



# SAP's Influence Programs: Improving SAP Products

## What Customer COEs should know about these?

Cüneyt Çam, Customer Engagement Manager, GPSO – Customer Influence & Interaction, SAP SE  
January 2020

PUBLIC

# Disclaimer

The information in this presentation is confidential and proprietary to SAP and may not be disclosed without the permission of SAP. Except for your obligation to protect confidential information, this presentation is not subject to your license agreement or any other service or subscription agreement with SAP. SAP has no obligation to pursue any course of business outlined in this presentation or any related document, or to develop or release any functionality mentioned therein.

This presentation, or any related document and SAP's strategy and possible future developments, products and or platforms directions and functionality are all subject to change and may be changed by SAP at any time for any reason without notice. The information in this presentation is not a commitment, promise or legal obligation to deliver any material, code or functionality. This presentation is provided without a warranty of any kind, either express or implied, including but not limited to, the implied warranties of merchantability, fitness for a particular purpose, or non-infringement. This presentation is for informational purposes and may not be incorporated into a contract. SAP assumes no responsibility for errors or omissions in this presentation, except if such damages were caused by SAP's intentional or gross negligence.

All forward-looking statements are subject to various risks and uncertainties that could cause actual results to differ materially from expectations. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of their dates, and they should not be relied upon in making purchasing decisions.

# SAP Influencing Brings Empathy To Action

Connecting customers with products and innovations from SAP



**4** Service Areas covering the full Product Life Cycle



**1** Global team covering key geographies



**2600** Customer Projects in 2018



**55%** Customer satisfaction in 2018

# SAP Influencing Opportunities

## Find the right channel to engage with SAP

Links will lead you to the list of opportunities related.

### SAP Customer Engagement Initiative (CEI)

Discuss planned functionality to gain valuable input during development phase

<https://influence.sap.com/cei>

### SAP Customer Connection

Improve the on-premise products and solutions in maintenance you are using today

<https://influence.sap.com/cc>

### SAP Continuous Influence

Continuously suggest improvements to newer SAP products and especially cloud solutions

<https://influence.sap.com/cis>

### SAP Beta Testing

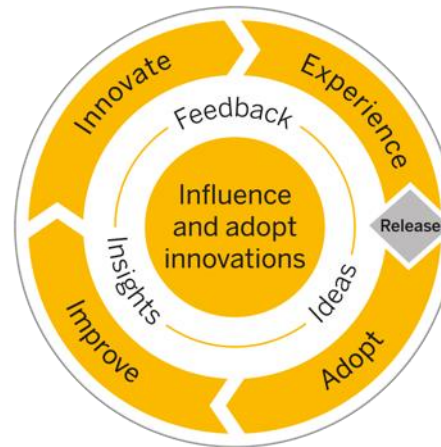
Customers can experience new SAP software before official release for early prototyping with customer specific data and processes

<https://influence.sap.com/beta>

### SAP Early Adopter Care

Engage in customer implementation projects to minimize project risk and support successful deployments of new SAP products

<https://influence.sap.com/earlyadoptercare>



# What Our Customers Say

“

Adding to our knowledge and working with SAP on new products deepened our understanding in key areas. It was something that everyone benefitted from.

*Tom Dammer, SAP Administrator*

*SAP Customer Engagement Initiative for  
SAP Solution Manager 7.2 SAP Fiori®*



”

“

An initially higher outlay on coordination and planning paid off incredibly quickly over the course of the project. Our CEO was really enthusiastic about SAP's dedication.

*Alexander Merz, Solution Manager Consultant*

*SAP Early Adopter Care for  
SAP Solution Manager 7.2*



”

“

We are able to target the areas that we want to improve. SAP Customer Connection is the ideal way for us to have our say in SAP software development.

*Frank Bültge, Head of PLM Solution Competence Center*

*SAP Customer Connection for  
SAP Product Lifecycle Management*



”

“

The general process of the Guided Beta program was ideal. SAP was very engaged and very committed. I would definitely recommend it.

*Oliver Mößner, UX architect, Merck KGaA*

*SAP Beta Testing for  
SAP CoPilot*



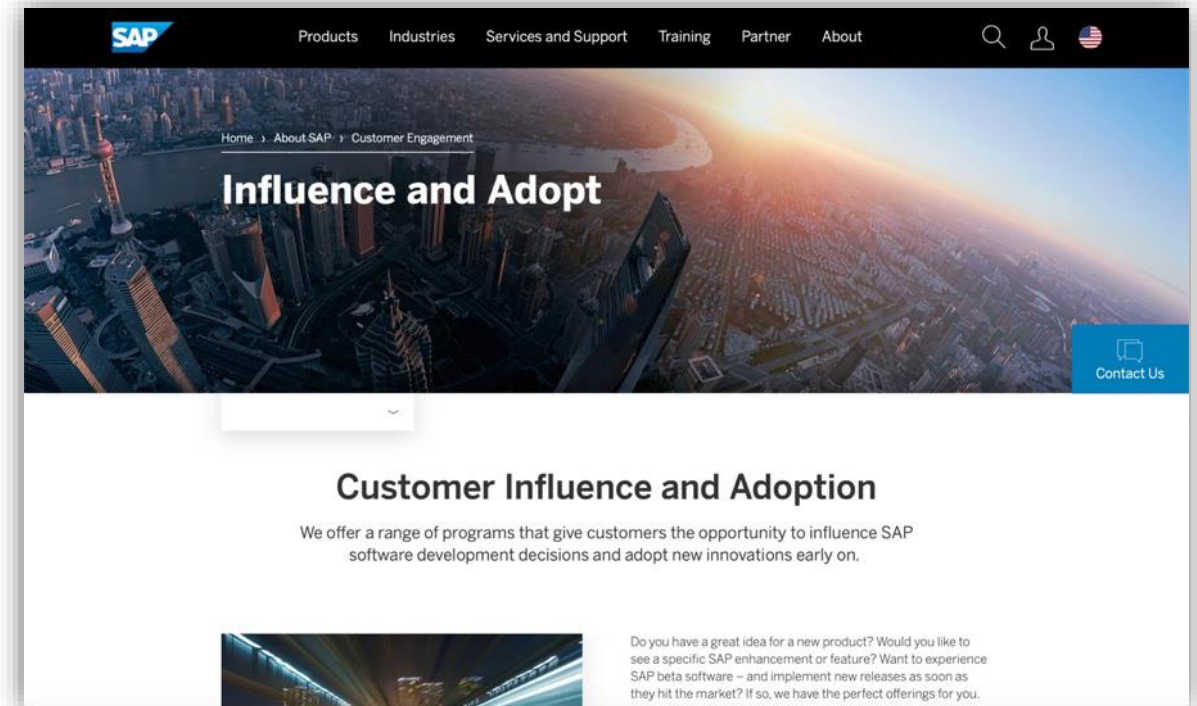
”

# Influence and Adopt homepage

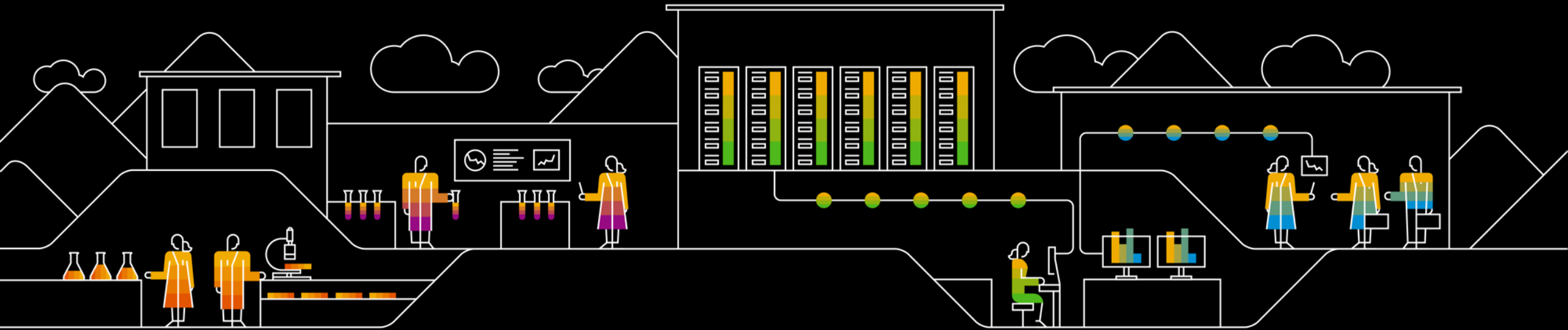
Join us on [influence.sap.com](https://influence.sap.com)

- Explore our influence programs, learn what's behind and how they work
- Sign up to review influence opportunities that fit the needs of your organization
- Subscribe to your area of interest to receive notifications for new influencing opportunities

Contact us at: [influencing@sap.com](mailto:influencing@sap.com)



# SAP's Influence Channels – Service Descriptions



# Innovate

## SAP Customer Engagement Initiative

### SAP Customer Engagement Initiative (CEI) enables customers to

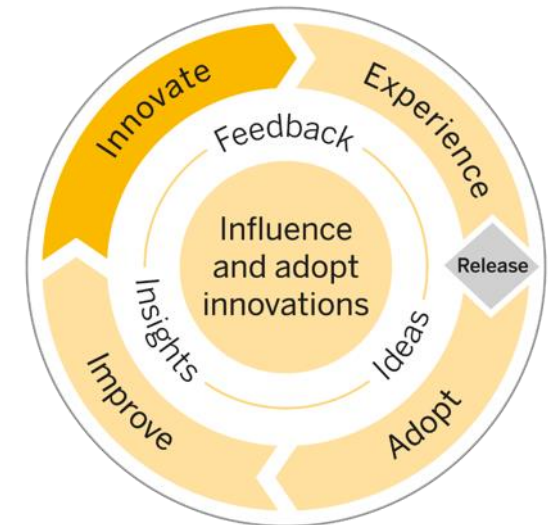
- Get early insight into SAP product plans
- Influence development at an early stage
- Collaborate closely with SAP product teams

### Your impact on SAP

- Help SAP create products and solutions that meet customers' needs, reflect best business practices and realize process and technology innovations
- Opportunity to provide your feedback and engagement in all development phases

### How to engage with us?

- Select your area of interest via [influence.sap.com](https://influence.sap.com) to get notified about upcoming projects
- Register for projects relevant for your organization – 3 cycles/year provided
- You will then invited to participate in discussions about future functionality
- Ask your SAP User Group for related communication surrounding



# Experience

## SAP Beta Testing

### Beta enables customers to

Test and experience/validate upcoming products before General Availability:

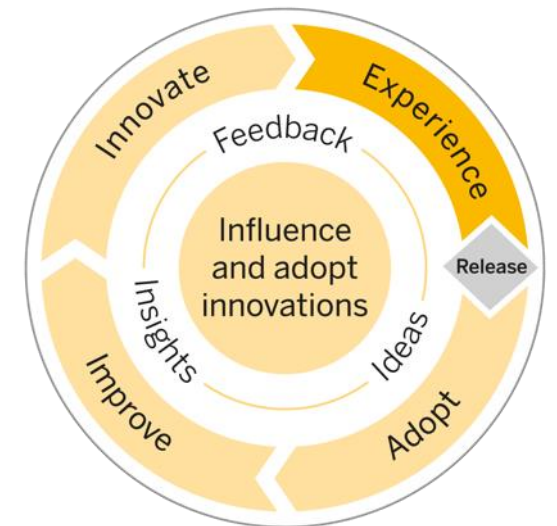
- Offers selected SAP customers and partners new software to gain early software insight
- Interact with SAP development teams and influence the quality of the SAP software product during any stage of development.

### 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/ release via the SAP Customer Engagement Initiative (CEI)
- Visit [influence.sap.com](https://influence.sap.com) directly for upcoming Beta opportunities



# Adopt

## SAP Early Adopter Care

### SAP Early Adopter Care gives customers

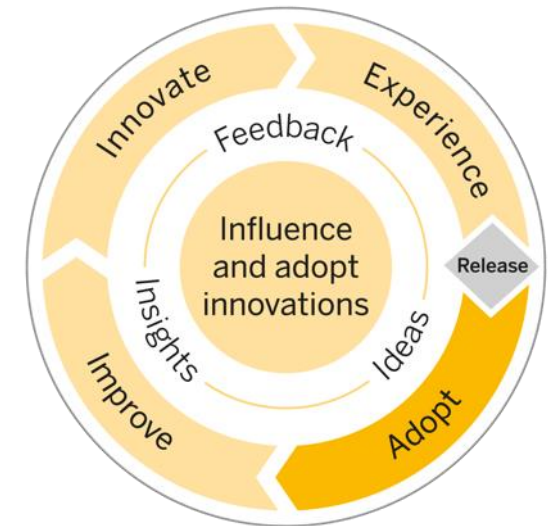
- Support with the early implementation of SAP's latest releases
- Services that provide an opportunity for close collaboration with SAP
- A dedicated back-office support infrastructure to safeguard the project and minimize risk
- Access to 'Stay Current' at no additional costs

### Customer impact on SAP

- Direct interaction with development, providing first hand feedback
- Bring in the customer voice to influence future releases

### How do customers get engaged with us?

- Early engagement in the development of a new product/ release via the SAP Customer Engagement Initiative (CEI) and/or SAP Beta Testing and continue to first productive use in Early Adopter Care
- Visit [Influence.sap.com](https://influence.sap.com) for upcoming Early Adoption opportunities for your SAP or Partner led implementation project
- Direct collaboration via a dedicated Early Adopter Care Project Coach (in selected cases)



## Improve

# SAP Customer Connection & SAP Continuous Influence

**SAP Customer Connection & SAP Continuous Influence enable our customers to:**

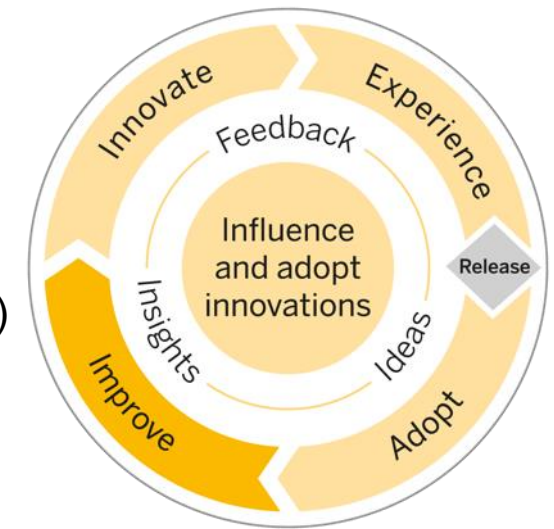
- Incrementally improve the products and solutions they are using today
- Suggest small improvements for classic on-premise products and solutions in mainstream maintenance (**SAP Customer Connection**) and newer products/Cloud products with growth potential (**SAP Continuous Influence**), for a rapid and non-disruptive delivery

## Your impact on SAP

- Help identify product improvement areas in a project mode in collaboration with SAP User Groups worldwide (**SAP Customer Connection**) or benefit from an open channel to our customers for the continuous collection of improvement requests (**SAP Continuous Influence**)
- Get transparency on user feedback and priorities

## How to engage with us?

- Select your area of interest for [SAP Customer Connection](#) or [SAP Continuous Influence](#) to get notified about upcoming projects
- Review the improvement requests submitted, vote for those valuable for you to prioritize them
- SAP will detail out the final improvements together with customers
- Easy consume delivered improvements at no costs



# Improving SAP Products with SAP Customer Connection & SAP Continuous Influence



# Characteristics of the SAP Customer Connection & SAP Continuous Influence programs

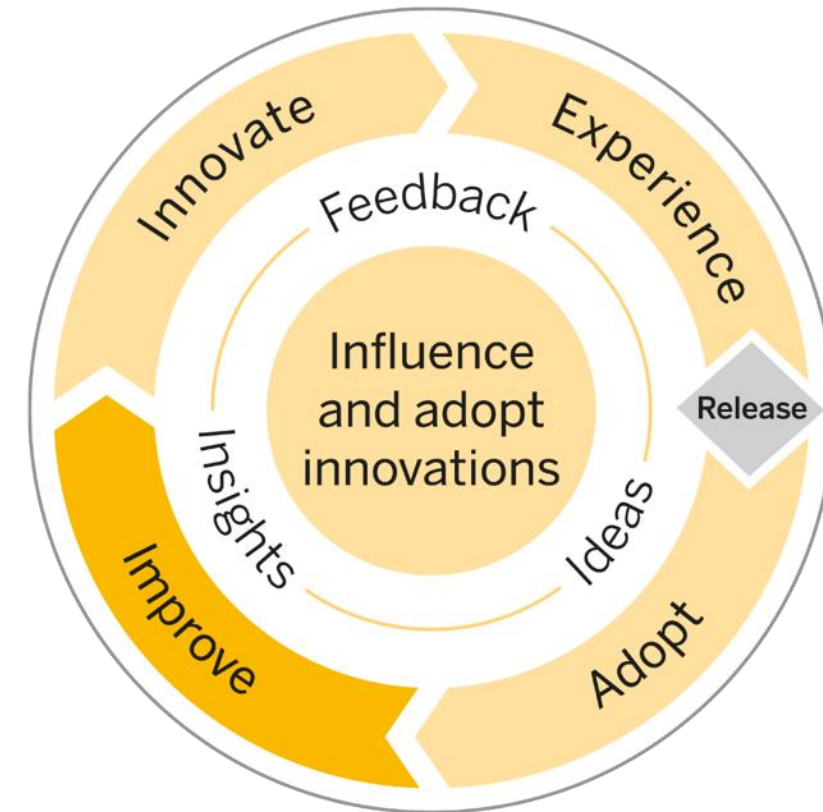
## Let's improve together!

- **Customers** define **areas for improvements** jointly with **SAP User Groups** and **SAP teams** by submitting their influence requests.
- Once an **opportunity** is accepted by SAP, **customers** review and vote for **improvement requests** that are valuable for their needs or submit their own.
- SAP evaluates for implementation those **improvement requests** which meet the **voting threshold**.
- **SAP teams** prioritize improvement requests by customer votes and development scope.

## Collaboration between Customers, SAP User Groups & SAP teams ensures:

- A **direct and transparent channel** to address improvements requests.
- A focus on **most current customer needs**.
- An **easy collaboration** between customers and SAP teams.
- **Regular communication** on the status of the improvement requests.
- A **major impact** on SAP: customers fine-tune SAP products and solutions - and influence SAP direction to benefit in their organization.

IMPROVE SAP products at  
<https://influence.sap.com/improve>



# IMPROVE the product(s) you are using today!

## What's in it for you?

- **Incrementally improve** the products and solutions you are using today.
- **Join already existing opportunities** or help us to identify new product improvement areas.
- **Submit influence request(s)** with the help of 60 SAP User Groups worldwide, if you don't find the opportunity you are looking for.

## How to join and start improving?

- Based on your solution's maturity level, SAP provides two dedicated channels:
  - **SAP Customer Connection**  
Work closely with SAP development teams in Project mode (**Focus Topics**) to improve on-premise products and solutions in mainstream maintenance.
  - **SAP Continuous Influence**  
Take advantage of an open channel with SAP development teams (**Product Sessions**) for the continuous collection and delivery of improvement requests, for Cloud products and newer products with growth potential.

## How to find what's available?

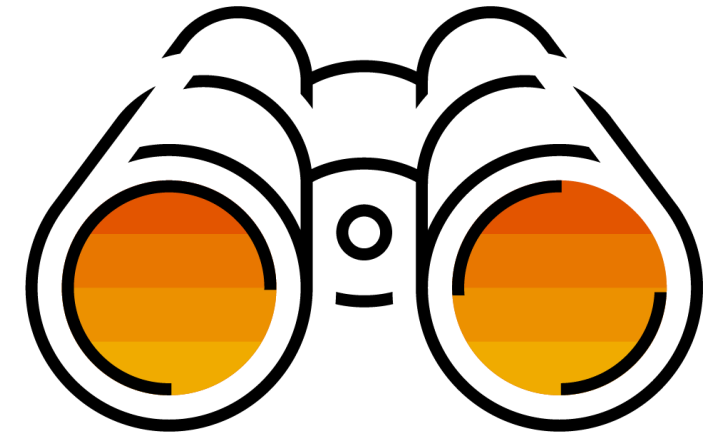
- Visit <https://influence.sap.com/improve> now.

If you don't find the product you want to improve, SAP recommends submitting an “**Influence Request**” with the help of your [User Groups](#) or communities.

Join current opportunities now!

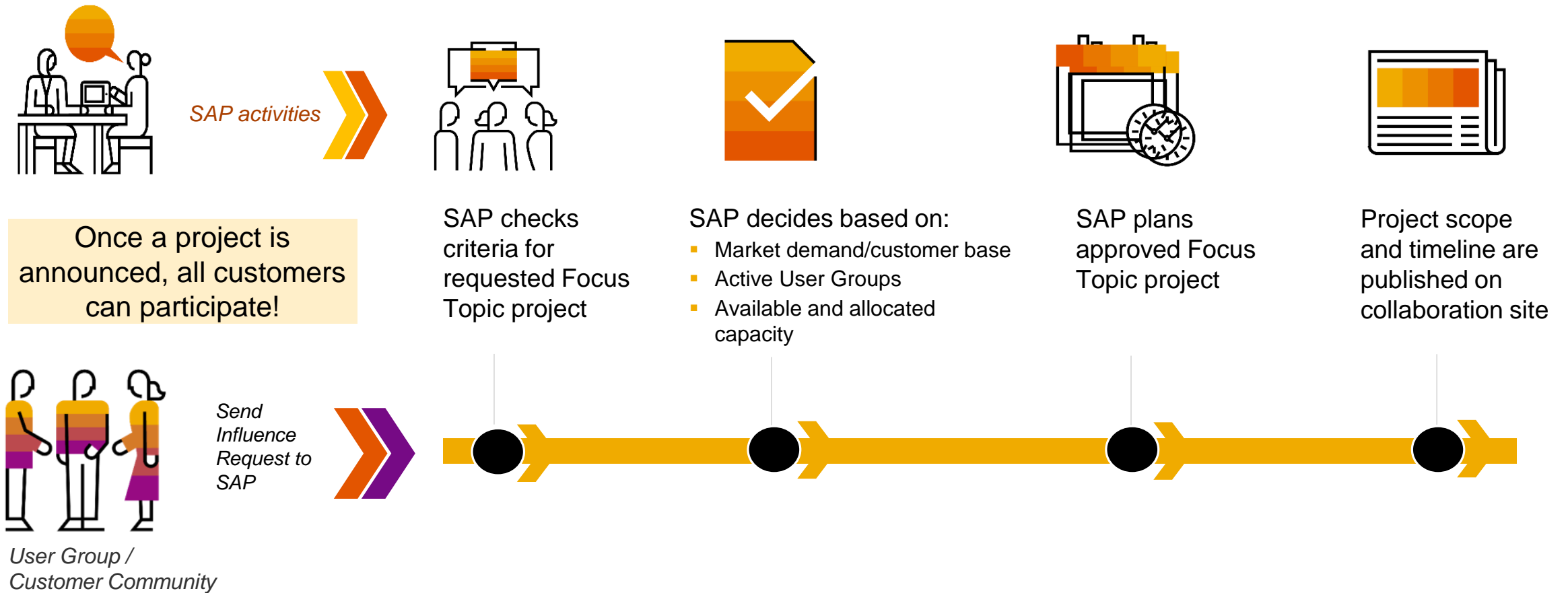
SAP Customer Connection  
[influence.sap.com/CC](https://influence.sap.com/CC)

SAP Continuous Influence  
[influence.sap.com/CIS](https://influence.sap.com/CIS)

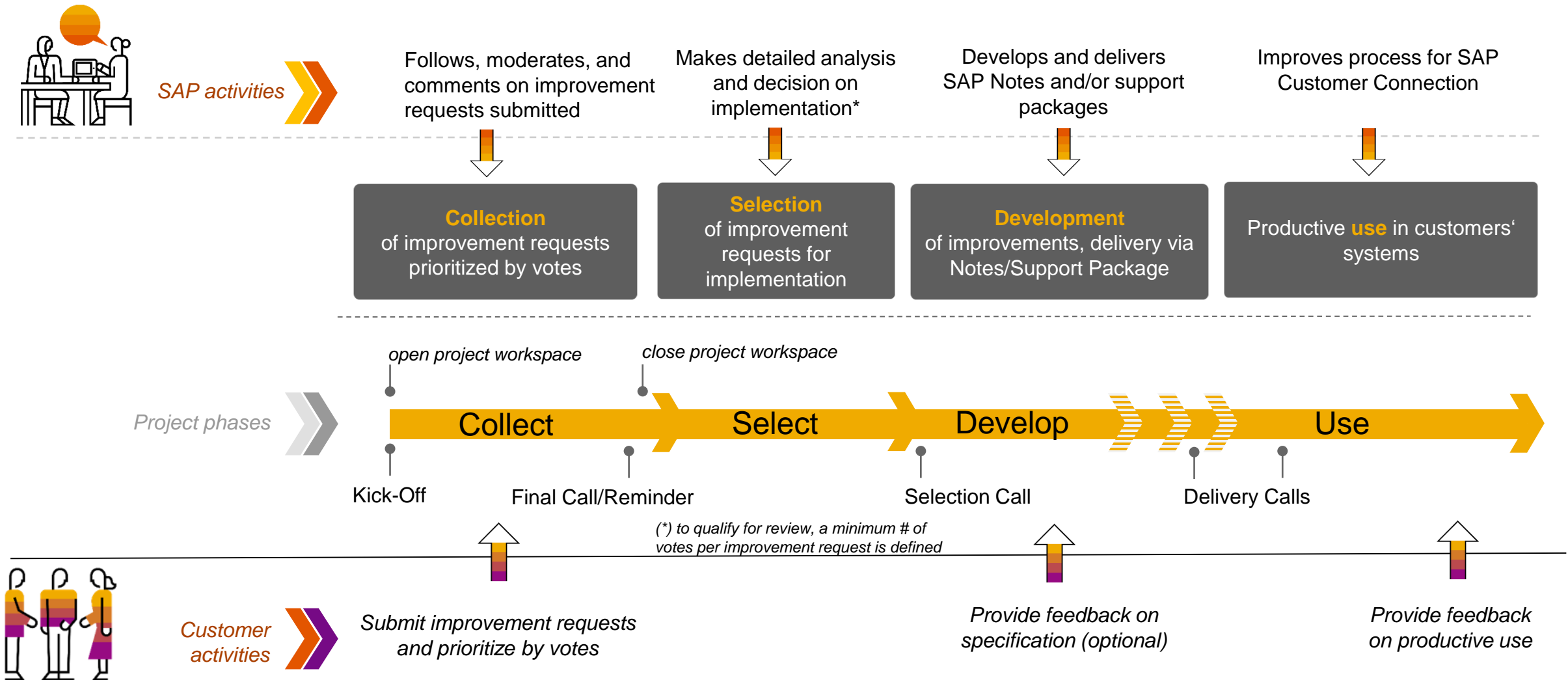


# How **SAP Customer Connection** projects are initiated

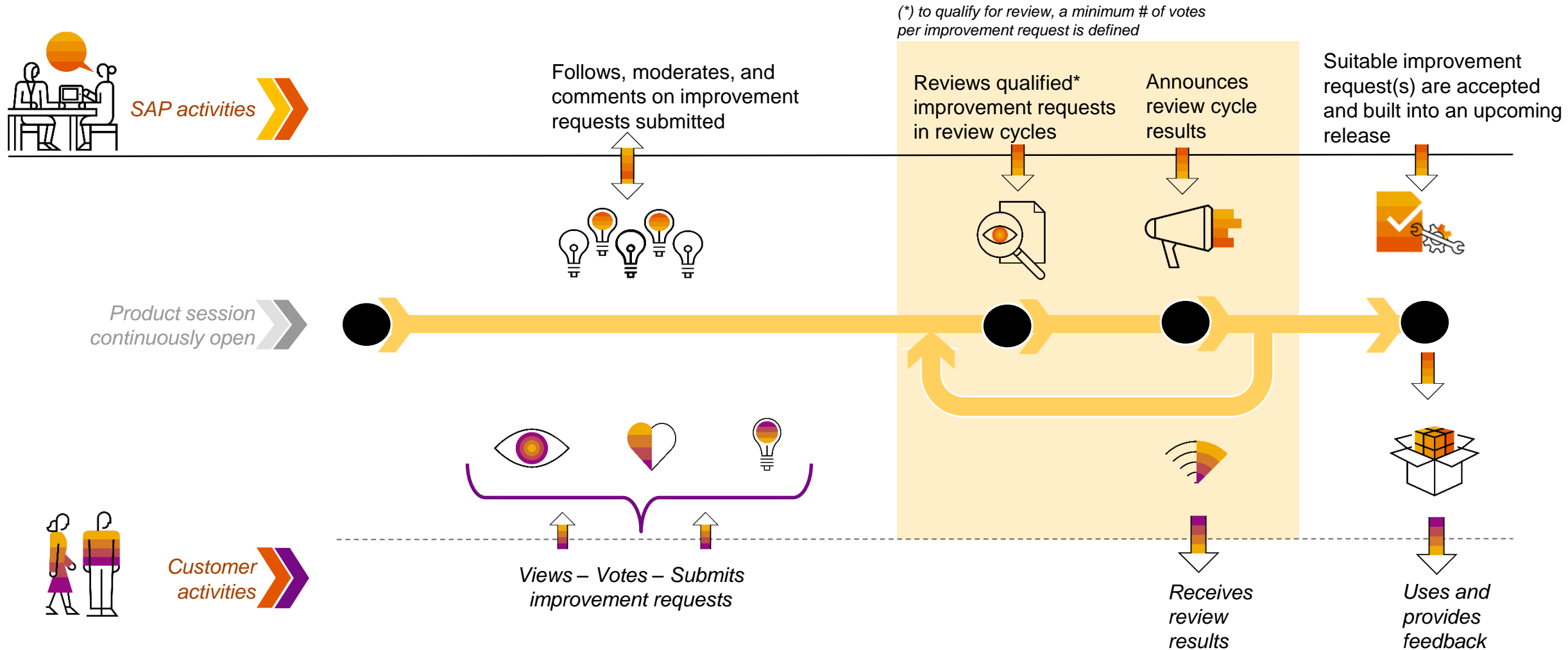
SAP customers (**User Groups and Communities**) request a so-called focus topic (scope of specific project) and trigger the defined process at SAP.



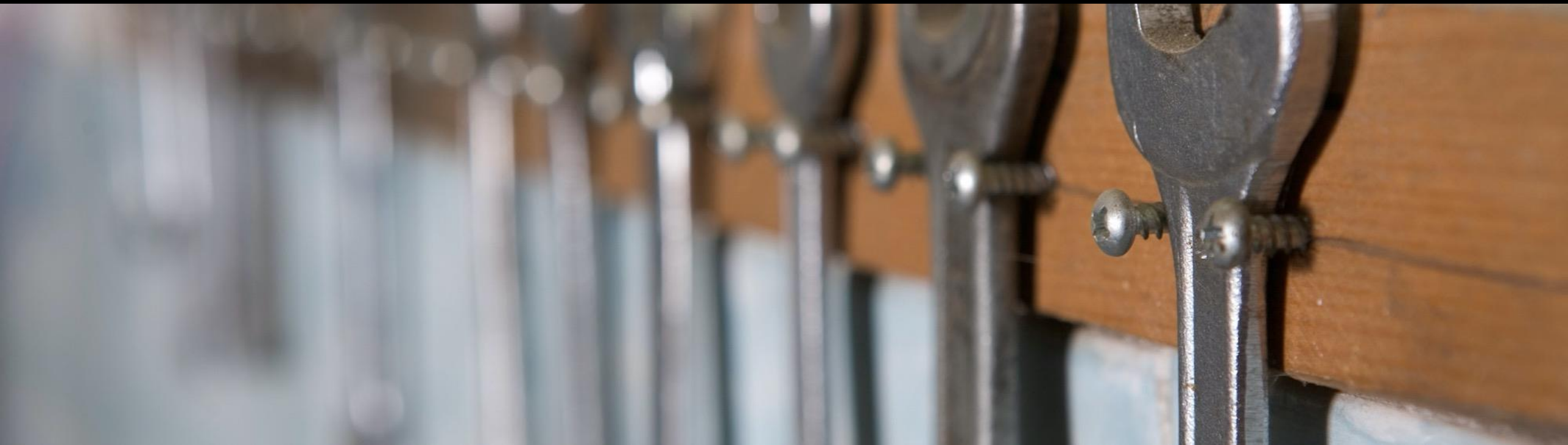
# How *SAP Customer Connection* projects run



# How *SAP Continuous Influence* sessions work

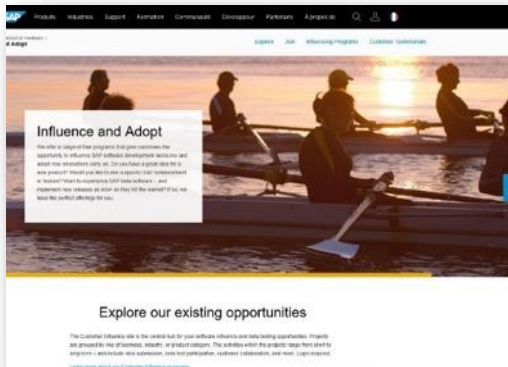


# SAP Influence **Toolset & more**



# Choose your path to step in...

## Get an overview of SAP Influence programs



You want to learn more about Customer Influence opportunities?

Visit Influence and Adopt:  
<https://influence.sap.com>

## Improve the SAP products and solutions you are using today

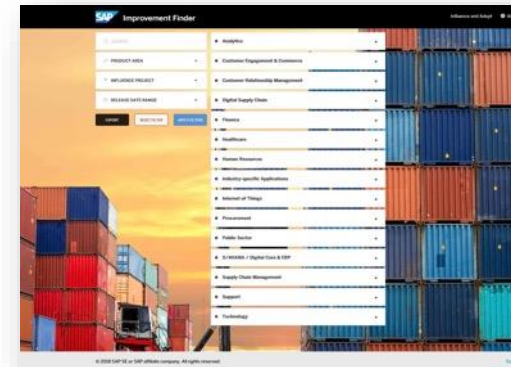


You want to influence SAP and IMPROVE the SAP products and solutions you are using today?

Visit Customer Influence\*:  
<https://influence.sap.com/improve>

(\*) register to get user access

## Benefit from thousands of already delivered improvements



You want to find all enhancements delivered for SAP Products from out of improvement projects, thanks to customer feedback?

Visit the SAP Improvement Finder:  
<https://sapimprovementfinder.com>

## Discover Innovations (improvements and features)



You want to find all innovations and features available to benefit from in your company?

Visit Innovation Discovery\*:  
[support.sap.com/innovationdiscovery](https://support.sap.com/innovationdiscovery)

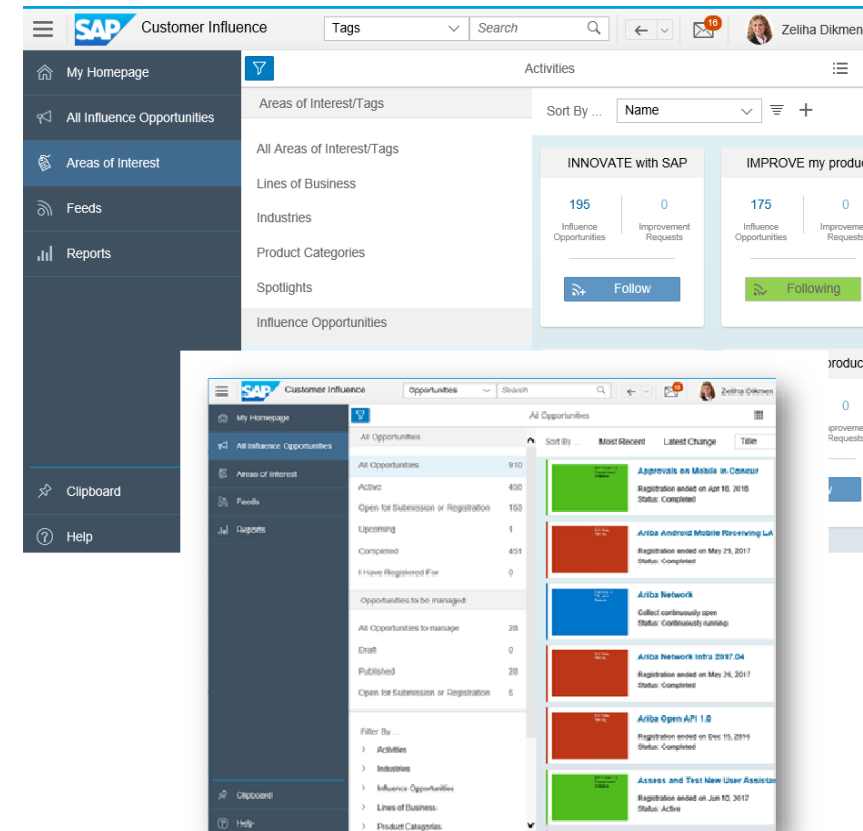
(\*) S-User access is required

# Contribute – Visit the SAP Customer Influence site:

The **SAP Customer Influence** site gathers all existing influencing opportunities in one single entry channel:

- To participate, first **create your user account** to logon and activate Single-Sign-On for easy access (Get started with instructions [here](#)). S or P user required (while limited access for P users).
- Define your “**area(s) of interest**” [here](#) by clicking the **follow** button. You can even follow single projects or sessions. You will receive regular email **updates** and **notifications** on topics within the chosen area(s). You can edit your choices anytime.
- Navigate using the filter bar on the left to select SAP Continuous Influencing session(s) ([here](#)), SAP Customer Connection project(s) ([here](#)) or other type, by product, LOB...or use free text search bar on top of screen.
  - Color coding indicates specific opportunities for each SAP influencing program
- Get active by **voting** for or commenting on the improvement request(s) from which your company would benefit, or start **submitting your own improvement requests**.
- Collaboration language is **English**

Visit now the  
**SAP Customer Influence site**  
<https://influence.sap.com/sap/ino/>

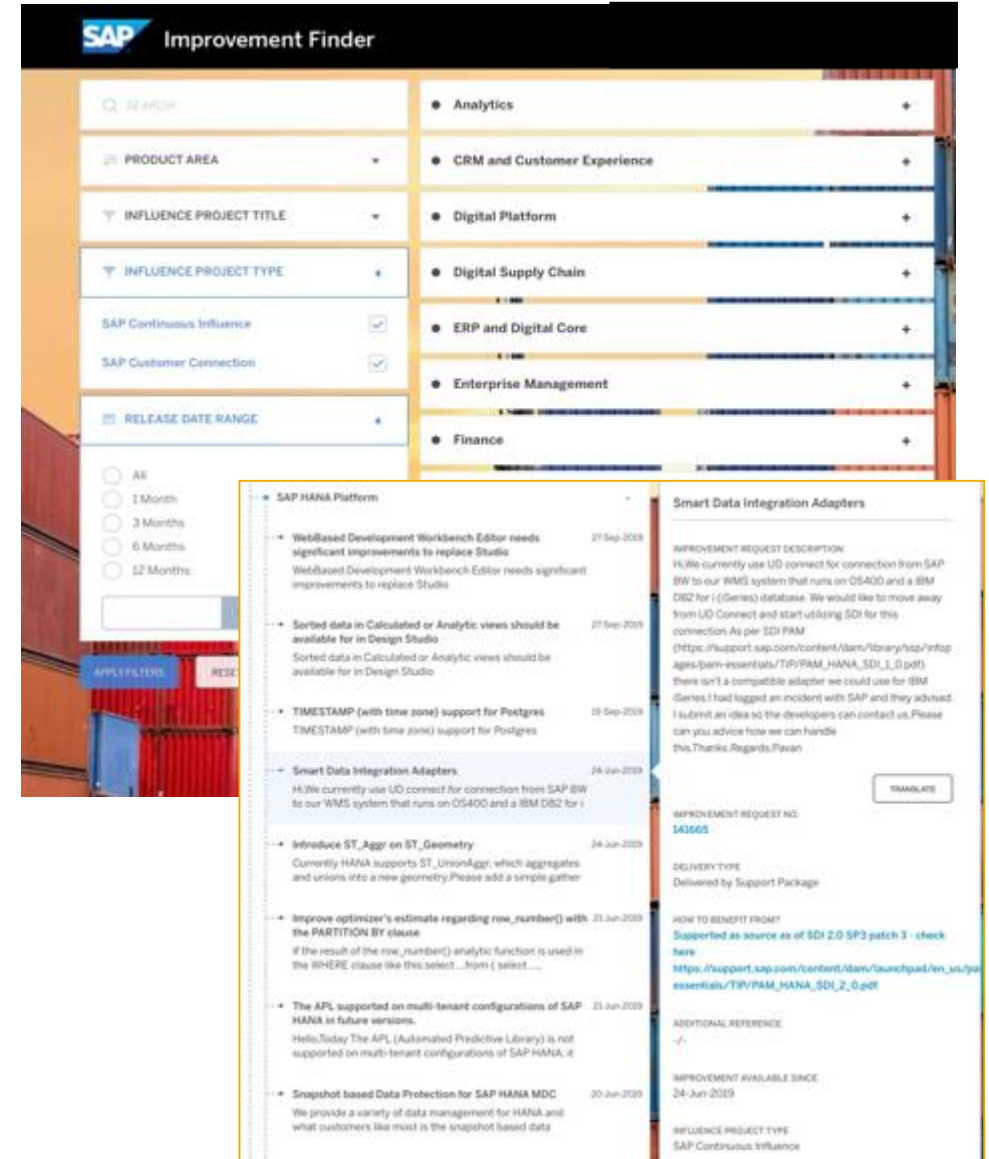


# SAP Improvement Finder

Find & use available improvements across various SAP products consistently:

- Easy & intuitive
- Free text search & translation functionalities
- Accessible to everyone without login
  - S user only needed for accessing details e.g. SAP notes
- Quick results – downloadable for immediate consumption as Excel
- Learn how to use it ideally in this short [movie](#)

Accessible under <https://sapimprovementfinder.com>



# Your takeaways – be the Knowledge Multiplier in your organization!



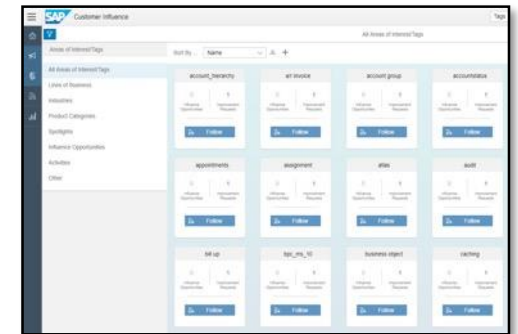
## Benefit from available improvements

- **Easily search, find and download** a list of already available improvements to adopt them as SAP Notes or support packages directly under <https://sapimprovementfinder.com>
- Provides delivered improvements from SAP Customer Connection and/or SAP Continuous Influence sessions



## Take part and IMPROVE your products

- **Follow** your [area of interest](#) and stay informed about new continuous influencing sessions and/or planned focus topic projects
- **Submit** your improvement request(s) for focus topic projects in the collect phase or continuously open continuous influencing sessions
- **Vote** for already submitted improvement request(s) by others and get them qualified for evaluation



## Submit an influence request

- **Inform your community** about the influencing opportunities offered
- **Align** your needs within your community
- **Trigger the process** by submitting an Influencing request through your User Group



# Thank you!



Visit us:

[influence.sap.com](https://influence.sap.com)



Follow us:

[twitter.com/sapinfluencing](https://twitter.com/sapinfluencing)



Influence us:

[influence.sap.com/sap/ino/](https://influence.sap.com/sap/ino/)

Questions or remarks? We are here for you!

Simply contact us via e-mail:



[influencing@sap.com](mailto:influencing@sap.com)