**RESEARCH REPORT**

**Sagesse Apprentice’21**

**September 2021**

# Research Subject: How to sell a security product? How to sell SAP-related products? Decisions makers' persona (who decide to buy SAP products in a company and how to approach them)

**Prepared by**: Furkan Güzelant, Betül Albayrak, Cemil Mert Özdemir

**Statement of Purpose**

For me, the purpose of this research is to understand how to sell an SAP product. This research puts me in a position where I am both the buyer and seller of an SAP product. I had a chance to think both ways. So before getting into the world of SAP, I have seen what is important to a buyer and a seller. With this information in mind, I could know what to expect from SAP, before I dig deeper. (Cemil Mert Özdemir)

This research aims to show how the communication between seller and buyer of the SAP product should be. It explains the methodologies that enable customers to get the best solution with an efficient implementation of SAP products. (Furkan Güzelant)

I think that the main purpose of this research is to get acquainted with the SAP product more so that we can understand how this product works and what services it provides to the customer and also how we can benefit from it, then after understanding it we can explain it to the customer and show him how he can benefit from it for his company's needs,

I like this research because it helped me to know more about SAP, especially the SAP ERP section, and I believe that if a person does not understand the matter well, he cannot convince others with it. (Betül ALBAYRAK)

**Research Questions**

1. **What does the SAP customer wonder and care about and what language (jargon) do they use?**
2. **Is it important to learn which modules the SAP customer uses in SAP, whether they go live or not, and what the project roadmaps are like?**
3. **Is the SIEM, UEBA, SOAR customer approach different from the SAP ERP customer approach? If they are different, at what points do they resemble, at what points do they differ?**
4. **Which questions should be asked to SAP customers to increase the engagement to a product?**

**Study Methodology**

First thing is to understand the questions and act accordingly. After understanding the questions, I have tried to find the right resources to answer them correctly. Since the questions were specific, the Internet didn’t have the answer to them completely. After that, I have found some more general resources. After reading the resources that I have found, I have answered the questions with my own words that are supported by resources. (Cemil Mert Özdemir) (Furkan Güzelant) (Betül Albayrak)

**Overall Research Findings**

I have found three resources that include frequent and should be asked questions for SAP products. Then I have merged them into one pdf file to have them all in one place. I have answered my first question based on the questions. Then, I have found a resource where I have learned about the jargon of an SAP customer. Also, with another resource, I have supported my answer with an online dictionary. Finally, I have found two more resources where I could learn about how to keep SAP customers happy and how to engage them more in the SAP product. (Cemil Mert Özdemir)

I have found resources about understanding business requirements and coming up with a SAP solution that fits these requirements. Using some other resources, I explained the importance of effective communication and feedback from the customer side. Then, I explained some methodologies that provide project implementation by using resources about S/4HANA Strategy and SAP Activate Methodology. (Furkan Güzelant)

My research has been on SAP ERP and also security systems SIEM, UEBA, and SOAR. I had information about SAP ERP but about security systems I did not know a lot of things about them. So the first step was the research about these security systems, and what features they provide, so after that I can find the points of similarity and difference between them and SAP ERP. My research in the first section contains a comprehensive summary of SIEM, UEBA, and SOAR, and then when I understand these systems well; I answered the question of points of similarity and difference using my own words and sentences, benefiting from the many research and information I read from various websites on this topic. (Betül ALBAYRAK)

**Report Format**

**Part I:** What Does Sap Customer Wonder And Care About And What Language (Jargon) Do They Use?

**Part II:** Is It Important To Learn Which Modules The Sap Customer Uses In Sap, Whether They Go Life Or Not, And What The Project Roadmaps Are Like?

**Part III:** Is The SIEM, UEBA, SOAR Customer Approach Different From The Sap Erp Customer Approach? If They Are Different, At What Points Do They Resemble, At What Points Do They Differ?

**Part IV:** Which Questions Should Be Asked To Sap Customers To Increase The Engagement To A Product?

**Part V:** About Our Team

**Part VI:** References

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# Part I: WHAT DOES SAP CUSTOMER WONDER AND CARE ABOUT AND WHAT LANGUAGE (JARGON) DO THEY USE?

SAP customers have a lot of questions to worry about, but here I will mention a few. In general, SAP customers need to review everything before using the SAP product. They should take what is necessary for their company and they shouldn’t take unnecessary things, for the highest efficiency. Of course, price is important for the SAP customer. One of the main questions is the price of SAP and whether it is expensive. Afterward, customers wonder how efficient they can be with SAP. They also consider critical situations such as the duration of data synchronization, business growth, transferring existing data. Sustainability is also an important point for the customers. That’s why they’re curious about SAP’s sustainability. The harms to the environment and what they have for sustainability are also a concern for customers. Before buying the SAP product, customers also wonder if the providers of this product will be in contact with the customers. They pay attention to whether their data also offers security, corporate tax strategy, and so on. To use the product in the most efficient way, they question whether SAP will provide them with any training. In short, they are curious about the amount of technical support that will come from SAP.[1][2][3]

To summarize, SAP customers have more than one issue to question before buying a product. In general, they want to choose the option that will be the safest, most efficient, and most profitable for their companies. They also want to know about SAP’s sustainability and how supportive it will be.

## 

## SAP Customer Language:

The language used in each sector, even almost in every product, is different from other products or sectors. For SAP customers, language differs too. SAP, which is common throughout the world, also contains a different language for its users. With this product, which almost all commands are abbreviated, also contains words to learn for the non-developer. The main ones are:

* SAP (System Applications and Products)
* ABAP (Allgemeiner Berichts-Aufbereitungs-Prozessor)
* ASFU (Applications Specific Full Use)
* ESS (Enterprise Self-Service)
* GRC (Governance, Risk Management)
* LAW (License Administration Workbench)

…[4]

These are just the tip of the mountain, and SAP customers master such terms. These terms are very important for SAP, which has terminology that is not so easy. A dictionary of terms set up for SAP is available on the internet only for the customers to learn such terms [5]. In short, SAP customers must use a special language for SAP as well as in all areas, and these terms are very important and should be known.

# Part II: IS IT IMPORTANT TO LEARN WHICH MODULES THE SAP CUSTOMER USES IN SAP, WHETHER THEY GO LIVE OR NOT, AND WHAT THE PROJECT ROADMAPS ARE LIKE?

Because businesses adopt different business processes based on the nature of their business, they require different functionalities and solutions. Therefore, it is critical to building a blueprint based off of ‘Best Practices’, which incorporate known business process requirements, specific to each industry solution. [6] For this, it is necessary to establish effective communication with the customer of the SAP product.

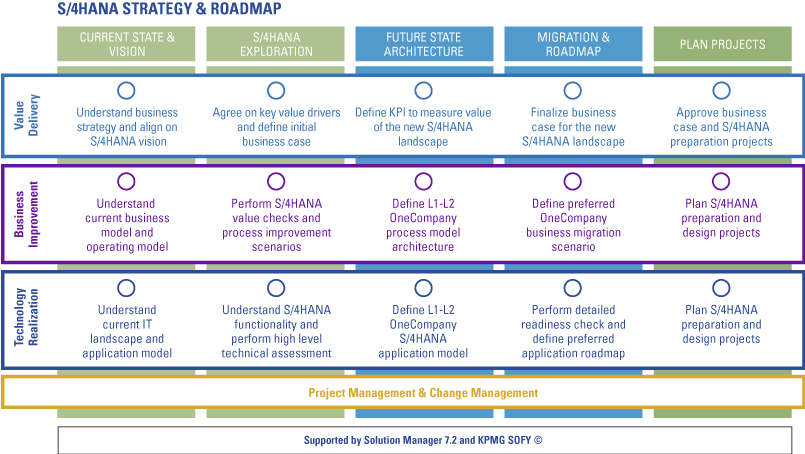
SAP consultants are the people who work to make requirements of the business fit, determine the missing and erroneous points in the business process, and indicate the necessary developments in SAP software. [7] To accomplish this, the SAP consultant should firstly understand the requirement or issue with an open mind. Only once this is understood clearly, they would have a better idea of how to transform this into SAP. [8]

In addition, the development team needs to get in touch with the customers and receive feedback regularly in order to provide them with a better solution. They make interviews, on-site visits, and regular calls for this purpose. Feedbacks allow them to get an overview of which aspects are appreciated, and what should be improved. [9] Both SAP consultants and developers need to know about customers’ needs, which modules they use, and their roadmaps to help their obligations and requirements meet effectively and efficiently. After the system go-live, they need to keep communicating and receive feedback from the customer side to provide technical support and resolve possible problems.

In the delivery of the SAP solutions and innovations, there are some methodology and strategies for project management and optimized and efficient SAP implementation. These methodologies show the process of transforming to SAP and provide a roadmap for the project implementation. They summarize the necessary steps and how the communication with customers should be sustained.

## 

## 1 – S/4HANA Strategy and Roadmap



This is the roadmap of S/4HANA Strategy. [10] We can examine this in three perspectives.

1. Value Delivery

Focusing at the value is at the heart of the roadmap. These activities ensure that all decision taken are made from the starting point that it will add value. Financial benefits, low risks are examples of value delivery.

1. Business Improvement

The key component of the business view is to understand what improvements can (and should) be made to the business process landscape (standardization, harmonization and simplification) and how S/4HANA can contribute to this. Project roadmaps should be clearly defined and be understood by the SAP consultants.

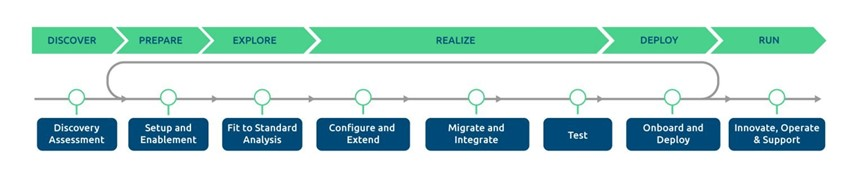
1. Technology Realization

Key component is to define what the future application landscape will look like. What S/4HANA modules will be used and how will they integrate? The most important modules of the company should be identified. [10]

## 

## 2 - SAP Activate and ASAP Methodology

SAP Activate and ASAP are similar methodologies in SAP systems. However, SAP Activate is more comprehensive and up-to-date than ASAP Methodology. [11] There are six phases in SAP Activate Methodology.



1. Discover Phase

The Discover phase is where the customer realizes there is a need for a solution to satisfy their business pain point and starts looking out for the right SAP solution to map their requirements. Consultants help customers to find the best SAP solution at this stage.

1. Prepare Phase

As the name suggests, this phase is crucial to both customers and partners as key activities that are crucial to the success of the project are completed with mutual consent. The system is provisioned to the customer post-signing of the contract with SAP and the partner. From the customer side, business process owners are identified to provide the right requirements to the consultants implementing the project. To be able to provide the best solution, it is important to determine the right requirements and modules that will be used.

1. Explore Phase

The Explore Phase pretty much lays the foundation for the success of the project. In this phase, customers and partners collaborate with each other for 1 outcome – to finalize the business process to be followed in the new SAP system. This is done by a series of “Fit-to-Standard Analysis” sessions, where the SAP Best Practice business process flow is showcased to the Business Process Owner. Consultants first display a flowchart of the business process and later drive a demo of the same using the initial system that was provisioned to them. The project team then have a healthy discussion on how the business can map their business to the best practices.

One of the best parts of the explore phase is the “Customer Execution of Standard Processes”. What SAP Activate tries to achieve is to build an early relationship between the end-users and the SAP system for an easier and accelerated adoption of widely accepted business processes. Consultants provide the business users with the documents required and help them run an end-to-end cycle in the SAP system.

1. Realize Phase

In this phase, the SAP consultants start configuring the SAP system according to the Backlog document that is signed off. This happens in an iterative approach where the project team works based on multiple sprints that have been planned to execute the project by breaking down the backlog requirements into smaller deliverables that need to be showcased to the business process owner and signed off as completed once it matches the agreed-upon completion criteria. This is the phase where consultants are in regular touch with the business process owner to showcase to them, the SAP system they are building through multiple Solution Walkthrough’s that are scheduled through the Realize Phase.

1. Deploy Phase

In the Deploy Phase, once every checkbox is ticked and everything is ready, the business faces a temporary downtime as the new SAP system is deployed for usage to the business users.

1. Run Phase

The Run Phase signifies the end of the customer’s lifecycle from identifying a solution for their business need to finally implementing the solution and running their business process on the same. In the Run Phase, the customer project team are given only 1 task – to be updated with the latest innovation and technologies in SAP, especially in the product they have implemented by having a “Continuous Learning” to keep up with the pace of technology. [12]

With the help of these methodologies, projects can be managed from the start to the end. They provide faster and more efficient implementation of SAP solutions and enable businesses go-live smoothly. In the implementation process, it is important to carefully follow these methodologies and have effective communication with the customer. Thus, consultants and developers should be informed about business requirements, ongoing business processes, which modules are mainly used, and the roadmap that will be followed by the company. After the business go-live, they should support and develop the system by receiving regular feedback from the company side.

# Part III: IS THE SIEM, UEBA, SOAR CUSTOMER APPROACH DIFFERENT FROM THE SAP ERP CUSTOMER APPROACH? IF THEY ARE DIFFERENT, AT WHAT POINTS DO THEY RESEMBLE, AT WHAT POINTS DO THEY DIFFER?

**First, I would like to briefly explain SIEM, UEBA, SOAR, and then I will show the points of similarity and difference between them and SAP ERP.**

**What is SIEM:**

Security Information and Event Management (SIEM) is a software solution that aggregates and analyses activity from many different resources across your entire IT infrastructure. **[13]**

Diagram

Description automatically generated**[14]**

**How SIEM Works:**

Step 1: Collect data from various sources (network devices, servers, domain controllers and more.

step 2: Normalize and aggregate collected data.

step 3: Analyze the data to discover and detect threats.

step 4: Pinpoint security breaches and enable organizations to investigate alerts. **[13]**

**What is UEBA:**

User and entity behaviour analytics, or UEBA, is a type of cyber security process that takes note of the normal conduct of users. In turn, they detect any anomalous behaviour or instances when there are deviations from these “normal” patterns. For example, if a particular user regularly downloads 10 MB of files every day but suddenly downloads gigabytes of files, the system would be able to detect this anomaly and alert them immediately.

UEBA uses machine learning, algorithms, and statistical analyses to know when there is a deviation from established patterns, showing which of these anomalies could result in a potential, real threat. UEBA can also aggregate the data you have in your reports and logs, as well as analyse file, flow, and packet information. **[15]**

**How UEBA Works:**

For example, let’s say you steal Jane Doe’s password and username. You would still not be able to act precisely like Jane Doe once in the system, unless given extensive research and preparation. Therefore, when Jane Doe’s username is logged in to the system, and her behaviour is different than that of typical Jane Doe, that is when UEBA alerts start to sound**. [15]**

**What is SOAR:**

SOAR (security orchestration, automation and response) is a stack of compatible software programs that enables an organization to collect data about security threats and respond to security events without human assistance. The goal of using a SOAR platform is to improve the efficiency of physical and digital security operations**. [16]**

SOAR platforms have three main components: security orchestration, security automation and security response.

**How SOAR Works:**

SOAR’s individual components—orchestration, automation, and response—work together to ease the burden on an organization’s security teams.

1. Orchestration
2. Automation
3. Response. **[17]**

**After explaining new terms one by one, we can take a look at the customer approach about SIEM, UEBA , SOAR and SAP ERP and the difference between them.**

As we know in SAP ERP, customer can take control of all different models like Material Management, Production Planning, Sales and Distribution, Financial Accounting, Transportation Management, and others. Also, he can control and manage a group of companies at the same time using a central single system. And that is very good for the customer because he can see everything in this system, and that allows to make the right decision in what he wants to do. And the most important thing is: right decisions lead to the right, smart and fast results for the company.

On the other hand, for security systems like SIEM, UEBA and SOAR, customer needs them a lot because no global company can work without a strong security system. Also, in UEBA and SOAR software programs using artificial intelligence programs can run to detect any anomalous behaviour or instances when there are deviations from these “normal” patterns without human assistance. So, for customer that save time, money and give an opportunity to customer to work on other things.

Additionally, when the security software programs can run without human assistance that minimize the error possibility.

Also in SAP ERP, the customer always wonders about security so in SAP ERP there are three-layers (Presentation, application, and database) and a person from different layers can’t reach other layers without system administrator permission. So that's good for security.

Also, all customers are very interested in Flexibility and SAP ERP system is a very flexible system for example: if the customer wants to change a database, he can do this only by changing the database without need to change anything else in the system.

The most important thing and all customers ask about it is performance. And that is because SAP ERP architecture has different layers, so at the same time the system can run different programs in different layers.

Moving on to the Security software programs, the most necessary thing in customer opinion for a security system is efficiency. In order to serve the best efficiency, the system should be very fast at detecting any anomalous instances and these systems provide that.

Finally, no customer takes any product from anywhere without thinking about price so in financial perspective both of them provide appropriate cost.

# Part IV: WHICH QUESTIONS SHOULD BE ASKED TO SAP CUSTOMERS TO INCREASE THE ENGAGEMENT TO A PRODUCT?

First, it is essential to make the customer happy in SAP products as in every product. Therefore, the questions that need to be asked to the customer should be based on their needs and making them happy. Therefore, instead of asking the customer technical questions directly (such as system adjustments), it is important to ask what the customer wants first. Technical details should be asked after fully understanding the work of the customer and learning what they want. When receiving information from the customer, being very general in the questions and asking separate questions from the subject can also push the customer in the opposite direction. Therefore, to increase interest, general questions should be avoided, and questions should be asked for the customers. In addition, keeping the customer up to date can increase the customer’s interest in the product. So, the customer should also be asked if they want to be aware of the updates and the customer should be updated with each innovation accordingly. However, too much technical jargon should be avoided when asking questions to the customer. They may not know certain terms, and this can drive them away from the product. Therefore, questions with as few technical terms as possible should be asked. When learning about customers, it is essential to consider the feelings of the customers. It is also important that the questions to be asked do not create feelings such as confusion and overload in the customer. In addition, it is important to consider the concerns of the customer. It is important to find out what concerns the customer has and inform the customer about how to prevent them. In short, SAP customer wants to be happy like other customers, but not all customers are the same. Considering the customer’s wishes in the questions to be asked to customers, will increase the interest in the product. To obtain the interest of customers, customers’ feelings, expectations and concerns should be considered while asking the questions. **[8][18]**

**Part V: About Our Team**

**We are three friends in this team gathered to do the research mission, Betül, Mert, and Furkan. Our work was very interesting as a team. Because our team was cooperative, so we were completing the tasks on time without any delay, and this helped us complete the research early.**

**We are very happy that we did this research together and thank you for giving us the opportunity to get to know each other through Sagesse Apprentice’21**

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