Why a UX/Mobile Strategy matters
Implementation success with SAP Services

Björn Treutel, EMEA UX/Mobile Services
12th of June 2015
Some don’t see the need for a mobile strategy...
...for others the race is already on!
The race is on and the field is spreading out

**What stage are you currently at along your mobility journey?**

- Scoping Solutions: 21.4%
- Pilot Project: 16.1%
- Early Implementation: 16.1%
- Phase 2: 23.2%
- Phase 3: 12.5%
- Other (please specify): 10.7%

*Other responses included: Exploratory, Defining, Rework of Ancient Solution, Determining Customer Need, Operation, Full Production.*
Why are some companies struggling to move on to the next level?
Lessons learned

- No one solution fits all - differentiate for different roles.
No one solution fits all

Mobile Worker
- Complex business processes, guiding users through their day
- Offline support
- High potential to transform work experience with Mobile...

Mobile Employee & Manager
- Often casual use, self service
- High number of users cross company, potential to improve user satisfaction significantly

Mobile Consumer
- Potentially transformational opportunity for company
- User experience = how customer perceive your brand.
Lessons learned

- No one solution fits all - differentiate for different roles.
- Objectives, benefits and cost not defined or understood.
1. Brainstorming and ‘prototyping’
2. Analyze value and feasibility
3. Roadmap
Lessons learned

- No one solution fits all - differentiate for different roles.
- Objectives, benefits and cost not defined or understood.
- Not the right efforts going into understanding requirements and integration.
SAP Mobile Innovation – The process

**DISCOVER**
- User-centric solution discovery via **Design Thinking workshop** (Identify user needs & solution scope, Creation of paper prototypes)
- **Technology workshop** to define solution architecture, access security considerations and plan the integration into the customer’s landscape

**DESIGN**
- **UX Design Service**: From paper prototype to pixel perfect design
- End-user-centric approach, delivered by SAP Design & Co-innovation center
- **Mobile Prototyping**: Creation of UI pilot app

**DELIVER**
- Realization of **end-to-end solution**
- Integration to customer landscape
- Infrastructure setup via **Rapid Deployment Services**
- (Optional) Maintenance & Support
Lessons learned

- No one solution fits all - differentiate for different roles.
- Objectives, benefits and cost not defined or understood.
- Not the right efforts going into understanding requirements and integration.
- Need for UX strategy is underestimated.
Key Messages from SAP

“Our biggest weakness is the user experience [...] adding that the company's future hinges on its ability to put user design on par with Facebook, Google, and Apple.”
– Hasso Plattner

“Ultimately, all innovation begins and ends with the beauty of the user experience with the software.”
– Bill McDermott

“Simplification begins with the user experience”
– Bernd Leukert

“Feedback from Enterprise Advisory Board (top CIOs Nestle, Apple, Colgate, etc.):
- UX is the most crucial pain point when CIOs look at SAP solutions
- We need to make UX one of SAP’s top priorities
– Björn Görke
SAP User Experience Strategy
Unified UX Direction for all SAP Software

New Applications

Existing Applications

SAP Fiori UX

NEW

RENEW

ENABLE

This is the current state of planning and may be changed by SAP at any time.
SAP Fiori UX

Concept
- Role-based
- Responsive
- Simple
- Coherent
- Delightful

Design
- Visual Design
- Information Architecture
- Interaction Patterns

Technology
- User Interface
- Business Logic

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Lessons learned

- No one solution fits all - differentiate for different roles.
- Objectives, benefits and cost not defined or understood.
- Need for UX strategy is underestimated.
- Not the right efforts going into understanding requirements and integration.
- Mobility initiatives not aligned with overall IT security policies.
- Organisation does not have interest or skills to drive or implement changes.
- There is no owner or governance structure
Mobile governance and Center of Excellence (example)

A Mobility Centre of Excellence (MCoE) virtual team acting across business and IT

- Plan, manage, govern, deliver and be accountable for end-to-end mobile solutions
- Align stakeholders, manage mobility operations and deliver innovative mobility solutions.
- Provides or arranges for ongoing end-user support.

Reporting into a Mobility Steering Group with cross business and IT stakeholders.
I see a UX/Mobile Strategy may help – does SAP have some kind of framework?
Enterprise Mobility Strategy Framework

**Discover**

**Plan**

**Build**

**Run**

**WHY**

Vision & KPI

- Value estimation & TCO Analysis
- Business Benefit Assessment
- Realize Benefits
- Benefit Review & Evaluation
- Establish Potentials for Further Benefits
- Continuous Innovation of Use cases
- Mobile Management
- UX & Design
- IT Management
- Risk & Security
- Governance & Organization
- Skills & Transformation

**WHAT**

Use cases

- Innovation Areas
- Mobile Use case Backlog
- Execute Innovation Model
- App Factory
- UX & Design
- Mobile Innovation

**HOW**

Realization

- UX & Requirement Spec
- Process To-Be Mapping
- App/Solution Design & Development
- App/Solution Roll-out
- IT Lifecycle Management
- IT Management
- Risk & Security
- Governance & Organization
- Skills & Transformation

**WHEN**

Roadmap

- Solution Architecture
- IT Deployment Plan
- IT Deployment & Testing
- Plan IT Operations & Services
- Establish Monitoring & Compliance, Review & Optimize
- Program and Project Mgmt

- Risk Identification & Assessment
- Security & Compliance Concept
- Execute Risk Mitigation Plan
- Raise Awareness
- Ensure Sustainable Governance
- Optimize Governance

- MCOE Capability Framework
- Organization Charter
- Execute Governance Framework
- Monitoring & Control
- Knowledge Transfer, Application & Evaluation

- Stakeholders, Roles & Skills
- Sourcing, Education & Communication
- mLearning Framework
- Training Execution
- Skills & Transformation

- Program/Project initiation
- Program/Project Planning
- Program/Project Realization
- Program/Project Closure

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OK, that’s nice – but I am still not sure how to kick this off in our company. Can SAP help?
SAP Enterprise Mobile Services

**Strategy**
- **Discover**
  - Enhance use-cases
  - Identify business value potential
  - Define mobile framework

- **Plan**
  - Analyze business value
  - Analyze risk & security
  - Understand business process impact
  - Derive architecture
  - Define transformation & governance

**Platform**
- **Evaluate**
  - Experience Technology and Apps
  - Develop skills

- **Implement**
  - Define your Mobile Platform
  - Manage enterprise mobility (MDM)

**Mobile Business Solutions**
- **Deploy**
  - Define app roadmap step-by-step
  - Connect apps with backend
  - Rollout mobile solutions

- **Develop apps**
  - Design agile & user-centric
  - Enchant user with a delightful UX
  - Ensure compatibility

**Lifecycle/Operations**
- **Maintain**
  - Execute Lifecycle-Management
  - Minimize risk of business disruption

- **Optimize**
  - Reduce maintenance costs
  - Keep your mobile strategy and app roadmap up-to-date
## Discovery Workshop
### Scope & Deliverables

<table>
<thead>
<tr>
<th>Scope</th>
<th>Preparation</th>
<th>1-day Workshop</th>
<th>Results</th>
<th>Deliverables</th>
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<tr>
<td><strong>1 Scoping</strong></td>
<td><strong>Kick-off Call</strong>&lt;br&gt;Participant Briefing</td>
<td><strong>Alignment of Vision &amp; KPI</strong>&lt;br&gt;<strong>App Demos &amp; concept presentation</strong>&lt;br&gt;<strong>User Need specification</strong></td>
<td><strong>Low-Fidelity Prototyping: paper-based app prototype</strong>&lt;br&gt;<strong>Tech Realization</strong>&lt;br&gt;<strong>Org Realization</strong>&lt;br&gt;<strong>Validation Interviews with target users</strong>&lt;br&gt;<strong>Result documentation</strong>&lt;br&gt;<strong>Result Review &amp; Presentation Call</strong></td>
<td><strong>Kick-off Call with customer Mobile SPOC:</strong>&lt;br&gt;- Introduce &amp; plan Mobile Survey; Identify goals; Identify workshop participants&lt;br&gt;- Define workshop details: Agenda, Dates, Logistics, Participant Briefing&lt;br&gt;- Participant Briefing: Briefing Pack preparation &amp; distribution and optional Briefing Call</td>
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<td><strong>2 360° Research</strong></td>
<td><strong>Inside-Out: Mobile Survey</strong>&lt;br&gt;<strong>Outside-In: Industry best practice</strong>&lt;br&gt;<strong>User Need specification</strong>&lt;br&gt;<strong>Use case identification &amp; evaluation</strong>&lt;br&gt;<strong>Low-Fidelity Prototyping: paper-based app prototype</strong></td>
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<td><strong>Insights from target user needs:</strong>&lt;br&gt;- Journey Mapping and/or Day-in-the-life representation of target user behavior; to identify potential for mobile use cases&lt;br&gt;- Specification of target user needs:&lt;br&gt;- Mobile use case longlist&lt;br&gt;- Use case clustering&lt;br&gt;- Use case evaluation &amp; selection of TOP ideas</td>
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<td>**Documentation of use case details for TOP candidates&lt;br&gt;- Development of paper-based app prototypes and/or visualizations of TOP use cases **</td>
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### Out-of-scope

The following are not part of the project modules outlined above:

- Detailed use case viability analysis (Business Case)
- Any implementation of SAP mobile solutions or prototypes
- Any customization of prototype and mock-up apps
Ready to Deliver: EMEA UX/ Mobile Services

- EMEA UX/ Mobile Services Team
- Near Shore Center Fiori Factory
- UX / FIORI: Design to Implementation
- E2E Mobile: Syclo / mCommerce / Platform

- 250 EMEA Practice Members
- 68 Fiori Black Belts
- 45 Top Mobile Experts
- 57 Q1 UX Advisory Training
- 65 Customer Projects - 2014
Remember…. 

Some don’t see the need for a mobile strategy… 

…for others the race is already on!
Thank you

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