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SAP Advanced Delivery Management: SAP's New Delivery Approach Enables Innovation, Value, and Efficiency

by Nicolás Steib, Ann Rosenberg, and Hannah Pong, SAP

There's no doubt about it: Technology is ever evolving, markets are continuously growing, and competition is always increasing. Software providers are tasked with the challenge of consistently offering relevant, high-quality products and support that not only help businesses keep pace with constant change, but allow them to thrive and excel. It's a critical role — one that SAP has assigned itself over the past 40 years.

To continue with this tradition of helping its customers adopt innovative technologies more quickly and implement software more efficiently, SAP has created a modern, cost-effective delivery approach: **SAP Advanced Delivery Management**.

A Revolutionary Delivery Approach

In contrast to a traditional, "build-to-order" delivery approach, SAP Advanced Delivery Management enhances and expands the existing SAP Rapid Deployment solutions philosophy in order to provide faster time to value for customers. SAP Advanced Delivery Management is based on the "assemble-to-order" implementation approach, which includes an assembly methodology based on the ASAP methodology, prepackaged implementation content, and lean implementation technology supported by SAP Solution Manager.

SAP Advanced Delivery Management offers a three-tiered resource deployment structure — onsite, near-shore, and offshore — to ensure the best availability of resources anywhere in the globe. For customers, this means optimized project costs via a mix of onsite delivery and virtual delivery that offers a sustainable collaboration platform between the customer and SAP.

The new approach uses the following delivery models based on the customer's project scope and implementation scenario:

- **Expert-based.** Through this model, a highly skilled consultant is engaged for services such as a Quality Assurance Review Session or an Expertise on Demand Service to address specific one-time project needs.
- **Design-based.** With this model, there is a strong reliance on detailed blueprinting to understand requirements and to determine to-be business processes and implementation solutions. This model then leverages different productized services as accelerators to deliver the solutions with a combination of onsite and remote resources.
- **Assemble-to-order.** This model combines SAP Rapid Deployment solutions and other services to meet defined functional needs. Projects leverage standard templates like ready-to-use business blueprints and test cases, preconfigured best-practice processes, and other supporting documents to minimize project implementation time and effort.
- **Industrialized.** This model executes individual packaged services with a fixed scope and a fixed price, such as SAP Rapid Deployment solutions, Technical Upgrade Services, and SAP Business ByDesign implementations. Remote delivery is prevalent here.

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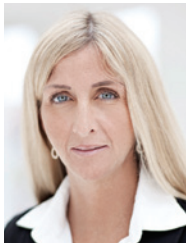

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As illustrated in **Figure 1**, even with the same customer, different delivery models and a mix of delivery resources are engaged because of the different project phases and scopes. This is the flexibility that SAP Advanced Delivery Management provides to allow more tangible benefits for SAP customers, including:

- **Minimized implementation time and effort.** Instead of creating everything from scratch for each project, SAP Advanced Delivery Management is scalable, using reusable, predefined service modules and content, such as standard accelerators (see **Figure 2**). You can further reduce implementation time by leveraging the SAP cloud-based quick start for rapid-deployment solutions in order to jumpstart your project. The SAP cloud-based quick start for rapid-deployment solutions was successfully launched at SAPPHIRE NOW in Orlando (see the "Speed Is the Biggest Advantage" sidebar on the next page for one customer's experience). It is one of the first proof points for SAP Next-Generation Services' Service Incubation approach to the introduction of new professional services that will promote customers' adoption of both corporate game changers as well as new solutions and technologies.[1]
- **Reduced cost.** SAP Advanced Delivery Management engages a blend of local, near-shore, and offshore resources. This provides an onsite,

[1] For more information on SAP cloud-based quick start for rapid-deployment solutions, visit http://bit.ly/K1mb33.

Project Scenario	Delivery Model	Suggested SAP Implementation Services	Ideal Delivery Mix
Customer wants SAP experts to review the project and identify any quality concerns	Expert-based	▪ Quality Assurance Review Session	100% onsite
Customer wants to design and innovate to-be sales processes and implement SAP solutions using industry standards and best practices	Design-based	▪ Detailed blueprinting workshop ▪ SAP CRM rapid-deployment solution	50% remote, 50% onsite
Customer wants to implement defined to-be sales processes according to industry standards and best practices, as well as enhance the capability to target potential customers using SAP solutions	Assemble-to-order	▪ SAP CRM rapid-deployment solution ▪ SAP rapid-deployment solution for customer segmentation with SAP HANA	70% remote, 30% onsite
Customer already has a strong sales process running with the help of SAP CRM and wants to further improve the performance of analyzing customer data	Industrialized	▪ SAP rapid-deployment solution for customer segmentation with SAP HANA	90% remote, 10% onsite

FIGURE 1 ▲ Examples of suggested SAP Advanced Delivery Management delivery models and services based on different project scenarios of the same customer

❶ Start	❷ Deploy	❸ Run
▪ Project management ▪ Kick-off workshop participation ▪ Preparing technical infrastructure **Accelerators/Deliverables** ▪ Consulting delivery guide ▪ Project schedule ▪ Work breakdown structure ▪ Service delivery model roles and responsibilities ▪ Request for consultants template ▪ Process descriptions ▪ Process-flow documents ▪ Kick-off presentation ▪ Consumption guide ▪ Predelivery requirements and checklist	▪ Solution realization ▪ Master data load ▪ Refinement workshop and refinement realization ▪ Knowledge transfer to key users **Accelerators/Deliverables** ▪ Installation guide ▪ Solution documentation ▪ SAP Solution Manager content ▪ Best-practices content (preconfiguration) ▪ Configuration activities ▪ Consulting delivery guide ▪ Implementation content	▪ Performance tests ▪ End-user training ▪ Sign-off of solution ▪ Go-live preparation ▪ Go-live ▪ Post go-live support and activities ▪ Improvements and roadmap workshop **Accelerators/Deliverables** ▪ Test cases ▪ Deliverable acceptance forms ▪ Training materials, such as process-flow recordings ▪ Go-live checklist

FIGURE 2 ▲ Examples of standard accelerators for each implementation phase, delivered with SAP Advanced Delivery Management

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virtual implementation and collaboration platform that fosters more flexible and cost-efficient remote delivery. By using the delivered accelerators and available templates, implementations can be done in a matter of days or weeks, reducing the time and costs of engaging your resources in the project (see "The New Standard for Implementations" sidebar).

- **No surprises.** Instead of being billed by time and material, businesses are now paying for the services and intended outcome. In many cases, you will know the effort, cost, and result of the implementation before the project starts.
- **Consistent quality.** SAP Advanced Delivery Management has an integrated infrastructure to assist you with project tasks such as scoping and planning, as well as the execution and monitoring of the implementation. The new approach provides you with templates, business processes and configuration guidance, test cases, and training materials to ensure your project and solution are delivered with consistent quality.
- **Faster adoption of innovation.** When deploying SAP Rapid Deployment solutions and services involving SAP HANA and mobility, SAP Advanced Delivery Management allows you to take advantage of these innovative technologies more quickly, with faster ROI and lowered risks.

Take the Next Step

Committed to transforming the industry with this new award-winning[2] delivery approach, SAP will continue to engineer similar services and rapid-deployment solutions to provide even more options for our customers. We invite you to be part of this revolutionary process and accelerate your projects and time to value while reducing the services-to-software ratio.

For more information, including a schedule of SAP Advanced Delivery Management webinars, visit **http://scn.sap.com/community/advanced-delivery-management**. ■

[2] SAP Advanced Delivery Management received the 2012 Vision Award from the Technology Services Industry Association. See http://bit.ly/Jpi4cl for more details.

Speed Is the Biggest Advantage: Why Mitsui & Co., Ltd. Uses SAP's Cloud

During SAPPHIRE NOW in Orlando, Mitsui & Co., Ltd. shared its experiences using the cloud with two project implementations: a pilot SAP Sales OnDemand project, and a prototype development and validation project using SAP infrastructure in the cloud.

Ikuo Hayashi, General Manager, Technology Planning Office at Mitsui & Co., Ltd., noted that speed is the greatest advantage that users have received from using the cloud: "No time is needed to prepare the environment, and templates are ready to use. There is no waste. Also, by showing the solution to end users, the business is clear about what it will get, and this reduces risks."

To view interviews with Mitsui & Co., Ltd. at SAPPHIRE NOW, please visit **http://bit.ly/KnZQJG** and **http://bit.ly/LixBNQ**.

The New Standard for Implementations

With SAP Advanced Delivery Management, businesses in all industries can implement new solutions in a matter of weeks. Here are just a few examples of successful implementations:

- A customer service company completed its SAP ERP implementation in 12 weeks.
- A manufacturing company implemented SAP Customer Relationship Management (SAP CRM) in 16 weeks.
- A life sciences company implemented SAP CRM in 13 weeks.
- A chemical company implemented Sybase Mobile Sales for SAP CRM in 7 weeks.
- A public services organization implemented SAP Supplier Relationship Management (SAP SRM) and SAP NetWeaver Master Data Management (SAP NetWeaver MDM) in 16 weeks.
- A pharmaceutical company implemented SAP CRM in 15 weeks.
- A public services organization implemented SAP Learning Solution in 13 weeks.

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