



SAP Digital Business Services | PUBLIC

Enabling the Intelligent Enterprise with SAP® Enterprise Support

Mastering the intelligence era

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Introduction

The Intelligent Enterprise builds upon the promise of digital transformation. It does this by using data-driven intelligence to advance better business outcomes based on superior insights. By applying intelligent technologies across your business – such as artificial intelligence and machine learning – you can enable your employees to focus on higher-value work and your company to accelerate value creation. **SAP Enterprise Support** is at the core of mastering this opportunity.

The digital era has been the fastest changing of all the industrial and technological ages, but now businesses demand further change. The evolution to the intelligence era presents new opportunities as well as challenges. The companies that thrive will be those with the right skills, tools, and processes.

Many factors are driving the rapid evolution from digital transformation to enterprise-wide intelligence, including:

- Increases in the volume of information available
- Real-time analytics enabled by artificial intelligence technologies, in particular machine learning
- Adoption of connected and intelligent devices, enterprise mobility, and emerging technologies
- Immersive experiences enabled by voice recognition, virtual reality, and augmented reality

These changes are creating an ever-expanding interconnection between people, devices, and content, enabling new business models in a hyperconnected world. Platforms, automation, and intelligence will become the differentiators among digital service providers.

SAP is shifting its services and support portfolio to help you capture these opportunities. SAP Enterprise Support can help you set the vision and foundation for success as an Intelligent Enterprise. We provide outcome-focused services and proactive support to guide your transformation and optimize your operations.

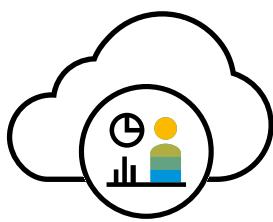
SAP Enterprise Support As The Foundation For Your Success

SAP Enterprise Support is SAP's core support offering and the foundational success plan for our customers, both on-premise and in the cloud. Its focus is on fast and consistent innovation adoption, seamless support for business processes in hybrid landscapes, and business outcomes from intelligent support solutions and tools. It delivers proactive and preventive support for your landscape across any deployment scenario. It enables you to take advantage of the cloud, make SAP S/4HANA® your digital core, and embrace breakthrough innovations with the ultimate goal of enabling the Intelligent Enterprise.

SAP Enterprise Support helps you address three key opportunities in the intelligent age:

- The fast transition to intelligent business solutions using proven capabilities of SAP Enterprise Support to identify, implement, optimize, and utilize innovations for business outcomes over the entire application lifecycle
- More effective management of hybrid landscapes emerging in intelligent scenarios. SAP Enterprise Support enables a seamless, end-to-end support experience across all deployment scenarios (SAP ONE Support) and it is built into every cloud solution and the first choice for on-premise landscapes
- Optimized business outcomes driven through a powerful, value-based methodology to improve customers' business and IT performance based on benchmarks, best practices, and actionable improvement recommendations

Turn the Intelligent Enterprise into reality



Take advantage of
the **cloud**



Make SAP S/4HANA
your **digital core**



Embrace **breakthrough
innovations**

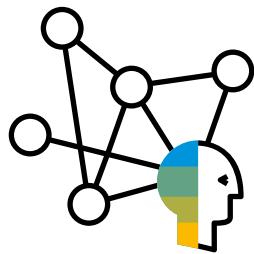
Through its expertise, services, and tools, SAP Enterprise Support can help you succeed as an Intelligent Enterprise and accelerate value creation.

We are uniquely prepared to help you become an Intelligent Enterprise using SAP's intelligent suite, digital platform, intelligent technologies, and over 45 years of experience in implementing solutions and supporting hundreds of thousands of companies in more than 180 countries across 25 industries.

We can help you set the foundation for your success through:

- A global team of professionals with in-depth expertise
- Outcome-focused services and proactive support offerings to guide your transformation
- Intelligent support solutions and accelerators that automate delivery and support a simplified, integrated, and accelerated approach to transformation

SAP Enterprise Support enables customers to design their digital transformation road map, identify and implement best practices with minimal business disruption and lower TCO, and optimize their hybrid landscapes for continuous innovation based on industry-specific process expertise and end-to-end support.



SAP Enterprise Support provides **innovation and support services** to improve your business processes aimed at building an Intelligent Enterprise and mastering the next generation experience economy.

The Core Capabilities Of SAP Enterprise Support

To enable continuous success in the intelligence era, SAP Enterprise Support provides the following core capabilities:

- **Collaboration:** interact easily with our SAP experts through the SAP Enterprise Support Advisory team and innovative Next-Generation Support capabilities such as Expert Chat or Schedule an Expert
- **Empowerment:** build the necessary skills through the SAP Enterprise Support Academy program featuring prescriptive guided customer journeys via SAP Enterprise Support value maps and best practices
- **Innovation and value realization:** receive continuous innovation, updates, and patches for your solutions and identify business process and IT improvement potential through business KPI benchmarking and proposals for actions
- **Mission-critical support:** protect your business continuity with mission-critical support for incident management, including service level agreements and commitments for corrective action plan proposals
- **Support solutions and accelerators:** benefit from a powerful set of support solutions and accelerators to optimize application lifecycle management (ALM), innovation, and value management, including SAP Solution Manager, SAP Cloud Application Lifecycle Management or SAP Innovation and Optimization Pathfinder

To drive your intelligent transformation, three key elements stand out:

1. Fast and consistent innovation adoption.

You need speed and agility, while addressing business continuity, security and data protection concerns. To keep pace with changes, you need the ability to quickly introduce innovations in hybrid landscapes with minimum cost and risk.

2. Seamless support for business processes.

In hybrid landscapes, you need high performance and fast and reliable action to prevent and resolve issues before they impact your business.

3. Business outcomes from intelligent support solutions and services.

You need the ability to drive sustainable business outcomes using the latest technology with capabilities to measure and optimize business processes and IT performance across hybrid landscapes.

Fast And Consistent Innovation Adoption

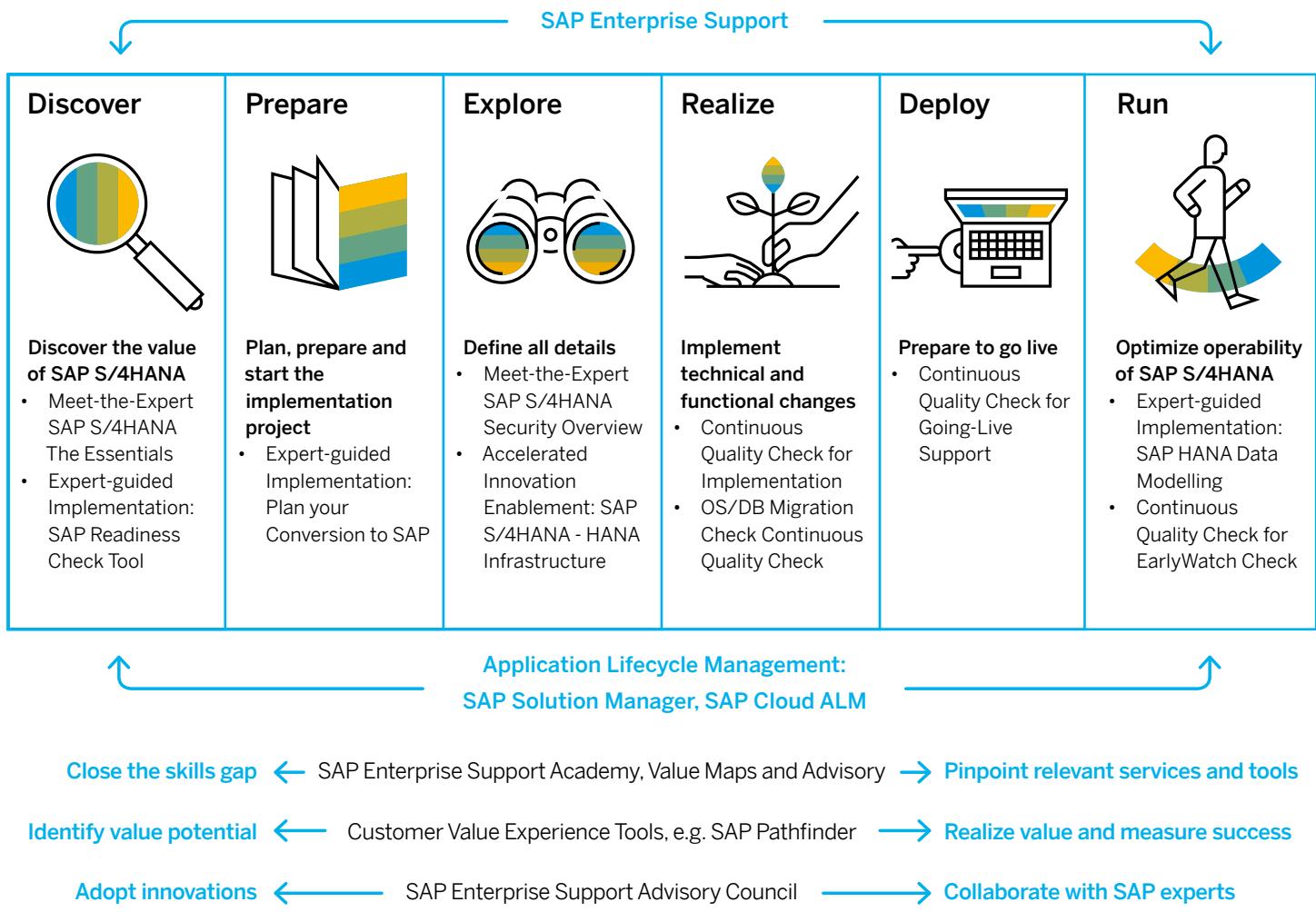
Fast and consistent innovation adoption is based on new releases, updates and patches, provided to you as an embedded element of SAP support.

SAP helps you to identify the most relevant of these innovations in the context of your business and desired business outcomes. This guidance is provided through support solutions, accelerators, and services, such as:

- [SAP Solution Manager](#), covering the complete application lifecycle for your IT landscape and helping you to identify and support improvement in business innovation, business continuity, and operations
- [SAP Cloud ALM](#), providing cloud application lifecycle management capabilities tailored to the needs of SAP cloud customers
- [SAP Innovation and Optimization Pathfinder](#), which provides recommendation and guidance for topics such as implementing new technology and features, improving business processes, and optimizing IT solutions
- [Business scenario recommendations for SAP S/4HANA](#), helping you quickly identify how SAP S/4HANA can benefit your current business
- [SAP Fiori apps recommendations](#), identifying which apps are relevant for your businesses based on your current SAP ERP or SAP S/4HANA system
- [Innovation discovery](#) from software enhancements, simplifying your search for available functionality – for business and IT
- [SAP Transformation Navigator](#), a self-service road-mapping tool to help you chart your digital transformation with SAP S/4HANA
- [SAP Readiness Check for SAP S/4HANA and SAP BW/4HANA](#), a tool that simplifies the analysis of your existing SAP ERP and offers guidance on sizing, custom code, and more
- [SAP Enterprise Support value maps](#), an intuitive prescriptive guided customer journey through the content, services and tools available from SAP Enterprise Support, enabling you to find the right services and best practices depending on your business objective, and to interact with SAP experts and other customers



Example: Make SAP S/4HANA your digital core with the help of SAP Enterprise Support



Along with identifying relevant innovations, SAP Enterprise Support provides the corresponding application lifecycle management solutions.

For hybrid on-premise/cloud landscapes, SAP Solution Manager offers end-to-end application lifecycle management of your SAP and third-party components in your hybrid landscapes. You can implement, maintain, run, and adopt all enterprise applications while identifying and supporting improvements in business innovation, business continuity, and operations.

For cloud-centric landscapes, SAP Cloud ALM provides cloud application lifecycle management capabilities tailored to the needs of SAP cloud customers. It includes, for example, fit-to-standard implementation and configuration methodologies as well as process and integration monitoring.

Seamless Support For Business Processes

Providing integration, monitoring, and user support across all hybrid deployment scenarios is a major challenge in the intelligent world.

SAP Enterprise Support is our largely unified, go-to support offering delivering a single, consistent user interface experience and aligned support processes and infrastructure.

All major scenarios are supported through the SAP ONE Support program with globally unified access for all support inquiries and one harmonized approach for integrated lifecycle

management and supportability. Designed for flexibility and simplification of the customer experience, it extends the proven value of SAP Enterprise Support to hybrid landscapes and cloud solutions.

The SAP ONE Support Launchpad provides you with a single entry point and consistent experience for support in administering nearly all SAP solutions and accessing resources in a single, intuitive, mobile-enabled interface across all deployments.

The screenshot shows the SAP ONE Support Launchpad interface. At the top, there's a navigation bar with the SAP logo, a search bar, and a user profile for John Smith. Below the header, the 'Welcome' section features a banner with images of people working and the text 'Administrative Training' and 'SAP News'. The main area is titled 'Solutions / Incidents' and contains a grid of six cards with the following data:

Find a Solution	Incidents Inbox	Solution Proposed	Open Incidents	No Updates	High Priority
	46 Report an incident	27 Action required	64 Need confirmation	131 Outstanding incidents	5 Within last 7 days
Draft Incidents 51	Legacy Incidents 	Incident Dashboard Access To All incidents 	My Products 0	P1 & P2 incidents	

At the bottom, there are links for 'Contact Us', 'Share Your Feedback', 'About the Launchpad', 'Status', 'Terms of Use', 'Copyright and Trademarks', 'Legal Disclosure', 'Privacy', and a note about Chinese Government Tag and ICP license.

Instead of concentrating just on single systems and services, SAP Solution Manager and SAP Cloud ALM focus on the end-to-end process flow across multiple components, even in hybrid landscapes. They serve as a holistic platforms for your entire solution landscape, including SAP and non-SAP software, both on-premise and in the cloud.

SAP Solution Manager promotes transparency and consistency throughout the enterprise, and accelerates time to market for agile implementation and change projects. It lets you centralize real-time solution monitoring – including business processes and interfaces – and avoid critical issues.

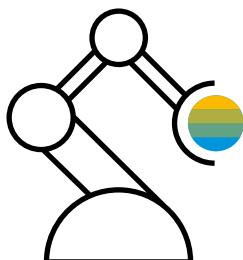
If you use only, or predominantly, cloud solutions from SAP, SAP Cloud ALM is the recommended solution for you and it can accelerate implementation and change projects. The central platform will help you ensure efficient execution of the IT jobs remaining at your end as well as optimizing business processes. It will also help you ensure transparency of hybrid environments integrating multiple cloud services.

Reliability of business-critical processes is more important than ever in hybrid landscapes in areas such as root cause analysis, troubleshooting, and operational models.

To address these challenges, the Next-Generation Support components provide always-on support to help you transition toward the Intelligent Enterprise and operate efficiently and securely. This includes live support channels, context-sensitive help and support built into our software, and self-service access to our vast knowledge base and user communities for direct access to our support experts when needed.

Key components of Next-Generation Support include:

- Real-time support channels like Expert Chat and Schedule an Expert
- Self-service tools like the SAP Knowledge Base Article service and Guided Answers, infused by artificial intelligence for fast, relevant answers
- Support built directly into SAP products, with a digital support assistant based on SAP CoPilot, currently available for SAP S/4HANA Cloud



SAP Enterprise Support assists you evolve into an Intelligent Enterprise – helping accelerate innovation, enabling a **seamless support experience**, and driving business outcomes in digital scenarios

Business Outcomes From Intelligent Support Solutions And Services

Ultimately, the success of digital transformation is measured by the positive effect on your business. Investments in the Intelligent Enterprise must deliver a tangible, measurable business impact – the outcome is what matters. For example, managers expect to get the advanced insight they need to make educated business decisions.

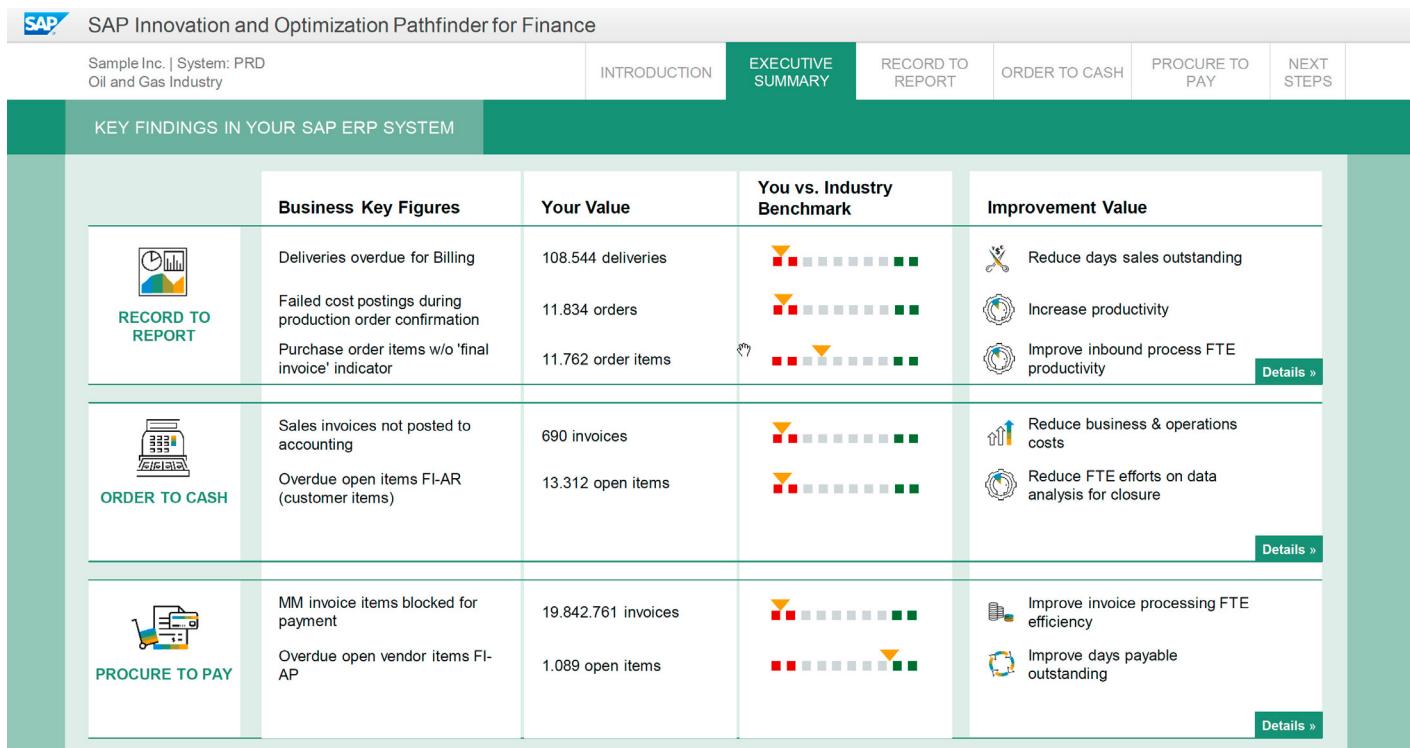
To enable this, we offer intelligent tools and services such as the SAP Innovation and Optimization Pathfinder report. This report helps you identify benchmarked value potential from business and IT performance improvements and innovation adoption opportunities to maximize the value of your investment in SAP software.

The line-of-business editions of the SAP Innovation and Optimization Pathfinder report provide you with insight into business performance and areas of optimization for six lines of business – finance, sales, manufacturing, asset management, procurement and supply chain, with reports covering:

- Areas for optimization: recommends how specific lines of business can improve processes provides benchmarks for business KPIs
- Your specific innovation opportunities: identifies gaps in your organization's digital core across lines of business and recommends tailored solutions to extend or move current capabilities to more advanced systems
- Your industry insights and best practices: highlights opportunities for digital transformation based on industry trends specific to a line of business, allowing businesses to gain competitive advantage



Example: Summary page of the SAP Pathfinder report for the CFO of an Oil & Gas company



Another element is the SAP Enterprise Support value map approach, for example, the value map for business process improvement which helps you identify relevant services, tools, and expertise from SAP Enterprise Support to assess and continuously monitor business processes that have potential for improvement.

Here as well, SAP Solution Manager provides important insights while covering the complete lifecycle for your IT landscape. With streamlined

integration between monitoring, alerting, and reporting of business process performance, and technical operations, managers and process experts can gain transparency into core business processes, help drive compliance, and identify potential for improvement. You can continuously monitor and analyze over 1,200 out-of-the-box business process metrics for continuous improvement, such as overdue outbound deliveries, delivery items overdue for billing, overdue customer payments, and others.

Example: Illustration of the KPI trees of continuous business process monitoring



SAP Enterprise Support provides dedicated **tools and methodologies** to help you identify targeted, benchmarked improvement areas with the biggest value potential, together with a recommendation of support services to best address these opportunities.

Commercial Transformation Of Your Existing IT Landscapes

While you are transforming to the Intelligent Enterprise, previous technology and investments in your existing landscapes might become obsolete and need to be replaced. In response to customer demand, we are offering some flexibility with regard to exchanging no longer needed licenses with new innovations from SAP.

We generally offer commercial flexibility to you in evolving your SAP software landscapes. The cloud and on-premise extension policies allow you to reallocate existing maintenance payments to our new cloud or other on-premise solutions:

- Cloud extension model – replace existing on-premise licenses and associated maintenance with a subscription to an SAP cloud solution
- On-premise extension policy – replace existing on-premise licenses and associated maintenance with other solutions from SAP's innovative on-premise portfolio

Next to the extension policies, SAP provides additional instruments to enable commercial flexibility, for example, the conversion credit policies. This provides a commercial path for customers to move from existing perpetual SAP software licenses toward a perpetual license of new SAP software whereas a conversion credit is being applied against the new software fee.

Details about the policies are available on the SAP Support Portal and the SAP Licensing Guide.

The full value for you is established in using these commercial opportunities and securing fast innovation adoption; a seamless, end-to-end support experience; and business outcomes in digital landscapes based on SAP Enterprise Support.



Beyond innovation and support services to improve your business processes and performance, SAP also helps you to succeed through **commercial flexibility** when reshaping your SAP solution landscapes.

Customer Successes With SAP Enterprise Support

JebSEN & JESSEN (SEA), SINGAPORE: GOING LIVE WITH SAP S/4HANA FOR 40 COMPANY CODES IN SIX MONTHS

JebSEN & JESSEN, a leading Southeast Asian manufacturing, engineering, and distribution company, implemented the latest version of SAP S/4HANA as a key step in establishing a single platform as the foundation for its digital transformation. SAP helped the company complete its enormously complex migration in record time.

Before: challenges and opportunities

- Simplify processes with a better user experience
- Shorten month-end closing and accelerate response time to facilitate business growth

After: value-driven results

- Sped up and simplified business processes, including order to cash, procure to pay, sourcing, quality inspection, material requirement planning, and rebate management
- Established more controls within approval mechanisms
- Reduced opportunities for human errors in data creation
- Enabled a single master data instance across the entire SAP software landscape
- Helped ensure a smooth transition to SAP S/4HANA with SAP Enterprise Support services

"SAP has been an exceptionally strong partner for us during this project. With SAP Early Adopter Care and SAP Enterprise Support, we managed to overcome many challenges, which helped accelerate and guide us to complete this complex migration of more than 40 company codes in just six months."

Chris Tan, Group Director (ITC), JebSEN & JESSEN (SEA)

Read the full business transformation study [here](#).

Impetus Infotech Pvt. Ltd., India: Gaining confidence to adopt integrated cloud HR with SAP Enterprise Support

Impetus focuses on creating new ways of analyzing data for businesses, helping them gain key business insights across the enterprise. To achieve an up-to-the-minute perspective of integrated HR processes, Impetus chose SAP SuccessFactors® solutions and SAP Enterprise Support for expert, efficient onboarding.

Before: challenges and opportunities

- Achieve cutting-edge performance for integrated HR business processes
- Establish effective risk mitigation
- Improve IT operations and stay up-to-date with the latest software versions

After: value-driven results

- More efficient operations due to implementation of best practices
- Ability to leverage solution capabilities to the fullest thanks to SAP Enterprise Support
- Top preparation for the go-live event, due to prompt answers through planning sessions and meetings
- Empowerment through expert-guided webinars on integration architectures for on-premise, cloud, and hybrid scenarios
- Expert understanding of SAP SuccessFactors Talent Management solutions from SAP Enterprise Support Advisory Council

“SAP Enterprise Support helped us fast-track our implementation of SAP SuccessFactors solutions, leverage solution capabilities to the fullest, and equip our team members to address user needs better.”

Shailendra Kumar Jain, Director, Impetus Infotech (India) Pvt. Ltd.

Read the full business transformation study [here](#).

Breakthru Beverage Group LLC, USA: Preparing for the digital economy using SAP Innovation and Optimization Pathfinder

Breakthru Beverage Group, a leading distributor of luxury wine, spirits, and beer brands, used the SAP Innovation and Optimization Pathfinder service to identify further improvement and innovation opportunities for all aspects of its business.

Before: challenges and opportunities

- Improve business and IT process performance to drive innovation and streamline operations
- Align IT with lines-of-business stakeholders and the center of excellence on a road map driven by business priorities
- Upgrade to the latest enhancement package for SAP ERP and migrate to SAP S/4HANA to leverage SAP Fiori apps for all lines of business, starting with sales and finance

After: value-driven results

- Fostered alignment of IT with lines-of-business stakeholders on SAP road map through targeted recommendations from the pathfinder service
- Gained efficiencies through simplified business processes in sales and finance using SAP Fiori apps
- Increased collaboration between IT and lines of business in planning for the transition to SAP S/4HANA
- Adopted faster innovation and reduced consultancy costs by leveraging relevant SAP Enterprise Support services
- Improved performance of sales-order entry with the SAP Business Process Performance Optimization service

“Value from SAP Innovation and Optimization Pathfinder is twofold: it provides IT with direction on business transformation opportunities, and it starts the conversation to use key business stakeholders as active participants in projects.”

**Peter Monaghan, Availability and Production Manager – IT,
Breakthru Beverage Group LLC**

Read the full business transformation study [here](#).



Value Expansion On Top Of SAP Enterprise Support

Continuous success:

- SAP Preferred Success offers a bundle of prescriptive customer success activities for accelerated cloud adoption and higher usage with a strong focus on end users. Providing more value as an add-on to SAP Enterprise Support, cloud editions, SAP Preferred Success covers effective change management, enablement, consumption techniques, and enhanced support

Project success:

- SAP Value Assurance service packages are focused on your project success, simplifying each implementation phase of your SAP solution to achieve resilient, sustainable, and flexible solutions quickly
- SAP Advanced Deployment service simplifies and accelerates your deployment of SAP S/4HANA, streamlining the implementation or migration to a high-performing, sustainable digital core
- Use SAP Model Company pre-configured industry or line of business solutions with SAP Value Assurance or SAP Advanced Deployment to further accelerate your implementation

Premium success:

- SAP ActiveAttention is the premium success engagement for those who seek continuous collaboration with SAP to enable the successful deployment and operations of their digital transformation programs. It includes a subset of the comprehensive SAP MaxAttention portfolio and will cover all SAP solutions and every deployment scenario. It enables customers to move to the Intelligent Enterprise with SAP by their side the entire way
- SAP MaxAttention provides the most exclusive and closest partnership you can have with SAP. This customized, on-site strategic engagement orchestrates all SAP experts to help you drive simplification and cost reduction of the IT landscape and operations, increase the value of existing SAP solutions by improving the user experience, data access, security, and quality of process integration, get more value from SAP solutions, including further standardization and harmonization of processes, and exploit the business value of all SAP software capabilities to enable new business models and capabilities

Conclusion

The intelligence era, driven by the ever-expanding digitization and evolving consumer demands, is here to stay. To help organizations prepare for this new intelligent world, SAP is the partner of choice for the Intelligent Enterprise. With more than 45 years of experience in over 25 industries, we provide you an accelerated, game-changing path to becoming an Intelligent Enterprise.

SAP Enterprise Support plays a pivotal role in your journey, helping to accelerate and safeguard the adoption of on-premise and cloud innovations, enabling a seamless, end-to-end support experience across hybrid landscapes, and driving business outcomes in digital scenarios.

For more information

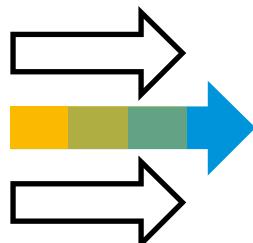
Maintenance strategy: <https://support.sap.com/en/release-upgrade-maintenance/maintenance-information/maintenance-strategy.html>

SAP Enterprise Support: <https://www.sap.com/services/support-plans/enterprise.html>

SAP Enterprise Support Academy: <https://support.sap.com/esacademy>

SAP Enterprise Support value maps: <https://support.sap.com/valuemaps>

Next-Generation Support: <https://support.sap.com/en/offering-programs/strategy.html>



SAP Enterprise Support's core capabilities are the foundation for **your success**: fast and consistent innovation adoption, seamless support, and business outcomes from intelligent tools and services.

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