



PUBLIC

# SAP Best of Customer Success Awards NL

Entry Pitch Deck Instructions and Guidance



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# Guidance introduction

Thank you for your interest in the SAP Best of Customer Success Awards 2024!

**To get started, you can request the [SAP Best of Customer Success Awards Pitch Deck Template](#). Remember to delete the guidance text boxes before submitting.**

You can participate by submitting an entry pitch deck that shares your story of your successful project in a creative and compelling way. The pitch deck template is a vital tool in preparing your pitch deck. As a supplement to the template, this document provides detailed instructions, tips, and guidance for crafting your pitch deck.

Here are several tips and general guidelines to consider and apply throughout the pitch deck.

- Be authentic and stick to the facts. No one knows your implementation story better than you do.
- Include simple, clear, and quotable statements. Avoid jargon or abbreviations.
- Use short but complete sentences. Bullets generally are less effective for conveying a story.
- Make sure that your entry shows the impact that you have achieved with your project.
- Describe how you are using SAP products and solutions to achieve this impact rather than explaining the features and functions of the SAP products and solutions.
- Explain the context of the challenges and benefits so that someone not in your industry would be able to appreciate them.
- Follow the recommended word count for each of the content areas. Don't reduce the font or change the format to pack more details on the slide. Instead, find a way to shorten your sentences and stick to what is most important. Add additional slides as needed (preferably in the appendix) where you can provide details.
- And finally, go ahead and brag. Tell us why you and your company are especially proud of what you have accomplished – don't be shy!

In the end, we want your pitch deck to tell a compelling narrative that goes beyond process and implementation details and includes stories about the benefits/impact on "people" - on a direct individual level if possible - versus merely citing "improved workforce productivity by 30%."

Participants may submit multiple entries, but each entry must be about a separate project or use case. We recommend focusing on a single well-developed entry rather than multiple entries.

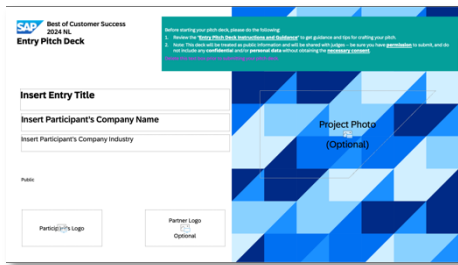
Note: All submissions must be live and deployed i.e., NO Proof of Concept (POC) allowed.

## For partners:

Most of the suggestions and guidance included in this document apply equally to both customer and partner participants. We have also included additional guidance for each slide specific to partners who are developing pitch decks.

Partners may submit multiple entries.

# Title



On this slide enter the title of your pitch deck, participant company, project photo(optional) and participant's company industry.

You also add the participant company logo and participating partner logo(optional).

The pitch deck title is critical and a great way to introduce and differentiate your entry.

## Slide 1-1 Title

The most effective titles are short but specific and emphasize the outcome. As with any good news headline, the objective of the title is to entice the reader to want to know more.

We suggest following these steps for creating compelling titles:

1. Start with an action: enabling, supporting, delivering, etc.
2. Follow the action with what is impacted and be as specific as possible: online shopping experience, real-time delivery, rapid company expansion etc.

HINT: If your logo does not have your company name included, we recommend you add your company name in the title so that it displays on pages where only the logo and title are listed, e.g., online or during the event.

## For partners

There are two possible ways in which an SAP partner may participate in the SAP Best of Customer Success NL Awards:

- Submit your own company as an SAP customer. In this case,
  - Your company is the participant company name and will win the award (if selected as winner).
  - Your use case must be about how your company uses SAP products for your own benefit and not be an application you developed for sale to your customers.
  - Delete participating partner information, which is only relevant when submitting on behalf of your customer.
- Submit on behalf of one of your customers. In this case,
  - Enter your customer's company name as the participant's company name.
  - Make sure you have approval from your customer to submit on their behalf. Be sure to share with them a copy of the official rules, which they need to agree to.
  - Do not include the partner's name on the title slide – you have an opportunity to include information about your company and your role as participating partner in the project on several other slides.
  - Your customer will be eligible to win the award.
  - Your company will be named as the partner in winner announcements.

# Company Information

**Company Information**

**COMPANY NAME:**  
Enter the participant company name

**HEADQUARTERS:**  
Enter city, state, province, or country

**INDUSTRY:**  
Enter industry

**WEBSITE:**  
Enter website URL

**NUMBER OF EMPLOYEES:**  
Enter number of employees

Please describe your company and its business. When was your company founded? What is your company's mission – why do you exist? Who are your customers? Use bullets or paragraphs. (Limit to 80 words)

On this slide, provide a brief introduction about the participating company.

The simplest option for customers is to include the company's standard boilerplate overview.

## Slide 2-1 Company Information

- Keep it concise – no more than a few sentences. You may use paragraphs or bullets, whichever works best for you.
- Describe the purpose of your company. Who are your customers, and what do they desire in terms of a customer experience from your business?
- Include any other information that is relevant or specific to the innovation story. How is your company operating more sustainably, and what are the outcomes of this action? How are you measuring your carbon footprint?

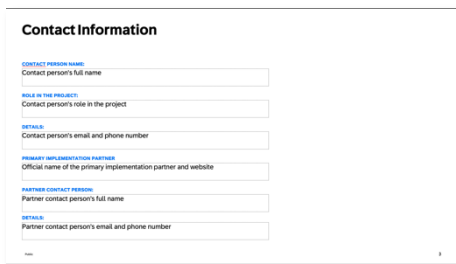
## For partners

Complete this slide based on the way how you as a partner are participating.

If you are submitting on behalf of one of your customers, provide a brief introduction about the customer's company per the guidelines above.

If you are submitting your own company as an SAP customer, provide a brief introduction about your company per the guidelines above. Be sure to enter your relationship with SAP in the entry form as "SAP customer."

# Contact Information

The image shows a screenshot of a presentation slide titled "Contact Information". The slide contains several input fields for contact details, organized into sections with blue headers. The sections and their fields are: "CONTACT PERSON NAME:" with a field for "Contact person's full name"; "ROLE IN THE PROJECT:" with a field for "Contact person's role in the project"; "DETAILS:" with a field for "Contact person's email and phone number"; "PRIMARY IMPLEMENTATION PARTNER:" with a field for "Official name of the primary implementation partner and website"; "PARTNER CONTACT PERSON:" with a field for "Partner contact person's full name"; and another "DETAILS:" section with a field for "Partner contact person's email and phone number". The slide has a small "1" in the bottom right corner.

On this slide, provide the contact details of the person leading the award submission. The organization of the event will use these details to communicate around the contest and the event itself.

Slide 3-1 Contact Information

## For partners

Complete this slide based on the way how you as a partner are participating.

If you are submitting on behalf of one of your customers, you enter the customer contact details in the assigned fields and your own details in the partner field.

If you are submitting your own company as an SAP customer, you only must fill in the contact details and not the additional partner contact details.

# Summary and Quote

Entry Title (Shorter Version of Full Title from Slide 1)  
Enter Participant's Company Name

**CHALLENGE**  
Enter a brief summary of the business and/or people challenges that led to the project. This can also be thought of as background. (Limit to 100 words)

**SOLUTION**  
Enter a brief summary of the proposed solution. Your project can use details aside to describe details of the solution. (Limit to 100 words)

**OUTCOME**  
Enter a brief summary of the outcome or results of the project. What is different better now compared to before the project? What impact did you achieve? (Limit to 100 words)

**XX%**  
Insert business outcome achievement, such as 20% increased revenue

**0X**  
Insert business outcome achievement, such as 10 decreased in productivity

**XX%**  
Insert business outcome achievement, such as 20% increased in customer satisfaction

Participant Company Logo

Slide 4-1 Summary

“ Quote with full attribution. The quote should describe the transformation achievement of your solution and what the impact is. Good quotes help capture the authenticity behind the story. Make sure quotations highlight the importance of the technology for the project. (Limit to 50 words) ”

Enter the name of the person giving the quote, then on the second line, enter the person's title

Participant Company Logo

Slide 4-2 Quote

This slide is your submission's elevator pitch and the most important slide in the pitch deck.

The slide should tell a story – a narrative – effectively conveying the challenge, the solution, and the result or outcome affecting not your company, your workforce, and your customers.

Provide at least three business proof points and metrics that reflect the business outcome achievement. The proof points and metrics should reinforce and provide credibility to the impact and results.

**Challenge:** Why did the project happen? What was the primary struggle that the company was hoping to address?

**Solution:** Provide the solution concept, not a list of what products were bought. What was the approach, why, and how was the solution expected to address the challenge?

**Outcome:** What happened? Did the solution work, and how do you know? What has changed for the company, individuals, or community since the project went live? Do you have any plans as a direct result of the outcome?

On the quote slide, provide a quote that describes the transformation achievement of your solution(s) and what makes it innovative.

- Good quotes help capture the authenticity behind the story.
- Make sure the quote highlights the importance of the technology for the project.

# Partner transformation achievement

This slide is all about the participating partner that was engaged in the success of the customer's project.

This slide is OPTIONAL and only necessary for customer submission and if the customer wants to recognize a partner for their role in the project.

## Slide 5-1 Partner transformation achievement

Insert the participating partner company name and logo. Include a few sentences about the role the partner played in the project. This could describe an implementation role, expertise contributed, an actual intellectual property that the partner contributed in terms of hardware, or the application of another product or service.

Finally, there is a section where you can include a quote from the customer describing the impact the partner had on the success of the project. Make quotes meaningful and relevant to the story – not just a line pulled from a press release or corporate website.

Delete this slide if the partner to be recognized is your own company.



# Challenges and Objectives

**Challenges and Objectives 1 of 2**

**BUSINESS CHALLENGES**  
Provide a brief overview of the challenge(s) your business was facing. Was there a specific business dilemma you needed to solve that acted as the driver for change? How was this impacting the business? How did this affect your workforce, from an engagement, morale, or productivity standpoint?  
Incorporate storytelling elements (e.g., why it's relevant, how you would describe to someone not familiar with your industry). You may use bullets. (Limit to 200 words)

**PROJECT REQUIREMENTS**  
Describe the key objective(s) of your project. Please include details such as any specific guidelines or requirements that had to be addressed with the deployed solution, key design points used to come up with the desired use case. You may use bullets. (Limit to 200 words)

Slide 6-1 Business challenges and Project objectives

**Challenges and Objectives 2 of 2**

**Why SAP**  
Please enter why you chose SAP or the specific SAP solution. Include how long your organization has been a customer of SAP. (Limit to 30 words)

Slide 6-2 Why SAP

On these 2 slides, provide background and context for the project, including the rationale for selecting and deploying the specific use case.

In the **Business Challenges** section, include obstacles faced by your company. These might be competitive or business challenges or about eliminating barriers restricting the pursuit of a business opportunity or relate to the company's ability to address a global crisis or challenge. Was there a specific "business dilemma" you needed to solve that acted as the driver for change? What pain points and challenges did your organization face prior to this initiative? How were these impacting the business? How did this affect your workforce?

In the **Project Objectives** section, include an overview of what the team set out to accomplish. Were there specific guidelines or requirements that had to be addressed with the deployed solution? What were the key design points used to come up with the desired use case? On this slide, you can also introduce any

innovative approaches that were used. For example, did you complete a design thinking workshop to help develop the use case that best addresses the company's needs?

Alternatively, this section may be used to describe the opportunity that the company hopes to benefit from by deploying the solution. For example, the project may have the objective of enabling access to a new market or geography.

In the **Why SAP** section, enter why you chose SAP solutions for your project.

## For partners

Complete this slide based on the way how you as a partner are participating.

If you are submitting on behalf of one of your customers, this slide should be used to describe the challenges and objectives of your customer.

If you are submitting your own company as an SAP customer, describe the challenges and objectives of your company.

# Project or Use Case details

**Project or Use Case**

Please describe the project or use case in more detail. A comprehensive description of the business problem being addressed and the solution that led to the outcome and results.

What were the implementation highlights? What drove your decision? Who supported the project internally? How long did the project take? How did you use organizational change management to transform the business?

(Do not list the functions and features of the SAP products.) Bullets are acceptable here as well as paragraph form, depending on what works best for your story. (Limit to 350 words)

**PROCESS BEFORE**  
Describe the process before implementing the project. You may use bullets and include supporting process flow diagram. (Limit to 100 words)

**PROCESS AFTER**  
Describe the process post implementation. You may use bullets and include supporting process flow diagram. (Limit to 100 words)

On this slide, provide a more comprehensive description of the business problem being addressed and the solution that led to the outcome and results.

Here are some thought-provoking questions to position your story/use case and to present what happened.

## Slide 7-1 Project or Use Case

What were the implementation highlights? What has driven your decision? Who supported the project internally? How long did the project take? How did you use organizational change management to transform the business? (Do not list the functions and features of the SAP solutions).

Additionally, describe the impact on your company's business processes:

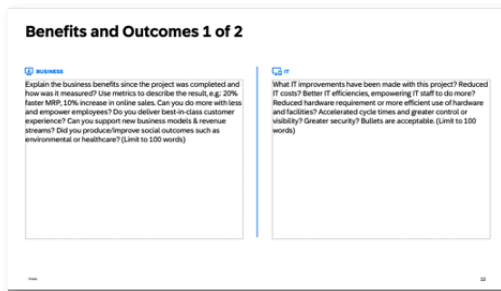
- In the **process before** section, describe the state of your process prior to implementing the SAP solution. You can use bullets and/or include a diagram of the process flow.
- In the **process after** section, describe the state of your process after implementing the SAP Solution. You can use bullets and/or include a diagram of the process flow.

## For partners

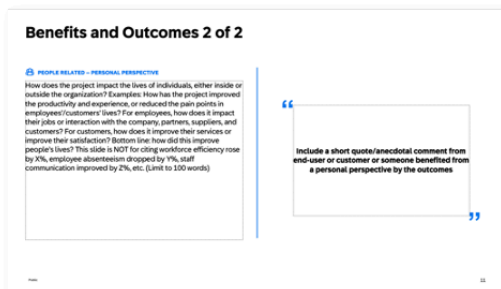
If you are submitting on behalf of a customer, describe the customer's project or use case and processes. Do not provide details about your role on this slide.

If you are submitting as a customer, follow the guidelines above.

# Benefits and Outcomes



Slide 8-1 Business and IT benefits and outcomes



Slide 8-2 Personal perspective

Provide specific benefits and outcomes that resulted from the project. Add details that provide context to the challenges or opportunities. Highlight outcome achievements with three or more business-centric proof points. Why is the use case relevant and important to achieving the company's innovation, business transformation, or intelligent enterprise goals?

On the "**Project or Use Case Details**" slide, you provided details about the use case and the impact on your business processes. Use these slides to tell the rest of the story. What was the impact or outcome since the project was completed? Were there any internal adoption issues, and if so, how was that overcome?

For the purposes of the pitch deck, you should include three different types of outcomes: business or social benefits, IT benefits, and people-related benefits.

**Business:** List business benefits. Explain the impact/outcome since the project was completed. What stats/evidence can you provide. Did the project do more with less and empower employees? Does it deliver best-in-class customer and employee experiences? Have you invented new business models & revenue streams? Have you improved environmental or healthcare-related social outcomes?

**IT:** What improvements have been made with the implementation of this project, e.g. Reduced IT costs, Better IT efficiencies, empowering IT staff? Reduced hardware requirements or more efficient use of hardware facilities? Accelerated cycle times and greater control or visibility? Greater security? Benefits of embracing cloud? This section is required if you are using SAP Business Technology Platform solutions.

**People related:** Consider all audiences that benefitted from the solution. How does the project impact the lives of individuals either inside or outside the organization? For example: How has the project improved the productivity and experience or reduced the pain points in employees'/customers' lives? For employees, how does it impact their jobs or interaction with the company, partners, suppliers, and customers? For customers, how does it improve their services or improve their satisfaction? Was the solution widely adopted by your employees? What impact did this have on your customers and/or customers' customers? Bottom line: how did this improve people's lives? This slide is NOT for citing workforce efficiency rose by X%, employee absenteeism dropped by Y%, staff communication improved by Z%, etc.

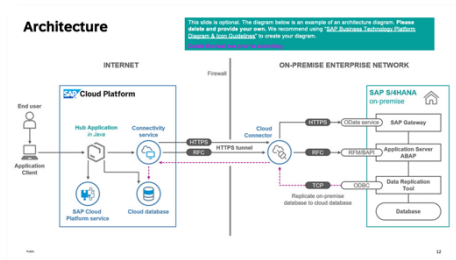
**Quote:** you can include a comment from someone who was personally impacted by the outcome of the project.

Examples of the three different types of outcomes and benefits are included in the Appendix.

## For partners

- If you are submitting on behalf of a customer, the benefits should be derived from that customer's use case using the guidance included above.
- If you are submitting as an SAP customer, the benefits should be derived from the outcome that your company has achieved from the use case.

# Architecture



This slide is optional. If you feel it adds value, provide a high-level architecture diagram showing how the project comes together and where each product or technology fits into the overall picture. The goal is to provide a visual representation of the project and to illustrate the major technical components or elements of the project.

## Slide 9-1 Architecture

For example, the architecture diagram could represent inputs and outputs and show how various data sources and applications are aggregated and analyzed in new, innovative ways. It should be a high-level overview meant for a moderately technical or informed audience and should not be of developer-level complexity. The example provided represents the maximum level of detail that meets the requirements for judges to evaluate your submission.

For all entries, we recommend using [“SAP Business Technology Platform Solution Diagram & Icon Guidelines”](#) to create the diagram and to make documenting your project, use case, and solution implementations easier. It includes a comprehensive set of official icons, capability icons, graphical design elements, and a set of sample diagrams. All these tools can be used to design diagrams and schematics of different complexity and to illustrate the ways in which SAP products are used.

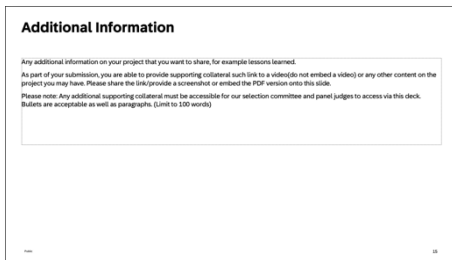
## For partners

If you are submitting on behalf of one of your customers, follow the guidelines above and make sure the architecture diagram is a representation of the customer’s use case. Include how SAP products are used and how your products fit in the use case – do not focus only on your solution.

If you are submitting your own company as an SAP customer, follow the guidelines above and share a representation of how your company (as a partner) is using various technologies in implementing the solution for your company.



# Additional information



Include this slide if there is specific additional information or content that is critical to your story and that you were unable to include in other parts of the pitch deck.

## Slide 11-1 Additional information

It is a good place to, for example,

- Clarify how your innovation contributes to a better tomorrow for everyone - not just “maximizing operational efficiency.”
- Additional quotes from how the innovation has been impactful in improving business.
- Relevant screenshots and specifics about your journey toward becoming an intelligent enterprise (if applicable).
- Future plans.

As part of your submission, you can provide supporting collateral such as a video or any other content on the project you may have. Please share the link/provide a screenshot or embed the PDF version onto this slide. Please note: Any additional supporting collateral must be accessible for our selection committee and panel judges to access via this deck. Bullets are acceptable, as well as paragraphs. (Limit to 100 words).

# General Guidelines and Tips

- Do not include [personal data](#) unless you have obtained consent from the person.
- Do not include [confidential information](#); ensure that all links are current and public because your pitch deck can be posted on SAP's website.
- Provide [links to large graphics and videos](#) instead of embedding them in the deck, as there is a limit to the size of the pitch deck.
- Ensure that the [SAP product names](#) are in accordance with SAP naming (Note: The awards team will correct product naming before publishing).
- Delete optional slides (such as the partner slide) per the guidelines above.
- Proofread and spell-check to find and correct typos.
- Ask someone unfamiliar with your project to review your entry and give feedback (is anything unclear, is there too much jargon, and so forth).
- If you are using images containing text that is not in English, include a note describing the contents of the image.



# APPENDIX

## EXAMPLES OF BENEFITS AND OUTCOMES

### Business Outcomes

- Optimized resources
  - Decrease risk in the global supply chain.
  - Create sustainable products.
  - Protect profits from increasing costs.
  - Eliminate redundancies.
  - Reduce cost by having full visibility on operations.
- Engaged workforce
  - Build a people-centric business model.
  - Create the ideal employee experience.
  - Become a magnet for talent.
  - Provide employees with access to career plans and growth at their fingertips.
- Delighted customers
  - Develop customer profiles that are private and protected.
  - Gain visibility into the full customer journey.
  - Build customer loyalty.
  - Enhanced customer service.
- Applied intelligence
  - Run a successful, digitally connected business.
  - Provide business with effective and timely use of enterprise data.
  - Monetize data to create new revenue streams.
  - Use machine learning to improve expertise.
  - Boost forecasting accuracy.
  - Create a real-time simulation tool to improve forecasting and boost ROI.
  - Reduce the processing time per application and payment from 25 minutes to 30 seconds with an automation level of 85%.
- Innovative business
  - Move from selling products to selling outcomes.
  - Benefit from the shared economy.
  - Digitize products and services.
  - Eliminated many manual processes, streamlined operations, and enhanced efficiency.

### IT Outcomes

- Reduced IT costs
- Better IT efficiencies, empowering IT staff to do more.
- Reduce hardware requirements or enable efficient use of hardware and facilities.
- Accelerate cycle times and greater control or visibility.
- Allow for continuous, automated data quality monitoring.

## People Outcomes

- Reduced Sexual Violence Against Women and Girls.
- Made Life Safer for Maintenance Workers / Keeping workforce safe.
- Empowered Disability Support Workers to succeed.
- Enable service technicians to always be up to date on their assigned work orders.
- Enable procurement team to cope with drastically increased spend with strict regulatory requirements.
- Enable employees to enhance their skills to enable them to maintain a safe level of performance.
- Reduced risk for maintenance crews by replacing manual network inspections with automated process.
- Enable employees to perform travel-related tasks on any device.
- Freeing workers from repetitive tasks and eliminated unnecessary travel by using machine learning and IOT to predict and optimize maintenance.
- Allowed colleagues working in different locations to connect and collaborate with mixed reality in real-time.
- Provide most profitable consumers of energy with insights to their energy consumption patterns, to be able to optimize energy use and sell excess energy.
- Enable children to learn, teachers to teach and parents to home school with a personalized learning helper powered by a teaching engine that is emotionally responsive and tailored to each child to fit their learning curve.
- Inclusive workplace where all employees – independent of race, gender, and age – can take advantage of every opportunity to achieve their full potential and shine.