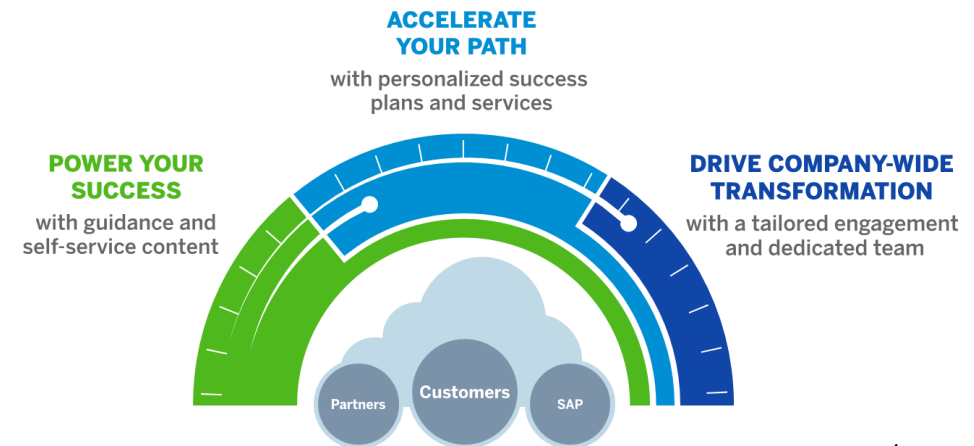


SAP Preferred Success for Partners:

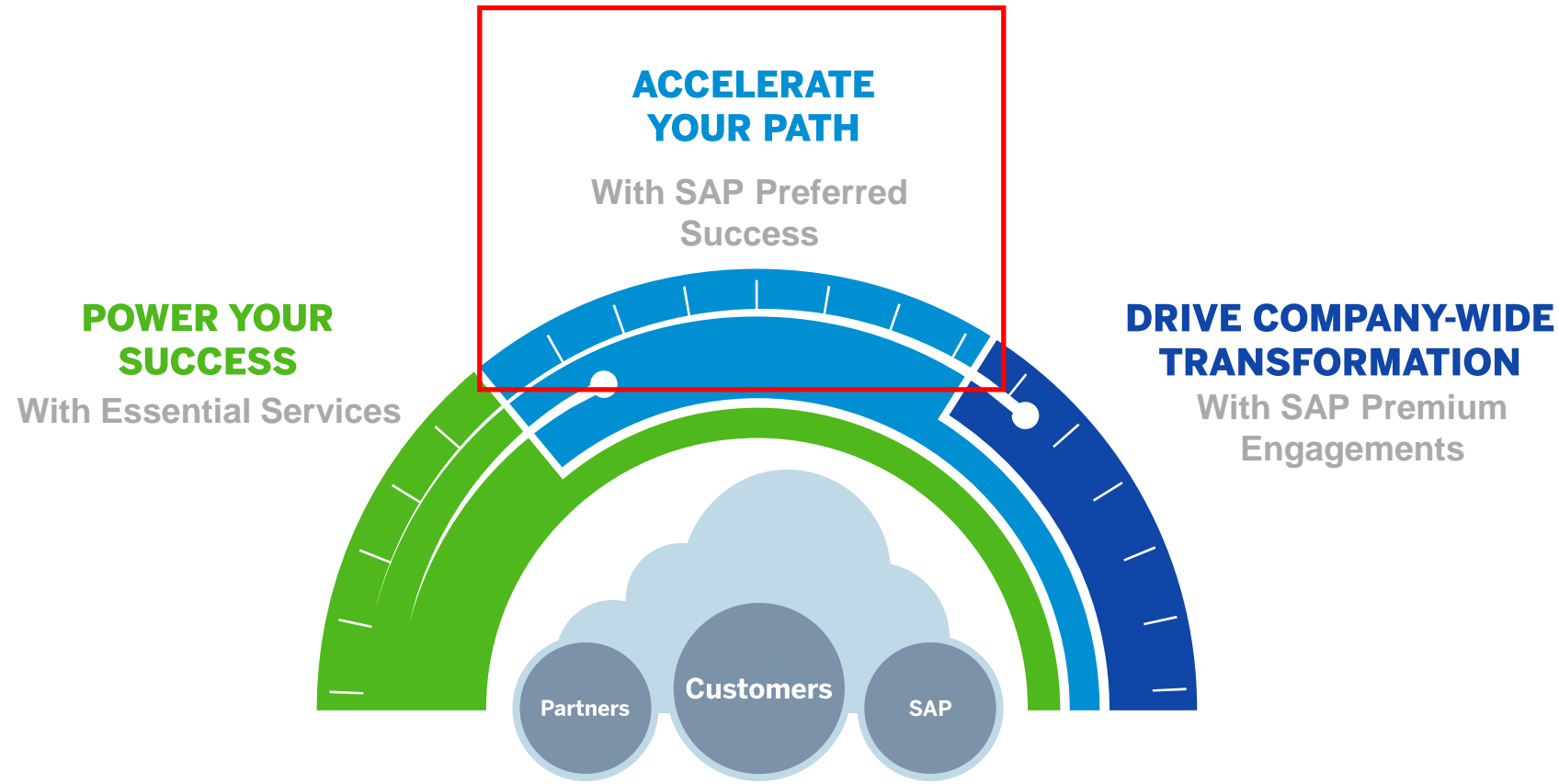
Accelerate Adoption & Generate New Revenue Streams



Achieving success together



Choose the pace and engagement that fit your needs – delivering results and value from the start and for years to come.



Today's Speakers



**Thomas
Benaroya**

Business
Development SAP
Services EMEA
South



Ravi Prawda

Head of Cloud
Strategic Programs
EMEA South



Dan Davis

Partner Success
Executive at SAP



**Nacho Vazquez
Suarez**

SAP S/4 HANA Cloud
Evangelist at Inetum



Why **SAP** Preferred Success for Partners



Ravi Prawda

Head of Cloud
Strategic Programs
EMEA South

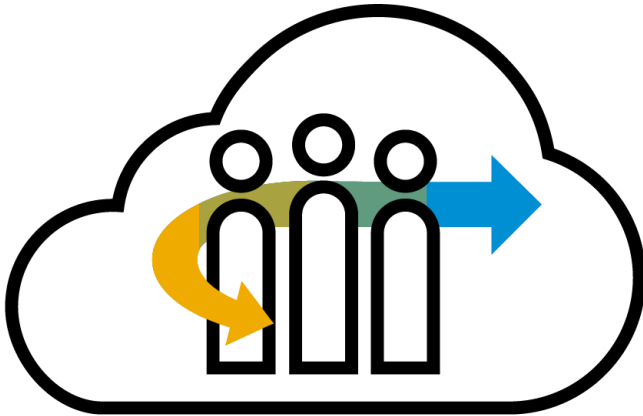
SAP Preferred Success

Value to Partner Business

SAP Preferred Success provides value that partners can build their business around.



Fast value realization



Predictable Operational Costs with
Prescriptive Support experience

Business Opportunity



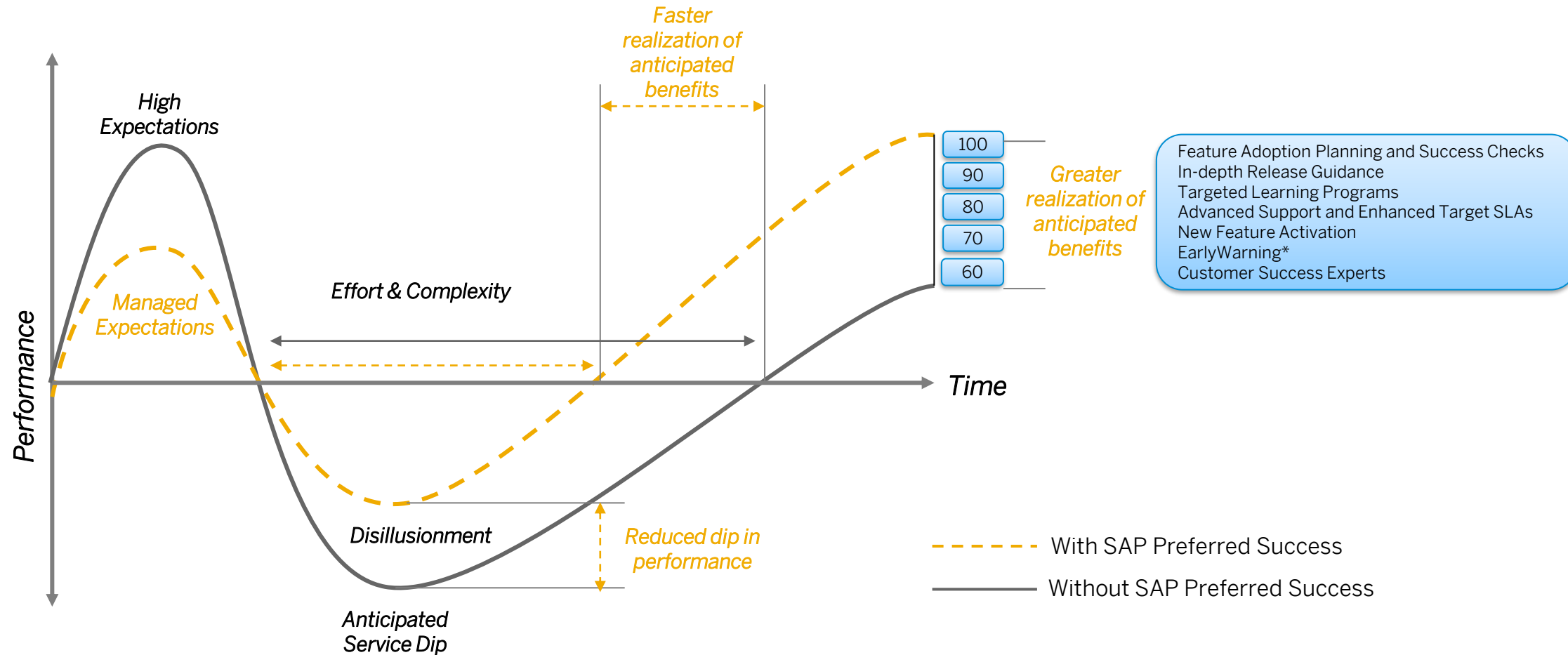
Transformation to Recurring Subscription
and Services Revenue model

SAP Preferred Success Fast Value Realization

SAP Preferred Success accelerates transformation journey and with faster realization of benefits



'Valley of Despair'



SAP Preferred Success Business Opportunity

SAP Preferred Success provides value that partners can build their business around.



Predictable Operational Costs with Prescriptive Support experience



Collaboration with Experts

Partners get access to SAP experts via Success Plans, exclusive SAP Preferred Success content, resources, community, tools and data to maximize customer success

De-Risk = Protect Margins

Partners deploy more efficiently with 40% faster incident resolution* and reduce overruns with reduced escalations**

Free up Partner Capacity

Up to 17% faster implementation* enables partner team to serve more customers

Transformation to Recurring Subscription and Services Revenue model



Indirect Compensation

VAR and CCF programs pay at same rate as software subscription

Optimize Recurring Revenues

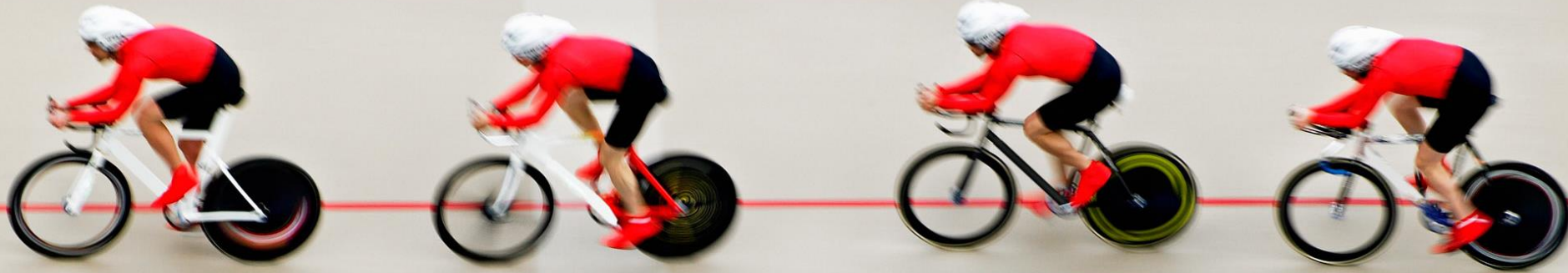
17% faster time to value (TTV) and 5.5% higher solution renewal rates** with SAP Preferred Success

Partner Services Expansion

Ongoing tailored consumption guidance provides continual service opportunities

* Results are for a composite organization based on interviewed customers. A Forrester Consulting case study commissioned by SAP titled: The Total Economic Impact™ of SAP Preferred Success, July 2021. [Read the full study](#)

** Results are based on aggregated feedback from SAP Preferred Success customers, individual results may vary



SAP Preferred Success Indirect Model: **Value For Partners**



Dan Davis

Partner Success Executive
at SAP

Customer Success Management by Partners



The relevance of Customer Success Management

Successful delivery and onboarding plus ongoing and proactive engagement with customers is the key to creating continuous value for them and therefore great customer references, high renewal rates, and profitability for your organization.

The Partner Customer Engagement Executive role¹

The partner CEE is an account management role focused on driving solution adoption, fostering customer satisfaction, safeguarding renewals and securing references.



Safeguarding and ensuring recurring annual revenue



Increasing lifetime value through up-sell and cross-sell opportunities



Driving down new customer acquisition costs through references



Want to learn more?

Visit the [Post-Sales Excellence Hub](#).

Customer Engagement Partner Academy. [Enroll now](#).

Masterclasses for Customer Engagement. [Register now](#).

Partner toolkit for Customer Engagement. [Access here](#).

¹Applicable for:

- VAR/ Resell deals
- Cloud Choice Flex deals, where Partner owns the Adopt & Operate stage

Not applicable for:

- SAP Direct deals
- Cloud Choice Flex deals, where SAP owns the Adopt & Operate stage

SAP Preferred Success:

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



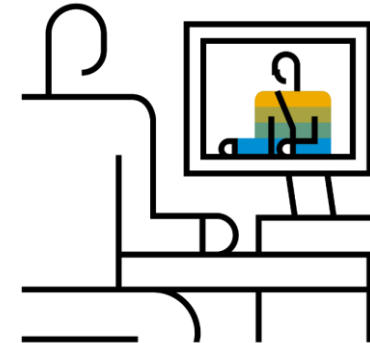
Personalized success plans

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.

SAP Preferred Success

Value to End-Customers



SAP Preferred Success is a **subscription plan** that co-terms with the solution contract and provides **insight-driven, prescriptive and personalized** recommendations for end customers to improve cloud consumption and adoption, in alignment with their business objectives.

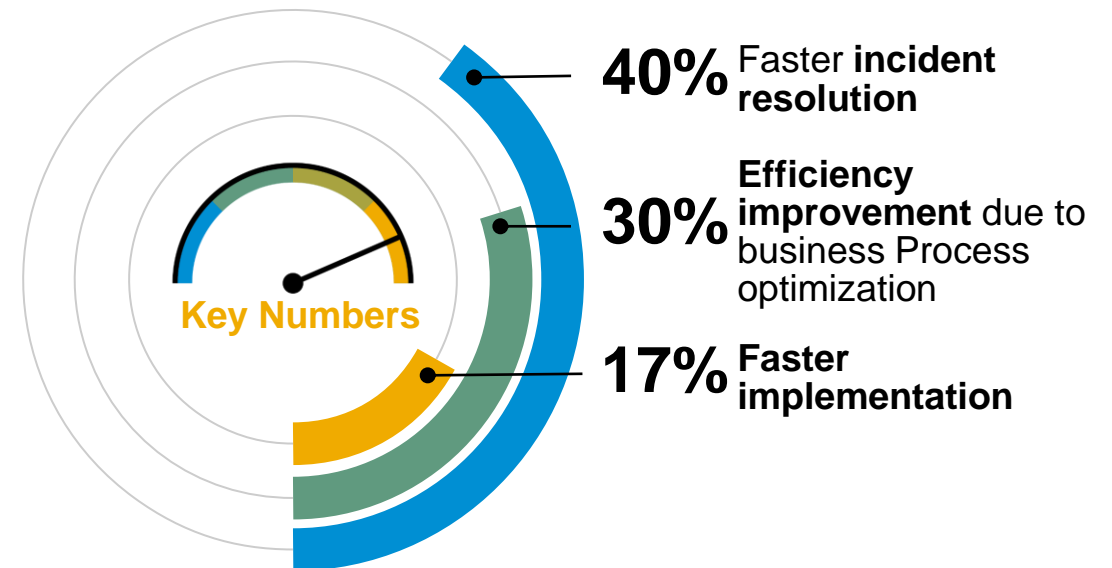
For the subscription duration customers get:

- Feature adoption planning and success checks
- In-depth release guidance
- Targeted learning programs
- Advanced support and enhanced target SLAs
- New feature activation
- EarlyWarning
- Customer success experts

The proven value of SAP Preferred Success

- 100+ customer references
- Higher solution renewal rates with SAP Preferred Success

The Total Economic Impact™ of SAP Preferred Success:



Results are for a composite organization based on interviewed customers. A Forrester Consulting case study commissioned by SAP titled: The Total Economic Impact™ of SAP Preferred Success, July 2021. [Read the full study](#)

SAP Preferred Success Value to Partner Business

SAP Preferred Success provides value that partners can build their business around.



Partner Services Expansion

30% increased cloud adoption** with ongoing tailored consumption guidance provides continual service opportunities



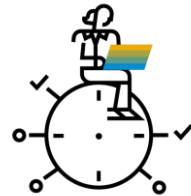
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Partners get access to SAP experts via Success Plans, exclusive SAP Preferred Success content, resources, community, tools and data to maximize customer success



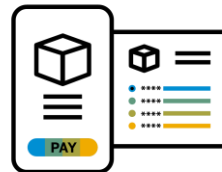
De-Risk = Protect Margins

Partners deploy more efficiently with 40% faster incident resolution* and reduce overruns with reduced escalations**



Free up Partner Capacity

Up to 17% faster implementation* enables partner team to serve more customers



Indirect Compensation

VAR and CCF programs pay at same rate as software subscription



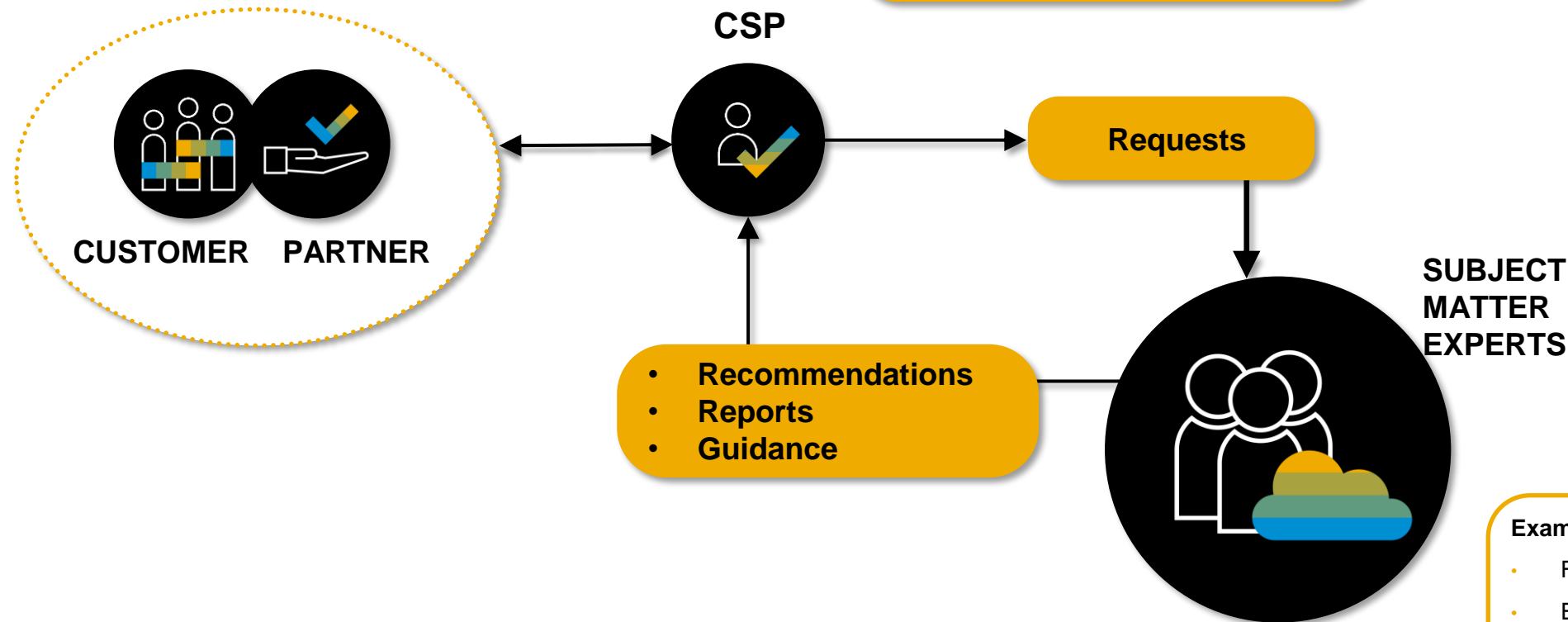
Optimize Recurring Revenues

17% faster time to value (TTV) and 5.5% higher solution renewal rates** with SAP Preferred Success

* Results are for a composite organization based on interviewed customers. A Forrester Consulting case study commissioned by SAP titled: The Total Economic Impact™ of SAP Preferred Success, July 2021. [Read the full study](#)

** Results are based on aggregated feedback from SAP Preferred Success customers, individual results may vary

SAP Preferred Success Working Together



Examples of CSP Orchestration activities

- Advice on solution specific learning, exclusive communities, best practices
- Quality Gates
- Release Guidance
- Support Incident Expediting
- ...

Examples of Expert activities

- Feature Adoption Success Checks
- Expert Sessions
- Solution Launch Checks to validate configurations against best practices
- Cloud Mindset workshop
- ...

RACI for SAP CSP and Partner CEE Roles

- This RACI outlines how **Partner CEE (PCEE)** and **SAP Customer Success Partner (CSP)** work together in situations where customers have purchased SAP Preferred Success subscription and
 - Cloud Choice Flex with Partner owned Adopt & Operate, or
 - Resell (VAR)

In above case, PCEE is accountable and responsible for all customer engagement activities, orchestration of customer success as the strategic advisor to executive stakeholders.

- SAP CSP is responsible only for orchestration of Preferred Success Offerings.
- SAP CSP is not responsible for Success Plans, Business Reviews with customers, Relationship Assessment or other customer success tasks that are usually executed in cases where SAP owns Adopt & Operate.

SAP Preferred Success

RACI for SAP CSP and Partner CEE Roles



Phase	Task	PCEE	SAP CSP
LAND	Demand	AR	
	Deal Execution	AR	
ADOPT	Sales Handover and Account Transition	AR	I
	**Alignment with SAP CSP and Establish Engagement Governance	AR	R
	**Customer Contact Validation, Kick-off meeting, Introduce Partner and SAP Post-Sale Roles	AR	R
	Create or review the business case, KPIs, and objectives with the customer	AR	CI
	Customer onboarding	AR	I
	Coordinate Guided Onboarding from SAP (PrS)	C	AR
	PrS Getting Started Guide	I	AR
	Orchestrate PrS Cloud Mindset Workshop (PrS)	I	AR
	Advise on Solution Specific Learning, Communities, Best Practices(PrS)	I	AR
	Establish Adoption Governance	AR	R
	**Create Adoption Plan (include PrS offerings in the plan)	AR	C
	Monitor Project Health & Quality	AR	C
	Deliver Q-gate services for each project phase (PrS)	I	AR
	Orchestrate Solution Launch Checks (PrS)	I	AR
	Escalation Management & Risk Mitigation (Partner owns escalation, CSP advocates critical situation using internal channels)	AR	RC
	Project Go-Live Preparation	AR	I
	Project Go-Live	AR	I

R = Responsible
A = Accountable
C = Consulted
I = Informed

- Specific activities related to Preferred Success orchestration
- Customer success activities

SAP Preferred Success

RACI for SAP CSP and Partner CEE Roles

Phase	Task	PCEE	SAP CSP
CONSUME	Advise on Solution Specific Learning, Communities, Best Practices (PrS)	I	AR
	Risk Mitigation and Advanced Support (PrS)	I	AR
	Manage Release Adoption	AR	C
	Orchestrate Release Guidance activities (PrS)	I	AR
	Escalate Issues where Resolution time is Not Meeting Customer Needs	AR	C
	Orchestrate OnDemand Onboarding (PrS)	I	AR
	Orchestrate Success Checks (PrS)	I	AR
	Identify need and Orchestrate PrS Expert Guidance Resources (PrS)	I	AR
	Inform and Educate Customer on SAP Communities, User Groups, Events	AR	C
	Leverage Internal Tools and Insights to understand Customer consumption (PrS)	I	AR
	Orchestrate Advisory for Feature Activation (based on usage) (PrS)	I	AR
	Monitor Usage Metrics (SAP for Me)	AR	I
	Ongoing Adoption Planning and Usage Risk Mitigation	AR	C
	Execute Quarterly Business Reviews	AR	C
	Nominate Customer for Customer Effort Score (CES) Survey (PrS)	I	AR
	Build action plan based on CES Survey (PrS)	I	AR
	Manage PrS Reference (PrS)	I	AR
EXPAND	Discuss usage, adoption and optimization to expand SAPs footprint of SAP cloud products	AR	
	Identify Up-Sell opportunities	AR	
	Identify Cross-Sell opportunities	AR	
	Identify renewal risks and coordinate mitigation activities	AR	
	Operational of renewals (set up of contract, negotiations in active renewals, contract sending etc.)	AR	

R = Responsible
A = Accountable
C = Consulted
I = Informed

■ Specific activities related to Preferred Success orchestration

■ Customer success activities

SAP Preferred Success **Partner Feedback**

We're hearing a few questions from Partners



Why can't we do this ourselves?

- Exclusive data, reports, and tools
- Exclusive analysis and insight-based recommendations
- Early information for new releases and technologies
- Priority SAP support

This sounds like it might compete with our offers

- Non-competitive – no hands-on – advisory in nature
- Collaborate for customer success
- Build your business on SAP Preferred Success

Is it worth it - what about the cost?

- Effectively results in up to 17% increased service capacity
- A sale is a win for your compensation, delivery margins, and for ongoing services opportunities
- Let the customer decide

SAP Preferred Success Commercial Aspects

SAP Preferred Success is a **subscription plan** that **co-terms** with the solution contract at 20% net ACV



Customer Profile

- All segments, all industries excluding government entities, [92 countries](#)
- Net new customers with Cloud net ACV >= €85k
- Existing Cloud customers renewing their contract with ACV >= €85k
- Under €85k ACV is allowed, at the minimum price of €17.5k
- CIO/CTO, VP IT, head of LOB, head of support



Profit Option

Value Added Reselling (VAR)*

- 30% Discount
- Partner Managed End-To-End Customer Life Cycle
- Invoiced Quarterly in Arrears

Cloud Choice Flex (CCF)**

- 10% TCV Initial, Upsell & Renewal – 1 time payment
- 10% on ACV for A&O – Paid Quarterly in arrears for Partner managed End-To-End Customer Lifecycle



Sales Support & Resources

Visit the [Partner Portal](#) for sales pitch decks and sales enablement assets.

Additional resources:

- [The Total Economic Impact of PrS – study by Forrester Consulting](#)
- [Public YouTube playlist](#)

For questions please speak to your Partner Business Manager



Partner Profile

PE Sell certified partners selling under CCFlex and VAR models in LOBs covered by SAP Preferred Success

Relevant Solutions

- SAP S/4HANA Cloud (8005458)
- SAP Ariba (8009027)
- SAP Sales Cloud and SAP Service Cloud (8012489)
- SAP Commerce Cloud (8006196)
- SAP Customer Data Cloud (8006197)
- SAP SuccessFactors (8005457)
- SAP Digital Supply Chain (8007977)
- SAP Business Technology Platform (8005650)
- SAP S/4HANA Cloud, private edition (8011479)

SAP Preferred Success

Partners Selling Preferred Success Today

SAP Preferred Success is already being sold by some Partners. Now being promoted globally!

"During the sales process the customers are working through the balance of 'anxiety' and 'security', and having SAP at the table is a de-risking factor"
Midsize Partner, Germany

"It was valuable talking to the SAP experts and reassuring to know where to go at SAP for any issue. It was very helpful having a CSP to coordinate."
Midsize Partner, Germany

"We like to solve our own problems, but sometimes we need help... Customers like seeing SAP and us working as one... It should be baked into every eligible deal"
Large Partner, Northern Europe

"We picked up a Customer whose business transformation was in shambles. Preferred Success helped us get the Customer back on track and achieve their objectives. They still rave about Preferred Success."
Midsize Partner, North America

"We had a complex and risky customer and landscape and were happy SAP had some skin in the game"
Large Partner, North America

SAP Preferred Success Key Resources for Partners



[SAP Partner Portal](#)

[Partner Welcome Video](#)

[Partner sales starter kit](#)

[SAP Preferred Success – Value for partners](#)

[Executive Presentation L0](#)

Overview

Collaborating with
Partners

[Success Experiences](#)
[SAP Value Assurance](#)

Empowering Partners

SAP Preferred Success

[Co-Innovation &
Certification](#)
[Tools & Services for
Partners](#)
[Partner Delivery Quality
Framework](#)

Methodologies

[SAP Activate](#)
[SAP Integrated Delivery
Framework](#)
[Off-Site Service Delivery
Framework](#)

Explore SAP Preferred Success



SAP Preferred Success is a subscription plan that co-terms with the solution contract and provides insight-driven, prescriptive and personalized recommendations for customers to improve cloud consumption and adoption, in alignment with their business objectives. Now available for SAP Partners to position through the [SAP PartnerEdge Cloud Choice](#), [flex model](#) or reseller sales model.



How Partners Can Drive Continuous Value with SAP Preferred Success

Watch SAP's Liher Urbizu, SVP Cloud Success Services, to discover the benefits of this service for partners and your customers.

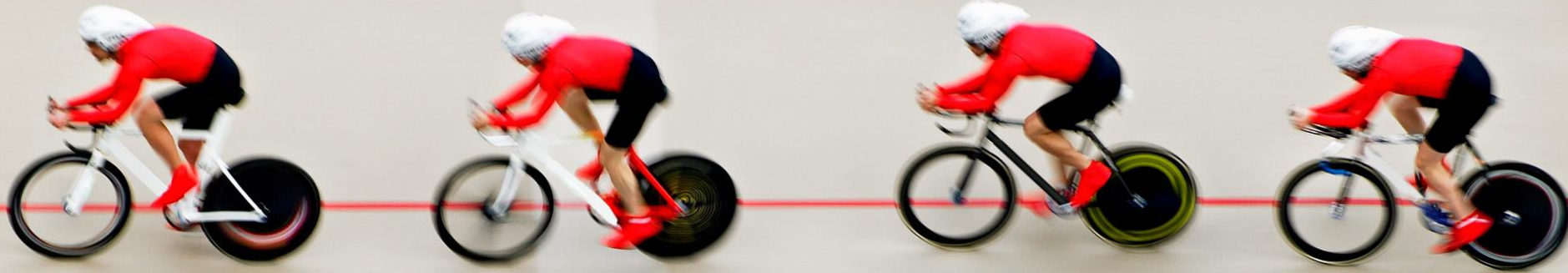
[Watch](#)

Partner Business Value – Working Together

Position SAP Preferred Success in your sales deals to obtain faster incident resolutions, improved efficiencies, resulting in faster implementations.

- Increase cloud adoption to provide continuous service opportunities
- Free up partner capacity enabling your teams to serve more customers
- Limited access to experts, tool insights, and resources via success planning to maximize customer success
- Indirect compensation through SAP PartnerEdge Cloud Choice, flex model
- Deploy more efficiently, get faster incident resolution, and reduce overruns
- Optimize recurring revenues





SAP Preferred Success Indirect Model: **Value For Partners**



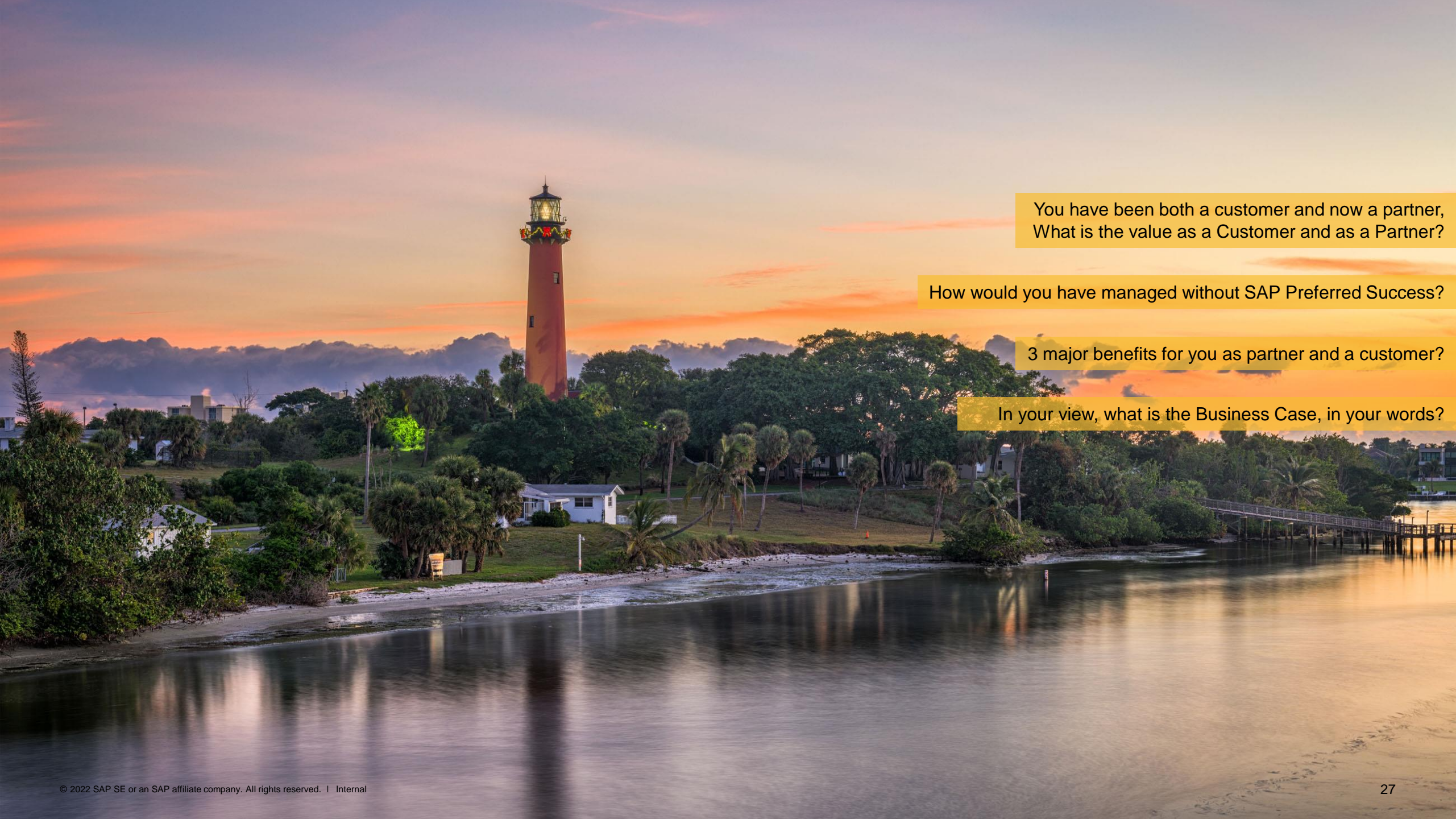
Ravi Prawda

Head of Cloud
Strategic Programs
EMEA South



**Nacho Vazquez
Suarez**

Member the Cloud
Center of Excellence
at Inetum



You have been both a customer and now a partner,
What is the value as a Customer and as a Partner?

How would you have managed without SAP Preferred Success?

3 major benefits for you as partner and a customer?

In your view, what is the Business Case, in your words?

SAP Preferred Success Call to Action



Campaign ID: CRM-WE23-SUP-ACBI_RW

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Thomas Benaroya

Demand Generation Middle East North and South,
Cloud Success Services

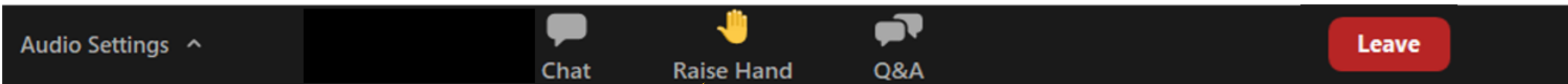
E: thomas.benaroya@sap.com

M: +971(0)506517149

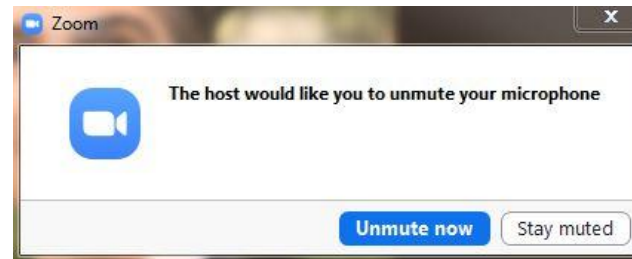
- 1** Familiarize yourself with Preferred Success on [SAP Partner Portal](#)
- 2** Ensure your customers are aware of the offering and share the [Preferred Success Customer Site](#)
- 3** Work with your Partner Business Manager to identify the opportunities where SAP Preferred Success can and should be attached
- 4** Include SAP Preferred Success in applicable net new License opportunities AND at Renewal.
Ask your AE about shelfware swap.

Questions & Answers

Raise your hand and talk live with us



Raise your hand to be unmuted and ask your question



Thank you.

Contact information:



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