

SAP Enterprise Support Advisory Council (ESAC) 2012

In November 2008 SUGEN (SAP User Group Executive Network) and SAP created a Benchmark Program to demonstrate the value of SAP Enterprise Support. With the introduction of the tiered SAP Support Model in January 2010 and based on feedback from participating customers, the program transitioned into the SAP Enterprise Support Advisory Council (ESAC).

In 2010 the goal of the SAP Enterprise Support Advisory Council was to jointly develop with customers best practices, guided procedures for optimization, and self services and to document all achieved benefits.

In 2011 customers continued to ask for more than continuous improvement of SAP software as well as for SAP Support tools & services. Therefore case studies & reference material were created through Innovation, Development and Configuration of new SAP Enterprise Support tools and services together with targeted groups of customers and were managed as work streams for each defined focus area.

In 2012 SAP targets the evolution of support through results and feed-back from ESAC customers. Key words are co-innovation, close collaboration, and co-investment.

Customers will have access to latest and greatest features, best practices, will benefit from close contact with SAP experts as well as a dedicated support advisor, if not yet, have the possibility to shape the future innovation and features, enjoy sharing the experiences in regional customer events.

The defined focus areas and work-streams for 2012 are:

- Innovate Faster : Business Process Innovation, Upgrade, User Experience
- Run SAP like a factory : Alerting & Monitoring, Landscape Optimization, Test Management & Business Process Change Analyzer

Supported and orchestrated by the SAP Solution Manager and the SAP Enterprise Support Engagement Methodology.

SAP Enterprise Support Engagement Methodology

Guided value realization for every step of the value chain for SAP Enterprise Support customers. SAP Active Global Support has developed a methodology to engage proactively and efficiently with our customers. The objective of the methodology is to holistically understand the situation, and jointly define an action plan and its benefits to improve the operations and safeguard the implementation projects. All supported by the SAP Solution Manager.

More and more companies are requesting guidance from SAP to identify sizable cost reduction opportunities. In the past, SAP has made several architectural innovations to systematically address this subject, such as support package stacks, enhancement packages, and dual stack installations, to name just a few. But taking the topic a step further with widely accepted best-practice models like the IT Infrastructure Library (ITIL), SAP was asked about its best-practice approach.

The organization that typically has the most contact with the productive systems of SAP customers is SAP® Active Global Support. In supporting the productive customer portfolio, SAP Active Global Support has developed a set of best practices, such as end-to-end operational standards, and, most recently, the application lifecycle management (ALM) approach, to develop a road map that ultimately leads to a reduction in total cost of operations.

In using ALM, customers are able to employ optimization activities throughout the software lifecycle. Ultimately, it then becomes a question of where you should target your activities when attempting to affect the cost of operation in a profound way. It is at this point that the engagement methodology of SAP Enterprise Support Services becomes the approach of choice.

The methodology is split into several dependent phases and contains the following benefits:

- Proven methodology to identify and address areas of concern
- An established customer “self-diagnostic service”
- Closed-loop methodology, including a key performance indicator (KPI) measurement platform based on the SAP Solution Manager Application Management solution
- Collaborative engagement model between the customer and SAP, with the goal of customer enablement

The first step in the engagement methodology of SAP Enterprise Support is the 360-degree review phase, which, as its name implies, sheds an analytical light on every angle of the customer’s solution landscape. The 360-

degree review phase is dynamic in nature, allowing customers to target either a particular scope (that is, a certain phase or focus area within the ALM cycle) or the entire application lifecycle.

There's no doubt that the 360-degree review phase provides a well-structured analysis of the "as-is" scenario of an IT organization.

But, in fact, the real overriding benefit is its complete integration into the subsequent phases of the methodology. When leveraged through all phases, the engagement methodology of SAP Enterprise Support is the ideal approach to orchestrate a company's internal tasks, issues, service delivery, and, finally, measurement and reporting of the chosen KPIs targeted in the stated objectives.

The session is hosted in SAP Solution Manager and can be conducted either by the customer as a self-assessment or by skilled SAP Active Global Support consultants. With the findings, an action plan tailored to the customer's needs is automatically generated and can be modified manually. Finally, an official report can be generated to be used in the interim as a temporary status report to review the achievements and determine the next target on the journey to reducing the total cost of operations.

The underlying philosophy of the engagement methodology is:

- Enablement of the customer to both analyze and implement derived action plans in a self-reliant fashion
- Collaboration between the customer and the Advisory Center of SAP Enterprise Support

As a result of the service delivery by SAP, potential additional issues and action plan items are being defined and documented in SAP Solution Manager, helping to ensure a holistic view of the situation. Note that all findings, associated services, and recommendations resulting from the services – both SAP-delivered services and guided self-services – are all documented within SAP Solution Manager. With the KPI framework in place, measurements may be made at defined intervals to validate the improvements realized by the execution of the support plan.

In summary, the engagement methodology of SAP Enterprise Support offers a structured approach for SAP customers by building both enablement and collaboration elements into every engagement phase.