

# Rapid Deployment Solutions

## Partner-Led Rapid Deployment Solution Program



**RUN WIN**  
**BETTER BIGGER**













## RDS as at 31 December 2012

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	Analytics	D&T	ERP	LOB	Mobility	Grand Total
ANZ	4	0	1	5	0	10
China	6	1	12	7	1	27
India	12	2	21	11	7	53
Japan	2	0	0	3	3	8
Korea	2	4	8	0	0	14
SEA	5	6	24	7	1	43
Taiwan	0	0	0	2	2	4
Grand Total	31	13	66	35	14	159

# Partner Value Proposition

## Financial Value Behind the Investment

-  **Increase profitability with predictable delivery**  30-40% project **margin improvement** via Rapid Deployment Solutions methodology.
-  **Accelerate entry into new accounts**  RDS is a **wedge into net-new accounts**, as well as new LOB's of existing BAiO/ERP customers. Partners can **differentiate service offerings in alignment with existing expertise**.
-  **Drive incremental services with larger installed base**  Partner ROI quickly accelerates when RDS complements other service offerings based on partner expertise, e.g. 10-24 months. Allows client budget to be re-directed towards **higher value services**, i.e. process transformation.
-  **Upsell & Cross-sell opportunity**  40% of customers buy 2+ RDS packages, with strong trend to invest in additional SAP SW, esp in **new Innovation Areas**, e.g. Mobility, HANA. Creates **custom SAP adoption path based on client's specific business requirements**.
-  **Decrease project risk and costs**  Much greater ability to meet predefined Price/Scope/Time. RDS **"engineered services" embraces Solution Factory model** (near/off-shore) which lowers costs and risks
-  **Lower skill intensity**  **Predictable and consistent project staffing** means lower cost for partners and facilitates multi-threading projects via single competency center. Up to 90% RDS services can be performed remotely!

# Partner Value Proposition

## Program benefits

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- 1** Partner receive from SAP the related comment and the qualification to be included into SAP partner Map
- 2** Recognized as BAiO RDS partner as Sales engagement
- 3** Co – marketing BAiO RDS campaign (SAP driven e co-mktg)
- 4** Certificate SAP Business All In One rapid-deployment solution
- 5** Configurator primary lead dispatch
- 6** Expertise via Marketing Communication
- 7** Early involvement of new BAiO RDS releases (baseline)

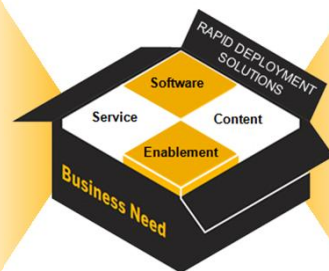
# SAP Rapid Deployment Solutions:

## Adopt SAP RDS vs. Partner Led RDS



### ADOPTION

- Partner adopts an SAP RDS
- Qualification Process with Ecohub Posting “Qualified Service”
- SAP owns the solution
- Service Offering only
- Offering qualified along quality gates



### Partner Led

- Partner builds an RDS complementary to SAP RDS Portfolio
- Qualification process with Ecohub Posting “Partner Led RDS qualified by SAP”
- Partner owns the solution
- Packaged Solution + Service Offering
- Package built according to predefined BoM

- Compliance with fixed price, fixed scope and fixed time
- Adoption and Partner Led RDS **make use** of SAP branding

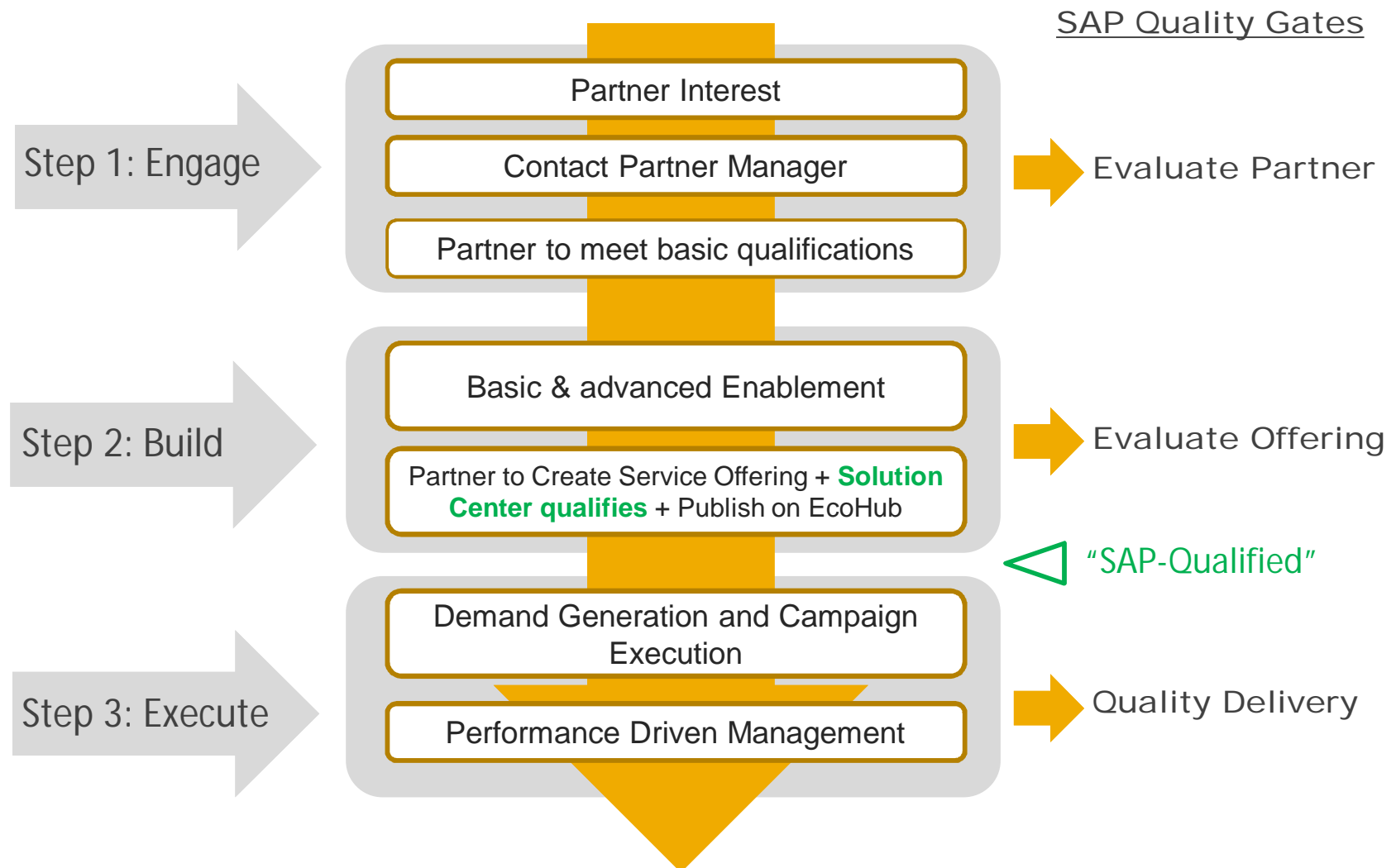
# Prerequisites

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- ❑ You need to be an SAP PartnerEdge member in the local market – VAR, SI
  - ❑ No need to sign any additional contract
  - ❑ No need to pay any additional fees
- ❑ Understand the SAP RDS promise – fixed scope/ price/ timeline
  - ❑ [SAP Partner Portal](#)
  - ❑ [Partner Enablement Center](#) – recorded expert sessions
  - ❑ Partner Service Enablement
- ❑ Define and create your service offering
  - ❑ [SAP Service Market Place](#) (solution overview, demos, white papers)
  - ❑ Publish RDS offering on [SAP EcoHub](#) storefront
  - ❑ One qualification is applied for one RDS package offering only
- ❑ Maximize the opportunity
  - ❑ Drive demand with [SAP Virtual Agency](#)
  - ❑ Post offering with SAP EcoHub
  - ❑ Leverage SAP branding options

# Partner Engagement – Go To Market

## Quality Gates for SAP RDS Adoption path

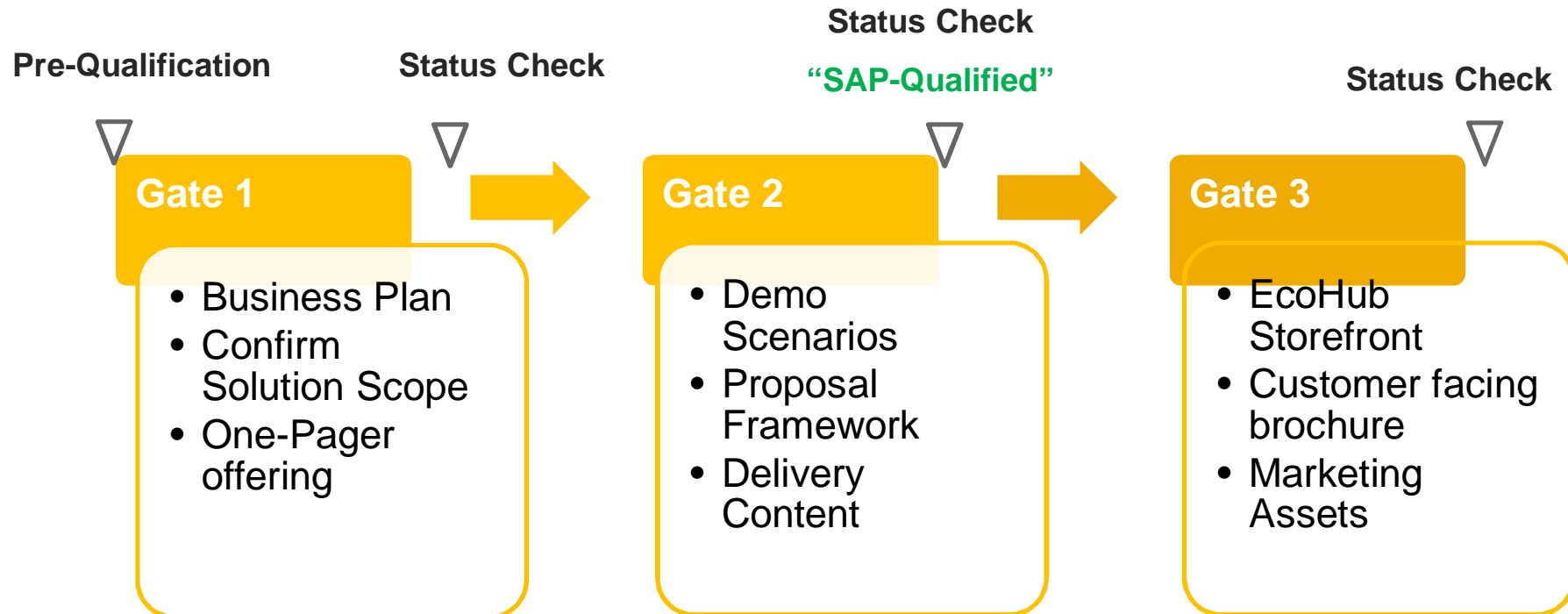


\* There might be cases we will not leverage EcoHub due to certain limitation (e.g. language), please look at "Alternative Process" slide

## Qualification Timeline for SAP RDS Adoption path

Turnaround time Max. 3 weeks (Ideal)

**Partner selects focused RDS solution area(s) based on expertise and market ambitions**





# Ten steps to SAP RDS Adoption

<b>RDS GTM Plan</b>			<b>RDS Solution :</b>				<b>Plan Completion</b>		
Country :							Completed		
Partner :									
Year : 2012									
Updated on 01.03.2012									
No.	Activity	Owner/s	JAN	FEB	MAR	APR	MAY	JUN	JUL
1	Confirm Partner RDS solution for GTM	Partner			9th				
2	Finalise RDS business plan with SAP Country	Partner/SAP			9th				
3	Marketing Planing	Partner/SAP			9th				
4	Executive Adoption Workshop	SAP			13rd				
5	RDS Enablement Workshop	SAP			13rd				
6	Solution Build and Packaging, Pricing	Partner			15th				
7	RDS Qualification	Partner			22nd				
8	Marketing Materials (Solution Brief, Brochure)	Partner			22nd				
9	Demo System	Partner			22nd				
10	Demand Generation	Partner			30th				

# RDS Qualification Steps for SAP RDS Adoption path

## Clear Process, Enablement Roadmap, Qualification Checklist / BOM

Partner:	RDS Offering:		
Checklist	Yes	No	Remarks
PartnerEdge Member			Alternative process for G-SI partners
Business Plan			RDS Template
One-Pager Offering			RDS Template
Demo Scenarios			T&D licenses maybe required
Proposal Framework			RDS Prem. Service Enablement
Delivery Content			BOM behind RDS package
Enablement			SAP PEC & Service Marketplace
Cross Check against SAP RDS Offering			Fit Analysis, ensure same scope
Customer Facing Brochure			
“SAP-Qualified”			
EcoHub Storefront			

The collage features three main elements: a screenshot of the SAP RDS website highlighting the C.R.2.M. solution, a 'Certificate of Congratulations' graphic with a handshake icon, and a screenshot of the SAP EcoHub storefront displaying various rapid-deployment solutions for SAP CRM.

<http://ecohub.sap.com/store/rds>

# Quality Gate 1 - Business Plan

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- ⑩ The business plan should provide details in ppt format
  - Corporate profile namely customer base/ key strength
  - Organization strength in terms of SAP focus personnel
  - Addressable market / market potentials
  - Sales Strategy, Revenue / number of deals target for next 3 years – 2012 ( by quarters) , next two years (yearly)
  - Demand generations strategy and execution plan
  - Resourcing plan (FTE for sales / presales)

# Quality Gate 2 - Evaluate Offering

## ■ Partner should provide the solution scope with One-Pager with the following information

- Description of the solution
- Scope of the solution
- Prerequisites in terms of the SAP Software component required
- Cost of the implementation in local currency
- Contact person
- Referenceable customers / proof points

What's in the box? SAP ERP RDS for Finance and Controlling Rapid Deployment Solutions Singapore				
Software			Service	
SAP Business-All-in-One			Collateral for solution discovery and solution deployment ( <a href="#">/rds-ergo-fin</a> )	
<b>Description:</b> Improve how you manage your most important business processes – from procure-to-pay, make to stock, order-to-cash – fully integrated with efficient financial processes. By implementing an integrated software-and-service package, you can identify the many drivers and processes shaping manufacturing performance. You can also automate procurement transactions, optimize financial margins, and manage suppliers, capital, and risks. Manage the entire sales cycle, from order generation to post-sales activities Optimize procurement and logistics cycles for requisitioning, invoicing, and payment processing Leverage predefined processes to improve discrete, process, and repetitive manufacturing Establish a network connecting your headquarters with your subsidiaries and business partners Increase your finance department's efficiency by automating processes and reporting functions with accelerated financial closes			<b>Scope:</b> The implementation service provides a fast implementation of SAP ERP for financial and controlling processes. The approach is comprised of a customer qualification, a scoping phase, and the implementation.	
<b>Prerequisites:</b> *SAP ERP 6.0 EhP 4 (SPS 05) or EhP 5 (SPS 04) *SAP Solution Manager 7.01 (SP 04) *Prepared system landscape with suitable servers			<b>Resources:</b>	
Pricing Example (min 10 users)			Service #50109799	
License	Material number	Quantity	Unit price [SGD]	Value [SGD] Fixed scope
Application professional user	#7003012	10	0	Implementation time: 17 weeks
			Software Application Value	SGD 100,800 Price: SGD 445,500
Contacts				
Sales contact				
Partners: <a href="http://ecohub.sap.com/store/rds">http://ecohub.sap.com/store/rds</a>				
BAiO partners				
Proofpoints/References				

# Quality Gate 2 – Evaluate Offering

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## ■ Demo Scenarios

- The partner should provide demo scenarios. The minimum requirement would be to show proofpoints of their ability to demo and sell the solution. Depending on the size and credential of the partner, this can be in the form of a demo scripts, recorded demos or even a demo sessions.

## ■ Proposal Framework

- The partner should provide a sample Statement of Work (SOW) providing details of their solution, implementation timeline and their solution.

## ■ Delivery Content

- The partner should provide Delivery content such as installation checklist , test script, project charter and so on.

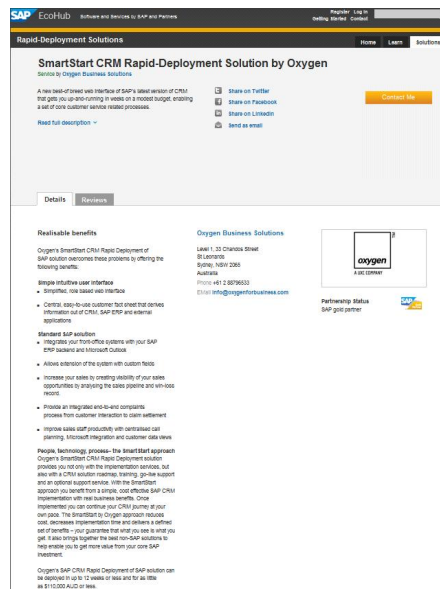
## ■ Enablement

- Enablement will depends if there are gaps in the partners capability to be able to deploy using the RDS methodology

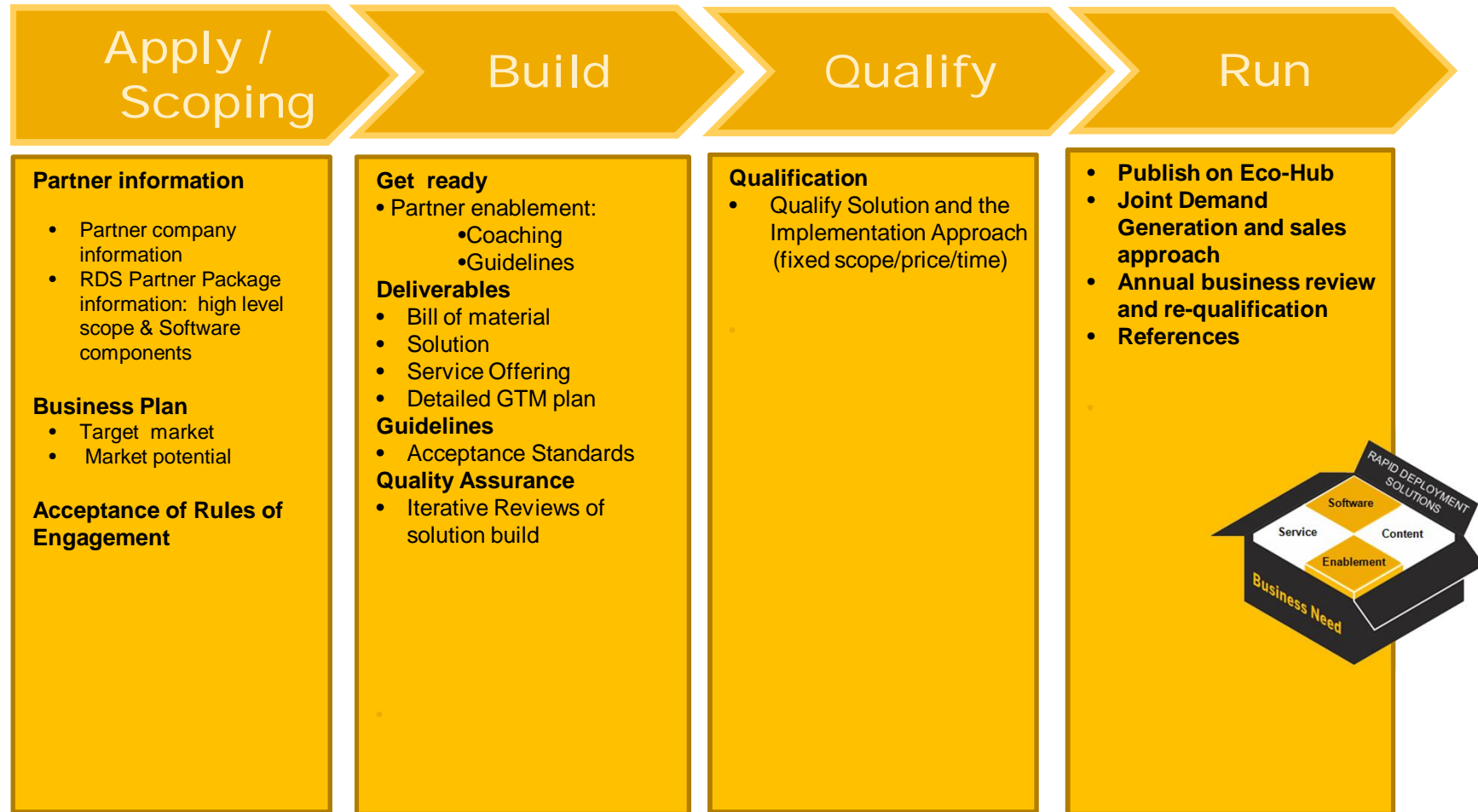
# Quality Gate 3 – Quality GTM Asset

1. Publish your “SAP-Qualified” RDS Storefront on SAP EcoHub  
The partner is given the one voice guideline to ease of publishing into the EcoHub
2. **Customer facing brochure for demand generation providing the fix price / fix scope fulfilling the RDS brand promise of fast deployment**
3. **Submit your reference after 1 year maximum (mandatory)**

The partner will lose their “SAP-Qualified” status for their offering if no reference.



# Partner Led RDS High Level Registration and Qualification process and what is different to SAP RDS qualification

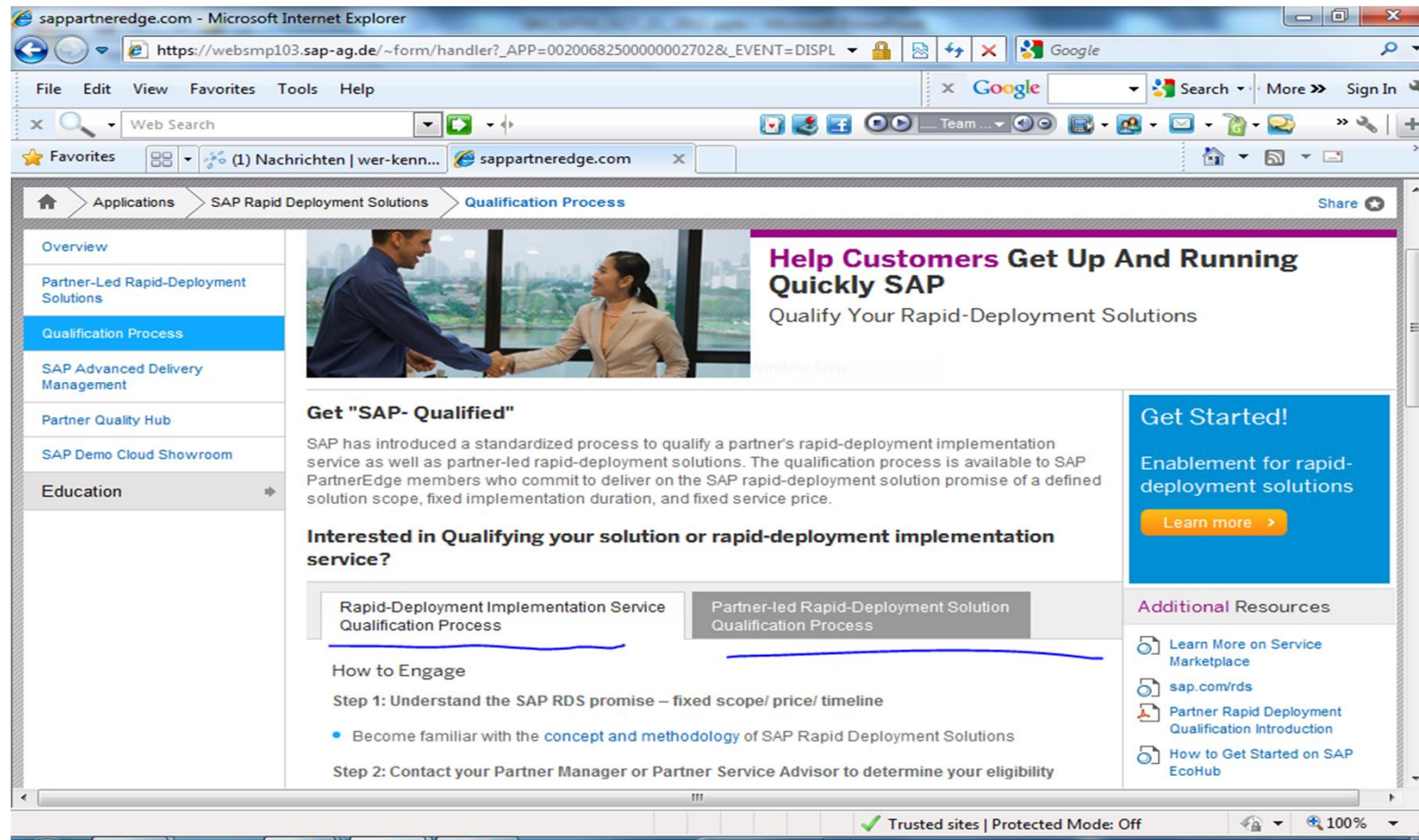


“SAP-Qualified”





# Partner-Led RDS on partner portal



[https://websmp103.sap-ag.de/~form/handler?\\_APP=00200682500000002702&\\_EVENT=DISPLAY&\\_HIER\\_KEY=201100035870000001783&\\_HIER\\_KEY=301100035870000002832&\\_HIER\\_KEY=5011000358700000019729&\\_HIER\\_KEY=6011000358700000250980&](https://websmp103.sap-ag.de/~form/handler?_APP=00200682500000002702&_EVENT=DISPLAY&_HIER_KEY=201100035870000001783&_HIER_KEY=301100035870000002832&_HIER_KEY=5011000358700000019729&_HIER_KEY=6011000358700000250980&)



# Partner-Led **Rapid-Deployment Solution** Bill of Material

• Required

Cluster	Deliverable	Application	Analytics	Mobility
<b>Business</b>				
	Software licenses requirement	•	•	•
	Service Offering (fixed scope)	•	•	•
	Business plan / Business Case	•	•	•
<b>Implementation</b>				
	Blueprint/Solution Scope	•	•	•
	Solution Brief – Brochure	•	•	•
	Manual Configuration & Pre-configuration	•	•	•
	Master Data	•		
	Solution Installation / Implementation Guide / Download Instruction	•		•
	Template in SAP Solution Manager	•		
	End user docs/Training	•		
<b>Service Package</b>				
	Project Accelerators & Methodology	•		
	“WBS”/ Implementation Plan	•	•	•
<b>Sales &amp; Marketing</b>				
	SAP EcoHub Storefront / Appstore	•	•	•
	Sales Sheet	•	•	•
	Customer (Sales) Presentation	•	•	•
	Overview Demo	•	•	•
	Marketing Plan	•	•	•

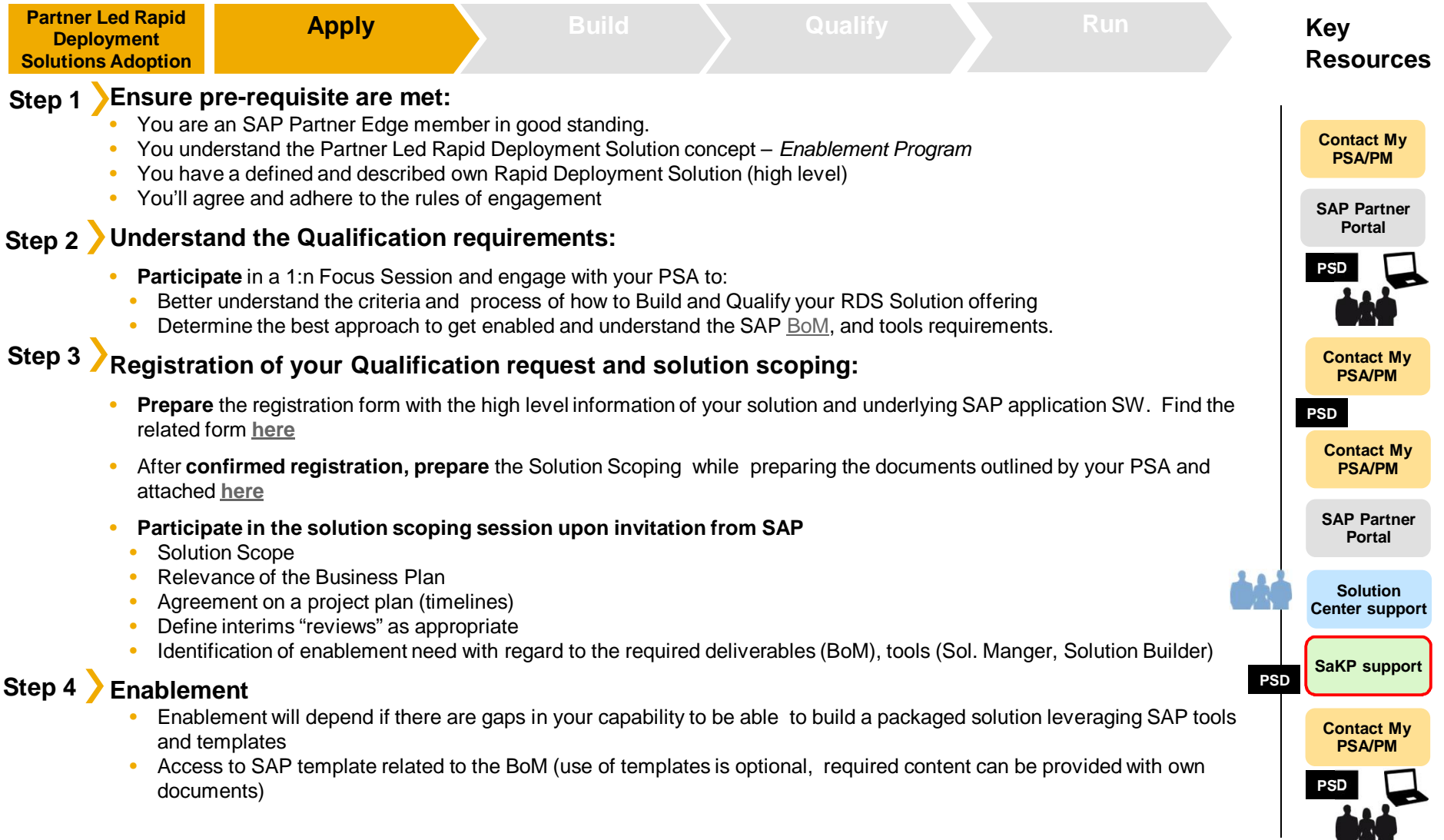
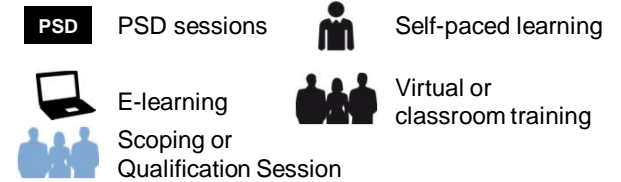


**Q & A**

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**Thank You!**

# Partner Led Rapid deployment solution Partner Offerings Qualification



# Partner Led Rapid deployment solution Partner Offerings Qualification



## Step 5 > Build your offering:

### Create your Solution:

- Customization & Configuration
  - Use of Solution Manager is mandatory. Other SAP tools like Solution Builder, BC-Sets are optional.
- Implementation description including: Project plan; effort calculation, scope description; acceptance criteria
- Documents according to BoM requirements

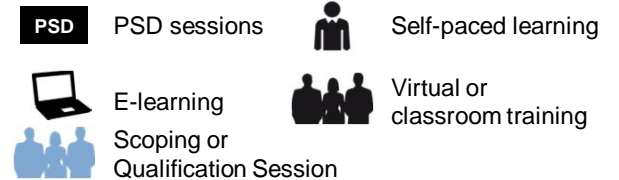
### Build your Marketing and Sales Material

- **GTM**
  - Demand generation plan
  - Resourcing plan (FTE for sales / presales)
- **One-Pager with Offering details:**
  - Description of the solution
  - Scope of the solution
  - Prerequisites in terms of the SAP Software component required
  - Fixed Cost of the implementation in local currency
  - Contact person(s)
  - Reference customers / proof points
- **Demo Scenarios**
  - The minimum requirement would be to show proof points of your ability to demo and sell the solution.
- **Proposal Framework – Sample Statement of Work**
  - The partner should provide a sample Statement of Work (SOW) providing details of their solution, implementation timeline for their solution.
- **Delivery Content**
  - Provide description Delivery content

Solution  
Center support

SaKP support

# Partner Led Rapid deployment solution Partner Offerings Qualification



## Step 6 > Submit your Qualification request:

- Prepare qualification request with all documents attached ([link](#))
  - Solution offering
  - Implementation offering
  - Build your Marketing and Sales Material
  - Test Scripts and Test Cases
  - Demo Scripts

### Qualification Meeting:

- SAP to review the documents (acceptance criteria to be maintained in each step)
- Partner to Demo the Solution

SAP issues the Qualification Certificate



Contact My  
PSA/PM

Solution  
Center support

Contact My  
PSA/PM

SaKP support

Solution  
Center support

# Partner Led Rapid deployment solution Partner Offerings Qualification

PSD

PSD sessions



Self-paced learning



E-learning



Virtual or  
classroom training

Partner Led Rapid  
Deployment  
Solutions Adoption

Apply

Build

Qualify

Run

Key  
Resources

## Step 7 > Publish your “SAP-Qualified” RDS Solution Storefront on SAP Eco-Hub

- Once your RDS solution is Qualified by SAP, you will receive an invitation from the [SAP Eco-Hub](#) team with steps to create your own storefront.
- Once your storefront is approved for publication, it will appear on SAP Eco-Hub, visible to all customers, prospects
- A Qualification Certificate will be sent to which you can begin to leverage in your marketing efforts.

## Step 8 > Publish your Customer facing brochure for Demand Generation, highlighting the fixed price / fixed scope / fixed timeline fulfilling the SAP Rapid Deployment Solutions promise of fast deployment

- Scope of the solution
- Prerequisites in terms of the SAP Software component (s) required

## Step 9 > Engage with customer, sell and deliver Rapid-Deployment Solutions Projects!

- Report your sales success and your opportunity pipeline back to SAP on monthly basis
- Take advantage of the opportunity to engage with SAP Field and SAP Inside Sales on Demand Generation activities (e.g. Blitz Days)

## Step 10 > Annual Business Review

- Document the success of the solution
- See if the original business plan expectation are met
- Define actions to improve
- Decision to continue with the RDS
- SAP Customer References are required before re-qualification in PartnerEdge

Contact My  
PSA/PM

SAP Partner  
Portal

PSD

Partner  
Enablement  
Center

Contact My  
PSA/PM

Sol. Center  
support

Service  
Marketplace

Contact My  
PSA/PM

Sol. Center  
support

# Excursion: Partner Led RDS Mobility

Apply / Scoping

Build

Qualify

Run

## Program in a nutshell

- SAP Mobile Apps Partner Program offers partners who build packaged mobile apps with a comprehensive set of enablement tools, benefits and end to end support
  - Access to developer community including hosted sandbox environment
  - developer licenses including enterprise support
  - Enablement and coaching support
  - Access to mobile app certification from SAP
  - Access to SAP's installed base by marketing and selling via [SAP Store](#)
- Requirements for Mobile Packaged Apps
  - Technical
    - Use of one or more SAP mobile platform components
    - Downloadable and fully functional
    - Demo mode with demo data or presentation suited for easy customer experience
  - Commercial
    - Price metric and price points
    - Standardized EULA
  - marketing
    - Mobile App abstract
    - Mobile App description (value/target/documentation etc.)
    - Collateral

SAP Mobile Apps Partner Program

**Program fee: 1990,- € + 15 % revenue share\*\* of Mobile App Net Revenue**

**ICC Certification:      One time: 990€**  
**Recurring: 495€ p.a.**

\* Attributable against the revenue share

\*\* Revenue share is applied to ALL net revenue generated with packaged apps built with SAP technology, independent of sales channel – excluding implementation and other service revenues; minimum royalties to be offset against revenue shares due. Packaged apps must be published on SAP Store

# Excursion: Partner Led RDS for Business Analytics

Apply / Scoping

Build

Qualify

Run

## **Recommendations (not yet agreed with all stakeholders / wip)**

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- All of development of additional coding or scripting as part of Partner Led Solution for Analytics using pull mechanism should be allowed without ICC Process – as long as it has no effect on the operational system.
- All of development of additional coding or scripting as part of Partner Led Solution for Analytics using push mechanism into a SAP backend system should either be excluded from the qualification process or should be certified by ICC.



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