



# Customer Collaboration Process

## **SAP for Me as Your One-Stop Shop into Your Product Portfolio**

Oguzhan Genis, Okan Karahan & Lara Stanulla – Global Post Sales Processes, SAP  
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PUBLIC

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# Speakers



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Business Owner SAP for Me



**Lara Stanulla**

Strategic Program Support  
SAP for Me

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Strategic Program Support  
SAP for Me



# Agenda

CI&I Scope and Customer Journey

Expectations on business relationships

Tools and entry points at SAP

What is SAP for Me?

SAP for Me is made for you!

Summary

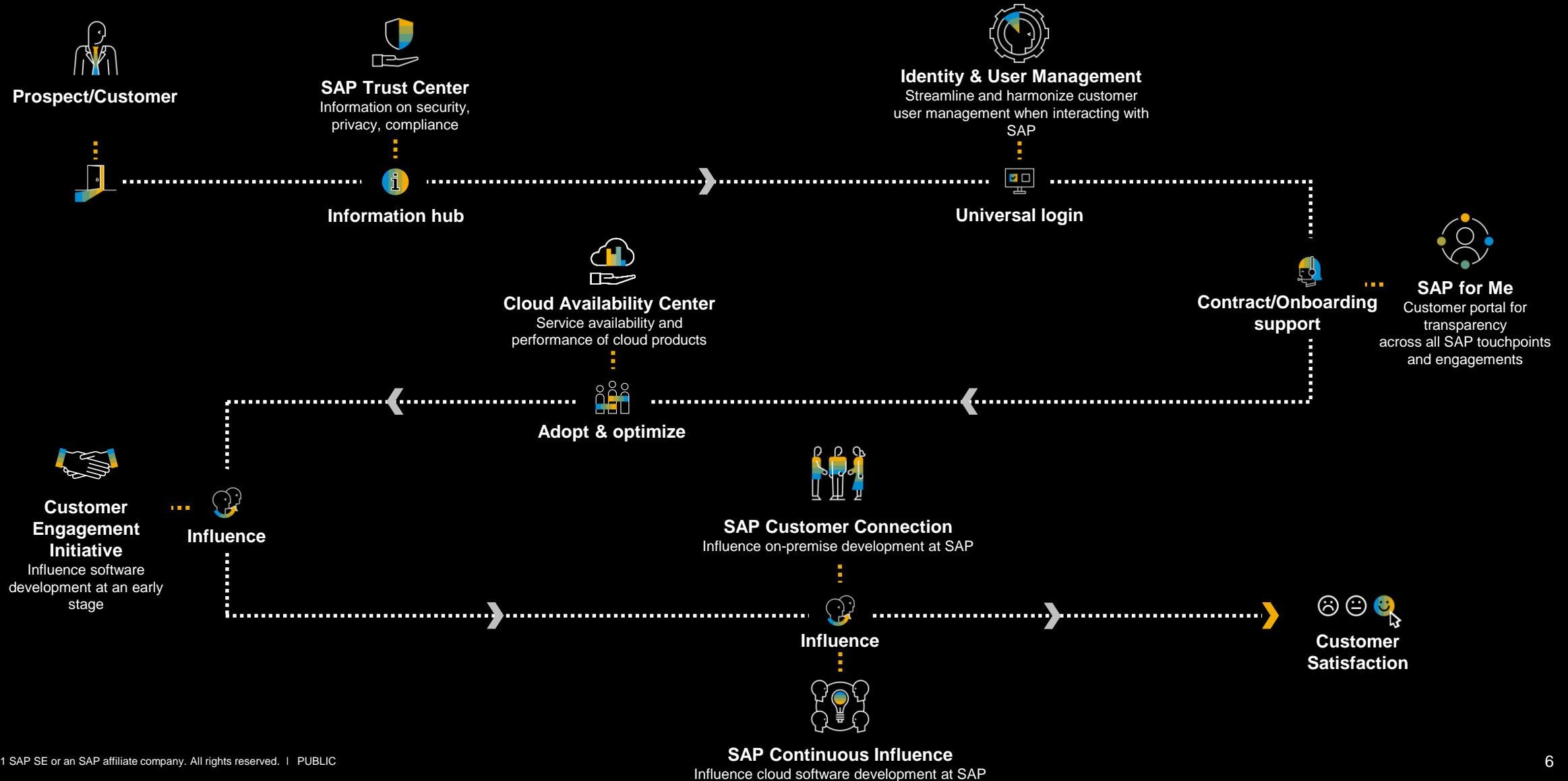


# CI&I Scope & Customer Journey



# Customer Influence & Interaction - Scope and Customer Journey

Demonstrated by a simplified customer interaction example



# Expectations on business relationships



# In today's 24x7 business environment, time is your most precious resource

Provide transparency in the context of your business

Consider the complete picture of your business

Enable your business to make valuable decisions





# Launch of **SAP for Me** marks the beginning of a **new customer experience**

## CUSTOMER EXPERIENCE

## PRODUCT EXPERIENCE

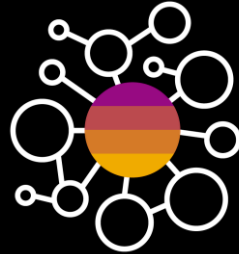
## LANDSCAPE EXPERIENCE

## SMART EXPERIENCE



### SIMPLIFICATION

SAP for Me is the new single point of entry and defines how our customers will engage with SAP in the future.



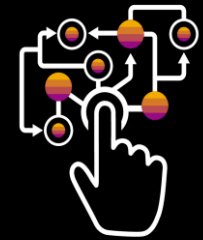
### TRANSPARENCY

SAP for Me aggregates important alerts, metrics, and insights about the SAP product portfolio and makes disparate information a thing of the past.



### HARMONIZATION

SAP for Me plans to integrate other digital touchpoints (satellites) and thereby harmonize and consolidate the tool landscape within SAP.



### DIGITAL ACCESS

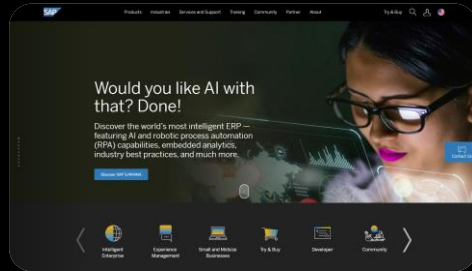
SAP for Me is the digital companion for all customers to easily interact with SAP and get immediate guidance to the best solution.

# Tools and entry points at SAP

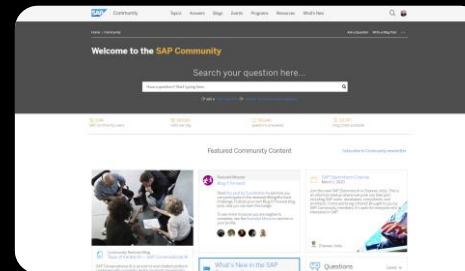


# We are in the process of simplifying our entry points

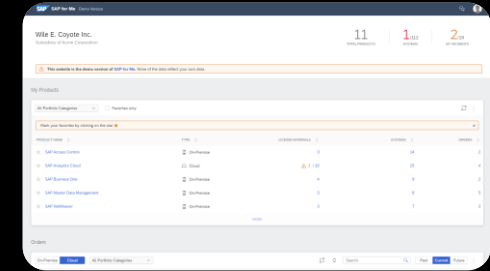
## Primary Entry Points



sap.com  
**The Digital Front Door**



community.sap.com  
**The Community**



me.sap.com  
**The Customer Portal**

## Secondary Entry Points



[SAP Transformation Navigator](#)



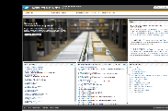
[Innovation Discovery](#)



[SAP Best Practices Explorer](#)



[SAP Help](#)



[Platform Availability Matrix](#)



[SAP Value Lifecycle Manager](#)



[SAP Road Map Explorer](#)



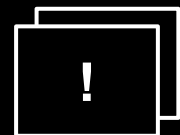
[SAP ONE Support Launchpad](#)



[Software Download Center](#)



[Maintenance Planner](#)



And many more...

# What is SAP for Me?





# Our scope



Decision makers  
and other people  
engaging with SAP

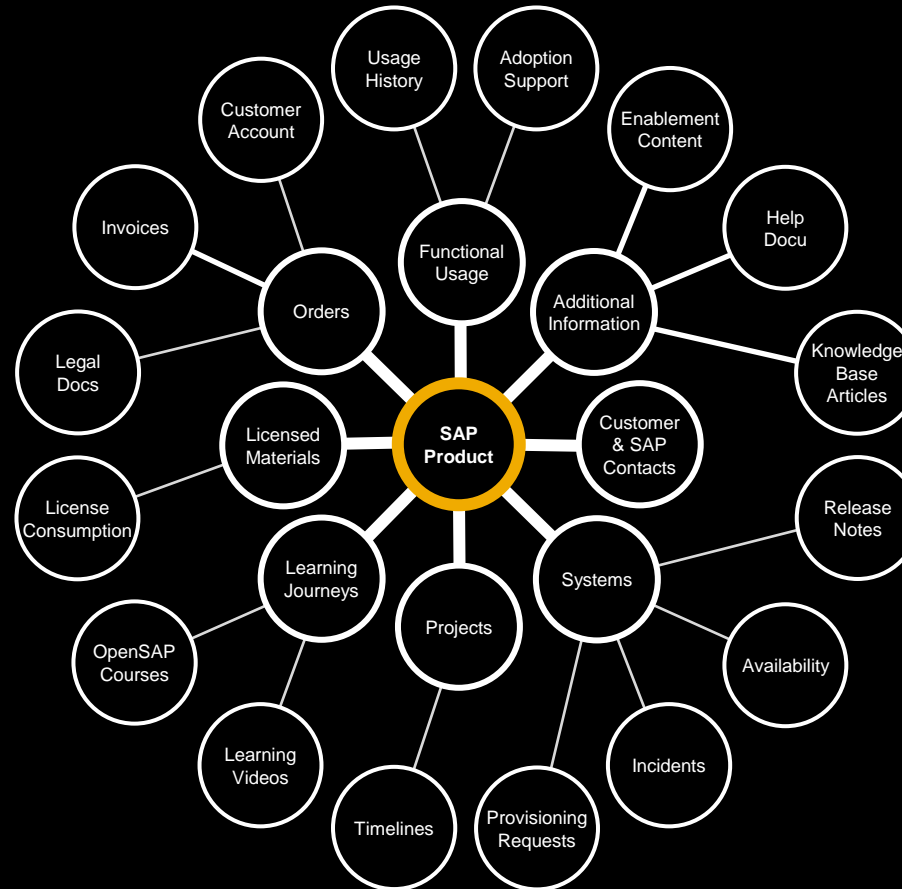
## What we do with SAP for Me – taking advantage of semantics



**With SAP for Me**

### Without SAP for Me

- Too many portals and tools
- No overarching picture across the SAP portfolio
- Missing transparency
- Limited self-services
- No focus on individual interests and needs



Start at **one** entry point

Personalize views based on  
**your role and interests**

Get transparency across  
**your complete SAP Portfolio**

Take action with  
**self-services for your needs**

Actively influence  
**your products and SAP for Me**

# Demo

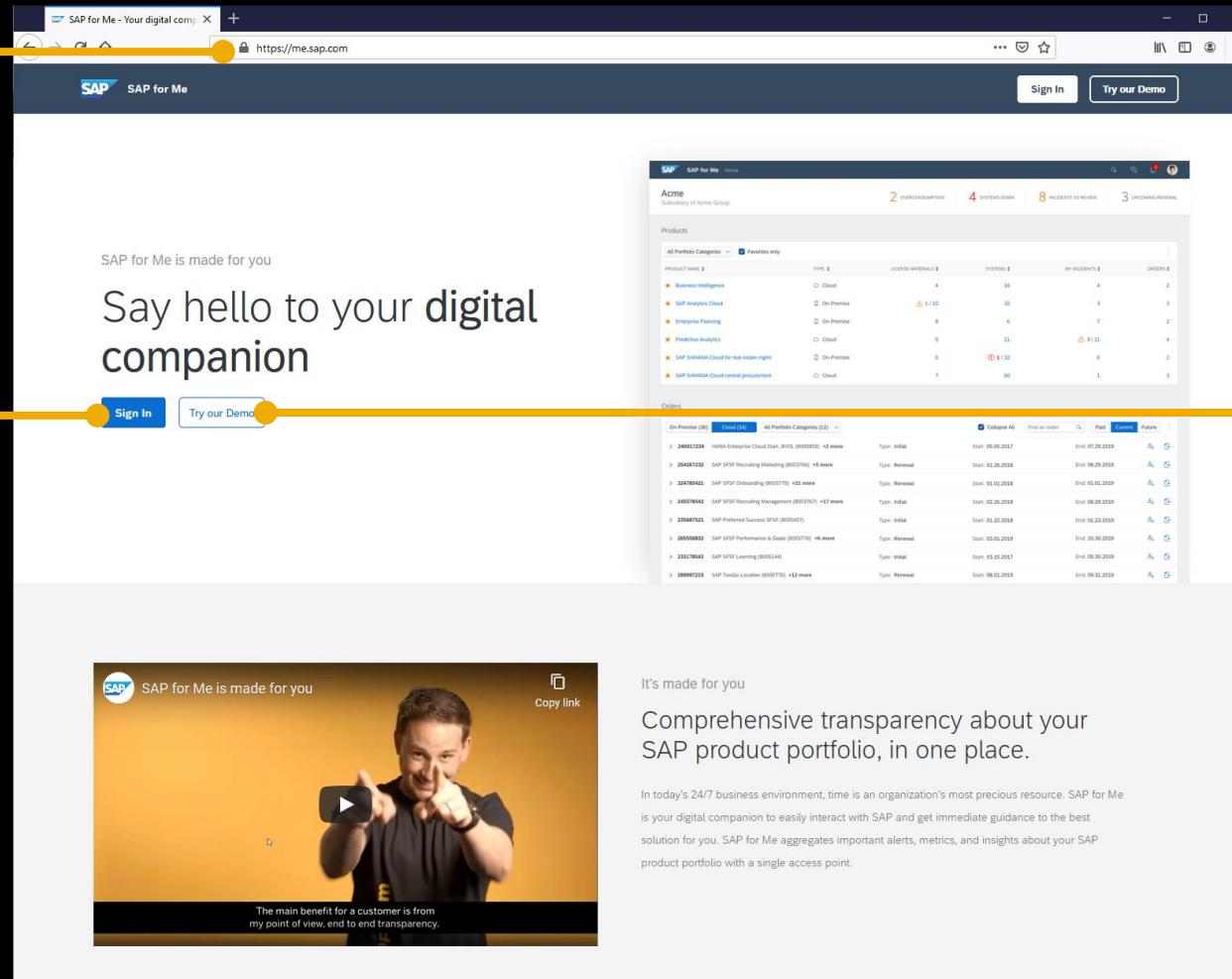
Go to [me.sap.com](https://me.sap.com)

Use Sign-In

- If you have an S-user

Use Try our Demo

- Does not require any user
- Shows only mock data (no real data)



SAP for Me - Your digital companion

https://me.sap.com

SAP for Me

Sign In Try our Demo

SAP for Me is made for you

Say hello to your digital companion

Sign In Try our Demo

Products

PRODUCT NAME	TYPE	LICENSE MATERIALS	ENTITIES	MY INCIDENTS	MY INCIDENTS
Business Intelligence	Cloud	4	35	4	3
SAP Analytics Cloud	On-Premise	1/15	32	3	3
Enterprise Planning	On-Premise	8	9	7	2
Predictive Analytics	Cloud	5	21	1/11	4
SAP S/4HANA Cloud for real estate mgmt	On-Premise	6	1/12	6	2
SAP S/4HANA Cloud central government	Cloud	7	80	1	3

Order

On-Premise (26)	Cloud (11)	All Portfolio Categories (37)	Find an order	Filter	Sort	View
240017234	NASDA Enterprise Cloud Start, B101 (00000010) +12 more	Type: Initial	Start: 05.05.2017	End: 07.29.2019		
254267232	SAP S/4HANA Cloud Start, B101 (00000010) +12 more	Type: Renewal	Start: 02.26.2018	End: 08.29.2019		
234170421	SAP S/4HANA Cloud Start, B101 (00000010) +12 more	Type: Renewal	Start: 01.01.2018	End: 01.01.2019		
240170421	SAP S/4HANA Cloud Start, B101 (00000010) +12 more	Type: Initial	Start: 01.01.2018	End: 01.01.2019		
230017231	SAP S/4HANA Cloud Start, B101 (00000010) +12 more	Type: Initial	Start: 01.01.2018	End: 01.01.2019		
230017232	SAP S/4HANA Cloud Start, B101 (00000010) +12 more	Type: Renewal	Start: 01.01.2018	End: 01.01.2019		
231170421	SAP S/4HANA Cloud Start, B101 (00000010) +12 more	Type: Initial	Start: 01.01.2017	End: 01.01.2019		
200017231	SAP S/4HANA Cloud Start, B101 (00000010) +12 more	Type: Renewal	Start: 01.01.2018	End: 01.01.2019		

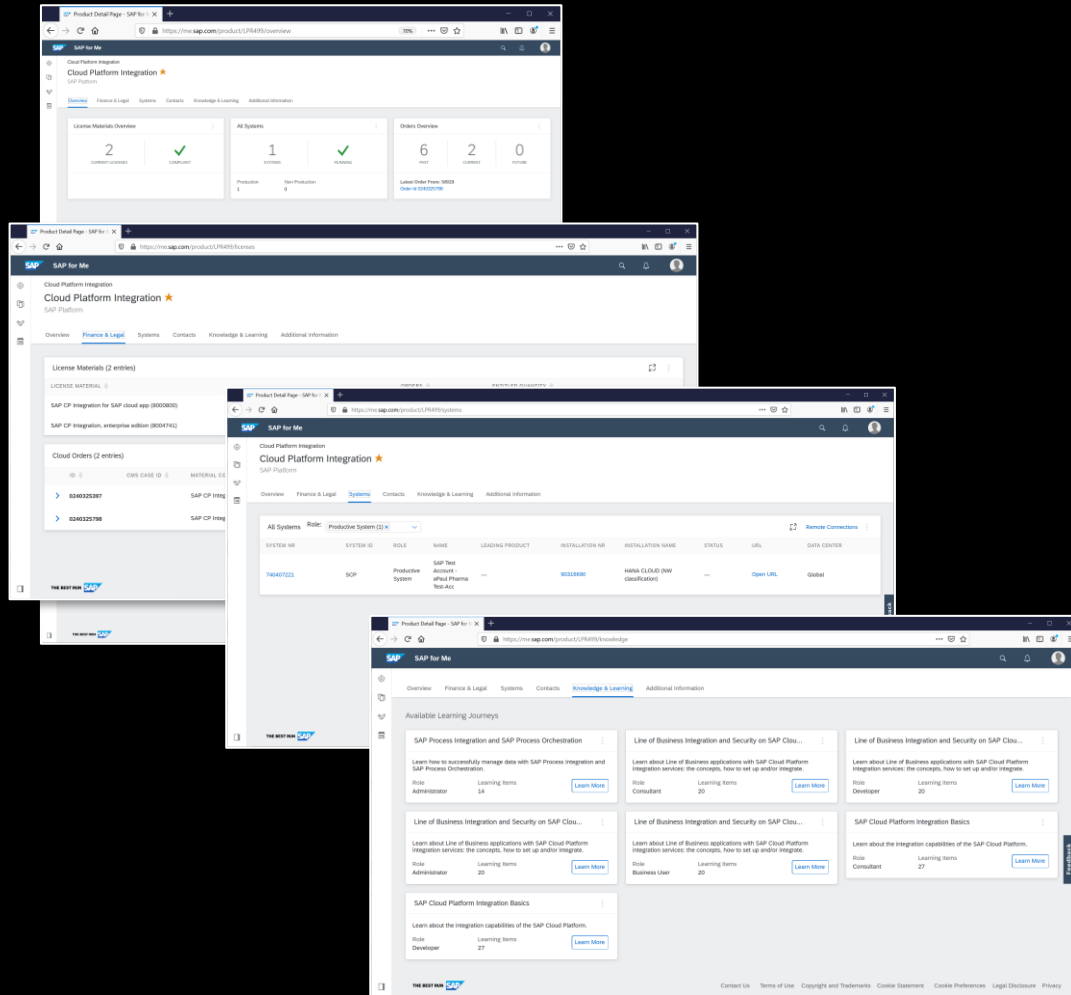
It's made for you

Comprehensive transparency about your SAP product portfolio, in one place.

In today's 24/7 business environment, time is an organization's most precious resource. SAP for Me is your digital companion to easily interact with SAP and get immediate guidance to the best solution for you. SAP for Me aggregates important alerts, metrics, and insights about your SAP product portfolio with a single access point.

The main benefit for a customer is from my point of view, end to end transparency.

# What SAP for Me looks like: 360° product view



## Today

- Product KPI charts
- Finance view (licenses, orders)
- Systems view
- Contacts (SAP contacts, company contacts)
- Knowledge & learning
- Additional product information
- Upcoming innovations (SAP Road Map Explorer integration)

## In the pipeline\*

- More product KPIs
- More additional information
- Cross-product exploration

\* Planned items in pipeline are subject to change at any time without further notice

**SAP for Me is made for you!**





# What our customers say ...



*"Good overview over all necessary information."*

(Specialty chemicals company)

*"All Accounts in one ... Great!"*

(Digital services consulting company)

*"A great user experience."*

(City Administration)

*"We are happy to hear that SAP for Me will bring together information from different sources, and especially that a commercial view of our SAP portfolio will be made available."*

(Telecommunications company)

*"We really appreciate how SAP for Me easily connects to relevant information according to our specific SAP portfolio, interests and preferences."*

(Full service IT consulting company)

*"Cool, Simple and All in one portal."*

(Smart meters & solutions for utilities company)

*"Nice idea! Perfect overview!"*

(Software and consulting company)

*"Very helpful in keeping an overview about a companies complex SAP infrastructure."*

(Supplier of lubricants in the petroleum and chemical sector)

And many more ...

Portfolio &  
Products

Finance &  
Legal

Systems &  
Provisioning

Knowledge &  
Learning

Maintenance  
& Support

User &  
Contacts

Cross  
Capabilities



“Talking about SAP for Me, we see that this tool is very important in this process because it simplifies the way to obtain information about SAP solutions and keep teams focused on the business.

Questions that required extensive research on many different links can be found in one place with a well-designed user interface to understand what's going on.”

*Hamilton Bokaleff, senior enterprise architecture manager*

# Breakthru Beverage Group, USA



Portfolio &  
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Staying ahead of innovation demands with SAP for Me

“Breakthru Beverage Group has innovation in its DNA and is accelerating its evolution into an intelligent enterprise to stay on the leading edge of its industry. SAP for Me will enable their IT department to effectively oversee its expanding SAP landscape and centrally manage critical metrics and alerts.”

*Peter Monaghan, availability and security manager*

Portfolio &  
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“SAP for Me is a great portal. It is user-friendly, simple to navigate and effective, with a personalized view of the data with just the right level of detail we need to see.

It seems intuitive, ready to use from the beginning and does not distract the user with too many details and possibilities that we would not use for the majority of cases.”

*Sophie Stefano, project manager and financial analyst,  
hub.brussels, the Brussels agency for business support*



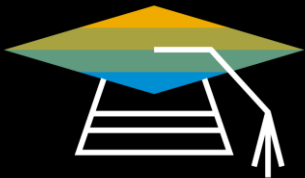
# Key takeaways

Gain comprehensive transparency with a personalized access point



## Portfolio and products

Get a 360-degree view of your products, including road maps and innovations.



## Knowledge and learning

Explore opportunities to enhance your product skills and oversee learning journeys and trainings.



## Finance and legal

Review your SAP orders, licenses, invoices, consumption and balance statements.



## Maintenance and support

Review support incidents and manage maintenance and support topics across your company.



## Systems and provisioning

Manage your cloud and on-premise systems, as well as their availability and status



## Users and contacts

Access SAP contacts and manage roles in your company with self-service tools.

# More Information



## SAP Trust Center

### Related material

[www.sap.com/trust-center](https://www.sap.com/trust-center)

SAP Support Portal – [My Trust Center](#) (customer classified information)

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## Cloud Availability Center

### Related material

Cloud Availability Center: <https://launchpad.support.sap.com/#CACV2>  
[Support Portal CAC](#)

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## Universal ID

### Related material

[Public UID landing page](#)

## SAP for Me

### Related material

<https://me.sap.com/> - Demo available

<https://www.sap.com/services/for-me.html> - SAP for Me @SAP.com

[Blog Series](#) on SAP Community to stay up-to-date with SAP for Me

<https://webinars.sap.com/sap-user-groups-k4u/en/sapforme> - Webinar Series

<https://support.sap.com/en/my-support.html>    [February 2021 Release Notes](#)  
SAP for Me Release Notes (currently part of Launchpad release information)

<https://blogs.sap.com/2019/07/01/what-authorizations-do-you-need-in-order-to-fully-leverage-sap-for-me/> - SAP for Me authorizations

**Q&A**



# Thank you.

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