



FLOE

SOLUTION BRIEF

## Introduction

Business communication has changed over the past twenty years. The rise of electronic commerce has led to the reduction in printed and posted output, the death of fax, and to the increase in the use of email to carry transactional content such as order confirmations, delivery notifications and invoices.

Traditionally email has been used to replace posted communication: It was in this sense the delivery mechanism; the container within which the 'physical' business document was carried.

In the mobile world the email is the document of record rather than an attached PDF. Recipients are able to save as PDF or print if they wish, or just save the email to a file server. There is no longer any need to include a separate PDF attachment.

Given that everybody has an email client on every device, email is the essential tool for business communication. The emails may be output documents, process notifications, mass communication or reports. They are the prime communication media for all key business communities. Email design should be an key part of an organisation's communication strategy.

## The SAP Email Problem

Organisations running SAP send hundreds of different automated emails from SAP. However:

- i) SAP Emails don't look very good, and
- ii) HTML Emails are difficult to develop in SAP.

The SAP approach is to convert print output to PDF and send this as an attachment to an email. However, recipients now expect rich content in the body of email itself rather than in a separately attached file.

When SAP issues an email without an attachment, (for example, for document output or workflow process notification) the resulting emails have little or no process data within the email body.

With SAP, changes to both the document and the email content have to be managed by IT and can be slow to deliver. So typically the email content does not change very often.

The branding focus must now be on the email content rather than a separate output document.

## Introducing Floe

Floe is the email generator for SAP through which you can manage email templates and dynamic business rules in order to produce tailored, branded email output. Floe can be used for any SAP email communication and can be incorporated into existing business processes easily.

Floe is an Add-on product to SAP, enabling developers to manage email templates, content and business rules. Floe can be used for any SAP email output such as document output and process notifications.

## Developer tool for building dynamic output

With Floe, complex email output can be built quickly with traditional SAP skills of table configuration and simple ABAP, and no additional training.

## Business user tool for managing email content

Floe enables business users to manage their own content. Email templates are made up of content blocks that can be treated as master data, and maintained by business users through an intuitive Fiori app. All the email templates are managed securely within the SAP system.

## Email Framework

Floe provides a framework for the definition of business logic and dynamic templates, for easy ongoing maintenance.

With Floe you can define email types, design email templates and add business logic for data determination, manipulation, attachments, images, and recipients: All the components required to build compelling emails for employees and external communities.

Floe can be used for very simple emails or really complex ones, in which, for example, content is dynamically tailored for the particular recipient, or there are multiple levels of nested content.

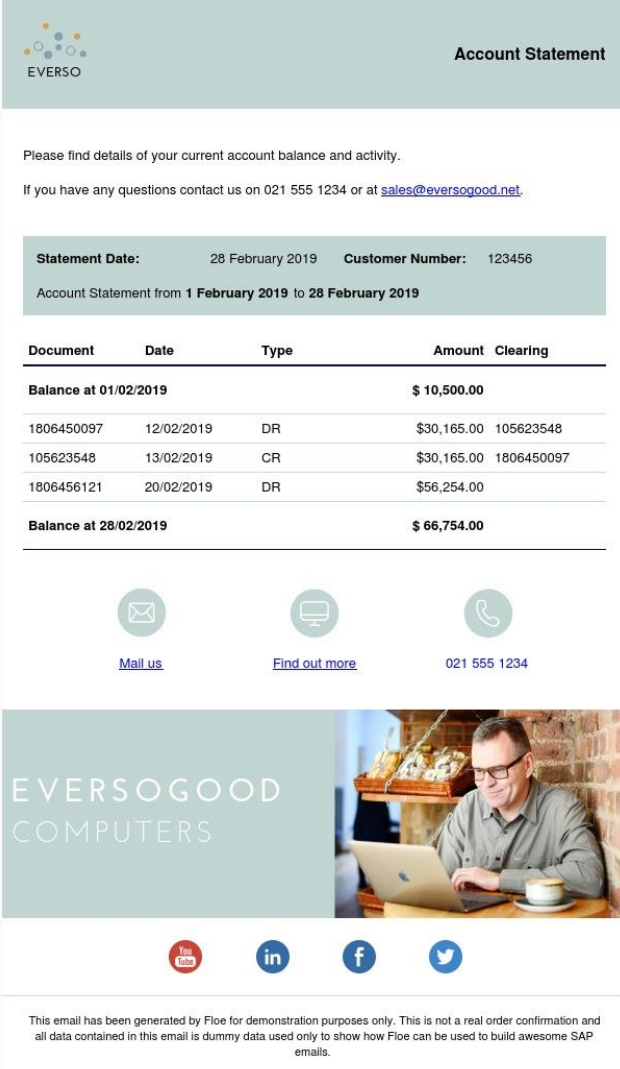
Floe provides powerful SAP integration, such that any data from SAP systems can be incorporated into the body of the email. Moreover, recipients, images and attachments can be determined from business logic stored within the SAP system.

### Dynamic and Tailored Content

Floe emails can be built dynamically from multiple content blocks, enabling the completed email to be driven partially or entirely by business logic.

Emails can include repeating sections or rows to include table-based information, and even repeating nested sections in order to support document output such as sales order item schedule lines.

Using Floe, business logic can be added to dynamically change the email content based on SAP data. In this way, the same email may look very different when sent to different recipients.



**Account Statement**

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**Statement Date:** 28 February 2019 **Customer Number:** 123456

Account Statement from 1 February 2019 to 28 February 2019

Document	Date	Type	Amount	Clearing
<b>Balance at 01/02/2019</b>			<b>\$ 10,500.00</b>	
1806450097	12/02/2019	DR	\$30,165.00	105623548
105623548	13/02/2019	CR	\$30,165.00	1806450097
1806456121	20/02/2019	DR	\$56,254.00	
<b>Balance at 28/02/2019</b>			<b>\$ 66,754.00</b>	

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This email has been generated by Floe for demonstration purposes only. This is not a real order confirmation and all data contained in this email is dummy data used only to show how Floe can be used to build awesome SAP emails.

### Compelling document output

Professional and elegant document output can be achieved easily for any SAP business document. Each email template can be built dynamically from multiple sections, enabling the completed email to be driven by SAP data.

Floe removes the need for PDF attachments and so email sizes are much smaller. This results in higher performance from the sending email server; smaller storage databases; and faster email processing: A much better experience for the customer or recipient.

Document output such as order acknowledgement, purchase orders, account statements or payslips can be built in Floe, enabling you to provide engaging communication with business partners and employees.

### Powerful mass correspondence

With Floe you can create dynamic emails for different communities direct from SAP Business Suite. You can generate the recipient lists from SAP customers, suppliers or employees, upload lists from Excel or maintain the lists manually. Floe adds the ability to tailor each email to the recipient based on SAP data, adding dynamic content where required.

### Dynamic Process Notifications

With Floe, automatic notifications messages are engaging in design and content. Floe enables the delivery of chic business communication on any device to keep user communities informed about process statuses and resulting SAP documents.

### Floe Email Builder

Floe Email Builder is a SAPUI5 application which enables business users to define and manage SAP emails quickly and easily.

Using Floe Email Builder, business users have control of SAP output content for the first time, so changes can be made much more quickly.

It is easy to change text, branding, links or marketing banners. Business users can be empowered to deliver compelling email content and maintain it without involving IT: The email content can be treated as 'master data' and updated directly in the production system. This means that changes are instantaneous.

Using Floe Email Builder, users can deliver:

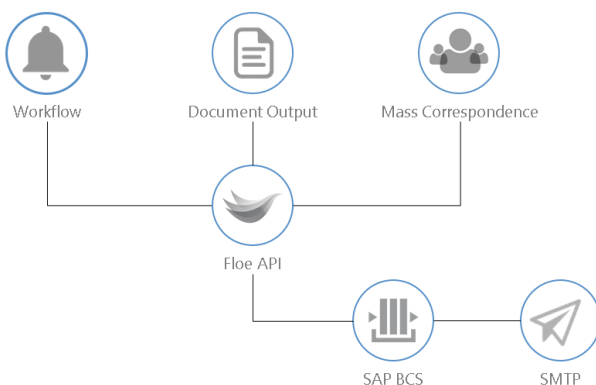
- Polished communication
- Intelligent content
- Extraordinary integration
- Exquisite results

### Floe Technology

#### The Floe API

Floe is delivered as an API, and can be triggered from anywhere. For the main use cases, the API is triggered either from a SAP workflow step, or a print program, or from the mass correspondence tool that is included as part of Floe.

In all cases, the Floe API constructs the email and passes it to the SAP Business Communication Service, which in turn routes it to an outbound SMTP Server.



The Floe API collects data, template and other information and constructs the email. In some cases, the data is passed into the API. In other cases an SAP document/object number is passed in and then Floe will collect the required data. This type of logic is managed using ABAP user-exits.

Each email template can be built dynamically from multiple 'content blocks', enabling the email content to be driven by the SAP data and business logic. Recipients, images and attachments can be determined from business logic stored within the SAP system. The Floe user-exits provide the capability to programmatically over-ride SAP data and content blocks in order to dynamically create tailored emails at run-time.

#### Installation and Pre-requisites

##### Back-end core

Floe is an ABAP Add-on, the installs on top of your SAP solution.

Floe requires a SAP Netweaver 7.0 application server (or above), with the ABAP and BASIS components installed. (SAP\_ABA 700, SAP\_BASIS 700).

Typically Floe is installed on your back-end SAP system (SAP ERP or S/4HANA) but it can be separately hosted.

The SAP system must be connected to an SMTP server for outbound email traffic.

Users configure emails using Floe through the SAP IMG.

#### Email Builder app

The Email Builder app requires SAP Gateway to be installed. The back-end core includes the service definition.

The app can be deployed to the SAP Cloud or to an ABAP system.

It can be added to the Fiori LaunchPad. It can run natively inside the Fiori LaunchPad if the available SAPUI5 version is 1.60 or above. Alternatively it can run as a standalone app outside the Fiori LaunchPad with no dependency on the installed SAPUI5 version.

#### Summary

With Floe organisations can:

- Transform SAP communication**  
 Improve every SAP email. Deliver awesome email content inside the organisation and to external contacts. Replace plain emails with dynamic, personalised, graphical content. Include branding, social media links and information tailored to each individual recipient.
- Replace PDF attachments**  
 Design for your customers and deliver rich dynamic content, driven by SAP document data, which looks great on any device.
- Empower business users**  
 Enable business users to own SAP communication content for the first time: No more waiting for IT.
- Build compelling SAP emails with ease**  
 Manage email content as master data, editable in the production system by key business users.
- Extend SAP UX strategy beyond SAP Fiori**  
 Reach user communities who are not using the SAP system directly; embrace every user touchpoint.