



August 17th, 2010

Dear SAUG Members,

As a follow up to SAP's January 2010 announcement which provided customers with a choice of support options, SAUG, in collaboration with SAP and the [SAP User Group Executive Network \(SUGEN\)](#), is sharing this critical Enterprise Support update with the IT leaders within our member companies.

The deadline for selecting your support option for 2011 is now approaching, September 30, 2010, and we would like to assist you with as much information as possible to help make the correct choice for your company.

As a direct result of customer input via SUGEN, SAP has rolled out a new engagement methodology that entitles customers to implementation services and tools designed to help create a clear roadmap for customers to realise the full value of Enterprise Support.

[Enterprise Support Academy](#)

This engagement methodology includes access to the newly-launched SAP Enterprise Support Academy that encompasses a repository of guided self-services as well as direct access to SAP Active Global Support experts who provide training, best practices, and remote support. This methodology is based on the experiences of more than 43,000 customers and 5,000 Active Global Support Employees and includes:

- Guided Self Services - a repository of COE-proven best practices across all phases of your application lifecycle management that enable you to tailor the service content to your requirements environment
- Expert Guided Implementation (EGI) services, a new short-term setup service to help customers configure basic settings for Solution Manager without the need for long-term, in-house consulting. Every Enterprise Support contract includes *five days* of these services.

[Click here](#) for more information on these resources.

Additionally, as part of this initiative, SAP has created a repository of [customer benefit cases](#) to allow customers to hear from peers about their experiences with Enterprise Support. As we hope you can tell from this communication, both SAUG and SAP are committed to providing you with the resources and information you need to realise true business process improvements. We're also interested in your feedback along the way – which will help us continue to enhance the resources and educational materials available.

Quick Links

[ES Advisory Council & SUGEN](#)

[ES Academy](#)

[SAP Customer Quote Center](#)

[SAUG Website](#)

[Support Model press release Jan.10](#)

SUGEN KPI Benchmark Program – now the Enterprise Support Advisory Council

In a further collaborative effort, designed to enable customers to reduce TCO and drive business process improvements, SAP and SUGEN evolved the original KPI Benchmark program into a [Customer Advisory Council](#) in early 2010. This Council, comprised of 100 customers from around the world, works with SAP to jointly develop best practices and guided self-services to help customers optimize their IT and business landscapes and shares their insights about benefit drivers and KPI data via the repository mentioned above. Currently, SAUG has 8 customers participating.

At the SAUG Summit 2010, a group of previous ES benchmarking participants met to discuss their experiences and gain updates on the programme. Although not all participants were able to join us, the discussion was open and interactive. The council is also open to new SAUG members who would like to be involved. Please contact me if you are interested in joining (kim.salter@saug.com.au).

Expanded Enterprise Support KPIs

Just as the KPI program evolved to better serve customers, SAP and SUGEN have continued to refine the KPIs themselves to better capture the business value of Enterprise Support, and have outlined now six key areas covering all aspects of the technical solution and Application Lifecycle Management. These six KPIs are currently capable of being measured via the SAP Solution Manager measurement platform and include:

- Business Processes
- IT Technology Management
- IT Service Management
- Transition into production
- 24 hour Schedule
- Software Solution Change Management

Customers can determine which KPIs best demonstrate value for their respective companies, and can mix and match KPIs for an effective measurement of the value achieved by implementation of various components of Enterprise Support.

I hope this communication was helpful to you. I would be happy to chat with you directly if you need more information above or you can contact your SAP Support team (support.australia@sap.com or support.newzealand@sap.com) for clarification.

Kind Regards,



Grahame Reynolds
SAP Australian User Group Chairperson