



GAIN COMPETITIVE ADVANTAGE WITH ENTERPRISE SERVICES ARCHITECTURE

Enterprise Services Architecture is the blueprint for an architecture that enables innovation and standardization in a single environment, allowing IT management to deliver at the speed and efficiency the business requires. But how do you reconcile custom-specific applications with the functionality of packaged applications? And how do you make decisions without disrupting your carefully and methodically assembled system? Enterprise Services Architecture Adoption Program from SAP provides a series of easy logical steps toward an IT architecture that delivers on ever-changing business requirements.

Companies are increasingly recognizing the value of the Enterprise Services Architecture blueprint, a service-oriented architecture that finally bridges the gap between business needs and IT delivery. By defining all functionality in terms of independent Web services with enterprise-level business value, Enterprise Services Architecture elevates the concept of Web services design, management, and application composition to an enterprise level that helps meet business requirements.

Enterprise Services Architecture, by leveraging the SAP NetWeaver® platform, puts Web services at the heart of an IT strategy – allowing companies to take advantage of fast-moving opportunities while at the same time redeploying current assets. For those companies that succeed, the paybacks can be significant.

But before the promise of Enterprise Services Architecture can be fulfilled, companies have to make the decision to adapt. And adapting existing processes – and the underlying technology that supports them – can be complex, costly, and slow. Moreover, managers tend to be wary of fully revamping an existing system without assurance that the new tools will bring about the desired outcome. What systems should you retain? What should you jettison? How do you weave together the old and the new?

The Adoption Program: One Step at a Time

To address these questions and other concerns, SAP has developed Enterprise Services Architecture Adoption Program, a formalized yet flexible methodology that simplifies the journey toward a service-oriented architecture by turning it into a series of logical steps. The methodology is designed to streamline and simplify an otherwise complex endeavor and to create an evolutionary path that avoids disruptions. The tool kit we have developed reduces adoption to a series of relatively easy, sequential activities. The goal is to help customers lower costs and shorten the time needed to create a versatile, powerful foundation on which to build Enterprise Services Architecture.

Unique Customers, Unique Needs

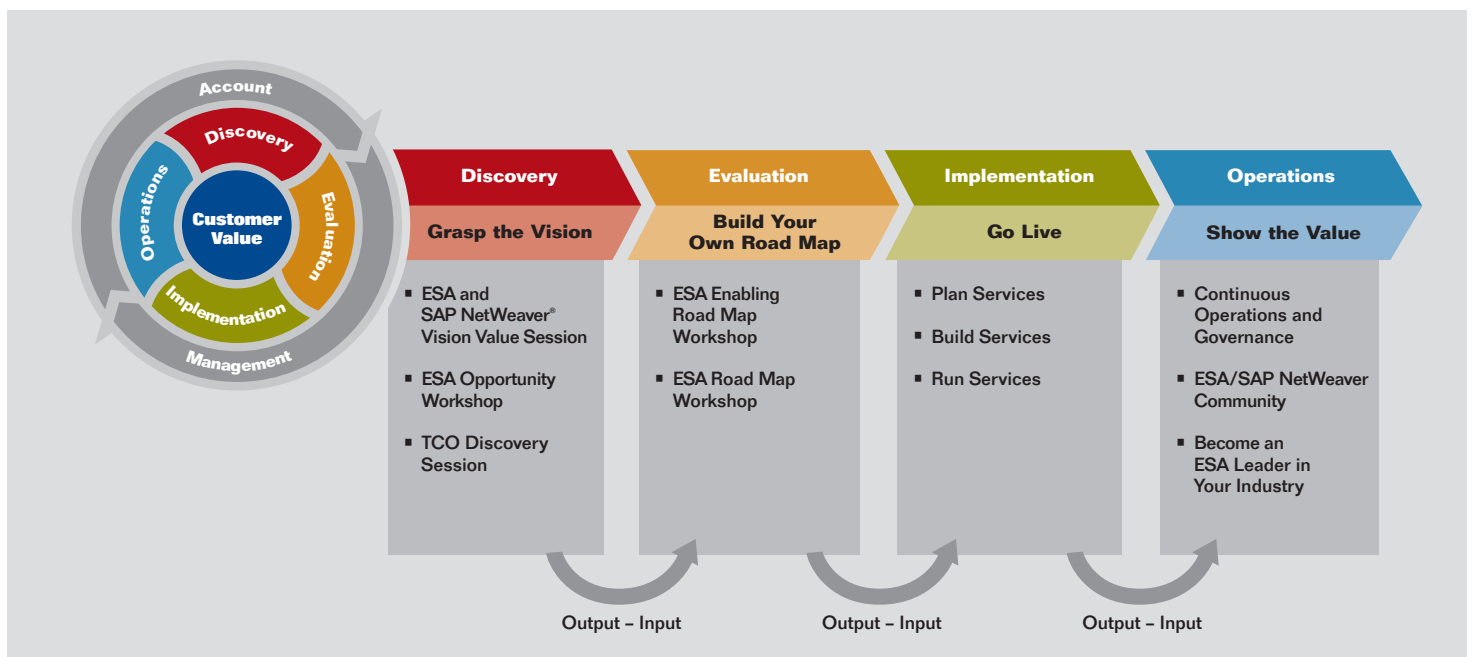
The adoption program is designed to accommodate the many different needs, budgets, resources, and objectives of a broad customer base. No two implementations are alike, yet customers

should be confident that use of the program’s tools will result in the desired outcome – even when they are initially unsure of what they need or what strategy makes sense.

Indeed, as companies begin to make decisions about enhancing business processes and strategies, they utilize Enterprise Services Architecture in many different ways. Some customers rethink their entire IT strategy and want a comprehensive Enterprise Services Architecture for the entire business. Others have more immediate needs and adopt it for current projects. Enterprise Services Architecture Adoption Program anticipates all such approaches.

Enterprise Services Architecture Adoption Program: A Four-Phase Approach

The adoption program is a series of logical steps: discovery, evaluation, implementation, and operations. Each step is supported by a compact portfolio of field-tested “enablers,” a dozen or so



Picture 1: The Customer’s Road to Enterprise Services Architecture

support services which include a variety of tools, templates, samples, and workshops. The program's flexibility allows customers to select one or two enablers on an as-needed basis.

During the **discovery** phase, the emphasis is on education and understanding. Participants gather to explore the value and cost of various implementation alternatives. Tools used during this step include "opportunity workshops" – interactive sessions designed to identify how Enterprise Services Architecture might enhance a customer's business processes. Typically, this is where an organization's IT and business leaders work together to brainstorm on the ways and areas in which a service-oriented architecture could foster innovation and lower costs.

During the second phase, **evaluation**, SAP works with customers to design a company-specific road map. Workshop activities focus on identifying the scope of Enterprise Services Architecture, the business processes that it might enhance, and the corresponding IT projects that are likely to make a company more competitive and more responsive.

The **implementation** phase of the adoption program is designed to help customers put Enterprise Services Architecture to work. Since SAP offers some 200 different support services to aid with planning, building, and running Enterprise Services Architecture, a key objective during this phase is to help customers and consultants choose specific support tools that will yield the best results. This attention to matching needs with services ensures a speedy, secure implementation while minimizing risks and costs.

Finally, during the **operations** phase, SAP provides a number of enablers to help customers govern their applications and maintain a consistent strategy over time. There's a close focus on ROI during this stage, with SAP providing tools that help measure results and quantify benefits derived from Enterprise Services Architecture and from SAP NetWeaver as the underlying technology platform.

Why an Adoption Program?

Enterprise Services Architecture Adoption Program was created to help SAP, partners, and customers position, adopt, and implement Enterprise Services Architecture and the SAP NetWeaver® open integration and application platform that supports it. The program utilizes a structured portfolio of services and associated accelerators to enhance discovery, evaluation, implementation, and operation.

Unifying Users

A key characteristic of the adoption program is the way it supports collaboration among the many people who are responsible for positioning, designing, and implementing Enterprise Services Architecture. On the customer side, business and IT leaders, IT architects, and project managers will all be involved at different stages, depending on a project's scope and timetable. Similarly, SAP team members may include professionals from the SAP® Consulting organization, including its business consulting and technology consulting groups, along with marketing people. With such diverse perspectives, the adoption program serves as a valuable tool for outlining responsibilities, determining priorities, and keeping track of time lines.

For More Information

For more information about Enterprise Services Architecture Adoption Program, visit SAP Developer Network (SDN) at www.sdn.sap.com and click on the Quick Link *Enterprise Services Architecture (ESA) Today*.

www.sap.com/contactsap



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