KBA Previews for External Search Engine Indexing

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Agenda

Next Generation Support

What is Knowledge Centered Service (KCS®)

What is a SAP Knowledge Base Article (KBA)
  - Structure of a KBA
  - Difference between a SAP Note and SAP Knowledge Base Article
  - How to provide feedback for a KBA

Why leverage External Search Engines

Live Demo
  - KBA Preview vs KBA Public
  - How to Identify a KBA in the Search Results
  - Google Statistics

Key Take Away
  - Social Media Links
What is Next-Generation Support?

Next-Generation Support

Support from SAP helps ensure the end-to-end safeguarding of our customers’ investment in SAP solutions and is an integral part of the customers’ experience. With the rise of digital technology trends such as cloud solutions, the Internet of Things, and real-time computing, support for business-critical processes in on-premise, cloud, and hybrid landscapes has become more important than ever for our customers.

SAP is reimagining support with Next-Generation Support. Next-Generation Support focuses on effortless, anytime, anywhere support, leveraging the latest technology and tools to speed time to answers. In this presentation, you will learn more about our most recent improvements and innovations, with many more to come. Key areas of focus of Next-Generation Support include:

- Anywhere access through mobile and built-in support
- More channels of access to SAP for help, and increased ease of access to expert help – seamlessly integrated
- Easy-to-use and comprehensive self-help tools and resources
- Personalized help and resources to speed time to answers
- More interactive help through use of social media
- New cloud product-specific tools and dashboards
  ……. All seamlessly integrated for an effortless support experience

SAP’s Next-Generation Support is about delivering an amazing support experience to our customers in which we anticipate customers’ needs, accelerate their path to accurate answers when they need them, and offer expert help at their fingertips.
Our vision of the digital support experience

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.

If you have questions, it’s quick and easy to get answers.
Access to SAP’s comprehensive knowledge base notably accelerates your path to accurate answers when you need them.

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 intelligent enterprise

Traditional SAP support
Industry-leading proactive and preventive support across all deployment scenarios

Next-Generation Support
Groundbreaking support for the intelligent enterprise

Self-service and incident prevention to avoid incidents

Real-time interaction to speed your time to issue resolution

Digital support experience to seamlessly integrate with built-in support

Artificial intelligence and machine learning to accelerate paths to relevant answers
Live Business needs live support
Next-Generation Support for the intelligent enterprise

Next-Generation Support has several comprehensive solutions — so you never have to ask a question, and if you do have a question, you receive an answer instantly.

- SAP Support Portal
- SAP Knowledge Base Articles (KBAs) via Google search
- Automatic translation
- SMS notifications
- Guided Answers
- SAP BusinessObjects BI support tool
- Automated search for SAP Notes
- Performance Assistant
- SAP Community
- Support by Product

KBA Previews for External Search Engine Indexing
KBA Previews for
External Search Engine Indexing
Knowledge Centered Service (KCS®)

Knowledge Centered Service (KCS) is a methodology by the Consortium for Service Innovation to create and maintain a Knowledge Base integrated into the work flow.

Main Tasks:
- Capture knowledge
- Share knowledge
- Keep knowledge up to date
- Document issues early to avoid duplicate work
- Solve it once, reuse it often

Benefits for you:
- Enables you to find knowledge easily via self-service to solve issues by yourself
- Early access to content prevents you to run into known issues
What is an SAP Knowledge Base Article (KBA)

- Based on the Knowledge Centered Service (KCS) principles
- Simple structure and formatting for better user experience
- KBAs lead from the Symptom to the Resolution of the issue
- KBAs are mainly created by SAP Product Support
- Instant publishing
- KBAs contain the solution to a very specific issue
- Enriched content via embedded screenshots & videos
- Rating and free text commenting features to provide feedback on the quality of a KBA
- Preview available for external search engines like Google, Bing, Yandex
Structure of an SAP Knowledge Base Article

2268643 - How to configure the P4S port with Solution Manager 7.2

Component: SY-SMS-DIA-SRV-40T
Category: Problem
Priority: Normal
Release Status: Released to Customer
Quality Rating: 3/5

Description:

- How to configure the P4S port with Solution Manager 7.2
- The Diagnostics Agent cannot be configured to use the NIS P4S/SSL option
- When switching the Diagnostics Agent to MO: P4S, it switches automatically back to the previous setting

Environment:
Solution Manager configured for ssl

Reproducing the Issue:

1. Log on to the Solution Manager
2. Navigate to the Agent administration
3. Switch the Diagnostics Agent to use MO:ssP4S
4. The Diagnostics Agent switches back automatically to its previous setting

Cause:
- In Solution Manager 7.1 the P4/S P4/S port where configured as "Trusted Ports"
- In Solution Manager 7.2 a new Certificate Authentication for the Diagnostics Agents has been implemented

Resolution:
To have the Diagnostics Agent using the P4S port, the P4S port needs to be enabled and configured on the Solution Manager's Java server first

1. Configure the Solution Manager's Java start for ssl
2. Set up the P4S port and PASEC protocol

To do this please follow the KB-ID 2416801

Keywords:
sslman hosted p4 secure

Product:

- SAP Solution Manager 7.2

References:

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Difference between SAP Note and SAP Knowledge Base Article

SAP Notes

- 80% of SAP Notes contain coding corrections
- Most SAP Notes contain the description of the issue from a business perspective as well as the technical solution
- Implementation tool for the coding corrections is available to help customer to implement SAP Notes
- Mainly written by SAP Development Support

SAP Knowledge Base Articles (KBA)

- No coding corrections
- Descriptions from customer perspective
- Embedded screenshots & videos
- Mainly written by SAP Product Support
- Rating and free text commenting features
- Cannot be applied via the transaction SNOTE

Both document types can be accessed with a valid S-User via SAP ONE Support Launchpad

- SAP Knowledge Base Search
- My SAP Notes and KBAs Expert Search

Only Previews of KBAs can be found via search engines like Google
Why & How to Provide Feedback for a SAP Knowledge Base Article

- SAP takes feedback seriously
- Internal processes in place to review feedback provided
- Logon to the SAP ONE Support Launchpad required to rate a KBA
- All feedback is welcome
Why & How to Provide Feedback for a SAP Knowledge Base Article

- The more specific your feedback is, the better we can act on it
- High participation will benefit more customers

In case you would like to ask for a call-back, please use the Contact Us options on the SAP One Support Portal.
Why Leverage External Search Engines

According to research Google continues to be where 80% of all customers start searching for solutions to their issues.

SAP created **KBA Previews** – a middle layer, where we only expose KBA Number, Title, Symptom, Product, Product Version and Keywords to external search engines like Google. For on-premise products with maintenance contracts a valid logon on to SAP ONE Support Launchpad is required to access the full KBA including Cause, Reproducing the Issue and Resolution. For other products the full KBA can be displayed without logon.

Simple, familiar and powerful search via the most popular search engine. Faster resolution of problems as you can find solutions via self-service. Easy to find knowledge provides positive user experience.
Live Demo
How does it work for on-premise Products with Maintenance Contracts

Google Search

Search for an issue on Google, the term KBA is added in search bar

KBA Preview

A click on the search result leads to the KBA Preview. This allows to see the Symptom, Environment, Product. You can check if it matches with your issue.

SAP ONE Support Launchpad

If Symptom and issue match, click the “Read More” link. You will be redirected to the SAP ONE Support Launchpad (logon required) where you will also see the Cause, Steps to Reproduce and Solution of the KBA to solve the issue.
How does it work for other Products

- E.g. SAP Lumira customers do not have a maintenance contract with SAP and therefore no access to SAP ONE Support Launchpad.
- KBAs for such products are therefore fully exposed as KBA Public (no SAP ONE Support Launchpad logon required) e.g. 2255102
How to Identify a KBA in the Search Results

- KBA Number (7 digits) – KBA Title
- URL: https://apps.support.sap.com > sap > support > knowledge > preview
- URL: https://apps.support.sap.com > sap > support > knowledge > public
- KBA

![Google search results for solution manager diagnostics agent kba](image)
Google Statistics October 8th, 2019

- 161K KBAs submitted
- 140K KBAs indexed
- 3,310K Impressions per month
- 676K Total Clicks per month
- 12,1 Avg. Position
- 20,4% Avg. Click Through Rate
Key Take Away

On Google you can find SAP Knowledge Base Article Previews for fast self-service:

- Add the term “KBA” as it helps to narrow down the search results
- Search for error messages you find in your system
- Remove individual information like hostnames or GUIDs from your searches
- Easily identify KBAs in the search result list

To see the Resolution section logon to SAP ONE Support Launchpad
Subscribe to SAP DBS/CSS Social Media Channels

Follow:

Facebook
Twitter
YouTube
LinkedIn
Instagram
WhatsApp Channel

KBA Previews are shared via WhatsApp 📞 & Twitter ⤵️
Questions & Answers