

SAP® MaxAttention™



The SAP® MaxAttention™ support option enables your company to access the experience of more than 3,000 SAP support specialists and 6,000 SAP developers worldwide. You get customized expert services and on-site specialists that help you optimize your SAP solutions while continually minimizing technical risks.

SAP Solution Brief

COMPREHENSIVE SUPPORT TAILORED TO YOUR NEEDS

Get More from Your SAP® Solutions

The Challenge

In a time of rapid business change, mergers, and the growing importance and expansion of partner relationships, companies find it particularly difficult to manage increasingly complex IT landscapes. An IT landscape may encompass various stages of the solution life cycle, with key solutions operating on different releases. The cost and difficulty of supporting highly customized applications can be burdensome and impose major barriers to knowledge transfer and building self-sufficiency. And while you need state-of-the-art solutions, you also want to reduce the risks of technical implementation and upgrade projects to lower your cost of operations and protect your investment.

These challenges are multiplied for multinational companies or those with numerous business divisions; companies that must run 24x7, have a very complex solution landscape, or have solutions that are partly managed by a third party. Companies such as these require an extremely high level of support and SAP expertise.

Do It All with SAP® MaxAttention™

That's where the SAP® MaxAttention™ support option comes in. Throughout all phases of the application management life cycle, SAP MaxAttention focuses on key areas of your solution landscape to identify top issues and to provide on-site professional expertise to solve them. What's the result? You're able to maintain competitive edge by optimizing your operations, and you get state-of-the-art solutions, protection for your IT investment, reduced total cost of operations, and increased ROI from your SAP solutions.

SAP MaxAttention provides the top level in SAP support: it includes customized expert services and on-site specialists that unlock the full potential of SAP software by continually minimizing technical risks and optimizing business process and technical setup.

This offering provides end-to-end support for your SAP software environment. You benefit from SAP's 30 years of experience in supporting thousands of installations. And you get a partner that optimizes the benefits delivered with its products by increasing availability and performance, reducing total cost of operations, and improving data consistency and maintainability. SAP MaxAttention improves your solution and protects your investment.

Executive Sponsor and Balanced Scorecard

Your executive sponsor will ensure maximum attention to your solution. He or she will meet with you on a quarterly basis to review the achievements and a balanced scorecard.

A balanced scorecard is used to define and track the key performance indicators (KPIs) agreed to at the beginning of the engagement. It provides transparency in the deliverables of SAP MaxAttention at any time during the engagement and is used as a tool to measure the reduction of total cost of operations.

Permanent Front-Office Team

Your SAP on-site team consists of a technical quality manager and several on-site experts. The technical quality manager is your central point of contact for the engagement and he or she has in-depth knowledge of your solution and your implementation or upgrade projects. The on-site experts provide specialist knowledge for specific milestones of your project or operations.

Back Office – Expertise on Demand

We offer expertise on demand, so you get “the right expert at the right time” on-site or remotely. You can access SAP experts in the back office to ensure that your issues get resolved according to the requirements of your project or operations.

Safeguarding – Engineering Services

Another key element is the delivery of engineering services. After conducting an initial assessment, SAP experts meet with you to review identified technical risks and offerings of the SAP Active Global Support organization. Taking into account the need to lower total cost of operations and sustain a positive return on IT investment, SAP experts define the appropriate action and service plan to address the identified issues to safeguard your project or your operations.

Service Level Agreement

As part of SAP MaxAttention you can have a customer-specific service level agreement. This additional element is designed to speed up the process of problem resolution: for example, the initial reaction time for messages classified as “priority one” is a maximum of one hour and the time for corrective action is limited to four hours. Regular status updates on the processing of customer priority-one messages are managed by the technical quality manager.

SAP Solution Manager – Collaboration Platform

SAP MaxAttention is powered by the SAP Solution Manager tool, providing a collaboration platform that ensures optimal communication between you and our front- and back-office teams. This supports the methodology and best practices that make SAP MaxAttention unique.

SAP MaxAttention is applicable throughout the entire solution management life cycle, whether you are implementing new functionality, planning an upgrade, or improving a mature solution or your current processes. It is adaptable, with support services designed to ensure that your requirements are fully aligned with a comprehensive support and SAP solutions strategy.

Support for the Application Life Cycle: Safeguarding Your Implementation Project

Any stage of an IT project can provide challenges. Whether you are planning an implementation, already running your operations, or in the midst of a migration or an upgrade, you must consider the various factors that affect the success of your project. When it comes to managing and maintaining complex solutions, you need the guidance and support of experts.

As part of the SAP MaxAttention engagement, the SAP Safeguarding portfolio of services helps you to reduce technical risk and lower costs in implementation, upgrade, migration, and operations of your IT landscape. These services help you improve the management of your core business processes by identifying top issues and then introducing preventive measures in the form of a service plan. The service plan describes next steps, activities, roles and responsibilities, and deadlines. We continuously observe activities and their impact on technical risks, adjusting the service plan when needed. As SAP Safeguarding draws from the entire spectrum of SAP services and is updated regularly, you get the optimal support you need for your project.

Implementing Continuous Improvement Practices

Even a productive application needs to be optimized when it no longer fulfills business requirements. Changes in the business environment may cause changes in a business process that directly impacts the software application. Or a change in technical infrastructure may create the need to adapt productive applications.

Continuous improvement starts with a comprehensive evaluation of your needs. Our specialists work with you to reduce the costs associated with running your systems while ensuring maximum availability through application change management; release and upgrade strategies; and optimization of custom code, business processes, and your support organization.

Targets, KPIs, and a service or action plan are developed jointly, and you can select individual SAP services depending on your needs. This service plan is updated regularly to ensure that you always have the support you require. Continuous status tracking and reporting as well as transparency at the SAP executive management level keep your picture in focus.

SAP MaxAttention combines technical and business strengths to build a bridge between your IT department and business units. It delivers operations standards and implementation methodologies that reduce total cost of operations, protect your investment by reducing integration and upgrade costs, and provide quick ROI by minimizing implementation costs.

Upgrade and Release Planning

Complex custom-coded solutions, IT infrastructures, and system landscapes result in upgrades and system migrations that are difficult, time-consuming, and costly. You want to improve your current business applications and keep them maintainable rather than having to re-implement them after the release cycle. Furthermore, your solutions need to be flexible and adaptable in view of potential organizational and business changes.

SAP MaxAttention supports complex upgrades and migrations by developing a customer-specific release, upgrade, or migration strategy and a technical upgrade plan. We support and guide your IT organization throughout the entire project with best practices, services, and tools.

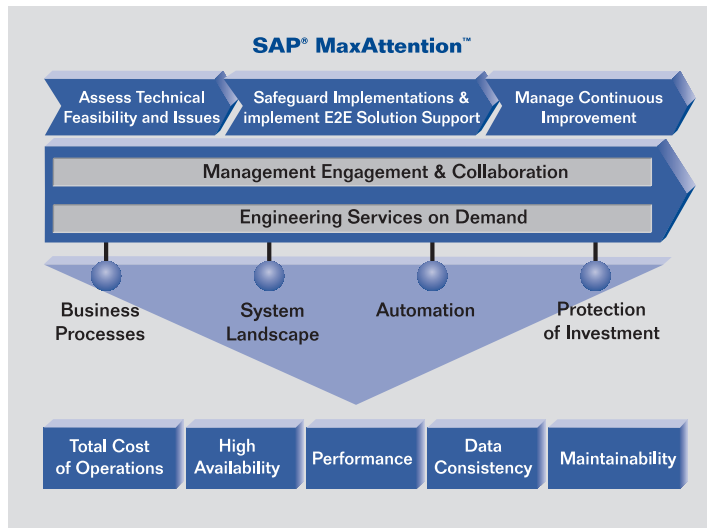
Meeting Security Needs

As part of the offering, the SAP MaxSecure Support service complies with requirements of customers with high security regulations. The best security policy for customers is to help themselves and avoid external contact. SAP analyzes the customer's support organization and sets up a training program designed to increase the number of messages solved by the customer. With this service you get the following:

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

Meeting the ROI Challenge

SAP MaxAttention extends SAP's role from solution provider to trusted partner by taking a holistic approach to solution life-cycle support. The essential elements of SAP MaxAttention deliver the full potential of services that are integrated and tailored to your company's unique situation. SAP MaxAttention enables companies to establish and maintain their competitive edge by optimizing their operations, providing them with state-of-the-art solutions, protecting their IT investment, reducing their TCO, and increasing their ROI.



SAP MaxAttention – The Holistic Approach

You can realize the value of SAP expertise and elevated support in all phases of your solution life cycle:

- During implementation you benefit from technical-risk mitigation and enhanced operations, thereby ensuring a smooth transition to the operations phase of your system.
- During operations you benefit from a reduced workload for system maintenance and consolidation, enabling you to free up resources and redeploy them in activities that directly accomplish your business goals.
- During upgrades and migrations you benefit from specific strategies and plans that lead to decreased cost of ownership, increased ROI, and an enhanced ability to adapt to changing business needs.

Benefits of SAP® MaxAttention™ in Brief

- Continuous long-term commitment that your solution will work!
- Experience with over 30,000 customers
- Tailored support for the customer
- Proactive technical-risk mitigation
- Total cost of operations reduction

SAP MaxAttention goes above and beyond operations support by driving ongoing enhancement and keeping you competitive. It ensures increased uptime, enhanced performance, greater data consistency, and improved maintainability – all of which help lower your total cost of operations. Your solutions are always state of the art, ensuring that your investment in SAP software is safe and future proof.

Find Out More

SAP is the only enterprise resource planning vendor that has a truly global approach. We understand not only what you need today but also where you need to be tomorrow. For more information about SAP MaxAttention please contact your SAP support manager or visit us on the Web at www.sap.com.