The Purplefield™ Approach — SAP Transformation as a Service

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Executive summary

Purplefield™ changes how enterprises move to SAP S/4HANA, RISE with SAP and GROW with SAP. Traditionally, transformation is a consulting project. Purplefield makes it a product: a governed, repeatable pipeline that the enterprise licenses, runs on its own landscape and keeps after the programme ends.

The approach rests on two ideas. The first is an **evidence-led method: Assess → Decide → Realize.** The landscape is measured before anyone commits to a migration path. The second is a **single Bronze → Silver → Gold medallion pipeline.** Data, configuration, master data and custom code all earn their place in the target through the same pipeline.

Four products put the approach into practice: iMigratePro™ (data migration), iConfigPro™ (configuration migration), iMDGPro™ (master data governance) and Purify™ (ABAP clean core). McKinsol, an SAP Silver Partner, delivers all four as systems integrator and software vendor in one.

The result for CIOs: transformation decisions based on evidence rather than estimates, fewer surprises at cutover, and transformation intelligence that stays an enterprise asset.

The transformation dilemma

Traditional SAP programs force a choice between three paths. Each one leaves the tooling behind when the consultants leave.

Path	What it means	Where it hurts
Start over (greenfield)	Re-implement processes and reload data into a new S/4HANA system	High effort; years of valuable configuration and history are discarded or rebuilt by hand
Convert everything (brownfield)	Technically convert the existing ECC system in place	Unused data, obsolete custom code and legacy configuration move into the new core
Migrate by hand	Consultants extract, cleanse and load using spreadsheets and one-off	Late-found defects, manual reconciliation, and nothing reusable for the next wave

Path	What it means	Where it hurts
	scripts	

All three share a deeper problem. The decision about *what should survive* is made late, made on estimates, or not made at all. The knowledge built during the program also leaves with the people who built it.

SAP Transformation as a Service

Purplefield turns the transformation pipeline into a product. It does not ask the enterprise to choose between greenfield, brownfield and manual migration. Instead, it decides object by object what should survive, then classifies, transforms and loads it through one governed pipeline.

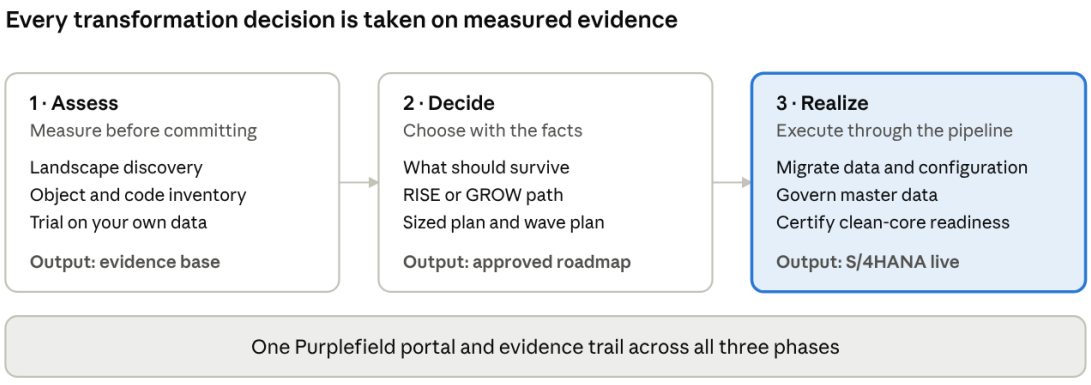
Purplefield™ SaaS is the licensed form of McKinsol's proprietary approach. Customers subscribe, run it on their landscape, and keep the transformation intelligence as an enterprise asset. That intelligence includes rules, mappings, cross-references, classifications and decisions.

This changes the economics of transformation:

- **From project to platform.** The tooling stays after go-live and is reused for the next wave, rollout, acquisition or upgrade.
- **From estimate to evidence.** Every count is visible in the portal: records extracted, records judged relevant, quality results, payloads loaded and consumption.
- **From effort-based to entitlement-based.** Plans are sized on records, objects, target systems and users rather than open-ended effort.
- **From two vendors to one.** McKinsol runs the transformation and owns the tooling, so accountability is never split.

Assess, Decide, Realize: an evidence-led method

Purplefield, developed by McKinsol with NeuVays, is an evidence-led method for customers moving from SAP ECC or S/4HANA to RISE with SAP or GROW with SAP. Its rule is simple: measure first, decide second, execute third.

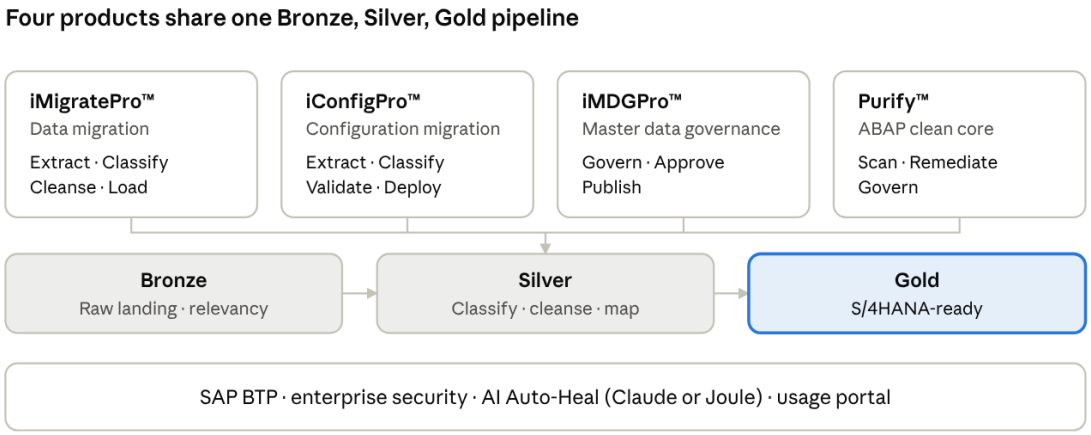


Purplefield method · Assess, Decide, Realize

- **Assess.** Discover the landscape, inventory data objects, configuration and custom code, and prove the pipeline on the customer's own records. Usage and quality counts replace assumptions.
- **Decide.** With the evidence in hand, decide what should survive, which path fits (RISE or GROW), and how the programme should be sized and sequenced into waves.
- **Realize.** Execute through the medallion pipeline. Migrate data and configuration, govern master data and certify clean-core readiness, with consumption and quality visible throughout.

One medallion pipeline, four products

Purplefield borrows the medallion architecture from modern data engineering and applies it to SAP transformation. Raw objects land in **Bronze**. They are classified, cleansed and mapped in **Silver**, and leave **Gold** ready for S/4HANA. Usage, quality and licensing are visible at every step.



Purplefield™ architecture · four products on one medallion pipeline

The pipeline adapts to the object; it does not force every object through one migration pattern. The same discipline applies to a table, a master record, a custom program or a configuration node. Each object type has a dedicated product:

Product	Scope	Operating model
iMigratePro™	Master and transactional data	Extract → Classify → Cleanse → Load
iConfigPro™	SAP configuration (IMG/SPRO) by process area	Extract → Classify → Validate → Deploy
iMDGPro™	Governed masters after migration	Govern → Approve → Publish
Purify™	Custom ABAP and clean-core readiness	Scan → Remediate → Govern

Six principles of the Purplefield approach

1. **Decide what should survive.** Relevancy comes before effort. Dormant records, unused code and obsolete configuration are identified before anyone spends time converting them.
2. **Classify every object.** Each table, record, configuration node and program is classified, so treatment is deliberate rather than default.
3. **Cleanse with rules and AI.** Configurable data quality rules do the heavy lifting. AI Auto-Heal, using Anthropic Claude or SAP Joule, proposes corrections, and a human always reviews them before they are applied.
4. **Map source to target.** Mappings and cross-references are held in the platform, with sign-off, not scattered across spreadsheets.
5. **Load with dynamic payloads.** Load payloads adapt to the object and target and are dispatched with retry and reconciled count by count.
6. **Keep the intelligence.** Rules, mappings and decisions remain an enterprise asset. They are reused in the next wave and in governance after go-live.

Engagement model: from first trial to production

The customer journey has 15 guided steps in three stages. Account status, trial allowance, plan entitlement and consumption are visible in the portal throughout.

Stage	Steps	What the customer gets
Get access	Discover, create account, verify company, account approved, account setup	A verified corporate tenant on SAP BTP, typically within one business day
Prove it on your data	Start trial, data migration, review usage, select plan	A trial across all four products on your own data, which becomes the basis for sizing
Scale with confidence	Payment, configure, execute, monitor consumption, support and services, upgrade	Production transformation with live consumption tracking and room to grow

Customers can run Purplefield self-service or with McKinsol consultants. Packaged services cover every phase. Assessment includes migration assessment and wave planning. Design covers mapping and cross-reference setup. Delivery covers data cleansing, execution, testing and reconciliation. Go-live covers cutover support and hypercare. Managed migration is available end to end, with a named delivery lead.

Plans run from Standard to Enterprise Plus. All plans use the same pipeline and differ only in capacity, users and premium capabilities. Pricing is sized on the customer's landscape after the trial and a short sizing questionnaire.

Why McKinsol

- **Systems integrator and software vendor in one.** McKinsol runs the transformation and owns the tooling, so there is one accountable partner.

- **SAP Silver Partner,** with an ecosystem spanning SAP BTP, SAP S/4HANA Cloud, SAP Joule, Anthropic Claude and Oracle ERP Cloud.
- **Deep practice areas:** S/4HANA conversion, SAP BTP, master data governance, ABAP clean core and MM configuration.
- **Global delivery** from Noida, Bengaluru, Hyderabad, Porto, Lisbon, Dubai, Riyadh and Chicago.
- **Built for regulated landscapes:** enterprise SSO (SAP IAS, Entra ID, Okta), TLS 1.2+ encryption in transit, encryption at rest, immutable audit logging, and tenant isolation up to a dedicated BTP subaccount per legal entity.

Getting started

1. **Register** a corporate account at purplefield.ai.
2. **Prove the approach** on your own data with the Purplefield trial.
3. **Talk to us** about your landscape and timelines. A Purplefield consultant will come back with a practical view of scope, approach and the right plan for your transformation.

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