



SAP Solution Brief
SAP Application Management

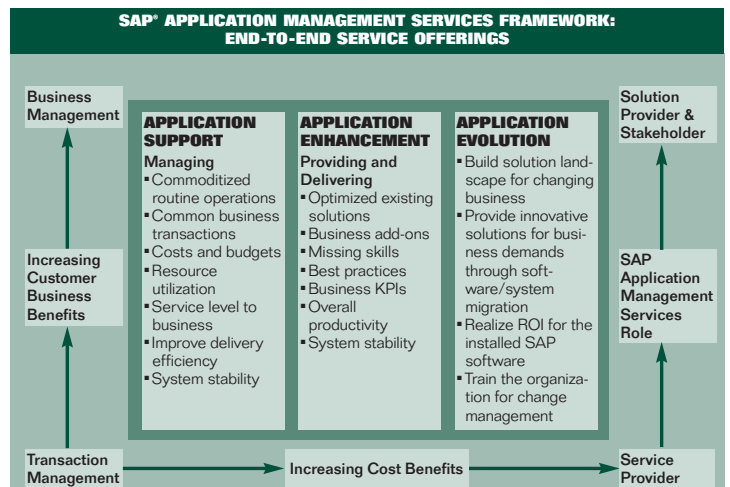
SAP® APPLICATION MANAGEMENT SERVICES

Trust SAP to Support Your SAP® Applications

It is critical that your enterprise applications be supported by competent, knowledgeable, experienced IT experts as economically as possible. Rather than ask your already overburdened IT team to supply application management support, let the experts from SAP® Application Management take on that responsibility. You will benefit from more cost-effective and reliable application management while simultaneously freeing up your IT staff to focus on areas that are more strategic to your core competencies.

Today, managing enterprise applications effectively is as critical as it is complex. Poorly tuned or outdated applications exact a significant performance cost. They diminish productivity, divert resources, and dilute the efficiency and effectiveness of your organization. As a committed SAP customer, you have a lot riding on your SAP assets.

Have you given any thought to how you might best protect your application investment? Or are you hoping that your already overburdened team of IT experts can handle any problems that might arise? Do you want your experts delving into technology they may not be fully trained to service? Or wasting their valuable time and efforts on routine configuration and environmental issues? Shouldn't they be focusing on value-added activities instead?



The bigger question is how can you reconcile the pressure to contain costs and headcount with the recurring need to expand software functionality? Headcount, of course, is always an issue. Hiring – and then retaining – IT personnel with appropriate expertise is a critical challenge. Are you sure you have the talent on hand to resolve application management issues knowledgeably? And are you sure you can hold on to that talent in an international job market that places a considerable premium on application experts? Can you ensure knowledge transfer occurs when application managers leave your organization, as some inevitably will?

The questions surrounding the management of business-critical enterprise applications are not trivial. They encompass considerations such as response times and resolution of user problems, IT costs and training issues, and the need for continuous development and report customization, patches, upgrades, and responses to change requests.

Surprisingly, these application management questions have a simple solution: outsource the management of your enterprise applications. Bring in the SAP® Application Management service and let the experts from SAP take over responsibility for protecting your application investment. Application management is an SAP core competence, which means you will have access to the best SAP resources in the industry. No one manages SAP applications better than SAP!

Comprehensive Application Management from SAP

SAP Application Management provides highly trained service teams to manage all aspects of your SAP solution. Its services portfolio encompasses three offerings: application support services, optional application enhancement services, and application evolution services. Together, these services can help you satisfy resource and skill requirements while maximizing the productivity of your applications and increasing service quality and savings.

Application Support: Proactive Monitoring, Quick Response

Staffed by highly motivated and skilled professionals who understand your business and your SAP solutions, SAP Application Management provides second- and third-level user support at your site or at offshore or off-site locations. This support is driven through a call-center management and issue-tracking and resolution process supported by the SAP Solution Manager application management platform.

With application support services, your issues are resolved quickly. Incoming requests are classified, qualified, categorized, and managed through sophisticated call-center tools with reporting capabilities. A proactive monitoring service ensures that SAP solutions run at optimal capacities and that those issues with the potential to impact the system are resolved before they can occur. It also helps identify and resolve problems quickly, often before you know about them.

Application support services provide service-level agreements that guarantee response times and business continuity. Root-cause analyses help eliminate repetitive problems and deliver stable corrections. With SAP Application Management, you get a flexible, tailored service customized from the SAP global service catalog and supporting global, multi-language, 24/7 coverage across various time zones.

Application Enhancement: Continuous Improvement

Application enhancement services help you to manage change requests, functional improvements, and application development. They facilitate optimization and continuous business improvement and can help you set benchmarks and achieve your key performance indicators (KPIs).

Whether you need to optimize the design of a custom solution or replace a work-around with an elegant standard solution, SAP Application Management can help by streamlining nonproductive or inefficient solution designs. It provides opportunities to reengineer your business operations so you can create both short- and long-term improvements with no disruption to your operations. Further, service experts can propose productive ways to optimize the use of existing software functions to improve operational efficiency and cost benefits. End users can rely on a help desk for the education and training needed to adapt to these enhancements. Help desk services provided by SAP Application Management include multilevel assistance, proactive monitoring, and support for continuous improvement.

Application Evolution: From Legacy to the Latest Applications

As your enterprise undergoes the transformations necessary to accommodate changing market dynamics and enhance shareholder value, SAP Application Management offers the evolution services that help provide the road map and integration strategy you need to adjust your existing IT solution landscape to the new business requirements. Service experts facilitate transition from legacy applications to SAP solutions by analyzing your environment and recommending the most efficient and cost-effective migration strategy. They also help you integrate company-specific solutions with both SAP and non-SAP solutions, enabling you to interconnect systems and processes throughout your enterprise and optimize the value of your technology investments.

Additionally, SAP service experts work with your IT and business teams to roll out the new solutions and manage the transformation process as the organization and end users adapt to the new business. Working with your business leaders and IT managers, the SAP Application Management team helps you set up KPIs for the new business and drive reporting strategy for continued measurements.

Leverage SAP Application Expertise

SAP has 30 years of experience providing business and technology consulting services to thousands of customers. While we are doing what we do best, you can focus your enterprise on what it does best.

Your decision to assign the management of your SAP applications to SAP experts will bring many favorable results. For example, letting SAP handle routine monitoring and response chores allows your IT organization to focus on the projects that can help your company improve its business performance. It is more cost-effective to leave chores such as report customization and application development to SAP Application Management.

Should complex problems arise – the kind that would challenge any IT department – your IT team will no longer have to deal with them. And you are not left scrambling to find resources to deal with them. SAP Application Management comes with guaranteed service levels and 24/7 on-demand access to skilled functional and technical professionals. Your business processes are returned to normal faster with SAP experts on the job.

SAP Application Management is also a great way to control IT budgeting and spending. By committing to this SAP service you know, over a considerable time span, how much – or in this case, how little – application management services are going to cost you.

An Open-and-Shut Business Case

SAP Application Management provides quantifiable business advantages that you can “take to the bank.” SAP clients looking for speed, quality, flexibility, and savings find it when they choose to make SAP Application Management service their single point of contact for business-critical software assets. This cost-effective approach to managing your applications generates real business value. Instead of depleting IT resources, you find yourself augmenting them in a meaningful way.

SAP Application Management provides the resources, processes, and tools you need for quality-driven user, technical, and operations support. Our experienced professionals use a well-defined set of assessment, transition, and long-term processes to deliver customized, affordable, and highly responsive support. The bottom line? Your organization benefits from the expertise and economies of scale acquired from our experience in thousands of SAP implementations.

For more information about SAP Application Management, contact your SAP sales representative or customer engagement manager. Or call 888-727-2955.

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