

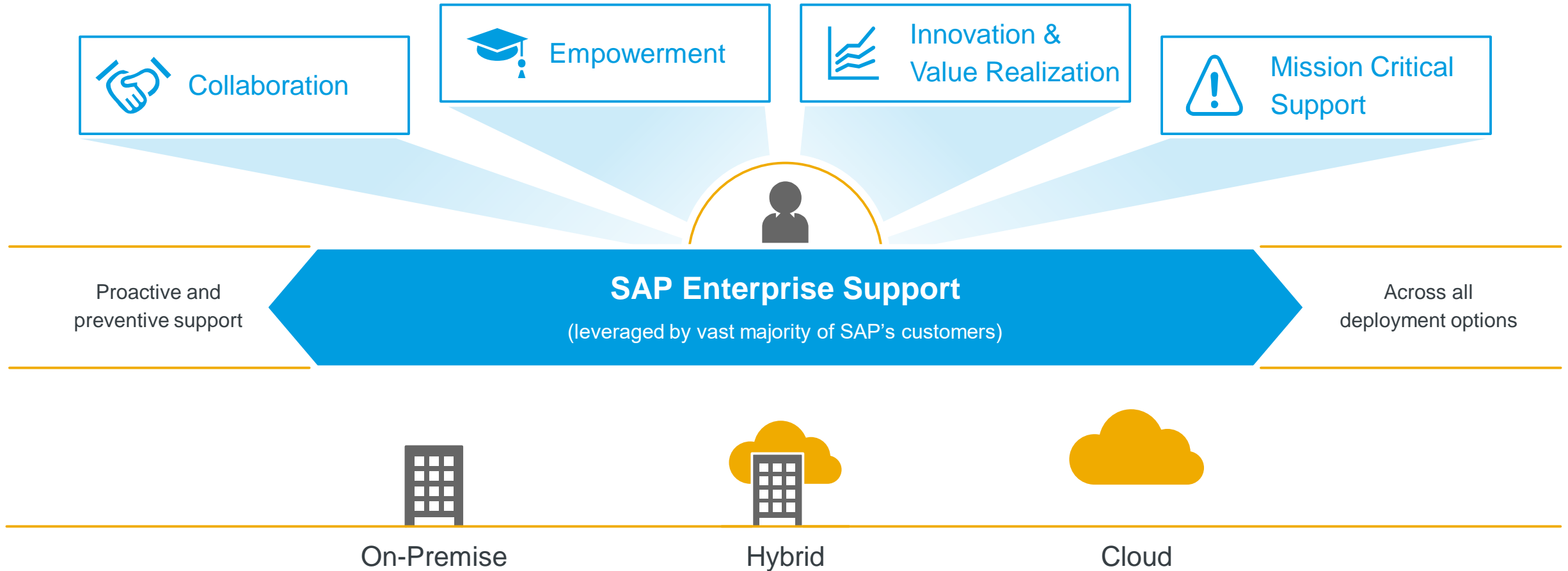
# You Don't Know What You Don't Know - Understand and Get More Value from your SAP Support Investment

Kristen Scheffler – Customer Engagements NA, SAP M-GTM  
April 12, 2017



# SAP Enterprise Support

Best-class support for all customers facilitating success & rapid adoption of innovation



# SAP Enterprise Support: 1350+ Services & Tools Available\*

## Coverage for any situation

Area	Selection of available tools and services	Implement	Operate	Innovate	Book services via the SAP Enterprise Support Academy
Continuous quality checks & improvement services	Continuous quality check configuration check	●	●	●	25+ available checks and services
	Continuous quality check going live support	●	●	●	
	Continuous quality check SAP EarlyWatch Check	●	●	●	
Best practices	Availability and continuity management	●	●	●	100+ available best practices
	Job scheduling management	●	●	●	
	Landscape and configuration best practices	●	●	●	
Quick-IQs	How to manage messages on the SAP Service Marketplace	●	●	●	110+ available quick-IQs
	How to maintain an SAP router for your system	●	●	●	
	How to size the adaptive processing server	●	●	●	
Expert-guided implementation sessions	Authorization concept & roles in SAP Solution Manager 7.1	●	●	●	100+ available expert-guided implementation services
	Data volume management	●	●	●	
	SAP Enterprise Support engagement methodology	●	●	●	
Guided self-services	Performance optimization	●	●	●	50+ available guided self-services
	Business process analytics and improvement	●	●	●	
	SQL statement tuning	●	●	●	
Accelerated innovation enablement sessions	Enhancement package installation workshop	●	●	●	180+ available accelerated innovation enablement sessions
	Extended implementation content for LoB	●	●	●	
	New functionality in SAP ERP	●	●	●	
Meet-the-expert sessions	Application Lifecycle Management (ALM)	●	●	●	430+ available meet-the-expert sessions
	SAP Solution Manager 7.1 demo	●	●	●	
	SAP HANA introducing the SAP HANA studio	●	●	●	

\* Selection and delivery of services to be decided between SAP and customer and according to contract

# Empowerment through Learning

## SAP Enterprise Support Academy Delivery Formats



# Empowerment through Learning

## Service Details - GSS, EGI, AIE

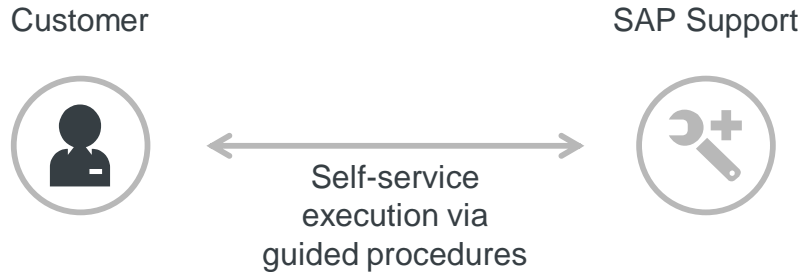


### ■ PROCESS

### • BENEFITS

### • EXAMPLES

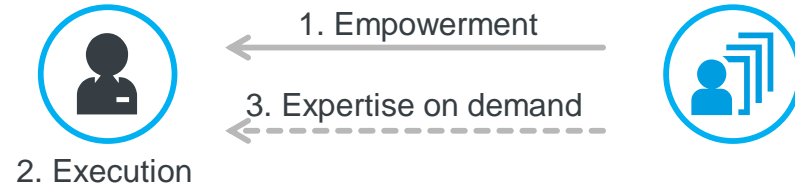
Guided Self-Services (GSS)



- Use them by your own, when and how often you want
- Guided self-services are executed via SAP Solution Manager

- Business Process Analytics and Improvement
- Data Volume Management

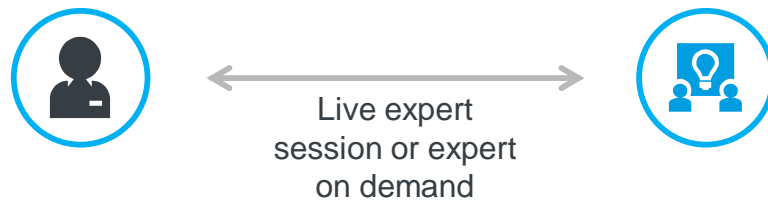
Expert-guided Implementation (EGI)



- Direct access to SAP experts
- Direct execution of planned activities in your SAP landscape
- Convenient remote delivery

- S/4HANA Implementation Project Setup
- S/4HANA Enterprise Management
- S/4HANA Set Up Prototype

Accelerated Innovation Enablement (AIE)



- Get structured guidance and support from SAP experts
- Involve different departments
- Get a summary report of your session after execution

**Planned**

- HANA Infrastructure (ESAC only)
- Central Finance with S/4HANA (ESAC only)



# Empowerment through Learning

## Service Details - MTE, QuickIQs, Best Practices

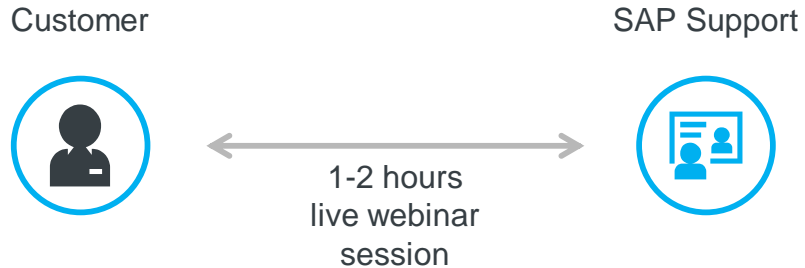


### ■ PROCESS

### • BENEFITS

### • EXAMPLES

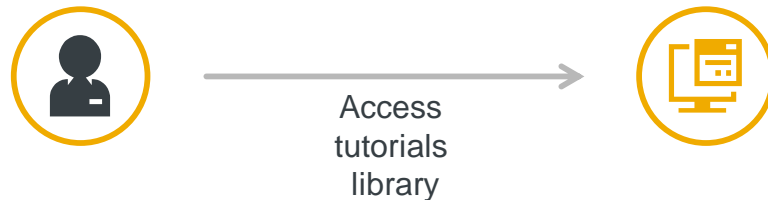
Meet-the-Expert sessions (MTE)



- The format is interactive as it will allow for questions and answers
- Recordings can be accessed through the meet-the-expert replay library

- S/4HANA for Digital Business
- S/4HANA New Implementation
- S/4HANA Landscape Transformation

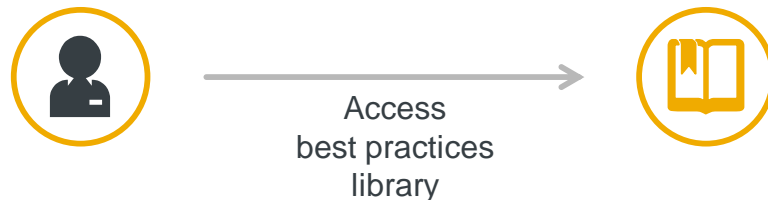
QuickIQs



- Get short and concise guidance
- Make system changes autonomously

- Fiori Application Configuration
- Fiori Client Configuration
- Create a connection and Register a user in SAP HANA Cloud Platform Cockpit

Best Practices



- Get structured guidance and support from SAP experts
- Involve different departments of your company
- Get a summary report

- Technical Deployment Options for HANA

# Empowerment through Learning

## Service Details - Guided Discovery Tutorials



### ■ PROCESS

Guided  
Discovery  
Tutorials (GDT)

NEW

Customer



Access  
tutorials  
library

SAP Support



### • BENEFITS

- Get insights the new functionality
- Understand the differences between SAP Solution Manager 7.1 and 7.2
- Sample the new user experience of SAP Solution Manager 7.2
- Practice at your own pace
- Exercise when and as often as you want

### • EXAMPLES

- Application Operation – Technical Monitoring
- IT Service Management – Incident Management
- Process Management – Content Activation

# SAP Enterprise Support Academy

## Delivery formats - Continuous Quality Checks & Improvement Services

### Implementation

- [CQC for Implementation](#)
- [CQC Going Live Support](#)
- [CQC Integration Validation](#)
- [CQC Configuration Check](#)
- [SAP Custom Code Maintainability Check](#)

### Operation

- [CQC Business Process Performance Optimization](#)
- [CQC Technical Performance Optimization](#)
- [CQC Data Volume Management](#)
- [CQC Security Optimization Check](#)
- [CQC Early Watch Check](#)
- [CQC Business Process Analysis and Monitoring](#)
- [CQC OS/DB Migration](#)
- [CQC Transport Execution Analysis](#)

### Innovation

- [CQC Upgrade Assessment](#)
- [CQC for Upgrade](#)
- [CQC Downtime Assessment](#)
- [CQC Going Live Support](#)
- [SAP Modification Justification Check](#)



### Additional Information

**Continuous Quality Checks (CQC)** are remote services which help you to reduce technical risks and outline optimization potentials.

- [SAP Enterprise Support Services](#)
- [Central preparatory note 91488](#)
- Open a customer incident on component SV-BO-REQ to request a remote service
- Contact your SAP Enterprise Support advisory to get a tailored service plan

**NOTE:** The CQC services [Data Consistency Management](#) & [Interface Management](#) are currently in PILOT phase



# SAP Enterprise Support Value Maps

Your fast lane to support expertise



**SAP Enterprise Support Academy** empowers you to build the knowledge and skills needed to maximize the benefit of your SAP solution, no matter your choice of deployment. **SAP Enterprise Support value maps** help you quickly identify the relevant SAP Enterprise Support services, tools, and expertise for your business needs.

## DELIVERABLES



Guided Approach

Select the SAP Enterprise Support value map topic that addresses your business challenge, discover your individual roadmap, use the SAP Enterprise Support offerings step-by-step to reach your objective.



Social Collaboration

On-demand expertise through a cloud-based social collaboration platform (SAP Jam), connects you directly with SAP experts and peers – also available on your mobile device.



Expert Access

Obtain guidance from the SAP support experts who moderate each value map group.



Empowerment

Build the knowledge and skills you need to successfully manage your transformation to the digital economy.

# SAP Enterprise Support Value Maps

Generally Available



## Cloud Value Maps

- SAP JAM Collaboration
- SAP S/4HANA Cloud
- SAP SuccessFactors

## Application Lifecycle Management (ALM) Value Map

- Technical Monitoring & Alerting
- Change Control Management
- Test Management

## Further general available Value Maps

- SAP Solution Manager
- SAP S/4HANA & SAP HANA
- SAP Fiori & Digital Platform
- Business Decision Makers
- SAP Analytics Solutions
- Data Volume Management
- Security
- Custom Code Management



2 min Video Demo

Frequently Asked Questions

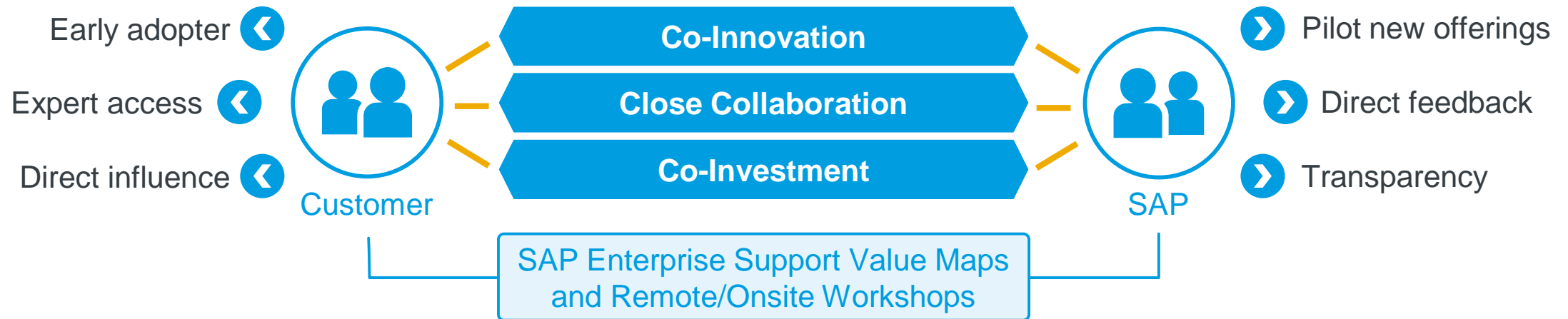
powered by  
**SAP** Enterprise Support Academy

# SAP Enterprise Support Advisory Council

Co-innovate with SAP on strategic topics

## SAP Enterprise Support Advisory Council





Customers get access to a very **exclusive circle** enabling them to become **early adopters** of the latest support innovations. Participants also profit from a **bigger investment from SAP's side** (e.g. expert advice) and by directly influencing SAP's offering in a meaningful way based on their own requirements.



Discuss and share ideas with SAP experts and other customers in SAP Enterprise Support value maps and remote/onsite workshops.

# SAP Enterprise Support Advisory Council

## Focus topics 2017

 SAP Cloud Solutions	 Integration	 SAP S/4HANA	 Cloud Enabled Business Innovation
<b>Key focus on SFSF</b> <ul style="list-style-type: none"><li>• Drive innovation Adoption (New functionalities + Further implemented SFSF Modules)</li><li>• Ensure adherence to Best HR business practices</li><li>• Guide Customer through Business benefits</li><li>• Empower ES/PC colleagues with lessons learned</li></ul>	<b>Initial focus on SFSF</b> <ul style="list-style-type: none"><li>• Starting point will be SaaS-focused, triggered by SFSF as a quick win</li><li>• Extended support in hybrid scenarios (integration architecture, Hana Cloud Platform, etc.)</li><li>• Later to be extended to C4C, SAP Cloud Platform, hybrid scenarios, machine learning, IoT, 3<sup>rd</sup> party integration, etc.</li><li>• Collaborative Jam platform planned to act as pilot for integration topics (not an official value map)</li></ul>	<b>Key focus on S/4HANA Cloud</b> <ul style="list-style-type: none"><li>• Less technical focus initially but instead leverage ESAC as an engine to increase number of deals, e.g. by providing exclusive ESAC discovery services to help winning more customers for S/4HANA Cloud</li><li>• Provide best practices and pilot services on how to establish SAP S/4HANA as the digital core to enable your digital transformation</li></ul>	<b>Focus on IoT &amp; Fiori in the Cloud</b> <ul style="list-style-type: none"><li>• Develop Enterprise IoT strategy covering discovery and roadmap services to start the IoT journey</li><li>• Receive a proof-of-concept and adopt SAP Predictive Maintenance &amp; Service, Cloud Edition</li><li>• Map business requirements to SAP Fiori, Cloud Edition, and connect and use your own backend data</li><li>• Use SAP Cloud Platform to extend existing SAP on-premise solutions, to enable mobile scenarios as an outbound channel to reach consumers</li></ul>

# Getting Started with Customer Center of Expertise



## CUSTOMER CENTER OF EXPERTISE (CUSTOMER COE)

Drives transparency and integrated quality management for resolution of critical challenges across SAP solution operations.

### FUNCTIONS

- Information Management
- Contract & License Management
- Innovation & Influence
- Support Operations

### CERTIFICATION PROCESS

- Complete checklist and submit to SAP
- Customer incident will be automatically generated on behalf of the customer under component "SV-BO-REQ"
- SAP validates, tabulates the score from the checklist
- Customer is notified of certification results

### VALIDITY

- Maximum 2 years
- Recertification at least every 2 years



### Additional Information

- SAP Support Portal:
  - [support.sap.com/ccoe](https://support.sap.com/ccoe)
  - [Value of Customer COE](#)
- PDF: [Getting Started with Primary CCOE Certification](#)

# Getting Started with Mission Critical Support

## Incident Priority SLAs for SAP Enterprise Support



### MISSION CRITICAL SUPPORT

- 24x7 mission critical support based on first-class service level agreements (SLAs)
- SAP Enterprise Support advisory: Additional escalation level in case of mission critical support situations
- 24x7 access to the Customer Interaction Center
- Access to the SAP's global support backbone, including the SAP Service Marketplace and the SAP Support Portal
- End-to-end supportability in hybrid SAP landscapes (incl. access to best practices for integration)

#### SLAs

INCIDENT PRIORITY	1	2
<b>Initial Response Time*</b>	1 hour	4 hours**
<b>Corrective Action</b> (Work-around / action plan)	4 hours	n/a

#### BENEFITS

- Accelerated problem resolution for productive system incidents and critical projects
- Minimized business disruption and reduction of unforeseen downtime
- Reduced financial impact of support issues

\*) Initial response time for prio 1 for on-premise & cloud product related issues 1hr;

\*\*) Prio 2: only during SAP's local office time

For further details have a look to the [SAP Enterprise Support Scope Description](#)



# GETTING STARTED with Collaboration

## / SAP Enterprise Support Advisory



### SAP ENTERPRISE SUPPORT ADVISORY

A team of specialized Support Advisors that guide you through the SAP Enterprise Support offerings by:

- Delivering SAP Enterprise Support setup service
- Defining a proactive, tailored support engagement plan
- Identifying the best SAP Enterprise Support Academy education elements
- Providing functional and technical expertise on key areas via the SAP Enterprise Support value maps
- Acting as an additional escalation level in case of mission critical situations
- Helping to drive innovation
- Providing SAP Enterprise Support Report
- Supporting SAP Solution Manager readiness
- Delivering your Customer Center of Expertise primary certification audit



### Additional Information

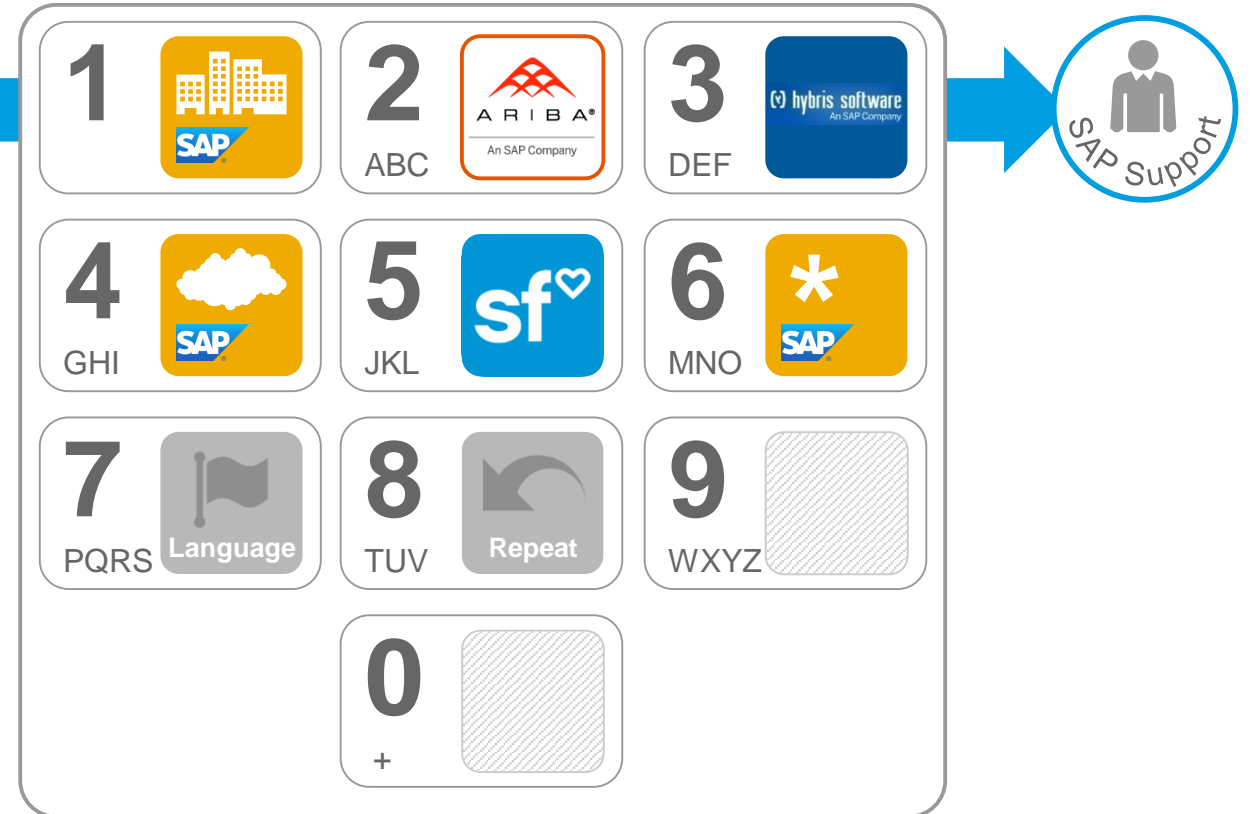
- SAP Support Portal: [support.sap.com/esadvisory](https://support.sap.com/esadvisory)
- Submit your project information to get help planning your go-live services by filling in the [online form](#)
- [Collaboration brochure](#)

# GETTING STARTED with Collaboration

## / CALL-1-SAP



- Call our global toll-free telephone number for contacting SAP support - accessible in most countries through landline phones and some mobile providers
- Access to service menu to select a specific product area you require



**Please start using this number today and enjoy an easier way to contact SAP support!**

\*) Access the **CALL-1-SAP country list** to see how the new number would be accessible from your country;  
In some countries use of mobile / VOIP connections might not be supported

# Next Generation of Support

## What is Expert Chat?

SAP is now offering chat support for specific product components. You can start a chat session with a technical expert when clicking the Create Incident.

The screenshot displays the SAP 'Create Incident' web interface. At the top, there's a navigation bar with the SAP logo, 'Create Incident' text, a 'Knowledge Base' dropdown, a search bar containing 'invoice', and a user profile icon. Below this is a 'Contact SAP Support' section. It starts with the question 'Which of your customers is affected?' followed by a text input field for 'Customer Numb...' containing '202418 - OSS Test function #1 OSS corp. funktion\*' with a copy icon. A chevron icon leads to the next question: 'Which of your systems or products is affected?'. This section shows 'System/Product: FLB -' with two error messages: 'Access Data Missing' and 'Connection Closed'. Below this is the 'Provide Incident Details' section with four fields: '\*Language:' set to 'English (default language)', '\*Priority:' set to 'Medium', '\*Subject:' set to 'Invoicing issue', and '\*Description:' set to 'Materials management'. At the bottom, there are buttons for 'Cancel', 'Save as Draft', 'Start Expert Chat' (highlighted in green), and 'Submit'.

More information in [KBA 2213344 – How to start a chat with SAP Support\[video\]](#)

# Expert Chat Video – With Component Advisor

This is a demo video recording.

Click picture in presentation mode to view video.

The screenshot displays the SAP ONE Support Launchpad interface. At the top, there is a navigation bar with the SAP logo, 'ONE Support Launchpad', a 'Knowledge Base' dropdown, a search bar with the placeholder 'Enter search term', and a user profile icon labeled 'Ops Test5 (S0016946409)'. Below the navigation bar, a 'Welcome' section features a banner image with the text 'SuccessFactors Support Blog & Admin Con' and 'AP News'. The main content area is titled 'Solutions / Incidents' and contains eight tiles with incident statistics:

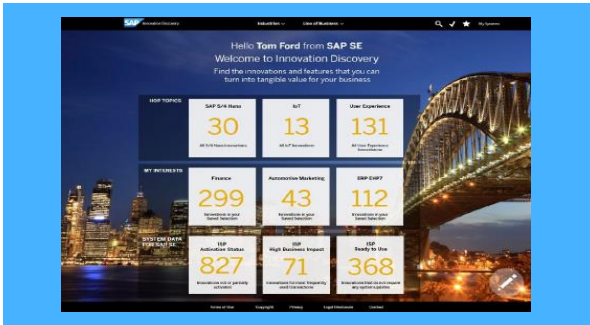
Tile Title	Count	Description
Find a Solution On Premise	12	Action required
Incidents Inbox	3	Need confirmation
Solution Proposed	44	Outstanding incidents
Open Incidents	43	Within last 7 days
No Updates	3	P1 & P2 incidents
High Priority	35	Not sent to SAP
Draft Incidents		Find your incidents
Legacy Incidents On Premise		

At the bottom of the interface, there is a footer with links: 'Contact Us', 'Share Your Feedback', 'About the Launchpad', 'Terms of Use', 'Copyright and Trademarks', 'Legal Disclosure', 'Privacy', and '沪ICP备09046015号-2'.

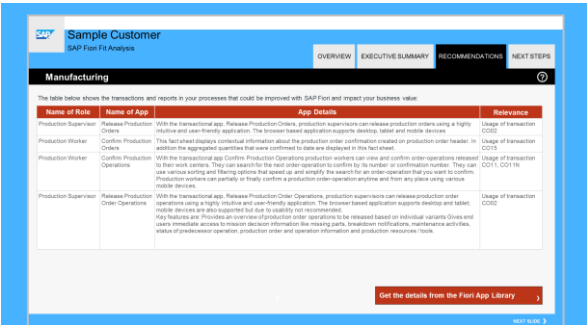
# Innovation and value realization



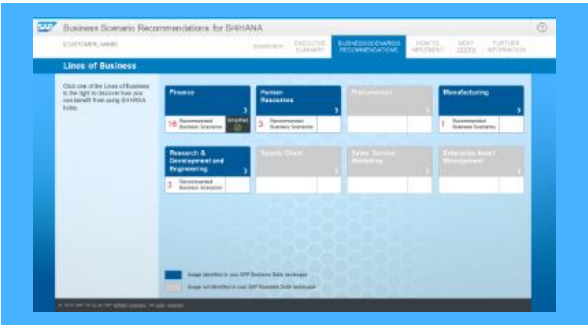
## The complete set of services and tools to identify opportunities



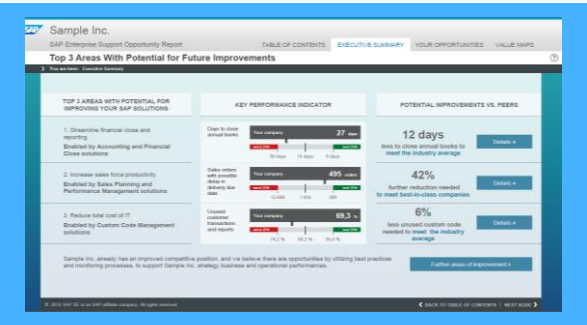
Innovation Discovery



SAP Fiori Fit Analysis



Business Scenario Recommendations



SAP Enterprise Support opportunity report

# Discover innovations available from SAP

## Innovation Discovery

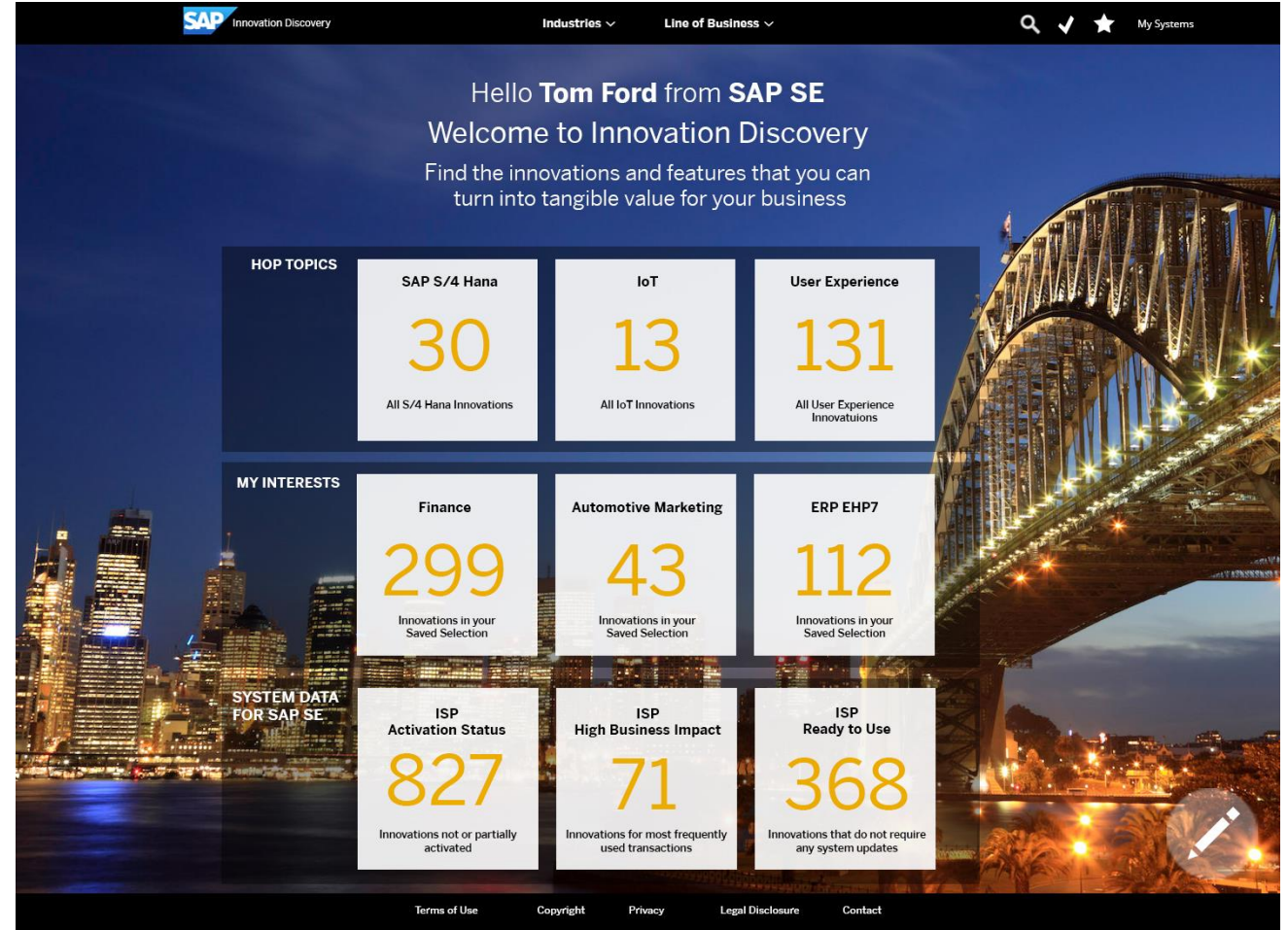
### Goal of the Innovation Discovery

Provide guidance how to turn the adoption of innovations into tangible value for the business.

### Main Objectives of the Innovation Discovery:

1. IT and line of business clearly understand the value and the implications of SAP's innovations
2. The innovation discovery offering includes usage-based information of the customer's system landscape.
3. Customers can use the innovation discovery service as a 'self-service'.

[www.sap.com/innovationdiscovery](http://www.sap.com/innovationdiscovery) »





# Discover SAP Fiori apps

## SAP Fiori Fit Analysis

- SAP Fiori Fit Analysis provides customers guidance for selecting the relevant SAP Fiori apps: It identifies which SAP Fiori apps can be utilized by customers that adopt any database for running SAP Business Suite (e.g. DB2 from IBM)
- Proposes the SAP Fiori apps that fit best to a customer's solution usage according to the transactions actually used
- Targeted to installed base customers who currently don't have plans to move to SAP S/4HANA (here the Business Scenario Recommendations will include the information about relevant SAP Fiori apps or the SAP Fiori app library)

The screenshot displays the SAP Fiori Fit Analysis interface for a 'Sample Customer'. The top navigation bar includes 'OVERVIEW', 'EXECUTIVE SUMMARY', 'RECOMMENDATIONS', and 'NEXT STEPS'. The main section is titled 'Lines of Business' and contains a grid of eight business scenarios, each with a color-coded icon, a number of recommended Fiori apps, and a 'Recommended Fiori Apps' link.

Business Scenario	Recommended Fiori Apps
Finance (Purple)	3
Human Resources (Purple)	5
Sales & Marketing (Blue)	3
Procurement (Blue)	5
Finance (Green)	2
Asset Management (Green)	6
Supply Chain (Orange)	7
Manufacturing (Red)	4

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[SAP Fiori apps »](#)

# Discover business improvements enabled by SAP innovations

## Business Scenario Recommendations for SAP S/4HANA

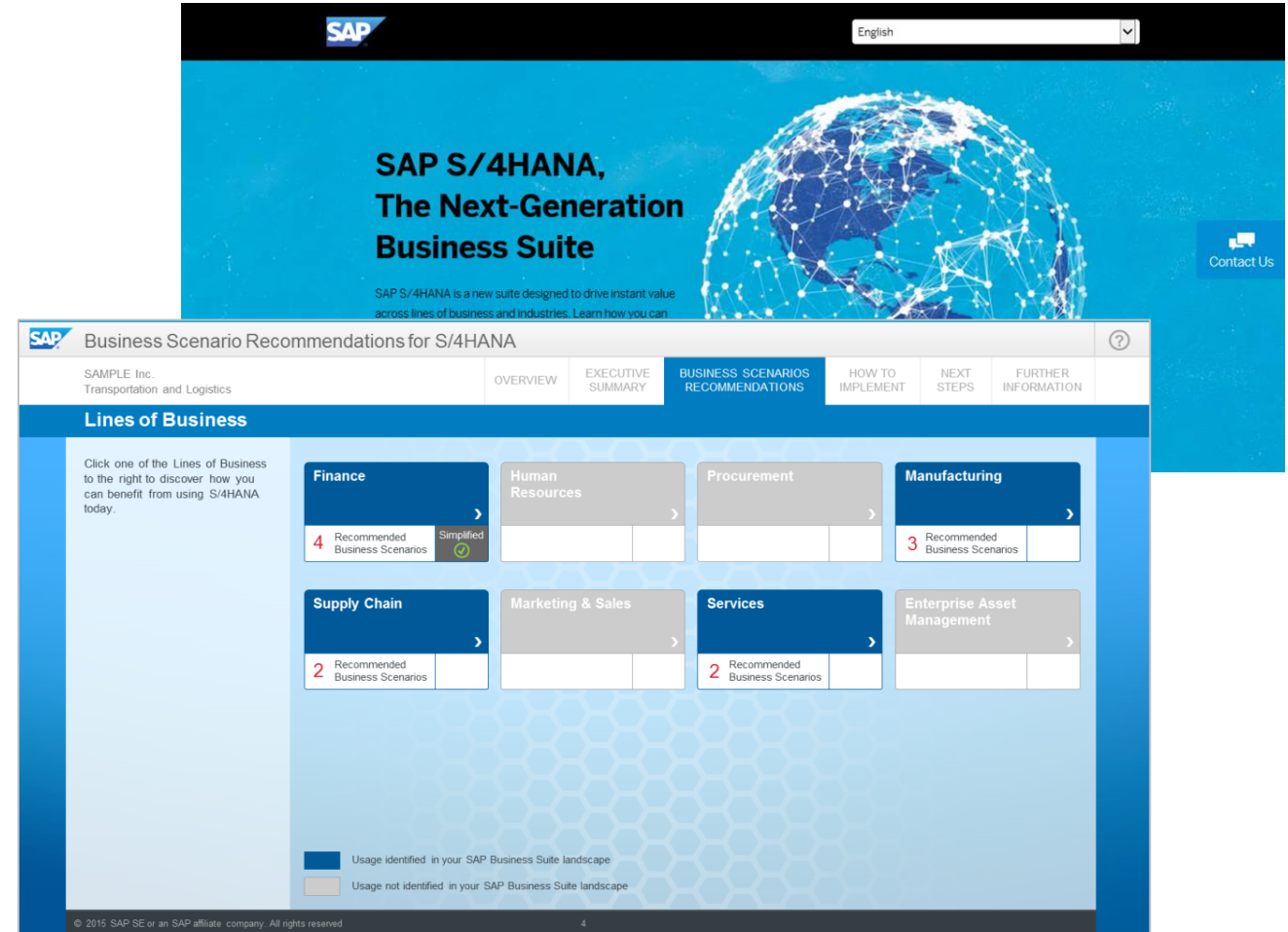
### Description

- The business scenario recommendations report provides a tailored list of relevant and recommended business scenarios developed for SAP S/4HANA, using customer production usage data.

### Benefits

- Customers can use the report to browse through their information sorted by line-of-business and review their individual business scenario details
- Includes business context, challenges, value, business drivers, SAP HANA innovation, transactions that could be improved, high-level technical prerequisites, and more.

[www.s4hana.com](http://www.s4hana.com) »



# SAP Enterprise Support opportunity report

## See how SAP Enterprise Support drives business outcomes

### Insightful benchmarks

**Impactful improvement areas** by combining findings from our customers' SAP applications with benchmarks from industry peers

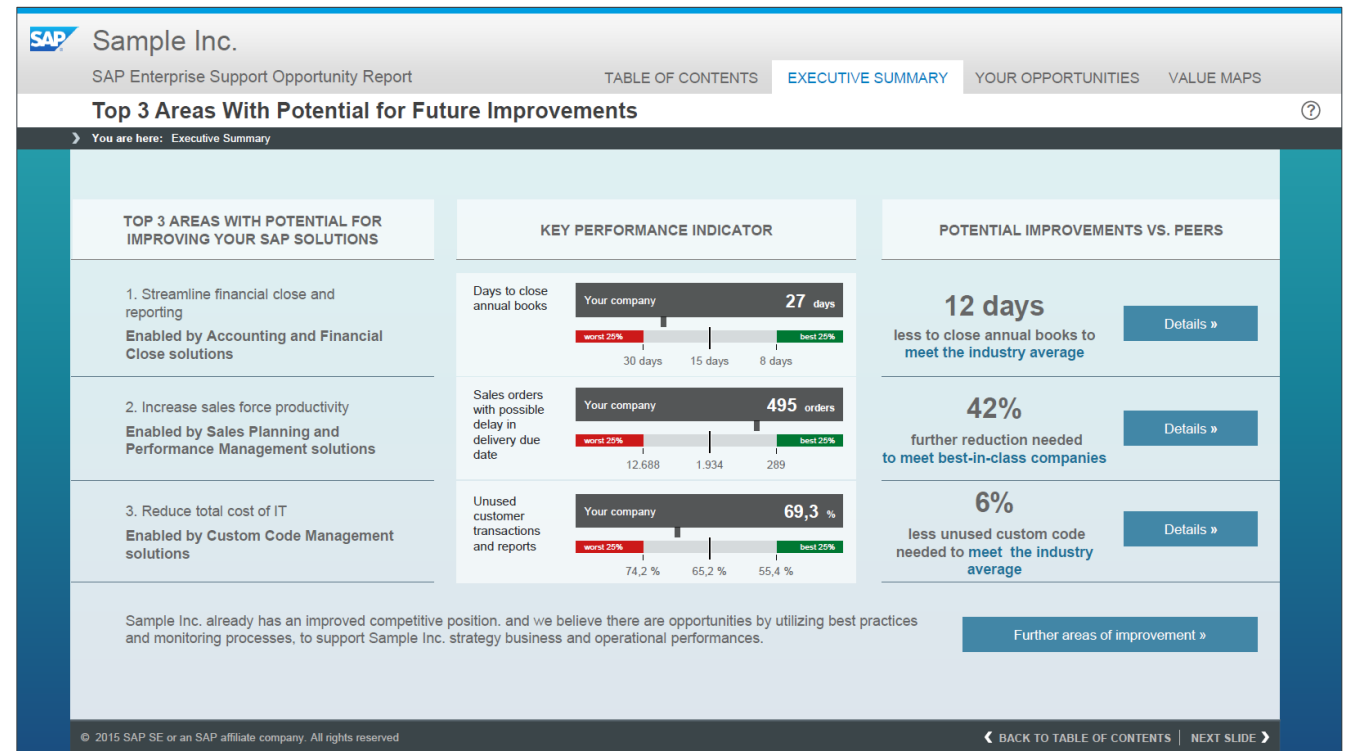
### Industry specific

Tailored to the specifics of our customers' industry and applications with a clear focus on **common terminology**

### Efficient

Aggregates information for decision makers with **actionable recommendations** for next steps

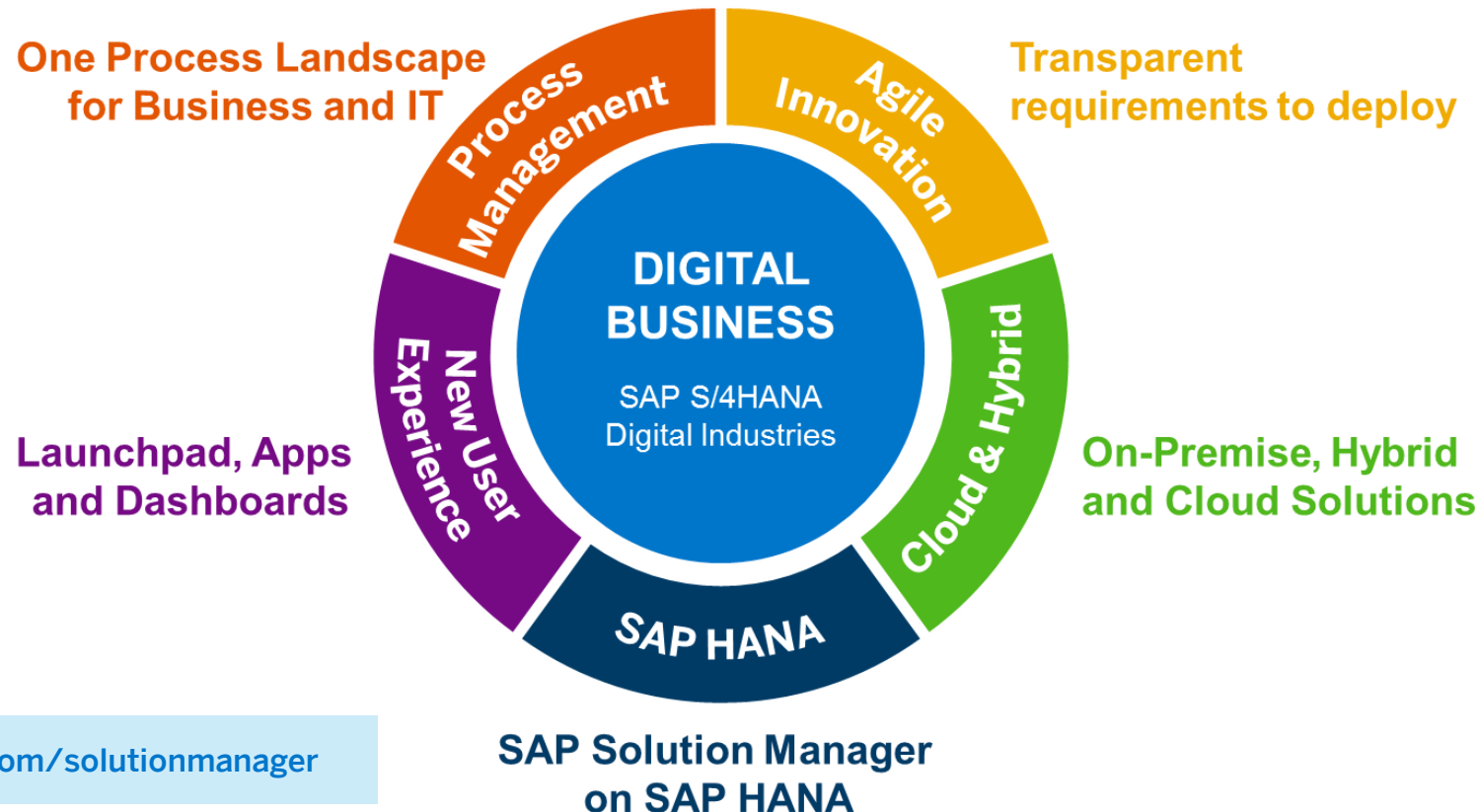
<http://www.sapsupport.info/eso> »



# SAP Solution Manager 7.2 and Focused Solutions



One combined solution to efficiently manage IT  
and introduce new functionality in on-prem, Cloud and hybrid landscapes



<https://support.sap.com/solutionmanager>

Note: General Availability of SAP Solution Manager 7.2 planned for Q3.2016

# Customer Value-Lifecycle Management

## from value potential to value realization

01

### Identify the maturity level

- IT operational readiness
- Business Process Improvements
- Cloud Innovation Adoption

...with the help of the Customer Innovation Readiness Index

02

### Define your value realization roadmap

- Measure KPIs and recommend roadmap to value realization
  - SAP Enterprise Support opportunity report
  - Business Scenario Recommendations
- Engagement plan creation

04

### Measure value realization success

- Readiness increase and value realization against baseline and continuous value realization practice in place
  - Success Value Realization tool

03

### Execute value realization roadmap

- Engagement plan execution
- Tracking progress and value impact with the help of the Success Value Realization tool



# Linking Support value to customer outcomes

## The Value of SAP Support

- **Fast value realization**  
Fast adoption, reduction of TCO, user enablement, co-innovation
- **Business outcome focus**  
Proactive best practices/benchmarks on improvement opportunities
- **End-to-end optimization**  
Business process optimization also in hybrid SAP landscapes
- **Rapid response to new requirements**  
Application Lifecycle Management via SAP Solution Manager
- **Business continuity**  
Mission critical support with SLAs also on corrective action plans

## Impact for customers - Examples

30%

Less downtime for upgrade project

30%

Less training cost via Guided Implementation

50%

Better performance in monthly financial close

83%

Sales order creation time reduction

95%

Less response time in Ext.Warehouse Mgmt.

80%

Core process performance improvement

50%

Faster identification of root causes

15%

Reduction of custom code

30%

Total downtime reduction

US\$ 3 million

Loss per day in invoice creation avoided

Note: Not all scope elements available in all Support offerings – full scope only with SAP Enterprise Support



# Key Takeaways for Saving Money, Lowering Operating Costs, Reducing Risk and Increasing Value of Support

---

## **Save Money and Lower Operating Costs**

Reduction of Database size and Custom Code through Value Maps and Continuous Quality Checks

## **Improve User Productivity and increase Value**

Quickly find the right services and tools to help overcome business challenges

## **Increase Value and Save Money**

Identifying and activating Functionality that you ALREADY OWN

## **Reduce Risk and Increase Value**

Successful Go-Lives and Implementations by leveraging services in advance

## **Save Money and Improve User Productivity and Skillset**

Variety of [virtual](#) training and learning formats accessible for all of your employees

**All of this is part of your SAP Enterprise Support investment – NO ADDITIONAL COST!**



# Thank You



**Maximize The Value You Get from SAP**

Visit [sap.com/CustHubIT](https://sap.com/CustHubIT) to connect with peers, stay abreast of trends and know your support benefits.



**Kristen Scheffler**

Maintenance GTM

Customer Engagements – North America

SAP

Mobile +1 (407) 417-2415

E-Mail [kristen.scheffler@sap.com](mailto:kristen.scheffler@sap.com)