

# Streamline Supply Chain Operations with Screen Personalization



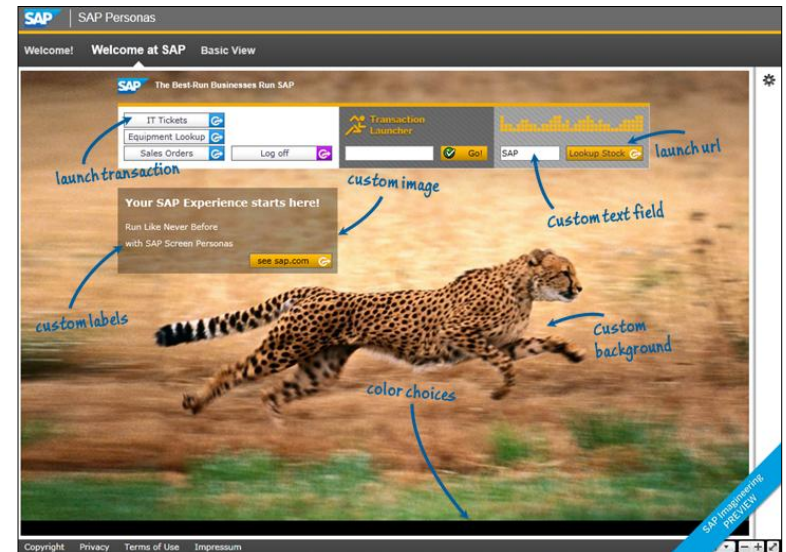
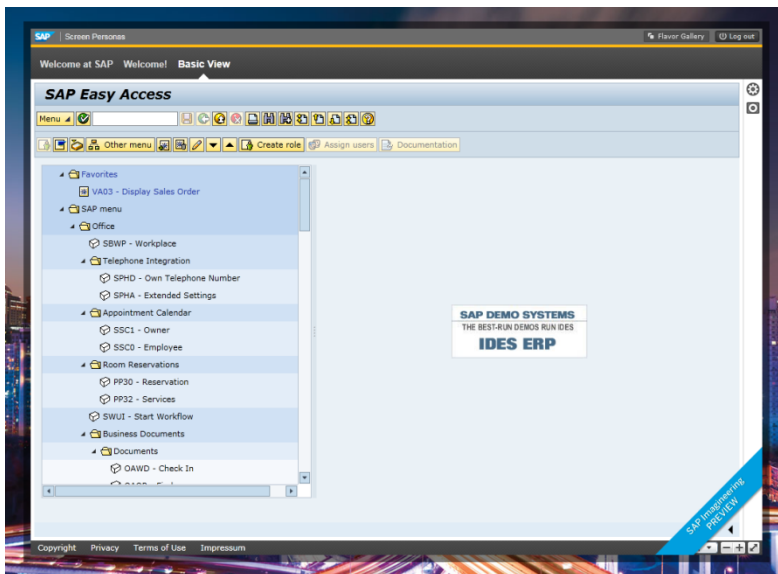
Michelle Pooser PMP, IGT SAP Applications Manager  
Peter Spielvogel, SAP Imagineering Product Marketing  
May, 2013

*Confidential*



# What is SAP Screen Personas?

## Personalization without programming

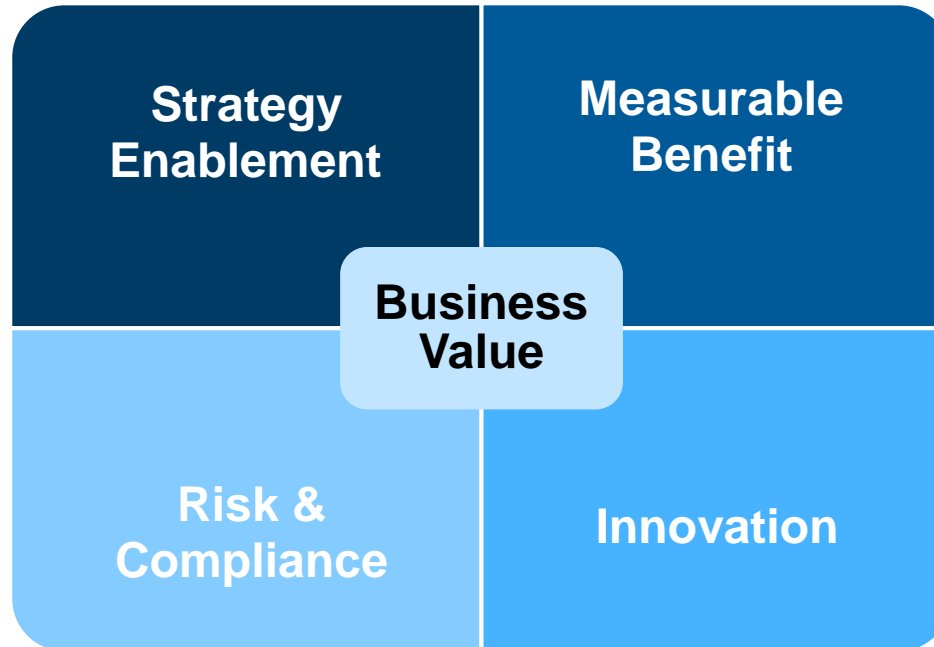




# Value Proposition of SAP Personas

- ✓ Maximize existing SAP investment
- ✓ Improve business agility w/rapid deploy







- ✓ Reduce risk of business interruptions:
  - Higher User Adoption
  - Increased Compliance
  - Improved Data Quality



- ✓ Increase user productivity
- ✓ Reduce cost of user training and IT support
- ✓ Reduce new user ramped-up time
- ✓ Repurpose freed up time to innovation & value-add activities



# Measurable Benefits Example

Value Proposition	Description	Potential Impact
<b>1 Increase SAP User Productivity</b>	<ul style="list-style-type: none"><li>Personalize screens based on the specific role and requirements of the user</li><li>Increase productivity using auto-fill function and minimizing # of screens/clicks to complete transaction</li></ul>	 Operating Efficiency  # of Trans/User (example)
<b>2 Reduce Training and Support Cost</b>	<ul style="list-style-type: none"><li>Drastically reduce ramp-up time required for new users, allowing them to reach full productivity sooner</li><li>Reduce burden on IT of SAP users support</li><li>Increase user-satisfaction</li></ul>	 Training & IT Support Cost  New Users Ramp-up Time
<b>3 Improve Data Quality w/ Streamlining Process</b>	<ul style="list-style-type: none"><li>Streamlining data-entry process w/ auto-fill, reducing visual clutter &amp; combining key info from multi-screens</li><li>Reduce opportunity for data-entry error by minimizing # of screens and keystrokes for particular transactions</li></ul>	 Risk of Data Entry Errors  Rework caused by Data Errors



What do the following industries have in common?







# IGT Company Overview

Driving technology innovations in the gaming industry





# IGT Overview

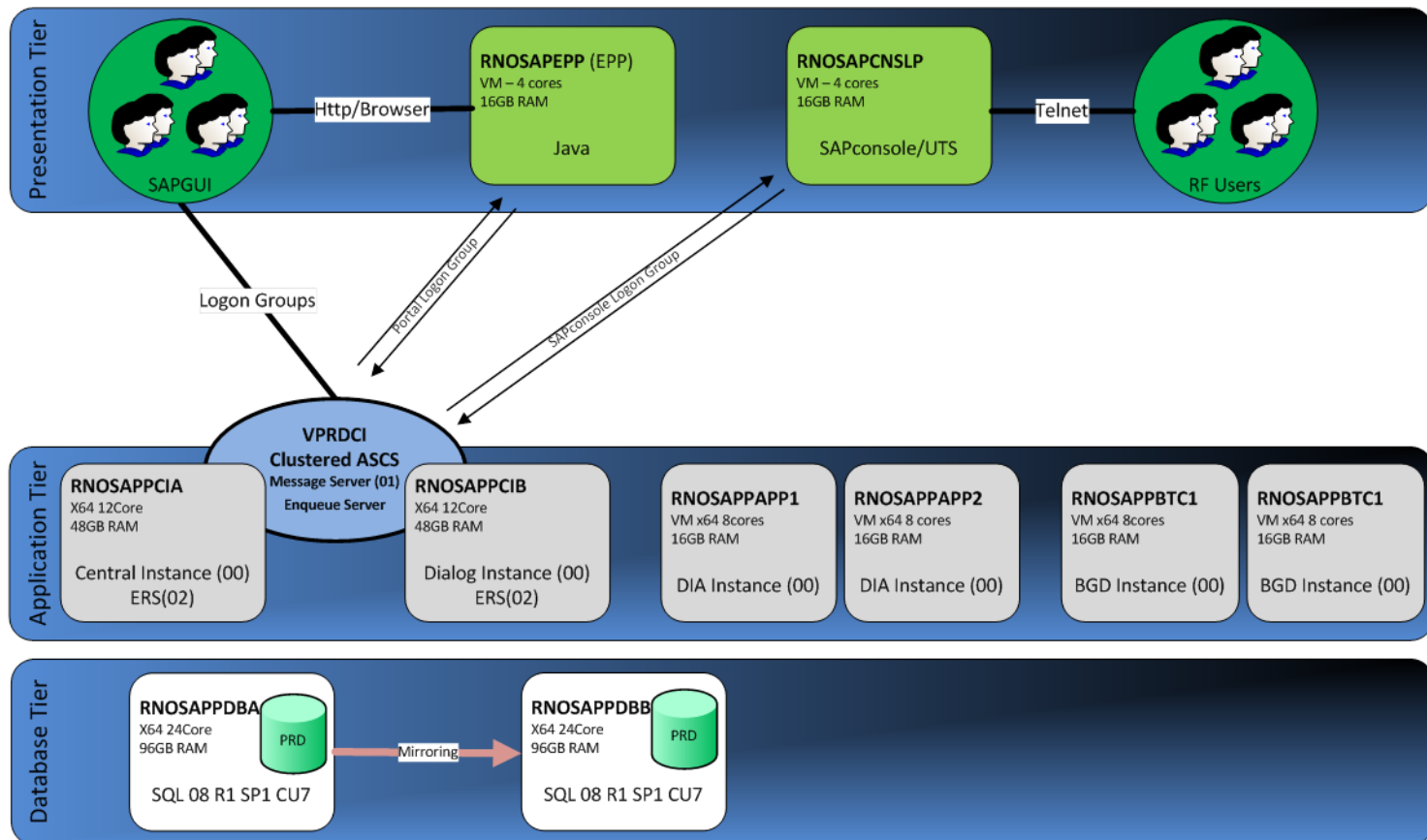
- 5000 Employees
- Technology, Multimedia and Graphics Software
- \$2.2 Billion in Revenue
- Global Operations
  - North America
  - Latin America
  - EMEA
  - Asia Pacific
- Products
  - Land Based Games
  - Online and Mobile Games
  - Software Systems for the Casino Floor
- SAP ECC 6.0 Ehp 5, Enterprise Instance



# IGT runs on SAP

## PRD

**SAP ERP 6.0 Ehp 5 SPS 08/ NW 7.02 SPS 11**







# IGT Vision for Deployment

- Initial focus will be on IGT's Global Service Support, a global organization with several high volume transactions
  - Improve and increase user adoption of SAP
  - Reduce average end user time to perform targeted SAP transactions
  - Improve quality of data entered into SAP
  - Achieve “IT-like” system improvements in SAP without placing incremental development backlog on IT resources



Going from this to this without ABAP programming!

This screenshot shows the 'Display Equipment : General Data' screen in SAP. The interface is cluttered with many tabs and buttons. The 'General' tab is active, showing fields for Equipment (10000556), Description (Master 4 3100 Personal Computer), Status (ICUS INET), Valid From (02.02.1999), and Valid To (01.12.9999). Below these are sections for General data, Reference data, and Manufacturer data, each with various input fields.

IE03 Display Equipment – Before

This screenshot shows the same 'Display Equipment : General Data' screen in SAP, but with a cleaner, more modern interface. The 'General' tab is active, and the layout is simplified. The top section contains fields for Equipment (10000556), Description (Master 4 3100 Personal Computer), Status (ICUS INET), Valid From (02.02.1999), and Valid To (01.12.9999). Below this, there are sections for Address (from Location tab) and Responsibilities, each with a table of data.

Address - from Location tab		
Name	Institut für Umwelthochschule	
Street	Bismarck Str. 1	
Location	80523	München
Telephone	089-120045-0	Fax 089-120055-100

Responsibilities		
Planning plant	1200	Dresden
Planner group	201	Service Süd
Main WorkCp	PC-SEXTS / 1200	Technician South
Catalog profile	PC	Personal computer

IE03 Display Equipment - After



# Flavor

SAP | Screen Personas

Flavor Gallery | Log out

B1 C1 G1 P1 CP1 Welcome at SAP ASUG Finance IGT IGT-ES html control demo Basic View

IGT Americas

SAP launcher

Go

Exit Help

GAMES CABINETS SYSTEMS INTERACTIVE SOCIAL GAMING SUPPORT

Sales

New Sales Order

Enter document number: 20000031

Display Quote

Display Sales Order

Customer Service

Customer #:

Lookup Account

Lookup Equipment

Credit Check

Employee Actions

Time Entry

Expense Report

Leave Request

Change Password

International Game Technology C

IGT Dec 6, 4:00pm EST

14.7

14.6

14.5

14.4

10am 12pm 2pm 4pm

Previous Close

© Yahoo!

GOLDEN GODDESS

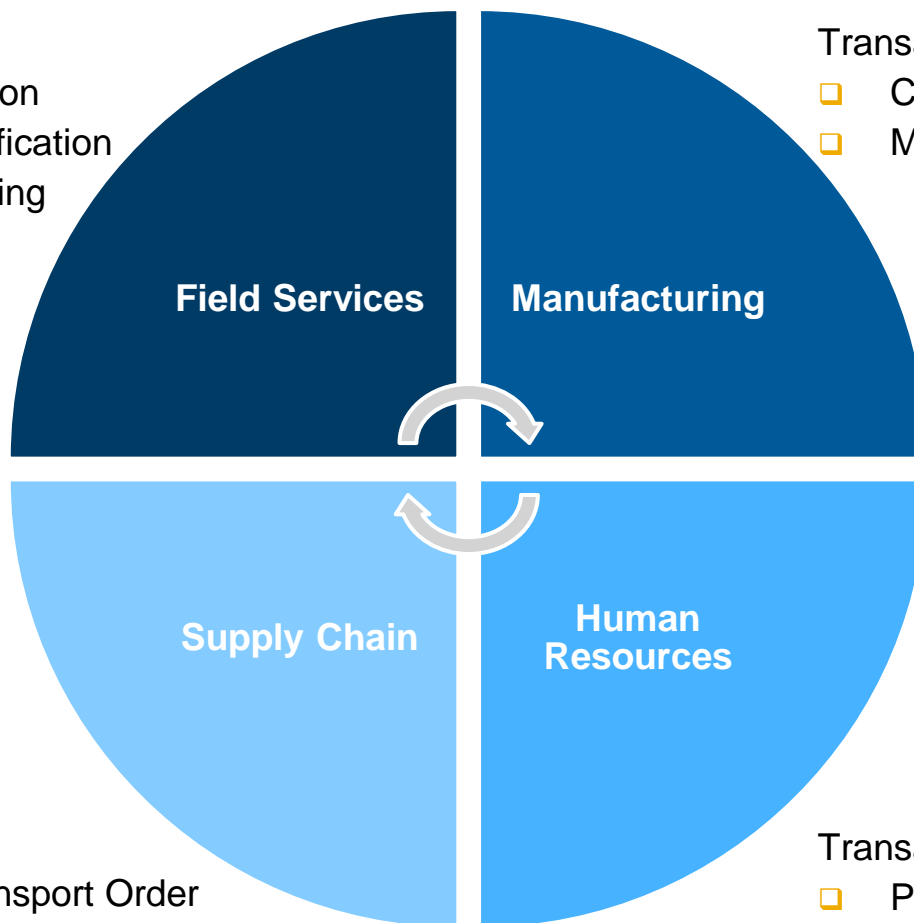
SAP Imagining PREVIEW



# Priority Transactions by LOB

## Transactions:

- ❑ IW31 - Order Creation
- ❑ IW51 - Service Notification
- ❑ LX26 - Cycle Counting



## Transactions:

- ❑ CO02 – Change Production Order
- ❑ MD04 – Stock/Requirements List

## Transactions:

- ❑ ME21N – Stock Transport Order

## Transactions:

- ❑ PA30 – Maintain HR Master Data
- ❑ PA20 – Display HR Master Data



# How We Will Measure Success

## Global Service Support Savings Example

- ROI is found in 3 areas
  - Reduced SAP user labor hours (more efficient transactions)
  - Reduction in labor hours required to resolve errors
  - Reduction in time to train new users
- Total Savings Target ~\$200,000 per year just for Global Service Support
- All other deployments will continue to enhance Personas ROI



# Initial impressions of Personas

- Installation

- Smooth overall, good instructions in the Configuration Guide
- Only hiccup involved Personas coexisting with our logon user exit (used to capture SAP GUI version data)
  - This was solved once we applied Note 1787341

- Training

- Very good
  - Solid balance of reference material and exercises that ramped up logically in complexity
- Training satisfied all levels of user, from analysts to end users to developers
- It helped that Sebastian and Tobias (creators) delivered the training themselves!



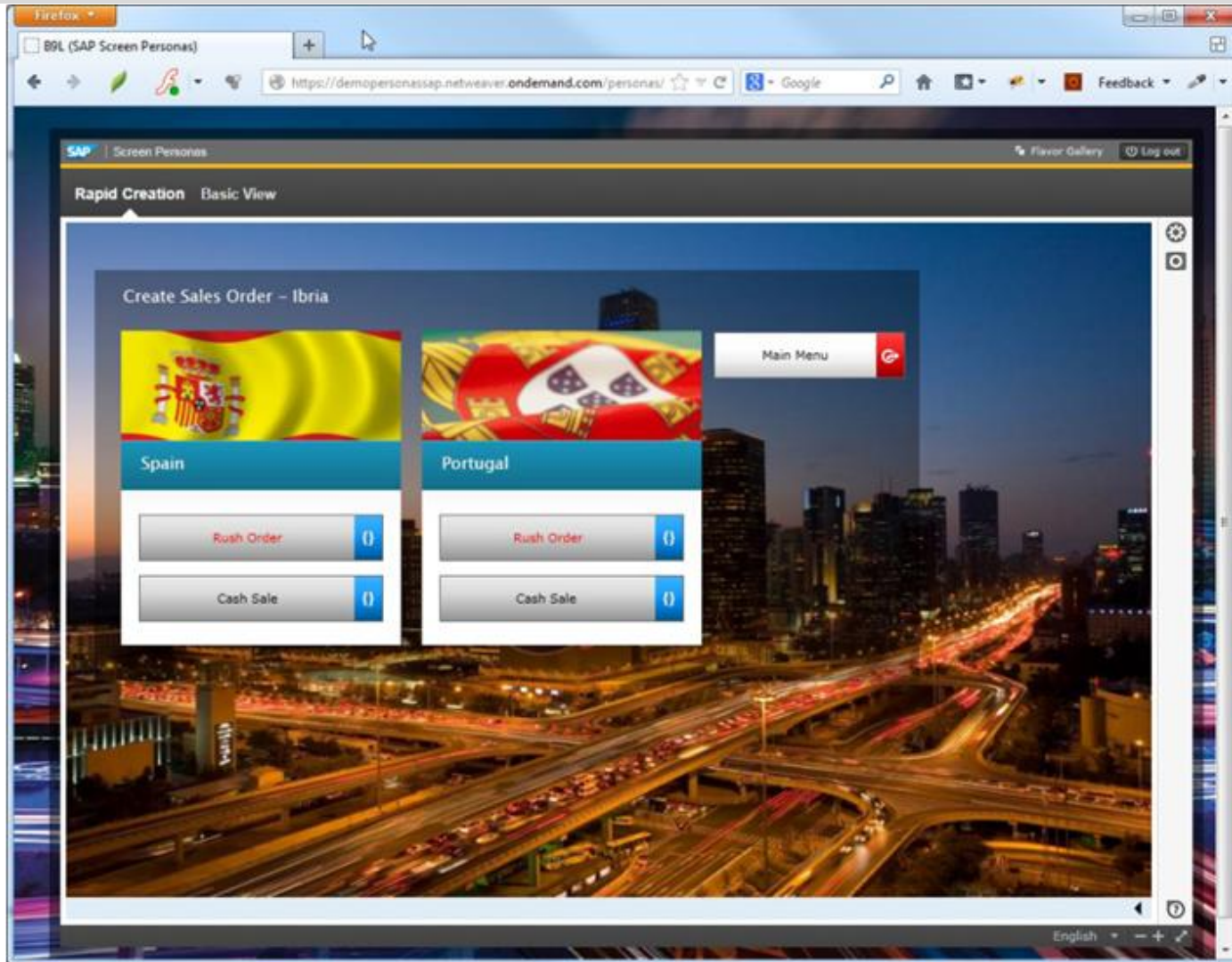


# Reality versus Expectations

- Yielding good results with Flavor creation is easier than expected
- Defining a governance model, rollout strategy, and the ‘right’ amount of end user authorizations takes time
- Overall, IT controlling the more critical aspects of Flavor creation makes sense for us UNLESS the business unit has credible super users to leverage



Built in only 2 hours during training on site!





## Next steps

- Develop a Governance Model and Branding
- Confirm our User Population
- Train our IT Analysts (not developers), they will serve as Personas evangelists
- Design with End Users
- Create Flavors
- Deploy to Global Service Support
- Continue to deploy with smaller groups executing high volume transactions
- Leverage Personas globally
  - Take advantage of Flavor functionality to tailor transactions for each country, no ABAP programming needed
- Optimized drop down lists, labels, screen design/flow, etc.



# Questions?





# Thank You!

- Michelle Pooser, PMP [Michelle.Pooser@igt.com](mailto:Michelle.Pooser@igt.com)

IGT Reno

9295 Prototype Drive

Reno, NV 89521-8986

United States

775-448-7777

IGT Las Vegas

6355 South Buffalo Drive

Las Vegas, NV 89113-2133

United States

702-669-7777