

Why a UX/Mobile Strategy matters

Implementation success with SAP Services

Björn Treutel, EMEA UX/Mobile Services
12th of June 2015



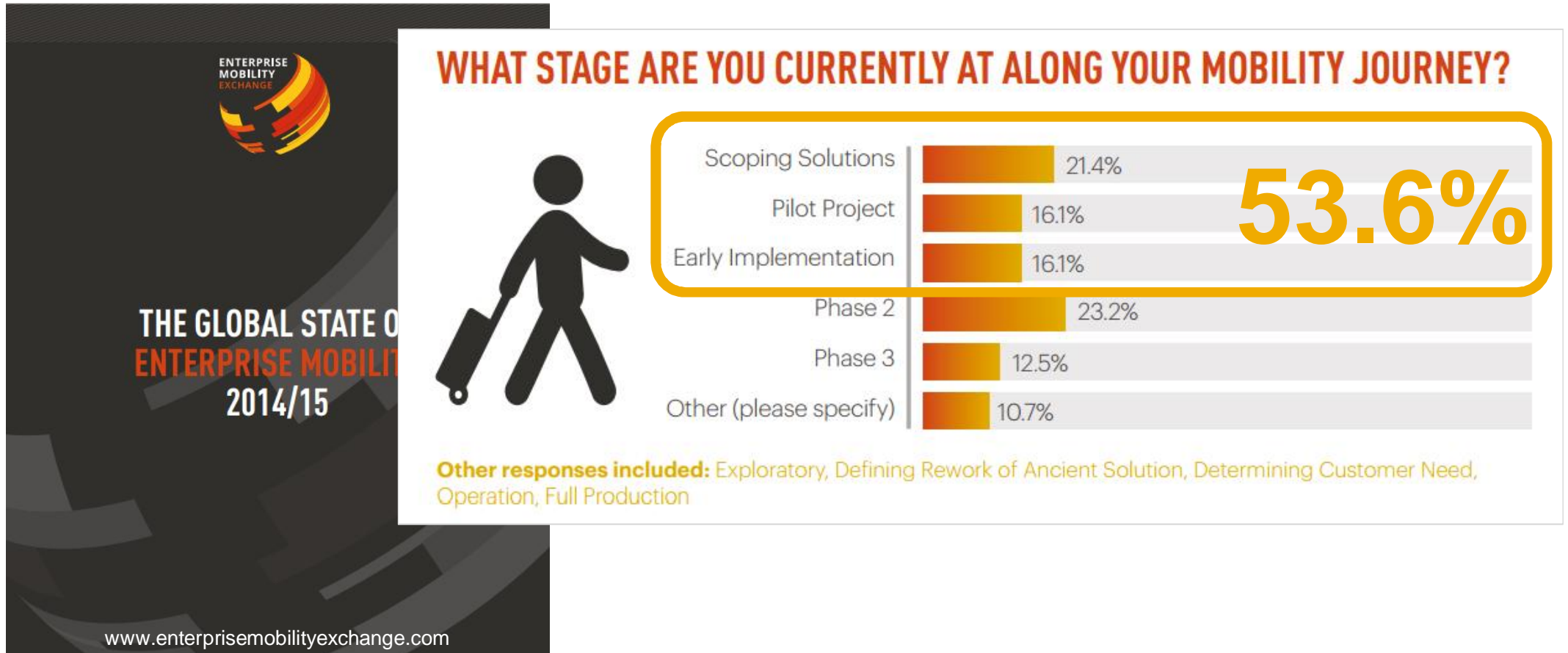
Some don't see the need for a mobile strategy...



...for others the race is already on!



The race is on and the field is spreading out



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

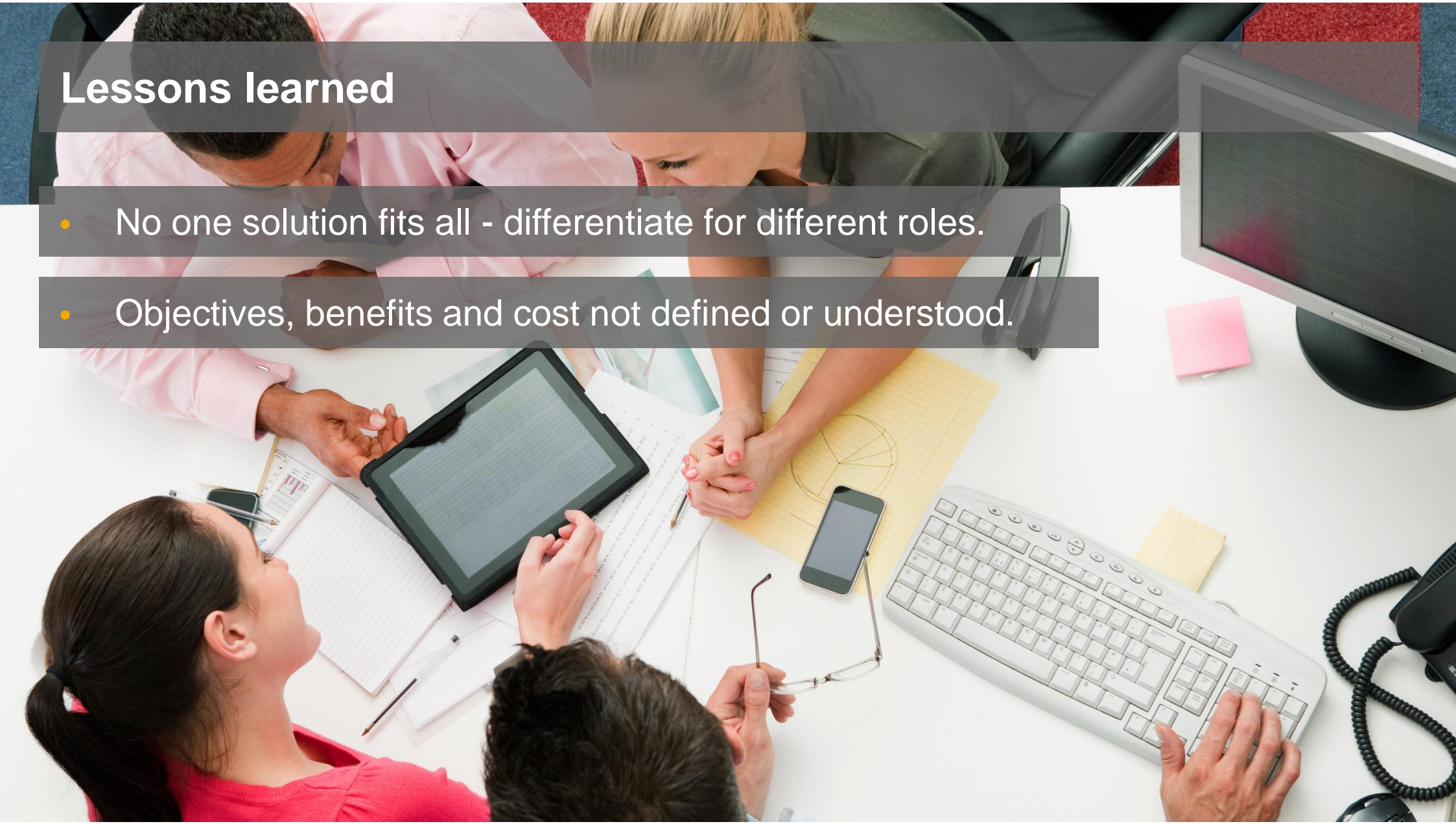


Mobile Consumer

- Potentially transformational opportunity for company
- User experience = how customer perceive your brand.

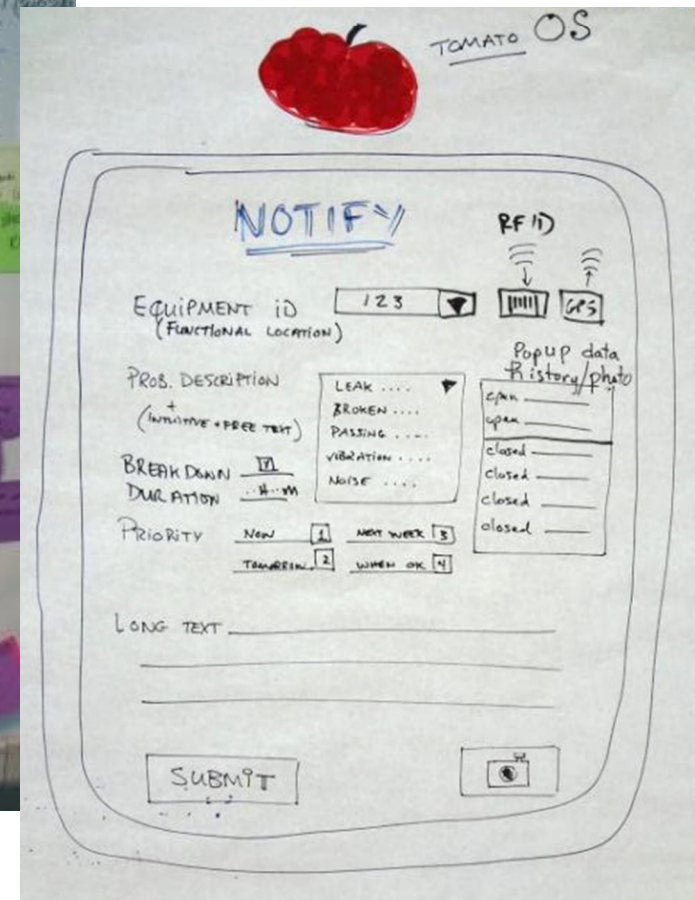
Lessons learned

- No one solution fits all - differentiate for different roles.
- Objectives, benefits and cost not defined or understood.

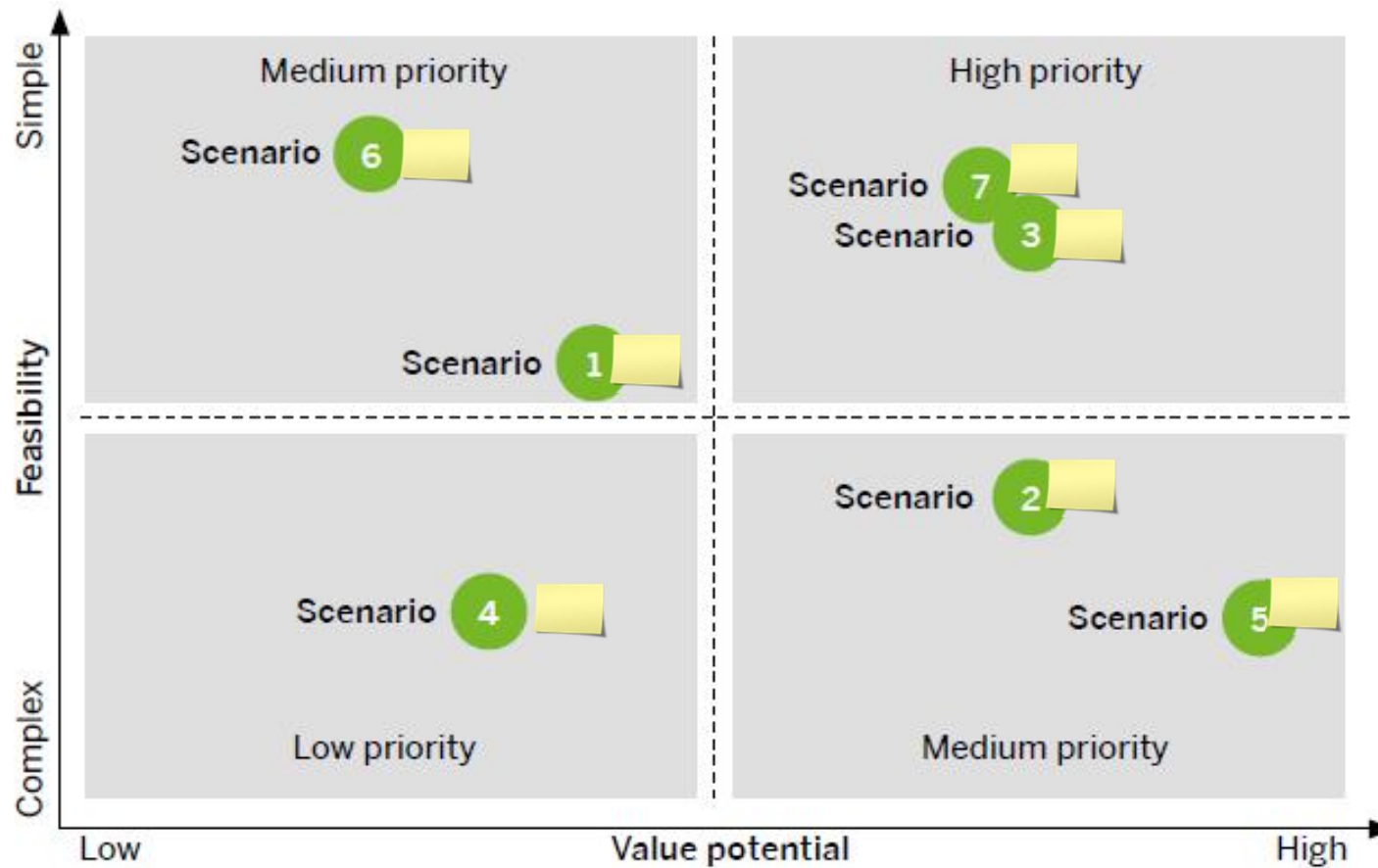


1. Brainstorming and 'prototyping'

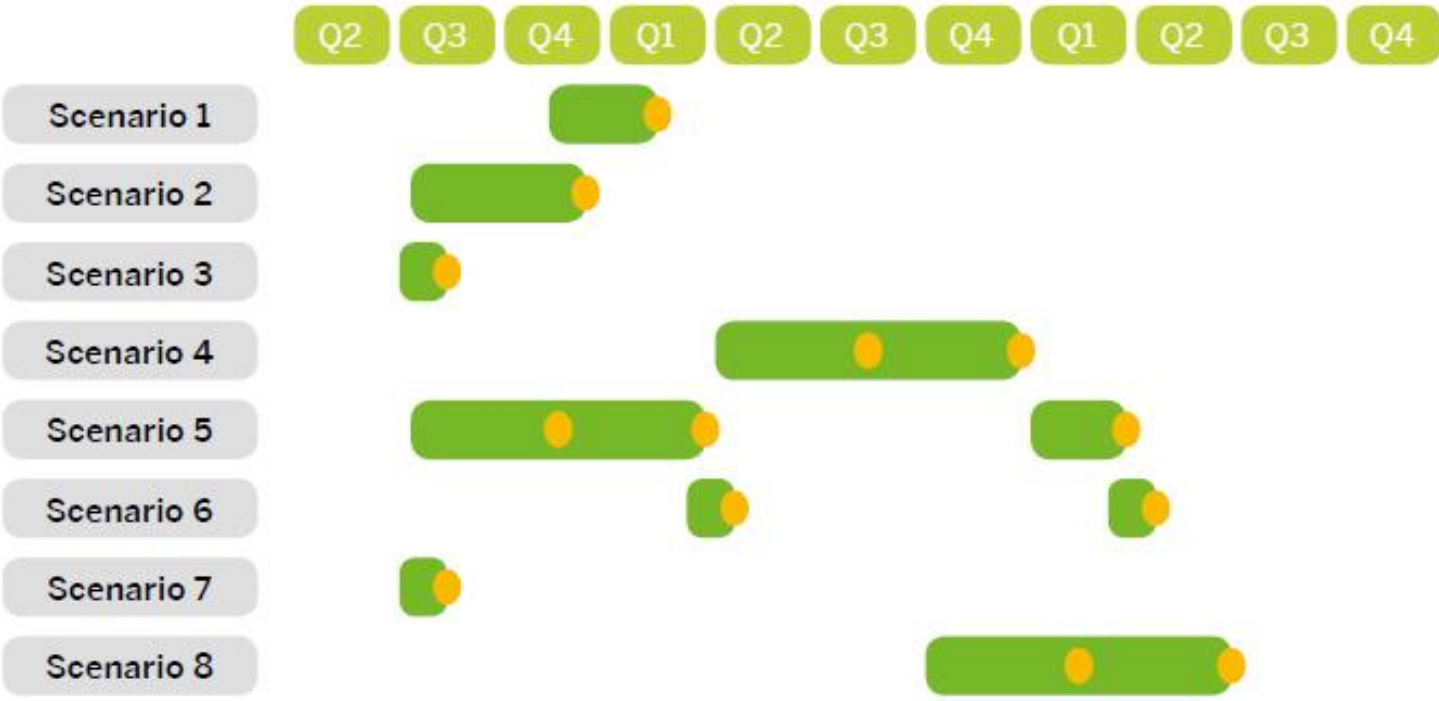
imagine. create. innovate.
DESIGN THINKING



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

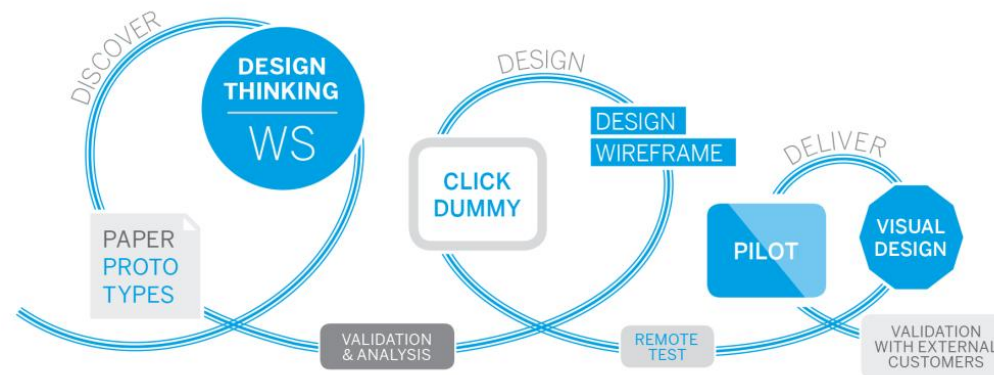
- User-centric solution discovery via **Design Thinking workshop** (Identify user needs & solution scope, Creation of paper prototypes)
- **Technology workshop** to define solution architecture, access security considerations and plan the integration into the customer's landscape

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



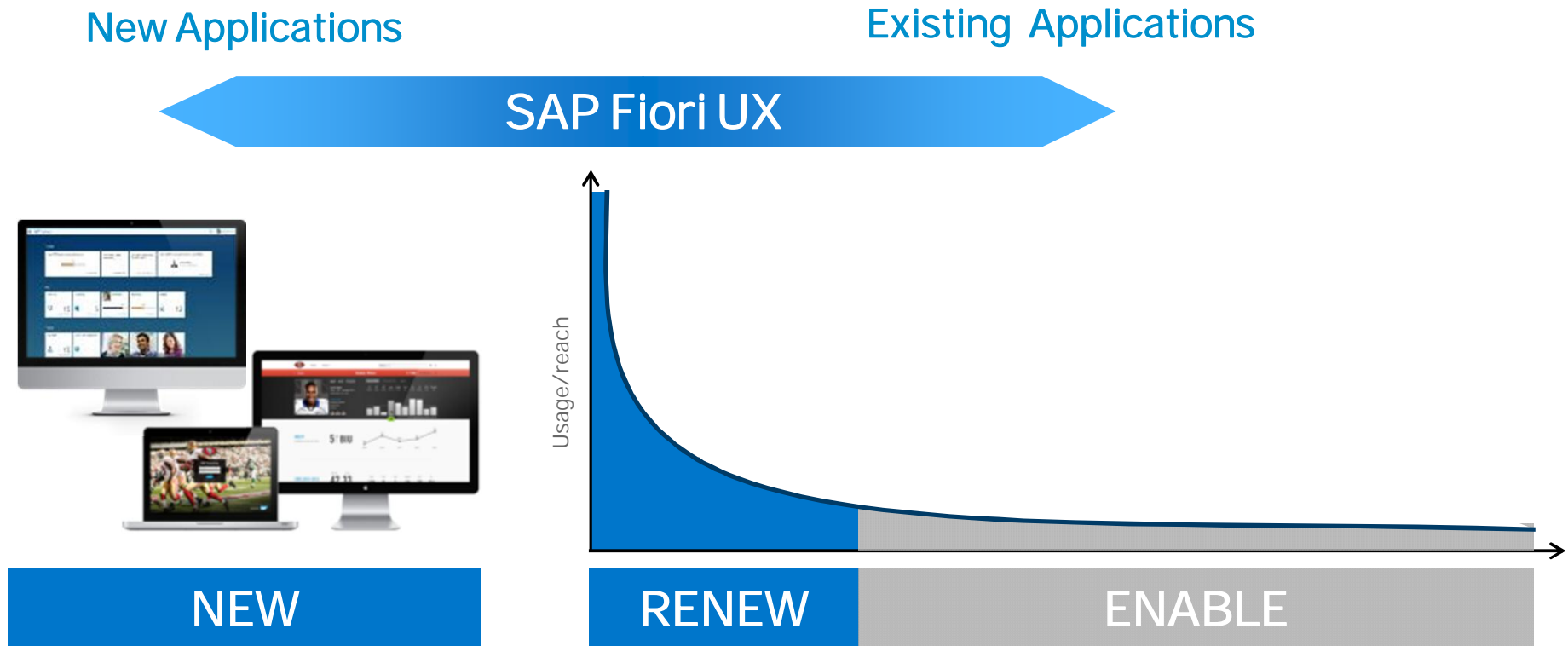
"Feedback from Enterprise Advisory Board (top CIOs Nestle, Apple, Colgate, etc.):

- 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

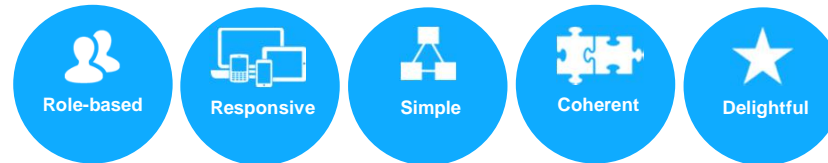
Unified UX Direction for all SAP Software



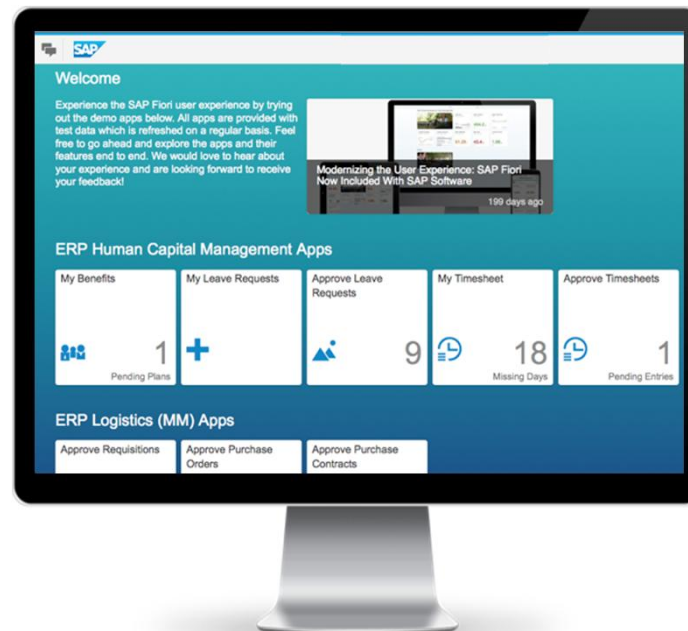
This is the current state of planning and may be changed by SAP at any time.

SAP Fiori UX

Concept



Design



Technology



Lessons learned

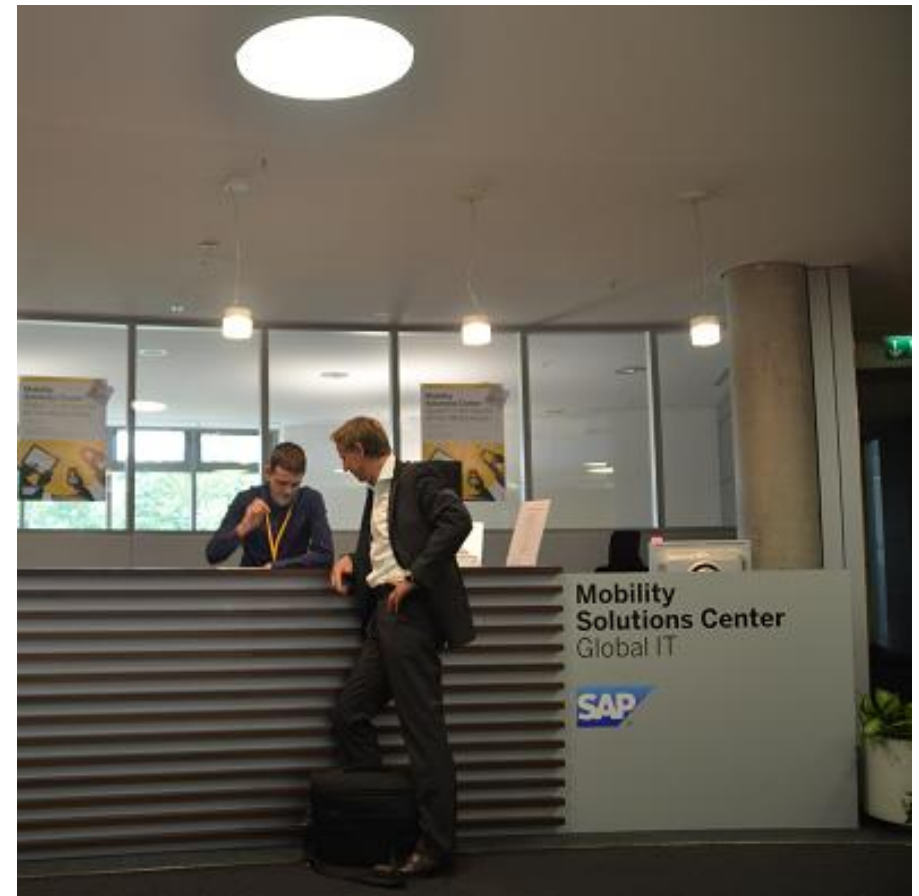
- No one solution fits all - differentiate for different roles.
- Objectives, benefits and cost not defined or understood.
- Not the right efforts going into understanding requirements and integration.
- Need for UX strategy is underestimated.
- Mobility initiatives not aligned with overall IT security 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

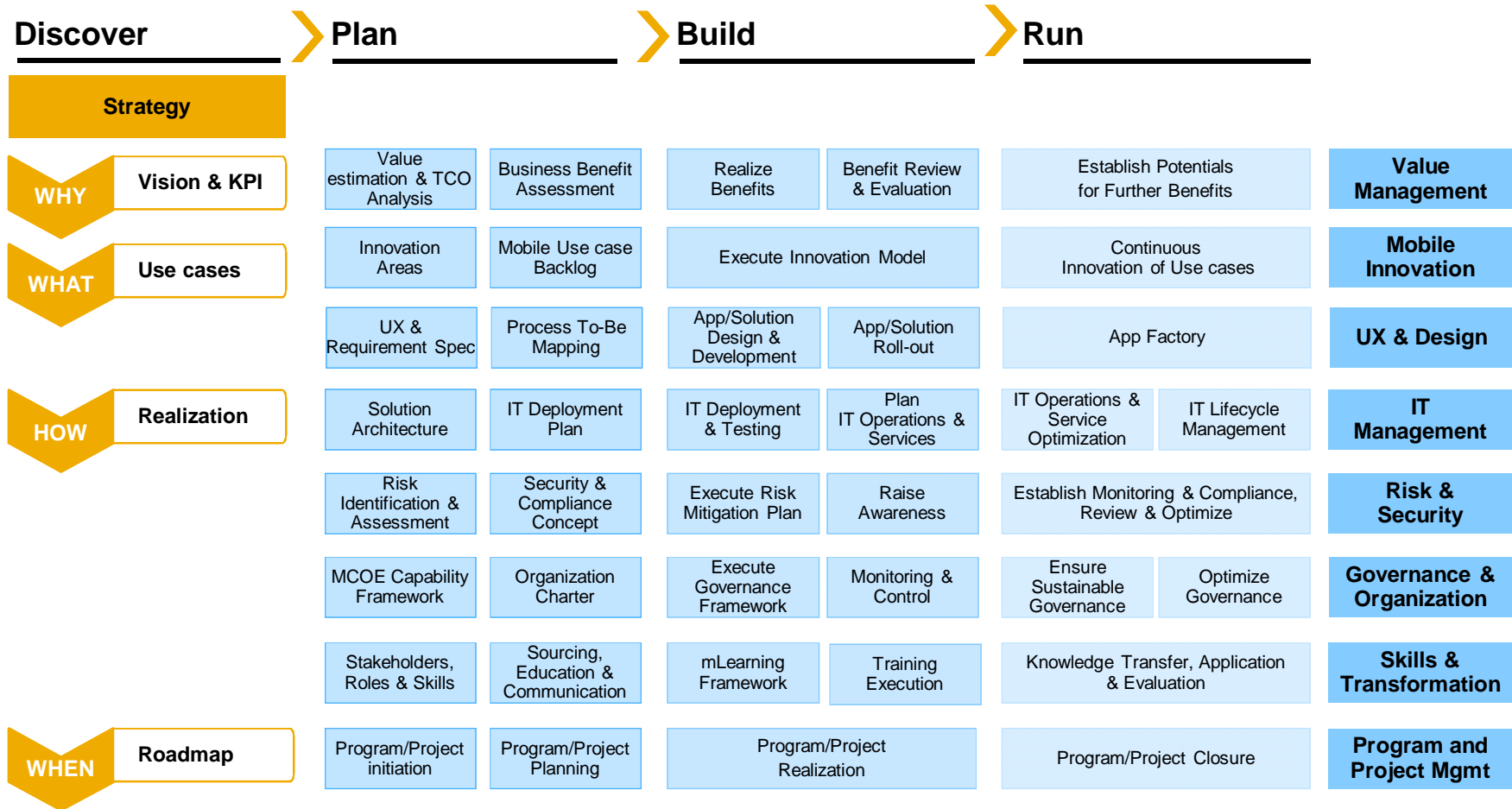
- Plan, manage, govern, deliver and be accountable for end-to-end mobile solutions
- Align stakeholders, manage mobility operations and deliver innovative mobility solutions.
- Provides or arranges for ongoing end-user support.

Reporting into a Mobility Steering Group with cross business and IT stakeholders.



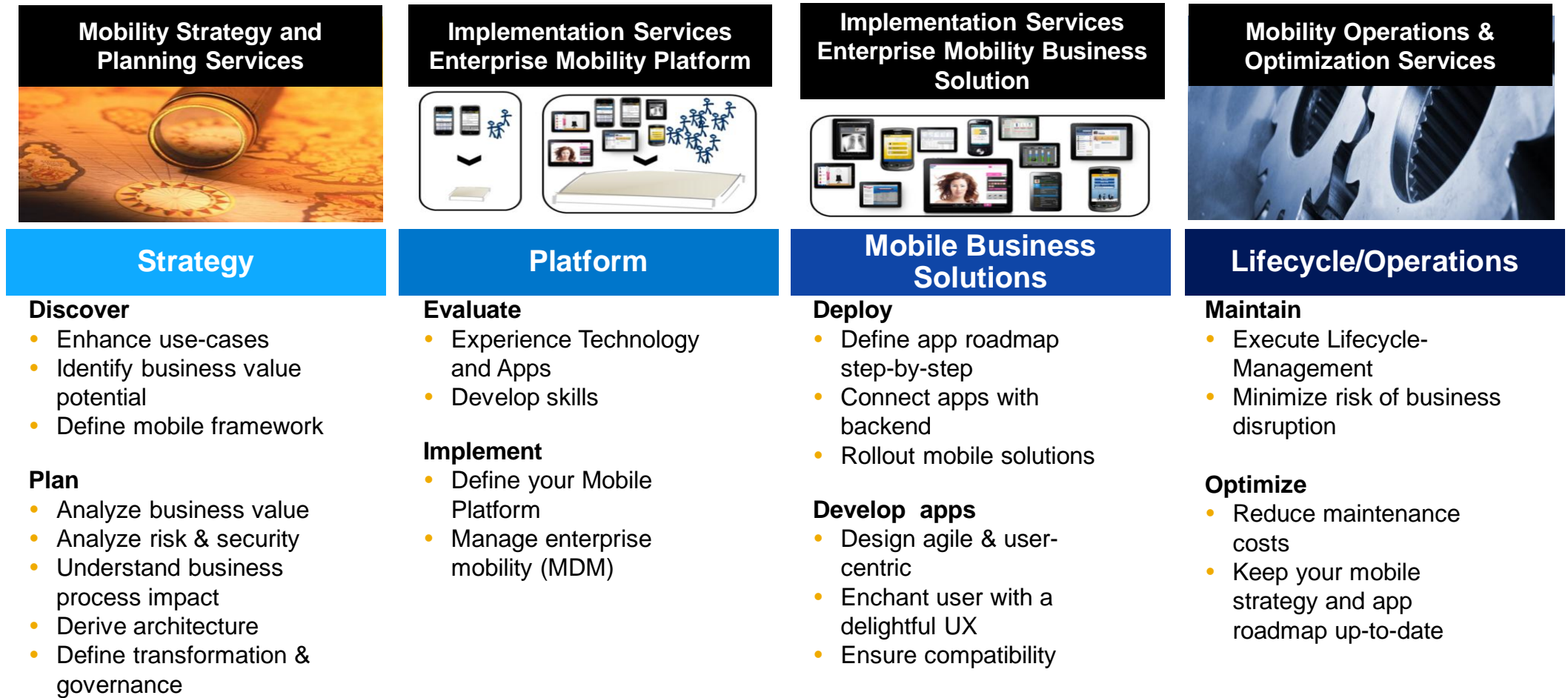
I see a UX/Mobile Strategy may help –
does SAP have some kind of framework?

Enterprise Mobility Strategy Framework



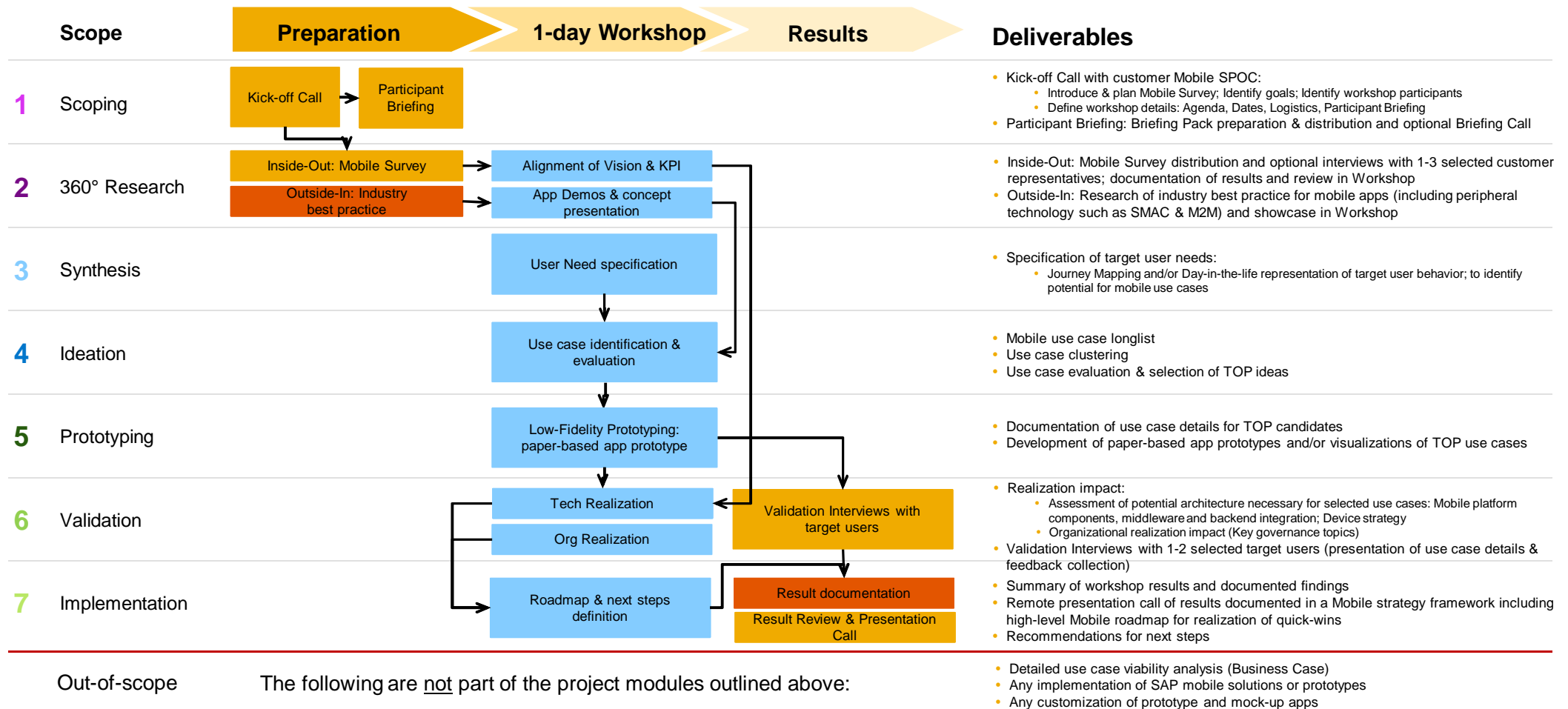
OK, that's nice – but I am still not sure
how to kick this off in our company.
Can SAP help?

SAP Enterprise Mobile Services



Discovery Workshop

Scope & Deliverables



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....

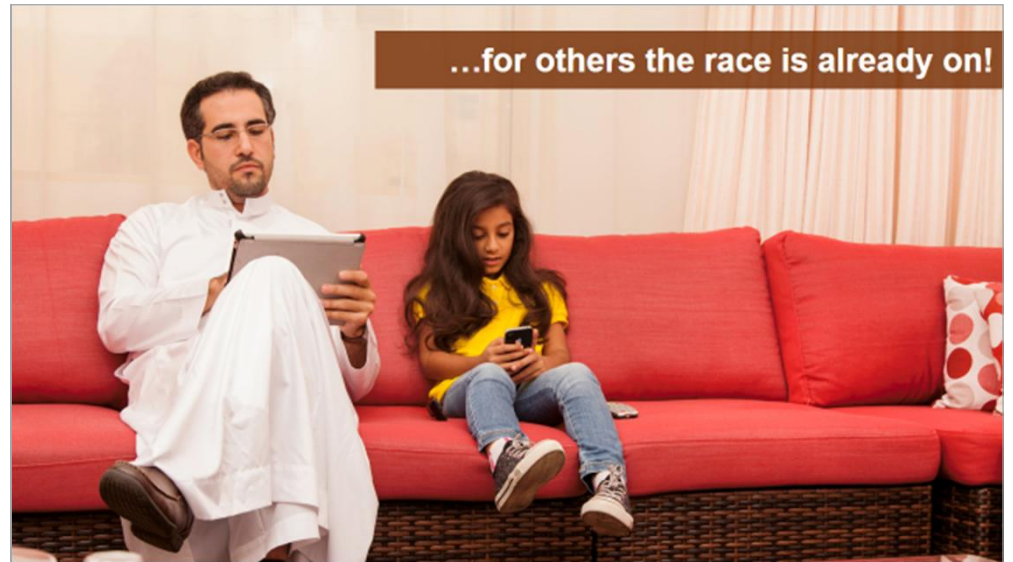
Some don't see the need for a mobile strategy...



© 2015 SAP SE or an SAP affiliate company. All rights reserved.

2

...for others the race is already on!





Thank you



Björn Treutel

EMEA UX/Mobile Services

bjoern.treutel@sap.com