Overview: Value of Support for your company
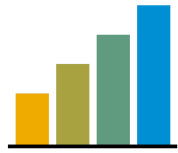## Webinar for SAP User Groups – offered by SUGEN

February 28, 2018

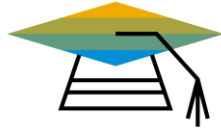PUBLIC

SAP Run Simple

SUGEN
SAP User-Group Executive Network

The pillars for support value

Innovation and Value Realization

Unlock value

Empowerment

Achieve your business goals

Collaboration

Interact with experts

Mission Critical Support

Provide business continuity

SAP Solution Manager
The platform for value realization

Proactive and preventive support

SAP Support Models

Across all deployment options

Note: Not all elements are part of all Support offerings

Our vision of the digital support experience

Anticipate

You should never have to ask a question.

Our collective focus with product development is to achieve high-quality, intuitive products that **anticipate** your needs.

Accelerate

If you have questions, it's quick and easy to get answers.

Improvements in our Product Support group knowledge notably **accelerates** your path to accurate answers when you need them.

Collaborate

**Our support experts will provide you with solutions quickly.**

Our highly skilled engineers **collaborate** with you to help ensure you are successful – providing fast, easy access to the answers you need.

Live Business needs live support

Next-Generation Support for the digital enterprise

SAP support today

Industry-leading proactive and preventive support across all deployment scenarios

+
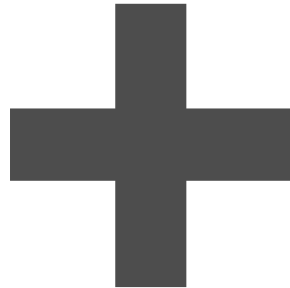
Next-Generation Support

Groundbreaking support for the digital enterprise

Self-service and incident prevention

Real-time interaction
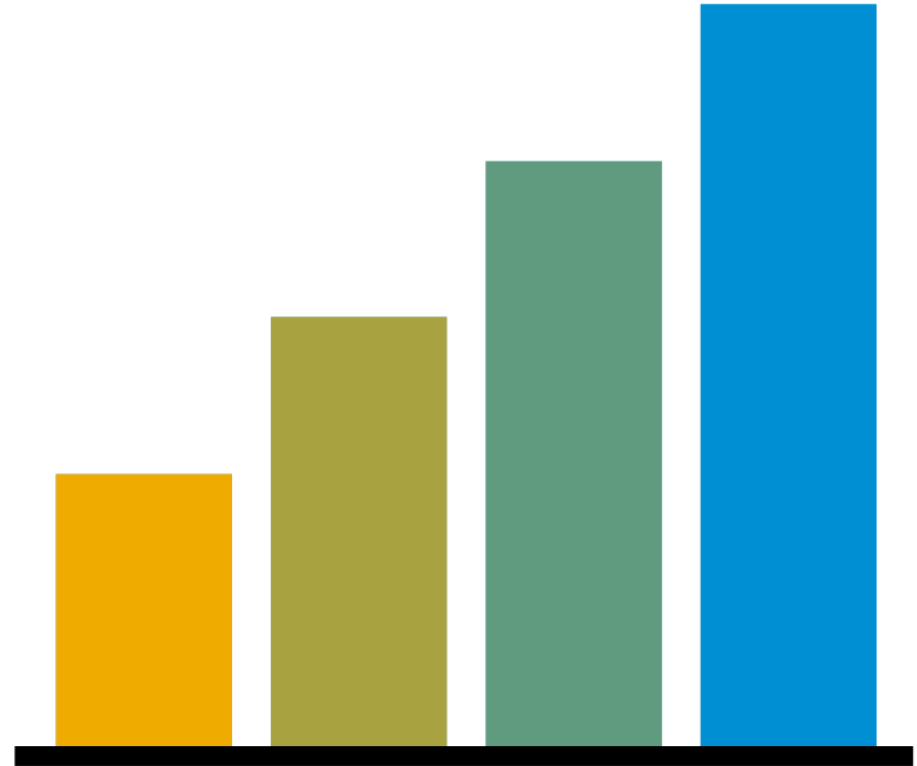Expert Chat, Schedule an Expert

Digital support experience
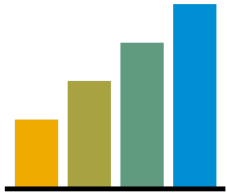Seamless integration with built-in support

Machine learning and cognitive computing

Innovation and
Value Realization

Drive innovation and get more value from your SAP investment

Innovation and Value Realization.

SAP Support services provide a wide range of services and tools to help you realize more business value and to accelerate the adoption of new innovations.

Customer value experience tools

Identify value opportunities by leveraging available tools focused on innovations and business outcomes.
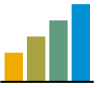
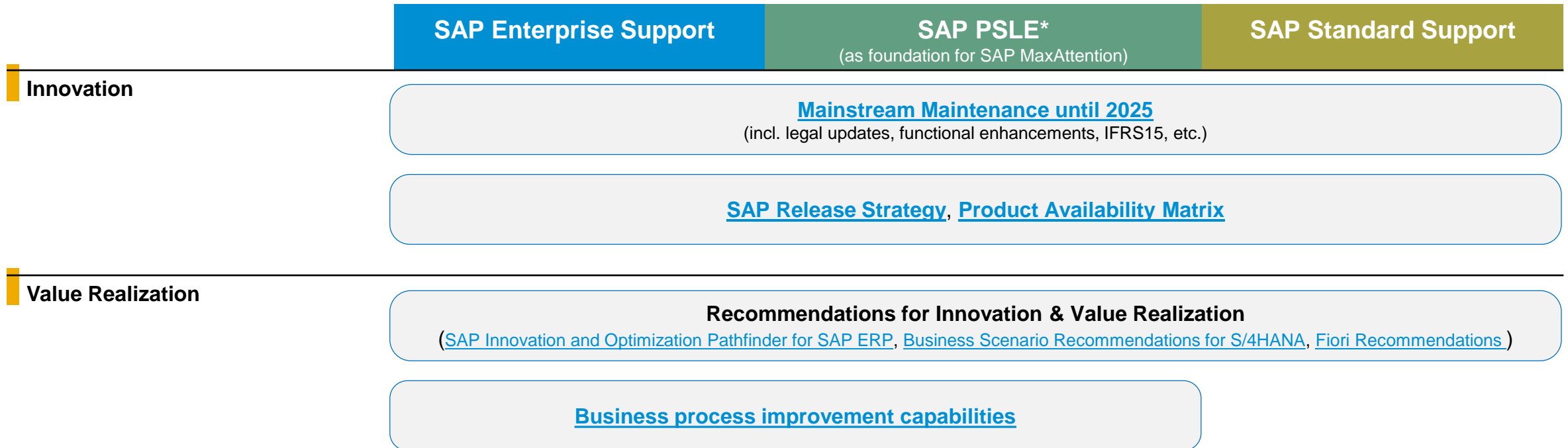### Continuous innovation & long-term maintenance commitments

Mainstream maintenance for "SAP Business Suite 7" core application releases and "SAP Business Suite powered by SAP HANA 2013" prolonged until 2025.

Continuous innovation and long-term planning cycles for SAP S/4HANA will be provided through a sequence of releases.

Note: Not all elements are part of all Support offerings.

Adopt innovations and realize the value

A substantial flow of innovations is a core part of SAP's Support offerings. Provided tools and services enable customers to quickly identify, safely implement, and realize value from these innovation opportunities. This approach helps receiving most value out of existing investments, as well as introducing new innovations in a swift manner that helps minimize risk and master the digital transformation in a smooth and cost effective way.
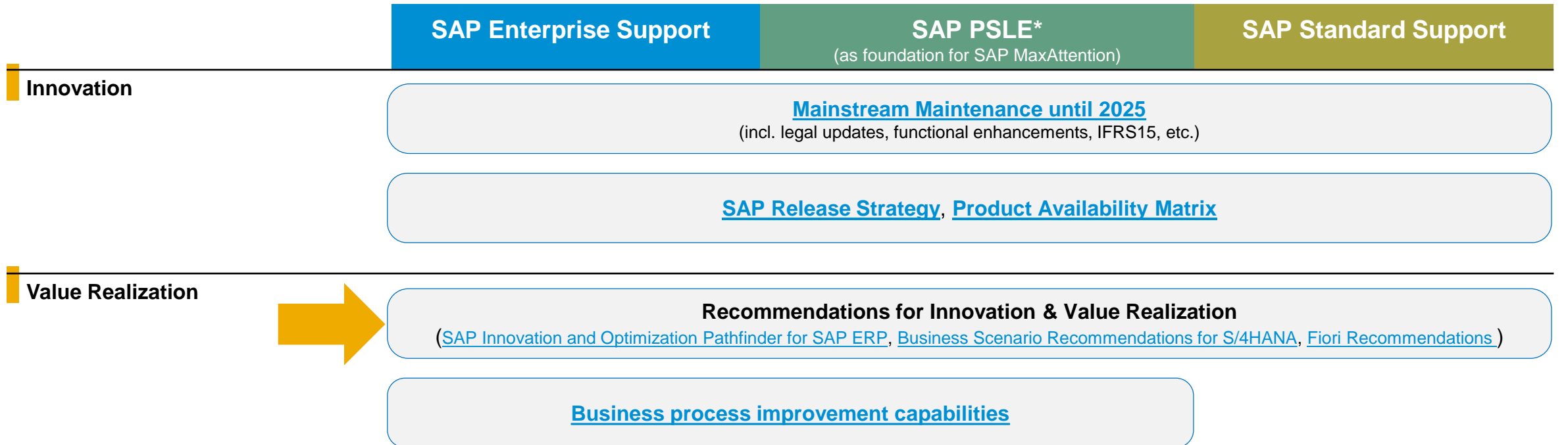
	SAP Enterprise Support	SAP PSLE* (as foundation for SAP MaxAttention)	SAP Standard Support
Innovation	**Mainstream Maintenance until 2025** (incl. legal updates, functional enhancements, IFRS15, etc.)		
	SAP Release Strategy, **Product Availability Matrix**		
Value Realization	**Recommendations for Innovation & Value Realization** (SAP Innovation and Optimization Pathfinder for SAP ERP, Business Scenario Recommendations for S/4HANA, Fiori Recommendations)		
	Business process improvement capabilities		

*SAP Product Support for Large Enterprises

Adopt innovations and realize the value

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	SAP Release Strategy, **Product Availability Matrix**		
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	Business process improvement capabilities		

*SAP Product Support for Large Enterprises

SAP Innovation and Optimization Pathfinder recommends options for optimizing business operations and the IT environment
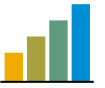
SAP ERP system

SAP Innovation and Optimization Pathfinder for SAP ERP

Current Environment

IT Decisions

Innovation recommendations

Personalized innovation recommendations based on your current SAP system usage for:

- SAP enhancement packages
- SAP Fiori
- SAP cloud solutions
- SAP S/4HANA

Business improvement opportunities

Business process improvement recommendations, based on business performance data from your SAP applications:

- Industry benchmarks
- Top areas with potential for future process improvements across all lines of business

Optimize IT and accelerate innovation

Recommendations on how SAP can help automate and improve your IT activities:

- Top areas with potential for future IT improvements
- Automation through SAP Solution Manager

Sample

Sample Inc. | Main System: P01
Automotive Industry

OVERVIEW | EXECUTIVE SUMMARY | **RECOMMENDED INNOVATIONS** | IMPROVE BUSINESS PROCESSES | OPTIMIZE IT

OVERVIEW

Enhance your existing SAP ERP system

Cloud extensions

Digital core

Discover functional enhancements

- SAP enhancement packages provide improved functionality for SAP ERP, which can be activated based upon business demand

- Most business functions in SAP enhancement packages for SAP ERP are included with your underlying SAP software license and maintenance agreement*

Improve user experience

- SAP Fiori is the personalized and intuitive user experience for SAP software across devices

- It will help your users gain productivity, save training costs and increase user adoption

- SAP Fiori apps for SAP Business Suite are included with your underlying SAP software license**

Explore cloud opportunities

- SAP offers cloud apps (SaaS) for all lines of business, a market-leading cloud platform (PaaS), and flexible on-demand infrastructure (IaaS)

- SAP has already 110+ million cloud subscribers and 41 state-of-the-art data centers around the world

Move to the digital core

- SAP S/4HANA is the next-generation business suite designed to help you run simple in the digital economy

- SAP S/4HANA is the "digital core" of your entire enterprise and natively supports the Internet of Things, Big Data, real-time analytics, mobile, business networks, and more

---

Functional Enhancements
Relevant innovations ❯

| 21 | on your current SAP enhancement package 5 |
| 26 | on latest SAP enhancement package 8 |

Simplified User Experience
Relevant SAP Fiori apps ❯

| 30 | on your current database |
| 73 | on SAP HANA |

SAP Cloud Extensions
Relevant extensions ❯

| 23 | recommendations |

S4 HANA Next-Generation Digital Business
Relevant scenarios ❯

| 32 | recommendations |

* Details can be found in SAP Note 152246

** http://news.sap.com/sapphire-now-sap-fiori-user-experience/

Sample Inc. | Main System: P01
Automotive Industry

| OVERVIEW | EXECUTIVE SUMMARY | RECOMMENDED INNOVATIONS | IMPROVE BUSINESS PROCESSES | OPTIMIZE IT |

Sample

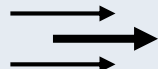**SIMPLIFIED USER EXPERIENCE** › Overview   Top Recommendations   Industry Top 10   Next Steps   (?)

Simplified User Experience

Next Steps →

Enjoy a new user experience with SAP Fiori and engage the valuable SAP service and support activities in these next steps:

1. Discover how to drive quick time-to-value

2. Prepare using SAP Enterprise Support value map for SAP Cloud platform

3. Realize value by achieving your productivity improvements for savings and profits

✓ **SAP ENTERPRISE SUPPORT*:**

1. Discover ⏩

- Try SAP Fiori, demo cloud edition »
- Discover available SAP Fiori apps and get customer-specific recommendations »

2. Prepare 📋

- Join openSAP course "Introduction to SAP Fiori UX" »
- Read success stories from other customers »

3. Realize 🏆

- Join openSAP course "Build your own Fiori App in the Cloud" »

Join SAP Enterprise Support value map for SAP Cloud platform* »

Choose your objective:

(1) Revitalize your SAP user experience in the cloud with SAP Fiori Cloud

(2) Realize SAP Fiori use cases for your company

(3) Deliver enterprise-grade native and hybrid mobile apps

(4) Set up the hybrid app toolkit and develop SAP Fiori mobile apps in SAP Web IDE

➕ **ADDITIONAL OFFERINGS »**

*Exemplary excerpt of services and value map objectives

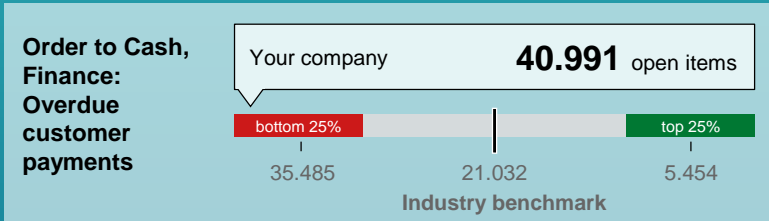Sample Inc. | Main System: P01
Automotive Industry

OVERVIEW | EXECUTIVE SUMMARY | RECOMMENDED INNOVATIONS | **IMPROVE BUSINESS PROCESSES** | OPTIMIZE IT

Sample

Top 3 KPIs | All KPIs | Recommendations | Next Steps

BUSINESS GOALS WITH IMPROVEMENT POTENTIAL	YOU VS. INDUSTRY PEERS	NEGATIVE IMPACT ON BUSINESS	IMPROVEMENT VALUE FOR YOU
1 Reduce Days Sales Outstanding — Avoiding of delays, wasted money and errors	Order to Cash, Finance: Overdue customer payments — Your company **40.991** open items; bottom 25% 35.485 / 21.032 / top 25% 5.454 — Industry benchmark	• Higher liquidity cost • Longer period end closing and year end closing • Manual work for tracking / clarification • Loss of revenue	Maximize cash generation; Reduce operating expenses ➡ **Details »**
2 Improve Supply Chain Planning Accuracy — Predicting the future requirements to balance supply and demand	Procure to Pay: Overdue purchase order items — Your company **211.875** order items; bottom 25% 98.908 / 19.651 / top 25% 7.149 — Industry benchmark	• Delay in production and sales delivery • Maverick buying (unplanned expensive emergency purchases) • Wrong available to promise planning • Wrong material requirement planning	Optimize Business Processes; Reduce operating expenses ➡ **Details »**
3 Optimize Perfect Order Fulfillment — Avoiding of delays, wasted money and errors	Order to Cash: Overdue outbound deliveries — Your company **14.288** deliveries; bottom 25% 11.178 / 4.429 / top 25% 259 — Industry benchmark	• Delay of goods delivery with impact on customer • Legal impact with guaranteed delivery	Optimize Business Processes; Reduce costs for business operations ➡ **Details »**
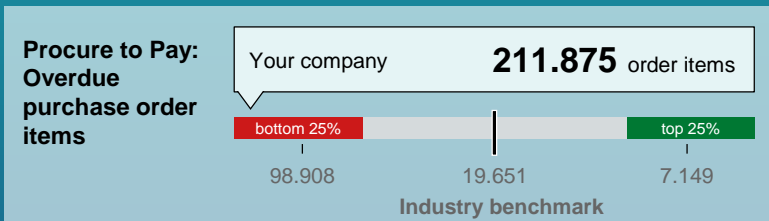
Sample Inc. | Main System: P01
Automotive Industry

Sample

2

BUSINESS GOAL WITH IMPROVEMENT POTENTIAL:
Improve Supply Chain Planning Accuracy

Situation:
"**211.875** purchase order items are overdue by more than 10 days and are not yet completely delivered".

Business KPI Catalogue »

Implication:
This could indicate current delays in your purchasing process and subsequent ones (sales, production, maintenance/repair). The identified purchase orders could also indicate (old) supplying elements that are considered in current available-to-promise (ATP) and material requirement planning (MRP) calculations, which could lead to inaccurate planning results.

KPI breakdown: "Procure to Pay: Purchase order items open & overdue"			
	<3 months old	4-11 months old	Older 12 months
Customer values	15.835	10.721	185.319
In %	7%	5%	87%

The aging distribution shows overdue and open purchase order items. Review how these numbers can be reduced and how to avoid this trend in future.

...

Further business goals which are impacted by this KPI:
• Optimize perfect order fulfillment: Avoiding delays, wasted money and errors
• Procurement cost (% of spend)

Relevant for:
• Procurement

»»» **Future Solution:**

Use business process analytics in SAP Solution Manager to continuously monitor business processes.

SAP 7.2 Solution Manager

Supply Chain Planning Accuracy

Purchase requisition items open & overdue	Exceptions in incomplete purchase orders	Overdue Inbound Deliveries	Purchase order items open & overdue
65.314	3.212	14.288	211.875
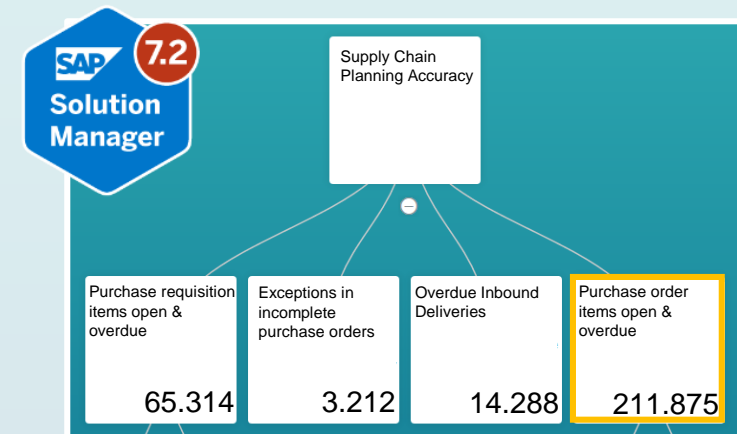
• The KPI tree shows all dependencies which influence the business goal "Improve Supply Chain Planning Accuracy"
• The dashboard provides you with a steady control of all dependent KPIs, providing the transparency for a continuous optimization

NEXT STEPS »

Key benefits of SAP Innovation and Optimization Pathfinder

Empowers CIOs or IT directors to **articulate business benefits** with their line-of-business leaders

Helps customers **prioritize decisions** and **build an optimization and innovation strategy**
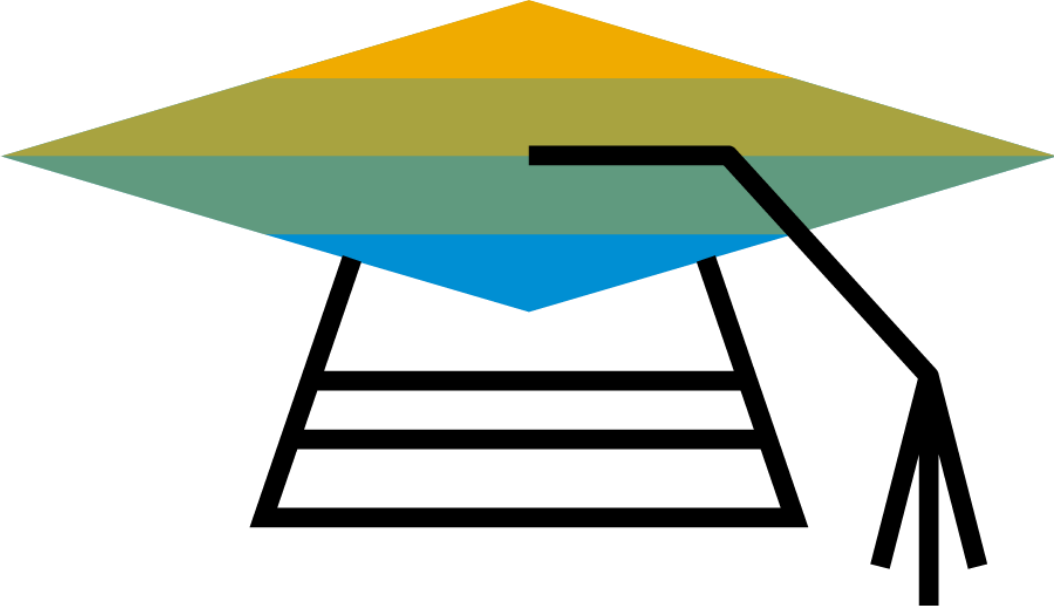
Offers a **free-of-charge, tailored report** to all customers under SAP maintenance, independent of their support model
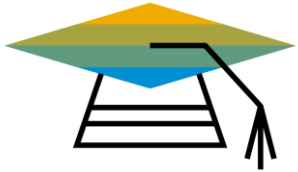

Order your free report: **www.sap.com/Pathfinder**

Empowerment

Build the skills that build value through the SAP Enterprise Support Academy

Empowerment.

Continuous education and learning is essential to meet today's challenges of constant change, and retain scarce talent. SAP Enterprise Support Academy empowers your teams to build the knowledge and skills needed to maximize the benefit of your SAP solution, no matter your choice of deployment.

Platform

Easily access SAP Enterprise Support learning content and services.

People

Stay up-to-date by leveraging expert content in various delivery formats and levels of detail.

Practice

Let us help you boost collabo-ration between business and IT units by addressing different functional roles and assisting in creating business cases and value.

Note: Not all elements are part of all Support offerings.

Empower your people

Empowerment through access to remote SAP support content and services to manage the entire application lifecycle, integrated across on-premise, cloud, and hybrid deployments. For example, the SAP Enterprise Support Academy program and SAP Solution Manager. SAP Support services help to build the skills that build value to increase IT efficiency, reduce operational costs, and focus more of your energies on business innovations.

SAP Enterprise Support	SAP PSLE* (as foundation for SAP MaxAttention)	SAP Standard Support

Empowerment

Next-Generation Support

Self-Service & Incident Prevention: Knowledge Base Articles & SAP Notes, Guided Answers, Cloud Availability Center, SAP Support Portal
Social Media: Twitter, Facebook, WhatsApp

Customer Center of Expertise
(Primary CCoE, Primary Extended CCoE, Advanced CCoE)

SAP Enterprise Support Academy

instructor led learnings and services
- expert-guided implementations: customize and execute complex activities in your own system landscape
- accelerated innovation enablement: evaluate the innovation capabilities of the SAP enhancement packages**
- meet the expert sessions: life and recorded webinar with SAP topic experts

self-paced learnings
- best practices: Library of how-to guides
- guided self-service: self-services, embedded SAP Solution Manager to analyze and optimize your systems
- tutorials: step by step instructions on how to complete tasks or processes using a software product.

*SAP Product Support for Large Enterprises
**SAP Enterprise Support only

Collaboration
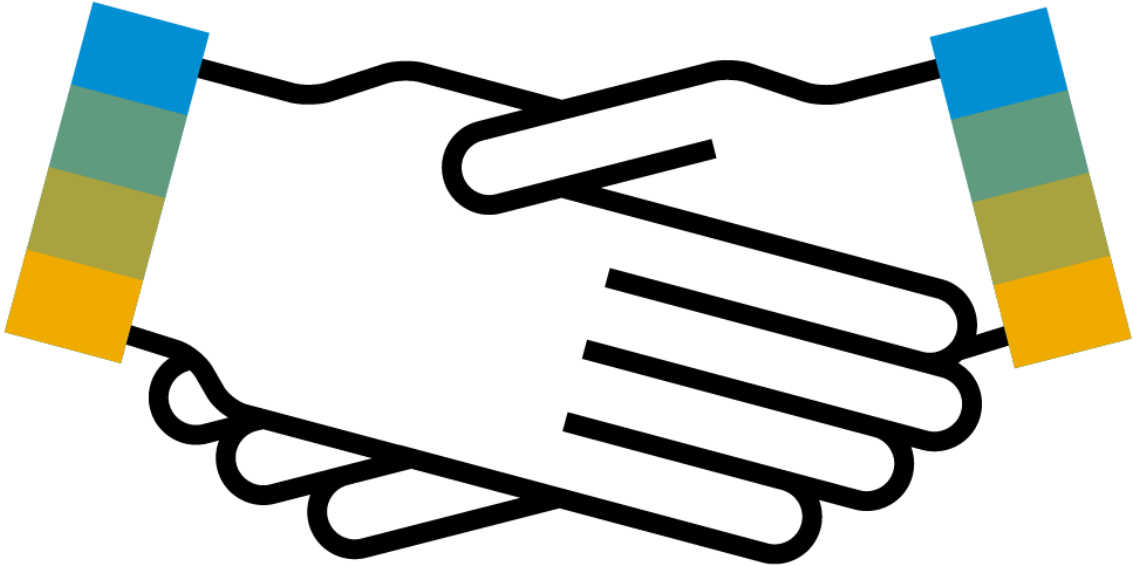
Realize business outcomes through collaboration with SAP experts

Collaboration.

Receive guidance from SAP support experts by interacting with them through the award-winning SAP Enterprise Support value map program. The support advisory team guides you during mission critical situations.

Support experts

Get valuable advice from our team of 8,000+ experienced support experts, backed up by 15,000+ developers globally.

SAP Enterprise Support value maps

Leverage value maps to quickly identify the relevant SAP Enterprise Support services, tools, and expertise for your business needs.

SAP Enterprise Support Advisory Council

Become an early adopter of support innovations and collaboarate with SAP to improve the support offering.

Note: Not all elements are part of all Support offerings.

Collaborate and engage with experts (1/2)

Collaboration with access to SAP experts and expertise. In the case of SAP Enterprise Support for example, customers have access to the SAP Enterprise Support Advisory team. They can benefit from a proactive engagement to run at peak performance and get advice on how to best use available resources and avoid unnecessary efforts.
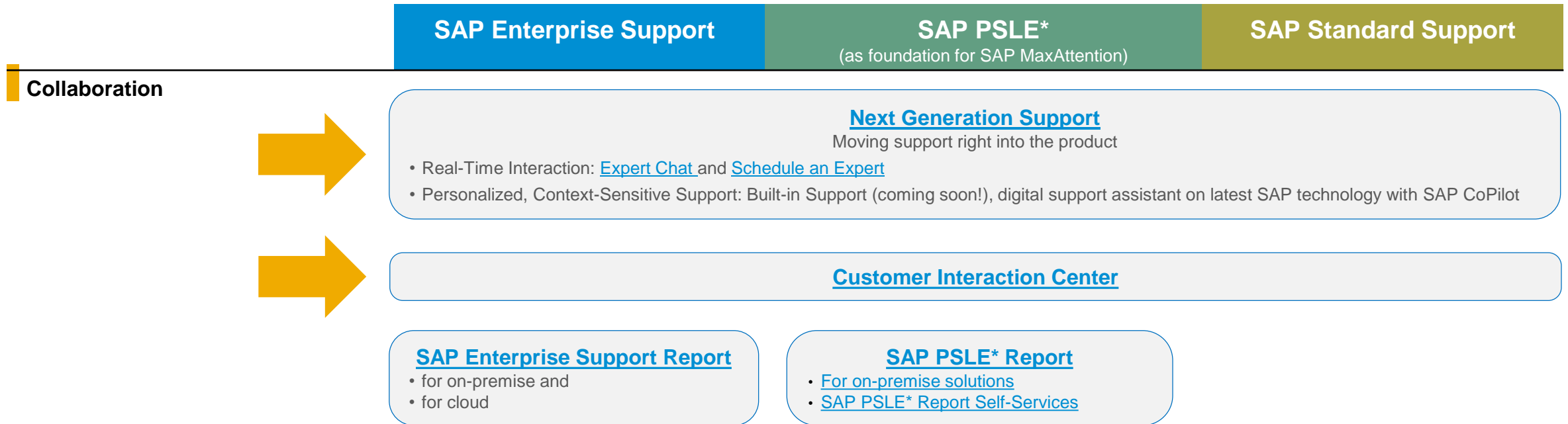
	SAP Enterprise Support	SAP PSLE* (as foundation for SAP MaxAttention)	SAP Standard Support

Collaboration

Next Generation Support
Moving support right into the product

• Real-Time Interaction: Expert Chat and Schedule an Expert

• Personalized, Context-Sensitive Support: Built-in Support (coming soon!), digital support assistant on latest SAP technology with SAP CoPilot

Customer Interaction Center

SAP Enterprise Support Report
• for on-premise and
• for cloud

SAP PSLE* Report
• For on-premise solutions
• SAP PSLE* Report Self-Services

*SAP Product Support for Large Enterprises

Collaborate and engage with experts (2/2)

Collaboration with access to SAP experts and expertise. In the case of SAP Enterprise Support for example, customers have access to the SAP Enterprise Support Advisory team. They can benefit from a proactive engagement to run at peak performance and get advice on how to best use available resources and avoid unnecessary efforts.

	SAP Enterprise Support	SAP PSLE* (as foundation for SAP MaxAttention)	SAP Standard Support
Collaboration			
	SAP Enterprise Support Advisory Council		
	SAP Enterprise Support Value Maps		
	Support services (full scope)	**Support services** (access to entire scope for self-service delivery)	**Support services** (selected scope)
	Advanced Services with Preferred Care[1] (on premise edition, cloud edition)		
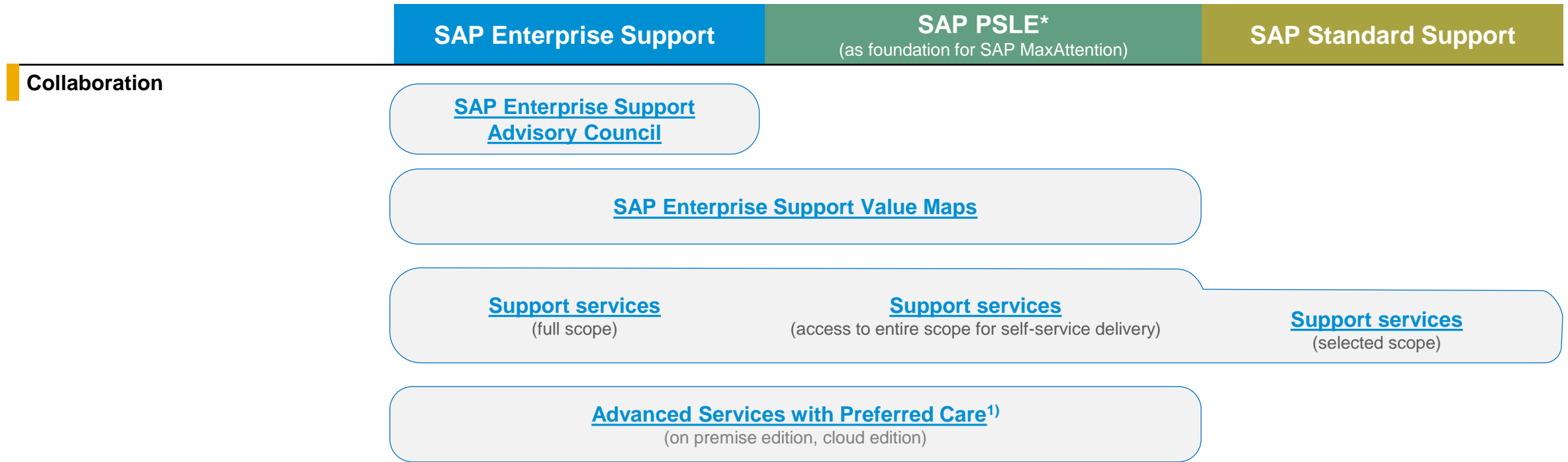
[1] Offering on top of SAP Enterprise Support or SAP Product Support for Large Enterprises

*SAP Product Support for Large Enterprises

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Customer Interaction Center

SAP Enterprise Support Report
• for on-premise and
• for cloud

SAP PSLE* Report
• For on-premise solutions
• SAP PSLE* Report Self-Services

*SAP Product Support for Large Enterprises

Real-time interaction
Expert Chat

Expert Chat provides a live chat function that connects you to SAP technical support experts, instantly.

Overview

- Live support from SAP experts for any technical question related to a product
- Improves support experience with real-time interaction
- Available for all support levels and almost all solutions
- For more information:
  - Learn more about Expert Chat on the SAP Support Portal
  - Expert Chat video

Benefits

- Connects you real-time with SAP support
- Offers screen-sharing option
- Provides access to the same technical experts as in the incident channel
- Resolves incidents significantly faster than those reported through traditional SAP support channels
- Offers quicker and more efficient issue resolution
- Reduces your project and operational costs

Access

- Access Expert Chat through the SAP ONE Support Launchpad (several entry options):

a. Add the **Expert Chat tile** to your SAP ONE Support Launchpad home screen. See this video to learn how to add the tile.

b. Carry out a search in the Launchpad's database. Click on the Expert Chat-button in the upper area.

c. Access Expert Chat while going through the incident submission process. Chat functionality is built into the incident form.

d. Access Expert Chat through the "Contact Us"-menu

Preview

„Contact Us"-menu in SAP ONE Support Launchpad's footer bar

Real-time interaction
Schedule an Expert

Schedule an Expert connects you live with SAP Support in a one-on-one 30-minute call to discuss a technical topic of your choosing – at a time that is convenient for you.

Overview

- One-to-one 30-minute call delivered remotely through Skype for Business

- Book an appointment at least three business days in advance to allow engineers to prepare

- Check out the Schedule an Expert video

- Visit SAP Support Portal to learn more

- Learn more on how to join your Schedule an Expert call

Benefits

- Live channel option for you

- Interact one-to-one with a support engineer

- Get answers when and where you need them

- Get help and direct support for any technical question

- Have access to the same engineers that you would create an incident with

- Reduce your waiting time for response and resolution

Access

- Access Schedule an Expert through the SAP ONE Support Launchpad (several entry options):

a. Add the **Schedule an Expert tile** to your SAP ONE Support Launchpad home screen.

b. Carry out a search in the Launchpad's database. Click on the Schedule an Expert-button in the upper area.

c. Access Schedule an Expert through the "Contact Us"-menu in SAP ONE Support Launchpad's footer bar

Preview

„Contact Us"-menu in SAP ONE Support Launchpad's footer bar

Real-time interaction
Call-1-SAP and Customer Interaction Center (CIC)

**CIC** is one of the interfaces between customers and the SAP support organization. It is available 24 hours a day, seven days a week, 365 days a year, and provides a central point of contact for assistance with nontechnical queries.

Overview

- Contact channel for you for any nontechnical question such as:
  - Enquire about existing incidents
  - Ask questions about SAP ONE Support Launchpad and its applications
  - Get help for S-User queries
  - Request SAP remote services
- CIC can be reached by phone, chat, or e-mail

Benefits

- CIC is available 24 hours a day, 7 days a week, 365 days a year, and provides a central point of contact for assistance with non-technical queries
- Universal free-phone number for contacting SAP support
- Access to service menu to select a specific product area you require, now including SAP Ariba, Concur, and SAP Fieldglass solutions
- Toll-free number accessible in most countries through landline phones and some mobile providers

Access

- You can access CIC from the SAP Support Portal or through SAP One Support Launchpad
- Direct access:
  - Chat with CIC
  - Call CIC
  - E-mail CIC
- Learn more here:
  - SAP Support Portal
  - Reference Guide

Preview
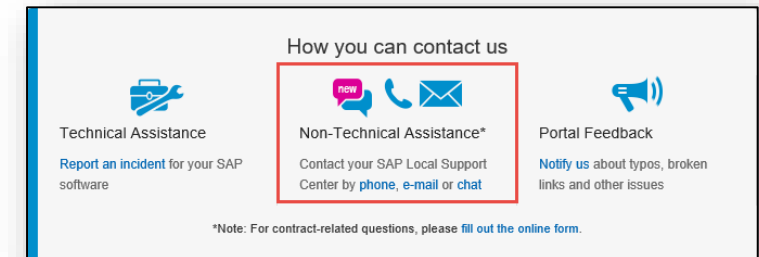
SAP Support Portal
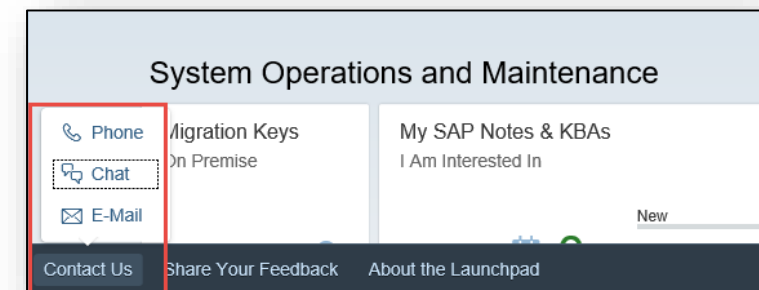
SAP ONE Support Launchpad

Mission Critical Support
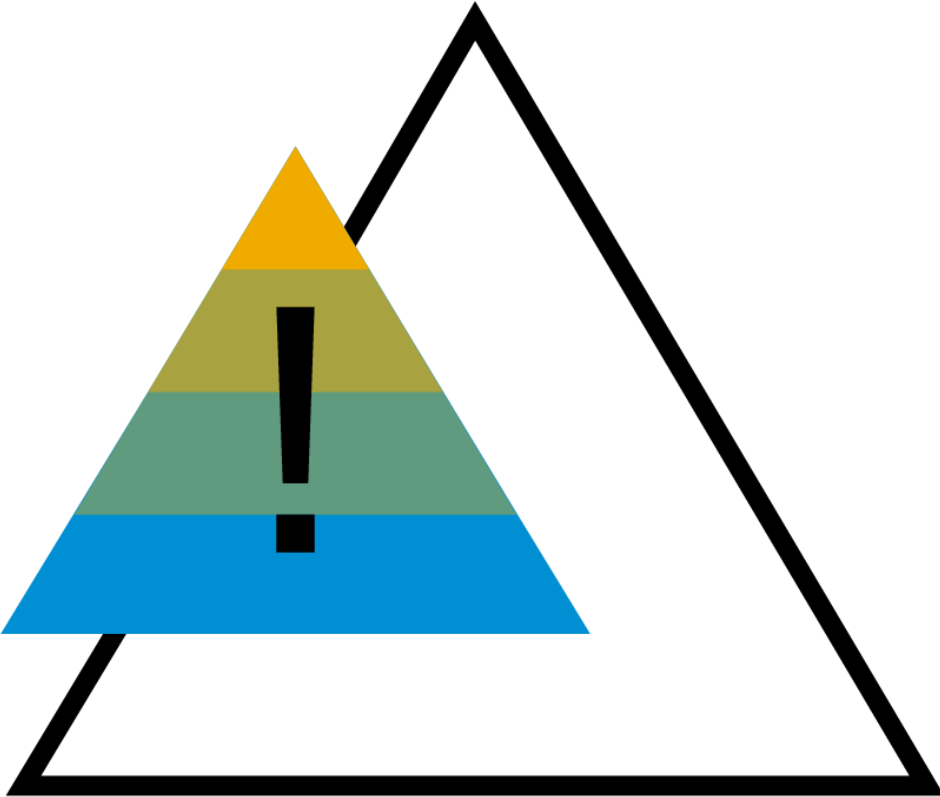
Reliable end-to-end support across all deployment scenarios
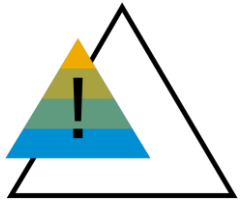
Mission-critical support.

Regardless of your deployment scenario and the issues that may arise, a cornerstone is mission-critical support that provides rapid collaboration with support experts.

SAP ONE Support Launchpad

Access to support resources in a single, intuitive interface. By using customizable role profiles, the launchpad displays only relevant applications and insights to help ensure an efficient and user-friendly experience.

24x7 availability

Count on our support 24 hours a day, 7 days a week, 365 days a year. Independent of your deployment model, CALL-1-SAP is your global toll-free telephone number for contacting SAP support.
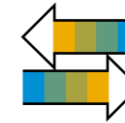
Service-level agreements

Rely on minimized business disruption and accelerated problem resolution thanks to best-in-class service level agreements for a timely initial reaction and a corrective action plan.

Note: Not all elements are part of all Support offerings.

Mission Critical Support

Get relief from critical situations through round-the-clock production-down support, quickly identify and resolve issues which require extraordinary management above and beyond SAP standard processes, and rely on business continuity with SLA's also on corrective action plan proposals. Mission Critical Support informs all parties (inside and outside SAP) involved during an escalation and ensures 24x7 support for critical customer situations. This applies to all SAP on premise and cloud solutions.

	SAP Enterprise Support	SAP PSLE* (as foundation for SAP MaxAttention)	SAP Standard Support
Mission Critical Support			

Customer Interaction Center 24x7

SAP ONE Support
SAP ONE Support Launchpad

Service Level Agreements   **Service Level Agreements[2]**

Enhanced Service Level Agreements (with Preferred Care)[1]
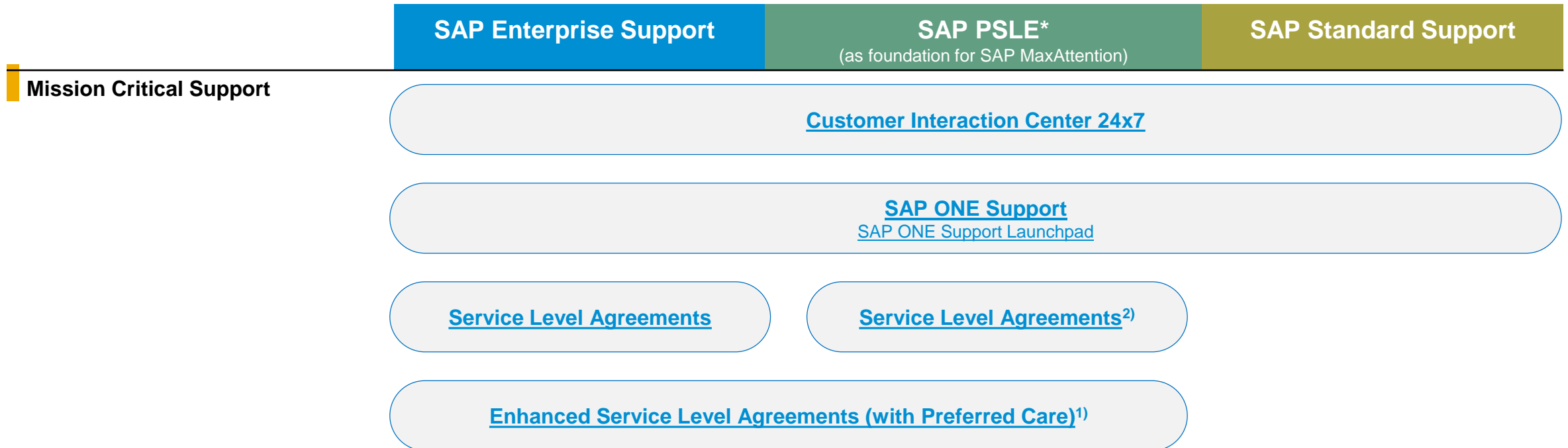
[1] Offering on top of SAP Enterprise Support or SAP Product Support for Large Enterprises
[2] Service Level Agreements if contracted individually via SAP MaxAttention

*SAP Product Support for Large Enterprises

SAP Solution Manager

SAP Solution Manager as platform for value realization

SAP Solution Manager.

SAP Solution Manager helps you to implement, maintain, run, and adopt all enterprise applications – even non-SAP software – while supporting business innovation, business continuity, and operations.

The new release 7.2 eases communication between business and IT. It helps you to optimize the value of digitization provided by SAP S/4HANA and supports your transition to the digital business.

Note: Not all elements are part of all Support offerings.

SAP Solution Manager as platform for value realization

SAP Solution Manager is the platform to realize most value from SAP Support offering. The current release SAP Solution Manager 7.2 offers end-to-end application lifecycle management to streamline business processes and proactively address improvement options, increasing efficiency and decreasing risk within your existing maintenance agreement.

SAP Enterprise Support	SAP PSLE* (as foundation for SAP MaxAttention)	SAP Standard Support

Innovation

SAP Solution Manager
(incl. Enterprise Support only functionalities
for end-to-end support for business and IT processes
on-premise, in the cloud or in hybrid landscapes)

SAP Solution Manager

Focused Solutions for SAP Solution Manager[1]
(turnkey solutions based on SAP Solution Manager)
- Focused Build
- Focused Insights
- Focused Run (for service providers)

[1] Offering on top of SAP Support, payable on a per-user basis

*SAP Product Support for Large Enterprises

Recap: The pillars for support value
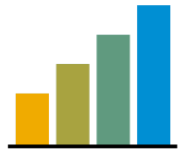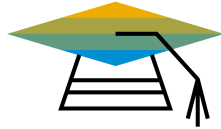
Innovation and Value Realization	Empowerment	Collaboration	Mission Critical Support
Unlock value	Achieve your business goals	Interact with experts	Provide business continuity

SAP Solution Manager
The platform for value realization

Proactive and preventive support

SAP Support Models

Across all deployment options

Note: Not all elements are part of all Support offerings

A Passion for Outcomes

Seamless consumption of innovation

20%
Of budget saved for innovation discovery

20%
Savings in upgrade costs

Fast value realization

10%
Reduction in implementation time

31%
Increase in user productivity

Business outcome focus

26%
Improvement in system performance and business process efficiency

98%
Improvement in payroll processing

End-to-end optimization

75%
Reduction in database size

40%
Improvement in system response times

Rapid response to new requirements

20%
Reduction in testing efforts

20%
Savings on the system migration effort

Business continuity

25%
Reduction in downtime

30%
Decrease in end-user issues

support.sap.com

SAP **Run Simple**

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