

# WHITE PAPER

## Undergoing Digital Transformation?

### Here's Looking at the Top 3 ERP Solutions on the Market Today



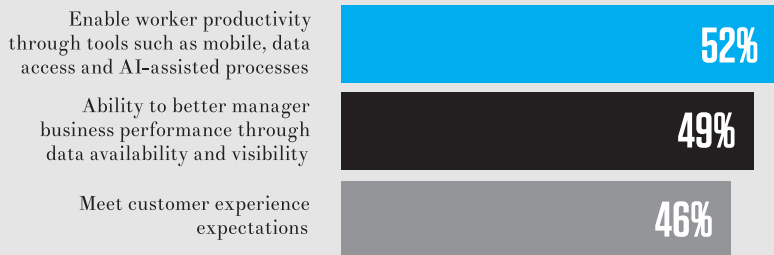
## Introduction

Today, more and more companies have advanced into the digital age. By optimizing their technology, they are enabling significant transformation and driving the growth of their businesses. With IT spending figures on the rise, expected to reach \$3.8 trillion in 2019 according to Gartner, a number of emerging trends herald an exciting year for digital transformations.

If your business is outgrowing your current IT systems, now is the time to think about selecting a modern ERP and making the move to the cloud. But, before you make that decision, you need to understand the available solutions, select one that best fits your needs, and implement it successfully. Then you can and achieve the ROI that you deserve. This whitepaper can provide the insight you need to help you make the right ERP decision. So, check out which ERP is dominating the market and which is best for your business.

## The state of digital business transformation

### What does “digital-business” mean to organizations?



Source: [IDG](#)

Modernizations in technology and a dynamic business environment are driving businesses to go global. As enterprises expand to operate from locations around the world, disparate departments, system, and data silos can restrict business growth; digital transformation initiatives, therefore, are a top priority for today's CIOs, and many companies are seeking to digitize their

business to drive revenue and remain competitive. Digital transformation allows businesses to modernize their processes through the use of technology. Now they can create value and a competitive advantage through new offerings, new business models, and new relationships. Digital transformation lets them evolve their business, enable worker productivity, and better manage daily operations, all while developing new revenue streams.

## Driving digital transformation through ERP

When ERPs were first introduced, no one could have envisioned how they would change over time. Over two decades later, ERPs are now the life blood of every organization. According to Allied Market Research, the global ERP market is expected to garner [\\$41.69 billion](#) by 2020. Globalization, digitalization, a host of upcoming technologies have made it virtually impossible for businesses to do without ERP. The amount of data that ERPs hold, and the capabilities they offer to businesses small and large are beyond compare.

32%

of IT decision-makers say that digital business has already helped their organization achieve revenue growth

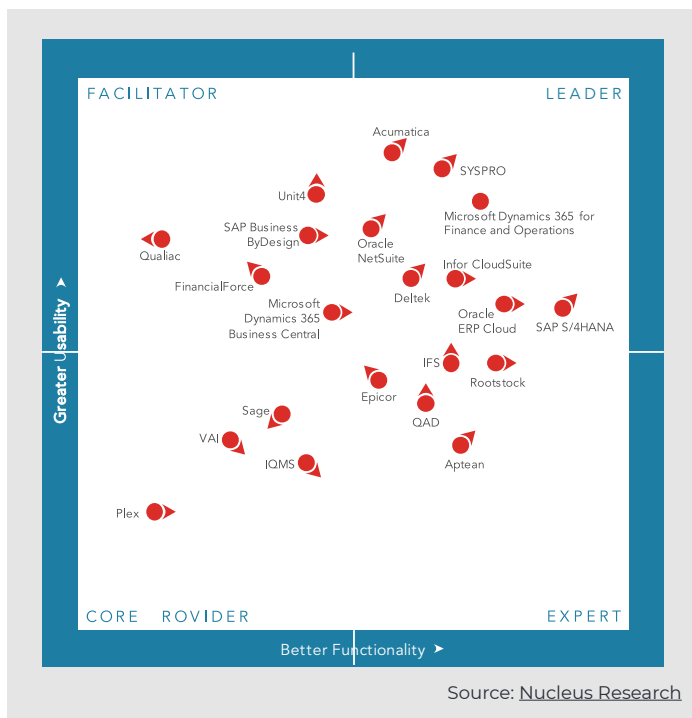
Source: [IDG](#)

ERP solutions have a significant role to play in digital transformation; they allow geographically dispersed organizations to manage all their business operations using a single system. And although they were notorious for being complex to implement and difficult to manage without expensive and time-consuming customization, that whole dynamic has changed, thanks to advances in cloud technology. With cloud ERP, global enterprises can manage their businesses like never before. How else would we expand businesses into new terrains of geography, product lines, and service types?

If you're looking to digitize your business, the path to innovation and true digital transformation begins with getting an ERP on board, and enabling it to manage all operations across various business functions. Because deploying an ERP system is a costly and time-consuming endeavor, you need to carefully choose a solution that best fits your business needs in order to grow, and drive substantial benefits. While most organizations recognize the need for an ERP and the benefits it can offer, a successful outcome entirely depends on the ERP solution you choose.

With extensions into social platforms, and integration with modern technologies such as BI, AI, and machine learning, as well as with other enterprise systems, cloud ERP is changing the way businesses operate. According to a report by Nucleus Research, cloud deployment delivers 3.2 times more ROI than on-premises deployment. With cloud ERP, data is not just made available to stakeholders in a single location, but breaks the barriers of geographical and hardware constraints. It is enabling businesses to have access to all the technologies needed to drive digital transformation across the enterprise.

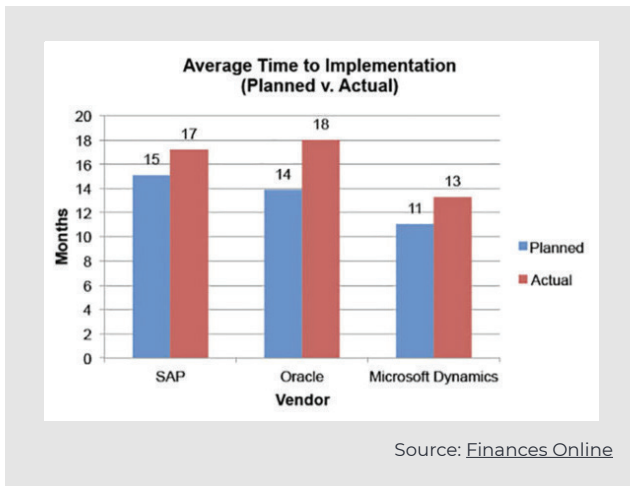
## The top 3 ERPs in the market today



There is a high likelihood that your organization is already on the path to digital transformation, focused on leveraging new technologies in order to meet changing customer demands. In the pursuit of end-to-end digitalization, a critical goal is the evolution of your core systems – the key transactional systems on which your business depends. Implementing a modern ERP can give you the competitive edge you've been waiting for. However, since the ERP market is extremely competitive, making a final decision on which ERP is best for your organization is not easy. While researching your options, there are three solutions that you will invariably encounter: Microsoft Dynamics 365 for Finance and Operations, Oracle ERP Cloud, and SAP S/4 HANA.

Dynamics 365 for Finance and Operations is a powerful contender in the cloud ERP market, with a comparatively less complex architecture, lower costs, and an easier implementation path. Built from the ground-up on the Microsoft infrastructure, this ERP platform unifies global financials and operations and leverages top-notch capabilities to effortlessly sync and integrate a plethora of day-to-day business applications while transforming productivity through deep insights.

Multi-lingual and multi-currency capabilities make Dynamics 365 for Finance and Operations a great choice for organizations with an international presence to efficiently and seamlessly carry out their business. What makes Dynamics 365 for Finance and Operations a winner is the familiar Microsoft interface, the simple look and feel, and the numerous integration options. It is these features that make it the best ERP choice across diverse industry verticals.



SAP S/4 HANA is probably the most popular solution when it comes to ERP. Considered the undisputed market leader with a strong share of the ERP market, SAP S/4 HANA- is often synonymous with ERP. Since it is built from the ground-up, rather than through acquisition, it maintains a strong foothold in the enterprise market. The solution offers localization capabilities for over 120 countries, making it accessible to a larger audience – not just geographically, but also across industries. What makes SAP S/4 HANA a winner is its deep

industry-specific capabilities, and expertise gained over the years from thousands of successful implementations. And although it is slightly more expensive compared to other ERPs, and has a rather long learning curve, it is still a favorite for many around the world.

Oracle ERP Cloud is another sought-after ERP solution on the market today. The solution is primarily built through development and acquisition of robust product lines, and therefore provides flexible functionality to a variety of industries. With capabilities across finance, accounting, project management, risk management, revenue management, and analytics, Oracle ERP Cloud is an ideal choice to drive operational efficiencies and intelligent business processes. The ERP offers the ideal amalgamation of services across modern technology capabilities, including advanced analytics and reporting, mobility, modern UI, social collaboration, and end-to-end security. What makes Oracle ERP Cloud a winner is its modern ERP architecture, integration with other enterprise cloud applications, and scalability to suit the growing needs of businesses.

## Comparison chart

Comparing modern ERPs like Dynamics 365 for Finance and Operations, SAP S/4 HANA, and Oracle ERP Cloud can be difficult and overwhelming. All three products offer a array of new and innovative capabilities; each is investing heavily in modern technologies such as cloud, machine learning, and analytics. And although all three systems offer more or less similar features, each one has its pros, cons, and tradeoffs. They all have different strengths compared to one another. Here's a comparison chart that gives a detailed snapshot of the subtle differences:

Feature	Dynamics 365 for Finance and Operations	SAP S/4 HANA	Oracle ERP Cloud
<b>Features</b>			
Design	Built from the ground-up on the Microsoft infrastructure	Built from the ground-up	Built through development and acquisition of robust product lines
Architecture	Modern architecture	Native architecture	Not-so-modern architecture
Global capabilities	Unified global financials and operations	Localization capabilities for over 120 countries	Capabilities across finance, accounting, project management, risk management, revenue management, and analytics
Cloud capability	Mature cloud offering	Mature cloud offering	Developing cloud offering
Look and feel	Simple look and feel	Slightly complicated look and feel	Complicated look and feel
Ease of use	The familiar Microsoft interface with the option to personalize views, fields, and forms without extensive coding enables organizations to implement changes faster and get businesses up to speed	Most SAP S/4 HANA modules employ a complex GUI, and have a steep-learning curve for first-time users. However, once users get used to the intuitive interface, there is no looking back	The interface is not very user-friendly; organizations that have never used Oracle applications find it tough to navigate through the system
Industry-specific capabilities	Reasonable industry-specific capabilities	Deep industry-specific capabilities	Reasonable industry-specific capabilities
BI capabilities	Built with a host of intelligent BI tools including Cortana Intelligence, Power BI, and Azure Machine Learning that enable data exploration and reporting across financial statements, business operations, tax documents, checks, invoices, and purchase orders	Although SAP S/4 HANA comes with some stunning BI features with intuitive dashboards, reports, and analytics, organizations need to deploy SAP Business Objects BI platform that has its own server, database, and security structure	Offers advanced analytics and reporting, that is embedded natively and deeply across all functional areas
<b>Functionality</b>			
Target market	Ideal ERP choice for small, medium, and large businesses. The multi-lingual and multi-currency capabilities make it easy for businesses with an international presence to work efficiently and seamlessly	More suitable for large enterprise level manufacturing companies. Versatility is one of the biggest USP; SAP S/4 HANA -covers the length and breadth of modern ERP capabilities, and caters to the needs of mostly large, manufacturing setups	Best suited for small and medium businesses as long as scalability isn't of prime importance
Integration options	Offers seamless integration with a myriad of Microsoft applications such as Office 365, Outlook, Power BI, Cortana Intelligence, PowerApps, etc. as well as non-Microsoft applications and other third-party solutions using the Common Data Model	Since SAP S/4 HANA is built on niche technology, it only offers native integration. Integration with other systems requires the adoption of a unique integration path and special integrators depending on the version	Although Oracle ERP Cloud seamlessly integrates several business modules into a single system, while offering decent integration with other Oracle enterprise systems, one has to depend on the Fusion middleware to integrate third-party systems
Customization	Customizations to suit industry and business needs are effortless; businesses can either customize using in-house talent or choose from an extensive network of experienced partners	In order to customize the solution, organizations need to have deep knowledge of the traditional architecture and data models	Many customization options; organizations can choose from a range of options to suit their distinct needs

Feature	Dynamics 365 for Finance and Operations	SAP S/4 HANA	Oracle ERP Cloud
<b>Implementation</b>			
Ease of implementation	Fairly easy and straightforward to implement	Complex to implement	Not so easy to implement
Deployment options	Organizations can choose from several deployment options and get their ERP up and running quickly	Deployment options are limited and do not extend beyond traditional software architecture	A good range of deployment modules and standard business process flows streamline implementation
Default modules	Default modules are more than sufficient for basic configuration	Because SAP S/4 HANA caters to some extremely niche markets, a number of modules are extremely complex which increases the implementation time	Default modules are not desirable, compelling companies to develop their own custom modules
Average implementation duration	21.2 months - planned 23.6 months - actual	21.3 months- planned 23 months - actual	23.5 months- planned 24.5 months - actual
<b>Business impact</b>			
Cost	Lower than SAP and Oracle	Significantly higher than Dynamics 365, but lower than Oracle	Highest total cost of ownership
Benefit realization	26% of clients reported having achieved more than 50% of the projected benefits	34% of clients reported having achieved more than 50% of the benefits projected	Only 21% of clients reported having achieved more than 50% of the projected benefits
Functionality achieved	80% of clients said to have achieved more than 50% functionality	44% of clients said to have achieved more than 50% functionality	86% of clients said to have achieved more than 50% functionality
Cloud utility	60% of clients opt for on-cloud and only 40% for on-premises	40% of clients still seem to prefer on-premises, with 30% preferring on-cloud and 30% SaaS	53% of clients prefer the on-cloud while 47% prefer on-premises

Dynamics 365 for Finance and Operations scores over SAP S/4 HANA and Oracle ERP Cloud in terms of being the most economical ERP solution. In addition, the solution is customizable and can easily be integrated with not only the other systems in the Microsoft suite, but also with third-party systems using the Common Data Model. Also, it is capable of supporting an organization's accounting and operations since it offers fully integrated modules across manufacturing, retail, and others. In design, Dynamics 365 for Finance and Operations is the most user-friendly; the basic layout of modules and architecture is simple, reducing the time and effort required to learn how to use the system.

# How Dynamics 365 for Finance and Operations can help you transform digitally

In a technology-obsessed world, the only way businesses can respond to changing market conditions and customer needs while simultaneously experiencing growth and progress is by breaking the many silos that exist between business processes. Dynamics 365 for Finance and Operations offers intelligent cloud applications for all of your business activities, and helps you respond to changing dynamics of the business environment with the required agility.

If you're looking to drive digital transformation across your enterprise, look no further. With digital transformation at its core, Dynamics 365 for Finance and Operations utilizes modern digital technology to bring together distinct business applications, integrate siloed data, drive higher productivity, and improve business process efficiency.

Here are 6 ways in which Dynamics 365 for Finance and Operations can help you transform digitally:

## Unified operations

Dynamics 365 for Finance and Operations unifies an array of business applications in the cloud including ERP, CRM, O365, and BI, and allows you to manage all your business processes through a single platform. Using the comprehensive and flexible business solution, you can access data across your core businesses processes - anywhere, anytime. With all the data you need at your fingertips, you

can revolutionize the way you conduct business, empower your staff, and forever change the way you interact with your customers.

## Improved flexibility

A major element of digital transformation is the need to innovate your current business processes in order to drive higher operational efficiency. Dynamics 365 for Finance and Operations provides tools such as Flow and PowerApps that allow you to re-architect your processes and change the way you do business. Automated processes, modern collaboration tools, and analytics capabilities offer faster, deeper, and more integrated ways of working. These features help break operational and data silos and transform everyday processes through digitization.

## Better productivity

Another core requirement of digital transformation is employee enablement and empowerment. Give your employees everything they need to do their jobs. There will be no more shuttling between apps, or sharing data across systems. The unified system provides a single point of reference that is easy to access and simple to navigate. Create workflows of your choice, collaborate with peers, take quick action whenever and wherever necessary, and respond to customer queries in no time.

## Increased efficiency

Integrating a host of cutting-edge technologies including Power BI, Machine Learning, IoT and Cortana Intelligence is

not just convenient, it can enable you to learn more about your business and transform your operations. You can leverage these technologies to unearth critical business insight, share information across the enterprise, and make data-driven decisions. Intuitive reports and dashboards provide a detailed snapshot of day-to-day tasks and drive better efficiency through intelligent analysis.



### Improved customer journey

The success of any digital transformation initiative is measured by the ability of the organization to identify customer pain points, and work backwards to develop the right value proposition and ultimately, the customer experience. Since Dynamics 365 for Finance and Operations brings all customer related information together in one place, it transforms the business into a customer-centric one, and enables you

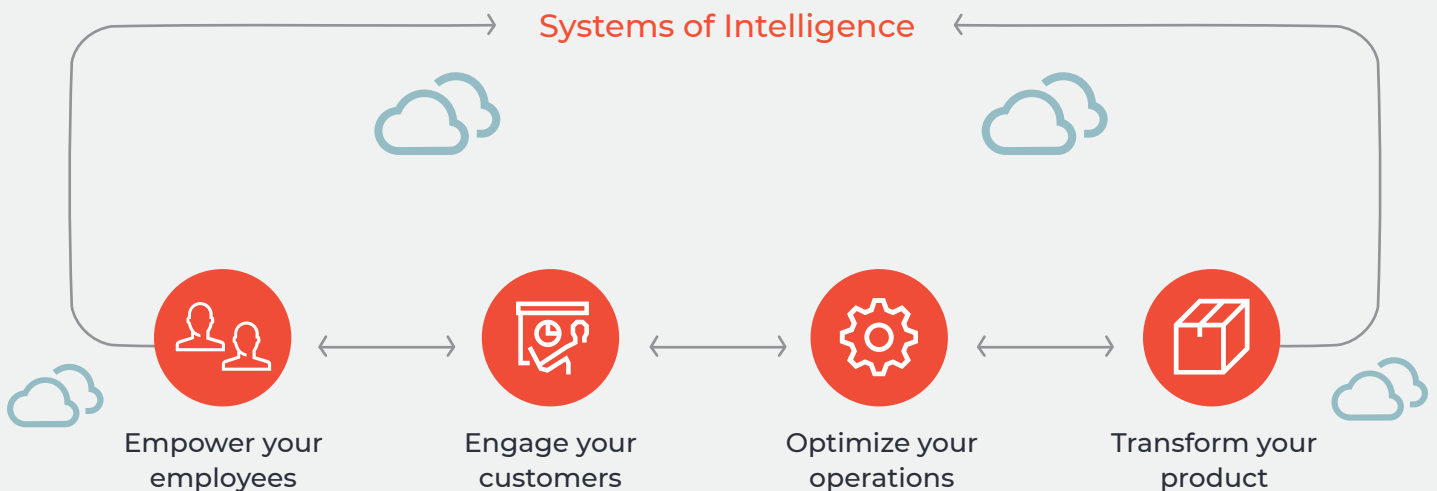
to deliver personalized customer experiences. With actionable customer insights, you can better understand customer needs, create new customer journeys, and improve engagement across all channels.



### Increased scalability

For organizations on the road to digital transformation, Dynamics 365 for Finance and Operations helps meet the goal in a scalable manner. It offers a combination of intelligent systems that are tailored to each industry, and each company - systems that can learn, expand, and evolve with agility as technology, market, and customer needs change. By unlocking data stored in silos, you can bring limitless reporting and analytical power to your business data, derive new insights, and extend your business with increased agility.

## Digital Transformation

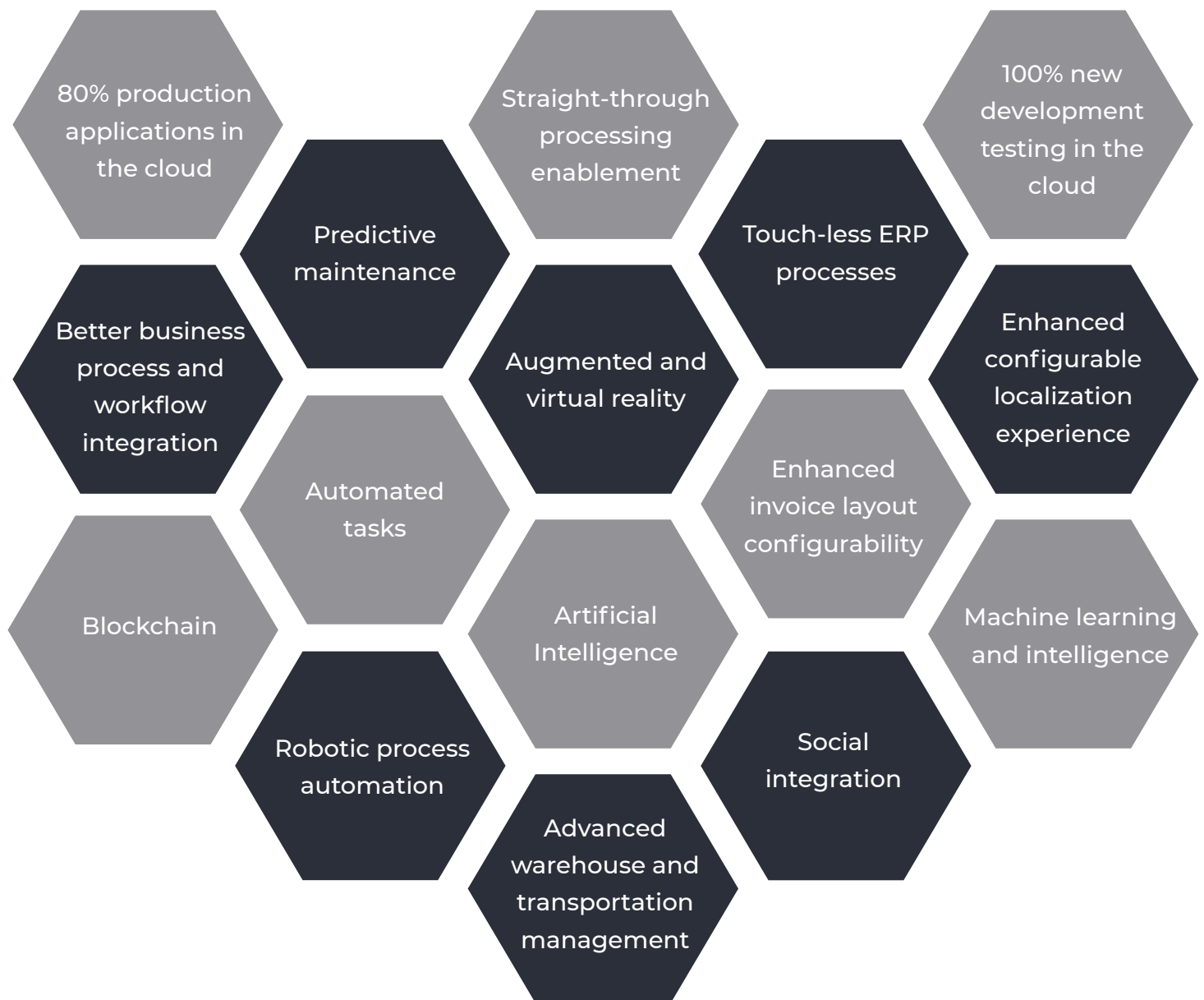




# The road ahead

“Think globally, act locally” is a mantra many forward-thinking businesses are following in [2019](#) in order to expand their offering of products and services beyond borders of geography, markets, line of products and services and of course, customer segments. The roadmap for all three products focuses on the principle philosophy of enhanced features and functionalities that are business-oriented, innovative, and practical across verticals. The priorities for all three solutions include focus on extending data, features, and functionalities as well as access got employees - from any device and at any time via secure channels.

Here’s what the roadmap for [Dynamics 365 for Finance and Operations](#) looks like:



Here's what **SAP S/4 HANA's** roadmap looks like:



Here's what the roadmap for Oracle ERP Cloud looks like:



# Make the right ERP decision

With digital transformation spending to reach \$2 trillion by 2022, going digital is the only way ahead. And to drive digital transformation, you need to build a culture that supports the adoption and use of digital technology. With organizations believing that by 2020, nearly half their revenue will be impacted by digital in some way, chances are you're looking to improve your business process efficiency to grow and be more competitive by implementing an ERP system. Although SAP S/4 HANA might still end up being the preferred choice for large organizations looking for expertise around niche technologies, and Oracle ERP Cloud could appeal to small and medium businesses that require modern ERP capabilities, Dynamics 365 for Finance and Operations might just become the undisputed leader, given its capabilities: easy-to-use interface, numerous integration options, customized workflows, lower implementation and support costs, powerful BI capabilities, among others.

By breaking silos between business processes, and offering intelligent cloud applications for all your business activities, Dynamics 365 for Finance and Operations helps drive digital transformation like no other solution; with it, you can grow, progress, and advance every aspect of your business and meet the changing needs of your customers and market.



As you look to implement an ERP solution or move to Microsoft Dynamics 365 for Finance and Operations, to drive digital transformation across your organization, make sure to carefully evaluate each product roadmap, deep dive into the functionality and architecture, and make the right business, decision. For it is this decision that will completely transform the way you conduct business and make you a fully digital organization.

# About Synoptek

Synoptek is a global systems integrator and managed IT services provider offering comprehensive IT management and consultancy services to organizations worldwide. Founded in 2001, headquartered in Irvine, CA, we have offices and resources across North America and delivery centers in Europe and India.

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