

SAP Program for OEMs

The SAP Onboarding Guide for OEMs

Everything You Need to Get Started



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About This Guide

Congratulations, and welcome to SAP's family of OEMs. We've provided this guide to give you fast, easy access to the tools and resources required to successfully develop, implement, market, sell, and provide support for SAP® solutions to your customers. These resources include access to our responsive OEM technical support team and dedicated OEM account management, solution engineering, and sales and marketing support resources.

Get Set Up

Use the following checklist to get up and running quickly as an OEM working with SAP, and start taking advantage of all the great resources SAP offers:

1. Set up your super-administrator account
2. Provide project members with S-user IDs
3. Set up your SAP Passport single sign-on (SSO)
4. Get familiar with the SAP Service Marketplace extranet
5. Set your preferred language
6. Bookmark the partner-dedicated Web site,

www.sappartneredge.com

SUPER-ADMINISTRATORS

If your company is new to SAP, you'll find information about super-administrators – including initial login password and download information – in your welcome letter. If your organization already conducts business with SAP, you'll receive your personal, initial login password and download information, but you may not be set up as a super-administrator.

A super-administrator is the main user in your company and maintains authorizations for all S-user IDs in the company. An organization may have more than one super-administrator.

Main tasks for super-administrators include:

- Registering e-mail domains at www.service.sap.com/user-admin → *Maintain E-Mail Domains*
- Assigning and removing authorizations of S-user IDs
- Creating new S-user IDs
- Deleting S-user IDs
- Defining additional administrators

To find out the name of your super-administrator, you can contact the customer interaction center two different ways:

- Before you are given an S-user ID, visit <http://service.sap.com/contact-bosap>.
- After you have received an S-user ID, visit <http://service.sap.com/myprofile> → *Display My Super and User Administrators*.

For more information, see the [super-administrator guide](#).

S-USER IDS

An S-user ID gives partners general access to SAP Service Marketplace. In your welcome letter, you'll find the super-administrator login credentials to access the portals in SAP Service Marketplace, as well as your organization's partner number (also referred to as "Your Customer Number," printed on your welcome letter).

Members of your organization may register for an S-user ID in two ways:

1. They can ask their super-administrator to create one for them and assign proper authorizations.
2. They can make their own requests by following the step-by-step guide to requesting an S-user ID (summarized in [Appendix A](#) of this document). Requestors will need to know their organization's partner number.

Contact your super-administrator to assign additional authorizations to your S-user profile – enabling you to log support tickets, download software, and more. To find out the name of your super-administrator, visit <http://service.sap.com/myprofile> → *Display My Super and User Administrators*.

SAP PASSPORT

An SAP passport is your digital identification card, providing access to Internet services that recognize and accept it. The SAP passport guarantees your identity and your assignment to an enterprise.

[Install an SAP passport](#) to enable access to SAP sites and resources.

SAP SERVICE MARKETPLACE

[SAP Service Marketplace](#) enables partners to collaborate fully with SAP by giving exclusive information and access to services, software, and tools. It also provides the knowledge tools you'll need throughout the evaluation, implementation, and operation of your SAP solutions.

Register for a [personal demo](#) of the SAP Support Portal destination and learn how to:

- Navigate SAP Service Marketplace
- Contact technical support
- Download software
- Set up S-user IDs
- And more

If you prefer to learn about SAP Service Marketplace at your own pace, use the following self-service guides:

- **SAP wiki:** <http://wiki.sdn.sap.com/wiki/display/SMP/Home>
- **YouTube:** <http://www.youtube.com/SAPSMPTV>

PREFERRED LANGUAGE SETUP

To set your preferred language on SAP Support Portal, perform the following steps:

1. Visit <http://service.sap.com/myprofile>
2. Click on *My Profile*
3. Set your preferred language

PARTNER-DEDICATED WEB SITE

As a key benefit to the award-winning SAP PartnerEdge® program, the partner-dedicated Web site, www.sappartneredge.com, is available to all partners that build, develop, sell, implement, service, and support SAP solutions. Visit www.sappartneredge.com to quickly access a collection of world-class tools that can help your technical development, as well as your sales and marketing efforts.

Topics include:

- OEM training
- Product information
- Marketing tools
- Logos
- Support information
- News and updates
- Events

Bookmark the partner-dedicated Web site, www.sappartneredge.com.

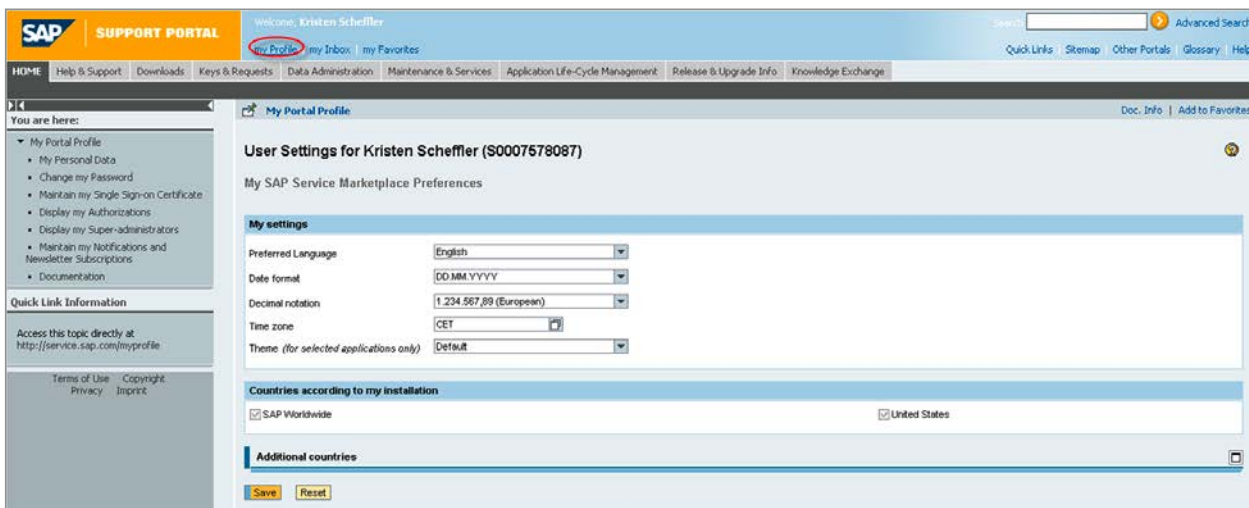


Figure 1: User Settings for SAP Support Portal

ACCESSING A BROAD SET OF EXPERIENCED RESOURCES

Get Software

DOWNLOAD SOFTWARE

The software download center is your single point of access to SAP software. You have access to the entire SAP software portfolio, based on the software licenses you booked under your current s-user's customer account.

To download software, you'll need to receive permission. To request download software authorization, please [contact the SAP system administrator](#) in your company.

Access the [software download center](#).

REQUEST LICENSE KEYS

To use SAP software as agreed in your contract, you may need to implement a license key assigned by SAP. Follow these steps to obtain the right license key for your implementation.

The types of licenses keys do the following:

- **Test and demonstration (T&D) keys** facilitate integration work with SAP software. Partners may also use T&D keys to provide support to its end users.
- **Production license keys** are distributed to end users on premise. They can also be used to enable provision of software as a service.

Request license keys for:

- **SAP software and SAP BusinessObjects and SAP Sybase offerings** – Visit <http://service.sap.com/licensekey>.
 - T&D keys – Select *System Information* → *System Type* → *Test System*.
 - Production keys – Select *System Information* → *System Type* → *Production System*.
- **SAP Business One application** – Visit <http://service.sap.com/smb/sbo/licensekeys>. Review the [license key application how-to guide](#) for the SAP Business One application.
- **SAP Workforce Performance Builder software** – No license key needed

Get Technical Support

SUPPORT TICKETS

OEMs are responsible for providing first- and second-level support to their end customers. If you cannot resolve your customer's issue, you can create a support ticket and escalate the issue to SAP. In other cases, your development team may need technical support. You can use the same communication channels to contact SAP regarding customer and internal support needs.

If you are unable to handle an issue after first- and second-level support resources have been used, you can create a support ticket (also known as a "customer message") online. When the ticket is assigned, an SAP expert will contact you.

Learn more about [support for SAP OEM partners](#).

Create a Support Ticket

To create a support ticket:

1. Log in to the support portal at www.service.sap.com/support
2. Select *Help & Support*
3. Select *Report a Product Error*
4. Visit <http://www.service.sap.com/message> to log the support ticket

To learn more about this process, access our [guide to creating a support ticket](#).

Find more information about technical support in the *SAP Active Global Support Reference Guide* at www.sappartneredge.com.

Advice on Managing Support Tickets

After you submit a support ticket to SAP:

- Monitor the message for updates on a daily basis by going to www.service.sap.com/inbox
- Monitor the site frequently for customer messages with a priority of "very high" and "high"
- Respond quickly to all requests for supporting information
- Send the message back to SAP after the update is completed
- Update a customer message at any time by using the memo type *Info for SAP*

If your request message from SAP is marked as "Customer Action":

- SAP is waiting for your response and cannot continue with the investigation
- It will be automatically closed if the message remains in this status for too long
- You can change messages and send additional information

Speed Up or Escalate a Ticket

Once you have opened a ticket on SAP Support Portal, follow these steps to accelerate or escalate your ticket:

- Contact your local support customer interaction center (CIC). The hotline number of your local CIC can be found at <http://service.sap.com/contactsap>.
- Contact your partner manager.

Note:

In all cases, you'll have to describe the business impact of the issue. See [Appendix C](#) for questions you will be asked when escalating a message.

For critical issues, including server-down situations, create a message through SAP Support Portal. Message-handling processes are in place for messages specified as "high" and "very high" in order of priority. This helps ensure that requests are handled swiftly and efficiently. See [Appendix D](#) for service-level-agreement response times and explanations of the different priority levels.

Please refer to the SAP Notes service, SAP Note #67739, at www.service.sap.com/sap/support/notes/67739 for additional information regarding setting the correct priority for your messages.

BEST PRACTICES FOR GETTING SUPPORT FOR YOUR CUSTOMIZED SOLUTIONS

To work effectively with SAP technical staff on issues with your customized solutions:

- **Isolate the issue** – Determine if it exists in the OEM application or in the SAP BusinessObjects software.
- **Ask** – Does the behavior occur in uncustomized installations of the SAP BusinessObjects Business Intelligence (BI) platform?
- **Test** – Test all patches and upgrades before providing them to customers.
- **Overwrite, if needed** – Fix packs and service packs may overwrite files, so it is important to replace them after each patch. Overwriting can be automated using scripts.

ACCESS SUPPORT DOCUMENTATION IN MULTIPLE LANGUAGES

Because SAP is a global company that works with OEMs world-wide, we provide support documentation in multiple languages through SAP Help Portal. This portal bundles access to SAP product documentation and related information – such as SAP

Notes, product availability information, and community content. Browse [SAP Help Portal](#) to get up-to-date information about your product.

To learn more:

- Visit [SAP Help Portal](#)
- Read the [SAP Active Global Support Reference Guide](#)

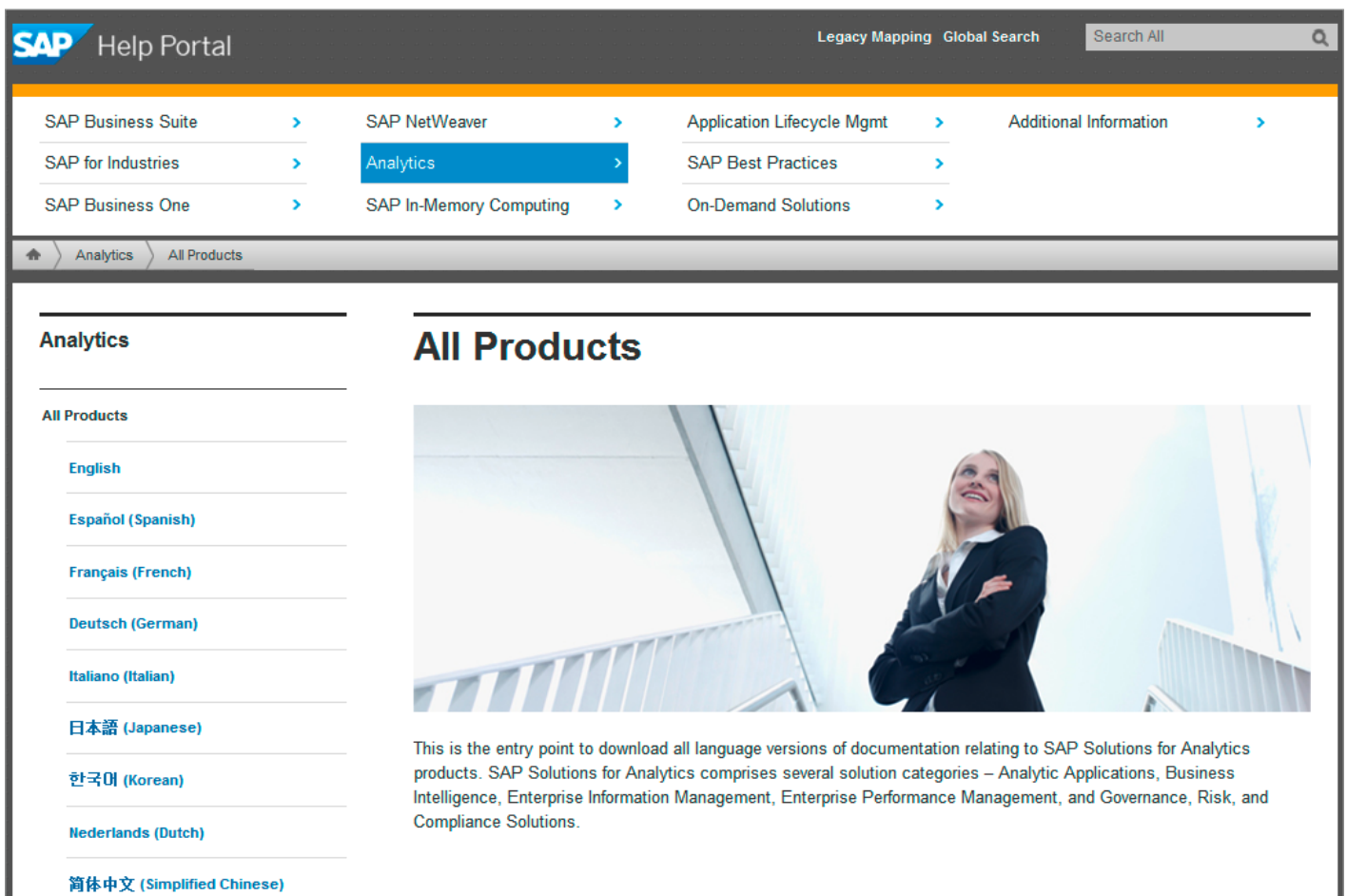


Figure 2: Providing Technical Support for Your Customers

CUSTOMER INTERACTION CENTER

SAP is committed to providing the very best in customer support. A key part of the support infrastructure is the Customer Interaction Center. The CIC is available 24 hours a day, 7 days a week, 365 days a year.

It also provides a central point of contact for assistance with nontechnical queries, such as how to:

- Fast-track existing customer messages
- Escalate existing customer messages
- Reset S-user passwords
- Request certified or independent S-users
- Obtain super-administrator details
- Register company e-mail domains

Visit the [CIC](#).

CUSTOMER SELF-SUPPORT

Your customers can access information to solve technical issues on their own as well. Direct them to the resources described below.

SAP Community Network

Your customers can also leverage the resources on [SAP Community Network](#), where they will find:

- Articles and white papers
- Videos and podcasts
- Forums
- Expert blogs and wikis
- E-learning materials, including online tutorials, videos, demos, and premium training

ADDITIONAL PRODUCT SUPPORT

Find additional support for products in the following areas.

SAP Help Portal

SAP provides comprehensive documentation and guides to educate and inform OEMs as they develop solutions that incorporate SAP software and technology.

[SAP Help Portal](#) is the central place for SAP product documentation:

- Installation guides
- Upgrade guides
- Release notes
- Platform guides

SAP Community Network

The [SAP Community Network](#) is an open, online community for SAP developers, architects, consultants, administrators, and integrators.

Visit this site for:

- Developer resources such as sizing, deployment, application interface programming (API) references, and software development kit (SDK) guides
- Articles and white papers
- Videos and podcasts
- Forums
- Expert blogs and wikis
- E-learning materials, including online tutorials, videos, demos, and premium training

SOFTWARE MAINTENANCE

SAP Software Maintenance and Required Downloads

The SAP [maintenance strategy](#) describes the duration period and conditions of maintenance for releases of SAP solutions.

The table on page 11 summarizes the kinds of downloads SAP provides to support your software maintenance activities.

Release Strategy for SAP Software

The SAP [release strategy](#) determines the availability of new SAP releases, the duration and conditions of their maintenance, and the dependencies among individual releases. It helps ensure the reliability of your plans for implementation and upgrade projects.

Release and maintenance dates can be found in the [product availability matrix](#).

Product End-of-Life Dates

For product general availability dates, patch support end-of-life dates, and maintenance end-of-life dates, visit www.service.sap.com/bosap-lifecycle.

DOWNLOADS TO SUPPORT SAP SOFTWARE MAINTENANCE ACTIVITIES

Download Type		Definition
Software		Receive the full version of the product
Patches	Fix pack (FP)	<ul style="list-style-type: none"> • Tested to make sure nothing else in the product is impacted • Singular, not cumulative (for example, FP 1.5 only includes fixes for FP 1.5, not FP 1.1–1.4) • Released about every 4–6 weeks • All issues in FPs are rolled into SPs (for example, FP 2.x = FP based on SP 2 code stream)
	Service pack (SP)	<ul style="list-style-type: none"> • QA thoroughly tested • Cumulative and include previous FPs • Released approximately every 6 months
	Limited-availability fix (LA Fix)	<ul style="list-style-type: none"> • Provided to address a particular partner issue outside of the normal maintenance release cycle • Generated for “one-off” situations • Involves the custom building of a file, or set of files, atop an existing SP or FP

Get Trained

The SAP partner enablement site provides a wide variety of resources – including training, tools, and assets – for different roles and partner types and for most SAP solutions, all through www.sappartneredge.com. Advanced training for development engineers, solution consultants, and implementation partners can be found in the [SAP training and certification shop](#).

Each of our solutions has an associated role-based curriculum, which provides the necessary knowledge for that role. Role-based curricula are available for:

- Sales executives
- Presales consultants
- Telesales professionals
- Solution consultants
- Support consultants
- Integration specialists
- Marketing professionals

Content is available in three levels:

- **Level 1:** Basic and proficient
- **Level 2:** Advanced
- **Level 3:** Expert certification

PRODUCT TRAINING ON THE PARTNER-DEDICATED WEB SITE

You'll find partner-specific learning resources and free, basic, online training at www.sappartneredge.com → *Education*. Training resources are organized by role and level.

OFFICIAL SAP PRODUCT TUTORIALS

These [official product tutorials](#) are designed to help end users learn how to use SAP BusinessObjects software. Designed for beginners, the main focus of these tutorials is on core topics for BI designers, analysts, and consumers.

OEM INTERACTIVE WEBINARS

[OEM Interactive Webinars](#) are designed specifically for OEMs. They include topics on SDKs, integration best practices, and SAP product road map information. These sessions are a great opportunity to learn and get expert answers to your questions.

Access these Webinars from the [partner-dedicated Web site](#).

ADVANCED TRAINING AND CERTIFICATION

For advanced training or to become certified on SAP solutions, visit the [SAP training and certification shop](#).

END-USER TRAINING

You can provide your customers with access to basic and advanced training and expert certification through the [SAP training and certification shop](#).

Customers have access to free online interactive tutorials on SAP solutions on the SAP Community Network. They can learn about new features and how to perform functions within SAP products through a series of interactive e-learning tutorials.

OEM E-Learning Reseller Agreement

As an OEM with SAP, you can receive authorization to resell our e-learning courses to your own customers and receive a 30% "commission" for the sale. SAP will register, host, and support the courses for your customers. You simply sell the course and remit 70% of the list price to us each quarter.

Please contact your account manager for more information.

Official SAP Product Tutorials

These [official product tutorials](#) are designed to help end users learn how to use SAP BusinessObjects BI. The main focus of these tutorials is on beginner and core topics for BI designers, analysts, and consumers. OEM partners may share these tutorials with their customers and incorporate them into their training.

Role	Role Function
Development consultant:	Add additional functionality or develop add-ons for a market niche
Sales executive:	Sell to customers
Presales consultant:	Work with the sales team to define customer needs and recommend the appropriate application
Project manager:	Plan, evaluate, analyze, implement, and provide project management coaching to team members
Solution consultant:	Develop and implement integrated or bundled solutions at customer sites
Support consultant:	Set up the support infrastructure and deliver support for customers

Get Development Resources

SAP DEVELOPER CENTER

The [SAP Developer Center site](#) offers a complete set of resources for developing with SAP technologies, platforms, and tools. This site contains deep technical content and expertise for SAP developers, analysts, consultants, and administrators.

You'll find:

- **Content** – Access articles and white papers, videos, podcasts, technical documentation, and business process best practices.
- **Tools and SDKs** – Visit this extensive library of developer tools and SDKs to help you create, customize, and extend your solution.
- **Collaboration opportunities** – Meet highly engaged members in moderated discussion forums, expert blogs, and wikis that encourage open communication.
- **Downloads and tools** – Download SAP software, templates, plug-ins, samples, tools, and code snippets.
- **Skill building** – Learn through extensive e-learning materials, including online tutorials, videos, demos, and premium training.
- **Marketplace** – Submit product enhancement requests, and vote on innovations in the idea place.

SAP RESOURCE LIBRARIES

[SAP resource libraries](#) on the partner-dedicated Web site provide access to integration resources, sales kits, product guides, training, help files, release notes, communities, and how-to guides written by product experts.

Look in the *Technical Toolbox* for integration resources.

TECHNICAL WEBINARS

SAP offers OEMs a number of technical Webinars to accelerate the learning curve for their employees. Contact your account manager to subscribe to our mailing list and receive invitations to OEM training and information sessions.

OEM Interactive Webinars

These [interactive Webinars](#) are designed specifically for OEMs. They include topics on SDKs, integration best practices, and SAP product road maps. These sessions are a great opportunity to learn and get expert answers to your questions.

Analytics Webinar Series

These [general Webinars](#) are presented by technical experts and partners. Session topics include best practices, tips and tricks, and product demos. All of these sessions are designed to optimize customer and OEM success with analytics solutions from SAP.

Every Webinar is open to everyone, so feel free to invite your customers.

Get Marketing Resources

To accelerate your go-to-market cycle and reach and help you market custom solutions to customers effectively, SAP provides a variety of marketing enablement tools, services, and activities, including:

- **[Branding guidelines, logos, and an image library](#)** – Access all branding resources within the partner-dedicated Web site. These resources include a full set of branding tools, such as templates, brand guidelines, and a list of approved offering names.
- **[Invitations to participate in partner conferences and other events](#)** – Attend partner summits and SAPPHIRE® NOW and SAP TechEd conferences.
- **[Exclusive OEM partner-only invitations to quarterly partner roundtables](#)** – Network and communicate with your peers in a trusted forum, as well as learn about new product, sales, and marketing innovations.
- **[OEM partner newsletter](#)** – Subscribe to this newsletter to access content that's created on a quarterly basis.
- **[Sales tools](#)** – Download a wide range of marketing resources, such as collateral, white papers, application information and demos, and customer case studies. All of these resources are available through www.sappartneredge.com.
- **[Partner success stories](#)** – Submit your story for the chance to be featured on SAP's global site. If yours is chosen, you can repurpose it for your own promotional purposes. For more information, contact your account manager.

Additional OEM marketing resources include:

- [OEM partner events](#)
- [Solution guide for OEM partners](#)
- [Public relations resources](#)
- [Web and social media](#)
- [OEM white papers and partner case studies](#)
- [Solution collateral](#)
- [OEM competitive information](#)
- [Business insider](#)
- [Marketing training](#)

Get Sales Resources

SAP provides a variety of tools, support services, and opportunities to help accelerate your sales cycle.

SALES EXECUTIVE QUALIFICATION TRAINING

This [e-learning](#) is designed to help you learn the skills and product knowledge you need to:

- Provide basic product information you need to sell effectively
- Speed up the sales cycle
- Win more deals

Navigate to www.sappartneredge.com → *Education* to access sales training.

Visit the [SAP resource libraries](#) for sales resources such as:

- Sales kits
- White papers
- Solution briefs
- Competitive intelligence such as battlecards, competitive briefs, analyst reports, and customer-facing materials

DEMO RESOURCES

You'll find a variety of demo resources on the partner-dedicated Web site, www.sappartneredge.com, including offline demos, recorded demos, and demo scripts.

[Access the demo resource library.](#)

Stay Connected and Informed

Stay connected with these channels:

- **OEM partner newsletter** – Sign up for our OEM newsletter, and don't miss out on e-mail invitations to special events designed for OEMs.
- **OEM partner events** – Keep updated on upcoming virtual and live events for OEM partners.
- **SAP partner communities** – Interact with SAP solution experts and the SAP partner community.
- **Social media** – Stay informed through [Twitter](#) and [LinkedIn](#).

Appendixes

APPENDIX A – S-USER REGISTRATION GUIDE

Getting Started

To begin, you'll need your S-user ID number. If you cannot locate your S-user ID number, contact either the super-administrator designated at your organization or SAP via phone or e-mail at www.service.sap.com/contact-bosap.

Step 1: Registration

To register, follow these steps:

- Complete the registration form at [https://websmp230.sap-ag.de/sap\(bD1lbiZjPTAwMQ==\)/bc/bsp/spn/new_user_pass/infouser_request.htm](https://websmp230.sap-ag.de/sap(bD1lbiZjPTAwMQ==)/bc/bsp/spn/new_user_pass/infouser_request.htm).
- Select the partner option.
- Enter your partner ID number.
- Use only your partner organization e-mail address.
- Click on *Submit*.

Already have an S-user account but forgot your password or S-user ID? [Click here](#).

Step 2: Registration Password Is Displayed

Make a note of this password, as it will be displayed only once. Your password will be required to complete the registration at a later stage.

Step 3: Confirmation Notification

Confirmation notification with S-user ID and initial password will be sent by e-mail within one business day.

Figure 3: Step 1

Figure 4: Step 2

Figure 5: Step 3

APPENDIX B – TOP RESOURCES FOR OEMS

Resource	Description	What You Will Find
Partner-Dedicated Web Site www.sappartneredge.com/oem (S-user ID required)	Partner portal with content including marketing, sales, product, event, education, and support information	<ul style="list-style-type: none"> • Free core product training (level 1), sales training, and learning plans • Product information • Marketing tools • Logos • Support information • Partner news and updates
SAP Community Network www.scn.sap.com	Resource offering deep technical content and expertise for SAP developers, analysts, consultants, and administrators	<ul style="list-style-type: none"> • Technical resources (installation guides and getting-started Webinars) • Forums and wikis • Analytics Webinar series
SAP Training and Certification Shop https://training.sap.com	Web site for all learning products from the SAP Education organization	<ul style="list-style-type: none"> • Core and advanced training • Multiple learning-delivery methods (e-learning, classroom, and virtual classroom) • Certification • Customized training
SAP Support Portal www.service.sap.com/support (S-user ID required)	Support platform for product issues	<ul style="list-style-type: none"> • Ability to open a support ticket (SAP customer message) • Software download • Release and upgrade info
Customer Interaction Center http://service.sap.com/contactsap	SAP BusinessObjects™ BI solution support information and contact numbers for customer assistance by country	<ul style="list-style-type: none"> • S-user password resets • Registration of company e-mail domains • Super-administrator details • Certified and independent consultant S-user requests • Acceleration and escalation of existing SAP customer messages
SAP Help Portal http://help.sap.com (S-user ID required)	The central place for SAP product documentation	<ul style="list-style-type: none"> • Installation guides • Upgrade guides • Product guides • Release notes • SAP knowledge base

APPENDIX C – QUESTIONS TO ANSWER WHEN ESCALATING A SUPPORT TICKET

When contacting your local customer interaction center, please have the following information prepared. With this information, the CIC will be able to evaluate the priority of the message and accelerate the processing of your message. In your answers, please provide detailed information, giving as many facts and figures as possible.

[ENVIRONMENT]

Product Version: **

Product Patches installed: **

OS: **

CMS DB:

Reporting DB:

DB Middleware:

Application Server:

JDK Version:

Microsoft .NET or Java:

Authentication Type:

** Denotes required field

[CUSTOMER PREFERRED TIME ZONE]

[SUMMARY OF ISSUE]

[STEPS TAKEN]

[DESCRIPTION OF ATTACHED FILES]

[POLITICAL ENVIRONMENT]

[WORKFLOW TO REPRODUCE BEHAVIOR]

[EXTRA NOTES]

[BUSINESS IMPACT STATEMENT]

Required for fix requests and critical enhancement requests:

1. Date required for fix (must be actual date, not "ASAP")
2. Reason for date required (rollout to production and so on)
3. Describe impact to users
4. Number of users affected
5. Stage of deployment
6. Is there a work-around?
7. Why is the work-around not acceptable?
8. How many licenses of our product do you have?

APPENDIX D – SERVICE-LEVEL AGREEMENT FOR SUPPORT-TICKET RESPONSE TIME

Very high (1 hour):

- Production environment is completely down
- Critical incident puts going live or imminent upgrade at risk
- No work-around is available

High (2 hours):

- Important business processes are seriously affected
- Necessary business tasks cannot be performed

Medium (4 hours):

- Normal business processes are affected
- Problem causes incorrect or inoperable functions

Low (8 hours):

- Little or no effect on core business processes
- Problem exists affecting processes and functions that are not required daily

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