Today’s economy is a digital economy – where nearly everything and everyone is connected. For businesses like yours, the opportunities are immense. These include new markets, new business models, and new sources of value made possible by new technologies such as cloud, mobile, social, and Big Data. But in a digital economy, complexity is the enemy. How are you going to respond?
INNOVATION FROM SAP AND INNOVATION WITH SAP

Leading companies are responding with digital transformation initiatives aimed at conquering their internal complexity and reimagining more customer-centric business models. The goal is to Run Simple – and SAP is helping with powerful next-generation solutions that support your business objectives with innovation from SAP as well as coengineering opportunities and services that enable you to innovate with SAP.

SAP® S/4HANA, for instance, is an end-to-end next-generation business suite that incorporates and delivers SAP innovation for success in the digital economy. With support for lines of business across dozens of industries, SAP S/4HANA helps you establish a digital core that connects people, devices, and business networks in real time. You can digitize mission-critical business processes and improve the customer experience. And you can establish a single source of truth for real-time insights that enable you to predict, simulate, and plan for business outcomes.

At the core of SAP S/4HANA is the SAP HANA® platform – a revolutionary in-memory database that enables you to process incredibly high volumes of transactions in real time. With SAP HANA you can reimagine business models, differentiate from the competition, and seize your advantage through simplification.

The ultimate goal of these offerings is to help you achieve full digital transformation. To help ensure that success, many SAP customers are taking the step toward value and innovation with the SAP MaxAttention™ offering.
Whether you run your landscape on premise, in the cloud, or in a hybrid setup, SAP MaxAttention provides you with the services, methods, and tools you need to succeed in the digital economy. Designed as a holistic service and support engagement, it focuses as much on your business as it does on your technical environment.

On the business side, our goal is to help you build a culture of innovation. We work with executives and lines of business to develop road maps, identify areas of value, and execute plans to achieve strategic objectives. On the IT side, we work with your technical teams to help ensure business continuity, bolster business process simplification, strengthen the efficiency of IT operations, and increase the value of your investment in SAP solutions. The goal is to turn IT into an enabler of innovation that helps your business execute on strategy more quickly and more easily. Whether your company is large, small, or in between, the result will be the same: support for better business outcomes.

LONG-TERM STRATEGIC PARTNERSHIP
SAP MaxAttention distills over 40 years of experience working with customers in over 130 countries – and delivers it as a premium engagement. It supports a long-term partnership that combines a focus on the big picture for you and your business success with great attention to the technical details.

It starts with full-time engagement with your business needs. Acting as an embedded trusted advisor working closely with IT and lines of business throughout your organization, the architect for your SAP MaxAttention services engagement monitors the full portfolio of your current projects. The result is an ideal vantage point for understanding interdependencies across projects. Mixed with intimate knowledge of your company’s overall strategic objectives and the way they align throughout your organization, this understanding helps streamline execution, reduce risk, and ensure the success of programs down to the project level.

You get advice, assistance, and expertise in a number of critical areas. These include individual solution implementation projects, smooth IT operations, and your overall satisfaction as a valued SAP customer. To stay on track over the long term, your engagement architect follows a proven governance model that includes a balanced scorecard, action plans, and quarterly executive meetings that include assignments of defined roles and responsibilities. The balanced scorecard defines objectives and tracks performance on the basis of jointly determined key performance indicators (KPIs), while the action plans are used to support value-generation targets. Quarterly meetings with your executive leadership and SAP executive sponsors align IT activities with the business and measure the overall success of the engagement.
VALUE AND INNOVATION MANAGEMENT
With SAP MaxAttention, we employ a value management framework and governance model that helps speed time to value, improve performance, and ensure positive business outcomes. You can quickly identify and prioritize opportunities for innovation and build them into a clear road map that outlines a self-funding path to digital transformation. You can also move quickly on specific projects to realize overall business goals in less time.

Based on best practices and a deep understanding of your business, this framework uses a value discovery and realization process that helps you:

• **Innovate for value:** Using the principles of design thinking and rapid prototyping, and an understanding of your digital transformation maturity, we help you capitalize on SAP innovations. You can benefit from innovations such as SAP HANA, SAP S/4HANA, and rapid-deployment solutions in a way that minimizes your total cost of ownership.

• **Create a road map for value:** We establish your current and future needs, perform quantitative benchmarking against peers, identify high-value transformation initiatives, and prioritize specific projects into an optimized road map.

• **Architect for value:** We conduct a deep-dive evaluation of your business processes and application portfolio, highlighting technology dependencies to support requirements and support your calculation of the business case for each project. This business case is the baseline for tracking your project success and is reviewed regularly.

• **Design for value:** Using value-management dashboards and other tools, we design projects based on strategic business objectives with embedded KPIs. We help you perform value audits to track performance and accountability.

• **Govern for value:** We help you manage executive alignment, risk, scope, and operations. We also support you in driving business outcomes within and across transformational programs.

The result is confidence moving forward as you deploy, manage, and optimize your critical solutions.

Whether you run your landscape on premise, in the cloud, or in a hybrid setup, SAP MaxAttention provides you with the services, methods, and tools you need to succeed in the digital economy.
VISION, READINESS, RESOURCES: THE CONTROL CENTER FRAMEWORK
SAP MaxAttention includes a range of engineering services available through a control center framework that helps simplify access to the tools, expertise, methodologies, and infrastructure you need to Run Simple and accelerate innovation. We help you “Build SAP Like a Factory” and “Run SAP Like a Factory” so that you implement, operate, and innovate better and more cost-effectively than ever before.

Innovation Control Center
Your engagement with SAP MaxAttention is executed through the innovation control center (ICC). The ICC is located at your facilities; managed by a dedicated service and support specialist from SAP; and staffed by SAP experts, partners, system integrators, and your internal IT staff and business experts. The focus of the ICC is on innovation discovery, acceleration, and safeguarding. Using the value discovery process, we learn about your strategic business objectives, identify innovation opportunities, and attach value categories to a defined technical architecture. From there, the ICC identifies enablers and solutions to best meet your needs, implements the chosen solution, and measures performance according to KPIs. This brings value discovery to its ultimate conclusion: value realization.

The ICC uses model configurations and a gap-review process to avoid unnecessary custom code, which helps reduce the services-to-software ratio while maintaining a standardized environment that facilitates faster innovation. For innovations that you decide to implement, the ICC can also use SAP Rapid Prototyping services. These prototypes give you an early sense for what works and what doesn’t, which reduces your risk. And to implement new, innovative business solutions and models even more quickly, the ICC can use SAP HANA Cloud Platform.

We employ a value management framework and governance model that helps speed time to value, improve performance, and ensure positive business outcomes.
Operations Control Center
The operations control center (OCC) – also located at your facilities – helps you operationalize innovation, monitor performance, and streamline core IT processes. Using SAP Solution Manager, the OCC team tracks operational key figures such as system availability, business process availability, end-user performance, and exceptions and alerts. This enables your IT group to stay informed on landscape issues and proactively prevent problems. And by also focusing on continuous improvement and optimization, your OCC helps you run at peak performance while minimizing costs and maintaining your environment to facilitate innovation.

Mission Control Center
The mission control center (MCC) – located at SAP facilities worldwide for follow-the-sun coverage – provides 24x7 access to SAP’s global expert network of developers, functional and business specialists, and engineers. The MCC communicates continuously with your ICC and OCC teams. MCC team members can guide the ICC on how to best apply existing standard functionality to fulfill your business requirements and provide assistance to help ensure on-time, within-budget implementations. The MCC also helps the OCC improve your day-to-day application and business process operations. And for mission-critical situations, the MCC assigns a dedicated coordinator and provides 24x7 access to a support contact as needed.

With unparalleled business and technology know-how and a unique perspective on the technology that runs your environment, your engagement manager puts the resources of the entire SAP organization at your disposal.
The Simplicity You Need for Innovation

With unparalleled business and technology know-how and a unique perspective on the technology that runs your environment, your engagement architect for SAP MaxAttention puts the resources of the entire SAP organization at your disposal. You get individualized, full-time support for your business and your business strategy.

Whether you’re implementing a new digital core with SAP S/4HANA or innovating your digital business in other ways, SAP MaxAttention can help. We support your digital transformation progress in ways proven to improve business performance and accelerate your growth in the digital economy. This results in having your business strategy and outcomes enabled by a simplified technology environment for your digital innovations.

FIND OUT MORE
To find out more about how SAP MaxAttention can help, contact your premium support representative or visit us online at www.sapsupport.info/support-offerings/sap-maxattention. You can also follow us on Twitter at https://twitter.com/SAP_AG or on the YouTube channel www.youtube.com/sapsupport.