SAP Services

RUN BETTER WITH SAP® SERVICES

GETTING THE MOST FROM YOUR INVESTMENT IN SAP SOFTWARE

THE BEST-RUN BUSINESSES RUN SAP™

THE DIFFERENCE BETWEEN "BUSYNESS" AND BUSINESS

SAP® SERVICES AND THE IMPORTANCE OF VALUE

"The consultants from SAP were highly efficient. They leveraged a combination of hands-on experience, proven methodologies, and best practices to pinpoint the specific areas where SAP software promised to deliver tangible benefits for our business."

Christoph Burgermeister, Head of Corporate Development, Vetropack Holding AG

When it comes to enterprise software, one metric stands out above the rest: value. Does the software you run help you increase efficiency, reduce cost, and improve business agility? Does it drive performance, support ongoing innovation, and execute on strategic objectives? If not, you may be wasting valuable time and resources rather than advancing the mission of your company. This is the difference between "busyness" and business.

From growing complexity and increased regulatory requirements to shifting customer needs and the accelerating pace of business itself, the obstacles you face can't be dismissed. This is why SAP has set out a clear mission: to help companies like yours run better.

But what does it mean to run your business better in today's fast-paced global business environment? Increasingly, it means overcoming complexity by understanding what's going on in every aspect of your business. It also means being prepared for risk and uncertainty – and developing the agility you need to adjust operations with speed and accuracy as market conditions evolve.

For SAP, helping your business address these challenges means more than delivering leading-edge software that supports critical business processes. It also means delivering proven services, focused on your industry, that maximize your investment. Serving more than 13.5 million users across more than 100,000 customer organizations, SAP has developed unparalleled, industry-specific expertise over almost 40 years of designing, implementing, and operating the software you use to run your business. This puts the SAP® Services organization in a unique position to help you improve business performance by enhancing insight, boosting efficiency, and increasing business agility. These services are delivered through SAP Services.

Who Is SAP® Services?

The mission of the SAP® Services organization is to help you run better as a business. This is done by delivering expert services – many of them predefined – that minimize your time to value and total cost of implementation for your software investment – with a defined scope and fixed price. Through these offerings, SAP Services helps you fine-tune your business processes and the SAP software they run on, helping you to achieve your strategic business objectives. Specifically, SAP Services is made up of the following four organizations:

- **SAP Consulting organization** – With a global team of expert consultants, SAP Consulting helps you achieve business success with a wide range of services. These include business transformation services for improving competitiveness, services that help you extract maximum value from SAP Business Suite applications, industry-specific solutions, or the SAP BusinessObjects™ portfolio, and IT transformation services to increase operational efficiency. In addition, you'll find services focused on quality assurance and program and project management so that you can manage your risk across all phases of the solution lifecycle.
- **SAP Active Global Support (SAP AGS) organization** – With thousands of support engineers and developers on a global scale, SAP AGS helps you manage the application lifecycle and optimize solution performance so that you can manage complexity, mitigate risks, and control costs. Its services are available through 7 strategically located global support centers and more than 30 local support centers.
- **SAP Education organization** – Providing high-quality on-site or online courses mixed with products and other training services, SAP Education helps you ensure adoption among your business users, spread knowledge throughout your organization, and maximize your return on your software investment.
- **SAP Custom Development organization** – With an extensive network of experts across 10 development centers worldwide, SAP Custom Development helps you extend, enhance, and optimize existing solutions or build innovative new applications according to your needs. SAP Custom Development also develops focused business solutions to support the specific needs of various industries.

ON THE PATH TO BETTER BUSINESS PERFORMANCE

SAP SERVICES AT YOUR SERVICE

Whether you're implementing SAP software on premise or accessing it over the cloud, SAP Services delivers a wide range of targeted services designed to fit your needs across the solution lifecycle (see figure). Offering the world's largest and best-trained team for the design, implementation, and operation of SAP software solutions, SAP Services can get you up and running quickly so that you can take advantage of innovative new software released by SAP. In addition to enabling ongoing quality and risk management processes, SAP Services provides highly skilled consultants with years of experience in your industry – resulting in a better outcome for your organization.

Increasing Business Value

In a globally competitive marketplace, your company's success is measured by your ability to deliver more effectively than the competition. Achieving this objective is the reason you invested in SAP software in the first place. Part of the mission of SAP Services is to help you capitalize on the opportunities presented by your SAP software, thus enabling you to maximize your return on investment. This is accomplished by helping you implement software that fits your organizational structure and best capitalizes on SAP Best Practices packages available for your industry. SAP Services has the expertise to fully custom fit your SAP software to the needs of your business and the demands of your industry – all in a way that minimizes time to value, total cost of implementation, and risk.

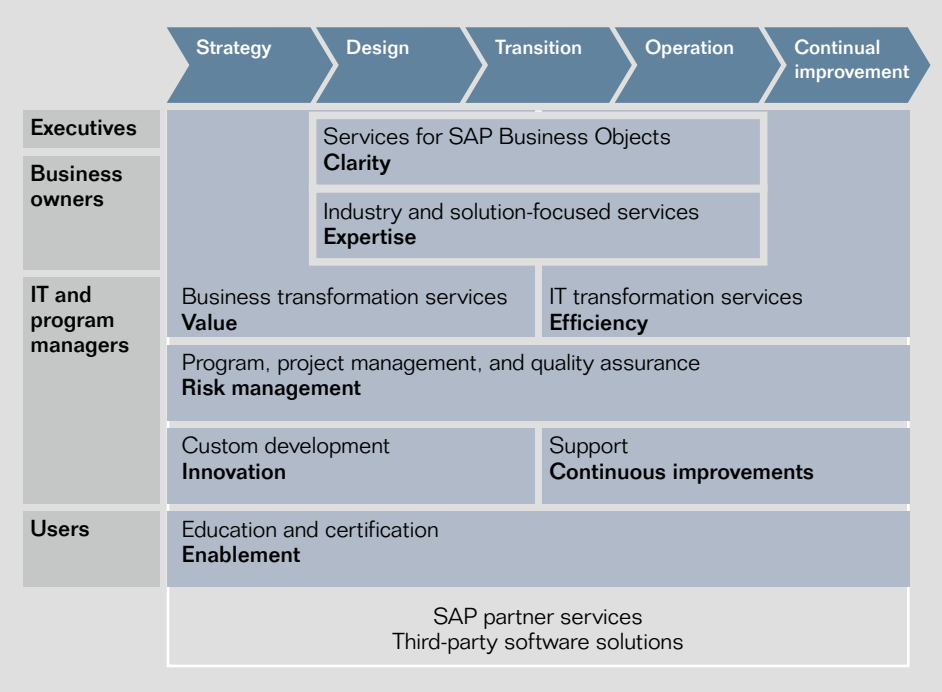

Figure: SAP® Services Across the Solution Lifecycle

Business Transformation

By "business transformation," we mean leveraging innovative SAP software to align IT with business strategy more effectively. Our experts, each with years of industry-specific experience, can work with you to identify key projects, build an actionable business case, and generate a comprehensive road map. Key performance indicators (KPIs) help you measure actual progress against the plan. We can also help you design the optimal enterprise and technical architecture, leveraging service-oriented architecture (SOA) to enable software reuse for a faster response to change. And to achieve success once projects get rolling, we can provide project services to help manage organizational change, transfer knowledge, and align support services with the business. All this is delivered in the context of close collaboration. We partner with you to address your needs – with an emphasis on minimizing risk and reducing total cost of ownership (TCO) while supporting sustainable performance and ongoing business productivity and innovation.

Business Insight

Business analytic services help you gain the insight you need to increase innovation, optimize operations, and improve performance throughout the enterprise. All services are delivered by a global team of highly experienced consultants with extensive field experience and close links to SAP development teams.

These consultants work with an established portfolio of services – many of which are predefined to speed time to value, minimize cost, reduce risk, and help ensure quality by leveraging an established baseline of best practices and expertise. At the same time, services can be flexibly customized to support innovation and meet your specific needs. The end result is new abilities to harness the power of billions of data records to support business decision making, improve operations, and drive success. This gives you comprehensive strategic insight into business operations so that you can increase innovation and improve business performance. Offerings include:

- **Comprehensive services to help you plan, implement, and optimize your business analytics software** – Where SAP Services helps you make the most of your software investments across various areas including business intelligence, enterprise information management, enterprise performance management, global risk and compliance, and new industry-focused approaches to analytics based on business analytic applications from SAP. Through such engagements, SAP Services helps you identify critical KPIs, deploy solutions that report on them, run the solution to optimize your insight, and minimize your overall TCO.
- **"Game changer" services to take advantage of the latest technological innovations** – Where SAP Services helps you take full advantage of latest-generation technology from SAP, from in-memory processing and on-demand computing to mobility and new product releases

- **Predictive analytics services to improve performance insight and business optimization** – Where SAP Services leverages industry expertise, technological know-how, and a powerful predictive analytics platform to help you implement optimized solutions for forecasting future demand and assessing alternative business strategies and improve the results of decision making.

Reducing Effort

The easier it is for you to implement and use your SAP software, the lower your TCO and the greater the value of your investment. This is why SAP Services delivers a host of services designed to reduce the effort associated with using your SAP software.

IT Transformation

Whether you're restructuring your organization, trying to reduce IT costs, or creating a new IT architecture to support improved business performance, SAP Services can help with proven IT transformation services. These services are grouped according to three main areas:

- **Structural transformation** – Optimizing the system landscape while minimizing business disruption for companies engaged in mergers, acquisitions, or restructuring initiatives. These services focus on consolidating, harmonizing, and standardizing landscapes leveraging SAP Landscape Transformation software and support for best practices based on thousands of engagements.
- **Operations transformation** – Optimizing operations for SAP software–centric landscapes and establishing a disciplined approach to application lifecycle management that enables improved change processes while reducing testing time.

"We were looking for a way to improve the performance of our SAP software system. With the help of continuous quality checks and business process performance optimization services available as part of SAP Enterprise Support, we analyzed our delivery processes. The recommendations provided resulted in a performance improvement of more than 40% – from more than 1 hour to less than 30 minutes. This has benefited our end users and helped us speed up processing times tremendously."

Yang Hui, ERP Team Leader, Advanced Semiconductor Engineering Inc.

- **Technology transformation** – Creating a stable and flexible technology and architecture strategy that enables customers to drive innovation more quickly than ever before.

Across all three areas and services, your company can expect tangible benefits that stem from consolidating, standardizing, and harmonizing your data, systems, and processes. These include lower TCO, greater business agility, reduced IT complexity, less downtime, and improved satisfaction for business users.

In addition, SAP Services offers a wide range of quality assurance services that help you maximize your IT investment with a holistic strategy to help ensure quality throughout the application lifecycle. These services extend beyond the planning stage to include implementation and operations – helping to ensure that end users are properly trained on new functionality. SAP Services offers quality assurance services for project management, solutions, and organizations. We also offer SAP Safeguarding services to identify and address potential challenges with any SAP-related project you undertake.

Project and Program Management

Whether you're introducing new SAP software, upgrading existing SAP applications, or rolling out new functionality, our experienced consultants can manage your project or coach your staff to use best practices and methodologies that help ensure success. These services can be delivered on an individual project basis or for the duration of an ongoing program. Whatever the case, you get the guidance and expertise you need directly from the source that knows SAP software best.

"SAP Consulting knows how other consumer products companies that face the same challenges use SAP software."

Dan Gustafson, VP for IT Project Management, Newell Rubbermaid Inc.

Education and Certification

Education plays a key role in helping you reduce effort and optimize the SAP software you use. Here, our offerings include courses and certifications to help you implement, run, and maintain SAP software, as well as consulting services to help you define your organizational learning needs. We also deliver specific products, such as SAP Knowledge Acceleration software and the SAP Productivity Pak application by Ancile.

These products are designed to help create and distribute training quickly, consistently, and effectively – regardless of the location of those being trained.

Leveraging the Value of Maintenance

At SAP, the focus of software maintenance is on enhancing business value. This is achieved with scalable services that maximize software performance and business flexibility to keep you prepared for constantly changing market conditions. SAP Services partners with you to improve and maintain software health, offering around the clock, 24x7 support options with clearly defined service-level agreements (SLAs).

This gives you the space to rest easily regarding support and maintenance so that you can focus on the core competencies that enable you to serve your customers to the best of your abilities. Offerings include:

- **SAP Standard Support services** – Basic services focusing on reactive support to your product issues and technical project risk mitigation, along with access to tools, best practices, and the latest SAP innovations
- **SAP Enterprise Support services** – Enhanced services that build on the proven value of SAP Standard Support, offering proactive support backed by SLAs and root cause analysis; solution optimization through continuous quality checks; code rationalization with productized services that help accelerate innovation; expert-guided implementation training sessions to speed deployment; and a support advisory center that serves as a single point of contact for all services, critical issues, and best-practices guidance
- **SAP MaxAttention™ services** – Tailored services based on individual SLAs, on-site expertise for immediate response and continuous optimization, strategic engagement for ongoing co-innovation, and sustained executive-level communications using a balanced scorecard to track progress
- **SAP Safeguarding services** – Customized, project-based technical support services designed to reduce the risk of technical implementations and upgrades

"Our business process monitoring for transactional banking processes is 100% integrated in our standard support mechanisms, and our command center has a real-time connection to alerts from SAP Solution Manager – a unique setup in the banking industry."

Jochen Tietz, Head of Customer Center of Expertise, Deutsche Postbank AG

Why Choose SAP® Services?

- Unparalleled solution expertise
- Broad and deep industry experience with consultants who know the ins and outs of your business sector
- Innovative and flexible services
- High-quality tools, resources, and methodologies
- Commitment to customer and partner success
- Global resources where you need them

Key Facts

- SAP Services has almost 40 years of experience.
- Around 100,000 companies with more than 13.5 million users in 120 countries speaking 34 languages run SAP software.
- SAP employs more than 13,000 SAP Services experts.
- SAP operates seven global support centers.
- SAP Services offers unparalleled 24x7 customer and partner support.
- The SAP ecosystem and partners includes more than 3,850 partners as well as global, regional, and local SAP user groups.

IN THE SERVICE OF INNOVATION

TAKING FULL ADVANTAGE OF SAP INNOVATION WITH SAP SERVICES

Simplifying Software and Service Consumption

Nothing should stand between your SAP software and your ability to use it to maximize your business success. This is why we make it possible for you to engage with SAP Services in any number of ways.

SAP Predefined Services

You can engage with SAP Services through predefined, reusable services that are delivered as part of SAP Rapid Deployment solutions for facilitating software usage and accelerating time to value. These services – standardized on industry best practices and proven business processes – offer a clearly defined cost and scope that help minimize the risk and stress of your service engagements.

Engagement Flexibility

SAP Services delivers the flexibility required to meet your needs. If you want to delegate execution entirely, SAP can take the lead, managing your project from start to finish. If you are working with another service provider or performing the work in-house, we can provide expert guidance and oversight. Whatever the case, our aim is always the same: to deliver the right amount of service at the right time to help ensure your business success.

Serving more than 13.5 million users across 100,000 customer organizations, SAP has developed unparalleled expertise over almost 40 years of designing, implementing, and operating the software you use to run your business. This puts SAP in a unique position to deliver services that can help you improve business performance by enhancing insight, boosting efficiency, and increasing business agility. These services are delivered through the SAP Services organization.

Supporting SAP Partners

SAP Services actively supports, enables, and collaborates with an enormous ecosystem of partners to deliver the widest possible range of expertise to your organization. We train and certify our partners, provide methodologies that streamline implementation, and offer interactive communities and a platform for managing your own operations. Whether you work exclusively with us, partner with other vendors, or combine both of these scenarios, we are committed to giving you a world-class experience with your SAP software.

Realizing Your Vision

When it comes to competing in a highly complex and globalized business environment, few organizations can afford to go it alone. Fortunately, SAP Services is there to help you extract the greatest possible value from your SAP software investment so that you can take advantage of the innovation coming out of SAP today. What's more, SAP Services collaborates extensively with the SAP development group – and partners, continuously investing in the latest innovations to reduce costs, speed implementations, and deliver benefits to customers like you. By calling upon SAP Services, you can tap into this innovation to drive performance improvements, reduce risk, help ensure quality, and achieve your business objectives.

To find out how you can take advantage of SAP Services, call your SAP representative today or visit us online at www.sap.com/services.

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