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SAP Services

## RUN SAP METHODOLOGY METHOD AND STANDARDS FOR OPTIMAL OPERATION OF SAP® APPLICATIONS



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THE BEST-RUN BUSINESSES RUN SAP™



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The Run SAP methodology enables you to set up operations for your SAP® applications in a highly efficient manner and optimize operations, processes, and technical infrastructure across the entire life cycle. The quality and flexibility of the best practices, process design recommendations, operating standards, and services incorporated in the methodology are based on global support know-how and experience gained from thousands of installations for SAP customers. This framework of standardized and uniform procedures enables you to manage your SAP applications more efficiently and can provide a sustainable reduction of operating costs while providing a high degree of process reliability.

Using standardized processes and methods to manage and operate SAP applications leads to lasting cost savings and productivity gains, resulting in a faster time to value for your software investment.

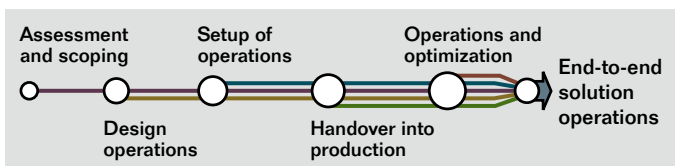


Figure 1: Phase Model for the Run SAP Methodology

## Systematic Control of Resources, Risks, and Costs

The Run SAP methodology is part of SAP Enterprise Support services, which include standards, tools, guides, and process descriptions that enable efficient end-to-end solution operations. Both provide valuable assets and tools for implementing and launching new solutions, integrating SAP enhancement packages, and introducing technologies and concepts such as service-oriented architecture (SOA) and Web 2.0.

The Run SAP methodology provides the foundation for IT governance that enables you to methodically control technical and personnel resources as well as complexity, risks, and costs involved in operating your SAP applications.

The Run SAP methodology helps companies plan and organize solution operations for new SAP applications. The methodology has also proven to be an invaluable source of support for companies seeking to redesign their existing solution operations to make them more efficient. Existing operational processes and standardization of these processes are covered and can be adapted to your individual requirements. As a result, you receive a tailored, customizable package that provides comprehensive end-to-end support.

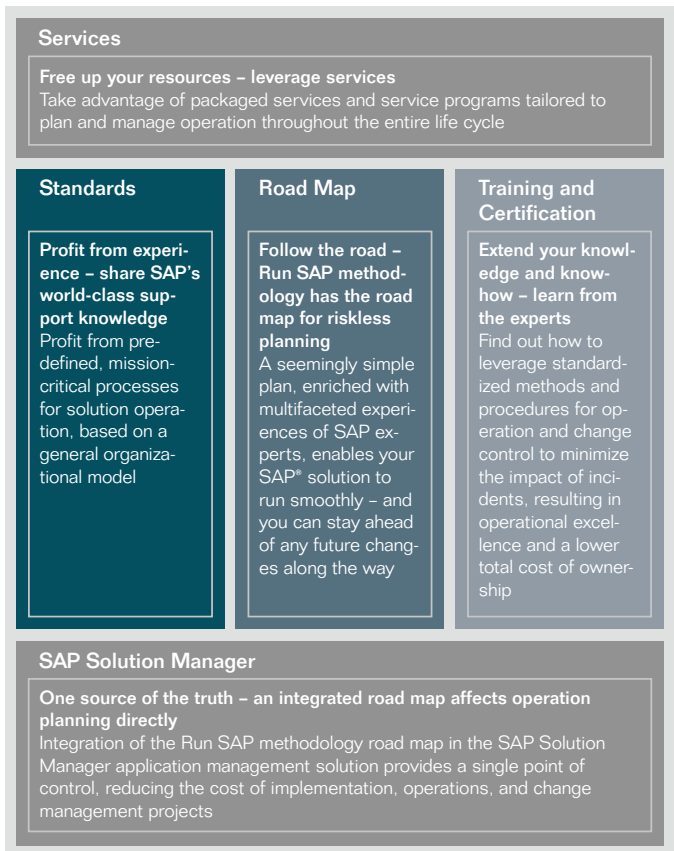


Figure 2: Overview of the Run SAP Methodology

## All Stakeholders Are on the Same Page

Internal experts and teams as well as consultants and specialists from SAP and its partners all benefit from the focus on a standardized framework of methods and processes. With the Run SAP methodology, all employees involved in solution operations follow proven processes and procedures. The Run SAP methodology does for the operations of your solutions what the ASAP methodology does for the implementation: it reduces operating costs, minimizes risks in IT operations, and increases planning reliability.

### **An Easy Way to Manage Change and Promote Development**

The Run SAP methodology is designed to help IT managers address the many challenges they face. For example, IT managers must promote innovation and differentiation, integrate customers and vendors into business processes, handle mergers and acquisitions, observe legal requirements and compliance regulations, and launch new technologies. In addition, they are expected to keep the costs and risks of IT operations under control, minimize

Going live successfully is an important step on the long journey of a software life cycle. Run SAP methodology helps you implement effective application management and, in turn, successfully handle the subsequent stages in the life cycle.

downtime, and, despite increasing complexity, ensure high availability of business applications at all times. Solution operations play a major part, since they utilize the largest proportion of the IT budget. As a result, standardized processes and methods in the form of best practices that improve the quality and cost efficiency of end-to-end solution operations are all the more significant. And the Run SAP methodology provides the basis for these.

## How You Can Benefit: Lasting Improvements in Efficiency and Outstanding Process Reliability

By streamlining operations and focusing on a systematic approach, the Run SAP methodology provides a sustainable reduction of operating costs and a high degree of process reliability:

- Standards that can be flexibly adjusted to meet a wide range of requirements save time, personnel, and costs.
- Uniform methods and tools reduce complexity, eliminate unnecessary cost drivers, and provide greater process reliability.
- When downtimes are minimized, employees have greater availability of software-supported business processes.
- Quality management and the establishment of a Customer Center of Expertise organization support optimized execution of the recommended operational processes.
- Goal-oriented know-how transfer helps ensure that your employees have knowledge that is tailored precisely to your actual needs and innovation projects.

Applying the methods, tools, guides, processes, and best practices offered by the Run SAP methodology frees up resources that you can then redeploy for a stronger focus on innovation and differentiation.



## Tried and Tested Standards: The Best That SAP and Its Customers Have to Offer

Thanks to predefined processes and standardized procedures, the Run SAP methodology simplifies the operations of your mission-critical applications. The knowledge provided by the methodology is based on the experience gained over thousands of projects – the best that SAP has to offer in a compact and ready-to-use format. Additional definitions clarify the various roles within end-to-end solution operations and how the roles interact and collaborate to provide high-performance application management. And that's not all: a range of standards explains how you can best leverage the tools and services available with the methodology. Your IT and business process experts can learn from best practices that optimize your solution operations and enable new technology strategies (such as SOA) to be implemented in a more targeted manner. In short, best practices form the basis for an IT governance policy that competently controls technical and personnel resources as well as the complexity, risks, and costs involved in operating your SAP applications.

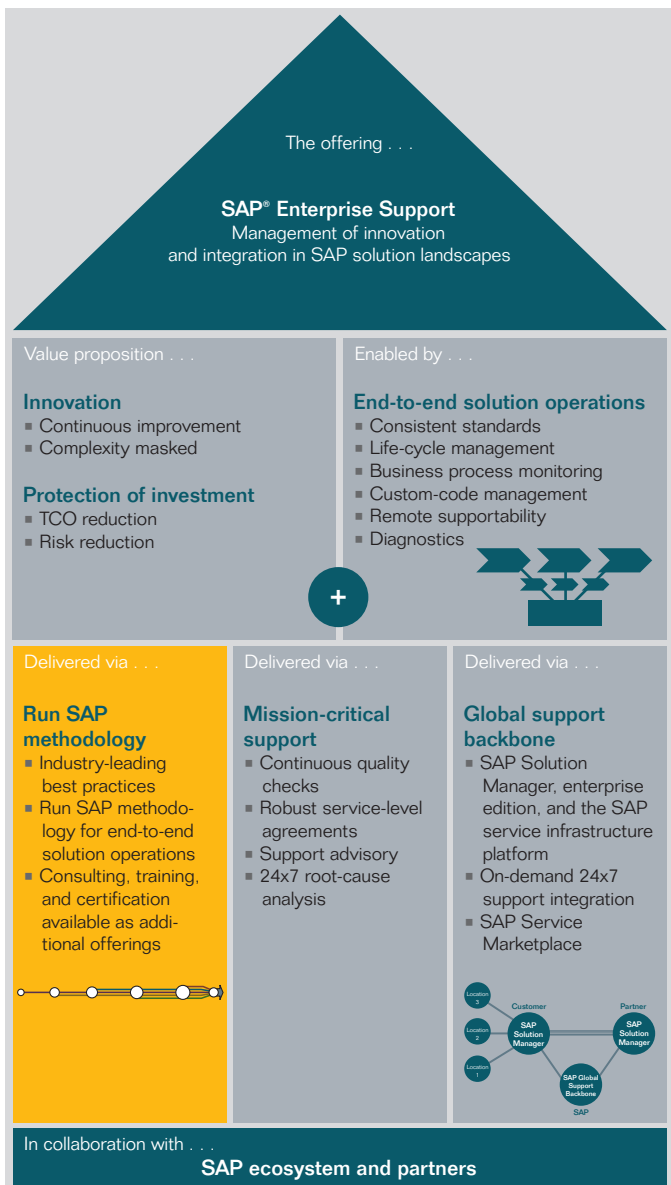


Figure 3: Run SAP Methodology as Part of SAP® Enterprise Support

## Tried and Tested Standards: The Best That SAP and Its Customers Have to Offer

## Conclusion: Run SAP Methodology Helps Reduce the Costs and Risks Involved in Operating End-to-End Solutions

With the Run SAP methodology, you benefit from a range of methods, tools, accelerators, and processes that help you to:

- Apply a continuous application management strategy throughout the entire life cycle of your SAP applications
- Reduce the costs and minimize risk in operating end-to-end SAP solutions
- Gain transparent, high-availability business processes
- Develop a more systematic approach to upgrades, patches, extensions, and optimizations
- Implement SAP enhancement packages without downtime
- Simplify conversions to SOA
- Deal effectively with complexity, technologies, and compliance requirements
- Develop and deploy resources in a targeted manner
- Plan changes systematically and avoid production downtime



## Conclusion: Run SAP Methodology Helps Reduce the Costs and Risks Involved in Operating End-to-End Solutions



The road map is a methodical progression through all phases, from the initial analysis of operational requirements to going live with new, optimized operations.

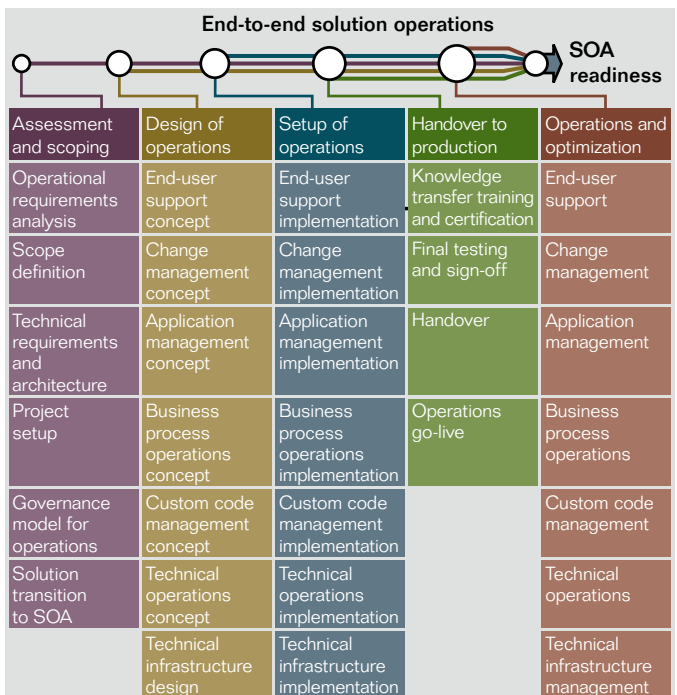


Figure 4: The Run SAP Road Map

## Run SAP Methodology Road Map

## Charting a Clear Course: Using a Road Map to Plan and Implement End-to-End Solution Operations

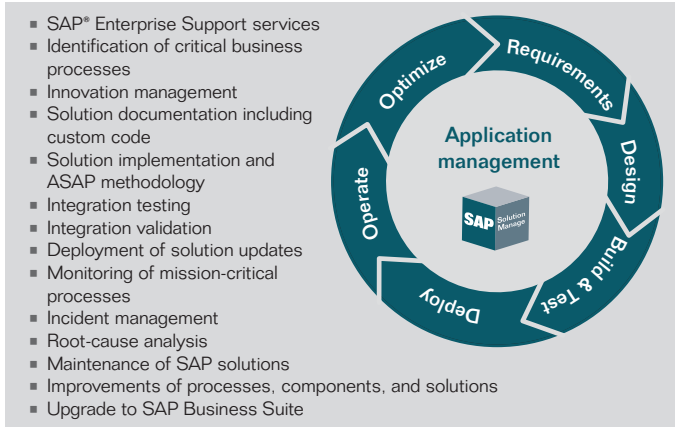
As a step-by-step guide to make sure that your SAP applications run smoothly, the Run SAP methodology road map helps you stay on the right track, from the initial planning to continuous operation and optimization. In practice, the road map has proven its worth as a guide to managing integrated procedures. You are supported from start to finish – from when the current-versus-target status of each solution operation is determined and optimization potentials are identified through to the design and implementation of operational optimizations and the handover from the project team to the operations team. It also supports subsequent, continuous optimization of operations.

The method and best practices offered within the scope of the road map reflect expertise gathered over thousands of installations. As a result, the road map provides advice not only on what to implement but also how to do so. This means that, right from the start, you set the course for optimized solution operations that allows you to get the best out of your applications throughout the entire life cycle. And that's not all: the road map keeps you well prepared for any future operating issues and changes.



## A Look “Behind the Scenes” of Run SAP Methodology: An Approach to Managing Life Cycles More Efficiently

Based on the SAP Solution Manager application management solution, the Run SAP methodology comprises these main components – SAP standards for solution operations supplemented by how-to guides, industry-specific best-practice documents, and the road map. SAP also offers training courses and certifications as well as supplementary consultation services for the implementation of end-to-end solution operations.



**Figure 5: SAP® Solution Manager Support Scenarios Throughout the Entire Life Cycle**

You can benefit from the following:

- Tried and tested standards: predefined processes for operating mission-critical applications, based on an example organizational model
- Structured approach: systematic planning and implementation enabled by the Run SAP methodology road map, to help ensure that your applications run smoothly – now and in the future
- Know-how for outstanding operations: training courses that enable the transfer of the latest methodology know-how, with certifications as proof of knowledge and skills gained
- A key role: central access to all available tools, methods, and guides and a single point of control thanks to integration provided by the road map
- Tailored to your needs: service packages and programs for planning and managing the operation of your SAP applications throughout the entire life cycle

### A Key Role: SAP Solution Manager

SAP Solution Manager, enterprise edition, is the proven and powerful application management solution from SAP. In a holistic approach covering the complete life cycle, it helps ensure efficient collaboration among SAP, customers, and partners; provides access to SAP knowledge hubs; and supports integrated life-cycle management, incident management, service delivery, and software updates.

“Using SAP Solution Manager is an important step toward preparing for the world of service-oriented architecture.”

**Derek Prior**, Research Director, AMR Research

## Customer Center of Expertise: Greater Transparency, a High Degree of Availability, and Reduced Costs

When your company establishes a Customer Center of Expertise (Customer COE) location, you create a central instance for all challenges faced by IT operations and support. It provides a central hub for functional collaboration between your business and IT units – and between your company and SAP. This helps you increase the transparency of business processes, minimize downtime to boost application availability and business process support, and reduce total cost of operations.

A center of expertise has one clear mission: to shift all critical challenges away from the CIO. To be more specific, a center of expertise should:

- Standardize application management and set up a central hub to meet the practical challenges of IT operations
- Integrate business and IT units in one end-to-end quality management process
- Manage quality gates to ensure that software is deployed only when it operates according to the company's high standards for business continuity
- Make sure innovation comes directly from SAP to avoid unnecessary modifications in code
- Bring all stakeholders to the table to resolve all challenges and issues regardless of ownership

To achieve these goals, different roles must be implemented within the Customer COE. The head of the Customer COE manages the team, oversees process compliance, and takes responsibility for the team's work. In addition, the following quality manager (QM) roles should be created and assigned to employees:

- QM for safeguarding integration validation
- QM for business continuity
- QM for business process improvement
- QM for protection of investment

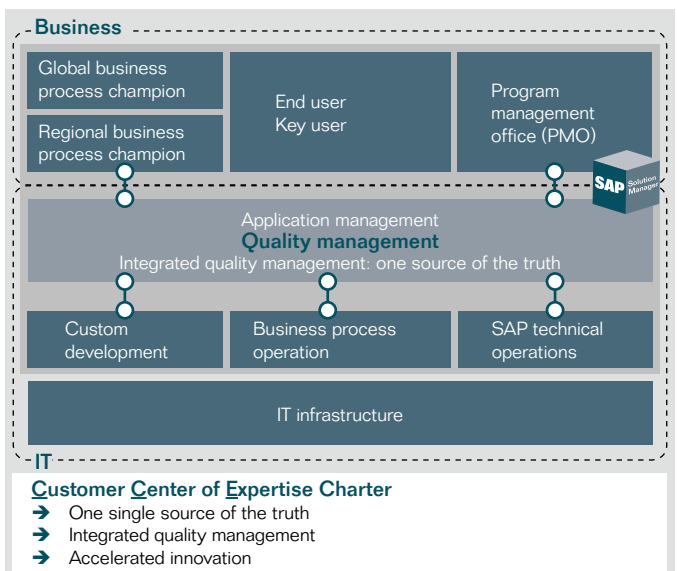


Figure 6: Roles and Activities of the Customer Center of Expertise

## Customer Center of Expertise: Greater Transparency, a High Degree of Availability, and Reduced Costs

## Know-How for Outstanding Operations: Targeted Knowledge Transfer to Enhance Your Operational Strengths

Go on a knowledge offensive with the Run SAP methodology. Deploy the method, tools, and best-practice documentation to transfer knowledge and experience to your own organization. We simplify the whole process by providing numerous training courses, workshops, and certification components. Your employees learn about the available standards and tools so that they can successfully operate SAP applications, plan and develop

By relaying practical knowledge about the application of standardized methods and procedures for solution operations, systematic knowledge transfer within the scope of the Run SAP methodology makes a decisive contribution to enhancing your operational strengths and reducing your operating costs.

business scenarios and processes quickly and efficiently, apply the standards of root-cause analysis, and find fast and permanent solutions to problems in heterogeneous landscapes. Whether you need training for comprehensive change management, control of process automation, or technical upgrade management, SAP provides a comprehensive range of courses.

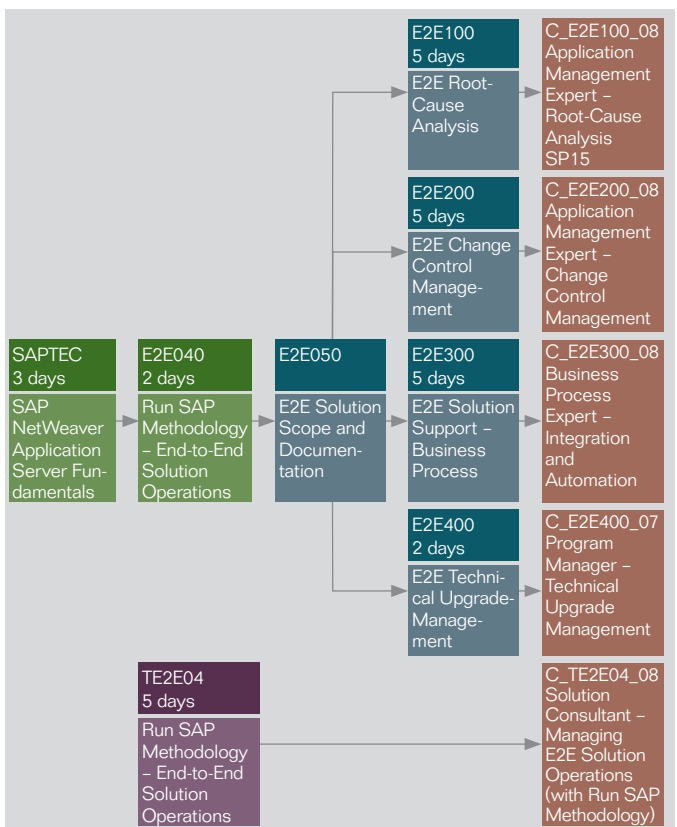


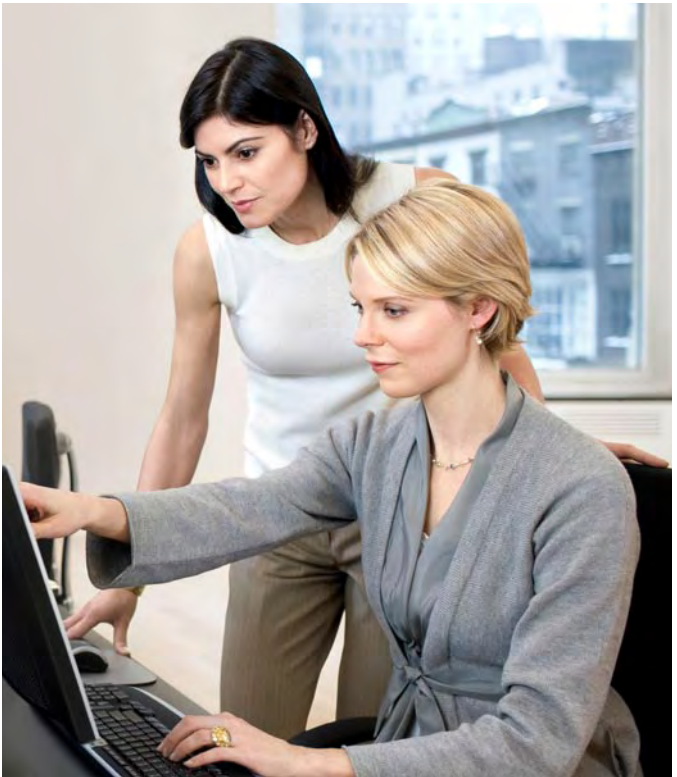
Figure 7: Training and Certification for the Run SAP Methodology

## Know-How for Outstanding Operations: Targeted Knowledge Transfer to Enhance Your Operational Strengths

## Tailored to Your Needs: Services for Implementing Run SAP Methodology

You're interested in the Run SAP methodology but may lack the resources and expertise required to implement it. Or you may need additional support to complement your in-house resources. SAP has you covered – with a range of services and programs that support the planning and implementation of solutions throughout the entire application life cycle. The services portfolio spans across different engagement levels and focus areas and includes the SAP MaxAttention™ support option, the SAP Safeguarding portfolio of services, and services from SAP Consulting for the Run SAP methodology. You can decide which services you need and the extent to which you need them. Whether you need support from the SAP Active Global Support or SAP Consulting organizations, our experts offer you a wide range of options for tailoring services and support during all phases. We can also help you during implementation to define additional projects specific to your company's needs.

SAP Active Global Support helps you launch and implement the Run SAP methodology by providing customized services that shift tasks away from your operations organization and provide targeted transfers of knowledge and know-how.



## Tailored to Your Needs: Services for Implementing Run SAP Methodology

## Using Standardized Methods and Terminology to Design and Operate IT Solutions

The Run SAP methodology is an operating concept with standardized methods and terminology that is designed to support all those involved in implementing and running SAP applications. It is designed for customers and partners as well as for the SAP Services organization itself. In addition, SAP has developed special programs that enable partners to develop and adapt their own standards, tools, and procedures in line with the methodology. Partner organizations that have successfully completed these programs and offer additional expertise in these areas can be SAP certified in the Run SAP methodology. Numerous well-known SAP implementation partners are already in the process of certification, which signifies that they are being trained to manage their customers' projects using the Run SAP methodology, support the operation of SAP solutions as part of this methodology, and provide the related knowledge transfer to their customers.

An ever-increasing number of partners are completing their training in the Run SAP methodology, getting certified, and implementing it in their practice. SAP paves the way for them by providing suitable knowledge transfer and certification programs.

In a similar way, operations partners are taking advantage of the Run SAP methodology to provide added value to their customers. These partners are outsourcing partners (application management services and hosting partners combined) that are adopting the Run SAP methodology into their own methodology and are adopting SAP standards for solution operations into their own operation standards.

