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## You Don't Know What You Don't Know: Understand and Get More Value from Your SAP Support Investment

**Kevin Bruzzio**, SAP Regional Director, Maintenance, U.S. Midwest region  
**Oliver Hid Arida**, SAP Director, Customer Maintenance, U.S. South region

Session ID #82680. Room 330G May 8<sup>th</sup> 2019, 11:00 a.m. - 11:40 a.m.

# About the Speakers

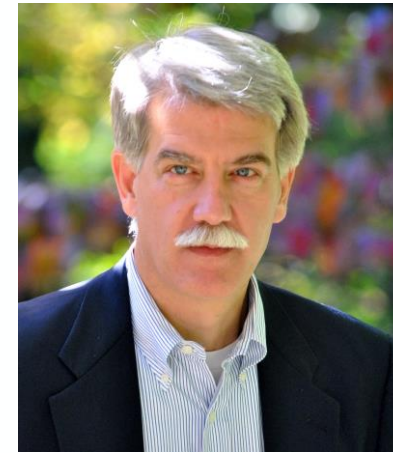
## Oliver Hid Arida

- SAP Director, Customer Maintenance  
U.S. South region
- SAP employee for 23 years
- Roles in Product, ASUGs, Sales & Support
- Soon-to-be empty-nester, college tuition payments about to start



## Kevin Bruzzio

- SAP Regional Director, Maintenance  
U.S. Midwest region
- SAP employee for 24 years
- Roles in Consulting, Sales & Support
- Recent empty-nester, a few more years of college tuition to go

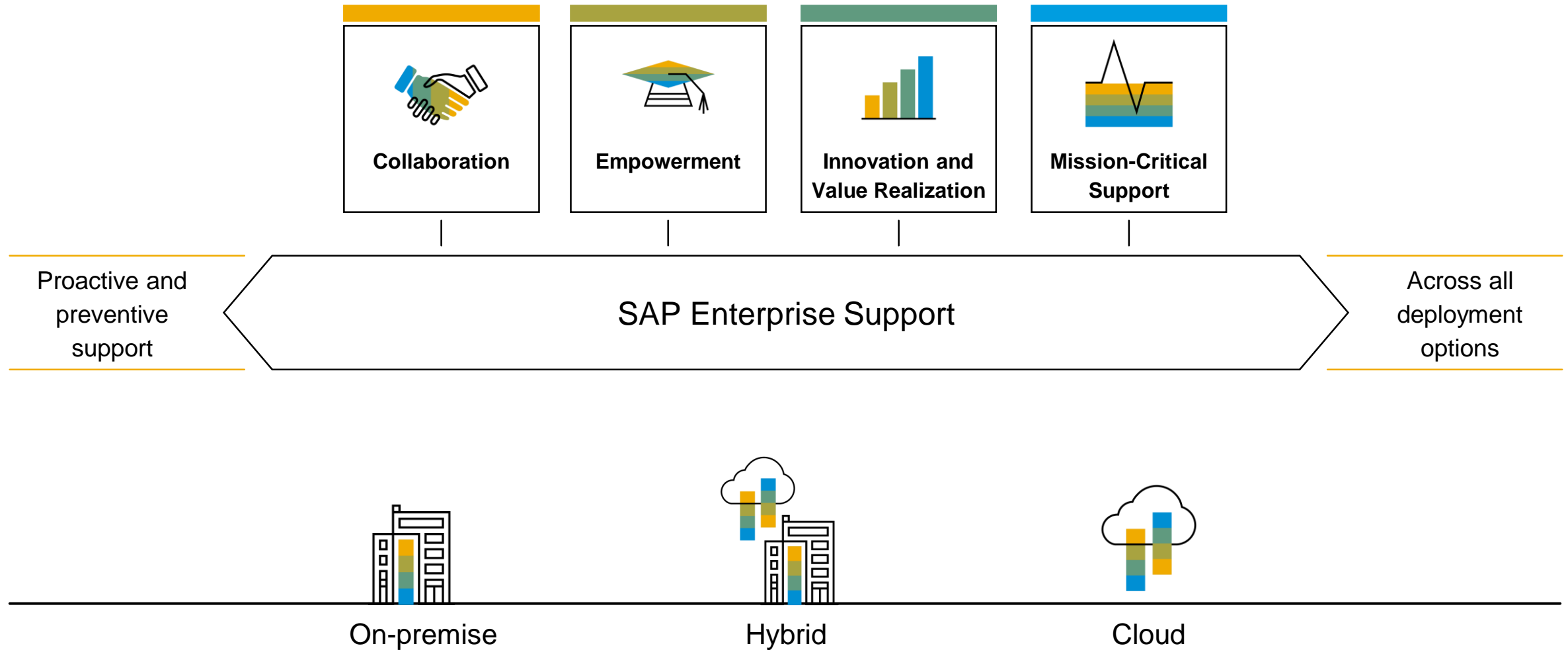


# Agenda

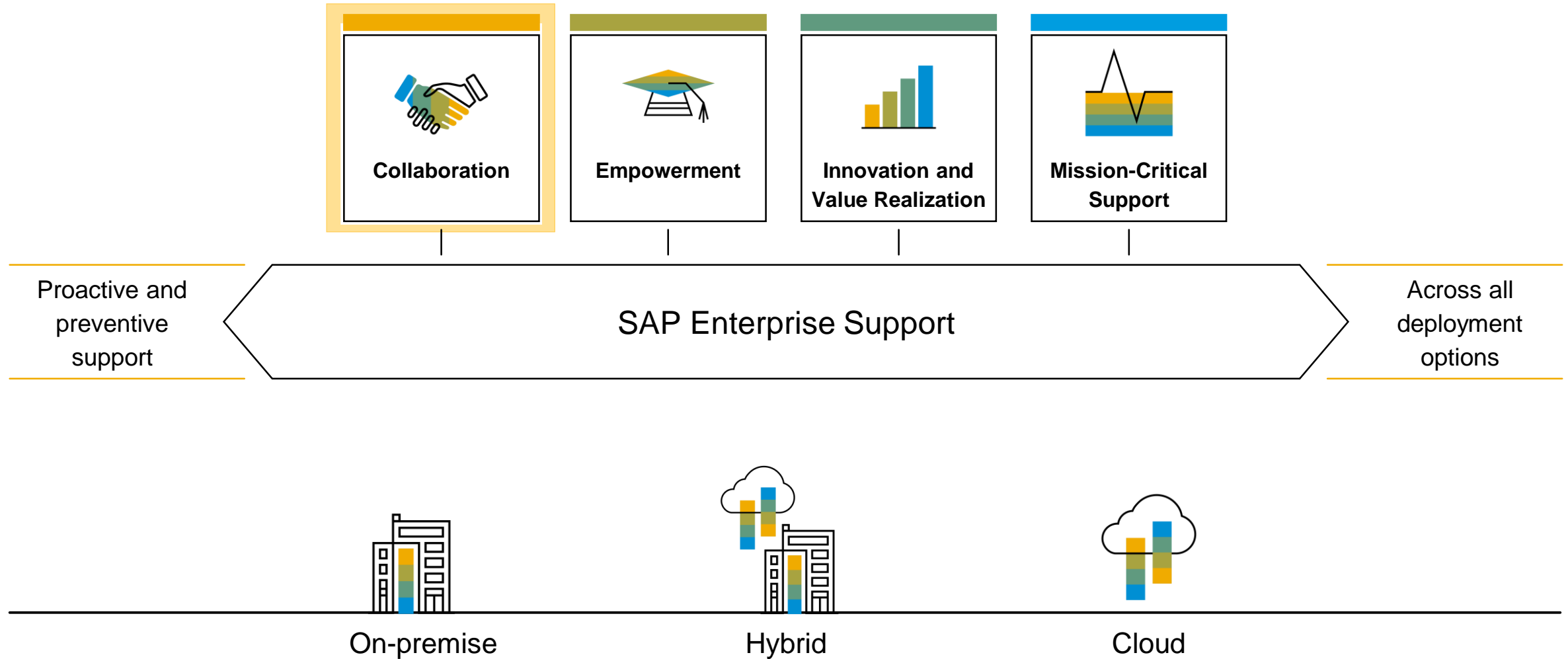
## Understand and Get More Value from Your SAP Support Investment

- Collaboration
- Empowerment
- Innovation and Value Realization
- Mission-Critical Support
- Helpful Resources

# SAP Enterprise Support: Customer success and rapid adoption of innovation



# SAP Enterprise Support: Customer success and rapid adoption of innovation



# Next-Generation Support for the Digital Enterprise

## Real-Time Interaction



### Real-Time Interaction.

We offer real-time support channels with live and direct access to SAP's support experts, creating a faster and more direct route to issue resolution – anytime, anywhere, and from any device.

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- Expert Chat
- Schedule an Expert
- Call-1-SAP & Customer Interaction Center (CIC)
  - 1-800-677-7271 (U.S.)
  - 1-866-660-3577 (Canada)

# Real-time interaction

## Expert Chat



**Expert Chat** provides a live chat function that connects you to SAP technical support experts, instantly.

### Overview

- Live support from SAP experts for any technical question related to a product
- Improves support experience with real-time interaction
- Available for all support levels and almost all solutions
- For more information:
  - Learn more about [Expert Chat](#) on SAP Support Portal
  - [Expert Chat video](#)

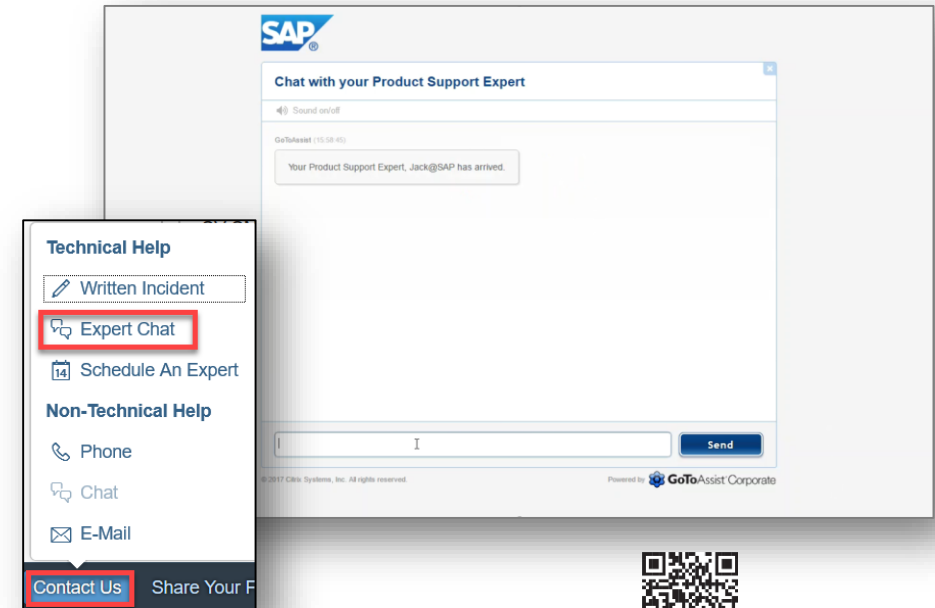
### Benefits

- Connects you real-time with SAP support
- Offers screen-sharing option
- Provides access to the same technical experts as in the incident channel
- Resolves incidents significantly faster than those reported through traditional SAP support channels
- Offers quicker and more efficient issue resolution
- Reduces your project and operational costs

### Access

- Access Expert Chat through the [SAP ONE Support Launchpad](#) (several entry options):
  - a. Add the **Expert Chat tile** to your SAP ONE Support Launchpad home screen. See this [video to learn how to add the tile](#).
  - b. Carry out a search in the Launchpad's database. Click on the Expert Chat-button in the upper area.
  - c. Access Expert Chat while going through the incident submission process. Chat functionality is built into the incident form.
  - d. Access Expert Chat through the "Contact Us"-menu

### Preview



„Contact Us“-menu in SAP ONE Support Launchpad's footer bar

# Real-Time Interaction

## Schedule an Expert



**Schedule an Expert** connects you live with SAP Support in a one-on-one 30-minute call to discuss a technical topic of your choosing – at a time convenient for you.

### Overview

- One-on-one 30-minute call delivered remotely through Skype for Business
- Book an appointment at least three business days in advance to allow engineers to prepare
- Schedule an Expert is available for a wide range of SAP products. For a complete list, check [here](#)
- Check out the [Schedule an Expert video](#)
- Visit [SAP Support Portal](#) to learn more

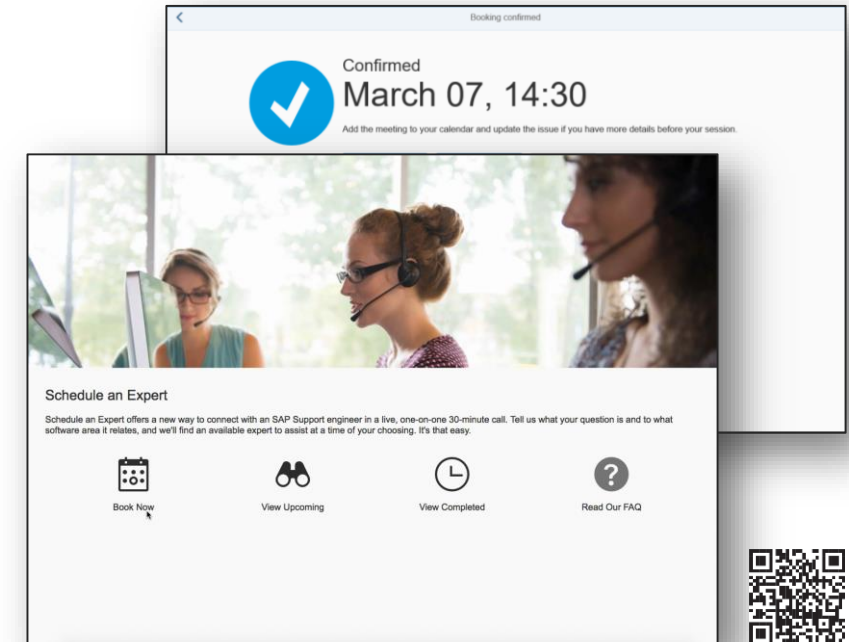
### Benefits

- Live channel option for you
- Collaborate one-on-one with SAP Support on a technical topic of interest
- Get answers when and where you need it
- Help and direct support for any technical question
- Talk to the same engineers that you would create an incident with
- Reduces your waiting time for response and resolution

### Access

- Access Schedule an Expert through the [SAP ONE Support Launchpad](#)
- Add the Schedule an Expert tile to SAP One Support Launchpad
- Check the list of products currently available for Schedule an Expert
- Schedule your session
- Learn more on [how to join your Schedule an Expert call](#)

### Preview

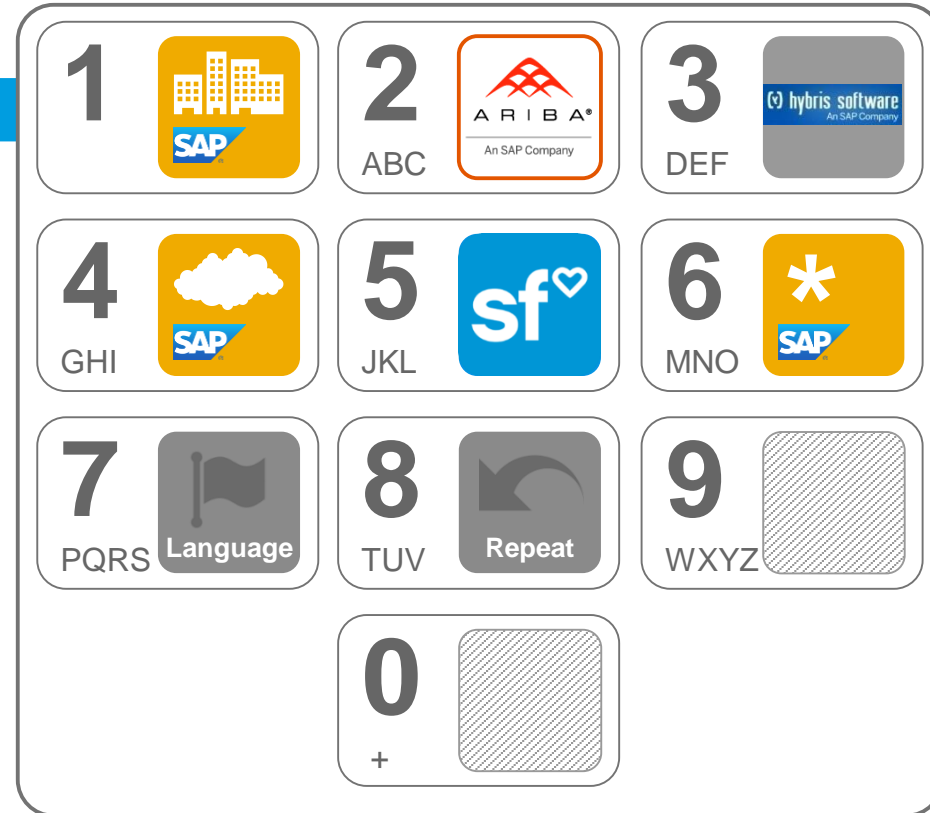




# GETTING STARTED with Collaboration

/ CALL-1-SAP at 1-800-677-7271 (U.S.)

1-866-660-3577 (Canada)

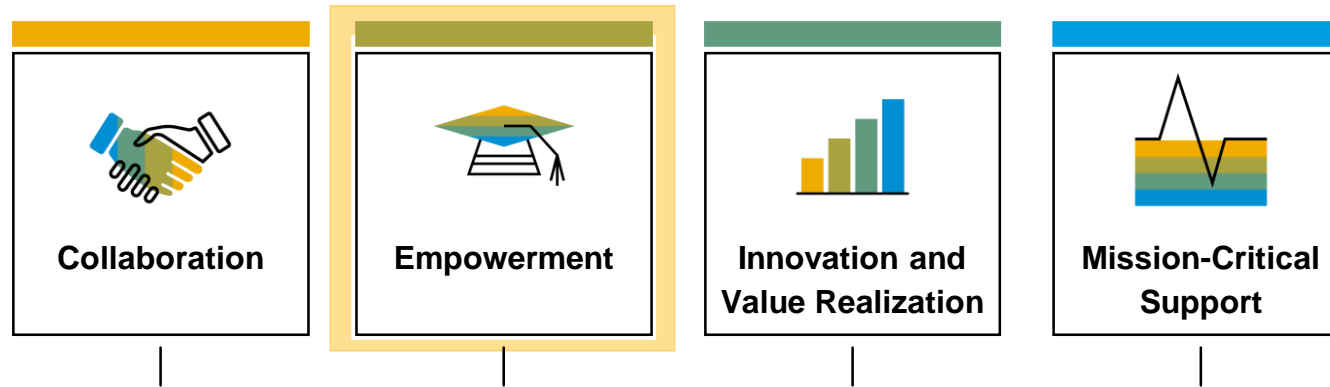


- Call our global toll-free telephone number for contacting SAP support - accessible in most countries through landline phones and some mobile providers
- Access to service menu to select a specific product area you require

**Please start using this number today and enjoy an easier way to contact SAP support!**

\*) Access the [CALL-1-SAP country list](#) to see how the new number would be accessible from your country; In some countries use of mobile / VOIP connections might not be supported

# SAP Enterprise Support: Customer success and rapid adoption of innovation



Proactive and preventive support

SAP Enterprise Support

Across all deployment options



On-premise



Hybrid



Cloud

# SAP Enterprise Support Academy – Enablement for digital transformation



- Benefit from expert-guidance and high impact knowledge transfer services that enable you to innovate and be successful with SAP solutions.



**Knowledge transfer**  
on digital transformation, integration,  
and system operations

**On-demand learning experience**  
by combining self-paced and expert-  
led offerings, available on *SAP*  
*Learning Hub*

**High-quality vendor knowledge**  
from SAP Support experts helps to  
close the digital skills gap of key  
users, IT and line-of-business experts

## Highlights

>> [Home page & Sign-up](#)

**1,800+**  
Learning assets  
and services

**All**  
Deployment scenarios  
covered (Cloud,  
On-premise, Hybrid)

**Included**  
in SAP Enterprise  
Support at no  
additional cost

**11**  
Value Maps for more  
guidance and  
collaboration

## Available Formats

**70+**  
Best  
Practices

**280+**  
Tutorials &  
Videos

**15**  
Guided Self-  
Services

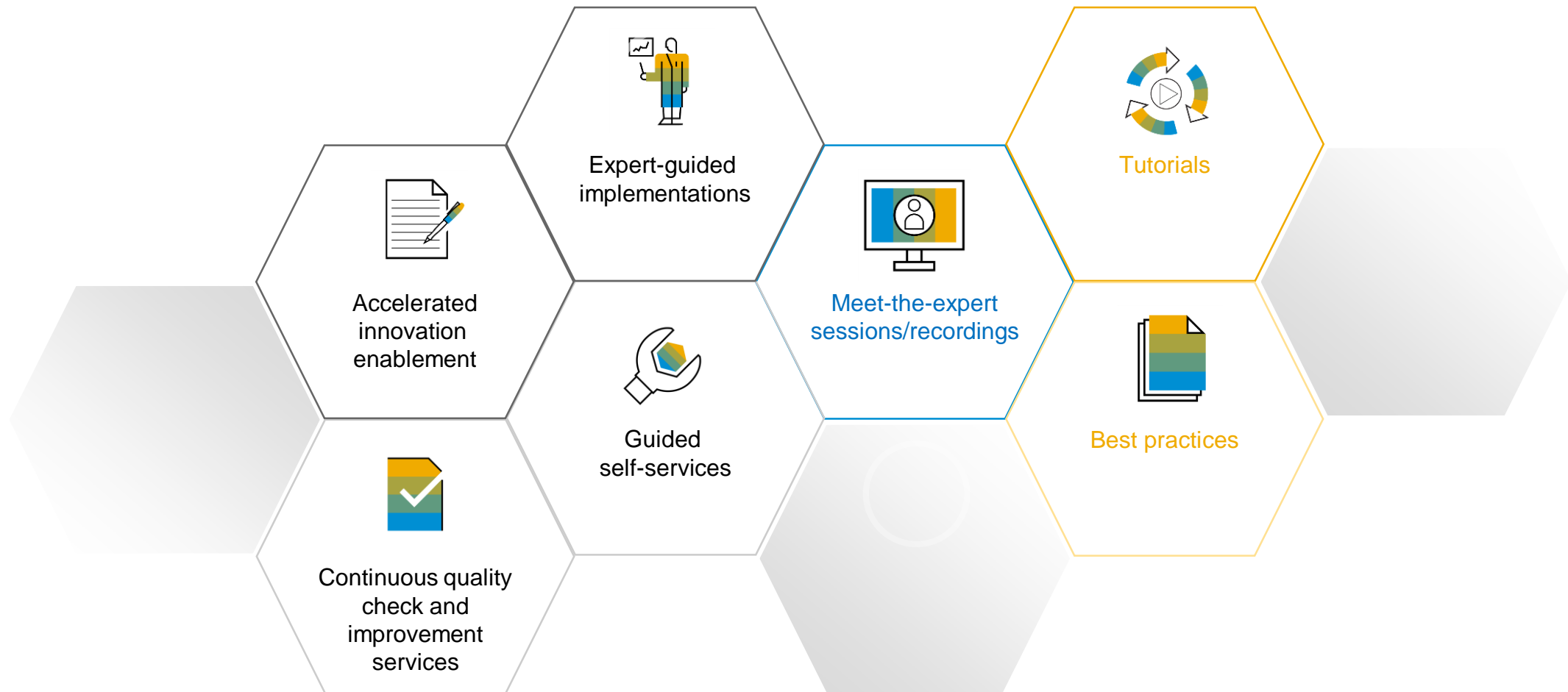
**17+**  
Continuous  
Quality Checks &  
Improvement  
Services

**50+**  
Expert-Guided  
Implementations

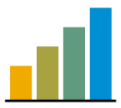
**740+**  
Meet-the-Expert  
Sessions

**190+**  
Accelerated  
Innovation  
Enablement

# SAP Enterprise Support Academy: Available delivery formats



Visit <http://support.sap.com/esacademy>



# Getting Started with Empowerment

## Continuous Quality Checks

Remote services which help you to reduce technical risks and outline optimization potentials

- [Business Process Operations](#)
- [Business Process Performance Optimization](#)
- [Configuration Check](#)
- [Data Consistency Management](#)
- [Data Volume Management](#)
- [Downtime Assessment](#)
- [Early Watch Check](#)
- [Going Live Support](#)
- [Implementation](#)
- [Interface Management](#)
- [Integration Validation](#)
- [OS/DB Migration Check](#)
- [Security Optimization Check](#)
- [Technical Performance Optimization](#)
- [Transport Execution Analysis](#)
- [Upgrade](#)
- [Upgrade Assessment](#)
- [SAP Modification Justification Check](#)
- [SAP Custom Code Maintainability Check](#)

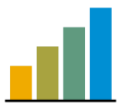
### Additional Information

SAP Support Portal:

- [SAP Enterprise Support Delivery \(CQCs & Improvement Services\)](#)

SAP Note:

- [Central preparatory note \(91488\)](#)
- Open a customer incident on component “SV-BO-REQ” to request a remote service
- Contact your SAP Enterprise Support advisory to get a tailored service plan



# SAP Enterprise Support Value Maps

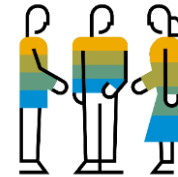
• **SAP Enterprise Support Value Maps** – A structured and goal-based approach to quickly identify the relevant SAP Enterprise Support services, tools and offerings to achieve defined targets and address your business needs. In addition, leverage the in-depth knowledge of our **support advisory team** for personal guidance based on 45+ years of close customer engagements.



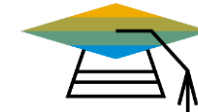
**Guided approach**  
to reach your objective



**Social collaboration**  
to connect directly with  
SAP experts and peers



**Expert access**  
to obtain guidance from  
SAP support experts



**Empowerment**  
to build the knowledge  
and skills you need

## Available Value Maps

SAP  
S/4HANA  
On Premise

SAP  
S/4HANA  
Cloud

Digital  
Innovation

SAP  
SuccessFactors

SAP Jam  
Collaboration

SAP  
Analytics  
Solutions

Security

Business  
Process  
Improvement

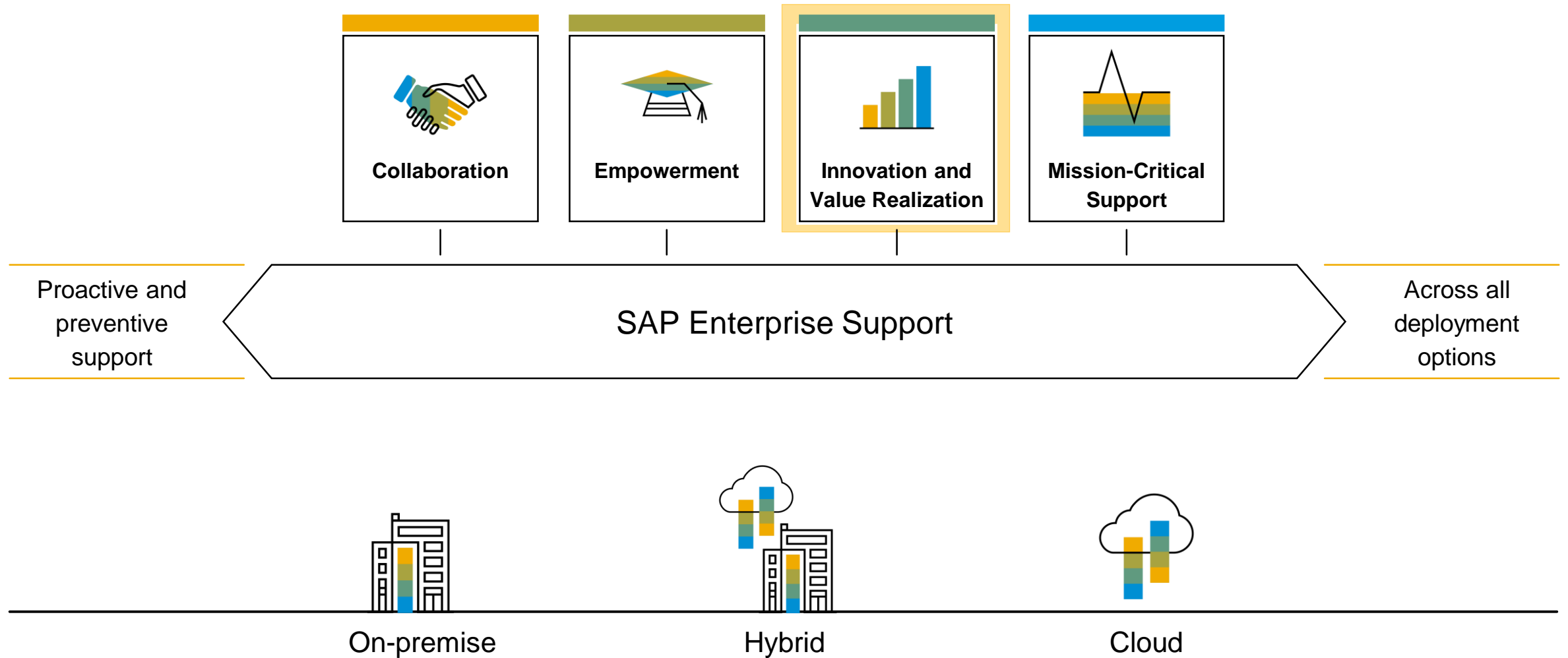
Data Volume  
Management

Lifecycle  
Management

SAP  
Cloud for  
Customer  
(pilot)

>> [Sign up](#)

# SAP Enterprise Support: Customer success and rapid adoption of innovation



# Discover Innovations Available From SAP

## Innovation Discovery

### Goal

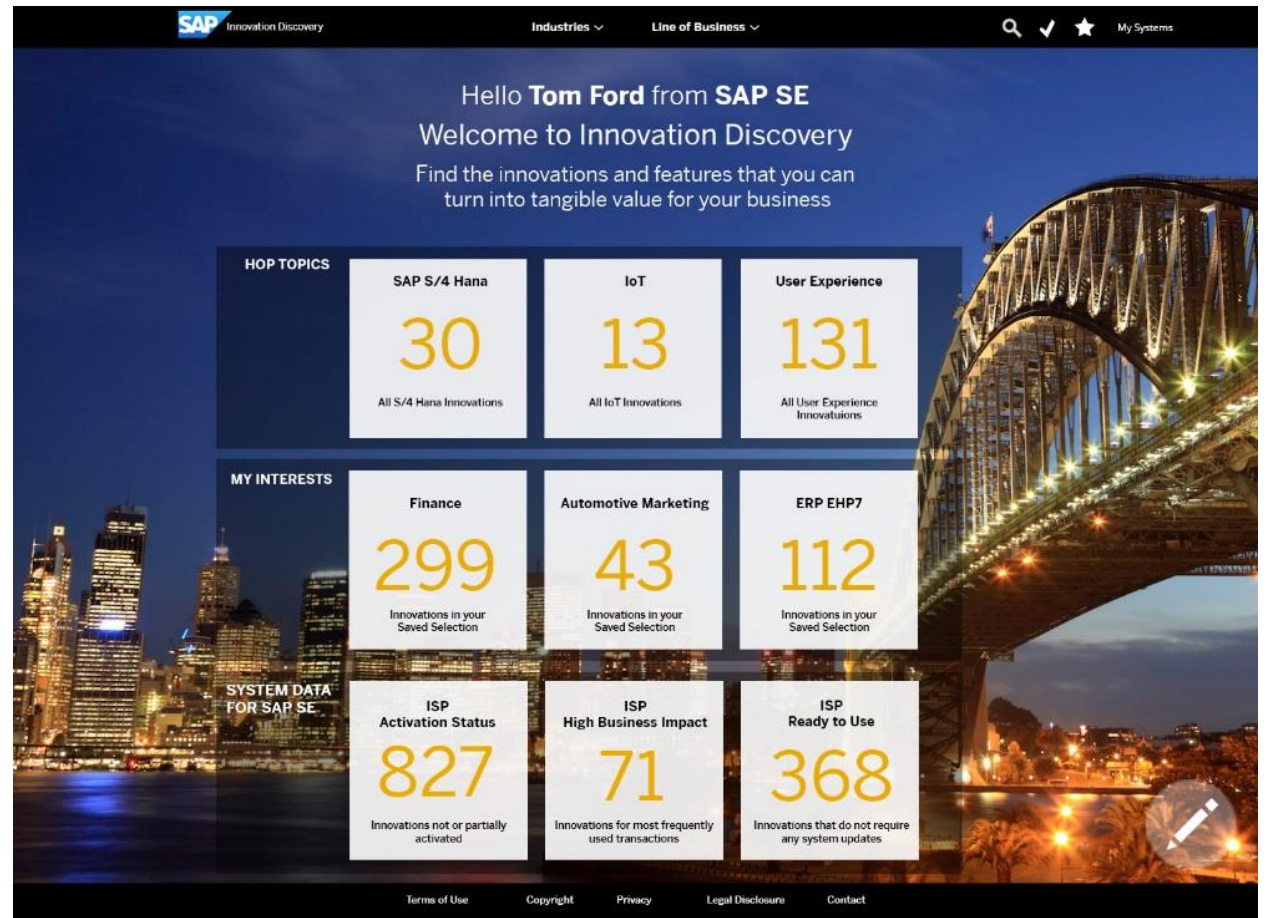
Provide guidance how to turn the adoption of innovations into tangible value for the business.

### Benefits of Innovation Discovery:

- IT and line of business clearly understand the value and the implications of SAP's innovations
- The Innovation Discovery self- service provides tailor-made recommendations on SAP innovations for the areas most used by the customer

[www.sap.com/innovationdiscovery](http://www.sap.com/innovationdiscovery) »

Questions: [innovation-discovery@sap.com](mailto:innovation-discovery@sap.com) »





# SAP Innovation and Optimization Pathfinder

A tailor-made report highlighting innovation potentials, business process and IT optimizations



**Customer-specific improvement and innovation opportunities** based on the customer's current core SAP ERP system usage, business & IT performance



**Industry benchmarks and recommendations for business and IT to optimize SAP solutions**, or to implement software and cloud innovations using relevant SAP Enterprise Support or SAP Services offering



**Interactive report** navigates decision makers to relevant information, services and tools



Landing Page:  
[www.sap.com/Pathfinder](http://www.sap.com/Pathfinder)

# Conversion Credit & Extension Program



## Product or Contract Conversion Credit Program

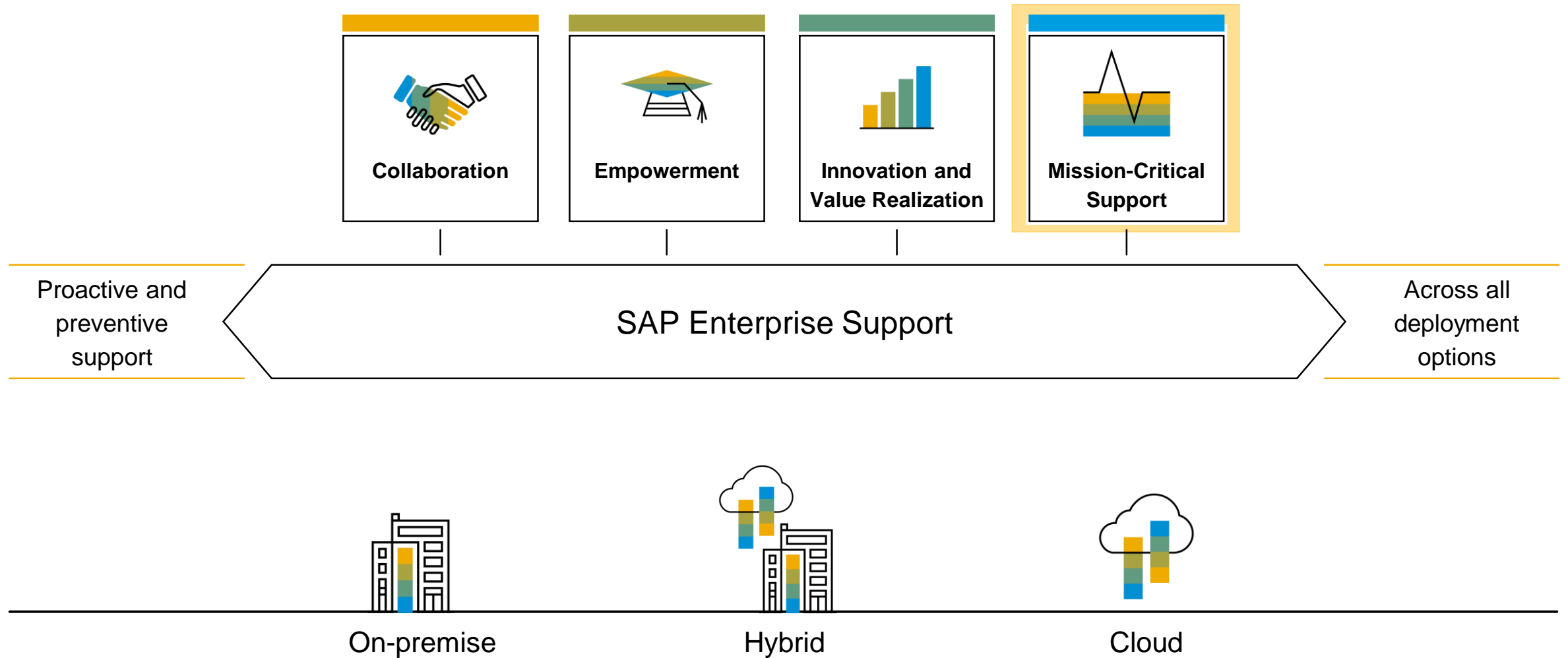
Receive up to 90% credit when converting classic solutions to S/4HANA

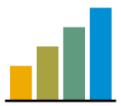


## Cloud Extension Program

Use maintenance fees for unutilized perpetual solutions to help pay for new cloud subscriptions

# SAP Enterprise Support: Customer success and rapid adoption of innovation





# Customer Center of Expertise Certification

A Customer Center of Expertise (Customer COE) drives transparency and integrated quality management for resolution of critical challenges across SAP solution operations.

## FUNCTIONS

- Information Management
- Contract & License Management
- Innovation & Influence
- Support Operations

## CERTIFICATION PROCESS

- Complete checklist and submit to SAP
- Customer incident will be automatically generated on behalf of the customer under component "SV-BO-REQ"
- SAP validates, tabulates the score from the checklist
- Customer is notified of certification results

## VALIDITY

- Maximum 2 years
- Recertification at least every 2 years

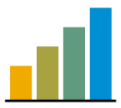
## Additional Information

SAP Support Portal:

- [Customer Center of Expertise \(CCOE\)](#)
- [What a Customer CoE should know about incident processing](#)
- [What a Customer CoE should know about his/her role in the new Hybrid world](#)

PDF:

- [Getting Started with Primary CCOE Certification](#)



# SAP Enterprise Support Service-Level Agreements



The service-level agreements commit SAP to a timely initial reaction and delivery of a resolution within a fixed period of time to accelerate support for your most critical business needs

## Incident Priority

1

2

Initial Response Time\*

1 hour

4 hours\*\*

Corrective Action  
(Work-around / action plan)

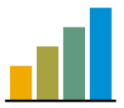
4 hours

n/a

- Accelerated problem resolution for productive system incidents and critical projects
- Minimized business disruption and reduction of unforeseen downtime
- Reduced financial impact of support issues

\*) Initial response time for prio 1 for on-premise & cloud product related issues 1hr, cloud operations ~0,5hr (24x7 worldwide);

\*\*) Prio 2: only during SAP's local office time



# GETTING STARTED with Mission Critical Support

## Customer Incident

Create customer incident with following content:

- Choose installation and system number
- Select the correct component
- Enter S-user/person getting the error message
- Provide a meaningful short text description and a step-by-step description including navigation and description of expected results
- Add screenshot of error message and inform about any SAP Notes Search which was done
- Open service connection and provide login data ([SAP Note 508140](#))
- Carefully select the incident priority ([SAP Note 67739](#))
- Record only one issue per incident ([SAP Note 50048](#))

For any problem with this application create an incident under component:

*“XX-SER-SAPSMP-IBX”*

# SAP Support Backbone Update:

## Impact on SAP Solution Manager and Focused Run



SAP's Support Backbone is the central infrastructure located at SAP to provide technical support to our customers.

The Support Backbone infrastructure has been updated, but the legacy infrastructure remains in place to allow a safe transition for SAP customers. Customers using SAP Solution Manager or Focused Run must transition to the new infrastructure before January 1<sup>st</sup> 2020 to ensure continuous connectivity by performing the following actions:

- **SAP Solution Manager:** Upgrade to SAP Solution Manager 7.2 SPS07 or SPS08\* (preferred)
- **Focused Run:** Upgrade to Focused Run 2.0

If these activities are not performed, SAP Solution Manager and Focused Run will lose connectivity to the SAP Support Backbone.

Detailed information regarding impacts can be found here: <https://support.sap.com/backbone-update>

\*SPS08 is required for partners

# Thank you!

## Q&A

For questions after this session, contact us at [oliver.hid.arida@sap.com](mailto:oliver.hid.arida@sap.com) and [kevin.bruzzo@sap.com](mailto:kevin.bruzzo@sap.com)



# 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>

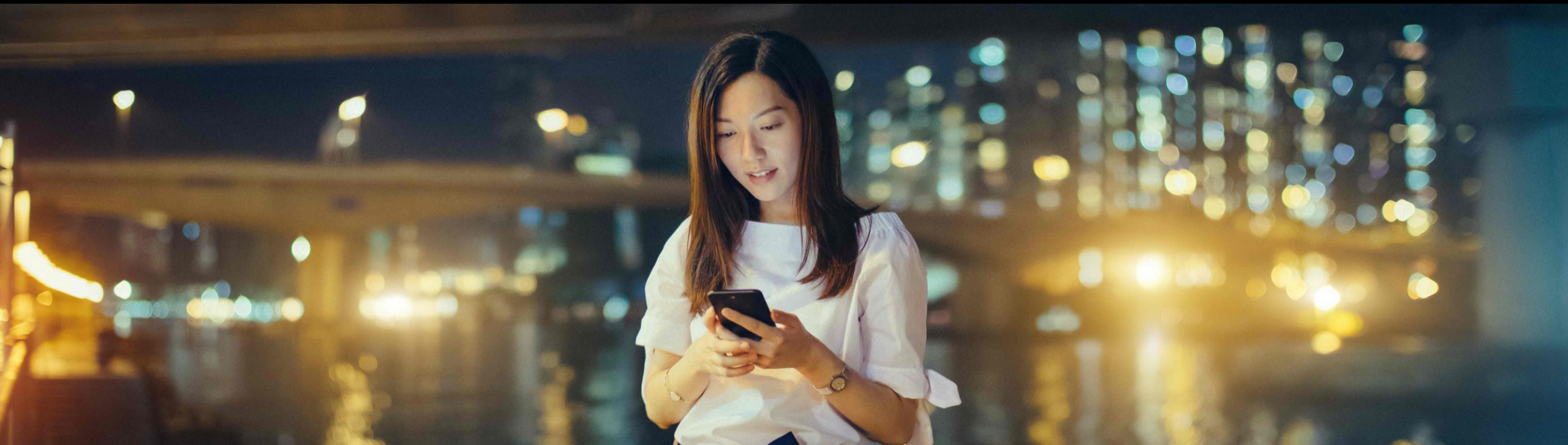
# Let's Be Social.

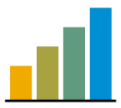
Stay connected. Share your SAP experiences anytime, anywhere.

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



# Appendix





# GETTING STARTED with Collaboration

## Useful Links and SAP Notes (1/4)

### COLLABORATION

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#### Contact us (CALL-1-SAP / CIC)

- <https://service.sap.com/call1sap>
- <https://support.sap.com/contactus>
- <https://launchpad.support.sap.com/#/notes/560499>  
(SAP Note 560499 - Customer Interaction Center: Hotline Numbers & E-mail Addresses )

#### SAP Enterprise Support Report

- [SAP One Support Launchpad](#)
- [Collaboration](#)
- [On-Premise sample Enterprise Support Report \(short version\)](#)

#### Customer Center of Expertise (CUSTOMER COE)

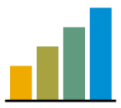
- Primary Customer COE
- <https://support.sap.com/en/offerings-programs/ccoe.html>
- <https://support.sap.com/en/offerings-programs/ccoe/service-provider/primary-ccoe.html>

#### SAP Support Backbone

- SAP Service Marketplace
- SAP Support Portal
- SAP Community
- <https://service.sap.com/>
- <https://support.sap.com/> (→ [Personal Demo](#))
- <https://www.sap.com/community>

#### SAP Enterprise Support Value Maps

- <https://support.sap.com/en/offerings-programs/enterprise-support/enterprise-support-academy/value-maps.html>



# GETTING STARTED with Empowerment

## Useful Links and SAP Notes (2/4)

### EMPOWERMENT

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#### SAP Enterprise Support Academy

- <https://support.sap.com/en/offerings-programs/enterprise-support/enterprise-support-academy.html>

#### SAP Learning Hub

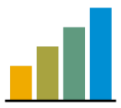
- Quick guide
  - Short video: How to sign up for the SAP Learning Hub
  - Short video: How to search in SAP Learning Hub
- [https://support.sap.com/content/dam/support/en\\_us/library/ssp/offerings-and-programs/sap-enterprise-support/enterprise-support-academy/learning-hub/LH\\_ESedition\\_Howto.pdf](https://support.sap.com/content/dam/support/en_us/library/ssp/offerings-and-programs/sap-enterprise-support/enterprise-support-academy/learning-hub/LH_ESedition_Howto.pdf)
  - [https://wpb101101.hana.ondemand.com/wpb/wa/wa\\_esa/~tag/published/index.html?show=project!PR\\_9712A06E7F284A2:demo#3](https://wpb101101.hana.ondemand.com/wpb/wa/wa_esa/~tag/published/index.html?show=project!PR_9712A06E7F284A2:demo#3)
  - [https://wpb101101.hana.ondemand.com/wpb/wa/wa\\_esa/~tag/published/index.html?library=library.txt&show=book!BO\\_ED56F57006147E91#slide!SL\\_4019F96928F4B485](https://wpb101101.hana.ondemand.com/wpb/wa/wa_esa/~tag/published/index.html?library=library.txt&show=book!BO_ED56F57006147E91#slide!SL_4019F96928F4B485)

#### Delivery Formats

- <https://support.sap.com/en/offerings-programs/enterprise-support/enterprise-support-academy/delivery-formats.html>

#### Service Details / CQC / Remote Support

- <https://support.sap.com/en/offerings-programs/enterprise-support/enterprise-support-academy/continuous-quality-check-improvement-services.html>
- <https://launchpad.support.sap.com/#/notes/91488>  
(SAP Note 91488 - SAP Support Services central preparatory note)
- <https://launchpad.support.sap.com/#/notes/1793264>  
(SAP Note 1793264 - Advanced Remote Service Delivery Customer info)
- [Remote Support](#)



# GETTING STARTED with Innovation & Value Realization

## Useful Links and SAP Notes (3/4)

### INNOVATION & VALUE REALIZATION

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#### Customer value experience tools

- SAP Innovation and Optimization Pathfinder
  - Customer overview presentation
  - Business Scenario Recommendations for SAP S/4HANA
  - Solution Manager Value Report
  - Innovation Discovery
  - SAP Fiori Apps Library & SAP Fiori Apps Recommendations
- <http://www.sap.com/Pathfinder>
  - <https://d.dam.sap.com/a/mXUXyB/Pathfinder%20-%20Customer%20Presentation%20V43.pdf>
  - <http://www.s4hana.com/>
  - <http://www.sap.com/solman-value>
  - <http://www.sap.com/innovationdiscovery>
  - <http://www.sap.com/fiori-app-library>
  - <http://www.sap.com/FAR>

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#### SAP Solution Manager

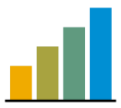
- SAP EarlyWatch Alert Workspace
  - SAP EarlyWatch Alert pro-active monitoring
  - SAP EarlyWatch Alert
  - SAP Note
- <https://support.sap.com/en/solution-manager.html>
  - [SAP EarlyWatch Alert Workspace](#)
  - [SAP EarlyWatch Alert pro-active monitoring](#)
  - [SAP EarlyWatch Alert](#)
  - [How to Access the SAP EarlyWatch Alert Fiori Apps in the Cloud \(SAP Note 2520319\)](#)
  - [Using SAP EarlyWatch Alert \(Note 1257308\)](#)
  - [SAP EarlyWatch Alert processed at SAP \(Note 207223\)](#)

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#### SAP Enterprise Support Advisory Council

- <https://support.sap.com/en/offerings-programs/enterprise-support/enterprise-support-advisory-council.html>





# GETTING STARTED with Mission Critical Support

## Useful Links and SAP Notes (4/4)

### MISSION CRITICAL SUPPORT

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#### SAP ONE Support Launchpad

- [https://support.sap.com/en/my-support.html#section\\_1969201630](https://support.sap.com/en/my-support.html#section_1969201630)
- <https://www.youtube.com/watch?v=9RutFZ1Qoag>

#### Next Generation Support

- <https://support.sap.com/en/offerings-programs/strategy.html>

#### Customer Incident

- <https://support.sap.com/en/my-support/incidents.html>
- <https://support.sap.com/en/my-support/knowledge-base.html>
- [Support Essential: What a Customer Should Know About SAP Incident Processing \(PDF\)](#)

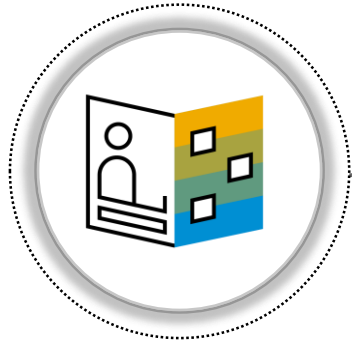
#### System Data Maintenance

- <https://support.sap.com/en/my-support/systems-installations.html>
- [https://help.sap.com/doc/erp2005\\_ehp\\_04/6.04/en-US/0d/cdabd3065e41f28b2266eefa656489/frameset.htm](https://help.sap.com/doc/erp2005_ehp_04/6.04/en-US/0d/cdabd3065e41f28b2266eefa656489/frameset.htm)
- <https://launchpad.support.sap.com/#/notes/172481>  
(SAP Note 172481- System data maintenance (collective note))



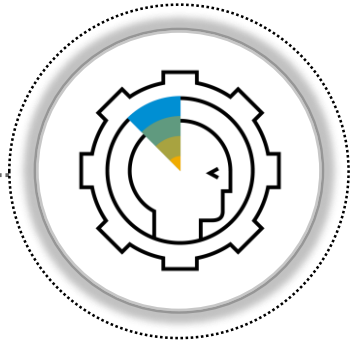
# SAP Enterprise Support Academy

Outlook: What to expect from SAP Learning Hub?



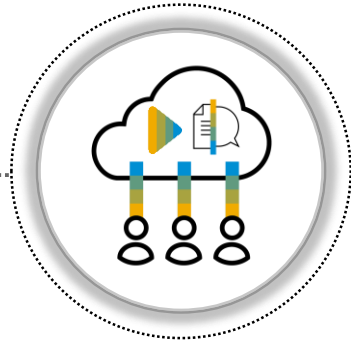
## Personalized recommendations powered by SAP Leonardo

Receive learning recommendations based on similar user activity, selected topics, or assignment profiles from the SAP Enterprise Support Academy program team.



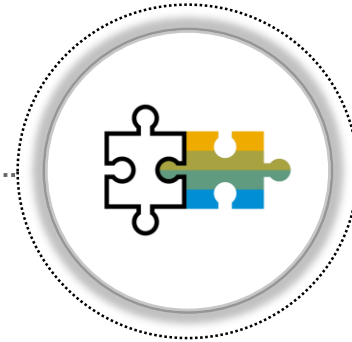
## Supported collaboration through artificial intelligence

Using a chat bot to answer frequently asked questions, reduces response times.



## Higher engagement with new learning formats

Introducing new learning formats as well as leveraging suited tools (such as videoconferencing) can increase interaction between learners and experts.



## Getting support when you need it

Integrated user assistance tools (such as the SAP CoPilot digital assistant) support the learners at the time they need it.



## Digitalization that allows insight into learners' behavior and consumption

Learning data is used to measure the learning impact, investigate into trends, and improve the quality of our offerings.

## SAP Enterprise Support Academy

Empower your employees and energize your digital transformation with the right skills

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