



Unlocking Customer Quality and Security with SAP Cloud Qualities

Uwe Obrock, Head of SAP CQuality
Frank Rotter, Engineering Quality Director

ASUG Web Cast
May, 4th 2023

Customer Quality Experience

“Companies rate **Quality** as highly important when evaluating enterprise application vendors”

– IDC ¹ –

“**Quality** in a service is not what you put into it. It is, what the client or customer gets out of it”

– Peter Drucker –

To help customers realizing the full value of their SAP investment we strive to provide the best possible customer quality experience

Customer Centric Cloud Qualities

KEY QUESTIONS

- What are the **most important** non-functional **aspects** creating the **best possible cloud quality experience**?
 - How can they be **measured**?
-

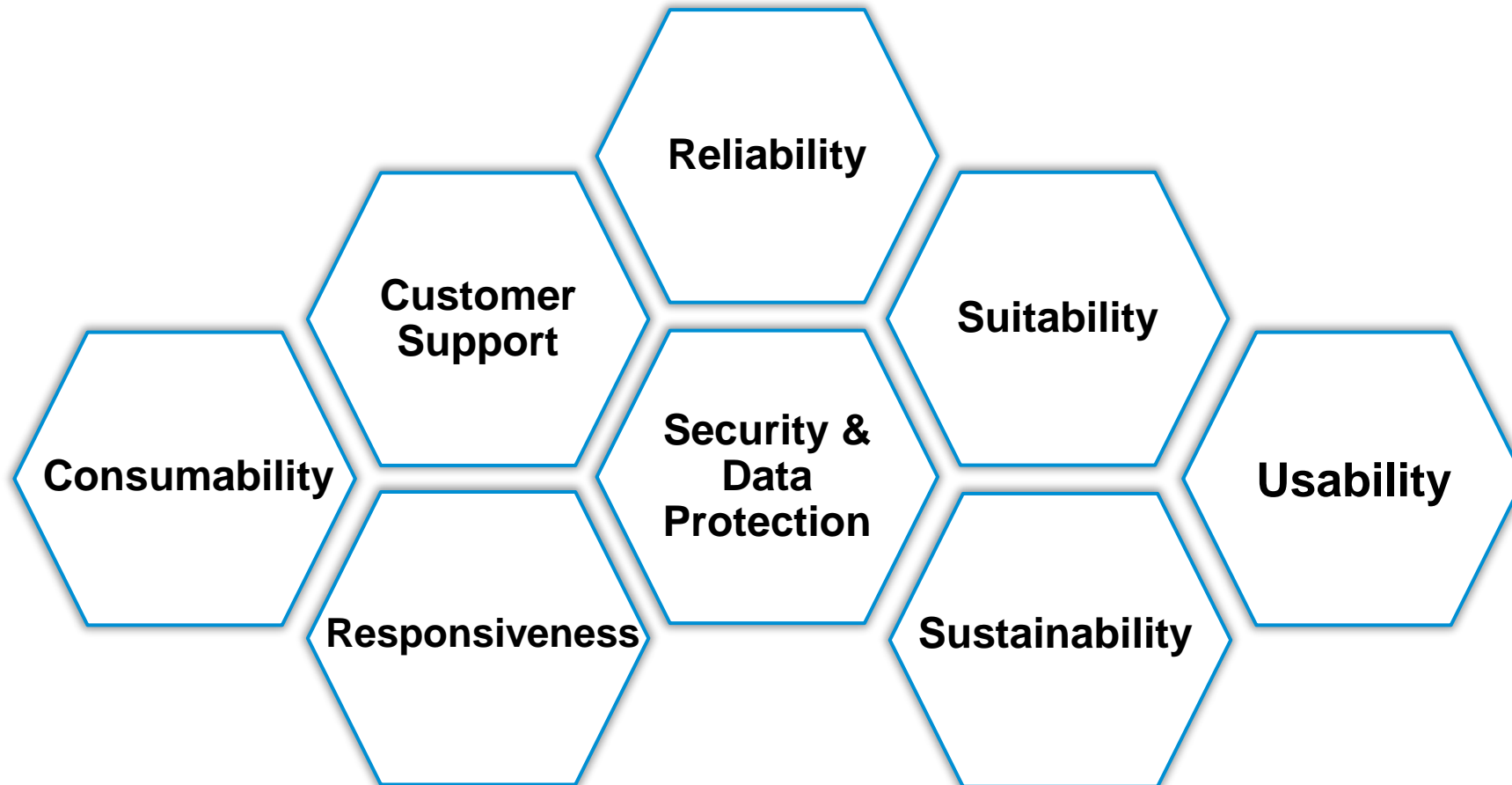
STATUS

- Proposal created based on input from **external partners and existing standards**
-

INTENTION FOR THIS CALL

- Present our proposal to get **your perspective**
 - Did we select the **“right” qualities**?
 - What is **missing**?
 - What are **your priorities**?
 - We like to **listen and learn**
-

Proposed Future Cloud Qualities



Cloud Qualities Definition

Customer-relevant qualities

SAP Definition (Proposal)

Reliability

Stable and consistent service outcomes at all times

Usability

Easy to use and understand cloud service enabling all targeted end users

Suitability

Complete, correct and consistent functional coverage according to customer expectations and business needs

Responsiveness

Prompt service response times according to customer expectations along E2E business processes

Security & Data Protection

Secure E2E cloud service complying with all relevant data protection requirements

Consumability

Minimizing customer effort to start using the service and adopt changes to the service

Customer Support

Degree to which SAP as cloud service provider offers efficient and effective support to customers

Sustainability

Optimized resource and energy consumption to improve service and customer sustainability

Reliability

Definition

- Stable and consistent service outcomes at all times

Customer expectations

- Service is available without any interruption or failure or downtime
 - Planned downtimes, if necessary at all, are transparent to customers and are adhered to
 - Service complies with contractually committed SLAs
 - Service incidents are addressed and solved proactively and immediately
 - Risk mitigation measures for service failures (infrastructure, hardware) are in place
 - Frequent updates / upgrades without service disruptions
-

KPIs & Deliverables

- Cloud availability
 - Average recovery time
 - Compliance with documented upgrade windows
 - Backup and restore enabled
-

Usability

Definition

- Easy to use and understand cloud service enabling all targeted end users

Customer expectations

- Simple UX: All services are easy to use and understand
- Consistent user interface across all services
- User interface enables efficient and effective service outcomes
- User interface supports local customer language
- Compliance with accessibility requirements and legislation
- Workflow capabilities are available across products

KPIs & Deliverables

- Compliance with regulatory accessibility requirements
 - # of supported languages
 - Customer / end user feedback with respect to usability
-

Suitability

Definition

- Complete, correct and consistent functional coverage according to customer expectations and business needs
-

Customer expectations

- All services work as documented
 - All services provide a high quality
 - E2E scenarios work seamlessly
 - Regional availability of services according to local regulations
 - Commitment to long-term service availability
 - Transparent feature roadmap
 - Coverage of new legal and regulatory requirements
 - Attractive and flexible pricing (e.g. pay per use) according to the customer's need
-

KPIs & Deliverables

- # of supported countries
 - Customer feedback with respect to functionality, quality and E2E scenario integration
 - Customer feedback on pricing
 - On-time availability of legal / regulatory requirements
 - Service renewal possible
 - Published feature roadmap
-

Responsiveness

Definition

- Prompt service response times according to customer expectations along E2E business processes

Customer expectations

- Prompt reaction on user interaction
- Quick and consistent system response times
- For complex, long-running processes the progress is made transparent
- E2E business processes are completed in a quick manner
- Sizing guides are available including size limits
- Ability for customers to analyze latency and monitor against size limits
- Ability to handle the expected system load via efficient resource management
- Availability of capacity monitoring against system limits or contingency limits
- Elastic scalability of products according to customer needs

KPIs & Deliverables

- Average time for single dialog step / page load / API call measured from end user perspective
- Performance for dedicated process benchmarks

Security & Data Protection

Definition

- Secure E2E cloud service complying with all relevant data protection requirements
-

Customer expectations

- Zero vulnerabilities
 - Security incident management in place
 - Encryption of data persisted or transferred by the service
 - Availability of authentication and identification service
 - Management of authorizations and privileges according to customer demands
 - Compliance with data protection legislation, regulations and best business practices
 - Security certifications
-

KPIs & Deliverables

- ISO 27001 / SOC 2 certificate coverage for development and cloud operations
 - Resolution time to customer-raised security incidents
-

Consumability

Definition

- Minimizing customer effort to start using the service, adopt changes to the service, and discontinue its usage

Customer expectations

- High technical configurability
- Simple process for customers to configure service according to their needs (e.g. org. structures, workflows, E2E business processes, etc.)
- Simple process for customers to enable / disable single functions & features
- Simple customer onboarding / offboarding procedures
- Self-service options to analyze / assess implementation status
- Transparent approach for applying customer specific extension / modifications
- Well documented and easy to use APIs for integration and extension
- Support of customer specific tests to safeguard implementation success
- Available functionality is consistent with provided documentation
- Ability to use available function without any restriction
- Country specific requirements are covered

KPIs & Deliverables

- Customer feedback on configuration, customizing, ROI, time2value
 - Sample content coverage (in % of available features)
 - Extensibility concept coverage (in % of available features)
 - Time to customer value
-

Customer Support

Definition

- Degree to which SAP as cloud service provider offers efficient and effective support to customers
-

Customer expectations

- All standard functionality works as expected according to customer expectations
 - Appropriate 7x24 coverage for priority one incidents
 - Appropriate channels available for customers to reach out to support
 - Support complies with contractually committed SLAs
 - Solutions to problems are provided in a timely fashion
 - Build-in product support available
-

KPIs & Deliverables

- (Continuous) Response Time
 - Time to resolution
 - # of successful first solution proposal
 - Build-in support available
 - Standard ticketing environment used
-

Sustainability

Definition

- Optimized resource and energy consumption to improve service and customer sustainability

Customer expectations

- Minimize energy and water consumption
 - Usage of renewable energy while providing service
 - Less Greenhouse gas emissions by optimizing needed resources (infrastructure, computing power, main memory, etc.)
 - Enable customers to improve their own sustainability
-

KPIs & Deliverables

- Total service carbon footprint

Requested Feedback

- 1. Are our Cloud Quality categories complete? What did we miss?**
- 2. What additional customer expectations would you propose? (Please indicate the Cloud Quality you refer to.)**
- 3. What additional KPI or deliverable would you recommend to add? (Please indicate the Cloud Quality you refer to.)**

Thank you.

Contact information:

Uwe Obrock, SAP SE, Uwe.Obrock@sap.com

Frank Rotter, SAP SE, Frank.Rotter@sap.com