SAP Services

THE TOP FIVE REASONS SAP CUSTOMERS CHOOSE SAP AND SAP® ENTERPRISE SUPPORT TO PROTECT AND GROW THEIR SAP INVESTMENT

THE BEST-RUN BUSINESSES RUN SAP™

TOP FIVE REASONS FOR SAP® ENTERPRISE SUPPORT

The world is flat. Advances in today's technologies have made it possible for business to be conducted faster than ever. Globalization and technology are giving you the opportunity to leverage business networks, access new markets, and co-innovate new service and product offerings.

Business networks fundamentally change the balance between internally and externally managed operations, increasing the demand for IT flexibility and responsiveness on a stable platform. To address these evolving requirements, you have invested in SAP's integrated suite of applications and the business process platform it enables to leverage your business network and integrate your ecosystem of partners, suppliers, and customers.

Today your IT infrastructure is mission critical to business success in the global economy. Protecting this investment, across your entire landscape of SAP® software and partner solutions, is essential to reducing business risk and providing a solid foundation for growth. To enable the necessary mission-critical support, SAP is introducing a new support model called SAP Enterprise Support services.

SAP Enterprise Support, a holistic, end-to-end support offering, allows you to protect your investment in SAP software while taking advantage of the growth opportunities that the flat world offers to your business.

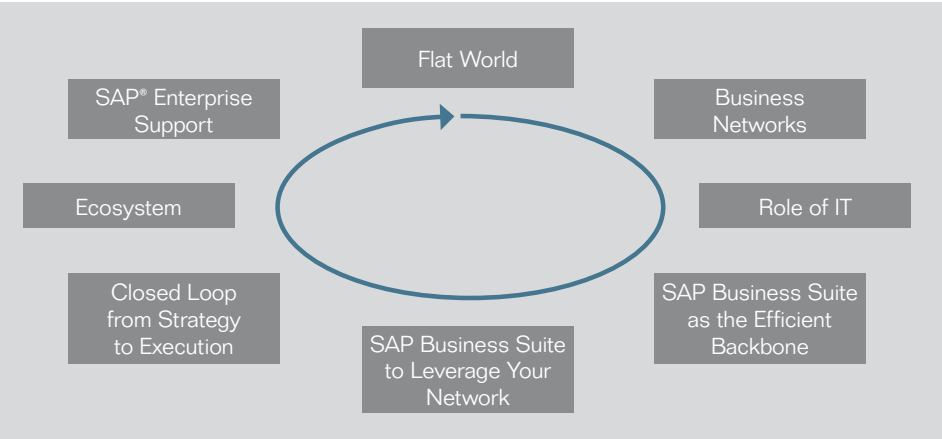

Figure 1: Business in Today's Flat World

1. ONE PLACE TO GO FOR YOUR INCREASED SUPPORT NEEDS

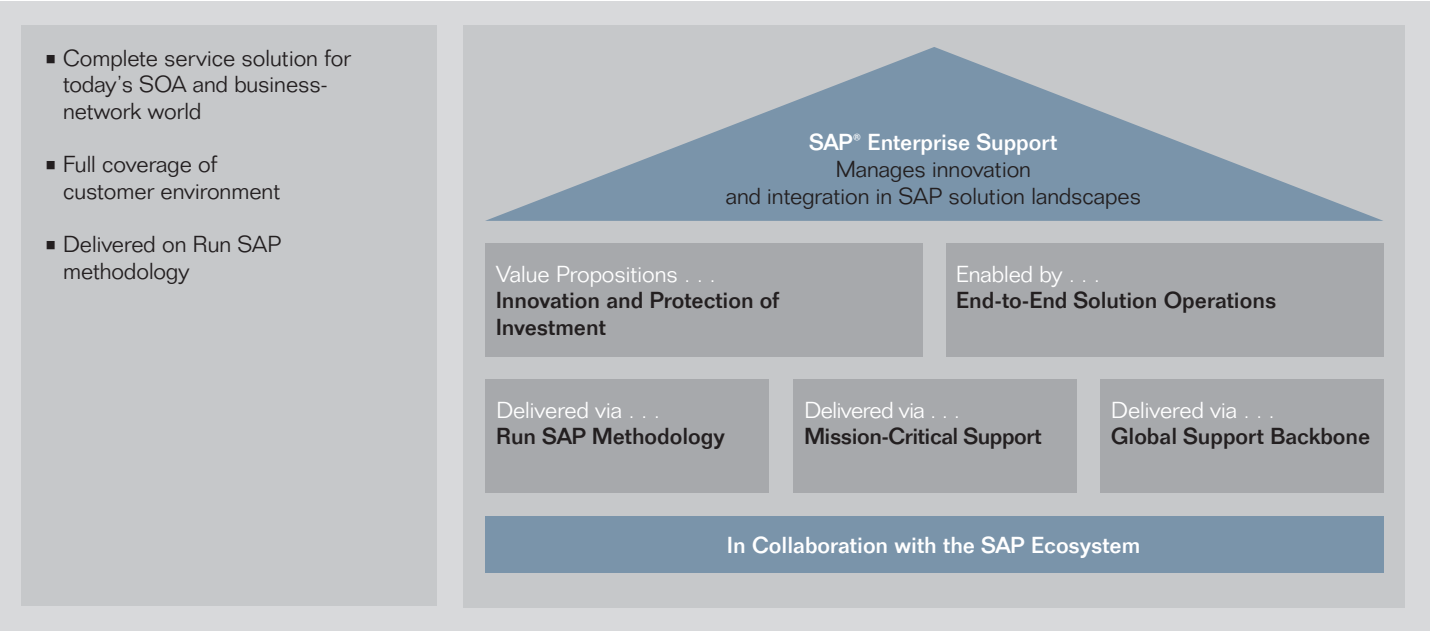

Figure 2: SAP Enterprise Support

As your business has grown and IT has become a more critical enabler of your success, so your IT support needs have grown too. In many cases, SAP is spanning a larger footprint within your infrastructure and connects mission-critical applications to your business backbone. As the application portfolio in many enterprises grows and new technologies such as on-demand applications become commonplace, we have heard from many of our customers that they need one point of contact for their support needs. SAP Enterprise Support addresses this need.

Single Point of Contact for Your SAP Enterprise Platform and Beyond

SAP Enterprise Support goes beyond SAP applications, providing end-to-end support for your entire platform, including mission-critical customer and partner solutions. Your business success depends on IT, but research has shown that 67 % of mission-critical applications have more than nine hours of downtime per month.[1] A single point of contact for your total SAP solution will reduce time lost and, therefore, business risk.

Broader Commitment from Your Enterprise Platform Partner

SAP Enterprise Support represents a broader commitment to you by creating a support infrastructure and support standards that enable best-in-class operational effectiveness across your extended SAP software landscape. These standards for operational effectiveness allow you to reach best-in-class IT support operations and take advantage of SAP's thought leadership in end-to-end support services.

1. "Extreme Chaos," The Standish Group International Inc., 2000.

2. RELENTLESS FOCUS ON BUSINESS RISK REDUCTION

Complexity Drives Business Risk and Cost

New, globalized business models have created larger and more integrated business networks that, while providing increased flexibility, have added to IT complexity. Complexity has been driven by the increase in applications, architectures, and interfaces to enterprise resource planning (ERP) systems that are required to take advantage of new business networks. Complexity, however, drives business risk. According to the Economist Intelligence Unit Ltd., IT complexity is the number one cause of system failure.[2]

Moreover, complexity has increased the frequency and duration of system-related issues to such a degree that 30% of issues take more than 24 hours to resolve.[3]

Manage Risks Proactively

SAP Enterprise Support enables you to manage complexity and reduces business risk within your operations by helping you in:

- Providing continuous quality checks which identify potential issues before they become risks to your business
- Providing expert advice and 24x7 high-priority issue resolution management, to minimize business impact and disruption, from the support advisory
- Reducing total time to resolution for high-priority and showstopper issues with service-level agreements for initial reaction and corrective action plans
- Reducing time to resolution through fast, efficient collaboration between SAP, its partners, and customers using the global support backbone

Proven Value from Increased Support Investment

As with any asset, your enterprise IT platform requires investment to maximize value. SAP customers who have successfully invested in SAP Enterprise Support have realized significant benefits. In the words of our customers:

- "SAP Enterprise Support . . . helps us maximize the value of maintenance through expert guidance, close collaboration, and proactive involvement. SAP acts as a collaborative partner with a stake in the health of our environment." *Lourdes Fajardo, Vice President of Finance, GX International Inc.* GXI, a pharmaceuticals company, protects its IT investment by resolving all problems fast, with guaranteed action for serious issues.

- "The integrated quality-management process in combination with the standardization of application management enables us to innovate as well as to meet our business requirement." *Li Derong, Secretary to the Board of Advisors, Shanghai ALSTOM Transport Co.* Shanghai ALSTOM minimizes risk and helps ensure continuous optimization of its business applications through SAP Enterprise Support.

2. "Coming to Grips with IT Risk," Economist Intelligence Unit Ltd., March 2007.
3. "Optimizing SLA Performance," Forrester Research Inc., 2006.

3. INDUSTRY-LEADING STANDARDS AND TOOLS REDUCE OPERATING COST

Global competition and margin pressures have driven increased scrutiny of IT operating costs. The need for IT efficiencies and effectiveness has never been greater, and companies with best-in-class IT operations enjoy a significant cost advantage compared to average performers. While skills and experience play a leading role in this performance gap, the lack of defined standards and inconsistent implementation of best practices carry a definite cost. SAP Enterprise Support leverages best practices and enhanced tools to lower operating costs.

Leverage Best Practices and Tools

SAP has incorporated end-to-end operational standards – knowledge gained from over 30 years of support – into SAP Enterprise Support. In addition, SAP Enterprise Support provides the Run SAP methodology for implementing end-to-end solution operations standards. End-to-end best practices for solution operations provide a framework for you to build best-in-class IT through:

- Operational blueprinting to optimize scalability, performance, consistency, and high availability across your entire SAP software landscape
- Industry-leading mission-critical support processes that enable you to minimize time-to-issue resolution
- End-to-end integrated change request and quality management tools that allow you to achieve consistent quality and develop a continuous improvement process enabling change while minimizing the risk of production downtime

Reduce Operational Costs

- Americas' SAP Users' Group and SAP benchmarking studies have shown that best-in-class IT operations have 55% lower operations costs than average performers.
- SAP Enterprise Support provides you the opportunity to reduce operating costs by replacing third-party tools and services and reassigning headcount to higher-value activities.
- Reducing testing costs through coordinated change management across your landscape avoids downtime, which can cost you from US$6,400 to $7,600 per minute, according to BMC Software Inc.[4]
- SAP Solution Manager, enterprise edition, allows you to consolidate your monitoring systems, which reduces cost while helping to meet compliance objectives.

4. "Maximizing DB2 Performance and Availability with BMC Software," BMC Software Inc., 2006.

4. INNOVATION WITHOUT DISRUPTION

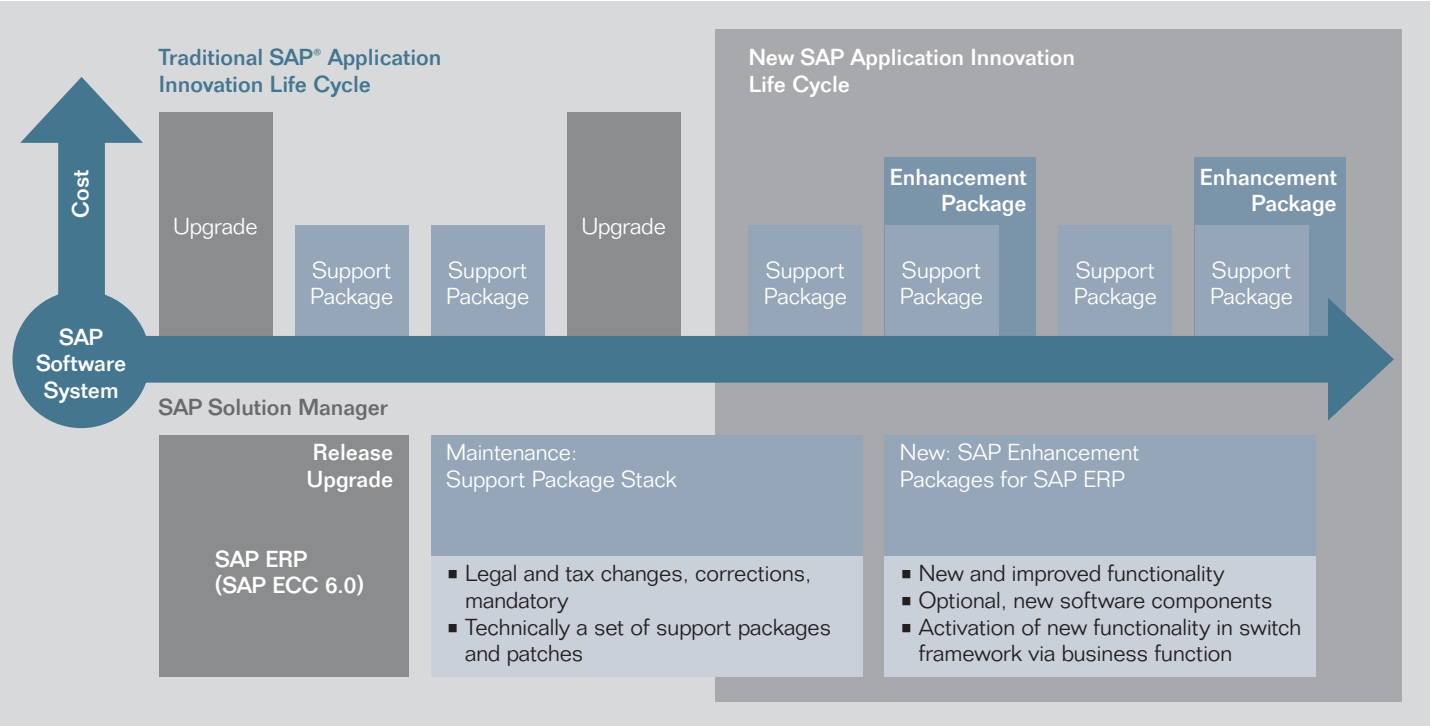

Figure 3: The Changing Application Innovation Life Cycle

Customers of all sizes have mission-critical application with integration needs and are moving to service-oriented architecture (SOA) to grow competitive advantage. To enable such innovation, you need a stable platform that requires a new level of support. Innovation on the SAP software platform occurs through SAP enhancement packages as well as third-party applications and custom development.

Innovation Through SAP Enhancement Packages

SAP Enterprise Support allows you to leverage the innovation of SAP's enhancement package architecture, enabling you to apply regular and consistent updates of the technology platform, legal changes, and application components with zero downtime and no change impact. Upgrades now create less disruption and business risk.

Furthermore, the enhancement package architecture reduces the cost of upgrade implementation and downtime-driven business impact through coordinated change management procedures enabled by the SAP Solution Manager, enterprise edition.

Innovation Through Third-Party Solutions and Custom Development

With the implementation of SAP Enterprise Support and end-to-end solution operations, the SAP commitment to technical upgradeability is extended by providing tools and information to allow customers to manage their custom code, customer-specific enhancements, and third-party solutions.

Throughout the life cycle of your SAP platform, innovation without disruption is now an easy-to-manage reality. Continuous innovation, on a stable platform, maintains your investment and helps give you a competitive advantage in a constantly changing environment.

5. MOST COMPETITIVE OFFER FROM THE UNDISPUTED MARKET LEADER

Most Complete Offer

According to leading industry analyst firms, SAP Enterprise Support represents a further evolution of support services at SAP in the face of increasing complexity and integration across the IT ecosystem. It addresses continuous innovation and investment protection by providing integrated end-to-end solution life-cycle management, involving both SAP and non-SAP solutions.

Market Leadership

SAP supports more business-critical applications than anyone else in the world and leverages years of experience as well as a comprehensive support infrastructure to enable proactive prevention of issues, fast root-cause analysis, and low operations cost. With over 30 years of experience and a customer base of more than 47,800, SAP is convinced that SAP Enterprise Support is the right level of support for any business, large or small. SAP has built a support infrastructure that consists of over 4,500 employees, backed with over 6,000 developers in 40 countries.

SAP Quality and Commitment to Your Success

SAP has a clear commitment to support your mission-critical industry solutions and has not outsourced support to any third-party provider. Further, with more than 4,500 engineers in the SAP Active Global Support organization, SAP is utilizing a "follow the sun approach" to provide 24x7 mission-critical support that will enable your business to grow and succeed in today's economy.

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