

SAP MaxAttention

**A Strong Collaborative
Engagement to Enhance
and Increase Business
Efficiency with Your
SAP® Software Solutions**

THE BEST-RUN BUSINESSES RUN SAP™



KEY MESSAGING

With the SAP® MaxAttention™ support option, SAP offers a set of expert services that covers all stages of your SAP solution life cycle from implementation to operations. Its wide range of services provide support for safeguarding complex solutions, implementing continuous improvement practices for productive solution operations, planning new releases and upgrades, and establishing high security measures tailored to individual customers' security requirements. In providing customers with this continuous management supervision, SAP MaxAttention represents the highest level of commitment SAP makes to its customers.

The success of SAP MaxAttention is due in part to the active engagement it initiates with you, the customer – a collaboration that effectively extends the role of SAP from solution provider to trusted partner. Two essential components of this collaboration – expert services provided on-site and direct engagement with management – are key to delivering the support option’s full potential. Just some of the major features of SAP MaxAttention include:

- Technical account management focusing on:
 - Reduction of total cost of operations
 - Technical quality management to mitigate the technical risks of implementation and upgrade projects
 - Implementation of end-to-end solution operations
- Regular communication with the customer’s executive level to provide up-to-date status reports of the support engagement, making it possible for managers to monitor and assess the quality of the services delivered and the technical improvements made
- Technical quality management to safeguard the technical implementation of operations, handover to production, and ongoing operations

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WHAT SAP® MaxAttention™ IS

The SAP® MaxAttention™ support option is a collaborative engagement between customers and SAP that:

- Supports SAP customers during all phases of their application life cycle
- Focuses on technical risk mitigation and implementation of operations during the implementation phase
- Focuses on the stabilization and optimization of operations during the run phase
- Addresses customers' business needs in conjunction with their IT environment
- Provides professional expertise on-site and remotely to identify and proactively address top issues in implementation, upgrade, and operations
- Leverages over 35 years of SAP experience in the support and optimization of customer's solutions through the use of best business practices

Who Needs SAP MaxAttention?

SAP MaxAttention offers customers total coverage of their IT needs – from low-risk implementation of new solutions and upgrades to continual improvement of productive software. The companies and organizations who can expect to derive the most benefit from this all-inclusive support option are businesses faced with the following challenges:

- Running mission-critical solutions
- Running multinational or global operations
- Operating 24x7 business processes and systems
- Conducting upgrades within complex solution landscapes
- Needing assistance and on-site expertise to identify the top issues that affect key areas of their SAP solutions and resolve them
- Building bridges between business units and IT groups to realize business goals efficiently

“SAP MaxAttention is backed by extensive experience and provides the methodology that enables companies to effectively manage critical situations with tailor-made solutions.”

Karl Finkenzeller, CIO, Core Applications, Siemens AG

Why Customers Succeed with SAP MaxAttention

With over 6,000 service and support specialists working with customers every day, SAP receives a steady stream of customer and consultant feedback that it uses to continually improve its existing services and develop new ones to reflect emerging customer needs. The activities and events that provide this wealth of feedback include:

- 121,000+ installations
- 34,000+ proactive service sessions
- 38,000+ customers

The world-class methods developed from this feedback include end-to-end root cause analysis, end-to-end change control management, and end-to-end integration and automation of business processes. In taking advantage of SAP MaxAttention, you have the opportunity of taking the best of SAP experience and building it right into your IT landscape.

“SAP MaxAttention improves information exchange and risk management. The ongoing optimization of the system landscape allows us to reduce total cost of ownership and to adjust to changing business requirements.”

Ralf Bosch, Director Enterprise Portal, Deutsche Lufthansa AG

How Customers Benefit from SAP MaxAttention

The SAP Active Global Support organization has focused its in-depth knowledge and advanced problem-solving skills in the SAP MaxAttention support option to meet customer needs for a comprehensive support and SAP solutions strategy that covers all phases of the application management life cycle:

- During implementation, customers benefit from technical risk mitigation, optimization, and enhanced operations, which ensure a smooth transition to the operations phase of their solutions.
- During operations, customers benefit from applying best practices and SAP standards for solution operations to reduce the cost of operation and improve end-user satisfaction by improving quality and efficiency.
- During upgrades and migrations, customers benefit from customer-specific strategies that lead to decreased cost of ownership, increased return on investment, and an enhanced ability to adapt to changing business needs.
- During all phases of the application life cycle, customers benefit from both on-site and back-office professional expertise focused on identifying and proactively addressing top issues, whether they involve implementation, upgrade, or ongoing solution operations.

THE HOLISTIC APPROACH OF SAP MaxAttention

To deliver a comprehensive support and SAP solutions strategy, SAP MaxAttention must supply the expertise, skills, and support for best practices required at each phase of the application management life cycle. To fulfill this demanding objective and tailor services to the customer's individual needs, SAP MaxAttention requires your active engagement in the process. Together with SAP support engineers, you define objectives and key performance indicators at the outset of the engagement. With SAP's guidance, you then perform regular assessments to determine progress in reaching them. SAP MaxAttention involves your management in this process as well, making sure it is fully informed of the technical improvements made and equipped to evaluate them. Methods and tools SAP MaxAttention uses to deliver full support coverage include:

- SAP executive sponsorship
- A technical quality manager to oversee on-site service delivery and represent the front office
- SAP solution architects to verify the technical and functional feasibility of proposed solutions
- On-demand experts – “the right expert at the right time” – putting the entire network of the SAP back office of SAP experts at your disposal
- Service-level agreements
- SAP engineering services for each phase of the solution management life cycle

Each phase of the solution management life cycle is covered by services designed to focus on the specific aspects of technical improvement and implementation it requires:

- Safeguarding implementations involves identifying any technical risks that may occur during the implementation phase and mitigating them.
- In safeguarding upgrades of existing SAP solutions, SAP experts develop release and upgrade strategies to protect the customer's IT investment; identify and mitigate potential risks; and provide recommendations to decrease downtime during the upgrade and during Unicode conversion.
- To implement end-to-end solution operations during the operations phase, SAP experts advise on the use of best practices for running SAP solutions, with focus on root cause analysis, change control management, and business process management.

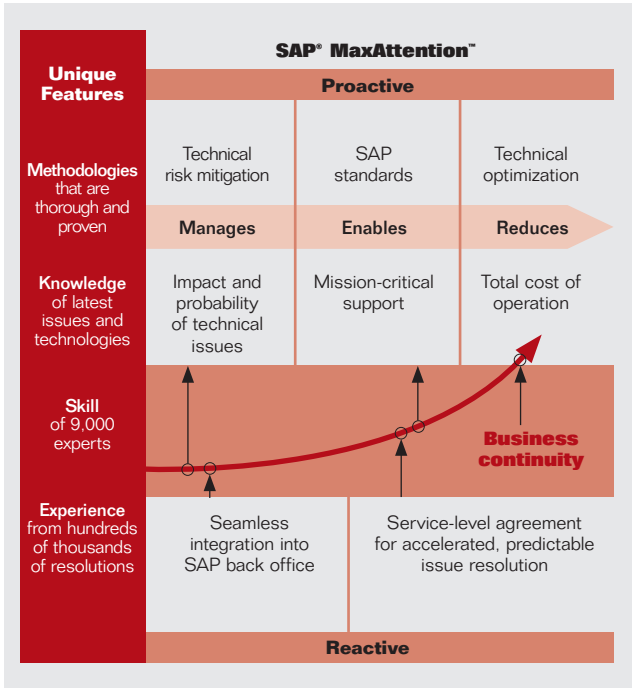


Figure 1: The SAP MaxAttention Support Option

This careful orchestration of services was put in place to provide you, the customer, with the right service at the right time throughout your application management life cycle. In taking advantage of these services, you can rest assured that implementations and upgrades as well as ongoing solution operations will be conducted competently and completed as scheduled.

Delivering Value Throughout the Life Cycle

SAP MaxAttention delivers value to your IT landscape throughout the application management life cycle. It helps you put in place operations for maintaining your existing solutions based on best practices, and ensures continual optimization of your productive solutions using such proven methods as root cause analysis and change control management. As you extend your software landscape, services are available to safeguard new implementations by testing their robustness and technical feasibility so that they operate smoothly when in productive use. Upgrading and introducing new releases of software is covered as well, with services to keep the technical risk at a minimum.

With SAP MaxAttention, you can be sure that your core business processes perform reliably at all times, are available when needed, have consistent data to work with, and can be easily maintained; that SAP solutions and system landscape configurations are robust; and that all applications and operation activities run smoothly.

“The MaxAttention engagement compelled us to proactively focus on areas of performance and optimization during the configuration stage of our project and had a direct impact on metrics required for go-live. The ability to collaborate directly with SAP experts ensured the technical quality of our application and was crucial to the success of our implementations.”

Lou Schneider, Director GIT, Global Demand Chain, Colgate-Palmolive Company

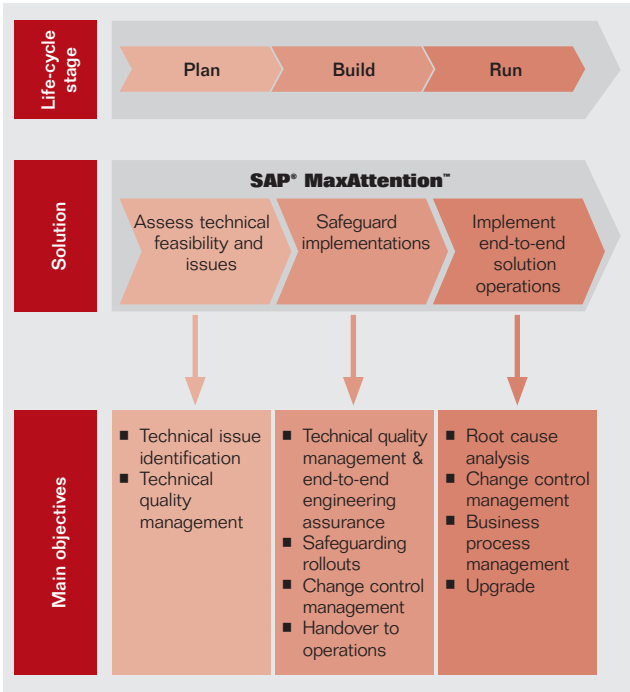


Figure 2: The Solution Management Life Cycle

The Engagement and Governance Model

Within the SAP MaxAttention framework, SAP experts are designated to fulfill special roles meant to facilitate the customer's total involvement in the engagement. An **SAP engagement architect** is responsible for setting up an interactive collaboration with your executive management team and in drafting just how it is to be realized. This person is also the primary contact to the executive team. An **SAP solution architect** is responsible for verifying the technical and functional feasibility of proposed implementations. When you need them, SAP experts are stationed on-site so that the engineering services and expertise you require are available.

Your primary on-site contact is the **SAP technical quality manager**. The technical quality manager has a deep understanding of your solution, identifies the top issues, and drives the resolution process. This person coordinates the delivery of all SAP services and serves as your direct line to the SAP experts in the back office. This direct channel to the SAP back office means you have the power to tap into the full SAP network of consultants when you have top issues to resolve; the expert best qualified for exactly that issue will be the one to focus on its

resolution. The SAP technical quality manager's main contact is your project manager, who is responsible for governance issues concerning the progress SAP MaxAttention makes and your overall relationship with SAP.



“Having a single point of contact for all our support issues is a real plus and makes life a lot easier for us. When a problem crops up, we simply call or e-mail our technical quality manager.”

Rinat Gimranov, CIO, Open Joint Stock Company Surgutneftegas

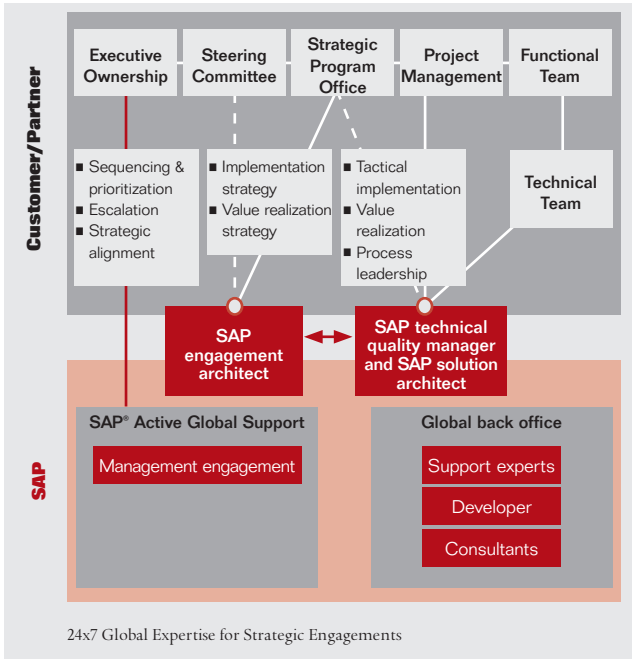


Figure 3: 360-Degree Engagement

A Standardized Approach

SAP MaxAttention employs a standardized approach to maximize the value of the SAP resources on-site and mobilize the global network of SAP experts for resolution of your top issues.

To start off the engagement, SAP experts must gain an overall understanding of your situation by evaluating your needs and issues in four key areas: business processes, system landscape, operation and requirements, and upgrade and release strategy. Together, you and the SAP experts define and agree on the objectives of the engagement and document them in a balanced scorecard. Joint development of an action plan follows, based on your needs, issues, goals, and key performance indicators. To implement that action plan, you then select the services you need and when you need them, using a service plan SAP MaxAttention supplies as a guide.

SAP MaxAttention uses a balanced scorecard to track the progress of the support engagement and report that progress to the SAP executive management level on a regular basis – typically once per quarter. During this meeting, progress of the engagement is reported along with any issues that have or may arise. This raises the awareness at the SAP executive level of your needs and issues.

To summarize, the standardized approach follows these steps:

1. Analyze business processes, the solution landscape, and operational requirements; identify top issues and critical needs
2. Inform the customer's project manager and the SAP engagement architect – performed by the SAP technical quality manager
3. Prioritize the issues that were identified and develop a service plan to address them – performed jointly by the SAP technical quality manager and the customer's project manager
4. Discuss the findings with the customer's executive management team – performed by the SAP engagement architect
5. Agree on a course of action – performed by the SAP technical quality manager and the customer's project manager; arrange for and oversee the delivery of the identified services – performed by the SAP technical quality manager

The multilevel discussions the engagement involves are necessary to bridge any gap between your business units and IT department. This ensures much greater efficiency in meeting your business goals.

SAP® Value Realization Map

Action Plan

Balanced Scorecard

Value-Generated Targets

- Define and monitor key performance indicators and objectives
- Track joint action items to achieve targets

Targets/
Actions/
Objectives

Continuously

Engagement
Plan

SAP Technical Quality Management

Figure 4: SAP MaxAttention™ – Customized Value-Generation Process

The Front-Office/Back-Office Approach and SAP Solution Manager

SAP MaxAttention uses a front-office/back-office approach, which is realized in the following way: a technical quality manager leads the support engagement at the customer side and coordinates all the activities there, including service delivery, top issue management, and follow-up. This ensures that you get the right services and the right experts at the right time. What's more, through the technical quality manager, you gain access to the experts in the SAP back office whenever their expertise is required.

SAP MaxAttention leverages the SAP Solution Manager application management solution to support the collaboration between the customer and SAP. The methodologies and support for best practices delivered with SAP Solution Manager are included as part of the overall deliverables of SAP MaxAttention. SAP Solution Manager also provides the basis for conducting end-to-end support for the customer. Included are root cause analysis, change control management, and business process integration and automation.

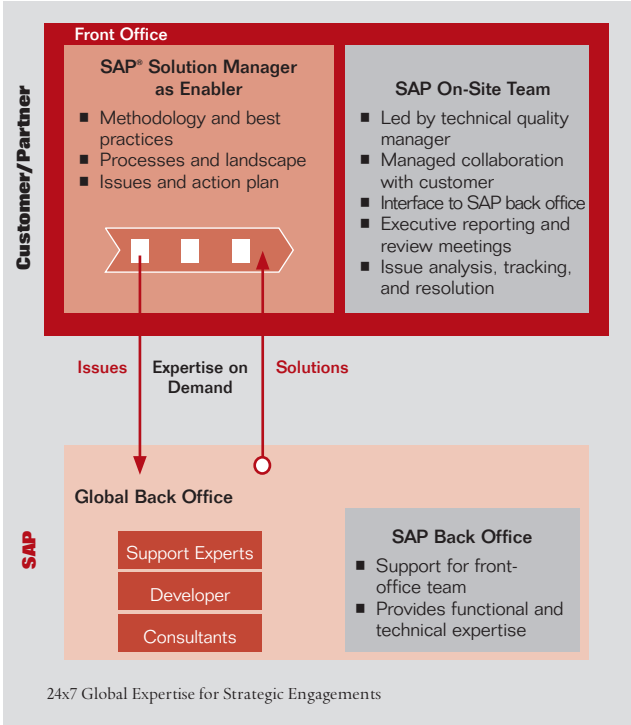


Figure 5: The Front Office and the Global Back Office

SAFEGUARDING IMPLEMENTATIONS, UPGRADES, AND MIGRATIONS

Safeguarding of implementations, upgrades, and migrations is based on the SAP Safeguarding portfolio of services and is engaged on a project-by-project basis. It is designed expressly to reduce the technical risks associated with this type of project and to ensure that the solutions are introduced into the software landscape successfully; and that they operate smoothly and can be easily maintained after the project is completed. The safeguarding services support all work performed throughout the life cycle of the implementation, upgrade, or migration project, including the following phases:

- Business blueprint, which assesses and confirms the technical feasibility of the proposed solution
- Testing, which evaluates end-to-end performance, stability of the solution, and data consistency
- Cut-over and go-live, which ensures high performance and stability of the implementation and fast resolution of issues

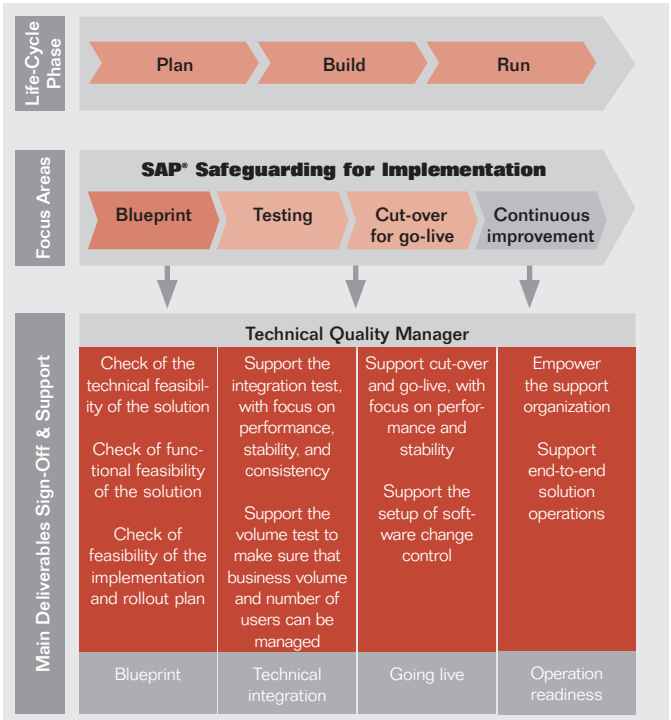


Figure 6: SAP Safeguarding for Implementation Projects – Statement of Work

At the beginning of an implementation, upgrade, or migration project, SAP works closely with the customer and any implementation partners involved to draft a technical risk assessment plan, which identifies areas of risk and potential improvement. Risks that could negatively affect the technical robustness of the solution are outlined in a separate high-level report prepared by an SAP expert. The report includes recommended areas for improvement as well. SAP experts then develop a service plan that selects from the full spectrum of SAP services the ones required to most efficiently perform the project work. A project overview is presented to the customer's executive management team, including analyses made by all implementation partners.

During the delivery phase, SAP experts continually assess the areas of key focus to keep risks in check and to identify any new risks that may arise. They provide advice regarding technical improvements and supply tools and services to mitigate risk and enable problem resolution.

SAP MaxAttention DURING THE RUN PHASE

SAP customers expect that their SAP solutions can be managed efficiently. This includes having high availability and reliable performance of the solution, realizing new requirements quickly, and keeping total cost of ownership under control. However, it is difficult to achieve all this considering the current trends in the IT environment. Potential for business flexibility – amplified through new technologies and enterprise service-oriented architecture (enterprise SOA) – has increased the complexity of individual application management tasks. Successful out-tasking and outsourcing require close collaboration with service providers. As a result, efficient management of SAP solutions and efficient collaboration of all involved parties are gaining in importance.

To help customers manage their SAP-centric solutions, SAP provides comprehensive support for best practices that consists of an organizational model, a set of SAP standards for solution operations, SAP Solution Manager, and implementation methodologies. The support for these best practices is based on more than 35 years of experience SAP has accumulated in helping customers run their IT solutions and covers the following areas:

- Root cause analysis
- Change control management
- Incident management

- System administration
- Application management
 - Business process management
 - Exception handling
 - Data integrity management
 - Job scheduling management
 - Data volume management
- Enterprise SOA–readiness
- Upgrade management

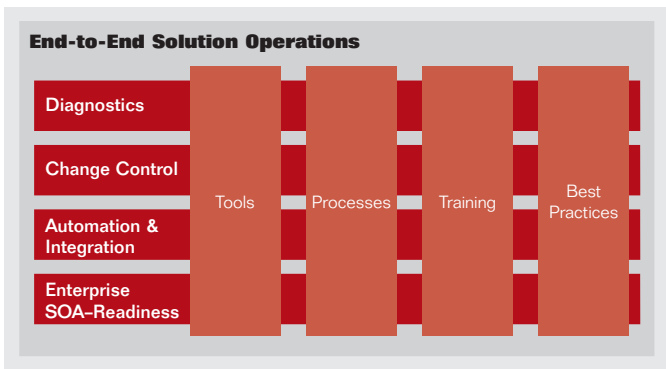


Figure 7: SAP Takes the Lead Within End-to-End Solution Operations

CONTINUOUS IMPROVEMENT THROUGH SAP MaxAttention

A custom mix of expert services, pulled from the entire portfolio of services offered by SAP Active Global Support, helps you put a service plan in place that will support the improvement of your IT landscape on a continual basis. The technical quality manager conducts an assessment of your issues and goals and agrees with you on potential areas for improvement such as:

- End-to-end performance optimization
- Change management
- System management
- Business process management
- Management of database size and growth
- Support processes and enabling of your support organization

A service plan is then drawn up and the optimization is performed. The improvements introduced are measured using a balanced scorecard, where the results are also recorded.

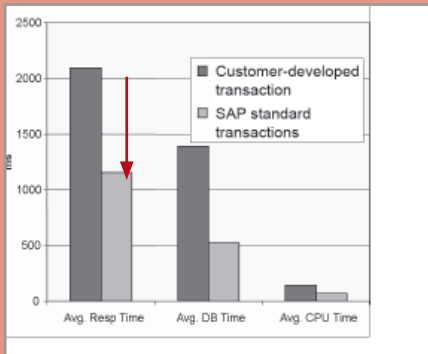


“SAP MaxAttention improved system performance by 800%. The SAP Active Global Support organization used its expertise to protect system administration and operation. SAP MaxAttention safeguarded our upgrade to mySAP™ ERP to keep things on time and within budget. This prepared our Financial IT department to run the new environment and ensured continued usage of mySAP ERP.”

Francisco Santoyo, Comisión Federal de Electricidad

Performance Customer Transactions

Typical Performance Optimization Potential



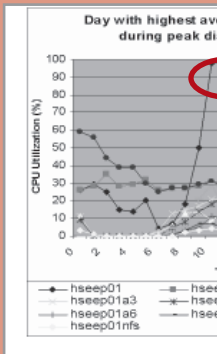
SAP® MaxAttention™ Approach

- Provide recommendations to improve top transactions
- Empower your own staff on how to optimize performance in custom coding

Example of Focus Area

Hardware Root Cause Analysis

Root Cause Analysis



SAP MaxAttention™ Approach

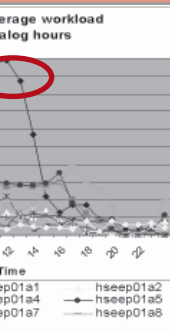
- Provide root cause analysis
- Search for solutions based on hardware

Figure 8: Reduction of Total Cost of Operation

Areas for Optimization

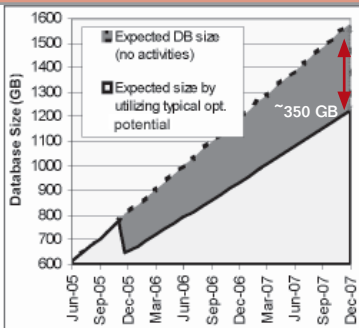
Bottlenecks (Memory)

Analysis Required



Database Growth and Size

Reduction Potential
(based on experience from other customers)



Optimization Approach

Analysis
besides additional

SAP MaxAttention Approach

Give recommendations on how to reduce database size and growth (avoid, summarize, delete, and archive)

SAP MaxSecure SUPPORT – MEETING SECURITY NEEDS

The best security policy is for customers to be able to help themselves, thus avoiding unwanted external contact. That is what the SAP MaxSecure Support service – a part of the SAP MaxAttention support option – is all about. Intended for customers with high security regulations, this service analyzes your support organization and sets up a training program designed to increase the number of messages you can solve independently. With this service you get:

- SAP personnel with the required security clearance
- Secure connection between customer and SAP
- Encryption
- Secure rooms
- Shadow watching over a technology such as Microsoft Windows Terminal Server
- On-site service delivery support

SAP MaxAttention VALUE PROPOSITION

SAP MaxAttention ensures that your SAP solutions are state of the art and fit to operate reliably, effectively, and economically well into the future. A summary of the benefits you can expect from this total-coverage support option includes:

- Top-quality technical management during implementation and upgrade projects to minimize risk
- Increased efficiency of your support organization, increased end-user satisfaction, and reduced cost of operations
- Go-lives that are on time and within budget
- Robust, well-implemented solutions that support optimal maintenance operations
- Increased uptime, enhanced performance, and greater data consistency – contributing to lower cost of operations
- Transfer of knowledge and skills to your IT staff



“SAP MaxAttention cuts system management costs, improves agility, and underpins our strategy for continuous product and customer service innovation in a dynamic, competitive market.”

Alejandro Bombaci, Chief Information Officer, Empresas Polar

GET IN CONTACT WITH SAP

For more information, contact your local SAP support manager or visit the SAP Service Marketplace extranet at www.service.sap.com/maxattention.

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