KBA Previews for
External Search Engine Indexing

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October 8th, 2019

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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
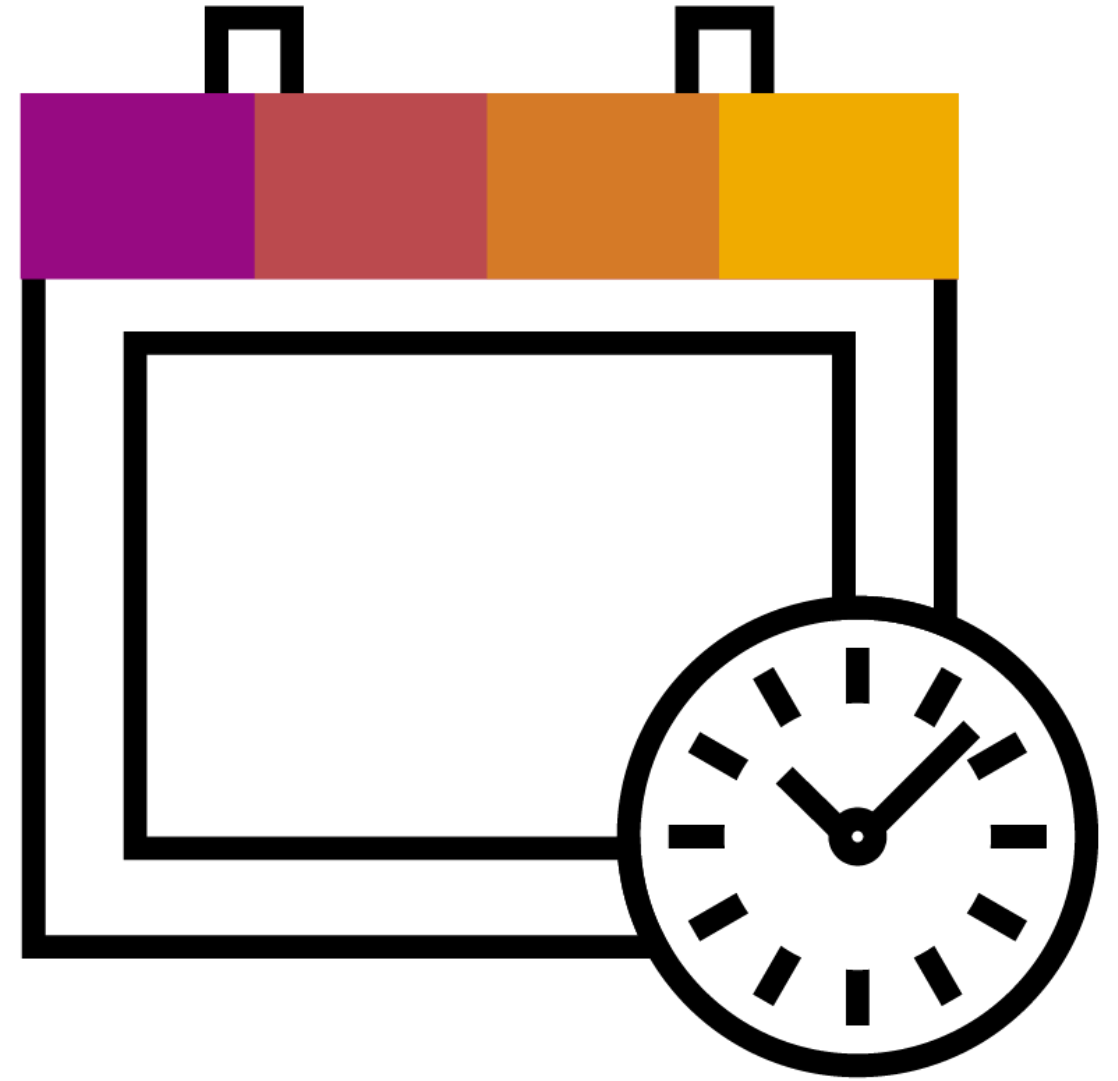- How to provide feedback for a KBA

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

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.

Access to SAP's comprehensive knowledge base 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 intelligent enterprise

Traditional SAP support

Industry-leading proactive and preventive support across all deployment scenarios

+
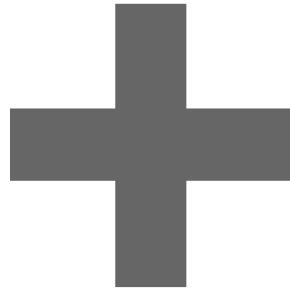
Next-Generation Support

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

Self-service and incident prevention

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**
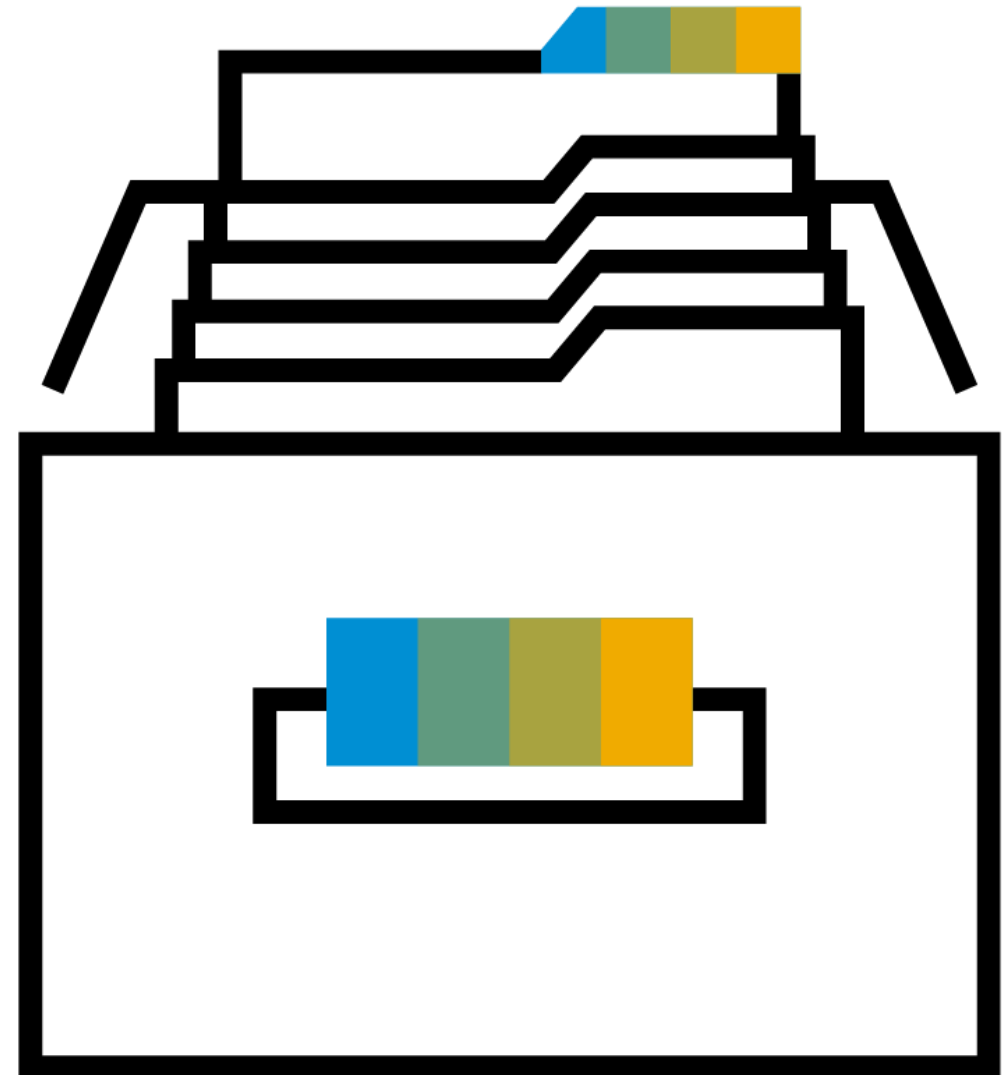
Structure of an SAP Knowledge Base Article

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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

Rate This Document

Was this KBA helpful?	Yes	No

How would you rate this document's quality? ☆☆☆☆☆

The feedback collected will only be used to enhance the content of this article. Please make sure not to enter any personal data (e.g. names, phone numbers, addressed, or user IDs) or any kind of confidential data (e.g. system names or customer-related data).

Tell us what we can do to improve this document

Submit

- In case you would like to ask for a call-back, please use the Contact Us options on the SAP One Support Portal **Contact Us**

✏ Written Incident   No data

🗨 Expert Chat

📅 Schedule an Expert

📞 Phone

✉ E-Mail

Show More

Contact Us   Share Your Feedback   About the Launchpad   Status

Why Leverage External Search Engines

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

Google

Customer
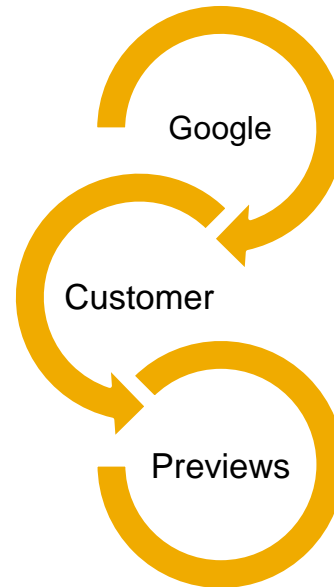
Previews

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.

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.

Live Demo

How does it work for on-premise Products with Maintenance Contracts

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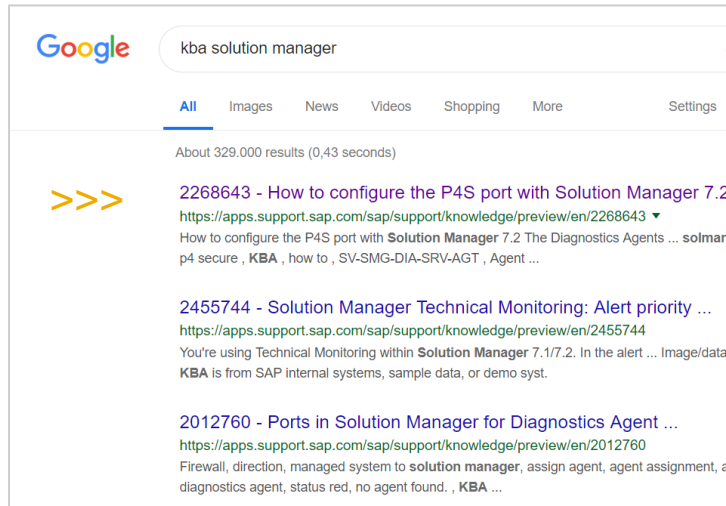
Search for an issue on Google, the term KBA is added in search bar

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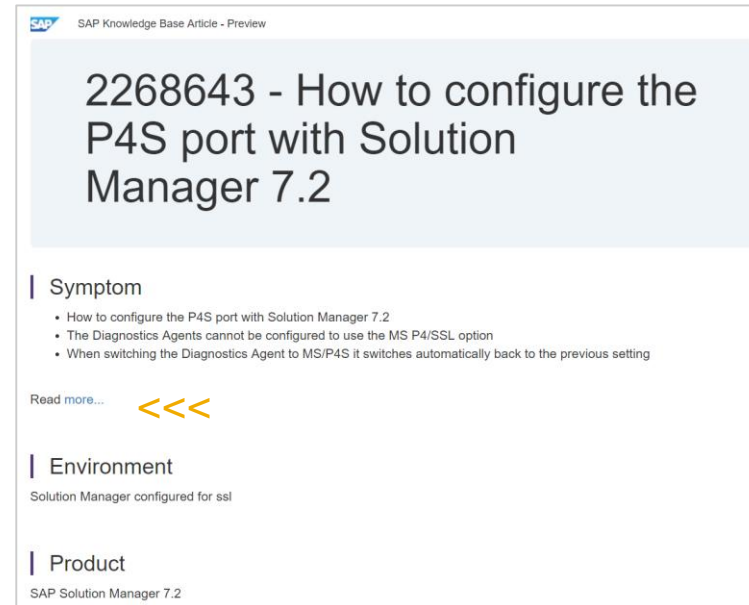
A click on the search result leads to the KBA Preview. This allows to see the Symptom, Environment, Product. You can check if it matches with your issue.

SAP ONE Support Launchpad
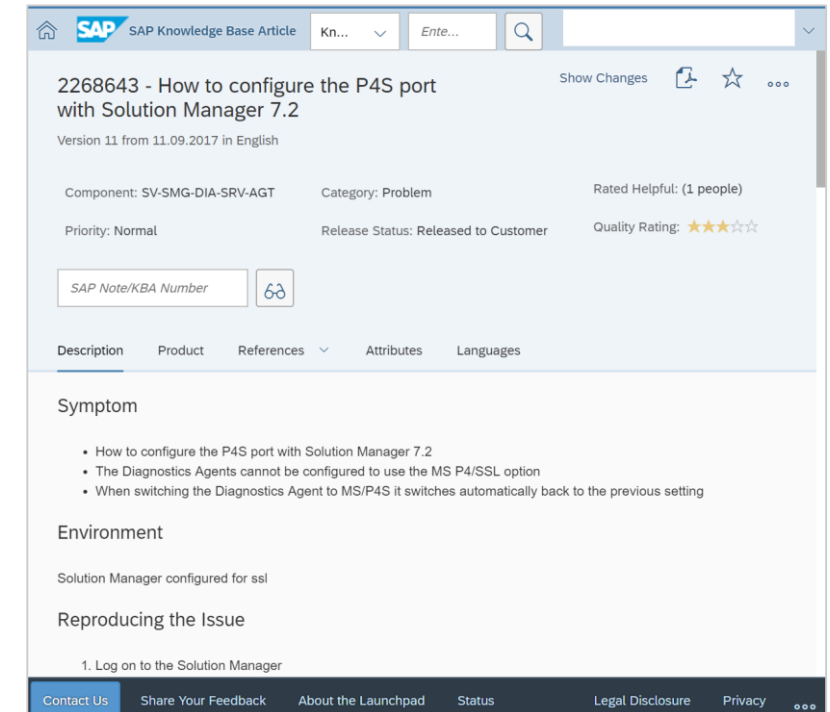
If Symptom and issue match, click the "Read More" link. You will be redirected to the SAP ONE Support Launchpad (logon required) where you will also see the Cause, Steps to Reproduce and Solution of the KBA to solve the issue.

Google

Search

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. <u>2255102</u>

SAP Knowledge Base Article - Public

2255102 - Installation and Configuration of SAP Lumira Server for BI Platform *** MASTER KBA ***

Symptom

- This Master KBA is a starting point for finding existing information (KBAs, Installation Guides and PAM) that will help installing and configuring SAP Lumira.

Environment
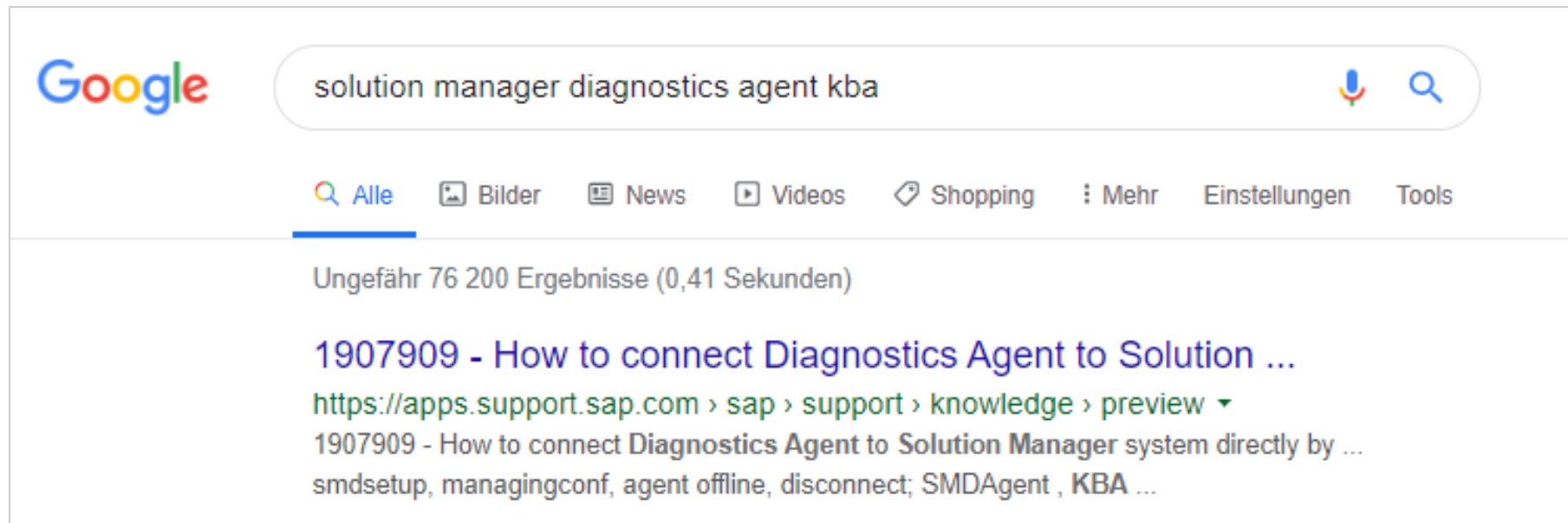
- SAP Lumira Desktop
- SAP Lumira Server for Teams
- SAP Lumira server for BI Platform

Resolution

- Installation and Configuration documentation can be found at http://help.sap.com/lumira?current=boall.
- Direct links to Installation Guides:
  - SAP Lumira Desktop 1.29, Installation Guide
  - SAP Lumira Server for Teams 1.29, Installation Guide

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
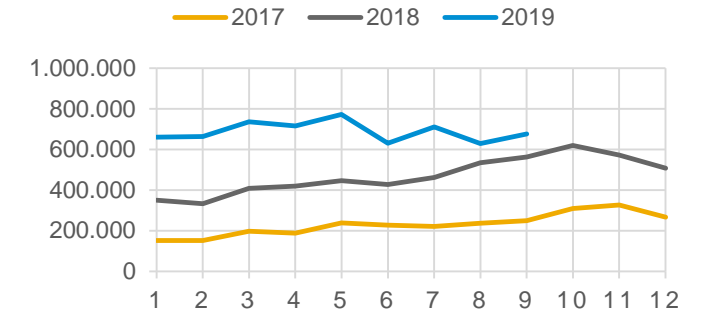
Google Statistics October 8th, 2019

- **161K** KBAs submitted

- **140K** KBAs indexed

- **3.310K** Impressions per month

- **676K** Total Clicks per month

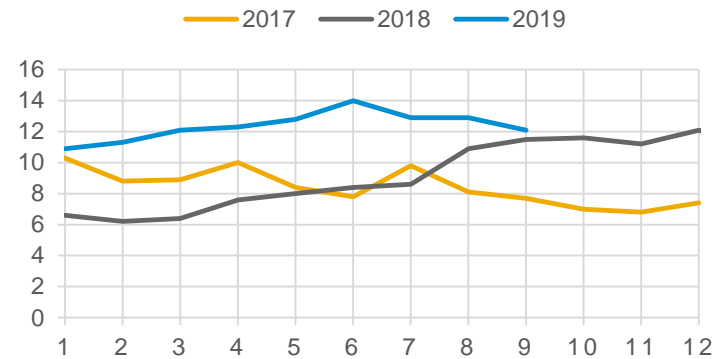- **12,1** Avg. Position
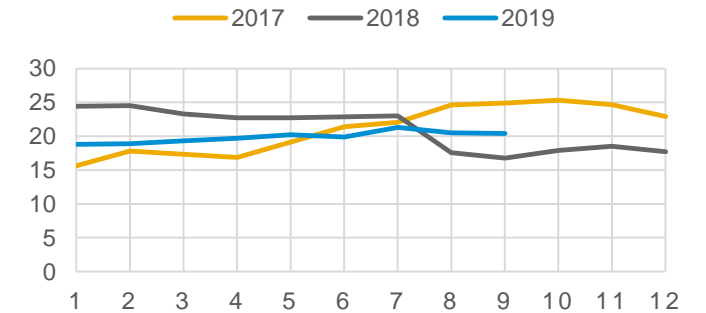
- **20,4%** Avg. Click Through Rate

TOTAL IMPRESSIONS

— 2017 — 2018 — 2019

TOTAL CLICKS

— 2017 — 2018 — 2019

AVG. POSITION

— 2017 — 2018 — 2019

AVG. CTR

— 2017 — 2018 — 2019
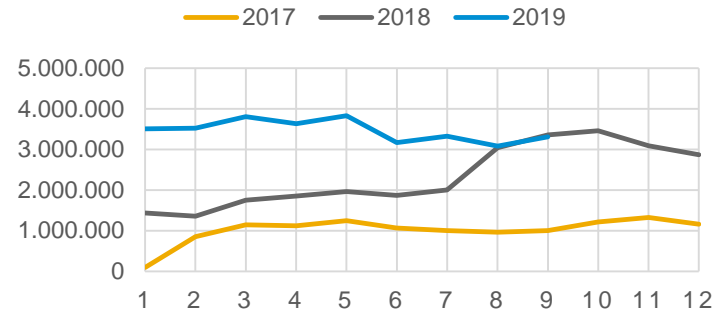
Key Take Away

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

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   solution manager diagnostics agent kba

Q Alle   🖼 Bilder   📰 News   ▶ Videos   🏷 Shopping   ⋮ Mehr   Einstellungen   Tools

Ungefähr 76 200 Ergebnisse (0,41 Sekunden)

1907909 - How to connect Diagnostics Agent to Solution ...
https://apps.support.sap.com › sap › support › knowledge › preview ▾
1907909 - How to connect **Diagnostics Agent to Solution Manager** system directly by ...
smdsetup, managingconf, agent offline, disconnect; SMDAgent , **KBA** ...

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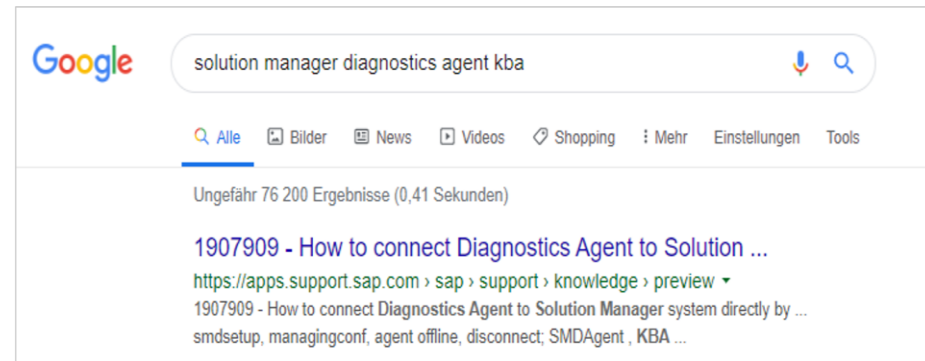
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