



Engagement with the SAP Customer Success Practice to Drive Greater Value Realization in your SAP Investment

SAP Customer Success Practice
March 7, 2024

INTERNAL – SAP and Partners Only



Agenda

SAP Customer Success Methodology

- Customer Value Journey

Customer Success Practice

- Relationship Assessment
- Outcome Success Plan

Customer Success Engagement in Action

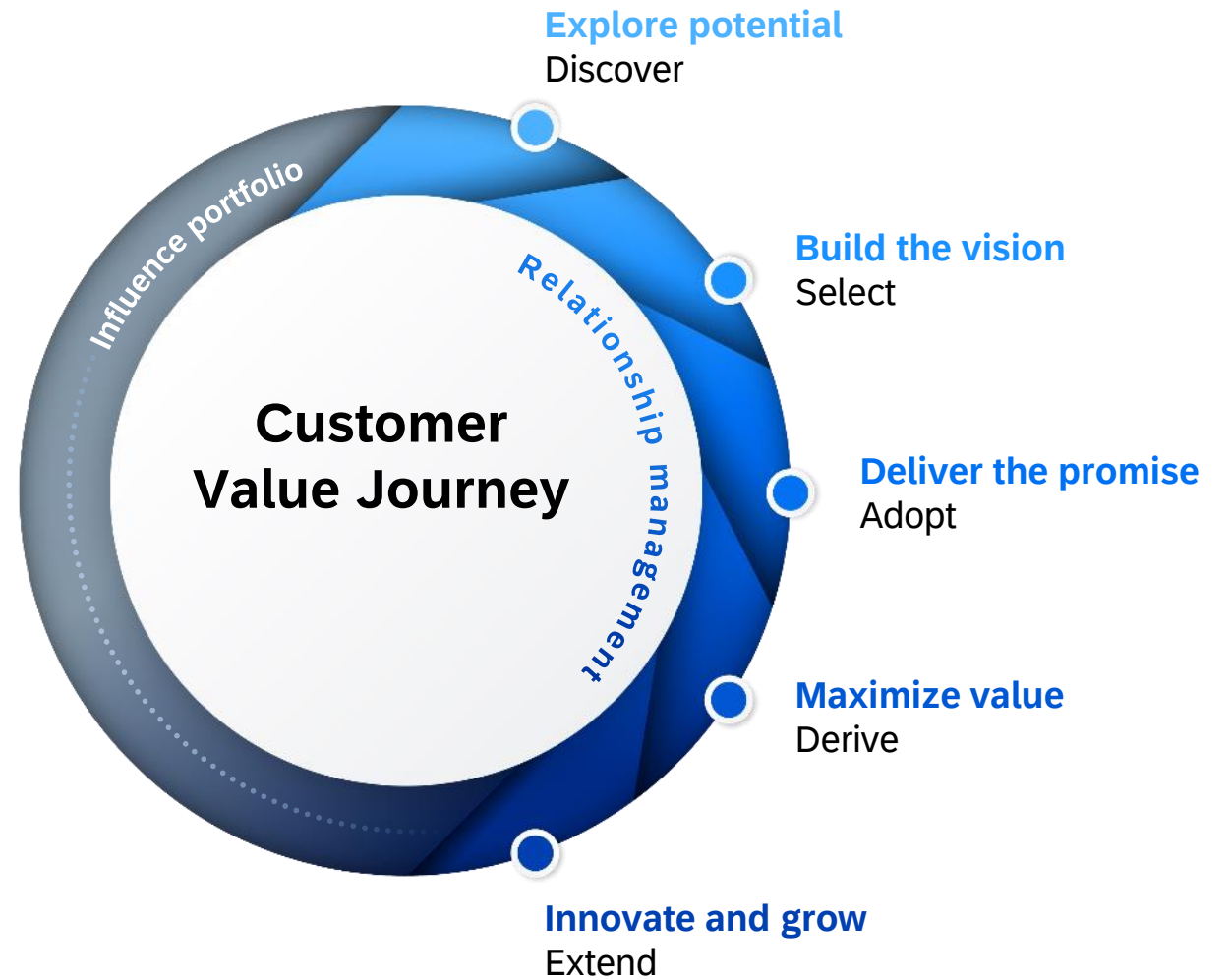
- Examples

Customer Success Methodology



Engagement approach based on your key milestones

A customer engagement methodology that follows your journey and is centered around delivering value jointly with trusted partners at each and every step – from early market discovery to portfolio influencing



Key factors for achieving successful collaboration

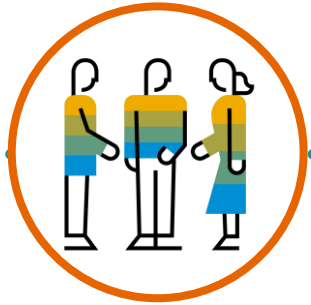
- **Continuous alignment** on desired outcomes and business goals
- **Collaborative environment** between customer and SAP at all times.
- Involvement of **relevant business and project experts**
- **Clear responsibilities** for each topic area and **time commitment**
- **Ownership of transformation road map** by customer – aided by SAP



Customer Success Practice

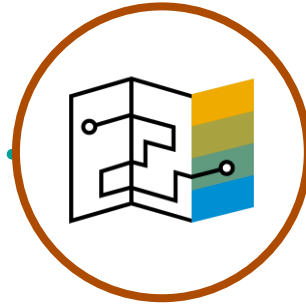


Engaging for Success – Enterprise Customer Success Practice



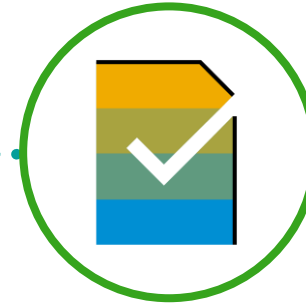
Alignment & Communication

Establish ongoing Alignment & communication, including regular business Reviews, to jointly govern the Customer – SAP relationship



Transformation Journey

Maintain alignment on vision, strategy, value case, solution Goals and KPIs, and regularly assess value realization and optimization opportunities



Outcome Success Plan

Manage and periodically Review ongoing activities To implement a successful Adoption framework and Assure business outcomes And value delivery

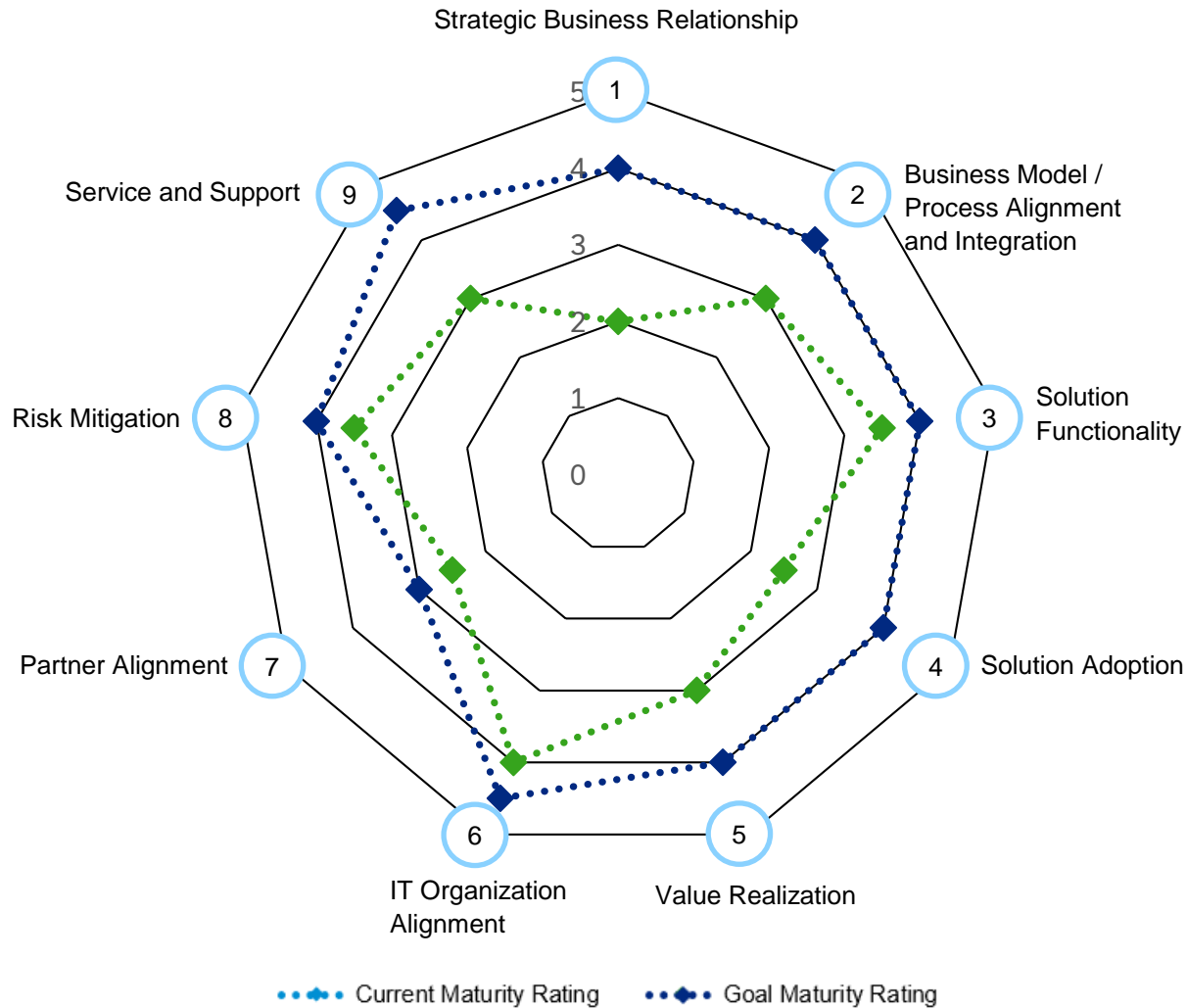


Relationship Assessment

Conduct Enterprise Relationship Assessment to evaluate Customer's experience with SAP

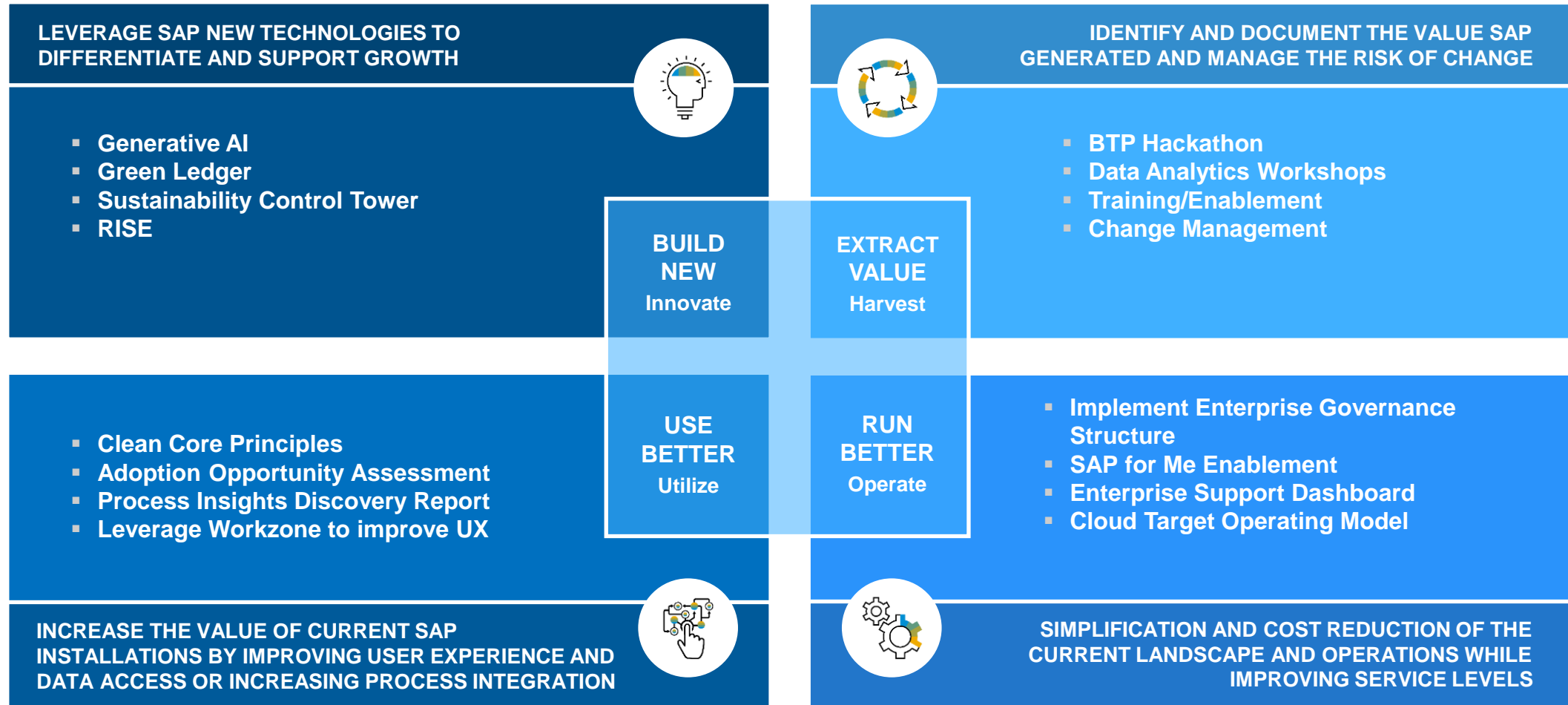
ABC Company and SAP Dimensions of Success

9 levers to assess and maximize success

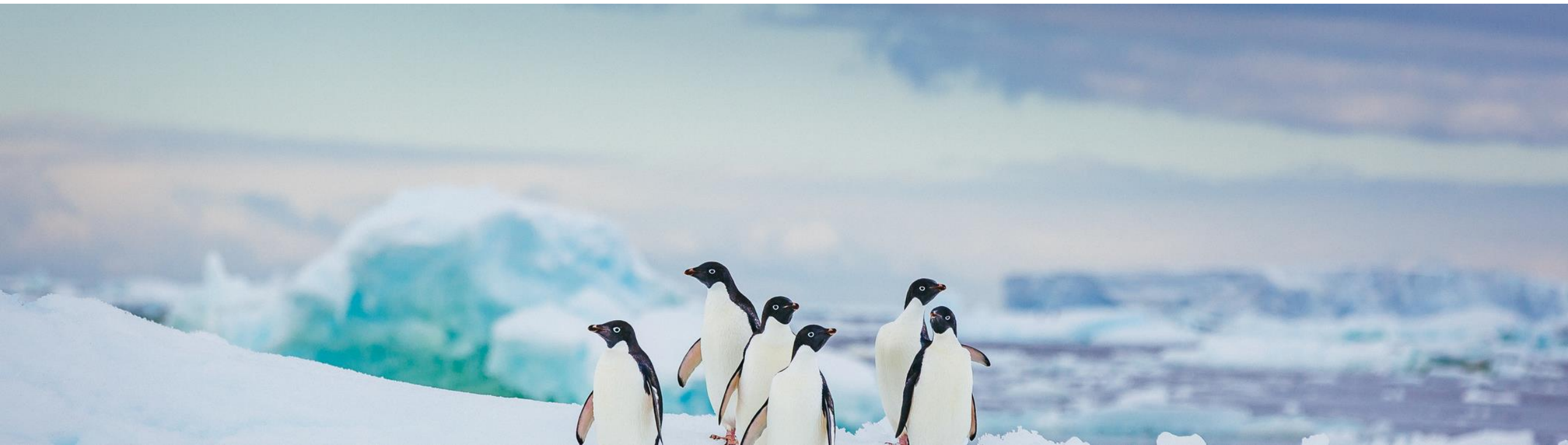


| Success Dimension | Maturity Gap | Importance |
|--|--------------|------------|
| Strategic Business Relationship | X | X |
| Business Model / Process Alignment and Integration | X | X |
| Solution Functionality | X | X |
| Solution Adoption | X | X |
| Value Realization | X | X |
| IT Organization Alignment | X | X |
| Partner Alignment | X | X |
| Risk Mitigation | X | X |
| Service and Support | X | X |

Achieving ABC Company's Business Outcomes



Customer Success Engagement in Action



Bringing the Best of SAP

Situation

Mining customer was having issues with Canadian Withholding taxes in Document Reporting Compliance

Action

Engagement with Product Owners

Result

Local Canadian team aligned with the Product owner to build a case to add the requirements into the product roadmap.

Unlocking New Solution Capabilities

Situation

Utilities customer wanted to have a faster and smoother billing process

Action

Helped identify the options available

Result

Unlocked a capability that already exists in S/4HANA to automate the billing process

Go Live Alignment

Situation

Preparation/Review/Alignment with internal SAP teams for critical milestones

Action

Safeguarding measures put in place

Result

Successful go live experience

Actioning Business Pain Points

Situation

Retail customer with many business processes that are manual, labor-intensive and prone to error

Action

Leverage Business Technology Platform Customer Success Specialist to evaluate and provide recommendations to mitigate the pain point

Result

Worked with customer to deploy AI technology for processes automation

Our engagement differentiators

Purpose led

We are committed to making a positive impact on society and the environment. Our purpose is to help the world run better and improve people's lives, and this purpose is woven into the fabric of our company and operations.

Value focused

We strive for a collaborative engagement invested in helping you achieve your goals more effectively, with solutions that are tailored to your unique needs, and with ongoing support invested in your success.

Data and analytics

Gain insights from operational, sentiment, and benchmarking data.

Open innovation

Explore and benefit from the latest SAP innovations along our joint journeys (such as innovation journeys and experience centers).

Power of community

Engage across our ecosystem, which includes customers, partners, developers, and various stakeholders. We have a strong and active community that allows us to tap into collective knowledge, experience, and insights to drive innovation, improve product quality, and deliver better value to you.

2M+

people in our ecosystem
executing SAP's vision

425k+

SAP customers

23,500+

SAP partner companies



**50 years of expertise
across 25 industries**

Trusted by **92%** of the Forbes
Global 2000 companies

Thank you.

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