

Innovating Without Disruption with the Control Center Framework

Conquering Complexity and Reimagining Everything

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Harnessing Revolutionary Innovation for Your Digital Enterprise

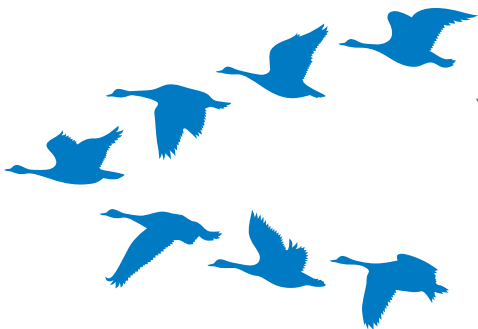
Hyperconnectivity, workforce mobility, Big Data, cloud computing – these trends challenge legacy business models today. To move forward in this climate, you must master change and stay agile, transforming your business around a digital core to [put new ideas into action quickly](#). The Control Center Framework can help, encouraging innovation while protecting performance and maximizing value from your SAP® software.

MANAGE THE NEED TO TRANSFORM YOUR BUSINESS

To help your organization compete successfully in the 21st century, you need to gain maximum business insight from the Internet of Things and Big Data – and keep a highly mobile workforce informed, engaged, and creative. Achieving these goals takes nothing less than digitizing your entire value chain and transforming the way you do business. You must generate new solutions that drive organizational strategy forward, support new business models, and introduce revolutionary capabilities.

KEEP PERFORMANCE LEVELS HIGH

But you cannot succeed on the strength of creative innovation alone. You must also continue your efforts to streamline operations. You must ensure that your global software environment is available 24x7 wherever and however stakeholders use it. And you must carefully control costs, conserve resource consumption, and deliver a high return on investments. To help you meet your many operational challenges, SAP is committed to bringing flexible performance-enhancing solutions to market.



You must introduce revolutionary capabilities, and you must also continue your efforts to streamline operations.



MOVE AHEAD WITH NEW SAP SOLUTIONS

The SAP HANA® platform has revolutionized the way successful companies operate, converging data from online application processing (OLAP) and online transaction processing (OLTP) in one powerful in-memory database. And with SAP S/4HANA®, our next-generation business suite, we bring you the core of a digital transformation, liberating your business to Run Simple at lightning speed and pull ahead of your competitors.

The mission of the Digital Business Services organization from SAP is to help you complete your 21st-century digital transformation. To help you manage your SAP software environment holistically for efficiency, agility, and profitability, we've developed the Control Center Framework, consisting of the SAP Innovation Control Center, the SAP Operations Control Center, and the SAP Mission Control Center. The framework lies at the heart of engagements with the SAP MaxAttention™ and SAP ActiveEmbedded offerings, and with the SAP S/4HANA Value Assurance service packages. These varied support offerings deliver expertise at a wide range of levels to help you implement new technologies and services with minimal disruption

while maximizing the value of existing and new solutions.

TAKE ADVANTAGE OF THE CONTROL CENTER FRAMEWORK

The Control Center Framework consists of SAP Mission Control Centers at various SAP locations and the SAP Innovation Control Center or SAP Operations Control Center at your site. Together these provide an infrastructure carefully engineered to help you accelerate implementations, enable revolutionary capabilities, create new solutions that fulfill business strategies, and support new business models. Using this framework, you can complete an efficient digital transformation for your organization, innovating on an SAP platform with SAP solutions and services.

The Control Center Framework gives you access to on-site and remote expertise, best practices, and proven methodologies and tools to accelerate innovation or establish operational excellence. You can Run Simple whether you're incorporating new technologies from SAP or seeking new value from existing solutions.

SAP S/4HANA® is uniquely designed to help you comb out the tangles of growing business complexity so you can Run Simple and discover new opportunities to boost revenue. With SAP S/4HANA, you can work outward from a digital core to optimize your business for innovation.

The Digital Business Services organization can help orchestrate and deliver SAP S/4HANA in the cloud, on premise, or in a hybrid environment. Let us help you reimagine your user interface, system configuration, and data models with this ground-breaking software solution for real-time business. Whether you're upgrading your current SAP® software landscape, already using the SAP HANA® platform, or starting from scratch, our experts are ready to guide you on your journey to SAP S/4HANA. And whether you manage an implementation internally, with an SAP partner, or with an SAP team, there's a service package for SAP S/4HANA that fits your IT and business requirements.

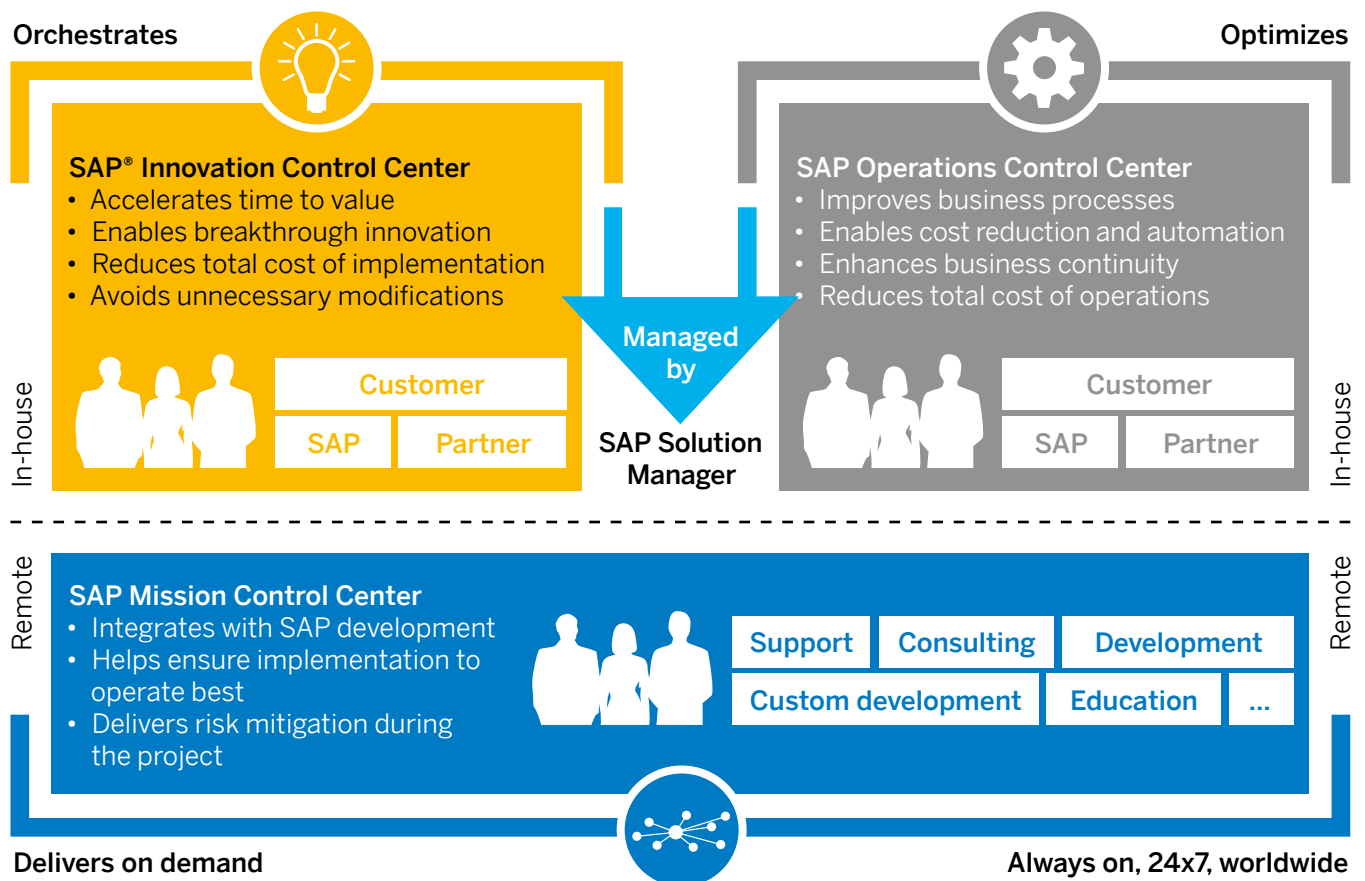
Transforming IT to Maximize Business Value

START WITH A PROVEN UNDERLYING METHODOLOGY

As Figure 1 illustrates, the Control Center Framework is a dynamic structure that encourages collaboration among innovation experts

and operations experts in SAP and at your site, with the SAP Mission Control Center at the core, guiding all customer projects and connecting on-site experts with additional experts within SAP.

Figure 1: Interaction Among the SAP Innovation Control Center, SAP Operations Control Center, and SAP Mission Control Center





ACCELERATED IMPLEMENTATIONS WITH THE SAP INNOVATION CONTROL CENTER

The SAP Innovation Control Center supports your mid- to long-term innovation plans, focusing on improving the speed and implementation costs of new solutions. Building on model companies, preconfigured prototype-based deployments, and packaged safeguarding offerings, the SAP Innovation Control Center helps drive innovation, accelerate implementations, and reduce risk of business disruption. The SAP Innovation Control Center is the delivery framework that combines a set of experts, services, and tools with direct connection to our vast enterprise-wide expertise. Bringing you our deep knowledge of SAP software, an innovation team with a lead from the innovation control center identifies innovation potential, provides best-practice guidance, and addresses gaps during the software design phase to minimize deviations from standard functionality. These activities enable breakthrough innovation, improve time to value, and reduce costs by utilizing standard solutions and making efficient use of SAP experts. When the SAP Innovation Control Center is established for your innovation-focused projects, our product experience and expertise can help you achieve your business and IT goals more quickly and at lower cost.

RUN SIMPLE WITH THE SAP OPERATIONS CONTROL CENTER

Once you go into production, the SAP Operations Control Center takes charge to help you run your business-critical solutions with the same factory-like efficiency. The SAP Operations Control Center forms a layer across and above typical IT departments generally responsible for

day-to-day technical operations. With the TQM now on-site, the SAP Operations Control Center team provides transparency on the health of the full IT landscape and underlying software components. It monitors the execution of core business processes and tracks key operational metrics such as system availability, business process availability, end-user experience, and business process performance. You stay informed on operational issues, and when exceptions arise, this control center determines the impact of major incidents on business processes and takes immediate action, using root cause analysis in SAP Solution Manager to resolve the situation before it can degrade profitability.

The SAP Operations Control Center team immerses itself in your system landscape to gain a full understanding of the operational challenges you face, both internally and in the global marketplace. Team members help you promote greater transparency through centralized monitoring tools and standardized operational procedures that help keep your organization running at peak performance. You can control operating expenses and capitalize on new opportunities for innovation. Because the SAP Operations Control Center can be designed around more than 900 business-driven key performance indicators and value drivers, it helps reduce operational costs by identifying process-related issues, conducting trend analysis and benchmarking, and helping your IT organization increase its business value. By focusing on continuous improvement and optimization, you can enhance operations all across your business over the long term.



ORCHESTRATE SUPPORT THROUGH THE SAP MISSION CONTROL CENTER

SAP Mission Control Centers are responsible for orchestrating the activities of the two control center teams. Located at various SAP sites across the globe, they connect our experts in real time to the SAP Innovation Control Center or SAP Operations Control Center at your location. Managed by senior specialists from SAP, the SAP Mission Control Centers work behind the scenes to proactively identify and resolve inefficiencies in your software landscape using standard SAP software and proven best practices. The interdisciplinary workforce of highly experienced support, professional-services, development, customization, industry, and product specialists helps maximize the value of your entire SAP software environment. And it connects product and integration experts across the globe directly with you and your implementation partners in a one-team approach. Together, all components of the Control Center Framework give you access to a vast range of on-site and remote expertise and all the tools and methodologies we've fine-tuned over four decades of providing services and support to our customers worldwide. SAP currently employs nearly 80,000 people – each of whom

is a potential resource for you through the SAP Mission Control Center.

To perform their jobs effectively, both the SAP Innovation Control Center and SAP Operations Control Center must constantly communicate with the SAP Mission Control Center. All three components of the Control Center Framework work together in an integrated structure to offer a wide array of service types, from safeguarding customer- and partner-led projects, through acting as a full solution provider, to helping you execute your long-term digital strategy.

Our accumulated know-how simplifies implementations by helping you sidestep known issues and avoid starting down the wrong path. In daily operations, the SAP Mission Control Center and SAP Operations Control Center help ensure optimal performance, so you can increase user satisfaction, lower total cost of ownership, and make the most of your SAP software investments. During the innovation projects you pursue, the SAP Mission Control Center and SAP Innovation Control Center offer advice and speed up implementations that deliver value well into the future.



The Control Center Framework lies at the heart of advanced support offerings and consists of the SAP Innovation Control Center, the SAP Operations Control Center, and the SAP Mission Control Center.

Exploring Examples of Control Center Interaction

The SAP Mission Control Center functions like NASA mission control during a shuttle flight. As they travel through space and execute their various assigned tasks, the astronauts are connected to the ground at all times through the mission control facility. They have real-time access to experts from all applicable fields to help resolve any difficult technological issues and address any unexpected events.

CONNECT YOUR PROJECT TO THE GLOBAL SAP SUPPORT NETWORK

Here's an example of the way your SAP Innovation Control Center interacts with the SAP Mission Control Center. Suppose you are implementing a new cloud solution from SAP that interfaces with your existing on-premise ERP system, and this type of hybrid scenario is new for your organization. As part of the project, you have functional experts on the cloud solution; but you have some concerns about the best way to implement the end-to-end business process across the two systems with the scalability of the critical interfaces involved. The team in your SAP Innovation Control Center will work with your project team on the design. If a solution question can't be resolved directly, the SAP Innovation Control Center team can reach out to the SAP Mission Control Center, and a description of the issue will be given to a solution architect with the appropriate expertise to propose a solution.

From the SAP Mission Control Center, the solution architect can explore possible revisions with other colleagues, or involve SAP's development organization, and ultimately chooses the best option to resolve the issue. Connecting in real time with your SAP Innovation Control Center team, the solution architect demonstrates the option through application sharing so you can review it. After review and revision where necessary, your team can accept the resolution and move forward with the project.

DEVELOP BEST-PRACTICE DOCUMENTS AND GUIDED PROCEDURES

In another example, the components of the Control Center Framework interact to create best-practice documents and guided procedures based on SAP experience. The best-practice documents articulate procedures that the SAP Mission Control Center can supply to your SAP Innovation Control Center or SAP Operations Control Center as required. And guided procedures in SAP Solution Manager provide more intuitive, context-specific help to ensure that team members perform all steps in full and in the correct sequence to complete a particular task. With both types of assistance, you benefit from previously tested procedures and proven approaches to common scenarios without having to consult an expert on-site.



IMPLEMENT DASHBOARDS SPECIFIC TO YOUR BUSINESS

In a third example, the team members from Digital Business Services can view all messages and metrics related to your software environment on a dedicated dashboard in the central control room of the SAP Mission Control Center. The dashboard displays information on high-priority situations – such as production downtime – reported through the service desk functionality of SAP Solution Manager. It also provides an overview of such critical information as services provided, deadlines approaching, events pending, and other data relevant for ongoing implementation projects and innovation initiatives. This information displays on the dashboard in priority order until you complete the project or we've resolved the issue together. The dashboard always maintains a complete history of our interaction with your company, so all stakeholders can research past issues and monitor consistent delivery of services.

MANAGE KEY ISSUE RESOLUTION SCENARIOS IN SITUATION ROOMS

As a last example, the SAP Mission Control Center provides specialized expert teams to facilitate engagements through the SAP MaxAttention or SAP ActiveEmbedded offerings, or SAP S/4HANA Value Assurance service packages. To address complex situations, these teams can retreat to dedicated customer situation rooms where they can connect in real time with team members in the SAP Innovation Control Center or SAP Operations Control Center at your location and with experts anywhere within SAP. The project status is always visible to everyone involved.

Each SAP Mission Control Center also keeps situation rooms available for discussing specific topics in various development areas within SAP. This secondary function of the SAP Mission Control Center integrates SAP development teams quickly and comprehensively with your project teams to address any emerging situation your business faces. In addition, discussions in these rooms can help further develop and optimize your processes – allowing SAP experts to fine-tune support procedures and analyze, support, and optimize software and service offerings to meet your evolving requirements.

SAP® Solution Manager typically manages the logistics of collaboration in the Control Center Framework. It documents your system landscape and the interaction of your business processes and provides SAP Mission Control Centers with the transparency and insight to identify concerns and address them quickly. For issues that require additional consultation, you can connect in real time to the SAP Mission Control Center through your SAP Innovation Control Center or SAP Operations Control Center.

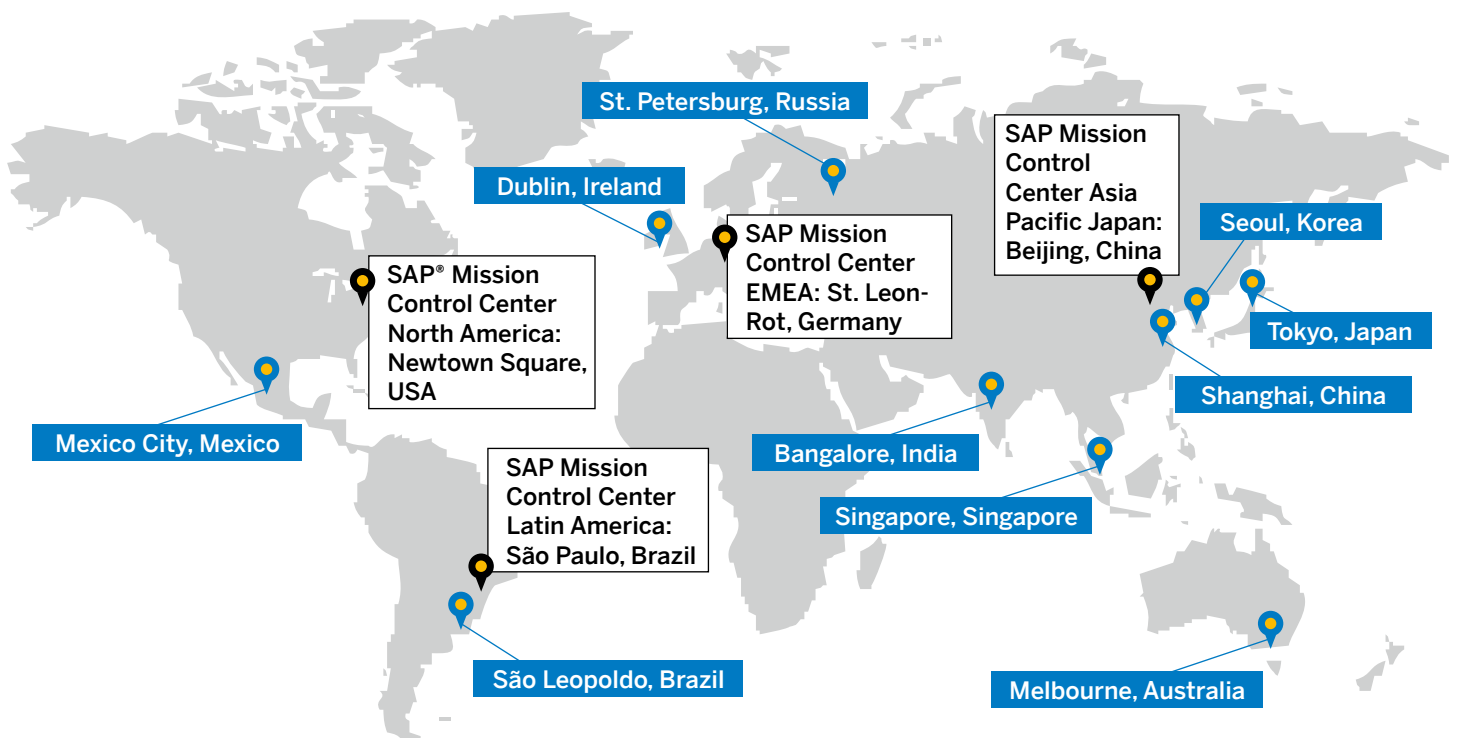
Tallying the Benefits

ENJOY GLOBAL COVERAGE

SAP Mission Control Centers are located across the globe, as illustrated in Figure 2. All are interconnected, work with a common infrastructure and service management system, and enable year-round 24x7 coverage for all kinds of business

issues. Working with your SAP Innovation Control Center or SAP Operations Control Center, we can bring experts on board across regions as situations demand. This translates into seamless access to the expertise you need, when and where you need it most.

Figure 2: Worldwide Locations of SAP Mission Control Centers



GAIN CONTROL IN BUILDING AND RUNNING SAP SOLUTIONS

Whether you're targeting higher levels of performance through your SAP Operations Control Center or implementing new solutions through your SAP Innovation Control Center, your business gains the expertise and advice it needs to deliver real results. The SAP Mission Control Center stands ready to help you realize optimal value from SAP and non-SAP software and technology – whether you're integrating a new application or redesigning the way you do business.

EVOLVE FROM A TRADITIONAL IT GROUP INTO A BUSINESS VALUE CENTER

With the Control Center Framework, you can transform IT into an engine for business innovation that earns well-deserved recognition as a key driver of business strategy. With fewer modifications in your enterprise software environment, you can simplify technical infrastructure and lower IT costs. With the next-generation enterprise software in SAP S/4HANA, you can build an IT landscape for real-time business around a digital core that adapts and scales by quantum leaps. And that means you can seize evolving opportunities to serve customers better and outperform your competitors in the fast-paced and ever-changing global marketplace. In short, taking advantage of the control center framework from SAP helps you conquer complexity and reimagine everything.

LEARN MORE

Find out how the Control Center Framework lets you get the most out of your SAP software environment. Call your SAP representative, or visit us at www.sap-digital-business-services.com.



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