

Mondelēz International | How to be “Best in Class” with SAP UEM by Knoa

Glenn Jones, Business Process Project Manager, Mondelēz
Elliot Bricker, Vice President of Products, Knoa
Thursday, July 23, 2015



Why do hundreds of SAP customers rely on Knoa?

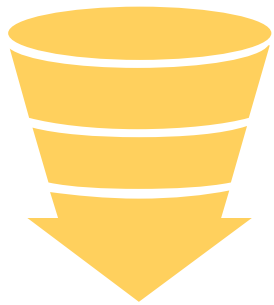
What is SAP User Experience Management?

SAP UEM by Knoa is a patented user experience management solution that ensures organizations realize full value from their SAP investment.

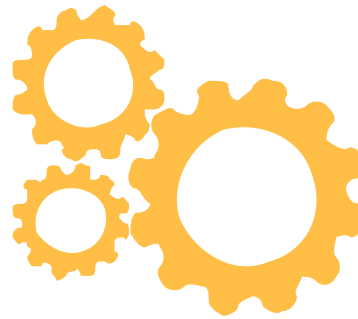
How do we do it?

We gather concise metrics on user performance that enables efficient business process execution while reducing costs of end user services including functional support and training and empowers a sustainable end-user community.

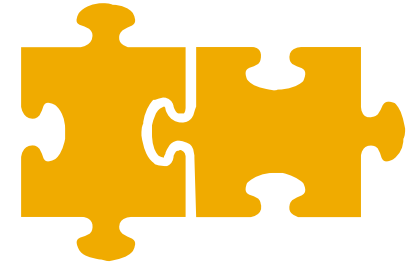
Real User Workflows and Powerful Analytics



Desktop Agent to understand the true user experience



Database and Application Server



BusinessObjects Dashboards and reports to help drive decisions



SAP Lumira

Ignite Creative Ideas



Knoa User Experience Management Benefits

Adoption

- 10%-20% increase in utilization of deployed functionality

Workforce efficiency

- 10%-20% improvement in employee productivity and engagement

Help Desk

- 20%-30% reduction in support costs and resources required
- 25%-35% improvement in mean time to resolution (MTTR), call handle times and user satisfaction

Training

- 20%-30% reduction in support costs
- 25%-50% improvement in training effectiveness

IT Transformation

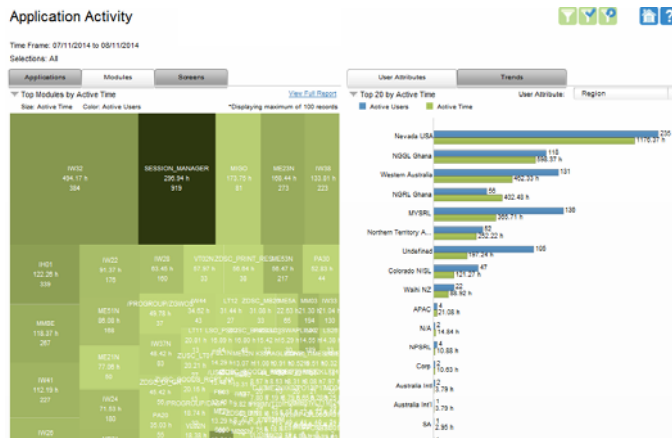
- 10%-20% improvement in project success and acceptance
- 20%-30% cost reduction in UAT and Hypercare support

Business Value

- 5%-10% improvement in overall business outcomes

Analytics That Increases ROI

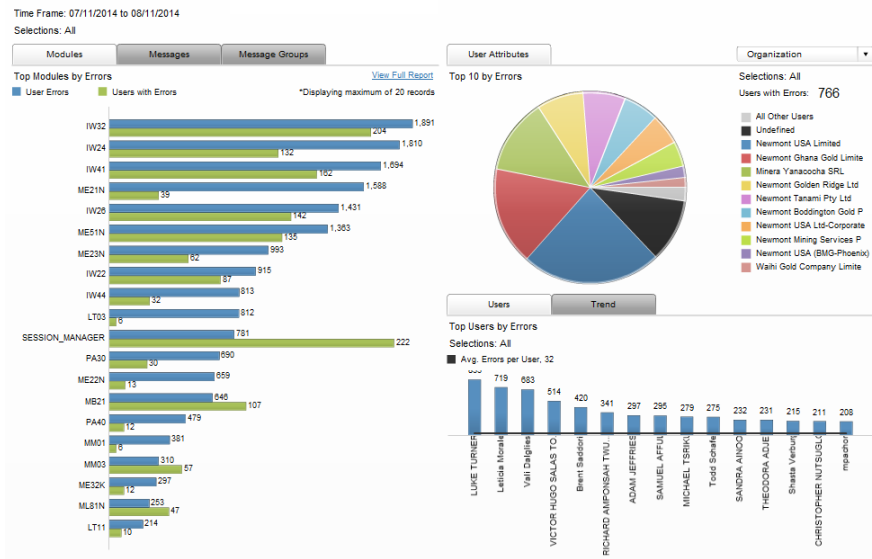
Gauge Adoption



Monitor Performance



Errors Profile: User Errors



Prioritize Improvement Areas

LoB Leaders and IT Help Desks View the User Journey

				Operation		
PROD 1	> SESSION_MANAGER	> SAP Easy Access - User menu for Kevin Worrell		▶ Screen Start		00:00:05 2:51:53 PM
				▶ Module Start		00:00:05 2:51:53 PM
				▶ Application Start		00:04:25 2:51:53 PM
	> ML81N	> 1001041955 Display Entry Sheet		▶ Screen Start		00:03:40 2:51:58 PM
				▶ Module Start		00:03:40 2:51:58 PM
		> 1001041955 Display Entry Sheet		▶ Completed Operation	Other Document (Shift+F5)	00:00:01 2:52:37 PM
		Sheet > Select Purchase Order/Entry		▶ Dialog Start		00:00:54 2:52:38 PM
				▶ Completed Operation	Continue (Enter)	00:00:01 2:53:27 PM
		> Error		▶ Dialog Start		00:00:03 2:53:28 PM
				! User Error	Purchase order 1001591683 does not exist	2:53:28 PM
				▶ Completed Operation	Confirm (Enter)	00:00:00 2:53:30 PM
		Sheet > Select Purchase Order/Entry		▶ Completed Operation	Cancel (F12)	00:00:00 2:53:32 PM
		> 1001041955 Display Entry Sheet		▶ Completed Operation	Exit (Shift+F3)	00:00:01 2:55:37 PM
	> SESSION_MANAGER	> SAP Easy Access - User menu for Kevin Worrell		▶ Screen Start		00:00:30 2:55:38 PM
				▶ Module Start		00:00:30 2:55:38 PM
	> ZSTRR_OUTBOUND	> Program ZSTRR_OUTBOUND_WORKQUEUE		▶ Screen Start		00:00:07 2:56:08 PM
				▶ Module Start		00:00:07 2:56:08 PM
		> Program ZSTRR_OUTBOUND_WORKQUEUE		▶ Completed Operation	Back (F3)	00:00:01 2:56:14 PM
	> SESSION_MANAGER	> SAP Easy Access - User menu for Kevin Worrell		▶ Screen Start		00:00:04 2:56:15 PM
				▶ Module Start		00:00:04 2:56:15 PM
		> SAP Easy Access - User menu for Kevin Worrell		▶ Completed Operation	Log off (Shift+F3)	00:00:01 2:56:15 PM
		> Log Off		▶ Dialog Start		00:00:03 2:56:16 PM
				! Message	Unsaved data will be lost. Do you want to log off?	2:56:16 PM
				▶ Completed Operation	Yes	00:00:00 2:56:18 PM

What transactions?

Where did it go wrong?

Length of session and operations

**explore
our world**

we offer many of the world's favorite brands



Warehouse and Direct Store Delivery Innovation

Looking through the lens with clear focus



Helps see new concepts of existing ideas

- Transportation Efficiency
- Insight to current transactional usage

Develop fundamental changes to Process/Procedures

- Quick wins with Agent Productivity
- Agent Training and Insights

Multi-functional Mobility

- Implemented within Direct Store Delivery as well as Warehouse
- Inventory Capacity Levels

Potential Operational Application

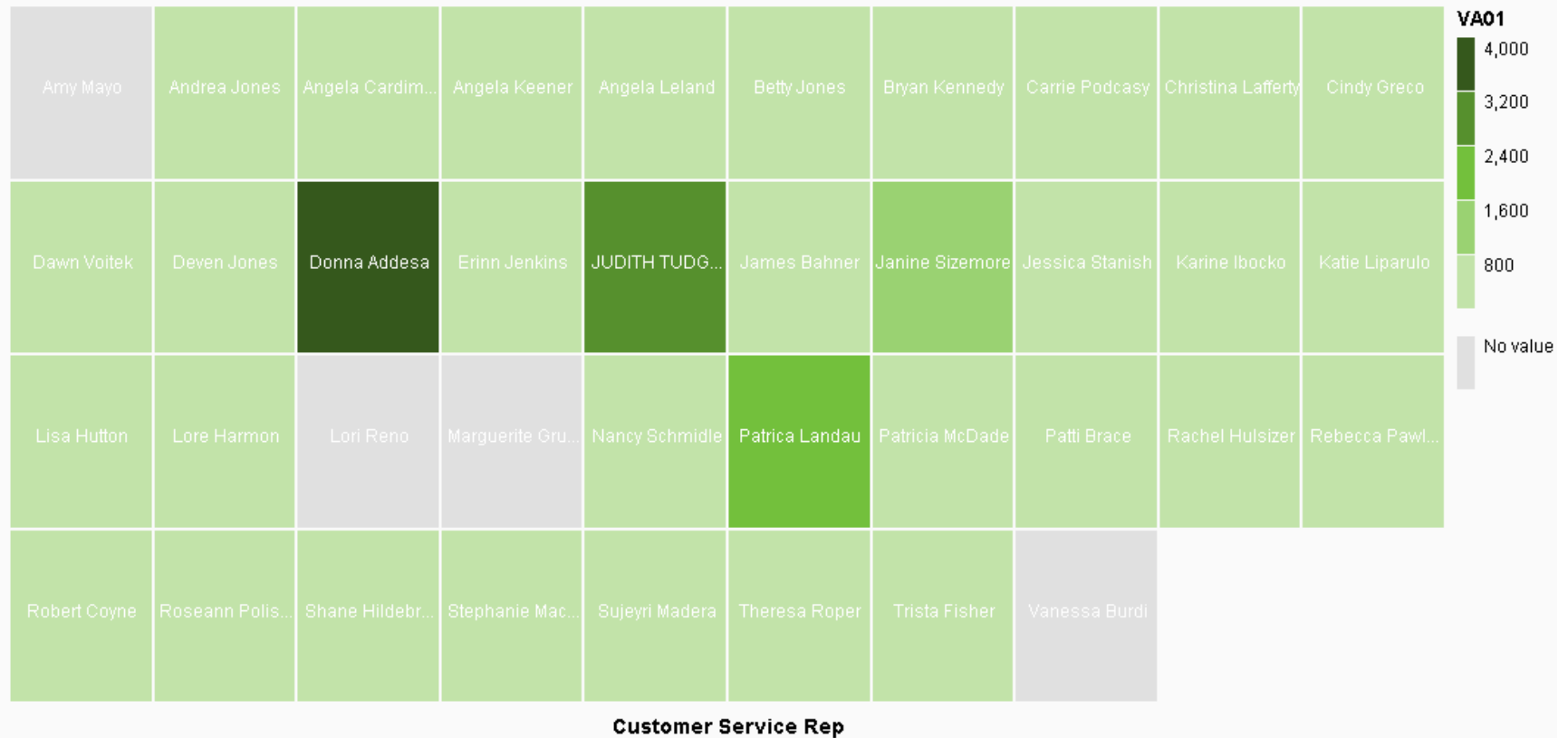
- Field Use for Owned and 3PL locations
- Support Desk Operations

Process Adoption Validation -

Order Creation (VA01) - Requirement for only certain agents



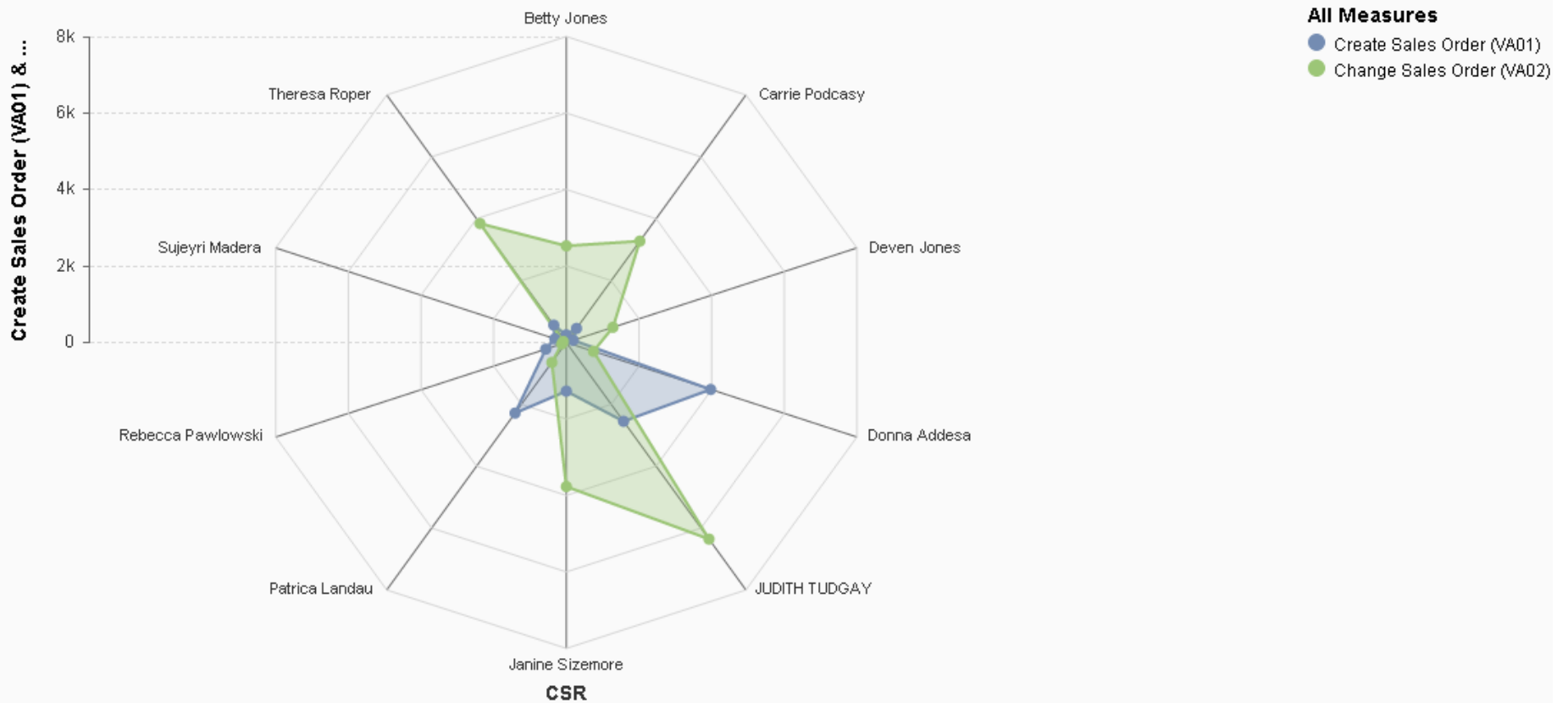
VA01 by Customer Service Rep



Creation versus Change to Orders:

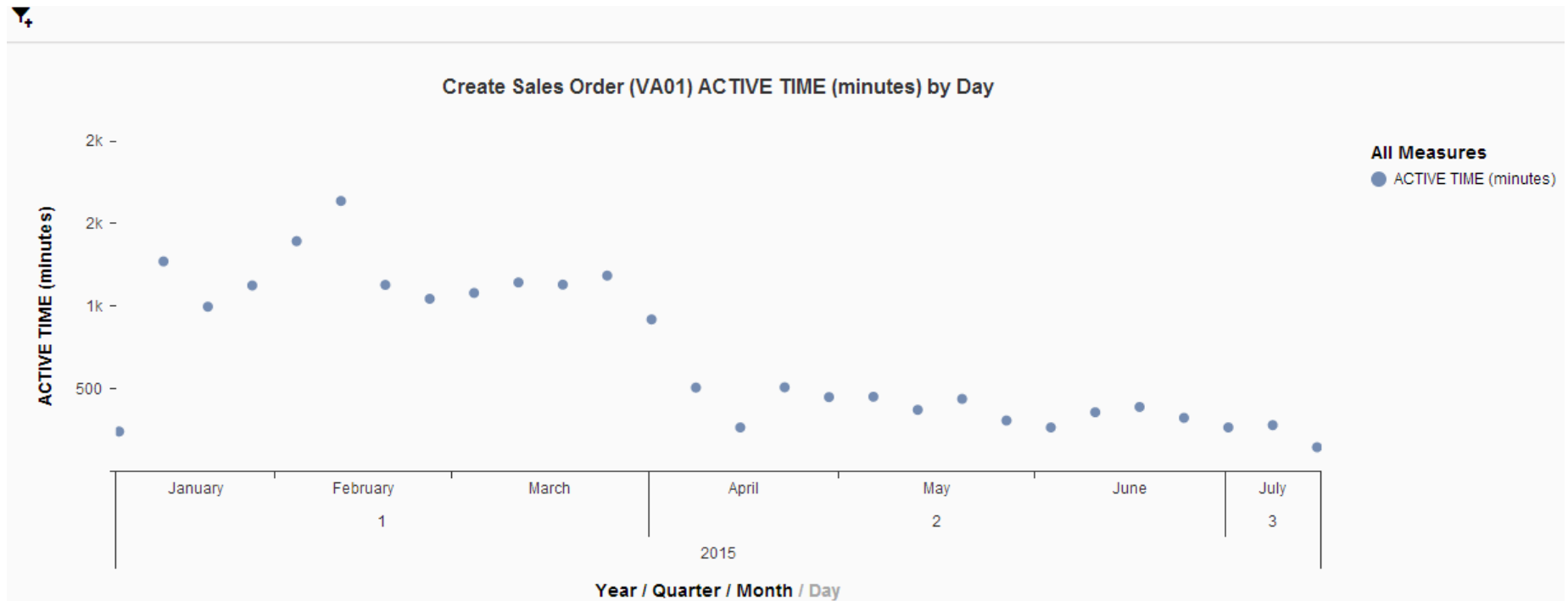
Ensure activities drive Customer Fill Rates and On-Time Delivery

Top 10 CSR Reps' Activities - Comparing Create Sales Order (VA01) and Change Sales Order (VA02) Relative Activity



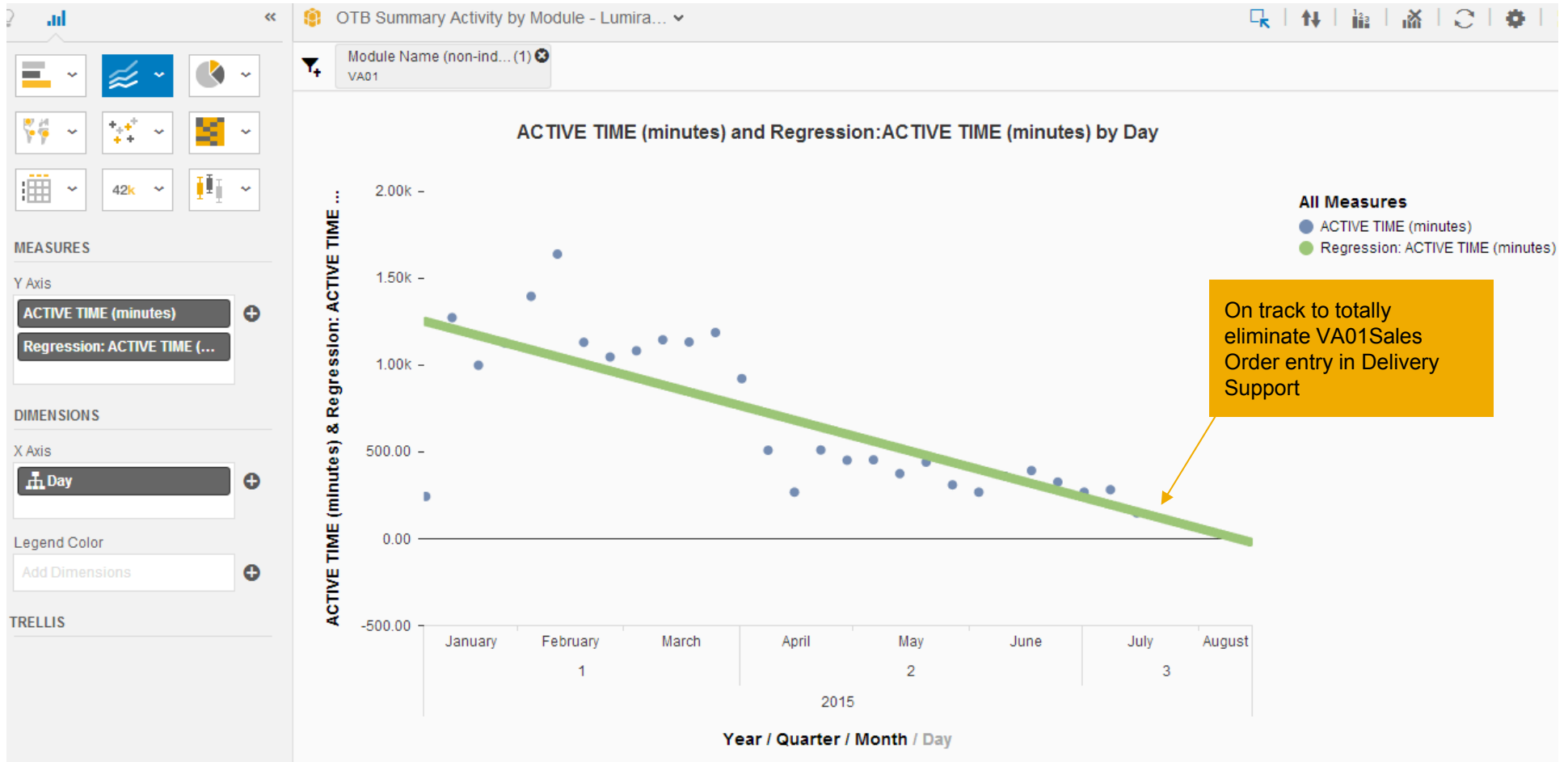
Timeline on specific Function:

Order creation declines as process transfers to analytical focus



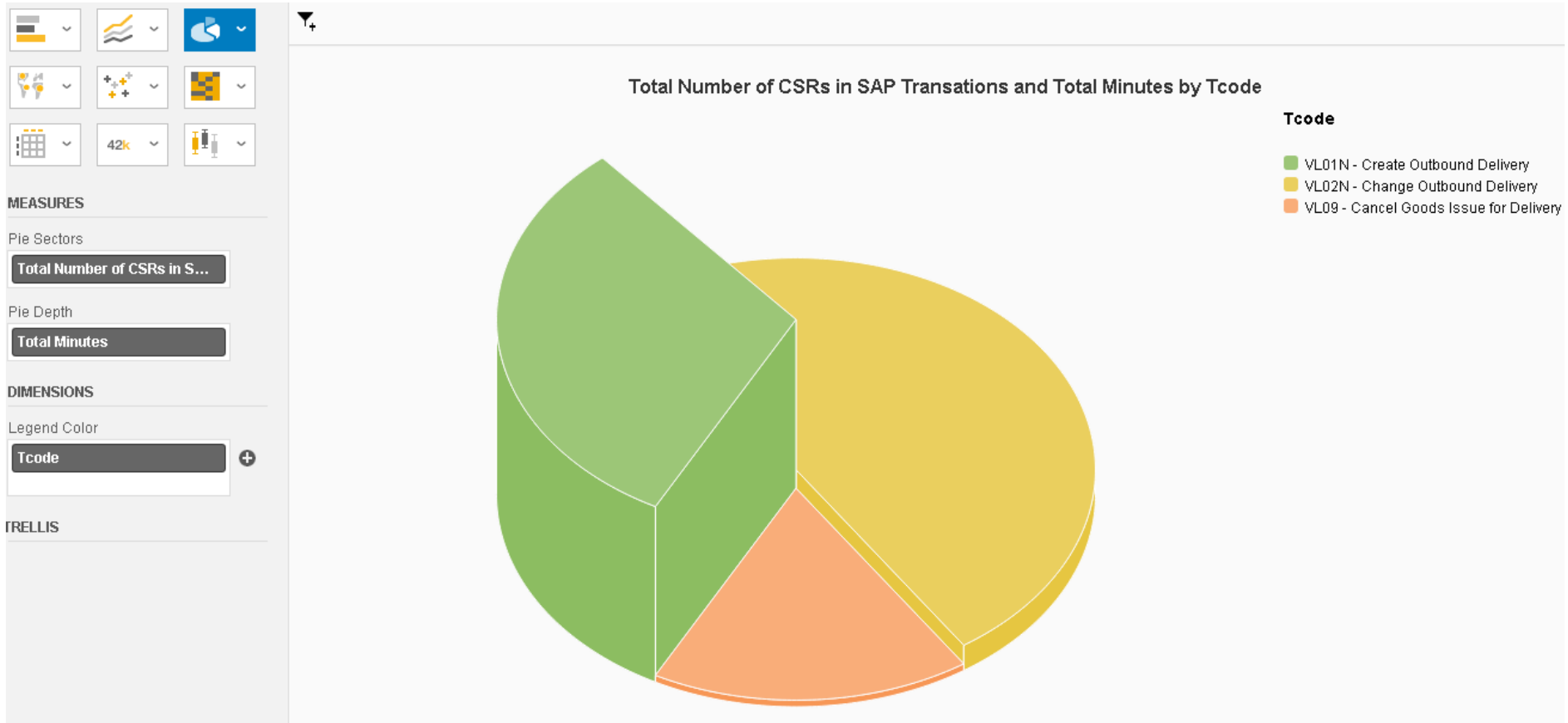
Successful Transition:

Timeline review of adherence to process change



End to End Process Point: Ensuring Best Practices & Monitoring Volume

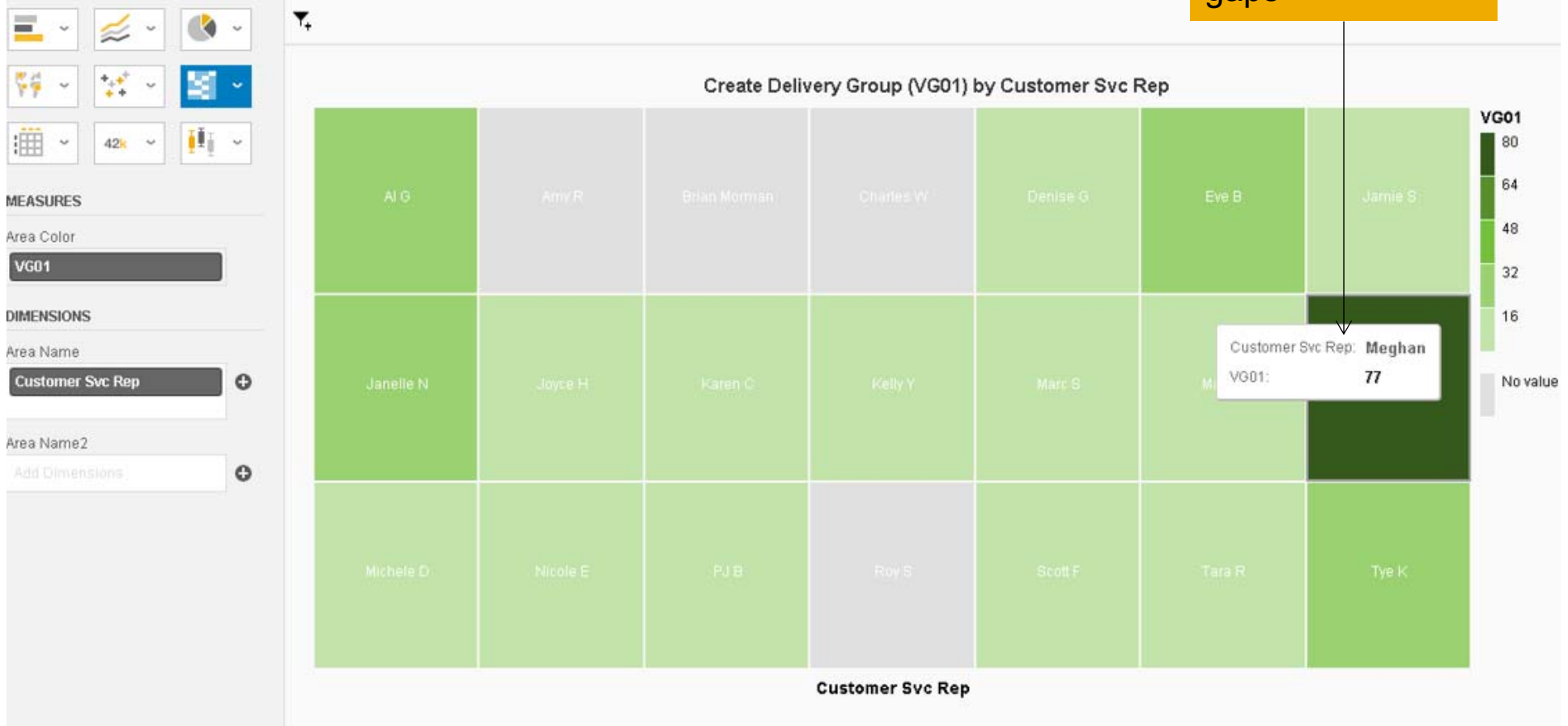
Training Opportunity review for Delivery Processes (Create/Change/Cancel) for Warehouse Delivered Sales Orders



Process Compliance:

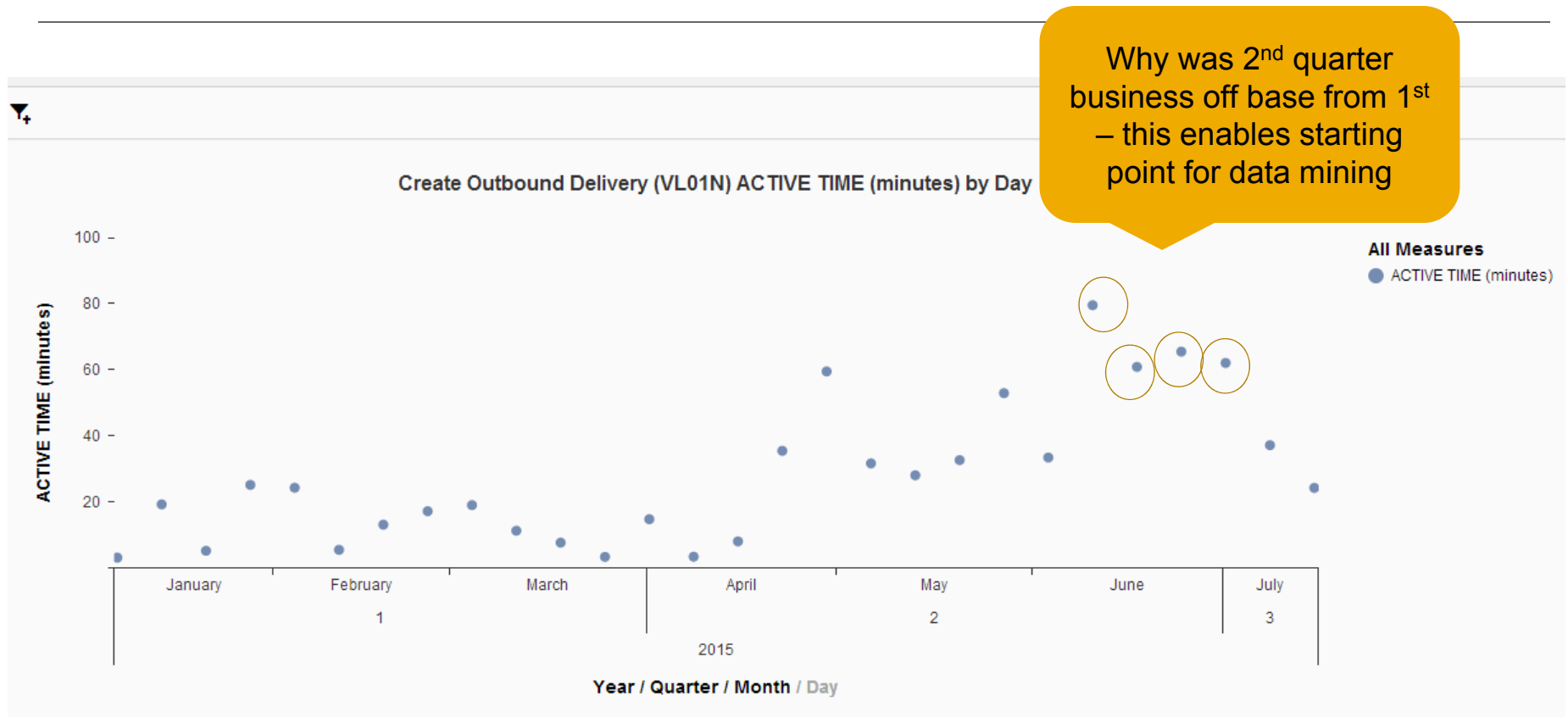
Quantifies Agents which are out of parameters in VG01 Create Delivery Groups

Quick view of process/Agent gaps



Quick Visualization:

VL01N- Delivery Creation, should be systematic and consistent for Direct Store Delivery Route to Market



Why was 2nd quarter business off base from 1st – this enables starting point for data mining

Smart Performance: Monitoring EDI VMI orders changes

VMI=Vendor Managed Inventory – We create orders for customer (no touch required) VA02 of VMI and Non VMI Sales Orders View

