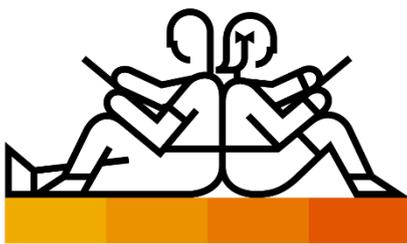


# Why Can't You Bypass the Evolution of Learning?

## How the industry-awarded authoring tool from SAP revolutionizes end-user enablement

Do you remember when classroom training was the main learning method? When learning was teacher-centric with students listening for hours, taking notes, and then returning home with homework?

Luckily, we have evolved since then! Digital transformation has made it possible. Today, we talk about a learner-centered, and even learner-driven, approach, where the community is in focus, and where students often consume content outside of the classroom. In fact, when looking at the famous 70:20:10 model, formal classroom learning has been pushed back to 10%, while learning from colleagues and on the job have become the major approach to gaining new skills and knowledge. Learning now happens as a natural part of work. People are learning more by themselves using online resources as they'd do in everyday life with new digital tools like the SAP Conversational AI service and gamification technologies. Such tools transform the way we learn to elevate training to an entirely new level.



With digital transformation, organizations can't avoid rethinking their training methods. A company's abilities to innovate and to create a viable culture of learning are closely connected. Learning is a prerequisite for the performance of the organization and for innovation. It requires a new definition and mind-set. Organizations can no longer rely on old-fashioned learning approaches to keep up with digital transformation. The risk to fail and not keep up with the market evolution is too high. Learning methods and tools that secure continuous access to knowledge, as well as the possibility to upskill on demand, are now highly sought after.

In its recent research, [“How Much Is Enough? Defining How Much Training Is Required to Achieve Maximum Business Value.”](#) IDC demonstrated the impact and benefits of a well-trained staff.

In a nutshell, organizations saw an up to 13 times improvement in key performance measures and up to 62% fewer support calls. With well-enabled implementation team members, escalations were reduced by 16% overall and implementations took 11% less time to deploy.

As SAP positions itself as the facilitator of digital transformation, the company is undergoing its own. For that purpose, the SAP Education organization plays a critical role in enabling internal staff at SAP, as well as the company's customers and partners. Being a pioneer in IT training, SAP Education has evolved and adjusted its SAP enablement offerings to support the digital transformation journey confronting the market and organizations today. SAP Education has also introduced cloud solutions that enable IT professionals (SAP Learning Hub) as well as end-users (SAP Enable Now solution) in a more flexible and innovative way. And SAP Education has received various awards for those market-leading learning tools.



In particular, end-user enablement is one of the most critical steps for a successful system implementation. The timing of the end-user training is critical and must be planned for and implemented prior to the start of the parallel test phase to ensure a successful implementation. As most organizations decide to go for a more-customized system implementation as opposed to a standard one, the creation of customer-specific documentations, simulations, and other end-user materials are critical to enable the workforce and achieve a high-adoption and high-performance user experience of the solution. SAP Enable Now is a market-leading solution in end-user enablement. Not only it does help you create, manage, and deliver learning content for formal and informal training, but it also provides the end-users with in-app performance support on the go.

To understand in more detail the importance of end-user enablement and how SAP Enable Now can support organizations with digital transformation and successful solution implementation, I have invited two learning experts for this blog, Elisabeth Attia and Samuel Forel. They work every day in the field and support SAP clients with the user enablement and adoption of cloud solutions from SAP.

*Elisabeth, Sam, based on your experience, why do you think **end-user enablement** plays such a **big role** today?*

EA: Because organizations invest a lot of money when purchasing new solutions – IT and non-IT applications, SAP and non-SAP applications – it is highly important for them to proof and realize the ROI.

The value of an application is highly related to its usage. In fact, even the best application in the world will not help increase productivity if it is not being used or not being used efficiently.

So that means that at the end, it's essential, even mandatory, to enable the end users who will use those applications.

*And how important is it in that context for a company to define **a strong learning strategy**?*

SF: A learning strategy is the backbone of every successful business transformation and is necessary for upskilling your workforce for the future. It's essential if you want to keep and further grow your market position.

The learning strategy must be mapped to the organization's vision and culture and should help achieve the business objectives and KPIs. It should also represent the different target groups you want to reach and your employees' learning behavior.

But the secret weapon of every successful business transformation or project is the people. It's very important to understand that engaged and motivated learners can reach their goals faster. If you enliven learning with a blend of communication techniques, the user experience becomes vastly richer and more meaningful, and people become more engaged and inspired.

In our new cloud world, the enablement realities are changing. Users expect to learn on the job and have knowledge at their fingertips. We are seeing a huge shift in the way learning content is consumed. As a result, it is critical to build a learning strategy where the users' needs and expectations are the center of focus.



*And where does SAP Enable Now fit into an effective learning strategy?*

SF: Now, SAP Enable Now is one of the most powerful and effective tools of a strong learning strategy. With SAP Enable Now, you will achieve deeper cognition, faster absorption of material, and longer-lasting retention. At the end, the real value for the company is that it helps increase employee satisfaction and productivity.

In this new digital age, and thanks to mobile devices, employees can be productive anywhere. Our work is no longer limited to the physical office or the conventional schedule.

SAP Enable Now supports this modern reality and way of learning by optimizing and delivering identical training content on tablets, smartphones, and other devices.

This results in a full end-user enablement regardless of location or device, higher employee productivity and increase in satisfaction, and a greater flexibility to accommodate digital learning.

A strong learning strategy with SAP Enable Now speeds up time to value and ROI for enterprise applications.

*And what does end-user enablement look like?*

EA: Organizing specific classrooms to enable hundreds or thousands of end users has a very high cost. What about the regular release upgrades with new features – shall the company organize and pay classrooms for that every time? Let's imagine the company's budget is unlimited and they can afford to enable its end users in classrooms. But what about the time those employees spent away from their projects just to attend those classrooms, or the travels connected with that learning? And what about end users located in different places, who speak different languages? Sounds really challenging, right?

And this is where SAP Enable Now can support you. It helps organizations create different types of learning content in different languages to enable the end users in the most-efficient way.

*And how does this happen?*

EA: Well, the content you create has to be relevant, right? Therefore, it has to be adjusted to the end-user's role. That means content has to include screenshots of and information on the exact transaction that the end-user needs to execute – do you agree?

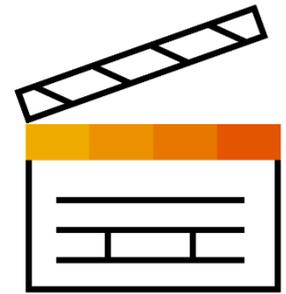
*Yes!*

EA: And this is exactly the philosophy of our solution. Everything starts with a recording. You easily create a recording of the transaction and add your voice over on top of that recording.

And from this initial recording, the tool is automatically generating different recording modes, for example the "test mode."

*Can you share more about the **recording modes**?*

EA: Sure, let's use the test mode as an example. The idea is that you don't want or can't give production system access to end users who don't know how to use the system properly. So, before giving end users access to the live application, they first have to watch the recording mode. We can also call it demo mode. It's like a movie, but on top, you will have the on-screen instructions, exactly like the subtitles when you watch a real movie.



Once the end users have watched the demo mode, they can do exercises in the practice mode. And finally, when they feel ready, they can then take the final exam with the test mode in order to be qualified to work on the productive system.

*Sounds great. What are the **key benefits** here?*

EA: Well, mainly, this learning methodology will help you reduce costs for the IT help desk and maximize adoption.

*Is there more we **need to know** about SAP Enable Now?*

EA: Of course! For example, from the demo mode, you can easily generate different documents in different formats like Microsoft Word and PowerPoint, HTML, or a video. And for each format, there are many templates available.

So, if you want to create an end-user training guide, you don't need to use a "snipping tool" anymore to capture each screenshot. SAP Enable Now will do it for you!

*What is the **most common challenge** that companies face, based on your experience?*

EA: For sure it's the language! A common question I get from my clients is this: I have end users speaking different languages and they all work on the same application. Shall we record the transaction in each language? The answer is, of course, no! You can use the automated translation features. There are more than 40 languages available.

Another nice feature is the integration of the demo mode or other modes into one nice presentation. We call that book pages.

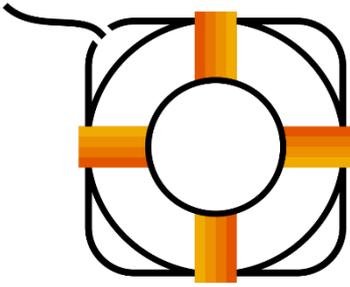
*What are **book pages**?*

EA: Book pages are like nice PowerPoint presentations where you can add text, pictures, voice, and the link to your recording, for example. The idea is that you can provide, through the book page, a complete training, including introduction, demo, and exercise, and at the end you can also add a quiz. Did you know that there are nine templates integrated with SAP Enable Now?

*No, that's indeed a rich variety of options. We discussed the different content types that we can create, but how do we make this **content available to the end-users**?*

EA: Simple, simple – you can publish the content through the library integrated into SAP Enable Now, or you can publish it through an LMS (learning managing system). End users can consume the content on their mobile devices as well.

*Does it mean the end-user will have to **search for the content**?*



EA: Who really likes to search? Don't worry, SAP Enable Now has a GPS feature called desktop assistant. Imagine – you did your work perfectly, you watched the demo mode, did the exercise, and even passed the test, so you got finally your access to the live application! You are so happy, but then you don't remember what to do during a specific transaction step. Don't panic. Desktop assistant is here to guide you! You can access it from every transaction step with just one click and can access from there the respective demo or user guide. You can even choose the guided tour, which is a nice step-by-step guide.

The desktop assistant is one of the most-powerful components within SAP Enable Now that definitely helps you increase the productivity of the workforce in your company.

*Nice! I recently also heard about the **Web assistant service**. What is it exactly?*

EA: SAP wanted to add even more value for you and your end-users, and now provides integrated, ready-made content for selected applications with our latest star, the Web assistant service. It is available today for SAP S/4HANA and SAP SuccessFactors solutions. That means, if you have purchased SAP S/4HANA, you already have the in-application help available, including all content. With SAP Enable Now, you can easily edit this content to personalize it, as shown in the below picture:



*And what is the **difference** between the **desktop assistant** and **Web assistant**?*

SF: Alright – so both, Web assistant as well as the desktop assistant, provide seamless help within the target application when and where it is needed most.

The main difference is in the user interface and, of course, the fact that with Web assistant, the standard content is already available within the SAP application and can be further edited and adjusted with SAP Enable Now. With the desktop assistant, you don't have standard content integrated within your SAP application and would need to develop the content from scratch with SAP Enable Now.

*You say **Web assistant** is, at the moment, available for **SAP S/4 HANA** and **SAP SuccessFactors** solutions. Are there any plans to integrate the standard enablement content with **more SAP applications**?*

SF: Absolutely. End-user adoption is critical from the very first minute when end-users access new SAP applications. That's why SAP will integrate SAP Enable Now content with more SAP solutions in the near future.

From your perspective, what is *the starting point* when launching SAP Enable Now?

SF: Thanks for raising this question! This is an important topic that causes lots of misconceptions. So, no matter what kind of project you are involved in, SAP Enable Now will give you the power to create and deliver content easily and effectively. But, it's mandatory to follow the crucial starting point, which is the preparation phase. The preparation phase takes place before the actual technical implementation and helps you define your goals, scopes, expectations, and enablement strategy directly from the beginning in a proper way to avoid endless loops.

For each project for SAP Enable Now, we recommend starting with a scoping workshop. The scoping workshop is the first kickoff meeting between consultant and customer to clarify the implementation scope in detail with all roles involved. The purpose is to perfectly understand the motivation and objectives of the customer.

I recently came across the following quote that puts it in a nutshell:

"Implementing a software without preparation is like building a house without a plan!"

A good preparation is the foundation for efficient and sustainable content production and delivery.

*Fantastic. Thank you Eli and Sam for demystifying end-user enablement for our readers and for sharing how SAP Enable Now can support organizations enabling their end-users by driving an effective learning strategy.*



Digital transformation, or better, the digital revolution, is underway, and it is unstoppable. Organizations that care about their people and their enablement are the ones that are going to succeed. They are fully aware that their workforce needs to have the right knowledge and skills to keep up with the changes and master the digital revolution. These organizations are creating a culture of learning and are investing in smart learning tools and solutions, such as SAP Enable Now, for a workforce of the future.

*"The success or failure of a major software application deployment or upgrade has a direct correlation with the thoroughness of the training provided." – Gartner.\**

This interview was conducted by Anyuta Yagodich, SAP Customer Engagement Manager, Training and Enablement Cloud Products.

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\*Gartner, "Gartner Research Publications: Business Intelligence Applications Benefit From Interactive Visualization; To Train or Not to Train Remote Users: Is There a Question; Intersection of IT Support and End-User Training; Untrained Users Cost More to Support than Trained Users."