SAP Services

SAP Custom Development

Innovation Done Your Way



Quick Facts

Summary

The SAP® Custom Development organization offers a wide range of services for building custom applications to address your unique, often mission-critical, business challenges. Working with you, we create applications that deliver powerful, differentiating solutions. It's a fast, lowrisk way to seize market opportunities and respond dynamically to new business challenges.

Business Challenge

- Stay ahead of your competition
- Keep pace with changing markets and technology
- Improve business performance, satisfy customers, and grow sustainably

Key Features

- Individualized SAP software-based solutions – Extend your business software landscape with solutions that meet your unique business needs
- High-performing solutions Run like never before with the performance and speed of solutions powered by the SAP HANA® platform
- Mobile solutions Delight your users with intuitive, elegant, yet robust mobile apps that fully integrate with back-end software
- Previously developed solutions –
 Reduce development effort and cost
 and speed time to value by starting
 with previously built solutions
- Start-to-finish support for your solutions Benefit from world-class SAP support options for custom solutions

Business Benefits

- Increase competitive advantage with individualized SAP software that addresses your unique business needs
- Help ensure high quality by following proven SAP development methodologies and standards
- Speed time to value by starting with prebuilt, packaged solutions
- Protect future upgradability and mitigate risk with individualized solutions built to SAP standards and synchronized with SAP's release strategy

For More Information

Contact your local SAP representative, or visit us at www.sap.com/customdev.

To keep pace with changing markets and customer demand, you're always looking for new ways to improve business performance, satisfy customers, and grow sustainably. Meeting these challenges sometimes requires individualized software applications, made just for your business. As the foremost source of expertise for developing custom applications based on SAP® software, we provide solutions that have the power to transform the way you do business.

INNOVATIVE SOFTWARE FOR YOUR UNIQUE BUSINESS REQUIREMENTS

Segments of your business are one of a kind. Whether you need to further extend your existing standard software to meet today's market challenges or you want to build innovative new solutions to help your business transform for the future, the SAP Custom Development organization can help.

We offer a comprehensive portfolio of flexible development and support services to conceptualize, design, build, and maintain individualized solutions. Our services can help you reach your business goals and stay ahead of the competition.

HAVE CONFIDENCE IN YOUR CUSTOM SOLUTIONS

At SAP Custom Development, we specialize in working with you to build custom solutions that address the unique, mission-critical needs of your business. The solutions we develop integrate fully with your existing SAP software. Our goal is to quickly provide you with the innovative applications you need, so you can stand out from your competition.

You want to be confident that your new custom solution is developed with the same rigorous standards as our main-

stream offerings. Our custom solutions are built by a team of designers, architects, and developers who have extensive expertise in custom application development based on SAP software.

With direct access to our broad network of developers who build our mainstream software, we are able to execute projects of all sizes that deliver immediate value. Our developers possess a deep understanding of your business processes and complete knowledge of the SAP solution road map. It's a potent combination that uniquely qualifies us to provide you with fully integrated, customer-specific solutions that have the power to transform the way your business runs.

RUN FASTER WITH CUSTOM SOLUTIONS ON SAP HANA®

Much more than a tool for fast reporting, the innovative SAP HANA® platform can help you drive higher performance throughout the enterprise.

Your organization is one of a kind – and while SAP offers a wide range of standard applications that are powered by SAP HANA, you may seek something more. After all, your goals as a business are as unique as your business itself. When it comes to improving business performance, satisfying your customers, and

growing your business, the path you travel doesn't come with a road map and a set of instructions. What you need is a customized way to put the power of SAP HANA to work for you – a way to harness your unique, real-time, transactional data to transform your business and maximize your ROI. This is where the SAP Custom Development organization can help.

We can make your current business processes run exceptionally fast. We can bring together analytical, predictive, and transactional functionality so that you can completely change the way you execute a critical business process. You may have an existing process you want to streamline and support with SAP software. Or you may want to identify trends more quickly and more accurately, using analytics to gain insight from "Big Data."

SAP Custom Development is the top source of development expertise for SAP HANA. We work with you to build customer-specific accelerators and applications that use the power of inmemory computing and SAP HANA to tackle these challenges and help your company run like never before.

GO MOBILE

Your employees and consumers are becoming increasingly mobile, and mobile technologies are changing faster than ever. How can you ensure that your mobile strategy is able to keep pace?

It's one thing to build a pretty little app that works on a mobile device today. It's much more challenging to make a mission-critical business application work across an array of devices, with full integration to your back-end applications and an interactive experience that delights your users. And don't forget, the mobile solution must be sustainable over time.

To meet these needs, we created SAP Mobility Design Center. This one-stop shop lets you work with us to jointly conceptualize, design, and build custom mobile solutions that help you better connect with your employees and consumers. A team of user-experience designers, architects, and developers works collaboratively with you to create solutions that are feature rich and powerful. These solutions provide elegant, intuitive, and secure handling across a variety of device platforms. The team employs an agile and iterative development methodology, leveraging leading design-thinking principles and continually validating mobile solutions with your users throughout the design and build process. By working with us, you're able to speed the development process so you can start to see the value from your mobile solution in less time.

It's the fastest and most efficient way to deliver mobile business solutions to your employees and customers.

YOU DON'T NEED TO START FROM SCRATCH

You may have a business process that is similar to others in your industry, with a special twist that gives you a competitive edge. For such cases, you can tap into our library of previously built custom solutions.

Using these prebuilt solutions as a starting point for further development, we can more quickly customize a solution to address your unique business needs. Because we start fast with a base solution, we can reduce development effort, minimize costs, and deliver rapid time to value.

In some cases, where we see a need for industry-specific, niche solutions, we take a previously developed solution to the next step and offer it as a standard SAP solution. So before you make the leap to build a custom solution, check with SAP Custom Development. We may already have the industry-specific solution you need.

WE CAN MAINTAIN YOUR CUSTOM SOLUTIONS

You sleep better knowing your SAP software is running with peak reliability and sustainability. With standard SAP software solutions, you get excellent support through maintenance offerings.

But what about your custom-developed solutions from SAP Custom Development?

We know these solutions are often mission critical to your business and that you can't afford any undue business risk or disruption. That's why we offer a simple approach to supporting custom software - one that matches the way your standard SAP solutions are supported and simplifies your operations by using the same support infrastructure. Whether you have SAP Enterprise Support or SAP MaxAttention™ services, you can rest easy knowing you can secure the same level of support for your custom solutions. This support excellence can translate into higher adoption rates with your employees, fewer errors, and improved user satisfaction.

What's more, SAP support for custom solutions helps you protect your investment in your custom solutions while preserving the ability to upgrade them and drive down long-term maintenance costs.



SAP offers a comprehensive portfolio of flexible development and support services that help you conceptualize, build, and maintain individualized solutions. Our services can help you reach your business goals and stay ahead of the competition.



LESS RISK, RAPID INNOVATION, ENHANCED COMPETITIVE ADVANTAGE

How can our services help your organization succeed? Our world-class people, processes, and development methods help to reduce risks and put you on the road to increased competitive advantage.

Working with us puts the world's leading, custom-application development experts within easy reach. Our team members are located in 10 development centers across the globe and are able to access the broad base of developers who build mainstream SAP solutions. All of our custom solutions are developed using proven SAP methodologies and standards, and they are in sync with the SAP solution road map. This helps ensure that your solutions are delivered with the highest possible quality and the lowest risk.

When building your custom solutions, we help you leverage the strength of your current SAP solutions, so you can address today's needs while using the latest technologies to meet tomorrow's challenges. And we provide comprehensive support and maintenance services to protect your solutions over the long haul.

When you work with us, you're teaming up with an organization of experts who have done it all before. Your projects go smoothly – and you're up and running quickly with powerful, new, and unique solutions that put your business far ahead of the competition.

FIND OUT MORE

For more information on working with SAP Custom Development, call your local SAP representative or visit us at www.sap.com/customdev.