SAP Solution Brief
SAP Services

SAP Custom Development

Innovation and ROI with SAP® Custom Development

Quick Facts

Summary
With the SAP® Custom Development organization, you can move forward with innovative custom solutions that intelligently extend your SAP software platform. Rather than ending up with isolated islands of software that you can't maintain effectively, you get tailor-fit solutions that are configurable, adaptable, extensible, and upgradable. This helps you meet unique business needs while still adhering to a technology platform strategy that drives down costs and helps maintain smooth operations.

Business Challenges
- Meet rising energy demand while keeping costs down
- Respond quickly to fast-moving market conditions
- Innovate with new software solutions while maintaining platform integrity

Key Features
- **Custom-developed solutions** – Extend your platform with solutions that meet your unique business needs
- **Repeatable custom solutions** – Use a previously developed solution as a launching-off point for addressing unique business requirements without starting from scratch
- **Standard solutions** – Bring your costs and risk down to a minimum with generally available SAP solutions that address the business priorities of specific industry segments
- **Start-to-finish solution lifecycle support** – Benefit from world-class SAP support for all solutions you use
- **Innovative solutions** – Take advantage of game-changing technologies such as enterprise mobility and in-memory processing

Business Benefits
- **Rapid innovation and first-mover market advantage** so you can stay ahead of the competition
- **Lower risk** with 100% SAP solutions that integrate with your existing SAP technologies
- **Increased ROI and lower total cost of ownership** with solutions that extend the value of your existing platform

For More Information
To find out more, call your SAP representative today or visit us online at www.sap.com/services/customdev.

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As the global appetite for energy has increased, oil and gas companies like yours have responded with new technologies for finding, extracting, and delivering energy to the market. But your business is complex – and the factors that determine your success are constantly changing. The question is, do you have the agility to respond quickly and effectively moving forward?

THINGS ARE LOOKING UP

At SAP, one of our primary goals is to help ensure that you do.

The fact is, you run many of your core business processes on SAP® software. You use our software to manage the digital oil field and run successful environmental, health, and safety programs. You also use it to streamline the hydrocarbon supply chain and deliver a wide range of engineering services. Across all these areas and many more, SAP software helps you do more of what you do faster and at lower costs. But the pressure is always on to address ongoing business needs in a way that maximizes the value of your initial investment.

Because of the unique challenges you may face in any particular area, it may be tempting to use niche solutions to address those needs. But as many organizations have found, such solutions often sacrifice standardization and fail to integrate with the core platform. Over the long run, they're costly to maintain – and they also create operational silos that impede the flow of business processes.

How, then, can you remain agile while remaining true to a platform strategy based on a long-term strategic commitment to SAP software? The answer is the SAP Custom Development organization.

Innovation at the Speed of Your Business

For years SAP has played a leadership role in the oil and gas industry, heading up an industry consortium through its global advisory council. The focus of this consortium is to identify the innovation needs of the industry. In addition to its industry-wide focus, this advisory council also works with local groups to focus on specific requirements important to regional markets. This allows multiple companies to share in the cost of joint development, thereby reducing both risk and expense to any one customer. SAP Custom Development works with these groups to drive the innovation that is needed and turn out new solutions that help companies maintain a competitive advantage.

SAP Custom Development works with customers on an individual level as well. Benefiting from a direct relationship with the solution management team at SAP, we can quickly develop tailor-fit solutions that meet your needs today while leveraging the platform that you've invested in for the long term. Speed and flexibility characterize our delivery model. Whatever development project you want to pursue, we put together a team of internal developers and external partners to get you up and running faster.

SAP Custom Development is known as the innovation delivery organization within SAP. Our goal is to meet your needs. You come first – which means that we develop and deploy your solution regardless of release cycles and solution road maps for SAP commercial offerings. On the other hand, our alignment with solution management allows us to look ahead and plan for your success – far more effectively than third-party developers can.

Most importantly, our solutions are fully engineered according to SAP standards. Your solution will be configurable, adaptable, extensible, and upgradable. With SAP Custom Development, a custom solution is a standardized solution – one that fits into your landscape and is fully supported by SAP throughout its lifecycle.

Unparalleled Expertise at Your Disposal

SAP Custom Development provides a range of offerings. The first includes custom development services where we create solutions that address your pressing business needs. For example, in the past we've developed solutions to manage:

- Order-to-cash and procure-to-pay processes for natural gas transmission
- Individual U.S. state regulatory reporting requirements for oil and gas producers
- Tax decisions and calculations through an interface that connects data from the SAP ERP application to external tax applications and engines

With custom development services, we give you access to the broad base of standard SAP developers positioned in 10 development centers around the world. Through the global advisory council – which seeks to align SAP standard development with the innovation needs of the industry – many of these developers possess an extensive understanding of the challenges facing companies like yours. Using this knowledge, we can help you innovate with targeted solutions that enable you to better meet market demand.

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We also give you access to one of the most respected ecosystems of partners in the world. With the industry and technical expertise you need at your disposal when you need it, there's virtually no project too big or complex for you to tackle.

Even Faster Time to Value

To speed your time to value, we also offer repeatable custom solutions – previously developed solutions that have been proven to work elsewhere in your industry. You can use these as a launching-off point for addressing unique business requirements without starting from scratch. This saves you time and money.

When our previously built solutions prove compelling beyond their original scope, SAP turns them into standard commercial solutions to address the business priorities of specific industry segments. These standard solutions can help reduce your cost even further while speeding time to value. Examples of such solutions that are highly valuable within the oil and gas industry include:

- **SAP Multiresource Scheduling application** – Helps your customer service, plant maintenance, and professional services providers optimize resource management so that you can find the right person for the right job at the right time
- **SAP Application Interface Framework tool** – Provides you with a powerful framework for implementing and monitoring interfaces, complete with user-friendly monitoring and error-handling functionality for business users
- **SAP Asset Retirement Obligation Management application** – Enables you to create, change, and terminate asset retirement obligations, automatically perform relevant calculations, trigger postings, and generate reports to prove compliance with accounting principles and regulations
- **SAP Upstream Operations Management application** – Integrates field data capture, production planning, production allocation, maintenance, reporting, and analytic functionality to enable upstream oil and gas companies to improve decision making related to hydrocarbon production operations

Support – Just the Way You'd Expect It to Be

When you're managing an IT landscape to run the most critical business processes, the last thing you want is islands of isolated solutions that you cannot support. Fortunately, when you work with SAP Custom Development, you get 100% SAP solutions that we're willing to stand by over the long term. That's why we offer you support over the lifecycle of the solution – just like any of the software we offer on the general market.

Enterprise Mobility, In-Memory, and Much, Much More

One of the reasons customers in the oil and gas industry work with SAP Custom Development is to take advantage of some of the game-changing technologies coming out of SAP as soon as possible. Attuned to such opportunities, our developers are in a unique position to help your company move forward in the direction that technology is taking us.

For example, SAP Custom Development can help you leverage the SAP HANA® platform to manage "Big Data" initiatives. This allows you to access massive amounts of corporate and external data held in memory for instantaneous insight into critical aspects of your business. Some customers, for example, use SAP HANA to gain real-time insight into supply and demand dynamics so that they can respond faster and more effectively to market conditions.

Other customers are moving to SAP Mobile Platform – empowering workers on the ground to streamline operations, manage remote crews more efficiently, and track inventory with greater ease. Still others are leveraging our business-user experience hub to create user interfaces that fit corporate needs better than ever before. These are just a few examples of how SAP Custom Development can help you move forward with emerging technologies that have the power to transform the way you do business.

Speed and flexibility characterize our delivery model. Whatever project you want to pursue, we put together a team to get you up and running faster.

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FIRST-MOVER INNOVATION WITHOUT THE RISK

SAP Custom Development helps you to innovate on your own timetable. This empowers you to be a first mover in your industry – charting new territory to serve your customers better and maintain competitive advantage.

What's more, our development team knows your environment, your industry, and the SAP software that you use to run your business. Our custom-developed solutions actually extend your platform with native code that complies with existing SAP software standards. This dramatically reduces your risk when compared with third-party developments and niche software that leave you with isolated solutions that are costly to maintain. And with a range of options for speeding delivery, you can enjoy a faster time to value to address your business objectives as soon as possible.

In the end, you'll see SAP Custom Development as an invaluable service that helps you continuously extract value from your existing technology platform. This drives ROI and reduces your total cost of ownership over the long term.

LEARN MORE

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