

# Case Study Assignment

- To edit, download or make a copy. Save the file to your Microsoft Desktop or One Drive or to your Google Drive if you are using the Google Editor Suite.
- 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".
- You can use this template as a shell to develop your case study assignment submission, or, if you prefer, as a working document.
- Identify the customer story you have selected in the template sections indicated with "[ ]", for example [Case Study Customer], [Customer you selected], [SAP Customer Story URL], etc.
- Completed examples are shown for each step to get you started and provide a guide for the expected response.
- If this template copy will become your final assignment document, don't forget to delete the instruction sections in gray text and the highlighted starting point examples.
- Be sure to proofread your work so that it is ready to submit to the customer.]

## Task 1. Select a Case Study for your Assignment

[The first task is to choose a case study for your assignment from the [SAP Customer Stories website](https://www.sap.com/about/customer-stories.html). On this site, you can search for customer stories by industry, company size, customer country, or the technology or SAP product involved. Use the guidelines set out in the instructions to select a customer story that will help you get the most out of your assignment. Use the table below to document the customer story you are selecting. To get you started, we've provided some worked examples selected from the [SAP Customer Stories website](https://www.sap.com/about/customer-stories.html) below.]

**Customer Story: Taylor's Education Group,**  
**[<https://www.sap.com/about/customer-stories.html?tag=region-country:asia-pacific-and-japan/malaysia&pdf-asset=88cc7a19-117e-0010-bca6-c68f7e60039b&page=1#customer-stories-finder>]**

<b>Customer profile</b> <ul style="list-style-type: none"> <li>- Education Industry</li> <li>- Top education providers in Malaysia, Singapore, and Vietnam</li> </ul>	<b>Digital transformation impacts</b> <ul style="list-style-type: none"> <li>- Broad spectrum of HR services</li> <li>- Global business processes</li> </ul>
<b>SAP solution technology areas</b> <ul style="list-style-type: none"> <li>- SAP SuccessFactors and Concur</li> </ul>	<b>Case study material includes</b> <ul style="list-style-type: none"> <li>- Description of SAP solution</li> <li>- Implementation stories</li> </ul>

## Task 2. Understand the customer and industry context

[In this task you'll prepare for the engagement by researching the customer's organization, technology landscape, and industry context, using the customer story materials and other credible sources. There are four activities to complete:

- Activity 1: Identify five (5) macro business and technology trends impacting the customer's industry. We've provided some examples below. Use at least two sources to confirm the trends you are identifying.
- Activity 2: Describe two (2) motivations the customer may have for doing the project (the "why")
- Activity 3: Identify three (3) business goals or outcomes the customer wants to achieve by doing the project
- Activity 4: Select two (2) analysis frameworks the project team could use to understand more about the customer's challenges or objectives and explain why you have selected them.]

### Activity 1: Identify Business or Technology Trends in the Industry

#### Education Macro Trends:

**Digital Transformation:** The education industry has undergone a digital transformation, with the use of technology becoming more prevalent in classrooms and educational institutions. This trend includes the adoption of online learning platforms, digital textbooks, and educational apps, which have enabled remote learning and increased access to education.

**Personalized Learning:** With the help of technology, personalized learning has become more accessible and feasible. Machine learning algorithms can analyze student performance data and adapt instruction to cater to the individual learning styles and needs of each student. This approach has been shown to increase student engagement and achievement.

**STEM Education:** There is a growing demand for STEM (science, technology, engineering, and math) education in response to the increasing need for workers in these fields. As a result, schools and universities are expanding their STEM programs and curricula, integrating cutting-edge technologies, and providing specialized training to meet the needs of the job market.

**Education Analytics:** The use of data analytics in education has become increasingly important in measuring student progress and identifying areas for improvement. Education institutions are investing in learning analytics systems to track student performance, identify learning gaps, and provide targeted interventions.

**Gamification:** Gamification is the application of game design principles in non-game contexts, including education. This trend has gained popularity in recent years as a way to increase student engagement, motivation, and learning outcomes. Educational games and simulations can help students learn difficult concepts in a fun and interactive way.

**Sources:** <https://learning-analytics.info/index.php/JLA>  
<https://www.edsurge.com/>

## Activity 2: Identify Customer Motivations

[In this activity you will describe two (2) motivations for the customer to do the project (the “why”). These drivers could be associated with the industry trends you identified in Activity 1, other market pressures, the customer’s digital transformation goals etc. Being able to identify the customer’s motivations will help you to articulate the value of the SAP project to the customer’s business and stakeholders.]

In the Taylor’s customer story, the customer’s motivations are:

**Streamlining HR processes:** Educational institutions, such as universities and schools, have complex HR processes that involve managing faculty, staff, and student workers. Implementing SAP SuccessFactors can help streamline these processes, automate tasks, and reduce administrative burdens.

**Talent management:** Educational institutions need to attract, develop, and retain top talent, and SAP SuccessFactors can help with this by providing tools for recruitment, performance management, learning and development, and succession planning.

## Activity 3: Identify the Customer’s Business Goals

[In this activity, identify three (3) business goals or outcomes the customer wants to achieve by doing the project.]

Hint: Typical business goals for a customer going through digital transformation might be:

- 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 or access data
- Improve visibility and quality of decision-making data
- 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 business as usual when a system goes down
- Automate processes
- Enhance security to prevent losses from hacks and attacks]

In the Taylor’s customer story, the customer’s business goals are:

- Key focus on staff retention and development in a highly competitive sector
- Goals around improving employee efficiency, productivity, and satisfaction
- Desire to drive continuous improvement of HR competencies and systems

## Activity 4: Identify Analysis Frameworks

[Recall that an analysis framework is a process or approach you can use to solve problems and design solutions. To refresh your understanding of the analysis frameworks covered in this course, see Module 2, particularly Lessons 1 and 2.]

- (a) Select two (2) analysis frameworks you could use to understand more about the customer’s business goals and challenges from the 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
- (b) Write a short paragraph explaining why you have selected these two (2) analysis frameworks. Asking yourself the following questions could help develop your response: ***“What are the key elements of the framework? What are the benefits of using it for this customer engagement? What will I uncover about the customer’s environment by using these frameworks? Are there any analysis gaps or considerations when using this framework?”***
- (c) Optional: complete a SWOT analysis for your customer story (if you have not already selected SWOT analysis as one of your framework options above]

(a) To understand more about the customer’s business goals in the Taylor’s, I have selected Design Thinking and Systems Thinking.

(b) I chose the Design Thinking because this allows me to empathize with the user’s situation. I think that mind mapping, brainstorming and 5 Whys will help to generate ideas and solutions.

I chose Systems Thinking because this allows me to look at overall systems and interconnected parts. I think that to be fully understanding the effects of change requires understanding the wider system

(c) SWOT Analysis (Optional)

<p>Strengths</p> <ul style="list-style-type: none"> <li>- ...</li> <li>- ...</li> <li>- ...</li> </ul>	<p>Weaknesses</p> <ul style="list-style-type: none"> <li>- ...</li> <li>- ...</li> <li>- ...</li> </ul>
<p>Opportunities</p> <ul style="list-style-type: none"> <li>- ...</li> <li>- ...</li> <li>- ...</li> </ul>	<p>Threats</p> <ul style="list-style-type: none"> <li>- ...</li> <li>- ...</li> <li>- ...</li> </ul>

## Task 3. Build your project team

[This task is about identifying and helping to build the ideal project team to deliver the implementation described in the customer story you selected. There are four activities:

- Activity 1: Identify the role you have selected (for example, Technical, Functional, Data Analyst, Project Manager, Business Process Consultant, or Architect) and why you have chosen it.
- Activity 2: Describe your key responsibilities and the skills or expertise you'll bring to the project team
- Activity 3: Identify the other project roles and skills/expertise you think will be needed to deliver the SAP implementation set out in the customer story and explain why
- Activity 4: Explain how the team you have identified will work together to deliver the SAP implementation set out in the customer story you selected.]

### Activity 1: Identify your role on the project team and why you have chosen it

[Identify the role you have selected (for example, Technical, Functional, Data Analyst, Project Manager, Business Process Consultant, or Architect).]

I will be Data Analyst on the Taylor's project team. I have chosen this role because by analyzing HR data, I will gain insights on the issues and potential solutions.

### Activity 2: Describe the skills and expertise you'll bring

[For the role you have selected, describe your key responsibilities and the skills/expertise you'll bring to the team.]

As a Data Analyst I will work with the Taylor's team to understand the HR data

The key skills I will bring to the project are:

- Data Analysis to gain insights from the datasets
- Data Visualization to illustrate the trends, anomaly, patterns.
- Presentation to communicate the findings to customer

### Activity 3: Identify the skill and expertise mix needed for the project

[Identify the other project roles and skills/expertise you think will be needed to deliver the SAP implementation set out in the customer story and explain why.]

To deliver the Taylor's SAP implementation, the ideal project team would include the following roles and mix of expertise/skills:

- A Project Manager with project management experience who would oversee start to finish
- A Project Steering Team to set direction and make key decisions
- A Functional Consultant with HR experience who would understand business processes and functions
- A Technical Consultant to focus on the technical aspects of designing, building, and testing solutions.

### Activity 4: How the team will collaborate

[Explain how the team you have identified will work together to deliver the SAP implementation set out in the customer story you selected.]

The team will collaborate to deliver the NHL SAP implementation by:

- Planning the project including setting goals, scope, standards, roles and responsibilities

- Holding a kickoff meeting to give the customer and other teams an overview of the project and the agreed plan
- Identifying customer stakeholders and building effective relationships with them
- Working with customer stakeholders to explain possible solutions and approaches clearly and simply
- Providing functional or domain insights relevant to the sports and entertainment industry to help the customer understand the proposed solutions or approaches
- The technical consultant will work closely with the functional consultant to translate functional specifications to technical specifications.

## 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 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 and recommendations.

- 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. See the example outline below for an executive deck
- Hint: To guide you, here are some tips on developing an effective deck:
  - Follow the assignment structure – for example, develop an introduction slide setting out the SAP customer story and implementation, and then use one slide per task, summarizing your key findings from each activity only, close with a summary or next steps slide
  - 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)]

Develop an executive summary deck (MS PowerPoint or Google Slides) or report precis (MS Word or Google Docs).

### Deck outline:

- Slide 1 – Project Name, Introduction, Your Role
- Slide 2 – Customer and Industry Context
  - Key industry trends that are relevant for this project
  - Key challenges facing the customer and how they link to customer's business goals
- Slide 3 – Analysis approach
  - Analysis frameworks team will use to understand more about the customer's challenges
- Slide 4 – Project team members
  - Role and skills/expertise mix to deliver implementation

- Slide 5 – Next Steps

## 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 and recommendations to the customer. You will complete a self-evaluation check of your presentation in the project submission. It is optional to upload the actual recording file. 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

My work:

Record your presentation to the customer either as a video or audio track. Be ready to complete a self-evaluation of your presentation in **Project Submission and Peer Review**.