Streamline Supply Chain Operations with Screen Personalization
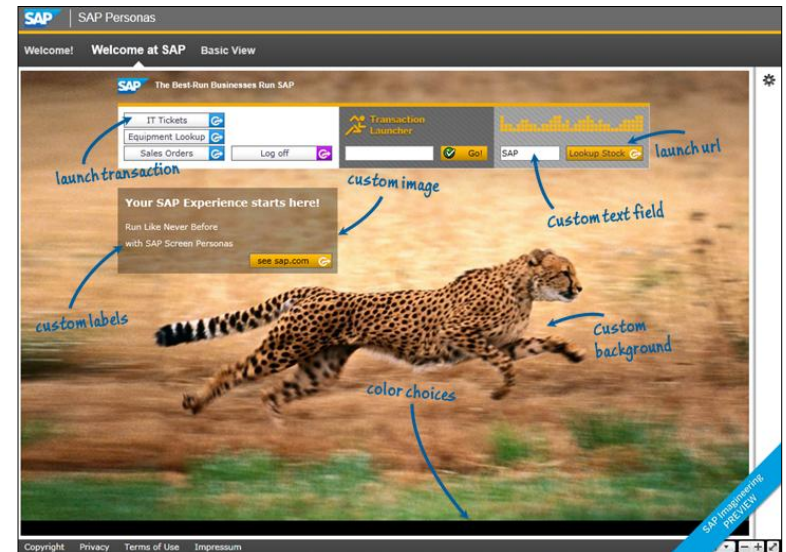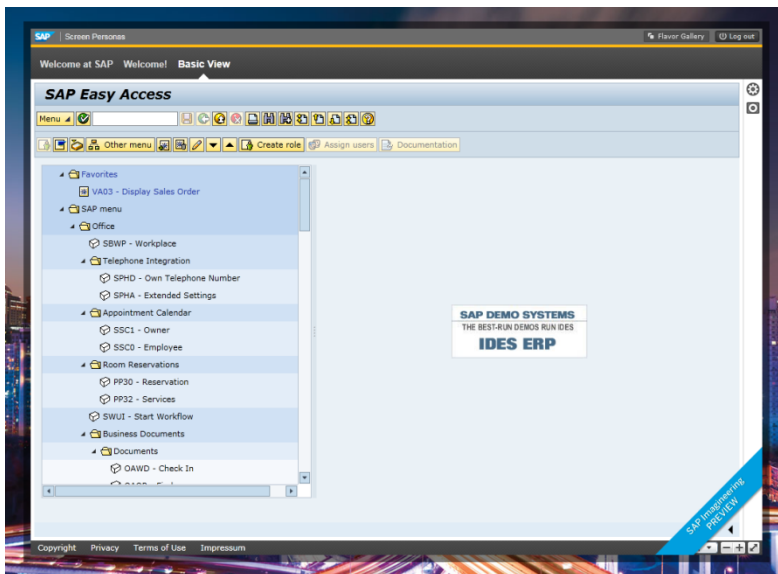
Michelle Pooser PMP, IGT SAP Applications Manager
Peter Spielvogel, SAP Imagineering Product Marketing
May, 2013

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

Strategy Enablement	**Measurable Benefit**
Risk & Compliance	**Innovation**

Business Value
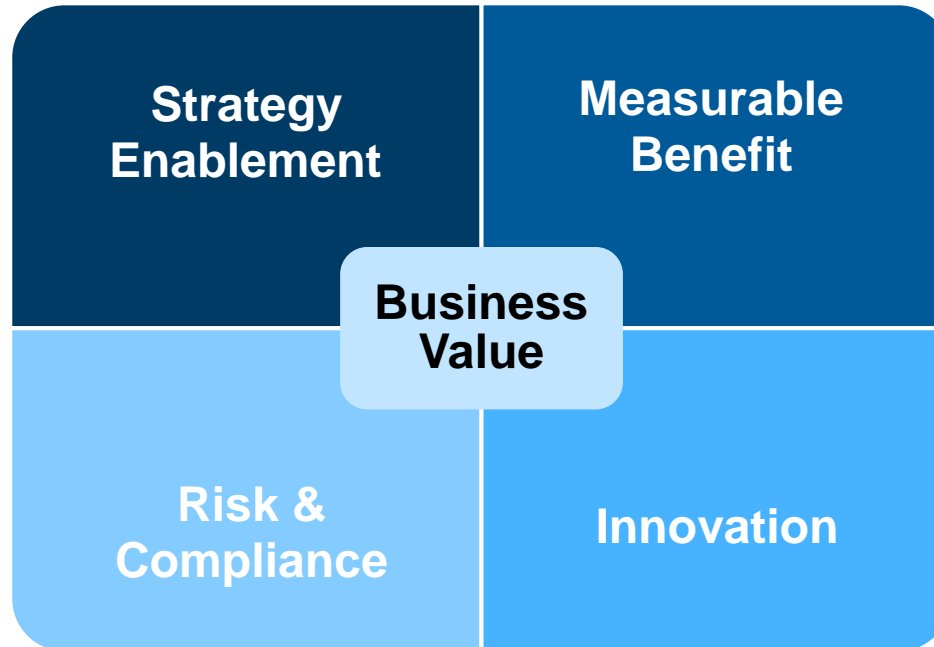
- ✓ Increase user productivity
- ✓ Reduce cost of user training and IT support
- ✓ Reduce new user ramped-up time

- ✓ Repurpose freed up time to innovation & value-add activities

Measurable Benefits Example

Value Proposition	Description	Potential Impact
1 **Increase SAP User Productivity**	• Personalize screens based on the specific role and requirements of the user • Increase productivity using auto-fill function and minimizing # of screens/clicks to complete transaction	⬆ Operating Efficiency ⬆ # of Trans/User (example)
2 **Reduce Training and Support Cost**	• Drastically reduce ramp-up time required for new users, allowing them to reach full productivity sooner • Reduce burden on IT of SAP users support • Increase user-satisfaction	⬇ Training & IT Support Cost ⬇ New Users Ramp-up Time
3 **Improve Data Quality w/ Streamlining Process**	• Streamlining data-entry process w/ auto-fill, reducing visual clutter & combining key info from multi-screens • Reduce opportunity for data-entry error by minimizing # of screens and keystrokes for particular transactions	⬇ Risk of Data Entry Errors ⬇ Rework caused by Data Errors

What do the following industries have in common?

IGT Company Overview
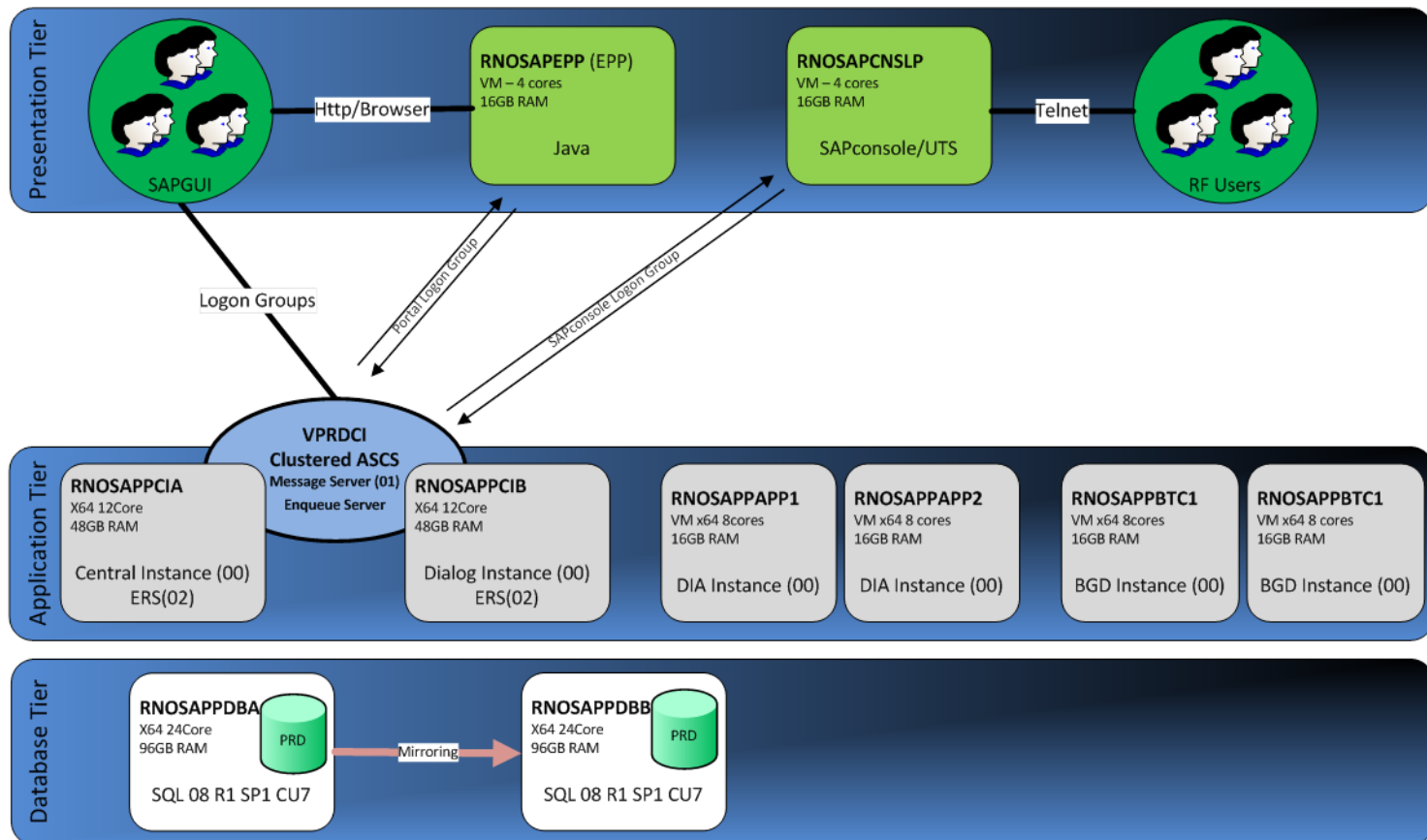## Driving technology innovations in the gaming industry

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

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!

IE03 Display Equipment – Before   IE03 Display Equipment - After

Flavor

Priority Transactions by LOB

Transactions:

- IW31 - Order Creation
- IW51 - Service Notification
- LX26 - Cycle Counting
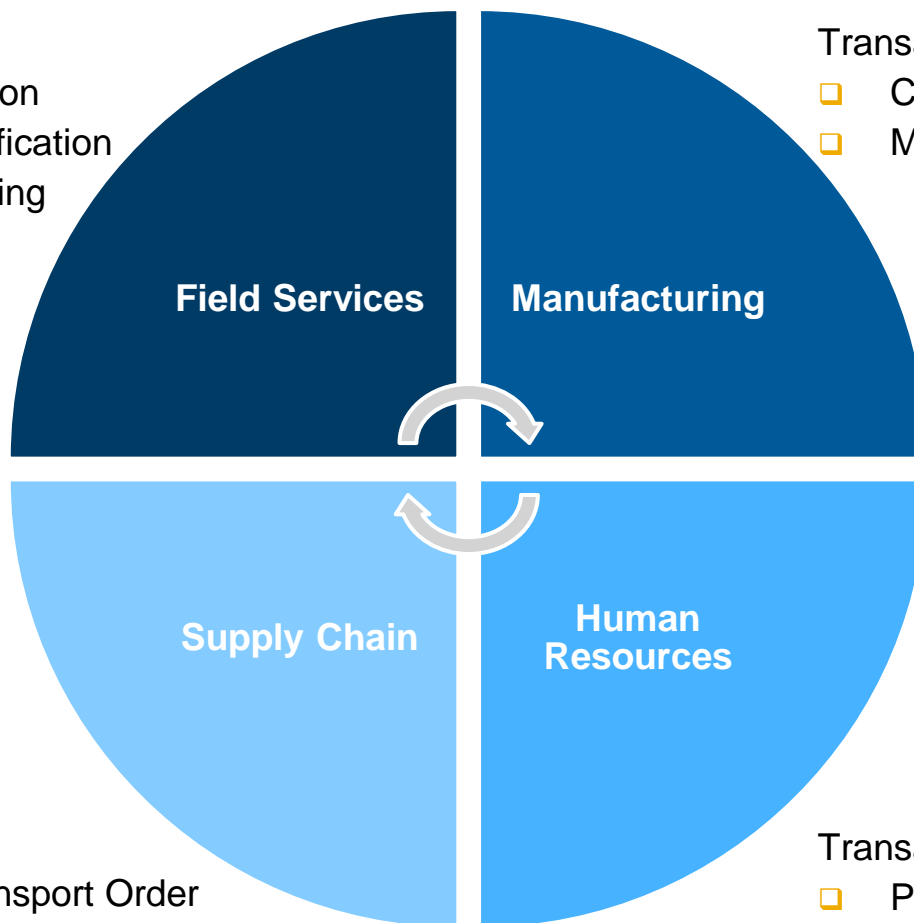
Transactions:

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

Field Services

Manufacturing

Supply Chain

Human Resources

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!
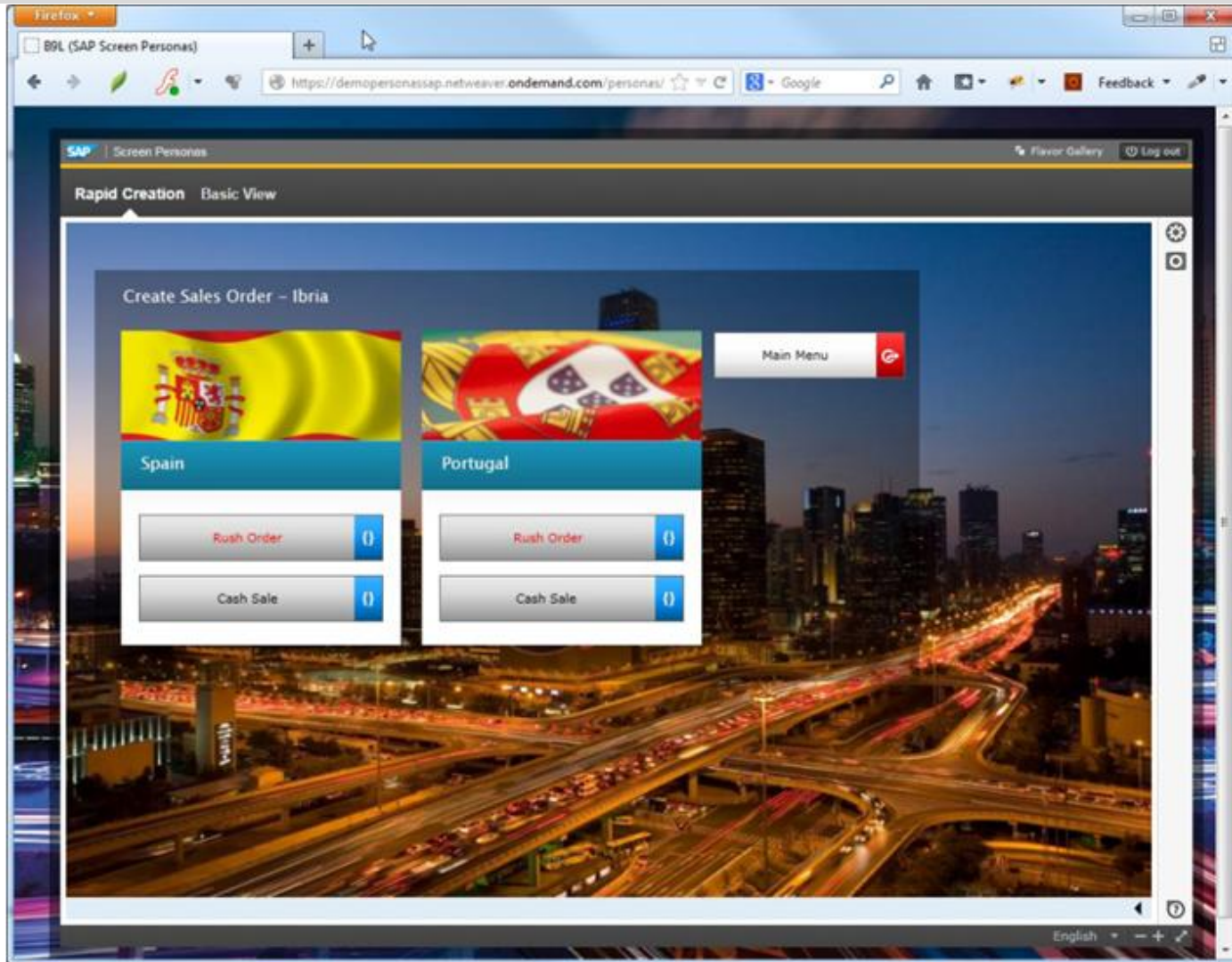
Next steps

- 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!

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