

SAP Business Suite finance webinar series

# Finance-led ERP offerings in SAP Business Suite

**Key theme:** AI's impact on finance-led transformation

The future belongs to finance organizations powered by AI-supported insights, where predictive analytics enable proactive decision-making—and integrated processes drive both efficiency and strategic value creation.

**SAP**





**Haresh Chhaya**

Director, Finance Product Marketing

SAP



**Rafael Rodrigues**

Finance Product Marketing Expert

SAP

**Recap:** In this session, finance leaders share strategies for navigating market volatility, geopolitical shifts, and regulatory complexity while delivering more with fewer resources. They highlight internal barriers like data silos and manual workflows, and show how SAP Business Suite integrates applications, data, and AI to help finance teams anticipate change and drive transformation.



**Haresh Chhaya**

“ One thing we can all agree on is, today's world is a volatile world and customers are having to shape their business priorities based on internal and external forces that are impacting their business. At the top of their mind are managing uncertainty, controlling spend, increasing customer lifetime value, driving compliance, and maximizing return on IT investments. ”

# The new reality: Five critical objectives for finance transformation

## The five finance transformation objectives:



Manage uncertainty through agile planning and AI-supported forecasting.



Increase customer lifetime value with innovative business models and superior service.



Control spend with optimized procurement and supplier collaboration.



Lower risk and drive compliance, ensuring regulatory adherence and sustainability.



Navigate transformation by maximizing technology investments for competitive advantage.



### Learn more

Navigate economic uncertainty with SAP financial management solutions  
[Explore SAP solutions](#)

# 1 Managing uncertainty

By unifying data, applying AI-driven forecasting, and connecting planning to execution, finance leaders can anticipate change, act with agility, and turn disruption into a competitive edge.

## External factors

- Economic volatility and higher capital costs
- Tariff wars and trade disruptions
- Rapidly evolving regulations across jurisdictions
- Supply chain interruptions affecting cash flow
- Sustainability mandates with complex reporting requirements

## Internal barriers

- Data silos limiting cross-functional visibility
- Manual, error-prone processes slow decision-making
- Limited analytics and forecasting capabilities
- Disconnected systems across departments
- Lack of integrated planning from prediction to execution

SAP Business Suite integrates operational and market data into a unified platform. With AI-assisted forecasting, leaders can model cost and revenue impacts, create targeted response plans, and pivot strategies before challenges escalate.



Haresh Chhaya

“Everybody’s concerned about how tariffs and taxes and duties, etc., are going to impact their margins. In SAP Business Suite, customers can capture data from across their business and plan accordingly. Our AI tools can sniff through the data and provide predictions about how your costs would move, or how your revenue or margins would move in the future.”

# Building agility through predictive finance

Finance leaders need more than accurate forecasts; they need a continuous cycle prediction, planning, execution, and process improvement. With SAP Business Suite, finance teams can simulate outcomes, explore scenarios, and make proactive choices that keep the business on course, even in volatile markets.

## Three pillars of uncertainty management

1. Predict and simulate: Use AI forecasting to model performance and prepare for multiple market conditions.
2. Plan and optimize: Turn predictions into aligned, actionable plans and adjust dynamically.
3. Execute and adapt: Feed real-time data back into AI to improve accuracy and speed.

AI is redefining how finance teams operate. Discover how an AI-supported business suite enables more accurate forecasting, better planning, and greater resilience in the face of disruption.

[Explore the IDC spotlight](#)



Haresh Chhaya

“ Uncertainty management has three major components to it. Number one, you need to be able to predict, simulate, and forecast your top-level metrics, such as sales, revenue, costs, profitability, and liquidity. Once you have predicted, you need to be able to make a plan out of the prediction and be able to steer your business to the plan. And finally, the data that is being generated through your regular business operations has to feed back into the AI engine to really enhance your prediction for the next time. ”

By combining predictive analytics with automated execution, SAP Business Suite ensures plans stay relevant and actionable. SAP Business Suite offers modular finance packages, so you can start with the capabilities you need most, from AI-powered forecasting to connected planning, and expand as your priorities evolve.



**Haresh Chhaya**

“ In this particular example, the customer is complaining about an invoice, and our AI Joule agent is helping the customer service representative to resolve the issue by summarizing the issue by providing options. And right from the AI agent window, the user can dive into a specific invoice, maybe issue a credit or address whatever the need is. ”

## 2 Increase customer lifetime value through insight and innovation

Organizations can better understand customer needs, resolve issues faster, and uncover new growth opportunities by connecting data across sales, service, and operations.

Customers expect personalized, fast, and accurate interactions. These capabilities are available through flexible packaged options in the SAP Business Suite, making it easy to add new tools as your customer engagement strategies grow.

### **Customer-centric finance**

Delivering lifetime value starts with understanding customers in real time. Finance leaders equipped with a complete view of customer behavior, preferences, and profitability can identify retention risks, uncover growth opportunities, and guide the business toward higher-value relationships.

### **Core SAP Finance capabilities**

- **Subscription management:** With insight into customer usage patterns, manage renewals, upsells, and cross-sells, ensuring offers align with evolving needs.
- **Customer analytics:** Consolidate data from marketing, sales, service, and finance for a 360° view. Segment customers by value, behavior, and profitability to target retention efforts and prioritize high-potential accounts.
- **AI-supported service:** Empower service teams with intelligent assistants to summarize customer history, recommend tailored responses, and execute actions from a single interface.

# Connecting insights across the customer journey

Finance must collaborate across sales, service, and operations to increase customer lifetime value. By linking customer behavior data with profitability metrics, leaders can see which actions drive loyalty and where to intervene to protect high-value accounts.

Finance teams can directly influence loyalty and revenue by focusing on a few key strategies that create stronger, longer-lasting customer relationships:

1. Integrate customer data: Unify marketing, sales, service, and finance information into a single view for better segmentation and targeting.
2. Enhance every interaction: Equip teams with AI-assisted insights to resolve issues faster and personalize offers based on customer history.
3. Innovate revenue models: Explore subscription, bundling, and consumption-based pricing strategies to increase value over time.

# Enhancing every interaction

Every customer touchpoint is a chance to strengthen the relationship or risk losing it. In the webinar, Haresh demonstrated how an AI copilot like Joule can transform a potentially negative experience into a positive one. This ability to act quickly, with full context, increases satisfaction, loyalty, and ultimately lifetime value.

With SAP Business Suite's [modular finance packages](#) for both SAP Finance Base and SAP Finance Premium , organizations can add these capabilities as needed, achieving higher retention, greater revenue per customer, and faster billing dispute resolution.

# 3 Control spend to protect liquidity and supply reliability

Strong liquidity depends on strategic control of spending. By aligning procurement with market realities and business goals, finance teams can protect margins, maintain supply reliability, and adapt quickly when conditions change.

Managing liquidity effectively means maximizing cash inflows and strategically controlling cash outflows. Traditional procurement processes often lack the agility to adjust to sudden market shifts, leaving organizations vulnerable to cost overruns and supply gaps. These inefficiencies create vulnerabilities when market conditions change suddenly, leading to cost overruns, supply shortages, or missed opportunities to secure better terms.

SAP Business Suite provides finance leaders with a connected view of procurement, payables, and supplier performance with advanced capabilities available as add-ons. With flexible spend strategies driven by real-time data, organizations can shift priorities quickly, safeguard critical supplies, and fulfill customer commitments.



Haresh Chhaya

“

If you are managing liquidity, you need to be able to manage both cash-ins and cash-outs. Cash-outs are generated through your spend activity. And to be able to manage spend better, you need to be able to deploy flexible spend strategies, which are driven by market conditions. You need to be able to increase supply reliability so that in times when the supply chain has disruptions, you are able to still fulfill your obligations to your customers.

”

# Flexible spend strategies for a volatile market

Controlling spend is about more than cutting costs; it's about aligning procurement decisions with market conditions and business priorities. Organizations can make informed trade-offs that protect margins and delivery performance by monitoring supply risk and spending patterns in real time.

## Finance leaders can strengthen liquidity and resilience by:

1. Adapting procurement plans: Adjust sourcing strategies to reflect current demand, pricing trends, and supplier capacity.
2. Ensuring supply reliability: Diversify supplier base and build contingency plans to prevent disruptions.
3. Automating procure-to-pay: Streamline approvals, invoicing, and payments to reduce manual errors and accelerate cycle times.

AI is redefining how finance teams operate. Discover how an AI-supported business suite enables more accurate forecasting, better planning, and greater resilience in the face of disruption.

# From spend insight to supply resilience

In the webinar, Haresh described a scenario in which fluctuating market conditions threatened supply reliability. Using real-time spend analytics in SAP Business Suite, the finance team could see which suppliers were most at risk, adjust purchase orders accordingly, and ensure critical deliveries continued uninterrupted.



Haresh Chhaya

“ If you are managing liquidity, you need to be able to manage both cash-ins and cash-outs... And to be able to manage spend better, you need to be able to deploy flexible spend strategies,... You need to be able to increase supply reliability so... you are able to still fulfill your obligations to your customers. ”



Rafael Rodriguez

“SAP is uniquely positioned to support customers in these areas with, for example, building compliance across all geographies. For example, SAP Business Suite supports over 50 localizations with built-in compliance for local regulations, also including identity and access governance, cybersecurity, and also data protection.”

## 4 Lower risk and drive compliance across every market

By integrating regulatory, security, and sustainability requirements into daily operations, finance teams can reduce risk and protect business continuity.

Global operations face a shifting web of tax, privacy, and industry regulations that vary across markets. Without the right systems, staying compliant is costly and risky. Inconsistent processes invite fines, reputational damage, and delays, while rising ESG transparency demands add to data collection and verification workloads. Cybersecurity and identity governance gaps further increase vulnerability.

SAP Business Suite embeds compliance directly into business processes. [Explore SAP Finance Base and SAP Finance Premium packages](#) with transparent pricing to help you control spending and confidently plan your investments.

# Embedding compliance into everyday operations

Regulatory compliance works best when integrated seamlessly into workflows so that every transaction meets the proper standards automatically. When compliance is embedded at the process level, teams can focus on strategic priorities and be confident that routine activities are meeting the latest regulatory, security, and sustainability requirements in the background.

## Finance leaders can strengthen compliance and reduce risk through:

1. Automated regulatory updates: Instantly apply changes to tax, trade, and reporting rules across geographies.
2. Identity and access governance: Control who can access sensitive data and maintain audit-ready logs.
3. Built-in ESG reporting: Track sustainability metrics and automate disclosures to meet global standards

# From local rules to global assurance

By embedding regulatory logic into core processes, SAP Business Suite ensures compliance is maintained across over 50 country localizations, helping businesses expand without adding risk.



Rafael Rodriguez

“SAP is uniquely positioned to support customers in these areas with, for example, building compliance across all geographies. For example, SAP Business Suite supports over 50 localizations with built-in compliance for local regulations, also including identity and access governance, cybersecurity, and also data protection.”

# 5 Navigate transformation with clarity and control

Transforming business models, processes, and technology requires clear goals and a data-driven path forward to support goals and maintain operational stability.

Transformation efforts can stall without a structured approach. Finance teams must balance the demands of transformation with the need to maintain financial health, ensuring that measurable returns match investments in innovation. The challenge lies in providing real-time visibility into transformation initiatives.

SAP Business Suite enables transformation with integrated planning, performance tracking, and predictive insights. By connecting financial data with operational KPIs, organizations can measure progress against objectives, identify roadblocks early, and adapt their strategies for maximum impact.



**Haresh Chhaya**

“

In the long term, customers will have the ability to adopt more and more upgrades coming from SAP in their SaaS environment, and this whole process can lead customers to open up a new era for their businesses.

”

# Making transformation sustainable

Successful transformation isn't a single milestone; it's an ongoing capability. Organizations that treat transformation as a continuous process, and not a single milestone, can more easily adapt to market changes and emerging opportunities.

## **Finance leaders can ensure transformation delivers long-term value by:**

1. Integrating strategy and execution: Align transformation goals with daily operations through shared metrics and accountability.
2. Measuring what matters: Track KPIs that reflect financial health and operational progress.
3. Building a culture of adaptability: Encourage teams to embrace change as a core competency, not an occasional disruption.

# From insight to long-term impact

Transformation is most effective when decisions are backed by real-time insight. Finance teams equipped with predictive analytics can anticipate challenges, respond proactively, and maintain alignment between strategic ambitions and operational realities. By connecting financial and operational data, leaders can ensure each transformation phase contributes to sustainable growth.

[Explore how SAP Business Suite delivers](#) integrated planning, performance tracking, and analytics that give decision-makers a clear view of current performance and future opportunities, ensuring transformation remains a continuous, value-generating process.

## **Learn more**

Selecting the right ERP is a decision that shapes long-term performance. This checklist gives finance leaders nine key questions to guide evaluations and ensure future growth and adaptability.

[Download the checklist](#)

# Summary

Today's finance leaders manage uncertainty, improve agility, and deliver continuous value while ensuring operational resilience. By integrating AI, advanced analytics, and automation, organizations can gain the real-time insight needed to anticipate market shifts, strengthen liquidity, control spend, and meet evolving compliance demands.



**Haresh Chhaya**

“

I want to describe the journey as we see it for our customers... They have the ability to continuously adopt the innovations that are delivered by SAP in the SaaS environment. If customers want to enhance their capabilities, they have the option to go to Finance Premium where they can extend finance, procurement, and sales capabilities, and build upon the foundation that they have already put together through finance based.

”



## Watch the full webinar

Missed the live session?

[Watch the complete webinar recording on demand.](#)

**SAP** Bring out your best.