The New
SAP® MaxAttention™
Customer Success for the Intelligent Enterprise

DETAILED INFORMATION
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Enable the **Intelligent Enterprise** in the Experience Economy

**Our Focus: Your Success as an Intelligent Enterprise**

Global economic growth over the past decade has been fueled primarily by technology—and this reality is not slowing down anytime soon. With the increasing accuracy and speed of technologies, businesses have a distinct opportunity to generate record profits and create new business models that wow customers and employees alike. Such innovations include artificial intelligence, machine learning, robotic process automation, and voice and video recognition.

To achieve such breakthrough outcomes, companies need to make sense of a growing volume of data, create a step change in productivity, and innovate with relentless speed and continuity. Any business that addresses these requirements well is what SAP calls an intelligent enterprise.

The key to becoming an intelligent enterprise is to take advantage of three primary components.

**Intelligent suite:** Our integrated applications deliver intelligence across all value chains. They help businesses automate their day-to-day business processes and interact with their customers, suppliers, and employees with greater ease, speed, and relevance. We design these applications in ways that offer exceptional, breakthrough business value—whether you enable a range of industry-specific or global capabilities or support a large, midsize, or small business.

**Digital platform:** Data-driven innovation entails the collection, connection, and orchestration of data, as well as the integration and extension of processes within the intelligent suite. For our customers, SAP® Cloud Platform and SAP HANA® Data Management Suite form the digital foundation from which all data points are consolidated and pushed into relevant applications in the intelligent suite.

**Intelligent technologies:** By embedding intelligence into applications and facilitating new co-innovations, businesses can use their data to detect patterns, predict outcomes, and suggest actions. With the SAP Leonardo methodology, our customers can take advantage of intelligent technologies by deeply incorporating them into their core processes. And for those who want to innovate even faster, we offer industry innovation kits and open innovation services that apply design-thinking methodologies to new industry-specific business models.
As interest in automation and intelligence enablers – such as artificial intelligence, machine learning, and blockchain – gains momentum, the nature of data begins to evolve. A simple piece of text becomes an essential element of auditing insight. Transactions become critical indicators reflecting real-time changes in customer preferences and behaviors as well as automated triggers for inventory replenishment. And financial closings, when done periodically, become tools for pinpointing hidden risk in their supply chains and shift their strategic direction before impacting their bottom line.

All of this data – structured and unstructured – must be captured, processed, and distributed quickly to allow a network of diverse systems to respond to every change the moment it happens. So instead of relying on different, organizationally siloed applications, businesses must consider centralizing their data with one intelligent suite.

However, creating such a foundation for an intelligent enterprise is a gradual process. All businesses approach their digital strategies with different starting points, needs, and landscapes.

For this reason, we offer the New SAP MaxAttention™. This program allows you to collaborate with our experts and receive clear guidance and recommendations from a software vendor. This expertise can help you create a road map for your intelligent enterprise transformation, which reflects your specific business requirements and demands (see Figure 2).
Figure 2: Road Map of Clear Architectural and Applications Guidance

Architecture Transformation Guidance

First year: Foundation and quick wins
- C2: Web shop platform
- C3: Marketing improvements
- M1: Demand planning
- M2: Maintenance optimization (SAP® Predictive Maintenance and Service)
- N1: Experience management strategy

Next two to three years: Optimize and standardize
- C4: Service management
- M3: Sales and operational planning
- P1: SAP SuccessFactors Learning
- P2: SAP SuccessFactors Performance and Goals
- P3: SAP SuccessFactors Employee Central
- P4: SAP SuccessFactors Recruiting
- N2: SAP Ariba Buying and Invoicing
- N3: SAP Ariba Strategic Sourcing
- N4: Vendor pricing automation

Future opportunities: Grow and innovate
- M4: Supply planning
- P5: SAP Ariba Strategic Sourcing
- D1: Customer data management
- D2: Conversion and consolidation
- D3: Deployment of SAP Extended Warehouse Management
- D4: Intelligent capabilities
- P6: Intelligent Enterprise
- D5: Adoption of SAP Data Hub
- P7: Paas and DevOps (Cloud Foundry/Java and SAP Fiori® UX)
- D6: Customer data governance
- P8: SAP S/4HANA® – hyperscaler move (lift and shift)
- D7: Master data governance
- P9: Digital Platform; Data and Analytics

Digital Core

People Management

Network & Spend Management

Manufacturing & Supply Chain

Customer Experience

On-premise solutions

Cloud-based projects
SUPPORT FOR YOUR INTELLIGENT ENTERPRISE TRANSITION

From foundational capabilities, quick wins, and business optimization to standardization, growth, and innovation, the New SAP MaxAttention empowers you to align your operations with IT better by using methodologies such as design thinking. You can also weigh the value of various cloud options, including hyperscalers, a privately hosted cloud, software as a service, and infrastructure as a service.

The New SAP MaxAttention offers a dedicated set of well-designed services to support your projects. With this approach, we can deliver outcome-focused services that adapt to your specific needs and drive desired business results. A detailed description of the focus topics supported by the New SAP MaxAttention, as well as their services, can be found in this brochure. (See the section, “Start Your Transformation Journey with Innovation Services.”) We assemble these flexible services to meet your unique needs and provide end-to-end support and guidance throughout your digital transformation project.

This brochure illustrates how the New SAP MaxAttention can support your initiatives with a glimpse into three different types of projects, including:

- Intelligent enterprise transformation
- Conversion to SAP S/4HANA®
- Lift-and-shift migration to an infrastructure as a service (IaaS)

The expertise provided by the New SAP MaxAttention can help you **create a road map for your intelligent enterprise transformation.**
Scenario 1: Intelligent Enterprise Transformation

Our customers often want a seismic shift in their operations to take advantage of the competitive opportunities resulting from full immersion in advanced technologies and future-proofed business models. Undergoing an intelligent enterprise transformation accomplishes this goal with established, advanced, end-to-end business processes; predefined integration of cloud-based capabilities; and intelligence-enabled technologies.

In this situation, an individual transformation road map, similar to the one shown previously in Figure 2, is created. This step helps our customers determine and plan the cloud-based, end-to-end intelligent use cases that address current business challenges. Once designed, prototyped, and tested through the SAP Leonardo methodology, those use cases are brought to life on a foundation of SAP Cloud Platform and supported by a digital core enabled by SAP S/4HANA. We also harmonize core operations in SAP S/4HANA through the smooth integration of intelligent software-as-a-service (SaaS) solutions.

By implementing the jointly created transformation road map, our customers have achieved significant results, including:

1. 80% lower integration costs through the use of a predefined cloud integration
2. 30% more efficient operations through the use of machine learning to automate decision support
3. 35% higher accuracy and visibility across the entire business network through the application of Internet of Things scenarios

Scenario 2: Conversion to SAP S/4HANA

One of the most prominent customer cases on such a transformation road map is currently the move to SAP S/4HANA. Some customers convert to SAP S/4HANA when they want to protect existing digital investments while moving their data to SAP S/4HANA quickly with some customization. Additional innovations are implemented as part of the conversion project or later as a second-phase initiative.

The conversion from the SAP ERP application to SAP S/4HANA is accomplished in one step with minimized technical downtime. All business data and databases are automatically moved into a new and simplified data layout, and customizations and custom code are also included.

Benefiting from our more than 25 years of support knowledge, our customers can confidently undergo a transition scenario, which includes:

- Creation of a transition strategy and project plan
- Fit-gap workshops with build-design support on top of a converted sandbox
- Identification and adjustment of impacted custom code
- Preparation of IT operations
- Setup of the technical architecture with support for platform design
- Safeguarding support for the SAP project until a successful go-live

This transition strategy is aligned with the SAP road map for solution development to clear the fastest path to SAP S/4HANA – whether the project is led by SAP or a partner. Through our integrated delivery framework, the conversion is prealigned and consistent without causing any overlaps or gaps in activity, expertise, or innovation.

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1. Statistics are based on information collected by SAP after completion of actual transformation projects.
Scenario 3: Lift-and-Shift Migration
At the digital core of an intelligent enterprise’s IT landscape is SAP S/4HANA, where the database and applications run.

After choosing to migrate to SAP S/4HANA, some customers choose to transition to cloud infrastructure by focusing on three objectives:

- Gain business benefits through SAP S/4HANA, as previously discussed
- Achieve IT benefits
- Shift SAP S/4HANA to an IaaS solution, such as SAP HANA Enterprise Cloud or one provided by a hyperscaler

Each objective can be accomplished two different ways:

- One-step approach that supports both conversion and a move to a hyperscaler’s IaaS platform
- Two-step approach that requires first a conversion and then a move to the hyperscaler’s IaaS platform

The New SAP MaxAttention supports both approaches. It helps technology executives, enterprise architects, application management service providers, and other IT decision-makers to successfully design and operate mission-critical SAP applications, such as SAP S/4HANA, on a hyperscaler’s IaaS.

For Scenario 3, the New SAP MaxAttention offers a complete set of services that takes the following three different migration activities into consideration:

A. Architecting and designing a transformation to the hyperscaler environment
B. Designing the platform
C. Transitioning operations to a hybrid or multi-cloud landscape

Details on each activity are discussed in the sections that follow.

A. Architecting and Designing a Transformation to the Hyperscaler Environment
Business use cases and data models span across IaaS, SaaS, and platform-as-a-service (PaaS) solutions – making connectivity across multiple clouds crucial for every enterprise. Before the initial steps of a cloud deployment begin, the technical integration needs to be designed early on across SaaS and PaaS solutions connected to an IaaS cloud. For example, businesses may decide to connect SAP Cloud Platform to third-party solutions and include an extension framework to manage integrated technologies and their respective extensions.

More important, data security needs to be regarded as a critical part of maintaining privacy, confidentiality, and appropriate access in the cloud. To protect the infrastructure from malicious attacks and ensure audit and regulatory compliance, businesses should use security architect services to develop a strategic road map and navigate the secure operation of hybrid solutions.

B. Designing the Platform
Accommodating seasonal or event-specific peak volumes in data activity requires high IT asset efficiency. By adopting an elastic IaaS landscape priced with a pay-per-use commercial model, the business avoids having to invest in significant capital expenditures within the confines of a traditionally large, inelastic, on-premise infrastructure.

Enterprise architects should also have a closer look at latency risks within their IaaS, multi-cloud, and hybrid cloud environments. Running cloud solutions in different data centers, even in close proximity of each other, can increase latency, which inevitably impacts the user experience. To mitigate these risks, a proper design of the architecture should cover all aspects of the entire hybrid cloud landscape.
C. Transitioning Operations to a Hybrid or Multi-Cloud Landscape

In an IaaS scenario, businesses must establish a release plan; coordinate downtimes according to their needs; and manage the entire SAP portfolio of on-premise, cloud, and hybrid solutions. The IT operations model is then defined for a hybrid cloud landscape by facilitating end-to-end system monitoring with SAP Solution Manager and SAP Landscape Management software.

A detailed transition road map is also established to help ensure long-term advantages, such as:

• Fast deployment of new business models and infrastructure-related enhancements
• Accelerated business processes and outcomes
• Lower total cost of ownership through hardware elasticity, evergreen IT practices, pay-per-use models, and optimized storage budgets

EXPERT GUIDANCE ON THE NEW SAP MAXATTENTION

With the New SAP MaxAttention, these three examples of customer projects and many more can be accomplished with greater speed and ease. We support you whether you carry out an individual project or undergo a deliberate sequence of projects interwoven throughout the entire transformation. But at the end of the day, the overall goal is the same: an intelligent enterprise transformation.

The New SAP MaxAttention allows companies to start small, as well as conduct several projects at once and receive guidance from the right expert from day one until the final day of the intelligent enterprise transformation.
Let’s take a deep dive into how the New SAP MaxAttention is designed to support your business on its way to becoming an intelligent enterprise.

THE NEW SAP MAXATTENTION
SAP has a long history of groundbreaking transformation, but we are far from done. We continue to help our customers operate as best-run businesses by continuously refreshing our technologies and services to reflect their strategic needs. We are committed to helping you adapt better to our ever-evolving world and overcome today’s and tomorrow’s challenges.

There is perhaps no greater representation of this commitment to excellence than our premium success engagement offering, reengineered and modernized for the digital era.

The New SAP MaxAttention is designed to help our customers succeed as an intelligent enterprise. The offering helps you navigate every shift experienced while increasing your ROI through a holistic engagement model, a comprehensive service portfolio, and a full set of value-based services with predictable outcomes.

The New SAP MaxAttention is the highest and most exclusive level of engagement available from the SAP Digital Business Services organization. It distills more than 45 years of experience in working with 355,000 customers in more than 180 countries into a superior service and support experience.

The offering provides you with the services, methods, tools, and expertise you need to succeed in the experience economy.

JP Morgan Chase uses the New SAP MaxAttention to provide an overarching governance model to simplify its SAP engagement and significantly enhance the end-to-end hybrid operations to better assist its business.
Experience **One SAP Leadership Across All Services with the New SAP MaxAttention**

**ONE SAP LEADERSHIP ACROSS CLOUD AND ON-PREMISE DEPLOYMENTS**
We listen to our customers continuously, which inspired the release of the New SAP MaxAttention and our “one SAP leadership” model. This approach allows your dedicated on-site team from SAP to coordinate and orchestrate all our service and support teams and to operate as a single point of contact for project-related questions and information (see Figure 3).

**DELCIVERY APPROACH**
Our service and support model creates transparency across all activities, onboards all teams efficiently, and allows us to fully understand your situation. For example, monthly governance meetings are scheduled with your leadership team to review progress and adapt priorities when needed. Plus, executive sponsorship and joint quarterly reviews are conducted to provide full visibility into all ongoing initiatives and projects.

Customers can reduce their coordinated efforts with this model through:
- One consistent customer experience across the SAP services portfolio
- One single point of contact for all service and support teams from SAP
- One SAP leader to help you navigate through the SAP solution landscape
- Full coverage of all SAP products, lifecycle phases, and deployment scenarios to drive your success

**Figure 3: One SAP Leadership Across All Lines of Service**

- One service leadership team from SAP orchestrating all services for the customer on-site
- Architecture point of view
- Improvement analysis and road map services
- Optional services
A NEW HOLISTIC ENGAGEMENT MODEL
By deploying one committed team to address the business and IT demands of your enterprise, the New SAP MaxAttention provides a simpler way to collaborate with SAP. The team is led by a service and support partner, a lead technical quality manager (TQM), and an enterprise architect (EA) – all ready to provide the foundation for your success. This organizational structure helps ensure that you have access to the right SAP experts to help innovate, ideate, and accelerate your digital transformation; streamline your IT landscape; and optimize your operations.

With a holistic engagement model, we present ourselves with one face and one set of clear responsibilities.

SERVICE AND SUPPORT PARTNER
A service and support partner leads your engagement through all delivery phases: project, support, and optimization. Based on a holistic understanding of your current state, goals, industry challenges, and key business drivers, our service and support partners can determine the best direction across all SAP solutions and deployment models. Plus, every engagement is governed by best practices recommended by SAP to help ensure all SAP teams and partners are working together to deliver on your road map for becoming an intelligent enterprise.

See Figure 4 for more information on the deliverables that we offer.

ENTERPRISE ARCHITECT
The EA helps translate your business strategy and goals into SAP solution road maps and then designs the desired to-be enterprise architecture. Throughout the engagement, the EA contributes to your architecture governance body and provides a consistent architecture advisory experience across all involved SAP experts. The EA also owns the architecture point of view, which is one of the engagement foundation services for the New SAP MaxAttention and is delivered on an annual basis.

In the New SAP MaxAttention, EAs are supported by SAP Transformation Hub, which provides them with on-demand expertise on subjects ranging from technical architecture and infrastructure to industry and line-of-business best practices.

With support from SAP Transformation Hub, the EA can provide deliverables, including:
- Road maps and details on a future architecture vision based on your business outlook within the next two to five years
- Clear point of view of the enterprise architecture
- Establishment of the architecture governance board, including relevant monthly action-item reporting
- System landscape diagram of the solution, data, and communication architecture

Our service and support partners demonstrate accountability and are responsible for delivering:
- Engagement governance and balanced scorecards
- Monthly reporting
- Best practices that empower all SAP teams to deliver successful engagements
- Ownership of your agenda for adopting SAP solutions such as SAP S/4HANA
- Management of executive escalations

Figure 4: Deliverables of the On-Site SAP® MaxAttention™ Team

Architecture point of view
Improvement analysis and road map services

2. Service and support partners are not provided as part of the contract for the New SAP MaxAttention engagement.
LEAD TECHNICAL QUALITY MANAGER
Dedicated to your success, a lead TQM covers primarily the IT architectural aspects of your engagement with a clear focus on system reliability, security, scalability, data integrity, and high performance across all SAP products. The role is supported by SAP Mission Control Center, which provides safeguarding plans for ongoing projects and helps ensure operational readiness and smooth go-lives. The TQM also contributes to the ongoing documentation of your technology architecture and supports release and upgrade planning for your entire SAP solution landscape.

Our lead TQMs are responsible for deliverables including:
• Providing relevant monthly action-item reporting to help you run and adopt your SAP solution investment
• Planning for technical risk mitigation, release and upgrade projects, top issues, and associated reporting capabilities
• Creating the technology architecture and detailed stack plans
• Managing the on-site team across all engineering roles

By deploying one committed team to address the business and IT demands of your enterprise, the New SAP MaxAttention provides a simpler way to collaborate with SAP.
Achieve Transformation Success as an Intelligent Enterprise

ENGAGEMENT FOUNDATION SERVICES
SAP MaxAttention experts serve as trusted advisors who provide access to in-depth SAP product and technical expertise. Delivering strong core support in exceptional situations, our portfolio of services and overall engagement experience are critical elements of our customers’ success.

With the New SAP MaxAttention engagement, we are building on the long-held core values of the offering. As part of the foundation of every engagement, we prepackage the services that more than 80% of our customers rely on to help ensure their success.

Additional requirements can be covered by adding optional services and front-office extensions. The delivery of these services is coordinated by an on-site team that supports the New SAP MaxAttention.

DELIVERY APPROACH
Dedicated lead TQMs play a central role in the New SAP MaxAttention. They act as a personal guide, leading and supporting your organization to help ensure long-term success.

Based on your company’s strategic goals, your assigned lead TQM will prepare a service and support plan with a clear focus on your success. After a joint alignment meeting, the lead TQM orchestrates service delivery and manages follow-up activities. Should an unacceptable situation arise, the lead TQM is the central point for analysis and issue resolution and mitigation.

The deliverables around the engagement foundation services include:
- Lead TQM
- Architecture point of view
- Improvement analysis and road map services

The benefits of the services include:
- Quick removal of roadblocks to smooth the path to digital transformation with an enterprise architecture point of view from the software vendor
- Clear identification of improvement areas with analysis and a road map
- Reduced total cost of operations and newly created business value with proactive advice and recommendations provided by accelerated optimization services
- Continuous long-term commitment to help ensure continued and effective business operations
- Fast access to a dedicated on-site team and SAP Best Practices packages that are based on the experience of all our customers
- Complementary services and expertise from SAP as the software vendor, in addition to services delivered by our partners
FRONT- AND BACK-OFFICE SUPPORT
SAP Transformation Hub is an essential element to enabling architecture planning. It supports the front-office EA through a single point of contact (see Figure 5). The hub enables the EA’s architecture-related work with the customer during the initial setup phase and throughout the entire engagement. For complex cases or upon request, SAP Transformation Hub experts will actively participate in architecture planning service delivery.

Figure 5: Live Channel Support for the Enterprise Architect
SAP Transformation Hub is a global organization present in three hub locations, each supporting all architecture planning–related engagements with configurable services that follow consistent methodologies and apply a best-practices tool set and reference architecture content (see Figure 6).
AN EXPERT NETWORK AND KNOWLEDGE HUB

SAP Transformation Hub manages an expert network and functions as a central knowledge hub that combines information on experiences from all deliveries while supporting all architecture planning engagements. In particular, the hub owns a curriculum of topics for the architecture point of view, which is part of the New SAP MaxAttention baseline offering. By using SAP Transformation Hub, you can receive guidance in different topic areas before addressing broader enterprise architecture topics.

Figure 7 shows the topic areas and lists the many items covered by each topic.

Figure 7: Expertise of SAP Transformation Hub by Different Topic Areas

<table>
<thead>
<tr>
<th>Transformation Route Analysis</th>
<th>SAP S/4HANA – Adoption Evaluation</th>
<th>Data and Analytics</th>
<th>Specific Solution and Technology Focus</th>
</tr>
</thead>
<tbody>
<tr>
<td>• SAP® SCM to SAP Integrated Business Planning and SAP S/4HANA*</td>
<td>• Scoping the digital core and SAP Transformation Navigator</td>
<td>• SAP S/4HANA embedded analytics</td>
<td>Insights on specific new SAP technologies or products:</td>
</tr>
<tr>
<td>• SAP EWM and embedded SAP EWM in SAP S/4HANA</td>
<td>• SAP Readiness Check for SAP S/4HANA</td>
<td>• SAP HANA data warehousing (including SAP BW/4HANA)</td>
<td>• Blockchain</td>
</tr>
<tr>
<td>• SAP TM and embedded SAP TM in SAP S/4HANA</td>
<td>• Outside-in quick value assessment and project and ongoing effort</td>
<td>• SAP Analytics Cloud and front-end tools</td>
<td>• Downtime-optimized change events</td>
</tr>
<tr>
<td>• SAP SRM to SAP Ariba* solutions and SAP S/4HANA</td>
<td>• Greenfield vs. conversion – starting point and migration path</td>
<td>• Data lifecycle management</td>
<td>• SAP Cloud Platform and DevOps</td>
</tr>
<tr>
<td>• SAP CRM to SAP C/4HANA® and SAP S/4HANA</td>
<td></td>
<td>• Machine learning</td>
<td>• Internet of Things</td>
</tr>
<tr>
<td>• SAP PLM to SAP S/4HANA</td>
<td></td>
<td>• Data quality and master data governance</td>
<td>• User experience strategy</td>
</tr>
<tr>
<td>• Asset management</td>
<td></td>
<td></td>
<td>• Security and compliance</td>
</tr>
<tr>
<td>• SAP HCM to SAP SuccessFactors® solutions and HCM “sidecar”</td>
<td></td>
<td></td>
<td>• Hyperscale computing architecture</td>
</tr>
</tbody>
</table>

Extended Transformation Routes:

• SAP Fieldglass® solutions
• SAP Global Batch Traceability
• SAP Profitability and Performance Management
• SAP S/4HANA for central finance foundation

Extended Focus

Focus on IT management and IT strategy-related topics:

• Cloud application lifecycle management
• Enterprise architecture
• Enterprise road mapping
The **New SAP MaxAttention at a Glance**

Objective: SAP’s goal is to facilitate a holistic engagement model that demonstrates our commitment to presenting one face to the customer through one on-site team.

**THE COMPREHENSIVE ENGAGEMENT MODEL**
The engagement model provides a committed on-site team of SAP experts that covers your business needs and IT demands (see Figure 8).

Supporting roles include:
- **Service and support partner**: This central role of the SAP MaxAttention front-office team covers all SAP solutions and deployment options – cloud, hybrid, and on premise – end to end and throughout the customer lifecycle. Service and support partners primarily focus on engagement governance, regular reporting, and executive alignment.
- **Enterprise architect**: The EA helps you translate your business strategies and goals into a solution road map and IT architecture. During the entire engagement, the EA provides architecture governance, guidance, and management of all roles within key programs to help ensure smooth and consistent execution and operations according to the defined architecture.
- **Lead technical quality manager**: Lead TQMs are responsible for the IT architectural aspects of your engagement, with a clear focus on system reliability, security, scalability, data integrity, and high performance across all SAP products.

*Service and support partners are not provided as part of the contract for SAP MaxAttention™ services.*
Support **All SAP Solutions and Deployments from Innovate to Run**

**Figure 9: Focus Topics and Engagement Levels for SAP® MaxAttention™**

<table>
<thead>
<tr>
<th>Focus Topics</th>
<th>Engagement Level</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Level 1</strong></td>
<td><strong>Level 2</strong></td>
</tr>
<tr>
<td>Innovation Services</td>
<td>Kick-start innovation</td>
</tr>
<tr>
<td>Co-/Design</td>
<td>Value and design assessment</td>
</tr>
<tr>
<td>Architecture Planning</td>
<td>Architecture review</td>
</tr>
<tr>
<td>Analytics and Data Management</td>
<td>Value discovery and road map</td>
</tr>
<tr>
<td>Implementation Support</td>
<td>Plan the implementation</td>
</tr>
<tr>
<td>Cybersecurity and Compliance</td>
<td>Transparency and mitigation</td>
</tr>
<tr>
<td>Platform as a Service and DevOps</td>
<td>Rapid application development</td>
</tr>
<tr>
<td>Safeguarding</td>
<td>Technical integrity and scalability</td>
</tr>
<tr>
<td>End-to-End Hybrid Operations</td>
<td>Transparency and essential optimization</td>
</tr>
<tr>
<td>Accelerated Support</td>
<td>Accelerated incident management</td>
</tr>
</tbody>
</table>

We offer comprehensive services for all SAP solutions and deployments, as well as the complete lifecycle – from innovate to run. See Figure 9 for a comprehensive list of focus topics.

**A COMPREHENSIVE PORTFOLIO**

Whether you run your landscape on premise, in the cloud, or in a hybrid setup, the New SAP MaxAttention offers a comprehensive and personalized service portfolio to provide support across your industry and line-of-business SAP solutions. You can take advantage of these offerings from innovation to run.

The New SAP MaxAttention focuses on innovation and co-design as well as cybersecurity and compliance, PaaS, and DevOps practices. We also provide enhanced services such as implementation support, which now includes support for cloud solutions from SAP. These focus topics and their levels of engagement help you build new solutions that enable your enterprise to use and run SAP solutions better.

**OUTCOME-FOCUSED SERVICES**

The New SAP MaxAttention offers three flexible and increasingly comprehensive levels of engagement. You can select the level of commitment that best meets your current situation. Plus, each engagement begins with engagement foundation services.

With this approach, we can deliver outcome-focused services that adapt to your specific needs and drive desired business results. In return, you can unlock unprecedented value with your digital vision by tapping into the full potential of SAP solutions, cloud opportunities, and digital innovation.
INNOVATION SERVICES
Innovation services available through the New SAP MaxAttention are designed to help you get even more value from your investment in SAP solutions and services. By blending established applications with emerging innovations and drawing from the latest SAP technology developments, leading thinkers, industry experts, and innovators, you can uncover new ways to optimize your business and drive innovation – faster and with less risk (see Figure 10).

OUR DELIVERY APPROACH
With our innovation services, the SAP Digital Business Services organization will:
• Understand where you are in your innovation journey and meet you there
• Drive innovation to you and with you by identifying where and how innovation is applicable to your unique situation and tailoring an engagement plan to your needs
• Conduct quarterly reviews with you and your strategic counterparts to discuss and update the innovation plan

WHEN TO CONSIDER
Choose our innovation services if your focus is to:
• Address increasing pressure to solve business challenges innovatively, strategically, and rapidly to obtain or maintain a competitive advantage
• Use emerging technologies with purpose and clearly defined business value designed with your goals in mind
• Navigate the noise to understand what’s new, discover what’s ready now, and identify the best way forward for you

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Figure 10: Engagement Levels of Innovation Services

<table>
<thead>
<tr>
<th>Available Service Levels</th>
<th>Level Scope and Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Level 1</strong></td>
<td>Kick-start innovation</td>
</tr>
<tr>
<td></td>
<td>Tackle individual innovation use cases (for example, open innovation and extensibility).</td>
</tr>
<tr>
<td><strong>Level 2</strong></td>
<td>Expand innovation</td>
</tr>
<tr>
<td></td>
<td>Facilitate the establishment of custom innovation management capabilities, including growing the innovation portfolio and establishing innovation governance, and aid enablement on innovation topics.</td>
</tr>
<tr>
<td><strong>Level 3</strong></td>
<td>Operationalize innovation</td>
</tr>
<tr>
<td></td>
<td>Establish an “innovation factory” with expert advisory and support functions to drive innovation forward and aid in continuously developing the innovation strategy, road map, and portfolio, including coaching on establishing an embedded, continuous innovation model and culture.</td>
</tr>
</tbody>
</table>
**BENEFITS**

By engaging with SAP, you gain access to the latest technologies, innovations, and expertise you need to become an intelligent enterprise:

- **Embedded intelligent technologies:** Make use of the ever-growing embedded intelligent technologies in existing solutions to rapidly adopt innovation.
- **Accelerators:** Use existing extensions and prepackaged solutions that combine multiple intelligent and emerging technologies to rapidly address specific business challenges.
- **Innovation at scale:** Expose your business and IT to the latest intelligent technologies from SAP – from blockchain and machine learning to the Internet of Things and advanced data analytics – and build up the necessary innovation capabilities you need to establish self-sufficiency and a continuous innovation model necessary for driving successful innovation adoption at scale.
- **Expertise:** Get support and guidance from industry, line-of-business, technical, functional, and innovation experts across the globe to explore, discover, design, deliver, scale, and transform innovation by following product and methodology best practices.

Explore our [Innovation Guide](#) to see a selection of successful innovation engagements we have delivered.
Maximize Your ROI with Co-/Design

CO-/DESIGN
Through the New SAP MaxAttention, you can take advantage of the services associated with the Co-/Design focus topic, which leverage industry best practices reflected in SAP Model Company services (see Figure 12). You can get the proper program governance you need to identify value and realize it across the entire engagement lifecycle (see Figure 11).

Co-/Design services help maximize the time to value of your initiatives aimed at transforming into an intelligent enterprise by helping to ensure the development of an aligned and prioritized business and IT digital innovation roadmap, which highlights key action areas for value creation. Plus, SAP Model Company allows you to minimize your organization’s effort during implementation and transformation.

OUR DELIVERY APPROACH
With our Co-/Design services, the SAP Digital Business Services organization will:
• Assess the alignment of your business and IT architecture to fully support your overall strategy
• Identify and prioritize value drivers, challenges, and performance gaps
• Link value potential to your digital initiatives with proven industry best practices available in SAP Model Company
• Align potential co-innovation enhancements of SAP solutions with SAP Innovation Control Center
• Set up value-driven governance processes

WHEN TO CONSIDER
Choose our Co-/Design services if your focus is to:
• Receive support for current business and IT architectures
• Boost average company performance for certain areas
• Find missing links between value potential and digital initiatives
• Overcome obstacles to innovation, such as heterogeneous and highly tailored IT environments
• Consider standardizing processes and technologies

BENEFITS
By engaging with SAP, you can gain:
• Clear understanding of current value drivers and challenges
• A road map to address challenges
• Continuous alignment of strategy, values, and architectures
• Reduced time to value by using industry best practices and SAP Model Company services
• Minimized modifications and customizations

<table>
<thead>
<tr>
<th>Available Service Levels</th>
<th>Level 1</th>
<th>Value and design assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Level 2</td>
<td>Design advisory</td>
</tr>
<tr>
<td></td>
<td>Level 3</td>
<td>Edge design support</td>
</tr>
</tbody>
</table>

Figure 11: Engagement Levels of Co-/Design

<table>
<thead>
<tr>
<th>Level Scope and Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>Set the scene for transforming your business into an intelligent digital enterprise. Gain a clear understanding of value metrics, discover the main areas of value extraction, and define the value map with industry best practices reflected in SAP® Model Company.</td>
</tr>
<tr>
<td>In addition to level 1, create your co-design experience by actualizing your digital road map, and steer transformation toward value generation. Define joint design based on industry-specific best practices, and develop an actionable plan for value extraction supported by an established value governance plan.</td>
</tr>
<tr>
<td>Secure early adoption of our most recent technology to gain competitive advantages, along with leveraging the coverage of level 2. Improve steering and governance of multiple partners in a proven framework, and reduce time and cost to value.</td>
</tr>
</tbody>
</table>
3. Each SAP Model Company service is a separate commercial component and needs to be licensed separately.
**ARCHITECTURE PLANNING**

Architecture planning provides a holistic approach to review, optimize, and develop the overall enterprise architecture within a digital transformation program. From business and application architecture to technical architecture, this focus topic provides strategic guidance and execution support. We can help you determine a specific, future-proof architecture and multiyear road map driven by your business and IT strategy and in alignment with the SAP product vision (see Figures 13 and 14).

**OUR DELIVERY APPROACH**

Driven by SAP Transformation Hub, our delivery approach is based on an efficient and orchestrated collaboration of on-site roles, along with SAP global service delivery and back-office functions, all following proven architecture planning practice, tools, and methodologies. This approach includes the following major functions, based on the SAP Enterprise Architecture Framework methodology and selectable depth levels, and results in a best-fit target architecture and road map:

- Assessment of our customers’ strategic objectives, business challenges, change drivers, and operating models
- Modeling of business capabilities based on industry reference architectures defined by SAP
- Design of the target application and technical architecture
- Identification, classification, and prioritization of transformation initiatives
- Design of the transformation road map and handoff to implementation support services

This delivery approach will be supplemented by the architecture point of view, which is delivered annually as part of the engagement foundation services for the New SAP MaxAttention, and by SAP Transformation Hub, which ensures balanced use of expertise within the front and back office.

**WHEN TO CONSIDER**

Choose our architecture planning services if your focus is to:

- Gain architecture guidance for your transformation program – from the identification of change drivers and supporting capabilities to target architecture definition and road map design
- Review and optimize architecture and design aligned with industry best practices and the product road map from SAP as the software vendor

---

**Figure 13: Engagement Levels of Architecture Planning Services**

<table>
<thead>
<tr>
<th>Available Service Levels</th>
<th>Level Scope and Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Level 1</strong></td>
<td>Review the existing architecture and potential road map, from business to technical architecture, based on our industry reference architectures and business capability modeling.</td>
</tr>
<tr>
<td>Architecture review</td>
<td></td>
</tr>
<tr>
<td><strong>Level 2</strong></td>
<td>Identify critical business and IT change drivers and functional and nonfunctional requirements for a holistic landscape transformation, concluding in a joint definition of the customer-specific target application architecture and road map. This can include sizing and technical platform definition.</td>
</tr>
<tr>
<td>Architecture transition planning</td>
<td></td>
</tr>
<tr>
<td><strong>Level 3</strong></td>
<td>In addition to level 2, you gain:</td>
</tr>
<tr>
<td>Architecture of high-end landscapes</td>
<td>- Advice on the architecture design for high-end, multifaceted landscapes consisting of many systems, exceptionally large systems, or both</td>
</tr>
<tr>
<td></td>
<td>- Support – at the application, data, integration, and technical design level – for a custom-tailored architecture design</td>
</tr>
</tbody>
</table>
**BENEFITS**

By engaging with SAP, you can:

- Optimize the use of the core capabilities of SAP solutions to reduce risks and effort related to system enhancements or modifications
- Derive consistent resolution plans for your architecture roadblocks
- Jointly define a best-fit target architecture in line with SAP’s product vision and industry best practices
- Validate the detailed technical design of on-premise, cloud, and hybrid landscapes
- Collaboratively develop a transformation road map aligned with your business and IT strategies
- Jointly define the architecture of a high-end, multi-faceted system landscape to function as the foundation for reliable, secure, and performant operations in high-volume, mission-critical environments

---

### Figure 14: Overview of Architecture Areas and Offerings

| Area                        | Offering                                                                                     | Levels |
|-----------------------------|--------------------------------------------------------------------------------------------|
| **Business architecture**   | Business strategy assessment                                                                | ✓ ✓ ✓ |
|                             | Business capabilities modeling, classification, and prioritization based on our industry reference architecture | ✓ ✓   |
|                             | New business patterns and models                                                             | ✓ ✓   |
| **Application and data architecture** | Target application architecture assessment or design                                           | ✓ ✓ ✓ |
|                             | Deployment strategy definition                                                              | ✓ ✓   |
|                             | Production system strategy                                                                  | ✓ ✓   |
|                             | Analytics strategy                                                                         | ✓ ✓   |
|                             | Integration assessment or strategy definition                                               | ✓ ✓ ✓ |
|                             | Data-centric architecture                                                                   | ✓ ✓   |
|                             | Data retention and tiering strategy                                                          | ✓ ✓   |
|                             | Data reduction – detailed approach and proof of concept                                      | ✓ ✓   |
| **Technical architecture**  | Technical architecture and infrastructure assessment                                        | ✓ ✓ ✓ |
|                             | Technical platform definition, which supports the request-for-proposal stage and detailed technical design | ✓ ✓   |
|                             | Technical architecture for hybrid cloud deployment                                          | ✓ ✓ ✓ |
|                             | Technical architecture design for high-end landscapes                                        | ✓ ✓   |
|                             | Security principles and prioritization                                                       | ✓ ✓ ✓ |
|                             | Advanced sizing                                                                            | ✓ ✓   |
| **Road mapping**            | Initiatives catalog and priorities matrix                                                    | ✓ ✓   |
|                             | Transition scenario definition and evaluation                                                | ✓ ✓   |
|                             | Road map evaluation or design by line-of-business cluster or business-unit priority          | ✓ ✓   |
|                             | Implementation and rollout strategy                                                         | ✓ ✓   |
|                             | Value assessment*                                                                          | ✓ ✓   |

*In combination with the Co-/Design focus topic*
Accelerate Solution Deployment in the Cloud and on Premise with Implementation Support

IMPLEMENTATION SUPPORT
Implementation support offers a systematic approach to accelerate the implementation of SAP solutions – both in the cloud and on prem – with reduced risk. Our focus topics simplify the transformation of an SAP solution to achieve resilient, sustainable, and flexible solutions quickly. You can choose the level of service coverage and engagement for your implementation (see Figures 15, 16, and 17).

OUR DELIVERY APPROACH
With our implementation support services, the SAP Digital Business Services organization will:
• Offer incremental levels of engagement for customer-led and partner-led implementations
• Deliver the service coverage that works best for you, with services for all aspects, from the early planning phase to the end of the design phase, including the build design based on fit-gap or fit-to-standard analysis, analytics design, data migration design, and custom code management
• Leverage an approach that has been prealigned with major global strategic partners under the integrated delivery framework to ensure efficient execution across all parties

WHEN TO CONSIDER
Choose our implementation support services if your focus is to:
• Plan and design a concrete transformation together with SAP
• Implement or deploy an SAP solution on premise or in the cloud
• Access implementation expertise and experience throughout the entire project lifecycle, from planning to productive operations

BENEFITS
By engaging with SAP, you can:
• Benefit from our expertise and skilled guidance
• Reduce the time and cost to drive customer success
• Mitigate risk and achieve a successful implementation
• Adhere to SAP standards, road maps, and best practices to shorten time to value
• Exploit maximum value from your investment in SAP solutions

Figure 15: Engagement Levels of Implementation Support

<table>
<thead>
<tr>
<th>Available Service Levels</th>
<th>Level Scope and Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>Level 1</td>
<td>Plan the implementation</td>
</tr>
<tr>
<td></td>
<td>Discover the transformation value, define the target architecture and best-fit implementation strategy, and plan the implementation across applications, data, and technical architecture. Optionally prototype and evaluate the solution using real business scenarios and data. Get expert guidance on project planning and deployment for cloud solutions from SAP through a cloud planning workshop as well as the cloud onboarding service.</td>
</tr>
<tr>
<td>Level 2</td>
<td>Business-ready</td>
</tr>
<tr>
<td></td>
<td>Accelerate the design of a close-to-standard implementation by leveraging best practices, standard integration, and SAP® Model Company services. Evaluate the implementation’s functional fit, integrity, and performance to ensure fit-for-purpose and accelerated adoption of the recommended SAP standard, and design the data migration. Leverage new analytics capabilities from SAP.</td>
</tr>
<tr>
<td>Level 3</td>
<td>Business optimization</td>
</tr>
<tr>
<td></td>
<td>Custom tailor your business processes, optimize customized solutions, and design the technical architecture and infrastructure required for high availability and disaster recovery. Analyze and optimize your custom code, retiring custom enhancements that are no longer used. Evaluate and remediate the impact of custom code on the journey to SAP S/4HANA®.</td>
</tr>
</tbody>
</table>
For more information on road maps, visit us online.
Maximize the Value of Your Data with Analytics and Data Management

**ANALYTICS AND DATA MANAGEMENT**
Analytics and data management help to maximize the value of core analytics and data management investments. Using the latest innovations for a specific industry, line of business, or technology, you receive advice and guidance for creating business value and new business models. Furthermore, it supports your transition to becoming an intelligent enterprise through the use of next-generation, data-driven analytics scenarios (see Figure 18).

**DELIVERY APPROACH**
With analytics and data management services, the SAP Digital Business Services organization will:
- Help you choose the service coverage that works best for you – from value discovery and road map preparation, acceleration of your analytics and data management implementation projects, and innovation support to exploring the value and feasibility of next-generation SAP solutions
- Provide expert help for planning the implementation of core elements of your intelligent enterprise agenda to empower your organization for the future

**WHEN TO CONSIDER**
Choose our analytics and data management services if your focus is to:
- Take the first steps to unlocking the value of data
- Apply state-of-the-art, end-to-end analytics to realize an intelligent enterprise by leveraging machine learning
- Move from a product- or solution-centric view to a customer- and service-centric business model approach

**BENEFITS**
By engaging with SAP, you can:
- Learn how to unlock the value of data by adopting the latest analytics and data management solutions from SAP
- Gain insights into applying new technologies through prototyping
- Shorten time to value and increase solution adoption for driving digital business success
- Mitigate risk and achieve successful implementations by adhering to best practices recommended by SAP
- Engage SAP expertise at the level where it is most relevant, end to end, from discovery to the safeguarding of your project

---

**Available Service Levels**

<table>
<thead>
<tr>
<th>Level</th>
<th>Scope and Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>Level 1</td>
<td>Start your journey by unlocking value in your analytics and data management portfolio. We provide an introduction in the form of services for use-case exploration and value discovery, including the design of a target architecture with dedicated solution road maps.</td>
</tr>
<tr>
<td>Level 2</td>
<td>Access a portfolio of services to help accelerate and realize the core analytics and data management programs of your company, including a selection of enablement and jump-start services and best-practice recommendations.</td>
</tr>
<tr>
<td>Level 3</td>
<td>Tap into next-generation services in the areas of machine learning, Big Data, the cloud, and Internet of Things computing to start your transformational journey to become an intelligent enterprise. We support end-to-end prototype scenarios as well as the ability to develop a blueprint to scale into production.</td>
</tr>
</tbody>
</table>

---

**Figure 18: Engagement Levels of Analytics and Data Management**
Safeguard Your SAP Solution Investment with Cybersecurity and Compliance

**CYBERSECURITY AND COMPLIANCE**
Cybersecurity and compliance shows you which data and system protection topics are crucial and where to find a cost-effective way to meet compliance requirements and close security gaps quickly (see Figure 19).

**OUR DELIVERY APPROACH**
With our cybersecurity and compliance services, the SAP Digital Business Services organization will:
- Execute a mix of on-site and remote discussions, meetings, and checks
- Deliver a final presentation of relevant topics and recommendations
- Provide expertise in planning secure future solution architectures that comply with regulatory demand

**WHEN TO CONSIDER**
Choose our cybersecurity and compliance services if your focus is to:
- Counteract the rising risk of cyberattacks early on in a transformation program
- Fulfill regulatory necessities to smooth integration with other project packages
- Find a cost-effective way to meet compliance requirements and close security gaps quickly

**BENEFITS**
By engaging with SAP, you can:
- Analyze security and compliance gaps thoroughly
- Extend expert guidance on optimizing processes and technology to run a secured and compliant SAP software landscape
- Assess your readiness for compliance with the European Union’s General Data Protection Regulation

**Figure 19: Engagement Levels of Cybersecurity and Compliance**

<table>
<thead>
<tr>
<th>Available Service Levels</th>
<th>Level Scope and Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>Level 1 Transparency and mitigation</td>
<td>Improve your core competence in designing, building, and running a hybrid SAP® software landscape in a secure and compliant manner. Discover critical gaps and make the optimization potential visible for critical topic-related requirements.</td>
</tr>
<tr>
<td>Level 2 Continual improvement</td>
<td>Develop a security and compliance improvement road map based on the results of the transparency and mitigation assessment during level 1, and safeguard the security aspect of your implementation.</td>
</tr>
<tr>
<td>Level 3 Strategy and architecture</td>
<td>Build on the coverage in level 2 by designing and reviewing your technical architecture related to the security of SAP solutions. Conduct strategic prototyping using an agile approach to help accelerate the deployment of security and compliance software from SAP to actualize an innovative business scenario.</td>
</tr>
</tbody>
</table>
Enable Fast, Agile Development with Platform as a Service and DevOps

PLATFORM AS A SERVICE AND DEVOPS
Digital transformation will be successful only when people, processes, system data, and analytics are seamlessly connected. This needs to be supported by a holistic enterprise cloud architecture covering all application areas as one, with a stable core and without disruption, as innovation is provided to the business. The PaaS and DevOps capabilities of the New SAP MaxAttention support these needs by offering a set of tools, knowledge, best practices, and expert guidance for creating state-of-the-art cloud applications with SAP Cloud Platform (see Figure 20). For example, we can empower you to capture valuable business opportunities driven by intelligent technologies such as intelligent robotic process automation — a technology that frees up the business user from repetitive, tedious, and low-value system interactions by automating respective business process steps with attended and unattended bots.

OUR DELIVERY APPROACH
With our PaaS and DevOps services, the SAP Digital Business Services organization will:
• Provide guidance on cloud application development
• Support the end-to-end process, from initial prototyping to the development of a live application
• Help integrate SAP Cloud Platform with your IT landscape
• Support you in the management and governance of DevOps-driven processes

WHEN TO CONSIDER
Choose our platform as a service and DevOps services if your focus is to:
• Learn how to use cloud technology to support the digital transformation of your enterprise and realize new ideas faster
• Receive guidance on how to deal with existing custom functionality when transforming
• Receive support for agile development on SAP Cloud Platform for either stand-alone applications or extensions to your core applications
• Transform your IT by establishing a state-of-the-art development process with DevOps to reduce the time to market of required software developments for new business features

BENEFITS
By engaging with SAP, you can:
• Access development knowledge and best practices for hybrid landscapes
• Leverage fast-start, agile, stand-alone apps in the cloud or as extensions of your core applications
• Accelerate custom-built application development with a reliable and scalable DevOps process

Figure 20: Engagement Levels of Platform as a Service and DevOps

<table>
<thead>
<tr>
<th>Available Service Levels</th>
<th>Level Scope and Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Level 1</strong> Rapid application development</td>
<td>Get started with cloud development on SAP® Cloud Platform with state-of-the-art technology and rapid application development tools. Learn what to consider about the infrastructure as well as integration and development processes.</td>
</tr>
<tr>
<td><strong>Level 2</strong> Core extension development</td>
<td>Integrate the platform with your core application systems to extend the capabilities achieved in level 1. Deepen your understanding of the tools, functions, and services for development, security, integration, data management, and edge technologies such as the Internet of Things and machine learning. Extend your cloud and on-premise core applications through SAP Cloud Platform.</td>
</tr>
<tr>
<td><strong>Level 3</strong> Scale and manage developments</td>
<td>Manage your applications on SAP Cloud Platform by making the cloud-based development capabilities gained through the level 2 part of your DNA. Know the requirements for going live with a large volume of applications and managing their performance, the software lifecycle, and development processes with DevOps.</td>
</tr>
</tbody>
</table>
Help Ensure Technical and Functional Integrity and Performance with **Safeguarding**

SAFEGUARDING
The safeguarding capabilities of the New SAP MaxAttention include services and best-practice expertise that mitigate risks associated with implementing an SAP-centric solution. The services help ensure technical and functional integrity, optimal technical performance, and hybrid operational readiness. The safeguarding scope and service methodology are adapted to fit your business demands – from simple solution implementation to high-end, high-performance solutions (see Figure 21).

OUR DELIVERY APPROACH
With our safeguarding services, the SAP Digital Business Services organization will:

- Assess the integration and operability of core business processes across your landscape
- Examine a report of improvement recommendations
- Evaluate technical readiness of your chosen solution before going live – addressing areas such as data consistency, exception management, performance and scalability, system integration, and batch and volume processing
- Validate the technical components of your core business processes and prepare subsequent efficient operations of the software solution

WHEN TO CONSIDER
Choose our safeguarding services if your focus is to:

- Implement an SAP solution for the first time or transform an existing instance
- Leverage expertise and experience from SAP as the software vendor during the entire implementation lifecycle – from planning to going live
- Receive complementary implementation services provided by an involved partner
- Improve system stability, data consistency, exception management, and performance

BENEFITS
By engaging with SAP, you can:

- Reduce risks when implementing a new SAP software-centric solution or a significant extension
- Stabilize solutions with technical and functional integrity and optimal performance
- Tap into more than 20 years of expert experience from successfully safeguarded implementation projects

<table>
<thead>
<tr>
<th>Available Service Levels</th>
<th>Level Scope and Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>Level 1</td>
<td>Secure the technical integrity and optimal technical performance of your solution implementation to help ensure stable operations.</td>
</tr>
<tr>
<td>Technical integrity and scalability</td>
<td></td>
</tr>
<tr>
<td>Level 2</td>
<td>Maximize the use of standard capabilities and minimize investments in custom code. Build on the benefits of level 1 by receiving an expert evaluation of functional design and application architecture.</td>
</tr>
<tr>
<td>Functional and data integrity</td>
<td></td>
</tr>
<tr>
<td>Level 3</td>
<td>Support high-end solutions to process large data volumes and address requirements for high scalability, in addition to the coverage from level 2.</td>
</tr>
<tr>
<td>High-end performance solutions</td>
<td></td>
</tr>
</tbody>
</table>
Increase the Efficiency of Your Solution Investments with End-to-End Hybrid Operations

END-TO-END HYBRID OPERATIONS
End-to-end hybrid operations supported by the New SAP MaxAttention help address critical areas of your solution operations. You can define a road map to handle issues across various deployment options, including hybrid scenarios (see Figure 22).

OUR DELIVERY APPROACH
With our end-to-end hybrid operations services, the SAP Digital Business Services organization will:

- Conduct a comprehensive, fact-based analysis of your current operational challenges and situation to identify and prioritize areas with the best potential for improvement
- Develop a detailed road map – including milestones, activities, and responsibilities – for each identified workstream to improve critical aspects such as transparency, data volume, and performance
- Verify benefits realized at the end of all improvement activities to reprioritize and define next steps

WHEN TO CONSIDER
Choose our end-to-end hybrid operations services if your focus is to:

- Overcome a high rate of technical issues impacting business operations
- Set up and establish best practices with SAP Operations Control Center
- Run the core solution within a high-volume business by using the latest technology and addressing special support and expertise within the stabilization and optimization phase

BENEFITS
By engaging with SAP, you can:

- Enhance the efficiency of your core processes by aligning your business department and IT department
- Reduce the total cost and increase the transparency of your end-to-end solution operations
- Increase system availability for current needs as well as future business requirements
- Use SAP Solution Manager as the single source of truth to support application lifecycle processes, including application operations, business-process operations, IT service management, and change control management

Figure 22: Engagement Levels of End-to-End Hybrid Operations

<table>
<thead>
<tr>
<th>Available Service Levels</th>
<th>Level Scope and Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>Level 1 Transparency and essential optimization</td>
<td>Gain full transparency and improve essential processes within your IT operations by identifying challenges within the hybrid solution operation.</td>
</tr>
<tr>
<td>Level 2 Continuous improvement of hybrid solutions</td>
<td>Extend level-1 coverage by optimizing your hybrid solutions and making them more efficient. Increase business value and benefits by focusing on tools, processes, and skills and by providing transparency into the status of improvements.</td>
</tr>
<tr>
<td>Level 3 High-end operations of hybrid solutions</td>
<td>Focus on specific requirements for operating a very large hybrid solution at the edge of your technology landscape by collaborating with top back-office experts regularly and closely, in addition to the support from level 2.</td>
</tr>
</tbody>
</table>
## Manage Incidents Holistically and Increase Transparency with **Accelerated Support**

### ACCELERATED SUPPORT
Accelerated support includes additional support offerings available for your most important on-premise and cloud systems. From personalized incident and service-level agreements to special-purpose elements, all offerings aim to build additional support value for premium engagement customers (see Figure 23).

### OUR DELIVERY APPROACH
With our accelerated support services, the SAP Digital Business Services organization will:
- Dedicate designated remote incident management experts
- Provide a critical situation manager to coordinate production-down situations
- Enrich the support provided by the SAP Innovative Business Solutions organization with baseline support and additional support services

### WHEN TO CONSIDER
Choose our accelerated support services if your focus is to:
- Handle mission-critical environments, where accelerated incident management and service-level agreements on incident processing are required for your success
- Engage one support team for cloud and on-premise system environments
- Leverage features developed by SAP Innovative Business Solutions

### BENEFITS
By engaging with SAP, you can:
- Access a designated point of contact for support from SAP and take advantage of an accelerated incident management process
- Receive service-level agreements, including initial qualified response time, corrective action response time, and 24x7 incident processing
- Obtain direct access to product engineers, services to fulfill secure support requirements, and on-call duties to safeguard special project situations
- Receive the premium support service for innovative business solutions (formally known as the premium support service for custom solutions)

### Figure 23: Engagement Levels of Accelerated Support

<table>
<thead>
<tr>
<th>Available Engagement Levels</th>
<th>Level Scope and Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Level 1</strong></td>
<td>Personalize and accelerate incident management, including regular alignment and reporting on high- and very-high-priority incidents. Empower your team through support offerings and instruction on how to issue the “perfect message” when creating an incident report to avoid unnecessary feedback loops.</td>
</tr>
<tr>
<td><strong>Level 2</strong></td>
<td>Extend accelerated incident management with additional services, such as care+, root-cause analysis, and pattern detection, to tackle very complex incident scenarios. On top of this engagement level, you can get standard and premium service-level agreements for on-premise incident processing.</td>
</tr>
<tr>
<td><strong>Level 3</strong></td>
<td>Take advantage of our optional special-purpose services – each for specific solutions – on top of any engagement level. Receive premium support for custom solutions or choose on-call-duty support for critical activities such as upgrades, secure support services for highly regulated industries, and get on-demand access to a product engineer for immediate advice.</td>
</tr>
</tbody>
</table>
The New SAP MaxAttention focuses our solution engagement on your business needs and provides the right guidance at the right time with a clear direction toward the right business outcomes. Our services accelerate value realization from SAP solutions and provide advice you can trust.

As shown in Figure 24, our diverse and in-depth experience covers a broad cross-section of industries, processes, and solutions.

Ultimately, it allows you to extract the greatest value from your investment in SAP solutions so you can always run at your best with confidence.

Figure 24: Overview of SAP Products Covered by the New SAP MaxAttention™
FIND OUT MORE

To learn more about the New SAP MaxAttention, contact your SAP representative or visit us online.
Find more information at:

www.sap.com/maxattention