

# MediaKind: Canidium and SAP CPQ



“Integrating SAP S/4HANA with the SAP CPQ solution, as well as the SAP Customer Experience portfolio, our salespeople now have access to information around the deals they make throughout the entire sales lifecycle, including forecasts, actuals, revenue, and billings.”  
SAP Solutions Architect,  
MediaKind Inc

## SAP TECHNOLOGIES USED

- SAP S/4HANA SAP CPQ
- SAP C2C
- SAP Middleware (CPI and CPS)
- SAP Variant Configuration

## QUICK STATS

- Leading international provider of streaming and broadcast solutions and services.
- MediaKind sells highly complex products and services including the first 4K live streaming on the 5G platform.
- 9 worldwide locations and over 1200 employees

## KEY CONSIDERATIONS

- Seamless data flow from SAP C4C to SAP CPQ to SAP S/4HANA including Variant Configuration
- Highly complex pricing and cost models Highly complex products and Variant Configuration Models
- Very early stage of SAP CPI and CPS implementation in North America

## SITUATION

MediaKind needed a solution to help them automate the legacy manual sales processes used for generating complex and multifaceted solution configurations, pricing and quotes. Having built its business on S/4 HANA, it was important to have the sales tools integrated with S/4 HANA for a single source of truth across company. They mastered highly complex product configurations in SAP Variant Configuration, along with complex and dynamic pricing.

## CRITICAL ISSUES

MediaKind had contracted with a large global systems integrator for the digital transformation to SAP C4C, S/4HANA and SAP CPQ. The integrator had not been able to connect the environments to SAP CPQ. In addition, the client required highly complex and dynamic pricing procedures that were not currently supported by the available SAP solutions. The project had fallen behind and MediaKind was dissatisfied.

## TECHNICAL BARRIERS ENCOUNTERED

- The dynamic pricing and cost modeling was not supported at the time through standard SAP middleware between S/4HANA and CPQ.
- The Variant Configuration models had not been optimized to be utilized by SAP CPQ SAP middleware had not been implemented properly.

## RESULTS: KEY ACHIEVEMENTS

- Streamlined configuration, pricing, and quoting (CPQ) processes, eliminating manual sales tasks for the salesforce.
- Reduced reliance on sales support oversight, saving valuable time and reallocating resources to higher-value activities.
- Accelerated the generation of error-free configurations for complex solutions.
- Enabled workflows for accurate pricing that automatically accounts for discounts, eliminating the need for manual approval requests.

## SOLUTIONS IMPLEMENTED

- Developed a highly complex UI tailored for advanced use cases.
- Customized pricing and cost management to meet specific business needs.
- Supported the redeployment of SAP CPI and CPS middleware for seamless integration.
- Provided consulting services to the global system integrator, including modifications to Variant Configuration models.
- Delivered high-performance scripting leveraging best practices for optimization and scalability.