



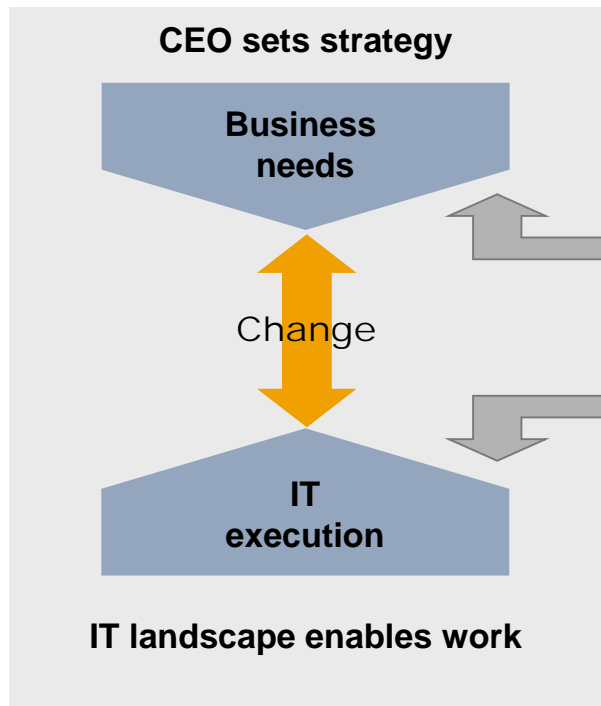
SAP Solution Manager: The SAP Application Management Platform

**Product Management SAP Solution Manager,
SAP AG**

©SAP AG 2005

THE BEST-RUN BUSINESSES RUN SAP 

- The SAP Solution Manager is the central application management platform that companies can run in their solution landscape to help them implement, operate, monitor, and support their SAP solutions efficiently. SAP Solution Manager provides tools, content, and a gateway to SAP that reduce risk and total cost of ownership (TCO).
- In this presentation you will learn about the principles of SAP Solution Manager and how they help you to optimize the management of your SAP solution.
 - Reduce TCO
 - Ensure reliability of your SAP solution and reduce risks
 - Ease implementation and upgrades
 - Ensure efficient Operations
 - Continuously adapt and improve your solution



- Streamline global operations
- Be more agile & responsive
- Continue cost cutting initiatives
- Meet higher SLAs
- Enable staff with new skills
- New IT deployments

-
- IT Infrastructure harder to manage
 - Budgets stretched
 - Security
 - Skill shortages
 - Risk factors have increased
 - Complexity, speed, and investment needed for future innovation will increase

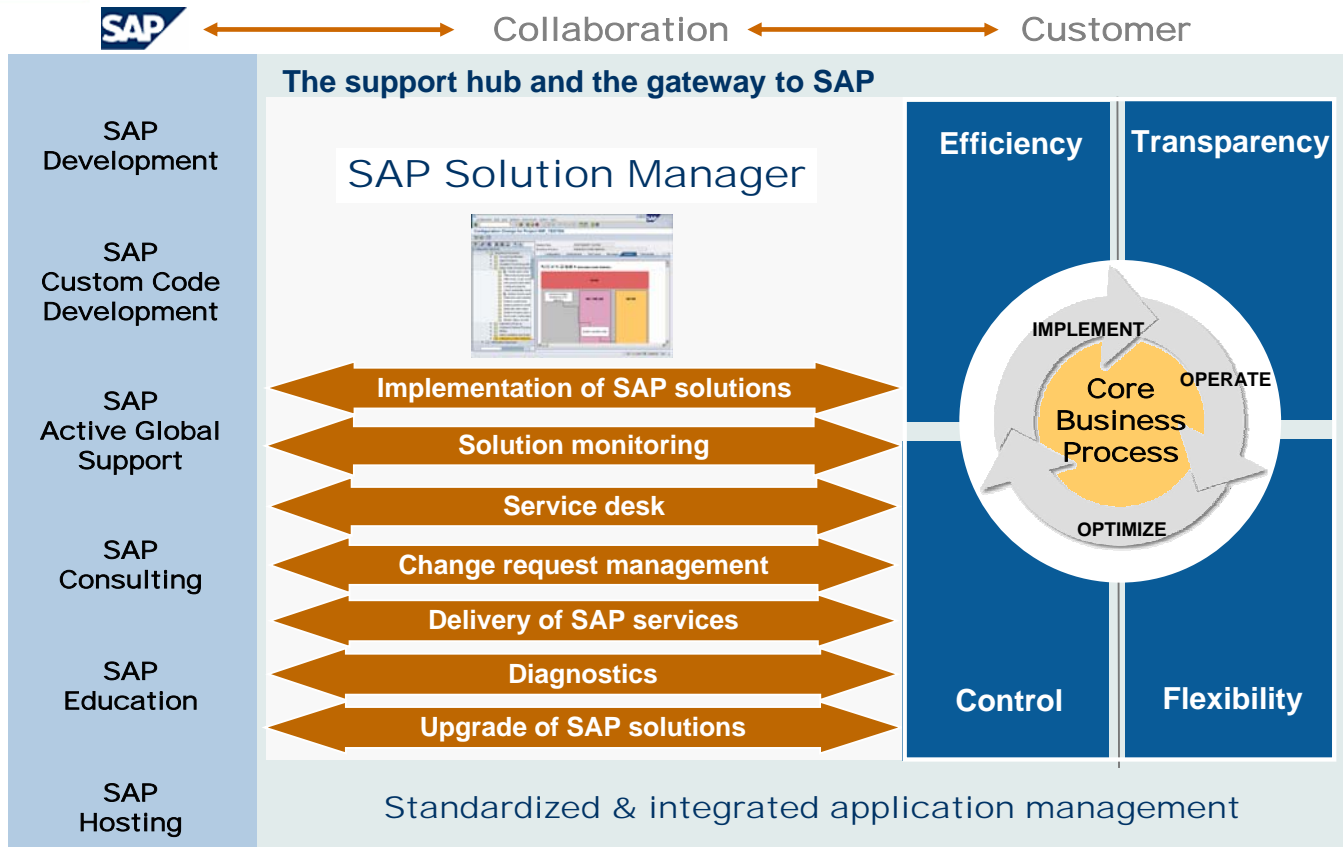
© SAP AG 2006

THE BEST-RUN BUSINESSES RUN SAP



- Objective: Present the prospect / customer's needs – their struggle
-
- We're using the diagram to represent the balancing act that our CIO customers face each day when they're trying to balance or trade-off the demands that are being placed on them (business defines needs on the top of the diagram) and to which they aspire, against the realities that they struggle with each day (represented on the bottom portion of the diagram). Obviously, these are representative only and specific customers.
 - Clearly, as the demands they are facing diverge further each year from reality, then the point gets closer that a fundamental change is required. That fundamental change in how they will do business - and support their IT infrastructure – presents the opportunity for us to speak to SAP Solution Manager

SAP Solution Manager – Value Proposition

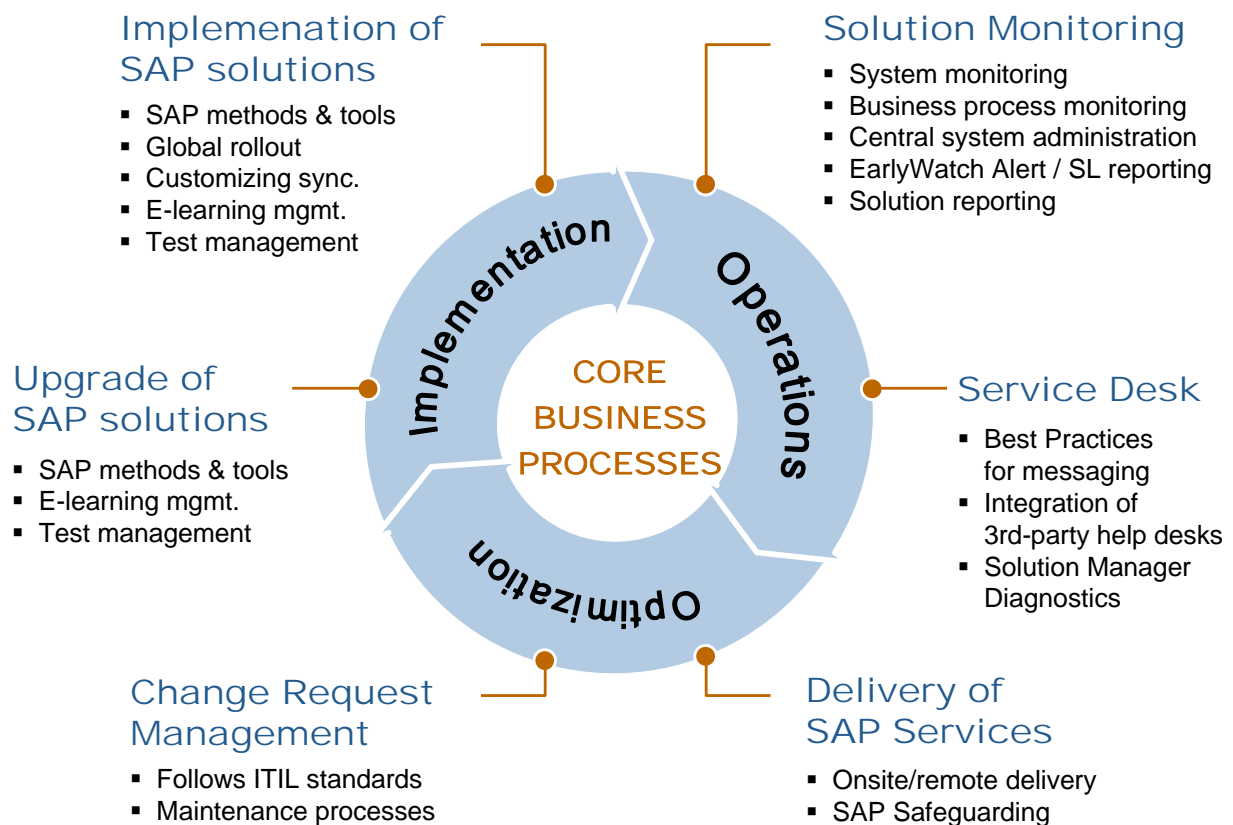


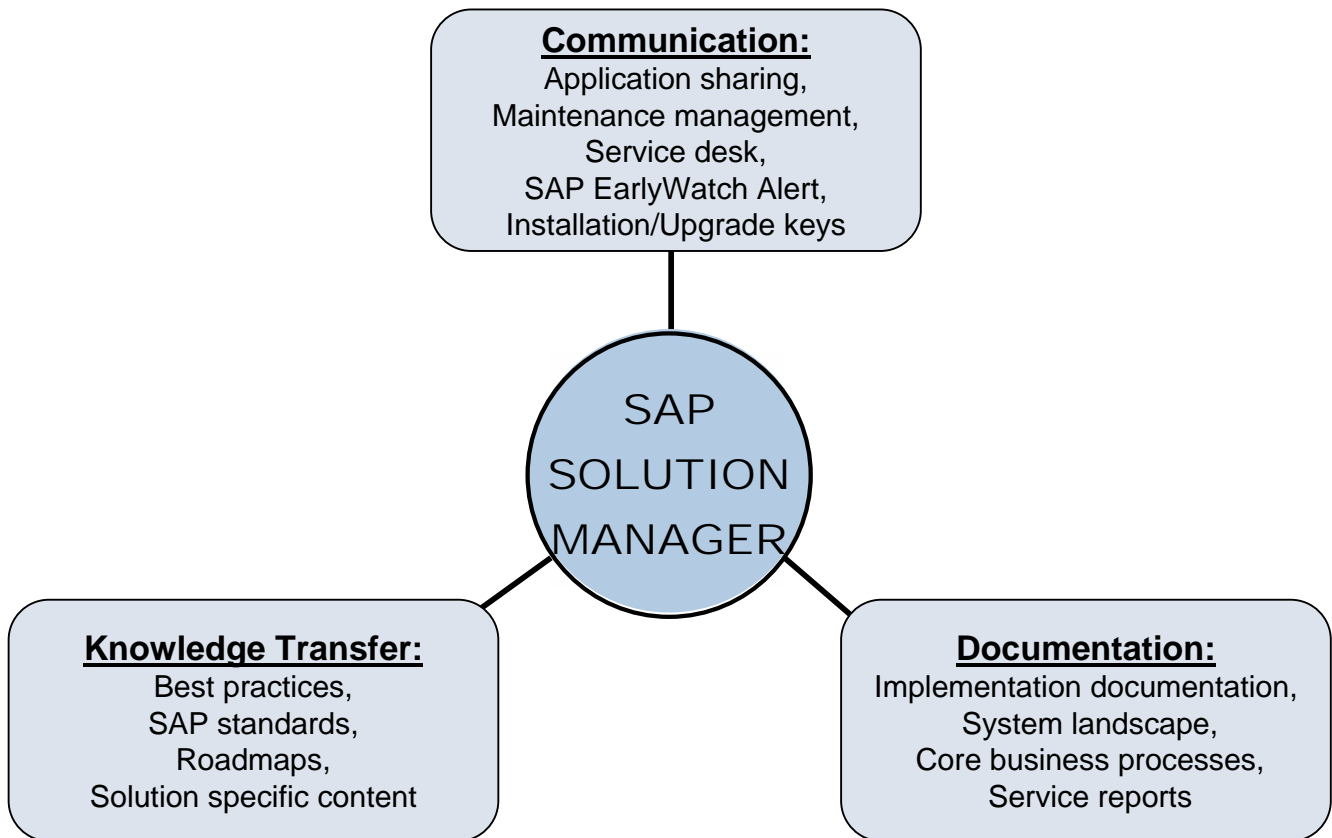
© SAP AG 2006

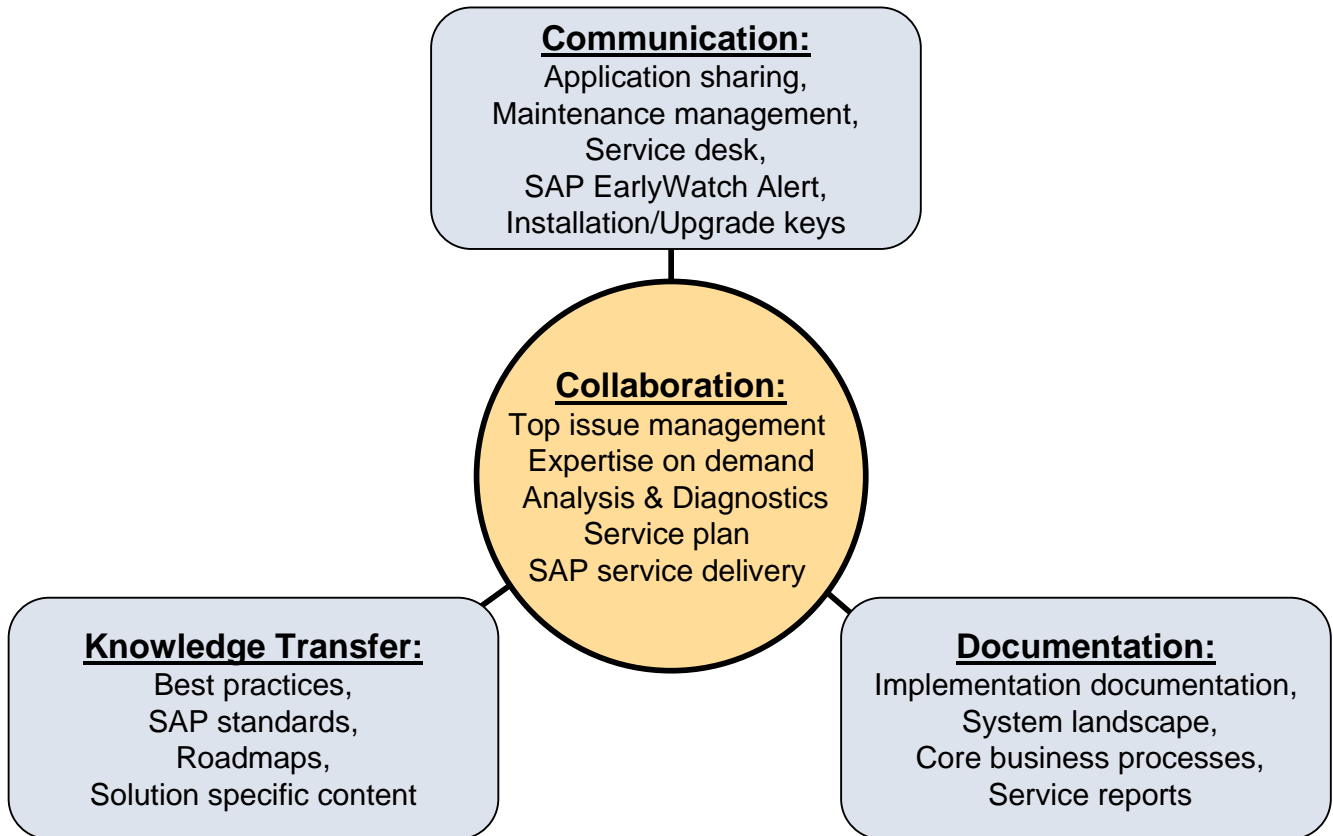
THE BEST-RUN BUSINESSES RUN SAP



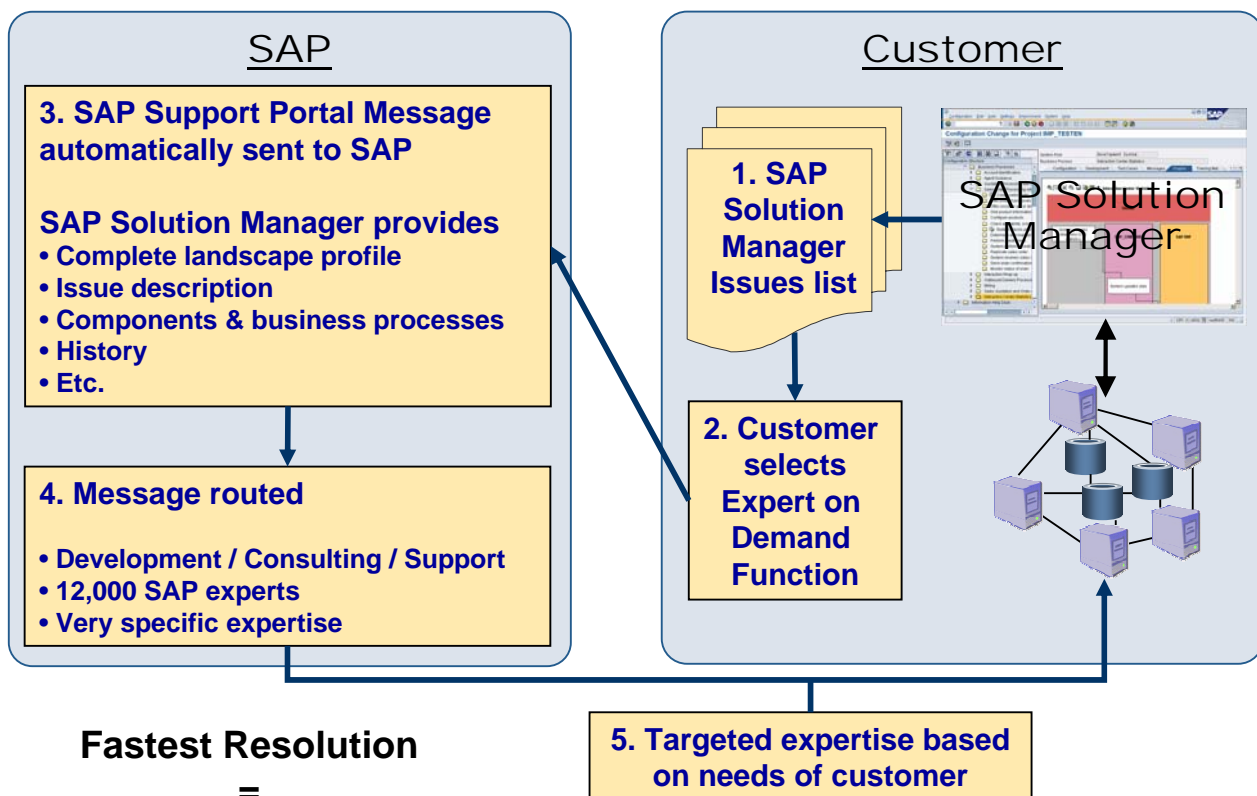
- Objective: Present the SAP Solution Manager value proposition
- On the right-hand two-thirds of the slide you have a gray box representing the customer's environment. Their IT landscape contains the applications we'd expect to see – some SAP and some not. In the center of this landscape we have the core business processes that drive the company, and the IT group's charter – to implement, operate, and continually optimize these processes, as well as the applications. The goals of the CIO are represented in black in this box – efficiency, transparency, control, and flexibility. (These are the four core value props that SAP Solution Manager provides) That is, if a CIO could maximize these four goals then the chances of success in their mission would be significantly increased. Moving to the left, the customer's IT landscape is connected to the SAP Solution Manager.
- SAP Solution Manager is a unique solution stack which enables several of its integrated business processes to seamlessly interact with the customer's IT landscape (change management, service desk, etc). These business processes are core function within SAP Solution Manager and replace the customer's need to purchase, implement, and maintain separate software and hardware solutions that provide these functions. This is one very significant benefit that SAP Solution Manager brings – the ability to replace several un-integrated tools with a single product which provides seamless integration, a single user interface (for ease of use), and which comes at no extra cost as a part of their SAP Standard Support. The importance of SAP Solution Manager in both cost and efficiency terms cannot be over-stated.
- However, there's an additional benefit with SAP Solution Manager, and that is its role as a gateway to SAP's Active Global Support (AGS) organization and the network of over 12,000 professionals we can call upon to assist our customers. Specifically (on the far left-hand of the slide), AGS is able to interact with a number of SAP organizations to ensure that our customers receive the right assistance at the right time. These organizations would include SAP Development, SAP Consulting, and so on. This unique solution stack logs the information AGS needs to address a customer's OSS issue, which in turn means we can respond faster and more accurately than otherwise. That is, SAP Solution Manager provides our customers with all the productivity and response time benefits of e-support as well as with the certainty that their needs and challenges are being dealt with by the most expert resource available.







SAP Expertise on Demand – The Model



© SAP AG 2006

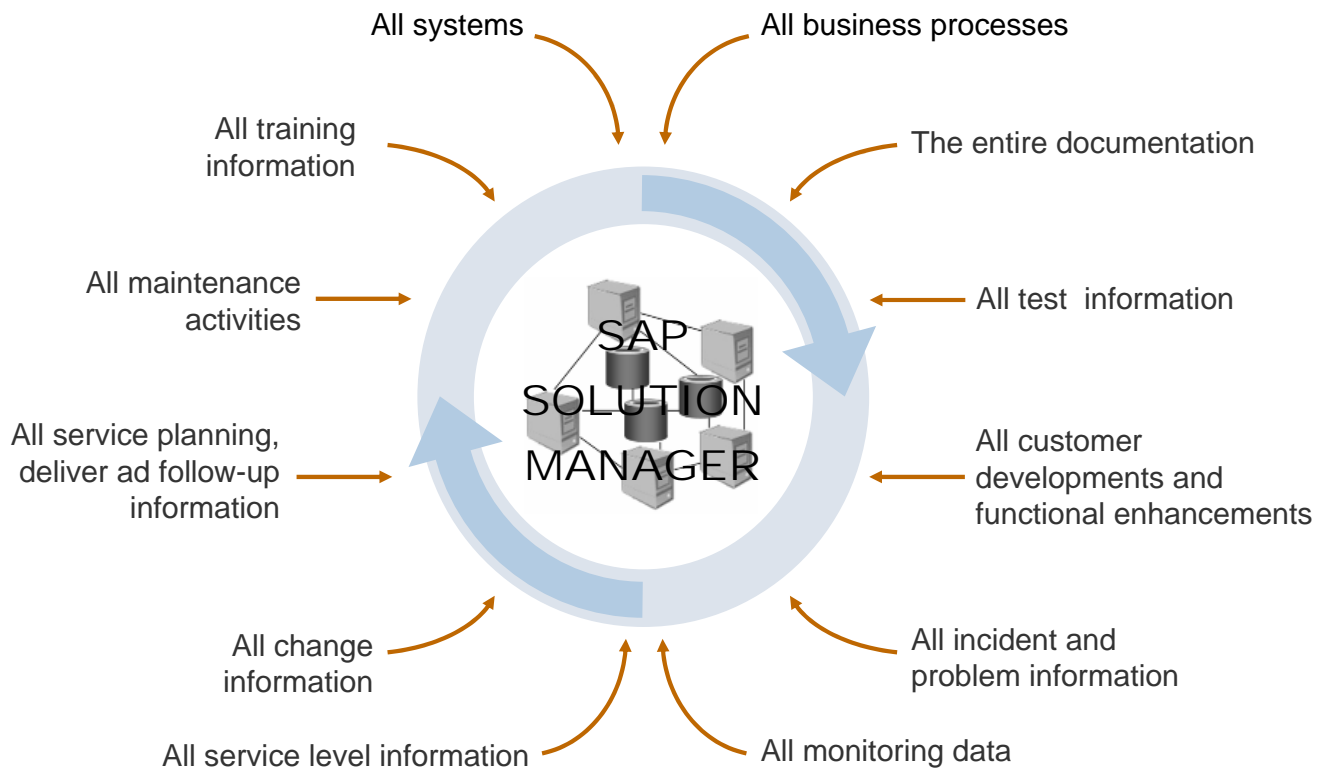
THE BEST-RUN BUSINESSES RUN SAP



■ Objective: Present the Model

- SAP Expertise on Demand enables our customers to order Expert services to address their needs for short-term remote and on-site consulting services. The process is represented in points one through five in the diagram, and, in a nutshell, will provide the customer with the fastest possible resolution time and therefore the lowest resolution cost.
- The Unique Value Proposition here includes the following:
 1. Solution manager is unique to SAP, and it will be a required component for SAP Expertise on Demand since it enables a seamless and fully integrated flow of information concerning the customer's environment back to SAP Active Global Support. This information enables fuller understanding of the customer's needs and faster identification of the most qualified resource available to fulfill those needs.
 2. The second unique point here is the role SAP Active Global Support is playing as the 'broker' for all expert service-related resourcing requests that flow through the SAP Support Line. No longer will the customer have to try and work out the best SAP organization to call or rely on their own, below the radar, network of contacts to get them to the most appropriate within SAP. SAP Expertise on Demand – leveraging SAP Solution Manager – will take care of that headache for them.

The More Transparent the Solution, the More You Benefit!

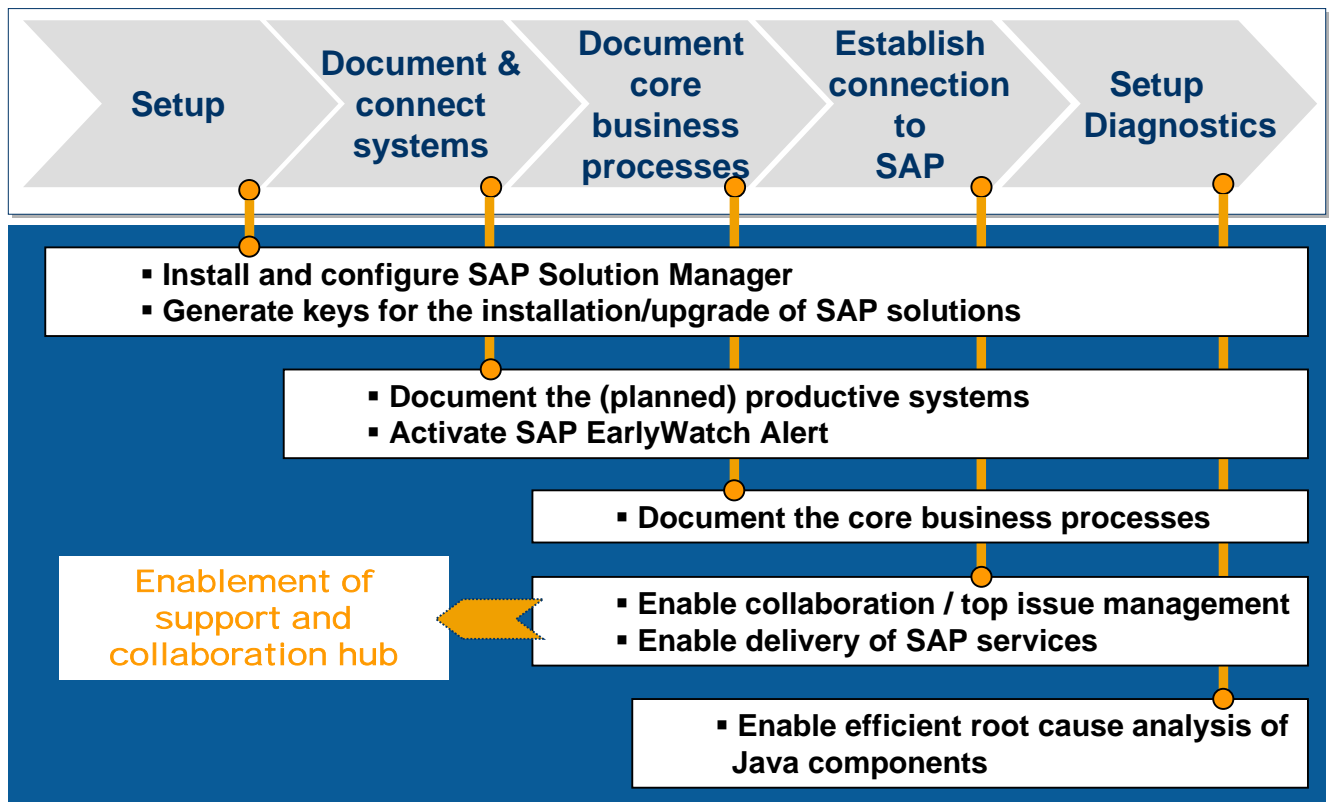


© SAP AG 2006

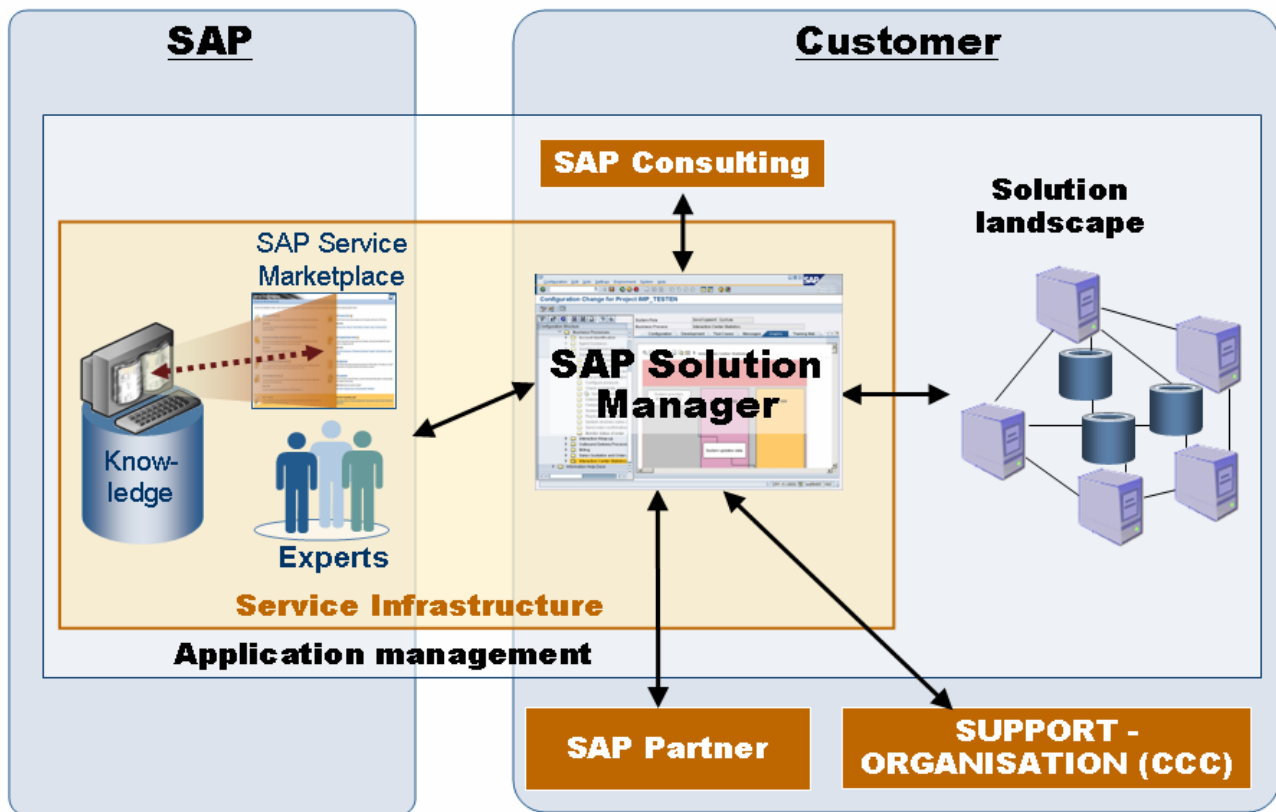
THE BEST-RUN BUSINESSES RUN SAP



Getting Started with SAP Solution Manager



SAP Solution Manager as Collaboration Platform



© SAP AG 2006

THE BEST-RUN BUSINESSES RUN SAP



- SAP's support infrastructure comprises SAP Solution Manager, which is integrated in the customer's system landscape, and SAP Service Marketplace, which is operated by SAP.
- SAP Service Marketplace gives CCCs access to all the basic functions they need to use SAP's support offerings.
- With SAP Solution Manager, you can take advantage of a range of additional functions, for implementation support, for instance, as well as monitoring functions, and the service desk with its refined functions for message creation.
- The CCC's SAP Solution Manager is connected to SAP Service Marketplace over the Internet and by RFC data connection, which enables electronic workflows spanning both platforms.
- Interaction between SAP Solution Manager at the front end, which has direct access to the customer's landscape, and the SAP Service Marketplace at the back end of SAP's global support organization, establishes a platform for professional, collaborative service and support processes.
- These processes, in turn, enable the provision of proactive services tailored to the CCC's individual needs and requirements, maximizing the reliability and performance of the customer's software solution and helping reduce TCO and accelerate ROI.

One Source For All Your Business Needs

SAP Service Marketplace

SAP Support Portal

- SAP Notes Search
- SAP Message Wizard
- SAP Software Distribution Center
- Admin of Remote Connections
- License Key & Requests
- SAP Software Change Reg.
- SAP Service Catalog
- SAP Software Catalog



SAP Service Marketplace

- Extranet platform
- For customers and partners
- Full collaboration with SAP
- Segmented into specific portals
- One-stop access
- Services – software - and consulting

SAP Support Portal

- Provides central access
 - information
 - applications
 - processes
- Intuitive and simple navigation
- Support to run your SAP solution

SAP Solution Manager ensures ...



Transparency

- ... entire IT landscape – SAP and non-SAP
- ... entire solution lifecycle



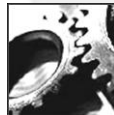
Efficiency

- ... gateway to SAP support
- ... aligned with SAP's best practices



Flexibility

- ... scenario driven
- ... global template function decreases cost



Control

- ... full integration

■ Objective: Summarize the benefits of SAP Solution Manager

■ These four points represent the core value proposition of SAP Solution manager.

- Transparency – the ability for a CIO's solution lifecycle and IT landscape(SAP and non-SAP) to be made transparent through SAP Solution Manager's functionality
- Efficiency – a platform (SAP Solution Manager) which provides best-in-class best practices – which promote efficiency and operational effectiveness, as well as providing a gateway to SAP's support. This gateway function is important because it leverages the EarlyWatch alerts which are automated, seamless 'health checks' for the customer's SAP landscape and core business processes.
- Flexibility – the capability to utilize SAP Solution Manager in a number of different ways (use cases) to maximize its impact on the organization and minimize operating costs.
- Control – this is a critical and elusive target for a CIO, and SAP Solution Manager is able to provide it because of its complete integration as well as the way in which it can automatically map and analyze the core business processes within the SAP application landscape. Inevitably, such a degree of control will lower the time it takes to achieve a return on the implementation of SAP Solution Manager.

Further Information

→ Public Web:

www.sap.com → Solutions → SAP NetWeaver → SAP Solution Manager

SAP Customer Services Network: www.sap.com/services/

→ SAP Service Marketplace

Support Infrastructure Strategy: <http://www.service.sap.com/support-infrastructure/>

General information: <http://www.service.sap.com/solutionmanager/>

Learning maps <http://www.service.sap.com/rkt-solman/>

→ Help Portal

Online Help: <http://help.sap.com/> → Documentation → SAP Solution Manager

No part of this publication may be reproduced or transmitted in any form or for any purpose without the express permission of SAP AG. The information contained herein may be changed without prior notice.

Some software products marketed by SAP AG and its distributors contain proprietary software components of other software vendors.

Microsoft, Windows, Outlook, and PowerPoint are registered trademarks of Microsoft Corporation.

IBM, DB2, DB2 Universal Database, OS/2, Parallel Sysplex, MVS/ESA, AIX, S/390, AS/400, OS/390, OS/400, iSeries, pSeries, xSeries, zSeries, z/OS, AFP, Intelligent Miner, WebSphere, Netfinity, Tivoli, and Informix are trademarks or registered trademarks of IBM Corporation.

Oracle is a registered trademark of Oracle Corporation.

UNIX, X/Open, OSF/1, and Motif are registered trademarks of the Open Group.

Citrix, ICA, Program Neighborhood, MetaFrame, WinFrame, VideoFrame, and MultiWin are trademarks or registered trademarks of Citrix Systems, Inc.

HTML, XML, XHTML and W3C are trademarks or registered trademarks of W3C®, World Wide Web Consortium, Massachusetts Institute of Technology.

Java is a registered trademark of Sun Microsystems, Inc.

JavaScript is a registered trademark of Sun Microsystems, Inc., used under license for technology invented and implemented by Netscape.

MaxDB is a trademark of MySQL AB, Sweden.

SAP, R/3, mySAP, mySAP.com, xApps, xApp, SAP NetWeaver, and other SAP products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP AG in Germany and in several other countries all over the world. All other product and service names mentioned are the trademarks of their respective companies. Data contained in this document serves informational purposes only. National product specifications may vary.

The information in this document is proprietary to SAP. No part of this document may be reproduced, copied, or transmitted in any form or for any purpose without the express prior written permission of SAP AG.

This document is a preliminary version and not subject to your license agreement or any other agreement with SAP. This document contains only intended strategies, developments, and functionalities of the SAP® product and is not intended to be binding upon SAP to any particular course of business, product strategy, and/or development. Please note that this document is subject to change and may be changed by SAP at any time without notice.

SAP assumes no responsibility for errors or omissions in this document. SAP does not warrant the accuracy or completeness of the information, text, graphics, links, or other items contained within this material. This document is provided without a warranty of any kind, either express or implied, including but not limited to the implied warranties of merchantability, fitness for a particular purpose, or non-infringement.

SAP shall have no liability for damages of any kind including without limitation direct, special, indirect, or consequential damages that may result from the use of these materials. This limitation shall not apply in cases of intent or gross negligence.

The statutory liability for personal injury and defective products is not affected. SAP has no control over the information that you may access through the use of hot links contained in these materials and does not endorse your use of third-party Web pages nor provide any warranty whatsoever relating to third-party Web pages.