

SAP Customer Value Journey powered by the SAP One Customer Service Cloud Centric Portfolio

July 20, 2023 – ASUG AZ Chapter Meeting – Musical Instrument Museum, Scottsdale, AZ

Customer Value Journey in a Nutshell:

Realize Value Every Step of the Way

Customer Value Journey





SAP Cloud Centric Portfolio - What we will cover “today”:

- Current market dynamics
- Commitment to your success
- Overview of SAP Services and Support offerings
- Putting it to work for your business
- Taking the first steps together





The need for integrated business solutions is evident in today's market climate

- Fast-changing customer needs
- Inflation, recession, and recovery
- Political instability and war
- Supply chain disruption
- Workforce shortages
- Sustainable practices
- Exploding data



**Technology is critical to navigating complexity
and creating financial health and growth**

\$100 trillion The value of digital transformation
over the next decade.¹

80% of companies seeking to accelerate
their digital transformation agendas.²

**DESPITE THIS
WAVE ONLY 30%** of companies succeed in achieving
their transformation objectives.³
per Boston Consulting Group

Sources:

1 Identifying value at stake for society and industry World Economic Forum

2-3 Flipping the Odds of Digital Transformation Success Boston Consulting Group, 2020

Customer & Partner Ecosystem success is our priority:

As your strategic partners, we measure ourselves based on the results that matter most to you.



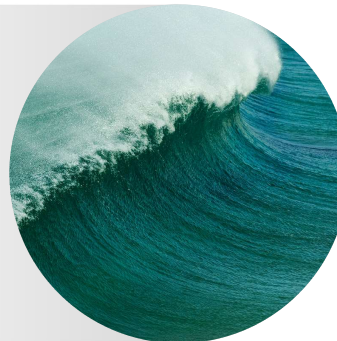
Financial

- Revenue
- Margin
- Market cap



Societal

- Community
- Employees
- Societal impact



Environmental

- Natural capital
- Emissions
- Resource efficiency

Your success is our priority:

As your strategic partner, we measure ourselves based on the results that matter most to you.



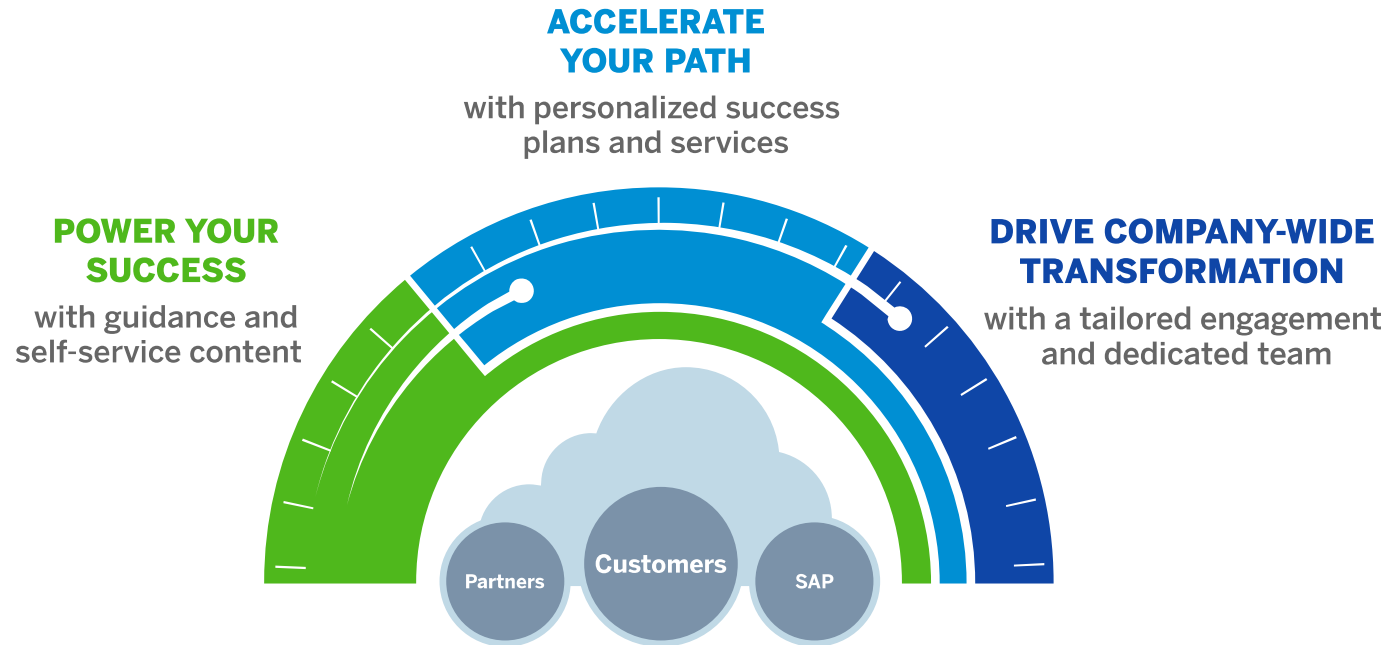
- SAP provides options to help you achieve the results you need from your SAP solutions – right from the start and for years to come.
- No matter which solutions you have, how fast you want to go, or how much help you'd like, we'll be there.

Let's discover how



Achieving success together

Choose the pace and engagement that fit your needs – delivering results and value from the start and for years to come.



Achieving success together

Choose the experience and pace that fit your needs – delivering results and value from the start and for years to come.

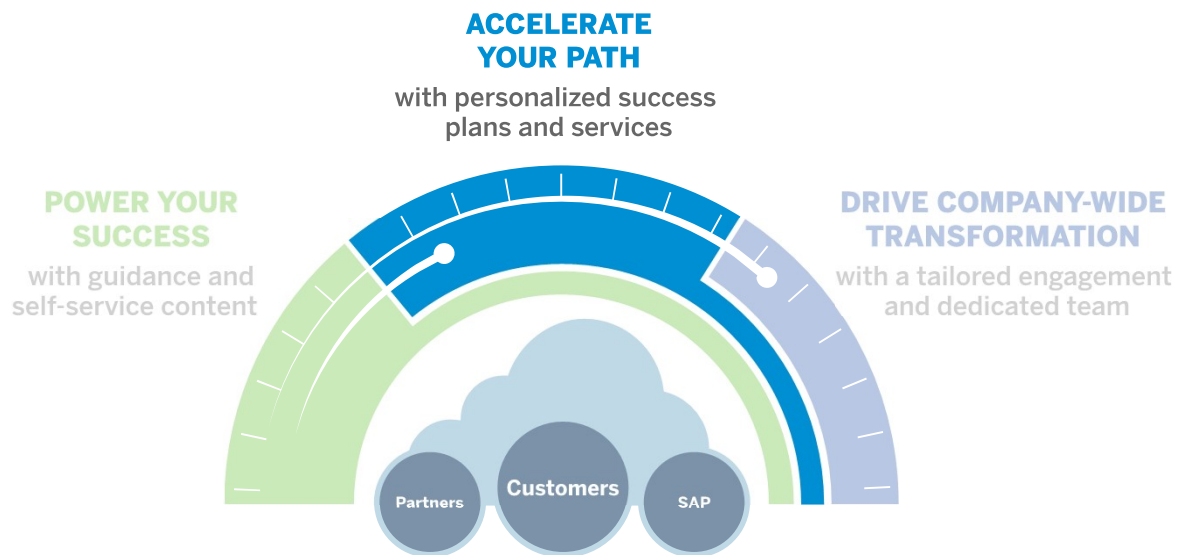


Confidently drive your own success and ensure business continuity with a cutting-edge experience that comes with each SAP cloud solution.

SAP Enterprise Support, accelerators, best-practice content, and other tools provide access to everything it takes to get started, stay up to date, and continually deliver value.

Achieving success together

Choose the experience and pace that fit your needs – delivering results and value from the start and for years to come.

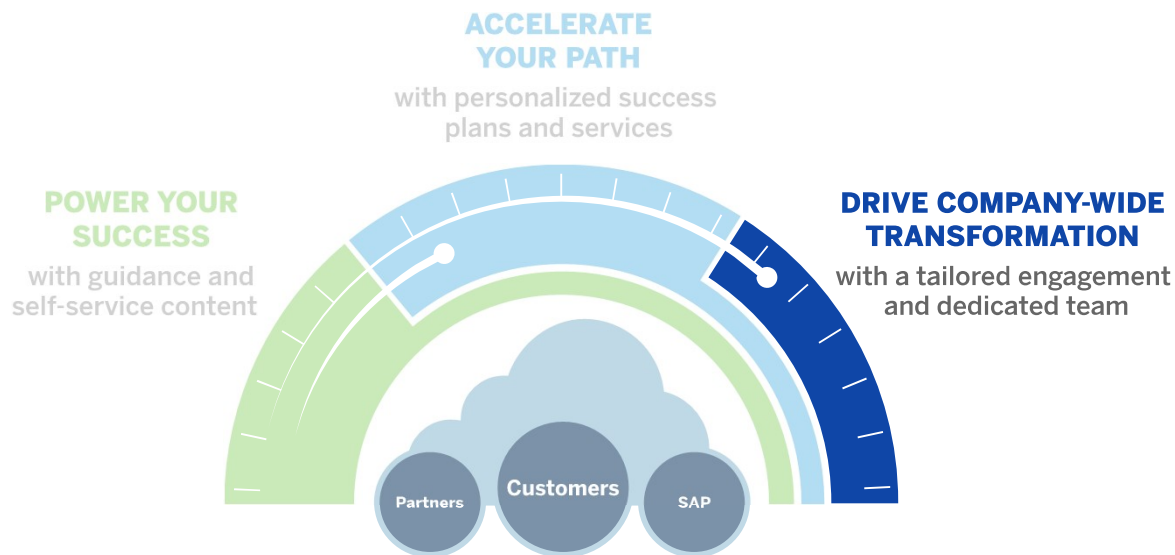


Accelerate time to value and drive greater results faster with personalized, prescriptive success plans and services.

- **Success plans** like SAP Preferred Success, SAP Cloud Application Services, and SAP Learning Hub offer an ongoing relationship focused on driving adoption and continuous value.
- **Success services** enable you to choose single offerings to improve the success of projects you're running today.

Achieving success together

Choose the experience and pace that fit your needs – delivering results and value from the start and for years to come.



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

Multi-year, exclusive engagements like SAP MaxAttention and SAP ActiveAttention provide a dedicated team that integrates itself into your company – continually identifying and maximizing opportunities for success.

Your success is our priority:

As your strategic partner, we measure ourselves based on the results that matter most to you.



- SAP provides options to help you achieve the results you need from your SAP solutions – right from the start and for years to come.
- No matter which solutions you have, how fast you want to go, or how much help you'd like, we'll be there.

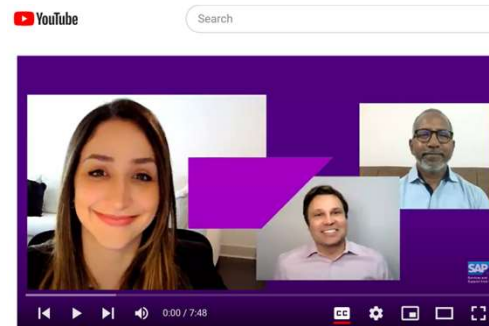
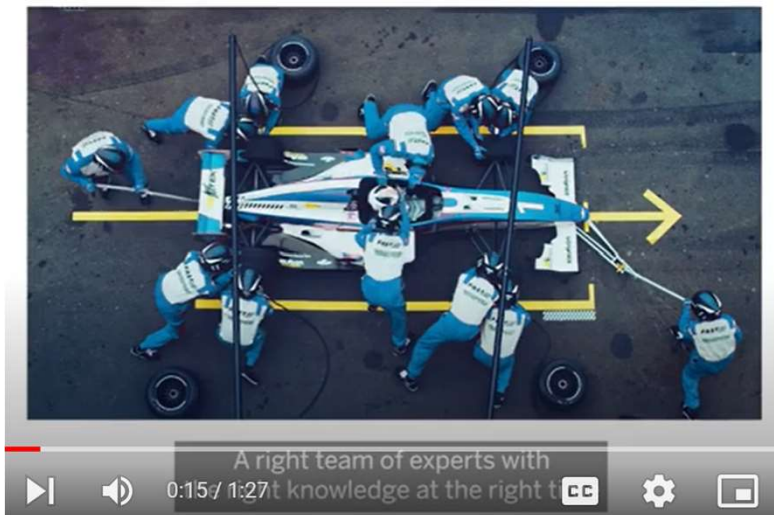
Let's see more examples of how



SAP Customer Value Journey

Accelerate Your Path via the SAP CSS Cloud Centric Portfolio

Customers get tremendous value from their SAP Solutions day one through their full Customer subscription duration. SAP and its Partner Ecosystem will work in tandem for Customers via offerings such as SAP Preferred Success to Accelerate Your Path to full value of SAP Solutions to which you subscribe.



SAP Preferred Success Value to End-Customers

SAP Preferred Success is a **subscription plan** that co-terms with the solution contract and provides **insight-driven, prescriptive and personalized** recommendations for end customers to improve cloud consumption and adoption, in alignment with their business objectives.

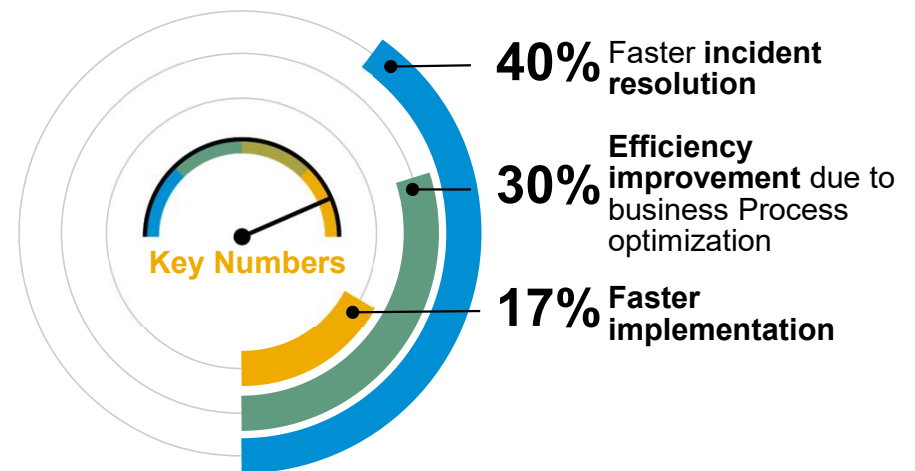
For the subscription duration customers get:

- Feature adoption planning and success checks
- In-depth release guidance
- Targeted learning programs
- Advanced support and enhanced target SLAs
- New feature activation
- EarlyWarning (only available for selected cloud solutions)
- Customer success experts

The proven value of SAP Preferred Success

- 100+ customer references
- Higher solution renewal rates with SAP Preferred Success

The Total Economic Impact™ of SAP Preferred Success:



Results are for a composite organization based on interviewed customers. A Forrester Consulting case study commissioned by SAP, titled: The Total Economic Impact™ of SAP Preferred Success, July 2021. [Read the full study](#)



Customer Success Experts:

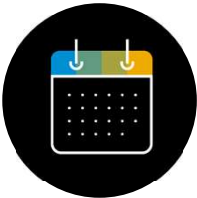
Get Expert Guidance Every Step of the Way



Accelerate time to value during the onboarding and implementation phase



Be your **trusted advocate** to SAP stakeholders



Meet and track strategic business goals and KPIs in quarterly business reviews



Improve feature adoption via personalized, regular release reviews



Align resources with insight-driven success plans



Increase adoption and consumption through access to product and functional expertise



7 Ways to Accelerate Success in the Cloud

Feature Adoption Planning and Success Checks

Identify SAP best practices during implement/adopt and operate/optimize phases to improve ROI.

In-depth Release Guidance

Plan for relevant feature adoption based on your goals.

Targeted Learning Programs

Empower key users and administrators with knowledge and best practices.

Advanced Support and Enhanced Target SLAs

Receive quicker initial incident response times and resolution targets.

New Feature Activation

Get personalized recommendations on what new features to add and when for faster innovation adoption.

EarlyWarning*

Get alerts to mission-critical risk patterns and recommendations to proactively address issues.

Customer Success Experts

Receive expert guidance on using your exclusive content, resources and planning insight.

* EarlyWarning only available for selected cloud solutions

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SAP Preferred Success

Commercial Aspects

SAP Preferred Success is a **subscription plan** that **co-terms** with the solution contract at 20% net ACV; minimum net ACV threshold €85K.

Customer Profile

- All segments, all industries excluding government entities, [92 countries](#)
- Net new customers with Cloud net ACV >= €85k, deals brought by partner.
- Existing Cloud customers renewing their contract with ACV >= €85k, deals initially brought by the partner
- CIO/CTO, VP IT, head of LOB, head of support

Partner Profile

SAP Partner Ecosystem can sell to customers via two commercial models designed for maximizing Customer Value Journey for SAP Customers working with Partners:

- Cloud Choice Flex (CCF)
- Value Added Reselling (VAR)*

PE Sell certified partners selling under CCFlex and VAR models in LOBs covered by SAP Preferred Success

Customer Facing Assets

- Find sales pitch decks and sales enablement assets on www.sap.com or the SAP Partner Portal

[The Total Economic Impact of PrS – study by Forrester Consulting](#)

- [Public YouTube playlist](#)
- [Partner Portal – Preferred Success Page](#)

Relevant Solutions (as of July 20, 2023)

- SAP S/4HANA Cloud (8005458)
- SAP Ariba (8009027)
- SAP Sales Cloud and SAP Service Cloud (8012489)
- SAP Commerce Cloud (8006196)
- SAP Customer Data Cloud (8006197)
- SAP SuccessFactors (8005457)
- SAP Digital Supply Chain (8007977)
- SAP Business Technology Platform (8005650)
- SAP S/4HANA Cloud, private edition (8011479)
- SAP Ariba, expanded edition (8013634)
- SAP SuccessFactors, expanded edition (8015184)
- SAP Commerce, expanded edition (8015219)
- SAP Business Technology Platform, expanded edition 8015155)

Thank you.

Contact information:



Shreyas Amin
SAP Cloud Success Services
M [+1 \(480\) 452-2602](tel:+14804522602) | Shreyas.Amin@sap.com

“You must be the change you want to see in the world” attributed to M.K. Gandhi

For more information, visit the www.SAP.com or for Public Videos on such topics like the following:

Drive Company-Wide Transformation

[SAP Presents: Chad Crook on Successful Cloud Transformation](#) (1:57)

Accelerate Your Path

[SAP Preferred Success](#) (1:28)

[Accelerate Your Path to Success with SAP Preferred Success for SAP Ariba Solutions, Expanded Edition](#) (7:49)

[SAP Presents: James Bates on Adopting S/4 HANA Cloud](#) (2:29)

[SAP Presents: Leila Romaine on Adopting SAP Success Factors](#) (1:51)

[SAP Preferred Success for Partners](#) (2:13)

