

SAP Translation Hub



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Motivation

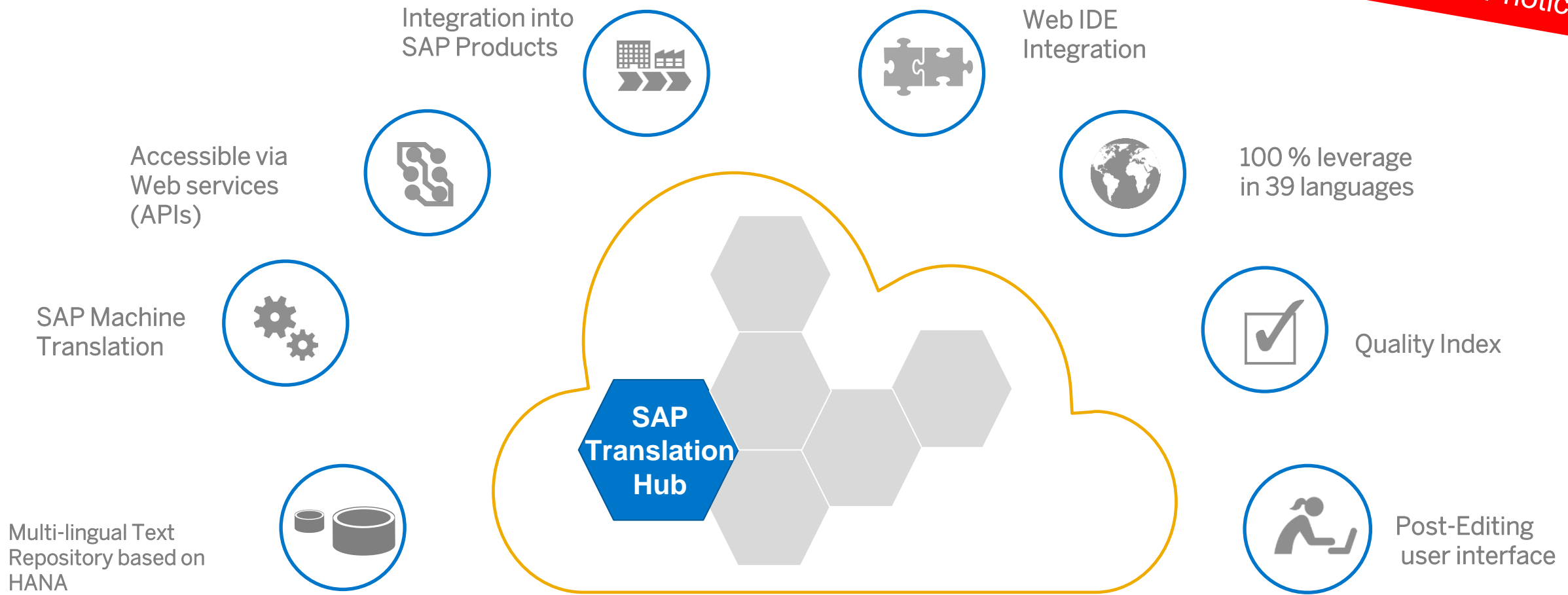
A successful application has to target a global audience, and software needs to speak the customers' language.

Our motivation is to put multilingual capabilities into the center of our customers' production process.



SAP Translation Hub Key Features

Free of charge until further notice



SAP Cloud Platform



SAP Translation Hub - Value Proposition

Significant cost & time savings

Decreased costs

Lower initial translation cost by MT translation
(60% of all translation proposals do not need any post-editing)

Lower charges to external translators (pre-translation)

Decreased throughput time

Less communication traffic

Less follow up

Integration

Seamless integration into development process

Easy access

On unified UI for post-editing

Improved global roll-out in subsidiaries

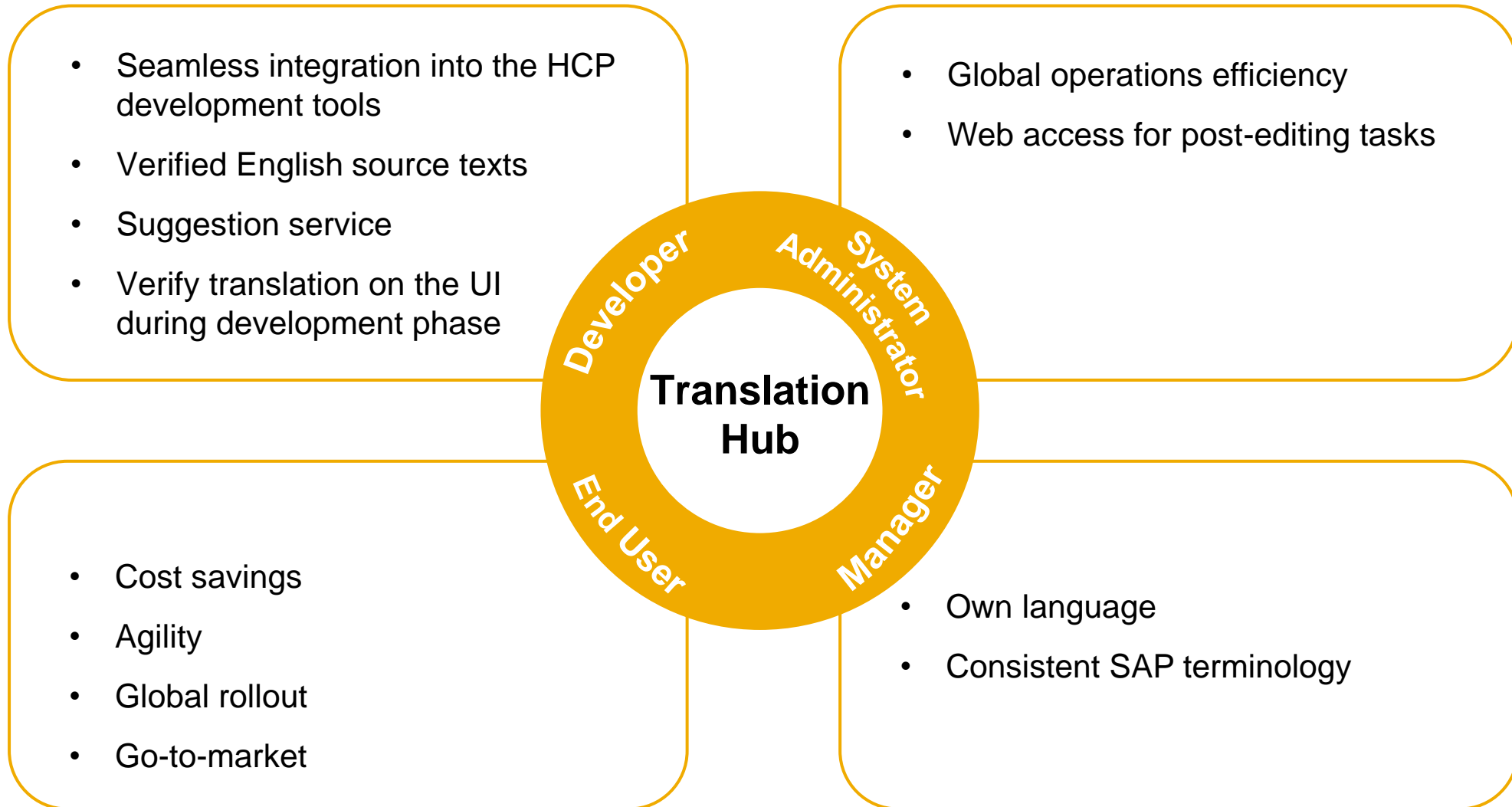
Increased user satisfaction in subsidiaries

Improved efficiency of global operations

Improved go-to-market with new apps



Roles



SAP Translation Hub

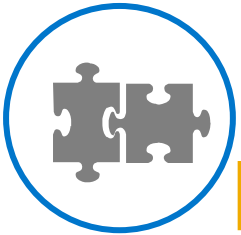
Available and planned use cases



Non-ABAP developer creating a UI translation for their own app as integrated part of the development process



SAP Business Suite or SAP S/4HANA customer translating customer-specific ABAP short texts



Consumption of SAP Translation Hub in other SAP products
(e.g. *SAP WEB IDE*; *SAP Business ByDesign Release 1705*)



SAP Market Introduction Connects Customers with Development

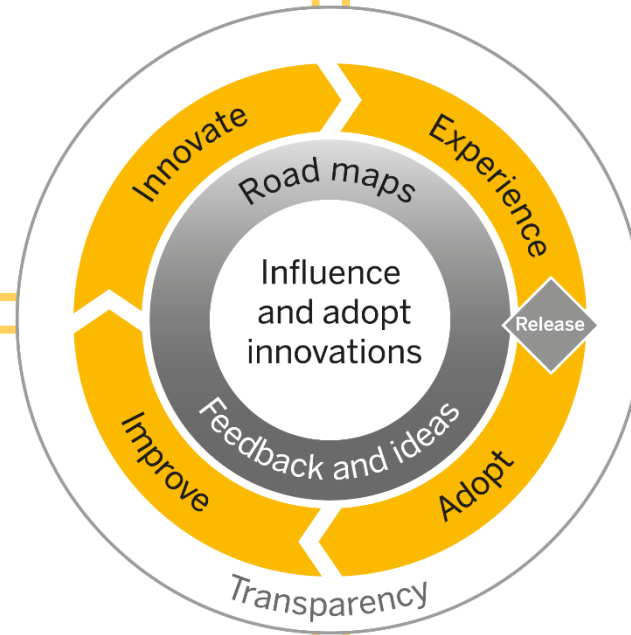
Influence and adopt SAP innovations throughout the product lifecycle

Customer Engagement Initiative

Discuss with customers and partners planned functionality to gain valuable input during development phase

Customer Connection

Decide about change requests from end users for SAP software in mainstream maintenance



Beta

Customers can experience new SAP software before official release for early prototyping with customer specific data and processes

Customer & Partner Testing Services

Orchestrate testing activities with customers & partners to improve the quality and convenience of SAP products

Early Adopter Care

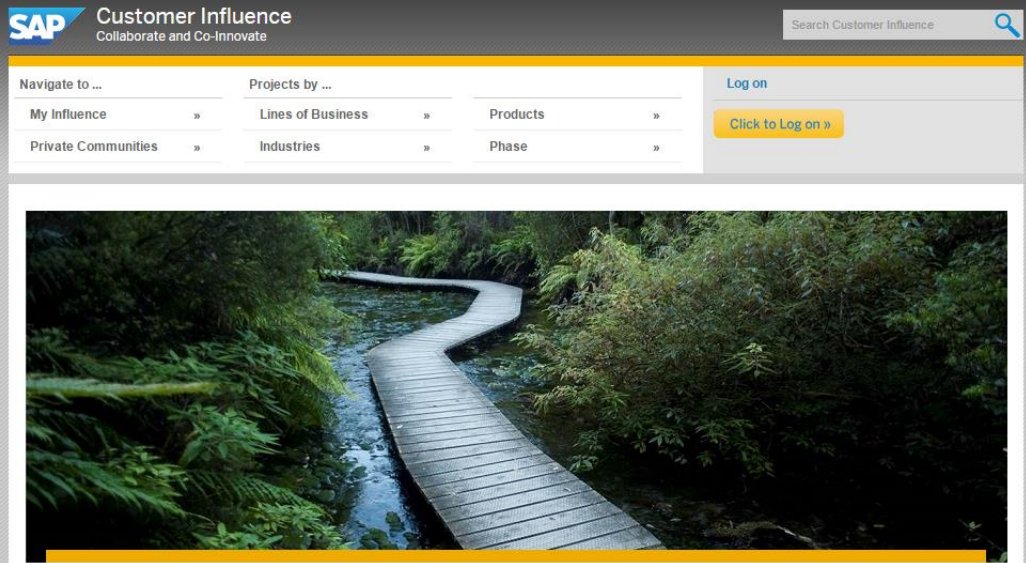
Give customers a direct channel to SAP for a successful implementation project allowing stakeholders to react to and minimize project risk

Product Road maps sessions allow customers to find out future feature and function capabilities of products and technology

How to get involved

Registration Information

- Visit <https://influence.sap.com/SAPTranslationHub10> to register for the Translation Hub 1.0 Early Adopter Care Program
- Registration is open until February 28, 2017
- In case you have questions, please contact Holger Junghanns (ho.Junghanns@sap.com)

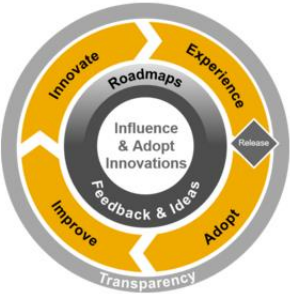


LEARN MORE

SAP's Influencing Programs

Participate in SAP's Market Introduction programs to influence and adopt SAP innovations – throughout the product lifecycle, at no extra charge.

- **Innovate** with SAP in current development projects: Customer Engagement Initiative
- **Experience** a new product release in the test phase: Beta (before product release)
- **Adopt** SAP innovations early on: Early Adopter Care (after product release)
- **Improve** existing SAP products by requesting small enhancements: Customer Connection



Benefits

Early Adopter Care

Early Adopter Care* enables customers to

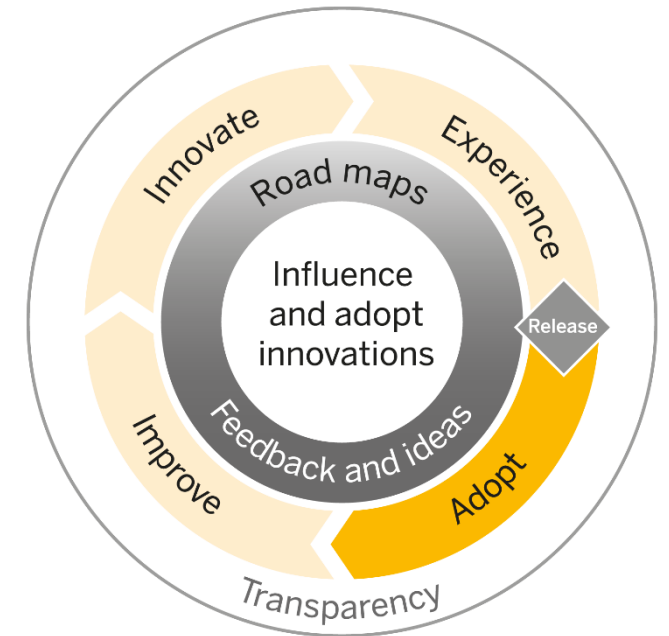
- Get support with your early implementation of SAP's latest releases via an Early Adoption Care program in close collaboration with SAP with a dedicated back-office support infrastructure in place to safeguard your project and minimize risks
- Access to Early Knowledge transfer (EKT) at no additional costs

Your impact on SAP

- Direct interaction with development providing first hand feedback
- Bring in the customer voice to influence future releases

How to get engaged with us?

- Start participating early on in the development of a new product/ release via the Customer Engagement Initiative (CEI) or Beta
- Visit influence.sap.com for upcoming Early Adoption opportunities for your SAP or Partner led implementation project
- We provide you a dedicated Early Adopter Project Coach



* These services complement SAP support services, and are available to all customers with a valid SAP license and maintenance contract. Please note that not all services are available for all SAP products.

SAP Translation Hub

Supporting material

How to get it: Just click on the Sap Translation Hub tile on your SAP HANA Cloud Platform cockpit and follow the instructions or contact translationhub@sap.com

Staying connected:



translationhub@sap.com



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Thank you

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