



SAP Preferred Success

Transform Your Business at Speed in the Cloud

SAP User Group & Customer COE Webinar
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April 7th, 2020
PUBLIC

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Learn more about the speakers



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AGENDA

- 1 What is SAP Preferred Success?
- 2 What are the customer challenges? How does SAP Preferred Success help?
- 3 Detailed Guidance through the Customer Lifecycle
- 4 Benefits of SAP Preferred Success
- 5 Business Outcomes
- 6 Customer Success Stories
- 7 Q&A & Adjourn

What is SAP Preferred Success?



SAP Preferred Success provides insight-driven, prescriptive, and personalized recommendations for consuming and optimizing the value of your cloud solutions to improve the user experience across the entire lifecycle. It also fosters tailored functional learning, change management, and enhanced support.



SAP Preferred Success is available for the following cloud solutions:

- SAP SuccessFactors
- SAP S/4HANA Cloud
- SAP Cloud Platform
- SAP C/4HANA
- SAP Integrated Business Planning
- SAP Analytics Cloud
- SAP Fieldglass

[Availability of cloud support offerings](#)

Customer Challenge vs **SAP Preferred Success**

Legacy system migration & lack of cloud understanding



Tailored risk mitigation services and cloud mindset workshops

Struggling to achieve KPIs, cost adherence & timelines on critical milestones



Business outcomes focused Success Planning

Lack of resources or insight into the consumption of new features



Tailored and personalized Release Guidance

Understanding of system usage



Technical, application & business process optimization Success Checks

In need of tailored, guided learning opportunities



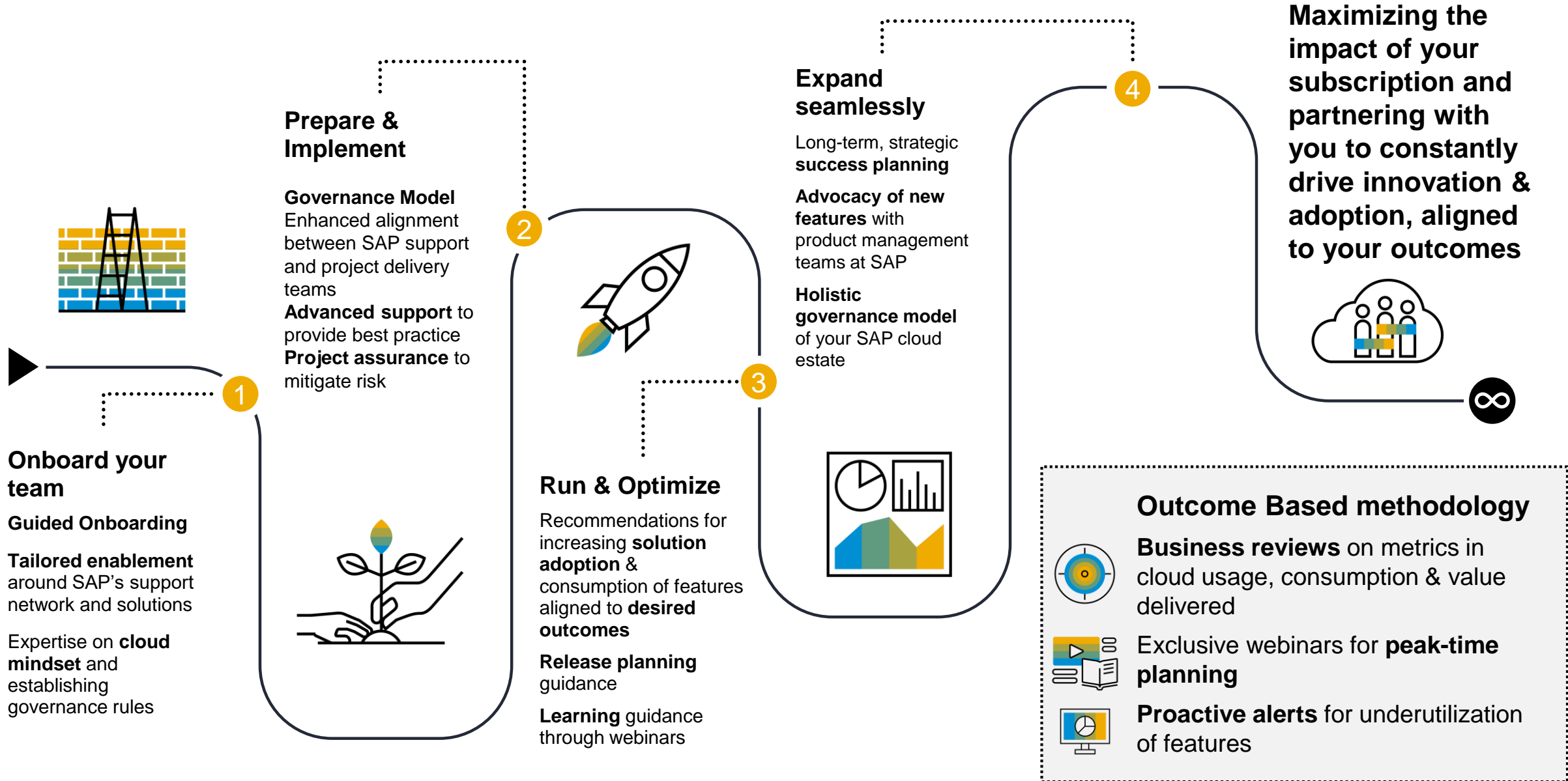
Proactive identification of learning path for system administrators & key users

Resolution time for important issues

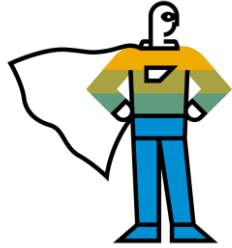


Enhanced SLAs for incidents with SAP Product Support

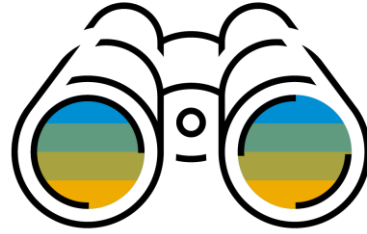
Detailed Guidance At Each Stage Of The Customer Lifecycle



Benefits of SAP Preferred Success



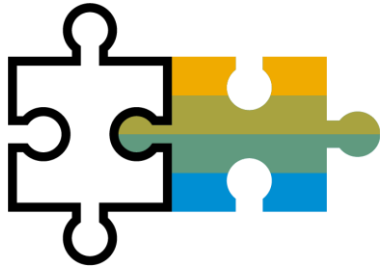
**Customer Success Manager
(CSM)**



Guided onboarding experience



In-Depth Release Guidance



**Configuration and Adoption
Checks**



**Enhanced SLAs including
prioritized incident handling**

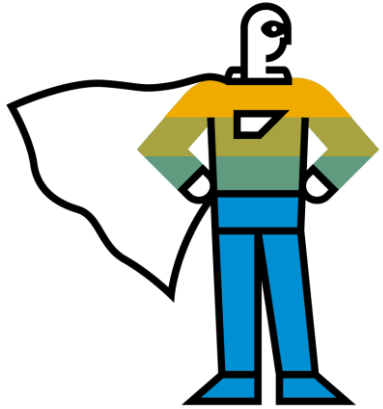


**Functional & technical expert
sessions & SAP Learning Hub –
Solution Editions access**

What does a CSM do?

The **Customer Success Manager** accelerates the path to value by **maximizing the impact of your SAP cloud subscription** and partnering with you to consistently and effectively drive innovation and adoption.

This ensures a maximum return on your investment in SAP cloud technology.

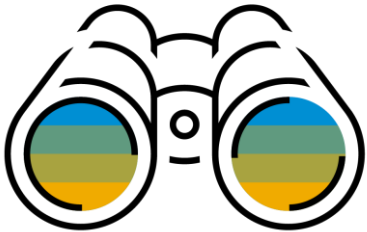


- Be the **trusted customer advocate** in coordination with the CEE
- Define & drive execution of the **SAP Preferred Success plan**
- Facilitate access to **product & functional expertise**
- Ensure your **strategic business goals**
- Deliver quarterly business reviews to track **key metrics & goals**
- Provide **regular release reviews** to maximize feature adoption based on your organizational goals and needs
- Plan & manage the delivery of relevant **prescriptive services & portfolio offerings**

What is „Guided Onboarding“?

Customer onboarding is the first phase in the customer lifecycle.

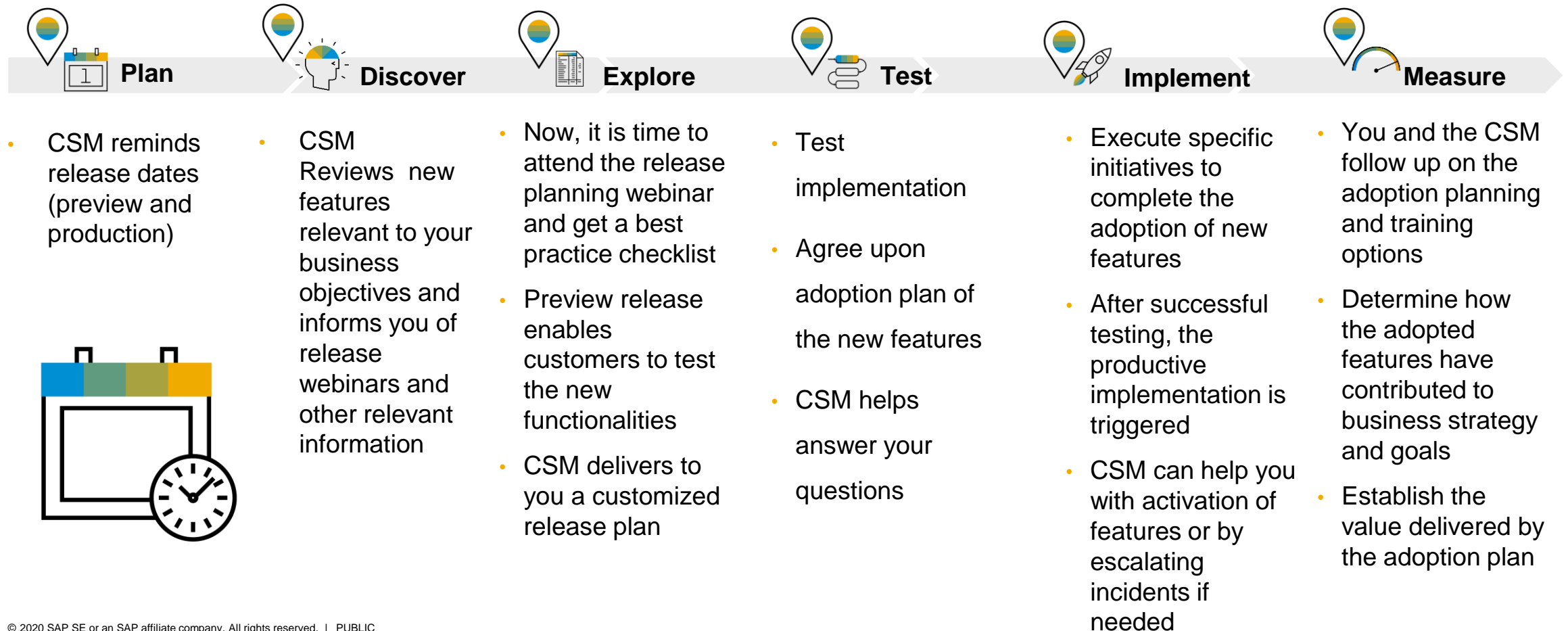
During this phase the following **strategic components** will be investigated and documented: business outcomes, KPIs, objectives, milestones, possible roadblocks



- Provides program roadmap
- Cloud Mindset
- SAP Preferred Success Community
- SAP best practices
- Incident Management best practices
- Change Management

What is Release Guidance?

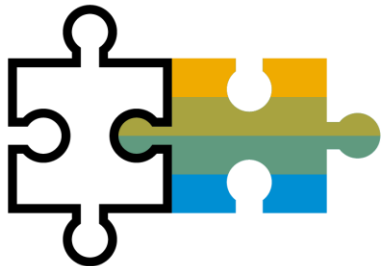
To optimize your solutions to enhance the user experience and stay aligned with your strategy, you will receive **release guidance** from SAP Preferred Success, **tailoring the release planning and execution process so it is valuable and relevant for your business.**



Configuration and Adoption Checks

Configuration and Adoption Checks are **quality reviews** delivered by the CSM to support you throughout the subscription lifecycle. Success Checks are utilized to **validate the solution against SAP best practices and recommended settings**.

These targeted reviews ideally take place, when you are live and fully implemented the solution, as well as can be performed prior to making major changes in order to further optimize and improve the system.



- Focused on **solution adoption, usage, and optimization** post Go-Live
- **Easy to consume and outcome driven** services, targeted to a specific business imperative
- New delivery model - **higher frequency with customer touch points** but with shorter, more **in-depth discovery sessions**
- Mapped to Preferred Success **value drivers and expected business benefits**

Advanced support and enhanced target SLAs

With SAP Preferred Success you will benefit from **quicker initial response times** and resolution targets for non defect-issues through **enhanced SLAs**, which you will get from contract signature through the lifetime of your subscription.

- Faster initial response time targets for priority 2, 3, and 4 incidents through SAP product support
- Improved resolution target on priority 2 incidents
- Point of contact to support resolution for mission-critical incidents

Priority	Standard SAP Enterprise Support		SAP Preferred Success	
	Initial Response Time	Resolution Target	Initial Response Time	Resolution Target
1	1 hour (RT)	4 hours (RT)	1 hour (RT)	4 hours (RT)
2	4 hours (RT)	-	2 hours (RT)	3 BD
3	1 BD	-	4 hours (OH)	-
4	2 BD	-	1 BD	-

SAP Learning Hub, Solution Editions

Solution editions of SAP Learning Hub is a comprehensive digital platform, which offers enterprise-wide, 24x7 access to tailored digital learning resources within various SAP solution portfolios.

With SAP Preferred Success you will be granted up to **5 administrator users** per Cloud Solution.



- Eight solution-specific **enablement programs**
- **Learning Journey** guides to follow recommended paths to competency
- **SAP Learning Rooms** for online collaboration and certification preparation
- **Unlimited, anytime access** to a wealth of digital learning resources

Customer Success Stories



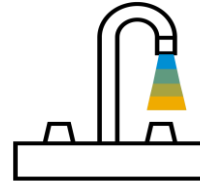
Hypera Pharma

Brazil: 7,700 employees

[SAP SuccessFactors](#) 

- Reduction in reactive incidents by up to 60
- Discovery of 14 inactive features with SAP SuccessFactors
- Through the Schedule an Expert service that helped solve a two year issue with reports

[Read more](#)



American Water

USA: 7,500 employees

[SAP SuccessFactors](#) 

- Reduction of project duration by up to 30%
- Shorten the innovation cycle by up to 50%
- Ensure a smooth go-live and reduce reactive incidents during and after go-live by up to 30%

[Read more](#)



AKKA Technologies

France: 22,000 employees

[SAP S/4HANA](#) + [SAP Concur](#) 

- Move to weekly and biweekly time sheets, dramatically increasing visibility and helping managers forecast and plan their business better
- Eliminate aging on-premise solutions that required constant manual patching and updates

[Read more](#)

[Find more](#) SAP Preferred Success customers references

Business Outcomes with SAP Preferred Success

Examples from our customers in example with SAP SuccessFactors

Outcome

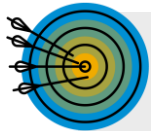


To utilize SAP SuccessFactors for the complete Compensation and Variable Pay cycle for 103K employees

Outcome



To utilize SAP SuccessFactors as the sole end to end hiring platform, from recruiting through to onboarding



Objective 1

Implement the bulk download feature for compensation statements, to reduce the manual effort required from **150 days** to **0 days** saving **€30k per annum**



Objective 2

Give 7,000 managers real time visibility of their annual performance review budget, to reduce the overall manual effort required from **28k hours** to **0 hours**, providing an estimated efficiency saving of **€280k per annum**



Objective 1

Reduce the onboarding time from **60 days** to **30 days** by 31st December making savings of **€220k per year**



Objective 2

Job requisitions on Recruiting Posting to increase from 0 to 5,000 per year by 30th October, making a saving of **€150k per year** in licensing costs



OPERATIONAL TACTICS

Discovery Workshops, Design Thinking, Success Checks, Expert Services, Enablement, Solution Launch Checks, Feature Adoption

Q & A

Thank you.

[Learn more about
SAP Preferred Success](#)



SAP Preferred Success and SAP MaxAttention

SAP Preferred Success

Overview



SAP Preferred Success is a **subscription-based** customer success offering. It provides a bundle of **prescriptive customer success resources** that accelerate cloud adoption and achieve quick business outcomes.

Focus



The offering delivers an engagement that combines **best practices recommendations to optimize cloud solution capabilities**, a tailored learning strategy, and change management guidance. **(Cloud only)**

Key Stakeholders



LoB heads (CxO), LoB administrators, business process owners, and key users.

Assigned Roles



The dedicated CSM per cloud solution provides an expert-driven, guided cloud subscription service across the customer's SAP cloud solutions

SAP MaxAttention

The New SAP MaxAttention is SAP's strategic engagement **helping large enterprise customers focus on business success** and move to the Intelligent Enterprise.

Its focus is on providing **premium advisory and support services** to ensure smooth architecture planning, end-to-end implementation and operations, based on customers' requirements. **(Cloud, hybrid, and on-premise)**

CEO/CIO, IT teams (from planning to operations), and other key stakeholders.

The SSP/ EA / Lead TQM roles provide overall engagement governance and orchestrates the engagement together with the other stakeholders, including the CSM.

SAP Preferred Success and SAP MaxAttention Services Overview

SAP Preferred Success has a solution adoption focus and is a recurring, stand ready, “any time you want” cloud service, helps our customers simplify and optimize the cloud solution experience as well as take advantage of the latest technology innovations, focusing on the following topics:

- **Personalized release planning** - feature enablement
- Access to **Learning Hub** with exclusive live learning
- Continuous **consumption and adoption analytics**
- Best practice guidance through **success checks**
- **Customer onboarding** from day one of subscription
- Best and **exclusive incident response times** through **enhanced service level agreement** with support advocacy by Customer Success Manager

SAP MaxAttention is a strategic engagement that drives large-scale transformation initiatives successfully through premium advisory, support and services. Enabled by a dedicated leadership team, the engagement empowers customers to innovate, implement, and operate SAP solutions on the following key topics:

- **Architecture planning**
- **Implementation support**
- **Cybersecurity** and compliance
- Platform-as-a-Service and Development Operations
- **Safeguarding** the customers implementations
- End to end **hybrid operations for cloud** (and on-premise)
- Accelerated support
- **Innovation with edge-technologies**