



SAP Mobile Start

The Intelligent Enterprise at your fingertips

December 2021

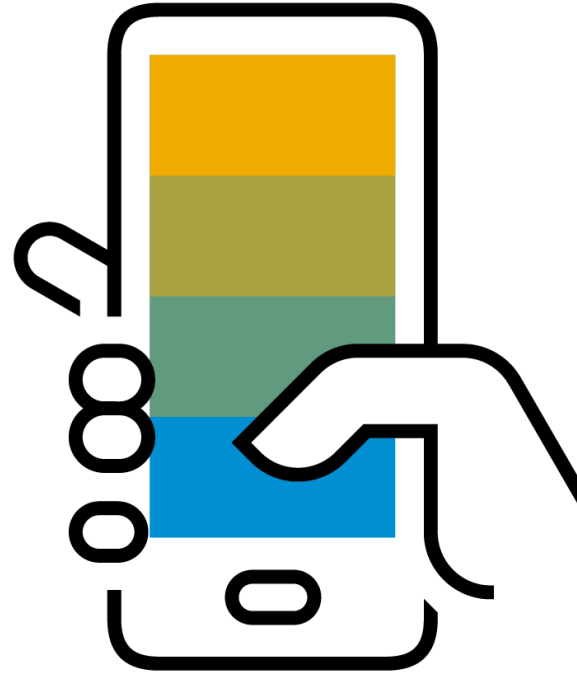
SAP Mobile Start Version 1.1

Agenda

SAP Mobile Experience

SAP Mobile Start

SAP Mobile Experience

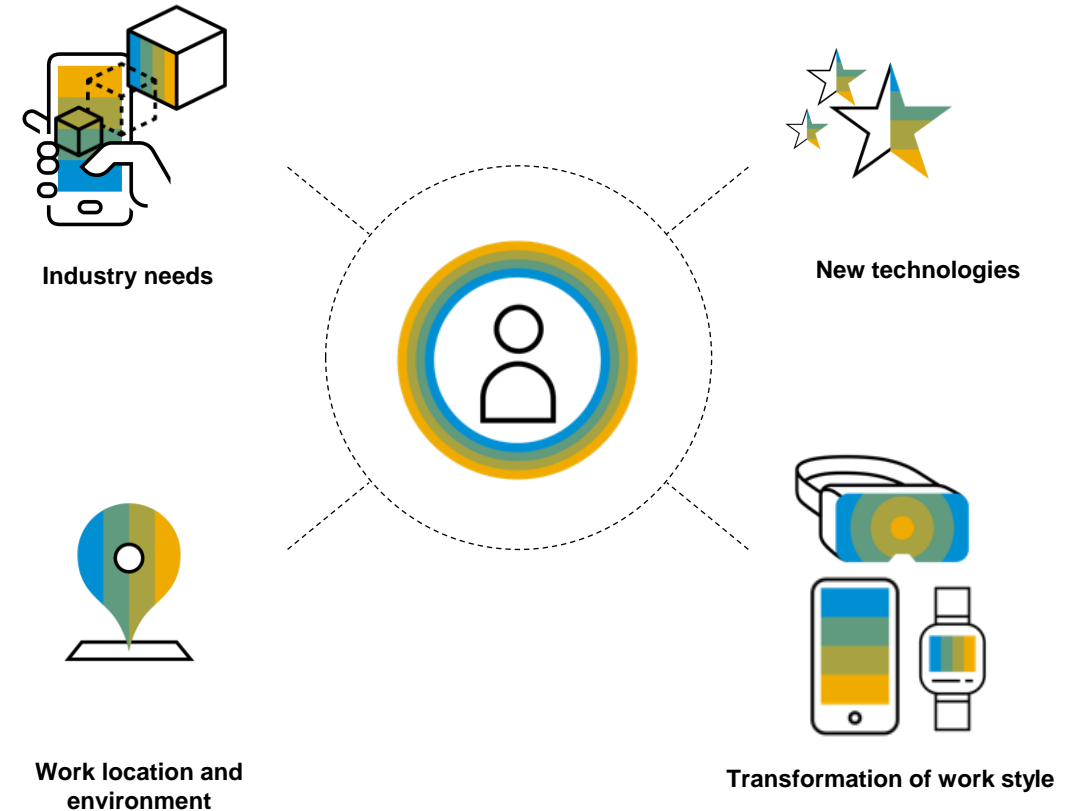


SAP Mobile Experience & Engineering

SAP's Mobile Experience and Engineering (MXE) defines and drives the mobile vision and strategy for the Intelligent Enterprise Suite.

We are a global network of mobile development and product management teams that deliver the entire mobile lifecycle process from mobile solution portfolio design to complete mobile application delivery.

We collaborate and co-innovate with customers and partners to deliver the best possible mobile experience to support the end-users delivering their day-to-day activities using mobile devices.



Enterprise Mobile Workforce

Variety, frequency, and data intensity varies by workstyle

MOBILE WORKSTYLES >

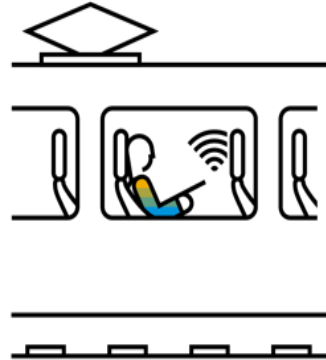
31%

INFREQUENT



22%

PERIODIC



26%

CAMPUS

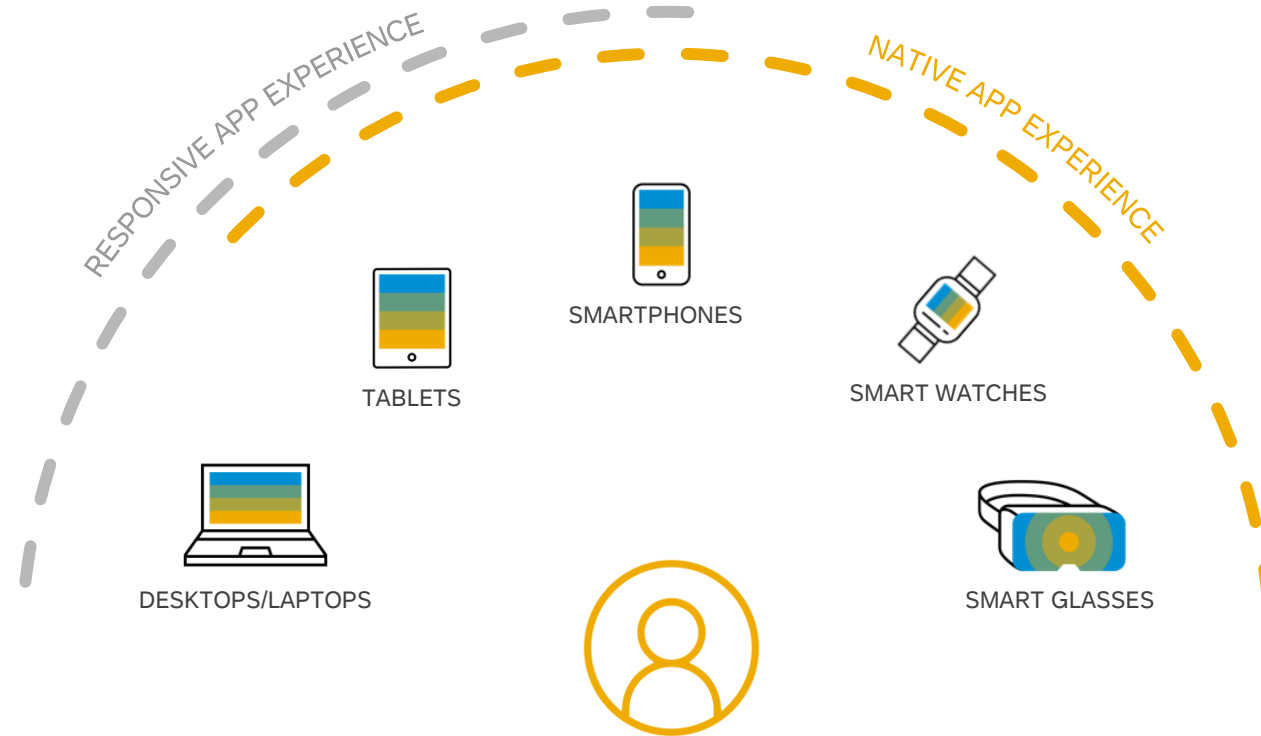


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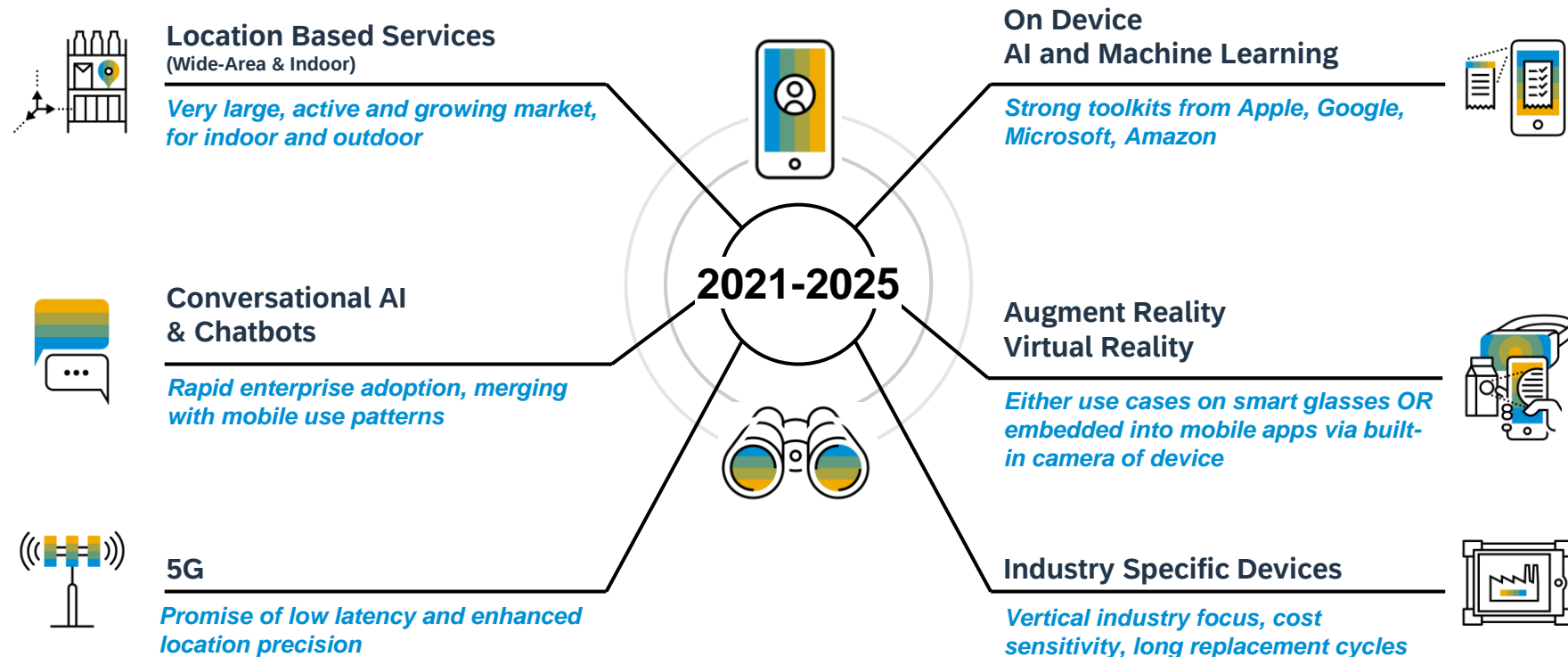
FRONTLINE



Various Expectations in Different Work Environments by each Persona



Mobile Industry Enterprise-Related Trends



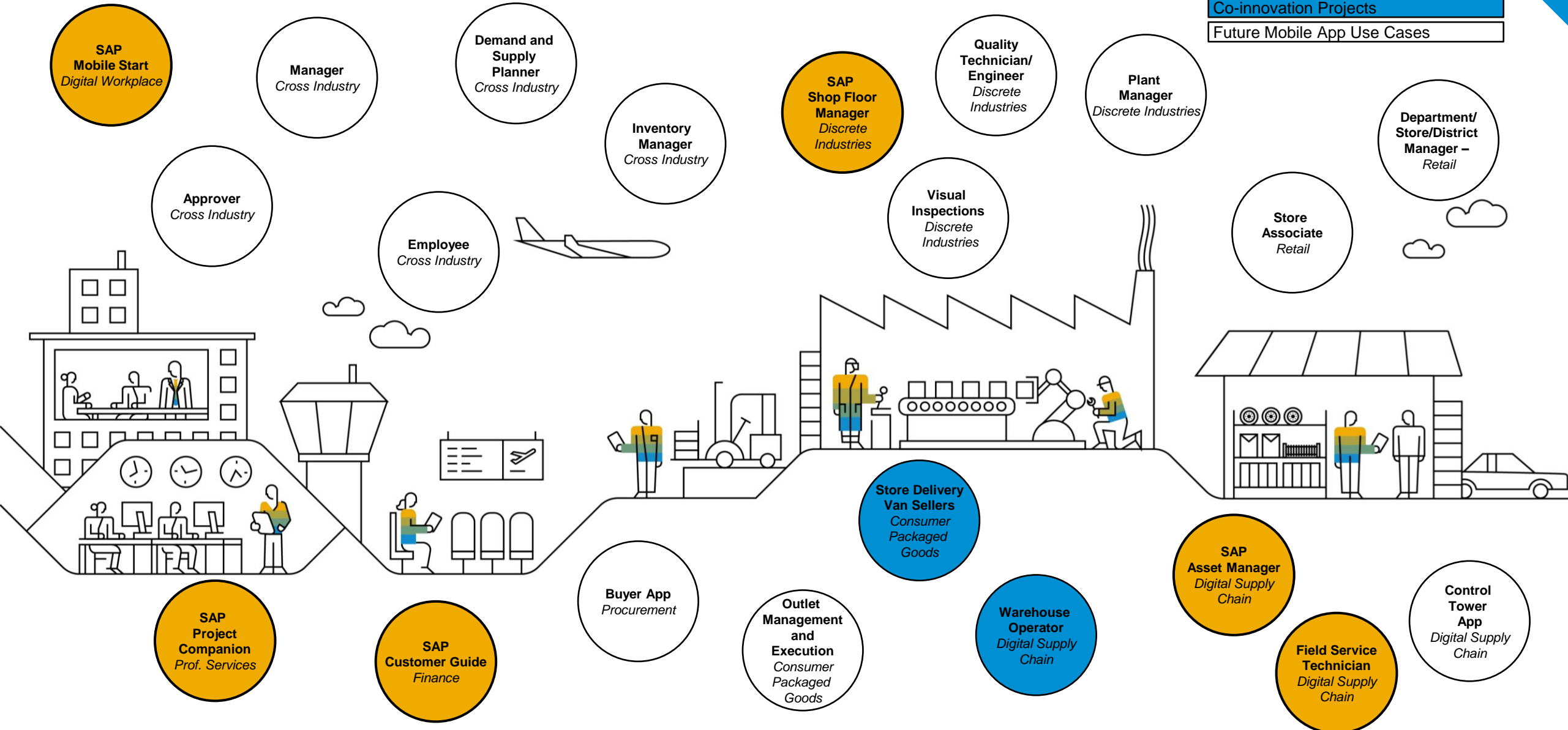
SAP Native Apps & Experiences for the Intelligent Enterprise

Lab preview

SAP S/4HANA Mobile Products 2021

Co-innovation Projects

Future Mobile App Use Cases



SAP Mobile Start



SAP brings the Intelligent Enterprise to the fingertips of every SAP user.

SAP Mobile Start



SAP Mobile Start

Your native entry point to the intelligent enterprise

Customer Pain Points

Mobile users are confronted with many different native and web applications scattered across their mobile devices: Difficult to find the right one, easy to overlook important alerts.

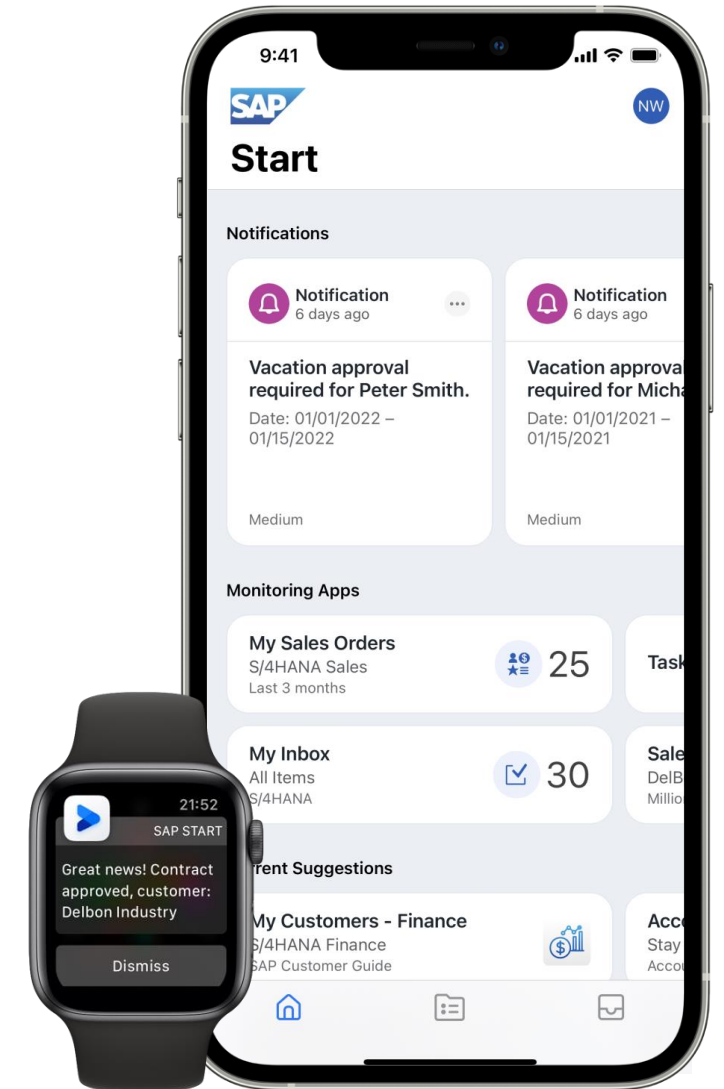
Critical business decisions are not being made due to users being unaware of them, since they are increasingly away from their desk ensuring business continuity.

Solution

SAP Mobile Start is the native app you need to access your SAP S/4HANA and other SAP Solutions, by leveraging the SAP Business Technology Platform.

Benefits:

- Mobile access to the intelligent enterprise, its applications (Native or Web), Web content, data or SAP S/4HANA notifications to quickly address business issues.
- Consumer-grade user experience and superior performance, designed for an intuitive and personalized native user experience, with enterprise-grade capabilities.
- Improved productivity, agility and work flexibility thanks to mobile.
- Consolidated view on all task to trigger direct actions



Key Capabilities

SAP Mobile Start is the native app for all SAP users, that offers:



Native entry point
to the Intelligent Enterprise Suite

SAP Launchpad service



Deep UX integration
with your mobile devices

iOS 14 or later

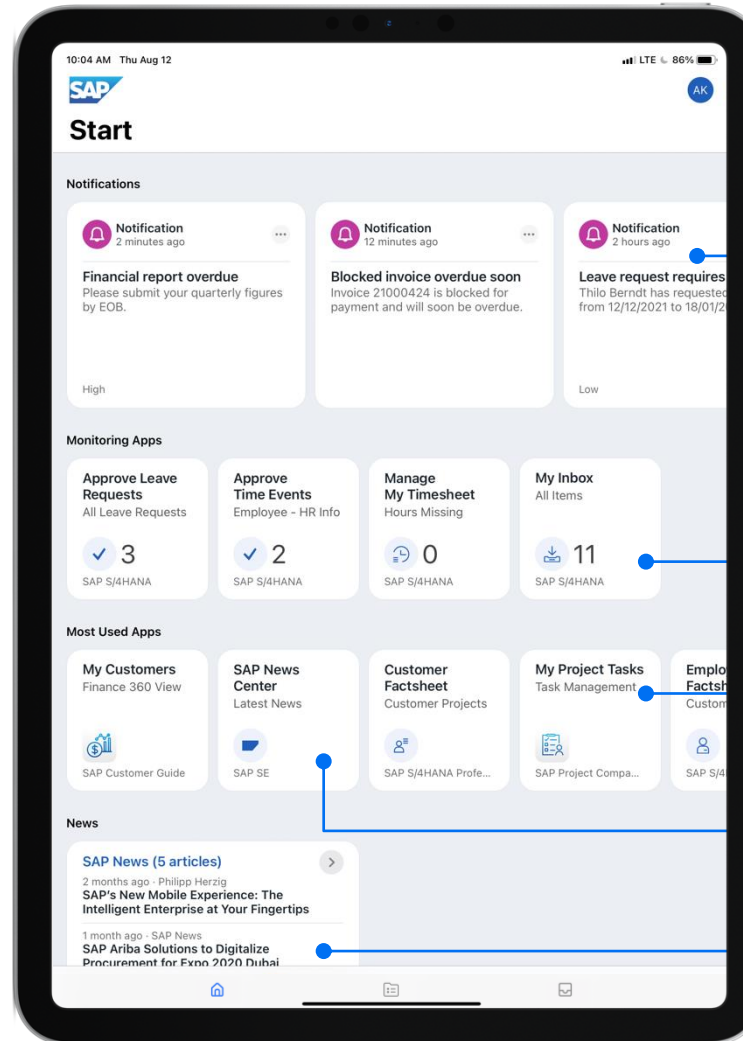
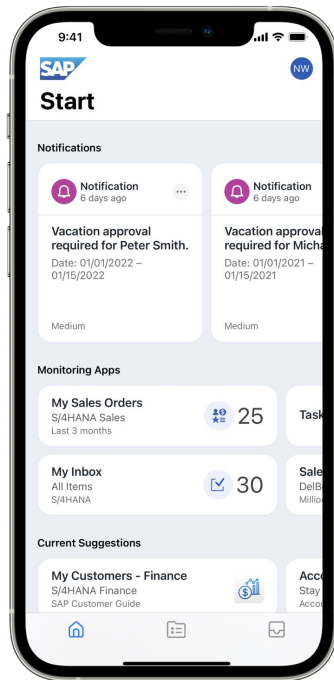


Tailored content
per persona

Native & Web apps

Native Entry Point

to the Intelligent Enterprise Suite



Notifications

Web apps

Native apps

Web links

News feeds

Deep UX Integration

with your mobile devices

Native Launchpad

Discover and access all your business apps

Spotlight Search

Instantly access occasionally used apps

Widgets

Access your critical apps like a shortcut

Monitor your business from your home screen

Native notifications

Never miss a critical notification

Manage SAP notification the way you prefer



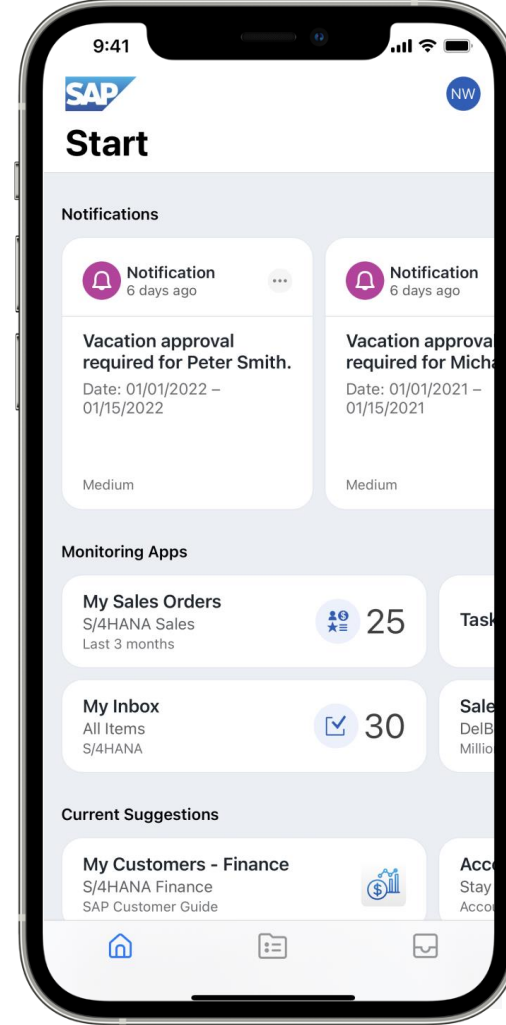
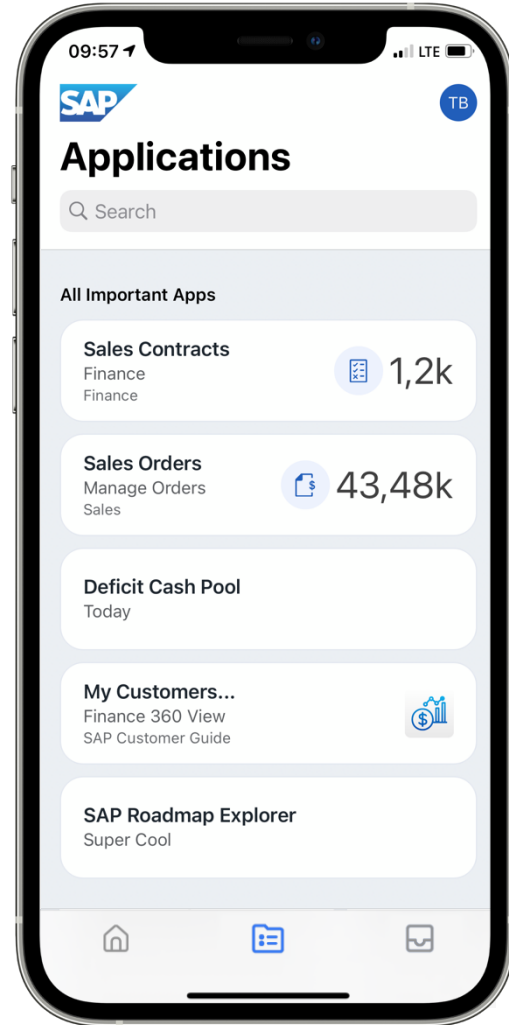
Tailored Content

per persona

Persona-centric
content & structure
is set-up by IT admin



Paul
Finance Manager



Alex
Project Manager

Paul

Finance Manager

I love having my liquidity forecast or current cash position available everywhere.

I never again miss significant changes in exchange rates thanks to the native notifications.

I can access SAP Analytics Cloud or SAP Customer Guide from one place.

I love keeping an eye on the Operating Cash Flow widget directly on my home screen.

I enjoy handling budget approvals easily where I want and when I need.



Alex

Project Manager

I love keeping track of my projects wherever I am.

I always stay ahead of upcoming project milestones with the native notifications.

I can access SAP Analytics Cloud easily to look up my latest project KPIs.

I love monitoring my project progress with widgets on my home screen.

I enjoy getting in one place all the resources I need to manage my travels.

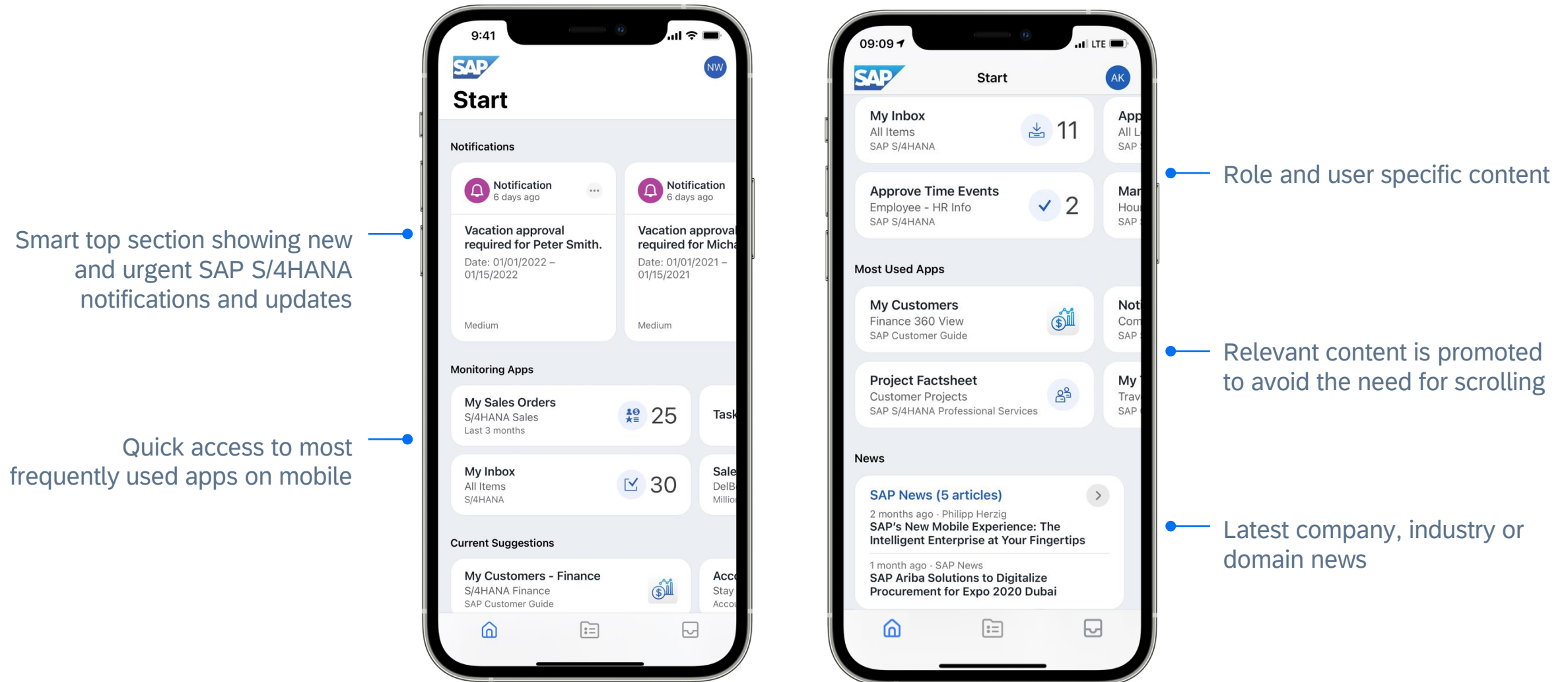


Product Overview



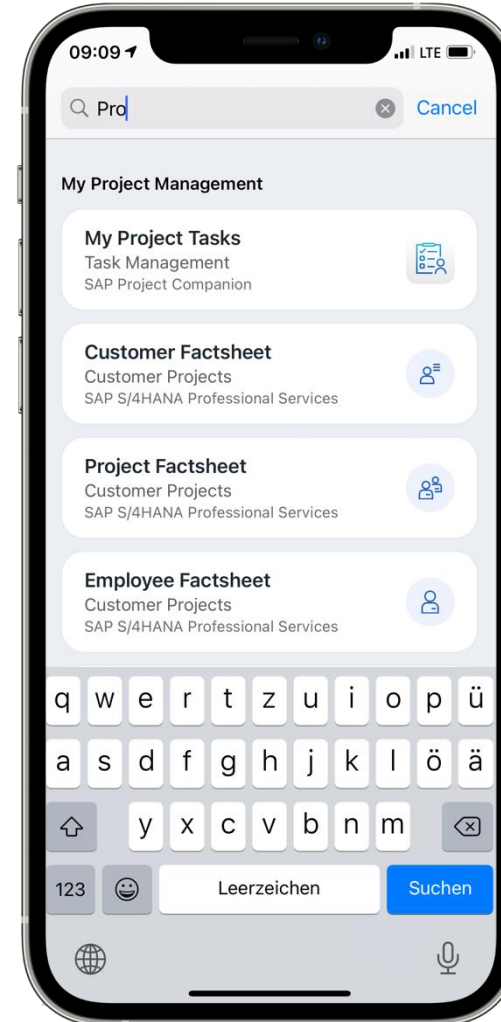
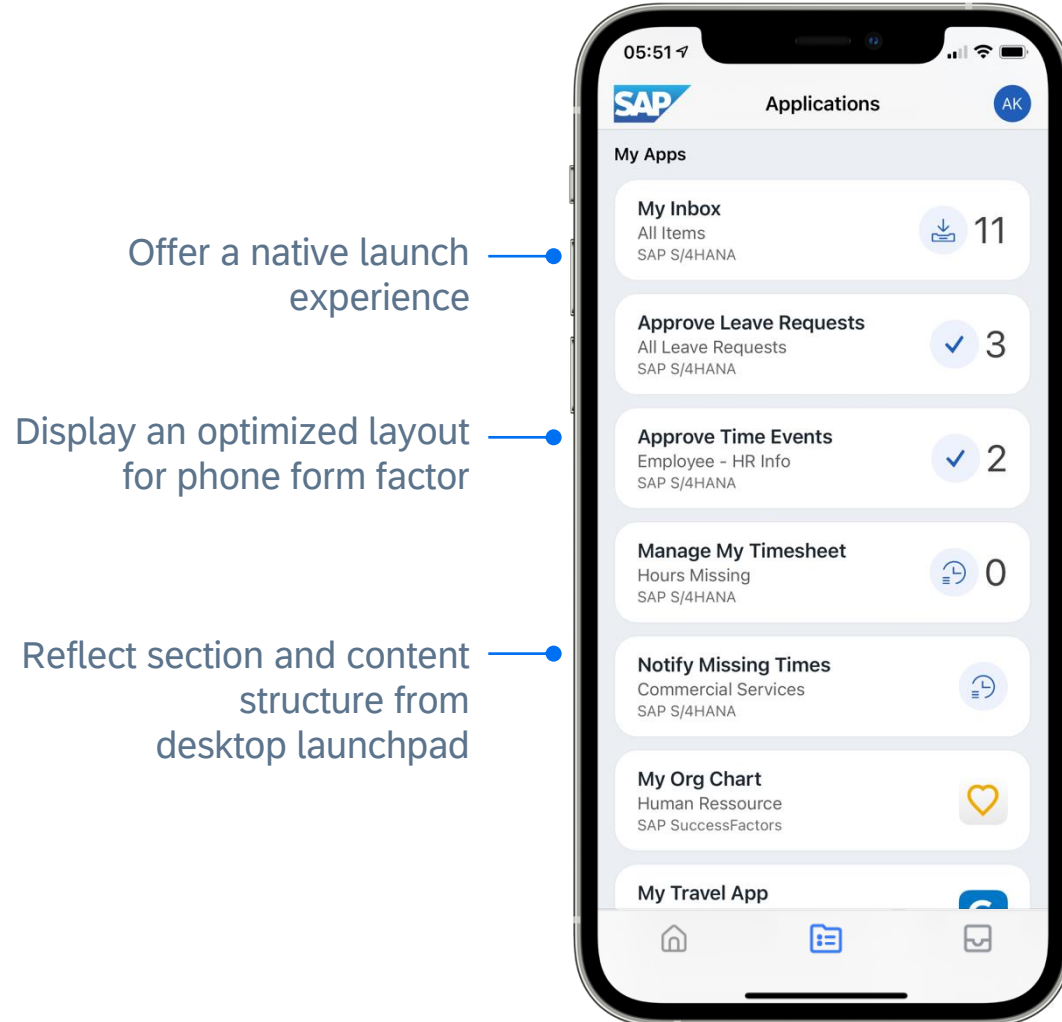
Start Screen

Latest notifications, updates & app suggestions



Applications Screen

Native & web apps, web links & newsfeeds

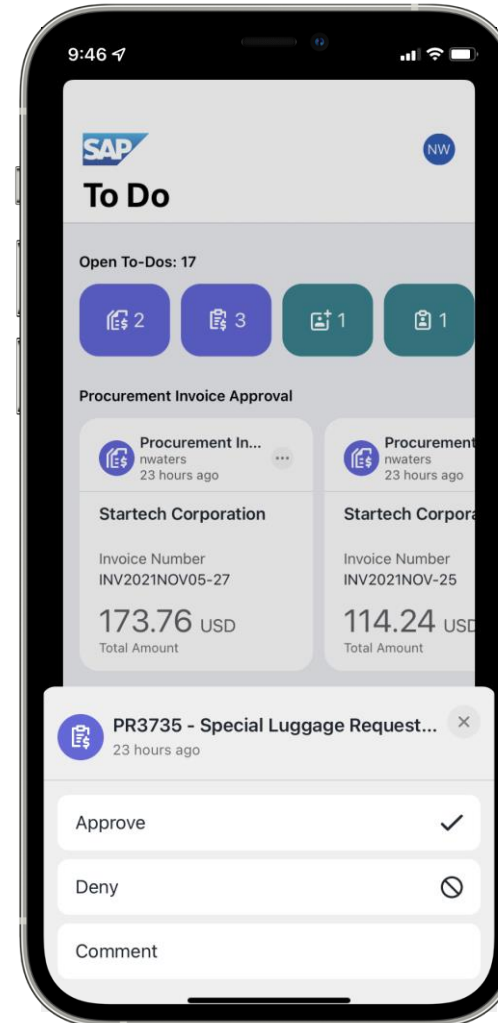
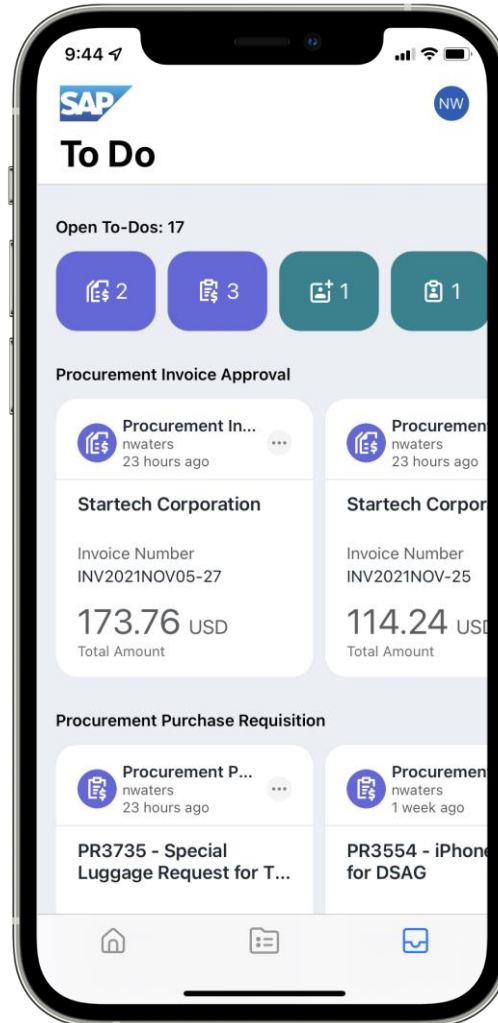


To Do Screen

Tasks and notifications

Get the number of your tasks at a glance

View workflow tasks from multiple SAP solutions in one list



Process tasks quickly with one tap

See native information details or open them in the LoB solution

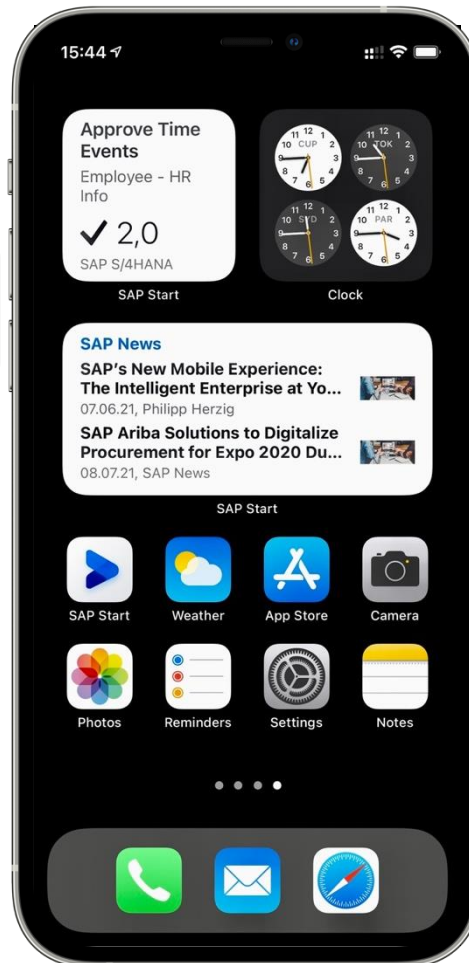
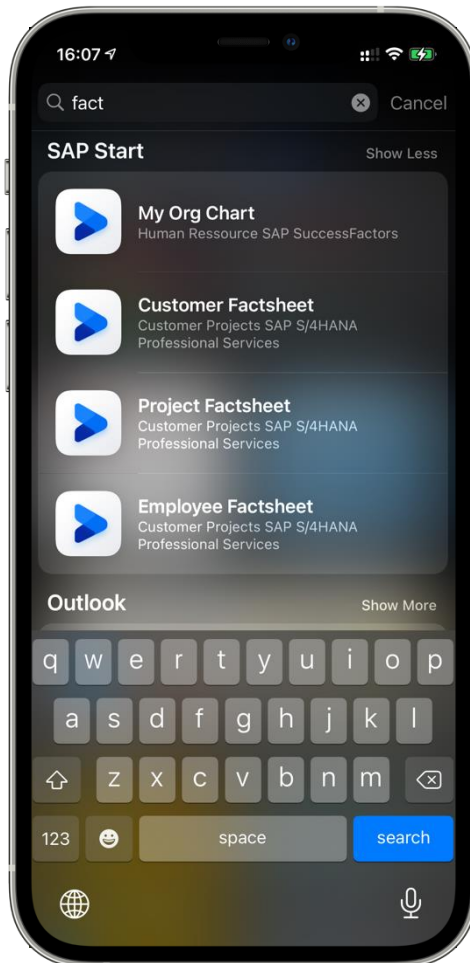
iOS Integration

Increasing efficiency & business awareness

Spotlight Search

Promote SAP Web apps via OS search

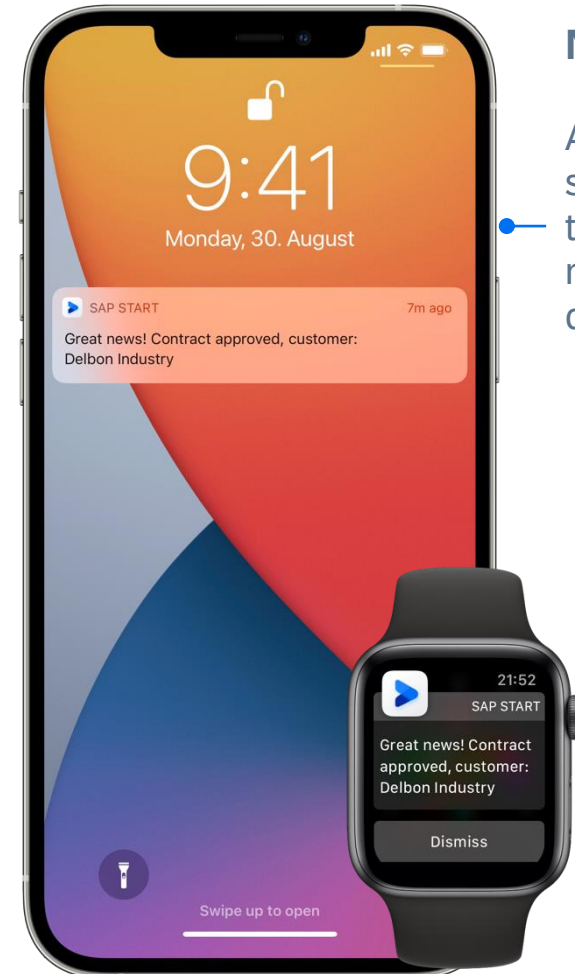
Find and open SAP apps directly from the search



Widgets

Monitor SAP data with iOS widgets

See your latest company news from home screen



Notifications

Allow SAP systems/ solutions to send native notifications to devices

Demo



Architecture



Integration Architecture

SAP Mobile Start



SAP BTP Tenant
Abstraction & Unification

(2)

SAP Launchpad service

SAP Task Center



Notification service

SAP Mobile Services

SAP solutions like:
Business Data & Logic

SAP S/4HANA⁽¹⁾ SAP SuccessFactors

SAP Concur

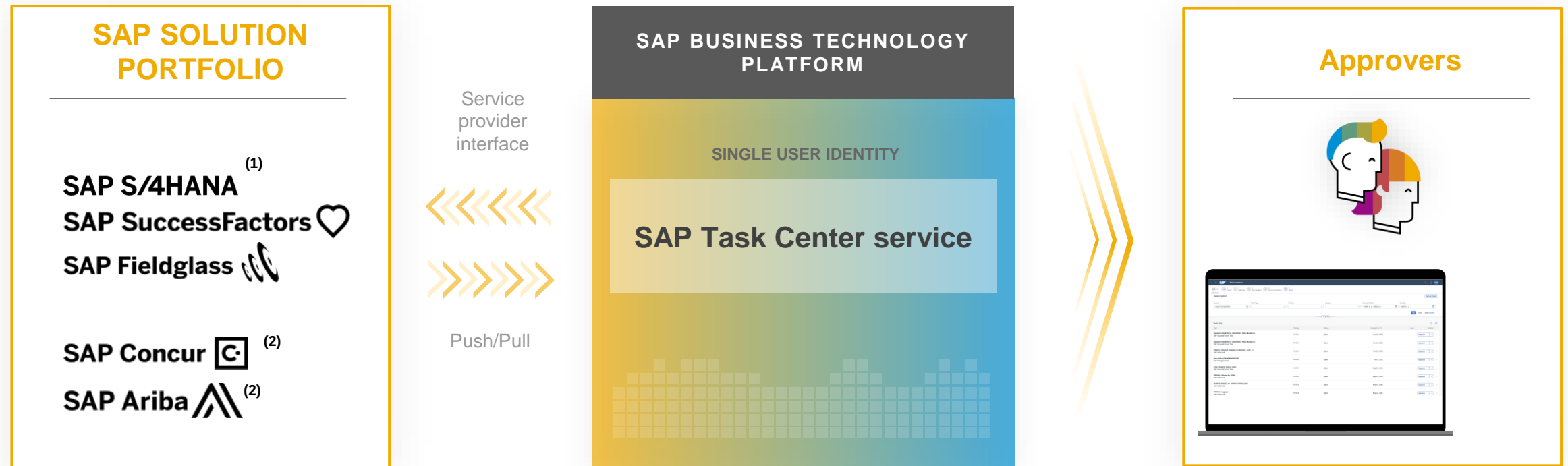
SAP Ariba

SAP Fieldglass



Task Center Integration in SAP Mobile Start

Business view

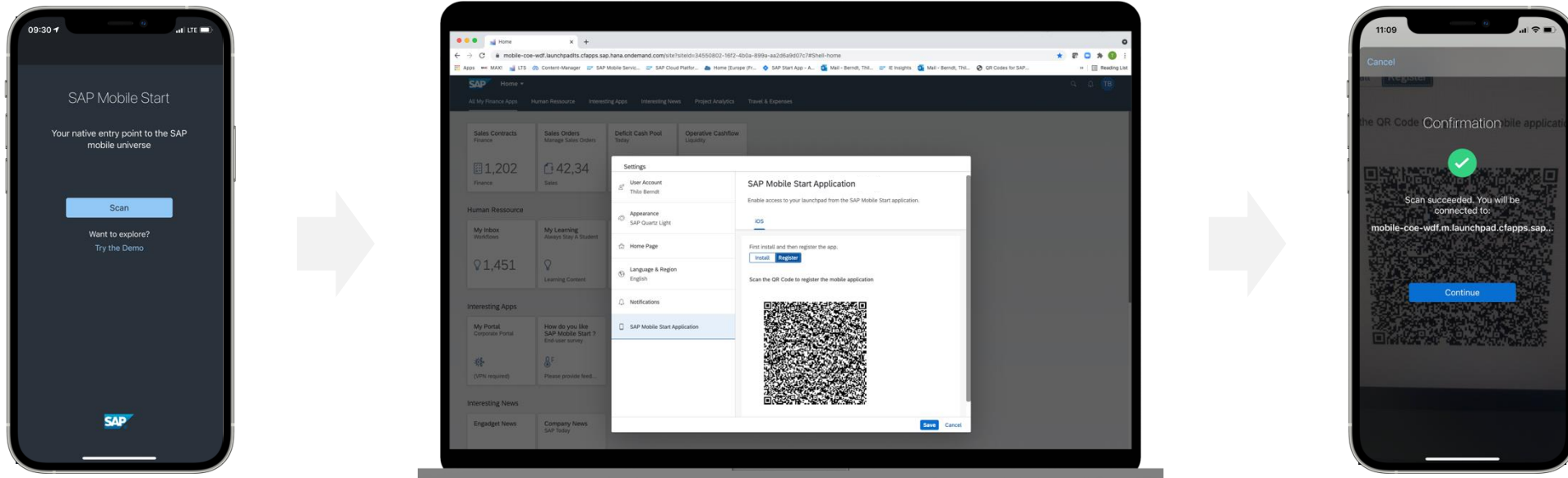


(1) S/4HANA Cloud (public) & S/4HANA on-premise

(2) planned innovations/ future direction

Easy User Onboarding

Leveraging the content prepared by IT



1. Install the SAP Mobile Start application on your device

- a. From Apple App Store
- b. From your corporate MDM (Mobile Device Management)

2. Scan the QR code, using the SAP Mobile Start onboarding wizard

The QR code is available in SAP Launchpad service Settings

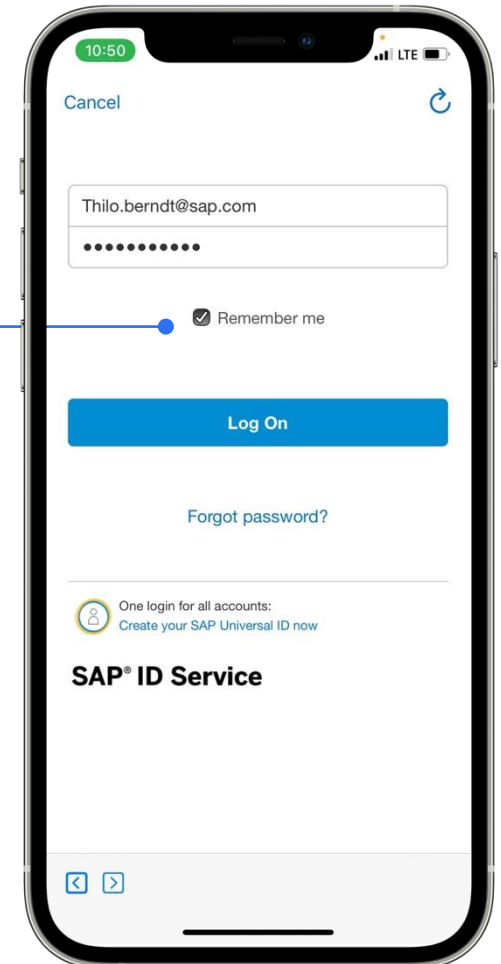
Single Sign On

gain access to all authorized apps

With the **"Remember me"** feature enabled, you can log on to multiple SAP applications without providing your credentials every time you access it.

Once enabled, the "Remember me" feature is valid for 3 months unless you log out from the application.

Prerequisite: [SAP Cloud Identity Service](#)



Availability



Persona Content

Apps and solutions from the intelligent enterprise

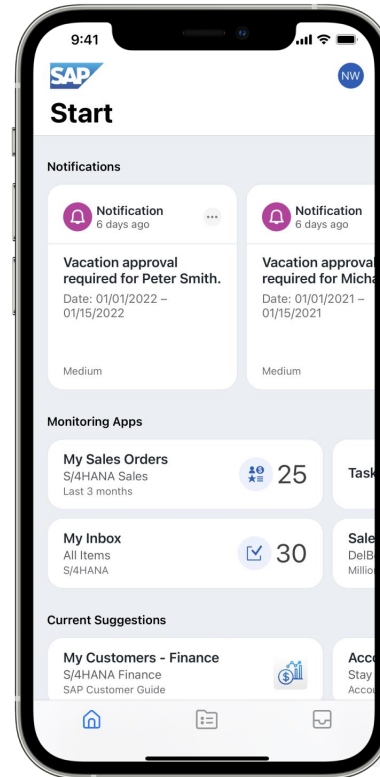
Custom apps

Partner apps

Web-links

News Feeds

Notifications and Tasks



iPhone on iOS 14 or
iPad on iPadOS 14 and later

SAP S/4HANA *

SAP SuccessFactors ♥

SAP Concur ☐

SAP Ariba ∞

SAP Fieldglass ∞

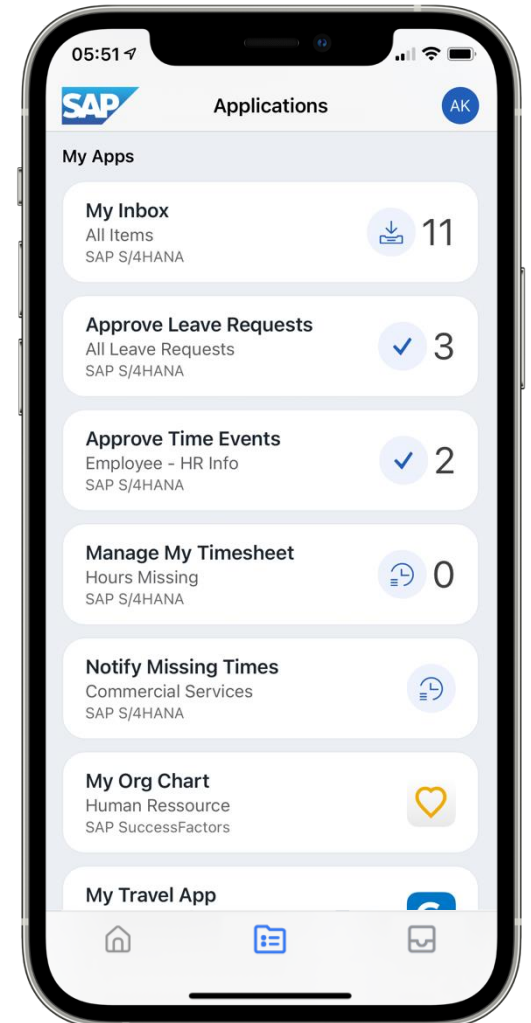
[...]

SAP Mobile Start and Your Mobile Apps

Make use of applications integration

SAP Mobile Start allows you to access and launch the applications much easier, and you will benefit from the integration into the device framework.

- Standard SAP UI5 apps
- Your custom UI5 apps
- Your partner apps
- Your native apps



Commercialization

We offer two plans

Download SAP Mobile Start application **for free** from the stores (like Apple App Store)



RISE SAP S/4HANA customers

SAP Launchpad service & SAP Mobile Start are included in the following packages:

RISE with SAP S/4HANA Cloud, private edition

RISE with SAP S/4HANA Cloud

RISE with SAP S/4HANA Cloud and experience management



All SAP customers

SAP Mobile Start is enabled through:

SAP Launchpad service

Only one SKU is needed!

Product Direction – Continuous Delivery

H1-2022

- New features based on customer feedback
- SAP Mobile Start for Android release V1
- Enhance visual design
- In-app feedback

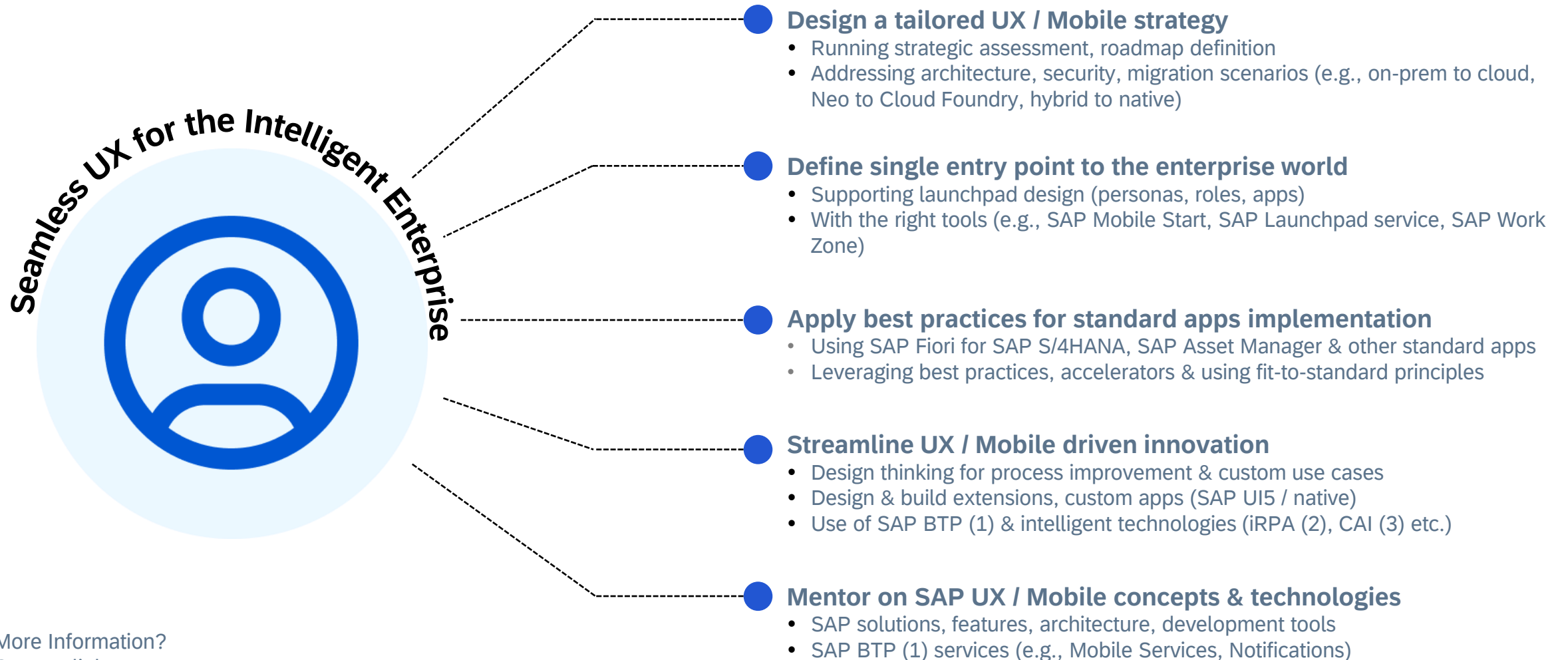
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Consulting Packages

Supporting Customers with UX / Mobile Transformation

SAP UX and mobile consulting



More Information?
[Contact link](#)

Implement SAP Launchpad service and SAP Mobile Start

Example of a SAP UX and mobile service offering

Packages	Functionality Delivered	Indicative Duration	*Impl. Mode
Small – Starter Kit	<ul style="list-style-type: none">Deploy SAP Mobile Start to existing SAP Launchpad service users	1 to 2 weeks	SAP Led
Medium – End-to-end Implementation Service	<ul style="list-style-type: none">SAP Launchpad design (personas, roles, apps)SAP Launchpad set-up including connectivity with SAP S/4HANASAP Mobile Start App deployment	4 to 6 weeks	SAP Led
Large – Additional Personalisation	<ul style="list-style-type: none">Everything in MediumCustom Widget contentEnabling Custom appsNotifications	6 weeks onwards depending on scope	SAP Led
Advisory Service	<ul style="list-style-type: none">Knowledge SharingIdentifying user needs, roles, appsImplementation QA service	1 week onwards depending on scope	Partner / Customer Led

More Information?
[Contact link](#)

More Insights



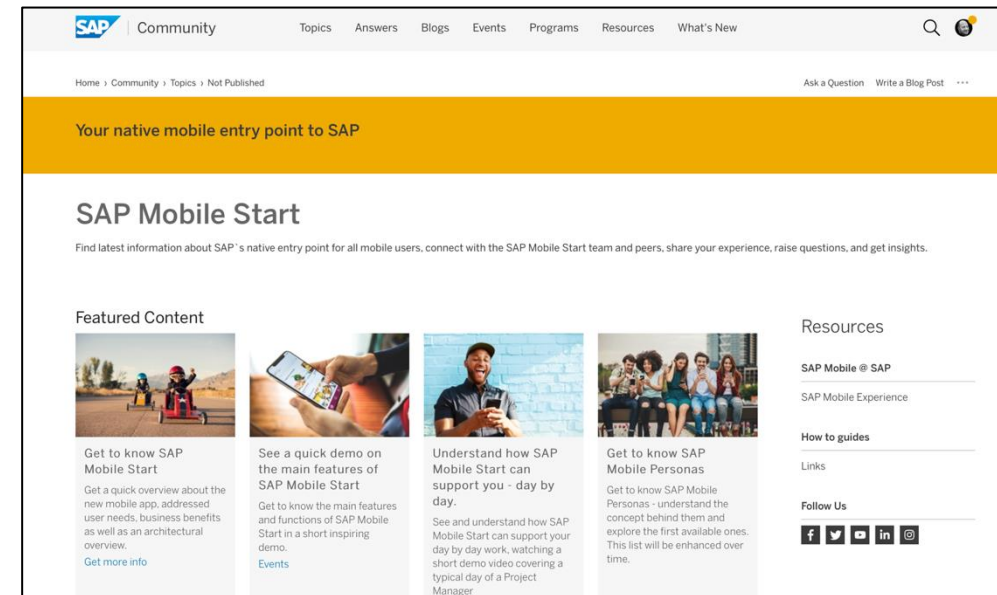
SAP Community Page

Connect with development and peers, share your experience, raise questions, and get insights

SAP Community offers you to

- Get actively involved by sharing your experience or asking/ answering questions.
- Get latest updates by SAP development.
- Benefit from blogs provided by experts that will help you to onboard SAP Mobile Start seamlessly.

[SAP Mobile Experience @ SAP Community](#)
[SAP Mobile Start @ SAP Community](#)



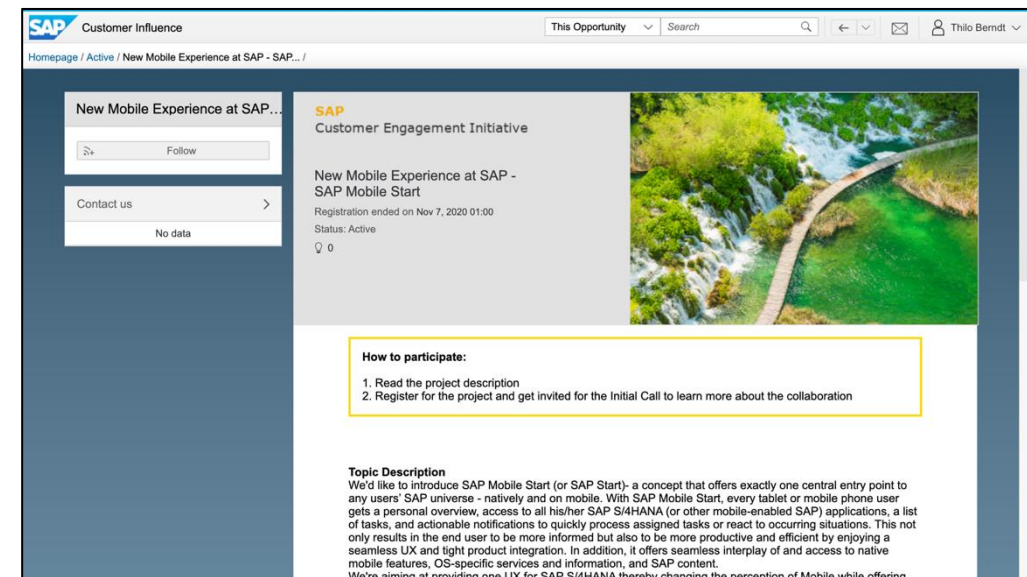
SAP Customer Engagement Initiative

Your opportunity to influence SAP Mobile Start development

SAP Customer Engagement Initiative offers you to

- Get updates on SAP Mobile Start firsthand.
- Influence SAP Mobile Start product roadmap.
- Interact with SAP Mobile Start Team and other CEI participants to learn about best practices.

[SAP Mobile Start @ Customer Engagement Initiative](#)



Eager to know more?

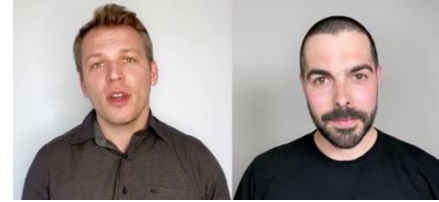


Information on SAP's New Mobile Experience (External)

- [Blog by Philipp Herzig](#)
- [Tweet](#) & [LinkedIn](#)
- New mobile experience video [here](#)
- [SAP Community](#)
- SAP TechEd Session: [Dive into the User Experience and Design Journey of SAP Solutions](#)



Juergen Mueller and Thomas Saueressig
on driving the Intelligent Enterprise with Digital Transformation
(YouTube: 11 mins 30 - 14 mins 00) [[IT511](#) / [IT512](#)]



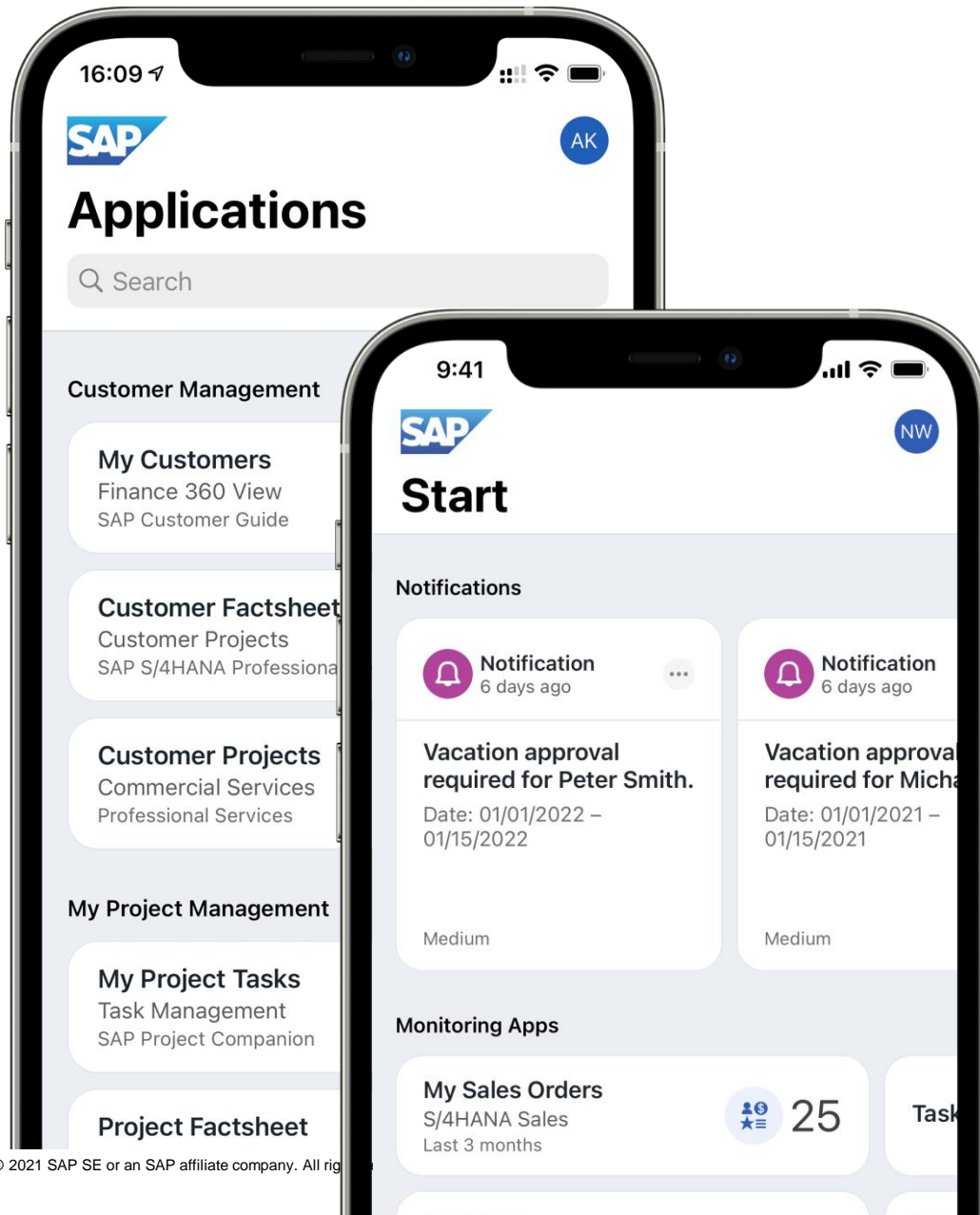
SAPPHIRE Platform

[Enjoy a UX That Places the Intelligent Enterprise at Your Fingertips \[IT108\]](#)



Explore our latest mobile innovations

Learn how SAP Mobile Start enables customers to reinvent how work gets done by leveraging the power of on-device intelligence and tailored micro-experiences. [Read more](#)



Get ready...

Download the SAP Mobile Start app from the Apple App Store to explore the Intelligent Enterprise at your fingertips.





Thank you

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