



SAP SuccessFactors 

# Influencing the Product: Explore the Options Customers Have for **Influencing the Product Road Map**

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PUBLIC

THE BEST RUN



# Agenda

## Customer experience

- Driving influence

## Program overview

- Influence opportunities across the board

# Driving influence as a customer





**Enterprise Business Solutions** (EBS) is the Johns Hopkins technical support group for SAP and the interfaces between SAP and over 200 other Johns Hopkins and external systems.

**The EBS Mission Statement:** *In collaboration with the Johns Hopkins community, the Enterprise Business Solutions team leverages its diverse business and technical expertise to identify, deliver, and support solutions which improve the effectiveness and efficiency of business processes and enable this community to focus on its institutional missions.*



**HCM ERP Manager**  
HCM support for Johns Hopkins Health System and Johns Hopkins University

**Successfactors structure:**

**Instance 1** – Performance Management and Goal Management for the Enterprise and Recruiting Management for Johns Hopkins Health System.

**Instance 2** – Recruiting Management and Recruiting Marketing for Johns Hopkins University. Integrated with SAP ERP HCM

# Influencing the product

## *Influence Opportunity page*

### SAP Preferred Success plan Webinars

### SAP Enterprise Support Academy program (2017)

- Meet the expert
- How SAP uses SAP SuccessFactors Recruiting Management and SAP SuccessFactors Recruiting Marketing solutions in-house

### Customer Influence program

- SAP SuccessFactors User Assistance team – customer feedback for documentation

### Candidate relationship management early adopter program

- Biweekly call series with product owners
- Recording and materials on the dedicated SAP Jam site
- Dedicated *Influence Opportunity page*

### My recommended support process

- Search the influence page to see if an enhancement already exists. If it does, vote! If no similar enhancement exists, enter an enhancement request with as much detail as possible on the influence page. Pictures of mock ups are great.
- Post a topic on the appropriate SAP SuccessFactors Community page
- Post on the appropriate SAP Preferred Success page
- Reach out and collaborate with your SuccessConnect network.

# Program overview: Influence opportunities across the board



# Product Advisory programs



**Product Advisory  
Panels**

Product Managers host a mix of virtual and in-person sessions to allow customers to collaborate with the Product Teams on specific product/feature and design topics.



**Product Advisory  
Continuous Feedback Programs**

Customers can request to join Early Adopter Care, Beta, Customer Engagement Initiative, and Design Advisor programs to interact with Product Managers on specific longer-term initiatives.



**Improvement Requests  
& Knowledge Sharing**

SAP provides influence opportunities such as the SAP Continuous Influence Session (aka Improvement Requests) as a way for customers to request product improvements. Customers are also invited to participate virtually and in-person at regional events (e.g., ASUG, DSAG, VIP, SuccessConnect).

**More information regarding programs and sessions**

<https://bit.ly/2MsKWMo>



# Experience SAP Beta Testing

## Beta enables customers to

Test and experience upcoming products:

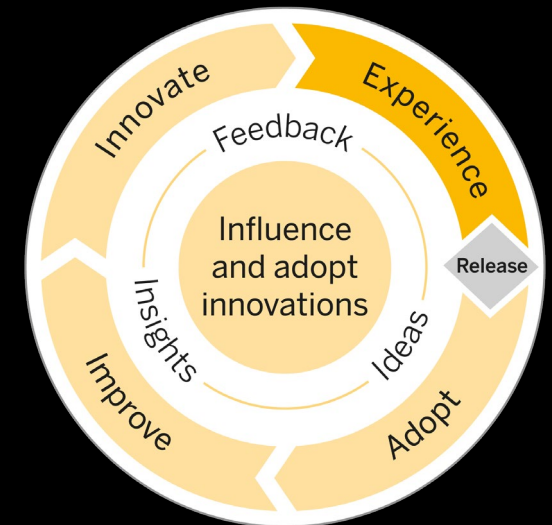
- Selected SAP customers and partners offered new software to gain early software insight
- Opportunity to interact with development teams and influence the quality of the SAP software product during any stage of development

## Your impact on SAP

- Opportunity to provide feedback on product functionality, usability, and quality of new products and solutions before official release

## How to engage with us

- Potentially start participating early on in the development of a new product or release through the SAP Customer Engagement Initiative
- Visit [influence.sap.com](https://influence.sap.com) directly for upcoming beta opportunities
- Continue your journey with SAP Early Adopter Care





# Adopt SAP Early Adopter Care

## SAP Early Adopter Care gives customers

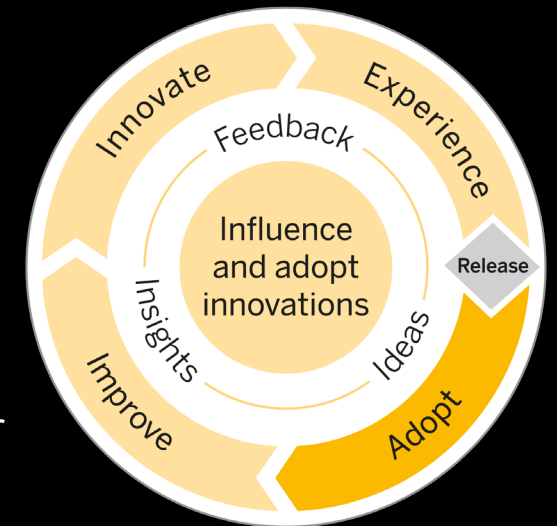
- Support with the early implementation of SAP's latest releases
- Services that provide an opportunity for close collaboration with SAP
- A dedicated back-office support infrastructure to safeguard the project and minimize risk
- Access to a program allowing them to stay current at no additional cost

## Customer impact on SAP

- Direct interaction with development, providing firsthand feedback
- Bringing in the customer voice to influence future releases

## How customers get engaged with SAP

- Early engagement in the development of a new product or release through the SAP Customer Engagement Initiative or SAP Beta Testing, continuing to first productive use in SAP Early Adopter Care
- Upcoming early adoption opportunities available at [influence.sap.com](https://influence.sap.com) for your SAP- or partner-led implementation project
- Direct collaboration through a dedicated SAP Early Adopter Care project coach (in select cases)



# We have improved and expanded the product advisory programs . . .

## Our guiding principles are:

- Provide customers flexibility in how they can collaborate with us
- Involve more product managers and subject matter experts
- Engage with customers in many geographies, industries, sizes of business, and more
- Invite participation from multiple user roles, from strategic to administrative/hands-on
- Create frequent touch points, both in person and virtual



# Resources

# Overview blog

The screenshot shows a browser window with the URL <https://community.successfactors.com/t5/Resources-and-Updates-Blog/What-s-New-with-the-...>. The page header includes the SAP SuccessFactors logo and navigation icons. The main content area features a post by Carrie Lande, a Rising Expert, dated 04-30-2018. The post text begins with a thank you and lists guiding principles for customer interaction, such as providing flexibility and involving product managers. It also mentions specific programs like Product Advisory Panels and SAP Customer Influence. A diagram titled 'Product Introduction and Advisory Programs' illustrates a flow from Product Advisory (represented by a screen and people) to Product Introduction (represented by hands shaking) to Influence (represented by lightbulbs). The post concludes with a section on Product Advisory, noting that managers host virtual and in-person sessions.

The screenshot shows a browser window with the same URL as the first image. The main content area features a post titled 'What's Next? How do we Discover the Product Introduction and Advisory Programs?'. The text explains that panel session dates are posted on the SAP SuccessFactors Customer Community and provides a list of upcoming sessions. The list includes:

- August 5th - Product Advisory Panel: Quick Apply (Virtual) (System Administration, Recruiting) - 10:00 EDT, 16:00 CET** - Join us to hear a review of current designs and directions for the Recruiting Quick Apply feature, which will allow customers to configure specific job requisition hiring profiles with a simplified alternative application process. Job requisitions identified as "quick apply" will automatically bypass the standard profile completion process and only require the candidate to complete the basic required account fields and corresponding simply application. During this session we will be looking for feedback on the configuration process and overall design. Learn more and [register here!](#)
- August 22 - Product Advisory Panel: Recruiting Posting Profile Pre-selection (Virtual) - 10:00 EDT, 16:00 CET** - Join SAP SuccessFactors Product Management for an interactive panel to discuss the Posting Profile Pre-selection feature which will allow customers to configure rules that would automatically pre-select posting profiles based on the job requisition fields. Learn more and [register here!](#)
- August 29 - Product Advisory Panel: Well-being at Work - Using Technology to Foster Positive Employee Well-being, Part Two (Virtual) - 10:00 EDT, 16:00 CET** - On June 13th, the SAP SuccessFactors Product Management Team held a product advisory panel focused on employee well-being. During this session, customers shared their feedback about their organizations' well-being strategies and programming, including what's working and what could work better. The insights that were gathered in that session were extremely valuable to understand the priority that companies are placing on employee well-being and their current efforts to foster a positive well-being culture. In this second installment on **Thursday, August 29**, we will continue the conversation to focus specifically on how technology can be used to improve both an organization's well-being culture and the individual well-being of its employees. Learn more and [register here!](#)
- September 11 and October 24th - Product Advisory Panels as part of the Employee Central Time Management VIP Event (In-Person) in Helsinki and Munich** - Meet with Product Management to give feedback on Time Management topics in Helsinki and Munich! [Register here](#) for sessions in **Helsinki, Finland on September 11th, 2019** or in **Munich, Germany on October 24th, 2019**.

<https://community.successfactors.com/t5/Resources-and-Updates-Blog/What-s-New-with-the-Product-Introduction-and-Advisory-Programs/ba-p/204679>

# Example of announcement on SAP SuccessFactors Community

## Announcement

The screenshot shows the SAP SuccessFactors Community homepage. The navigation bar includes 'Community Home', 'Empowerment Center', 'Products', 'Training', 'Support', 'Services', and 'Groups'. The 'Products' link is circled in red. Below the navigation bar, there is a 'Recruiting' link also circled in red. In the 'Engage with Others' section, the 'Events' link is circled in red, and a specific event titled 'Recruiting: Internal Career Site - Employee Job Marketing ...' is highlighted with a red oval.

## Blog

The screenshot shows a blog post titled 'Recruiting: Internal Career Site - Employee Job Marketing Product Advisory Panel' by Carrie Lande on 04-03-2018 04:50 PM. The article text describes a Product Advisory Panel and lists several bullet points: 'Identify problems & opportunities to improve the employee experience in searching for jobs', 'Provide feedback on & validation for our current plans, including roadmap & mock-ups', 'Identify what are competitors doing that we are not', 'Prioritize features', and 'Understand industry-specific requirements'. The 'Qualifications' section states that participants should be in charge of Recruiting Marketing & Recruiting Marketing products, with titles such as Lead Recruiter, Head of Talent Acquisition, or someone who can talk to strategy. The 'Date' is listed as 'May 30, 7:00 PDT / 10:00 AM EDT - 2 hours'. A 'Link to registration' is circled in red at the bottom of the post.

## Registration

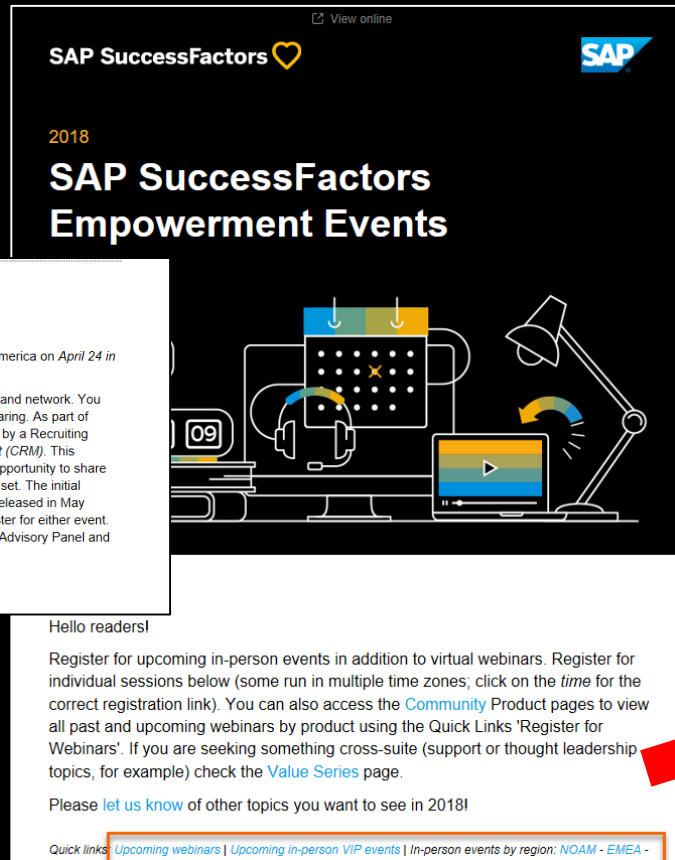
The screenshot shows the registration page for the event. It includes an 'Overview' section with the title 'May 2018 Recruiting: Internal Career Site - Employee Job Marketing Product Advisory Panel', the date 'Wednesday, May 30, 2018', and a duration of '2 hours'. There is a 'Register Now' button and a 'Summary' section with a list of bullet points: 'Identify problems & opportunities to improve the employee experience in searching for jobs', 'Provide feedback on & validation for our current plans, including roadmap & mock-ups', 'Identify what are competitors doing that we are not', 'Prioritize features', and 'Understand industry-specific requirements'. The 'Speakers' section lists Tim Adair, Jamalia Holder, Carrie Lande, and Paul Vassar.


<https://community.successfactors.com/t5/Recruiting-Resources-Blog/Recruiting-Candidate-Relationship-Management-CRM-Product/ba-p/201505>

# VIP and product advisory panel event publicity and report

## Events newsletter, link to event registration – recruiting roadshow example

### Events Newsletter



SAP SuccessFactors 

2018

## SAP SuccessFactors Empowerment Events

April 24 and April 26  
**VIP Roadshow - Recruiting (United States)**

SAP SuccessFactors will be hosting Recruiting VIP events in North America on April 24 in Oklahoma City, Oklahoma and April 26 in Denver, Colorado.

This is a great opportunity to share customer insights, best practices, and network. You will also meet with our Recruiting experts for additional knowledge sharing. As part of these events, we will hold a **Product Advisory Panel**, which will be led by a Recruiting product manager on the topic of **Candidate Relationship Management (CRM)**. This session will give customers a chance to preview CRM and have the opportunity to share their feedback on the design, strategy, and vision for this new feature set. The initial elements of Candidate Relationship Management are planned to be released in May (1805) and August (1808) of 2018. Click on the buttons below to register for either event. Please see the event registration site for more details on the Product Advisory Panel and agenda topics for the events.

April 24 - Oklahoma City, OK | April 26 - Denver, CO

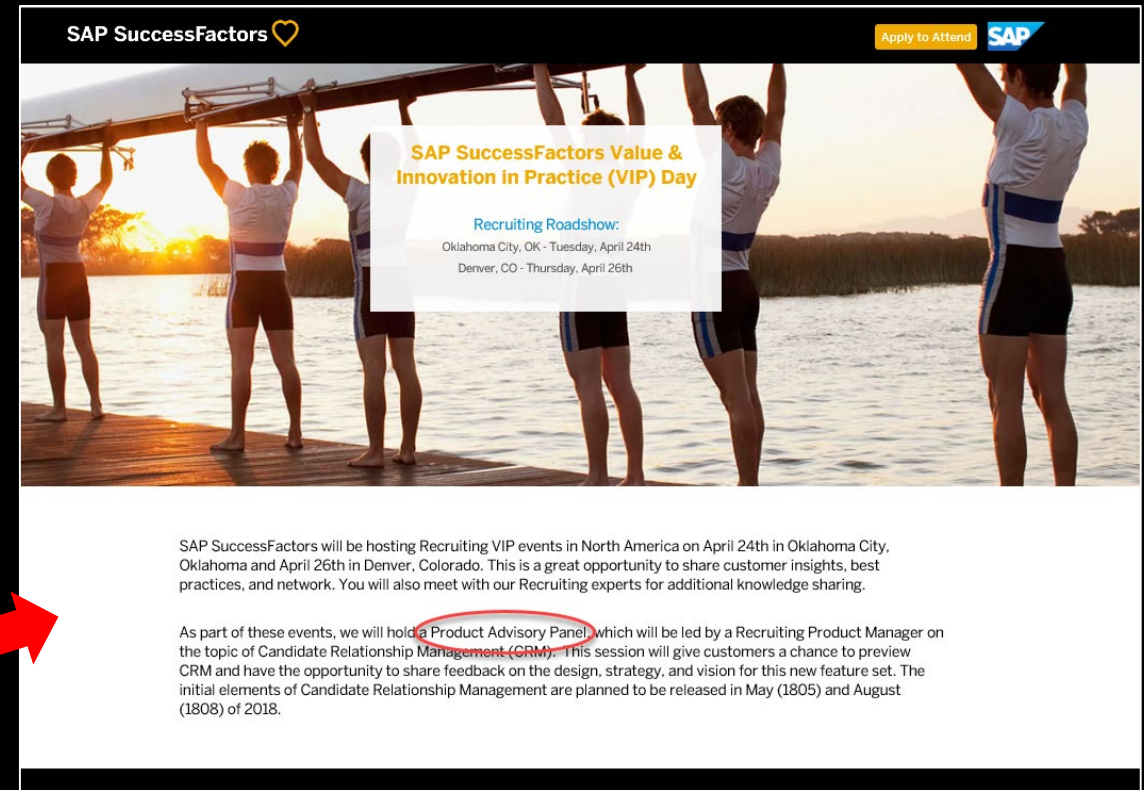
Hello readers!


Register for upcoming in-person events in addition to virtual webinars. Register for individual sessions below (some run in multiple time zones; click on the *time* for the correct registration link). You can also access the **Community Product** pages to view all past and upcoming webinars by product using the Quick Links 'Register for Webinars'. If you are seeking something cross-suite (support or thought leadership topics, for example) check the **Value Series** page.

Please **let us know** of other topics you want to see in 2018!

Quick links: [Upcoming webinars](#) | [Upcoming in-person VIP events](#) | [In-person events by region: NOAM - EMEA -](#)


### Event Registration



SAP SuccessFactors 

## SAP SuccessFactors Value & Innovation in Practice (VIP) Day

**Recruiting Roadshow:**  
Oklahoma City, OK - Tuesday, April 24th  
Denver, CO - Thursday, April 26th

Apply to Attend 

SAP SuccessFactors will be hosting Recruiting VIP events in North America on April 24th in Oklahoma City, Oklahoma and April 26th in Denver, Colorado. This is a great opportunity to share customer insights, best practices, and network. You will also meet with our Recruiting experts for additional knowledge sharing.

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<https://www.sap.com/cmp/nl/sap-successfactors-monthly-webinar/index.htm>

<https://events.sap.com/sf-vip-noam-recruiting-roadshow/en/home?partnerref=newsletter>

# **SAP Continuous Influence**



# SAP Continuous Influence process

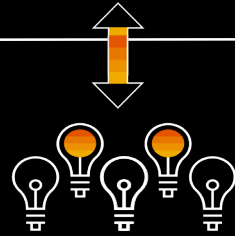


Votes qualify requests for Review



Desirability (Votes), Viability, Feasibility as selection criteria

Follows, moderates, and comments on improvement requests (IRs) submitted



Review of IRs that meet voting threshold at the beginning of the review cycle



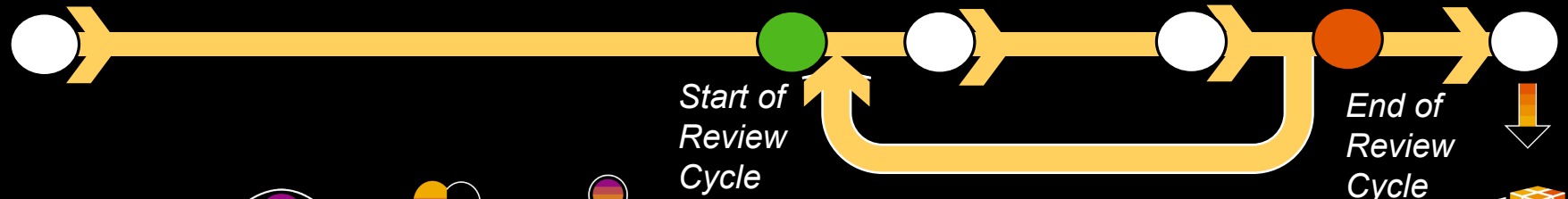
Communicates review cycle results



Suitable improvement request(s) are accepted and built into an upcoming release



Product session continuously open



Views – Votes – Submits improvement requests



Customer activities



Receives review results



Uses and provides feedback

# Q2 2019 overview all SAP SuccessFactors sessions

Thank you, customers, for your participation!

The review of Q2 2019 cycle resulted in ....

- 78 improvements “Delivered or identified with available solution”
- 29 improvements “Accepted” (short term)
- 18 improvements “Planned for portfolio” (long term)
- 32 improvements “Not planned”

Product session	Q1 2019 review cycle IRs delivered or with available solution	Q2 2019 review cycle IRs delivered or with available solution	2019 – review cycles IRs delivered or with available solution
Total	148	78	226

# Thank you.

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