

EXPERT MIGRATION FOR SAP® CUSTOMER RELATIONSHIP MANAGEMENT

SERVICES FOR EVALUATING, PLANNING, AND RUNNING MIGRATIONS

To meet the challenges of upgrading your SAP® Customer Relationship Management application while maintaining business continuity and implementing enhanced functionality, SAP Consulting offers fast and effective migration services that minimize inconvenience, mitigate risk, and help reduce your total cost of ownership.



As with other major software upgrades, migrating your SAP® Customer Relationship Management (SAP CRM) application to the latest version is challenging. You're right to ask a lot of questions, like the following:

- Do I need to update my CRM software for success in a marketplace where customers are only a click away from my competitors?
- What are the risks associated with a migration, and how can they be mitigated at the outset?
- What are the real costs, in terms of time, money, resources, and quality?
- How can downtime be kept to a minimum?
- What is the best way to avoid resource scheduling conflicts?

The answers are particularly critical in a complex IT environment with multiple interfaces, where the path of an integration project is often difficult to predict at the outset.

For more than 30 years SAP has been providing answers to these questions and helping its customers simplify software migration. The SAP Consulting organization has earned a reputation for providing consistent and best-in-class results while ensuring success. We have gained unrivaled experience with upgrade projects involving CRM software and can provide end-to-end migration services. You get up and running with the latest version of SAP CRM, not only within schedule and budget, but also with minimal impact to your ongoing operations.

Migration services for SAP CRM offer a structured approach in three project phases: an evaluation phase, a planning phase, and a run phase. Before beginning the migration, SAP Consulting works with you to evaluate your current situation and your future needs. Leveraging the experience and knowledge gained through years of working alongside clients in every industry, we have developed state-of-the-art tools and methodologies to make the migration process repeatable and foolproof. We can help maximize your investment in time and money, and you can be confident of consistent quality and dependability, minimal and predictable risk, careful cost management, and low total cost to upgrade. Risk assessment is frequent and thorough in both the planning phase and the run phase, which enables our experts to identify developing risk quickly and mitigate it early in the migration.

In short, migration services for SAP CRM leverage our global reach, unsurpassed consulting expertise, best-of-breed tools, and world-class structured methodology.

Migration Services for SAP CRM

The mission of SAP Consulting is to serve as a trusted partner, to enhance your success with all your SAP applications, and to help you explore ways to improve your operations. If you are currently running a release of SAP CRM from earlier than 2007, we recommend migrating to the latest version to speed

your time to value and lock in long-term support in the standard SAP maintenance framework.

With migration services for SAP CRM, we provide a deep analysis of your current application and a clearly defined set of deliverables that help you understand the scope and cost of the upgrade before the run phase begins.

For maximum flexibility, you can discontinue further work without affecting your CRM processes or incurring additional cost at two points: after the value proposition in the evaluation phase and after the assessment in the planning phase (see the figure). During the run phase, while migrating the full solution, the SAP Consulting team carefully preserves normal access to your important data while adapting screens to the new Web user interface of the latest SAP CRM software. Migration services from SAP Consulting can be performed with a mix of on-site and off-site delivery to match your specific needs, and they provide for a well-planned, cost-effective, and efficient implementation, thus lowering your total cost of ownership (TCO).

Evaluation Phase: Value Proposition

The evaluation phase is an optional precursor to the planning and run phases of your migration project. It helps you understand the latest SAP CRM features, including the popular new user interface and powerful new tools that save you time and money. The value proposition developed in the evaluation phase has the following components:

- An introduction to the latest release of SAP CRM and migration services for SAP CRM
- A discussion of your needs and a vision for your future SAP CRM application

Planning Phase: Assessment

The planning phase begins with an assessment, which the team performs using time-tested SAP evaluation methodologies and state-of-the-art tools that help control costs and lower TCO. The assessment includes these typical tasks:

- Examine the existing SAP CRM system landscape and software environment
- Assess the current state of the application and your business objectives and requirements, including customized code and modifications

- Define your additional requirements
- Identify existing solutions that are becoming obsolete and evaluate the advantage of replacing them with newly delivered SAP standard solutions
- Deliver recommendations and migration plans with both on-site and off-site resources, leveraging analysis tools and accelerators developed by SAP Consulting

The deliverables for the migration assessment include the following:

- Executive-level presentation
 - Overview of new SAP CRM functionality
 - Summary of findings
 - Business objectives of the upgrade and migration
 - Upgrade readiness scorecard
 - Detailed landscape and functional recommendations
 - Migration approach
- High-level timeline and resource plan
 - Deployment road map, duration, effort estimates, and resource requirements
 - Technical upgrade plan and solution migration plan

The migration assessment brings you a more complete understanding of the features and functions of the latest version of SAP CRM. It helps you determine the readiness of your current technical environment to support the new functions, and it defines the business requirements for your future technical environment. You optimize your business processes by taking an inventory of current software modifications and analyzing future customization needs. You also develop a clear view of the effort and risk in the whole project and learn

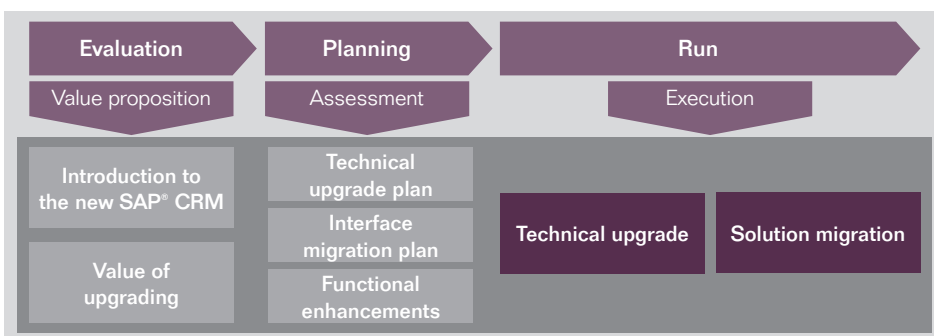


Figure: Migration Services for SAP Customer Relationship Management

what it will take to facilitate thorough knowledge transfer to your staff. In short, you make sure the proposed migration is technically feasible and satisfies your business needs in the longer term.

Run Phase: Execution

The run phase contains the technical upgrade and the solution migration for SAP CRM, including migration of the user interface.

In this phase, SAP Consulting provides a well-defined and proven technical upgrade service for SAP CRM that helps

SAP Consulting preserves normal access to data while migrating to a new user interface that improves employee satisfaction and reduces total cost of ownership.

reduce upgrade costs and improves the efficiency of the implementation process by decreasing downtime and accelerating deployment. Costs are carefully controlled, and roles and responsibilities clearly defined. The sequence of predefined tasks is as follows:

- Developing a detailed technical upgrade plan as part of an overall upgrade plan
- Executing the technical upgrade
- Documenting the process of upgrade for reuse within the system landscape
- Implementing quality assurance
- Cutting over to production

The solution migration service for SAP CRM offers a rapid and low-risk approach to adapting the user interfaces used in earlier releases of SAP CRM to the new Web user interface of the latest version of SAP CRM. The new user interface offers a clean look and intuitive navigation, encouraging faster adoption by users and reducing the need for organizational change management. Using predefined project plans and accelerators for every aspect of the migration, SAP Consulting quickly runs and populates the new user interface that will guide your employees to the next level of customer relationship management.

In addition to providing an improved look and feel, the Web client in the latest version of SAP CRM offers one-click printing and delivers greater productivity through groupware integration. The new Web user interface replaces the user interfaces of earlier releases, such as the people-centric user interface (PCUI), SAP graphical user interface (SAP GUI), interaction center (IC) WebClient, and IC WinClient.

The predefined tasks for the solution migration service for SAP CRM include the following:

- Analyzing in detail existing customer-specific enhancements and modifications that affect the solution
- Executing migration tasks, including customizing and development
- Performing review and supporting training activities
- Documenting relevant new features and procedures

For maximum flexibility and minimum disruption, migration services for SAP CRM are performed in three phases with a mix of on-site and off-site services to match your specific needs.

Why Migration Services for SAP CRM from SAP Consulting

Letting SAP Consulting help you move up to the latest version of SAP CRM brings considerable benefits your way:

- Best-practice methodology shortens assessment time.
- Proven expertise facilitates the technical upgrade and the solution migration.
- A fast and efficient transition brings a quicker return on investment.
- The new user interface improves employee satisfaction and productivity.
- Additional services like expert training raise your future IT performance levels.
- Staying in sync with the SAP release strategy keeps you up to date on technologies.
- Alignment with the SAP maintenance framework reduces downtime.

Summary

A new Web browser-based interface in the latest version of the SAP® Customer Relationship Management (SAP CRM) application makes moving from a release of SAP CRM that's earlier than 2007 an intelligent choice for your company. But migration can be a potential drain on your company's technical resources. SAP Consulting meets the challenge head-on by fielding an expert team to work with your staff during the evaluation, planning, and run phases.

Challenges

- Maintain your competitive edge in a fast-paced marketplace
- Ensure long-term support for business processes
- Avoid disruption to current business activities
- Establish upgrade costs at the outset
- Detect and address integration issues quickly

Supported Business Processes and Software Functions

- Customer relationship management – Make the latest technology and software available to your employees
- Decision support – Maintain full availability of all data during deployment
- Software development – Migrate existing user interfaces into a new browser-based interface
- Human capital management – Increase employee satisfaction through ease of use and an updated look and feel

Business Benefits

- Reduced maintenance – Decrease downtime through alignment with SAP release strategies
- Enhanced risk management – Examine risks carefully and frequently to improve risk mitigation
- Decreased total cost of ownership – Lower long-term costs by integrating existing applications with new technologies
- Higher return on investment – Increase the return on your IT investment through shortened time to value

For More Information

To find out more about migration services for SAP CRM from SAP Consulting, call your SAP representative.

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