

# Driving Digital Transformation with SAP® Enterprise Support



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# Executive Summary

The digital economy is real, and it's here to stay. The convergence of five technology trends – hyperconnectivity, supercomputing, cloud computing, a smarter world based on business outcomes, and cybersecurity – has resulted in a digital economy with a staggering pace of change. The SAP® Enterprise Support offering empowers our customers to [master that change and realize value](#) by providing them with tools, support, and education.

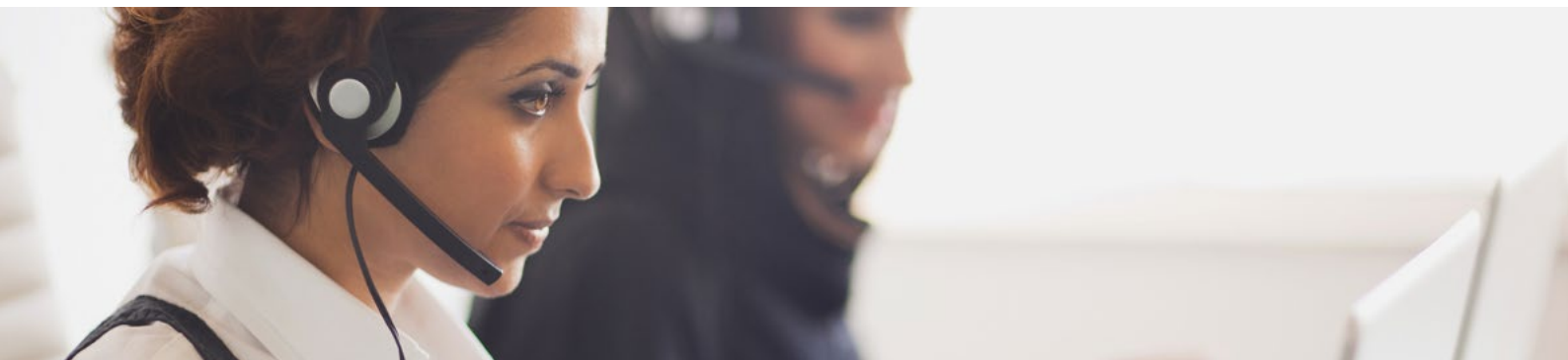
While the digital economy offers tremendous opportunities to companies and consumers, it also poses significant challenges to organizations on their digital transformation journey.

The expectations of consumers, customers, partners, suppliers, and investors, as well as employees and managers, continue to grow. Everyone wants relevant, personalized, and real-time insight and transparency in a user-friendly, device-independent way. Companies are under increasing pressure to be more agile and drive value from the digital economy. And, at the same time, shareholders demand that organizations cut operational costs and justify the value from their investments.

To respond to these challenges, companies are adapting to the rapidly changing business envi-

ronment by embracing new technologies and innovations. In taking this step, they face the challenge of integrating and harmonizing systems, ever-larger data volumes, interfaces, and entire networks in a secure yet flexible way, as well as managing software landscapes on premise, in the cloud, and in hybrid deployments.

To help organizations prepare for this digital world and capture new opportunities, we offer our customers an accelerated, game-changing path to becoming a digital enterprise, driven by our digital business framework with SAP S/4HANA® as the digital core. As customers assess their readiness to adopt new technologies and innovations, they may not be aware of the support role their enterprise software provider can play in easing the transition into the digital economy.





**SAP Enterprise Support** plays a pivotal role in enabling digital transformation. Its core capabilities remain the foundation for customer success: collaboration, empowerment, innovation, value realization, and mission-critical support.

SAP Enterprise Support helps customers address three key opportunities in the digital age:

- Fast transition to digital business solutions, using proven capabilities of SAP Enterprise Support to identify, implement, optimize, and utilize innovations for business outcomes over the entire application lifecycle
- Effective management of hybrid landscapes emerging in digital scenarios. **The SAP ONE Support** program enables a seamless, end-to-end support experience across all deployment scenarios. SAP Enterprise Support is the foundational support offering to capture the benefits from SAP ONE Support, built into every cloud solution<sup>1</sup> and the first choice for on-premise landscapes.

- Business outcomes driven through a powerful, value-based methodology to improve customers' business and IT performance based on benchmarks, best practices, and targeted improvement recommendations; and reallocation of investments in SAP solutions to new, digital, on-premise or cloud solutions in combination with innovation adoption and implementation services

SAP Enterprise Support is the essential support offering for customers on their path to become a digital enterprise.

Digital transformation is accelerating exponentially, providing market-changing opportunities for companies across all industries and sizes, reshaping their business models, and blurring industry boundaries.<sup>2</sup>



#### FOOTNOTES

1. Rollout in progress
2. George Westerman, Didier Bonnet, and Andrew McAfee, "The Nine Elements of Digital Transformation," MIT/Sloan Review, January 2014.



# Digital Transformation Powered by SAP Solutions and Services

Digital transformation – the use of technology to radically improve the performance, speed, or reach of enterprises – is accelerating exponentially, providing market-changing opportunities for companies across all industries and sizes, reshaping their business models, and blurring industry boundaries.<sup>2</sup> Research shows agile companies that have embraced the digital world and execute on their digital strategy are creating significantly higher value compared to peers: +9% revenue creation, +26% impact to profitability, and +12% market valuation.<sup>3</sup>

SAP is the partner of choice for digital transformation. With more than 40 years of experience in over 25 industries, we have a clear perspective on our customers' requirements in a digital transformation journey:

- Speed in setting up new business models
- Consistency and integration in a world of decentralized initiatives
- Simple and pragmatic solutions
- Flexibility in configuration of end-to-end solutions
- “Servitization” with outcome-based solutions as a service and best-business results

Our response to these requirements is the digital business framework, with SAP S/4HANA as its digital core and its five pillars of workforce engagement, omnichannel and customer experience, business networks, the Internet of Things, and the SAP HANA® platform.<sup>4</sup>

The picture is changing. The tightly coupled, on-premise business suite of the past is evolving into an open, flexible landscape of solutions, which together reflect the suite principle in a hybrid landscape. This flexible, integrated suite strategy gives customers the choice to design their SAP software landscape without enforcing deployment paradigms by offering seamless business process integration, end-to-end business performance monitoring, and complete supportability in the overall landscape.

SAP Enterprise Support is a core element in helping customers to reap the benefits of digital transformation. It enables customers to design their digital transformation road map, identify and implement best practices with minimal business disruption, and optimize their hybrid landscapes for continuous innovation based on an end-to-end support experience. SAP Enterprise Support is tailored to meet customers' needs, leveraging our know-how and industry-specific process expertise to deliver better business outcomes.

3. George Westerman, Didier Bonnet, and Andrew McAfee, “The Nine Elements of Digital Transformation,” MIT/Sloan Review, January 2014.

4. “The Digital Advantage: How Digital Leaders Outperform Their Peers in Every Industry,” Capgemini Consulting, November 2012.

5. “Value Creation in a Digital Economy: Adapt or Die in a Digital World Where the Consumer is in Charge,” SAP SE, 2015.



# SAP Enterprise Support as the Foundation for Customer Success

SAP Enterprise Support provides the engagement foundation for customer success in the digital economy.

The proven, core qualities of SAP Enterprise Support remain the foundation for customer success:

- Collaboration with SAP experts and peers, for example, with experts in the SAP Enterprise Support advisory team
- Empowerment through, for example, the SAP Enterprise Support Academy program and SAP Solution Manager to manage the entire application lifecycle, integrated across on-premise, cloud, and hybrid deployments
- Innovation and value realization through, for example, the SAP Enterprise Support opportunity report for benchmarked business and IT performance improvement opportunities from SAP Enterprise Support
- Mission-critical support, for example, with corrective action plan proposals<sup>5</sup>

To drive digital transformation based on this foundation, three key elements stand out:

- **Fast and consistent innovation adoption.**

Customer success in the fast-changing digital world depends on speed and agility. To keep pace with changes, customers need the ability to quickly introduce new innovations in hybrid landscapes and do so in ways that minimize cost and risk. A substantial flow of innovations is a core part of our maintenance and support offerings. Tools and services provided by SAP Enterprise Support enable customers to quickly identify, safely implement, and realize value from these innovation opportunities.

- **Seamless, end-to-end support for business processes in hybrid landscapes.** In hybrid landscapes, customer success depends on fast and reliable action to prevent and resolve issues – ideally, proactively before they impact business continuity. This is a core value proposition of SAP Enterprise Support as the foundation to deliver a seamless, end-to-end support experience in hybrid landscapes.
- **Business outcomes from the digital business framework.** Success in the digital economy is measured by the ability to drive sustainable business outcomes using the digital business framework. In the new digital world, customers need the capabilities to measure and optimize business processes and IT performance across hybrid landscapes. Dedicated tools and methodologies of SAP Enterprise Support help customers identify impactful, benchmarked improvement areas with the biggest value potential, together with a recommendation of support services to best address these opportunities.

Let's take a closer look at the following elements:

1. Fast and consistent innovation adoption
2. Seamless support for business processes in hybrid landscapes
3. Business outcomes from the digital business framework

## 1. FAST AND CONSISTENT INNOVATION ADOPTION

The first, and baseline, element of fast and consistent innovation adoption is driven by our mainstream maintenance strategy that is embedded in our support services.

6. For priority 1 incidents.







In many industries, investment decisions span many years, or even decades, and our customers expect long-term investment security. For SAP Business Suite applications running on premise, we will continue to deliver innovations through SAP enhancement packages under prolonged mainstream maintenance until 2025.

For SAP S/4HANA software running on premise, we deliver innovation through:

- Feature packages, which include smaller functional enhancements and are planned on a quarterly basis
- New releases, which contain larger innovations and are planned on an annual basis

Through the sequence of releases, we will provide a long-term planning timeline for SAP S/4HANA, with continuous innovation and long-term planning cycles, until 2025.

For details, see the [SAP Release Strategy](#) on the SAP Support Portal destination.

We currently make thousands of innovations available, many of them included in our customers' maintenance agreements, such as in SAP Fiori® apps. Customers expect help and guidance in evaluating these innovations and identifying which are most relevant for them. The same applies to identifying the most relevant of over 1,100 innovations, support deliverables, services, best practices, and tools that are part of SAP Enterprise Support offerings.

SAP Enterprise Support is the engagement foundation for transformation to the digital core and the cloud through tools and services, such as:

- **Innovation discovery service for SAP products**  
Targeted identification of innovations that are most likely to be relevant for the specific landscape of a customer
- **Business scenario recommendations**  
Identification of business scenarios where new solutions could add most value based on customer consumption patterns
- **SAP Fiori apps reference library**  
Guidance in identifying the most attractive SAP Fiori apps based on customer usage scenarios
- **Accelerated innovation enablement sessions**  
In-depth meeting with an SAP solution architect to help evaluate new functionality
- **SAP Enterprise Support value maps**  
Intuitive navigation through the support offerings and tools available from SAP Enterprise Support, enabling customers to find the right service packages to achieve business or IT targets

Example: **SAP® Enterprise Support Value Maps: SAP S/4HANA® & SAP HANA®**:

- Discover business value from SAP S/4HANA with software targeted for industries and lines of business
- Define a transition strategy and plan the implementation road map
- Prepare infrastructure, data, custom code, rollout to users, and business processes for SAP S/4HANA
- Accelerate the implementation of SAP S/4HANA by using SAP Solution Manager
- Safeguard deployment and enable a smooth start of the production environment
- Set up and optimize operations of SAP S/4HANA
- Build up the know-how to run solutions on the SAP HANA platform at peak efficiency



**SAP Solution Manager** is our application lifecycle management tool to strengthen and accelerate the transition to the digital business framework and help customers manage resulting hybrid landscapes.

Customers can:

- Leverage best practices, methodology, and guided configuration to deliver innovation cycles that are faster and less service intensive
- Use ready-to-run business processes, migration, and integration content from the **SAP Activate** innovation adoption framework to expedite implementation of SAP S/4HANA
- Reduce efforts and risks related to testing and adoption of custom developments significantly
- Prepare databases for migration to the SAP HANA database
- Validate and continuously optimize business processes, including end-to-end business process modeling and lifecycle management

## 2. SEAMLESS SUPPORT FOR BUSINESS PROCESSES IN HYBRID LANDSCAPES

Providing integration, monitoring, and user support across all deployment scenarios (on premise, in the cloud, or hybrid) is a major challenge for all companies in the digital world. In fact, most companies find that complexity is the greatest barrier to achieving digital transformation and unlocking the value of today's digital economy.<sup>6</sup>

**SAP Enterprise Support** is our unified, go-to support offering across all deployment scenarios. It delivers a single, consistent experience and aligned support processes and infrastructure –

regardless of whether customers use on-premise SAP solutions, the SAP Cloud portfolio, or a combination of the two in hybrid landscapes.

In all deployment scenarios, we support products and solutions through the **SAP ONE Support** program.<sup>7</sup> Designed for flexibility and simplification of the customer experience, it extends the proven value of SAP Enterprise Support to hybrid landscapes and cloud solutions.

**SAP ONE Support** provides customers with globally unified access to support through one access point for all support inquiries (CALL-1-SAP) and one harmonized approach for integrated lifecycle management and supportability across all deployment scenarios.

**SAP ONE Support Launchpad** provides customers with a single entry point and consistent experience for support in administering all SAP solutions and accessing support resources in a single, intuitive, mobile-enabled interface across on-premise, cloud, and hybrid deployments.

In hybrid scenarios, **SAP Solution Manager 7.2**<sup>8</sup> enables the collaboration between customers and their cloud providers for a variety of scenarios, such as solution documentation, performance and availability management, business process management, interface management and integration monitoring, and data consistency management, among others. Through maintenance planning, customers can align maintenance activities of their cloud providers with their own on-premise maintenance events.

7. "Making the Business Case for Managing Complexity," Harvard Business Review, June 2015.

8. Rollout for cloud solutions from SAP is in progress.

9. Some monitoring capabilities in hybrid solutions are already supported by SAP Solution Manager 7.1 SP12 and higher.



Reliability of business-critical processes is more important than ever in hybrid landscapes with regard to topics such as root cause analysis, troubleshooting, and operational models. To address these challenges, we are working on a next-generation support approach that includes real-time support with always-on customer care through chat functionality and scheduled expert sessions. In addition, we will be able to anticipate product-related questions and provide help proactively before an incident occurs.

“As more enterprises integrate on-premise installations and cloud initiatives into hybrid IT environments, managing and coordinating support across multiple solutions can significantly increase the complexity of IT operations. IT organizations are looking for support providers that can simplify and unify interaction with and access to support resources. Programs like SAP ONE Support, with a focus on comprehensive support delivery, can help customers integrate cloud technology, reduce complexity in daily operations, and maximize their IT investments.”

Elaina Stergiades, Research Manager  
IDCSource: “SAP Enhances Support Experience to Lead Customers to the Cloud,” press release from SAP SE, April 29, 2014.

### 3. BUSINESS OUTCOMES FROM THE DIGITAL BUSINESS FRAMEWORK

Ultimately, the success of digital transformation is measured by a new level of business outcomes. Investments in digital solutions must deliver a tangible, measurable business impact. For example, managers and employees alike expect to get the advanced insight they need to make educated business decisions.

To enable this, we offer a customer value experience approach that helps our customers identify how to maximize the value of their investment in SAP software and support and track improvement progress.

This includes helping customers to:

- Identify benchmarked value potential from business and IT performance improvements and innovation adoption opportunities
- Define a value realization road map using quantified business and IT objectives, including an engagement plan created in collaboration with our experts
- Monitor and measure progress of the engagement plan, improvement in business and IT performance, increase in innovation readiness, and value realization
- Benefit from continuous improvement through recurring utilization of established value realization methodology





The SAP® Enterprise Support opportunity report (see Figure 1) identifies areas with the highest value potential for improving business performance. Tailored to the customer's industry and lines of business, the report:

- Focuses on impactful improvement areas by combining key figure measures from the customer's SAP applications with benchmarks from industry peers
- Aggregates information for decision makers with actionable recommendations for next steps and links back to SAP Enterprise Support value maps

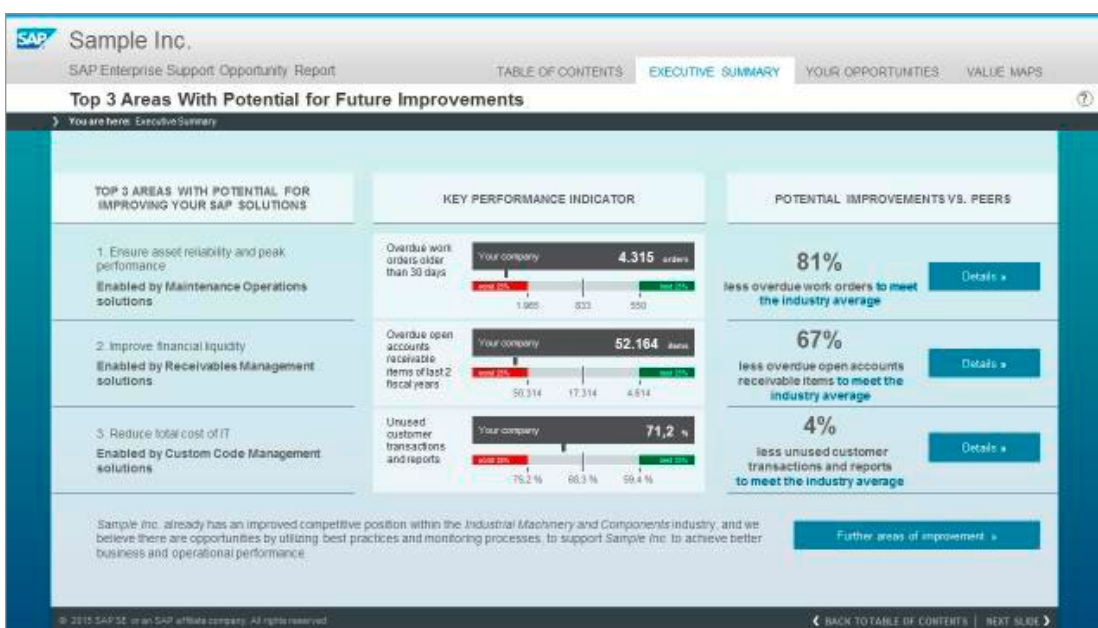
monitoring, alerting, and reporting of business process performance, and technical operations, customers can:

- Gain transparency into core business processes, help drive compliance, and identify potential for improvement through business process monitoring and the SAP EarlyWatch® Alert service
- Continuously monitor and analyze over **800 out-of-the-box metrics** for continuous improvement potential in business processes, such as overdue outbound deliveries, delivery items overdue for billing, overdue customer payments, and so on

**SAP Solution Manager** supports end-to-end application lifecycle management of customers' SAP and third-party components in their hybrid landscapes. With streamlined integration between

The **SAP Enterprise Support value map for business decision makers** helps you identify relevant services, tools, and expertise from SAP Enterprise Support to assess and continuously monitor business processes that have potential for improvement.

Figure 1: SAP® Enterprise Support Opportunity Report



# Commercial Transformation of Existing IT Landscapes

While customers are transforming to the digital world, previous technology and investments in their existing landscapes might become obsolete and need to be replaced. In the past, our customers had repeatedly asked us for some flexibility with regard to trading in unneeded licenses.

To support this, we generally offer commercial flexibility to our customers in evolving their SAP software landscapes. On-premise and cloud extension policies allow customers to reallocate existing maintenance payments to our new on-premise or cloud solutions:

- On-premise extension policy:  
With the purchase of new on-premise licenses and associated maintenance, our customers can partially reduce existing on-premise licenses and associated maintenance payments.
- Cloud extension policy:  
With the purchase of a subscription for one of our cloud solutions, customers can partially reduce existing on-premise licenses and associated maintenance payments.

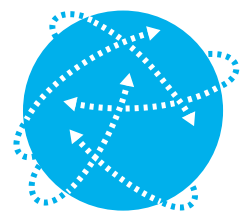
Details about the policies are available on the [SAP Support Portal](#).

The full value for our customers is established in using these commercial opportunities and securing fast innovation adoption; a seamless, end-to-end support experience; and business outcomes in digital landscapes based on SAP Enterprise Support.

"Enterprises can face significant hurdles deploying and integrating cloud solutions into very complex IT ecosystems, so they are looking for pricing and adoption models that offer the flexibility to drive an extension to the cloud at their own pace. Adoption models like this from SAP can help customers streamline their investments in on-premise and cloud solutions, making it easier and more cost-effective to take advantage of these new technologies."

Elaina Stergiades, Research Manager, IDC  
Source: "SAP Offers Fast Track to Innovation Via a Flexible Path to the Cloud," press release from SAP SE, July 24, 2013.

SAP Enterprise Support plays a pivotal role in a customer's digital transformation – helping to accelerate the adoption of innovations, enabling a seamless support experience across hybrid landscapes, and driving business outcomes in digital scenarios.



# Customer Success in the Digital Economy with SAP Enterprise Support

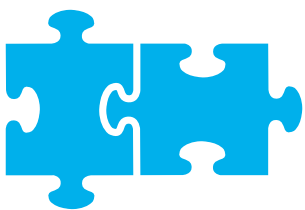
## VARIAN MEDICAL SYSTEMS: SAP® ONE SUPPORT IN HYBRID LANDSCAPES

Varian Medical Systems Inc. develops leading solutions for advancing cancer treatment, radiosurgery, X-ray imaging, and security.

“As part of the cloud and hybrid SAP Enterprise Support value map, we leveraged the continuous quality checks for our SAP SuccessFactors learning and management system go-live. The value map provided guidance and recommendations in remediating issues on both a proactive and reactive basis. Go-live analysis and verification sessions provided us parameter settings, system recommendations, and SAP Best Practices packages for an optimal run before and after go-live. An expert monitored our system for the first five days to prevent any unforeseen issues. All of this saved us three days of setup and execution time.”

Manish Das, Senior Manager, EAS, Varian Medical Systems Inc.

**SAP Customer Quote Program:** Quote number: 993721/2015.



We generally offer commercial flexibility to our customers in evolving their SAP software landscapes. On-premise and cloud extension policies allow customers to reallocate existing maintenance payments to our new on-premise or cloud solutions.



## **INNER MONGOLIA YITAI GROUP: ACCELERATED INNOVATION ADOPTION**

Inner Mongolia Yitai Group Co. Ltd. provides both railway transportation and coal-related products. Based in China, it has over 7,600 employees.

### **Situation:**

Inner Mongolia Yitai Group wanted to transform its system landscape with migration to the SAP HANA® platform to achieve greater efficiency and a smaller database.

### **Engaging SAP® Enterprise Support offerings:**

The customer used the business scenario recommendations for SAP Business Suite powered by SAP HANA as a road map for migration. Using the SAP Enterprise Support value map for SAP HANA, the customer mitigated risk of downtime during cutover with 24x7 support and safeguarded the project with continuous quality checks.

### **Outcome:**

Inner Mongolia Yitai Group was able to successfully deploy its foundation platform on SAP HANA in just six months using internal resources only, and achieved savings of more than ¥4 million (US\$599,700) on implementation costs. As a result, Inner Mongolia Yitai Group is now prepared to deliver future innovations.

“With SAP Enterprise Support, we successfully upgraded our ERP system and migrated to SAP Business Suite powered by SAP HANA within six months and with our internal resources only. This saved us at least 4 million yuan. The new system also prepares us for future development and more innovations.”

Kun Liu, IT Director, Inner Mongolia Yitai Group Co. Ltd.

[Read the full Business Transformation Study](#)



## MADURA FASHION & LIFESTYLE: DRIVING BUSINESS OUTCOMES

Madura Fashion & Lifestyle is a retail apparel company based in India with 1,200 employees.

### Situation:

The company needed to establish a robust IT system and deploy SAP solutions to respond more quickly to its discerning customers.

### SAP Enterprise Support engagement:

The customer engaged value realization methodology, achieved a value-based service plan with defined business and IT objectives, and leveraged the SAP Enterprise Support opportunity report and the business scenario recommendations for SAP S4/HANA.

### Outcome:

The company was able to achieve significant savings with a comprehensive road map for implementing efficient IT operations. In addition, the company:

- Reduced custom code by 45%
- Improved 38 key customer code objects
- Cut database size by 500 gigabytes

The company set a foundation for business innovation with simplified operations and adoption of new innovations from SAP. Recommendations outlined the benefits from the SAP HANA platform, SAP Fiori apps, and SAP S/4HANA.

“This is an excellent and customer-focused initiative from SAP that immensely helped us identify, understand, and bridge the gap between business needs and strategy with underlying technology enablement and deployment. This value-based service as part of SAP Enterprise Support optimizes existing assets and adds new functionality.”

Kuppuswamy Saravanan, Head of IT Business, Madura Fashion & Lifestyle

[Read the full Business Transformation Study](#)





# Value Expansion on Top of SAP Enterprise Support

As mentioned earlier, SAP Enterprise Support provides the engagement foundation for customer success in the digital economy. For customers that want to expand service value, we offer enhanced engagement and collaboration options that build on top of SAP Enterprise Support. These additional support services are SAP Preferred Care, SAP MaxAttention™, and SAP ActiveEmbedded, complemented by SAP S/4HANA Value Assurance service packages.

## SAP PREFERRED CARE

This support offering includes:

- A dedicated SAP customer success manager
- Access to product experts for a specific production system application
- Additional support services that are delivered remotely
- Enhanced service-level agreements (SLAs) with 24x7 prioritized issue handling

## PREMIUM ENGAGEMENTS

Premium engagements provide the highest level of collaboration and additional services to help our customers simplify business and IT and accelerate innovation through a sustainable strategic engagement with us.

**SAP MaxAttention** is a strategic, sustainable partnership that builds optimal IT and business operations to help customers Run Simple. It provides collaboration and co-innovation with us to resolve customer issues in complex landscapes and is adaptable to any organizational setup, including system integrators or partners.

**SAP ActiveEmbedded** supports customers throughout the implementation, operations, and innovation lifecycles. It delivers a powerful combination of on-site services provided by an embedded support team and engineering services performed by our seasoned professionals.

## SAP S/4HANA VALUE ASSURANCE SERVICE PACKAGES

We also offer four [service packages for SAP S/4HANA](#). Because the business transformation agenda differs from customer to customer, we structured all services for SAP S/4HANA into four different engagement packages that help customers transform to the digital core with SAP S/4HANA.



SAP Enterprise Support plays a pivotal role in enabling digital transformation. Its core capabilities remain the foundation for customer success: collaboration, empowerment, innovation, value realization, and mission-critical support.



# Conclusion

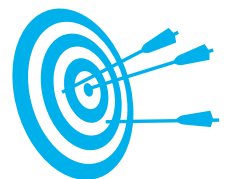
The digital economy, driven by the ever-expanding digitization and evolving consumer demands, is here to stay. To help organizations prepare for this new digital world, SAP is the partner of choice for digital transformation. With more than 40 years of experience in over 25 industries, we provide our customers an accelerated, game-changing path to becoming a digital enterprise by leveraging a digital business framework of solutions and services.

SAP Enterprise Support plays a pivotal role in our customers' journey to the digital business framework – helping to accelerate and safeguard the adoption of on-premise and cloud innovations; enabling a seamless, end-to-end support experience across hybrid landscapes; and driving business outcomes in digital scenarios. It is the best complement of our general extension policy to reallocate a customer's investment in SAP solutions to new innovations and help them capture value from their new investments.

## FOR MORE INFORMATION

Maintenance strategy	<a href="https://support.sap.com/release-upgrade-maintenance/maintenance-strategy.html">https://support.sap.com/release-upgrade-maintenance/maintenance-strategy.html</a>
Support welcome	<a href="https://support.sap.com">https://support.sap.com</a>
Support offerings	<a href="https://support.sap.com/support-programs-services/offerings.html">https://support.sap.com/support-programs-services/offerings.html</a>
SAP® Enterprise Support	<a href="https://support.sap.com/enterprisesupport">https://support.sap.com/enterprisesupport</a>
SAP Enterprise Support opportunity report	<a href="http://www.sapsupport.info/support-innovations/eso">www.sapsupport.info/support-innovations/eso</a>
SAP Preferred Care services	<a href="https://support.sap.com/support-programs-services/offerings/cloud-support/preferred-care.html">https://support.sap.com/support-programs-services/offerings/cloud-support/preferred-care.html</a>
SAP S/4HANA® Value Assurance service packages	<a href="http://www.sap-digital-business-services.com/support-offerings/s4hana-service-packages">www.sap-digital-business-services.com/support-offerings/s4hana-service-packages</a>

Dedicated tools and methodologies of SAP Enterprise Support help our customers identify targeted, benchmarked improvement areas with the biggest value potential, together with a recommendation of support services to best address these opportunities.



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