

SAP Global Customer Communities and Advocacy



Trustful Engagement | Strong Collaboration | Joint Success

SAP Support Offering An Overview

September 13, 2010

THE BEST-RUN BUSINESSES RUN SAP™

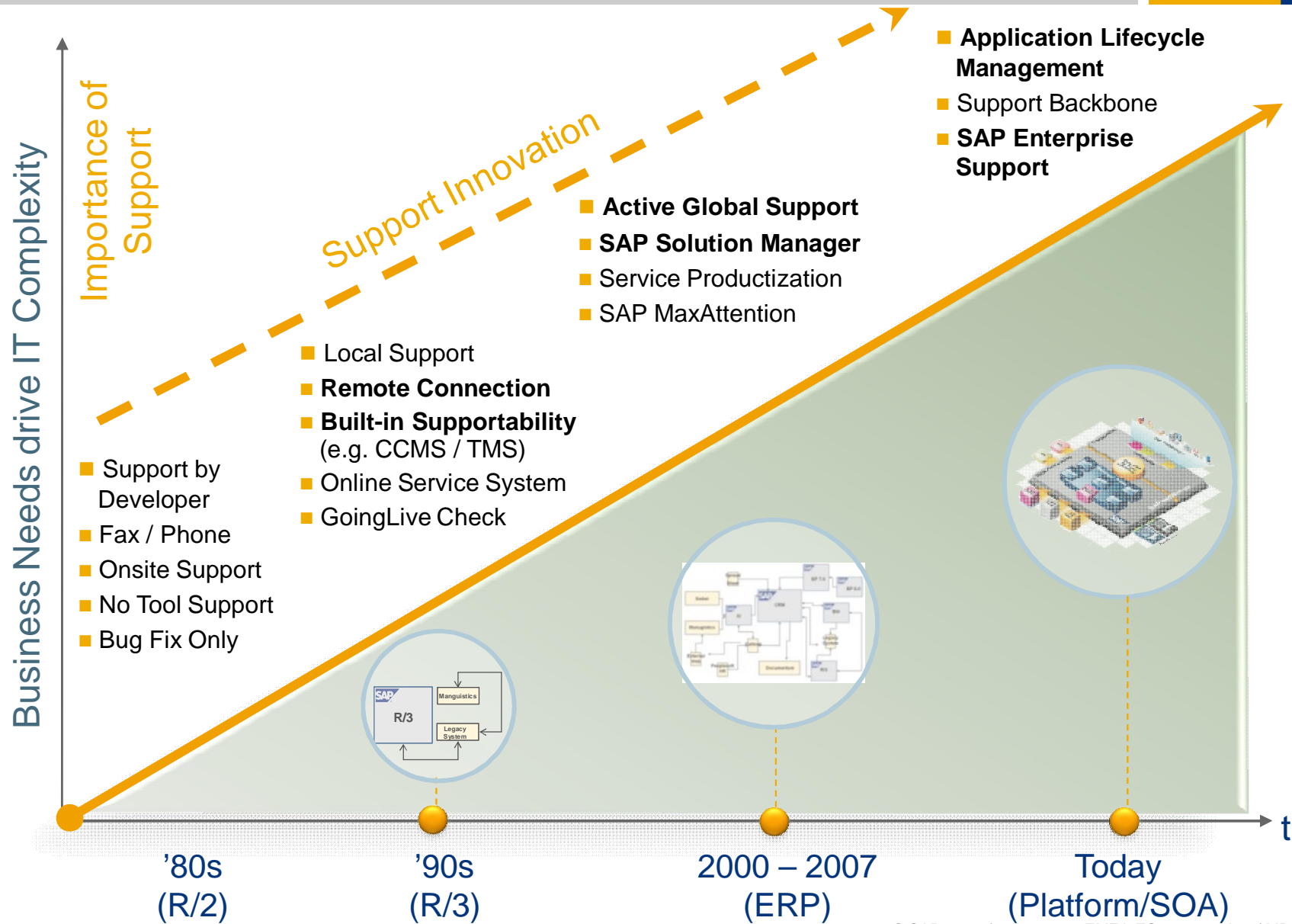


1 PROTECTION
we protect your performance and stability.

2 FLEXIBILITY
we provide a range of options to support your implementation, upgrades, and ongoing operations.

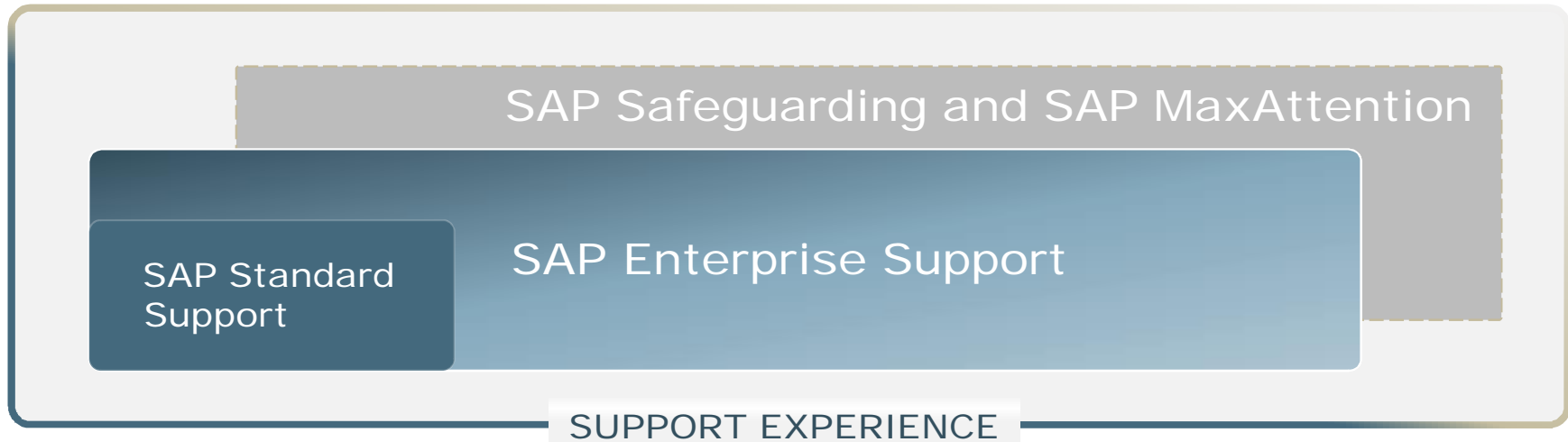
3 PARTNERSHIP
we partner with you throughout your entire application lifecycle and help support your successful operations.

Evolution of SAP Support – From Bug Fix to End-to-End Solution Support



SAP Support Portfolio

Meeting your Varied Business Requirements

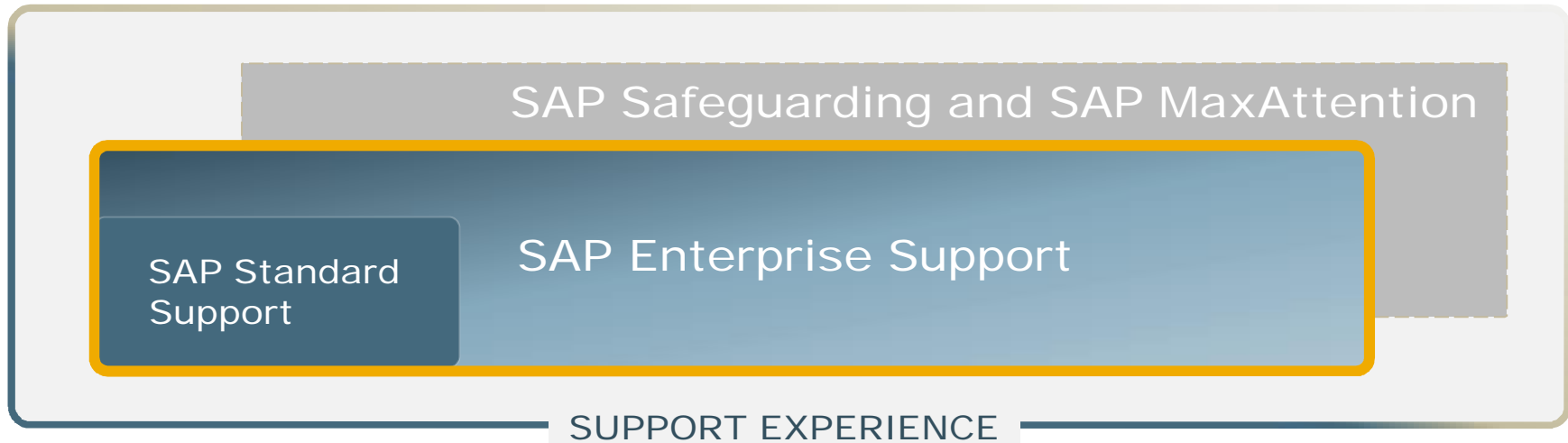


**Ensure
Stable Operations**

— Business Needs —

**Optimize
Business and IT**

■ Notes | Support Packages | Enhancement Packages | Releases ■



SAP Enterprise Support

■ Proactive & Preventative

- Technologies, Applications & End to End Business Processes
- Continuous Improvement
- Service Level Agreements
- Business Continuity

■ Business Process Monitoring

- Accelerated Innovation
- Operate at Lowest Costs
- Continuous Quality Checks
- Includes SAP Standard Support

SAP Enterprise Support: New Web Presence

www.sap.com/services/es-benefits



The screenshot shows the SAP Enterprise Support website. The main content area is titled "SAP ENTERPRISE SUPPORT" and "SUGEN - SAP ENTERPRISE SUPPORT ADVISORY COUNCIL". It describes the collaboration between SAP and the SAP User Group Executive Network (SUGEN) to help SAP Enterprise Support customers reduce costs and discover hidden opportunities. The page includes sections for "How we are helping our customers", "How can we help you?", and a list of resources. A sidebar on the right contains four modules highlighted in a red box: "DISCOVER YOUR HIDDEN LABOR COSTS", "OUR BENEFITS CASES: ROADMAPS TO VALUE", "LEVERAGE THE POWER OF GUIDED SERVICES", and "SAP ENTERPRISE SUPPORT ACADEMY".

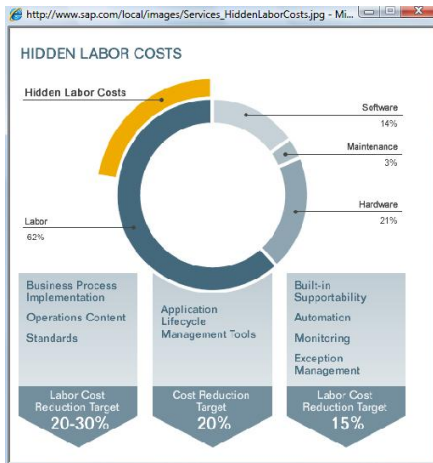
4 New Modules

- DISCOVER YOUR HIDDEN LABOR COSTS**
Most organizations fail to calculate the costs resulting from business process exceptions, lack of automation, and integration and usability issues.
[View the impact of hidden costs.](#)
- OUR BENEFITS CASES: ROADMAPS TO VALUE**
Our experts develop benefit cases that help SAP customers identify the IT drivers which can generate the most value.
 - [Failed changes](#)
 - [Performance](#)
 - [Exceptions in business processes](#)
 - [Data volume management](#)
 - [System availability](#)
 - [Incident management](#)
- LEVERAGE THE POWER OF GUIDED SERVICES**
In using our pre-configured engagement templates, you can apply our holistic and scalable engagement methodology to maximize the value you generate.
[View our methodology.](#)
- SAP ENTERPRISE SUPPORT ACADEMY**
Offering guided self-services and expert-guided services, we provide our customers with the guidance that can help them optimize their SAP solutions.
[Learn more.](#)

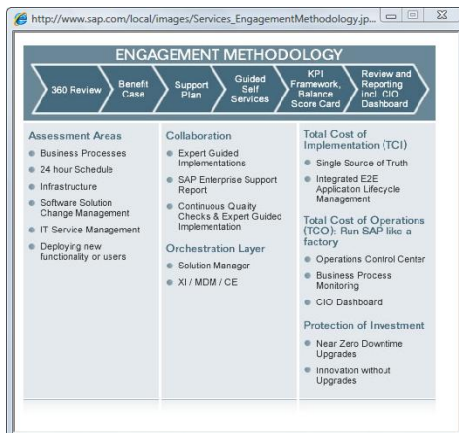
SAP Enterprise Support – Learning Modules



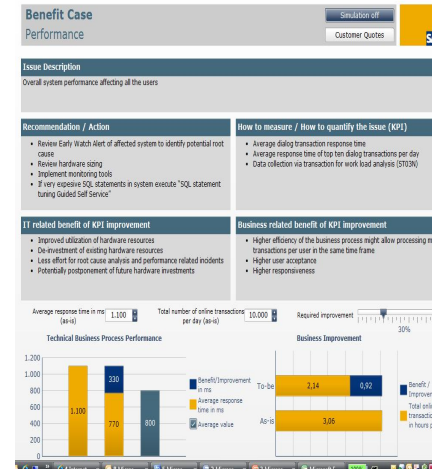
Free Capacity & Skill



Engagement Methodology



Benefit Cases



SAP Enterprise Support Academy

SUGEN - SAP ENTERPRISE SUPPORT ADVISORY COUNCIL
SAP ENTERPRISE SUPPORT ACADEMY

We have successfully launched a new program that enables our customers to use our SAP Enterprise Support engagement methodology in their business environment.

Known as the **SAP Enterprise Support Academy**, this program provides our customers with a powerful combination of training, practical experience, and expertise, delivered on-demand. Offering both guided self-services and expert-guided services, our SAP Enterprise Support Academy helps our customers access the skills they need to optimize their SAP solutions.

Guided self-services
This group of services – delivered via SAP Solution Manager – provides our customers with our proven procedures for laboring service content to their requirements and solution environment. In using these procedures, our customers can perform numerous business-critical functions, such as managing data volume, analyzing business processes, optimizing security, and implementing change.

Our **SAP Service Marketplace** provides a detailed listing of the guided self-services we offer and the ways we can help you begin leveraging our services today.

Expert-guided services
We have developed the group of short-term services – which we provide via direct remote access – to guide our customers through the basic process of configuring SAP Solution Manager and empowering them in using our guided self-services.

In working with us, our customers learn – along with several other skills – how to optimize their IT systems to monitor business processes, control change requests, and manage custom developments. Our experts provide these services in three steps:

- Empowerment** – Offers a detailed explanation of our step-by-step configuration process and transfers critical knowledge to the customer's IT professionals
- Execution** – Supports a customer's IT team as they implement our configuration process – while using SAP Solution Manager – to implement one of their own projects
- Expertise on-demand** – Provides direct access to an designated SAP expert who supports the customer's IT team remotely during project execution

For each SAP customer with an **SAP Enterprise Support Services** contract, we provide an annual entitlement of five expert-guided services. Register now to **join our SAP Enterprise Support Academy** (S-User registration required)

Want to learn more? **Contact SAP** for more information.

Save | Share

SAP Enterprise Support – Application Lifecycle Management



Application Lifecycle		Plan	Build, Test & Deploy				Run, Innovate	
Methods and Standards	ASAP	Business Blueprint	Configuration	Integration	Test & Validation	Go Live	Run SAP like a Factory. Operations and Optimization, Innovation Enablement, Continuous Improvement	Accelerated Innovation or Update
	RunSAP	Assessment, Scoping		Design of Operations	Setup of Operations	Handover to Production		



SAP Enterprise Support – Elements Per Lifecycle Phase
Facilitation and Automation through SAP Solution Manager Workcenter ^{new}

Automation Capabilities	ALM with SAP Solution Manager	Plan	Configuration	Integration	Test & Validation	Go Live	Run, Innovate	Accelerated Innovation or Update
Enterprise Support Advisory	360° Review ^{new}	•	•	•	•	•	•	•
	Enterprise Support Report		•	•	•	•	•	•
Enterprise Support Academy	Guided Self Services ^{new}	•	•	•	•	•	•	•
	Expert Guided Implementation ^{new}	•	•	•	•	•	•	•
Quality Assurance & Improvement Services	Usage Right Ext. for Solution Manager ^{new}	•	•	•	•	•	•	•
	Continuous Quality Checks		•	•	•	•	•	•
	Improvement Services	•	•	•	•		•	•
24 x 7 x 365 Mission Critical Support	Root Cause Analysis		•	•	•	•	•	•
	Service Level Agreement		•	•	•	•	•	•
	Support Advisory Center	•	•	•	•	•	•	•
SAP Standard Support		•			•	•	(continuous improvement only)	•

SAP Enterprise Support – Application Lifecycle Management



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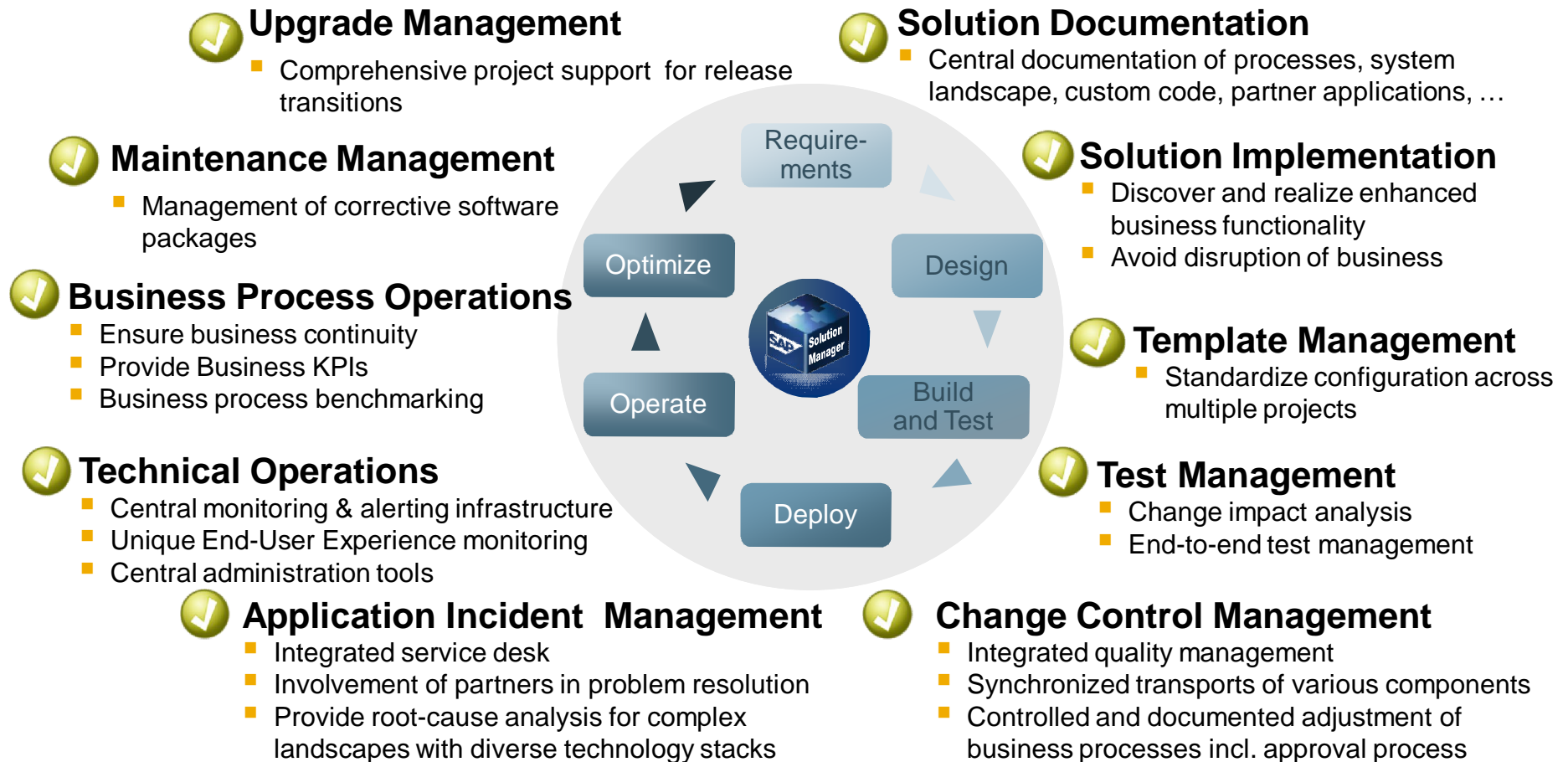
SAP Enterprise Support – Elements Per Lifecycle Phase
Facilitation and Automation through SAP Solution Manager Workcenter new

<u>Automation Capabilities</u>	ALM with SAP Solution Manager							
<u>Enterprise Support Advisory</u>	360° Review <small>new</small>	•	•	•	•	•	•	•
	Enterprise Support Report		•	•	•	•	•	•
<u>Enterprise Support Academy</u>	Guided Self Services <small>new</small>	•	•	•	•	•	•	•
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<u>Quality Assurance & Improvement Services</u>	Usage Right Ext. for Solution Manager <small>new</small>	•	•	•	•	•	•	•
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<u>SAP Standard Support</u>			•		•	•	(continuous improvement only)	•

SAP Enterprise Support – ALM with Solution Manager



Application Lifecycle Management provides processes to optimize business continuity and agility – ITIL Compliant



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<u>SAP Standard Support</u>		•		•	•		(continuous improvement only)	•



Engagement Methodology



Assessment Areas

- Business Processes
- 24 Hour Schedule
- Infrastructure
- Software Solution Change Management
- IT Service Management
- Deploying new functionality or users

Collaboration

- Expert Guided Implementations
- SAP Enterprise Support Report
- Continuous Quality Checks
- Self Guided Services

Orchestration Layer

- Solution Manager
- XI / MDM / CE

Total Cost of Implementation (TCI)

- Single Source of Truth
- Integrated E2E Application Lifecycle Management

Total Cost of Operations (TCO): Run SAP like a factory

- Operations Control Center
- Business Process Monitoring
- CIO Dashboard

Protection of Investment

- Near Zero Downtime Upgrades
- Innovation without Upgrades

¹ KPI Framework, Balance Score Card

² incl. CIO Dashboard

SAP Enterprise Support – Benefit Case Summary



Goal

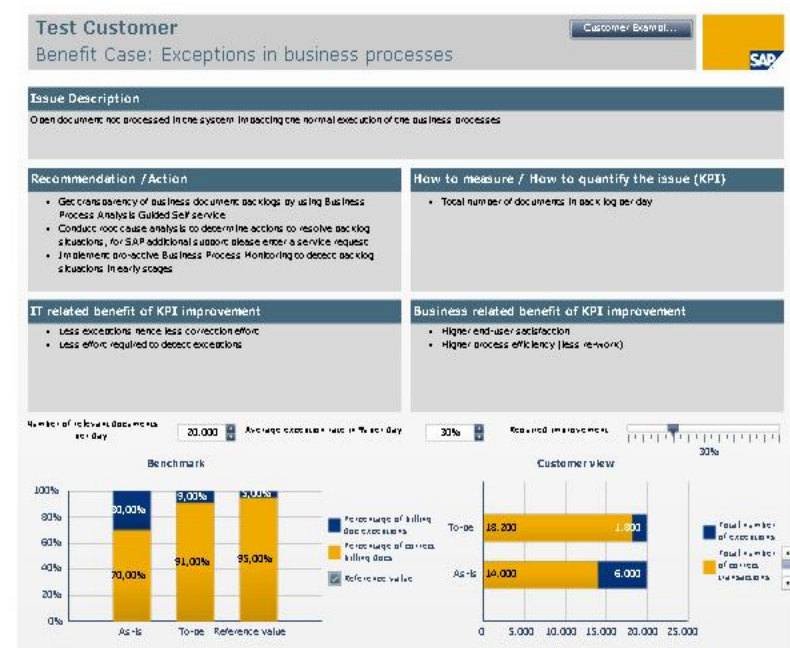
- The benefit case describes the potential benefit a customer can derive from implementing the AGS recommendations provided as result of the 360° degree review

Scope

- Description of the benefit case including required implementation activities as well as business related and IT related benefit.
- Predefined benefit simulation
- Adaption of benefit case to customer individual situation possible

Benefits

- Fast and structured overview of the value mechanism of recommendations
- Provide input to create customer individual internal business cases
- Predefined benefit case can be used to be apply to the customer individual situation



SAP Enterprise Support – Engagement Report Summary



Goal

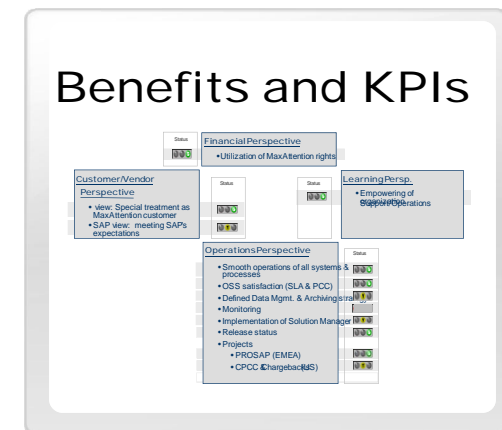
- To support the creation of a “Management Summary Report” on the status of a SAP Support Engagement with your company on a regular basis.

Scope

- Focus Areas of Engagement
- Top Issues
- Measure of Engagement Benefit including agreed KPIs
- Action plan and next steps

Benefits

- Provides an overview on status of the engagement
- Allows you to understand how the engagement provides you benefit and support you addressing your areas of concern



Action Plan

The table displays a detailed action plan with columns for priority, status, and dates. The first column shows a color-coded priority scale from 1 (red) to 5 (yellow). The table contains multiple rows of data, including task descriptions, assigned resources, and scheduled dates.

SAP Enterprise Support – SAP Enterprise Support Report



SAP Enterprise Support Report helps you track and maximize the value of SAP Enterprise Support.

Used for joint roadmap planning and follow up of application lifecycle management activities.

Allows customers to:

- Identify areas for innovation
- Proactively improve business processes
- Support reduction in total cost of operations

SAP Enterprise Support – Application Lifecycle Management



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Facilitation and Automation through SAP Solution Manager Workcenter ^{new}

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SAP Enterprise Support – Guided Self Services



Backbone Integration Built-In

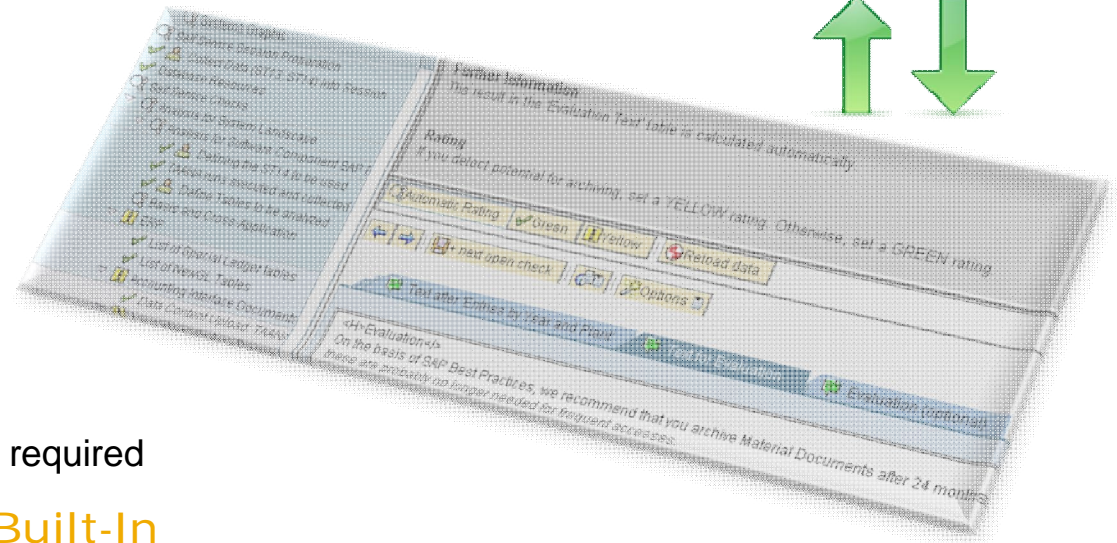
- **Central, dynamic update** of rule set, processing logic, expert guidance from SAP backbone on-demand
- **Transfer of result** data to central SAP backbone



Session Framework

Rule based, automated data processing

- Combination of tool based situation assessment with expert judgment
- Built-In documentation as **embedded guided procedure**
- Template-based, predefined structure to capture results
- Data driven, dynamic analysis tree that determines the course of analysis as required



Customer Solution Integration Built-In

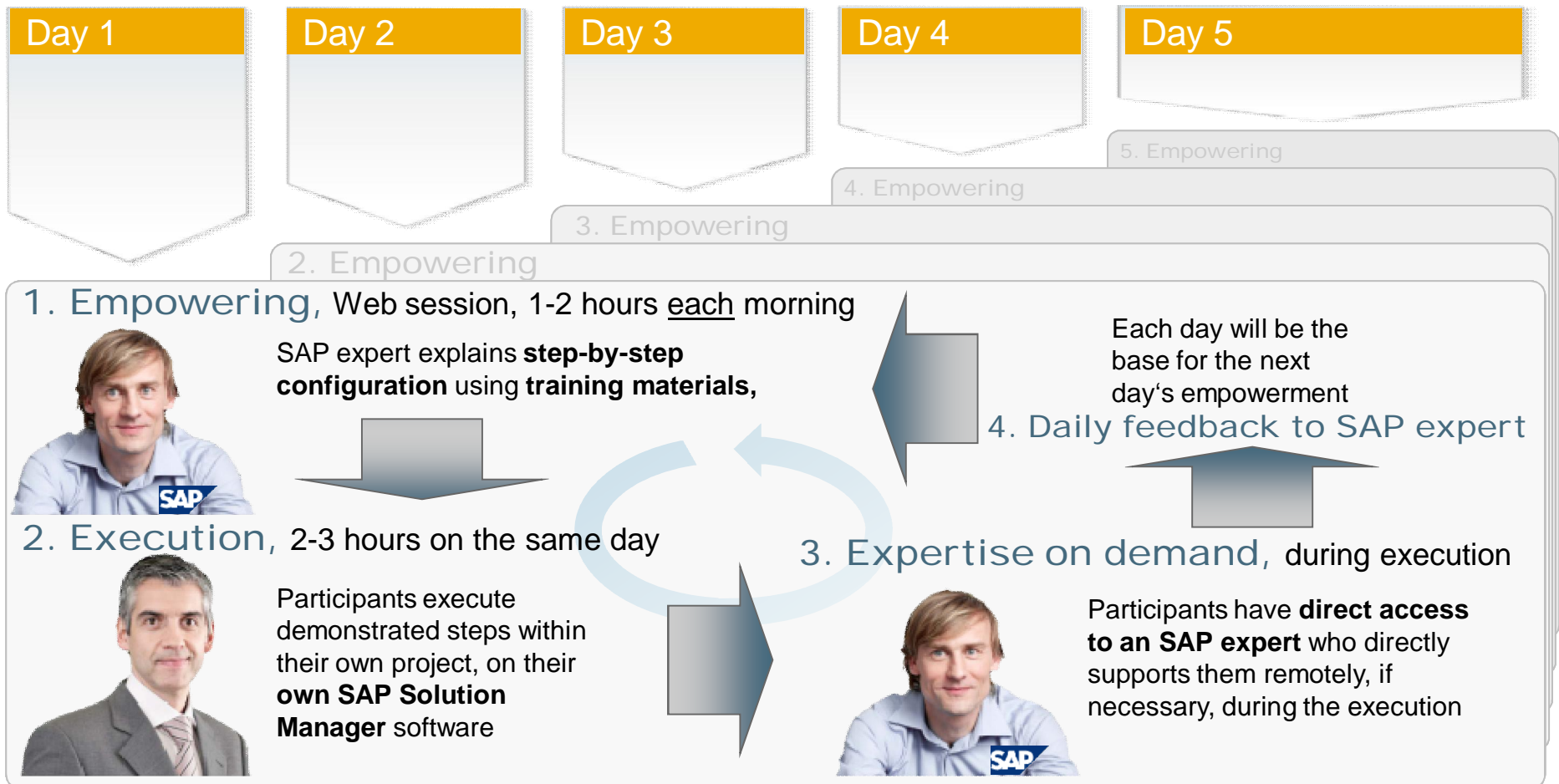
- **Connectivity to all SAP Applications** through plug-ins with dynamic source code update
- **Access to all data** in managed systems: customizing, master + transactional data, etc.
- Integration with all other SAP Solution Manager capabilities



SAP Enterprise Support – Expert-Guided Implementation



- Enablement beyond education – Knowledge transfer based on your Setup
- You choose – based on Benefit Case and Support Plan
- Remote engagement model – Sign-up on SAP Service Marketplace



Expert Guided Implementation – Current library and upcoming extensions



Engag-
ement

SAP Enterprise Support Engagement

- SAP Enterprise Support Engagement Work Center
- ALM Roadmap

In preparation

Implementation

SAP Solution Manager

- Implementing SAP Solution Manager (17 different EGI's)
- Setup Remote Support Component
- Authorizations & Roles in SAP Solution Manager

Available

Implementing SAP Bus. Suite, SAP Bus. Objects / SAP NetWeaver

- Implementing BS2010 EhP5
- Implementing CRM (Service Mgt, ...)
- Implementing BO
- Implementing Duet Enterprise

Planned

Operation

Guided Self Services

- SQL Statement Tuning
- Security Optimization Service
- Transport Execution Analysis
- Business Process Analysis
- Data Volume Management

Available

Operating SAP Solutions

- Operating SAP Business Objects
- Operating CRM Middleware
- Operating Duet Enterprise
- Operating SAP Solution Manager

Planned

SAP Enterprise Support – Application Lifecycle Management



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SAP Standard Support		•		•	•		(continuous improvement only)	•

SAP Enterprise Support – Continuous Quality Checks



[CQC - Upgrade Assessment](#)

[CQC - EHP Installation Check](#)

[CQC - for Upgrade](#)
Going Live for Functional Upgrade Analysis und Verification

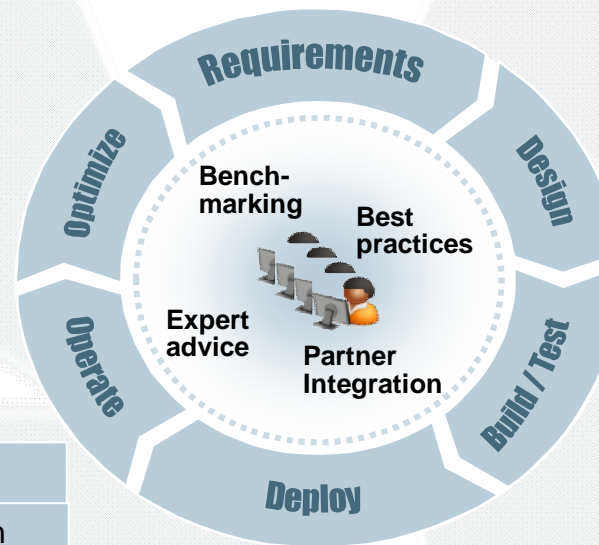
[CQC - Downtime Assessment](#)

[CQC - Support GoingLive](#)

[CQC - OS/DB Migration Check](#)

[Expert Guided Implementation for Solution Manager](#)

[Accelerated Innovation Enablement](#)



[CQC - for Implementation](#)
Going-Live for Solutions Analysis und Verification

[CQC - GoingLive Optimization](#)

[CQC - Support GoingLive](#)

[CQC - Integration Validation](#)

[CQC - Configuration Check](#)
BWA Configuration and Verification

[SAP Modification Justification Check](#)

[SAP Custom Code Maintainability Check](#)

[CQC - Remote Performance Optimization](#)

[CQC - Business Process Performance Optimization](#)

[CQC - Technical Performance Optimization](#)

[CQC - Data Volume Management](#)

[CQC - Security Optimization Check](#)

[CQC - Early Watch Check](#)

[CQC - Business Process Analysis and Monitoring](#)

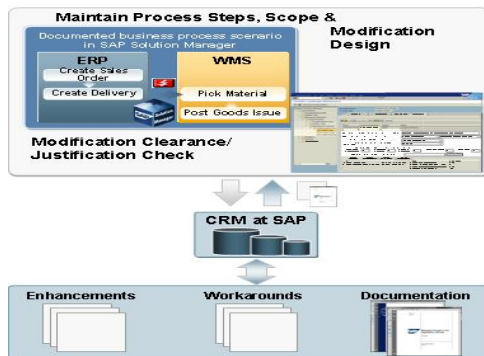
[CQC - Solution Transition Assessment](#)

[CQC - Transport Execution Analysis](#)



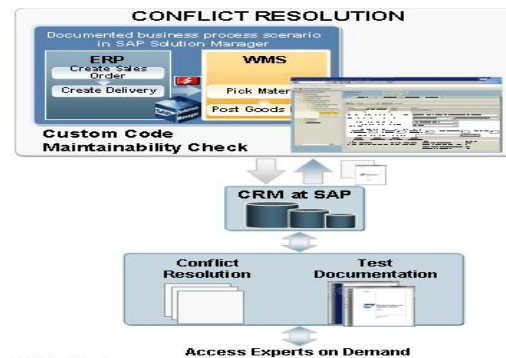
Modification Justification Check

Expert advice on how to avoid SAP source code modifications whenever possible by using SAP standard functionality or by taking advantage of the SAP Enhancement Framework.



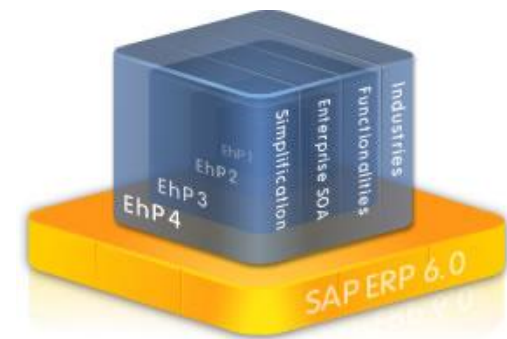
Custom Code Maintainability Check

Evaluates quality of your custom developments with regard to upgradeability and maintainability.



Accelerated Innovation Enablement

Access to SAP Solution Architects to evaluate the innovation capabilities of the latest SAP Enhancement Package and how it may be deployed for your business process requirements.



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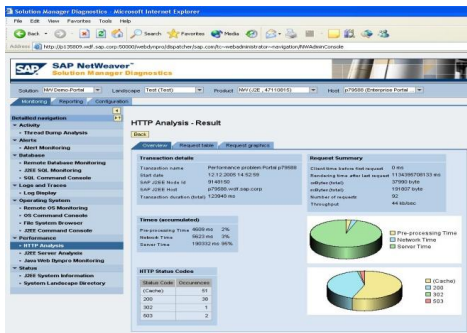
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<u>SAP Standard Support</u>			•		•	•	(continuous improvement only)	•

SAP Enterprise Support – Mission Critical Support (24 x 7 x 365)



Root Cause Analysis

Efficient, structured, and seamless approach to isolate a problematic component and the underlying root cause



Service Level Agreement

Guaranteed Service Level Agreement on initial reaction time and corrective action

Accelerated problem resolution for productive system incidents and critical projects



	Productive Environmt.		Top Issue ¹
	Prio 1	Prio 2	Prio 1
Initial Reaction	1 hour	./.	1 hour
Corrective Action ²	4 hours	./.	4 hours

Support Advisory Center

- SAP Enterprise Support setup service
- Additional escalation level
- Facilitates 7x24 mission-critical support for top issues
- Request and plan delivery of Continuous Quality Checks
- Primary certification of the SAP Customer Center of Expertise



¹ Top Issues: Situations which may endanger Go Live of a pre-production system and / or have a significant business impact on customer core production system

² Corrective Action: A solution, work-around or an action plan

REAL BENEFITS – Effective COLLABORATION.



Lesson learned with 70+ Enterprise Support Customers

All achieved improvements in one or more of the following areas:

- Business Process Analysis
- Data Volume and Growth
- Performance of Key Transactions
- Transport Management Exceptions
- System Security

Provide all Enterprise Support Customers easy Access to these Benefits. Enter here:



¹ KPI Framework, Balance Score Card

² incl. CIO Dashboard

SAP Enterprise Support – Application Lifecycle Management



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SAP Enterprise Support – Elements Per Lifecycle Phase

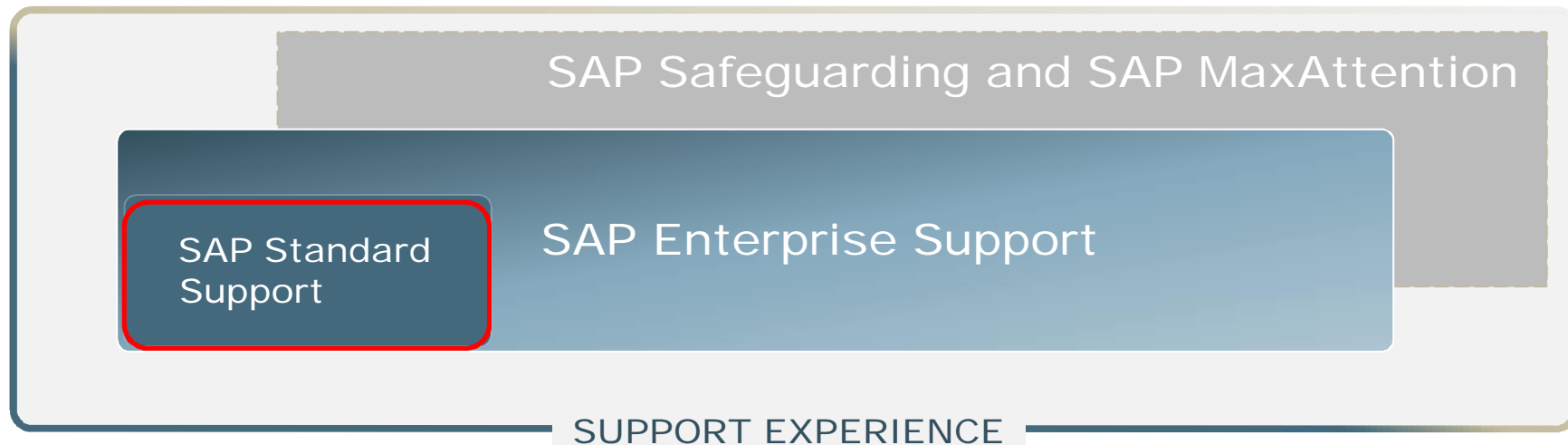
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SAP Standard Support

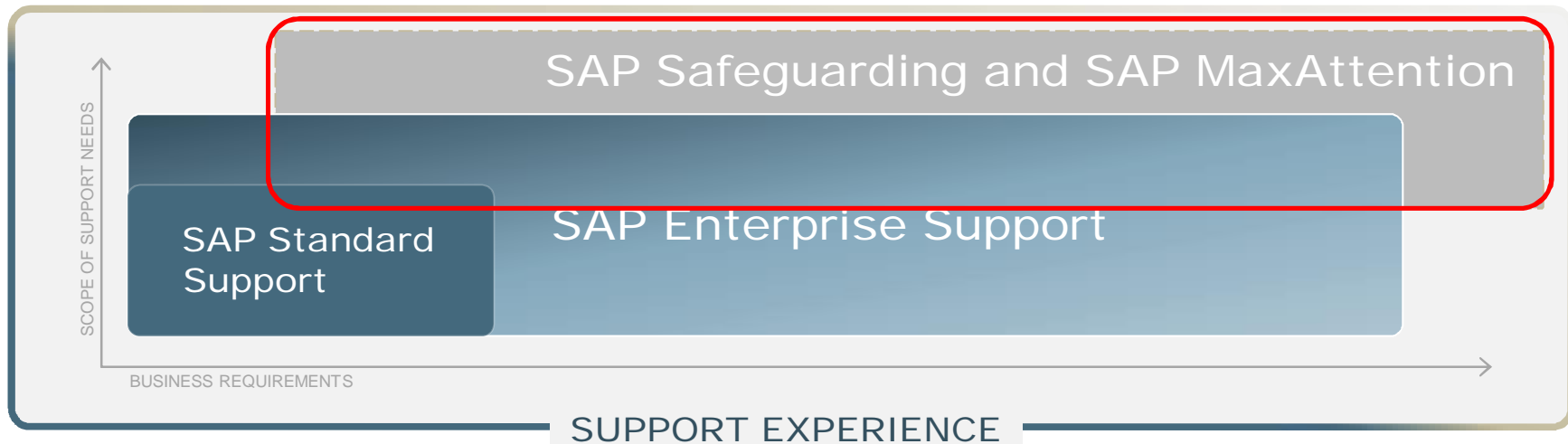


System	Version	Support Level	Status	Notes
SAP ERP	6.0	Standard	Active	
SAP CRM	7.0	Standard	Active	
SAP BW	7.5	Standard	Active	
SAP NetWeaver	7.5	Standard	Active	



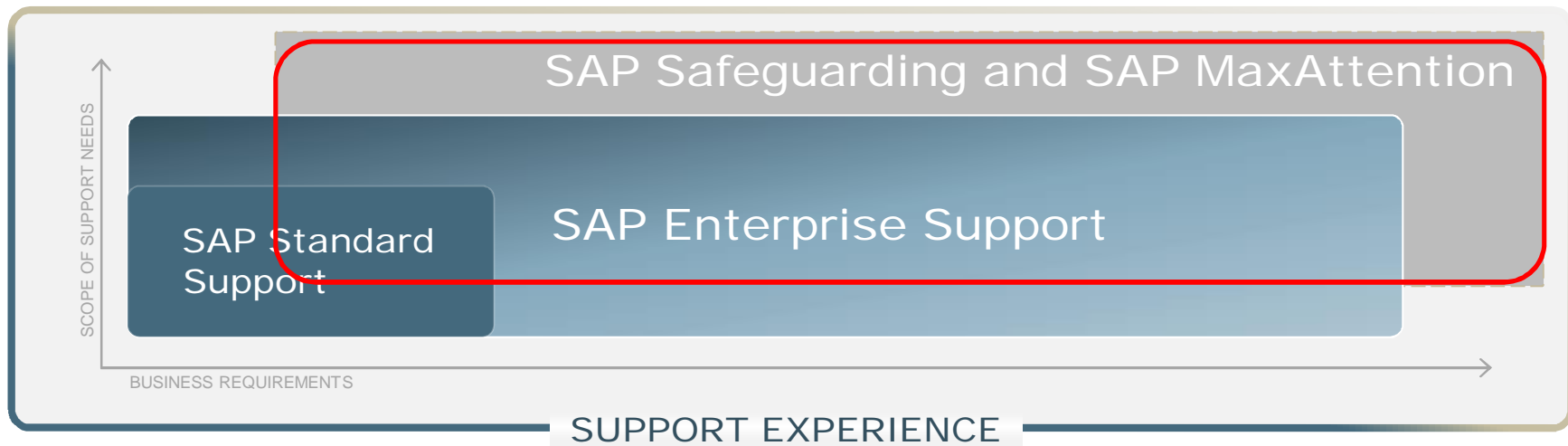
SAP Standard Support:

- Reactive, Self Service Approach
- Software updates and enhancements
- Standard system health checks before major projects/changes
 - SAP Early Watch
 - SAP Going Live Check
- Incident Support, including Notes und Support Packages
- Knowledge-Database via SAP Service Marketplace
- SAP Solution Manager (Functions for SAP software implementations and maintenance)



SAP MaxAttention:

- Individually tailored engagement
- Proactive management of performance and scalability
- Automation of SAP operations and exception management
- Implementation of operational best practices to continuously improve Application Lifecycle Management
- Engagement Governance and Executive Sponsorship
- Includes SAP Safeguarding
- Long term approach



SAP Safeguarding:

- Proactive, methodology driven engagement for identifying and mitigating technical risk
- Confirms that integration is defined, tested and transparent
- Provides a structured approach to establishing, adapting and optimizing IT operations processes
- Short term, project based approach

Learn more

- SAP Support on SAP.com: www.sap.com/support
- **SAP.com for SAP Enterprise Support:** www.sap.com/services/es-benefits
- SMP for SAP Enterprise Support: <http://service.sap.com/enterprisesupport>
- SMP for SAP Standard Support: <http://service.sap.com/standardsupport>
- SMP for SAP Safeguarding: <http://service.sap.com/safeguarding>
- SMP for SAP MaxAttention: <http://service.sap.com/maxattention>

Reach out to

- **Support Advisory** if you have specific questions about the benefits of SAP Enterprise Support
- **Account executive**, they know your business and can help you make an informed decision

Questions?

Appendix



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