SAP Active Global Support

SAP® MaxAttention™

Keep Your Business Flying High with a Strategic Engagement

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Like flying a commercial airliner, keeping a business in the air is often a complex undertaking. Smooth operations are needed to help ensure efficiency and minimize costs. On the other hand, agility can help you innovate constantly and drive continuous growth. In a world where information technology often makes the difference between success and failure, organizations like yours depend on a well-run IT organization to support the business on both fronts. This is where the strategic support engagement offering, SAP® MaxAttention™, from the SAP Active Global Support organization can help.

Your SAP software landscape is more than a technology infrastructure. It's a strategic investment in the ongoing success of your business. One of your goals is to extract as much value as possible from that investment. You may even want your software landscape to be available on a 24x7 basis and reduce the total cost of operations. But more important, it needs to help facilitate business process improvement and support the ability to capitalize on emerging technologies and follow through on innovation initiatives.

All of these objectives put tremendous pressure on IT to perform. Fortunately, your IT group does not need to fly solo. With the SAP MaxAttention offering, you have the support needed to keep your business flying high on an ongoing basis. As the highest-level premium support engagement offering from SAP, SAP MaxAttention helps your IT group implement, operate, and innovate better to maximize the value of your SAP software investment.

To reinforce the strategic nature of continued and effective business operations, we will also guide you with an embedded support team, tailored engineering services, and enhanced back-office support that includes executive-level attention.

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Your Nonstop Flight to Business Success

A lifetime premium support engagement can help you implement, operate, and innovate better

EMBEDDED SUPPORT

Smooth flying in today's complex business technology environment requires a team approach to coordinate activities and stay focused on the requirements of improving business processes, increasing efficiency, and driving innovation. This is why SAP MaxAttention embeds seasoned experts from the SAP Active Global Support (SAP AGS) organization into your Customer Center of Expertise (Customer COE) organization. Think of this team as the cockpit crew that will help ensure your business gets to where it needs to go to drive success.

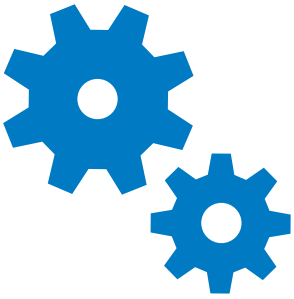
Your embedded team includes an engineering architect and at least one technical quality manager (TQM). The engineering architect drives and measures the value realization of your strategic engagement with a balanced-scorecard approach. Working closely with your executives, the engineering architect develops and explains to decision makers the road map for executing the business or IT transformation.

Throughout the engagement, the engineering architect follows a proven governance model that includes a balanced scorecard, action plans, and quarterly meetings. The balanced scorecard defines objectives and tracks performance based on jointly determined key performance indicators, while the action plan is a road map for achieving value-generation targets. Quarterly meetings with your executive leadership team helps align IT activities with the business and measure the overall success of the ongoing engagement.

Paired with related roles in your competency center, the TQM advises on continuous improvement and innovation. This expert helps you identify opportunities and act on them in an efficient, nondisruptive manner. When specific services are delivered, the TQM coordinates activities and drives follow-up activities.

ENGINEERING SERVICES

As any cockpit crew knows, a successful flight depends on a wide range of activities – many of which happen on the ground before the aircraft ever takes flight. In a similar manner, SAP MaxAttention includes a wide range of engineering services that can help you implement, operate, and innovate better. These expert-delivered services are built on a proven methodology to help ensure your SAP solutions are technically capable to meet your business requirements. The ultimate goal is to help you build and run your SAP software environment like a factory.



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Innovation Control Center
Building an SAP software infrastructure like a factory starts with the innovation control center (ICC). The ICC, located on site and managed by the TQM, helps drive cost-effective implementations. By reducing modifications, your IT team can continuously improve infrastructure functionalities and business processes, while building solutions based on SAP software in a factory-like manner. As part of our best practices, we help you minimize customization, reduce IT complexity, and meet business requirements on standard SAP software code. You can also decrease maintenance costs and put your business in a better position to quickly integrate innovative new solutions– such as applications powered by the SAP HANA® platform and a wide range of mobile applications.

With an ICC, you can leverage SAP Rapid Prototyping services to try new solutions or components before you move them into your live production environment. These services give you the opportunity to test-drive and experience the value of new SAP software innovations, while taking most of the risk out of purchasing decisions.

The ICC also helps you integrate all components of your software landscape end to end, including third-party solutions. All the while, we still help you maintain technical and business agility. This is achieved by incorporating validation methodology from SAP. This holistic approach tests whether the new solution meets your business needs in terms of data integrity, scalability, performance, and continuity. As a result, the risk of downstream complications can be dramatically reduced from the very beginning of your implementation projects.

Your ICC can even help evaluate perceived functional gaps in your solution. With a clear picture of what can be achieved with standard offerings, you can better decide whether to implement modifications. Collaborating with your project management office, the ICC can also help increase user acceptance for implemented solutions and maximize ROI by continuously driving improvements.

Operations Control Center
Running an SAP software environment like a factory begins with the operations control center (OCC). The OCC team tracks all operational key figures, such as system availability, business process availability, end-user performance, exceptions, and alerts. As a result, the team stays informed on landscape issues and can prevent problems before they impact business performance. And with the SAP Solution Manager application management solution, the OCC team monitors your IT operations at the same time.

It is the job of the OCC team to immerse itself in your landscape and processes to best understand the operational challenges facing the business. Centralized tools and standardized monitoring procedures provide much-needed transparency into these challenges. Meanwhile, a focus on continuous improvement and optimization can improve operations over the long term by keeping your organization running at peak performance – enabling your business to reduce costs and better seize opportunities for innovation.

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BACK-OFFICE SUPPORT

Keeping your business flying at peak performance also requires a ground crew that is attentive to your every need – anytime and anywhere. This is why SAP MaxAttention is designed to keep your ICC and OCC in constant communication with a mission control center (MCC) located at SAP.

Mission Control Center

The MCC is responsible for helping your organization use and get the most from its engagement. Staffed by SAP developers, functional experts, and seasoned engineers from SAP AGS, the MCC advises the ICC team on how to best apply existing standard functionality to fulfill your business requirements. It also works with the OCC team to help improve your day-to-day application and business process operations.

For daily operations, the MCC helps ensure peak performance – so you can increase user acceptance, minimize total cost of ownership, and maximize your SAP software investment. The team responds to your needs by personalizing the service level agreement, assigning a dedicated coordinator for mission-critical situations, and providing 24x7 access to a support contact. You can also access expertise on demand. For example, if you're pursuing a new innovation project, experts at the MCC can offer advice and support to help ensure on-time, within-budget implementations that deliver value over the long term.

RUN LIKE NEVER BEFORE

When you sign up for this premium support engagement, you're getting a strategic long-term commitment to the success of your business from SAP. SAP® MaxAttention™ offering gives the attention you need to stay on top of the competition – from operational optimization that reduces costs to ongoing support to help your team innovate faster and more effectively. Plus, with access to best practices, you benefit from our decades of experience procured by working with customers of all sizes in all industries all over the world.

In the end, your IT group will be empowered to deliver more value to the business – enabling you to use the latest technologies to run your business like never before.

LEARN MORE

To find out more about how SAP® MaxAttention™ offering can help you implement, operate, and innovate better, call your SAP representative today or visit us online at www.sapsupport.info/support-offerings/sap-maxattention.

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