

SAP Premium Engagements

How Premium Engagements can help create value and mitigate risks

User Group Virtual Conference

Peter Harkin

SVP & Global Head of SAP Premium Engagements

SAP Customer Success

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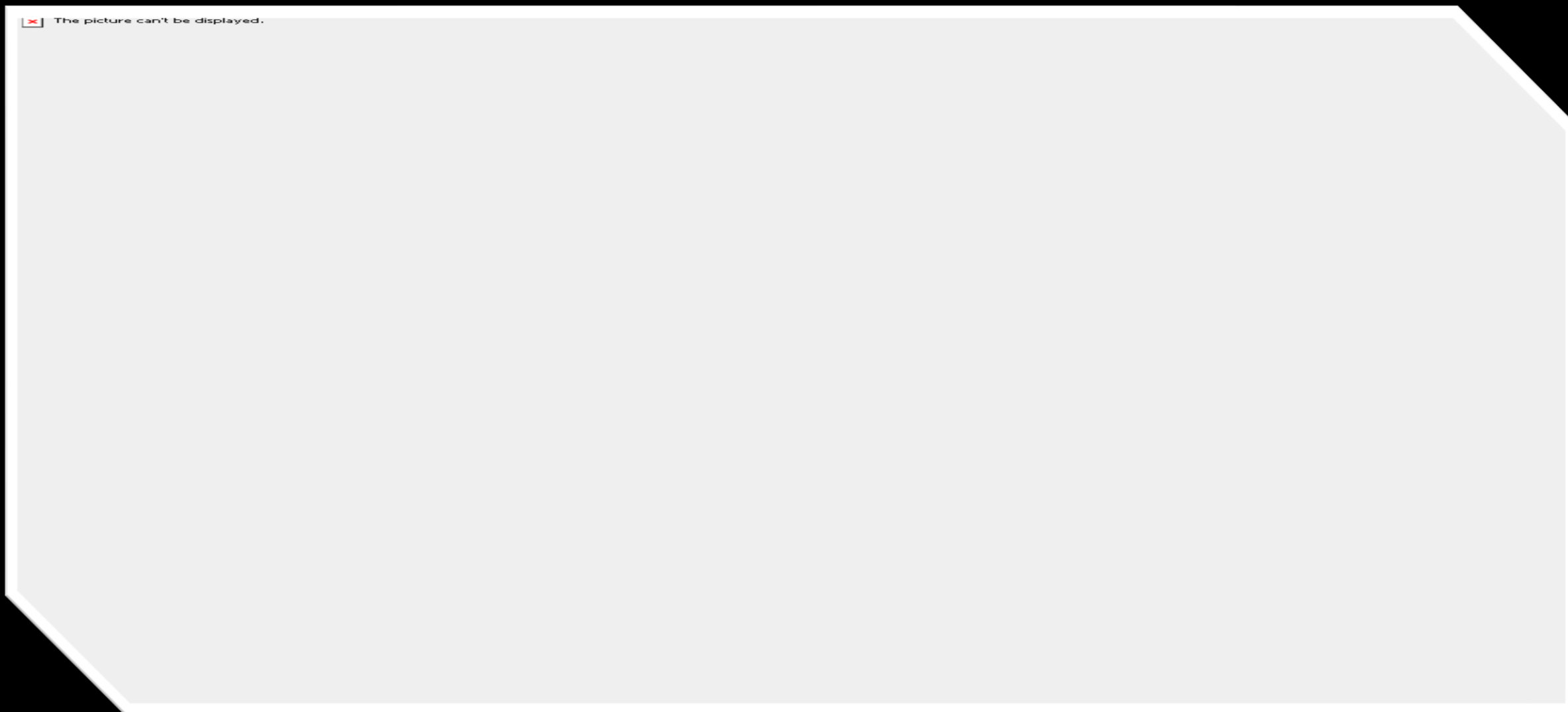
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SAP Premium Engagements

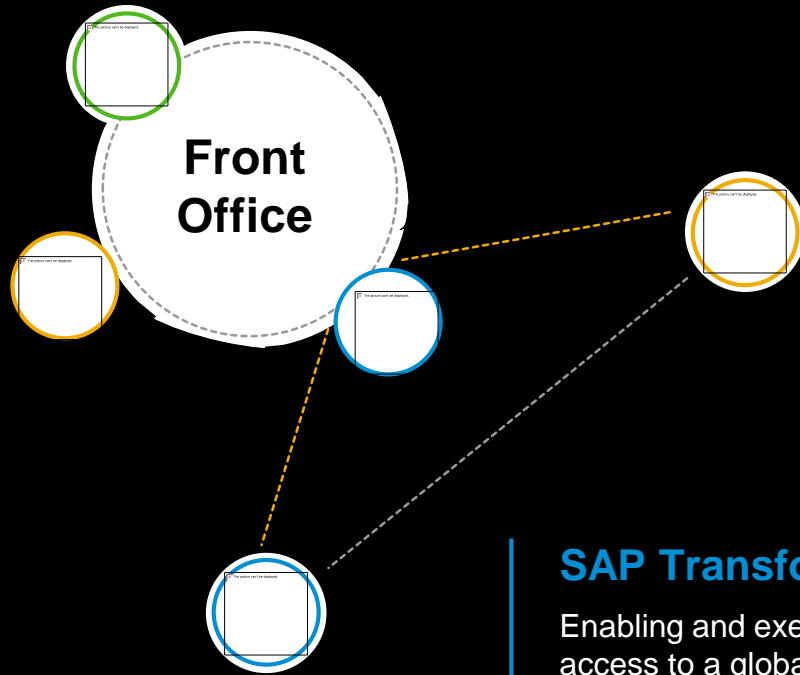
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Services available end to end



*100% Remote Delivery Available

Front Office and **Back Office**



SAP Mission Control Center

Fully aligned global view on all engagements, product issues and resolutions.
Global consolidation of best practices.

Focus on SAP MaxAttention
and product adoption

- Engagement lifecycle support (incl. Cloud)
- Product adoption (SAP HANA, SAP S/4HANA, Hybrid)

Live channel to:

- Development units
- Industry business units
- Cloud business groups

Mission Critical Support

- Qualification and dispatching
- Business down management
- Global escalation management
- Critical incident management
- Critical situation management

SAP Transformation Hub

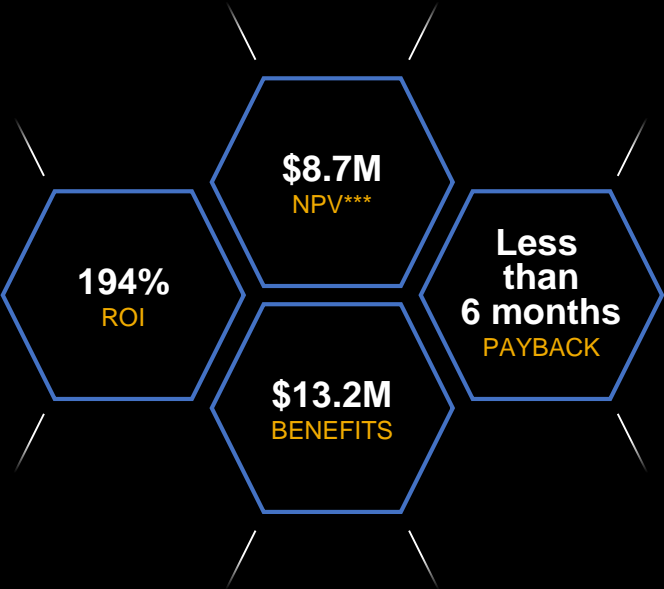
Enabling and executing scalable architecture planning
access to a globally standardized expert team
for innovation and enabling the Intelligent Enterprise

- Architecture point of view
- Architecture live channel
- Architecture knowledge hub
- Industry Know-How

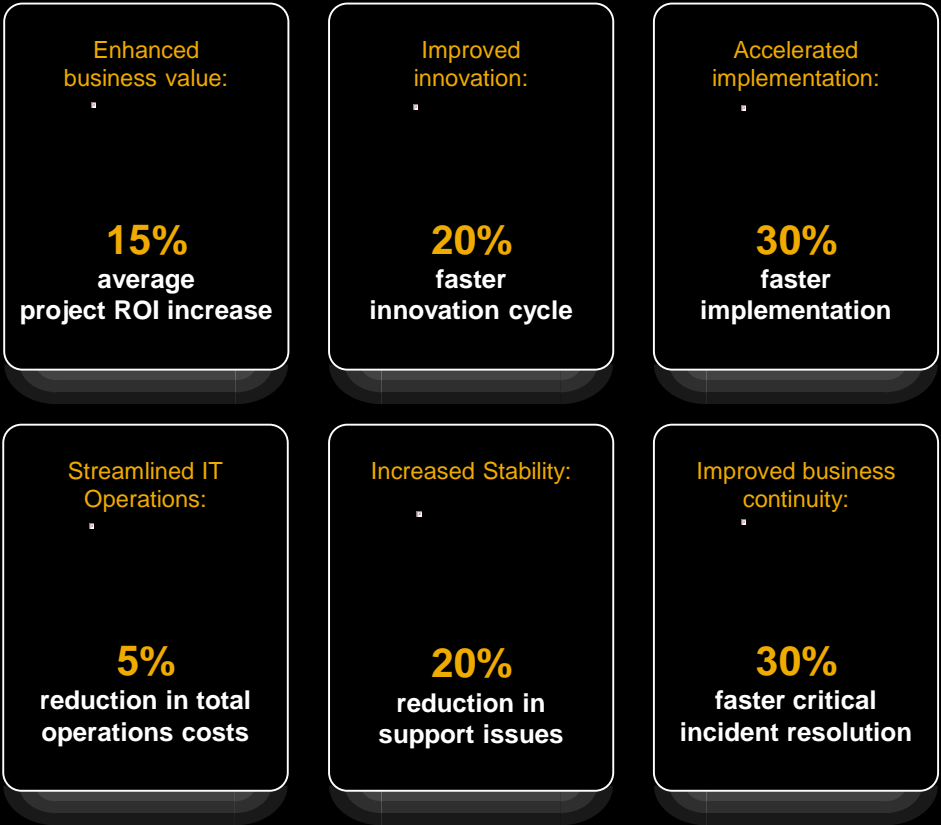
Total Economic Impact - Forrester Study of SAP MaxAttention

Benefits proved by independent multiclient study*

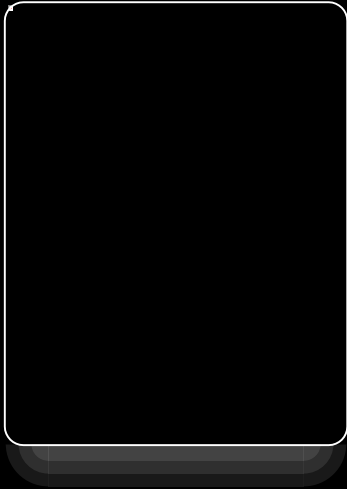
Financial Summary**



Key Benefits

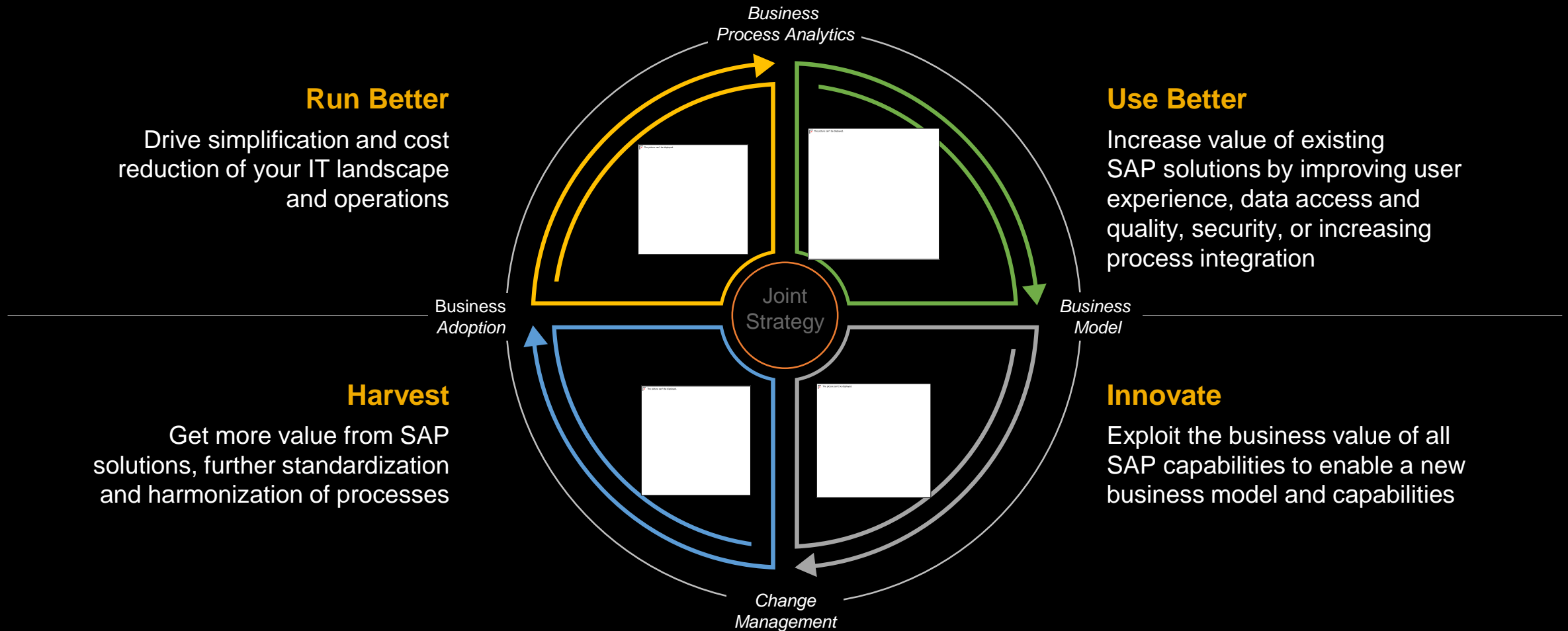


Total Economic Impact Forrester Study



*Based on the October 2019 commissioned study, The Total Economic Impact™ Of The New SAP MaxAttention, conducted by Forrester Consulting on behalf of SAP.
**Financial summary benefits are three-year risk-adjusted and representative of a composite organization based on characteristics of the interviewed organizations.
***Net Present Value (NPV) is the discounted current value of future benefit cash flows (\$13.2M) less future cost cash flows (\$4.5M).

Reduce Risk and Maximize the Value – a summary

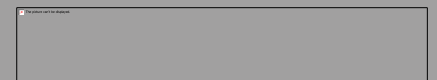
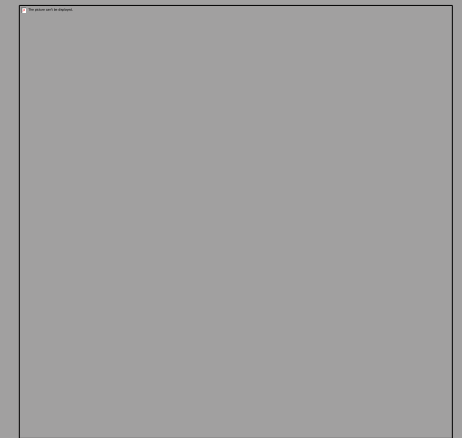


The Intelligent Enterprise Institute

Stefan Schoepfel

SAP | Customer Success | Services EMEA North COO | Co-Head IEI

June, 2020

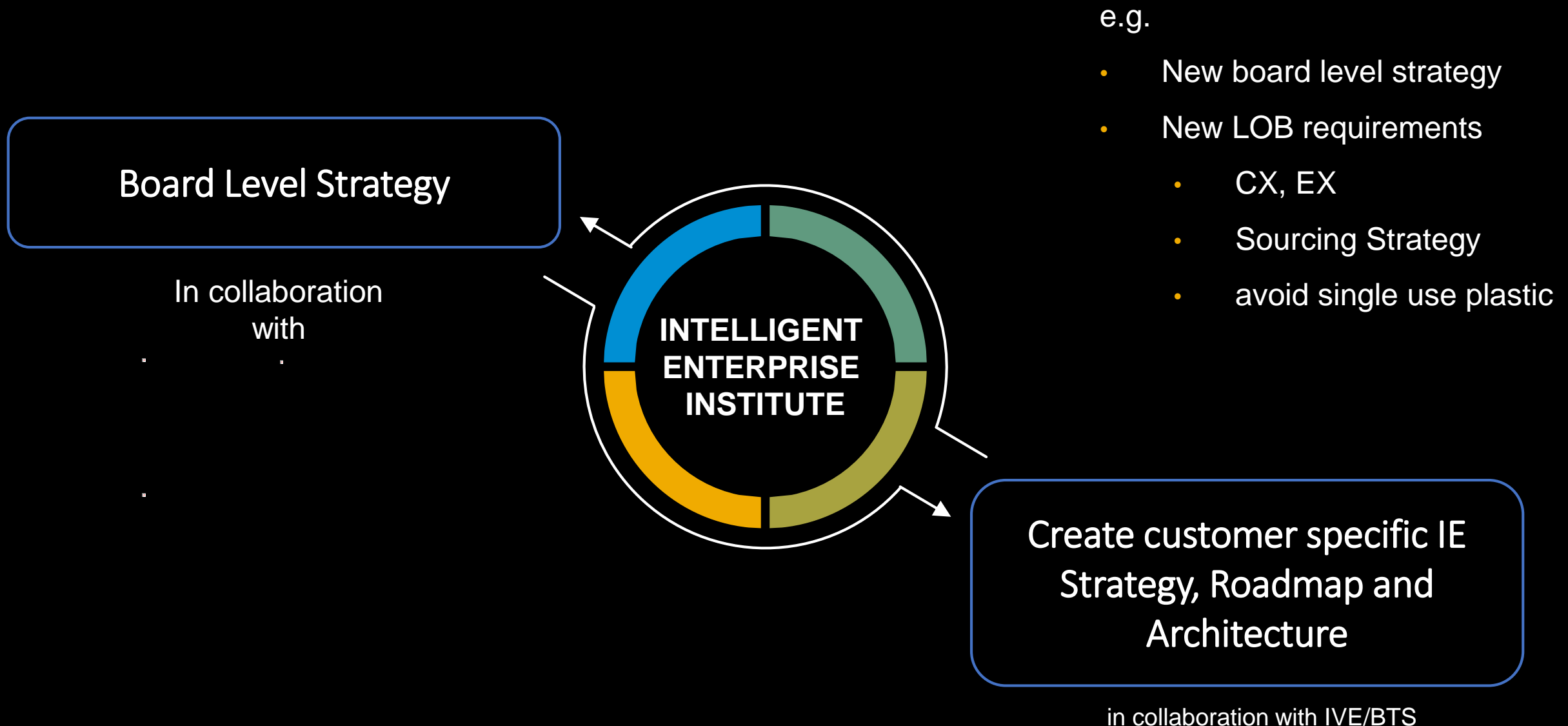


Key aim of the [Intelligent Enterprise Institute](#)

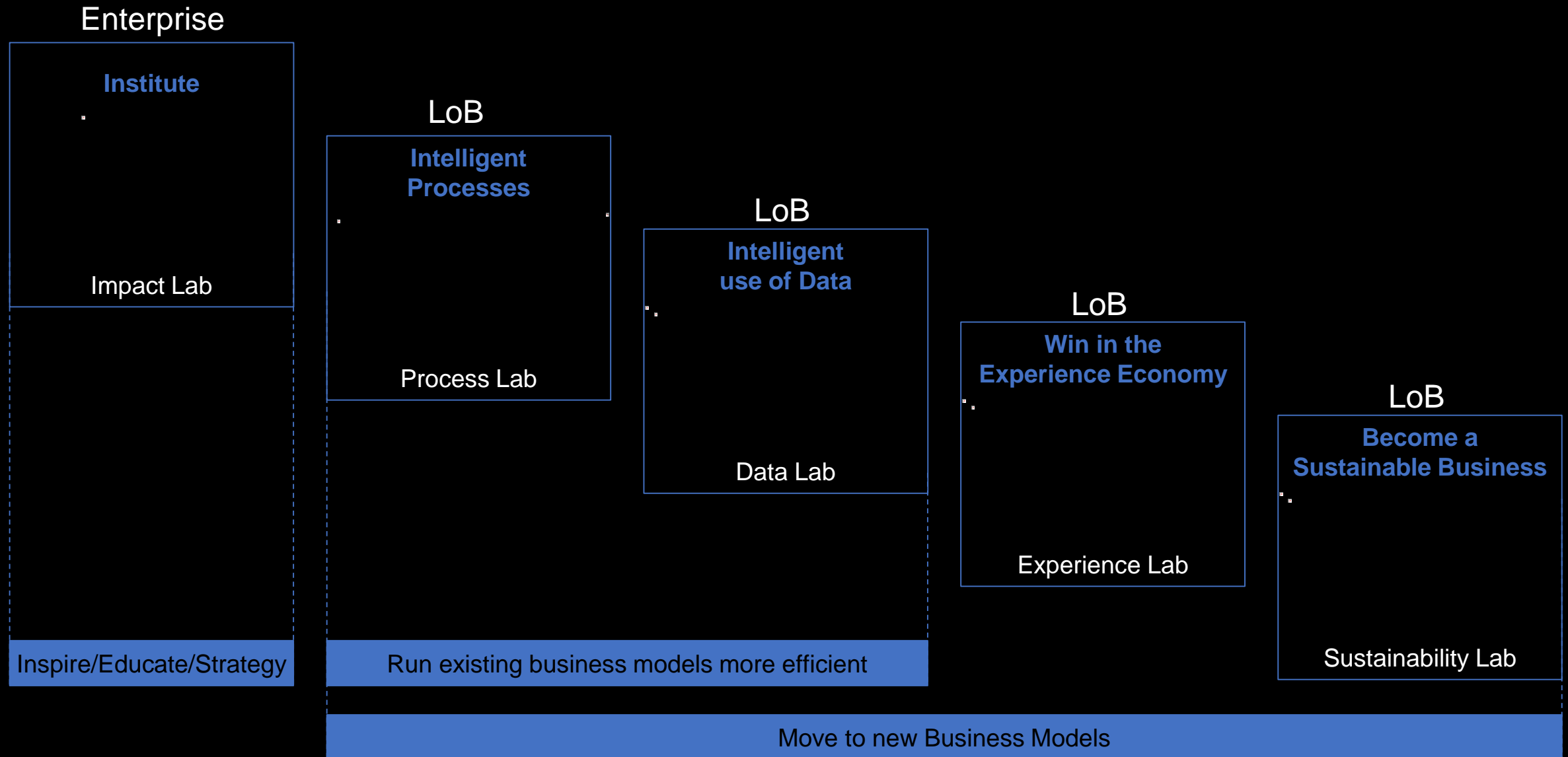


Help to fast track value
realization from SAP's Intelligent
Enterprise Framework

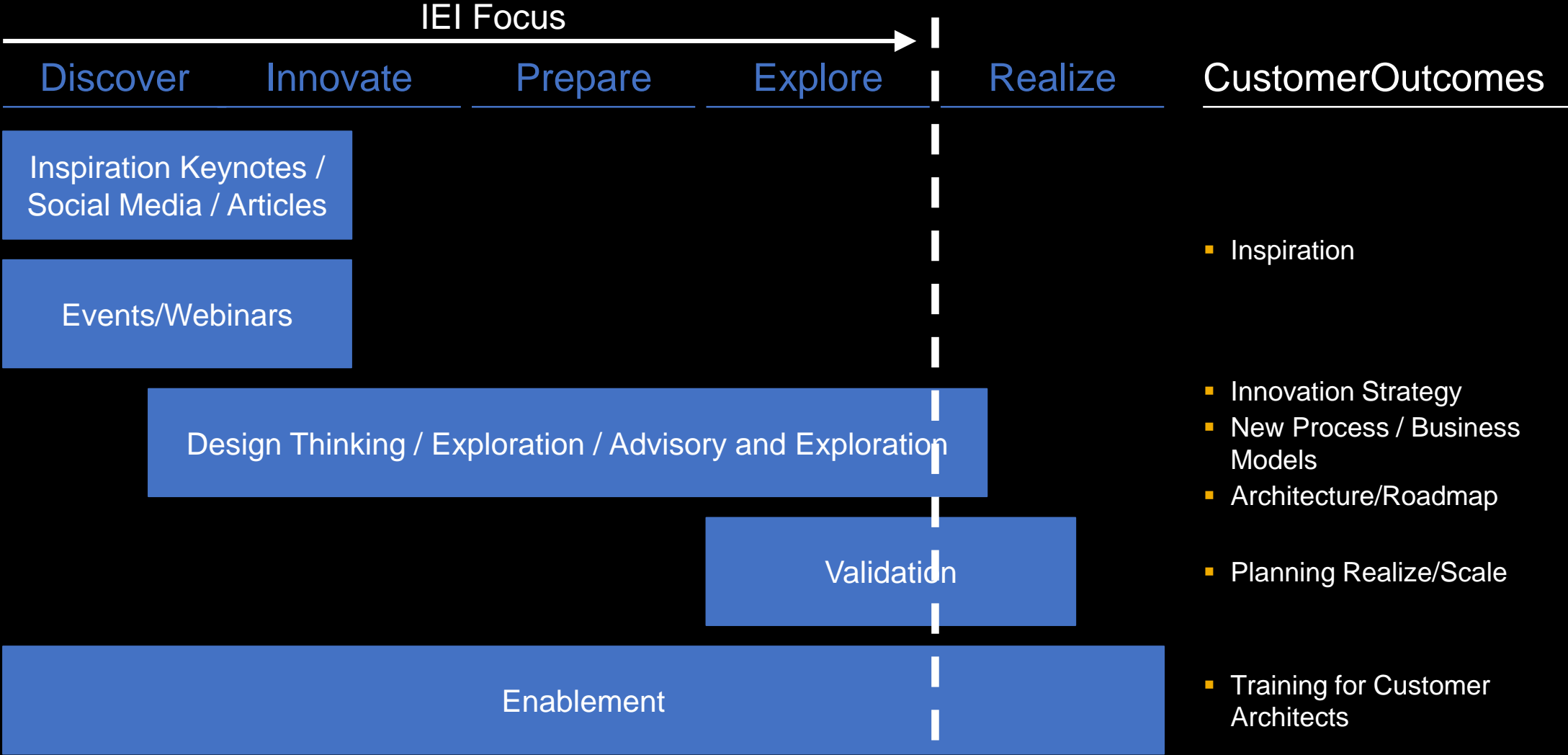
Helping to align your board level strategy with SAP Services and Solution Roadmap



Help create/extend your intelligent enterprise strategy



Intelligent Enterprise Institute Portfolio: Premium Engagements Customers



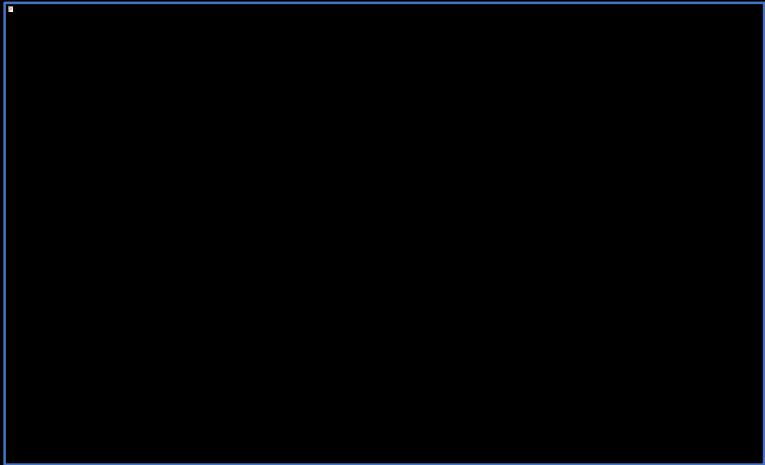
Help to create/extend your intelligent enterprise strategy

	<div>Institute</div> <div>Impact Lab</div>	<div>Intelligent Processes</div> <div>Process Lab</div>	<div>Intelligent use of Data</div> <div>Data Lab</div>	<div>Win in the Experience Economy</div> <div>Experience Lab</div>	<div>Become a Sustainable Business</div> <div>Sustainability Lab</div>
GTM	<ul style="list-style-type: none"> Explain value of IE 	<ul style="list-style-type: none"> Fix processes (COVID-19) Increase process efficiency/flexibility 	<ul style="list-style-type: none"> New Data driven Business Models Improve Data Quality 	<ul style="list-style-type: none"> Create unique customer and employee experiences to grow business 	<ul style="list-style-type: none"> Win more business with sustainable products/business models
Services	<ul style="list-style-type: none"> Digital Mindset Events IE Customer workshops/ Events Strategy/Roadmap service to help run existing or future business models better with IE 	<ul style="list-style-type: none"> Explore Service for Intelligent ERP Intelligent Process Exploration (BOOM) <ul style="list-style-type: none"> Design2Operate Lead2Cash Source2Pay Recruit2Retire 	<ul style="list-style-type: none"> Explore new data driven business models service Data Cleansing as a service 	<ul style="list-style-type: none"> XM Exploration Services Advisory for X+O 	<ul style="list-style-type: none"> Sustainability Advisory Services
Deliverables	<ul style="list-style-type: none"> Insights, Inspiration, Education and Customer Specific IE Strategy/Roadmap 	<ul style="list-style-type: none"> Process Benchmarking Optimized Processes Solution Design Architecture/ Roadmap 	<ul style="list-style-type: none"> New business models Increased value from data 	<ul style="list-style-type: none"> XM strategy XM Architecture and Roadmap 	<ul style="list-style-type: none"> Sustainability Roadmap and Architecture
Value	<ul style="list-style-type: none"> Insights, Inspiration, Education and Planning 	<ul style="list-style-type: none"> Cost savings Revenue Increase 	<ul style="list-style-type: none"> Cost savings Revenue Increase 	<ul style="list-style-type: none"> Increases NPS for CX and EX 	<ul style="list-style-type: none"> Revenue Increase

IE Institute: Process Lab

<div><div>Intelligent Processes</div><div>Process Lab</div></div>	
GTM	<ul style="list-style-type: none">Fix processes (COVID-19)Increase efficiency/flexibility
Services	<ul style="list-style-type: none">Explore Service for Intelligent ERPIntelligent Process Exploration (BOOM)<ul style="list-style-type: none">Design2OperateLead2CashSource2PayRecruit2Retire
Deliverables	<ul style="list-style-type: none">Process BenchmarkingOptimized ProcessesSolution DesignArchitectureRoadmap
Value	<ul style="list-style-type: none">Cost savingsRevenue Increase

Process Benchmarking



Process Optimization Workshop



New Process

IE Architecture

SAP Spotlight

Sample information per process & process step

Indicator based on how much an average company can improve KPIs mapped to this process based on the variance of those KPIs.



Indicator based on number of monthly active users of this process.

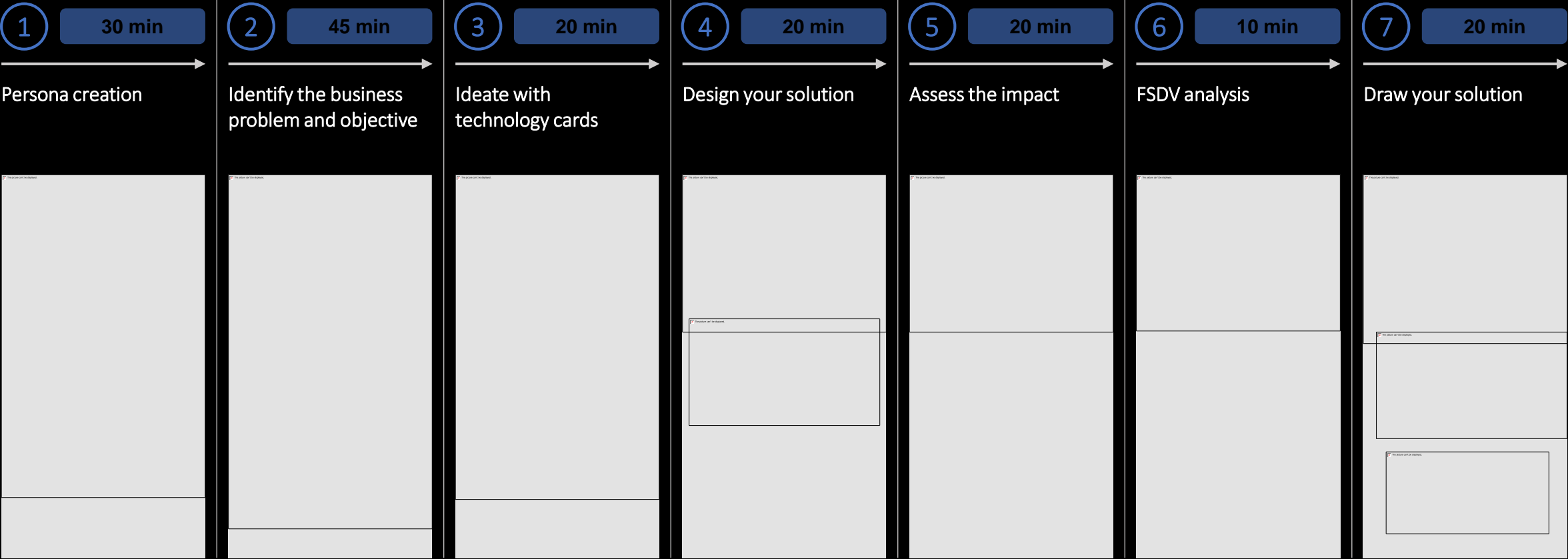


Indicator based on the total number of UI interactions / dialog steps / backend calls of this process.



Indicator based on how much an average company can improve KPIs mapped to this process based on the variance of those KPIs.





Intelligent Process exploration: Process Lab – Results -

New Process

IE Architecure

Launch of the **Intelligent Enterprise Institute** has been completed

Social media communication focusing on
COVID-19 offers

Public Website

<https://events.sap.com/eur/ie-institute/en/home>

Most IEI Services can be delivered remotely!

Intelligent Enterprise Institute Locations: 3 started - targeting 11 end of year



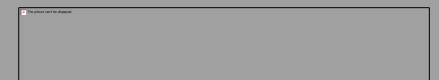
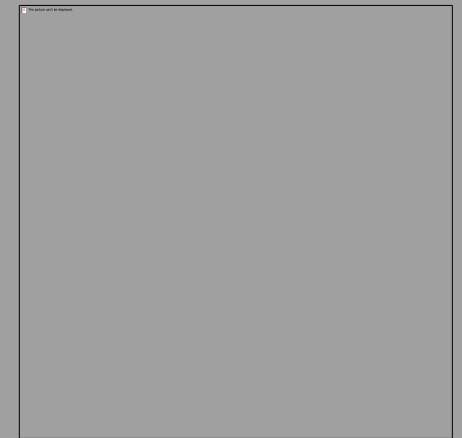
The Intelligent Enterprise Institute

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Reference Slides Backup

Powering Agility in the Utilities Industry with SAP S/4HANA®

AES Corporation
Arlington, Virginia
www.aes.com

Industry
Utilities

Products and Services
Electricity generation and distribution

Employees
>10,500

Revenue
US\$13.5 billion

SAP® Solutions and Services
SAP S/4HANA®, SAP HANA® Enterprise Cloud, SAP Fiori® user experience (UX), SAP® Value Assurance program for SAP S/4HANA®, and SAP MaxAttention™ services

Global utility AES wanted to consolidate ERP applications worldwide and up its maintenance and support game. Working with SAP Value Assurance and SAP MaxAttention services, it moved to SAP S/4HANA on SAP HANA Enterprise Cloud in a four-month project. Now AES has a powerful platform that will facilitate upcoming consolidation, along with a greater ability to deploy next-generation technology.

Before: Challenges and Opportunities

- Large number of distributed businesses located in various countries, all running their own ERP systems
- Need to improve the maintenance and support offering while reducing total cost of ownership (TCO)
- Desire to move forward with the latest technology trends, including the SAP Fiori UX

Why SAP

- SAP HANA Enterprise Cloud for the full value of SAP S/4HANA in a secure private cloud managed by SAP
- SAP Value Assurance and SAP MaxAttention for superior support services and best practices for deployment and safeguarding that enabled rapid implementation and innovation, increased performance and stability, and allowed a huge range of upgrade and prerequisite steps (such as change of database and data-center and component upgrades) to be completed with no business disruption

After: Value-Driven Results

- Reduced TCO through hardware reduction and elimination of maintenance and software licenses
- Enhanced ability to scale systems quickly to cope with increasing demand and user concurrency thanks to improved infrastructural scalability on SAP HANA Enterprise Cloud
- Ability to pay only for what is needed, with no redundant hardware or associated costs
- Greater efficiency and a more intuitive, simplified user experience with the SAP Fiori UX, requiring less user training and less knowledge of obscure transaction codes

“SAP MaxAttention services provide a great sounding board for decisions related to SAP solutions. Multiple data points help us make informed decisions, and the engineered-services delivery approach has increased the chances of success for multiple projects in our portfolio.”

Alejandro Reyes, Project Director IT, AES Corporation

Increased

Transactional performance after migration to SAP HANA

Reduced

TCO with a stable, scalable solution that allows AES to consolidate its IT landscape

Enhanced

Agility with the ability to scale up or down based on long-term demand trends

BMW Brilliance Automotive uses real-time reporting of commodity volatility to **turn risks into opportunities.**

SAP® MaxAttention™ services helped BMW Brilliance Automotive Ltd. integrate the SAP Commodity Risk Management application with its business suite, maximizing value and enabling the automaker to:

- Monitor commodity risk in real time with an automated end-to-end process and reporting for commodity-based transactions across the business, allowing it to respond faster to market changes
- Access one source of truth, with one set of master data and a standard audit trail helping improve efficiency, and trim down external and internal audit time while also reducing the time required for financial closing
- Leverage its investment in SAP Business Suite software and use existing expertise in the business, helping lower the total cost of ownership
- Improve business insights with data visualization tools including SAP Lumira® software and the Thomson Reuters data option for the SAP Market Rates Management application

“SAP MaxAttention services made it possible to automate end-to-end processes for commodity-based transactions and deploy the SAP Commodity Risk Management application. As a result, we **set up a flexible and transparent financial reporting mechanism** and can react faster to market changes.”

Jiang Hua, Senior Manager, BMW Brilliance Automotive Ltd.



**BMW Brilliance
Automotive Ltd.**
Shenyang, China
www.bmw-brilliance.cn

Industry
Automotive

Employees
>18,000

Revenue
US\$16.5 billion

Featured Solutions and Services
SAP MaxAttention, SAP Commodity Risk Management, SAP Lumira, SAP Business Suite, and SAP Market Rates Management, Thomson Reuters data option

Expert support helped Iberdrola upgrade its system and migrate its database so it can focus its energy on **creating a greener world**.

SAP® MaxAttention™ services supported Iberdrola's migration project and enabled the company to update its existing SAP solutions to the SAP HANA® business data platform by providing the company with:

- Go-live support and safeguarding with access to expert knowledge during the entire downtime period and critical project phases, which supported a smooth and successful launch on schedule
- Accelerated solution migration time, which was two times faster than the testing phase
- Technical performance optimization before go-live to get recommendations on optimal hardware sizing and system settings
- IT planning capacity management to review the current application server load and size while preparing for future loads
- Quality checkpoints for every critical project phase provided by the Customer Center of Expertise team
- Improvements in standard and custom code – up to 10% of the original runtime – with the SAP Business Process Performance Optimization service and Customer Center of Expertise
- SAP Solution Manager and system administration workshops to ramp up data administration resources
- Support for the migration of the SAP Portfolio and Project Management application to SAP HANA

“Our trusted advisor, SAP MaxAttention services, **enabled the smoothest possible go-live**. Now, with the intelligent data platform, we can run important business processes much faster than before and set up new business requirements leveraging the in-memory capabilities of SAP HANA.”

Alberto Garcia Ballesteros, Responsible of Iberdrola Corporative Area, Iberdrola S.A.



Iberdrola S.A.
Bilbao, Spain
www.iberdrola.com

Industry
Utilities

Employees
33,368

Revenue
€3 million

Featured Solutions and Services
SAP MaxAttention, SAP HANA,
SAP Business Process Performance
Optimization, SAP Solution Manager, and
Customer Center of Expertise



By investing in R&D and next-generation ERP, SK hynix is rapidly closing performance gaps with top competitors.

SK hynix Inc. minimized system conversion and business downtime to deploy SAP S/4HANA® and has:

- Enabled a smooth integration and improved integration performance with more than 200 legacy systems, reducing business data by 85%
- Used embedded analytics with SAP Fiori® apps to bring new insight from ERP and legacy system data
- Reduced business downtime by 81% with the minimized downtime service, down from 54 hours to 10 hours, and achieved a plant maintenance business downtime of only five hours with selective data migration
- Safeguarded the conversion project with SAP® MaxAttention™ services and delivered proven engineering services to mitigate conversion risks
- Established a platform for phase two of the company's digital transformation, which will enable:
 - Adoption of SAP Digital Boardroom
 - Adaptation of Cloud ERP solutions for use in second-tier ERP
 - Deployment of a real-time predictive analytics system that applies machine learning algorithms to live ERP data, production information, and analytic data lakes
 - Enhanced user experiences with full access on any device, process automation, and an intelligent user interface that speeds up workflows and enables innovation

“We just went live with SAP S/4HANA, and now we have **the platform we need to enhance end-to-end processes** with predictive analytics, faster simulation, and much simpler workflows.”

Changrock Song, Chief Information Officer, SK hynix Inc.



SK hynix Inc.
Icheon, South Korea
www.skhynix.com

Industry
High tech

Employees
25,886

Revenue
US\$40.4 billion

Featured Solutions and Services
SAP S/4HANA, minimized downtime service, SAP Fiori apps, SAP MaxAttention, and SAP Digital Boardroom



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