

# WhatsApp Integration with SAP S/4HANA



HELPS YOU TO RUN BETTER



# Contents

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- Why This Makes Sense
- Use Case
- Integration Architecture
- Demonstration
- Successful Integrations
- Future Integration
- Why Pranava

# Why This Makes Sense

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- Business today has access to many powerful and sophisticated technologies
- Global technology companies are continuously evolving and improving these
- Could things be better?
- Yes, they could...
  
- What if we had the added benefit of being able to integrate these technologies to even greater capability and benefit?
- This is what we at Pranava have done (and will continue to do), using our consultative expertise, we figure out how to integrate incredible technologies to solve your biggest challenges

# Use Case

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- Let's imagine that your customer wants to know **the status of their order**
- Typically they might go on-line to your website and email a query or fill out a form, or they might call your customer service centre
- These methods can take time and have multiple interactions with people, systems and processes
- For example, you might have...
  - Customer Service agents
  - An ERP platform
  - A CRM system
  - Accounting and Financial Management software
  - Email
    - Hopefully, all connected by SSO, but not always....

# Use Case

- What if your customer uses WhatsApp and wants to know the status of their order **NOW**?
- What if your customer does not want to **SPEAK** to somebody or **WAIT** in a virtual queue, listening to music or company announcements they have heard a hundred times?
- What if your customer wants to do business with a company that **UNDERSTANDS THEM** and provides a service they rightfully expect in the 21<sup>st</sup> century?
- This is just one of many very real scenarios or **Use Cases** that global business will experience every day
- Which is why **Pranava** has already created the solution for this Use Case, **WhatsApp Integration with SAP S/4HANA**, just one of many successful technology integrations we have executed

# Use Case – Integration Architecture

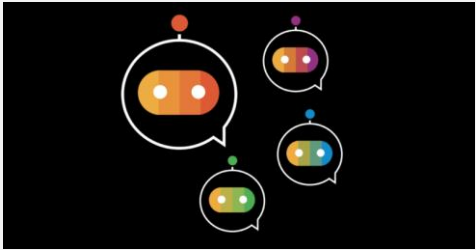
In this specific Use Case, it was necessary to integrate these technologies/platforms...

- SAP S/4 HANA ERP
- SAP Conversational AI (Chatbots)
- Twilio PaaS Cloud Communications
- WhatsApp cross-platform messaging and VoIP service

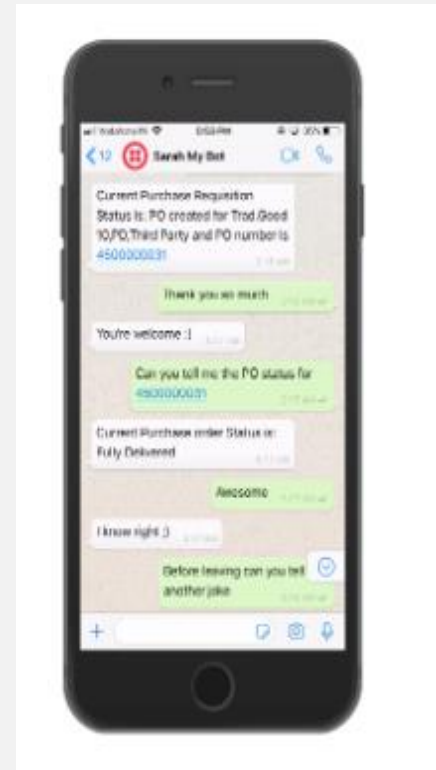
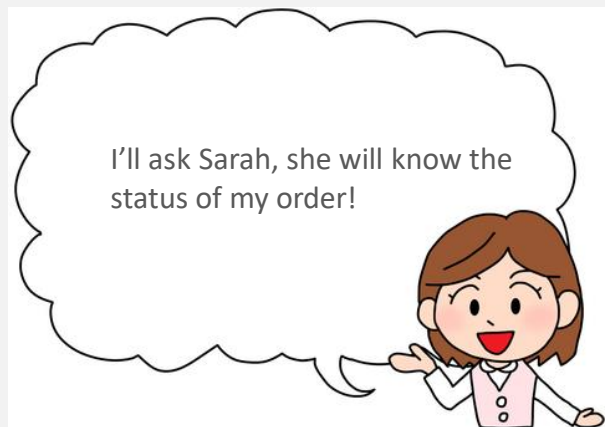
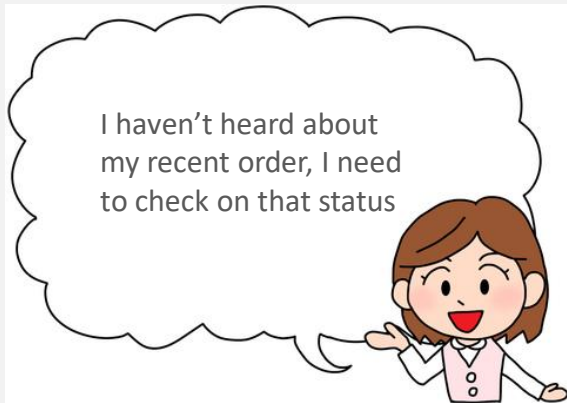
Using ...

- HANA Cloud Connectors
- SAP API Management
- Webhooks
- SDK Software Development Kit

# Use Case – Integration Architecture



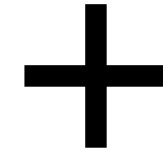
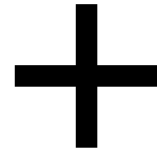
# Use Case



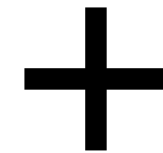
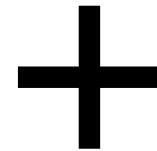


# Successful Integrations

servicenow



JIRA Service Desk



# Future Integrations

- There's so many possibilities...
  - Paramedics on site being able to access patient records automatically via WhatsApp integration with your patient database/CRM
  - Customers, at any time and from anywhere, via WhatsApp, being able to check the status of service tickets without any human intervention
  - Employees being able to receive remote updates, via WhatsApp, on their training status, their performance reviews or their on-boarding progress
  - Shop assistants being able to update customers in real time on availability of product or goods, progress with customer deliveries, etc.
  - Resort staff having access to leisure activity timetables remotely, thereby making real time reservations for resort customers

# Why Pranava?

- Our experience tells us that if a project is worth doing, it is worth doing well
- Our experience also tells us that to successfully automate or transform organizational processes, you must have a clear plan that encompasses every element of your project
- At Pranava Technologies we call this **'Run Better'** – this is what we do, we help you to 'run better'
- **'Run Better'** applies the fundamentals of the Stanford 'Design Thinking' model, incorporating the added value of our Consultative approach and our commitment to being with you every step of the way
- We work with technology vendors and have a deep knowledge of and expertise in SAP
- Our focus right now is helping you understand and implement the right **Process Mining** and **Hyperautomation (RPA)** solutions
- The **WhatsApp Integration** demonstrates our creativity, ingenuity, technical competence, proactivity and a 'needs based' approach to solving our customers' biggest challenges
- Above all, we believe in lasting and successful partnerships with **customers and vendors**

# Thank you for your time Any Questions?

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