SAP for Me

SAP for Me
Kick-Off Workshop 2020

INTERNAL

THE BEST RUN **SAP**

Agenda for the day

Our **Agenda**

SAP for Me

09:00 – 10:30	**Welcome, Review and Outlook 2020** *(JJ)*	Business, CAC, Partner and LUI Leads invited
10:30 – 11:00	**Developer Rewind 2019** *(Kristian)*	
11:00 – 11:15	*Coffee Break*	
11:15 – 12:00	**Working Session** *(All)*	
12:00 – 13:00	*Lunch Break*	
13:00 – 15:50	**Teambuilding Activities** *(Janine)*	
15:50 – 16:00	**Wrap-up** *(JJ+Stefan)*	
16:00 – 17:00	*Drive to Mannheim*	
17:00 – 19:00	**VR Lighthouse Teambuilding Event** *(All)*	

Teambuilding Activities: Agenda & Set-Up

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Start	End	Min	What	Goal	Format
13:00	13:10	10	**Introduction**	Short introduction on plan and set-up, create awareness for goal and format of the session	Plenary
13:10	14:10	60	**Picture Challenge** One picture that reflects the past year and one picture to describe how the future should look like	Give current situation a metaphor and describe „soft" along pictures. Show and create a feeling for issues in the past but also create a positive outlook for the future	Plenary, each person max. 2 Min
14:10	14:20	10	Coffee Break	Refresh before second half	
14:20	15:20	Set-Up: 5 Group-Work: 15 WC: 4 x 5 Plenary: 20 60	**Future Set-Up** START-STOP-CONTINUE	Thinking about the future, what needs to be started, what needs to be stopped (past) and what was good, that needs to be continued	4 groups of 6 Pinboard Work (Post-Its), World-Café as discussion round, Plenary: One common version (one-starts to pick, others continue)
15:20	15:50	30	**Individual Commitments Wall** What do I give, What do I need	Everyone uses post-its to write down one give & one need	Individual Work + Plenary

SAP for Me

Project Review

SAP for Me Achievements & 2020 Outlook

SAP for Me

2018 – Achievements

Key Milestone

MyHome vision presented at SAPPHIRE 2018

Through the year

Achievements
- Initial team setup
- 1st MyHome Capability Map
- SAP for Me name approved
- UI design vision for SAP for Me
- 1st Concept Car

Bridges
- Cloud Customer Engagement
- License Utilization Information
- One Data Platform & Cloud 4 Semantics

Results
- ~10 direct customer communications
- <100 monthly visits

2019 – Achievements

Key Milestone

Go-Live of SAP for Me as open beta at SAPPHIRE 2019

Through the year

- 1st version of semantic data model
- 1st reference customer
- 1st delivery of UID functionality
- Key pillars for SAP for Me strategy conceived & execution concepts defined
- Hasso Plattner Founder's Award Finalist

- Established active LoB engagement
- Universal ID (UID)
- Preferred Success Center
- SAP for Me as a partner

- ~60 direct customers communications
- > 4000-6000 monthly visits

2020 – Outlook

Key Milestone

End of open beta at SAPPHIRE 2020

Through the year

- To be achieved

- To be established

- ~100 direct customers communications
- > 30000 monthly visits

SAP for Me

Who are we?

Elon Musk's 10 Rules for Success [Video >

1. Act despite fear

2. Focus on the customers

3. Have a high pain threshold

4. Be rigorous in self analysis

5. Expect to fail

6. Have a sense of humor

7. Aim for perfection

8. Do your homework

9. Be an adventurer

10. Inspire greatness

11. Drive innovation

The ~~Dynamic Duo~~ SAPvengers

Katja Mehl
Black Widow

Ozzy Genis
Dr. Strange

Stefan Vormbrock
Iron Man

- Development Execution
- Budget Planning

Jürgen Jakowski
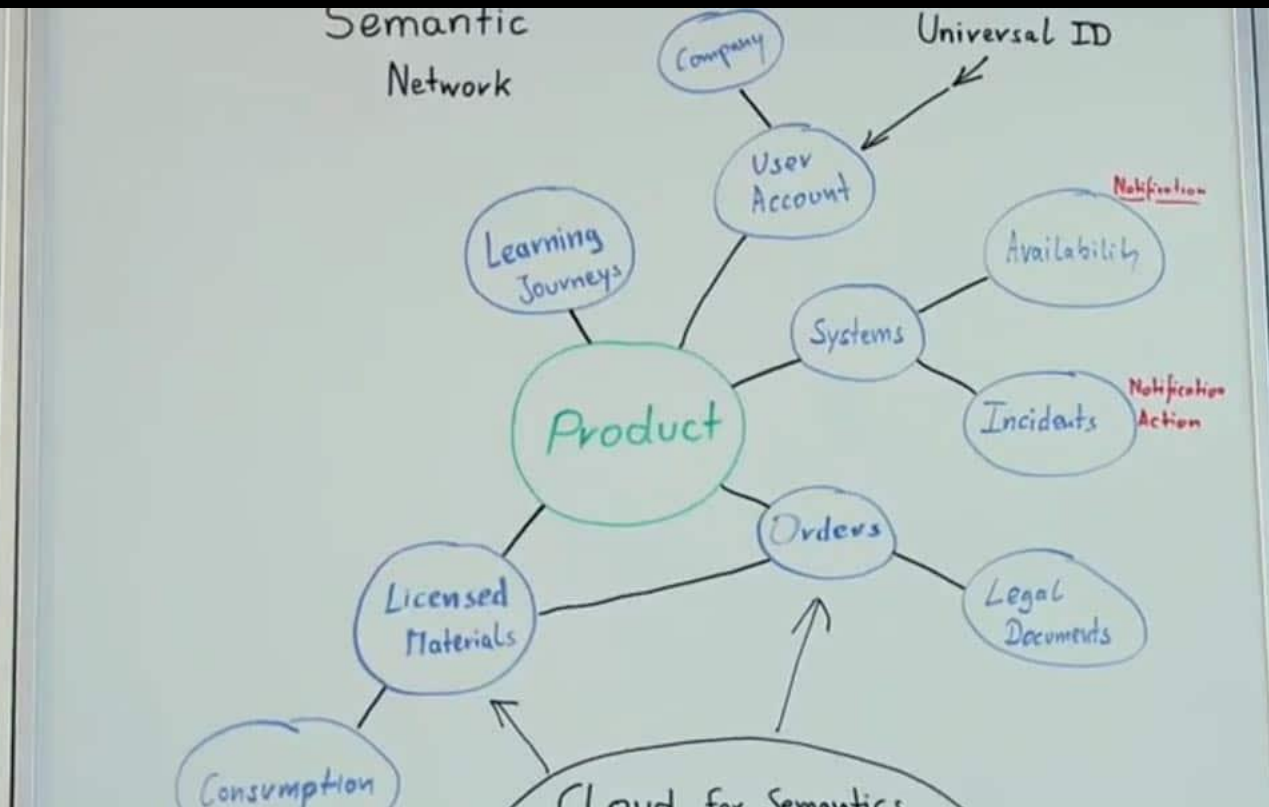**Captain SAPforMe**

- SAP for Me Strategy
- Customer Interaction

The SAPvengers Team

Hasso Plattner **Award**

[SAP News](#)   [SAP Video](#)

What is our product?

The vision of SAP for Me

All SAP customers who use the SAP for Me assistant as a **digital companion** along their journey will obtain transparency across their SAP solutions and guidance to relevant actions, all in one place.

Decision-makers and other people engaging with SAP

What we do with SAP for Me – taking advantage of semantics
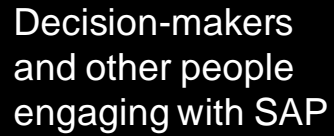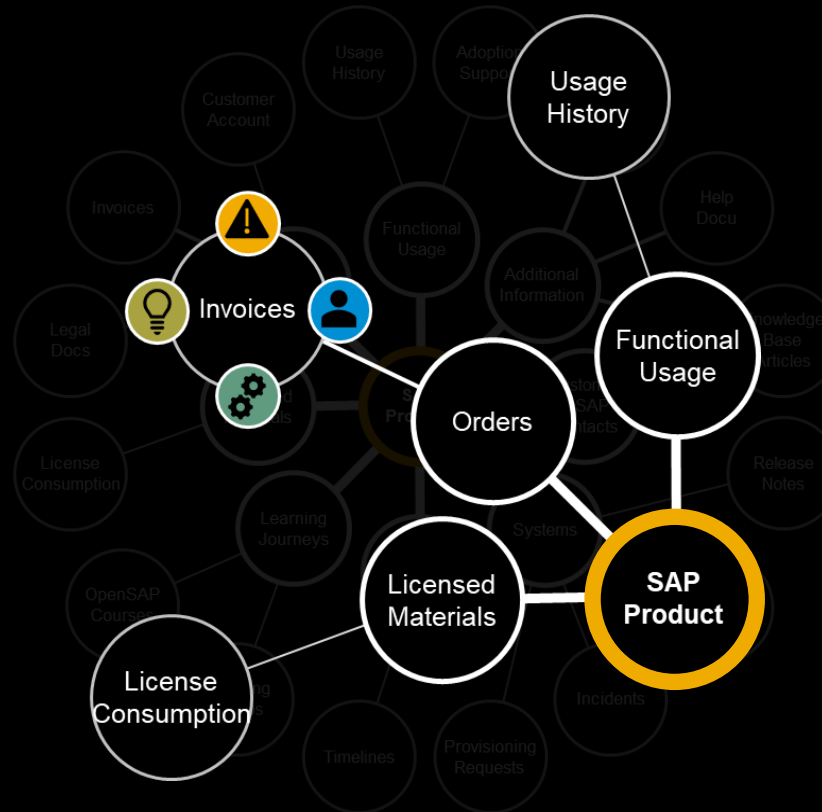
me.sap.com

Without SAP for Me

- Too many portals and tools
- No overarching picture across the SAP portfolio
- Missing transparency
- Limited self-services
- No focus on individual interests and needs

Usage History

Customer Account

Invoices

Usage History

Adoption Support

Help Docu

Functional Usage

Additional Information

Knowledge Base Articles

Legal Docs

Invoices

Orders

Functional Usage

Release Notes

License Consumption

Learning Journeys

Systems

OpenSAP Courses

Licensed Materials

SAP Product

Incidents

License Consumption

Timelines

Provisioning Requests

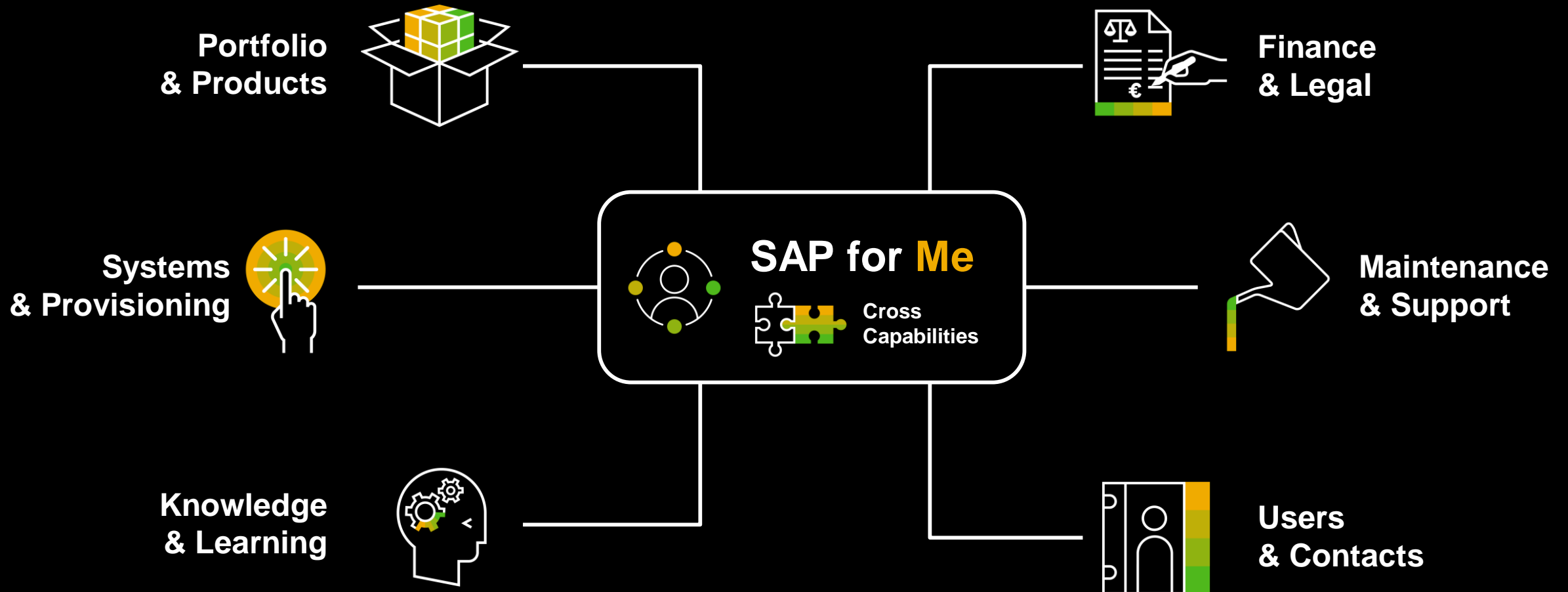## With SAP for Me

Start at **one** entry point

Personalize views based on your role and interests

Get transparency across your complete SAP Portfolio

Take action with self-services for your needs

Actively influence your products and SAP for Me

SAP for Me Capability Areas

Portfolio & Products

Finance & Legal

Systems & Provisioning

SAP for Me

Cross Capabilities

Maintenance & Support

Knowledge & Learning

Users & Contacts

What is our strategy?

Connects multiple perspectives - SAP for Me Strategy

Strategy Paper

SAP for Me
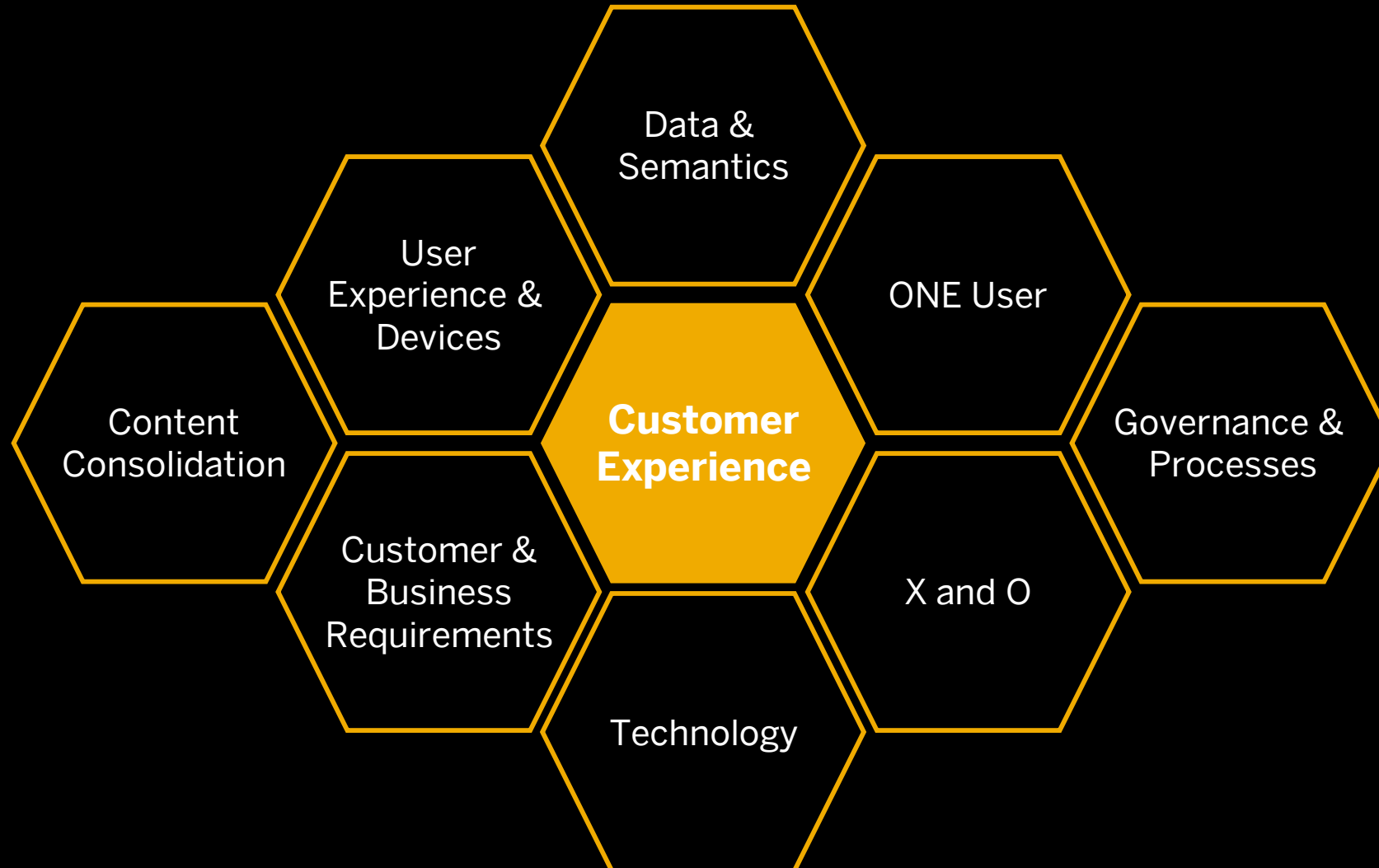
OUR MISSION
- Establish ONE customer entry point
- Identify customer needs
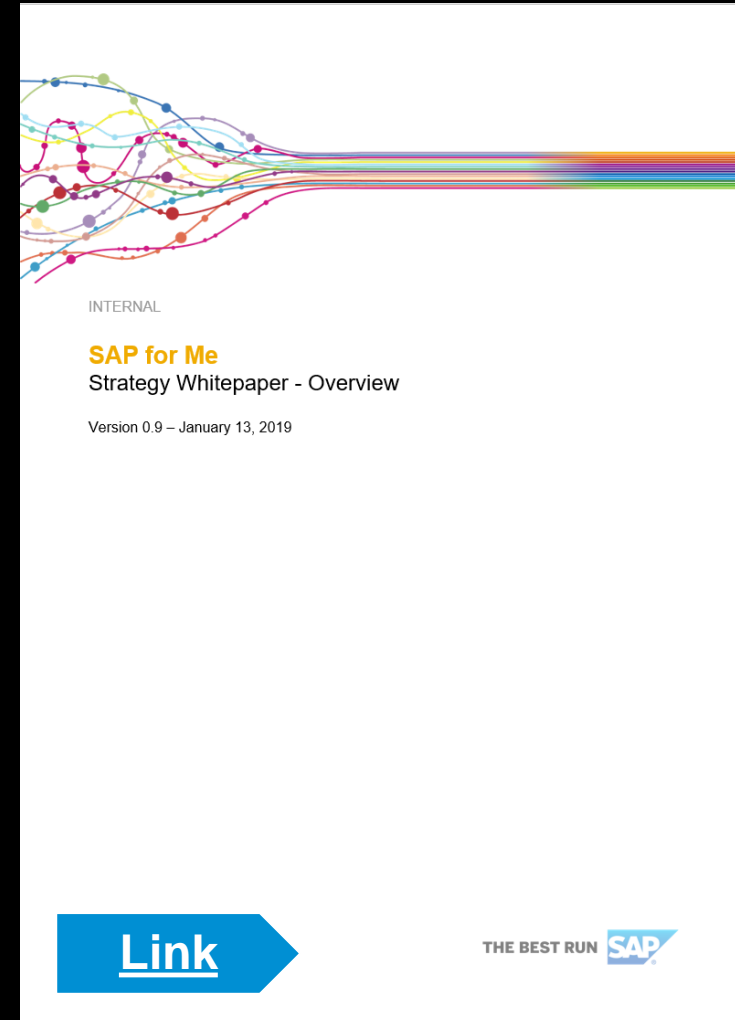- Establish ONE semantic network and intelligence

WHY WE TRANSFORM
- Customer Experience Strategy of SAP's Digital Touchpoints - Target 2023
- Strategy of SAP for Me - Target 2023
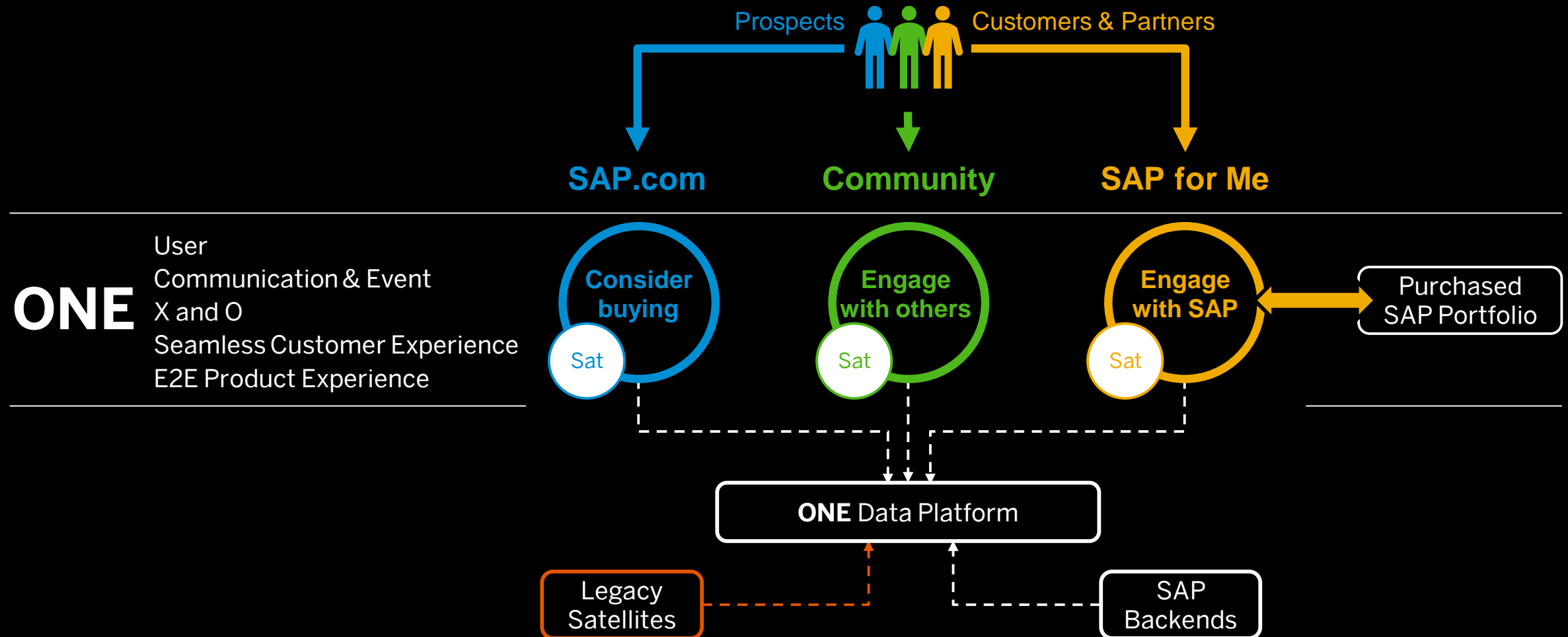
HOW WE TRANSFORM
- Customer & Business Requirements
- Content Consolidation
- ONE User
- Customer Experience
- User Experience & Device
- Technology
- Data & Semantics
- Governance & Processes
- Enablement & GTM
- X and O

KEY MILESTONES
OUR BELIEVES

INTERNAL

SAP for Me
Strategy Whitepaper - Overview

Version 0.9 – January 13, 2019

Link

THE BEST RUN SAP

CX Strategy of SAP's Digital Touchpoints – Target 2023

SAP for Me

Prospects · Customers & Partners

SAP.com · Community · SAP for Me

ONE
User
Communication & Event
X and O
Seamless Customer Experience
E2E Product Experience

Consider buying — Sat

Engage with others — Sat

Engage with SAP — Sat · Purchased SAP Portfolio

ONE Data Platform

Legacy Satellites

SAP Backends

Strategy of SAP for Me – Target 2023

Presentation Layer
- View, inspect, act
- Personalize
- Compose and share

Page & Card
Repository

- Card or page title and type
- Related semantic options / situations
- Supported devices
- Fixed UI elements (e.g. buttons, search)
- Personalization options

Exploration Layer
- Guidance & Recommendations
- Collaboration

Situation
Repository

- Situation type and fixed details
- Pull or push scenario
- Related semantic objects
- Related interests
- Collaboration options
- SAP-internal details (e.g. situation owner)

Data Layer
- Semantic network
- Structure
- Authorization

Semantic
Repository

- Object title, description and elementary details
- Related semantic objects
- Required authorizations
- Related user interests
- Related personalization options, alerts and actions
- SAP-internal details (e.g. object responsibilities)

Strategy of SAP for Me – Our Believes

Our customers first, SAP second, LoBs third

We are here to serve our customers. The voice of our customers is the most important input for our solution architecture, design and execution. We will also take SAP's own business requirements into account. Though, we will always balance them out with the known customer feedback. We will obviously consider LoB requirements but will make sure they follow standards required by customers and the SAP business.

We want customers to find, not to search

SAP has ignored the way how customers need and consume our information and services for too long and caused a large amount of wasted time on customer side. We will not accept content that cannot be related to our existing data model. Our data model will grow without building data clusters that are independent from the rest. We are going to use Cloud for Semantics (C4S), on top of ONE Data Platform (ODP), wherever possible to model

relations between data.

Centralization is our priority

We see SAP for Me as the spearhead of a large digital transformation process inside SAP. Obviously, the nature of digital transformation includes to increase data consistency and transparency through data centralization. Therefore, we will choose the ONE Data Platform (ODP) as central data provider, wherever possible. Additionally, we will strongly support any activity and team that helps to standardize and centralize data storage (e.g. SPC for cloud provisioning).

We fight for standards across SAP digital touchpoints

Product Design (Fiori 3) is the leading design principle to build the bridge towards our products and to connect potential customers with our product look & feel at the earliest point in time (even in an anonymous scenario). We are using our own software platforms and components where possible and demonstrate the value of SAP software.

Start simple, but simply start

Fail early and often is a statement we often provide to our customers. At the same time, we at SAP have a hard time to follow up on this on our own. With SAP for Me, we will make sure that customers will see our features as soon as possible. We might start simple and continue in phases, but we will start with no doubt. We will take the customer feedback to continuously improve until customers are satisfied.
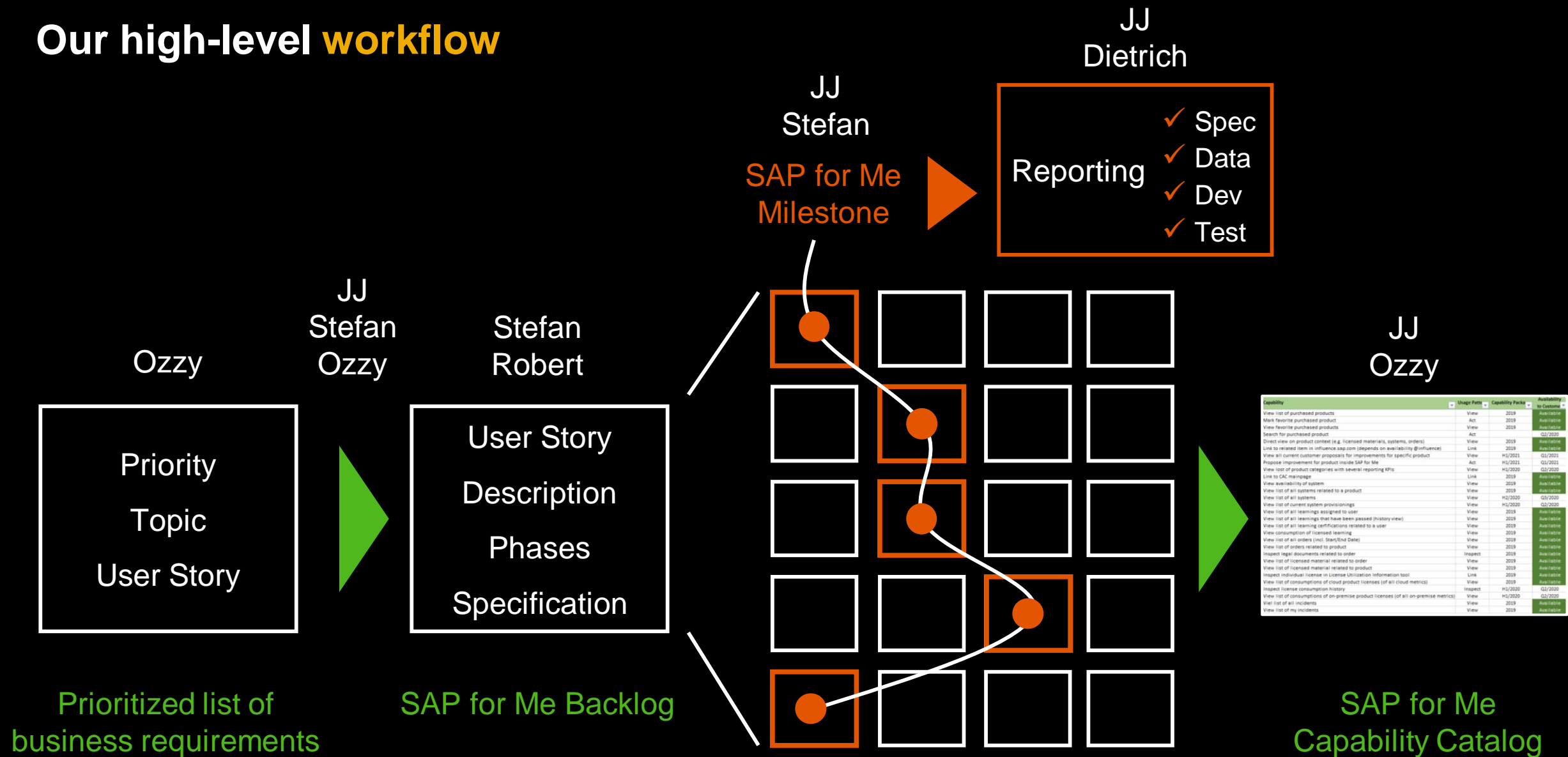
Understand the customer's situations and tasks

We will make sure that we increasingly get a full picture and understanding of the customer's needs. As such we will analyze common customer situations and tasks to identify areas where our investment is of highest value.

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What comes next?

Our high-level **workflow**

JJ
Dietrich

Reporting
- ✓ Spec
- ✓ Data
- ✓ Dev
- ✓ Test

JJ
Stefan

**SAP for Me
Milestone**

Ozzy

Priority

Topic

User Story

JJ
Stefan
Ozzy

Stefan
Robert

User Story

Description

Phases

Specification

JJ
Ozzy

Prioritized list of
business requirements

SAP for Me Backlog

SAP for Me
Capability Catalog

Key Milestones (internal)

H1 / 2020

H1/2020 Stefan Vormbrock End of Open Beta	**H1/2020** Dirk Pospiech Go-Live Communication Center	**H1/2020** Peter Kappelmann CAC Integration	**H1/2020** Ozzy Genis Capability Package H1 / 2020
H1/2020 Hannah Naughton Go-Live of Partner Access	**H1/2020** Kristian Kraljic Native UID Access	**H1/2020** Peter Kappelmann Go-Live Central Calendar	**H1/2020** Robert Wetzold Provisioning Transparency
H1/2020 Dietrich Hahn Final Cleanup Report Spec	**H1/2020** Jürgen Jakowski Initial Interests Repository	**H1/2020** Dietrich Hahn SAPPHIRE VR Experience	**H1/2020** Jürgen Jakowski Prepare SAP.com for SAP for Me
H1/2020 Anna Withum Customer / User Simulation			

H2 / 2020

- Capability Package H2 / 2020
- UID: Central Interests
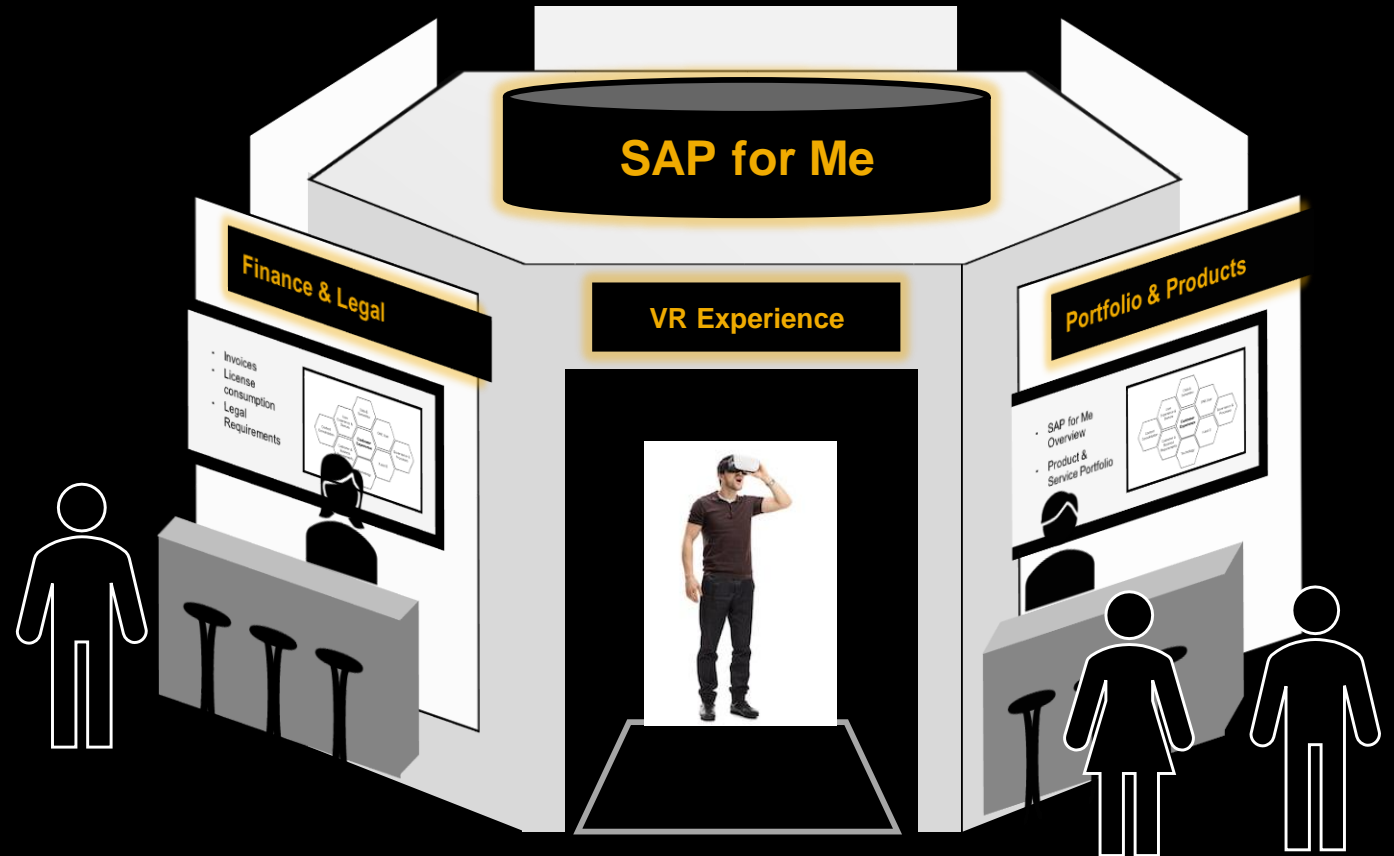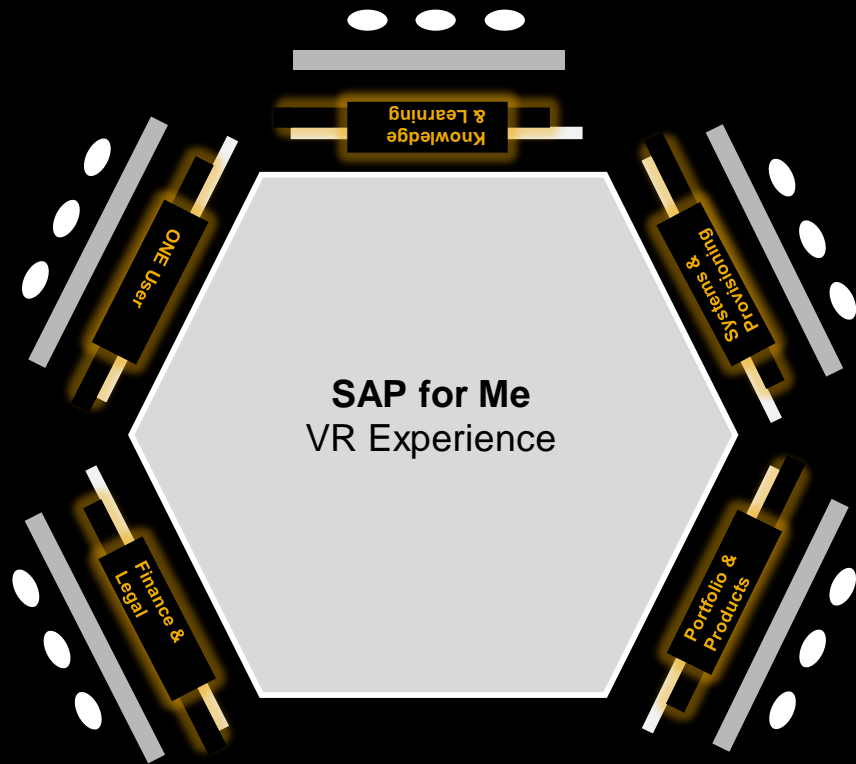- Product Switcher
- Additional tool integrations

Beyond

- Additional capability packages, with a focus on smart business, commerce & support
- Additional tool integrations
- Create & Share Concepts
- UID: Simplified Authorization

Rollout of SAP for Me

Showcase SAPPHIRE

Other SAP for Me Roll-Out activities

User Group Webinar Series	**Events**	**Publications**
Overview and Cross Capabilities	DSAG Technology Day 2020	SAP Insider
Portfolio & Products	SAPPHIRENOW 20	DSAG Blaupause
Systems & Provisioning	DSAG Annual Congress 2020	Blog Series / Community Page
Knowledge & Learning	Teched LV, Barcelona, Bangalore	Social Media
Finance & Legal		
Users & Contacts		
Maintenance & Support		

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