How SAP MaxAttention supports our customers' program success

Andreas Breitrueck
Active Global Support / E2E Services SAP AG
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Agenda

Overview on SAP MaxAttention

One Customer Examples

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Agenda

- **OVERVIEW OF SAP ACTIVE GLOBAL SUPPORT AND SAP AGS OFFERINGS**
- MOTIVATION - WHY SAP MAXATTENTION
- WHAT IS SAP MAXATTENTION?
- ENGAGEMENT MODEL AND DELIVERY
- WHAT IS YOUR BENEFIT?

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SAP Active Global Support Overview
Who we are!

Global support organization	...with more than 5900 employees	...located in 54 countries	backed up with over 15,000 developers

We are the only team within the SAP ecosystem supporting all SAP installations from all over the world.

While supporting the complete installed base, SAP Active Global Support acquires comprehensive knowledge about all technical risks (product and non-product related) customers are facing.

We share this unique expertise in a customer tailored approach for a successful implementation, operation and continuous improvement. By doing so, we develop end-to-end support services for SAP, as well as integrating them into solutions, go-to-market and partner programs.

SAP AGS supports more than 100,000 customers and 12,000,000 users in more than 120 countries.

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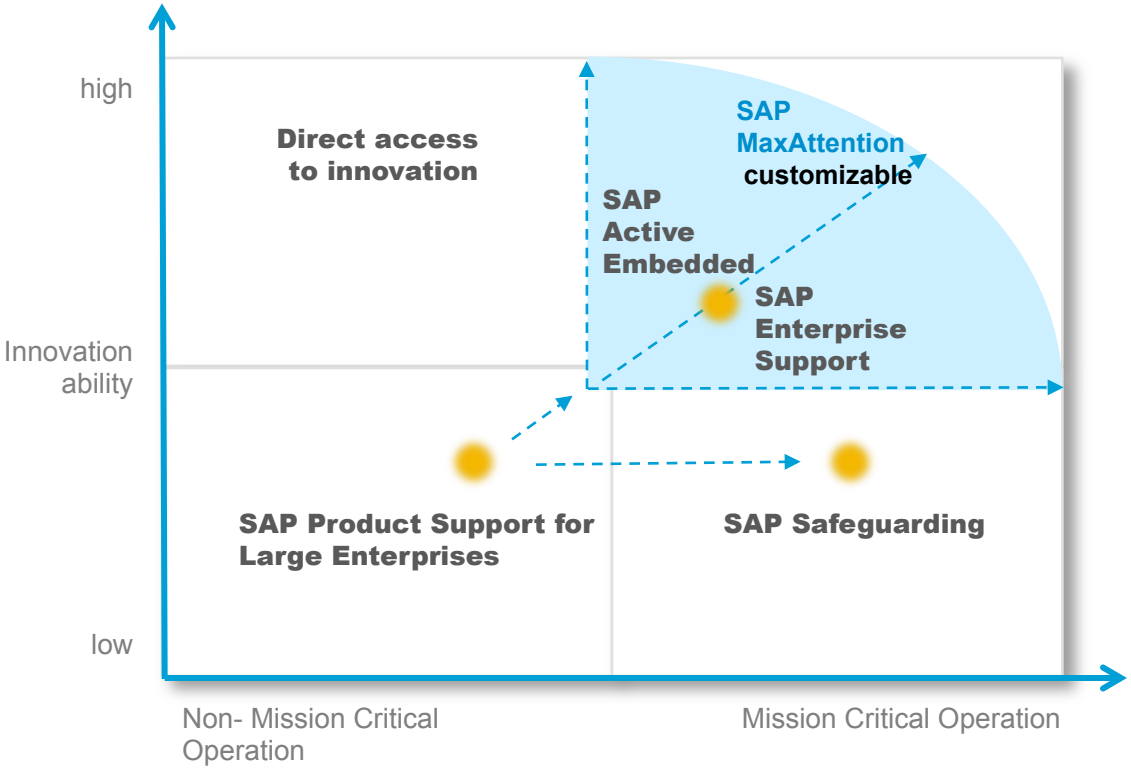
AGS Product Portfolio according Innovation, Ability and Mission Critical Support



Active Global Support (AGS)

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Changes in Technology Require New Support Capabilities

- Cloud becomes reality – ~12% of world-wide software market will go to the cloud by 2011 (Merrill Lynch)
- Flexible, cost-effective deployment options

- Access to databases in main memory: 10,000 times faster than from storage drives
- Future blade servers: up to 500 GB RAM + arrangement of 100 blades
- Future data compression in stacks: 20x greater than today
- Up to 50 TB main memory

- ~60% of world's population on mobile, still growing
- Collaborative and transactional usage patterns
- Anytime, anywhere

Source: Jim Snabe at Analyst Influencer Summit, Boston December 2009

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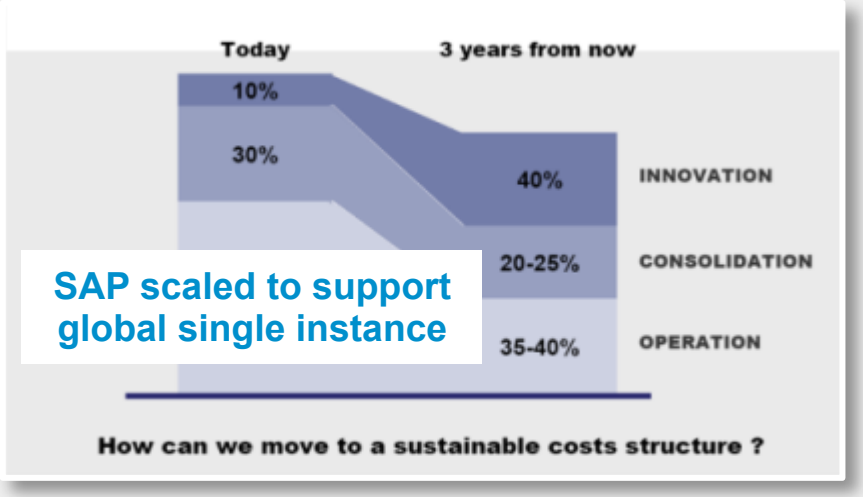
Right at the Heart of Every CIO

- The “CIO issues” have not been changing in the recent years: with regards to reduction of operations costs in order to free up resources and capital to drive innovation and support business transformation.
- SAP is investing in technology, tools and services to address requirements for business continuity, innovation and protection of investment, business improvement, and reduction of total cost of operations.
- This reflects the evolution of SAP from application provider to solution provider support.

CIO Issue



Source: SAPPHIRE Presentation 2003 – Henning Kagermann

Observation in the market: As IT complexity grew there was a strong drive to reduce operation costs:

Phase 1

Outsourcing, out-tasking or consolidation of data centers

Phase 2

Harmonization, standardization and integrated application lifecycle management

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Typical CIO Challenges
It's Not All TCO

BUSINESS CONTINUITY
99.9x availability

BUSINESS PROCESS IMPROVEMENT
Performance and level of automation

PROTECTION OF INVESTMENT AND ACCELERATED INNOVATION
- Near zero downtime upgrades
- SAP enhancement packages

REDUCED TOTAL COST OF OPERATIONS
- Near zero defects
- Level of integration and standardization
- Integrated root cause analysis

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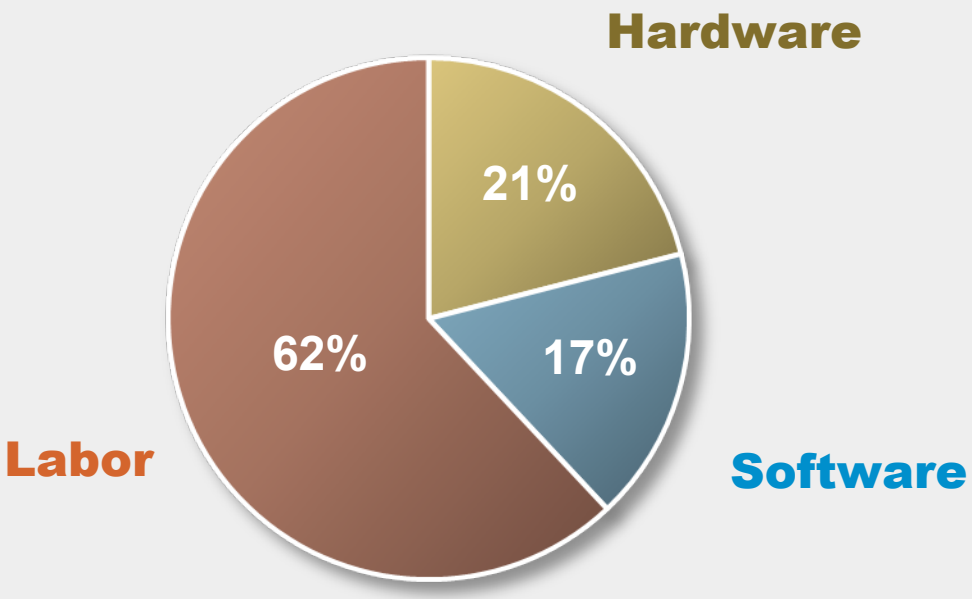
Focus on the Operations Phase

Operations Optimization

RUN COSTS ARE 60-70% LABOR,
THE REST SPLITS BETWEEN HARDWARE AND SOFTWARE



- All areas must be addressed to reduce TCO
- Some measures bring benefits in all areas (for example retiring legacy systems)
- Most valuable measures can be achieved in operational excellence using RunSAP/ ITIL and Customer COE concepts

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SAP Active Global Support Shares its Unique Capabilities within SAP MaxAttention

SAP MaxAttention

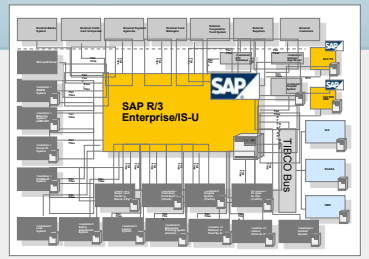
PRO-ACTIVE

Technical Risk Mitigation	SAP Standards and Best Practices	Technical Optimization
manages	**enable**	**reduces**
Impact and Probability of Technical Issues	End-to-End Solution Operations	Total Cost of Operation

Business Continuity

Seamless Integration into SAP Back Office

SLA for Accelerated and Predictable Issue Resolution



RE-ACTIVE

Unique Capabilities

Methodologies
that are exhaustive and proven

Knowledge
of latest issues and technologies

Skill
of approximately 6,000 experts

Experience
from hundreds of thousands of resolutions

Engineering Services

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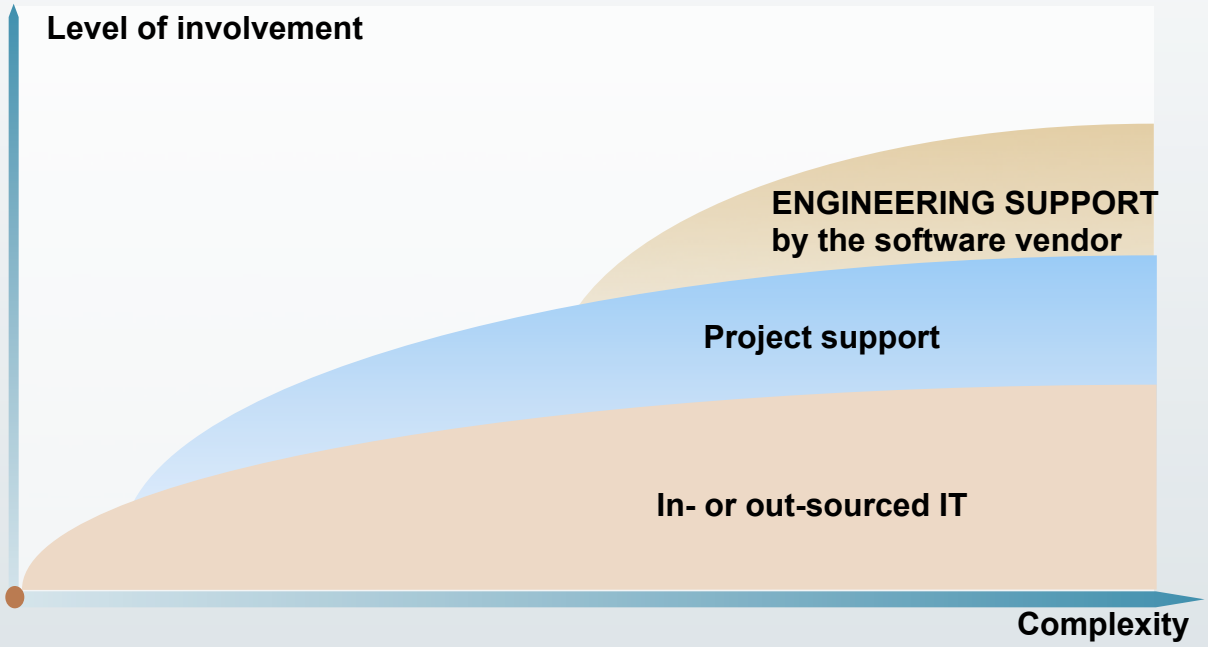
Complex Environments Require Special Solutions: Engineering Support

INCREASED SAP LANDSCAPE COMPLEXITY



Comment

- Every customer has **mission-critical applications** along with integration needs
- SAP landscapes become more complex the larger and more integrated they are
- SAP provides **ENGINEERING SUPPORT** to manage complexity, risk and TCO

Managing scalability, complexity, risk, and total cost of operations is at the heart of SAP´s engineering support.

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SAP Active Global Support Portfolio – Strengthening IT for Better Business Results

Life Cycle	Plan	Build	Run
Solution	**Assessment of Technical Feasibility and Innovation Opportunities**	**Validation of Solution Integration**	**Optimization of End-to-End Solution Operations**
Main Objective	Technical issue identification Definition of action plan IT planning – verification and development of architecture concepts and operations strategies Accelerated innovation	Technical quality management & end-to-end engineering assurance Technical integration testing Volume test optimization Optimization services Handover to operations Upgrades and modification management	Root cause analysis Run SAP like a factory E2E application lifecycle management Business process integration & automation management Standardization, harmonization, consolidation
Focus	Total Cost of Operations High Availability	Performance Data Consistency	Maintainability

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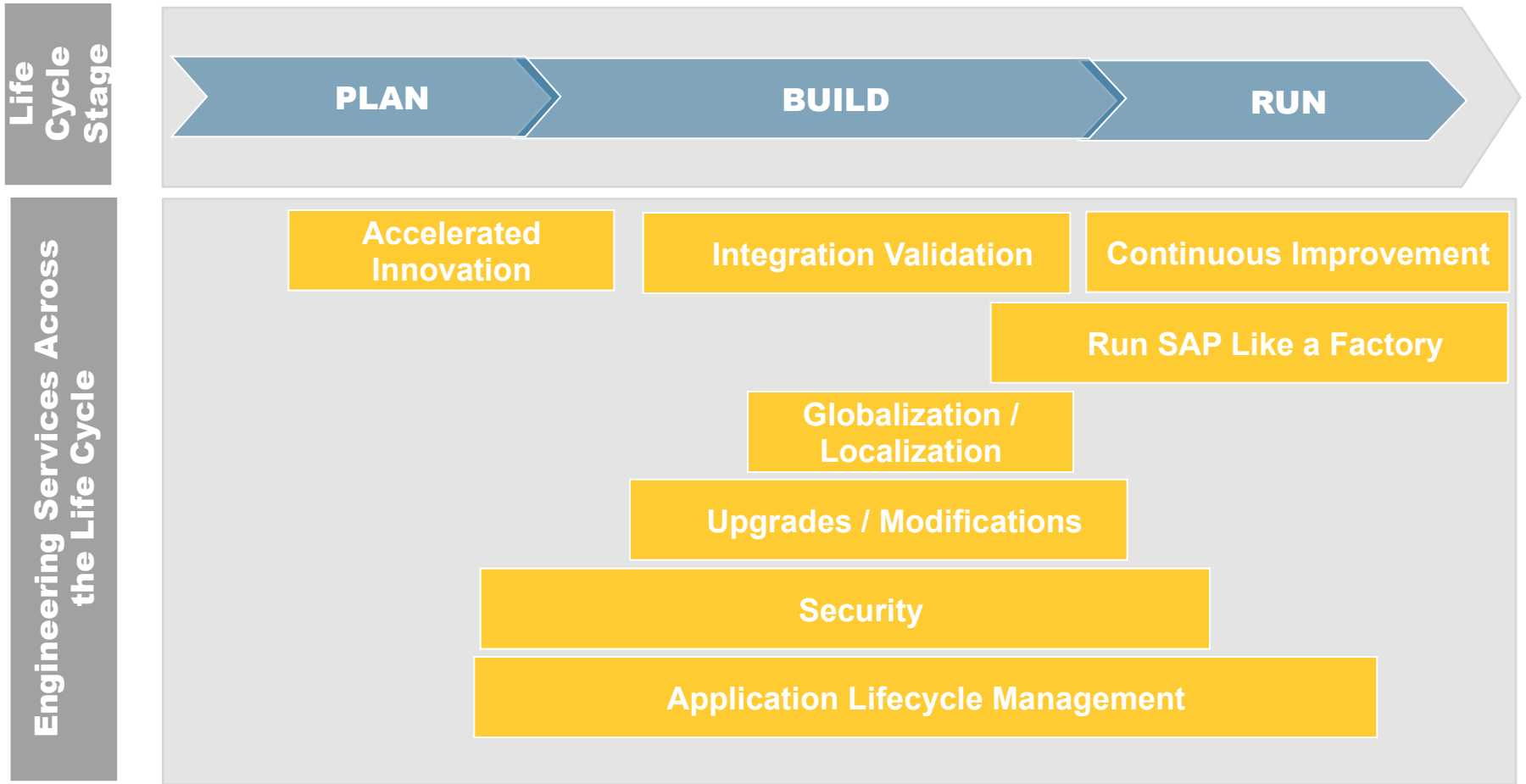
Focus Topics Aligned to Your Needs

SAP Active Global Support is the engineering arm of SAP for our installed base to accelerate innovation, reduce cost and optimize performance, stability, integrity, and maintainability of SAP solutions.



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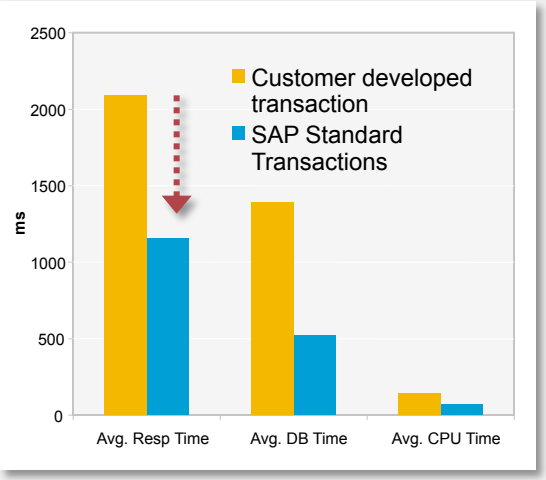
Continuous Improvement

SAP MaxAttention Engineering Service Focus Topic

EXAMPLE

Performance Customer Transactions

Typical performance optimization potential

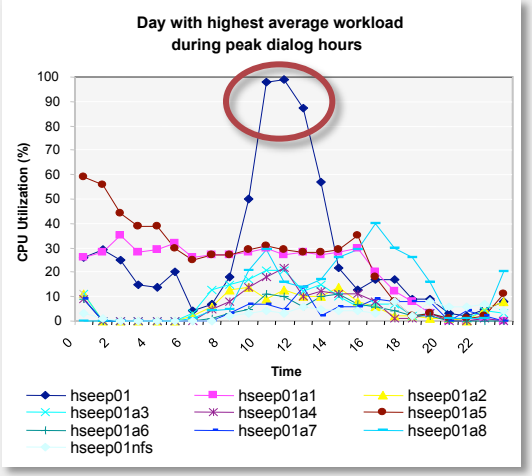


SAP MaxAttention Aproach

- Provide recommendations to improve top transactions
- Enable your own staff how to optimize performance in custom coding

Hardware Bottlenecks (CPU & Memory)

Root cause analysis required

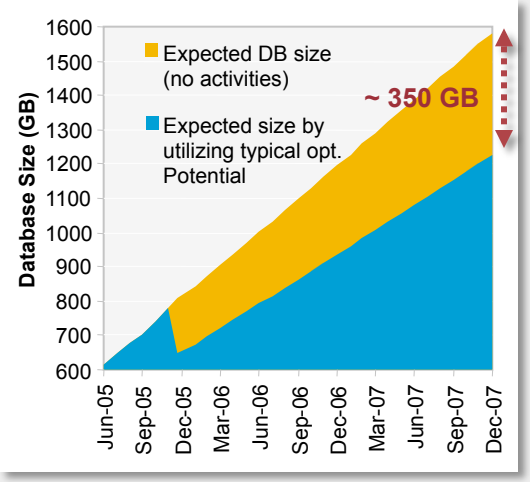


SAP MaxAttention Aproach

- Provide root cause analysis
- Search for solutions besides additional hardware

Database Growth and Size

Reduction potential
(based on experience from other customers)



SAP MaxAttention Aproach

- Give recommendations how to reduce DB size and growth (avoid, summarize, delete, archive)

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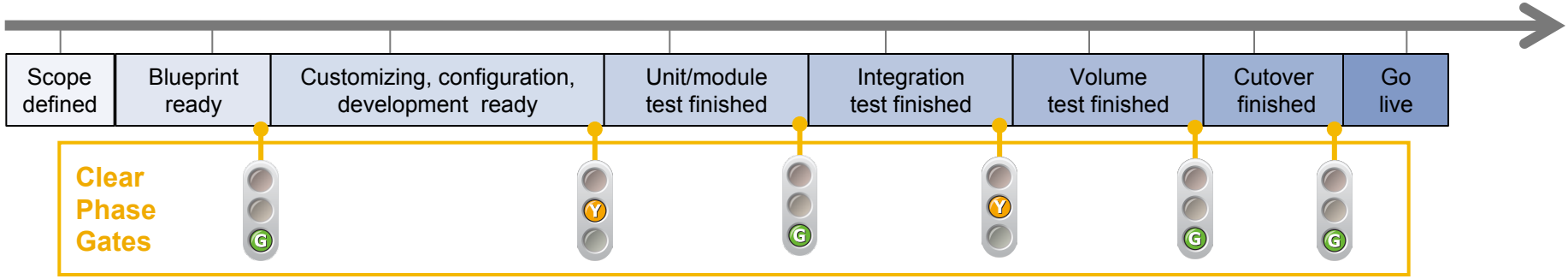
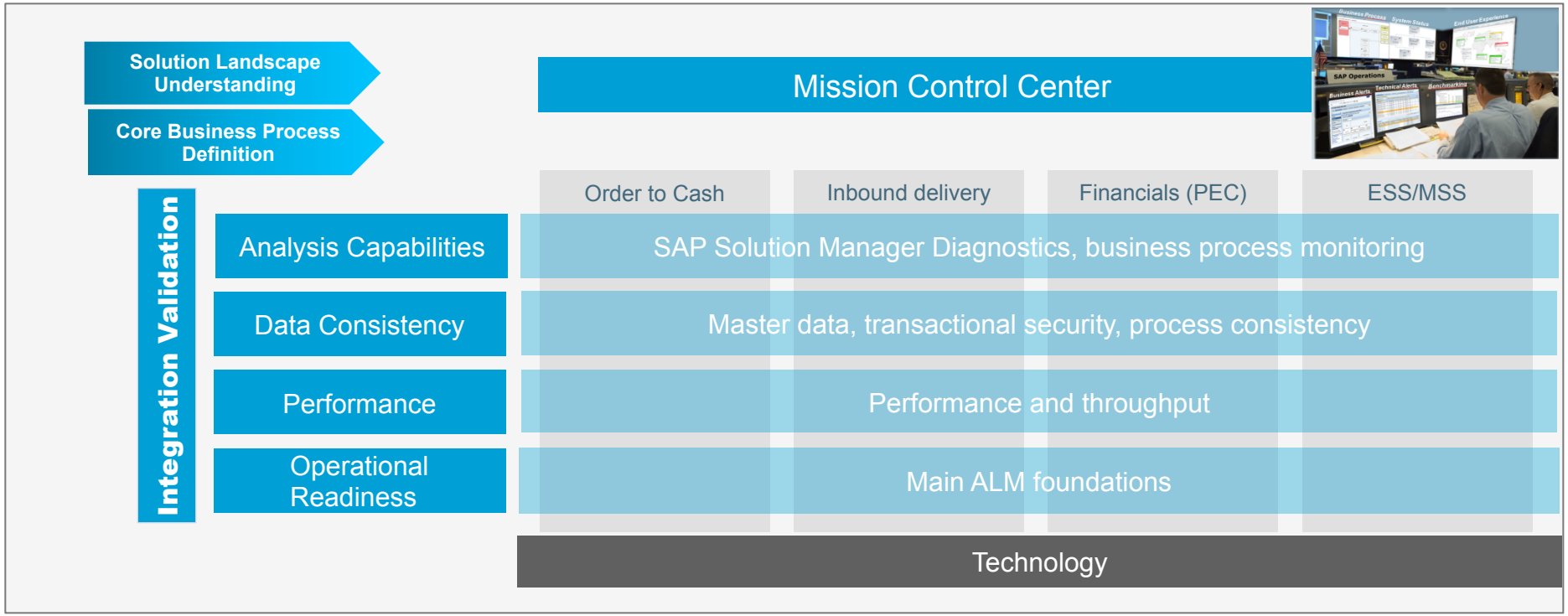
Mission Control Center for Integration Validation

EXAMPLE

SAP MaxAttention - Engineering Service Focus Topic





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The Service Level Agreement

A service level agreement (SLA) is an agreement between the customer and SAP. It specifies in measurable terms the time frames for an initial reaction from SAP (IRT) and corrective actions.

SAP provides a corrective action or a work around within 4 hours for priority 1 messages.

For priority 1 messages which are not solved within 4 hours, SAP shall define together with you a joint action plan. This action plan will ensure, that the best experts at SAP will drive the solution remote and onsite with the highest priority.

SAP ensures fast message processing with a dedicated owner in the back office.

Sign-off of the technical quality manager during working hours.

BENEFITS

Financial impact of support issues on your business is significantly reduced.

Your business is brought back on track faster.

	SAP MaxAttention	
	Priority 1	Priority 2
Response	1 hour	4 hours
Corrective Action*	4 hours	–

Only valid for installations within mainstream and extended maintenance

*a correction, a work-around or an action plan

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How Collaboration Works

Establish a Cooperation with SAP

DELIVERY PROCESS FOLLOWS THE BASIS PRINCIPLES OF SAP MaxAttention ENGAGEMENTS

360° Review	Benefit Case	Engagement Plan	Projects/ Services	Measurement & Analytics	Reporting & Results
Holistic identification of areas for improvements and prioritization of focus areas	Baseline evaluation per focus area and anticipation of potential benefit Agreement on key performance indicators (KPIs)	Definition of engagement (project) scope and milestones including required effort Identification of relevant engineering services Setup measurement of impact based on benefit case	Setup and execution of improvement project with customer and partners	Measure impact and result of the project activities	Balanced scorecard: regular progress reporting Provide measurements of agreed KPIs as part of the quarterly reviews

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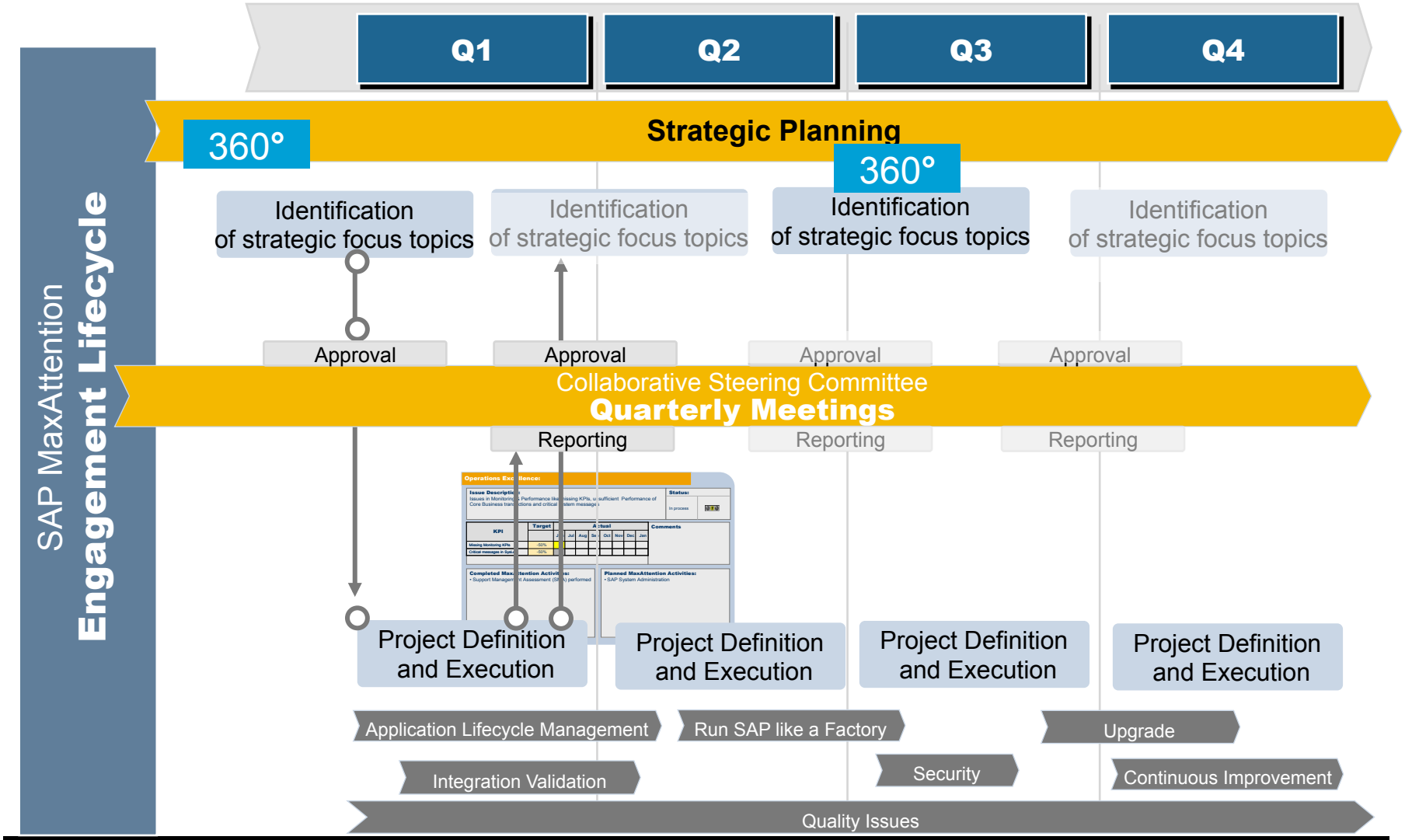
Engagement Model and Governance in SAP MaxAttention



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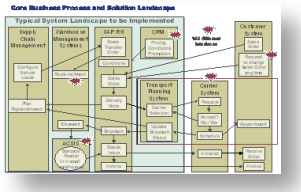
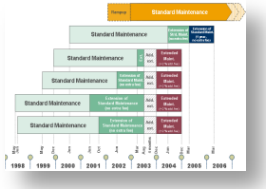
Covering All Aspects of the Technical Solution and Application Lifecycle Management



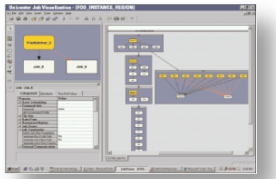
BUSINESS PROCESS OPERATIONS

- Transparency of processes
- Handling of process issues
- Performance and level of automation



IT SERVICE MANAGMENT

- Incident management
- Root cause analysis
- Service level management



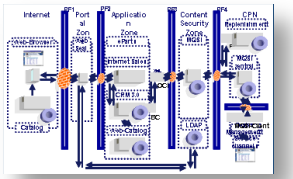
24-HOUR SCHEDULE

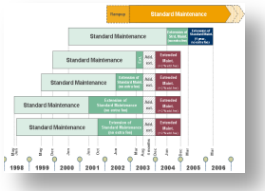
- 24 x 7 operation
- Job scheduling
- Near zero defects
- Level of integration and standardization
- Integrated root cause analysis

FOCUS AREAS

IT TECHNOLOGY MANAGEMENT

- System configuration
- 99,9x availability



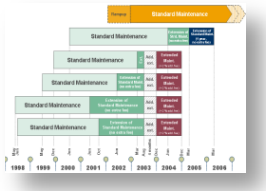


TRANSITION INTO PRODUCTION

- Integration into application
- Lifecycle management
- Transactional consistency

SOFTWARE CHANGEMENT MANAGEMENT

- Upgrade & release planning
- Change control management
- Near zero downtime upgrades
- SAP enhancement packages



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360° ENGAGEMENT
Customers Never Walk Alone

Customer / Partner

Engineering Architect (EA)
within SAP MaxAttention

Technical Quality Manager (TQM)

Embedded Support Team

- Issue analysis, tracking, and resolution
- Facilitate real-time team-up with back office
- Executive reporting and review meetings

SOLUTIONS

ISSUES

SAP Solution Manager facilitates collaboration between embedded support team and back office.

SAP

Support experts
Expertise on demand
Developers
Consultants

Global Back Office

- Assistance to embedded support team
- Provides functional and technical expertise for resolution

SAP AGS: Global organization with app. 6,000 employees in 54 countries backed up by more than 15,000 developers

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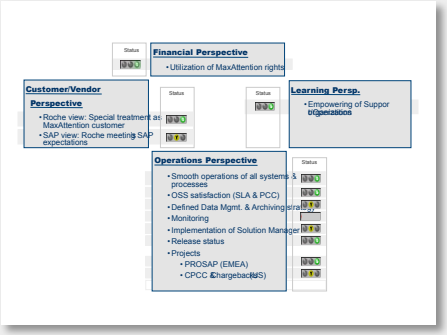
SAP MaxAttention – Customized Value Generation Process

SAP MaxAttention Governance Model

Action Plan

Balanced Scorecard



Manage Value Generation Targets

Define and monitor KPI's and objectives

Tracking of joint action items to achieve targets

Targets / Actions / Objectives

Engagement Plan

Technical Quality Manager (TQM)

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360° ENGAGEMENT – SAP MaxAttention
Customers and Partners Never Walk Alone

Customer / Partner

Executive Ownership

Sequencing & prioritization

Escalation

Strategic alignment

Steering Committee

Implementation strategy

Value realization strategy

Strategic Program Office

Tactical implementation

Value realization

Process leadership

Project Management

Functional Team

Technical Team

Engineering Architect (EA)
within SAP MaxAttention

Technical Quality Manager (TQM)

SAP

GLOBAL BACK OFFICE

24 x 7 global expertise for strategic engagements

SAP AGS solution architects

Support engineers

Developers

Consultants

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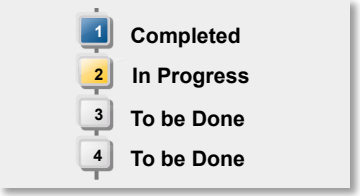
SAP Engineering Architect

Key to success: **Your trusted advisor and management contact within SAP Active Global Support**

Fully understands your solution & business and defines with you the **adequate engagement** to ensure you meet business requirements



Is responsible to define key focus areas and an **initial action plan** for the engagement

Provides **clear escalation paths** to ensure the maximum attention to the engagement

Provides clear **C-Level reporting** based on the balanced scorecard and pre-defined key performance indicators during the executive meetings

Ensures **quality of delivery** by permanent monitoring of the engagement

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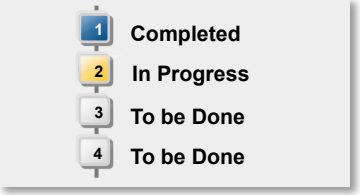
SAP Technical Quality Manager

Key to success: Your central technical contact person for the engagement

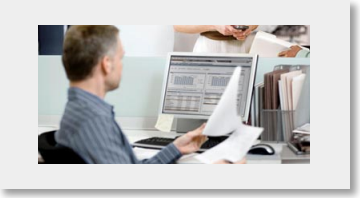
Fully understands the customer solution, business processes and top issues
→ ***is able to address areas of concern***

Top issue identification, project definition, issue resolution, and reporting
→ ***technical quality management report***



Provides, agrees on, follows-up action and project & service plan

Ensures access to the relevant experts to address issues and ensures resolution
→ ***"the right expert at the right time"***



Proactively monitors your key operations processes and provides optimization recommendations

Supports implementations of end-to-end solution operations

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Benefits of the SAP MaxAttention Collaborative Engagement

Continuous long-term commitment that it will work!

Continued and effective business operations

Access experience from ~100,000 customers

Access to SAP best practices based on the experience with all our customers

Proactive risk mitigation to deliver projects on time

Definition and constant tracking of the risk mitigation plan for roll-outs, operations, and upgrades

Your mission-critical projects go live on time

Continuous improvement and operations optimization

SAP as a responsible partner to reduce TCO and optimize your business processes

Run SAP like a factory: Streamline your operations

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Overview on SAP MaxAttention

One Customer Example

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Coating Company Germany

BUSINESS Coating Systems for Automotive, Rail, Ship and Aircraft industry
300 Employees **> 60 in R&D** ~ 20 in Production
Key differentiators - Unique Know How on Recipes- Fast Sampling process

Plan

SAP Implementation SAP ERP, SAP BW, SAP HCM

Effort estimation to realize Recipe Mgmt. in SAP **20** Man-days

Assess Feasibility

Build

All Core ERP process Implementation fine

Issues on Recipe Mgmt. Side – major custom development requirements, efforts for RM increase to > 1000 Man-days

Run

Go Live fine for all components but Recipe Mgmt.

Recipe Mgmt. Mass processing creating DB Bottlenecks thus system unavailability

---

Decision to stop RM usage

Escalation RM

Removal of 90+% of Custom code –

Tuning of remaining custom code

Mgmt. Change on Implementation Partner

Multi mEUR extra cost

The careless ignorance of the customers unique differentiators coupled with a missing Technical Feasibility Analysis lead to severe consequences

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Thank You!

Andreas Breitrueck
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