



Introducing Mobile Experience from SAP and SAP Mobile Start

The Intelligent Enterprise at your fingertips

April 2023

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Agenda

1. Mobile Experience from SAP
2. SAP Mobile Start
3. Q&A



Mobile Experience from SAP

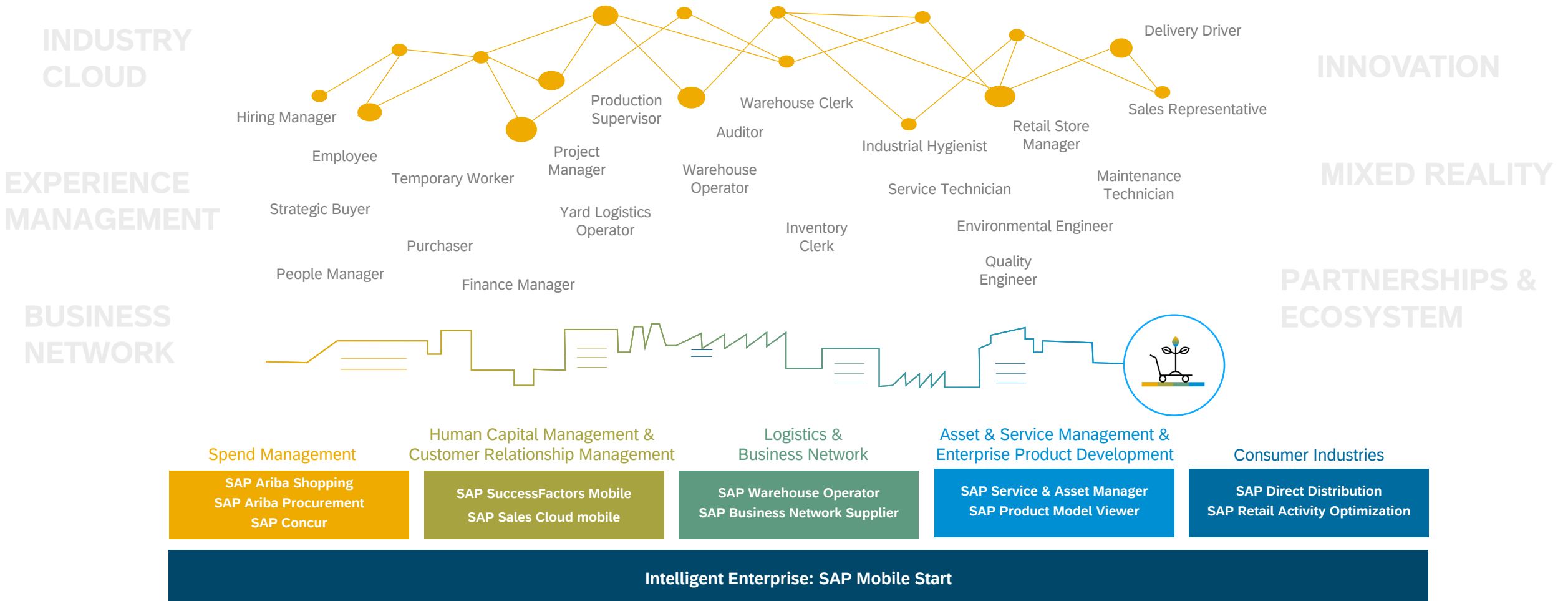
Mobile Experience from SAP

Consumer-grade mobile solutions for efficient, resilient and sustainable end-to-end processes



Mobile Experience from SAP

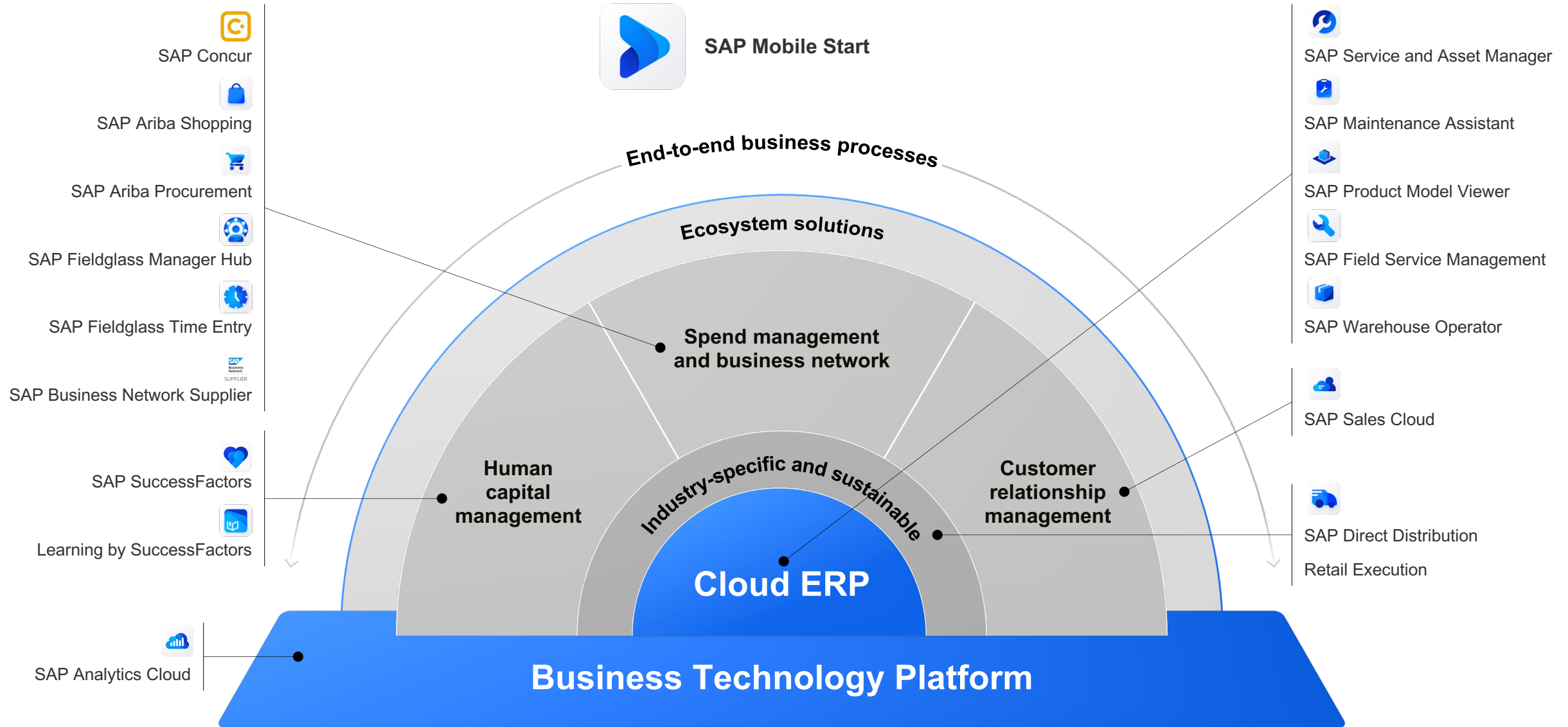
End-to-end solutions for more efficient, resilient and sustainable processes



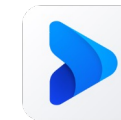
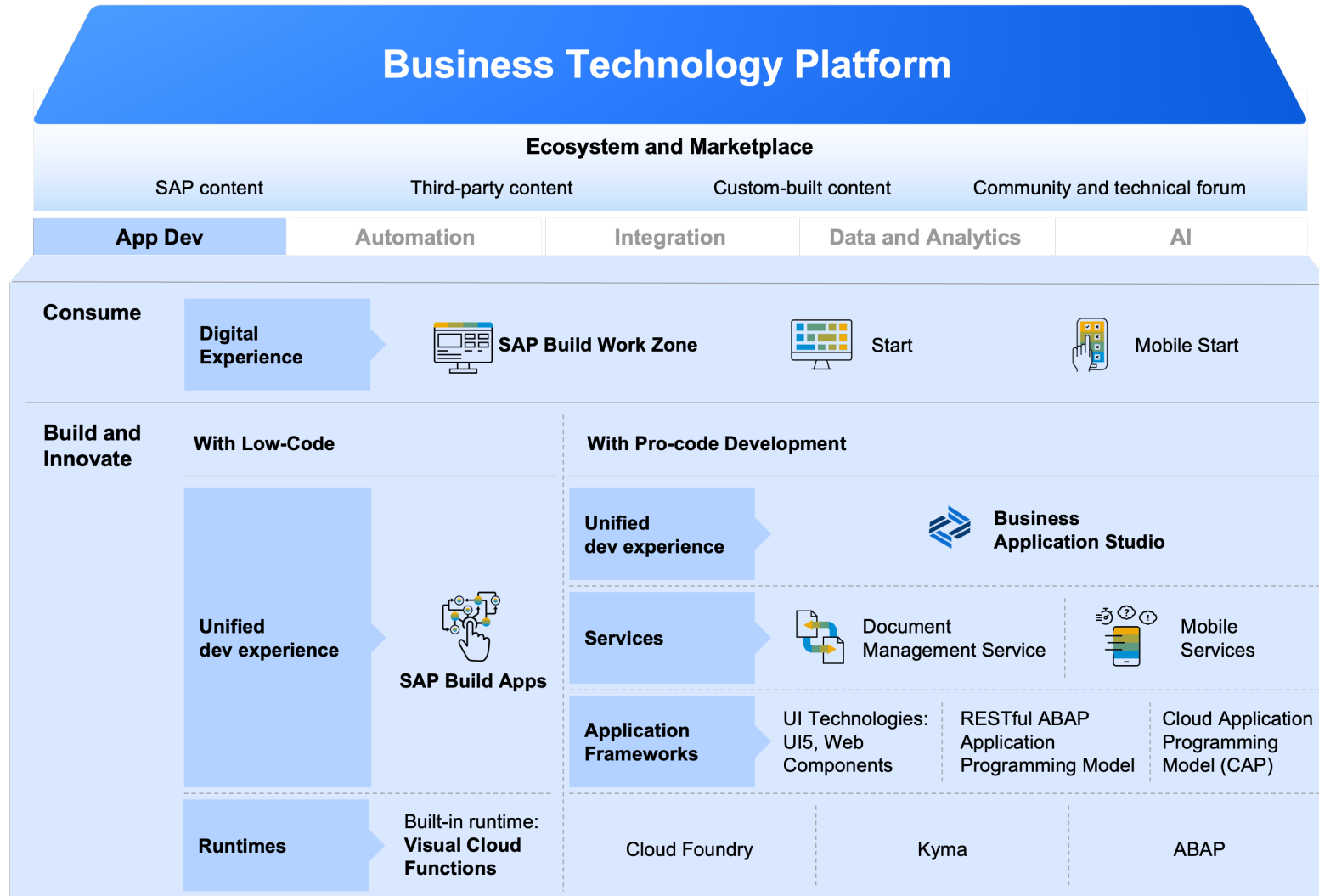
Disclaimer: Please note that only selected SAP mobile applications are listed here.

**The future development of the application are subject to change.*

Mobile Experience from SAP

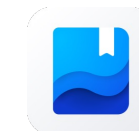


Mobile Experience from SAP



SAP Mobile Start

- SAP BTP SDK for iOS
- SAP BTP SDK for Android
- Mobile Development Kit
- SAP Fiori Mentor App



Mobile Experience from SAP

Consumer-grade mobile solutions for efficient, resilient and sustainable end-to-end processes



Human-centric experience

makes virtual work and collaboration enjoyable and efficient



Continuous innovation

for more intelligent and robust business processes



Scalable extensions

boost agility and integrate with backends with simplified security, compliance, and version control

Mobile Experience from SAP

Everything you need to transform mobility within your enterprise

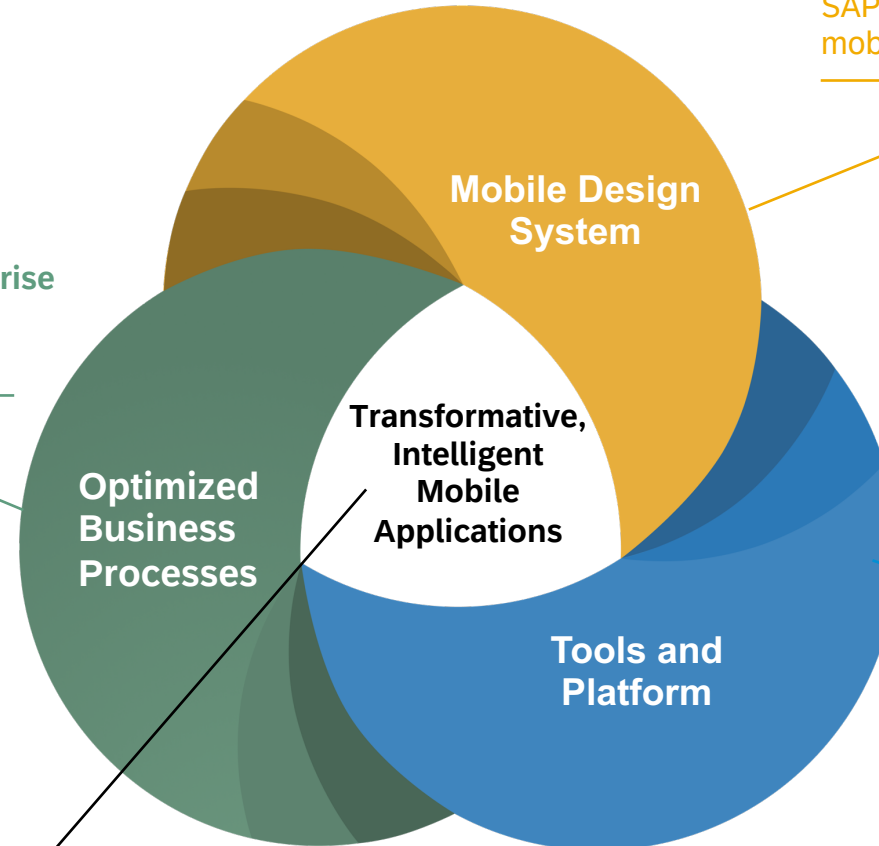
SAP
Learning

Learning
Journeys

Learn by
Product

openSAP

Intelligent, sustainable enterprise
Intelligent business processes
optimized for mobile situations



SAP Fiori for iOS and Android
SAP Fiori based on latest native
mobile OS behaviors and capabilities

SAP Business Technology Platform
Reusable components, tools and
services to scale enterprise mobile
application development and lifecycle

Transformative, Intelligent Mobile Apps
SAP, partner and custom-built mobile apps
with unified qualities for one experience.

Mobile Experience from SAP

Unlock SAP's unparalleled business power with a mobile suite like no other



SAP Mobile Start

SAP brings the Intelligent Enterprise to the fingertips of every SAP user.

SAP Mobile Start



User Expectations

Productivity

Work Flexibility

Agility



Value Proposition

Your native entry point to the Intelligent Enterprise

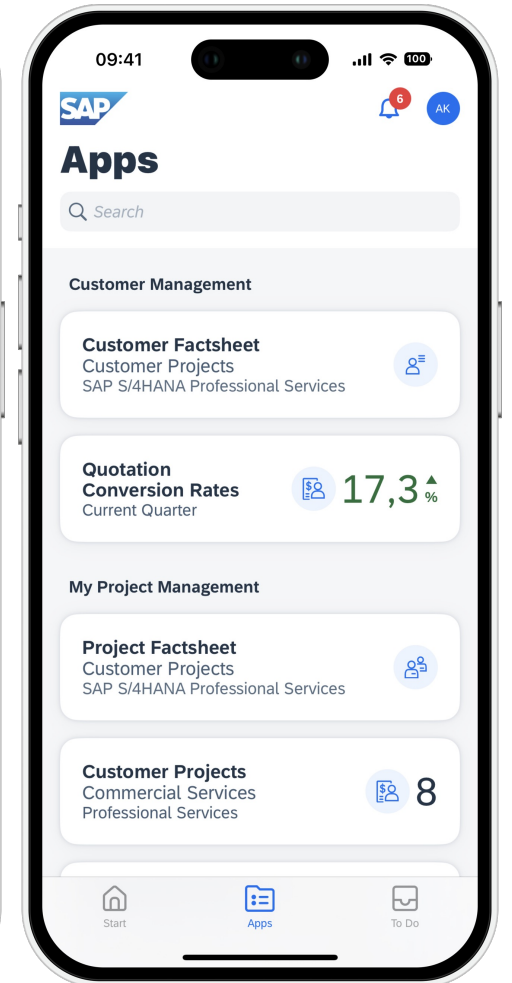
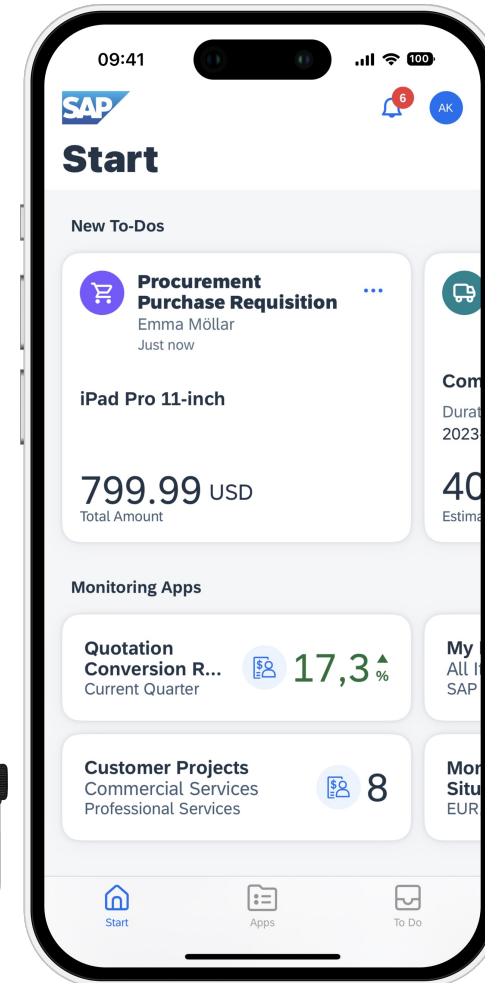
Seamless mobile access into the Intelligent Enterprise Suite

- SAP S/4HANA business processes and data
- Native LoB applications, like SAP SuccessFactors
- SAP S/4HANA notifications

Consolidated view on tasks such as approval workflows

Consumer-grade user experience and superior performance

Improves productivity, agility and work flexibility



Key Capabilities

SAP Mobile Start is the native app for all SAP users



Native entry point
to the Intelligent Enterprise Suite



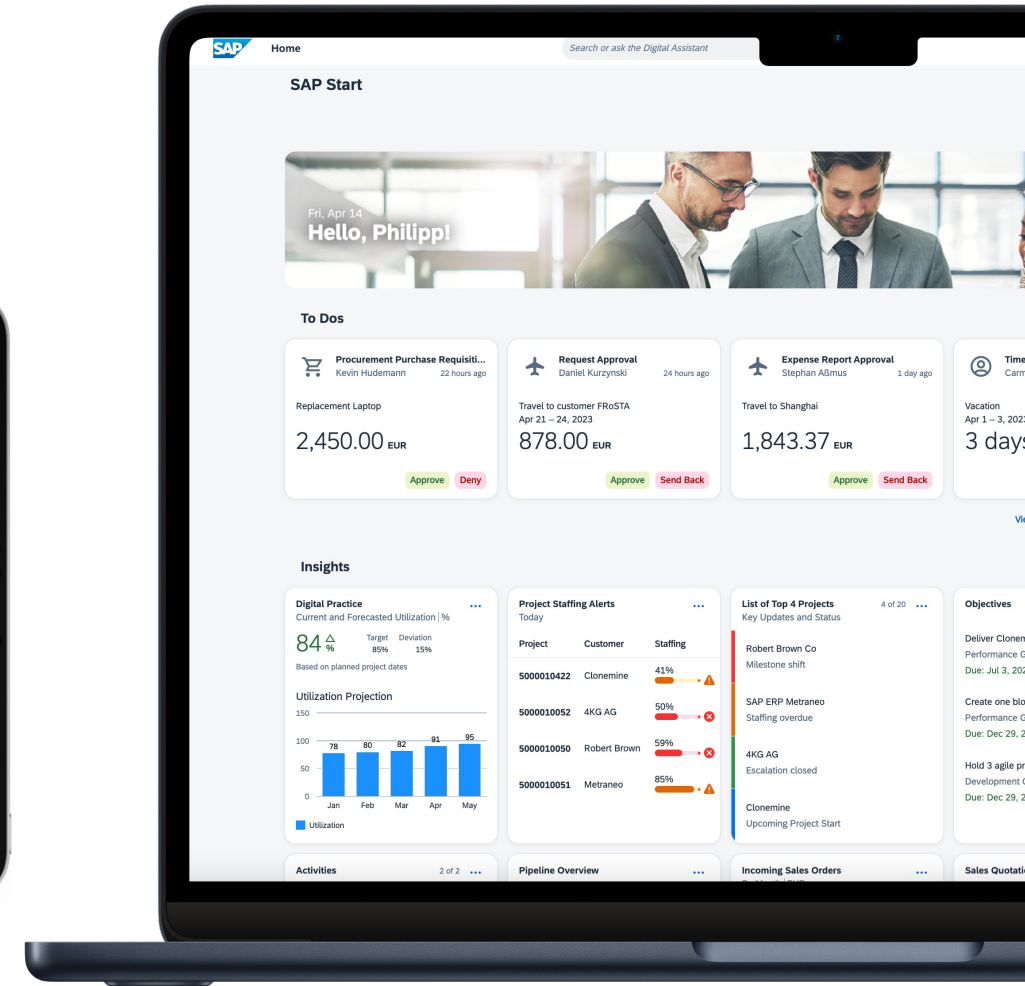
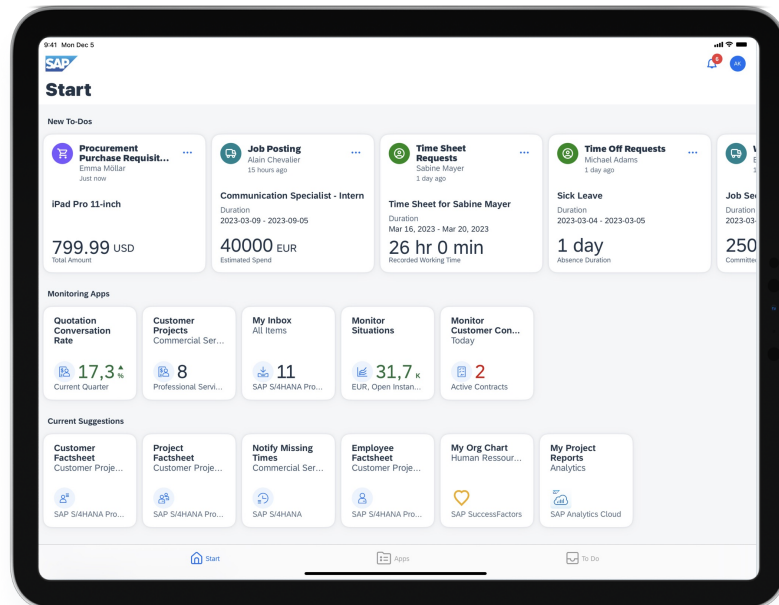
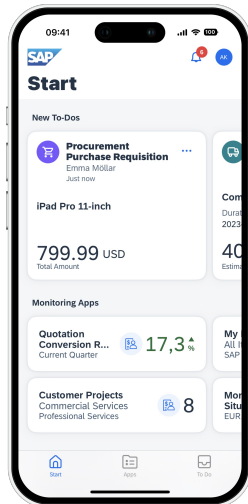
Deep integration
with your mobile devices



Tailored content
per persona

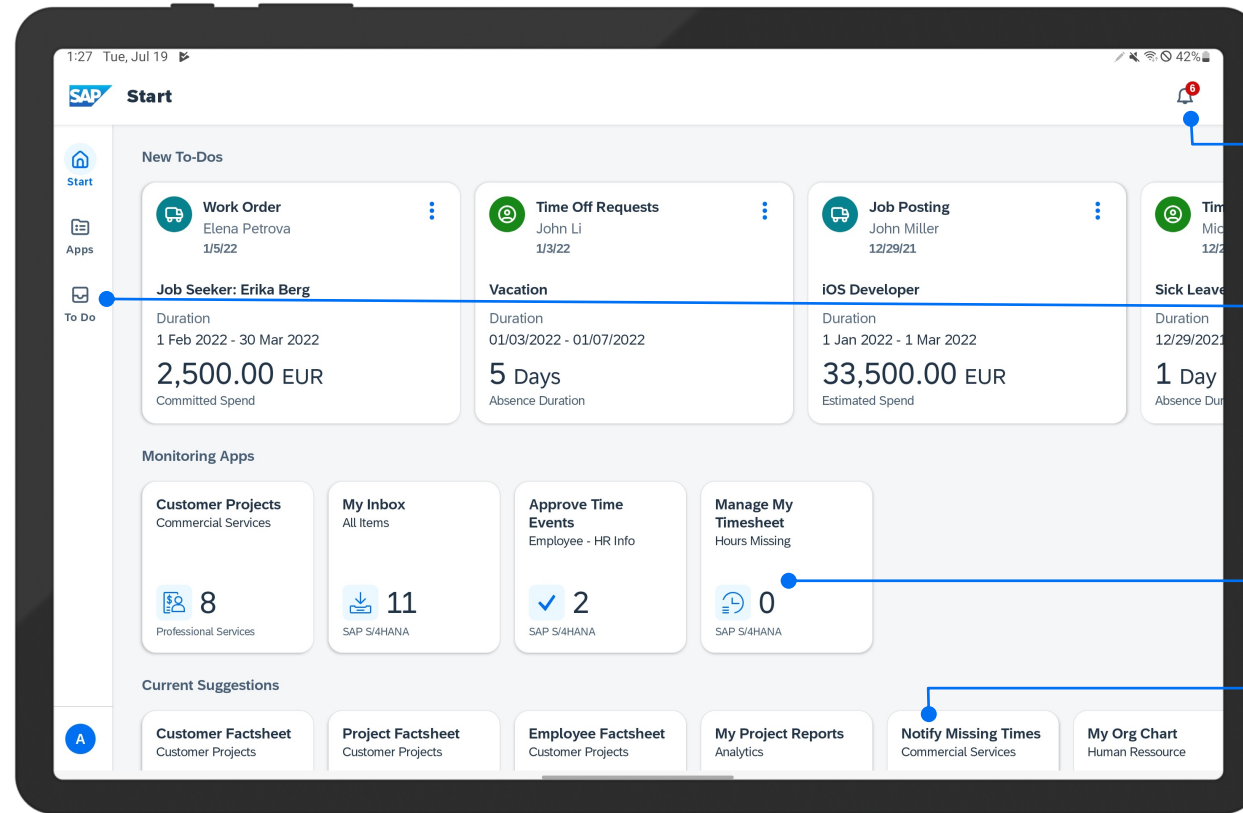
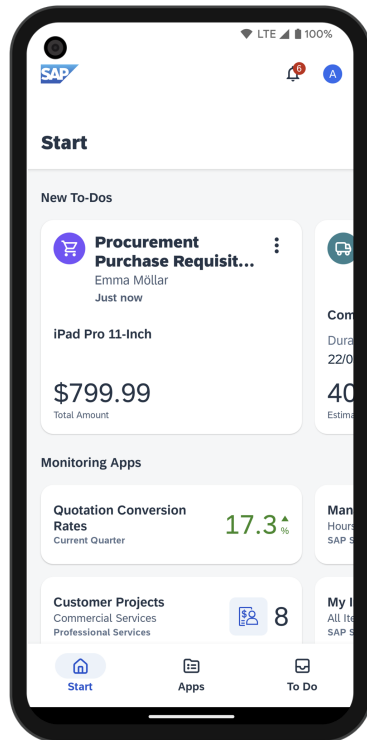
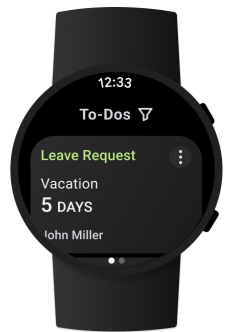
Entry Point to the Intelligent Enterprise Suite

Desktop – Tablet – Phone – Watch



Native Entry Point to the Intelligent Enterprise Suite

Android devices



Notification Center

Apps & To Do Tabs

Native & Web Apps

Suggested Apps, Web links & Newsfeed

Deep Integration

with your mobile devices

Native Launchpad

Discover and access all your business apps

Spotlight Search*

Instantly access occasionally used apps

Widgets on Home- and Lock Screen

Access your critical apps like a shortcut

Monitor your business from your home- and lock Screen

Native notifications

Never miss a critical notification

Manage SAP notification the way you prefer

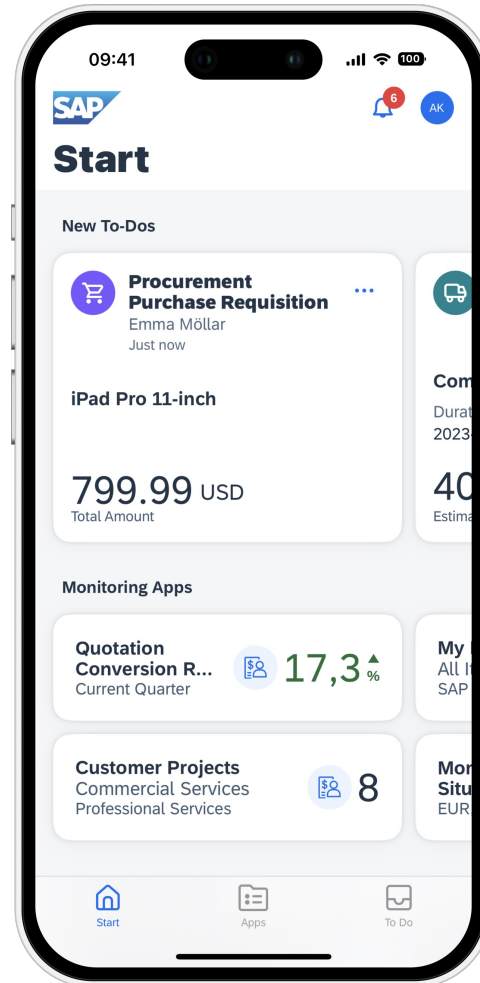


* Supported by iOS only

Tailored Content per persona



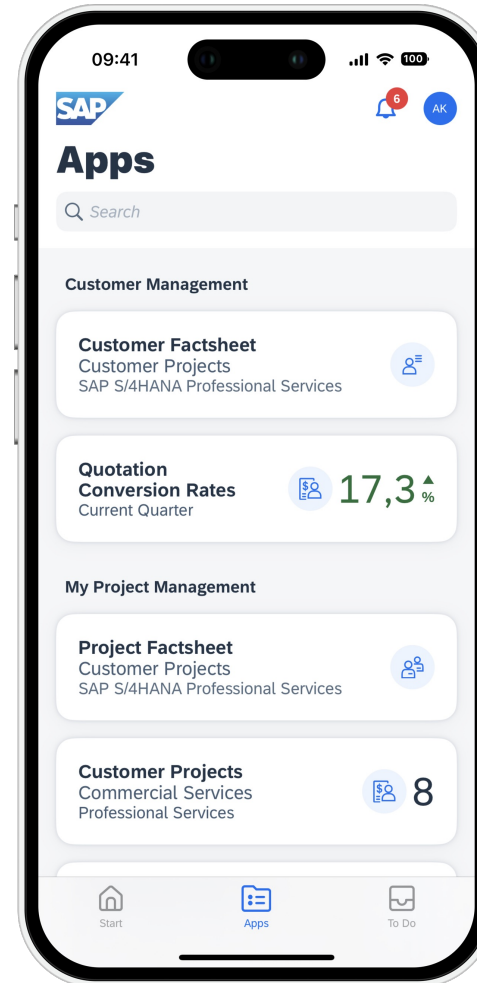
Paul
Finance Manager



Persona-centric content —●



Alex
Project Manager



—● Content & structure
is set-up by IT admin

Demo



Architecture



Integration Architecture

SAP Mobile Start



SAP BTP Tenant
Abstraction & Unification

SAP Build Work Zone, standard edition

SAP Task Center

Notification service

SAP Mobile Services

SAP solutions like:
Business Data & Logic

SAP S/4HANA⁽¹⁾ SAP SuccessFactors

SAP Concur

SAP Ariba

SAP Fieldglass



Your Central Entry Point for Desktop and Mobile

UX for the Intelligent Enterprise

Features / Benefits

- Role-based access to SAP S/4HANA and other SAP LoB solutions content
- Consume extensions / new innovations using SAP BTP and standard apps in one place
- Integration with central services (SAP Task Center, Notifications service)
- Internet access for external users
- Mobile access via SAP Mobile Start (iOS & Android)

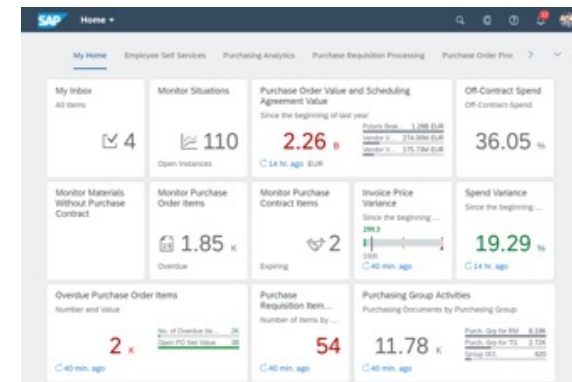
SAP S/4HANA Implementation Considerations

- Easily deploy SAP Fiori apps using content federation from SAP S/4HANA
- Achieve central entry point and mobile access for a relatively small delta effort

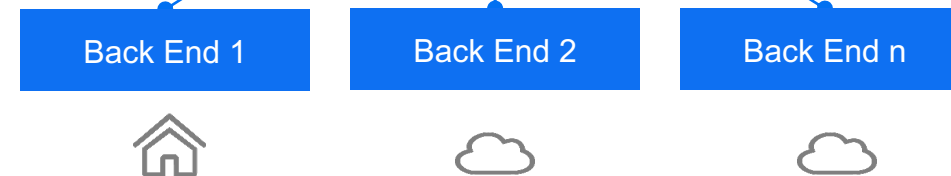
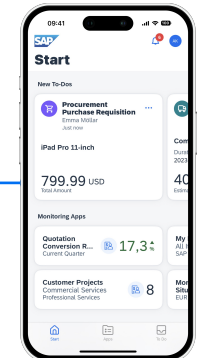
Commercialization

- Included in three RISE with SAP S/4HANA Cloud subscriptions
- Other customers - subscribe to SAP Build Work Zone, standard edition; which includes SAP Mobile Start

SAP Build Work Zone, standard edition

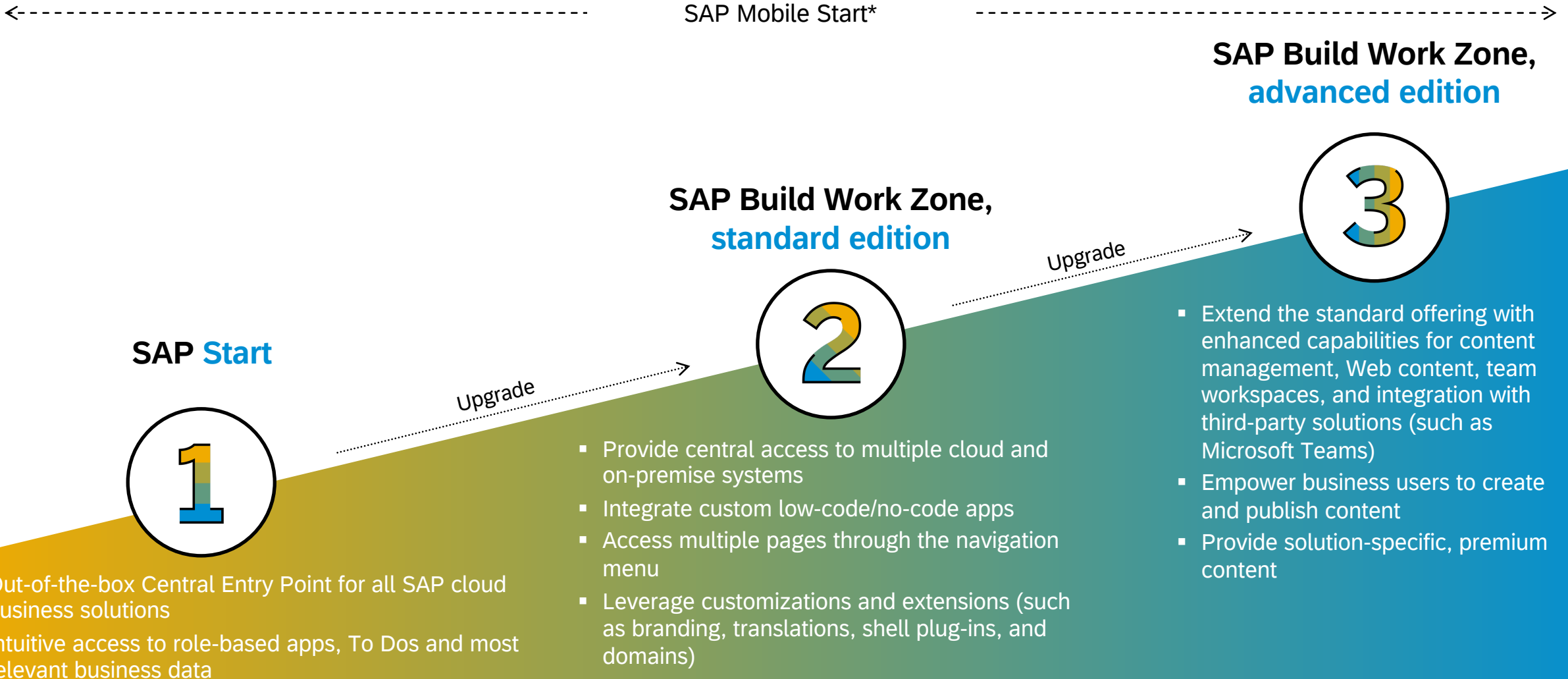


SAP Mobile Start



Central Entry Point for Business Users

Vision: A modular offering for SAP's central entry point



SAP Mobile Start integrates SAP Task Center

Leverage SAP Mobile Start to manage your workflow approvals at your fingertips

SAP Solution Portfolio

- SAP S/4HANA
- SAP Ariba
- SAP Concur
- SAP Fieldglass
- SAP SuccessFactors
- SAP Marketing Cloud
- SAP Cloud for Customer
- SAP Build Process Automation

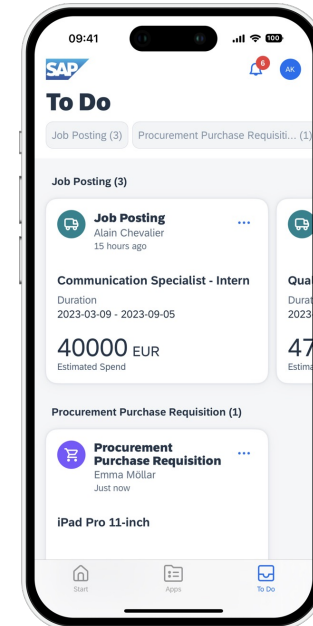
Service provider interface



Push/Pull



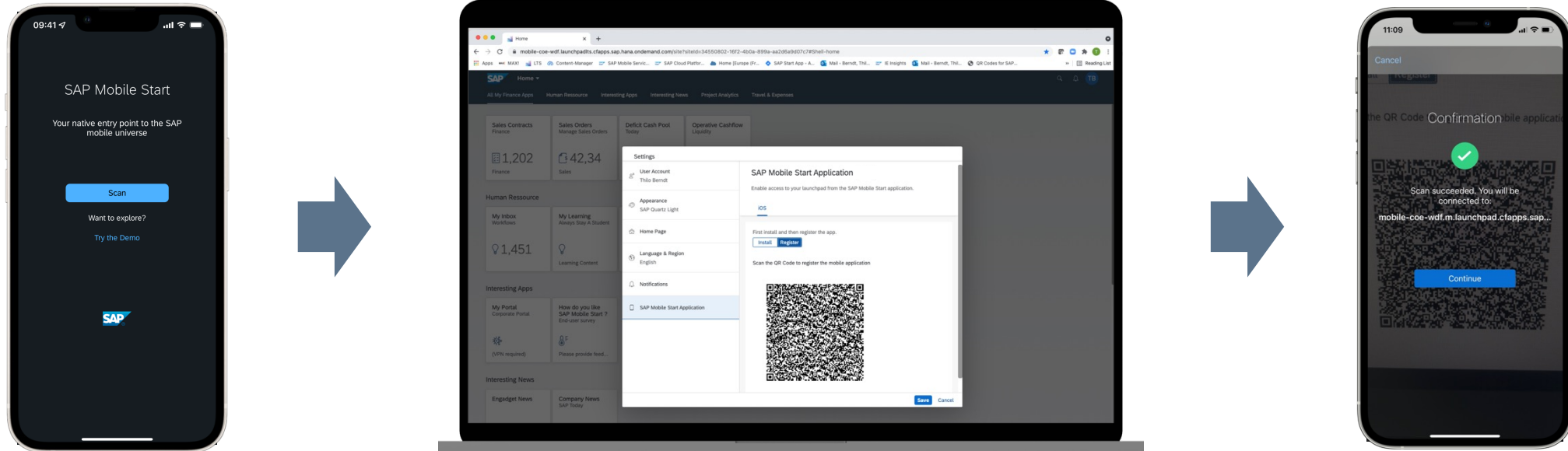
Approving Users



SAP Mobile Start integrates SAP Task Center - it provides a seamless and integrated user experience, on the mobile device, for customers who want a unified view of approvals across multiple applications for a smooth and consistent approval process. Users reduce the time spent by navigating through various systems and have access to information to enable smart decisions.

Easy User Onboarding

Leveraging the content prepared by IT



Install the SAP Mobile Start application on your device

- a. From Apple App Store & Google Play Store
- b. From your corporate MDM (Mobile Device Management)

Scan the QR code using the SAP Mobile Start onboarding wizard

The QR code is available in “SAP Build Work Zone, standard edition” settings

Easy User Onboarding with App Config (MDM)

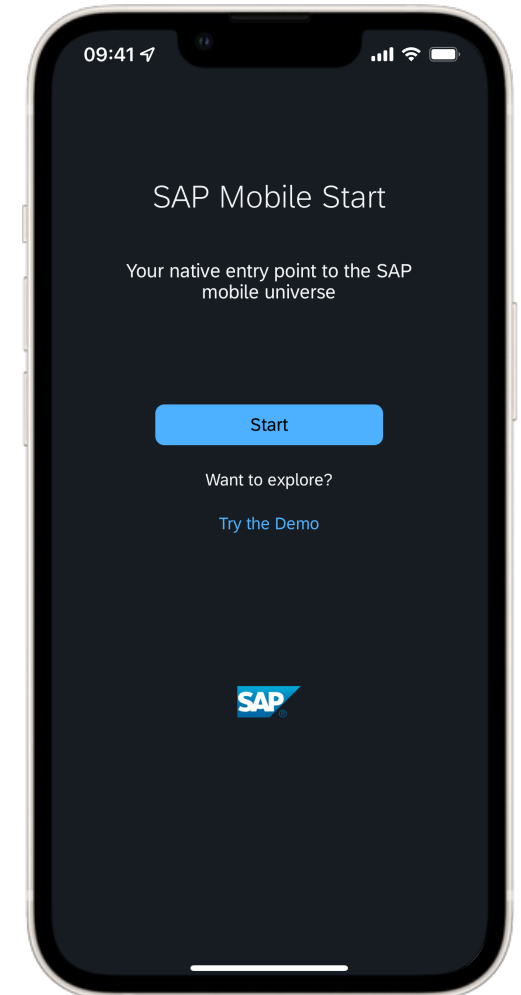
Leveraging the content prepared by IT

Install SAP Mobile Start application on your device

- From Apple App Store & Google Play Store
- From your corporate Mobile Device Management (MDM)

Click on “Start” to access all your business applications

Thanks to Mobile Device Management, you can directly start working on your business applications – they have been configured for each user by your IT Team

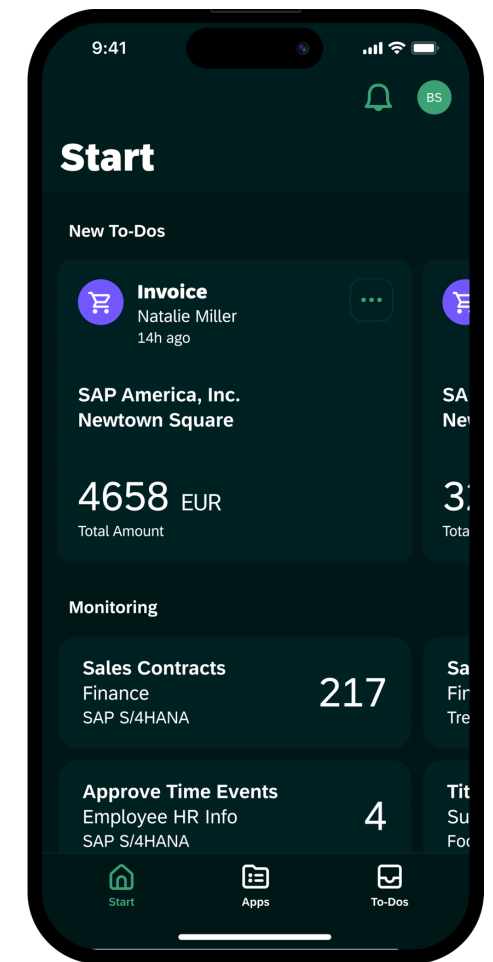
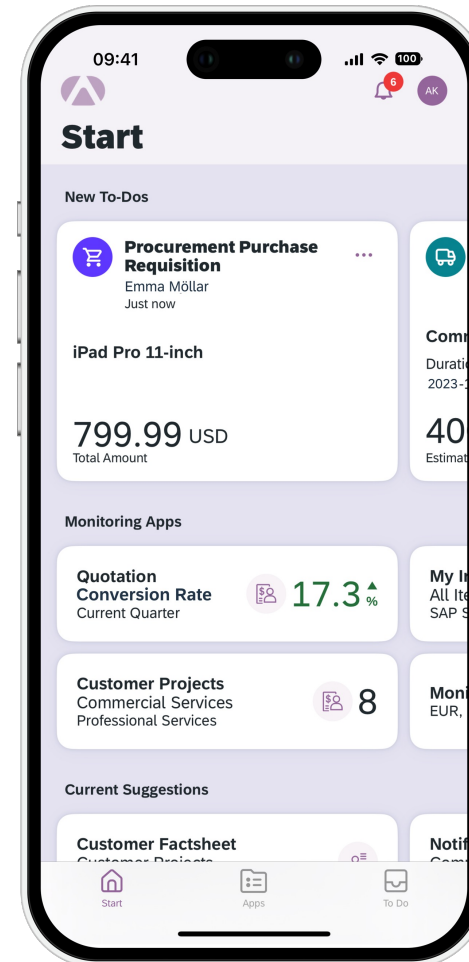


Branding (Theming)

Apply your corporate identity to SAP Mobile Start

Adapt the visual appearance of SAP Mobile Start to transport your corporate brand identity

You can easily create your custom theme with the SAP Theme Designer and import into SAP Mobile Services. When your users will login the next time, the theme will be applied automatically.



Availability



Commercialization

We offer two plans

Download SAP Mobile Start application **for free** from the stores (Apple App Store & Google Play Store)

RISE with SAP S/4HANA and SAP Build customers

SAP Build Work Zone, standard edition & SAP Mobile Start are included in the following packages:

RISE with SAP S/4HANA Cloud, public edition, base*
RISE with SAP S/4HANA Cloud, public edition, premium*

RISE with SAP S/4HANA Cloud, private edition, base*
RISE with SAP S/4HANA Cloud, private edition, premium*

SAP Build Process Automation*
SAP Build Apps*

All SAP customers

SAP Mobile Start is enabled through:

SAP Build Work Zone, standard edition

Only one SKU is needed!



Consulting Packages

Implementation of User Experience - SAP S/4HANA

Implement SAP Build Work Zone, standard edition and SAP Mobile Start

Packages	Functionality Delivered	Indicative Duration	*Implementation Mode
Small – Starter Kit	<ul style="list-style-type: none">• Deploy SAP Mobile Start to existing SAP Build Work Zone, standard edition users	1 to 2 weeks	SAP Led
Medium – End-to-end Implementation Service	<ul style="list-style-type: none">• SAP Build Work Zone, standard edition design (personas, roles, apps)• SAP Build Work Zone, standard edition set-up including connectivity with SAP S/4HANA• SAP Mobile Start App deployment	4 to 6 weeks	SAP Led
Large – Additional Personalisation	<ul style="list-style-type: none">• Everything in Medium• Custom Widget content• Enabling Custom apps• Notifications	6 weeks onwards depending on scope	SAP Led
Advisory Service	<ul style="list-style-type: none">• Knowledge Sharing• Identifying user needs, roles, apps• Implementation QA service	1 week onwards depending on scope	Partner / Customer Led

More Information?
[Contact link](#)

More Insights



SAP Mobile Start Roadmap*

Q2 2023 CURRENT 6 Road Map Items

Future Release

Business Application Entry Point

- Add attachments to to-dos
- Add comments to to-dos
- Additional app security settings
- Apple Watch and Wear OS apps – task comments, attachment...
- Enabling native push notifications for to-dos on phones and tablets
- Enriching to-do cards with more relevant information

Q3 2023 5 Road Map Items

Future Release

Business Application Entry Point

- Enabling situation handling for SAP S/4HANA
- Providing business information with native cards
- Support for spaces and pages
- Support of SAP Build Work Zone, standard edition, including the new...
- Support of SAP Start, a central entry point for SAP cloud solutions

Q4 2023 1 Road Map Item

Future Release

Business Application Entry Point

- Support of app personalization by users

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Customer Success: FRoSTA AG

Boost Employee Engagement with Mobile Access to Enterprise Resources

A successful provider of frozen fish, vegetables, and meals in Germany, Poland, Austria, Italy, and Eastern Europe, FRoSTA AG is one of Europe's leading manufacturers of frozen foods and the market leader for frozen meals in Germany.

~40%

Reduction in time to manage purchase requisition notifications and approvals

~90%

Reduction in time to create maintenance orders

“Companies need to ensure **agility and availability** of their IT and business services. With the SAP Mobile Start app, we provided our employees with a single launchpad, **centralizing access** to our IT business resources and making it possible for **all lines of business to work from anywhere.**”

Lucas Dreger, Solution Architect, FRoSTA AG

[Read the Customer Story](#)



SAP Community Page

Connect with development and peers, share your experience, raise questions, and get insights

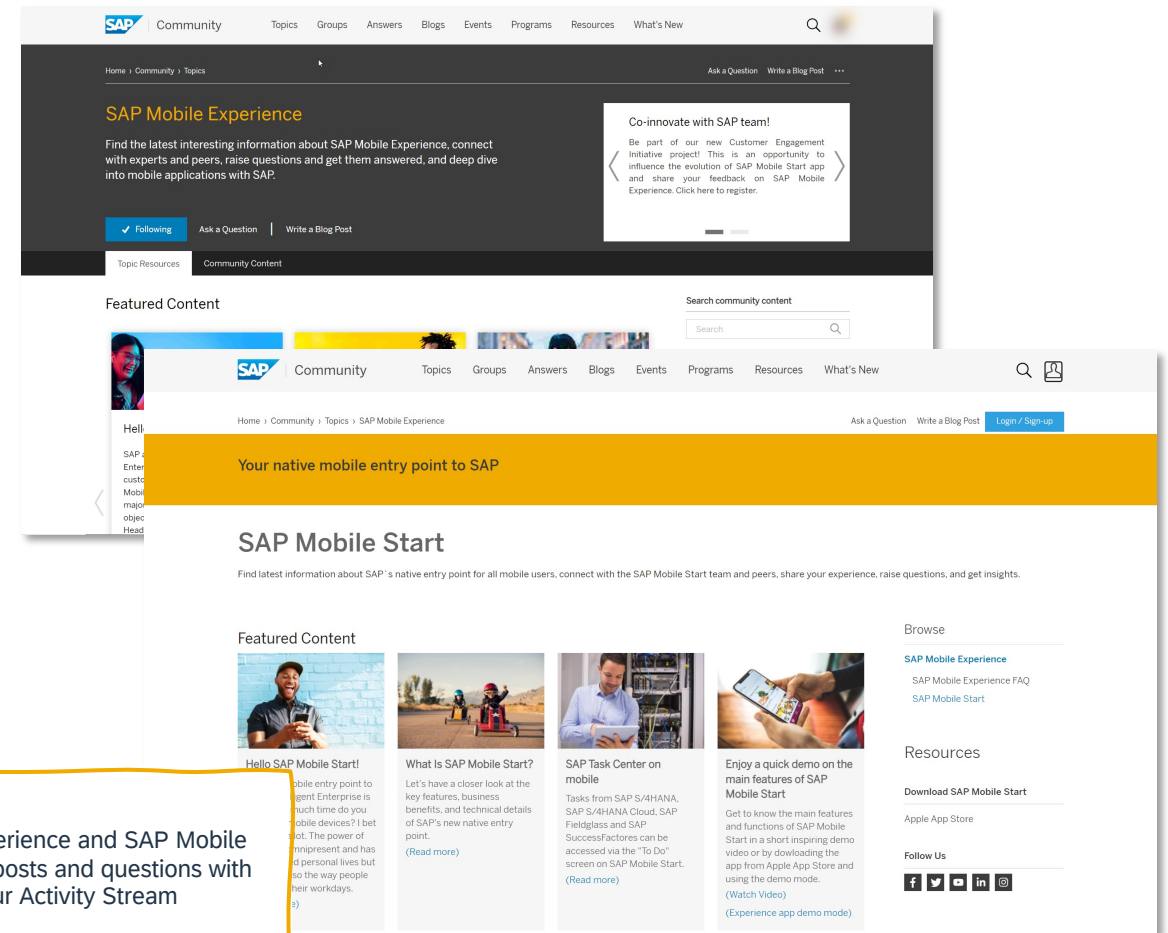
SAP Community offers you to

- Get actively involved by sharing your experience or asking/answering questions
- Connect with SAP Mobile Experts
- Get latest updates by SAP development
- Benefit from blogs provided by experts that will help you to onboard SAP Mobile Start seamlessly

[SAP Mobile Experience @ SAP Community](#)

[SAP Mobile Start @ SAP Community](#)

[SAP Task Center @ SAP Community](#)



Follow the SAP Mobile Experience and SAP Mobile Start tags so that new blog posts and questions with this tag appear in your Activity Stream

Eager to know more?

Selection of links, videos, e-books to learn more about SAP Mobile Start



Useful links to learn about SAP Mobile Experience

- SAP Mobile Start video [here](#)
- Engage with our experts on our [community](#)
- View the SAP Mobile Start [Roadmap](#)
- Discover our [SAP Developer Center](#)
- Read the FROSTA [customer story](#)

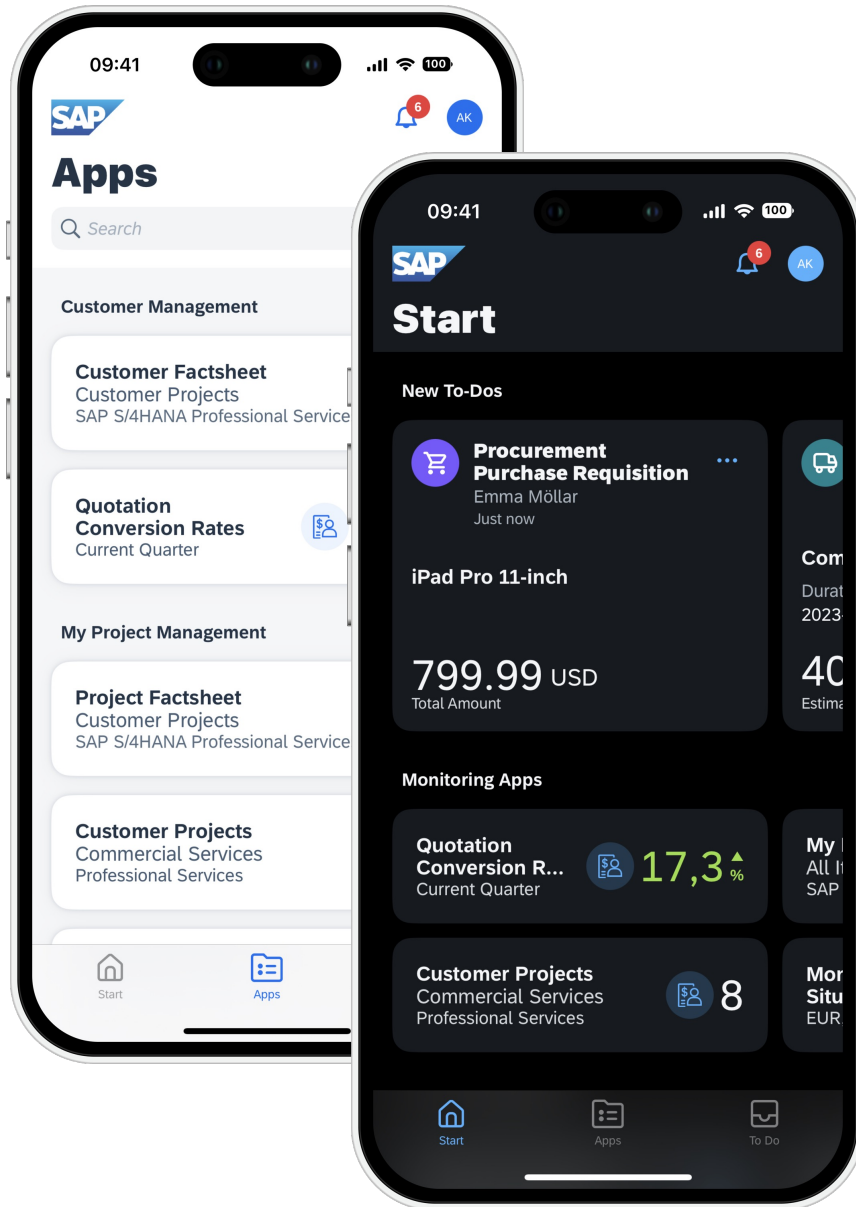
Latest Event Recordings Sapphire 2022 & TechEd 2022

- Driving the Intelligent Enterprise with Digital Transformation [on Youtube](#)
- SAP Mobile Start: [The Intelligent Enterprise at Your Fingertips](#)

SAP Mobile Start Ebook

Learn about SAP Mobile Start key capabilities and how it delivers a new way of working for our selected personas

[Read our Ebook!](#)



Get ready...

Download the SAP Mobile Start app from the App Stores to explore how you can access the Intelligent Enterprise at your fingertips



Q&A



Thank you

Bobby Kaloty
Product Manager
bobby.kaloty@sap.com

PUBLIC

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