutory requirements to store the customer statements as per the retention policies whereas storing these documents on either S4HANA or Salesforce would increase load on the system, hence SAP has introduced xECM (SAP Extended Content Management) which acts as an intermediary between S4HANA and Salesforce for storing the customer statements generated in S4HANA and publish them to Salesforce whenever needed.

Similarly, custom objects are to be created for capturing payment initiated by Customer on E-Commerce Platforms and send the information to S4HANA so that the respective payments can be applied against outstanding invoices.



**Figure 10:** Flow of Customer Statements and Payments between S4HANA to Salesforce



**Conclusion:**

The integration of SAP S/4HANA solution with Salesforce represents a powerful opportunity for businesses to enhance their operational efficiency and customer engagement. By leveraging the strengths of both systems, organizations can streamline processes, improve data accuracy, and ultimately deliver a better customer experience. As technology continues to evolve, implementing these integration methods and trends will be crucial for maximizing the benefits of these powerful platforms.

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