

## SAP Customer Success Story

**“SAP Empowering helps us transform IT support from a cost center to a function that delivers measurable business value and drives continuous process improvements.”**

Margono Wibowo, Project Manager, Spiridon Rollout, Siemens Thailand



# SIEMENS

### AT A GLANCE

#### Company Name

Siemens Thailand  
www.siemens.com

#### Industry

Electronics

#### Key Challenges

- Ensure optimal management and support of SAP
- Identify and rectify areas of weakness
- Guarantee software can handle doubling of user numbers without performance degradation

#### Solution and Services

SAP® Active Global Support  
SAP Empowering (SAP Operations Competence Assessment)

#### Existing Environment

SAP R/3®

#### Implementation Highlights

- Independent review of competency
- Recommendations for improvement in key areas

#### Key Benefits

- 100% more users supported by only 30% more IT staff
- CCC recertification achieved
- Foundations in place for ITIL certification
- Ability to benchmark service levels against those of other global organizations
- ROI after 9 months

## SIEMENS THAILAND

**SIEMENS' APPLICATIONS MANAGEMENT CENTER HANDLES 100% INCREASE IN USER NUMBERS WITH JUST 30% MORE STAFF BY OPTIMIZING IT SUPPORT WITH SAP® EMPOWERING**

Siemens' Applications Management Center (AMC) in Thailand was recently recertified by SAP as a Customer Competence Center (CCC), confirming that it ranks among world-leading organizations for the efficiency and professionalism of its systems management and user support.

The AMC hosts Siemens' SAP® R/3® applications and supports 3,200 users in 29 companies across 11 countries in the Asia-Pacific region. Users from nine time zones access Spiridon, the company's SAP-based application platform, via the intranet. Siemens uses Spiridon to manage the factories and distribution centers that manufacture and sell its entire range of products and solutions as an integrated business.

The AMC's CCC certification was reconfirmed following a successful SAP Operations Competence Assessment, an SAP Empowering service, carried out by SAP Active Global Support. CCC certification strengthens the partnership between SAP and Siemens and gives Siemens early insight into new SAP solutions that can benefit its business.

## **SAP EMPOWERING ENHANCES USER SUPPORT**

The AMC's mission is to provide fast response times for Siemens' business-critical SAP applications and increase customer satisfaction levels while achieving the lowest possible cost of ownership. AMC's teams work closely with SAP to improve their knowledge

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Veronika Silitonga, Competence Center Manager,  
Siemens Thailand

of the SAP environment, enhance the quality of the support they provide end users, and achieve optimum performance and availability of their systems. SAP Empowering services have enabled the AMC to reduce reliance on external consultants and provide proactive support to users in Siemens' growing number of businesses in the Asia-Pacific region.

## **SAP PROVIDES INDEPENDENT REVIEW**

Siemens Thailand commissioned the SAP Operations Competence Assessment in 2004 to analyze system management and user support processes and to receive recommendations for improvements. Siemens also wanted to benchmark the quality and cost-effectiveness of the support it provides against that delivered to users in other multinational organizations.

“Our SAP systems were extremely reliable, but we wanted to check if we had the procedures and competencies in place to continue to operate at peak efficiency as Siemens expanded,” says Margono Wibowo, project manager at Siemens. “During the next 12 months, the opening of several new manufacturing plants will see user numbers almost double to 6,000 and the complexity of our systems increase. The SAP Operations Competence Assessment would provide an independent review of our support processes in five core competencies, from top-level strategy down to business process management. As well as identifying potential weaknesses that could impact on future performance and availability, SAP Active Global Support would give us solutions for resolving problem areas proactively.”

## **ROI AFTER NINE MONTHS**

Experts from SAP Active Global Support spent three days at Siemens analyzing applications management, support processes, and staff skills. Following the assessment, SAP Active Global Support produced a detailed report and recommendations for further improving performance. The AMC is now raising awareness of the services it provides to encourage end users to flag issues promptly. Escalation processes are being standardized across local companies and shared service centers to speed up problem resolution. It is also introducing measures to improve monitoring of business process management on a regional basis.

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Veronika Silitonga, competence center manager at Siemens.

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### **CCC FACILITATES ITIL CERTIFICATION**

Having achieved CCC recertification as a result of the successful assessment, Siemens is working toward certification for the IT Infrastructure Library (ITIL), an international standard for best practices in providing and managing IT service. “CCC certification proves that an organization has achieved a high level of competence in both service delivery and service support, and this is a major step toward ITIL,” says Silitonga. “The recommendations made by SAP Active Global Support will help us achieve ITIL certification by further enhancing the seamlessness of our integrated service management processes and ensuring they are implemented across all Siemens businesses in the region.”

### **BEST PRACTICE MAXIMIZES PRODUCTIVITY**

Optimizing processes will also allow Siemens to support a projected 100% increase in users during 2004 while increasing the number of IT support staff by just 30%. “CCC certification demonstrates to internal users and Siemens customers that we have well-documented systems management and support processes in place and are leveraging the skills of our IT people to best effect,” says Wibowo. “Our robust, scalable infrastructure will underpin Siemens’ ability to continue its expanding in the Asia-Pacific region in the most cost-effective way.”

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