



# “ONE identity for life”

**Building a user management that satisfies today’s and future needs**

Customer Influence & Interaction, SAP  
June 22, 2021

PUBLIC

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# Speaker



Simone Schulz

Organizational Change Management  
& Communications Lead





# Agenda

- Overview: Customer Influence & Interaction Journey
- Introduction: Identity and User Management @ SAP
- Focus Areas:
  - SAP Universal ID
  - Initial Admin Onboarding
  - User Management Harmonization & Governance
- Wrap up
- Questions & Answers



# Speaker



Kevin DeVilbiss

Vice President, Head of  
Identity & User Management





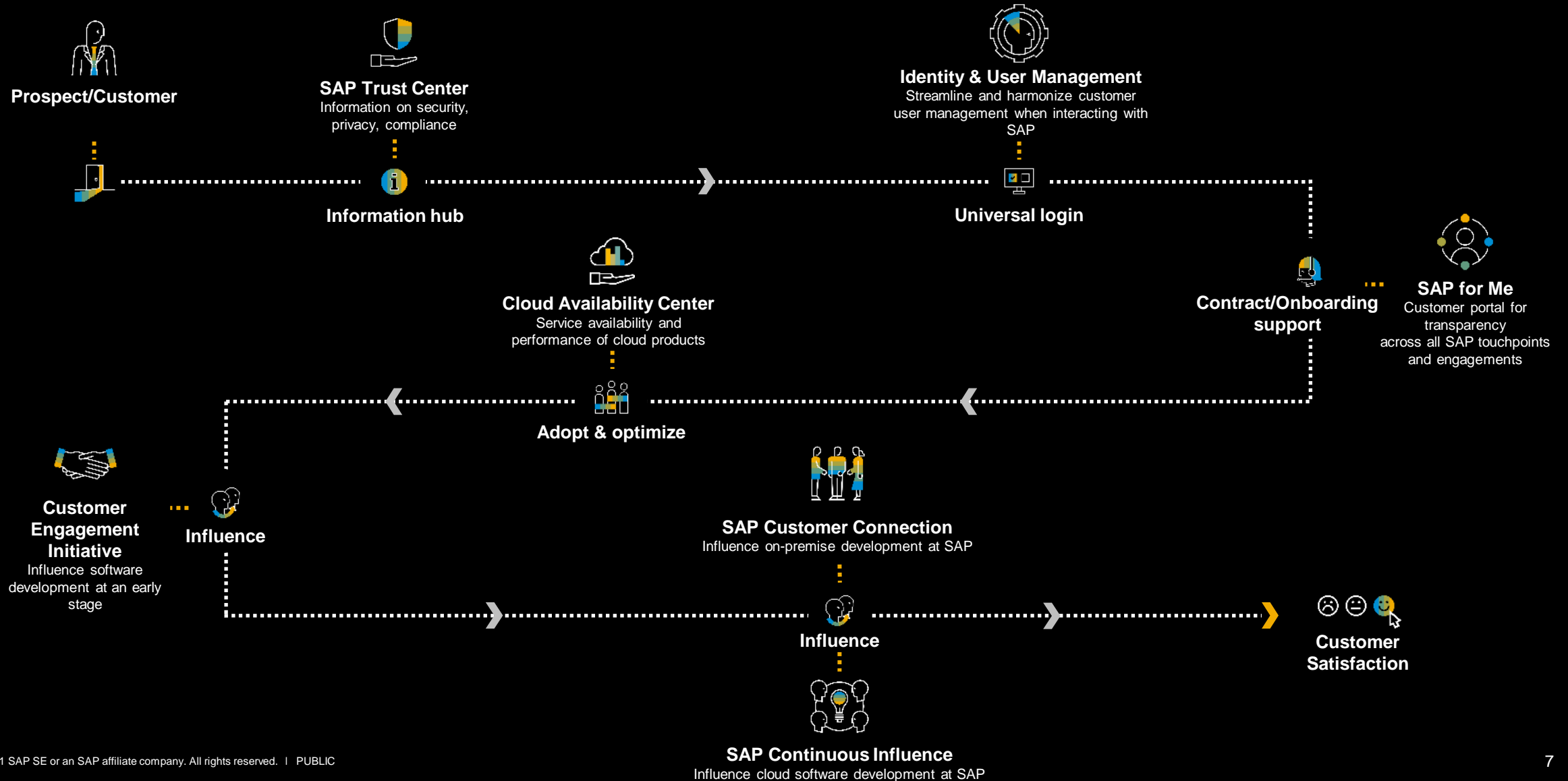
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# Customer Influence & Interaction – Scope and Customer Journey

Demonstrated by a simplified customer interaction example



# Customer Influence & Interaction

## Customer Collaboration Events 2021 to date

### Today's Event:



### **“ONE identity for life” – Building a user management that satisfies today's and future needs**

Simplification is key for great customer experience. SAP is taking identity and user management to the next level with SAP Universal ID, a personal and lifelong authentication for SAP portals now and in the future. SAP Universal ID allows you to access SAP systems with ONE account, holding your existing SAP accounts (S-/P-users).

>> [VIEW REPLAY](#)

### Event Replays:



### **SAP Trust Center and Cloud Availability Center**

Gain insights on the availability of SAP cloud services and explore security and compliance topics. During this session we will focus on two useful tools: The SAP Trust Center provides support, documentation, and guidance you need to meet your security, privacy and compliance standards. The Cloud Availability Center tool provides customers with a consolidated and transparent view of the availability and maintenance of cloud products in a personalized dashboard.

>> [VIEW REPLAY](#)



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

In today's 24/7 business environment, time is an organization's most precious resource. SAP for Me is the new Customer Portal from SAP, providing you with personalized access and a transparent view of your entire product portfolio. Join the session and learn from our speakers more about the value and benefits of SAP for Me and how customers and partners can best leverage key capabilities, e.g. transparency in SAP licenses, products, systems and many more.

>> [VIEW REPLAY](#)





# Identity & User Management

## ONE Identity for Life

### Introduction



Identity and User Management ensures the right people obtain appropriate access to SAP's systems.

SAP understands the login complexity that customers and partners experience while managing multiple SAP accounts and passwords. Therefore, SAP has launched **SAP Universal ID** which will become the de facto user identity for transacting with SAP. A single identity to log into an SAP environment.

### Business Benefits



- **Users** – retain autonomy over the data contained in SAP Universal ID: view, update, and manage personal information, account security settings, including their associations to companies.
- **Administrators** – remain responsible for user management processes. Deleted users are automatically unlinked from a SAP Universal ID. Automated user self-service processes reduce manual administration effort.
- **Organizations** – can identify the individuals transacting within the systems. They are able to audit a particular user and take corrective action when necessary. Governance policies restrict shared accounts to ensure compliance with trade, export control, and other government regulations.

### Scope



- 1.7M+ S-users & 7M+ P-users
- 500+ Service Providers (applications or platforms connected to our identity provider)

### Toolkit



#### SAP Universal ID

- [SAP Universal ID landing page](#)
- [SAP Universal ID Account Manager](#)
- [Blog: SAP Universal ID Simplified Login experience \(NEW\)](#)

#### S-user Lifetime

- [SAP Support Portal landing page](#) (incl. video)
- [PartnerEdge.com landing page](#)
- [SAP Community blog posts](#)

### Contact



- Program Leads – Business: Kevin DeVilbiss ([kevin.devilbiss@sap.com](mailto:kevin.devilbiss@sap.com)), IT: Thilo Brandt ([thilo.brandt@sap.com](mailto:thilo.brandt@sap.com))

# Identity & User Management

## Project Drivers: Pain Points

- Many user IDs and passwords
- Lack of control over your own personal data
- Lack of login options
- Unpredictable user processes across platforms
- Multiple disparate user profiles
- Inability to manage your own business associations
- High effort for companies to support & manage users
- Inconsistent processes and interfaces for admins
- Security and compliance concerns



COMPLICATED



TIME-  
CONSUMING



FRUSTRATING

# Identity & User Management Program Vision







# Agenda

- Overview: Customer Influence & Interaction Journey
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# Speakers



Kevin DeVilbiss

Vice President, Head of  
Identity & User Management



Despina Arvanitidou

Go-to-Market Lead  
SAP Universal ID

# Agenda: Focus Area – SAP Universal ID

- Introduction
- SAP Universal ID creation demo
- Platform Integration Strategy
- Enhanced Integration demo



**Poll** “Have you created your SAP Universal ID?”

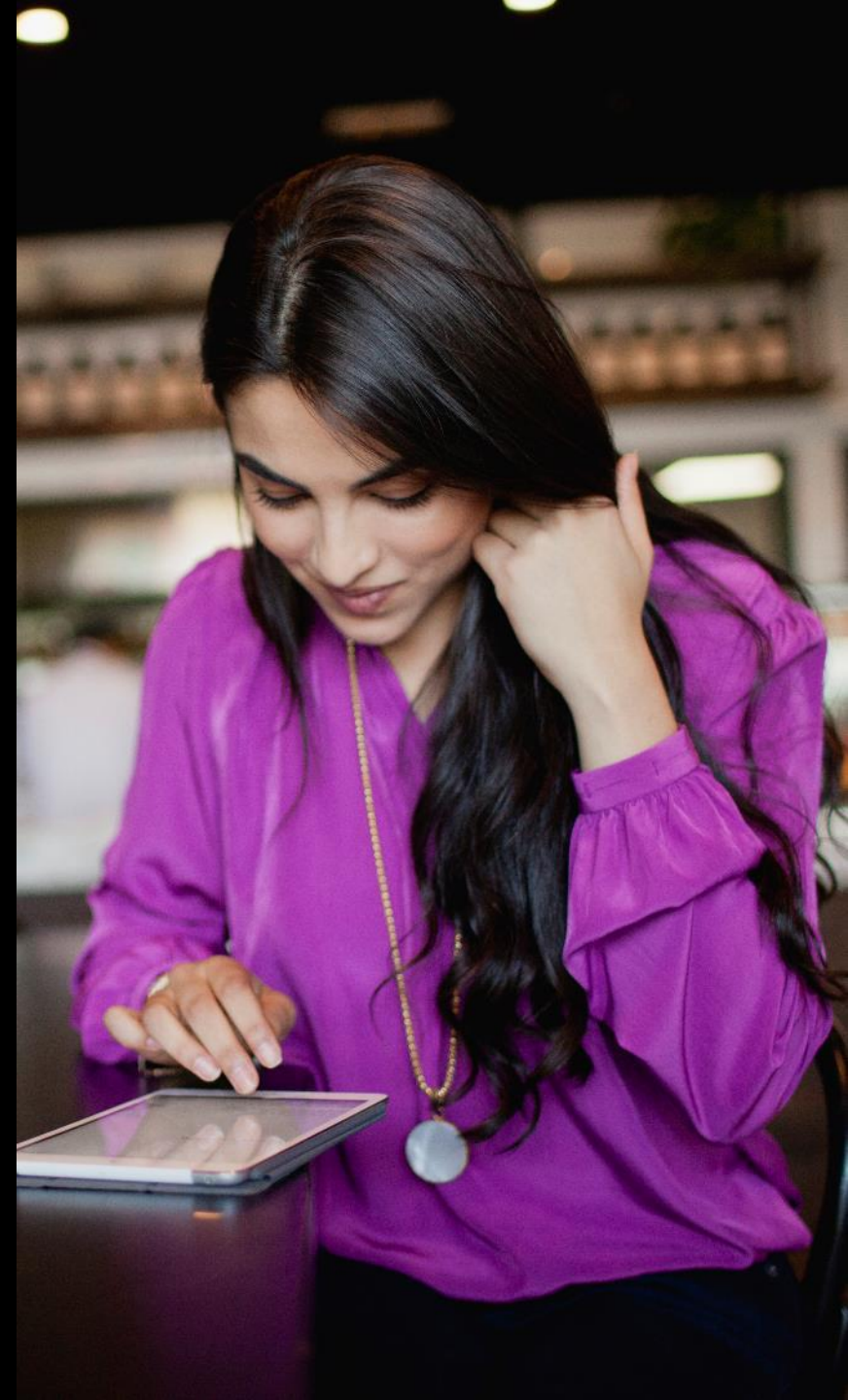


# SAP Universal ID

The new identity foundation, built on SAP Customer Data Cloud

Featuring a **single, life-long, personal user ID** that works across SAP platforms and applications

- Built on SAP Customer Data Cloud (Gigya) and IAS
- Authenticate with **one** user
- Personal data is the users' to control
- Interests, reputation and certifications can follow the user
- Users are able to link all relevant email addresses and S/P-users to one user account
- All legacy creation processes will be tied to this new identity foundation



# SAP Universal ID

## The Key to the SAP World



Create **your own personal UID** today! It's easy and takes **less than two minutes!**  
Go to [universalid.sap.com](https://universalid.sap.com)

**1** Provide your personal information

Need help?

### Create your SAP Universal ID

We just need some basic personal information and a password for your SAP Universal ID.

First Name

Last Name

Country of Residence

SAP Universal ID E-mail The e-mail address will be used as your new login

Password

Re-enter Password

I acknowledge that I have read the [Privacy Statement](#)

Submit

**2** Verify your SAP Universal ID e-mail address

Need help?

### We need to verify your SAP Universal ID E-Mail.

We sent an e-mail to [kernstn.weiher92@web.de](mailto:kernstn.weiher92@web.de) containing a verification code.

Please check your e-mail and enter the code below.  
(Verification code expires after 15 minutes)

Didn't receive your code (please allow a few minutes) or has your code expired?  
[Resend verification code](#)

This site is protected by reCAPTCHA and the Google [Privacy Policy](#) and [Terms of Service](#) apply.

Submit

**3** Link all your existing SAP accounts

Need help?

### Account linking

To link an account to your SAP Universal ID, click the "Link account" button below. Linking at least one is required.  
Please note linking an S-user makes it visible to your respective IT company contact person by showing your first and last name.

[kernstn.weiher92@web.de](#) (0 of 1 linked)

P381308315  
Germany

Account Nickname

Link account

+ Link additional accounts

Continue

Link to tutorial [video](#)



# SAP Universal ID

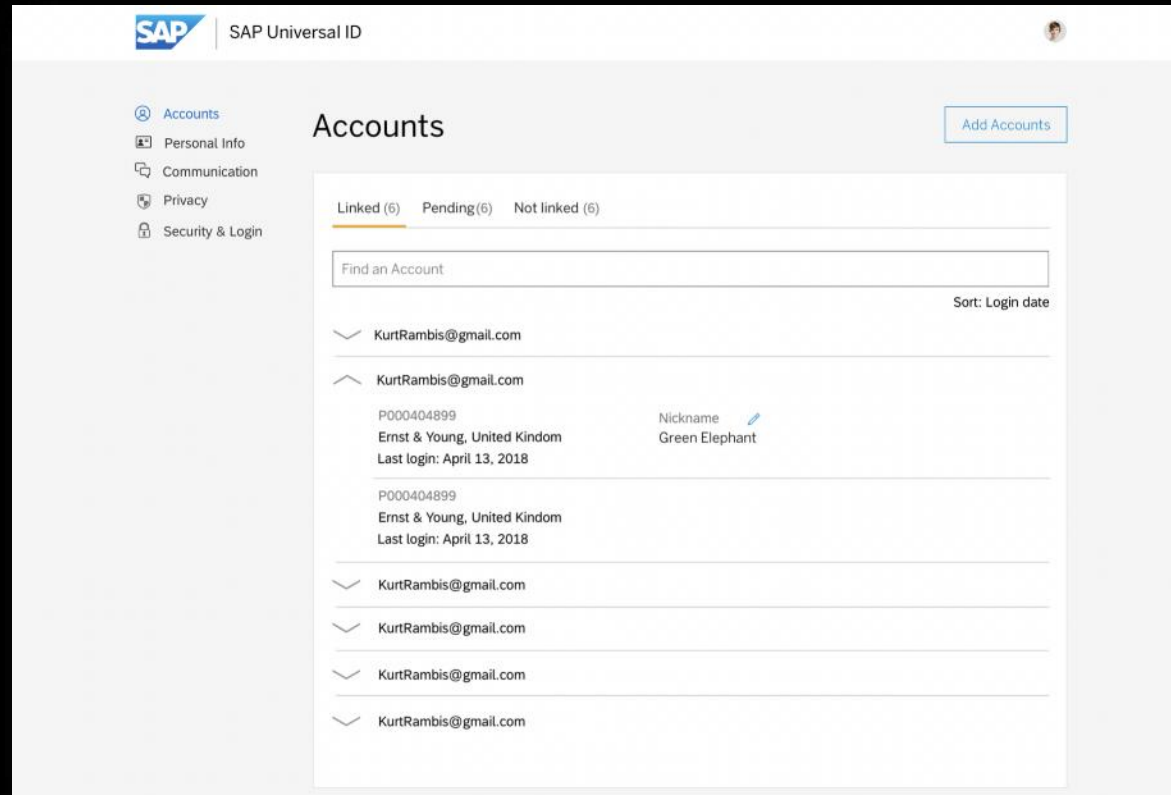
The Key to the SAP World

**Live Demo** – Create your Universal ID in less than a minute!

# SAP Universal ID

## Self-service SAP Account Manager SAM

Live now [account.sap.com/manage/](https://account.sap.com/manage/)

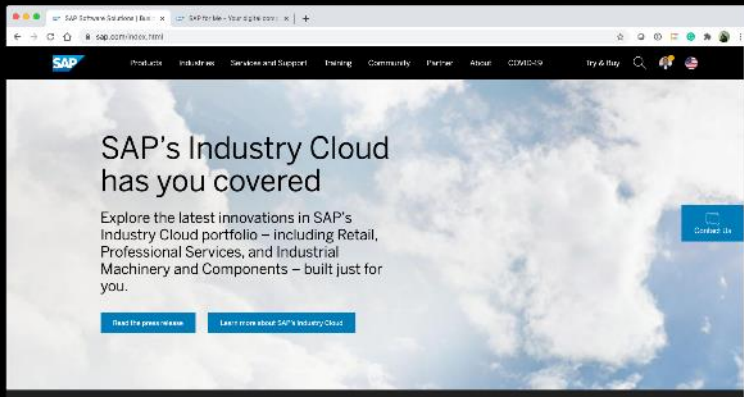


- Available for all SAP Universal ID users
- The single-entry point and source of truth for users to manage their SAP user account:
  - View and update personal information
  - Update account security settings
  - Manage associations to companies
  - Easily access privacy information and data subject requests
  - View changes to their account to quickly spot any unexpected activity that may indicate their account is compromised

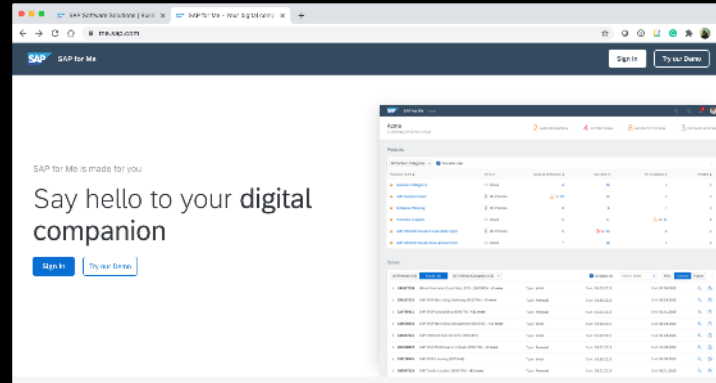
# Platform Integration Strategy

Universal ID enhances your experience on ALL our platforms

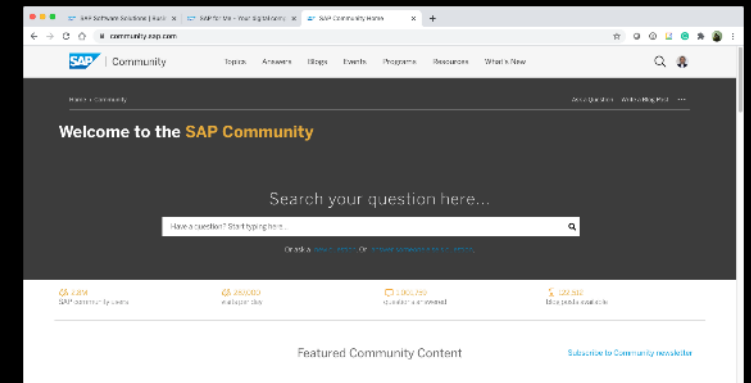
## SAP Core Digital Experience



SAP.com



SAP for Me



SAP Community

## Additional SAP platforms:

- [500+ sites and platforms](#) support SAP Universal ID today
- By end of Q2/2021, all SAP transactional sites or sites requiring login to access SAP assets will support SAP Universal ID

# SAP Universal ID

## Enhanced Platform Integration

Our phase 1 integration, “conditional login” is just the beginning.

Soon SAP sites will offer enhanced UID integration, supporting:

- In-application user switching
- Aggregation of content
- User aware context switching
- Attribution of content to your lifelong UID
- And more! ...

The screenshot displays the SAP Universal ID Demo interface. At the top left, the SAP logo and 'Universal ID Demo' are visible. The main header area contains a dark grey banner with the text: 'Great! You are now logged in to the UID Demo.' Below this, it says 'See below your Universal ID data and your last used IDS account.' In the top right corner, there is a user profile dropdown menu for 'John Miller' with options like 'Manage my account', 'Nickname', 'RP Setting 1', 'Local Setting 2', 'Setting 3', 'SAP.com', 'SAP Community', 'SAPforMe', and 'Logout'. The central part of the page features a circular user icon. Below the icon, there are two data boxes: one for 'SAP Universal ID' (John.Miller@example.com) and another for 'Last used Account' (April 13, 2020) with details for Mercedes Sales in Daimler AG, Germany.





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# Speaker



Michael Kerksmar

Process and Platform  
Adoption Lead

# Agenda: Focus Area – Initial Admin Onboarding

- Introduction
- Process (incl. live demo)
- Outlook

# Identity & User Management: The Initial Administrator

## Solution Overview

Our goal is to replace the current process of identifying and creating the initial administrator for new customers with a streamlined and more flexible process. Rather than identifying the administrator user as part of the quote / order process, the approved quote will include a 'redemption code' that can be used by the customer to create the initial administrator user.

### Benefits:

- Improved customer experience
- Improved security
- Improved master data quality
- Faster cloud production adoption
- Cloud customers can self identify the IT Contact Person used downstream
- Modular design allows solution to be used for other roles too (financial contact, legal contact, etc)

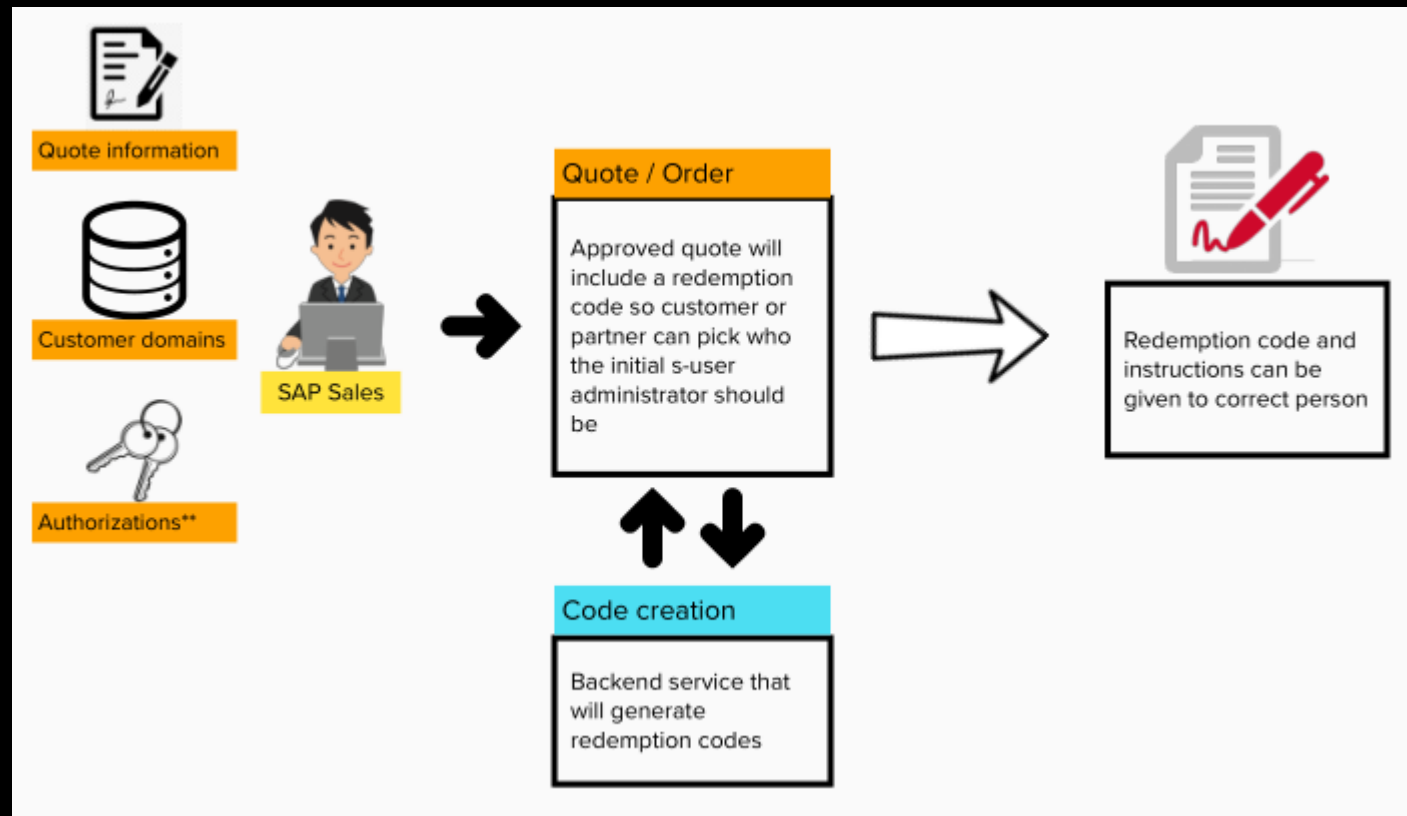




# Identity & User Management: The Initial Administrator

## Before the Sale

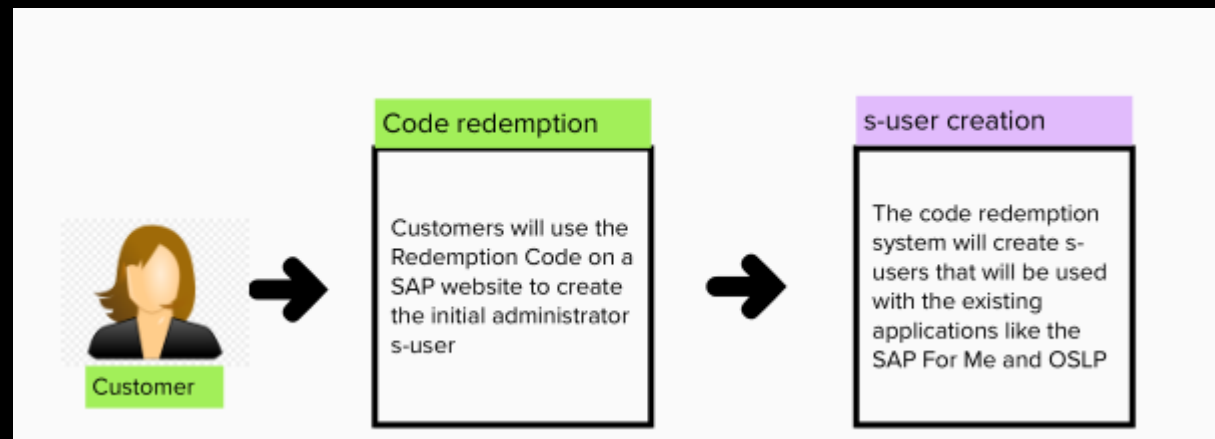
Before the sale process



# Identity & User Management: The Initial Administrator

## After the Sale

After the sale – using the Redemption Code



# Identity & User Management: The Initial Administrator

Demo

Live demo

<https://concept-demo.wcms-nonprod.c.eu-de-2.cloud.sap/start-here.html>



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# Speakers



Elisabeth Prokesch

Product Manager User  
Management Application



Simone Schulz

Organizational Change Management  
& Communications Lead

# Agenda: Focus Area – User Management Harmonization & Governance

- Introduction: User Management @ SAP (incl. live demo)
- S-user Lifetime (incl. live demo)
- Outlook: New Administrator Concept

**Poll** “Do you administer users?”



# Focus Area – User Management Harmonization & Governance

User Management @ SAP

**Live Demo: User Management @ SAP**



**Poll** “How did you become aware of S-user Lifetime?”



# S-user Lifetime

## Overview

SAP is introducing the S-user lifetime process for all S-user IDs. To help protect your sensitive company information and ensure GDPR compliance, SAP is assisting customers and partners in their responsibility of user administration by assigning an expiry date to all S-users, **as of June 2nd, 2020**.



- Customer and partner S-users will get a **24 months lifetime** when created (excludes: Super, Cloud and User Admins, Partner Security Managers, and Technical Communication users)  
After 24 months, administrators will **need to extend** the S-user ID lifetime, or it will expire



- S-user ID administrators and users will receive **several email notifications** before the expiry date  
Once expired, the user will not be able to log in; the administrator can extend the lifetime and the ID will become active again

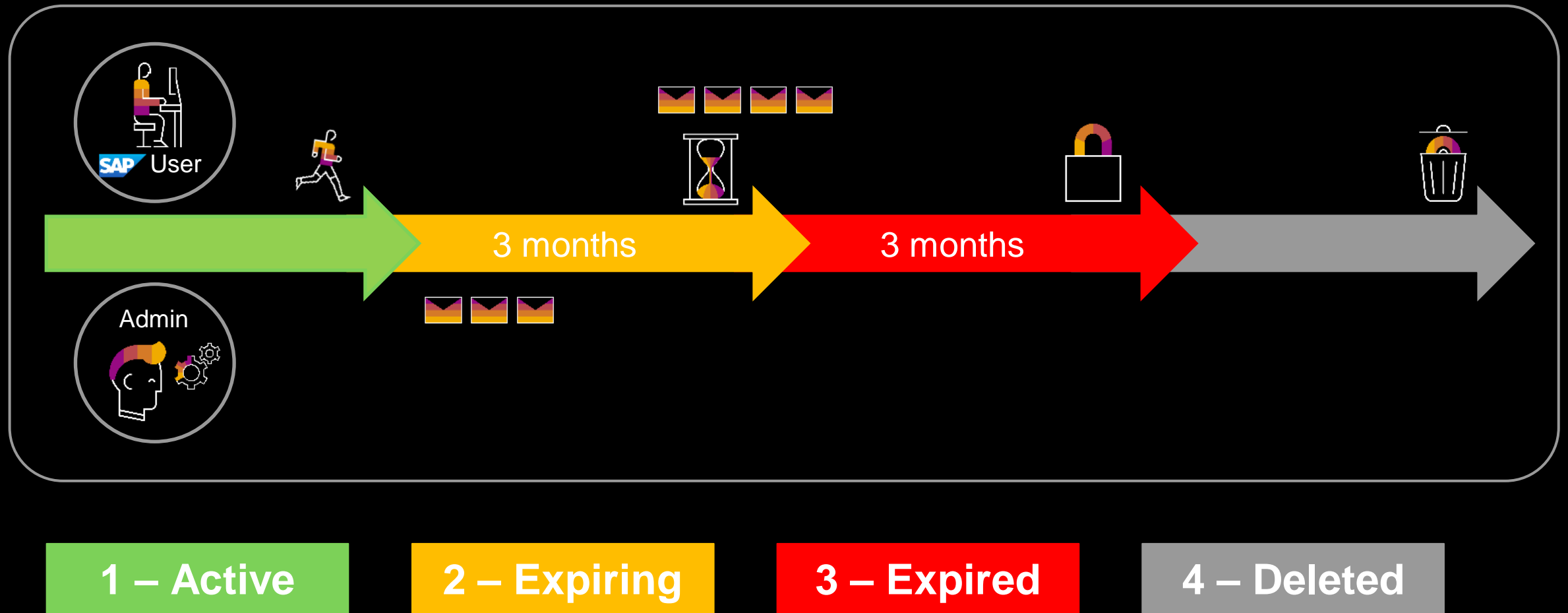


- The **default extension is set to 24 months**, but the administrator may customize the extension anywhere from 1 day to 24 months



- After an S-user ID has been expired for 90 days, it will be **automatically deleted**

# S-user Lifetime Process



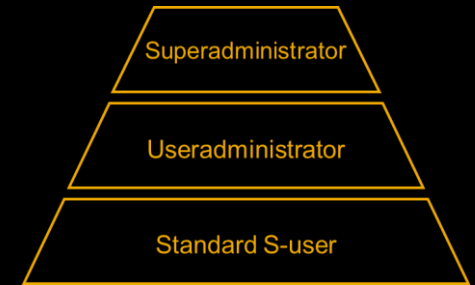
## S-user Lifetime **User Tools**

- **S-User Administrators** can see the expiration date and last login date of the S-user IDs and will be able to **extend user lifetimes** in the SAP ONE Support Launchpad User Management Tile for customers and the Manage My Users Application for partners
- **S-Users** will be able to **see the expiration date** in their User Profile in a variety of tools including the SAP ONE Support Launchpad, SAPPartnerEdge.com and the Universal ID Global Account Manager
- **S-Users** will be able to **request extensions** through their profile page on the SAP ONE Support Launchpad and SAPPartnerEdge.com





# A simplified Approach to Managing S-User Authorizations



## History

- The authorization concept for S-users dates back to the 1990.
- It is based on the assumption that S-users IDs are used in a support-related context (that's where the "S" originates from).

## How does the authorization concept works today?

- Administrators need to "own" an authorization in order to grant it to others → "Rule of inheritance"
- This means the authorization must be attached to the S-Users ID in order to own it

## Why we want to change this ?

- Administrators have got many authorizations that they do not require to fulfil their core tasks, only due to the fact that they need them to grant it to others
- Through SAP for Me customers will get an insight into new scenarios that are no longer support-related: Finance, legal, training and more
- Therefore, through privileges that they actually do not need, administrators – who are traditionally support administrators – get access to potentially confidential information (e.g. orders or invoices) outside their area of responsibility

## What changes we propose

- In the future, Super and User Admins will no longer be identified by specific authorizations, but by a role (simple check mark in the UI)
- Superadministrators will no longer possess all authorizations, BUT will be able to grant any authorization, even the ones they don't own themselves.
- Useradministrators: Will have a "portfolio" of authorizations – specified by a super administrator – that they can manage

## What benefits we are expecting?

- Removing unnecessary complexity and improve data quality
- Ensures compliance and minimizes the risk of authorization misuse
- Simplifies the rollout of new authorizations as initial distribution to administrators is no longer required

## Contact

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Peter Kappelmann [peter.kappelmann@sap.com](mailto:peter.kappelmann@sap.com), Product Manager User & Contacts, SAP for ME







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- **Questions & Answers**



# Identity & User Management

## Wrap up – Roadmap

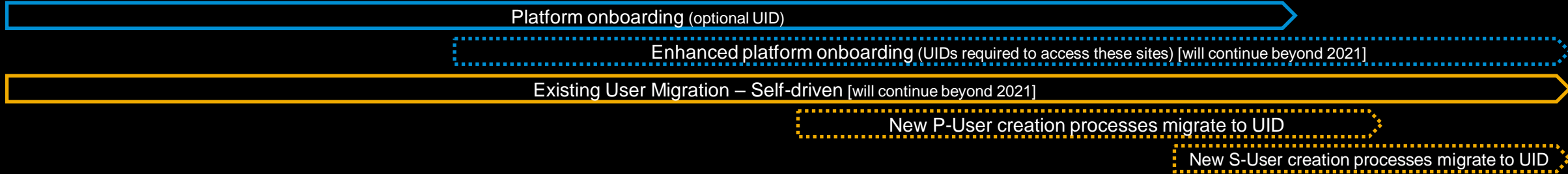
Proposed. Subject to change.



✓ Done  
• Planned

### 2020 2021

Q4'20	Q1'21	Q2'21	Q3'21	Q4'21
<ul style="list-style-type: none"> <li>✓ Reduced UID loading time across the globe</li> <li>✓ SAP Universal ID platform rollout: 20 additional platforms supported</li> <li>✓ First large S-user Lifetime disabling event to prevent users from authenticating</li> </ul>	<ul style="list-style-type: none"> <li>✓ Customer domain tool go-live (to support future governance work)</li> <li>✓ Duplicate and shared email address prevention for S-user creation to improve creation time, and improve governance / compliance</li> <li>✓ First large S-user Lifetime deletion event to clean up old users.</li> <li>✓ Technical user password policy change, to allow for complex longer passwords</li> <li>✓ SAP Universal ID platform rollout: 30 additional platforms supported</li> </ul>	<ul style="list-style-type: none"> <li>✓ Built in support enhanced integration to UID</li> <li>✓ SAP Universal ID platform rollout: all relevant external platforms now supported</li> <li>✓ Visibility in UMT to which users have UIDs and which do not</li> <li>✓ Automated notifications for account changes (new password, MFA settings)                             <ul style="list-style-type: none"> <li>• Email change validation</li> <li>• S-user Lifetime expiration date change history</li> <li>• MFA recovery support for platform go-live</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• SAP.com enhanced UID integration</li> <li>• Change over of S-user creation processes to tie to UID</li> <li>• Stronger password-less MFA options</li> <li>• Initial admin onboarding redemption code process pilot</li> <li>• UID performance enhancements to continue reducing load times</li> </ul>	<ul style="list-style-type: none"> <li>• UID personal data will replicate to linked S-users to improve data quality</li> <li>• Self-association process MVP</li> <li>• Expand products supported by Service Partner User function</li> <li>• User self-service deletion options</li> <li>• Domain governance introduced to UMT</li> <li>• Improved authorization model to remove inheritance</li> </ul>





# Questions & Answers



# Identity & User Management

## Useful Links



### SAP Universal ID

- [SAP Universal ID landing page\\_\(incl. video\)](#)
- [Blog: SAP Universal ID Simplified Login Experience](#)
- [SAP Universal ID Creation Link](#)
- [SAP Universal ID Account Manager](#)
- [SAP Community Blog Series](#)

### S-user Lifetime

- [SAP Support Portal landing page\\_\(incl. video\)](#)
- [PartnerEdge.com landing page\\_\(incl. video\)](#)
- [SAP Community blog posts: Amended Lifecycle for SAP S-User IDs\\_\(Deutsche & Englische Version\)](#)
- [SAP Knowledge Based Article 2928052](#)
- [Online Help User Management](#)



# Thank you.

Contact Information: [sap\\_universal\\_id@sap.com](mailto:sap_universal_id@sap.com)



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