# Project Instructions

## Assignment Overview

Welcome to the Hands-on Project. The aim of this assignment is to give you an opportunity to examine a real-life SAP implementation and put everything you've learned so far into practice.

First, you'll select a case study to work with from the hundreds of testimonials available on the [SAP Customer Stories website](#). Each case study on the site tells the story of how SAP helped a real customer transform to solve a business challenge.

Next, imagine the project in the case study you've selected is just kicking off – and you're joining the engagement team. The assignment will step you through some of the typical activities and deliverables an SAP professional would complete in this situation. This means that your work should be high quality and ready to submit to the customer. To achieve this, be sure to:

- Address the customer directly as "you" in the assignment deliverables

- Set out your findings, analysis, and recommendations clearly
- Check and proofread your work before submitting it.

Think of your assignment as an opportunity to demonstrate your new consulting and project skills and to start building a portfolio of quality work to showcase in future job interviews. For example, in the assignment you will:

- **Research** and **analyze** the customer's organization, technology landscape, and industry context
- Use your **business acumen** to identify the customer's motivations for doing the project
- Use **strategic thinking** to identify possible analysis frameworks for the discovery phase
- As part of **project management** and planning, identify the key roles and skills needed in the engagement team to ensure a successful implementation
- Describe how the team will **build effective relationships** and **collaborate** with the customer and other project stakeholders
- Use your **professional writing** skills to document your research findings and create quality deliverables that are ready to submit to the customer
- **Communicate** and **present** your findings and recommendations to the customer
- **Review** other project submissions and **give feedback** to your colleagues.

You should budget about three (3) hours to complete this assignment, plus up to a half hour to complete the graded quiz that follows.

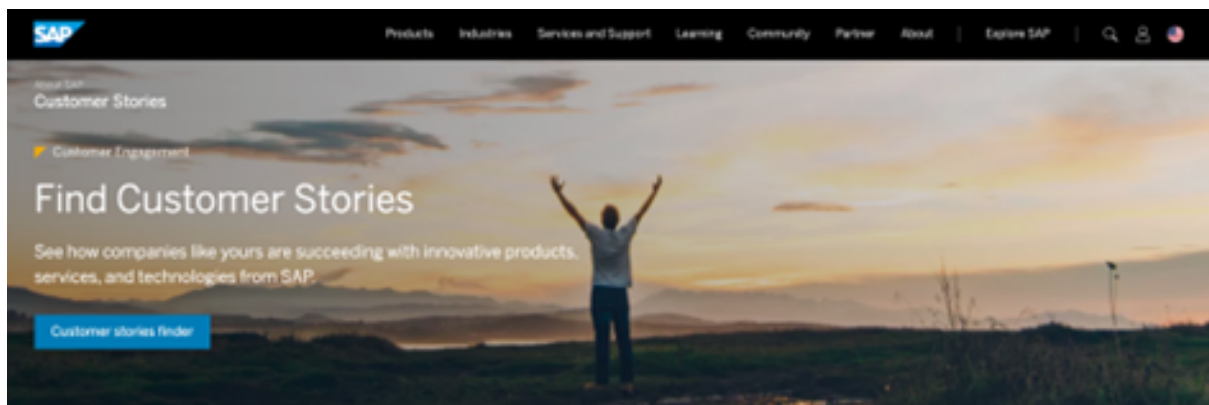## Step-By-Step Instructions

**Create a copy of the Case Study Template**

We have provided a [Case Study Template](#) to help you document your work and build your deliverables. The template provides starting points for each task and examples of completed work to guide you.

- Open the [Case Study Template](#).
- Make a copy on your device to work with (for example, save it in your Google Drive or on your Microsoft Desktop or OneDrive)
- Give your template copy a unique file name so that you can easily find it and upload it for submission later, for example, "Course 1_Case Study Assignment_YourInitials".

# Task 1: Select a Case Study for your Assignment

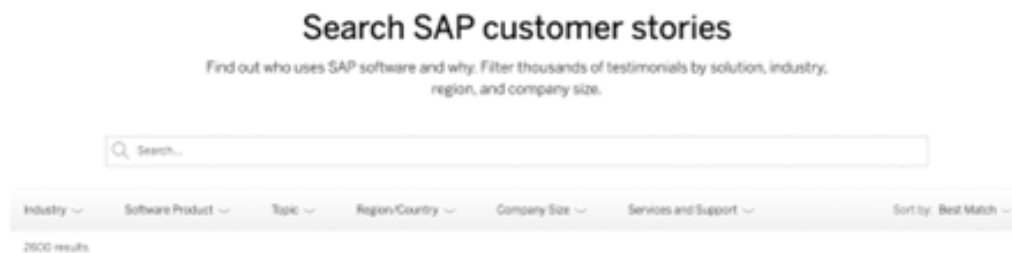**a.** Navigate to the [SAP Customer Stories](#) website.



**b.** Click on the **Customer stories finder** button to open the **Search** window. Here you can search for case studies by **Industry**, **Software Product**, **Topic**, **Region/Country**,

**Company Size**, or combinations of these search terms. Take a moment to explore the types of customer stories available so you have context for your search in the next step.



**Search SAP customer stories**

Find out who uses SAP software and why. Filter thousands of testimonials by solution, industry, region, and company size.

| Q Search... |
|---|

Industry ⌄    Software Product ⌄    Topic ⌄    Region/Country ⌄    Company Size ⌄    Services and Support ⌄         Sort by: Best Match ⌄

2600 results

**c.** Search for a case study for your assignment that meets the following four (4) criteria:

**Criteria 1**

The customer is either:

- a **market or industry-leading company** (for example, it is listed in the [Fortune Global 500](#)); or
- a **large public sector entity**, or
- an **admired brand, league**, or **association** (for example, a well-known sport or entertainment franchise).

Hint: to search by customer type, use the **Industry** or **Company Size** parameters.

**Criteria 2**

The customer is going through a digital transformation, with changes to both their business and technology landscape. Hint: search for "cloud" or "digital transformation" using **Topic**.

**Criteria 3**

The SAP solution involves the following **Software Products**:

- SAP HANA Cloud or SAP S/4 HANA Cloud
- SAP Analytics Cloud (SAC)
- SAP Business Technology Platform (BTP)

**Criteria 4**

The case study material is rich, for example, there is detailed information about the SAP solution and implementation, and insights from customer or project stakeholders are available to support your assignment activities.

**d.** To get the most out of this assignment and stretch yourself, we recommend choosing a customer story from an industry you're not familiar with or have not studied before.

Hint: Don't forget to clearly identify the customer story you select in your assignment deliverables and project submission so that your peers can understand and review your work.

# Task 2: Understand the customer and industry context

Now imagine the project described in the customer story you selected is just kicking off. You will be joining the initial engagement team.

**a.** As an SAP professional, prepare for the engagement by researching the customer's organization, technology landscape, and industry context, using the case study materials and other creditable sources, for example:

- Customer company website(s)
- [SAP Insights](#) and [SAP Community](#) sites
- Analysis from benchmark research organizations such as Gartner, Forrester, IDC, etc.
- Other reputable industry blogs or news sites

**b.** Use the [Case Study Template](#) to document your research findings and complete the following activities.

- **Activity 1:** Identify five (5) macro business or technology trends impacting the customer's industry

- **Activity 2:** Describe two (2) motivations the customer could have for doing the project (the "why?")
- **Activity 3:** Three (3) customer business goals or the outcomes the customer wants to achieve by doing the project (Task 2, Activity 3). Typical business goals for a customer going through digital transformation are:

- Reduce total cost of ownership of IT and business systems
- Improve customer response times or 'stickiness' (customer returns to purchase again)
- Reduce time or cost to complete transactions
- Improve customer engagement or remove roadblocks to interacting with customer
- Meet relevant compliance or quality guidelines (for example, General Data Protection Regulation (GDPR) data privacy in the European Union, US Securities and Exchange Commission (SEC) requirements, International Organization of Standardization (ISO) standards, etc.)
- Reduce errors
- Improve integration with or retire legacy systems
- Improve recovery time to operating "business as usual" when a system goes down

- Automate processes
- Enhance security to prevent losses from hacks and attacks

- **Activity 4:** Select two (2) analysis frameworks you could use to understand more about the customer's business goals and challenges and write a short paragraph explaining why you have selected these frameworks (Task 2, Activity 4). Make your selection from the following analysis frameworks discussed in this course:

- Design thinking
- Systems thinking
- SWOT analysis model
- VUCA analysis model
- PESTLE analysis model
- Systems Diagrams (BPMN Notation)
- Six Sigma process analysis

Hint: Recall that an analysis framework is a process or approach you can use to better understand a situation or to help identify and solve challenges. To explain why you have chosen a particular analysis framework, try asking yourself the following questions: *"What are the framework's key elements? What are the benefits of using it for this customer engagement? Are there any analysis gaps or considerations when using this framework?"* To refresh your understanding of the analysis frameworks covered in the course, see Module 2, particularly Lessons 1 and 2.

- **Activity 5 (Optional):** As an optional stretch activity, complete a SWOT analysis for your customer story (if you have not already chosen SWOT analysis as one of your two frameworks in Activity 4).

## Task 3: Build your project team

Choose a role you'd like to play on the initial project team (for example, Technical, Functional, Data Analyst, Project Manager, Business Process Consultant, or Architect).

Use the Case Study Template to complete the following activities.

- **Activity 1:** Identify the project role you have selected
- **Activity 2:** Describe the skills and expertise you will bring to the project team in this role
- **Activity 3:** Identify the other project roles and skills/expertise you think will be needed on the team to deliver the SAP implementation described in the customer story and explain why
- **Activity 4:** Explain how the project team roles you have identified will work together to deliver the SAP implementation described in the customer story you selected

## Finalize your Case Study Assignment document

At this point, you have completed Tasks 1, 2, and 3 and can finalize your Case Study Assignment document. This will help you summarize your work so far and provide input for the Task 4 activities below.

- Ensure you have completed each section in the Case Study Assignment document, meaning you have documented your responses for Tasks 1, 2, and 3 and related activities.
- Remove any instructions sections or examples provided in the original Case Study Template so that your final deliverable contains only your work and is ready to upload in **Project Submission and Peer Review**.

## Task 4: Develop an executive summary deck to present to the customer

In this task, you'll develop an executive summary deck to present your key findings from the assignment as you would to a real customer.

- Developing a deck is recommended as this is the most commonly used format on customer projects and a good opportunity for you to practice your presentation skills. However, if you prefer, you can also present your work by writing a short report precis (executive summary) setting out your key findings.
- Create a new file in either MS PowerPoint or Google Slides to develop your deck. If you are writing a report precis, use MS Word or Google Docs. You can select any design look and feel but consider that this is a document that will be presented to a customer in a professional context. For a refresh on professional writing skills, and working with Microsoft Office Suite, see Module 2 Lesson 3.
- Save the file to your local drives. Give your executive summary deck or report precis a unique file name so that you can easily find it and upload it for submission later, for example, "Course 1_Project Submission Deck_YourInitials".
- Remember you are developing a summary, which means distilling the key points for your customer – ideally, it should be no more than 5 slides or 1 page (~300 words) of written text. A deck outline starting point is provided for you in the Case Study Template.
- Hint: To guide you, here are some tips on developing an effective deck:

- Follow the assignment structure – for example, develop an introduction slide summarizing the SAP customer story and implementation, and then use one slide per task, including your key findings from each activity only
- Use short simple sentences where possible
- Use subheadings and headings to organize and highlight your key points
- Include 5-7 points per slide only as this is the maximum information a typical audience retains at a time
- Create a logical story and add visuals where possible to engage with your audience
- Adopt a clean, professional design look and feel (for example, choose simple fonts, colors, etc. that are readable and accessible)

# Task 5: Record your presentation to the customer

Record a short video or audio track (3-4 minutes, .mp4 or .wav file) of yourself presenting your key findings to the customer.

- You will complete a self-evaluation check of your presentation in the project submission.
- You can record the presentation on your phone or use a more formal recording set-up if you wish. If you prefer not to appear on camera, record an audio track only.
- Hint: To guide you, here are some tips for recording engaging videos or audio:
    - Before you start, develop a high-level script or outline setting out what you need to cover, following the assignment structure you built into your deck or precis
    - Introduce yourself and the role you are playing on the project briefly then explain the purpose of the presentation before going into detail
    - Clear a space for your recording session with no distractions
    - Speak clearly, not too fast
    - If you're recording a video, ensure you are in frame and that the camera is aligned with your face and body position (for example, the camera is not pointing up your nose or cutting you off)
    - Use a simple background so that the focus is on you, not your surroundings (for example, a wall or quiet room)
    - Do a few sample recordings first to test out your set-up and recording quality
    - To assist you, try presenting to somebody off-camera

## Preparing for Project Submission

Do not proceed to **Project Submission and Peer Review** until you have completed the following three (3) deliverables:

1. Case Study Assignment document (your responses for Tasks 1, 2, 3)
2. Executive Summary Deck or Report Precis document (Task 4)
3. Video or Audio Recording (Task 5) (you will complete a self-evaluation check as part of your submission)

Review, proofread, and edit your deliverables so that they are high-quality and ready to submit to the customer. For the Case Study Assignment, remove any grey text instruction sections and yellow highlighted examples so that the document contains only your own work.

You will submit the deliverables by uploading your files to the Coursera platform, following the prompts in **Project Submission and Peer Review**.

## Peer Review

Being able to give, receive, and incorporate feedback is a crucial professional skill. After you submit your deliverables in the next activity, you'll review and provide feedback on submissions from two other learners. In the same process, your work will be reviewed by a peer. We've shared a rubric or review guide to help you conduct your review. You'll be presented with a series of questions to answer about your peers' assignment submissions, for example, did your peer complete the activity fully? For some questions, you will provide more in-depth, written feedback. Provide constructive feedback where possible to help your peers understand what they did well and in what areas they can improve.

## Compare Your Work (Discussion)

After submitting your deliverables and completing peer reviews, you'll be able to access a completed best practice assignment sample based on a different SAP customer success story. You can compare this sample to your submission, then reflect on and share your assignment experience with other learners in a discussion.