



Entry Pitch Deck

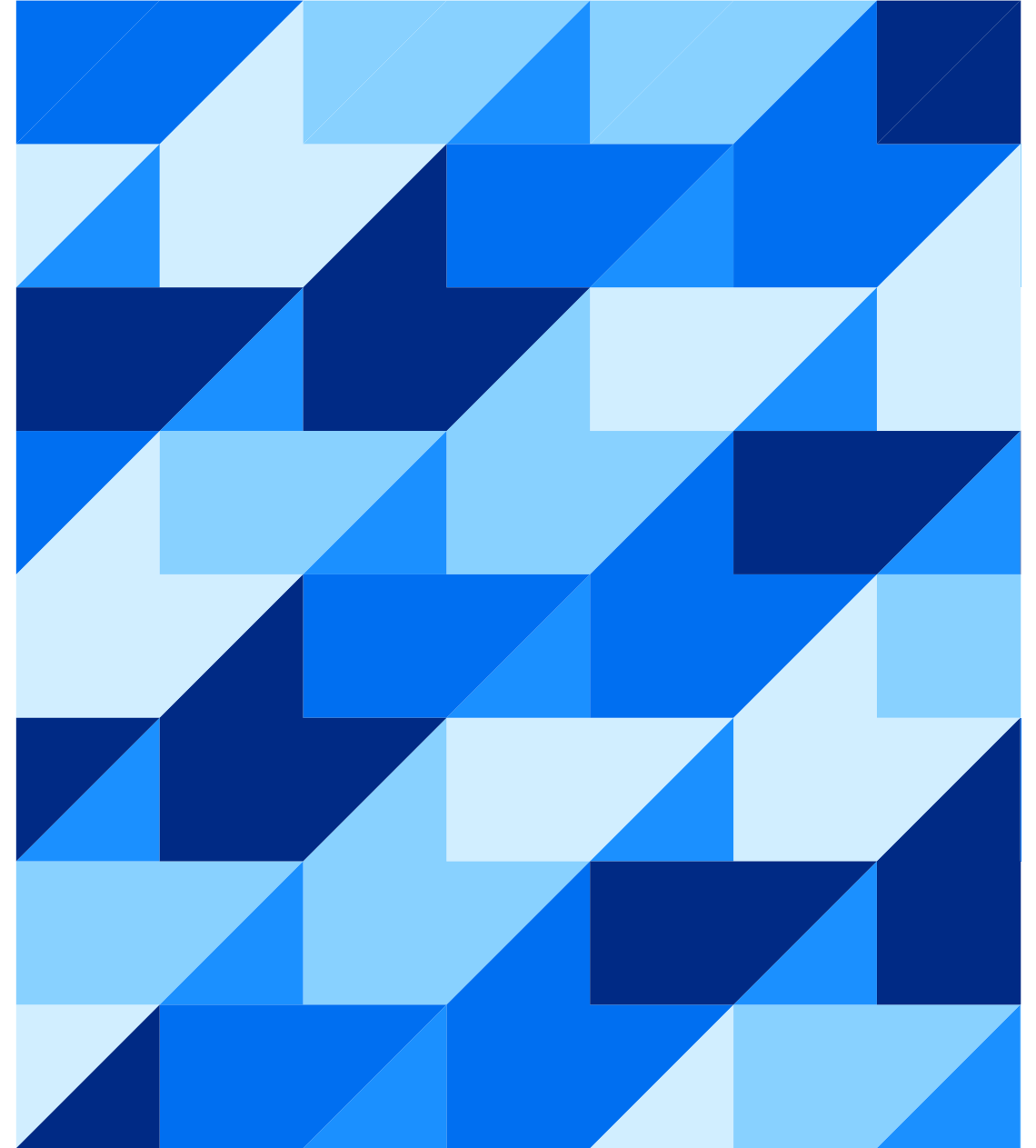
Revolutionizing B2B and Order Orchestration – Smarter orders and faster fulfilment

Nokia

Nokia Order Orchestration Team

Telecommunications

PUBLIC



Company information

COMPANY NAME:

Nokia

HEADQUARTERS:

Finland

INDUSTRY:

Telecommunications

WEBSITE:

<https://www.nokia.com/>

NUMBER OF EMPLOYEES:

78,000

Nokia is a global leader in telecommunications, networking and technology innovation. Founded in 1865 in Finland, Nokia focuses on cutting-edge solutions in 5G, cloud networking and digital transformation, enabling businesses and governments to build secure and scalable connectivity.

Nokia serves industries including telecom, healthcare, manufacturing, transportation and energy by providing private wireless networks, IoT solutions and cloud-based infrastructure.

We are committed to sustainability and aims to achieve net-zero greenhouse gas emission across our value chain by 2040. Our focus is energy-efficient products, circular economy initiatives and green supply chain practices.

Centralize and Automate: The Smart Ordering Revolution

Nokia



CHALLENGE:

Following multiple mergers, Nokia encountered significant order challenges due to multiple ECC and HANA ERPs and other order preparation platforms. This fragmented and customized set of applications led to order inconsistencies, necessitating substantial manual efforts to validate and take in and convert customer purchase orders into sales orders.. As order volumes increased globally, greater inefficiencies and errors arose, leading to slowed operations and impacted financials. Complex, business line customer specific order orchestration, integration issues and scalability limitations further impacted business users.

SOLUTION:

To overcome these challenges, Nokia deployed SAP Commerce Cloud, along with BTP, as its end state, global, centralized order orchestration platform. This next generation platform seamlessly integrated with SAP S/4HANA and ECC ERPs. SAP Commerce Cloud automates order orchestration, ensuring seamless integration with customer and finance master data in SAP MDG, product catalogs, and a centralization Offer Orchestration/CPQ Platform. The Order Orchestration Platform receives purchase orders, validates them and creates the required type of sales orders which are seamlessly sent to the SAP ERPs using SAP CPI for fulfilment.

OUTCOME:

By leveraging SAP Commerce Cloud and BTP, the Nokia achieved faster, error-free, automated order processing/. The elimination of manual processes drastically reduced errors, optimized resources, and enhanced overall efficiency. Seamless integration of the master and contractual data ensured consistency across systems end to end along the business process. With streamlined order processing, fulfillment times improved, leading to higher customer satisfaction and business agility. The scalable architecture now supports higher order volumes without performance issues. Business users gained a streamlined workflow, allowing them to manage sales order cycle efficiently and increased visibility end to end, improving agility and positioning Nokia for future B2B commerce growth.

Global, centralized,
standardized Order
Orchestration Platform for
Nokia

Digitalized and automated
order orchestration,
repository, and execution,
providing end to end
visibility, workflow
management, and ERP
ecosystem integration

Scalable order orchestration
and B2B architecture.
improving agility and
positioning Nokia for future
growth

“

**Streamline the Order process by
orchestrating complex sales orders,
enforcing contract-based pricing, and
integrating seamlessly with SAP
S/4HANA for efficient fulfillment**

”

Nokia Order Orchestration Project Charter



Challenges



GLOBAL CHALLENGES

- **Evolving B2B Commerce Landscape** – Nokia Lines o Business face increasing pressure to modernize their order processing systems.
- **Manual Processing Challenges** – Reliance on human intervention results in delays, errors, and inefficiencies.
- **Fragmented Data Systems** – Customer data, product catalogs, pricing, and contracts exist in silos, leading to inconsistencies.
- **Inefficient Workflows** – Traditional systems cause operational bottlenecks, slowing down order fulfillment.
- **Higher Processing Time & Reduced Accuracy** – Disconnected data sources increase the risk of errors and slow down transactions.
- **Need for a Unified Order Management System** – A scalable, intelligent solution is essential for improving efficiency and accuracy.



BUSINESS CHALLENGES

- **Multiple Legacy Order preparation tools-** Business users are facing issues with tracking & managing orders in multiple order preparation tools.
- **Data Validation Challenges** – Business users spent excessive time correcting scattered and inconsistent information across master data, CPQ, ERP, and financial systems.
- **Lack of Automation** – Led to delays in order fulfillment, high error rates, and increased operational costs.
- **Different processes:** Different processes were followed across different divisions or Business Unit resulting in low conversion rates, delays and heavy cost burden
- **Complex Order Handling** – Needed to support various order types, pricing rules, and contract-based sales.
- **Seamless Data Flow** – Ensured efficient sales order management and integration across systems.

Objectives

PROJECT OBJECTIVES

- **Automate order processing** – Eliminate manual intervention by implementing an integrated intelligent system.
- **Transition:** Improving business operations, Streamline Operations and Reduce Costs
- **Enhance data accuracy** – Ensure seamless synchronization of data across systems.
- **Accelerate sales order creation** – Reduce processing time through automated validations and real time data access.
- **Optimize operational efficiency** – Enable business users to manage orders effortlessly with a centralized platform.
- **Cost-effective digitalization** – Achieve transformation without requiring a storefront, reducing implementation and operational cost.
- **Future readiness** – Build a robust digital foundation to support business growth without complexity.

WHY SAP

- **Robust Order Orchestration** – Advanced capabilities in managing complex B2B sales orders, including contract-based pricing, custom workflows, and approvals.
- **Business Group Diversity:** SAP Commerce Cloud's solution allows businesses to scale and adapt quickly to changing market demands and customer expectations across different BG
- **Automation & Efficiency** – Eliminates manual data entry, reduces errors, and accelerates order processing through intelligent automation.
- **Strong ERP Synergy** – SAP Commerce Cloud seamlessly connects with SAP ECC and S/4HANA for real-time financials, fulfillment, and inventory.
- **Scalability & Performance** – Designed to handle high-order volumes and complex transactions without performance bottlenecks.

Project or use case

OVERALL USE CASE

After multiple mergers, Nokia's landscape includes multiple ERPs (both SAP ECC and SAP S/4HANA) and corresponding order preparation tools, leading to significant manual intervention to validate and convert customer purchase orders into sales orders. Nokia required a business process and technical architecture transformation to streamline its order management processes, centralize data and orders, and transition from manual and error-prone order processing to an automated and efficient system. A standard, common, scalable, yet flexible platform was required to orchestrate complex sales orders, enforce contract-based pricing, and ensure seamless integration with multiple ERPs (including a new SAP S/4HANA ngERP).

SAP Commerce Cloud and BTP was chosen as the centralized Order Orchestration (OO) platform, integrating customer and financial master data from MDG, product catalogs, Offer Orchestration/CPQ, and the evolving ERP landscape. Purchase orders are automatically ingested into SAP Commerce Cloud, where business rules, pricing validation, and contract enforcement are applied. Once the sales order is created, it is seamlessly transferred to the ERPs (including SAP S/4HANA) for fulfillment and financial processing.

USE OF ARTIFICIAL INTELLIGENCE IN THE PROJECT

The initial Order Orchestration Project was focused on designing, developing, and rolling out the SAP Commerce Cloud and BTP order orchestration foundation, laying the groundwork for a common order flow and single source of truth for order data. Artificial Intelligence, specifically SAP BTP GenAI, will be deployed in future releases to enhance workflow, further automation upstream and downstream, demand forecasting, order promising optimization, and predictive order analytics.

Benefits and outcomes 1 of 2

BUSINESS OR SOCIAL

- **Faster Order Processing** – Reduced sales order processing time by eliminating manual intervention and automating workflows.
- **Cost Reduction** – Lower operational expenses by minimizing manual errors, rework, and redundant processes.
- **Enhanced User Productivity** – Business users now manage sales orders more efficiently via SAP Commerce Cloud Backoffice, reducing workload and improving response times.
- **Improved Customer Satisfaction** – Faster and error-free order processing enhances reliability and trust in business relationships.
- **Better Employee Experience** – Business teams are freed from repetitive, manual tasks, allowing them to focus on high-value activities.
- **Global Competitiveness** – A streamlined, efficient order management process enables the business to scale and compete effectively in the global B2B commerce space.

IT*

Centralized Order Orchestration – SAP Commerce Cloud acts as a unified platform for handling complex B2B sales orders, eliminating system fragmentation.

Seamless System Integration – Real-time data synchronization between SAP Commerce Cloud, SAP S/4HANA, MDG, PMD, and CPQ ensures consistency and accuracy across systems.

Scalable & Future-Proof Architecture – A cloud-based infrastructure supports increasing order volumes and evolving business needs without significant IT overhead.

Enhanced Data Governance – Improved master data management through SAP MDG, ensuring clean and structured data for customers, products, and pricing.

Security & Compliance – Enterprise-grade security and access control mechanisms safeguard sensitive order and financial data.

Lower IT Maintenance Effort – The backoffice-only implementation eliminates the need for storefront management, reducing complexity and ongoing maintenance costs.

Benefits and outcomes 2 of 2



PEOPLE RELATED: PERSONAL PERSPECTIVE

- **Faster Decision-Making** – Real-time access to accurate order, pricing, and contract data enables sales and finance teams to make quicker, data-driven decisions.
- **Reduced Workload & Stress** – Eliminating repetitive tasks and order processing delays improves the overall work experience for employees.
- **Enhanced Collaboration** – Seamless integration between SAP Commerce Cloud, S/4HANA, and other systems fosters better coordination between sales, finance, and supply chain teams.
- **User-Friendly Interface** – SAP Commerce Cloud Backoffice provides an intuitive interface for managing sales orders, reducing the learning curve and improving efficiency.
- **Higher Job Satisfaction** – Employees benefit from fewer errors, less rework, and faster order cycles, leading to a more engaging and rewarding work environment.
- **Better Customer & Partner Engagement** – Sales teams can provide faster responses and improved service, strengthening business relationships with customers and partners.

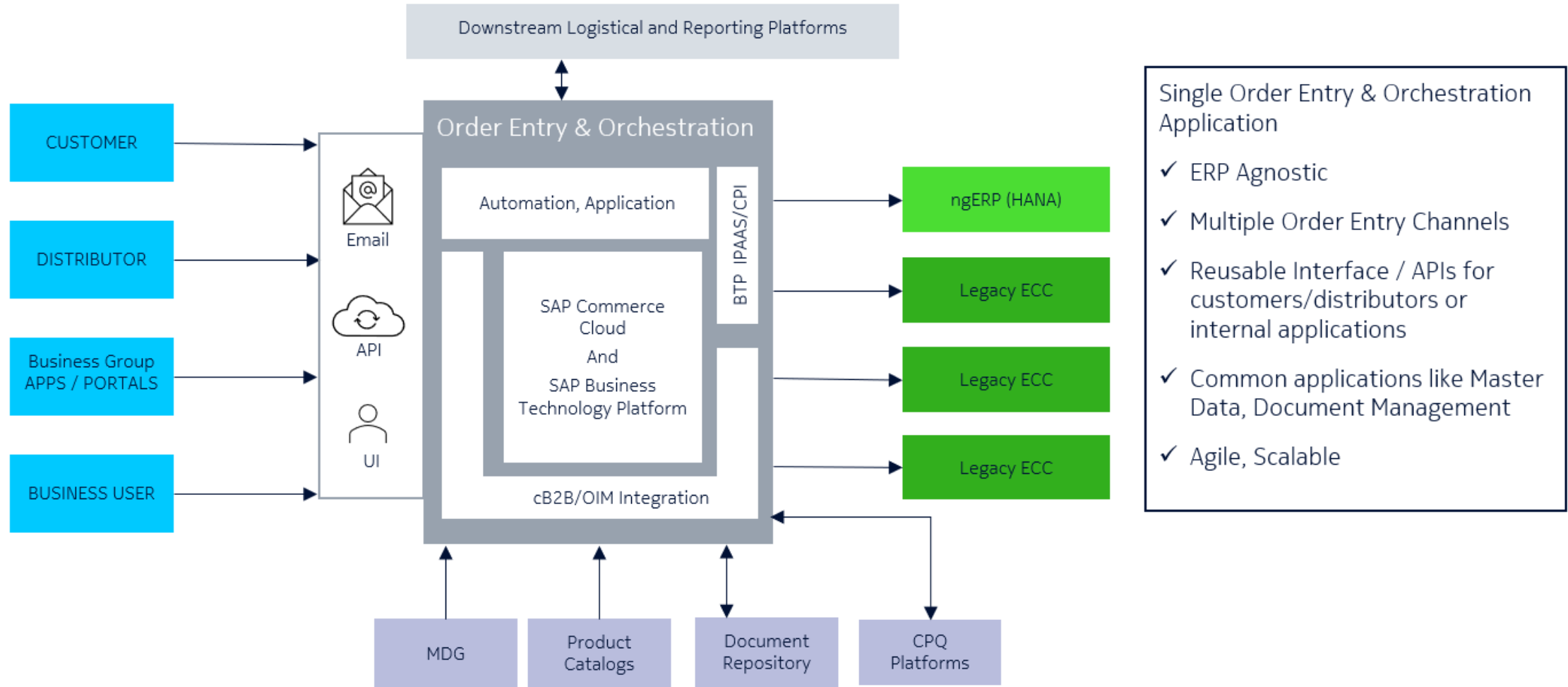


Streamline the Order process by orchestrating complex sales orders, enforcing contract-based pricing, and integrating seamlessly with SAP S/4HANA for efficient fulfillment

Nokia Order Orchestration Project Charter



Architecture



Deployment details 1 of 3

SAP TECHNOLOGIES USED

	SAP Offerings	DEPLOYMENT STATUS LIVE Proof of Concepy	SAP Business AI SCENARIO (if applicable)	CONTRIBUTION TO PROJECT
1	SAP Commerce Cloud	Live		Foundation of Nokia Order Orchestration Platform
2	SAP BTP	Live		Foundation of Nokia Order Orchestration Platform
3	SAP ERP Central Component, SAP HANA, and SAP Master Data Governance (MDG)	Live		Future SAP HANA and SAP MDG, and legacy ECC ERPs across Nokia.
4				
5				

DEPLOYMENT STATUS:

Live

DEPLOYMENT COUNTRY:

Nordics

DATE:

June 2024

NUMBER OF END USERS:

100+

TRANSACTION VOLUME:

Pilot countries in Nordics, scaling to the US in 2025.

Are you using SAP BTP? If YES, move to slide 13

Deployment details 2 of 3

The following SAP Business Technology Platform (SAP BTP) solutions are part of the project:

	TECHNOLOGY	SAP BTP SOLUTION	CONTRIBUTION TO PROJECT
1	Workflow	SAP Build Work Zone, SAP Build Process Automation, SAP Task Center	Order Workflow across Nokia
2	Data and Analytics	SAP Datasphere	End to End Order Visibility
3	Integration	SAP Integration Suite (CPI, API, Open Connectors)	Integration platform between SAP Commerce Cloud and S/4 Hana
4	Artificial Intelligence	GenAI	In Development
5			

*For partners only

*LICENSED THROUGH THE SAP BUILD/TECH ADOPTION PROGRAM:

No

*LISTED ON SAP STORE:

Np

*MONETIZED (SOLD TO YOUR CUSTOMERS):

No

*CO-INNOVATION WITH SAP:

No

*NUMBER OF CUSTOMERS USING THE SOLUTION/APP:

All Nokia Nordics Customers

Deployment details 3 of 3

The following offerings from SAP services or application packages were utilized during the implementation or deployment phase.

	SAP SERVICE OR APPLICATION PACKAGE	CONTRIBUTION TO THE PROJECT
1	SAP Max Attention	SAP Expert Services as needed
2		
3		
4		
5		

Other Packages

☐ SAP DISCOVERY CENTER MISSION: