



delaware's partnership with SAC Customer First on SAP Analytics Cloud adoption

Sebastiaan Leysen – Consultant in Data & Analytics at delaware
Anamarie Franc – Vice President, Customer First for SAP Analytics Cloud at SAP

Session ID 84551

About the Speakers



Sebastiaan Leysen

- Data & Analytics at delaware Belgium
- 3+ years in Consulting
- Ir. Management of Technology Engineer at Delft University of Technology
- A passionate sailor



Anamarie Franc

- Vice President, Customer First, SAP Analytics Cloud
- 20+ years in Enterprise software with a passion for delivering great outcomes for customers
- Learning through my children as they explore the world

Key Outcomes/Objectives

- 1. Delaware's Digital Transformation to Run 100% in the Cloud:** resulting in 2x faster budgeting cycle and 3x less administration work for Project Managers
- 2. Delaware's own Center of Excellence:** how Delaware is applying lessons learned from their use of SAP Analytics Cloud for internal reporting to customer implementation projects
- 3. Increasing Adoption of SAP Analytics Cloud:** an effective collaboration model between Delaware Consulting and SAP Analytics Cloud Customer First

Agenda

- About delaware
- delaware's Internal Journey on SAP Analytics Cloud
- The Added Value of SAP's SAC Customer First
- An Effective Collaboration Model
- Key Takeaways

01100100 01100101 01101100 01101001 01110110
01100101 01110010 01101001 01101110 01100111 00100000 01110100
01101111 01101101 01101111 01110010 01110010 01101111 01110111
01101101 00100000 01110100 01101111 01100100 01100001 01111001



About delaware



About delaware



- **Professional Services Provider**
- Aligning **business** with **technology**
- We guide our customers through their business transformation, applying the ecosystems of our main business partners, **SAP** and **Microsoft**.
- Clients: **mid-market**, with growing share in large enterprises.
- **Rapidly growing**

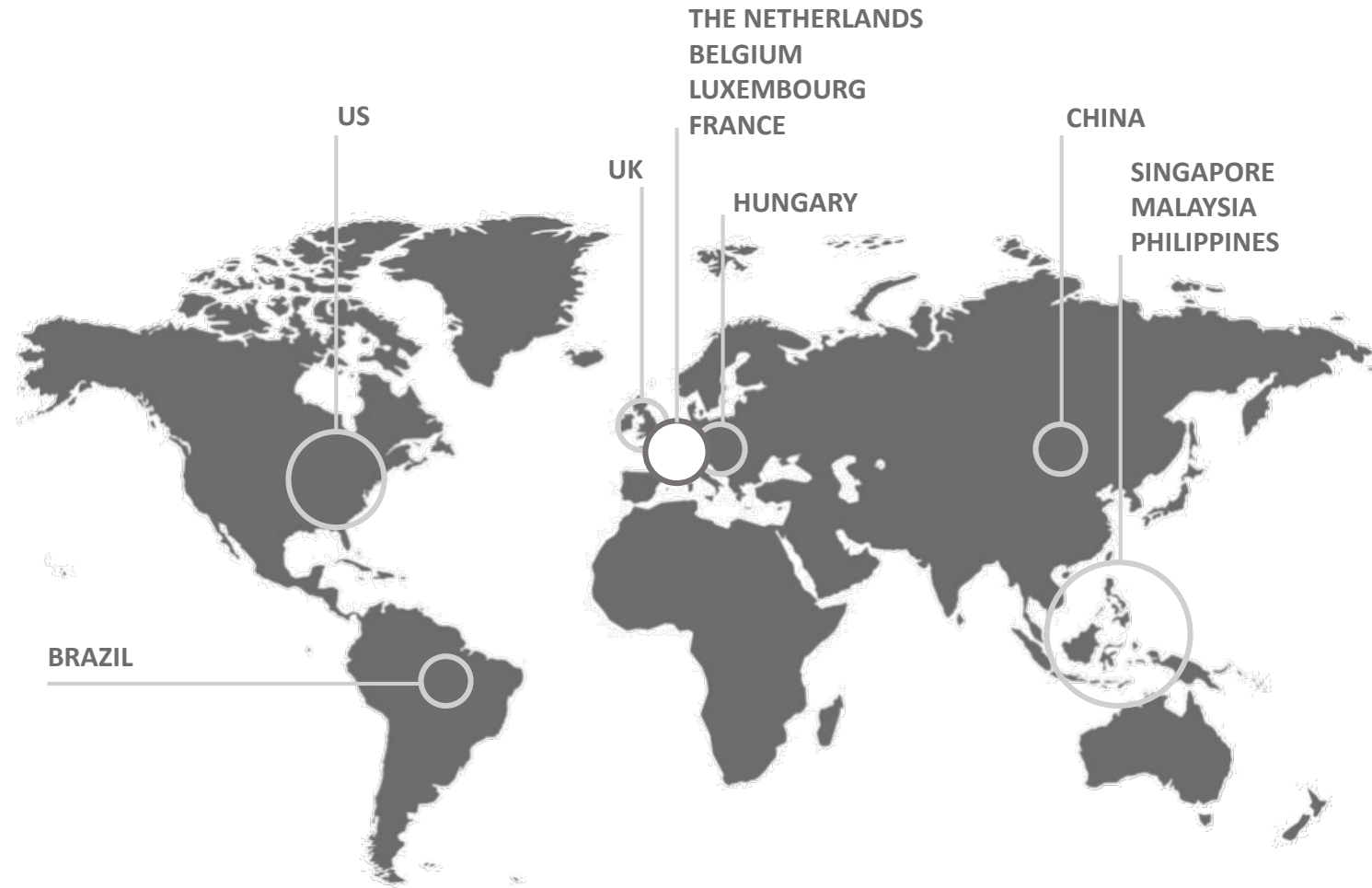
International Presence

23

offices

12

countries





delaware's Internal Journey on SAP Analytics Cloud

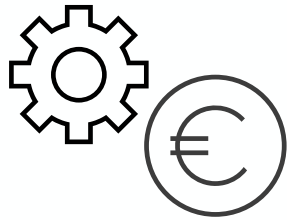
Running 100% In The Cloud



**delaware is running 100% in the Cloud as of
May 2017 for all entities world-wide, enabled
by an SAP technology stack.**

A Modern BI Foundation

delaware's new
ERP System



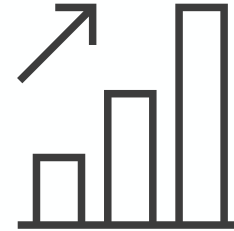
SAP S4/HANA Cloud

delaware's new
Data Warehouse



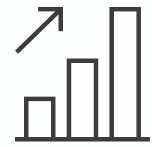
SAP Cloud Platform

delaware's new
Reporting Platform



SAP Analytics Cloud

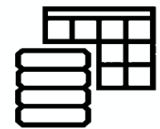
High level Architecture



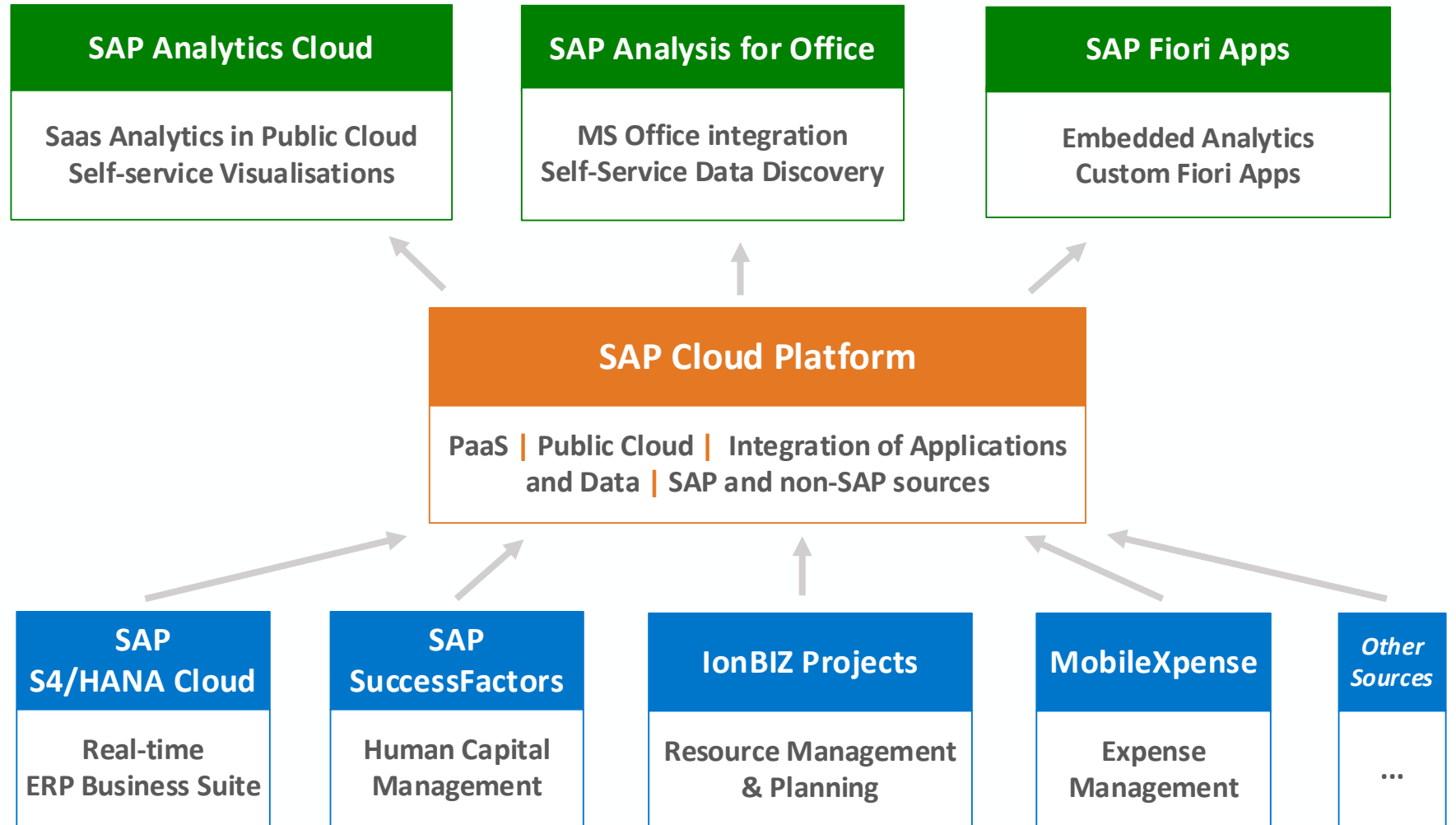
Reporting



Data Integration



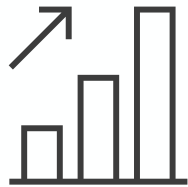
Data Sources



Capability Highlights

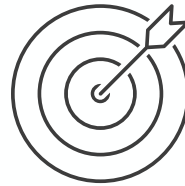
SAP Analytics Cloud

Self-service BI



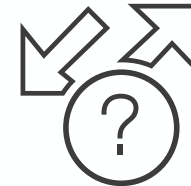
Global **business reporting**

Planning



Yearly **budget collection**
in combination with
S/4HANA Cloud

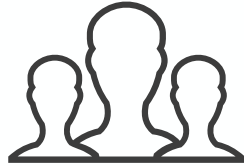
Predictive



Smart **Interview Scheduling**, prediction
of **Employee Turnover**

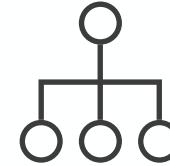
Size, scope and approach

Users



350+ active users
world-wide

Audience



project managers, support
office, entity managers,
partners

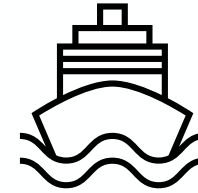
Size, scope and approach

Topics



- Employee KPI's,
- project follow-up
- profit & loss, treasury,
- receivables, payables
- sales pipeline
- ...

Control



Streamlined reporting globally
with central creation based in
Belgium, led by our CFO

Modern Interactive Dashboards

<p>PEOPLE</p> <ul style="list-style-type: none"> Utilization Missing Timesheets Timesheet Details Scheduling Dashboard Teamlead Dashboard 	<p>PROJECTS</p> <ul style="list-style-type: none"> Project Dashboard Projects Overview 	<p>CUSTOMERS</p> <ul style="list-style-type: none"> Overdue Receivables Outstanding WIP Customer Revenue trend
<p>INTERNATIONAL</p> <ul style="list-style-type: none"> Utilization DCI Project overview International 	<p>LOCAL ENTITY</p> <ul style="list-style-type: none"> Local Entity Utilization Entity Projects overview 	<p>SOLUTIONS</p> <ul style="list-style-type: none"> Solution Dashboard

HR Overview

October 2018

Workforce
Subtitle

602,5
Current FTE

607
Headcount

15,5
Parttime FTE

1,5
New Hires 2018

32,9
Average Age at Joining

delaware

Gender Diversity

2018 | Headcount | Current Population

356
Male Employees

251
Female Employees

% Female Employees **41,4%**

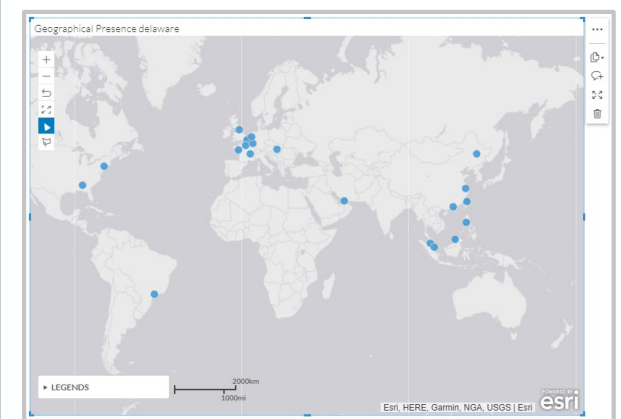
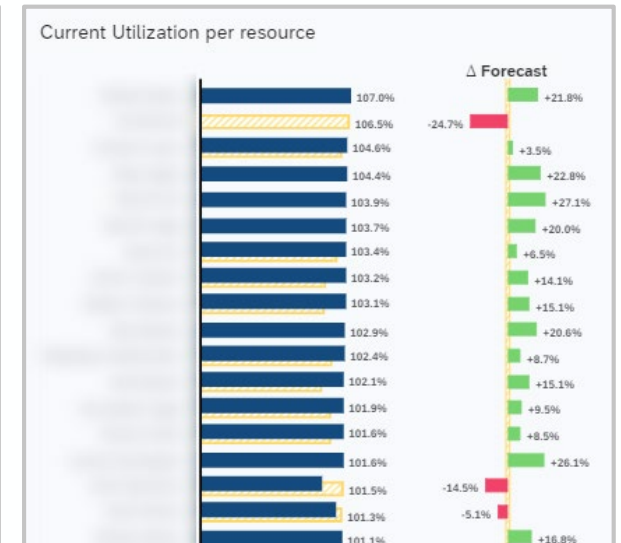
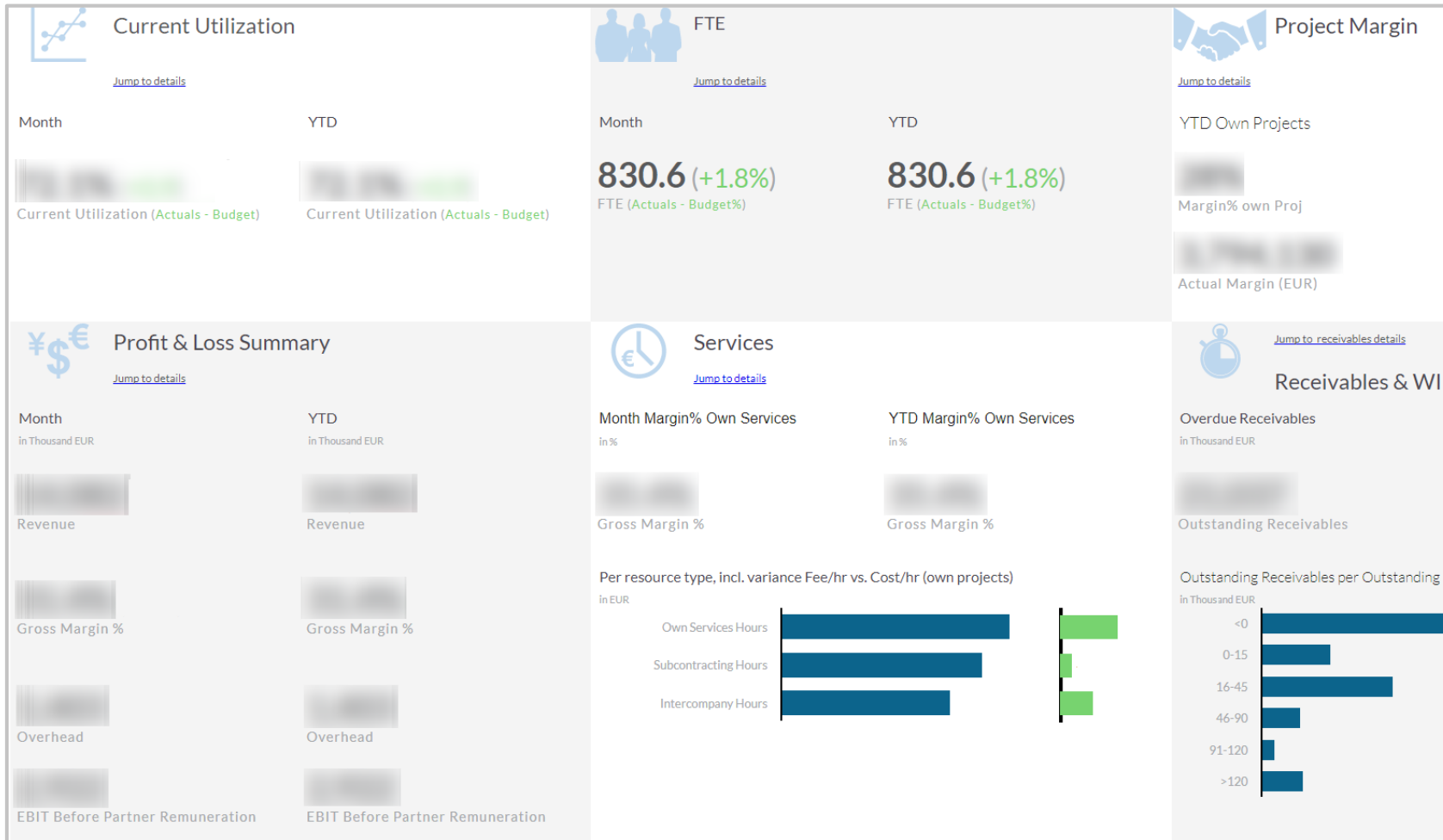
Age Diversity

2018 | FTE | Current Population

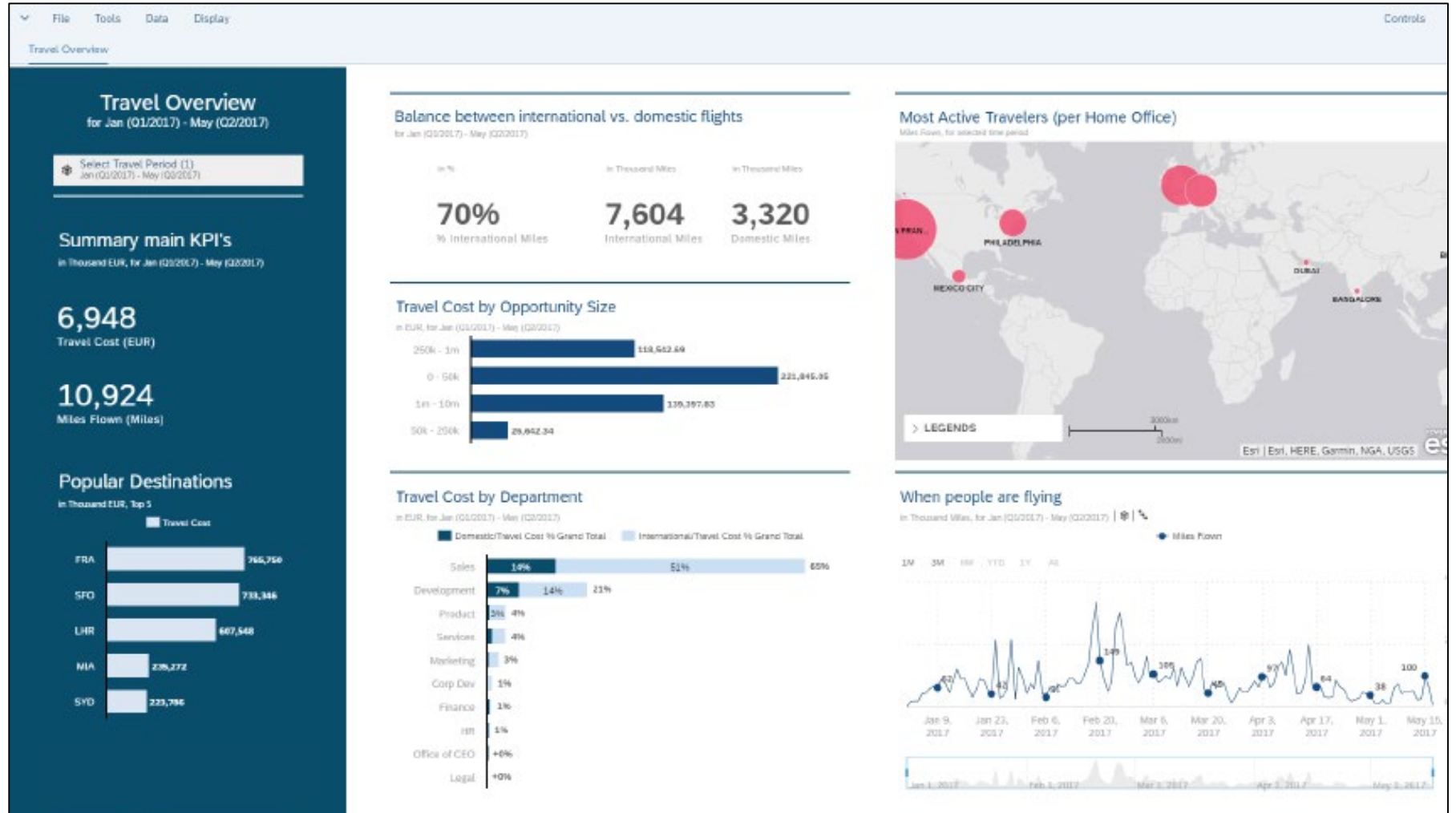
Male Female

Age Group	Male	Female	Total
< 20	19,0	29,0	48,0
20-30	128,0		128,0
31-40	111,0		111,0
41-50	64,0	43,0	107,0
50 >	30,0	7,0	37,0

Modern Interactive Dashboards



Modern Interactive Dashboards



Main Added Value for delaware

“The key driver behind the project has been the availability of **correct** and **real-time** information for the decision makers in our organization, **anywhere** and **anytime.**”



Veronique Derycke, CFO delaware International

Main Added Value for delaware



Being both a customer and partner of SAP Analytics Cloud, delaware is uniquely positioned to guide customers throughout their entire SAP analytics journey.

A woman with long dark hair is shown in profile, blowing on a dandelion. The scene is overlaid with a semi-transparent green filter. Several dandelion seeds are shown in mid-air, each with a target symbol (a red center and concentric white circles) overlaid on it. A series of white dotted lines form a wavy path across the right side of the image, passing through the target symbols. In the background, there is faint, illegible text that appears to be a list of names or data points.

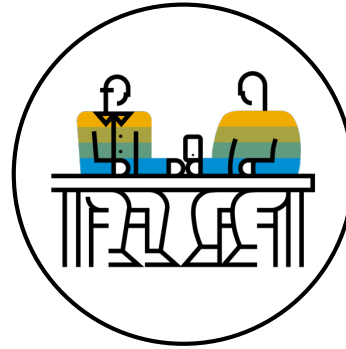
Added Value of Customer First

Customer First is



A relentless focus on driving customer business outcomes

through an orchestrated engagement process



Delivering a simple, consistent experience

across the entire customer journey and initiatives to drive changes to culture, processes and tools



An organization of empowered employees

with thousands of professionals committed to customer success

A photograph of four cyclists riding on a paved road, overlaid with a green tint. The cyclists are wearing white jerseys with 'Delaware' and 'BILSON' visible. The image features several target-like graphics (concentric circles with a red center) and a dotted line connecting the centers of these targets across the road. A white vertical bar is on the left side.

SAC Customer First

Who We Are

SAC CUSTOMER FIRST

We partner with customers post-sale to enable adoption and productive usage of SAP Analytics Cloud (SAC) and ensure value realization.

We are the advocate and voice of the customers aligning stakeholders across SAP to help achieve their business success.

HOW WE HELP



Proactive Success Management: Align stakeholders and execution across SAP.



Customer Advocacy: Advocate for customer requirements across SAP.



Technical Enablement: Deliver Product technical / architectural guidance



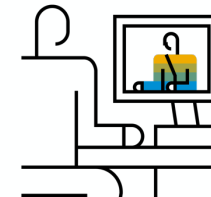
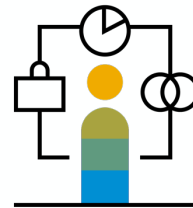
Relationship Management: Nurture relationship and customer experience.



Customer Service: Manage escalation coordination and customer feedback.



Community: foster peer-to-peer exchange best practices, and experiences





An Effective Collaboration Model to Spread Expertise

An Effective Collaboration Model

Customers



Customer Advisory



- Solve **business problems** and make **informed decisions**
- **Streamline business reporting**
- learning **best-practices, trends** and **new features**

delaware



Centre of Excellence on SAP Analytics Cloud



Best-practices



Implementation
experience



Early adopter of
trends and new
features



In-depth product
knowledge



Internal Reporting



Customer First



- Receiving **product feedback**
- Facilitating **product adoption**
- Increasing **user engagement**
- Ensuring **value realization**

An Effective Collaboration Model

Customers



Customer Advisory



- Solve **business problems** and make **informed decisions**
- **Streamline business reporting**
- learning **best-practices, trends** and **new features**



delaware



Centre of Excellence on SAP Analytics Cloud



Best-practices



Implementation
experience



Early adopter of
trends and new
features



In-depth product
knowledge



Internal Reporting



Customer First



- Receiving **product feedback**
- Facilitating **product adoption**
- Increasing **user engagement**
- Ensuring **value realization**



Interaction with Internal Reporting Community

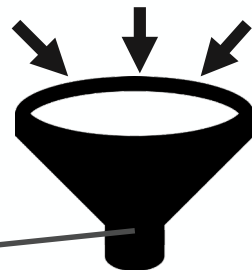


Topics

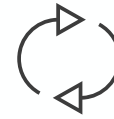
implementation experience across entire product spectrum and all phases

- design best practices
- modeling techniques
- user activity monitoring
- requirements gathering
- lifecycle management
- performance monitoring
- ...

- lessons learned
- do's & don'ts
- best-practices
- methodologies



strengthen



Activities

- Ongoing enablement for internal reporting community
- Bi-weekly alignment with stakeholders
- Monthly SAC deep dive sessions
- Ask the expert sessions
- Dashboard redesign workshops
- ...



educate and support



Centre of Excellence
on SAP Analytics Cloud

An Effective Collaboration Model

Customers



Customer Advisory



Needs

- Solve **business problems** and make **informed decisions**
- **Streamline business reporting**
- learning **best-practices, trends** and **new features**

delaware



Centre of Excellence

on SAP Analytics Cloud



Best-practices



Implementation
experience



Early adopter of
trends and new
features



In-depth product
knowledge



Internal Reporting



Customer First



Needs

- Receiving **product feedback**
- Facilitating **product adoption**
- Increasing **user engagement**
- Ensuring **value realization**

Interaction with External Customers



Topics

Design thinking, evaluating fit for purpose

- common data usage patterns
- evaluating uses case
- UX experience
- facilitating product feedback
- common (self-service) analytical workflows
- ...
- common content sharing workflows



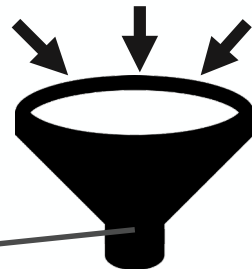
Activities

- **Implementation of SAC**
- On demand **support** and **training**
- **Promote best practices**
- **Roadmaps discussions**
- Offer **front-end tool comparisons** (SAC vs. Power BI vs. Tableau) for customer use case
- ...



empowering customers

- like's & dislikes
- common workflows
- typical use cases



product feedback



Centre of Excellence
on SAP Analytics Cloud

An Effective Collaboration Model

Customers



Customer Advisory



- Solve **business problems** and make **informed decisions**
- **Streamline business reporting**
- learning **best-practices, trends** and **new features**



delaware



Centre of Excellence on SAP Analytics Cloud



Best-practices



Implementation
experience



Early adopter of
trends and new
features



In-depth product
knowledge



Internal Reporting



Customer First



- Receiving **product feedback**
- Facilitating **product adoption**
- Increasing **user engagement**
- Ensuring **value realization**



Interaction with SAC's Customer Experience Team

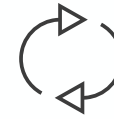
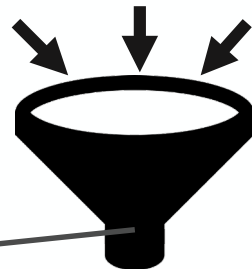


Topics

supporting **product adoption**
and **customer enablement**

- Product coaching
- insights from product experts
- digital learning
- early bird access to new features
- white papers and articles
- strategy and product roadmap discussions
- support during incident handling
- ...

- Insights
- Best-practices
- Support



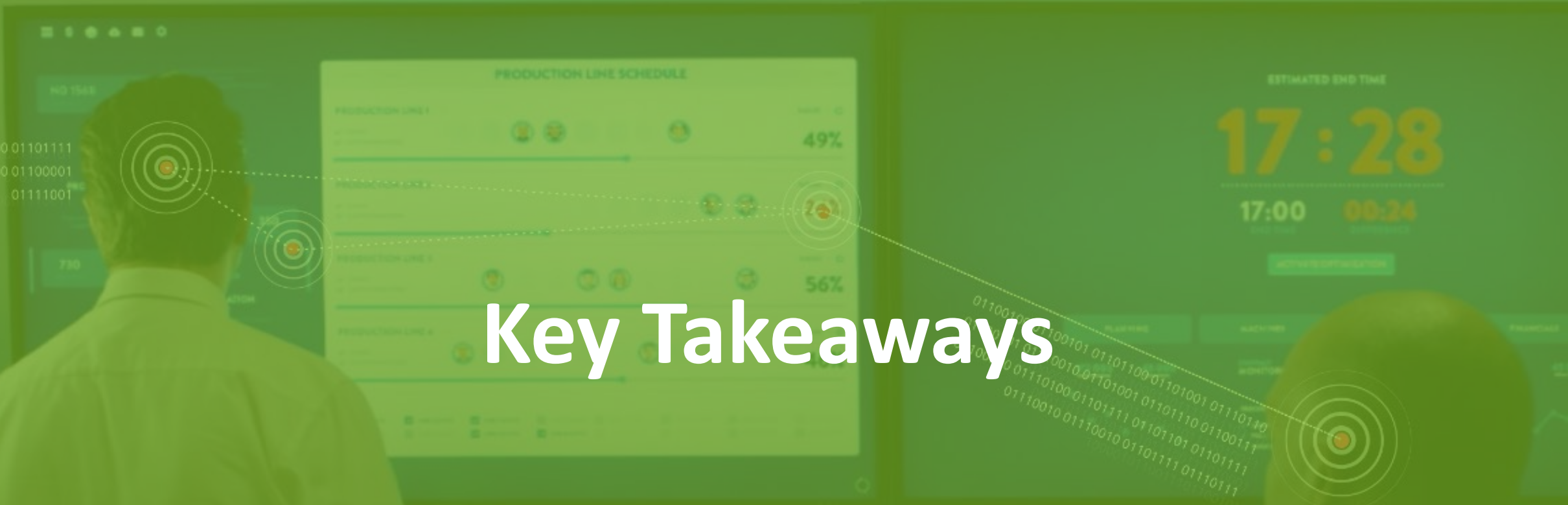
Activities

- Serves as a **trusted advisor** and **advocate for customers** across SAP
- Brings a **commitment to the customer's success** and **solution value realization**
- Manages **customer success plan** to achieve agreed KPIs and outcomes
- Provides **solution on-boarding and enablement**
- Acts as "**voice of the customer**" into product



Centre of Excellence
on SAP Analytics Cloud

01110100 01101111
01100100 01100001
01111001



Key Takeaways

01100100 01100101 01101100 01101001 01110110 01110111
01100100 01100101 01101100 01101001 01110110 01110111
01110100 01110111 01101101 01101111
01110010 01110010 01101111 01110111

Key Takeaways

- Transforming our business to run on the **Cloud** has given us **real-time insights on our operational and financial data**.
- SAP Analytics Cloud enabled us to **streamline our corporate reporting** across our business entities worldwide.
- **Partnering with SAP Analytics Cloud Customer First accelerates product adoption and drives innovation**.
- Applying **our expertise with SAP Analytics Cloud** for internal reporting **helps our customers** with their digital transformation.

Take the Session Survey.

We want to hear from you! Be sure to complete the session evaluation on the SAPPHIRE NOW and ASUG Annual Conference mobile app.



Presentation Materials

Access the slides from 2019 ASUG Annual Conference here:

<http://info.asug.com/2019-ac-slides>

Q&A

For questions after this session, contact us at
sebastiaan.leysen@delaware.pro and
anamarie.franc@sap.com

Let's Be Social.

Stay connected. Share your SAP experiences anytime, anywhere.

Join the ASUG conversation on social media: **@ASUG365 #ASUG**

