

# Americas Business User Primary Support

## ASUG Support & Maintenance SIG Efforts

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# Agenda

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## Today

- **Organizational Structure**
- **Key Performance Indicators (KPI)**

## Defining Tomorrow

- **Gartner BI Magic Quadrant**
- **Customer Experience Program**
- **Customer Center of Expertise (CCOE)**

## Future

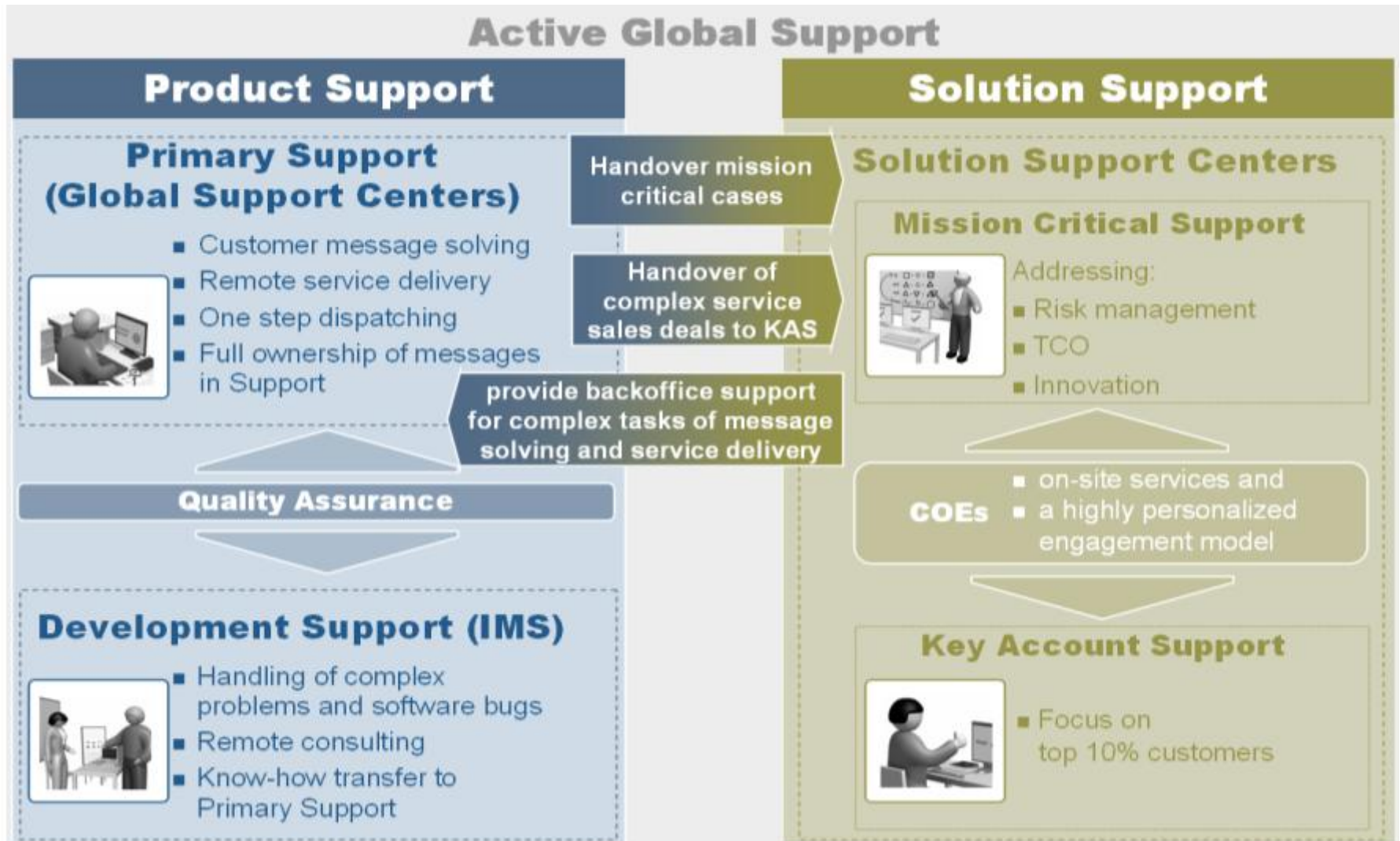
- **Remote Supportability**
- **Idea Place**



# Today

Organizational Structure

# Organization of Active Global Support



# Primary Business User Support Locations





# Today

Key Performance Indicators (KPIs)

# Positive Call Closure (PCC)

## Customer Satisfaction Questions

Your feedback to SAP Support												
		no answer	1	2	3	4	5	6	7	8	9	10
Processing times for this message - How satisfied are you...			--		-		-/+		+		++	
... with the initial reaction time from SAP?	<b>Q1</b>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... with the time used by SAP to solve the issue?	<b>Q2</b>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
SAP employee who solved the issue - How satisfied are you...			--		-		-/+		+		++	
... with his/her experience and knowledge?	<b>Q3</b>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... with his/her friendliness and behavior?	<b>Q4</b>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Support in General - How satisfied are you ...			--		-		-/+		+		++	
... with the support you generally receive?	<b>Q5</b>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Product satisfaction - How satisfied are you ...			--		-		-/+		+		++	
... with the product GRC-SCC	<b>Q6</b>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
		no answer	1	2	3	4	5	6	7	8	9	10
Further Comments												

Customers scoring us 8, 9 or 10 out of 10 on Question 5 on our PCC survey:  
**How Satisfied are you with the support you generally receive?**

**Questions 1 and 2 – Processing for specific message**

**Questions 3 and 4 – Message processor**

**Question 5 – Support overall**

**Question 6 – Product overall**



# Defining Tomorrow

Gartner BI Magic Quadrant



# Gartner Magic Quadrant for BI Platforms

Gain customer insight & provide an unrivaled customer experience

▶ **BI Magic Quadrant**

▶ **We have responded**

▪ As part of our 2011 BI Revitalization Plan we will organize around the following 3 Work Streams:



## PEOPLE EXCELLENCE

- SAP Certified Associates
- Enhanced Root Cause Analysis
- Customer Management
- SAP-pedia



## PROCESS EXCELLENCE

- Enhanced Goal structure and Message Handling to focus on Message Closure KPI's and resolution of Critical Messages



## CUSTOMER EXCELLENCE

- Proactive Support Delivery via Remote Support Component
- Maximizing the value of Enterprise Support





# Defining Tomorrow

Customer Experience Program



# Customer Experience Team

Turning Information into Action

## Team Overview

To provide a platform for our customers to engage with SAP Support and bring their direct feedback to the table

- Focused on understanding and enhancing the SAP Support Customer Experience
- Provides holistic view of Feedback into Support , representing all customers
- 16 dedicated staff, Worldwide
- Covers following support aspects:
  - Operational Support Experience
  - Systems you use (e.g. Service Marketplace)



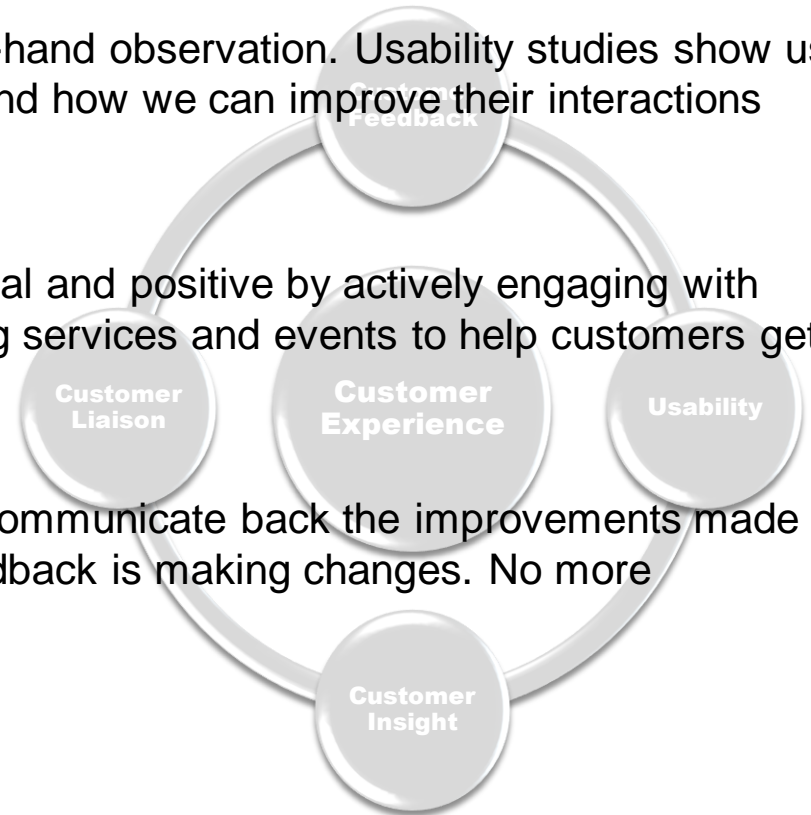
# Customer Experience Team

Turning Information into Action

## Team Functions

Feedback is collected, categorized, prioritized, and analyzed. The results are used to influence decision making and prioritize improvement projects.

- Understanding customer behavior through first-hand observation. Usability studies show us how customers interact with Primary Support and how we can improve their interactions and experience.
- To make the customer experience more personal and positive by actively engaging with customers, gathering information, and providing services and events to help customers get the most out the Support systems.
- To build links with customer communities and communicate back the improvements made – keeping customers informed of how your feedback is making changes. No more feedback black holes.



# Customer Experience Team

## Turning Information into Action

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### Results

#### Support Operations

- Your Message Survey Feedback results and comments collated and analyzed for 2011 Support Strategic Planning (over 34,000 comments processed)

#### Service Marketplace

- Feedback and Usability studies into:
  - Software Distribution Centre with many improvements already carried out
  - License Key area

#### Helping You get the most out of Support

- Over 1400 customers have benefited from Personalized Service Marketplace demonstrations
- Over 1000 views of SAP 'How to videos'

#### Customer Feedback:

“Working great now. Thanks for addressing it so quickly!”

“I am glad that there are people like you at SAP that listen and understand. “

“In a word: excellent.”

“This was a very informative and well presented demonstration.”

# Customer Experience Team

Turning Information into Action



## Engagement

- Please continue to give feedback – directly to Service Marketplace and through Message close surveys ( <http://service.sap.com/feedback> )
- Watch out for specific surveys on Service Marketplace



- We are always looking for volunteers to get involved
- Site on Service Marketplace with FAQ and how to sign up Usability FAQ



- Sign up for personalized and group Service Marketplace demonstrations <http://service.sap.com/portaldemo>
- Check out the “How to” videos <http://www.youtube.com/sapsmptv>



- Look out for more information about improvements and changes made.
- We are always looking for new ways to get closer to User Groups and Communities.



# Defining Tomorrow

Customer Center of Expertise (CCoE)



# Customer Center Of Expertise

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## How a Customer Center of Expertise can leverage Enterprise Support

### Access to SAP Support Advisory Center ( SAC )

- Planning and booking of proactive services (CQCs)
- Single point of contact for mission-critical support issues
- Acts as an escalation level;
  - facilitates 7x24 access to SAP Solution Support back-office.

### Service Level Agreements

- Fast initial reaction times and corrective action
- Reaction times of 1 hour for P1, 4 hours for P2
- For P1's a Resolution or detailed action plan within 4 hours



# Customer Center Of Expertise

## Becoming a Customer Center of Expertise

Certification requires that a Customer CoE team demonstrate proficiency in five core areas:

- Support desk
- Contract administration
- Information management
- Coordination of innovation requests
- Service planning

## The certification process

- Complete Certification Checklist – SAP Business Objects Only
- Request checklist and send completed to [COE.Program.SAPBusinessObjects@sap.com](mailto:COE.Program.SAPBusinessObjects@sap.com)
- Once Checklist is complete Audit will be scheduled
- For general SAP Enterprise Support information:
  - <http://www.service.sap.com/enterprisesupport>



# Customer Center Of Expertise – Proactive Services

Service	Description of CQC Service	Service checks are available for the following services	SAP BusinessObjects Products covered
<ul style="list-style-type: none"> <li>■ <b>CQC for implementation</b></li>   <li>■ <b>EarlyWatch Check</b></li> </ul>	<p>Helps to optimize the performance of a customer's core business processes and main interfaces</p> <p>Analyzes the components of a SAP solution, the operating system and the database to determine how to optimize performance and help keep your total cost of ownership to a minimum</p>	<ul style="list-style-type: none"> <li>■ CQC for Implementation / Going Live for Solutions (GA/GV session)</li> <li>■ EarlyWatch Check / EarlyWatch Check</li> <li>■ EarlyWatchAlert (SAP Business Objects Edge customers only)</li> </ul> <ul style="list-style-type: none"> <li>■ CQC for Implementation / Going Live for Solutions (GA/GV session) for BPC MS and NW</li> <li>■ EarlyWatch Check / EarlyWatch Check for BPC MS and NW</li> </ul>	<ul style="list-style-type: none"> <li>■ BO Enterprise</li> <li>■ BO Web Intelligence</li> <li>■ BO Crystal Reports</li> <li>■ BO Xcelsius</li> <li>■ BO Data Services</li> <li>■ BO Explorer</li> <li>■ BO Financial Consolidation</li> </ul> <ul style="list-style-type: none"> <li>■ BO BPC NW</li> </ul>



# Future

Remote Supportability

Idea Place



# Remote Support Component

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- System monitoring and analysis platform specifically for SAP Customers who only implement an SAP Business Objects Enterprise system.
- Included functionality:
  - Early Watch Report
  - Root Cause Analysis
  - Auto Update
- Currently in Ramp Up scheduled through March 31, 2011
- Please review the following link for availability information and overview of the tool:
  - <http://service.sap.com/rsc>

# Idea Place

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## Inventing the future together!

- Located on SAP Community Network
- Our Public channel for you to participate in innovation and drive future product direction
- We encourage all community members to submit ideas and collaborate
- Currently in Beta but available for review. Please review link below for access and available component areas:
- <https://ideas.sap.com/index.jspa>





# Appendix

# SAP Notes Search - Tips and Tricks (1/3)

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Search for phrases, for example "delete company code"

Wild-card search , for example "data record\*"

Return to basic form

(entered terms are automatically converted to a basic form )

Do not use "negative words", for example "and"

Relevance ranking of the SAP Notes in accordance with how well they match your situation

# SAP Notes Search - Tips and Tricks (2/3)

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## **No SAP Note?**

- Search topic area, random sample analysis
- Continue search with the "good" key words found
- Continue analysis to find appropriate key words (Program names, transaction codes, error messages)
- Set language to English

## **"Thousands" of SAP Notes?**

- Limit search terms
- Limit search criteria (for example, release, application)

## **Particularly good SAP Note?**

- Record SAP Note number
- Document search method

# SAP Notes Search - Tips and Tricks (3/3)

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Consider AND / OR combinations

Specify release / Support Package

Specify components

- With exact component
- Without component
- With the wildcard search ( \*) for example, MM-IV\*

Specify category

Example of SAP Notes Search

- see also SAP Note 192194

# AND / OR Combinations

SAP Service Marketplace - Microsoft Internet Explorer provided by SAP IT

File Edit View Favorites Tools Help

SAP THE BEST-RUN E-BUSINESSES RUN SAP SAP.com

HOME Standard Page Inbox MyProfile Search Quick Links Help

First Page

HOME > SAP Notes  
SAP Notes Doc.Info Add to Favorites

SAP Notes Home  
http://service.sap.com/notes

- SAP Notes - Tips&Tricks
- Note Assistant
- Notes Translation

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### SAP NOTES SEARCH

Please enter your search criteria:

Language  English  German

Search Text

Search Mode  all given words (AND)  any given word (OR)  Plus

Note Number

Release

Application Area

Database

[Submit](#) [Help](#)

Done Local intranet

# Find More Sources for Self-Services

## SAP Service Marketplace - one source for all business needs

The SAP Service Marketplace contains a variety of internet portals that enable true collaboration among SAP, its customers and partners. These portals offer target group specific content.

- SAP Support Portal**  
The SAP Support Portal supports your business SAP solution to run optimally during its entire lifecycle.  
**Quick Links:** SAP Notes Search | Request Note | Product Issues | Software Download | SAP Support Center Addresses | SAP Service Channels - Year 2009
- Education, Consulting, Solutions Areas and more**  
These SAP Service Marketplace Areas offer a wide range of material on all SAP solutions, consulting services and training offerings and access to user groups information.  
**Quick Links:** SAP Solutions | Courses/Books | Consulting | User Groups
- SAP Business One Customer Portal**  
This portal allows all SAP Business One customers quick access to support services, including information and applications to help you solve problems you encounter with your system.  
**Quick Links:** Blog | Discussion Forums | SAP Business One 2008 Preview | Platforms and Downloads | Enterprise 300
- SAP Developer Network**  
The SAP Developer Network offers collaboration and knowledge exchange with more than 346,000 active members, 128 forums and 130 passionate bloggers. 20M+ support you with the most relevant and complete collection of content and collaborative dedicated to SAP technology topics.  
**Quick Links:** Blog | Discussion Forums | SAP Software 2008 Preview | Platforms and Downloads | Enterprise 300
- Business Process Expert Community**  
The Business Process Expert Community is the first online community to focus on helping business process experts drive process innovation through collaboration and collective learning.  
**Quick Links:** What is a BPE? | Blog | Forums | Solutions | Content/Products
- SAP Partner Portal**  
The SAP Partner Portal is the best single source of information and services for SAP Partners.  
**Quick Links:** Partnering with SAP | Marketing & Sales | Events | Products | Education | Support
- SAP Channel Partner Portal**  
The SAP Channel Partner Portal provides tools, information, and services for authorized partners that serve the Small and Midsize Enterprise (SME) market.  
**Quick Links:** SAP All-in-One, Resources | SAP Business One, Resources | Education | Partner Networks | Support Services
- SAP Help Portal**  
The SAP Help Portal provides web-based documentation for all SAP solutions. This enables you to search the online library for the right information where and when you need it.
- SAP Business Community**  
The SAP Business Community is where SAP experts, customers and business leaders gather to exchange insights, solve problems and share ideas.  
**Quick Links:** (Separate subscription required) Online Events | Discussion Forums | SAP Executive Blog | Newsletter

**How to Sign In**  
On this page select the portal most relevant to you and follow the respective link to access its content and to make use of the virtual functionality offered.

**Questions Regarding Login?**  
Forgot password? User ID? New User? Register User? Get assistance in the SAP section | Search from SAP Support

Deutsch/Trademarks | France | Japan

Access the SAP Service Marketplace at [service.sap.com](http://service.sap.com)

## “SAP Ecosystem in a Nutshell” – important information on:

- General data – get in contact with SAP
- Important sources of information
- Detailed information on SAP solutions
- Running SAP solutions
- Community forums and user groups



Find more information on SAP Ecosystem in a Nutshell in [Note 1054121](#)



# Thank You!

Contact information:

F name MI. L name

Title

Address

Phone number