



Maximizing Success

The Critical Role of SAP MaxAttention in Public Sector

Mali Folvik-Waldersloew, Lead Technical Quality Manager, SAP
Sudeesh Ravindran, Lead Technical Quality Manager, SAP
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Public



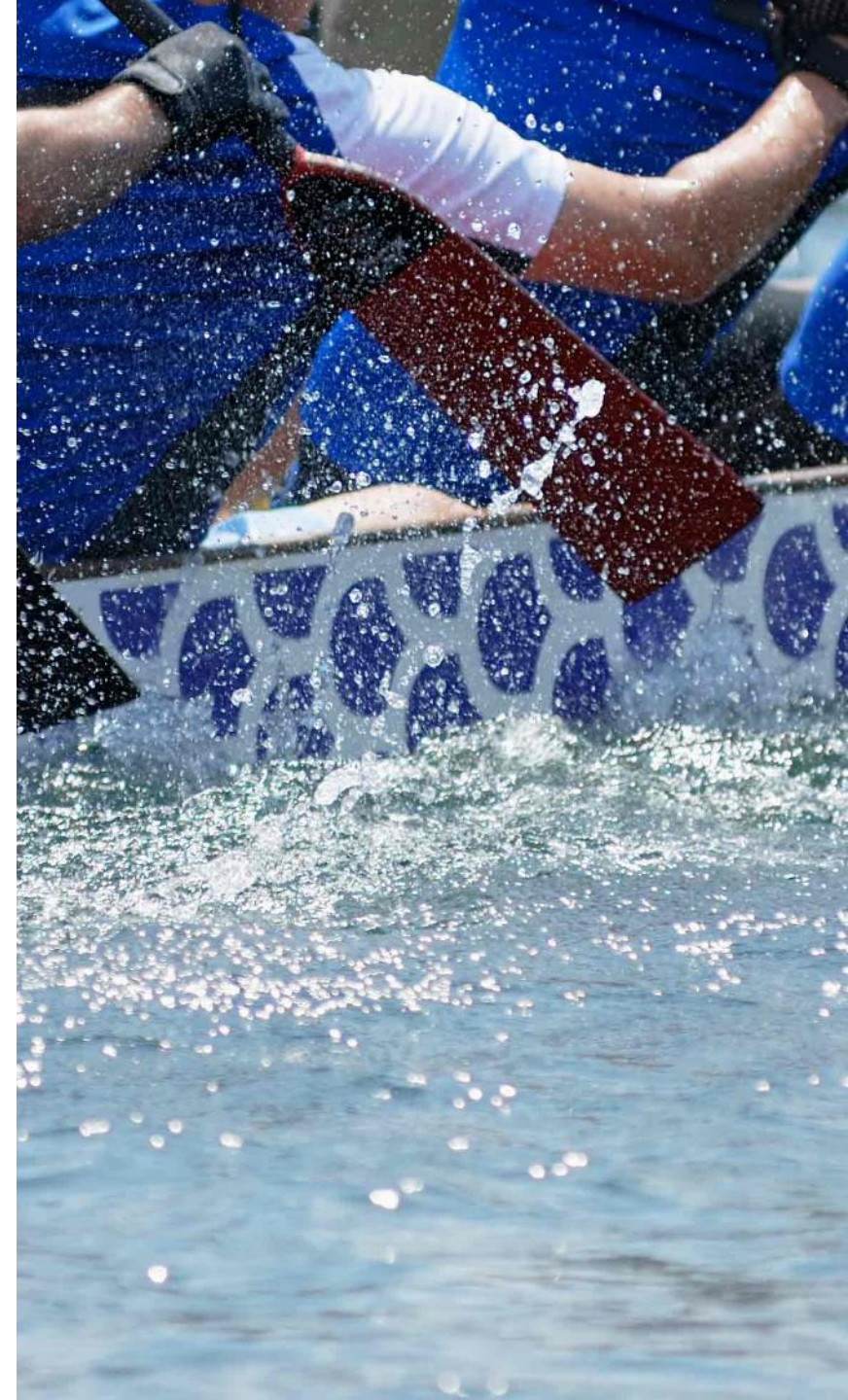
Agenda

Introduction to SAP MaxAttention

The Methodology of SAP MaxAttention

Outcomes of SAP MaxAttention

Future Direction and Closing



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What do these have in common?



Today's Customer Challenges

And how SAP MaxAttention services address these challenges

Evolve to a Sustainable Intelligent Enterprise



Receive a clear roadmap towards a sustainable intelligent enterprise

Accelerate Cloud transition and foster Cloud culture



Leverage tools and accelerators for a safe and fast transition to cloud solutions.

Drive process innovation and continuous improvement



Innovation and optimization paths through analysis of process inefficiencies

Provide a unique customer and people experience



Uncover unique customer insights to drive value to the bottom line

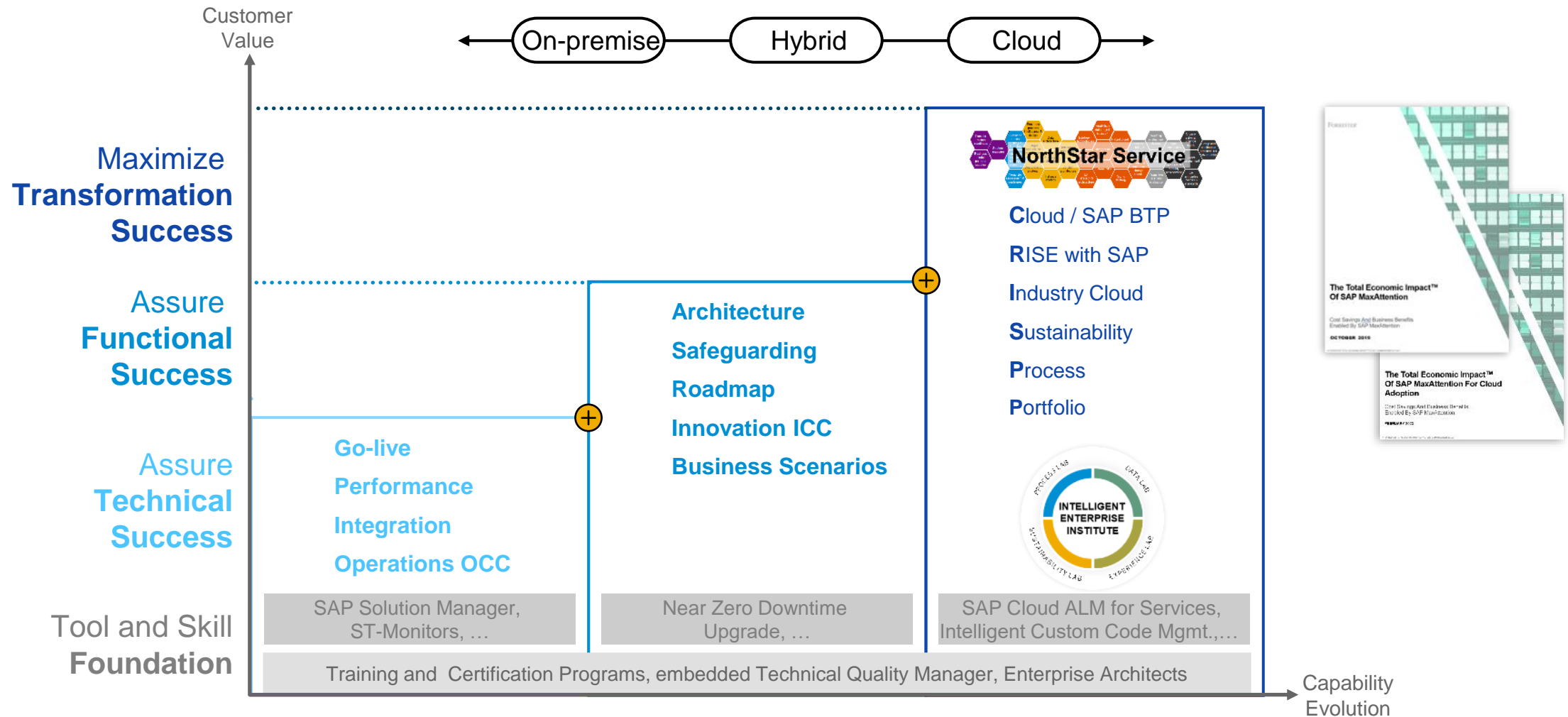
Contribute to a sustainable society with zero waste



Contributing to your sustainability agenda with innovative solutions

Evolution of SAP MaxAttention Capabilities

We've come a long way in the last 20 years, continuously adjusting our offering to the new reality



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Achieve Success Together with Premium Engagements

With our SAP MaxAttention, SAP ActiveAttention, SAP Value Assurance offerings

ACCELERATE YOUR PATH

with personalized success plans and services
[SAP Value Assurance](#)

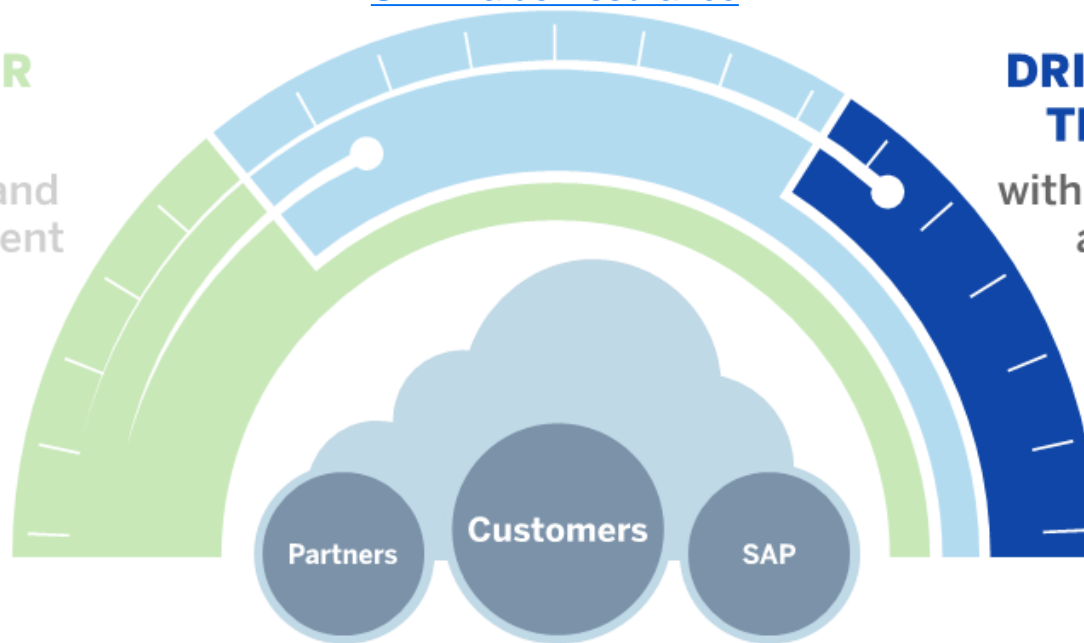
POWER YOUR SUCCESS

with guidance and self-service content

DRIVE COMPANY-WIDE TRANSFORMATION

with a tailored engagement and dedicated team

[SAP MaxAttention](#)
[SAP ActiveAttention](#)



Accelerate your path and drive greater results faster with personalized, prescriptive success plans and services.

With a project-focused premium engagement like **SAP Value Assurance** providing guidance and support throughout the project lifecycle

Drive company-wide, transformational change from boardroom plans to business reality with a tailored, premium experience.

With a multi-year premium engagement like **SAP MaxAttention** and **SAP ActiveAttention** and a dedicated team that continuously identifies and maximizes opportunities for success

Transformation and Innovation with Business Scenarios from SAP MaxAttention

All SAP Solutions

Comprehensive solution coverage, from discovery to operations.



Cloud



Hybrid



On-premise



Cloud

Transition to **Cloud Solutions from SAP**



Industry

Drive Innovation with **Industry Cloud Solutions and Industry 4.0**. Now, e.g.:

- Consumer Products
- Automotive
- Retail
- Oil & Gas
- Utilities
- ...



RISE with SAP

Take the Journey to **SAP S/4HANA Cloud, private edition**



Sustainability

Build a **Sustainable Intelligent Enterprise**



Process

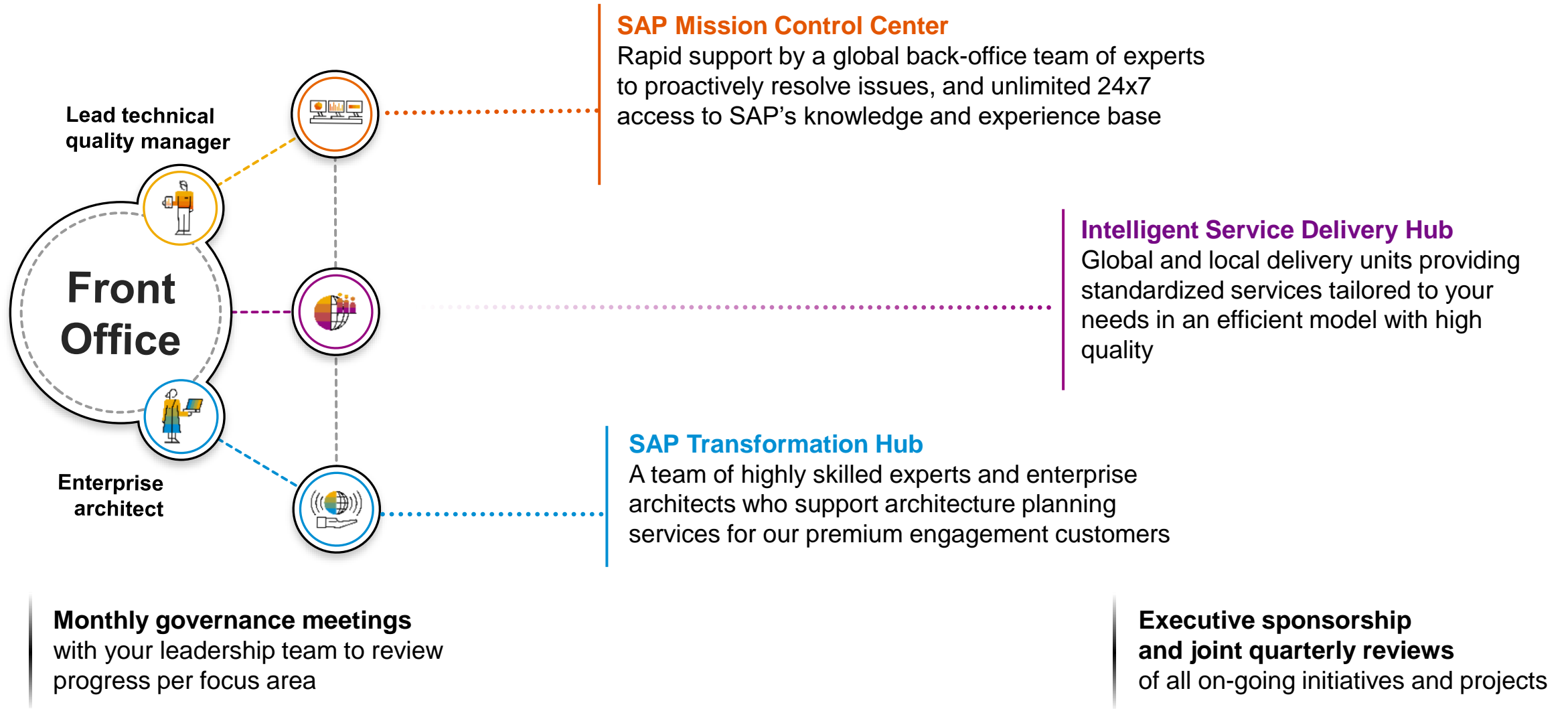
Improve **Business processes performance and automation**



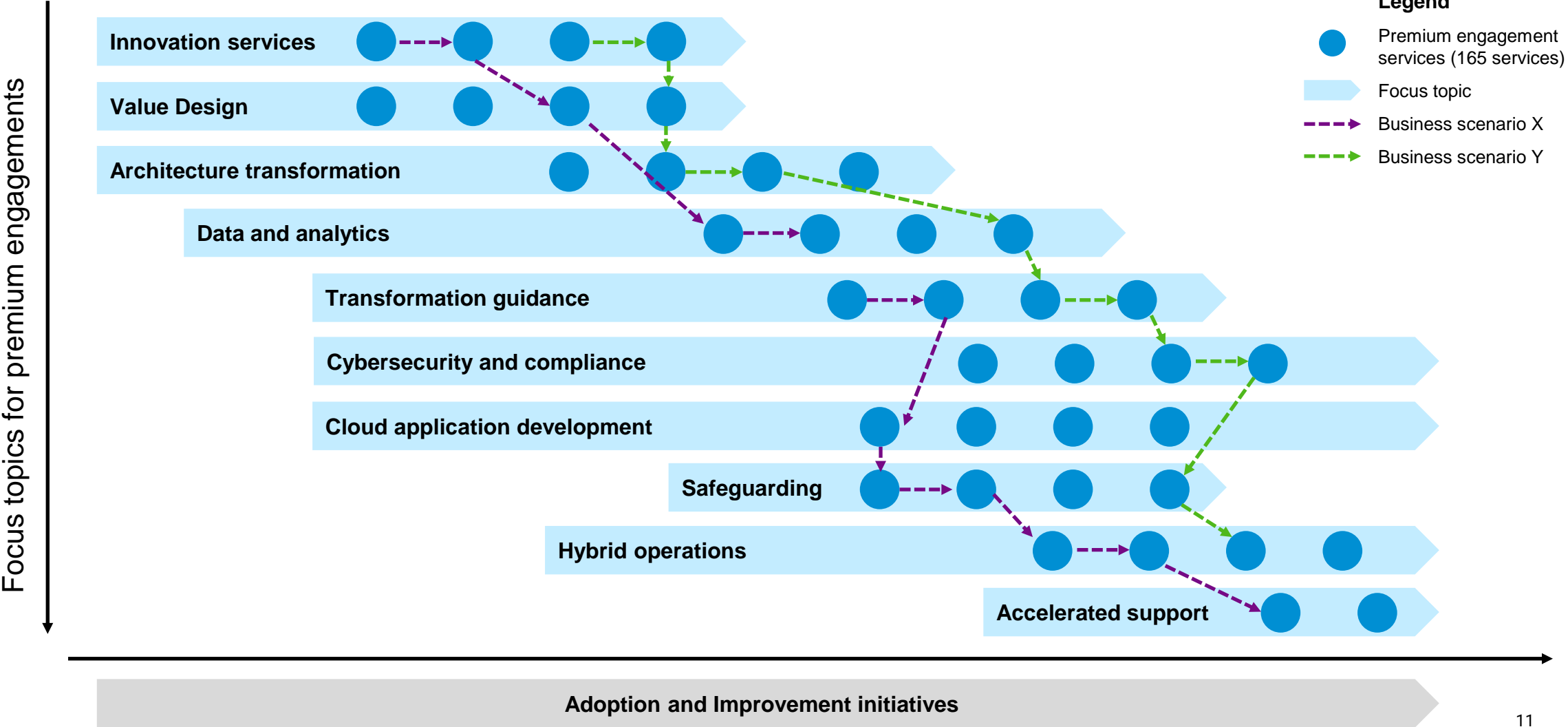
Portfolio

Services
Business Scenarios

Structure of an SAP MaxAttention Engagement



Business Scenarios Bringing Together the Premium Engagements Portfolio



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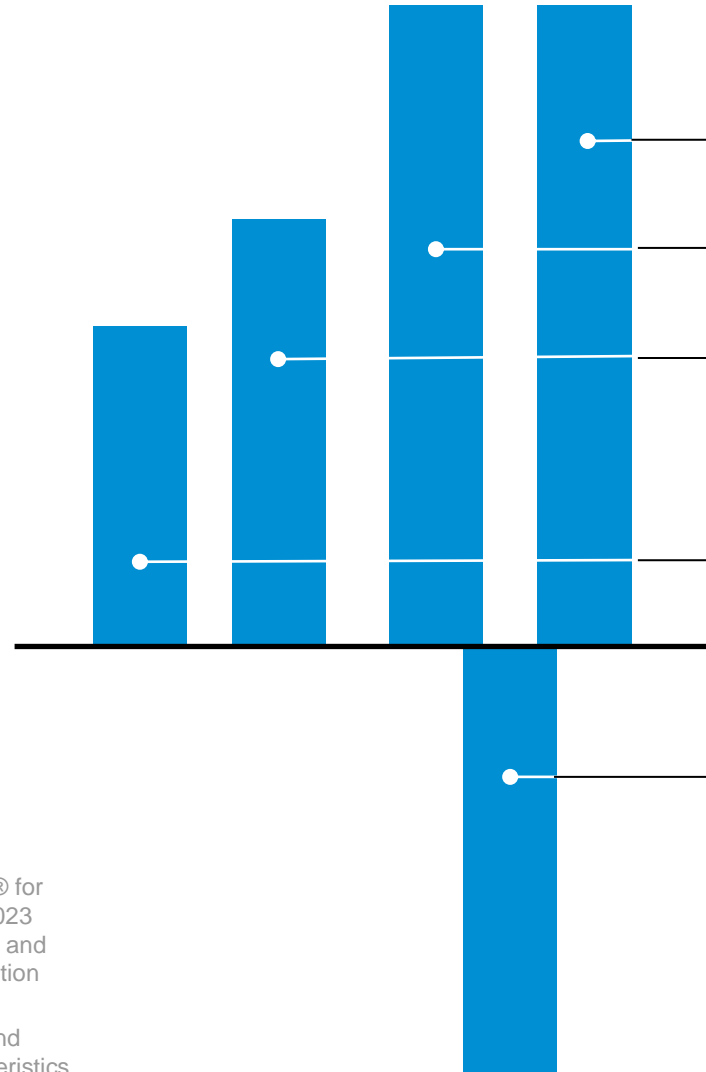
Outcomes of SAP MaxAttention

Future Direction and Closing



X Cost Savings and Business Benefits

215%
ROI



Improved end-to-end process planning across cloud solutions

25% shorter planning time

Faster and smoother cloud deployment

30% savings in time and resources

Accelerated value from cloud solution

6.4 months faster accelerated business value from faster cloud migration

Improved business outcomes from cloud adoption

5% higher productivity from improved processes (50% attributed to SAP MaxAttention)

Streamlined IT operations in hybrid landscapes

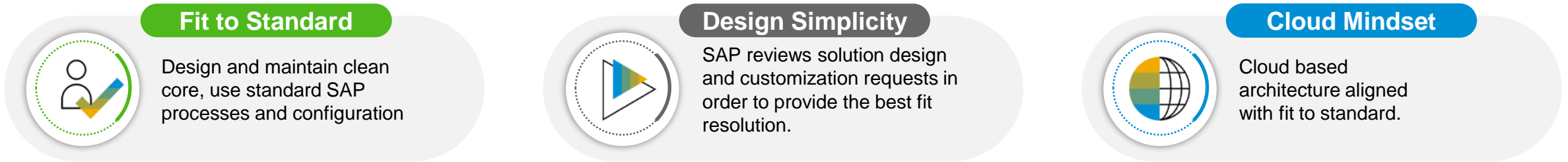
5% reduction in IT operations cost

Source: The Total Economic Impact™ of SAP MaxAttention® for Cloud Adoption by Forrester Consulting, [study](#), a February 2023 study commissioned by SAP to analyze the potential benefits and ROI enterprises may realize by leveraging the SAP MaxAttention offering.

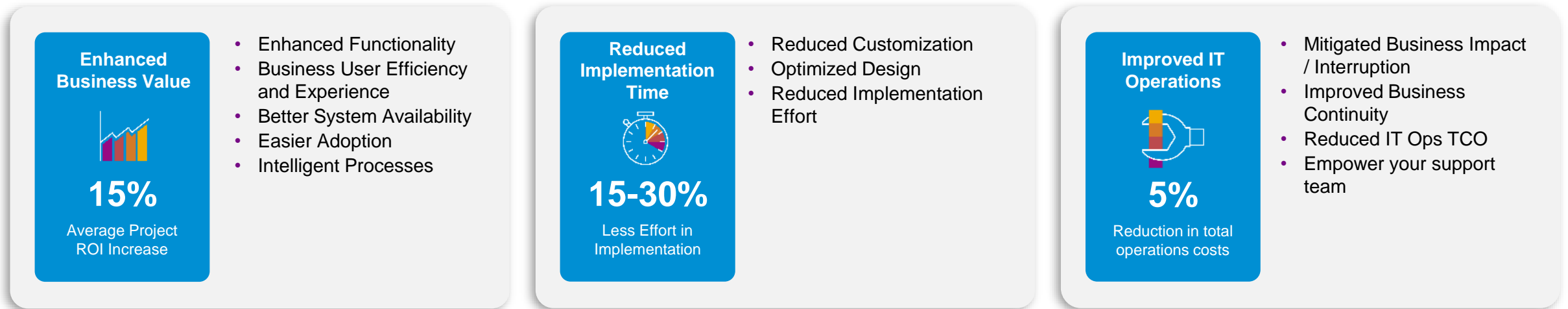
Financial Summary Benefits are three-year risk-adjusted and representative of a composite organization based on characteristics of the interviewed organizations.

Forrester Study on MaxAttention Program Value

MaxAttention Services and recommendations guided by fundamental architecture principles :



The key outcomes can be categorized and evaluated through the following value drivers :



Success in action | with SAP MaxAttention

Amt der Salzburger Landesregierung

Keeping Citizens Up to Date with Intelligent ERP

The Amt der Salzburger Landesregierung (regional government of Salzburg) has 10 departments responsible for everything from health and homes to energy and the environment. Its aim is to convert to digital communications with citizens across the board by being technologically up to date

[Read the story](#)

City of Vienna

Preparing to build one repository to manage diverse contracts

The City of Vienna set out to centralize the management of legal contracts across Wien Digital, an IT department of 1,000 people created by the merger of three entities. A successful pilot project would enable harmonized, integrated contract management and set the stage for the use of intelligent technologies.

[Read the story](#)

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Change has never been this fast. It will never be this slow again.

SAP MaxAttention in a Nutshell

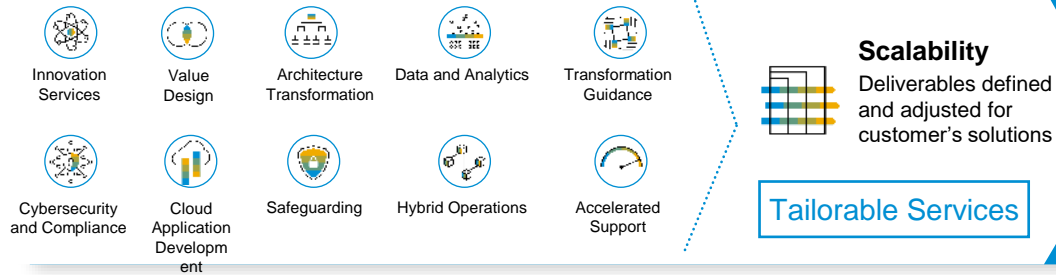
1 Customer Challenges



Drive your transformation

- Become an intelligent and sustainable enterprise by deploying new technologies
- Move to SAP S/4HANA
- Transition to the cloud
- Multiple large-scale transformation projects
- Optimize cybersecurity and digital risk management
- Simplify business and reduce costs
- Gain competitive edges
- Use big data analytics
- etc.

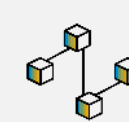
2 Comprehensive Services



Covering All Deployment Scenarios



All SAP Solutions



End-to-End
 Comprehensive solution coverage, from discovery to operations.

Complete Lifecycle

3 Strong Engagement Model



Benefits*



The Total Economic Impact of SAP MaxAttention for Cloud Adoption by Forrester Consulting - SAP commissioned Forrester Consulting to interview 10 professionals at seven companies using SAP MaxAttention® services, asking about costs, benefits, and risks. Read how Forrester concluded that SAP MaxAttention delivered a significant 3-year financial impact through the cloud journey. [Download the Infographic](#)

Questions?



Thank You!

Mali Folvik-Waldersloew mali.folvik-waldersloew@sap.com

Sudeesh Ravindran sudeesh.ravindran@sap.com