

Companies running core business processes across multiple platforms, applications, and networks need end-to-end support they can rely on, not only for their SAP® products but for the entire scope of their enterprise resource planning operation, including components developed by customers and partners. SAP Enterprise Support services are dedicated to just that: enabling your business operations to run securely and without interruption. In addition, you receive enhancement packages that deploy new functionality without upgrades, helping you manage innovation efficiently. Access to SAP experts in the support back office is offered as well as service-level agreements with stipulated response times. Maintenance services such as corrections and updates are not provided for non-SAP applications. However, life-cycle management is enabled and root-cause analysis is provided for these components.



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EXECUTIVE SUMMARY

HOLISTIC APPLICATION LIFE-CYCLE MANAGEMENT AND MISSION-CRITICAL SUPPORT

The focus of SAP® Enterprise Support services is the holistic management of your IT landscape over the life cycle of your applications. This includes all categories of development: standard SAP software, custom development (even that delivered by SAP), and partner solutions. SAP Enterprise Support helps you reduce costs and risks and protect your IT investments by offering an easier methodology for deploying and managing software innovations. You gain assistance in running your business operation securely and without interruption. The availability of complex IT environments is greater, which allows you to maximize the stability and performance of your business processes and the underlying IT solutions. You gain support in continuously improving their quality.

In brief, SAP Enterprise Support:

- Protects your IT investment while stimulating innovation
- Enables integrated management of your solutions throughout their life cycles
- Leverages industry-leading standards for operations
- Provides consistent quality management processes for the entire SAP software landscape – across all technology and all code bases
- Provides a stable base for the requirements for enterprise service-oriented architecture (enterprise SOA)
- Supports mission-critical operations
- Manages the fast pace of innovation and integration and can lower the total cost of operation for customers



To support their daily core business operations, many companies run complex business processes that span heterogeneous platforms and multiple integrated business applications. The applications may include software from SAP as well as from SAP partners or other software vendors and functionality and solutions developed by the company itself. Clearly, the end-to-end operation of such solution landscapes is far different from the operation of simple solutions, which was the norm in the past.

END-TO-END SOLUTION OPERATIONS ENABLED BY SAP ENTERPRISE SUPPORT

SUPPORT ACROSS MULTIPLE PLATFORMS AND APPLICATIONS

Optimum performance of your enterprise solutions is the foundation for your business success, but today business processes are not supported by a single system or platform. To support their daily core business operations, many companies run complex business processes that span heterogeneous platforms and multiple integrated business applications. The applications may include software from SAP as well as from SAP partners or other software vendors and functionality and solutions developed by the company itself. From this perspective, it is more than obvious that the end-to-end operation of such solution landscapes is far different from the operation of simple solutions, which was the norm in the past.

One Integrated Process to Manage Quality and Continuous Improvement

In a typical application and technology support organization, teams are often organized by the subject matter in which they have expertise. This can result in many teams belonging to different departments and located at diverse physical sites. At the same time, it is well-known that changes made to an IT landscape cannot be made in isolation. Applications today rely on a complex interdependency of technologies. Modern business processes extend across multiple software components. Even changes in the infrastructure – like network, storage subsystem, or database – will more than likely have an impact on applications.

Consequently, changes must be expertly managed for all supported technologies and across all software components of an SAP industry solution. Whatever one team performs must be communicated to the other teams, and all changes must be made visible to the quality manager, tested, and then introduced into the production landscape in a controlled way. To achieve this, you must:

- Establish a central transport mechanism and change control system to manage changes across technologies and application components
- Implement a central test plan for core business processes
- Assign a central quality manager to validate test execution and test completeness
- Integrate every development workbench into the central transport and change control system

With SAP Enterprise Support, you get tools and standards that help you perform these tasks.

One Central Platform for Planning, Tracking, and Reporting

A common challenge of IT projects is advancing from the feedback stage, where subjective opinions are exchanged and work is performed in “black box” silos, to reporting top issues based on observed facts and content. Another challenge occurs when an organizational unit is assigned a top issue that it simply cannot handle; it’s very difficult for a team

to admit they cannot accomplish something. The team may not admit it, which can cause problems down the road. To eliminate this pitfall, a company-wide policy of collaboration must be promoted that informs each organizational unit that assistance will be forthcoming should an objective exceed the unit’s own resources to successfully meet that objective. Within such a mutually supportive atmosphere in which top challenges are reported and shared, the skills and competencies of all involved parties can be tapped to meet key objectives early on. To achieve this, it is necessary to take the following actions:

- Agree on and document scope definitions including functional and technical specifications
- Establish and manage a joint project and operations “mission control center” and co-ownership for each key challenge
- Report project status and operational challenges with defined and agreed-on top issues
- Give ownership of top issues to one team but have them managed collaboratively by all stakeholders and organizations
- Educate involved parties about the fact that issues do not exist until a ticket is opened in the SAP service desk

These steps are supported by one central planning, tracking, and reporting platform: the SAP Solution Manager application management solution.

Reduce Total Cost of Operations Through Standardization and Integration

Implementation projects must be completed on time and within budget despite the fact that budget and time constraints may be quite strict. When you consider that the opportunity to improve data growth, response times, and business process execution times generally exceeds 30%, effective project management is more than just important, it is critical.

To gain project control and drive efficient operations, tools and monitoring activities must be introduced that can establish efficient processes across the organization as well as in different physical locations. Another prerequisite is effective collaboration, something that requires access to shared data and information and common tracking of issues and results. To be able to perform the requisite groundwork, it is necessary to:

- Establish one end-to-end integrated change request and quality management solution with
 - One central transport/activation and change control system
 - One integrated solution validation process that performs impact analysis for planned changes on critical business processes across the solution as well as test planning and test execution
- Know precisely which change impacts which core business process
- Tune performance and data growth as well as the business processes



SAP Enterprise Support is dedicated to enabling your business operations to run securely and without interruption.

SAP standards for solution operations provide the key to efficient application management based on the standardization of core solution operations processes. As part of this strategy, Run SAP methodology gives you a clearly defined, proven methodology for the implementation of end-to-end solution operations, complementing the ASAP methodology from SAP.

Optimize Business Benefit

A key value driver of SAP industry solutions is the automation of end-to-end business processes. However, in order to keep service and production levels high, business process exceptions must be monitored closely – for example, out-of-stock situations, incomplete deliveries, and missing material for production. It is also true that an end-to-end business solution across several application components and databases can result in inconsistencies, the level of inconsistency depending on, for example, how fast queues, interfaces, workflows, and batch jobs are processed. To reduce the inconsistencies to an acceptable level, a data consistency check framework must be established and transparency of your business must be achieved in order to monitor:

- Business process exceptions
- Business process key performance indicators – for example, order fulfillment levels
- All queues, interfaces, workflows, and batch jobs

In the long run, successful end-to-end business process availability can be obtained only through reliable end-to-end solution operations. SAP Enterprise Support can help you realize this goal in your company as quickly as possible,

thus helping you deploy the best practices for your business today – and tomorrow. Based on Run SAP, it supports your mission-critical business processes from the blueprint stage to implementation and from operations to continuous improvement. SAP Enterprise Support can help you provide high-performance solutions to satisfy your users, continuously improve quality and optimize processes, and cope with challenges more effectively to reduce risks within implementation and upgrade projects.

Leverage Built-In Innovation

A core value of SAP products is facilitating a continuous update path for customers: to the next release of best practices for SAP industry solutions, to the latest versions of underlying technologies, and to the timely implementation of legal requirements as they evolve. These updates are made possible through the enhancement packages and legal change packages delivered with SAP Enterprise Support. On top of that, corrections are provided in support packages.

The benefits don't end there. In addition to supplying you with a routine method for implementing continuous improvement of your business processes, these sup-



port packages, legal change packages, and enhancement packages help drive down the cost and risk of maintaining your software and tools at the cutting edge of the industry. Costs can shoot up due to conflicts with custom code and custom-specific usage. Another high cost factor is the overall testing effort. Risk increases with the number of possible unforeseen side effects. Normally, generating business benefit out of enhancements requires detailed knowledge of SAP functionality and your own business requirements.

A common challenge of IT projects is advancing from the feedback stage, where subjective opinions are exchanged and work is performed in “black box” silos, to reporting top issues based on observed facts and content.

To meet these challenges, you need:

- A center of expertise for each core business process operation
- An efficient and reproducible procedure for conflict resolution
- Automated, cost-efficient testing of core business processes
- Minimum downtime of production landscape
- Cost- and time-efficient creation of test landscapes

SAP Enterprise Support helps you simplify testing and deploy and manage software innovation on a regular basis. Beyond that, it is a key enabler for integrated and standardized end-to-end solution operations for large enterprises and midsize companies, and it supports you with:

- Consistent standards
- Tool- and process-supported diagnostics
- Life-cycle management based on standards and tools
- Remote supportability
- Monitoring and management of your business processes
- Enabling management of your custom code

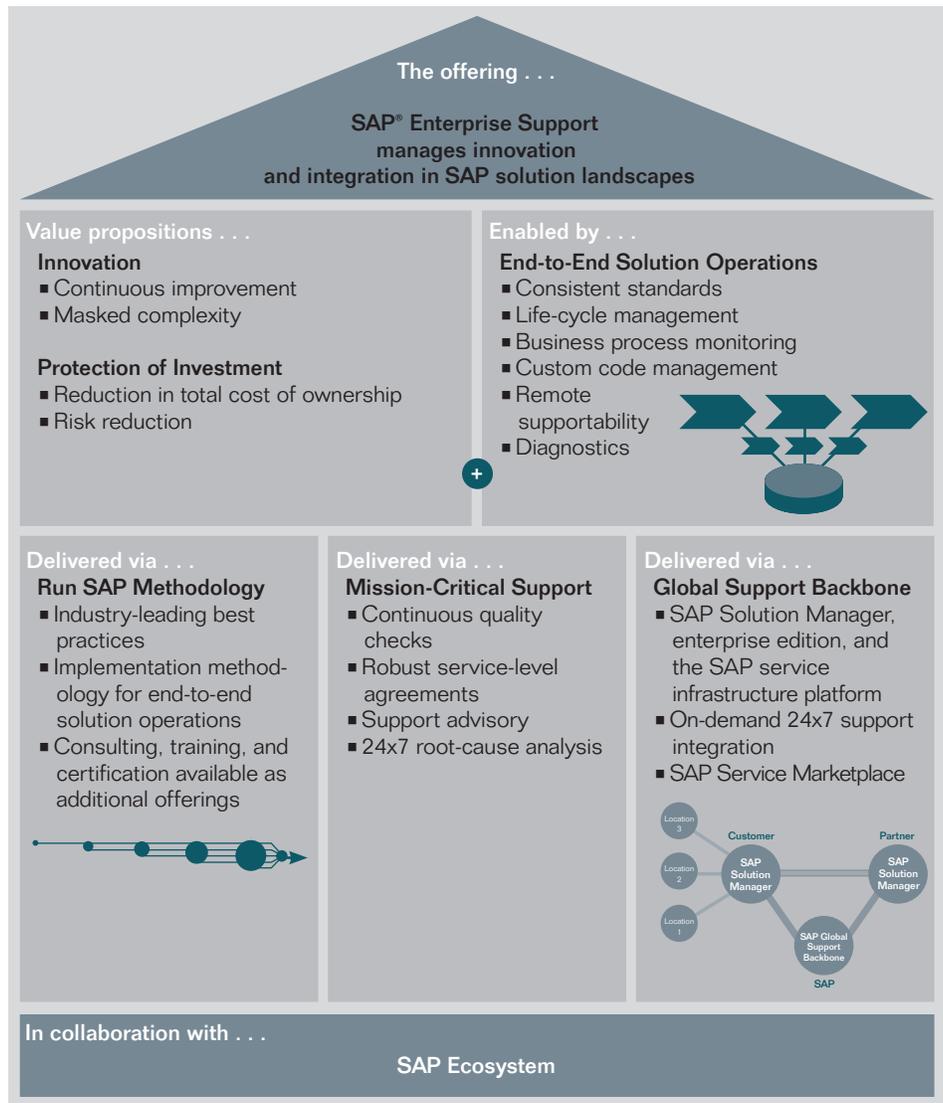


Figure 1: Innovation and Security Through SAP Enterprise Support

RUN SAP METHODOLOGY

IMPLEMENTING END-TO-END SOLUTION OPERATIONS

Run SAP methodology (see Figure 2) includes SAP standards for solution operations within a company's business and IT units to address the needs of business process experts and IT departments. Each standard contains best-practice procedures on how to run individual tasks, explanations on which tools in SAP Solution Manager should be used, and references to available training and services that support the adoption of the standard. Standards are available, for example, for change request management and change control management, data integrity and transactional consistency, data volume management, exception handling, and business process and interface monitoring, as well as for root-cause analysis, system administration and monitoring, and upgrades.

The road map for Run SAP methodology guides you through the following five project phases for standardizing and implementing your solution operations:

- Assessment and scoping
- Design of operations
- Setup of operations
- Handover to production
- Operations and optimization

In addition to the road map, Run SAP provides tools, services, training, and certification. The training courses focus on the four core competencies of end-to-end solution operations: root-cause analysis, change control management, business process integration and automation management, and technical upgrade management. These training courses and services can be found in the global service and education catalog.

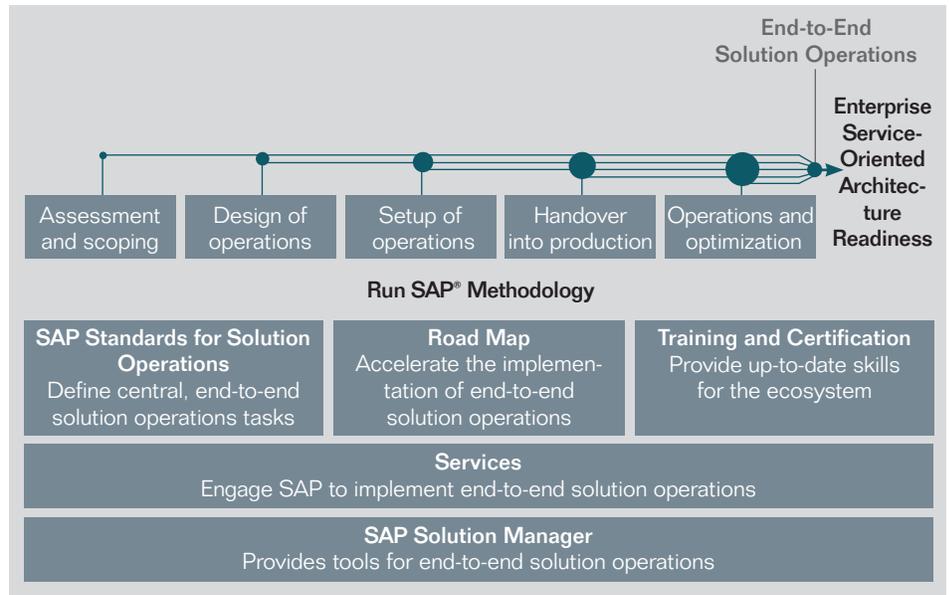


Figure 2: Scope of Run SAP Methodology

A company-wide policy of collaboration must be promoted that informs each organizational unit that assistance will be forthcoming should an objective exceed the unit's own resources to successfully meet that objective. Within such a mutually supportive atmosphere in which top challenges are reported and shared, the skills and competencies of all involved parties can be tapped to meet key objectives early on.

MISSION-CRITICAL OPERATIONS SUPPORT

EFFECTIVE PROBLEM PREVENTION AND ACCESS TO BEST-IN-CLASS SUPPORT

Support for mission-critical operations is the lifeblood of end-to-end solution operations. It includes fast support, advice from experts providing firsthand SAP knowledge, and services for continuous improvement and quality assurance – all based on the collaboration functionality in SAP Solution Manager.

Issue Resolution

Fast, effective problem resolution is essential to minimizing costly downtime. If you face an issue when running your core business processes, you need access to expert knowledge right away. With SAP Enterprise Support, you have access to the knowledge resources and collaboration capabilities of SAP global support to help you resolve your issues quickly. In addition, SAP Enterprise Support offers global incident management through the SAP Active Global Support organization, which includes:

- Tools to help you apply corrections and software updates
- Problem resolution by SAP Active Global Support
- Global 24x7 escalation procedures, with on-site support provided in a crisis, if necessary

Robust Service-Level Agreements

Just by buying standard application packages, you are outsourcing application and technology provisioning to a supplier, in this case SAP. The consequence is that in-depth knowledge of the technology and especially of the application development and integration is not available in-house. In order to operate, improve, update, and support your software landscape, standards and contractual agreements are required. These agreements can also cover cases in which urgent challenges demand the immediate attention of experts. To fulfill this need, it is necessary to be sure of getting support that can:

- Perform root-cause analysis within specified time frames, including expert on-demand services from SAP and SAP's application and technology partners
- Respond to needs for on-demand expert and development support through direct access to the SAP global support backbone
- Integrate your partners and products into the priority-one incident management process
- Hold regular fire drills and practice emergency and escalation procedures

Service-level agreements within SAP Enterprise Support stipulate fast initial reaction times and the time in which corrective actions must be performed that are foremost in the industry. For problem messages with priority-one level – such as a production system standstill – SAP guarantees a one-hour initial reaction time and a corrective measure within four hours. For problems with priority-two level, SAP delivers the first qualified response within four hours.

A corrective action may entail fixing a software error, creating a work-around, or establishing an action plan. An action plan includes regular updates that provide you with:

- A status report of the resolution process
- Plans for the next steps needed for resolution
- Activities that must be undertaken by you or your partners
- Results of actions taken to date
- Date and time of next status update
- Schedule of future SAP activities to resolve the issue

Even in emergency situations, SAP Enterprise Support customers can rely on prompt issue resolution. They can thus be sure of the continuity of their business processes and enjoy greater security during project planning.

Support Advisory

To better serve customers of SAP Enterprise Support, SAP set up a support advisory that has access to the SAP support back office, thereby giving support advisory colleagues access to experts around the world. The support advisory is your single point of contact for mission-critical issues, acts as an escalation agent, and provides 24x7 access to the mission control center at SAP. It helps your organization plan and

carry out continuous quality checks and makes recommendations for establishing high-performance operations. In addition, it provides remote certification of SAP Customer Competence Center locations, if requested.

Continuous Quality Checks

By assessing your technical solutions and core business processes and then recommending action, SAP Enterprise Support helps you run your processes more efficiently and improve your operations on a continual basis. This can help you reduce IT risks, limit business impact, and lower IT operational costs. Based on the knowledge base SAP works from and the best practices SAP supports, SAP can perform system

configuration checks, for example, and give recommendations on how to optimize parameters. When you operate more efficiently, you free up resources that can be devoted to innovation and value-added initiatives.

Service reports are part of the continuous quality checks you receive. They include an action plan and recommendations and perform the following:

- Identify technical risks and where potential for optimization lies
- Provide guidelines for executing implementation or upgrade projects smoothly
- Provide recommendations for improving system performance, availability, stability, and data consistency

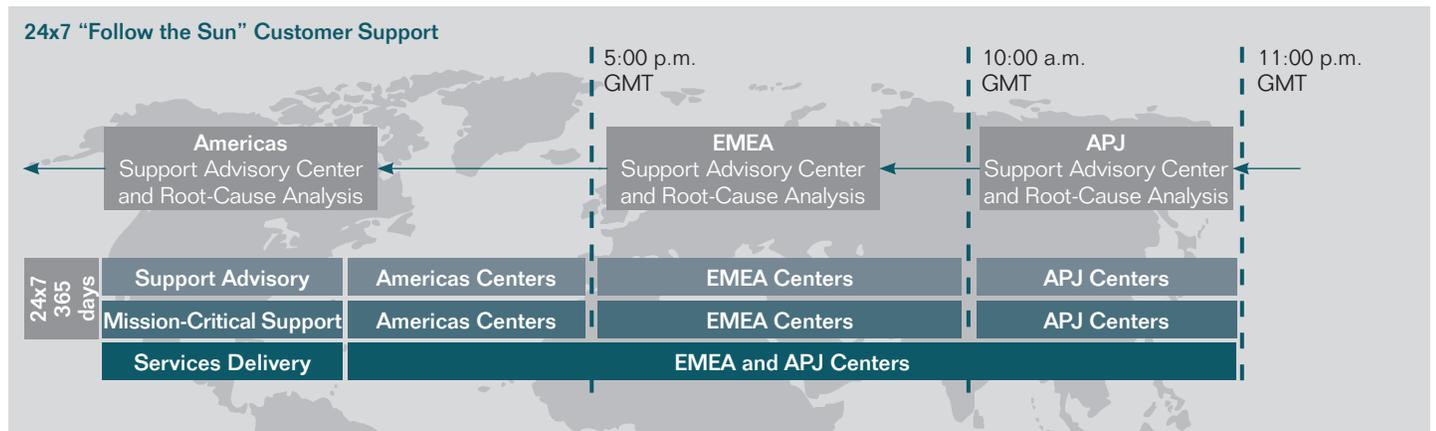


Figure 3: 24x7 Global Delivery for SAP® Enterprise Support

Innovation Without Upgrades

The goal of continuous improvement is to keep applications up to speed with the latest developments in the areas of functional, technological, and legal competence. SAP Enterprise Support includes enhancement packages to simplify the way you manage and deploy new software functionality. You decide which of these software innovations from SAP to implement, and using the switch framework, you can activate the software as your business requires it. In this way, you can contain the impact of software updates and bring new functionality online faster through shortened testing cycles. This helps you reduce costs and technical risks while embracing innovation.

In addition to the enhancement packages, SAP Enterprise Support delivers upgrades to the next release of SAP software and migration packages for the next generation of SAP software.

Through these methods, SAP Enterprise Support enables you to:

- Realize the value of the latest SAP software faster
- Obtain the latest releases with the broadest functional scope
- Keep your IT landscape up-to-date with the latest technology
- Help ensure legal and regulatory compliance
- Adapt your IT landscape to individual or changed requirements



When you consider that the opportunity to improve data growth, response times, and business process execution times generally exceeds 30%, effective project management is more than just important, it is critical.

To reduce test efforts and costs, SAP Enterprise Support additionally offers change impact analysis. Following the test scope recommendation from SAP,

you test only the software program components of your business processes that have been changed.

SAP GLOBAL SUPPORT BACKBONE

COLLABORATION AMONG YOU, SAP, AND PARTNERS

The SAP global support backbone includes SAP Solution Manager, the SAP Service Marketplace extranet, and the entire service and support infrastructure. In integrating on-demand support, it represents the state-of-the-art basis for end-to-end solution operations. It facilitates efficient collaboration within the SAP ecosystem – comprising SAP, customer, and partners. As the SAP knowledge hub, it provides access to various information resources such as the SAP knowledge database. It supports integrated life-cycle management, incident management, service delivery, and software updates. With SAP Enterprise Support, all technology required to enable remote support within an enterprise is provided, including expert support from all technology and application providers. Accordingly, remote root-cause analysis connects any expert to any system. This is a supply chain of expertise on demand. Remote access through SAP is safe. SAP only provides recommendations, which will be implemented according to the customer's change process.

Powerful Application Management Solution

SAP Solution Manager is the proven and powerful application management solution from SAP. SAP Enterprise Support customers are entitled to an enhanced enterprise edition of SAP Solution Manager. With the additional and extended functions the enterprise edition provides, customers can take application management and administration to the next level. The enterprise edition offers enhancements in the following areas:

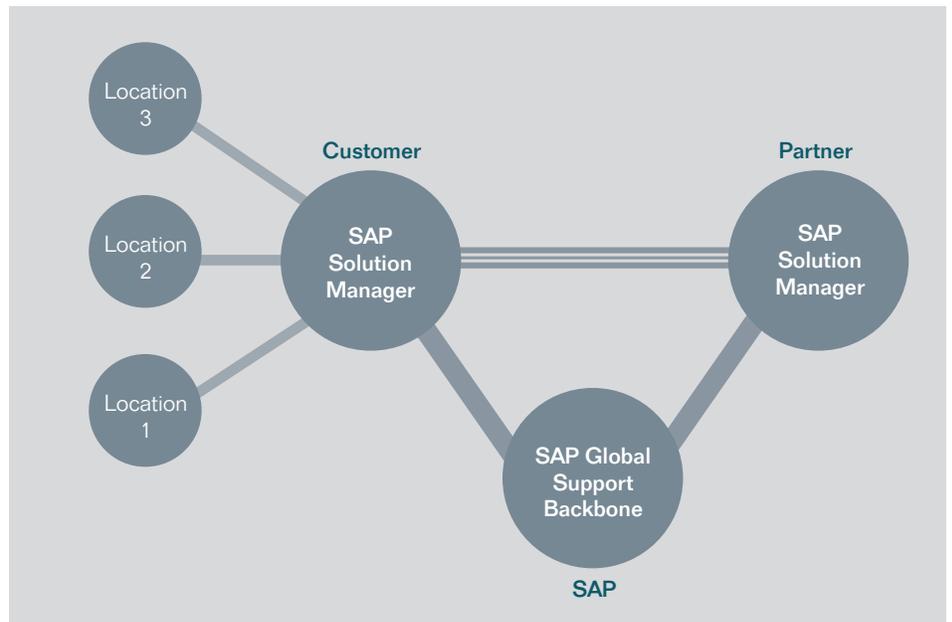


Figure 4: Collaboration Within the SAP Ecosystem

- Test management – To apply enhanced business impact analysis and test scope optimization features
- Change request management – To leverage additional functionality to synchronize developments from a multiple-source system
- Solution documentation – To fast-track your solution documentation with exclusive process discovery and usage analysis functions
- Delivery of SAP Enterprise Support services – To take advantage of the latest services developed specifically to support complex customer solutions

These enhancements, which are the result of experience SAP has gained from its existing premium engagements, allow customers to reap the full benefit of SAP Enterprise Support.

Knowledge Transfer

SAP Enterprise Support supplies your company with knowledge on how to operate and optimize your applications. Knowledge transfer includes:

- Best practices documentation for managing total cost of ownership and innovation available through SAP Solution Manager
- Implementation and operations content available through SAP Solution Manager
- Access to SAP global support, enabling you to participate in the SAP ecosystem and profit from the knowledge and expertise shared in this community

FIND OUT MORE

To learn more about SAP Enterprise Support, call your SAP representative or visit SAP Service Marketplace at www.service.sap.com/enterprisesupport.



SAP Enterprise Support can help you provide high-performance solutions to satisfy your users, continuously improve quality and optimize processes, and cope with challenges more effectively to reduce risks within implementation and upgrade projects.

Summary

SAP® Enterprise Support services focus on the holistic application life-cycle management of your IT landscape and applications. In facilitating the secure and uninterrupted operation of your complex IT environment, it helps maximize stability, availability, and performance of your business processes and underlying IT solutions while supporting the continuous improvement of their quality. SAP Enterprise Support consists of:

- Run SAP methodology for implementing end-to-end solution operations
- Mission-critical operations support
- The SAP global support backbone, including the enterprise edition of the SAP Solution Manager application management solution

Challenges

- Run complex business processes that span heterogeneous platforms and multiple, integrated business applications to support daily core business operations
- Manage risks and costs while heightening transparency and availability of business processes and simplifying the upgrade path
- Establish end-to-end solution operations to achieve transparency, improve business flexibility to better enable innovation, and reduce total cost of operations

Supported Business Processes and Software Functions

- **End-to-end solution operation optimization**
- **Mission-critical operation support** with 24x7 access to SAP's support centers

Business Benefits

- **Innovation and fulfillment of changing requirements** through deployment of SAP enhancement packages and support packages
- **Faster response to issues** through on-demand expertise
- **Efficient change management and quality testing**
- **Reduced risk** through use of industry-leading standards that minimize complexity across SAP software and partner environments
- **Reduced downtime** through built-in provision and standardization of diagnostic tools, integration testing, and business process monitoring
- **Reduced costs** through use of consistent tools and methodologies across heterogeneous landscapes, and competitive service-level agreements that minimize time to issue resolution

For More Information

Call your SAP representative, or see SAP Service Marketplace at www.service.sap.com/enterprisesupport.

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