SAP Solution Brief
SAP Services

SAP Value Partnership

Partner with SAP® Value Partnership to Maximize the Return on Your SAP Investment

Quick Facts

Summary

The SAP® Value Partnership service is SAP's premium services offering to engage strategically with customers and share the responsibility for their successful business and IT transformation. A value partnership can help your company realize maximum return from your past, present, and future SAP investments, achieve business excellence, minimize total cost of ownership, and align IT with business goals to realize desired transformation objectives.

Business Challenges

- Support growth markets with the right SAP solutions
- Leverage best practices for efficient process optimization
- Drive IT-enabled business innovation
- Access industry-specific knowledge to leverage SAP solutions
- Manage increasingly complex software landscapes
- Integrate widely dispersed IT architectures
- Deliver projects at higher quality with a smaller budget

Key Features

- **Trusted advisors** – Leverage top SAP advisors and executives for insight and expertise in SAP software and business transformation
- **Strategic road map** – Close the gap between strategy and technology and recognize your innovation requirements
- **Value management** – Gain tangible, measurable value in achieving your business objectives

Business Benefits

- **Maximize return** on your existing and future SAP investment
- **Leverage knowledge transfer** of industry best practices in IT and business operations
- **Gain quick access to the right SAP resources** through an effective governance model and deep commitments

For More Information

Call your SAP representative, contact us (valuepartnership@sap.com), or visit us online at www.sap.com/services/bts/vps.

Companies nowadays have to succeed in the face of pressures that simply did not exist a decade ago. While globalization has increased opportunity, it has also created an environment where market conditions are more unstable than ever. Volatile currencies, natural disasters, political shifts, and changing workforces require a company to embrace transformation as a core competency rather than conducting a strategic discussion about it every five years.

C-level executives are confronted with much more than just a requirement to keep the business running. They must increase revenue, streamline operations, and grow profit margins amidst the sea of instability and unpredictability that exists today. Today's research shows that in order to transform the business to meet these rising challenges, you must fully leverage technology to make these transformations possible.[1]

The SAP® Value Partnership service is an offering that empowers you to maximize the return on your SAP investment by continuously optimizing, innovating, and transforming your business to achieve desired business outcomes.

A HOLISTIC APPROACH FOR EFFECTIVE TRANSFORMATION

Given the rapid and unrelenting pace of technological change, new and innovative technology will soon drive major business changes by introducing new levels of process flexibility, accelerated process execution, and increased business stakeholder engagement. For example, retail companies that fail to develop a sustainable mobile strategy face the risk of being left behind by competitors. The reason is that mobile technology is transforming the industry by introducing business models that did not exist before. New technology must be embraced by those who intend to survive as major players in their industry.

Tackling this kind of business challenge requires more than implementing the newest or best software. A holistic approach is required to perform the transformation, measure the value achieved, and track the resulting impact. Your first step in this transformation was investing in SAP software to help give your business long-term success and a competitive edge. The second step is to align your IT and business strategies to fully leverage SAP software and develop a robust enterprise architecture. A team of strategic advisors from SAP can help you perform this transformation and maximize the return on your SAP investment.

SINGLE-SOURCE STRATEGIC ENGAGEMENT

SAP Value Partnership, delivered by SAP Services, is a premium service offering that engages on a strategic level with customers and shares in the responsibility for their successful business and IT transformation. It will help you achieve a stable and reliable business and IT environment by addressing the key challenges of transformation, such as:

- Inefficient processes and inadequate governance in core and support functions
- Complex software landscapes, multiple system integrators or partners, and silo delivery models
- IT-focused implementations that disregard impact on business value and do not justify current and planned investments

SAP Value Partnership enables you to maximize the return on your SAP investment by continuously:

- **Optimizing** the value of your SAP investment by drawing on research-based insights to guide you in adopting best-run processes, adapting organizational structures, implementing new solutions, and adding skills
- **Innovating** using SAP solutions to achieve a higher level of business performance and profitability
- **Transforming** to achieve your desired business outcomes

The strategic partnership model combines SAP services, packaged knowledge, and seasoned experts to help you increase productivity and process efficiency while lowering IT costs. Only SAP can provide from one-source business consulting based on a unique understanding of the software, early access to SAP software innovation, and knowledge of best practices harvested from an installed base of over 100,000 customers.

SCALABLE MODEL

Engaging in a value partnership with SAP provides you with a solid path toward achieving a better-run business through comprehensive and continuous improvement. The framework is composed of a core and a shell (see the figure). The core includes the standard elements of the strategic value-based partnership. The shell contains optional services that can be built on top. This gives you a scalable model and a holistic approach tailored to your needs and industry. It effectively bridges the gap between strategy and execution and between business and IT.

Set Strategic Direction and Clear Transformation Objectives
SAP Value Partnership starts with an up-front assessment of your business solution and technology environment to establish the scope of the engagement and determine the focus of your transformation. SAP collaborates with you to establish transformation goals and prioritize issues, which fosters a focused, committed partnership from the start.

Implement a Governance Model with a Team of Trusted Advisors
A team of trusted SAP advisors – consisting of one business transformation principal supported by solution architects – defines your partnership agenda to ensure efficient delivery of your business transformation program. The business transformation principal:

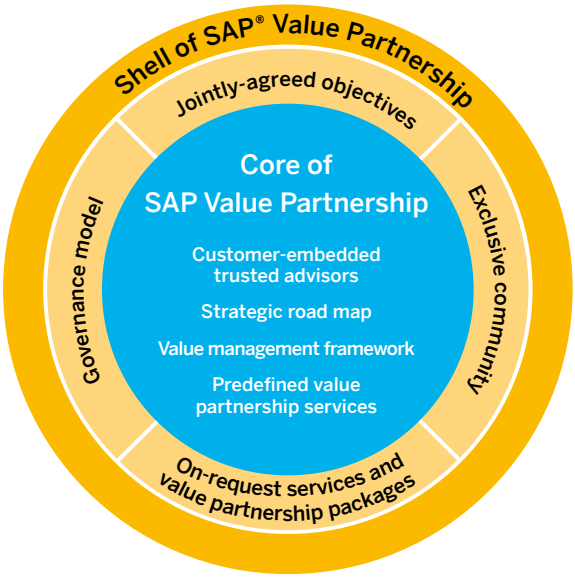
- Leads your transformation program on-site by providing strategic and industry expertise, program management, value management, consulting, and know-how of SAP products
- Serves as the key contact for all strategic topics
- Sees to it that effective governance is employed and that decisions are well managed

The solution architects and additional SAP experts support the design, execution, and implementation of your SAP software–centric business solution.

Identify Value and Measure Realization Results
Jointly agreed-upon objectives of the business and IT transformation are translated into key performance indicators (KPIs) and are monitored and tracked along your entire transformation journey. Using proven industry benchmarks and end-to-end methodologies, your team of SAP experts will guide you in implementing a value management framework to measure benefit realization and demonstrate its contribution to your business success.

During SAP Value Partnership, a strategy management tool is used to communicate plans and objectives, allocate resources to key priorities, report on progress, and proactively take action when issues arise. This powerful tool comes with a set of scorecards and dashboards that facilitate and accelerate value management for your transformation. The tool enables you to demonstrate results for management and business users, who want to see the improved business outcomes resulting from IT initiatives.

Figure: Elements of SAP Value Partnership



Define the Strategic Road Map for Your Transformation
A jointly defined strategic road map aligns transformation and solution architecture with the SAP software innovation road map. It translates your vision of the future into architecture, initiatives, and solutions.

BENEFITS OF A FLEXIBLE AND PERSONALIZED PARTNERSHIP

Partnering with SAP in a value-driven engagement is not a one-size-fits-all approach. The model for SAP Value Partnership is adjusted to support your specific objectives and scope. Tailored, predefined packages come with the right combination of services – delivering what you need when you need it. On-request services can be provided from the SAP Services portfolio as needed.

www.sap.com/contactsap

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Achieve Measurable Outcomes

Practical experience reveals that 75% of customers of SAP Value Partnership reduced program duration, over 90% reduced risk, and all customers increased the quality of their transformation program. Achievements of these customers show a high-performance track record, specifically:

- 200% ROI over five years
- 25% reduction in IT costs
- 40% improvement in process performance

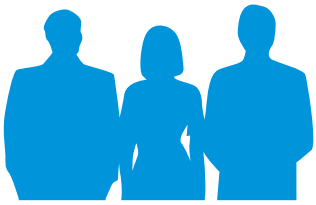
Customers see the management tool as a great value, as it supports better, faster decision making. Furthermore, the value partnership community gives members the exclusive opportunity to network with leading executives and researchers worldwide and exchange knowledge of best practices in business transformation and enabling technologies.

FIND OUT MORE

There is no better way to maximize the value of your SAP software investment and establish the success of your business transformation program than to engage SAP Value Partnership. To learn more, call your SAP representative, contact us (valuepartnership@sap.com), or visit us online at www.sap.com/services/bts/vps.

FOOTNOTE

1. Stephanie Moore, *The Forrester Wave: Business Technology Transformation, Q3 2012*, Forrester Research Inc., July 19, 2012.



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The Best-Run Businesses Run SAP™