

SAP's Decision to Shut Down Customer Self-Service Portals for AR Exposes the Strategic Necessity of Finding a Better Alternative Now

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Abstract

SAP's self-service customer payment portal solutions are approaching end-of-life for many implementations. Failure to act will likely result in a much-reduced customer experience in payments – and impacts to your organization's revenues in the form of increased DSO, more onerous collections, and increased manual effort.

But in many organizations, these solutions are long overdue for a replacement anyway. Customer self-service portals tend to fall by the wayside as we upgrade other parts of our AR technology, and that means they often lag behind in terms of the user experience business customers have come to expect in the last few years. SAP's intent to sunset its own customer portal represents a perfect opportunity to make a proactive migration to a better solution.

More modern alternatives can allow your finance team to proactively resolve some of the biggest challenges to smooth collections and revenue recognition while also becoming an engine of improved customer relations. Let us show you the way.

When it comes to keeping customers happy, self-service is a principle that pays proven dividends. There's more than enough empirical evidence to support its effectiveness. An overwhelming majority (81%) say that they attempt to resolve queries and issues themselves before trying to reach out to support teams. Even more (91%) say they'd make use of customer knowledge bases if they felt they would meet their needs. A variety of studies find that anywhere from 40% to 70% of all helpdesk queries can be solved without your support team's intervention *if you give customers the resources they need.*

The best part? This doesn't even require you to make huge investments in technology. Simply writing clear and legible how-to guides and making them easily found on your website will suffice in many instances.

But for issues where this isn't possible – such as customer-facing finance functions like accounts receivable – you'll need to go the extra mile. Effective AR management goes beyond just collecting payments on time; it directly affects how customers perceive your business. A streamlined and customer-centric approach to AR can significantly enhance satisfaction levels and strengthen the overall business relationship which means you enforce brand loyalty and increase customer referrals. And in this case, a streamlined and customer-centric approach requires an online customer self-service portal that provides a single location for invoicing, enquiries, payments, and reporting.

Unfortunately, a lot of companies out there still don't have these. And it's possible you're not even aware of the standard that's now available to replace your existing solutions.

Serrala has been transforming business's AR environments for a long time, and we're shocked by how many otherwise sophisticated finance departments we find that are still relying on outdated and highly fragmented customer self-service portal solutions.

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