

Quick Guide to Communicating SAP S/4HANA and SAP S/4HANA Line-of-Business Solutions

Brand Voice and Naming Guidelines

September 2015, v6

In February 2015, we launched the next-generation business suite SAP S/4HANA to help our customers Run Simple in the digital economy. Communicated as SAP's greatest innovation since SAP R/3, the new suite is redefining how enterprise software can create instant value across industries. SAP S/4HANA is a new product and not the legal successor of SAP Business Suite.

SAP S/4HANA (SAP Business Suite 4 SAP HANA) is the family name for this new suite offered exclusively on the SAP HANA platform, with on-premise and cloud deployment editions, designed with the role-based user experience of SAP Fiori.

As part of our strategy to help customers drive their digital transformation with SAP S/4HANA as the digital core, additional branding decisions have been made in August 2015 to simplify our message to the market and provide a coherent view of our offerings. To that end, we are combining SAP S/4HANA with our broader portfolio of solutions and technology as follows:

- We introduce the **SAP S/4HANA Enterprise Management solution** which represents the core solution covering all mission-critical processes of an enterprise.
- We introduce **SAP S/4HANA <Line-of-Business> solutions**, combining the core capabilities included in the SAP S/4HANA Enterprise Management solution with the solutions in our portfolio (on premise and cloud) for a specific line of business.
- We rename our existing **SAP Simple <Line-of-Business> solutions to SAP S/4HANA <Line-of-Business> solutions**. In other words, SAP Simple Finance has been named SAP S/4HANA Finance. In addition, we will no longer use the term "Simple Logistics."

Important: While we have started to reflect these changes in our key assets, please note that the broad external communication to the market will be made in November 2015, with the announcement of the Q4/2015 update for the on-premise and cloud editions of SAP S/4HANA.

This quick guide will help you apply the most important information and guidelines of our writing style to communicating our new suite and solutions. All internal and external content related to the new suite and the line-of-business (LoB) solutions with the intended use of marketing and communications should follow the guidelines below. Questions?

- For naming and communication guidelines, contact **Amy Funderburk**, Brand Voice (amy.funderburk@sap.com).
- For product marketing, contact **Birgit Starmanns**, SAP S/4HANA Marketing (birgit.starmanns@sap.com)



NAMING GUIDELINES

Approved Name: SAP S/4HANA

Short Form: SAP S/4HANA

Long Form: SAP Business Suite 4 SAP HANA

- “S” implies both “suite” and “simple.”
- Always include a slash after the “S” in the “S/4” in “SAP S/4HANA.”
- Do not add spaces before or after the slash.
- Always include “SAP” in front of the short name, but do not add another “SAP” right before “HANA” in the short name “SAP S/4HANA.”

Incorrect: SAP 4HANA; SAP S4HANA; S4SAP HANA; Suite4HANA; S/4HANA; S/4; S4.

Descriptors

[none]; software; suite (where applicable)

- No descriptor is required at first mention for either the full name or the shortened form.
- If necessary, “suite” can be used at subsequent mention to indicate that this offering is a suite. “Software” is also an appropriate alternative.
- Do not spell out “4” to “four” or “for.”

Editions

As of April 2015, on-premise and cloud editions are available. If you need to communicate the individual editions, refer to them as:

SAP S/4HANA, on-premise edition

SAP S/4HANA, cloud edition

- We are no longer communicating “managed cloud” or “public cloud” to differentiate the cloud editions; we simply use “cloud edition.”

SAP S/4HANA, cloud edition currently includes three main offerings.

1. SAP S/4HANA, cloud marketing edition

- An LoB edition is available for marketing, which incorporates some capabilities in the SAP hybris Marketing solution. Refer to it as: SAP S/4HANA, cloud marketing edition.
- Note that the SAP hybris Marketing solution is not part of the name.
- Do not uppercase the name of the LoB.
- This offering is not the same as SAP S/4HANA Marketing.

2. SAP S/4HANA, cloud project services edition

- The existing SAP S/4HANA, public cloud Professional Services edition will no longer use the name of an industry, but will be renamed as follows: SAP S/4HANA, cloud project services edition.
- Do not uppercase “project services.”

3. SAP S/4HANA, cloud enterprise edition

- An enterprise edition covering the ERP scope was released at the SAPPHIRE NOW event. Refer to it as follows: SAP S/4HANA, cloud enterprise edition.
- Do not use uppercase for “enterprise” when referring to this edition.
- This offering is not the same as SAP S/4HANA Enterprise Management.

SME and Partner Editions

An edition is available for SAP Business All-in-One solutions that serve the specific industry needs of small and midsize enterprises (SMEs). In a bulleted list, you can refer to it as:

SAP S/4HANA, edition for SAP Business All-in-One

- Do not capitalize “edition” except in titles, headers, or wherever title case is required.
- Do not abbreviate SAP Business All-in-One.

Incorrect: SAP S/4HANA, edition for SAP BAiO; SAP BAIO; BA1

In September 2015, we introduce the following LoB solutions naming framework as part of SAP S/4HANA. To refer to them, use the following approach:

Approved Name: SAP S/4HANA Enterprise Management

We introduce our core solution called SAP S/4HANA Enterprise Management that covers all mission-critical business processes of an enterprise. It is natively built on the SAP HANA platform, designed with SAP Fiori user experience (UX).

SAP S/4HANA Enterprise Management

- The descriptor for SAP S/4HANA Enterprise Management is solution.
- Do not abbreviate this name.
Incorrect: SAP S/4HANA EM
- You can refer to this offering as an ERP solution, however, do not indicate it is a successor to, or that it replaces, the SAP ERP application. SAP ERP continues to exist and is maintained as a separate product from SAP S/4HANA Enterprise Management.

Approved Name: SAP S/4HANA Line-of-Business Solutions

We introduce SAP S/4HANA <LoB> solutions combining the core capabilities included in the SAP S/4HANA Enterprise Management solution with the solutions in our portfolio (on premise and cloud) for a specific line of business, as follows:

Long Form: SAP S/4HANA Line-of-Business Solutions

Short Form: SAP S/4HANA LoB Solutions

Framework: SAP S/4HANA <LoB*>

- The descriptor for each SAP S/4HANA <LoB> is solution.
- We rename any existing SAP Simple <LoB> solutions to SAP S/4HANA <LoB> solutions. At present, this means that **SAP Simple Finance is named SAP S/4HANA Finance**, effective immediately.
- If you want to communicate all of these solutions together, use the approved name long form at first mention. You can then use the short form in subsequent mention or when space is constrained.

- The following SAP S/4HANA LoB solutions are included in this naming convention:

1. SAP S/4HANA Asset Management
2. SAP S/4HANA Finance
3. SAP S/4HANA Human Resources (SAP S/4HANA HR)
4. SAP S/4HANA Manufacturing
5. SAP S/4HANA Marketing
6. SAP S/4HANA Research and Development (SAP S/4HANA R&D)
7. SAP S/4HANA Sales
8. SAP S/4HANA Service
9. SAP S/4HANA Sourcing and Procurement
10. SAP S/4HANA Supply Chain

- The specific LoB nomenclature is set by [SAP Corporate Taxonomy](#).
- Do not alter the terms in any way unless a permitted exception exists, such as the subsequent mention of SAP S/4HANA Human Resources, where “SAP S/4HANA HR” is permitted and the subsequent mention of SAP S/4HANA Research and Development where “SAP S/4HANA R&D” is permitted. Do not create shortened forms.
Incorrect: SAP S/4HANA Financials; SAP S/4HANA S&P
- Do not alter the spelling of the brand name SAP S/4HANA in any way as part of the SAP S/4HANA LoB solutions.
Incorrect: SAP 4HANA <LoB>; SAP S4HANA <LoB>; S4SAP HANA <LoB>; Suite4HANA <LoB>; S/4HANA <LoB>; S/4 <LoB>; S4 <LoB>; sFin; SLog

Important: We no longer use the term “simple logistics,” “sLog,” or variants thereof which were used internally for project planning purposes. These were temporary “placeholder” terms mainly used in development to describe the next update with a scope going beyond finance. The simplifications and innovations we intend to deliver in Q4/2015 related to logistics functionality will be found in several LoB solutions.

Versioning

In alignment with our SAP Release Management strategy and branding best practices, we do not change the name of a product that has already been released to customers (general availability). This currently only affects SAP S/4HANA Finance.

- Although we immediately change the product name level in the case of SAP Simple Finance = SAP S/4HANA Finance, on the product version level, that change is made at the next release date (currently February 2016). This includes existing marketing and communication materials.
- If you are communicating on the level of product version today, refer as follows:

Product:	SAP S/4HANA Finance, on-premise edition
Product Version:	SAP Simple Finance, on-premise edition 1503
Product Version:	SAP S/4HANA Finance, on-premise edition 1602

- As of SAP S/4HANA, on-premise edition 1602, we use the new name for the version, and marketing and communication materials created with that specificity of detail should use the new name and version.
- All existing overview or executive materials for internal and external use without any release information or granular details should use the new name at all times.
- Any new materials without version-specific information should also use the new name.

Trademarks

- Trademarks are required on the full name and short name if this is the first mention of “SAP” software and/or “SAP HANA” in your material. Trademarks are not required in any online, Web, or mobile channels.
Correct: SAP® S/4HANA; SAP® Business Suite 4 SAP HANA®; SAP® S/4HANA Finance
- For more details on when to use trademarks, see SAP Brand Tools → Brand Elements → Writing Style → [Trademarks Guidelines](#) ([download](#))

Translation

Do not translate either the full or short name of this suite or the name of the LoB. Use the U.S. English terms. However, you may translate the descriptor where appropriate to ensure proper syntax in other languages.

Communication Example:

English: SAP launched a new suite called SAP S/4HANA in February.

German: *SAP hat die neue Suite SAP S/4HANA im Februar auf den Markt gebracht.*

Information

You can find additional information in the branding package available on the [SAP Jam site for SAP S/4HANA](#); this includes an internal FAQ, key presentations, communication and naming guidelines, and a template for use in materials related to SAP S/4HANA.

In addition, the entries related to this name change are updated in the [Naming Center](#) on SAP Brand Tools, and communication guidelines are available there as well as in a separate document as part of the branding package.

Updated and new material with the next level of details and descriptions are being developed over the coming weeks, so we recommend you to check the [SAP Jam](#) site on a regular basis.