



Application Lifecycle Management

Partner Call – Q1 / 2021

CXS Customer Communications and Relations, SAP SE
3rd of March 2021

PUBLIC

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Welcome ALM Partners

“We want to strengthen our collaboration and network with our ALM Partner community, even in times when remote working dominates all of us.”

Agenda, 3rd of March 2021

2 pm Welcome & Introduction

ALM Roadmaps

Insight talk (Q&A) with CPO

ALM - Collaboration Opportunities

Preview ALM Summit 2021

4 pm Session end



Please use the Q&A tool in Zoom to ask your questions also during the presentation!

Speakers & Background Experts



Marc Thier
Head of CXS



Michael Klöffler
CPO – ALM for implementations



Marcus Bläsi
Head Global Ecosystem Programs



Sharath Shasheendran
ALM Go-to-Market APJ



David Birkenbach (Moderator)
ALM Go-to-Market EMEA



Benjamin Schneider
ALM Solution Expert



Marc Thier
Head of CXS

Welcome & Introduction

Motivation for the new quarterly “ALM Partner Community Call”



Why a partner community call?

- Update our partners on ALM news that are only relevant for ALM partners
- Partners have information needs that differ from customer oriented “ALM community Call”
- The ALM Partner Community Call does not replace the ALM Community Call

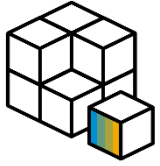


Why a quarterly call?

- SAP delivers ALM innovation biweekly instead of biyearly
- We still aim at an annual in person exchange



Call to Action to our ALM partners



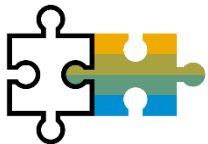
Build (SI)

- Use SAP Cloud ALM to deliver projects
- Create implementation content based on your partner industry knowledge and best practices
- Integrate SAP Cloud ALM in your delivery infrastructure as needed



Run (AMS)

- Use SAP Cloud ALM and SAP Focused Run to deliver customer operations
- Create operation content based on your operation expertise
- Integrate SAP Cloud ALM and SAP Focused Run in your delivery infrastructure as needed



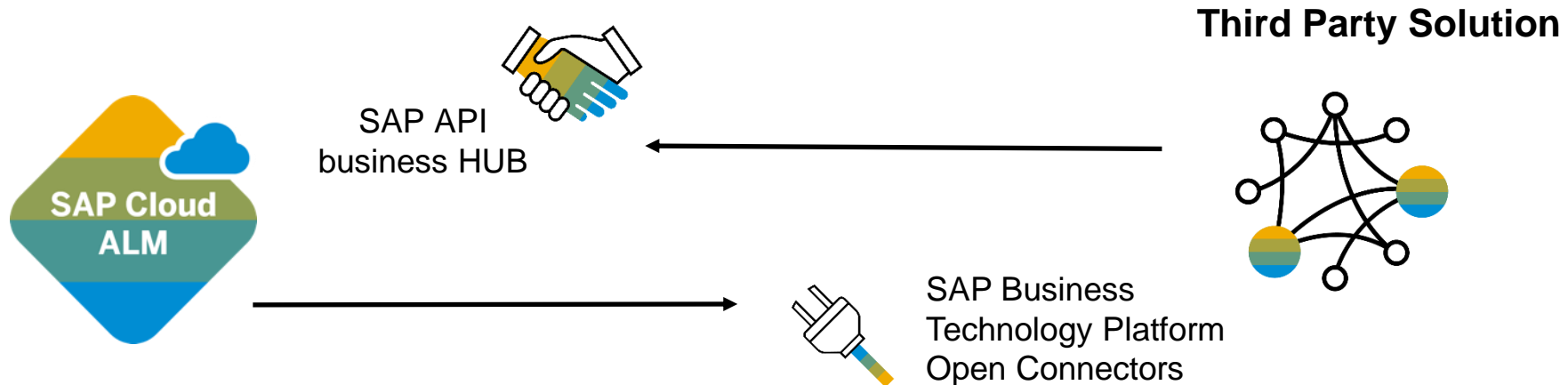
ALM professional services

- Integrate SAP Cloud ALM in the customer tool landscape
Teams, Jira, Now, Test tools, Custom pipeline, Workflow, ...
- Extend SAP Cloud ALM, productize and go to market on SAP App Center



SAP Cloud ALM extension strategy

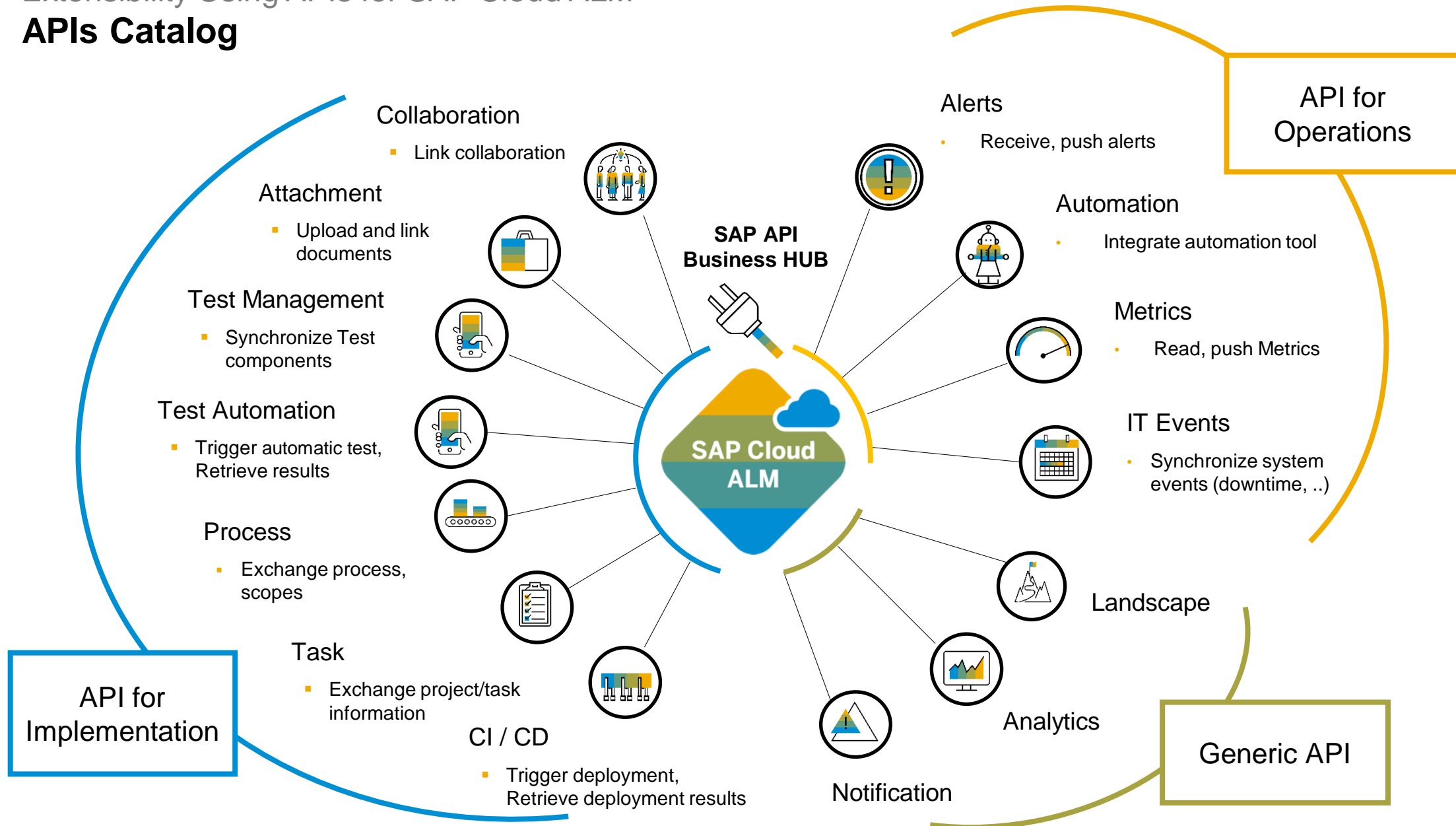
Extend, innovate and add value on top of SAP Cloud ALM



The **APIs for SAP Cloud ALM** are designed to let customers, partners and third-party component to **extend** SAP Cloud ALM capabilities for Implementation and Operations and **innovate** on top of SAP ALM core capabilities.

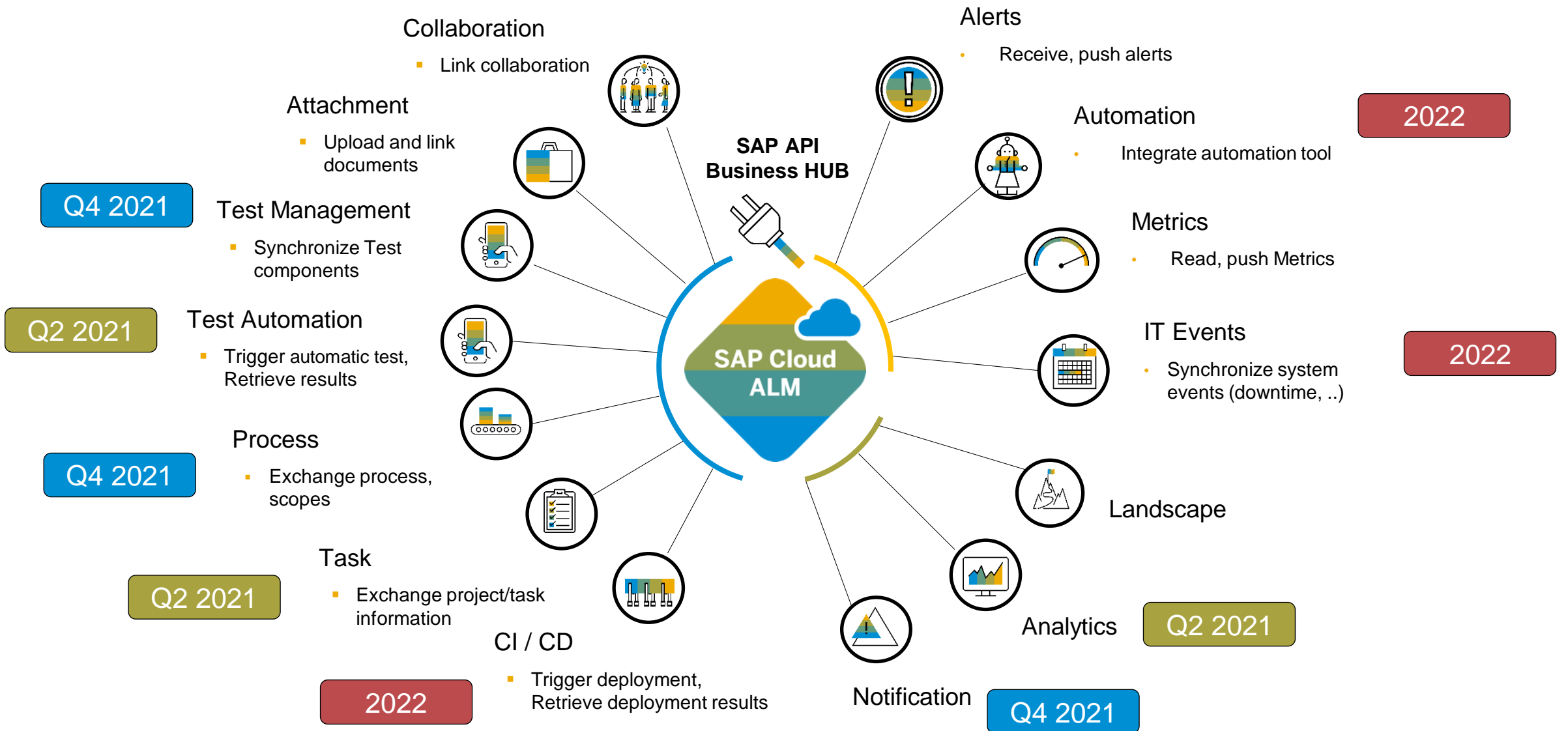
Extensibility Using APIs for SAP Cloud ALM

APIs Catalog

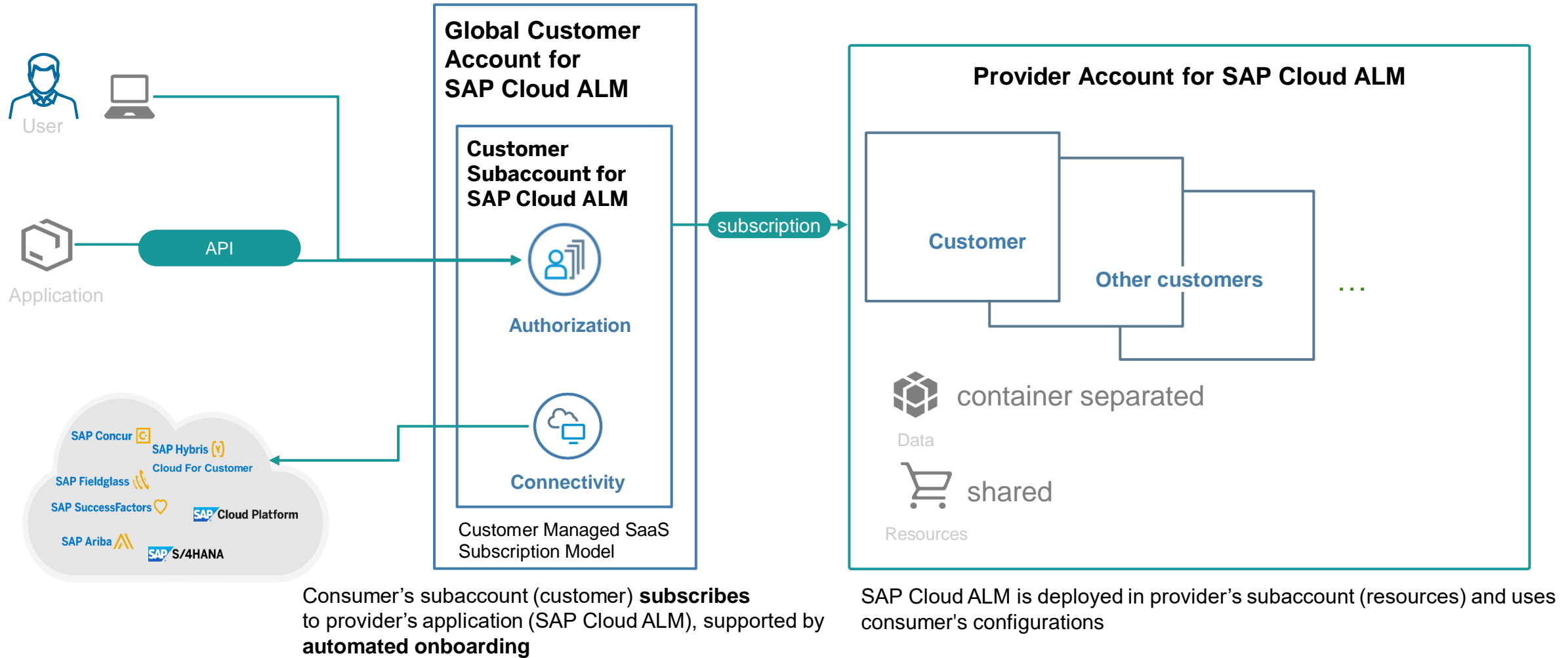


Extensibility Using APIs for SAP Cloud ALM

APIs Catalog



SAP Cloud ALM - Architecture Overview



Customer needs to enable access SAP Cloud ALM to partner applications



Your **partner guidance** for the most frequently asked questions these days...
Your **new** consulting revenue opportunity

- ❖ **Tricentis Test Automation**
- ❖ **ALM for “Rise for SAP”**
- ❖ **Signavio**
- ❖ **SAP Cloud ALM for S/4HANA on premise and SAP Business Suite**



Tricentis

Tricentis Test Automation for SAP (TTA) is your test automation foundation for SAP.



- It is included in SAP Enterprise Support* and SAP Enterprise Support cloud edition.
- SAP Enterprise Continuous Testing by Tricentis, SAP Load Testing by Tricentis and SAP Impact Analysis by Tricentis are commercial cloud subscriptions, complementing TTA. These products are already available.
- SAP plans to provide TTA integrated with SAP Solution Manager by early March 2021.
- Customers can download TTA after accepting terms and conditions within One Support Launchpad.
- SAP plans to provide TTA integrated with SAP Cloud ALM by later 2021.

* The scope encompassed to SAP Enterprise Support is also valid for Product Support for Large Enterprises and our premium engagements SAP ActiveAttention and SAP MaxAttention.

ALM for “RISE for SAP”

Rise for SAP is SAP’s business transformation as a service offering

- Rise includes S/4HANA Cloud, SAP Ariba, SAP Business Process Intelligence and SAP Business Technology Platform.
- Rise also includes SAP Cloud ALM (via SAP Enterprise Support cloud edition).
- SAP Cloud ALM is the target ALM for Rise.
- Within 2021, customers need to use SAP Solution Manager for conversion and implementation.
- If customers do not have a maintenance contract with SAP (any more), they can subscribe SAP Solution Manager at SAP HANA Enterprise Cloud.
- Already as of now, we recommend to use SAP Cloud ALM for operation, as it supports S/4HANA Cloud (public cloud), SAP S/4HANA Cloud private edition (and SAP S/4HANA / SAP Business Suite on premise).
Assumption: No need for Application Operations for on premise legacy, no need for deep system management capabilities





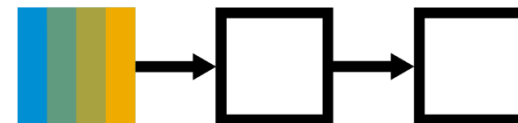
Signavio

- SAP announced its intention to acquire Signavio.
- Signavio merge in the new SAP Business Process Intelligence (BPI) solution included in RISE with SAP. It remains a commercial offering.

Signavio is focused on the business domain. It includes a strong collaboration hub, process modeling and mining capabilities.

ALM from SAP is focused on the solution domain.
Signavio hands over to ALM when a solution needs to be implemented.

- Signavio already integrates with SAP Solution Manager today.
- SAP plans a more dynamic integration between Signavio and SAP Cloud ALM.



SAP Cloud ALM for SAP S/4HANA on premise and SAP Business Suite

SAP Cloud ALM for Operations also supports SAP S/4HANA on premise and SAP Business Suite, i.e. SAP Cloud ALM supports hybrid customer landscapes.

- Going forward, customers with an on premise maintenance contract only will also be entitled to use SAP Cloud ALM.
- You can position SAP Cloud ALM to (smaller) customers for which you could not successfully position SAP Solution Manager so far.
- SAP does not plan to extend the support of SAP Cloud ALM to further on premise products.
- Customers with a need to monitor such legacy on premise landscapes can use SAP Solution Manager or SAP Focused Run instead.





Michael Klöffler
CPO – ALM for implementations

ALM for implementation Roadmap & insight talk

Live Demo at :

<https://roadmaps.sap.com/board?PRODUCT=73554900100800002513&range=CURRENT-LAST>

<https://help.sap.com/viewer/08879d094f3b4de3ac67832f4a56a6de/2021-02-24/en-US/3ebab44c25da4cc1997bad08cc00991c.html>

Ask your questions here!

Please ask your questions!

Use the Q&A panel in the Zoom webinar to ask your questions

or

if you want to speak, use the “Raise Hand” function in Zoom,
so you will get unmuted.





Marcus Bläsi
Head Global Ecosystem Programs

Application Lifecycle Management

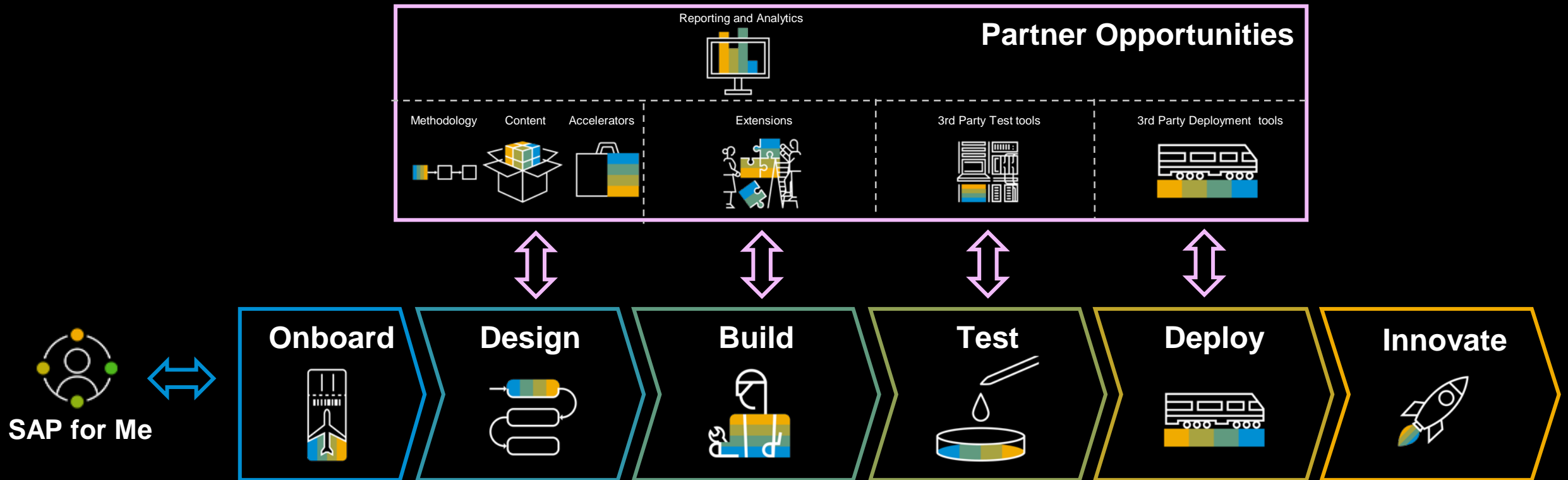
Collaboration Opportunities

Global Ecosystem Programs
SAP Customer Solution Support and Innovation
March, 2021

PUBLIC

SAP Cloud ALM for implementation – Integration possibilities for partners

*Illustrative**



* This is the current state of planning and may be changed by SAP at any time.
Partner-specific scenarios may be subject to additional specific collaboration agreements and/or programmatic frameworks, as applicable

SAP Cloud ALM – Business Opportunities for SAP Partners

	Global Strategic Service Partners	SAP PartnerEdge	
		Service / Sell	Build
SAP Cloud ALM (Implementations)	Support and manage customers implementations and operations of SAP cloud applications with SAP Cloud ALM		Extend and integrate SAP Cloud ALM capabilities
Opportunities	<ul style="list-style-type: none"> – Leverage SAP best practice methodologies and content in SAP Cloud ALM to build and run SAP Intelligent Enterprise Suite solutions – Bring own methodology, business processes or accelerators* – Build ALM extensions* and integrations* (e.g. customer specific dashboards, integrations for analytics, customer or 3rd party tools, test automation, deployment pipelines) 		<ul style="list-style-type: none"> – Leverage the APIs* to integrate solutions – Create extensions* of solutions and integration* of 3rd party tools**

* This is the current state of planning and may be changed by SAP at any time. Partner-specific scenarios may be subject to additional specific collaboration agreements and/or programmatic frameworks, as applicable

** Partners tools could be homegrown applications of the partner or any 3rd party ALM solution

Getting Started with SAP Cloud ALM * and Support Tools



[Media Center](#)



[Public Demo tenant](#)



[Request SAP Cloud ALM tenant**](#)



SAP Learning Hub



[Learning Journeys
Implementation
Operations](#)

[Support and Success
Essentials for SAP
Cloud Solutions](#) ★

openSAP

[CALM in a Nutshell](#) ★

- ★ Next version including SAP Cloud ALM - coming soon
- ★ Deep dive on implementation and operations using SAP Cloud ALM - coming soon

- * SAP Cloud ALM entitlement is included in SAP Enterprise Support, cloud editions.
- ** A partner with existing T&D licence of a cloud application (includes the SAP Enterprise Support, cloud editions), could also have the entitlement for fair usage of SAP Cloud ALM.

Application Lifecycle Management Collaboration Opportunities

Key Take Aways

- Explore SAP PartnerEdge Service and/or Build track(s)
- Qualify experts on SAP application lifecycle management and SAP Cloud ALM
- Explore SAP Cloud ALM – demo tenants
- Define SAP Cloud ALM-based service or extension offerings



David Birkenbach (Moderator)
ALM Go-to-Market EMEA

ALM Summit EMEA - Preview

ALM Summit EMEA 2021

Draft ideas

Idea preview

We want to provide another ALM Summit EMEA, probably in October 2021

We are still evaluating the option to offer an hybrid event, which would allow the partners to be onsite. In such a case, the lectures and keynotes would take place on stages at SAP Walldorf / Rot.

- Further details and decisions will be communicated here, in the next Partner calls

We are looking for Partners who,

- want to present an innovative solution or extension of the ALM tools. (see “ALMathon” on next page)
- want to present a joint customer / partner story in one of the streams at ALM Summit, about their experience with SAP’s ALM products

If you are interested to present your story at ALM Summit EMEA, please send asap an unformal Email to David.Birkenbach@sap.com or use QR code now. We will reach out to you for further steps.



ALMathon@ALM Summit 2021 EMEA

Idea preview

What is it ?

- Platform at ALM Summit EMEA to introduce your ALM solutions / extensions to all Summit participants
- The 2021 Challenge is “ How to make the standard ALM processes smarter with a solution extension?”
- 6 partner solutions will pitch their existing ALM extension solution or a product at ALM Summit to all participants in a Jam session
- There will be a voting of the best solution and a price for the winner



Rules

- The solutions have to exist as a product or a concrete solution, available to customers and shall extend one of SAP's ALM products (e.g. SAP Solution Manager, SAP Cloud ALM, FRUN)
- Application time starts now. All partners who want to join the challenge should provide a short pitch (one pager) to SAP (David.Birkenbach@sap.com) by end of June at the latest.
- A jury will do a pre-selection to nominate TOP 6 for the live pitch at the Summit.
- At the summit, each presenter will get 10 min to pitch and demonstrate the solution extension.
- All audience have the possibility to vote with an online tool, which solution they like most.
- The winner will be announced immediately after the pitching sessions and will get a price

Community News

Please also register for the ALM Community with monthly calls and typically one Focus topic.

<https://webinars.sap.com/alm-community-call/en/home>

The next ALM Community Call will take place on
March 24, 4pm CET / 10am EST.

The focus topic of this call will be [SAP Focused Run](#).

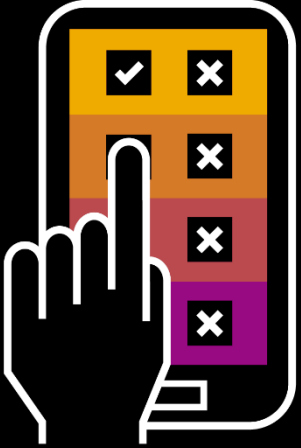
Follow our Community Tags to stay up to date!

[SAP Cloud ALM](#)

[SAP Solution Manager](#)

[SAP Focused Run](#)





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and use code 37 41 413

Or use the QR code with your mobile device.



Thank you.

David Birkenbach

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E david.birkenbach@sap.com

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