



SAP Mobile Experience

The Intelligent Enterprise at your fingertips

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PUBLIC

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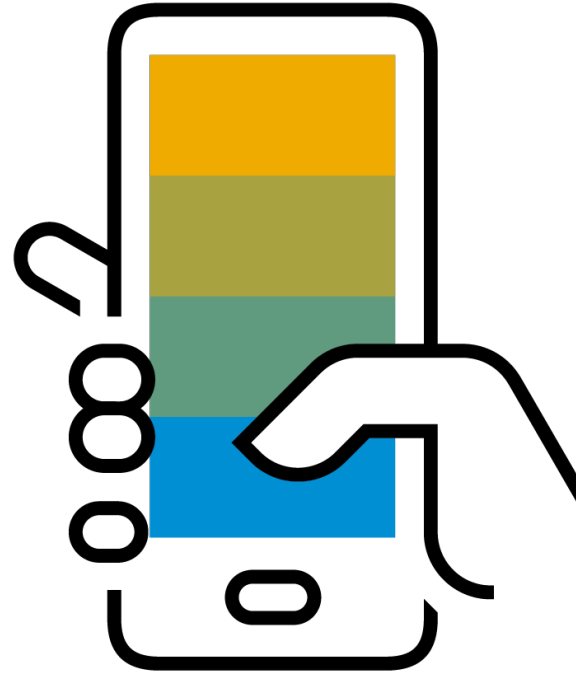
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Agenda

SAP Mobile Experience

SAP Mobile Start

SAP Mobile Experience

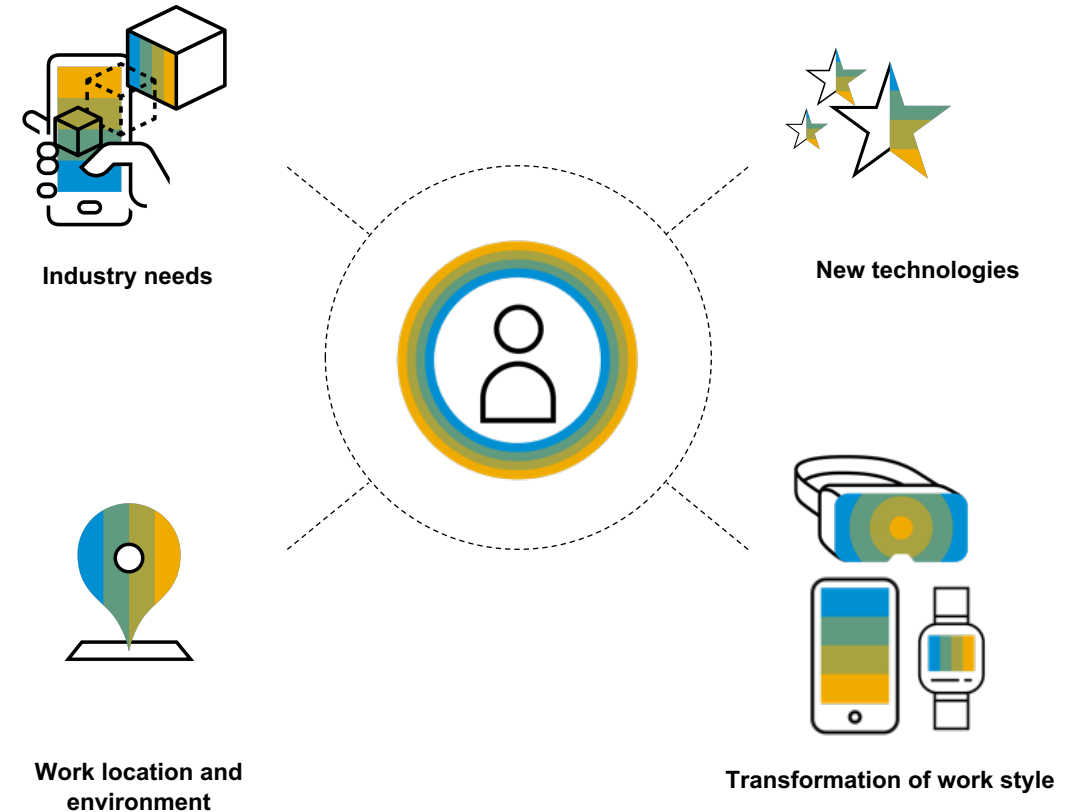


SAP Mobile Experience & Engineering

SAP's Mobile Experience and Engineering (MXE) defines and drives the mobile vision and strategy for the Intelligent Enterprise Suite.

We are a global network of mobile development and product management teams that deliver the entire mobile lifecycle process from mobile solution portfolio design to complete mobile application delivery.

We collaborate and co-innovate with customers and partners to deliver the best possible mobile experience to support the end-users delivering their day-to-day activities using mobile devices.



Enterprise Mobile Workforce

Variety, frequency, and data intensity varies by workstyle

MOBILE WORKSTYLES >

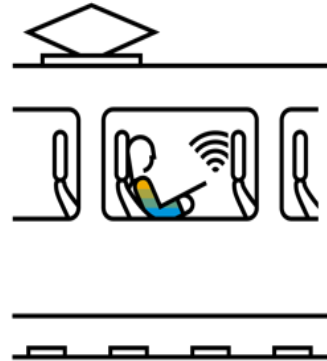
31%

INFREQUENT



22%

PERIODIC



26%

CAMPUS

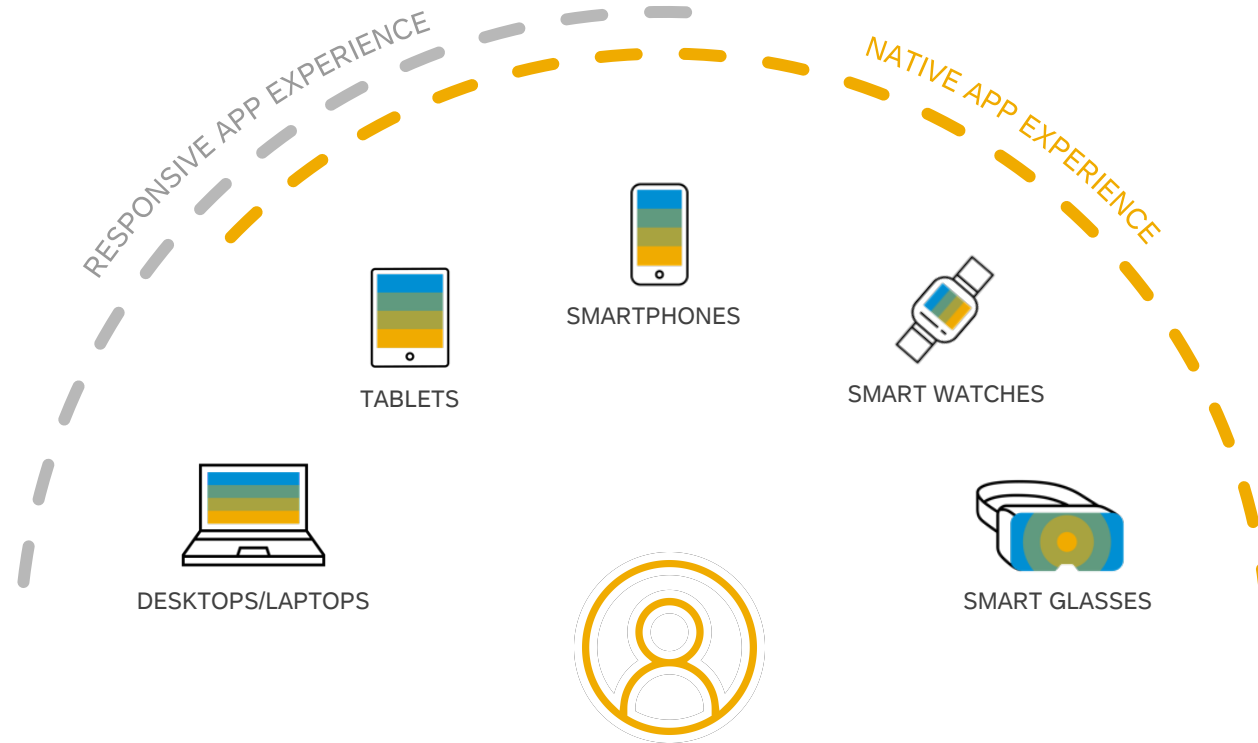


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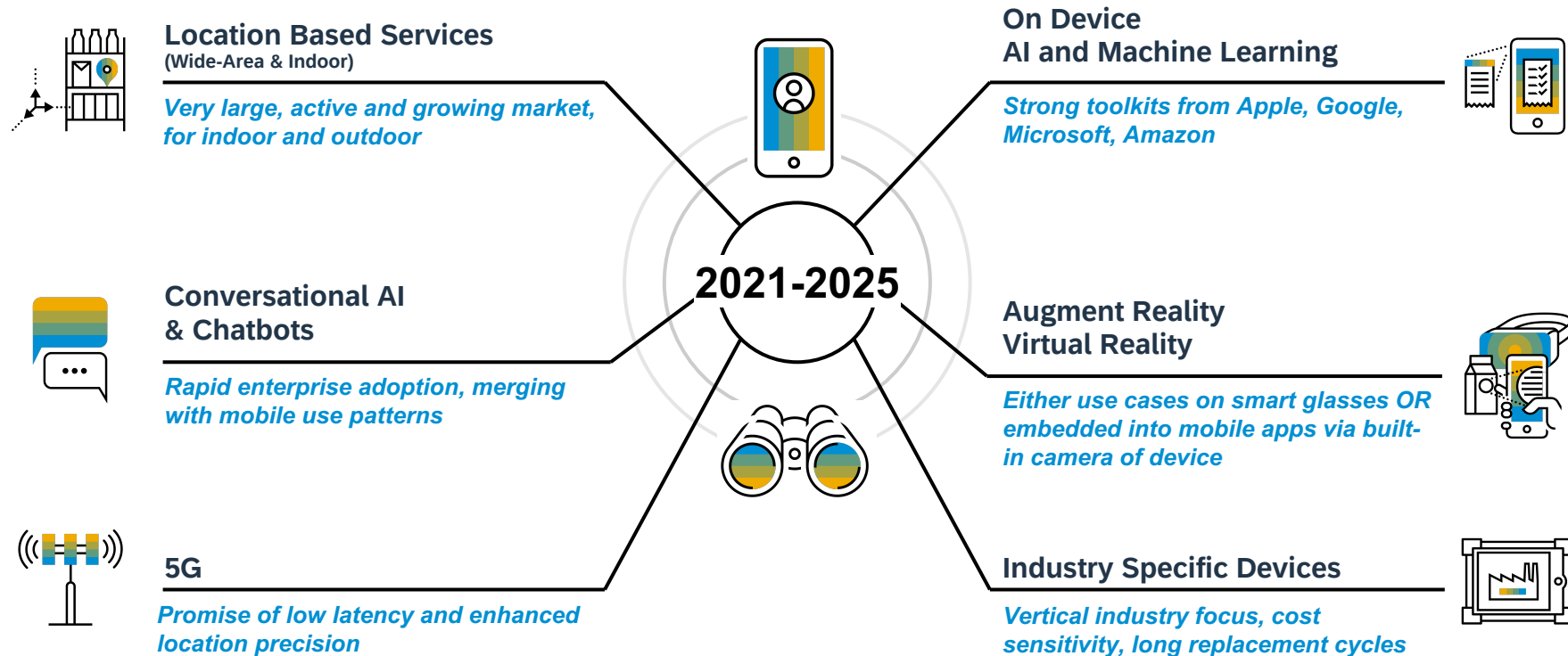
FRONTLINE



Various Expectations in Different Work Environments by each Persona



Mobile Industry Enterprise-Related Trends



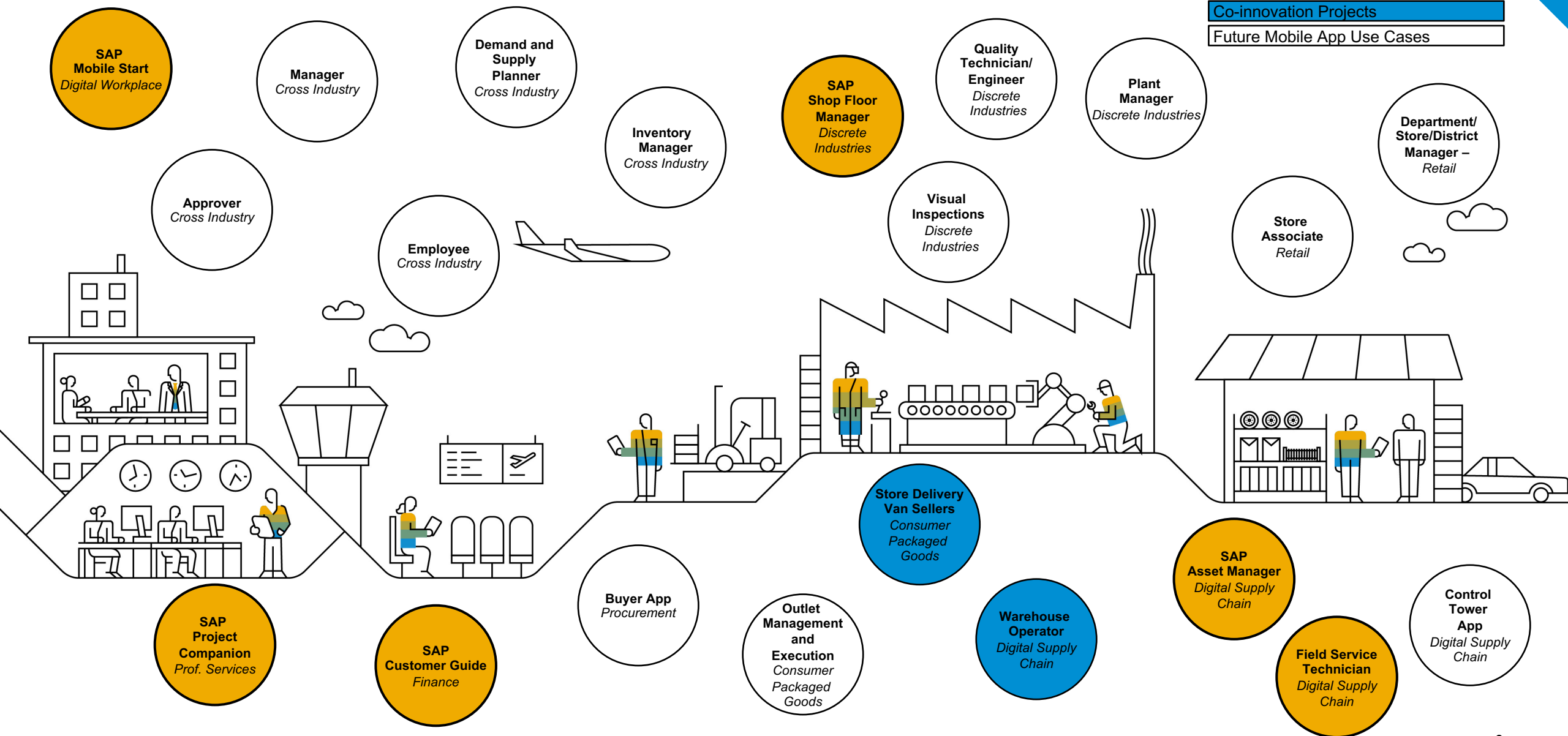
SAP Native Apps & Experiences for the Intelligent Enterprise

Lab preview

SAP S/4HANA Mobile Products 2021

Co-innovation Projects

Future Mobile App Use Cases



SAP Mobile Start



SAP brings the Intelligent Enterprise to the fingertips of every SAP user.

SAP Mobile Start



SAP Mobile Start

Your native entry point to the Intelligent Enterprise

Customer Pain Points

Mobile users are confronted with many different native and web applications scattered across their mobile devices: Difficult to find the right one, easy to overlook important alerts.

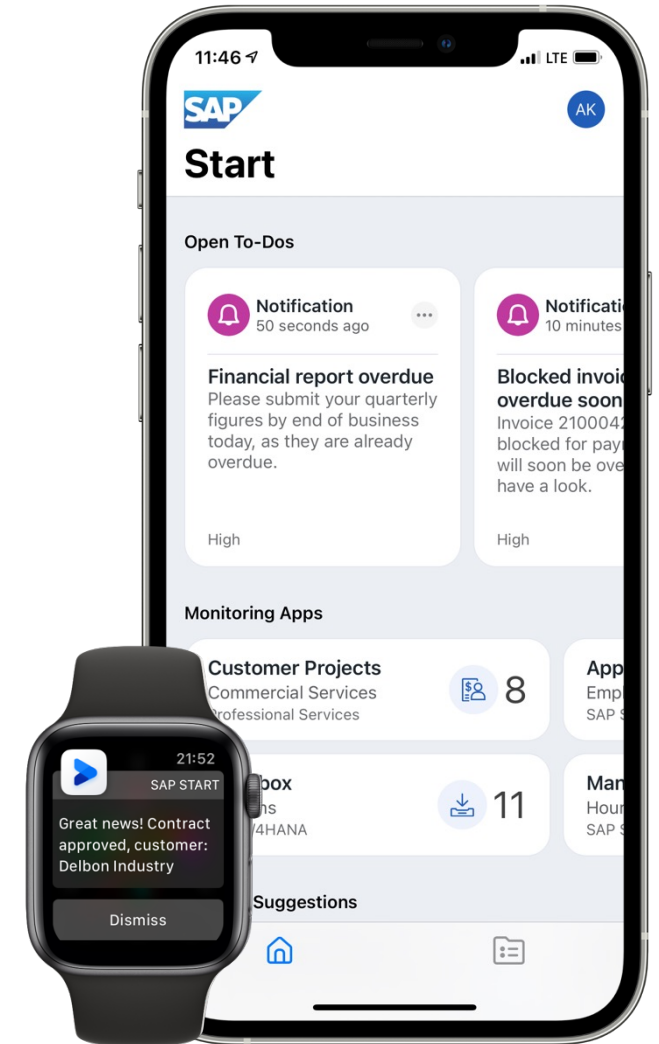
Critical business decisions are not being made due to users being unaware of them, since they are increasingly away from their desk ensuring business continuity.

Solution

SAP Mobile Start is the native app you need to access your SAP S/4HANA and other SAP Solutions, by leveraging the SAP Business Technology Platform.

Benefits:

- Mobile access to the intelligent enterprise, its applications (Native or Web), Web content, data or SAP S/4HANA notifications to quickly address business issues.
- Consumer-grade user experience and superior performance, designed for an intuitive and personalized native user experience, with enterprise-grade capabilities.
- Improved productivity, agility and work flexibility thanks to mobile.



Key Capabilities

SAP Mobile Start is the native app for all SAP users, that offers:



Native entry point
to the Intelligent Enterprise Suite

SAP Launchpad service



Deep UX integration
with your mobile devices

iOS 14 or later for V1

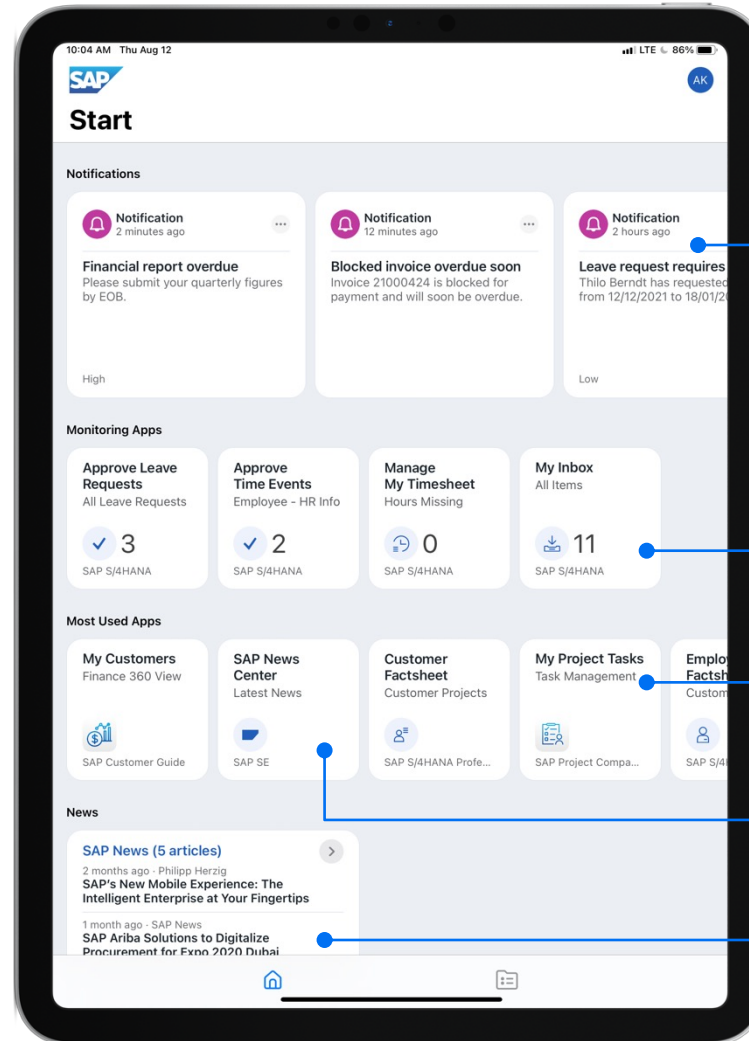
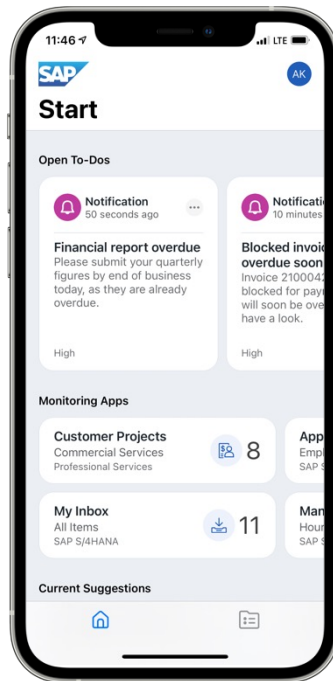


Tailored content
per persona

Native & Web apps

Native Entry Point

to the Intelligent Enterprise Suite



Notifications

Web apps

Native apps

Web links

News feeds

Deep UX integration

with your mobile devices

Native Launchpad

Discover and access all your business apps

Spotlight Search

Instantly access occasionally used apps

Widgets

Access your critical apps like a shortcut

Monitor your business from your home screen

Native notifications

Never miss a critical notification

Manage SAP notification the way you prefer



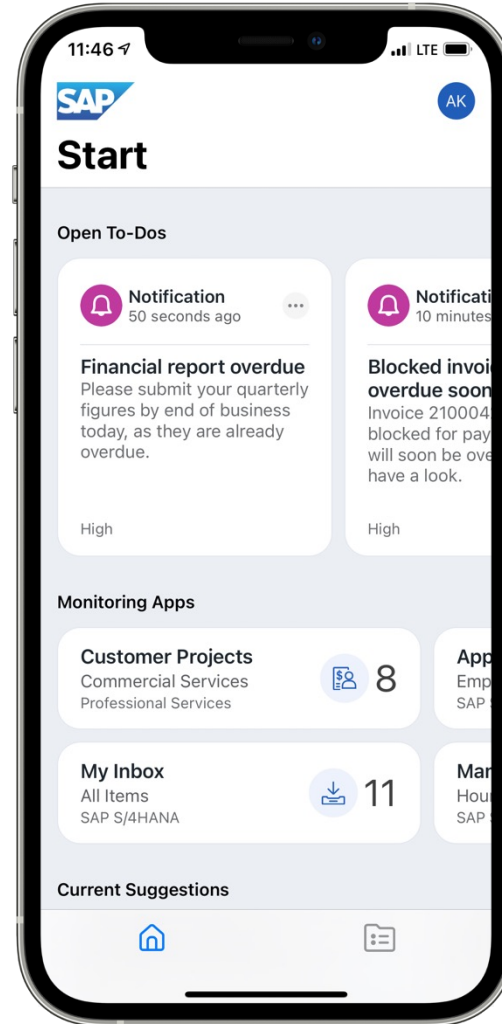
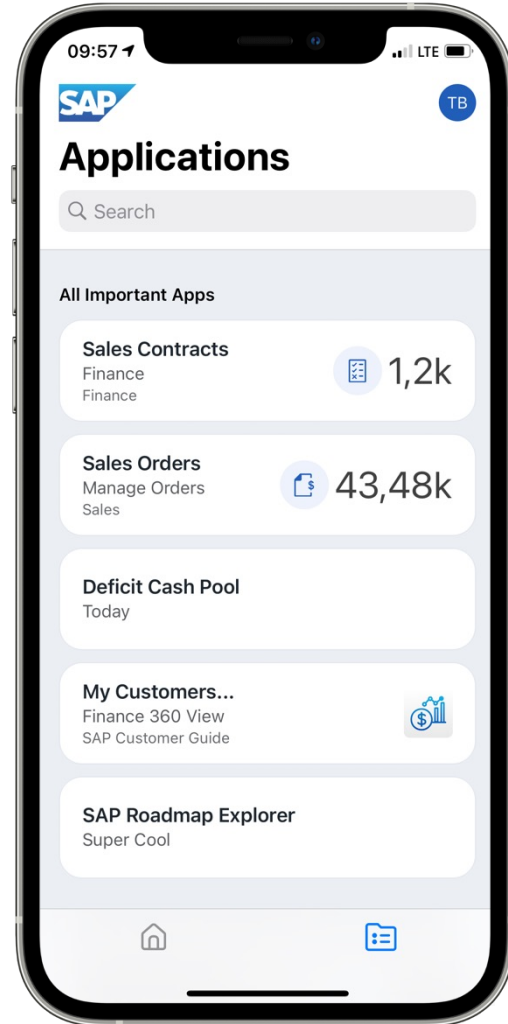
Tailored content

per persona

Persona-centric
content & structure
is set-up by IT admin



Paul
Finance Manager



Alex
Project Manager

Paul

Finance Manager

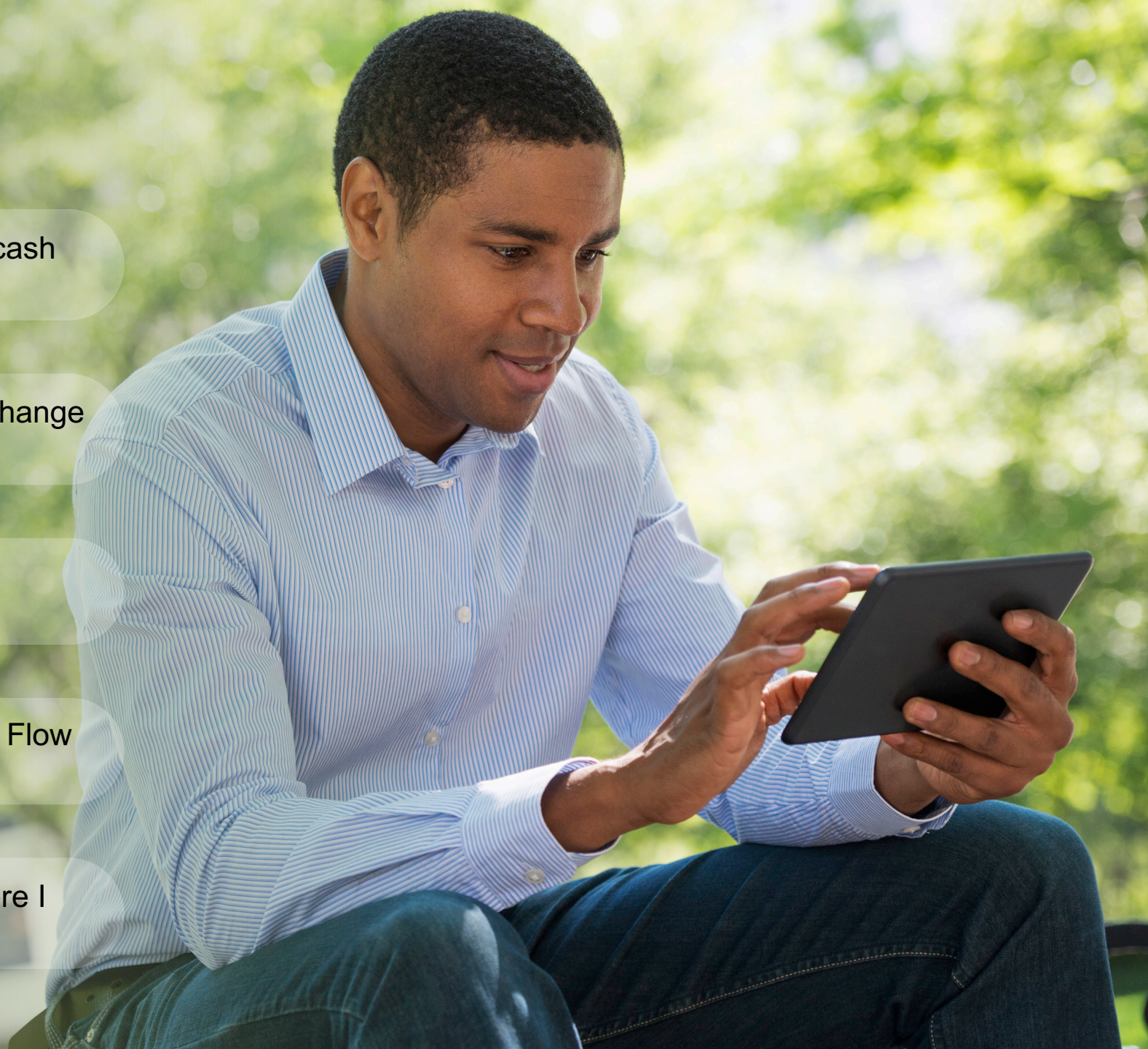
I love having my liquidity forecast or current cash position available everywhere.

I never again miss significant changes in exchange rates thanks to the native notifications.

I can access SAP Analytics Cloud or SAP Customer Guide from one place.

I love keeping an eye on the Operating Cash Flow widget directly on my home screen.

I enjoy handling budget approvals easily where I want and when I need.



Alex

Project Manager

I love keeping track of my projects wherever I am.

I always stay ahead of upcoming project milestones with the native notifications.

I can access SAP Analytics Cloud easily to look up my latest project KPIs.

I love monitoring my project progress with widgets on my home screen.

I enjoy getting in one place all the resources I need to manage my travels.



Demo



Architecture



Integration Architecture

SAP Mobile Start



SAP BTP Tenant
Abstraction & Unification



SAP Launchpad service

Notification service

SAP Mobile Services

SAP Solutions like:
Business Data & Logic

SAP® S/4HANA

SAP SuccessFactors

SAP Concur

SAP Ariba

SAP Fieldglass



Availability



Commercialization

We offer two plans

Download SAP Mobile Start application **for free** from the stores (like Apple App Store)



RISE SAP S/4HANA customers

SAP Launchpad service & SAP Mobile Start **are planned to be included for free** in the following packages:

SAP S/4HANA Private Cloud Edition (PCE)	- 8010833
SAP S/4HANA Cloud (Global)	- 8010836
SAP S/4HANA Cloud + XM Global	- 8010840
SAP S/4HANA Public Cloud	- 8010946



All SAP customers

SAP Mobile Start is enabled through :

SAP Launchpad service - 8008466

Only one SKU is needed!

Product Direction

H2-2021 SAP Mobile Start - continuous delivery

- New features based on customer feedback
- SAP S/4HANA situations handling integration
- Round-offs

Q1-2022 SAP Mobile Start for Android

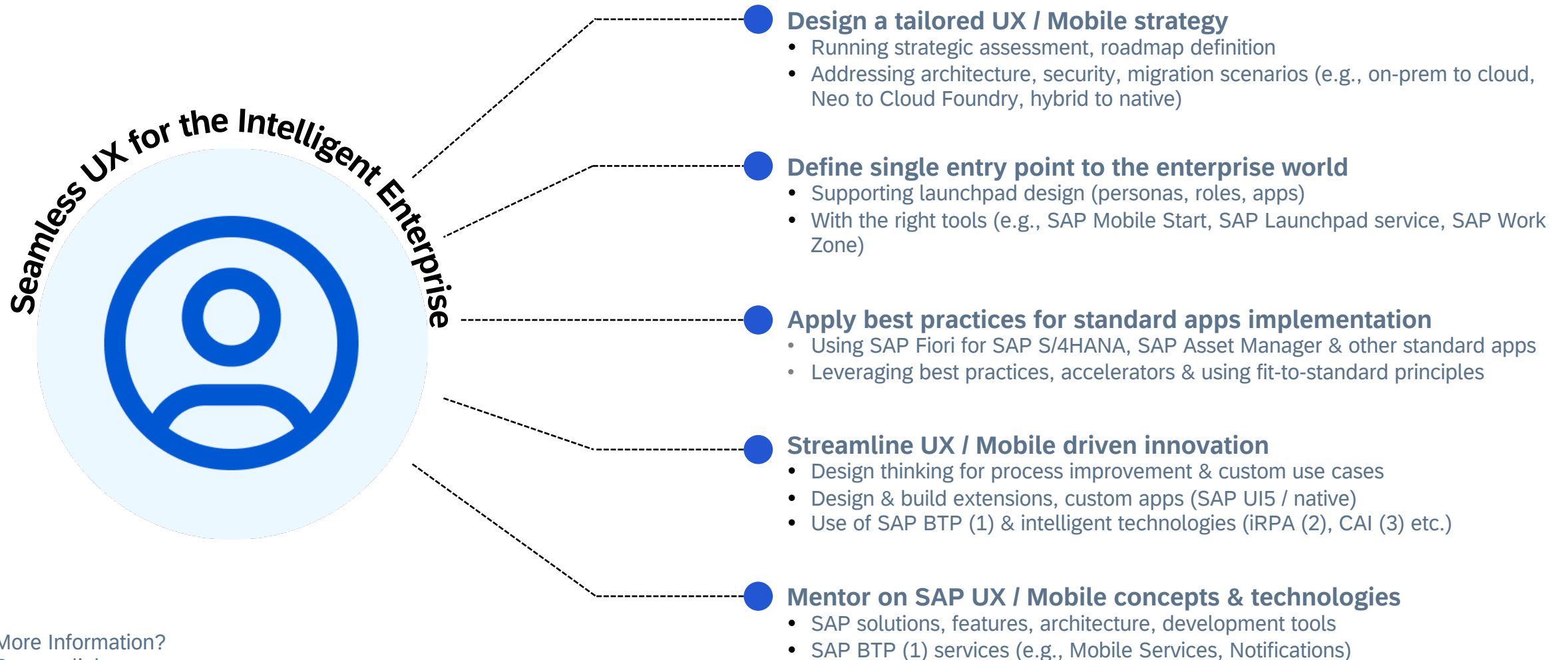
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Consulting Packages

Supporting Customers with UX / Mobile Transformation

SAP UX and mobile consulting



Implement SAP Launchpad service and SAP Mobile Start

Example of a SAP UX and mobile service offering

Packages	Functionality Delivered	Indicative Duration	*Impl. Mode
Small – Starter Kit	<ul style="list-style-type: none">Deploy SAP Mobile Start to existing SAP Launchpad service users	1 to 2 weeks	SAP Led
Medium – End-to-end Implementation Service	<ul style="list-style-type: none">SAP Launchpad design (personas, roles, apps)SAP Launchpad set-up including connectivity with SAP S/4HANASAP Mobile Start App deployment	4 to 6 weeks	SAP Led
Large – Additional Personalisation	<ul style="list-style-type: none">Everything in MediumCustom Widget contentEnabling Custom appsNotifications	6 weeks onwards depending on scope	SAP Led
Advisory Service	<ul style="list-style-type: none">Knowledge SharingIdentifying user needs, roles, appsImplementation QA service	1 week onwards depending on scope	Partner / Customer Led

More Information?
[Contact link](#)

More Insights



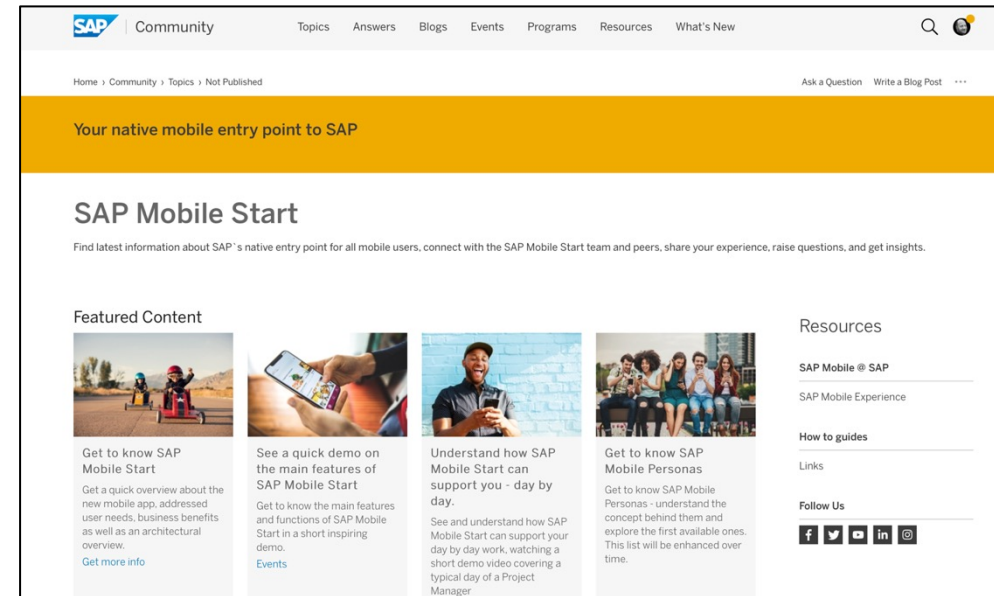
SAP Community Page

Connect with development and peers, share your experience, raise questions, and get insights

SAP Community offers you to

- Get actively involved by sharing your experience or asking/ answering questions.
- Get latest updates by SAP development.
- Benefit from blogs provided by experts that will help you to onboard SAP Mobile Start seamlessly.

[SAP Mobile Experience @ SAP Community](#)
[SAP Mobile Start @ SAP Community](#)



Eager to know more?

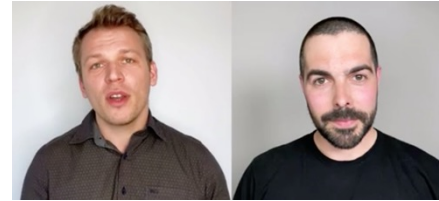


Information on SAP's New Mobile Experience (External)

- [Blog by Philipp Herzig](#)
 - [Tweet](#) & [LinkedIn](#)
 - New mobile experience video [here](#)
- + Community info to add when ready



Juergen Mueller and Thomas Saueressig
on driving toward the Intelligent Enterprise with Digital
Transformation (YouTube: 11 mins 30 - 14 mins 00)
[\[IT511\]](#) / [\[IT512\]](#)



SAPPHIRE Platform

[Enjoy a UX That Places the Intelligent Enterprise at Your Fingertips
\[IT108\]](#)



Explore our latest mobile innovations

Learn how SAP Mobile Start enables customers to reinvent how work gets done by leveraging the power of on-device intelligence and tailored micro-experiences. [Read more](#)



Thank you

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