



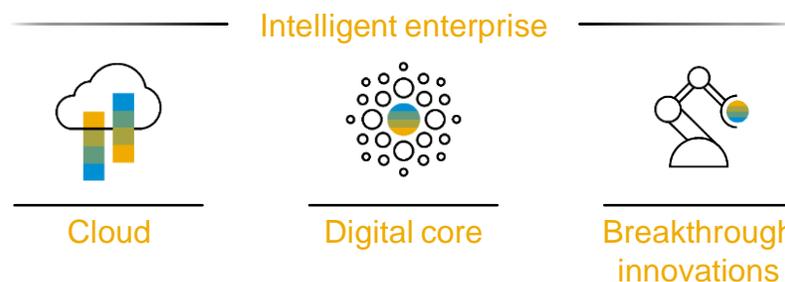
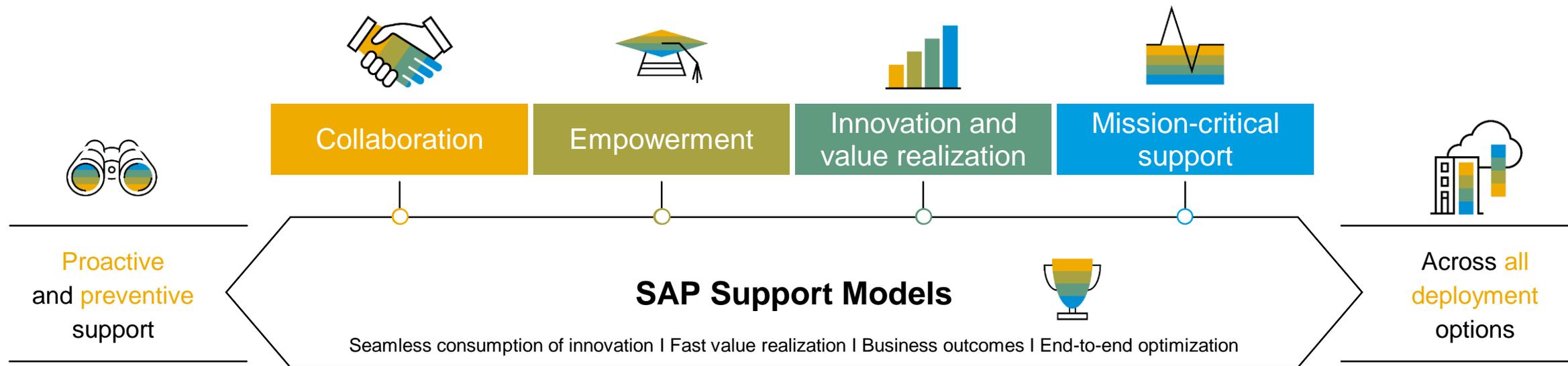
# Value of Support From SAP

## The Pillars of Proactive Support

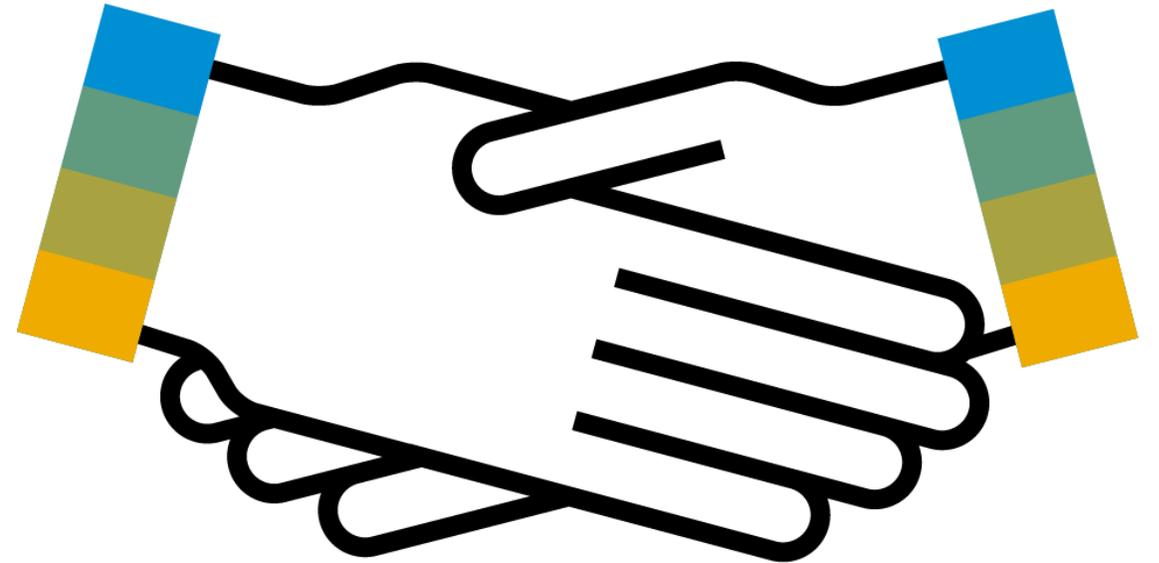
November 2020

PUBLIC

# The key pillars for support value



# Collaboration



# Realize business outcomes through collaboration with SAP experts



## Collaboration

**SAP Enterprise Support Value Maps** – A structured and goal-based approach to quickly identify the relevant SAP Enterprise Support services, tools and offerings to achieve defined targets and address your business needs. In addition, leverage the in-depth knowledge of our **support advisory team** for personal guidance based on 45+ years of close customer engagements.



### Support experts

Get valuable advice from our team of 8,000+ experienced support experts, backed up by 15,000+ developers globally.



### SAP Enterprise Support value maps

Leverage value maps to quickly identify the relevant SAP Enterprise Support services, tools, and expertise for your business needs.



### SAP Enterprise Support Advisory Council

Become an early adopter of support innovations and collaborate with SAP to improve the support offering.

# Collaborate and engage with experts (1/2)



Collaboration with access to SAP experts and expertise. In the case of SAP Enterprise Support for example, customers have access to the SAP Enterprise Support Advisory team. They can benefit from a proactive engagement to run at peak performance and get advice on how to best use available resources and avoid unnecessary efforts.

	SAP Enterprise Support	SAP PSLE* (as foundation for SAP MaxAttention)	SAP Standard Support
<b>Collaboration</b>	<div data-bbox="680 692 2438 885" style="border: 1px solid #0070C0; border-radius: 10px; padding: 10px; background-color: #E6F2FF;"> <p style="text-align: center;"><b><u>Next-Generation Support</u></b> Moving support right into the product</p> <ul style="list-style-type: none"> <li>• Real-time interaction: <a href="#">Expert Chat</a>, <a href="#">Schedule an Expert</a>, <a href="#">Schedule a Manager</a></li> <li>• Personalized, context-sensitive support: Built-in support</li> </ul> </div> <div data-bbox="680 935 2438 1006" style="border: 1px solid #0070C0; border-radius: 10px; padding: 10px; background-color: #E6F2FF; text-align: center;"> <p><b><u>Customer Interaction Center</u></b></p> </div> <div data-bbox="680 1056 1228 1192" style="border: 1px solid #0070C0; border-radius: 10px; padding: 10px; background-color: #E6F2FF; margin-right: 10px;"> <p><b><u>SAP Enterprise Support Report</u></b></p> <ul style="list-style-type: none"> <li>• for on-premise and</li> <li>• for cloud</li> </ul> </div> <div data-bbox="1274 1056 1852 1192" style="border: 1px solid #0070C0; border-radius: 10px; padding: 10px; background-color: #E6F2FF;"> <p><b><u>SAP PSLE* Report</u></b></p> <ul style="list-style-type: none"> <li>• <a href="#">For on-premise solutions</a></li> <li>• <a href="#">SAP PSLE* Report Self-Services</a></li> </ul> </div>		
<small>*SAP Product Support for Large Enterprises</small>			

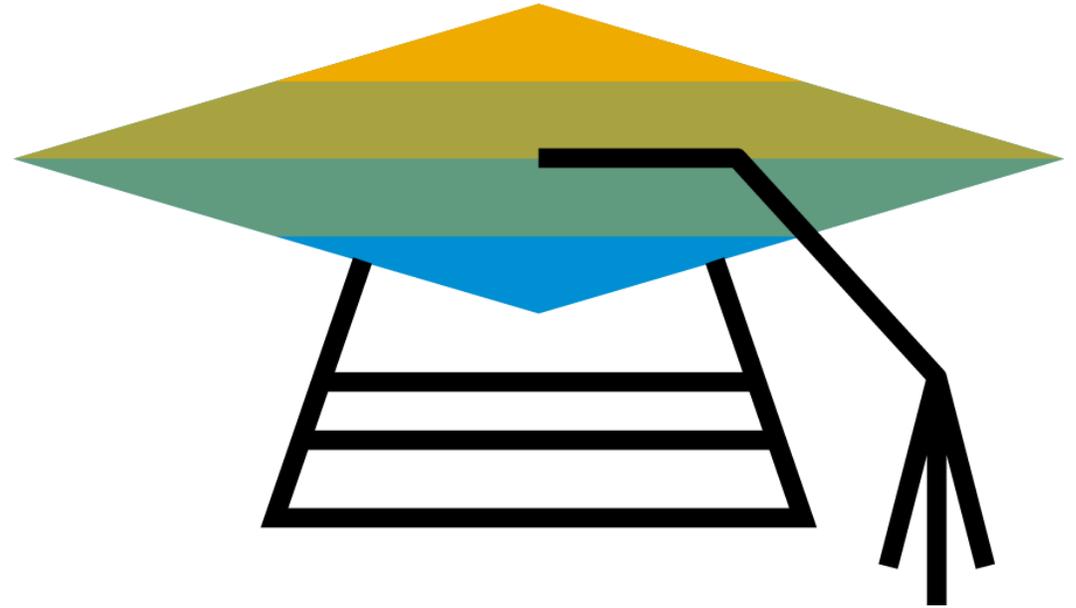
# Collaborate and engage with experts (2/2)



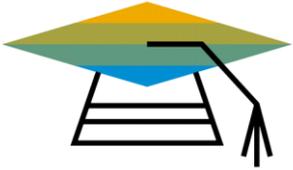
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	SAP Enterprise Support	SAP PSLE* (as foundation for SAP MaxAttention)	SAP Standard Support
<b>Collaboration</b>	<p><a href="#">SAP Enterprise Support Advisory Council</a></p> <p><a href="#">SAP Enterprise Support Value Maps</a></p> <p><a href="#">Support services</a> (full scope)</p> <p><a href="#">Support services</a> (access to entire scope for self-service delivery)</p> <p><a href="#">Support services</a> (selected scope)</p> <p><a href="#">Advanced Services with Preferred Care<sup>1)</sup></a> (on premise edition)</p>		
	<p><sup>1)</sup>Offering on top of SAP Enterprise Support or SAP Product Support for Large Enterprises</p>		<p>*SAP Product Support for Large Enterprises</p>

# Empowerment



# Build the skills that build value through the SAP Enterprise Support Academy



## Empowerment

**SAP Enterprise Support Academy** – Benefit from expert guidance and high impact knowledge transfer services that enable you to innovate and be successful with SAP solutions.



### Platform

Easily access SAP Enterprise Support learning content and services.



### People

Stay up-to-date by leveraging expert content in various delivery formats and levels of detail.



### Practice

Let us help you boost collaboration between business and IT units by addressing different functional roles and assisting in creating business cases and value.

Note: Not all elements are part of all Support offerings.

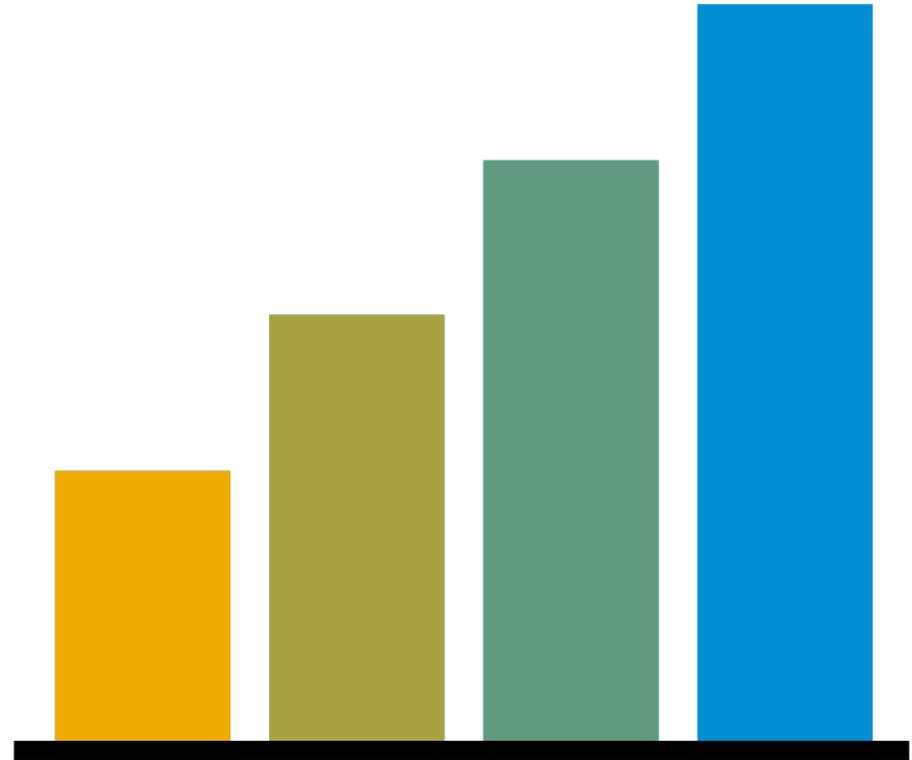
# Empower your people



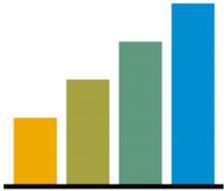
Empowerment through access to remote SAP support content and services to manage the entire application lifecycle, integrated across on-premise, cloud, and hybrid deployments. For example, the SAP Enterprise Support Academy program and SAP Solution Manager. SAP support services help to build the skills that build value to increase IT efficiency, reduce operational costs, and focus more of your energies on business innovations.

	SAP Enterprise Support	SAP PSLE* (as foundation for SAP MaxAttention)	SAP Standard Support
<b>Empowerment</b>	<p style="text-align: center;"><b><u>Next-Generation Support</u></b></p> <p style="text-align: center;">Self-Service &amp; Incident Prevention: <a href="#">Knowledge Base Articles &amp; SAP Notes</a>, <a href="#">Guided Answers</a>, <a href="#">Cloud Availability Center</a>, <a href="#">SAP Support Portal</a></p> <p style="text-align: center;"><b><u>Customer Center of Expertise</u></b> (<a href="#">Primary CCoE</a>, <a href="#">Primary Extended CCoE</a>, <a href="#">Advanced CCoE</a>)</p> <div style="border: 1px solid blue; border-radius: 15px; padding: 10px; margin-top: 10px;"> <p style="text-align: center;"><b><u>SAP Enterprise Support Academy</u></b></p> <p><b><u>instructor led learnings and services</u></b></p> <ul style="list-style-type: none"> <li>• <a href="#">expert-guided implementations</a>: customize and execute complex activities in your own system landscape</li> <li>• <a href="#">accelerated innovation enablement</a>: evaluate the innovation capabilities of the SAP enhancement packages**</li> <li>• <a href="#">meet the expert sessions</a>: live and recorded webinar with SAP topic experts</li> </ul> <p><b><u>self-paced learnings</u></b></p> <ul style="list-style-type: none"> <li>• <a href="#">best practices</a>: Library of how-to guides</li> <li>• <a href="#">guided self-service</a>: self-services, embedded SAP Solution Manager to analyze and optimize your systems</li> <li>• <a href="#">tutorials</a>: step by step instructions on how to complete tasks or processes using a software product.</li> </ul> </div>		
			<p>*SAP Product Support for Large Enterprises</p> <p>**SAP Enterprise Support only</p>

# Innovation and Value Realization



# Drive innovation and get more value from your SAP investment



## Innovation and Value Realization

SAP Support services provide a wide range of services and tools to help you realize more business value and to accelerate the adoption of new innovations.



### Customer value experience tools

Identify value opportunities by leveraging available tools focused on innovations and business outcomes.



### Continuous innovation & long-term maintenance commitments

Continuous innovation and long-term planning cycles for SAP S/4HANA will be provided through a sequence of releases.

Maintenance commitment for SAP S/4HANA until the end of 2040 and mainstream maintenance for core applications of SAP Business Suite 7 software until the end of 2027 followed by optional extended maintenance until the end of 2030.

# Adopt innovations and realize the value



A substantial flow of innovations is a core part of SAP's Support offerings. Provided tools and services enable customers to quickly identify, safely implement, and realize value from these innovation opportunities. This approach helps receiving most value out of existing investments, as well as introducing new innovations in a swift manner that helps minimize risk and master the digital transformation in a smooth and cost effective way.

	SAP Enterprise Support	SAP PSLE* (as foundation for SAP MaxAttention)	SAP Standard Support
<b>Innovation</b>	<p><a href="#">Mainstream Maintenance until 2027</a> (incl. legal updates, functional enhancements, IFRS15, etc.)</p> <p><a href="#">SAP Release Strategy</a>, <a href="#">Product Availability Matrix</a></p>		
<b>Value Realization</b>	<p><b>Recommendations for Innovation &amp; Value Realization</b> (<a href="#">SAP Innovation and Optimization Pathfinder for SAP ERP</a>, <a href="#">Business Scenario Recommendations for SAP S/4HANA</a>, <a href="#">Fiori Recommendations</a> )</p> <p><a href="#">Business process improvement capabilities</a></p>		
*SAP Product Support for Large Enterprises			

# Mission-Critical Support



# Reliable end-to-end support across all deployment scenarios



## Mission-critical support

Regardless of your deployment scenario and the issues that may arise, a cornerstone is mission-critical support that provides rapid collaboration with support experts.



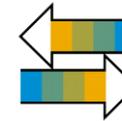
### SAP ONE Support Launchpad

Access to support resources in a single, intuitive interface. By using customizable role profiles, the launchpad displays only relevant applications and insights to help ensure an efficient and user-friendly experience.



### 24x7 availability

Count on our support 24 hours a day, 7 days a week, 365 days a year. Independent of your deployment model, CALL-1-SAP is your global toll-free telephone number for contacting SAP support.



### Service-level agreements

Rely on minimized business disruption and accelerated problem resolution thanks to best-in-class service level agreements for a timely initial reaction and a corrective action plan.

# Mission-Critical Support



Get relief from critical situations through round-the-clock production-down support, quickly identify and resolve issues which require extraordinary management above and beyond SAP standard processes, and rely on business continuity with SLAs also on corrective action plan proposals. Mission-critical Support informs all parties (inside and outside SAP) involved during an escalation and ensures 24x7 support for critical customer situations. This applies to all SAP on premise and cloud solutions.

	SAP Enterprise Support	SAP PSLE* (as foundation for SAP MaxAttention)	SAP Standard Support
<b>Mission Critical Support</b>	<p><a href="#"><u>Customer Interaction Center 24x7</u></a></p> <p><a href="#"><u>SAP ONE Support</u></a> <a href="#"><u>SAP ONE Support Launchpad</u></a></p> <p><a href="#"><u>Service Level Agreements</u></a>      <a href="#"><u>Service Level Agreements<sup>2)</sup></u></a></p> <p><a href="#"><u>Enhanced Service Level Agreements (with SAP Preferred Care)<sup>1)</sup></u></a></p>		
	<p><sup>1)</sup>Offering on top of SAP Enterprise Support or SAP Product Support for Large Enterprises</p> <p><sup>2)</sup>Service Level Agreements if contracted individually via SAP MaxAttention</p>		<p>*SAP Product Support for Large Enterprises</p>

# SAP Solution Manager



# SAP Solution Manager as platform for value realization



## SAP Solution Manager

Implement and operate your business applications and configure them to your individual needs. With SAP Solution Manager, you can cover the complete application lifecycle of your IT landscape. The solution provides innovative functionalities that can help transform your business faster by streamlining your business processes, addressing improvement options, increasing operational efficiency, and minimizing risk.

# Application lifecycle management



Application lifecycle management (ALM) comprises the processes, tools, and services required to manage SAP and third-party solutions. As part of your maintenance contract, SAP provides autonomous ALM solutions that help our customers ensure business continuity, reduce operation and implementation costs, accelerate time to market, and identify areas for process improvement.

Our ALM portfolio is delivered for all customers and landscapes that integrate SAP and third-party solutions. Options include:

- Implement and run applications with a standardized low-cost approach
- Take a targeted strategy to address individual ALM requirements
- Manage on-premise, hybrid, or cloud solutions

All these customer expectations and more are brought to life through a variety of offerings, such as:

- **SAP Solution Manager** for on-premise centric customers
- **SAP Cloud ALM** for cloud-centric customers
- **SAP Focused Run** for service providers and customers with advanced needs

# Thank you