



Virtual Customer Center of Expertise Event

Strategy, Governance, Organization for Customer COE

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PUBLIC

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Customer Center of Expertise

SAP's Understanding of "SAP Customer COE"

A Customer Center of Expertise (Customer COE) is an expert team set up on customer side.



*The Customer COE comprises deep SAP skills and knowledge,
and generates tangible business value through sustainable
and strong collaboration with the lines of business.*

*It is the driver for continuous success to maximize the return
on investment...*

A New Mindset

The “Hybrid Mindset” – bridging old and new thought patterns



CAPEX

Perpetual licenses

Customize

Lengthy implementations

Company-owned

Disruptive

Innovation every 2+ years

vs.

vs.

vs.

vs.

vs.

vs.

vs.

OPEX

Subscriptions

Configure

Rapid deployments

Externally provided

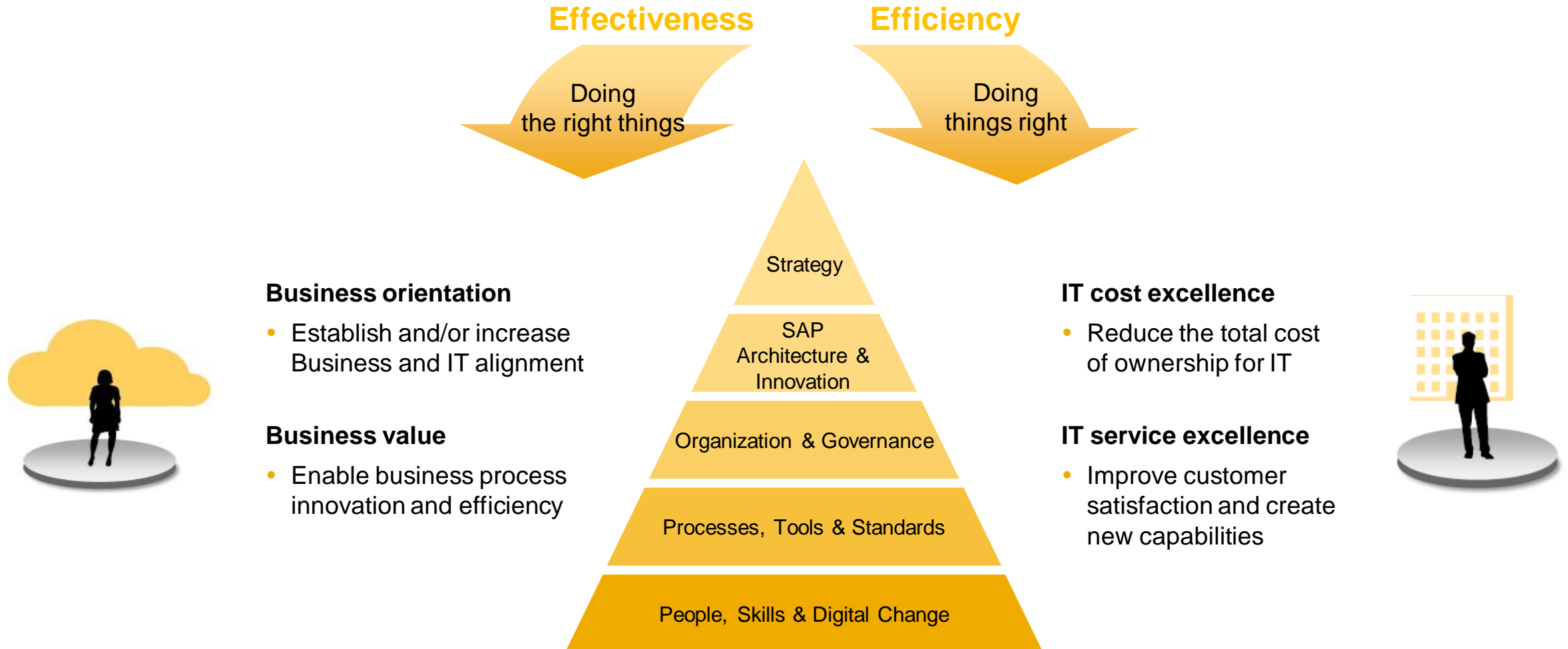
Non-disruptive upgrades

Innovation 2 - 4x per year



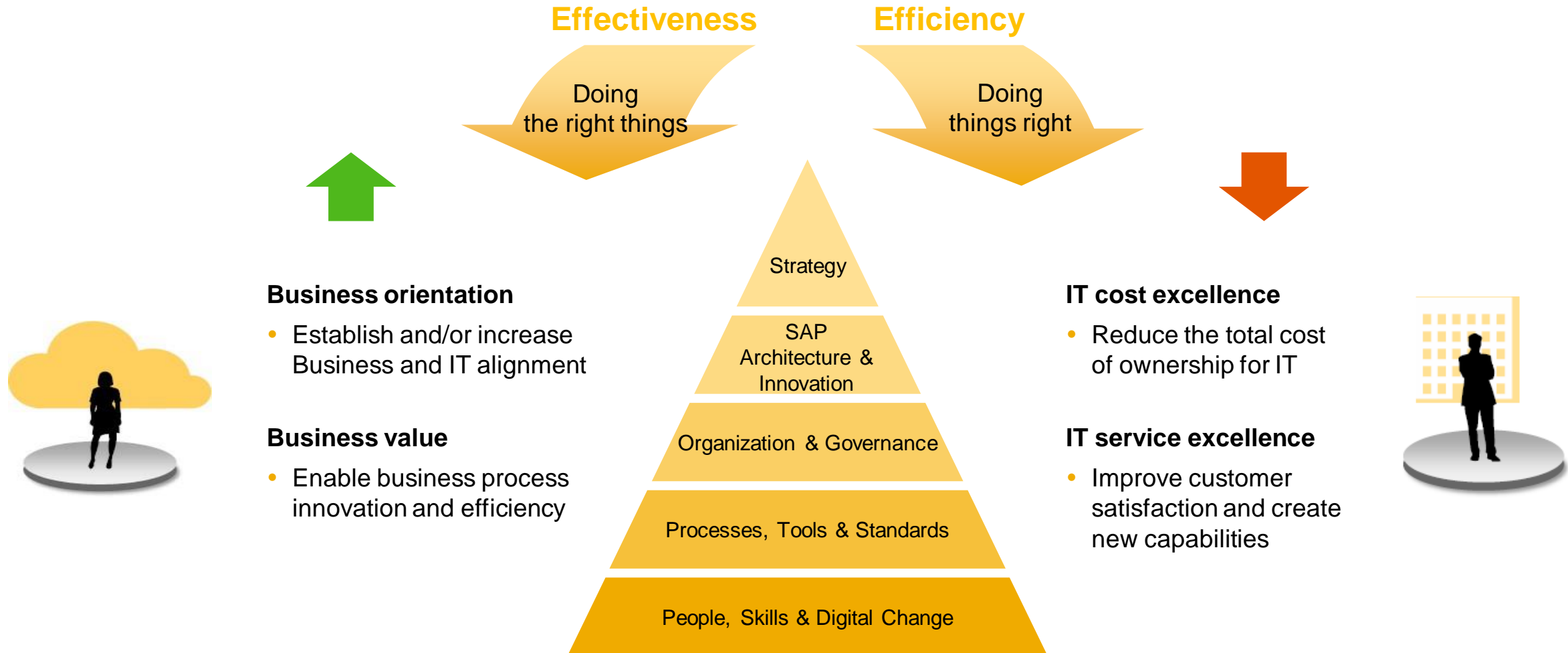
Essence for a successful Customer COE

Focus on a holistic management by leveraging the SAP Customer COE Capabilities Framework



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From Business Alignment to Business Integration

The lack of alignment is one of the main reasons why companies fail to realize the full potential for their IT investments

IMPORTANCE



- Business & IT alignment **indicates how IT gets supported**
- Proactively manage **increased expectations** and involvement from business
- Position SAP Customer COE as business focused **Value Partner**

BENEFITS



- Customer COE Strategy will enable you to **streamline all SAP related capabilities**
- Business & IT **demands will met** more consistently and efficiently
- **Business agility increased** to quickly react on changing market trends



49% of today's registered participants stated not to have a Customer COE Vision and Mission defined yet

ADVISE



- **Intensify alignment** / integration activities across all Customer COE dimensions
- Review your **Customer COE Value Proposition** (proactive business innovation)
- Ensure a **common Business & IT roadmap** (digestible and agile roadmaps e.g. breakdown „per division“)

Governance and Organization

Who is making which decisions and who is going to be held accountable for results

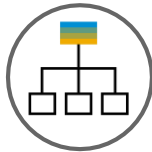
Governance & Organization

- Roles & Responsibilities
- Organizational Model
- Process Ownership
- Boards & Bodies
- Support Model
- Staffing Plans
- ...



ROLES & RESPONSIBILITIES

Change of Responsibilities (from operation to innovation, from IT to business, from internal to external)



ORGANIZATIONAL MODEL

Need for business oriented, agile & innovation driven models (support several deployment options, DevOps, Business mirroring)



PROCESS OWNERSHIP

Solid governance structures due to increased complexity, increased business involvement, more players -> more integration



IS YOUR

SAP CUSTOMER COE

POSITIONED

FOR FUTURE ?

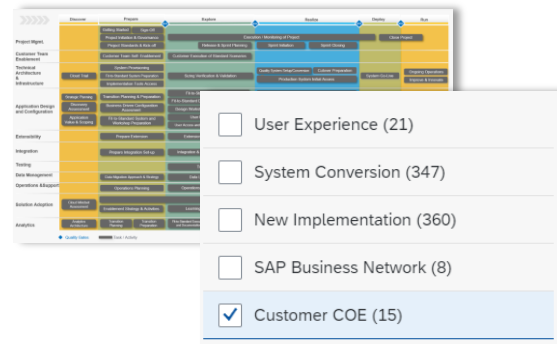


Further Information for you

Whitepaper –
Strategy, Governance and
Organization



SAP Activate Methodology
for RISE with SAP S/4HANA
Cloud, private edition



<https://url.sap/2p592i>



<https://go.sap.corp/0cma>

THANK YOU for joining the session

Landing page: <https://support.sap.com/ccoe>

Contact: COE.Program@sap.com

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