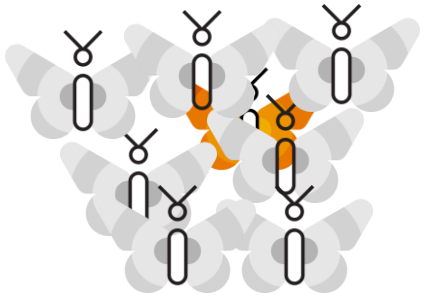




Drive Continuous Value with **SAP Preferred Success** for SAP Customer Experience solutions (CX)

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Most **innovative** projects

Most **complex** challenges

Most **creative** solutions

SAP Customers
SAP's Cloud Success Services
SAP Partners



Privilege



Duty



**Witness
and share**

Real-life experiences

Difficulties

Solutions

Methods

Accelerators

Tools



Make **SAP**
innovation
available and easy
to consume

2023 Webinars

Scan for the full
Webinars Program



January 17 th	All Roads lead to the cloud: The Four Paths to SAP S/4HANA Private Cloud Edition		SAP S/4HANA
January 31 st	Drive Continuous Value with SAP Preferred Success for SAP SuccessFactors		Human Experience Management / Cloud
February 14 th	A new way of planning for the SAP SuccessFactors community with Extended Workforce Planning and Analysis (xP&A)		Human Experience Management / Business Technology Platform
March 7 th	Drive Continuous Value with SAP Preferred Success for Spend Management		Procurement / Cloud
March 14 th	SAP Customer Experience solutions: recipes for success from day one		Customer Experience
March 21 th	Your Finance Transformation Roadmap: where to go from your ECC		SAP S/4HANA
March 28 th	Don't let data stop your journey to SAP S/4HANA: Data Management Landscape Transformation		SAP S/4HANA
April 11 th	Drive Continuous Value with SAP Preferred Success for SAP Business Technology Platform		Business Technology Platform
April 18 th	The Art of Closing with SAP S/4HANA Capabilities		SAP S/4HANA
April 27 th	Would you ever start your transformation journey blind? SAP Signavio Process Transformation Suite		SAP Signavio Process Intelligence
June 13 th	SAP Preferred Success for Partners: Accelerate Adoption and generate new revenue streams		Cloud

2023 Webinars

Scan for the full
Webinars Program



July 3rd

How can **technology** help **Scale-Ups** gain **competitive advantage**



SAP S/4HANA & SAP Grow

July 12th

Surf the innovation wave:
Move your SAP Manufacturing Execution System in the cloud



Digital Supply Chain

September 19th

Accelerating Sustainability (in the UAE): **Unleash the Power of ESG Reporting with SAP**



Sustainability & SAP BTP

October 3rd

Supercharging Your **SAP S/4HANA Journey** with **SAP Signavio Transformation Suite**



SAP Signavio & SAP S/4HANA

November 21st

Drive Continuous Value with SAP Preferred Success for SAP Customer Experience solutions (CX)




SAP Signavio & SAP S/4HANA

Full Calendar of Webinars 2023

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[Direct Link to Full Calendar](#)

[Home](#)[Calendar 2023](#)[On-demand 2022](#)


Become an Intelligent and Sustainable Enterprise with SAP's Cloud Success Services

Upcoming Webinars




February 28th
12PM (GMT+1)

Drive Continuous Value with SAP Preferred Success for Spend Management



March 14th
12PM (GMT+1)


SAP Customer Experience solutions: recipes for success from day one




March 28th
12PM (GMT+2)


Don't let data stop your journey to SAP S/4HANA: Data Management Landscape Transformation


On-demand content and future webinars

SAP S/4HANA



- 17 January: All Roads Lead to the Cloud: the Four Paths to SAP S/4HANA Private Cloud Edition
- 28 March: Don't let data stop your journey to SAP S/4HANA: Data Management Landscape Transformation
- 11 April: Would You Ever Start Your Transformation Journey Blind? SAP Signavio Process Transformation Suite
- 23 May: Simplify Your Analytics on SAP S/4HANA in Four Moves!
- 20 June: SAP S/4HANA Journey: the perfect moment to rethink your planning platform with SAP Analytics Cloud Planning

SAP Business Technology Platform



- 14 February: A new way of planning for the SAP SuccessFactors community with Extended Workforce Planning and Analysis (xP&A)
- 11 April: Would you ever start your transformation journey blind? SAP Signavio Process Transformation Suite
- 25 April: Build differentiating capabilities with the SAP Business Technology

6

Today's Speakers



Ravi Prawda

Head of Cloud Services Strategic
Programs EMEA South

SAP's Cloud Success Services



Demetrio Pedralho

Regional Vice President, Head of SAP
Customer Experience EMEA South

SAP's Cloud Success Services EMEA
South



Tushank Thakur

CX Customer Success Partner
(CSP)
EMEA South – Cloud Success
Services



Gianluca Radogna

Solution Customer Success
Partner of Customer Experience
EMEA South - Cloud Success
Services



Ravi Prawda

Head of Cloud Services Strategic
Programs EMEA South

SAP's Cloud Success Services

Drive Continuous Value with **SAP Preferred Success** for SAP Customer Experience solutions (CX)

Today's Agenda

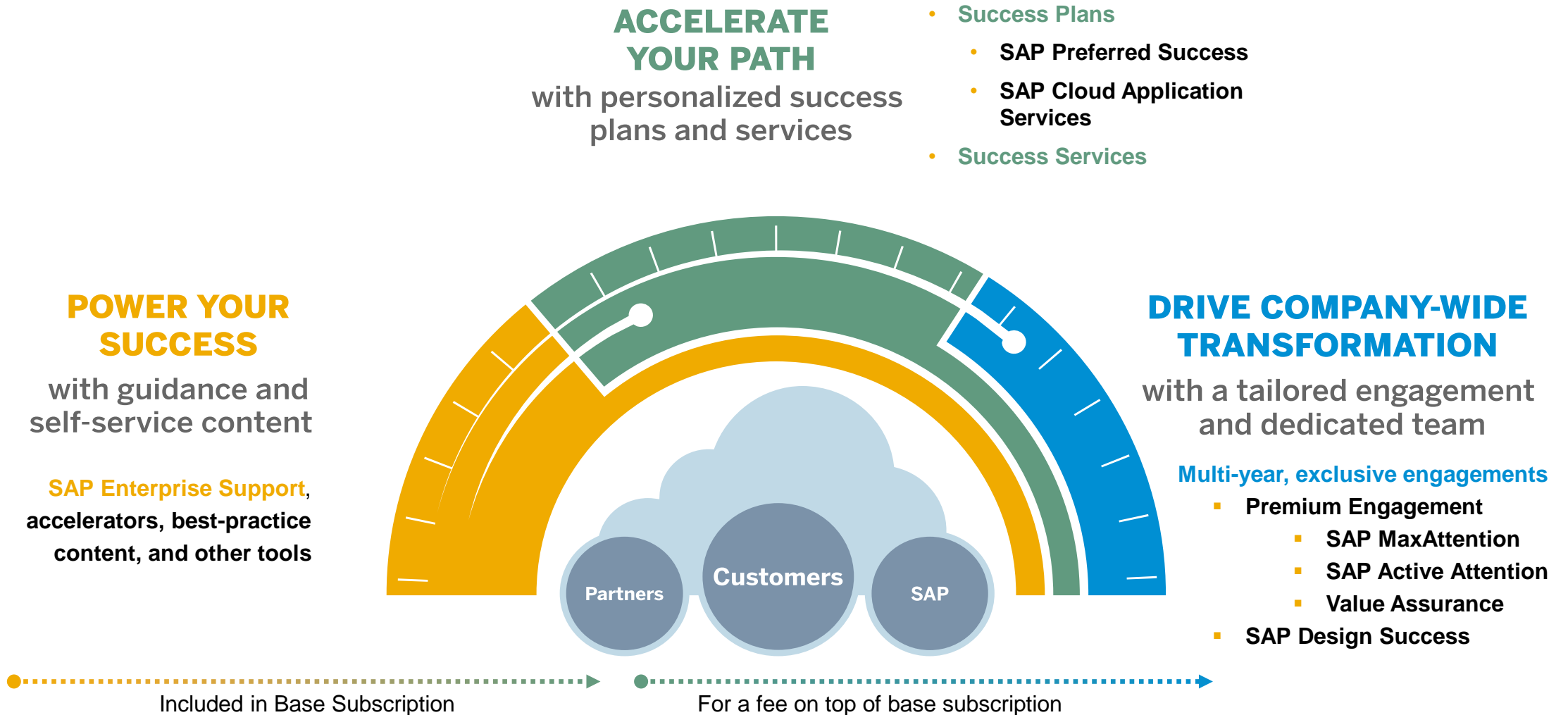
- An SAP Preferred Success Overview
- In-depth Preferred Success expertise for all our CX solutions, including Expanded Edition for SAP Commerce Cloud, SAP Service Cloud and SAP Sales Cloud
- 2 SAP CX success stories on driving continuous value during their transformation.
- Q&A

**Achieving
customer lifetime
value is a team
sport**



Achieving Success Together

Customers choose the pace and engagement that fit their needs



SAP Preferred Success:

A personalized, proactive partnership for the life of your solution.



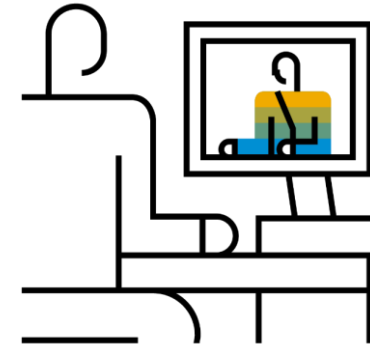
Personalized success plans

Get insight-driven recommendations based on metrics and milestones to help you achieve your business outcomes.



Better user experiences

Improve user experiences by reducing efforts to adopt, test, and validate new innovations.



Exclusive success resources

Access expert resources and digital learning and gain hands-on experience in a collaborative community.

A man and a woman are shown in a meeting. The man, on the left, is wearing a blue shirt and looking towards the camera. The woman, on the right, is wearing a dark top and large hoop earrings, looking slightly away from the camera. They appear to be in a professional setting, possibly a conference room or office.

Accelerate Your Success in the Cloud

Feature Adoption Planning and Success Checks

Identify SAP best practices during implement/adopt and operate/optimize phases to improve ROI.

Advanced Support and Enhanced Target SLAs

Receive quicker initial incident response times and resolution targets.

Targeted Learning Programs

Empower key users and administrators with knowledge and best practices.

Customer Success Experts

Receive expert guidance on using your exclusive content, resources and planning insight.

In-depth Release Guidance

Plan for relevant feature adoption based on your goals.

Deliver Peace of Mind Throughout Your Cloud Journey

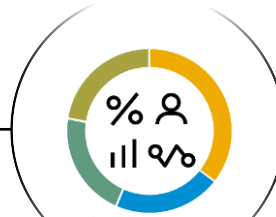
WHAT'S INSIDE?

Analysis of solution adoption, usage, and optimization post go-live

Easy to consume, outcome-driven services, targeted to a specific business objective

Mapped to value drivers and expected business benefits

Delivered by experts for a deeper-dive



BENEFITS

Improve solution usage

Improve adoption based on your business needs

Improve process performance and stay up-to-date with latest features

Reduce administrative effort and **increase transparency** into new and deprecated features

In-Depth Release Guidance:

Make it Easier to Reach Your Goals on Your Terms



PLAN

Share **key release milestones** and dates (preview and production)

DISCOVER

Review features and informs you of the most **relevant impacts** focused on business continuity

EXPLORE

Provide an **individualized release plan** guiding you to new features, best practice checklists, and when to test new functionality

TEST

Align with you on **adoption plan** for relevant features as you begin implementation testing

ENABLE

Guide you as you execute initiatives to adopt new features and functionality with **release webinars, exclusive content** etc.

MEASURE

Follow up on training and adoption planning to **help assess impact** on business strategy and goals

Targeted Training Programs:

Equip Your Team to Drive Innovation

The SAP Learning Hub, edition for SAP Preferred Success^{1,2} allows you to:

Continuously learn and improve readiness:

Get digital programs tailored to administrators' roles and skills

Create connections that create value:

Collaborate with peers and SAP experts to share insights, experiences, and best practices

Test the latest features:

Access a testing environment to explore new functionality from the latest release

¹ With an SAP Preferred Success subscription, customers have access for up to 5 administrator users with 100 hours of SAP Learning System Access (60 hours available from the start and an additional 40 hours upon request) and 2 certification attempts for each user for the Learning Hub, solution editions.

² Seven SAP solutions



Expert Sessions – Commerce Examples

Topic	Coverage	Length
Composable Storefront (Spartacus) enablement and best practices	Spartacus OOTB capabilities Spartacus Best Practices Angular Best practices Server side rendering Performance monitoring tools	90 - 120 Minutes
Monitoring capabilities with Dynatrace	Access / Receive Alerts / Data Retention Period Adoption / Application and Services Database Health and Usage Host Health and Network Usage Profiling and Optimization / Dashboards / Troubleshooting Website Slowness / Heavy Load on Database Specific Page Failing / Resources	90-120 Minutes
Software Architecture	Code Structure Extension Architecture and recommended practices Upgradeability / Upgrade Options	60 Minutes
Cart, Checkout, & Order Management	Native Cart & Checkout Features PCI Strategies / Order Management	90 Minutes
Solution Architecture	Catalog Design / Data Model / Media /Pricing Search & Navigation	60 Minutes
Promotions & Coupons Module	Comprehensive Dive Promotions / Coupons Stackable Discounts	60 Minutes
Search & Navigation	Search & Navigation Capabilities	90 - 120 Minutes
Security Capabilities and best practices	General data protection, and sensitive configurations VPN tunnels, endpoint security, load balancing and WAF Token management, SSL certificates and 3rd party Certificates / User roles and permissions management Monitoring best practices	90 - 120 Minutes
Architecture II	Introduction to Security Features Proper Roles /Permission Access Rights Data Import / Automation of Operational Jobs Localization / Reporting/Auditing Data Hub Deep Dive	90 Minutes



With SAP Preferred Success Expert Sessions, you can take advantage of 1:1 **expert guidance** on relevant topic areas that will help **expand your understanding of the product** and **safeguard your implementation**.

Advanced Support and Enhanced Target SLAs¹:

Receive Quicker Initial Response Times and Resolution Targets

PRIORITY	INITIAL RESPONSE TIME*		ONGOING RESPONSE TIME		CORRECTIVE ACTION TARGET ³	
	SAP Enterprise Support, cloud editions	SAP Preferred Success	SAP Enterprise Support, cloud editions	SAP Preferred Success	SAP Enterprise Support, cloud editions	SAP Preferred Success
1	1 Hour	1 Hour	1 Hour	1 Hour	4 Hours	4 Hours
2	4 Hours	2 Hours	6 Hours	6 Hours		3 Business Days
3	1 Business Day	4 Business Hours	3 or 10 Business Days ²	3 or 10 Business Days ²		
4	2 Business Days	1 Business Day	1 Week	1 Week		

1) Real-time unless otherwise specified

2) Once every 3 business days for non-defect Issues and 10 business days for product defect issues

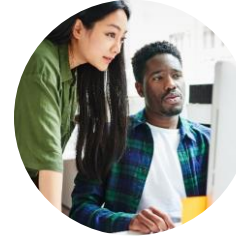
3) SAP to provide for cases either a resolution, workaround or action plan within the indicated time

Customer Success Experts:

Get Expert Guidance Every Step of the Way



Accelerate time to value during the onboarding and implementation phase



Be your **trusted advocate** to SAP stakeholders



Meet and track strategic business goals and KPIs in quarterly business reviews



Improve feature adoption via personalized, regular release reviews



Align resources with insight-driven success plans



Increase adoption and consumption through access to product and functional expertise

Value Throughout the SAP CX Journey

SAP Preferred Success can provide value to you, regardless of where you are in your solution lifecycle.



Implementation



Adoption



Operation & Optimization

Accelerate Outcomes	Increase the speed to value and realization of project goals	Faster adoption of latest innovations to unlock value	Achieve maturing business goals and sustain solution value
Accelerate Knowledge	Establish knowledge base with library of learning resources	Targeted and tailored enablement based on adoption plan	Continuously updated learning, with access to SAP CX specialists
Accelerate Utilization	Launch a comprehensive solution built on best practices	Grow solution with identified key features	Optimize living solution to leverage more capabilities

The Total Economic Impact™ of SAP Preferred Success*

Through six customer interviews at four organizations and survey of 254 respondents with experience using SAP products, Forrester concluded that SAP Preferred Success has the following three-year financial impact.

Financial Summary Benefits:

377%

Return on investment (ROI)

\$1.77M

Net present value over a 3-year period

Three-year, risk-adjusted present value (PV) quantified benefits for the composite organization include:

\$467.1K

Accelerated implementation and release preparations

\$189K

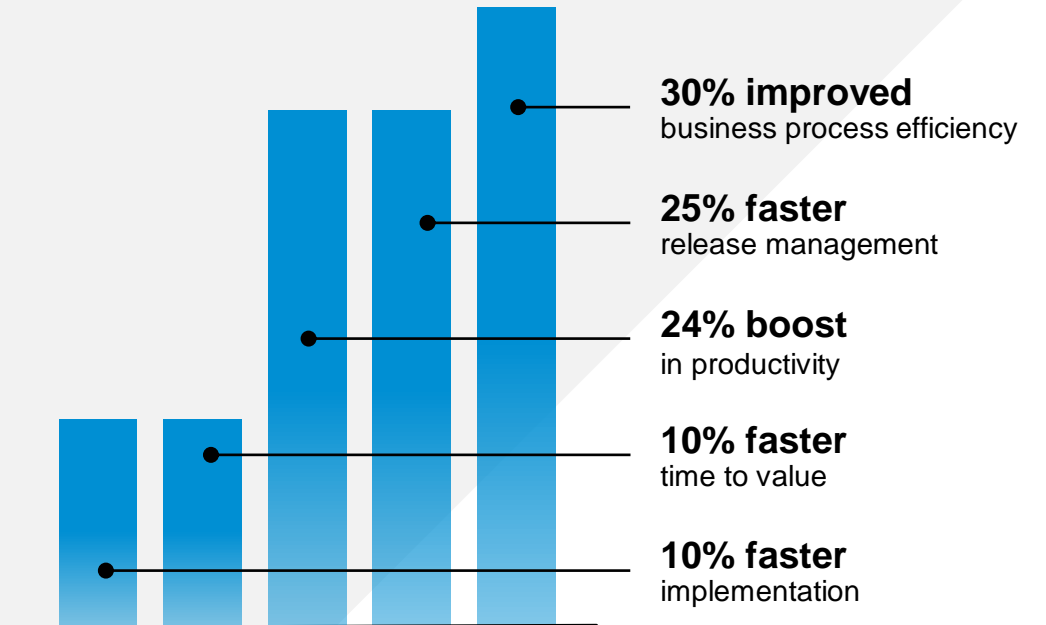
Faster time to value

\$768.5K

Business process optimization

\$818K

Faster incident resolution



- + Improved user adoption & user satisfaction
- + Personalized expert guidance
- + Optimized processes to improve end user efficiency
- + Reduced risk throughout the solution lifecycle

This document is an abridged version of a Forrester Consulting case study commissioned by SAP titled: The Total Economic Impact™ of SAP Preferred Success, April 2023. Read the [full study](#)

* Results are for a composite organization



In-depth **SAP Preferred Success** expertise
for all our CX solutions, including Expanded
Edition for SAP Commerce Cloud, SAP
Service Cloud and SAP Sales Cloud



Demetrio Pedrallho

Regional Vice President, Head of SAP
Customer Experience EMEA South

SAP's Cloud Success Services EMEA
South

SAP Preferred Success, expanded edition:

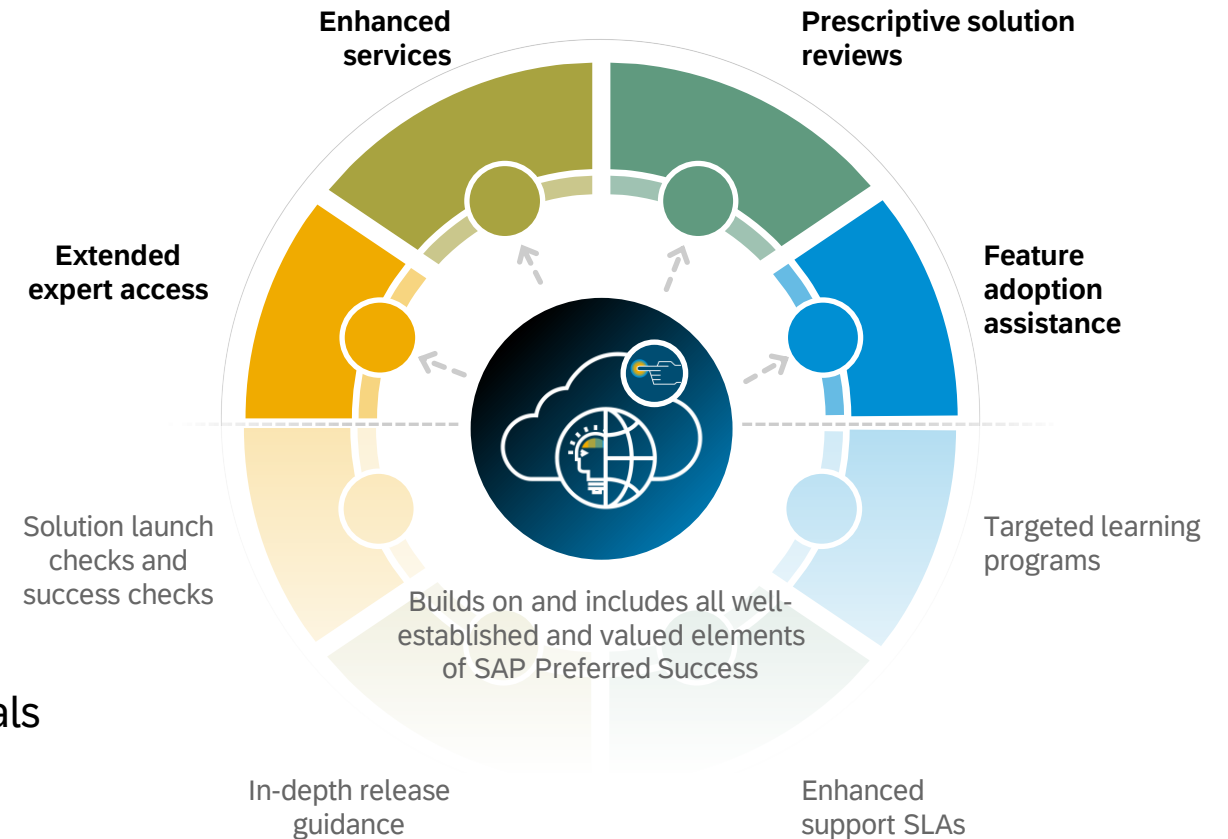
Accelerate your path to success with tailored guidance and insight

SAP Preferred Success, expanded edition

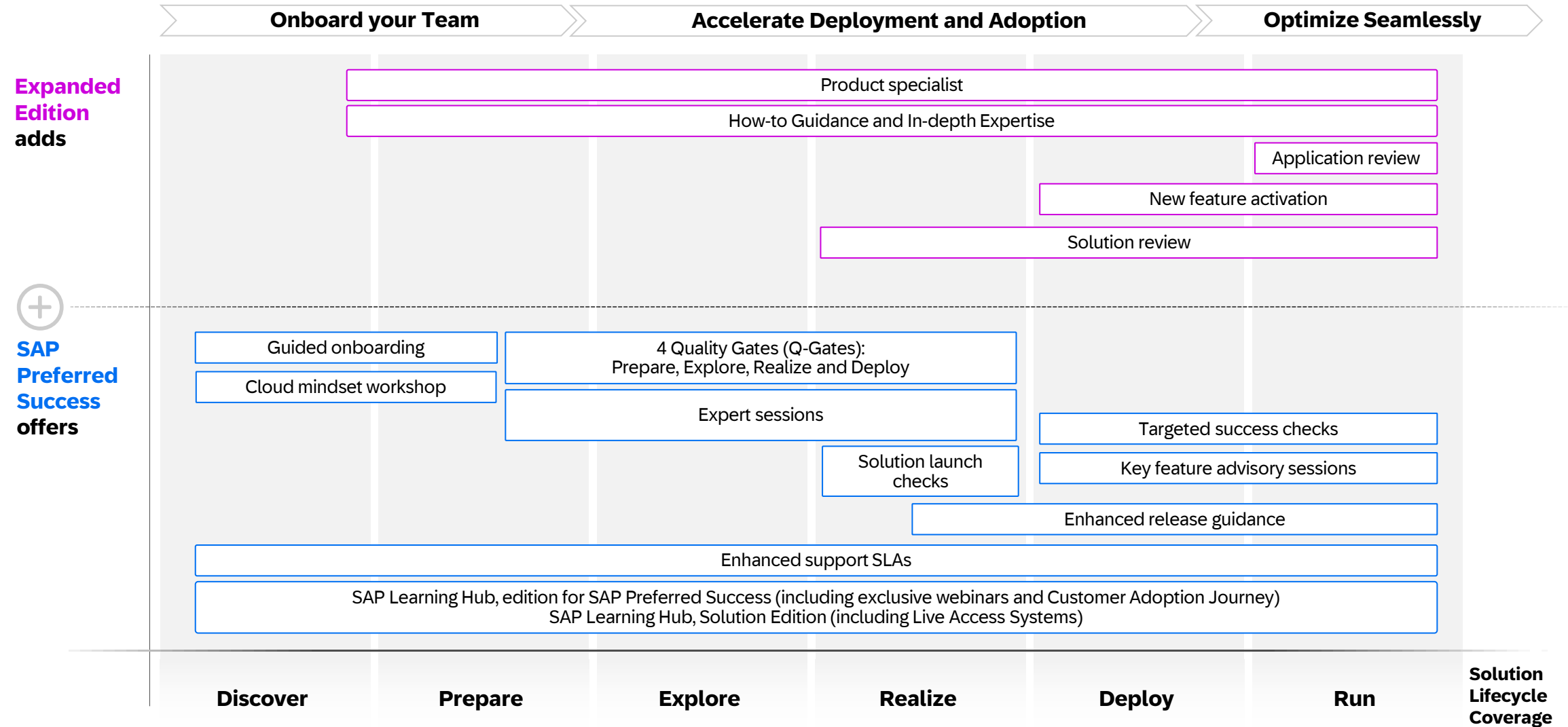
Accelerate the path to your success with extended access to subject matter experts in cloud adoption, a set of prescriptive reviews of your application and business needs to support your daily operations, and assistance with feature adoption.

The outcome:

- Build and operate resilient solutions
- Maximize the usage of your cloud investment
- Make effective decisions to support your business goals



Expanded Edition of SAP Preferred Success Services Across the Solution Lifecycle

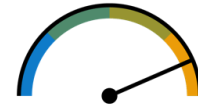


Why SAP Customer Experience with SAP Preferred Success



What SAP CX customers need support with

- Adjusting to **Cloud Mindset** from on-premise legacy systems
- **Accelerating knowledge** of SAP CX solution(s) as newer, continuously evolving software
- **Achieving KPIs and expected value** from a highly-configurable, connected set of solutions
- **Extensive integration** possibilities between SAP CX solution(s) and with other systems
- Expanding focus from timelines and targets during implementation, to **full utilization and best practices**
- **Post-implementation guidance** after implementation partner is gone
- Resources required for quarterly releases to plan and **implement new features**



Outcomes with SAP Preferred Success

- **Upskilled, knowledgeable** team to support SAP CX solution(s) with continuous learning and resources
- **Achievement of business goals** in an accelerated timeline with a tailored **Success Plan**
- **Comprehensive, streamlined solution** leveraging best practices and more capabilities of SAP CX solution(s)
- **Sustainable value** through proactive checks by SAP CX specialists beyond initial implementation
- Stay on the cutting edge of technology with faster **adoption** of the **latest innovations**
- **Positive experience and buy-in** for users and stakeholders



SAP Customer Experience solutions (CX) success stories.



Tushank Thakur

CX Customer Success Partner
(CSP)

EMEA South – Cloud Success
Services

SAP Preferred Success | CX Success Story

CX CSP

Tushank Thakur

Industry

Manufacturing, Construction
And Distribution

Region

HQ at Saudi
Serves ME, Asia, Africa, Europe

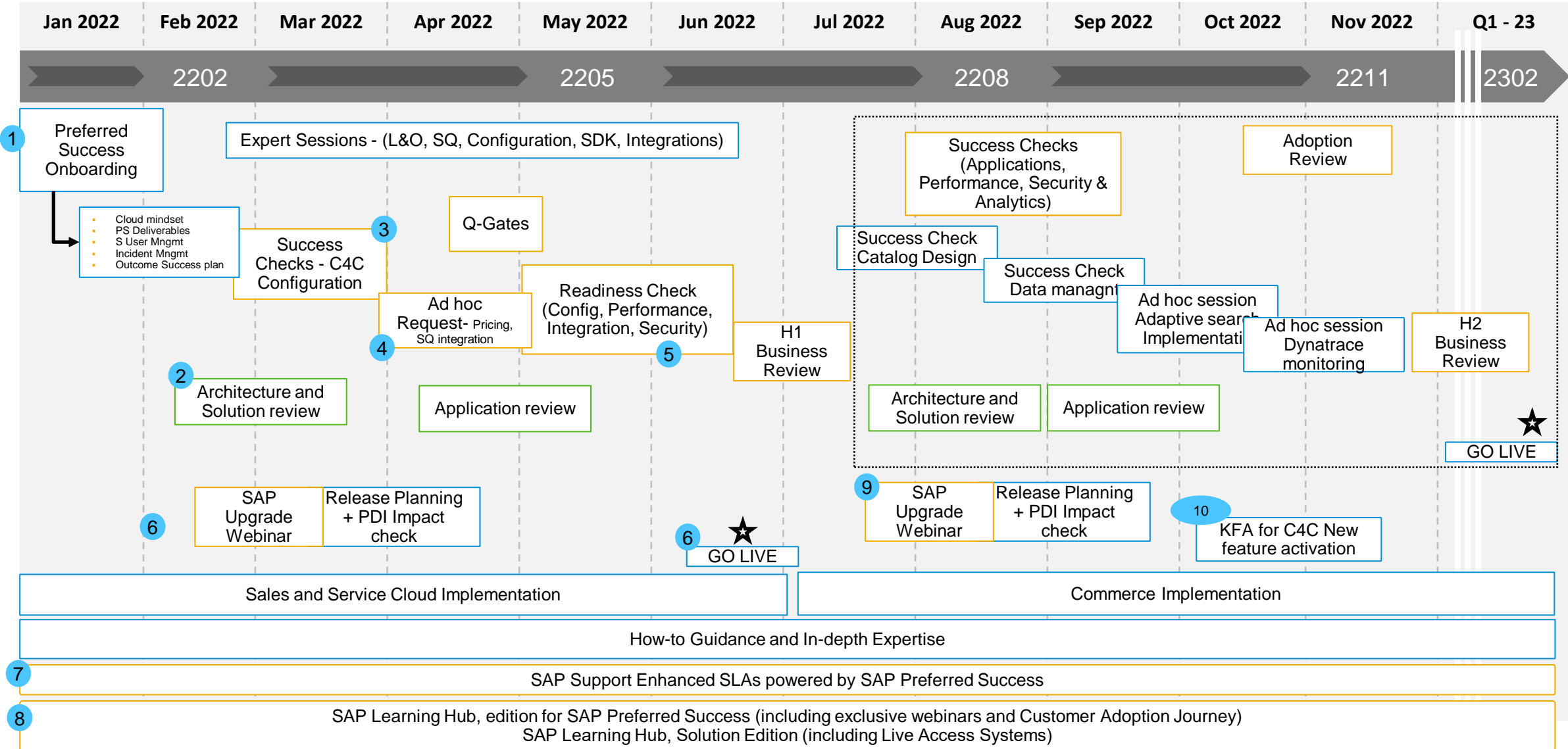
Solution: SAP CX

Products: SAP Sales Cloud, Service
Cloud and Commerce Cloud

Customer is based in Riyadh, Saudi Arabia and primarily engaged in manufacturing a wide range of electrical products ranging from Switches and Sockets, LED Lighting products, Cables and Wires for Residential and Commercial, Distribution boards, Circuit breakers etc. Customer also provide EPC solutions for conventional and renewable power plants. More than 21000 employees across the globe with 30 years in the Industry.

- SAP Customer since last 15 years with On Prem Solutions for CRM, SD integrating to ECC
- Customer wanted to transform the sales and service experience and wanted to transform the home grown website with limited functionality and to create one integrated CRM with customer 360 information available to Sales and Service users
- Main Customer challenge
 - Wanted a fully integrated solution for Sales, Service and Commerce and go beyond traditional CRM and empower the sales and service teams with tech savvy solutions for a smarter and quicker customer engagement
 - Lower Implementation timeline and cost, implementing and adopting to SAP Best practices for CX
 - Achieve Business Outcomes – Increase Active Selling time, Increase Pipeline and conversion rate, Reduce reporting and IT costs, Reduce Overall Ticket handling times
- Customer onboarded to SAP Sales, Service and Commerce cloud powered by SAP Preferred Success and SAP Certified Partner

CX Success plan powered by Preferred Success



Value delivered through Preferred Success

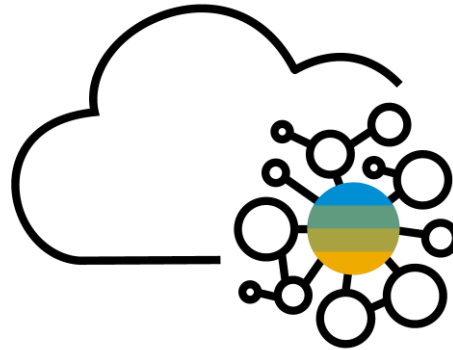
On time implementation
And Ongoing Adoption



More than 30 use cases and 12 Customisations processed



30% Reduction in Overall Ticket resolution time



40% increase in Lead and Opp Creation leading to more business



Simplified Buying Journey



Fully Integrated CX solution

Preferred Success contribution in adoption and consumption activities continues

With Success Checks – Key Feature Analysis, Release planning and Guidance, New Feature Activation, Expert Services and continuous learning

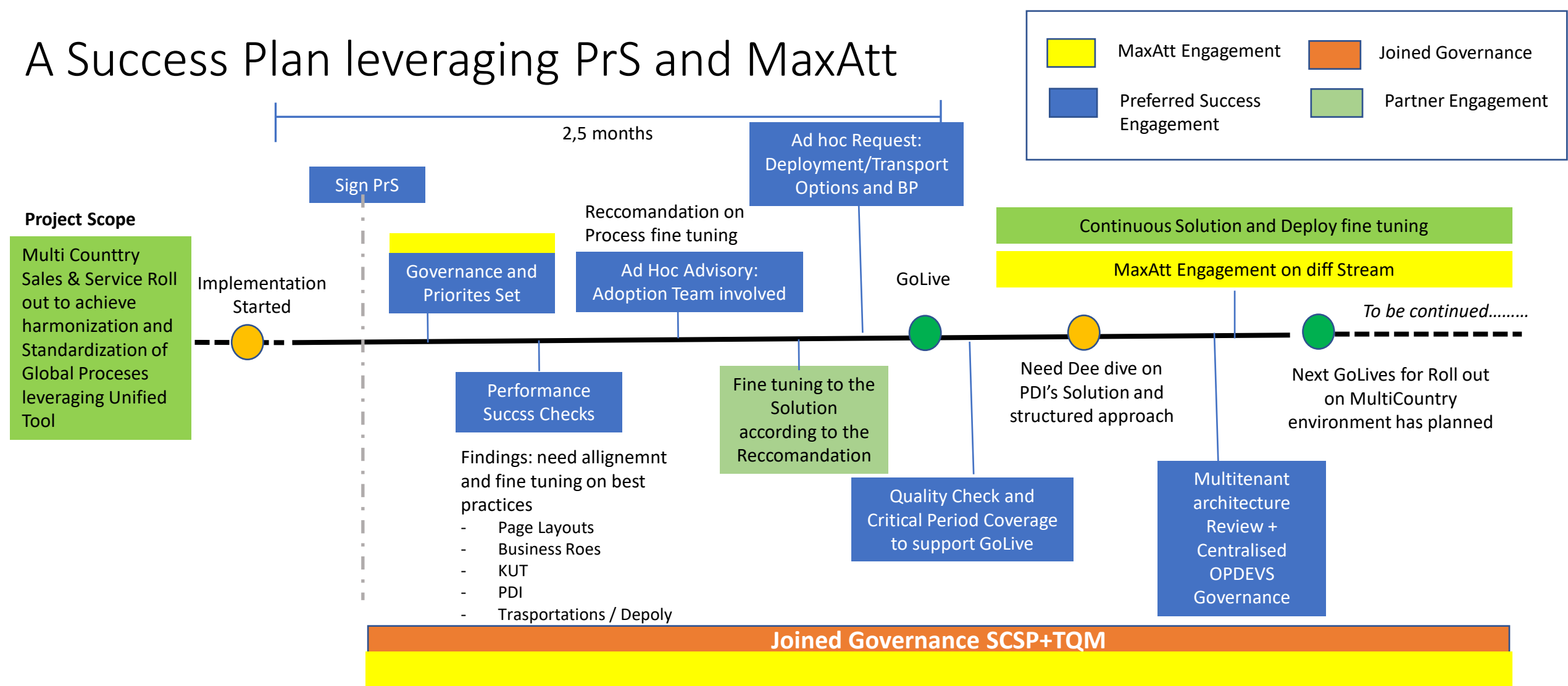


Gianluca Radogna

Solution Customer Success
Partner of Customer Experience
EMEA South - Cloud Success
Services

SAP Customer Experience solutions (CX) success stories.

A Success Plan leveraging PrS and MaxAtt



- Success Checks help Customer to align Solution to the Best Practices, keeping the Plan;
- Continuous, daily collaboration among SAP, Customer and Partner, helped to deliver a superior experience in such complex project scenario helping to achieve Business Goals (keeping key Milestones and Plan).
- Scale the Model for Next Roll out leveraging the Governance in place;

Top 10 Customer and Partner Benefits

1. Secure recurrent alignment and Engagement across the entire Ecosystem (SAP, Partner, Customer)
2. Share the priorities and Goals to define the right approach (Design and/or Change management)
3. Enhanced Collaboration and strong Relationship
4. Continuous touchpoint with Experts providing findings, recommendations and options
5. Enable the Customer and help them to build internal know-how
6. Identify potential end user pain points and/or bottlenecks and suggest the Next Best Action
7. Provide the Customer and the Partner Resources and Tools to be autonomous
8. Risk mitigation and Advanced Support
9. Proactive approach to secure GoLive
10. Shortcut access to the SAP Global Support organization to prevent Very high priority issues

Thank you.

<https://webinars.sap.com/mea/sap-services-emea-south-intelligent-enterprise/en/home>

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