

# Countdown to Simple with SAP® Enterprise Support

The digital economy is taking off, and customers everywhere want a new type of experience – one that is streamlined, that keeps technology invisible, and that makes life easier. Your IT team wants to help your company deliver these experiences with offerings such as SAP® S/4HANA and SAP HANA® Enterprise Cloud services. But first you need to overcome the challenge of complexity – which is where SAP Enterprise Support services can help. Set your sights on the stars and begin your countdown to simple – with proactive support that helps you reimagine your business like never before.

## 5 Technology Trends<sup>1</sup>

The digital economy is driven by the convergence of these megatrends.

### Hyperconnectivity

**3.1 billion**

Internet users worldwide<sup>2</sup>

**1.8 million**

Companies connected to the Arriba® Network<sup>3</sup>

**1.3 billion**

People on social networks<sup>4</sup>

### Supercomputing

**7x**

Faster throughput<sup>5</sup>

**10x**

Smaller data footprint<sup>6</sup>

**1,800x**

Faster analytics and reporting<sup>7</sup>

**65%**

Reduction in resource consumption<sup>8</sup>

### Cloud computing

**30%**

Projected global increase in compound annual growth rate (CAGR) from 2013 to 2018 for spending on cloud computing infrastructure and platforms<sup>9</sup>

**US\$106 billion**

In global cloud software spending in 2016, a projected 21% increase over 2015<sup>10</sup>

**\$874 billion**

In business commerce through the Arriba Network<sup>11</sup>

### A smarter world based on outcomes

**4 million**

Projected global robot population by 2020, twice today's population<sup>12</sup>

**49.4%**

CAGR for the home energy conservation sector through 2020<sup>13</sup>

**\$550 billion**

Yearly economic impact of 3D printing by 2025<sup>14</sup>

### Cybersecurity

**47%**

Of American adults had their personal information exposed by hackers in 2014<sup>15</sup>

**40%**

Increase from 2014 to 2015 in companies targeted by cybercriminals<sup>16</sup>

## 4 Reasons to Respond Now

In the digital economy, companies need to adapt or die.

### Things are changing fast

**40%**

Of the companies in the S&P 500 will no longer exist in the next 10 years if they do not keep up with technology trends<sup>17</sup>

### Complexity is growing

**\$237 billion**

Annual profit loss for the world's 200 largest companies due to complexity<sup>18</sup>

**81%**

Of organizations believe simplification is important<sup>19</sup>

**88%**

Of organizations admit that IT investment is important to achieve simplification<sup>20</sup>

### Complacency can cost a lot

**\$375–\$575 billion**

Global price tag to business for cybercrime<sup>21</sup>

**200,000**

Jobs lost to cybercrime in the United States alone<sup>22</sup>

### Early adopters are winning

**+9%**

Value creation<sup>23</sup>

**+26%**

Impact to profitability<sup>24</sup>

**+12%**

Market valuation<sup>25</sup>

## 3 Deployment Scenarios

Today, you have more options and more opportunities than ever before.

### On premise

The traditional path. Many prefer the familiarity and solid performance of an on-premise environment.

### Cloud

The new upstart. Many like the flexibility and affordability of cloud deployment.

### Hybrid

The way most companies are heading. Many find tremendous value in combining both worlds.

## 2 Business Options

What are you going to do?

### Adapt to change

Invest in technologies that can make your IT operations flexible, your business processes efficient, and your company innovation ready.

**More than 60%**  
Of CEOs expect 15%–50% of their earnings growth in the next five years to come from technology-enabled business innovation<sup>26</sup>

### Surrender business advantage

Fall behind schedule on your innovation initiatives and watch your competitors take market share.

**90%**  
Of CEOs believe the digital economy will have a major impact on their industry, but only 25% have a plan in place and less than 15% are funding and executing on the plan<sup>27</sup>

## 1 Choice for Proactive Support

Your IT partner should have your back – and your front.

### SAP Enterprise Support

Forward-looking, proactive support across all deployment options so that you can prepare your environment to help you seize opportunities with agility:

- Faster time to value
- Improved business continuity
- Continuous business improvement
- Greater innovation agility
- Lower total cost of IT

## The Pillars of Proactive Support

### Collaboration

Deep involvement with SAP experts and peers on a regular basis:

- Engage directly with our support experts to realize your objectives
- Connect and interact through a social business collaboration platform
- Get advice and guidance when needed

### Mission-critical support

The attention you need at the speed you expect:

- Speed problem resolution
- Minimize business disruptions
- Reduce downtime

### Empowerment

Knowledge and skills offered through the SAP Enterprise Support Academy program to maximize the benefits of your SAP solution – whatever your deployment option:

- Enable the workforce to build critical new skills in a cost-efficient manner
- Run at peak performance and achieve smooth, end-to-end operations
- Get your IT team and line-of-business experts ready for innovation

### Innovation and value realization

Better, faster ways to unlock the value of investments and drive innovation:

- Evaluate performance with tailored benchmarking reports
- Manage the solution and application lifecycle, speed implementations, and drive innovation with SAP Solution Manager
- Identify the right services, tools, and expertise with value maps from SAP Enterprise Support

## Help Your Company Take Off with SAP Enterprise Support

Set your sights beyond the stratosphere with tools and services from SAP Enterprise Support that deliver tangible business benefits.

### Maximize the value of your SAP investment

**50%**

Faster response times for SAP ERP<sup>28</sup>

**40%**

Acceleration in knowledge transfer for technical monitoring and alerting<sup>29</sup>

### Seize more business opportunities with increased organizational agility

**50%**

Faster achievement of goals with help from SAP<sup>32</sup>

**15%**

Reduction in manual efforts<sup>33</sup>

### Ensure business continuity and continuous improvement

**25%**

Less downtime for upgrade and migration projects<sup>30</sup>

**<¥4 million**

**(\$33,000)**

Saved on implementation costs<sup>31</sup>

### Drive down operational costs and dedicate more energy to innovation

**80%**

Improvement in database administration efficiency<sup>34</sup>

**83%**

Improvement in sales process efficiency, from 30 to 5 minutes<sup>35</sup>

### Get ready for your takeoff at

<http://sapsupport.info/enterprisesupport>

or <https://support.sap.com/enterprisesupport>

(S-user login may be required.)

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