

# SAP与客户关于新技术的联合创新

SAP New Technology Co-Innovation with Customers



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THE BEST-RUN BUSINESSES RUN SAP™



## 联合创新是SAP的重要成长策略



**加速产品和应用创新, 使之更加适应市场趋势和客户需求是SAP产品策略的核心主旨**

**SAP在2010发布了一系列的新应用, 新产品**

- ☐ SAP Business Analytical Solution
- ☐ SAP HANA 1.0
- ☐ SAP Business ByDesign 2.5
- ☐ SAP Carbon Impact
- ☐ ...

**联合创新就在身边, SAP将根据您的业务需求和场景开发新的创新应用!**

- ☐ In-Memory Computing (内存计算)
- ☐ Enterprise Mobility (企业移动应用)
- ☐ On-Demand (按需应用)
- ☐ New Industry Solution (新的行业应用)
- ☐ More (更多)....

# SAP和客户进行联合创新(Co-Innovation)的合作模式



- 与客户进行联合创新, 确保SAP的产品和应用最好地符合客户业务战略的需要
- 联合创新流程包含了SAP与全球客户的最佳实践, 包含需求识别, 创新思考, 迭代式开发和测试等
- 在联合创新过程之中, 与客户以及SAP内部相关团队一起讨论研究, 决定进一步(Roll-Out)的计划

## 客户联合创新流程包含三个阶段



阶段目标	• SAP与客户一起分析和定义问题	• 方案开发和调试, 并进行非生产性(non-productive)的体验和使用	• 交付正式产品
交付目标	• 方案定义 • UI设计原型 • 产品架构	• 可进行试用的高质量应用 • 试用场景描述, 试用反馈	• 可供生产性使用的产品 • 市场推出计划(GTM)
SAP的角色	• 领导/推动调研, 分析和设计相关工作	• 开发方案 • 协调方案试用, 并提供技术支持	• 开发正式产品 • 交付给客户
客户的角色	• 指派合适的人员配合调研和设计 • 没有费用	• 组织和推动方案试用 • 指派试用参与人员, 时间和提供试用数据 • 没有费用 (可能需要硬件费用)	• 决定采用正式产品 • 有多种采用方式(Early Adoption, Ramp-up等)
法务文件	• SAP Feedback Agreement	• SAP Test & Evaluation Agreement	• Appropriate license contract
需要时间	• ~ 10 周/TBD	• ~ 4-6 月/TBD	• TBD

# 联合创新实例

## 企业数据管理 (Enterprise Data Management)



### 问题描述

- 企业需要更为整合，覆盖端到端，提供业务部门清晰的数据处理流程和职责的企业主数据管理方案
- SAP的主数据管理方案提供了强大的数据管理能力，但不能完全满足新兴的市场需求

### 参与方

- 某高科技行业世界500强公司，SAP创智革新部门，SAP主数据管理产品部门等

### 联合创新流程

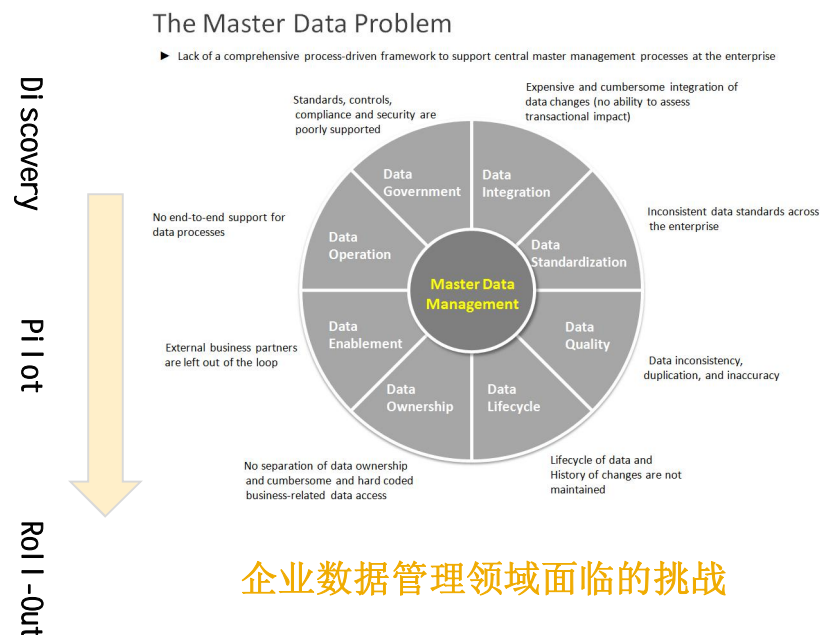
客户向SAP提出在企业主数据管理上面临的挑战和需求

- SAP创智革新部门 (D&NA)和SAP主数据管理产品部门和其他相关团队分析市场需求和SAP产品能力，商讨解决模式

- D&NA部门通过电话会议和现场调研，和客户一起分析具体的业务需求，并进行方案定义和架构设计，达成一致意见（架构，UI，流程）

- D&NA部门设计和开发方案，并在开发完成后和客户技术人员和业务人员一起协调数据实测和试用体验
- D&NA部门根据测试和试用反馈，继续进行性能调优和其他功能微调

- 客户决定采用Early-Adoption的方式将这个创新方案投入生产性使用
- SAP在这个主数据管理方案的基础之上，启动标准产品开发



企业数据管理领域面临的挑战

# 联系我们



## SAP创智革新部门(Design & New Applications)目前关注以下几个创新领域

- 基于内存计算的企业应用 (Data Analytics, Reporting, Planning Applications etc.)
- 企业移动应用(Mobile Sales, Service, Reporting, Workflow etc.)
- 新行业应用 (New/Emerging Industry Solution)

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## 联系方式

- 欢迎参观我们的展台, 来了解更多
- 您可以通过邮件联系我们  
[kevin.wang@sap.com](mailto:kevin.wang@sap.com)

**Accelerating Your Enterprise Mobility Through Co-Innovation With SAP**  
与SAP联合创新, 为您的企业移动战略助力

SAP Design & New Applications Team

THE BEST NOW BUSINESS IS NOW SAP



创新流程


合作探索 → 联合创新 → 客户体验

创新成果



过去 → 现在 → 将来

基于内存计算的SAP应用, 能够帮助您



1. 结合交易业务和数据分析应用更为迅速而准确完成商业决定;  
2. 在单一系统中完成业务分析、性能管理和交易业务处理, 并为您建立探索、预测和执行之间的联系, 支撑您业务的创新应用;  
3. 通过内存计算能力增强现有投资价值而不改变IT部署计划路线, 降低您的IT负担和风险;

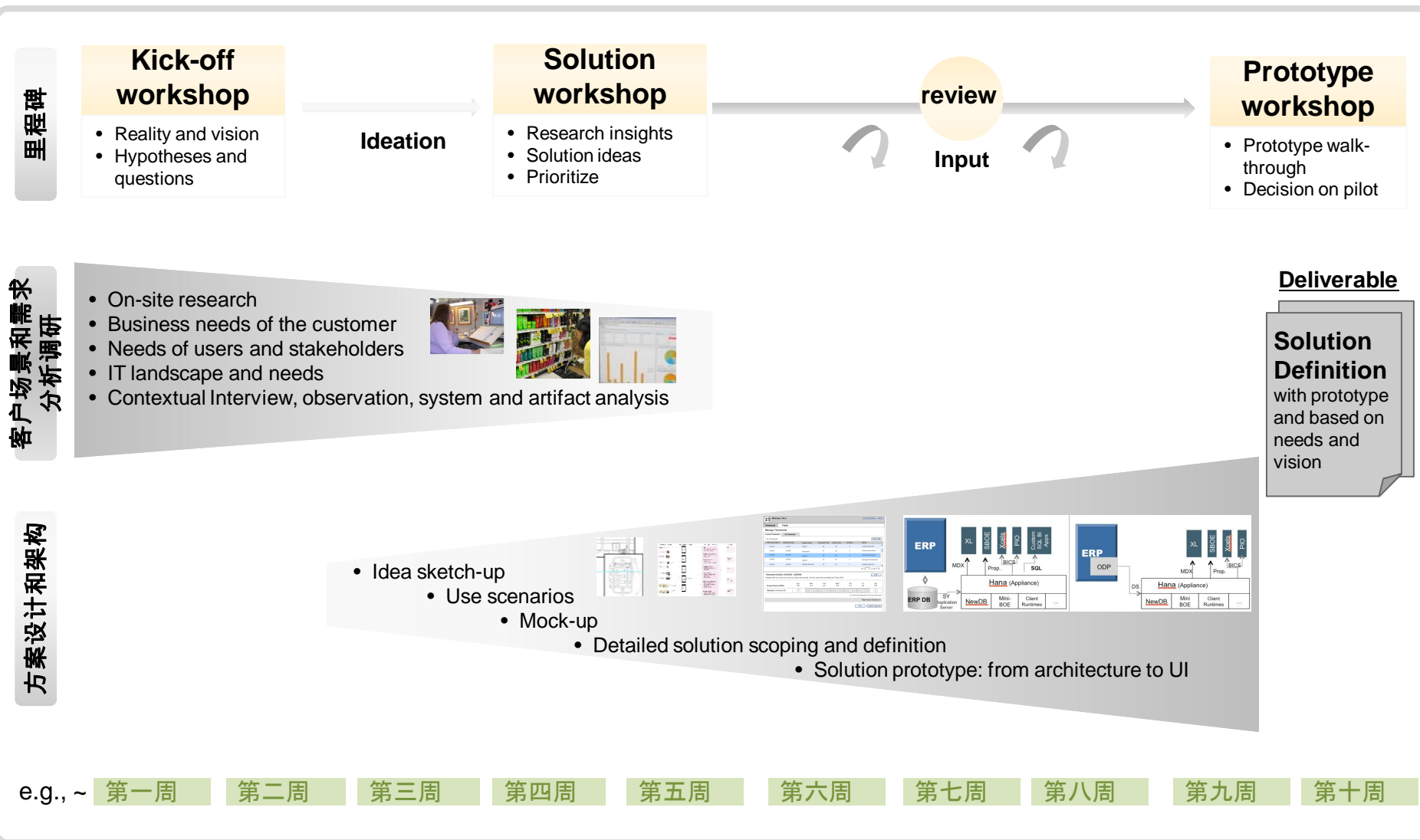
# 联合创新 – 第一阶段

## Discovery

Discovery



## Discovery

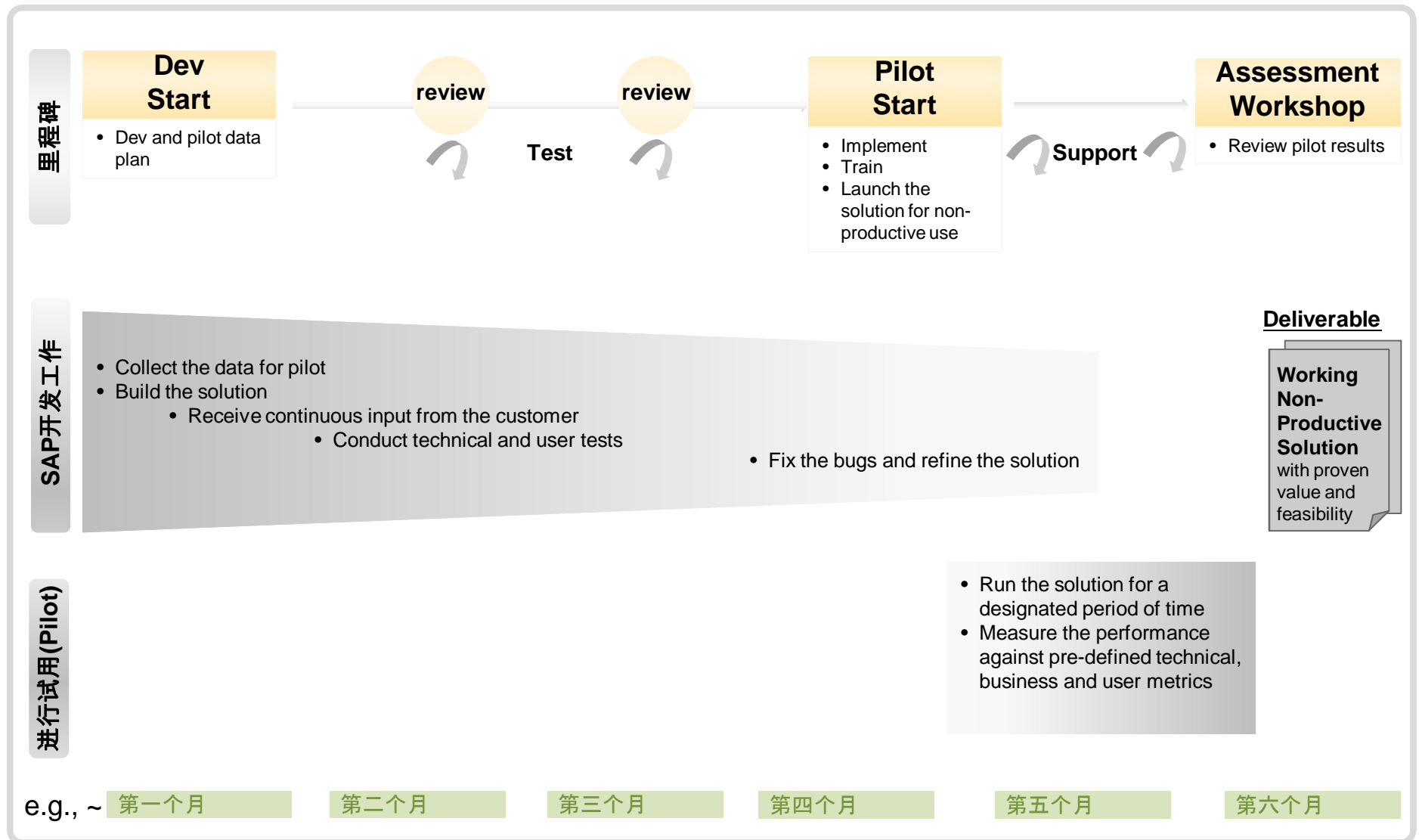


# 联合创新 – 第二阶段

## Pilot



## Pilot





## 联合创新 – 第三阶段

### Roll Out

Roll-out

SAP

### - SAP决定将之开发成一个标准产品

#### 进行客户Ramp-up

- SAP将进一步完善创新产品, 使之更加适应生产性使用的需要.
- 客户通过标准的Ramp-Up流程实施标准产品.

### - 探索性的创新方案, 未启动标准产品开发流程

#### Early Adoption客户

- 试用(pilot)客户将有机会优先和SAP签订SEA合同(Solutions for Early Adoption)来将之用于生产性使用。



#### 升级为标准产品

- 一旦创新方案启动标准产品开发流程, SAP 将提供升级支持
  - 如果有相当数量的early adoption客户, SAP 将计划开发成标准产品
- 客户也可以选择等方案变成标准产品之后再实施
  - 客户通过标准的Ramp-Up流程实施标准产品





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