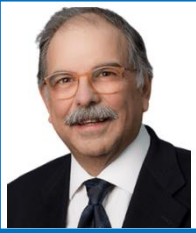**bluebird**

The **Game Changer**
in migrations
to SAP S/4HANA

COMPANY
PROFILE

" We focus and work to give the ability to our customers to react faster, with less cost, and securely, face the new challenges of business transformation and migration to SAP S/4 HANA, become an *Intelligent Enterprise*, adapt to the needs of the digital economy for a sustainable future in a highly competitive environment. "

Dr. Phaedon Hadjisavvas
CEO

WHO ARE WE?

Bluebird is the Regional Distributor and Partner of **SNP**, a leading **SAP** global service provider of solutions for transformation of **SAP** environments, creator of the **BLUEFIELD™** methodology and **CrystalBridge®** software platform.

Bluebird covers a vast Region, currently with offices in Greece, Cyprus, Egypt, United Arab Emirates, soon in Saudi Arabia, with plans to expand operations in other countries: Turkey, GCC countries, Israel, North Africa, some countries in Africa, as business will grow and demand for migration to **SAP S/4HANA** services will increase in the coming years.

Bluebird is focused on transformation, migration to **SAP S/4HANA** projects for the **SAP** customers in our Region, including Mergers & Acquisitions, Carve-out & Divestitures, Harmonisation, move to the Cloud, Localisation, additional services related to business transformations to Local companies and Subsidiaries of Multinational companies.

Working with the **SNP BLUEFIELD™** methodology and powered by **CrystalBridge® software** platform, **Bluebird** teams working together with **SNP** experts, can perform the data and business transformation to **SAP S/4HANA**, fast, secure, onsite, and remotely, on premises and on Cloud, without business disruption and at near to zero downtime. With this approach, we are the **Game Changers** in business transformations.

In summary, **Bluebird** is focused to enable **SAP** customers to transform their business models, becoming an **Intelligent Enterprise**, roll out new technologies, offering the right services and tools to make easier, faster, secure, less costly, the execution of technical and business changes for a sustainable future in the highly competitive environment.

We are a game changer in SAP S/4 HANA migration projects
Without consulting, plans stay as plans.

Bluebird Region

South Europe
Cyprus, Greece, Turkey
Middle East
GCC Countries, Israel
North Africa
Egypt, Algeria, Morocco
Africa
South Africa, Nigeria

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25 Years of SAP Experience

16 Countries

15 Business Partners

Multidisciplinary and Reliable team of SAP, SNP experts

OUR MISSION

We focus to be the company of choice for transformation, migration to **SAP S/4HANA**, of the **SAP** clients in our Region, companies determined to become an **Intelligent Enterprise,** and succeed in a rapidly changing World, building together a sustainable business future.

We observe and confirm every day that forces of change are increasing exponentially, subsequently Enterprises need and must act smarter, more decisively, and faster to comply and keep up with this change and grab the opportunities at any given time.

In this environment we have partnered with **SNP,** an **SAP global leader in transformations and migrations to SAP S/4HANA projects**, to unlock together new possibilities, leveraging expertise across diversified industries and all business functions, to help our customers to accelerate business transformation by converting ideas into innovative, secure, and scalable business solutions.

CURRENT BUSINESS ENVIRONEMENT

The goal of every **SAP Customer is to become an Intelligent Enterprise by migration to SAP S/4HANA.**

Smart enterprises are transforming their operations with the in-memory computing and digital-enabling power of the new innovative database **HANA** from **SAP.**

SAP S/4HANA is an evolutionary platform simplifying business operations and providing real-time analytics and insights to the users, to make immediate and impactful business decisions. With a simplified data model and high-power computational engine make **SAP S/4HANA** simpler to manage and scale. From real-time analytics to the Internet of Things (IoT), Blockchain, Machine Learning (ML) and Artificial intelligence (AI), **SAP S/4HANA** prepares companies for a digital future & offers rapid business growth.

The success of the digital transformation of an enterprise is assured with **SAP S/4HANA**. The seamless combination of various solutions helps the Enterprises company to digitise all business processes and improve their efficiency. **SAP S/4 HANA** reduces the Enterprise's costs while ensuring maximum transparency – across the entire value chain. The cloud-based solution also ramps up customer's and smooths the path into the digital future.

THE CLEAR MESSAGE FROM SAP

SAP has announced a deadline for support, for any **SAP** customer remaining on older versions of the **SAP R/3** software, ending in 2027.

The message is clear:

Make the shift to S/4HANA soon or be left behind.

The decision of **SAP** to end the maintenance of **SAP ECC** in 2027, should not be seen as an imposition, but as a need for the transition to the new digital world.

It must be considered as the opportunity for true digital transformation and get advantage of the revolutionary technology of **SAP S/4HANA.**

A system that was designed to be the digital core, giving to Enterprises the tools needed to meet their strategic goals in a digital context, and to fully evolve their processes, data, and organisation to meet those goals.

In summary, Enterprises will need to embrace this transformation to remain competitive in the coming years and not just comply with the decision of **SAP** to withdraw the **SAP ECC**.

ADOPT THE OPTIMAL MIGRATION PATH TO SAP S/4HANA

Migration from **SAP ERP** to **SAP S/4HANA** is possible in different ways. The choice of the optimal path depends on many factors, including the complexity of the existing **SAP** environment of the Enterprise, the extend of the changes that must be done, the introduction of new business processes, the handling of historical data, the choice between on premises or cloud, the time and cost of the project as well as the downtime for going live.

Plenty of terminology is flying around, with different terms that mean the same thing, similar but unrelated words, and overlapping definitions.

All of these makes understanding the language of **SAP** projects tougher than it needs to be and the journey to **SAP S/4HANA** seems to be unclear, overly complicated, risky, and complicated.

Up till recently, there were only two approaches available for businesses commonly known as:

- **Greenfield**

  A new implementation "from scratch", with a completely new system using new **SAP S/4HANA** features without taking anything from the past, without the historical data.

  Reimplementation requires specific time, costs, development of a strategy for production starts.

  The cost of deploying a **greenfield** to **SAP S/4HANA** implementation will be higher than other approaches.

- **Brownfield**

  Is a typical conversion of an existing **SAP ECC** system (as-is), to **SAP S/4HANA**, that is keep the same structure, and improve performance.

  Configuration and extension changes are made only in situations that are required by **SAP S/4HANA**.

  The main risk associated with this approach is the longtime of unavailability of the production system.

  A **brownfield** migration is less costly since there are no changes in the business processes.

- **Bluefield™**

  Is the new, innovative, proprietary approach of **SNP** for migrations to **SAP S/4HANA**, the faster route to **SAP S/4HANA**, largely based on process automation from the **SNP Crystalbridge®** proprietary software.

- Allows customers to deliver business as well as technological transformation.

- Flexibly combines the advantages of both approaches. With a simplified path for the transformation projects, provides extraordinary speed with minimum risks.

- Allows transformations, migration to **SAP S/4HANA** to be executed with less manual intervention and consulting man days, resulting to be less costly.
- With minimal disruption, with Near to Zero Downtime method, all while ensuring business continuity.
- Convert at any point in time, as there is no dependency on Fiscal Year-end, thus conversion is possible at any point of time.
- Retain full or partial historical data as all operational data is available without the need for archive or reference systems.
- Transformation without re-implementation.
- Take full advantage of **SAP S/4HANA** innovation whilst retaining existing key developments and IP.
- Merge systems and harmonise process and data for operations and reporting.

BLUEFIELD™, SNP, SAP

SAP has also realised that a binary selection of **SAP S/4HANA** migration options does not provide the flexibility required by most of the **SAP ECC** customers.

At **SAP** board level it is accepted "that with the **Bluefield™**, methodology, **SAP** customers have the ability to realise value from their deployments to **SAP S/4HANA** with even greater speed and agility."

SAP has teamed up with **SNP** to create the **SAP S/4HANA Selective Data Transition Engagement** with the aim to promote, support and simplify selective data migration, the approach that is called **Bluefield™**.

CRYSTALBRIDGE®

THE DATA TRANSFORMATION PLATFORM

CrystalBridge® is the Data Transformation Platform from **SNP**, by far the most powerful standard software in the World, for implementing complex transformations in **SAP ECC** systems, in an automated manner.

The periodic table below, provides an overview of the software modules that are available for each transformation project.

Based on diverse transformation scenarios, the individual modules are combined to meet the needs for different cases:

- Migration to **SAP S/4HANA**
- Merge
- Carve Out
- Harmonise
- Move to Cloud
- Test Data
- Assessment
- Interface Management

In summary**, CrystalBridge® is:**
- **Fast:** 75% faster through automation, parallelisation
- **Complete:** End-to-end s/w from Analysis to Going Live
- **Secure:** Due to integrated continuous quality control
- **Performant:** Do several projects in ONE go live
- **Transparent:** Overview of the complete IT landscape in a unique graphical design
- **Agile and Innovative**: Fast adaptation of the **SAP** Landscape to changes in the business processes
- **Reliable:** Minimal down time ensures continuous operation
- **Flexible:** Through simulations and cost minimisations
- **Clear**: Based on a "single Source of Truth"
- **Standardised**: Transformation rules reduce effort, risk
- **Efficient:** Through predefined sets of rules procedures and automated testing
- **Ontime:** Flexible go live on the required date

OUR SERVICES TO SAP CUSTOMERS

Our role as expert in migration, transformation projects, is to be the trusted advisor and partner of **SAP customers**, by working with the right tools and following methodologies to accelerate business growth, transfer knowledge, and continuous improvements to the business.

Bluebird has adopted the innovative **SNP BLUEFIELD™** methodology powered by **SNP Crystalbridge® software** platform for automation of migration tasks.

We have teamed up with **SNP**, **SAP global service partner**, a digital transformation and data migration solution provider, a world leading software solutions provider, offering a new migration approach to **SAP S/4HANA**.

The result is that we are working with a data transformation methodology and platform that enables companies to both migrate to **SAP S/4HANA** and revise their setup through a single project.

Our Services to **SAP customers** in our Region, are suitable from small-mid-size to large enterprises planning to move to become an **Intelligent Enterprise** and get an edge over their competitors in a digitally competitive world.

Our Current **SAP Services** Offering Include:

Digital Consulting and Technology Consulting:

We help **SAP customers** enable business strategy, choose the right **SAP** and other solutions (AI, RPA, ML), plan and execute their digital transformation initiatives and be implemented most efficiently.

Business Transformation:

We help **SAP customers** to mitigate the organisational change necessary for technology implementation with **SNP BLUEFIELD™** transformation methodology**.** Our experts help our customers to reach to their business goals while delivering intelligent process automation and operational efficiencies.

Migration to SAP S/4HANA:

Support the preparation and do implementation of the migration to **S/4HANA**, with **SNP BLUEFIELD™** methodology powered by **Crystalbridge® software**.

Mergers, carve-outs:

SAP ECC projects related to the merger of companies or the incorporation of another company or part of a company.

SAP ECC projects related to the separation of part of the enterprise, e.g., for the sale of the plant (**SAP** carve out)

Business Reorganisation:

SAP ECC projects related to changes in the organization of the company and the course of processes:

- Shared Services Center
- Centralization of processes within the capital group
- Merger of business entities within the group

Harmonisation:

- Projects for the harmonisation of the Chart of Accounts (CoA)
- Harmonisation of Vendors, Customers, Master Data during conversion to a Business Partner
- Migration to a new general ledger (New GL)

Migration to the Cloud:

Through discovery, dependency mapping, and risk assessments based on current usage, we offer comprehensive support for **SAP** migration from on premise to cloud, including migration to:

- Microsoft Azure
- Amazon Web Service (AWS)
- Google Cloud
- SAP clouds (HANA Enterprise Cloud – HEC, SAP Private Cloud, SAP Public Cloud)

Services to Multinational Local subsidiaries:

We ensure compliance of **SAP S/4HANA** systems with the requirements of the group and the needs of branches in individual countries.

Depending on the needs, the support may concern the following areas:

- managing a rollout deployment
- ensuring **SAP** compliance with local legal regulations and business practices
- coordination of cooperation with IT subcontractors
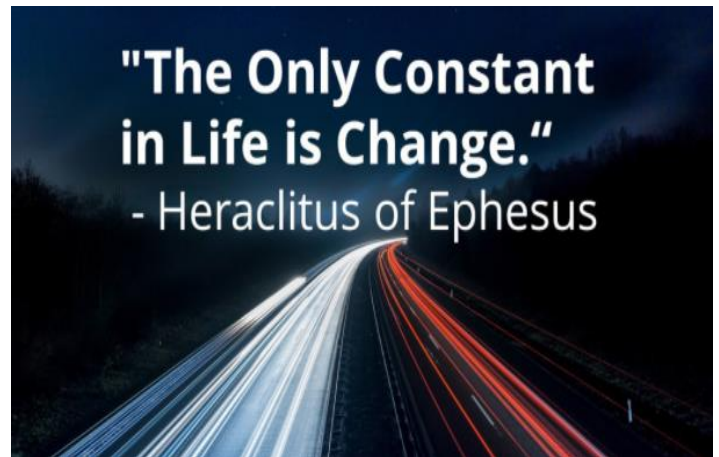- **SAP** training for **SAP S/4HANA** processes

Training:

We offer proprietary training and provide experienced trainers-practitioners for training from the standard **SAP** training path to key users, end users, managers of **SAP customers** running in **SAP S/4HANA** environment.

We carry out trainings on request, at a set time and location focusing on the following priorities:
a.   Specific new functionalities
b.   Business scenario Simulation and Learning
c.   Industry Solutions
d.   New Digital processes

Our trainers are senior certified **SAP** consultants with many years of training experience to **SAP**, and Digital experts, experienced in AI, RPA, Machine Learning.

"The Only Constant in Life is Change." - Heraclitus of Ephesus

Change Management:

Organizational change is a key component of any **SAP S/4HANA** transformation.

Our experts in Change Management, especially in **SAP** environments, have the experience, methodology, tools, and knowledge to guide customers embarking on a migration to **SAP S/4HANA** and face the required organisational changes.

Organisational change is a key component of any **SAP S/4HANA** transformation.

Our long year experience has taught us that the technology will be much easier to change than the people or business processes.

It is, therefore, necessary to define an effective organisational change management strategy to enable the overall transformation.

Our services for change management include:

- Organizational readiness
- Communications
- Organizational design
- Training
- Executive and stakeholder alignment
- Benefits realisation
- Workforce transition
- Cultural transformation

WHY CHOOSE BLUEBIRD AND SNP?

Our **Bluebird** local teams of SAP, certified experts, together with **SNP** Group experts, having already a long list of successful business transformation, migration to **SAP S/4HANA** projects, we look forward to work with the **SAP customers'** teams in our Region, to support their companies, becoming **Intelligent Enterprises**, and securing a position at the **forefront of SAP innovation.**

The key reasons why our Team will be trusted by the **SAP Customers** in our Region, can be summarised as follows:

We bring Expertise:

Our Team has special expertise, long experience in **SAP** projects, in technical **(SAP basis, ABAP)** and Business (**SAP functional consulting**), in-depth knowledge of **SNP CrystalBridge® software** and **BLUEFIELD™ met**hodology.

We bring years of SAP accumulated experience:

With **SAP Basis and SAP functional**, certified consultants with over 20 years of experience, a team of certified on **SNP CrystalBridge®** and **BLUEFIELD™**, we leverage know-how with our **SNP** colleagues and the German way of working and deliver top quality transformation services to **SAP customers** and supporting their transformation projects.

We do the projects, On Time – On Budget – Near to zero downtime:

Our approach, transformation methodology and expertise using **SNP CrystalBridge®** and **BLUEFIELD™** methodology, accelerators, and tools, enable fast on time migration project completion, **On Time, On Budget**, with less consulting man-days costs, always with top quality and most important, with **Near to Zero Downtime**

We know what we are doing, with a proven approach:

From analysis, to planning, execution, maintenance, and support, we cover the full lifecycle of the transformation migration project, an approach that has been used by **SNP** and proved efficient and successful in more than 14,000 , so far, projects of **SNP** around the World.

OUR LEADERSHIP TEAM

LEADERSHIP

We draw on our global network to assemble a team of experts.

Dieter Matheis
President of the Executive Board

Dr. Phaedon Hadjisavvas
Chief Executive Officer

Amir Ali
Managing Director

Athanasios Ganatsios
Member of the Board

Demetre Vasilas
Member of the Board

Anastasios Rodopoulos
Member of the Board

SUMMARY

At **Bluebird**, we believe in giving more than 100%.

With our experienced team of **SAP** consultants, by using and working with **SNP CrystalBridge® software and BLUEFIELD™ methodology** for business transformations and migrations to **SAP S/4HANA**, we support the **SAP customers** in our Region, to do the important step and move to the new digital world, becoming an **Intelligence Enterprise** to face the competitions and build a sustainable, profitable future. We thrive because of our market knowledge and great team committed to succeed.

With BLUEBIRD

SNP CrystalBridge® software and BLUEFIELD™ methodology

your move to SAP S/4HANA is more than an upgrade