

Influencing

Customer Connection – Enable the Installed base

Customer Connection Overview
March 2012



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Content

Influencing Framework

Customer Connection Essentials

Process & Tools

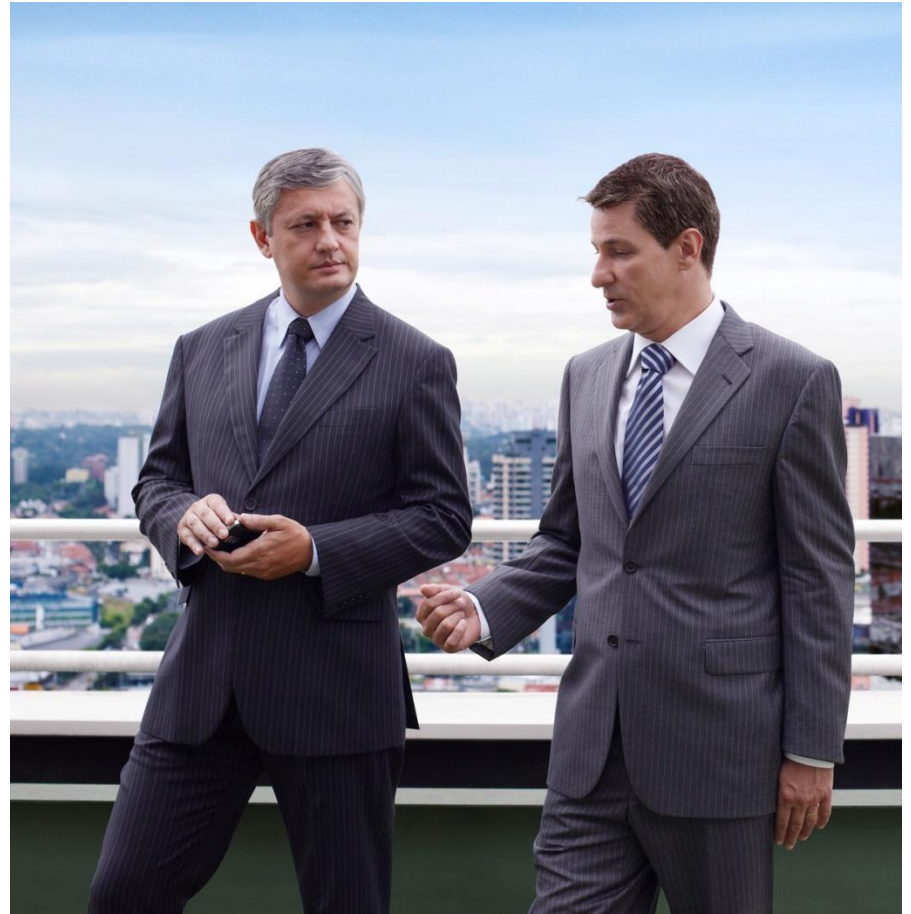
How to Get Involved

SAP's customers ask for ways to influence SAP products

How can I influence **continuous improvement** of SAP products?

How can I co-**innovate** with SAP to shape the next products and releases?

How can I share the **vision** of my future business with SAP?



SAP offers three channels for customer influence, each with a different focus:



For more information: <http://service.sap.com/influence>

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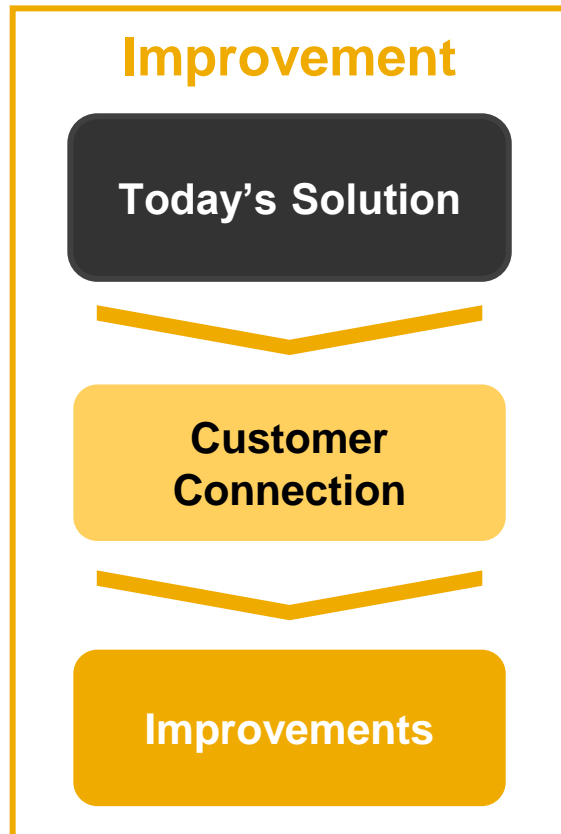
How to Get Involved

Customer Connection Objectives



- Improvements for SAP's products and solutions **in productive use**
- Simple deployment for customers for **easy and fast adoption**
- **Customer driven** approach with clear responsibilities

Customer Connection Key Characteristics



- **Collaboration between Customer Communities and SAP** to define Focus Topics, and collect and implement Improvement Requests
 - Improvement Requests provided by customers
 - Minimum 5 subscribed customers required per Improvement Request - productive use directly after shipment expected
 - Transparency on decision and execution status
- Structured along **Focus Topics**: projects with fast cycle times and dedicated scope
- Supported by collaboration platform: **Customer Connection Idea Place**

Customer Connection Benefits for Customers

CONTINUOUS



We improve in increments

Current products brought to perfection along Focus Topics (e.g. Healthcare, PLM, Plant Maintenance) – following Customer Connection roadmap

FAST



We ship more frequently

Shipment fits to customers' Maintenance Strategy (delivery in Notes / Support Packages, available for product versions customers are using today) – for rapid benefit from improvements

EASY



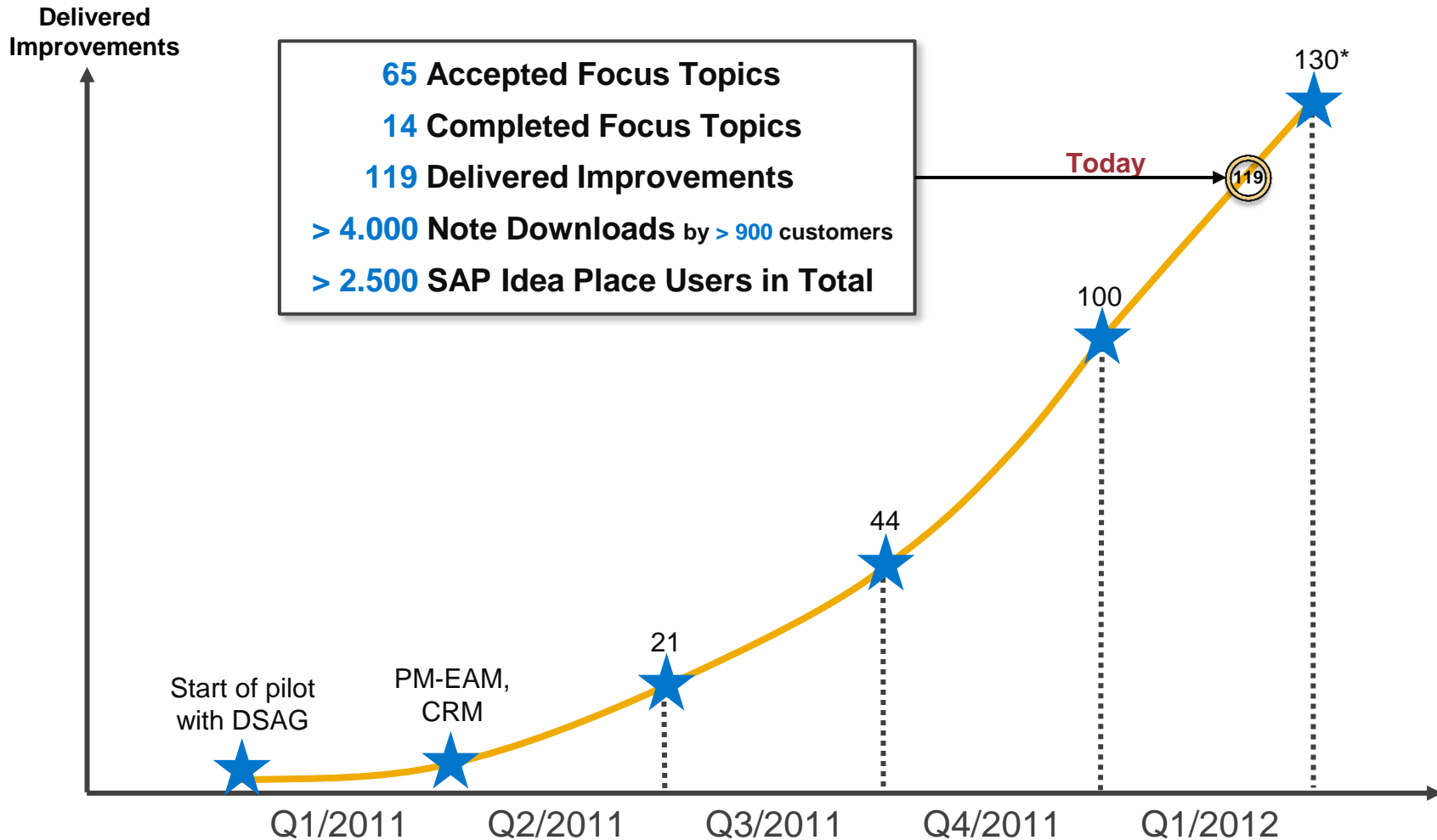
We ship independent units

Development rules (e.g. separation of installation and activation, decoupling of improvements) ensure easy adoption without side effects (e.g. testing effort)

Customer Connection

Data as of Mar 16, 2012

Together Successful!



* Plan data according to SAP's roadmap which might be subject to change

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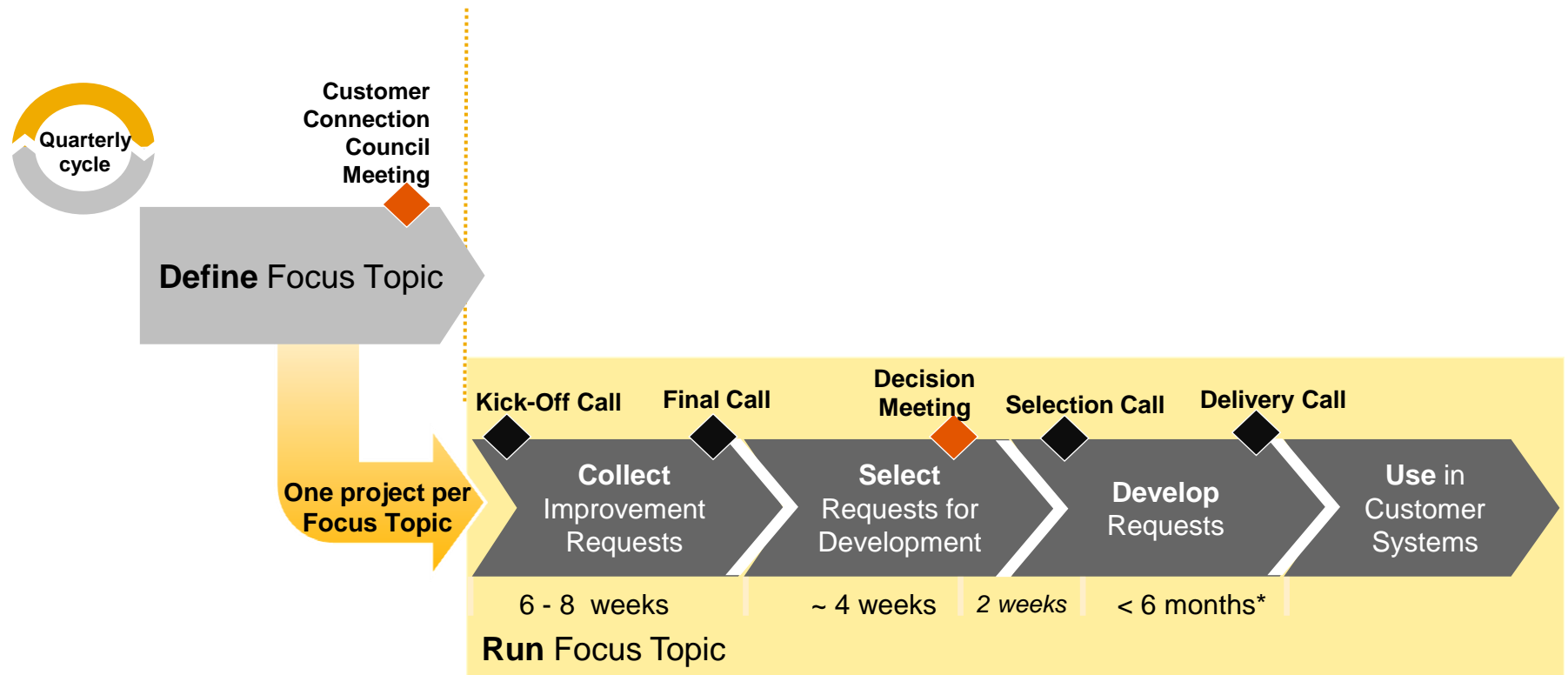
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The Customer Connection Process: Customer Communities and SAP have dedicated roles



* The timeline may vary by Focus Topic

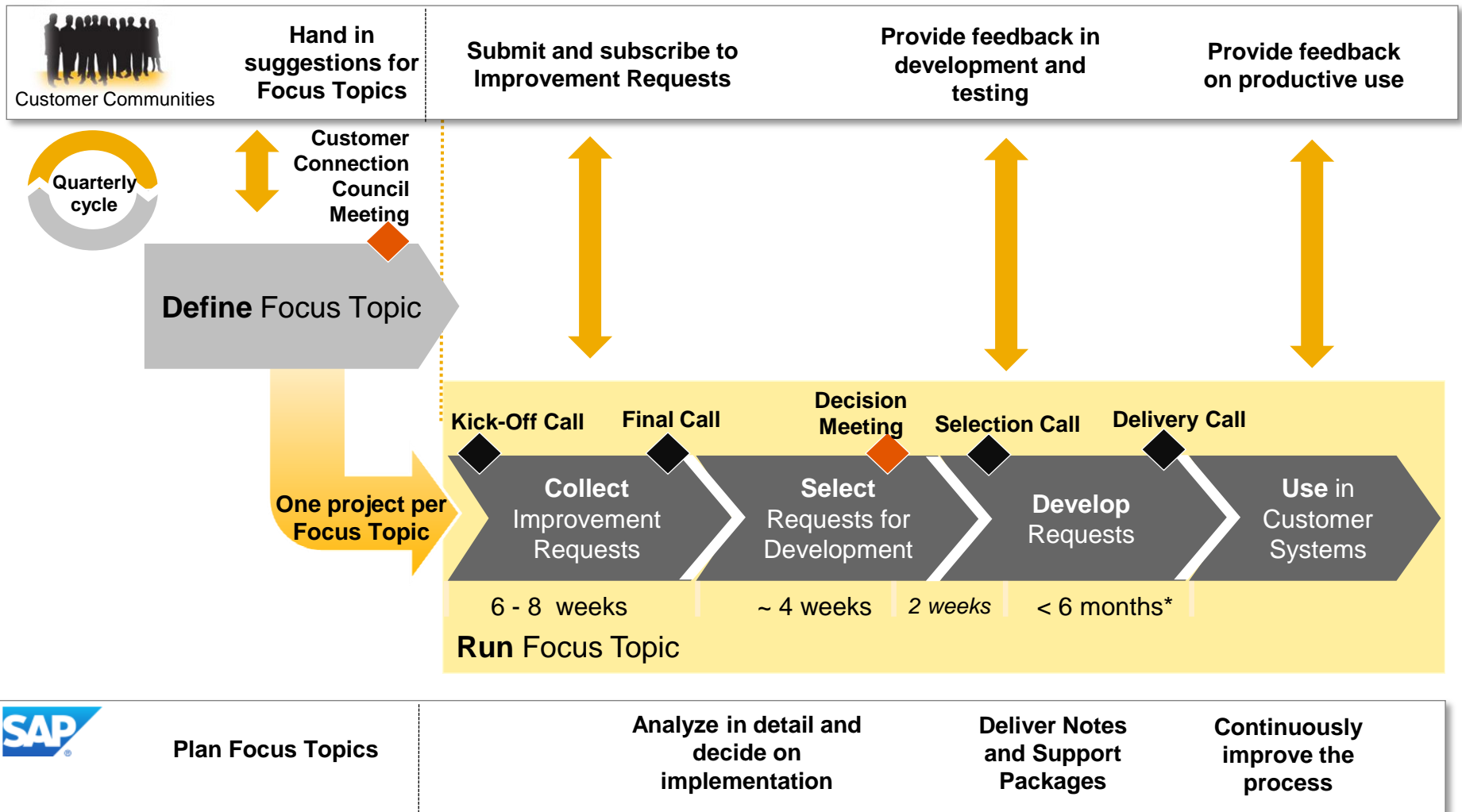


= Meeting with SAP and customers



= SAP internal meeting

The Customer Connection Process: Collaborative and Transparent



* The timeline may vary by Focus Topic



= Meeting with SAP and customers



= SAP internal meeting

The Collect Phase: Supported by Idea Place – global tool to collect Requests

The screenshot shows the SAP Idea Place website. At the top, there is a navigation bar with the SAP logo and 'Idea Place SAP Community Network'. Below this is a search bar and several buttons: 'Submit an Idea', 'All Ideas...', 'My Idea Place', and 'Request a Session'. The main content area features a large banner with the text 'Inventing the future together' and a photo of a woman blowing confetti. Below the banner, there is a 'Recent Ideas' section with a card for 'R042A - OBSOLETE' and an 'Idea Sessions' section with a list of topics like 'Customer Connection', 'Human Capital Management (HCM)', 'VNSG', 'SUG UK&I', and 'SAP Solution Manager'. On the left side, there are sections for 'Help', 'Idea Statistics' (showing 4,639 Ideas, 3,147 Comments, 17,971 Votes, and 116 Completed Ideas), 'Quick Links', and 'Follow Us'.

Basic Principles

- Global and common
- In English
- Common, restricted space for all participating Customer Communities
- One global 'Improvement Request Owner'
- Global recruitment of 'subscribed customers'

Additional Information

- User has to register and accept Terms of Use to get access to Customer Connection space
- Help regarding tool/process: customer-connection@sap.com

Public Idea Place (first registration only; content not relevant for Customer Connection):
<http://ideas.sap.com>

Customer Connection Idea Place: <https://cw.sdn.sap.com/cw/community/ideas/cc>

The Collect Phase: Customer Roles and Responsibilities (per Request)



Automatically assigned to the customer posting the Improvement Request

- Post the initial Improvement Request
- Promote for Subscribing and Voting
- Check and consolidate comments
- Central point of contact for SAP throughout the process
- Support development phase: specification, test, validation



Minimum 5 companies required represented by maximum one employee per Improvement Request

- Subscribe to Improvement Request in Idea Place
- Plan for productive use
- Support development phase: specification, test, validation (optional)
- Become an active reference (optional)



All customers with access to the Customer Connection Idea Place

- Vote, comment and get informed on submitted Improvement Requests

The Select Phase and Decision Meeting: SAP's criteria for selecting requests for development

- Demand by relevant market (local / global)?
- Products / solutions in mainstream maintenance?
- Minimum 5 subscribed customers?
- Supports usage of functionality provided by current releases/EhP?
- Positive impact on overall maintenance effort, customer TCO and usability?
- Easy and fast deployment, e.g. Notes, Support Packages (no structural changes) possible? 'Switchable'?
- Realization time and effort (capacity / skills)

Decision



**Scoped / Planned
for Development**

Pending

Rejected

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Customer Connection: How can customers get involved?

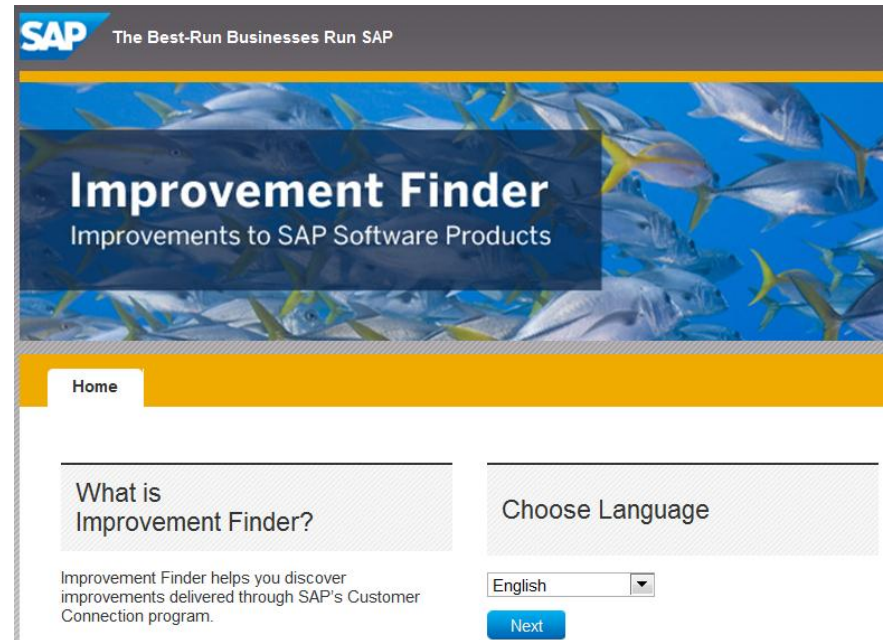
Get involved in ongoing Focus Topics

- **Current Focus Topic roadmap** is sent to **User Group boards** after each quarterly Council meeting by SAP's Global User Group Organization (GUGO)
- **User Groups to reply back** if they want to become involved in any of the upcoming Focus Topic
- User Group will then be contacted by responsible Project Manager to discuss specific next steps

Use delivered improvements

For an **overview of available improvements**, and a description on how to implement them (mostly via support notes)

→ go to <http://www.sapimprovementfinder.com>



SAP The Best-Run Businesses Run SAP

Improvement Finder

Improvements to SAP Software Products

Home

What is Improvement Finder?

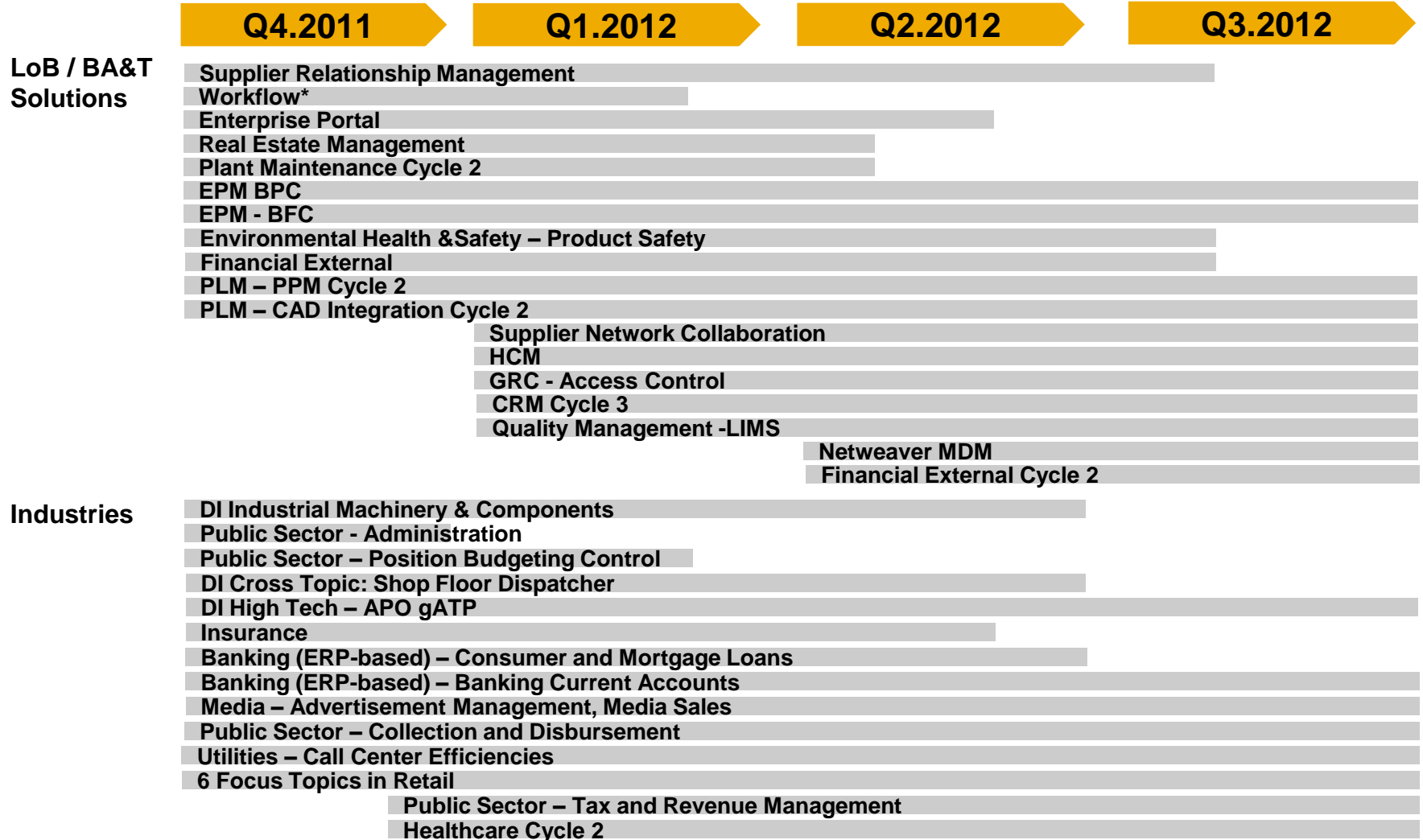
Improvement Finder helps you discover improvements delivered through SAP's Customer Connection program.

Choose Language

English

Next

Customer Connection rolling 4 quarter roadmap: Current Focus Topics in Collect and Develop phases



* For this topic, there will be no Collect phase

For all Improvements and Innovations available from SAP, visit Service Marketplace Page

Key characteristics

- Combines tools for retrieving relevant information
- Guides users to the tool which fits their specific information needs
- Contains links to other related sites and information

SAP IMPROVEMENTS AND INNOVATIONS

YOUR PLACE TO FIND IMPROVEMENTS AND INNOVATIONS YOU NEED

We continuously innovate our products and solutions to help you run your business better. We want you to use our innovations easier and earlier, so we deliver innovations with the least disruptive deployment option.

What would you like to do?

Get an overview of SAP's products and solutions - today and tomorrow ▼ SAP Road Maps	Find features delivered with support notes or support packages ▼ Improvement Finder	delivered with enhancement packages or new releases ▼ Solution Browser	Get recommendations which business functions in enhancement packages for SAP ERP are relevant for your business ▼ Business Function Prediction
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<http://service.sap.com/findinnovation>

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