

SAP Enterprise Support for Business Objects Customers

Increased Commitment to Customer Solutions

- **Introducing SAP Enterprise Support**
 - **New nature of business / new challenges**
 - **Overview of SAP Enterprise Support**
 - **Global support backbone**
 - **Knowledge-Centered Support**
 - **Message solving**
 - **Comparative matrix**
- **Supporting mission-critical applications**
 - **Added benefits for mission-critical platforms**
 - **End-to-end mission-critical support**
 - **Additional support options**
- **Summary**

The Nature of



FROM

TO



Information

Structured information generated within the four walls of organizations

Structured and unstructured, internal and external information

How We work

Individual contributors within functional silos

Teams collaborating and communicating across boundaries

How Businesses Connect

Point relationship with customers and suppliers

Dynamic network of partners

What it Means for IT & Support

Isolated applications, supported individually

Integrated network of interdependent applications

These Changes Bring New Challenges

More complexity and less control lead to challenges for cost and innovation



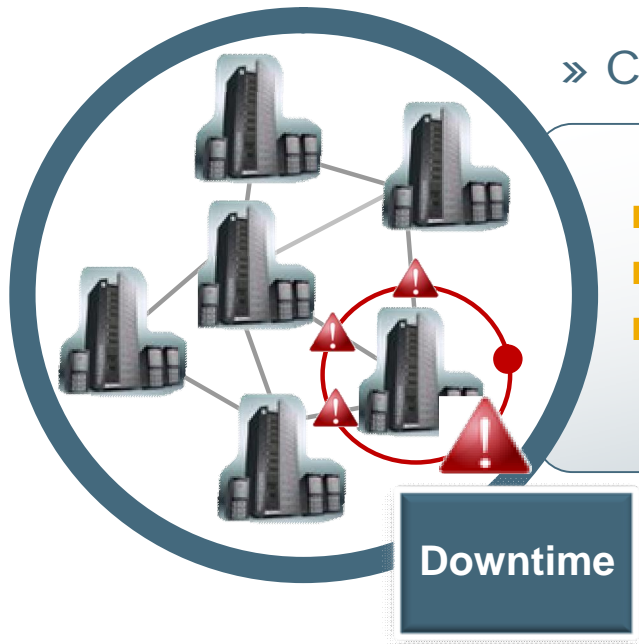
» CHALLENGE 1: continuous innovation

How to maintain innovation and competitive advantage with issues like:

- Mergers and acquisitions
- Rapid growth
- Governance requirements

. . . all of which require rapid and continuous technological improvement

» CHALLENGE 2: need to minimize cost and risk



- Speed up deployment of business intelligence
- Minimize downtime for mission-critical applications
- Accelerate adoption and benefits of the deployment of business intelligence (BI)

Agility is key to stay ahead of the game

Introducing SAP Enterprise Support



SAP Enterprise Support is the new basis for supporting Business Objects customers.

It provides unlimited access to:

Incident support

Knowledge-base content

Bug fixes

Maintenance releases

Software updates

Mission-critical issues:

- 7x24 support
- robust SLAs

Service Marketplace



Business Objects is the only BI vendor that offers SLAs.

SAP BusinessObjects

The SAP Service Marketplace extranet will be the central location for:

- Searching for knowledge articles
- Requesting interactive support
- Downloading software and updates

Participation in the SAP community network

- Forums
- Expert blogs
- Technical library
- Code gallery
- Wiki
- E-learning catalog

Benefits include:

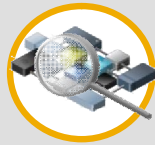
- Knowledge-centered support
- Community with 900,000 members
- Integrated knowledge base

The screenshot shows the SAP Service Marketplace homepage. At the top, there is a yellow header with the SAP logo and the text "SERVICE MARKETPLACE". Below the header, there is a navigation bar with the text "The SAP Service Marketplace contains a variety of target group specific internet portals that enable true collaboration among SAP, its customers and partners." The main content area is divided into several sections. On the left, there is a section titled "Business Objects Customers & Partners: Welcome to the SAP Support World!" with a sub-section for "Business Objects Enterprise Support in the SAP Support Portal". On the right, there is a section titled "QUESTIONS REGARDING LOGIN?" with links for "Forgot password/User ID?", "New User? Register here!", "Get assistance in the FAQ section", and "Benefit from Single Sign-On". Below these sections, there are four more sections: "SAP Support Portal", "SAP Partner Portal", "Consulting, Solutions, and User Group Areas", and "SAP Education Portal". Each section has a brief description of its content.

Visit the Service Marketplace: <http://service.sap.com>

Problem diagnosis

- Leverage existing knowledge to identify the issue



Problem resolution

- Apply knowledge to resolve the problem
- Learn new techniques



Knowledge search

- Compare the issue to known issues
- Search for solutions and workarounds

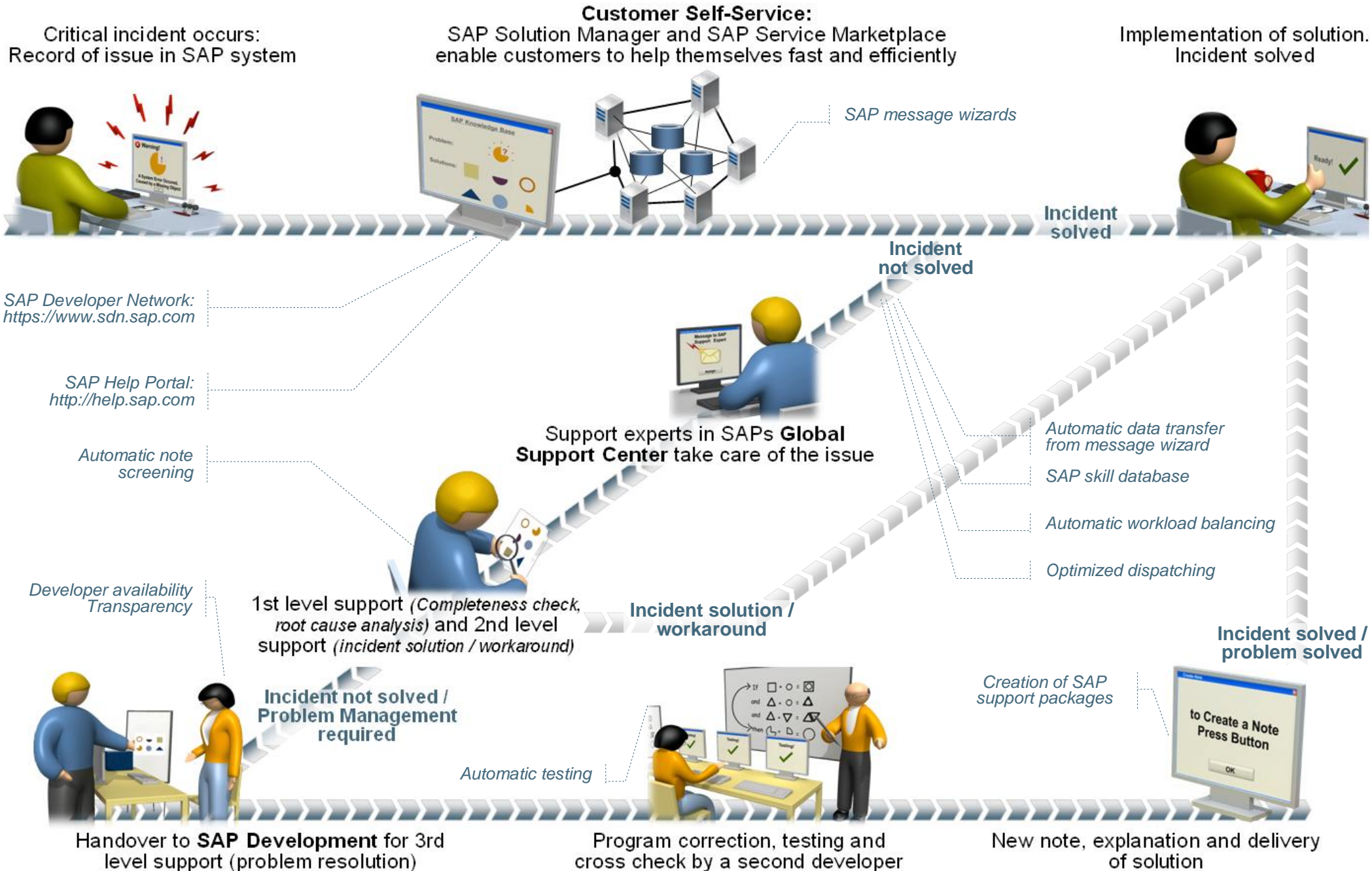


Knowledge generation

- Document the new techniques
- Update and enrich existing knowledge



SAP Message Solving at a Glance



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What is mission-critical?



Customer requirements:

- Platform is essential to run the day-to-day business
- Managed by a formal team of experts constituting a center of expertise
- Deployment of Solution Manager



SAP delivers:

- Customer Center of Expertise (CCoE) guidelines
- Value-added support services to protect the mission-critical platform

Services for mission-critical platforms are included in SAP Enterprise Support

SAP Enterprise Support

Added benefits for mission-critical platforms



SAP Enterprise Support: Agility & Return On Investment



Robust SLAs

Business Objects is the only BI vendor that commits to SLAs



Knowledge-Centered Support

Resolutions are immediately shared with the entire customer base



Worldwide Community of Experts

Forums, blogs, wikis... 900,000 experts sharing their extensive knowledge



Support Advisory

Single point-of-contact for mission critical issues, available 7x24



Continuous Quality Checks

Continuous and personalized monitoring of your projects for successful Go-Live or Upgrades



Run SAP Methodology

Provides processes, content, and tools for success



SAP Solution Manager

Facilitates the communication between customers and support engineers

Value - Added



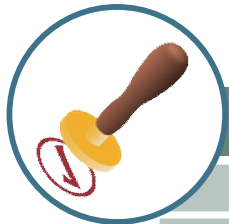
Mission-critical support

- Support Advisory Center: direct channel for mission-critical support (7x24)
- Continuous Quality Checks: technical risk analysis and continuous improvement



Solution Manager

- Helps the customer deploy and manage applications
- Facilitates communication with the SAP support backbone



▶ SAP Safeguarding offers a unique composition of service components:

SAP SAFEGUARDING

**SAP Technical
Quality Manager**

Central Point-of-Contact for the Engagement

- Top issue tracking and reporting
- Provides follow-up action and service plan
- Coordinates SAP resources
- Proactively monitors thresholds of key operations processes

**SAP Support
Services**

Tailored Support Services to Customer Needs

- For all phases of the application management life-cycle
- End-to-end solution operations

**SAP Expertise
on Demand**

Fast Access to Remote SAP Experts

- SAP experts support you in resolving technically complex issues that are typically beyond the experience of your own staff

Powered by SAP Solution Manager



- Offers robust service-level agreements
- Increases your agility while protecting your existing investment
- Provides consistent quality management processes across all technology stacks and code bases
- Supports mission-critical deployments
- Manages the fast pace of innovation and integration and the total cost of operations for customers
- Provides improved access to notes, forums, and self-service tools
- Offers ad hoc access to knowledge base for issue resolution

Resulting in continuous improvement and successful solution operations at lower risk and cost

Thank you!



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