



# Making digital transformation a success by focusing on enterprise adoption

## SUGEN Executive Exchange

PUBLIC

Eva Zauke | SVP, Global Head of SAP Enterprise Adoption | [twitter.com/EvaZauke](https://twitter.com/EvaZauke) | [LinkedIn](#)

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**SUGEN**  
SAP User-Group Executive Network

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# Agenda

- 1** **Adoption** is a key lever for companies to make the transformation to the intelligent enterprise a success by realizing business value in terms of resiliency, performance and sustainability.
- 2** SAP is determined to deliver **high-quality products and secure software**.
- 3** **SAP Globalization Services** supports intelligent enterprises go global and empowers every customer to succeed locally and globally.
- 4** **Enabled people** make your company's digital transformation a success.
- 5** **Supporting SAP's customers** to drive adoption.

# The goal of the digital transformation to the intelligent enterprise is to create business value in terms of resiliency, profitability and sustainability

## SAP's vision of the intelligent enterprise

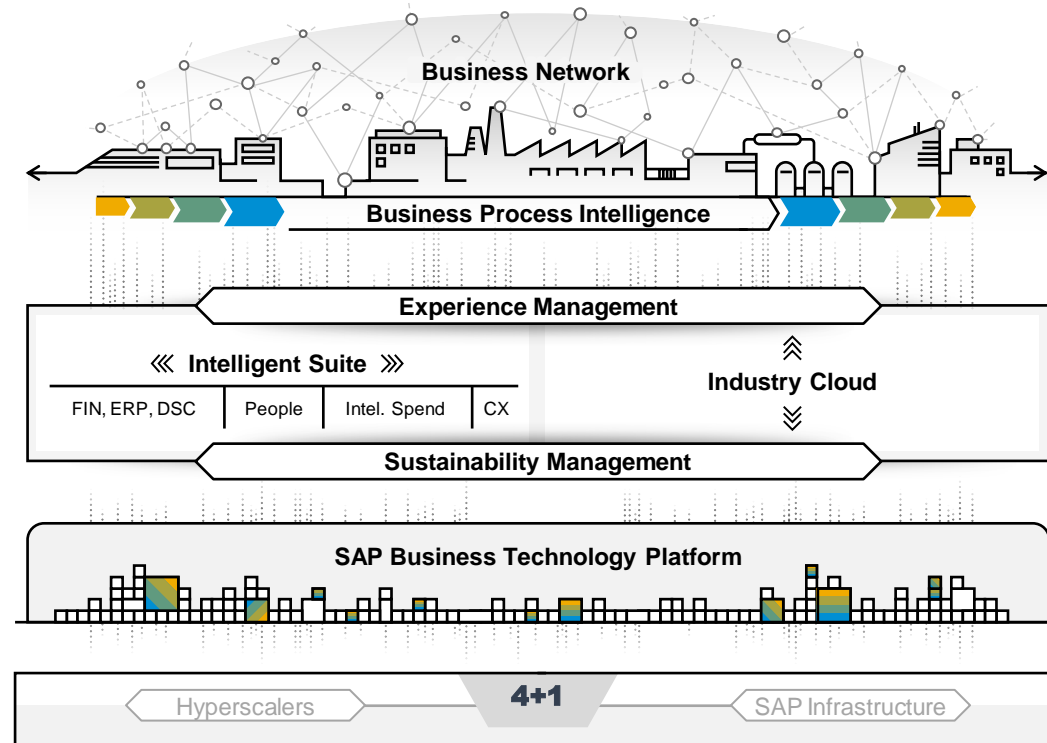
**One network**  
for business without boundaries

**End-to-End processes**  
for seamless experiences

**Embedded AI**  
for a high level of automation

**One data model**  
for integration & extensibility

**Infrastructure choice**  
for improved TCO, operations & scale



## Business outcomes



### RESILIENCY

Flexibly adapt processes and business models



### PROFITABILITY

Increase productivity through intelligence and automation

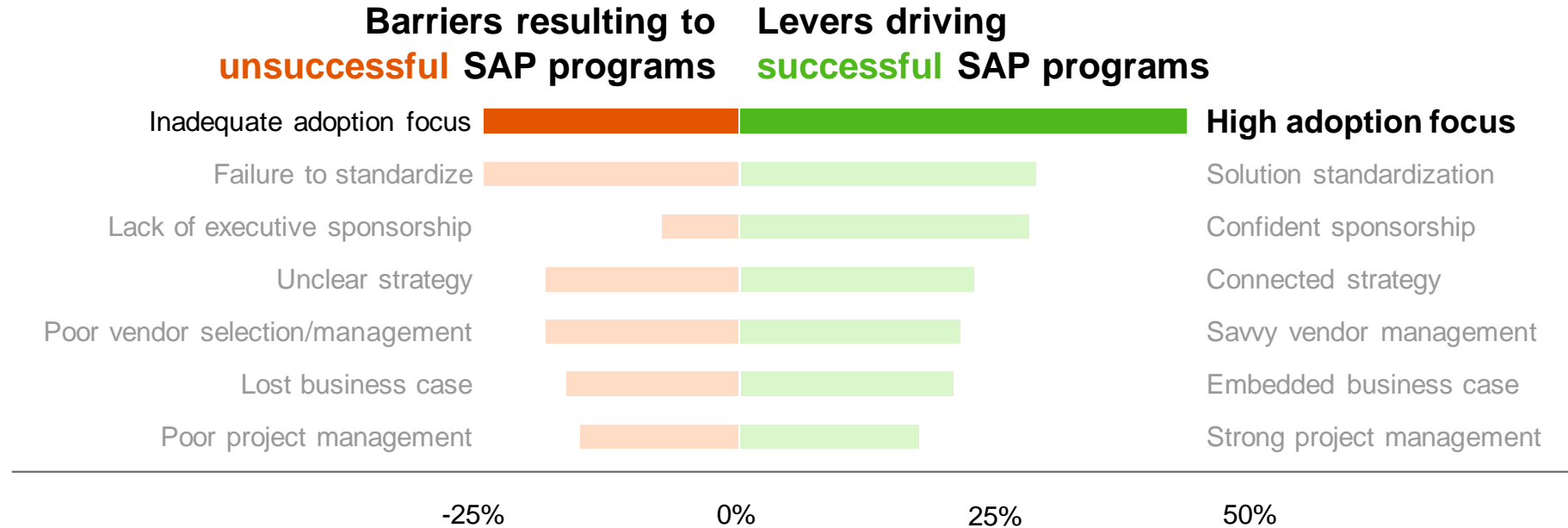


### SUSTAINABILITY

Reduce carbon footprint, waste and resource utilization

# Adoption, which means that the organization embraces the SAP solution, is a key lever to achieve desired business outcomes

## Impact on value / business objective [%]



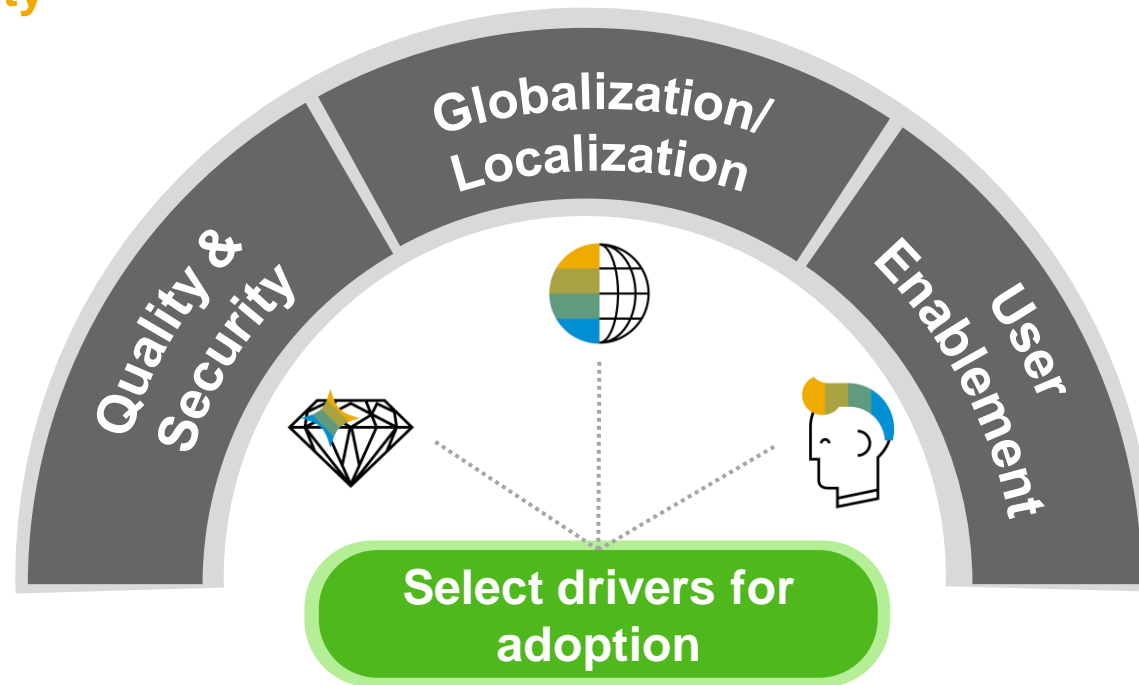
Source: Customers SAP success report, Uncovering the factors that drive success for SAP customers, Resulting IT, 2018

# Quality & Security, Globalization/Localization and User Enablement are key drivers for adoption

Top barrier to public cloud adoption today is **regulatory compliance**.  
- Ernst & Young <sup>3</sup>

Companies rate **Quality** as highly important when evaluating enterprise application vendors. – IDC <sup>2</sup>

**#1** concern about Cloud: **Security**  
– IDC <sup>1</sup>



**3x**

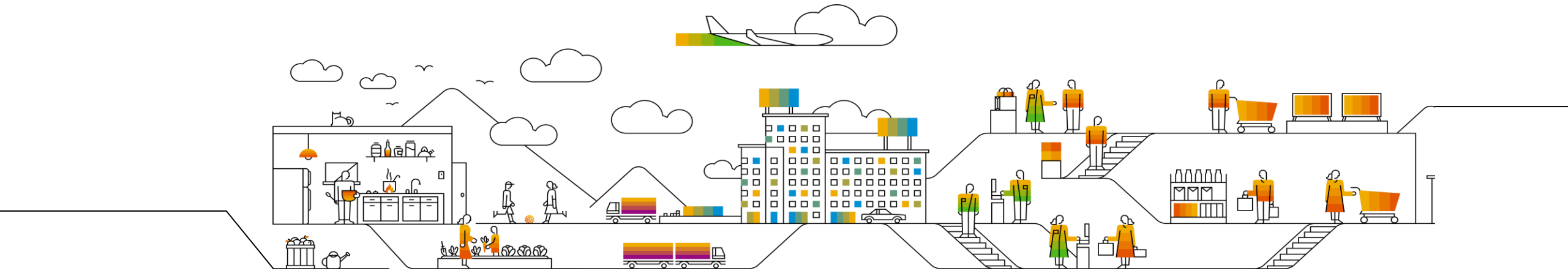
**Transformation success** is three times likelier when organizations have invested the right amount in digital talent. - McKinsey <sup>4</sup>

Source: <sup>1</sup> "Retail Cloud Adoption Trends and Strategies for 2020: Retailers Moving Firmly into Strategic Cloud Approaches", IDC, November 2019 | <sup>2</sup> IDC SaaSPath: Customer Expectations and Vendor Comparison for Enterprise Resource Planning (ERP) Applications", IDC, August 2020 | <sup>3</sup> Ernst & Young, [Why your cloud security operating model is key to create trust while transforming your business](#), May 20202 | <sup>4</sup> McKinsey, [Unlocking success in digital transformations](#), October 2018

# Quality and Security are the foundation for a successful software experience

**Quality** is a key aspect for satisfaction with software implementations.  
– DSAG/ASUG. <sup>1</sup>

91% of surveyed companies say that security is extremely important for SAP S/4HANA projects.  
**Security** is top of mind for SAP transformation and cloud migration projects. - ASUG / Onapsis <sup>2</sup>



Source: <sup>1</sup> "ASUG and DSAG Cooperative Research: Experiences with SAP and SAP S/4HANA, June 2020," | <sup>2</sup> "TechTarget, [Security top of mind for digital transformation projects](#), February 2021

# SAP's quality framework and certified quality management system take a comprehensive view on quality including software, process and service quality

## SAP's Quality Management System

### Software product quality

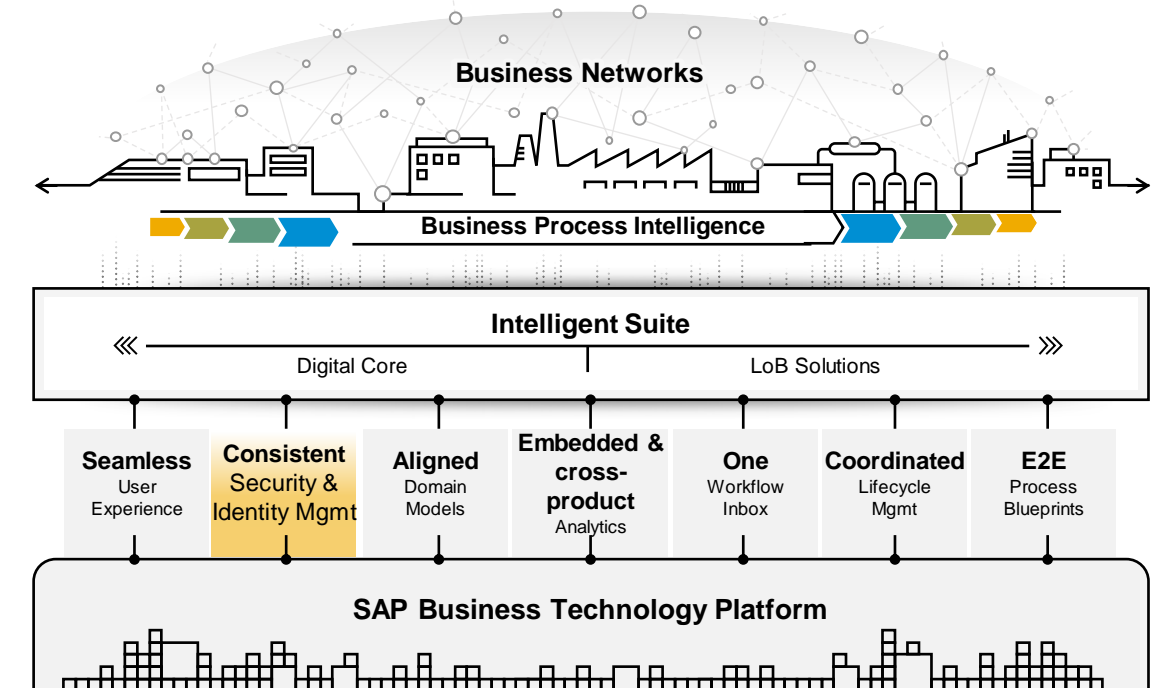
- Product standards including security and performance
- Architecture guidelines
- Compliance with **ISO 9126/25010 (software quality)**

### Process quality

- Process standards, incl. creating and delivering software
- Continuous improvement process
- Compliance with **ISO 9001 (quality management system)**

### Service quality (incl. operations)

- Total cost of operations (TCO)
- Availability and scalability
- Compliance with **ISO 25011 (service quality)**





# SAP's quality framework - harmonizing and building the link between development and operations

## Quality Cornerstones

Transparency & Feedback on key Quality Requirements



Effective Cloud Quality Processes



Harmonized Cloud Operations



Comprehensive Cloud Quality Standards



## People Enablement

Agile Transformation



## Agile Quality Framework

### Development

Pipeline, Tools, Automation



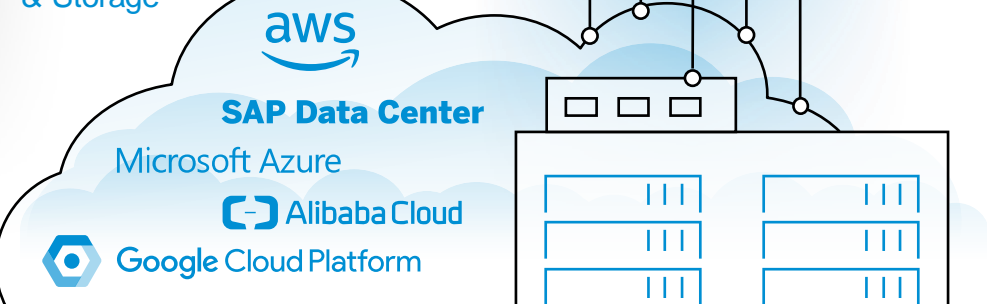
### Provisioning

Software build, platform testing, packaging, provisioning



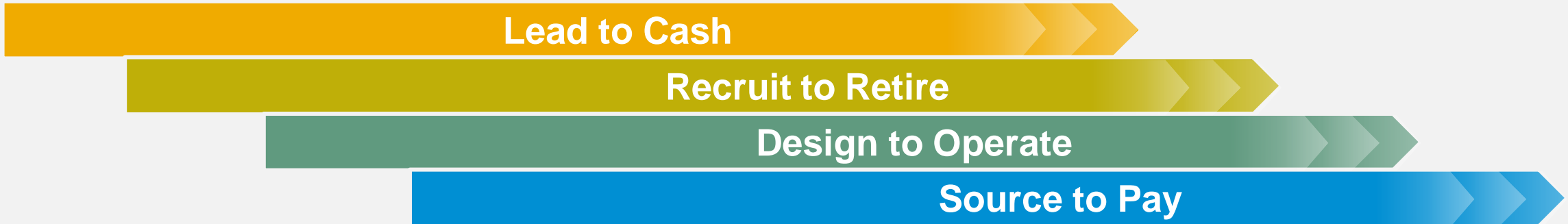
### Operations

Applications, Network, Compute & Storage



# Quality in the context of integration

Further information:  
[SAP Road Map Explorer](#)  
[API Business Hub](#)



**Seamless user experience** across products and infrastructures

**UI Integration:** single sign-on, consistent visual and interaction design

**Consistent quality, compliance to quality standards, and consistent security**

**Master data integration:** data fields including labels and semantic

**Process integration:** integrity of transactional data across systems

**Harmonized SLAs** across embedded services

# Quality and Security priorities 2021+

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## Key customer requirements driving satisfaction with quality and security

- Consistent UX across products
- Complete and correct functionality
- Seamless integration across LoBs
- Built-in security
- System performance and availability
- Adherent to regulatory boundaries



## Quality and security priorities 2021+

Keep the promise: Deliver reliable and adoption-ready solutions, compliant to SAP corporate standards.

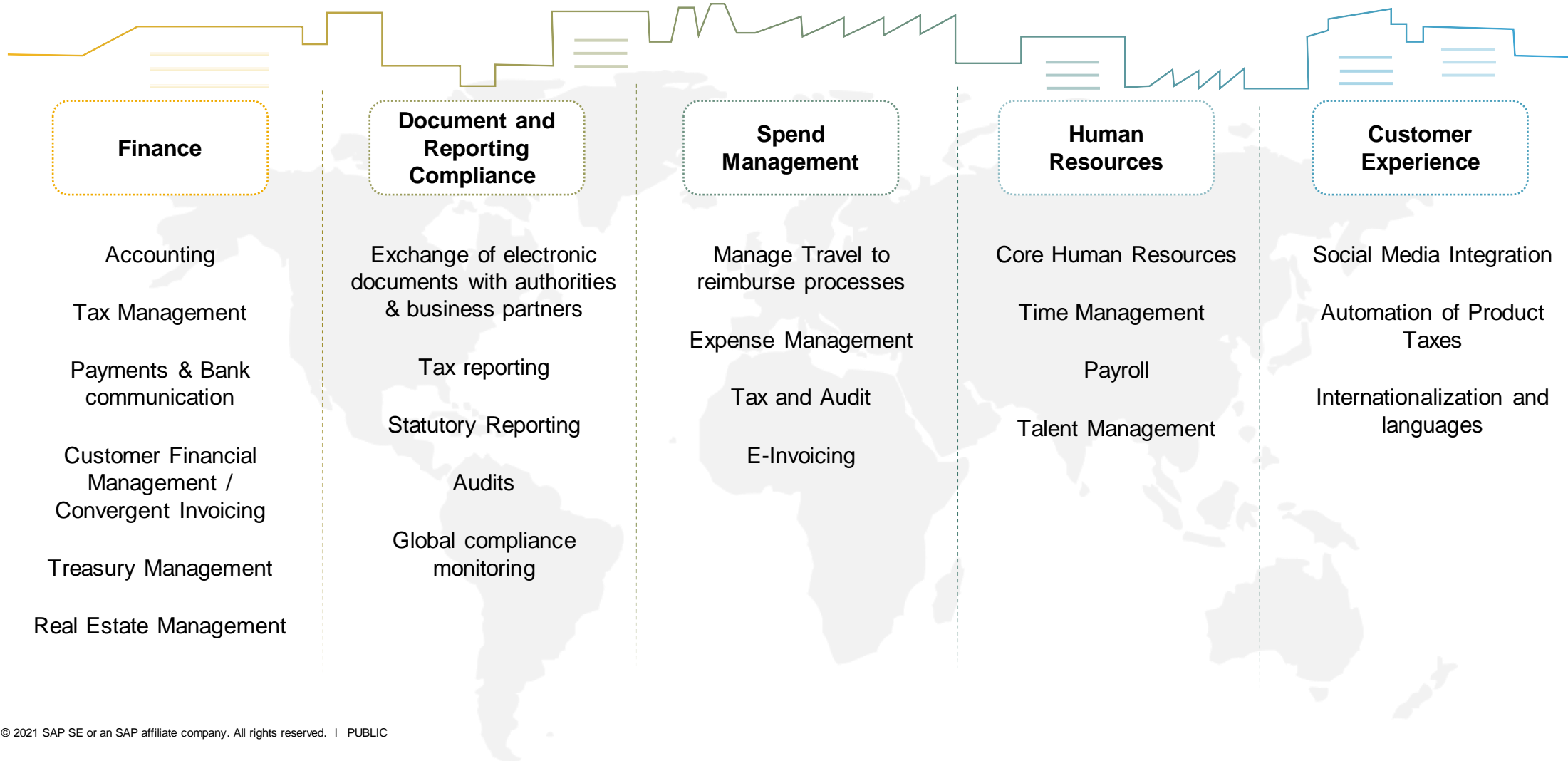
Drive compliance to export regulations to sustain markets.

Act as first customer and validate real life scenarios to strengthen integration quality.

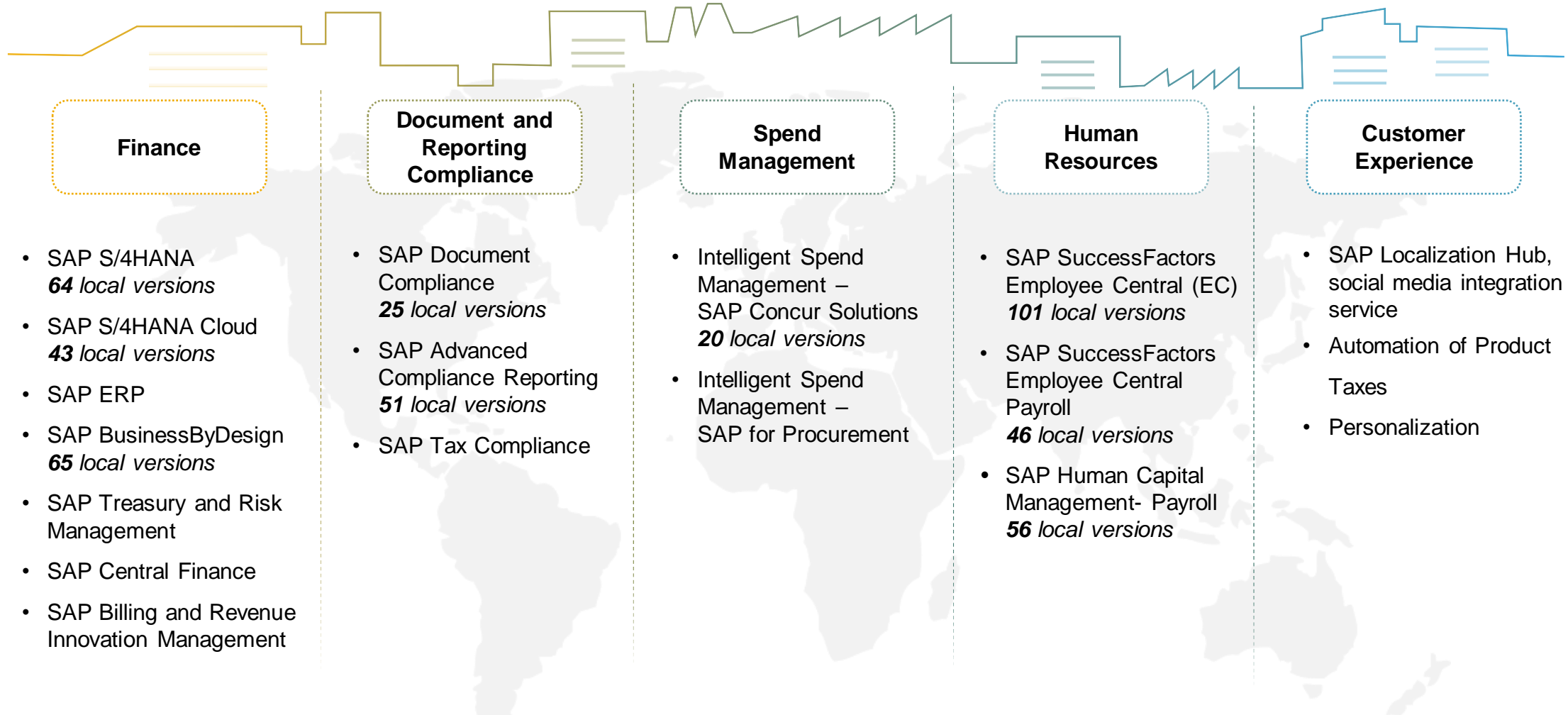
Evolve towards one renewed Cloud Quality Framework to improve customer quality experience.

Uplift security and data protection and privacy to sustain SAP as a trusted supplier.

# SAP Globalization Services offers capabilities within SAP's portfolio to support regulatory mandates



# SAP offers language variations, deep localization, configuration and content across the functional needs of the Intelligent Enterprise Suite



# Customers' actions to execute on the adoption journey with SAP

## Globalization and Localization capabilities



### Land

#### Customer and market drivers

- Manage complexity and risk of controlling, financial and tax reporting of multiple entities.
- Simplify compliance to local regulations, reducing cost and errors.

Localization and translation of SAP products is **prerequisite for local market success**.

IDC: Globalization / localization is recognized as a **key strength and differentiating factor for SAP**.<sup>1</sup>



### Adopt

Customers need solutions for tax reporting, financial transaction recording, and reporting as well as order invoicing.

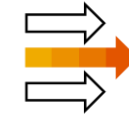
To **interact between businesses and with government authorities** according to local regulations.



### Consume

Empowering every customer to **succeed locally and globally**.

**Automate** repetitive tasks, such as payroll, Business-to-Government interaction and invest efficiency gains for value creating tasks.



### Expand

#### Localization expansion use cases

- Expand from a single-country to a **multi-country operations** with localized product versions.
- Serve a workforce dispersed around the world meeting the needs of local payroll regulations for a **global workforce**.
- Meet users where they are – interacting with social media such as **WeChat** or **DingTalk**.

# People make the digital transformation a success

## Lack of skills and its impact

### Companies facing skill gaps

87%

of organizations either face skill gaps already or expect gaps to develop within the next five years. <sup>1</sup>

### Transformation barrier

#1

Lacking skills and knowledge are the most significant barrier to digital transformation. <sup>2</sup>

## When users are well enabled...

### User satisfaction

+15%

Companies see 15% improvement in user satisfaction when users are well enabled. <sup>3</sup>

### Business performance

+51%

Companies see 51% improvement in their key business performance measures. <sup>4</sup>

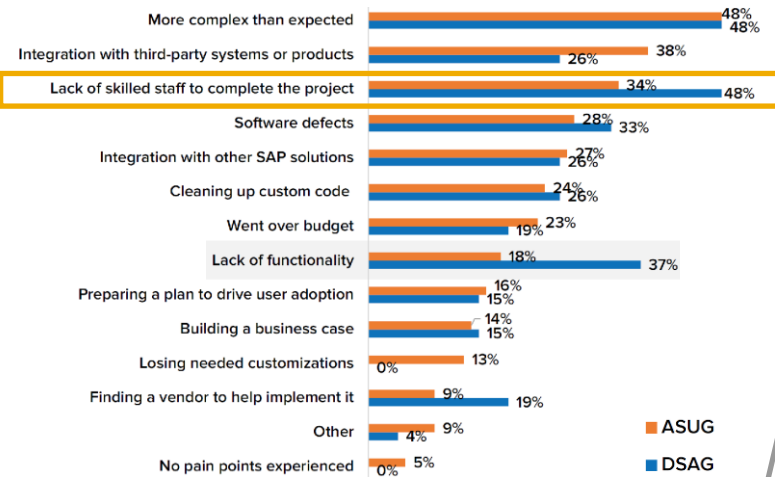


**“Capability building will have a direct result on your financial performance, on your ability to compete more effectively for customers, and on employee satisfaction—so treat capability building as one of the most important strategic weapons you have.” – McKinsey <sup>5</sup>**

<sup>1</sup> McKinsey, Beyond hiring: How companies are reskilling to address talent gaps, Feb 2020 | <sup>2</sup> McKinsey, Digital reinvention: Unlocking the ‘how’, January 2018 | <sup>3</sup> “How Much Is Enough? Defining How Much Training Is Required to Achieve Maximum Business Value”, IDC (sponsored by SAP), August 2018 | <sup>4</sup> “Game Changer: The Transformative Impact of Training”, IDC (sponsored by SAP), October 2020 | <sup>5</sup> McKinsey, The capability-building imperative: Make ‘purposeful investments’ in people, February 2021

# ASUG and DSAG cooperative research confirm: Skilled staff are a key success factor for SAP S/4HANA implementations

## Pain points experienced during SAP S/4HANA implementation



## Key suggestions from DSAG how organizations can improve their SAP experience

- #1

**Reduce customizations**
- #2

**Build up in-house knowledge**
- #3

**Pursue a clear strategy**

Source: ASUG and DSAG, ASUG and DSAG Cooperative Research: Experiences with SAP and SAP S/4HANA, June 2, 2020

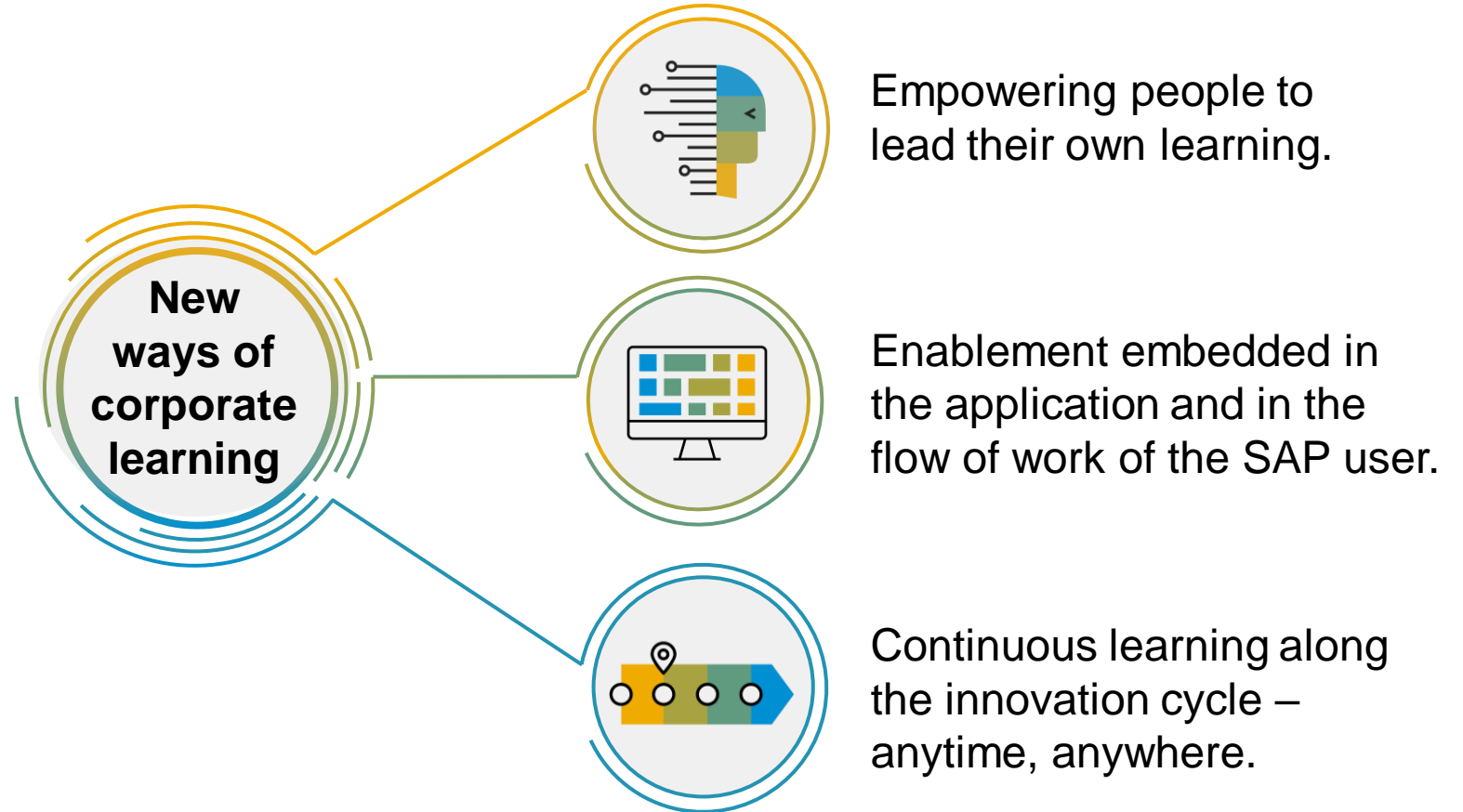


# Best-run businesses develop the skills for the intelligent enterprise

Corporate learning itself is transforming in the digital age

## Customer needs and value

- **Fast onboarding** of SAP users and employees along the business process value chain.
- Accelerated **time to value**.
- **Empowered** SAP users along the lifecycle of applications.
- High SAP user **satisfaction, productivity, and adoption**.
- Evolve towards a culture of **managing knowledge**.
- Ability to **standardize**.
- Ongoing **change management**.



# Enablement for the SAP user and every employee evolved to a holistic knowledge and change management



Enablement for the SAP user and every employee

## Enablement embedded in SAP software

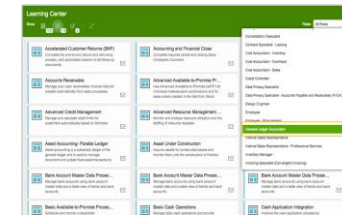
- Enablement embedded in the SAP application (in-app) and in the flow of work of the SAP user and translated into the language of choice
- Examples: contextual help, embedded learning tutorials, guided tours, “What’s New” for new SAP software functionality.



Contextual help

## Cover SAP and non-SAP applications and evolve to a holistic knowledge and change mgmt.

- Customers can create their own enablement material for any SAP and non-SAP application, or any domain.
- Evolution to comprehensive knowledge and change mgmt. and along the lifecycle
- Examples: tutorials, e-learning courses, user documentation, test scripts, business practices



Embedded learning

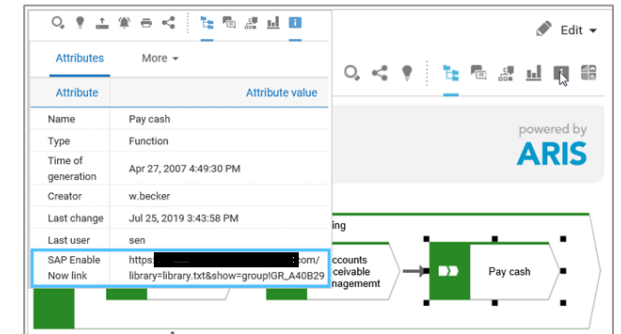


Guided tours

# Extend knowledge management with documentation of business processes and enablement as a service provided by partners

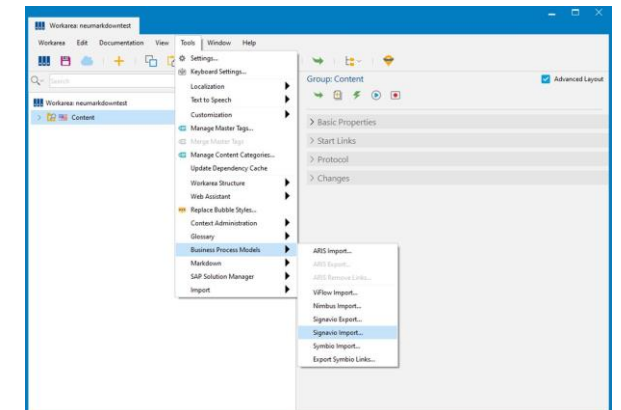
## Documentation for Business Process Management

- Integrations to ARIS and to Signavio allow synchronization of business process models, the respective documentation and learning.
- Link training content from SAP Enable Now to Business Process Model and Notation (BPMN) processes and pair enablement with business process intelligence.
- Examples: Business process documents like policies, procedures, checklists, tutorials.



## Partners providing Enablement as a Service

- Partners can customize SAP-provided content or can create pre-build based on industry and solution best practices and offer enablement as a service to evolve knowledge and change management.



Documentation of business processes and enablement as a service

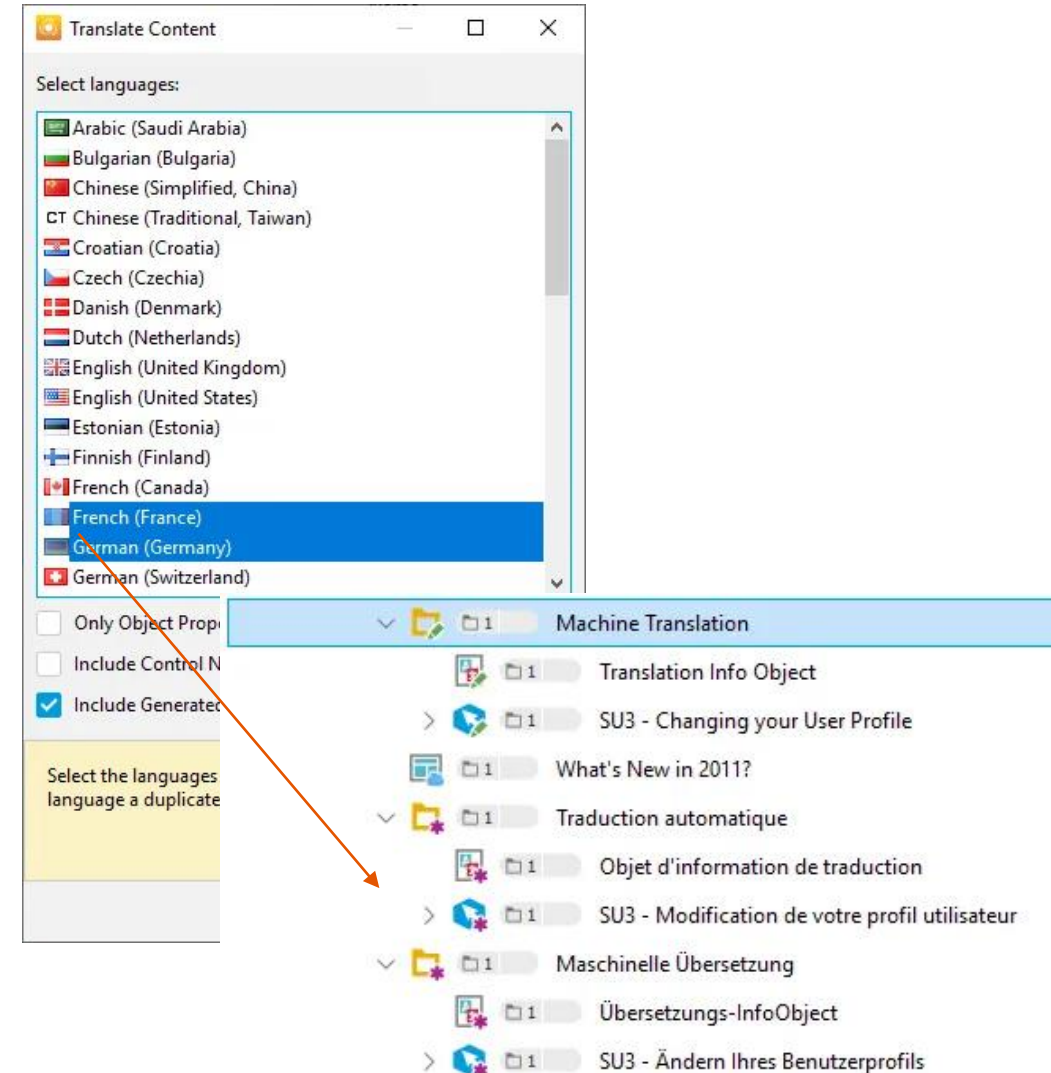
# Enablement material translated into the language of choice

## Target groups

- SAP customers and SAP partners
- SAP employees

## Offering

- Learning content is often used across locations in different countries with multiple language versions.
- To improve effectiveness, texts for enablement material can be automatically translated into one or more languages by machine translation from SAP Translation.
- SAP Translation Hub with integration of SAP Enable Now
- SAP Translation Hub\* – key capabilities
  - SAP Multilingual text repository
  - SAP Machine Translation
  - 40 languages supported
  - Integration of customer terminology
  - Machine translation of html and MS Office documents



\* SAP Translation Hub license is necessary to use this feature.

# SAP Enable Now and SAP Translation Hub support product adoption

## Customer adoption journey

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**Land**

Standard enablement along business process value chain, for SAP and Non-SAP, in the language of choice.



**Adopt**

Further enhancements in enablement, evolved and targeted performance support.



**Consume**

Consume and measure enablement along all channels, adapt to changing needs, also along the lifecycle of applications.



**Expand**

Scale and grow towards a holistic culture of knowledge, ability to standardize and ongoing change management.

## Customer value

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Consistent easy to use enablement content to **simplify product adoption and to derive maximum value from the product.**

In-App assistance, and enablement for employees in the context of work **simplifying product usage, minimizing enablement costs, fostering user satisfaction** and optimizing technical support requests.

Product **availability in multiple languages** meeting customer needs for the language of choice.

Automated translation of capabilities built on top of SAP enabling **rollout to multiple regions.**

# User Enablement priorities 2021+

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Define and drive harmonized **information experience via enablement content** in a defined scope.

Drive **consistent usage of SAP Enable Now** (Web Assistant) across the entire **SAP portfolio**.

**Harmonize language coverage** across the Intelligent Enterprise products.


Embrace community and create feedback loop: Enable **external contributions by developers/consultants to create help content**. Embedding experience management tools like Qualtrics to **close the consumption loop**.

Renewed focus on **partner collaboration** and partner **content delivery**. User enablement architecture to support partner developed applications on Business Technology Platform.

**Advance SAP Machine Translation. Scale SAP Translation Hub** to customer and partner use cases.

Leverage **consumption analytics and correlations** to other (business) data to support targeted **content strategy**.

# Select SAP customer use cases | User Enablement

 **Lekkerland** Lekkerland delivers **in-context training about SAP S/4HANA to 2,000+ employees** and leverages the skills and knowledge of **150 key users** to train its entire workforce. In addition Lekkerland deploys self-guided, interactive learning to employees without live trainers.

“SAP Enable Now gives our employees a full range of training options that are **in the context of our processes.**” Werner Berghausen, Corporate IT Training, Lekkerland

**SCHWARZ**



“We are using **Translation Hub** in the development cycle... . It’s wonderful to have the suggestions for the words we need to translate because this reduces the **effort for translation to less than the half.**”

Khaled Boukari, Professional Software Developer at Schwarz IT KG



As part of the transition to S/4HANA, SFSF and C/4, **comprehensive knowledge mgmt** for 6.000+ SAP users and **enablement for employees** on select topics, as **on safety for forklift drivers** implemented.



**Comprehensive knowledge and change management** across country boundaries with SAP Enable Now for its **20,000+ users.**

**MIGROS** Migros, with 107,000 employees, creates its custom **employee training and development support solution, M-Help** providing employees across the organization with a single source to find the documentation and content. They create, edit, and distribute **enablement assets for SAP S/4HANA implementation**, including documentation, manuals, and performance support with SAP Enable Now.



**1,000+ users** learned with SAP Enable Now to become **productive right with go-live of SAP S/4HANA.** Employees are using embedded contextual help to access enablement as they complete daily tasks. In addition, Sydney Water created e-learning materials, reference guides and work instructions and began training 4 months before go-live.

“SAP Enable Now is helping us engage our people in a **culture of continuous learning.**”, Head of Enterprise Solutions, Sydney Water Corporation

**Multi-national conglomerate company**

Re-imagined their learning strategy by **moving from paper based to complete digital learning** and using in-application learning with SAP Enable Now for its 130,000+ users.

# Wrap-up

1

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For companies to make the digital transformation a success, **business value realization** needs to be at the center of a company's digital journey.

**Adoption is the key lever** for companies to realize business value and to make the transformation to the intelligent enterprise a success.

2

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Globalization and localization, Quality and Security and enablement of employees help customers to **drive adoption and to create value** with the Intelligent Enterprise.

3

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To succeed with their digital transformation journey, companies need to adopt global and localized solutions and empower their users which **enable resiliency, drive performance and enhance sustainability.**



## Next steps



Evolve our collaboration with SUGEN to the next level.

Exchange with SUGEN and listen to feedback from SUGEN company members to drive adoption.



# Thank you.

## Eva Zauke

SVP, Global Head of SAP Enterprise Adoption  
SAP SE

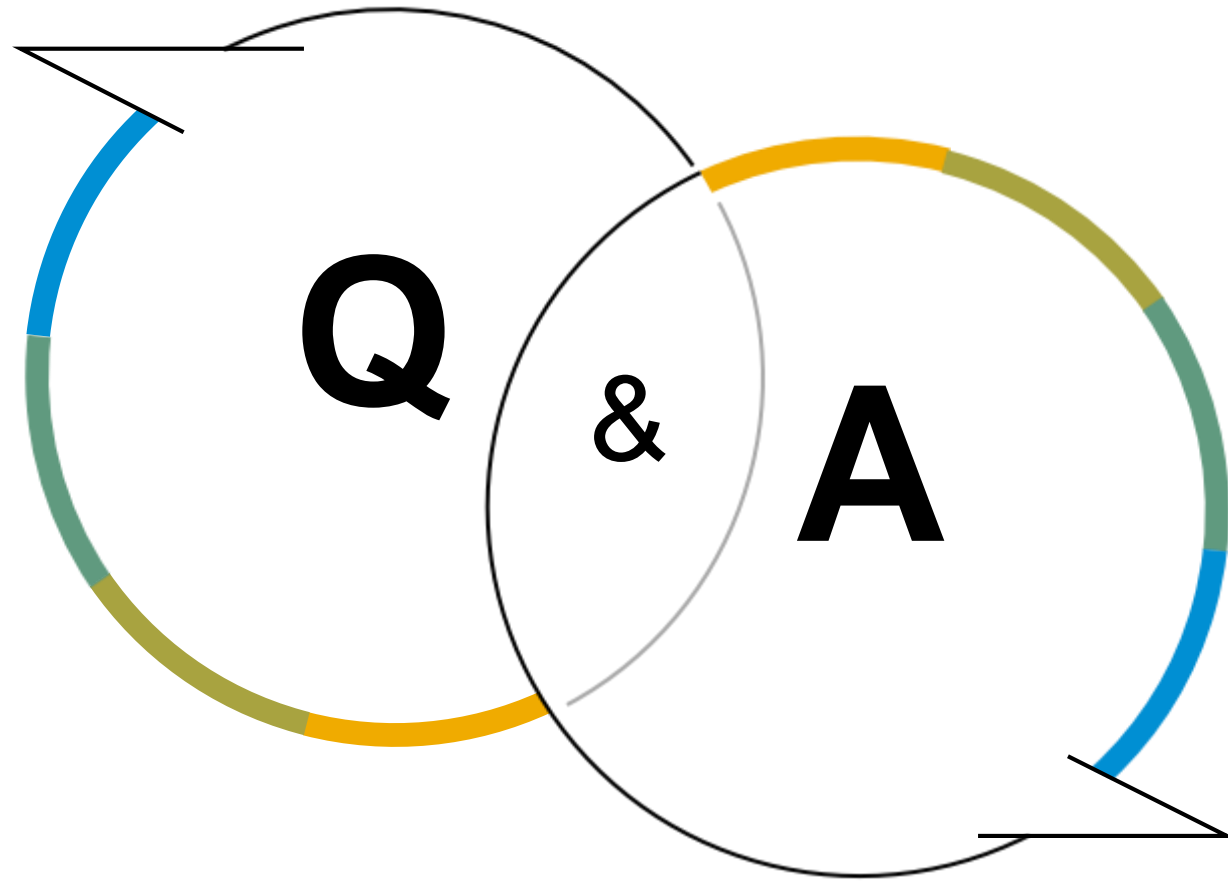
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