

SAP Services

## THE TOP FIVE REASONS TO CHOOSE SAP® ENTERPRISE SUPPORT

PROTECT AND GROW YOUR SAP  
INVESTMENT



THE BEST-RUN BUSINESSES RUN SAP™



# TOP FIVE REASONS FOR SAP® ENTERPRISE SUPPORT

The world is flat. The exponential technical advances of the digital revolution have made it possible to conduct business instantaneously across the planet. 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 SAP 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 (see Figure 1).

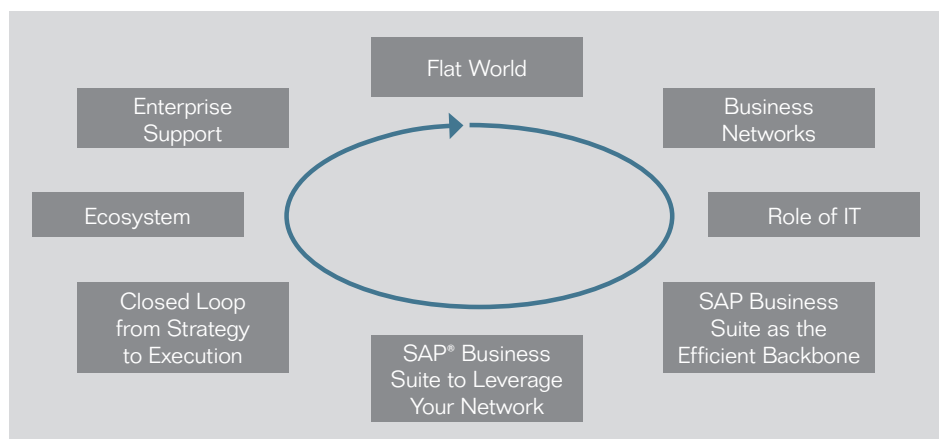


Figure 1:  
Doing Business in  
Today's Flat World

# 1. ONE PLACE TO GO FOR YOUR INCREASED SUPPORT NEEDS

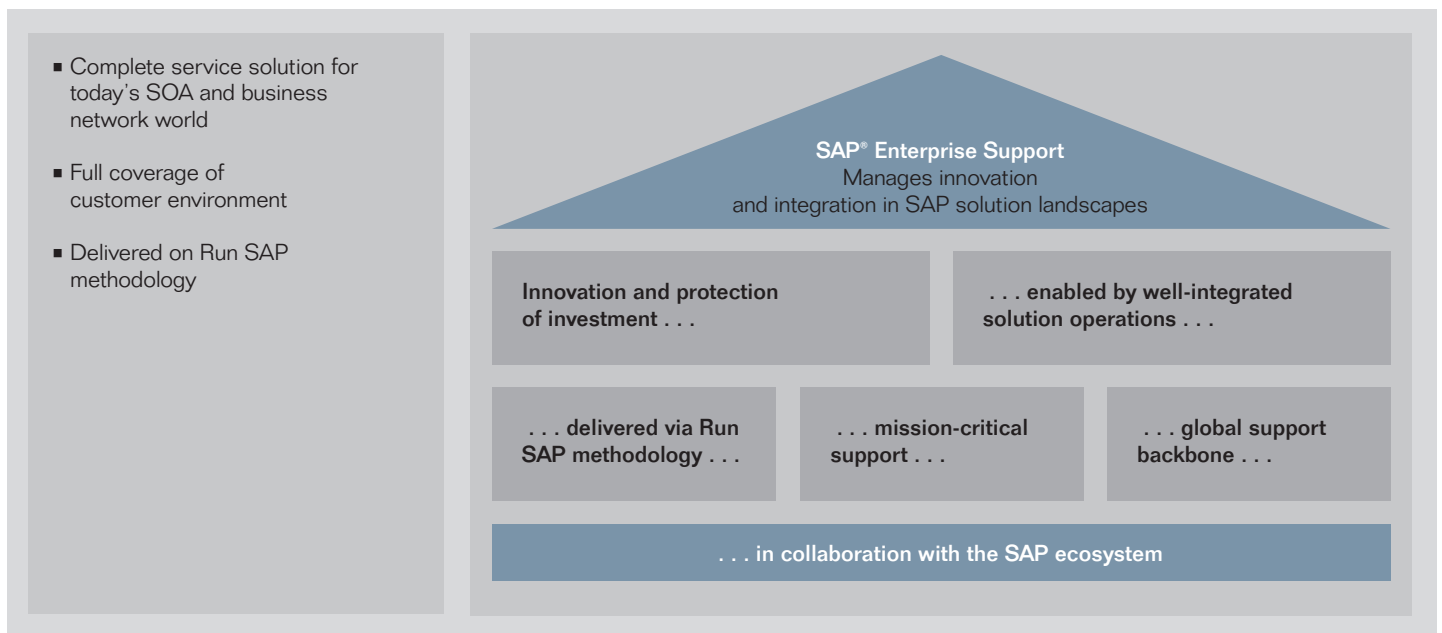


Figure 2: SAP® Enterprise Support

As your business has grown and IT has become a more critical enabler of your operations, your IT support needs have grown as well. In many cases, SAP software 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 a single point of contact for their support requirements. SAP Enterprise Support addresses this need (see Figure 2).

## Single Point of Contact for Your SAP Landscape 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.<sup>1</sup> A single point of contact for your total SAP solution can reduce time lost and, therefore, business risk.

## A 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 landscape. These standards for operational effectiveness can allow you to reach best-in-class IT support operations and 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 are significantly increasing IT complexity. Complexity has been driven by the increase in applications, architectures, and interfaces to enterprise resource planning systems required to take advantage of new business networks. Complexity, however, drives business risk. According to the Economist Intelligence Unit, IT complexity is the number-one cause of system failure.<sup>2</sup>

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.<sup>3</sup> Executives have taken notice, with 71% believing that more than a day of downtime would jeopardize their entire company.<sup>4</sup>

### Manage Risks Proactively

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

- Identifying and resolving potential issues before they become risks to your business with continuous quality checks
- 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 among 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 that have successfully invested in SAP Enterprise Support services 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.

4. “Business Resilience: Ensuring Continuity in a Volatile Environment,” Economist Intelligence Unit Ltd., 2007.

### 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 carries a definite cost. SAP Enterprise Support leverages best practices and enhanced tools to help you lower your operating costs.

#### Leverage Best Practices and Tools

With this in mind, SAP has incorporated end-to-end operational standards – knowledge gained from more than 35 years of customer support – into

SAP Enterprise Support services. 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 the scalability, performance, consistency, and high availability across your entire SAP 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

SAP Enterprise Support provides you with the opportunity to reduce operating costs by replacing third-party tools and services and reassigning headcount to higher-value activities.

SAP Enterprise Support offers change-impact analysis to reduce test efforts and costs, along with providing tools, standards, and methodology to establish coordinated change management across your landscape. This approach can help you avoid downtime caused by unauthorized or untested changes, which can cost you US\$6,400 to \$7,600 per minute according to BMC Software.<sup>5</sup>

SAP Solution Manager, enterprise edition, allows you to consolidate your monitoring systems, which reduces cost while helping to meet compliance objectives.

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

# 4. INNOVATION WITHOUT DISRUPTION

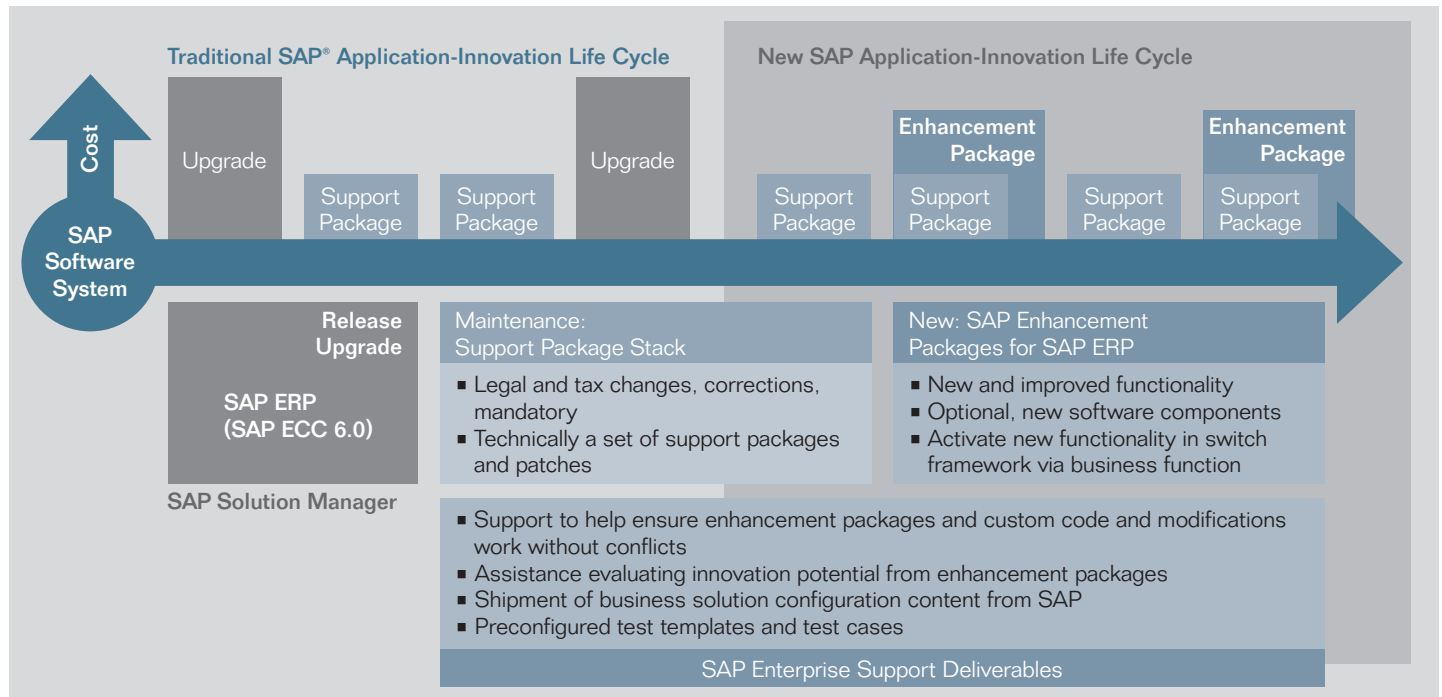


Figure 3: The Changing Application-Innovation Life Cycle

Customers of all sizes have mission-critical applications with integration needs, and they are moving to service-oriented architecture to strengthen competitive advantage. To enable such innovation, you need a stable platform, which requires a new level of support. Innovation on the SAP software platform occurs through SAP enhancement packages as well as through 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 plat-

form, legal changes, and application components with minimized downtime. You decide which of these software innovations to implement and activate the software as your business requires it. In this way, you can minimize 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.

The installation of enhancement packages involves no user interface or process change; ideally, they are installed “silently” as part of your existing system maintenance. Support for industry-specific applications provides the flexibility to activate only the needed functionality on a granular level. Furthermore, the enhancement package architecture

reduces the cost of installing functional enhancements and downtime-driven business impact through coordinated change-management procedures enabled by SAP Solution Manager, enterprise edition.

## Innovation with Third-Party Solutions and Custom Development

By offering SAP Enterprise Support and support for end-to-end solution operations, SAP extends its commitment throughout the life cycle of your SAP landscape toward the goal of innovation without disruption (see Figure 3). Continuous innovation on a stable platform maintains your investment and helps give you a competitive advantage in a constantly changing environment.

# 5. A COMPETITIVE OFFER FROM A MARKET LEADER

## A Complete Offer

SAP Enterprise Support represents a further evolution of support services at SAP in the face of increasing complexity and integration across the IT ecosystem. The services address 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 business-critical applications all over 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 more than 35 years of experience and more than 75,000 customers worldwide, SAP is convinced that SAP Enterprise Support is the right level of support for any business, large or small.

## 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. SAP has built a support infrastructure of over 4,500 engineers, backed by more than 6,000 developers in 50 countries. The SAP Active Global Support organization offers a “follow the sun” approach to provide 24x7 support that helps enable your business to grow and succeed in today’s challenging economy.

50 090 235 (08/11)

©2008 by SAP AG.

All rights reserved. SAP, R/3, xApps, xApp, SAP NetWeaver, Duet, PartnerEdge, ByDesign, SAP Business ByDesign, and other SAP products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP AG in Germany and in several other countries all over the world.

Business Objects and the Business Objects logo, BusinessObjects, Crystal Reports, Crystal Decisions, Web Intelligence, Xcelsius, and other Business Objects products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of Business Objects S.A. in the United States and in several other countries all over the world. Business Objects is an SAP company.

All other product and service names mentioned are the trademarks of their respective companies. Data contained in this document serves informational purposes only. National product specifications may vary.

These materials are subject to change without notice. These materials are provided by SAP AG and its affiliated companies ("SAP Group") for informational purposes only, without representation or warranty of any kind, and SAP Group shall not be liable for errors or omissions with respect to the materials. The only warranties for SAP Group products and services are those that are set forth in the express warranty statements accompanying such products and services, if any. Nothing herein should be construed as constituting an additional warranty.

[www.sap.com/contactsap](http://www.sap.com/contactsap)

THE BEST-RUN BUSINESSES RUN SAP™

