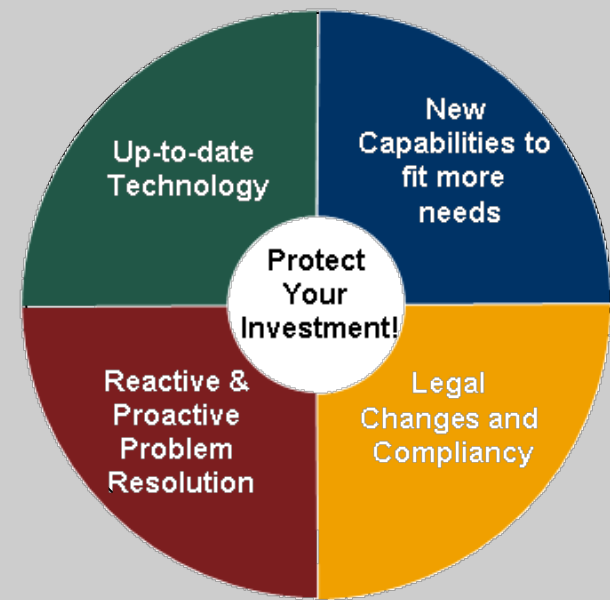


SAP Business One Value Of Maintenance



Finn Backer
Global Director
Solution Expert Team
SAP Business One

February 2010

Target Audience:

SAP Business One partners who wants to learn more about how to position 'value of maintenance' to their customers.

**THE CLEAR PATH
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FOR PARTNER SUCCESS
SAP Partner Kickoff Meeting 2010

Agenda



1. Maintenance and Service, Business Model

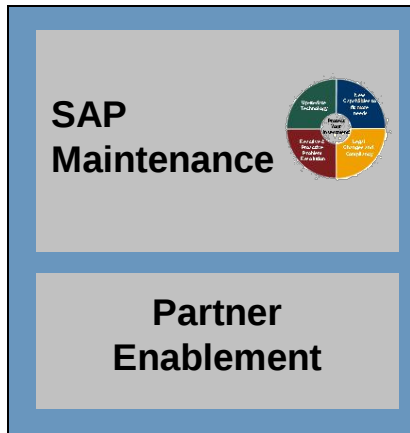
2. SAP Maintenance

3. Partner Enablement

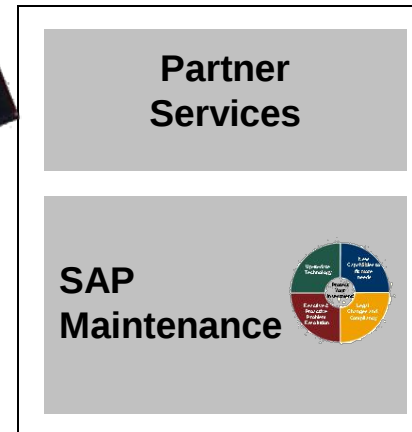
4. Partner Services

5. Summary

Maintenance & Service Offering to Customers Business Model



SAP's offering to partner



Partner's offering to customer

Customer

SAP maintenance is part of the complete 'service offering' !

**THE CLEAR PATH
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SAP Partner Kickoff Meeting 2010

1. Maintenance and Service, Business Model
- 2. SAP Maintenance**
3. Partner Enablement
4. Partner Services
5. Summary

Value of Maintenance Contract



Automating and running business management systems is more than buying a software package and implementing it. The complete solution also includes:





Offerings and Benefits

- 3rd level support
- Global problem resolution
- 24X7 handling of messages with 'very high' priority
- Escalation handling
- Patches
- Customer portal (e-learning, how to guides, knowledge base, etc)
- SDN forums
- Remote Support Platform

For Reflection:

- Would you choose to go through life without a health insurance?
- 'Let us hope nothing 'bad' happens with our system. But if it does, we need to be sure we can get help ASAP!'



Do not let unforeseen events stop you from using the system!



Offerings and Benefits

- SAP spends significant effort in detecting legal changes as soon as possible
- How to guides and/or adjustment of the software in case of legal changes
- SAP spends significant effort in streamlining business processes for efficient handling of legal requirements
- Avoid penalties and/or problems with tax authorities
- Improve efficiency in producing statutory reports

For Reflection:

- Would you purchase a virus scanner software without a subscription for new virus definitions?



Stay out of trouble!

Legal Changes and Compliancy Overview on the SAP PartnerEdge Portal



UPCOMING LEGAL CHANGES IN REVIEW BY SAP BUSINESS ONE SOLUTION MANAGEMENT SAP BUSINESS ONE

Below you can find information on upcoming legal changes that the SAP Business One Solution Management team is evaluating. At this time, we cannot provide details to what extent and at which date the legal changes might be incorporated into the SAP Business One software. Decisions will be made at SAP's discretion.

This list includes only a limited number of upcoming legal changes that the Solution Management team would like to share with you.

Once delivered, the legal changes will be published in the page "Legal changes and important corrections for SAP Business One".

Relevant Country/Region	Description	Detailed Description	Legal Change Effective from
EU localizations excl. Hungary, Poland	EU Sales Report to Cover Also Services	Legal background: EU Directive 2008-08-EC implemented in national law of each EU country except Poland and Hungary requesting that cross border service supplies have to be separately reported with EU sales report. Definition of file format for electronic reporting will change too. (See SAP Note 1398353) Impact on the customer/solution: ■ Adding new flag on Tax Group setup for marking Tax Group as Service Supply type ■ Service marketing documents are enabled for EU Sales Report ■ Reporting frequency for some customers will change ■ New grouping type for Service Supply in the EU Sales Report Which customers are affected by this: ■ Those which supply services to other EU countries ■ Those whose transaction value exceeds the local threshold defined in each country and now have the obligation to report on a monthly/quarterly/yearly basis, based on the threshold.	Jan 1, 2010
Hungary, Poland	EU Sales Report to Cover Also Services	Legal background: EU Directive 2008-08-EC implemented in national law of Poland and Hungary requesting that cross border service supplies and purchases have to be separately reported with EU sales report. (See SAP Note 1398353) Impact on the customer/solution: ■ Adding new flag on Tax Group setup for marking Tax Group as Service Supply type ■ Service marketing documents are enabled for EU Sales Report ■ Reporting frequency for some customers will change ■ New grouping type for Service Supply in the EU Sales Report Which customers are affected by this: ■ Those which supply and purchase services to other EU countries ■ Those whose transaction value exceeds the local threshold defined in	Jan 1, 2010

Patch Level 07, Overview Note [1379703](#)
(click, for more information)

Relevant Country	Type	Enhancement Description	Details
All	Important Correction	Data Transfer Workbench (DTW) - After the first login to the working base database, DTW remembers the Login details	SAP Note 1383346
All	Important Correction	Removing Warehouses from SAP Business One	SAP Note 1369530
All	Important Correction	General Settings - Changing Exchange Rate Posting	SAP Note 1369531
All	Important Correction	Copying Form Settings from One User to Another	SAP Note 1369613
All	Important Correction	General Ledger Report - Default Selection Criteria	SAP Note 1369614
All	Important Correction	Modifying Sales and Purchasing Documents	SAP Note 1369615
All	Important Correction	Journal Voucher Deletion - UI Text Change	SAP Note 1369617
All	Important Correction	Assembly BOM	SAP Note 1369618
All	Important Correction	Payment Wizard Run ID in Journal Entries and Payments	SAP Note 1374872
All	Important Correction	Filtering in the Drag & Relate Function	SAP Note 1374953
Germany	Important Correction	DATEV: Enhancement on Exporting DATEV Files	SAP Note 1370114
Germany	Legal Changes	ELSTER Telemodule - Rich Client - PDF Viewing	SAP Note 1358005
Germany	Legal Changes	ELSTER add-on - New ERIC Protocol	SAP Note 1385078
Israel	Enhanced Compliance	Data Export in Standard Structure	SAP Note 1166144
Israel	Legal Changes	PCN 874 eReport	SAP Note 1371156
Israel	Legal Changes	Maarechet 1000 & Mivzak (Withholding Tax Report)	SAP Note 1371157
Spain	Enhanced Compliance	Tax Reporting According to Model 340	SAP Note 1371219

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New Capabilities and Continuous Improvement Development Roadmap



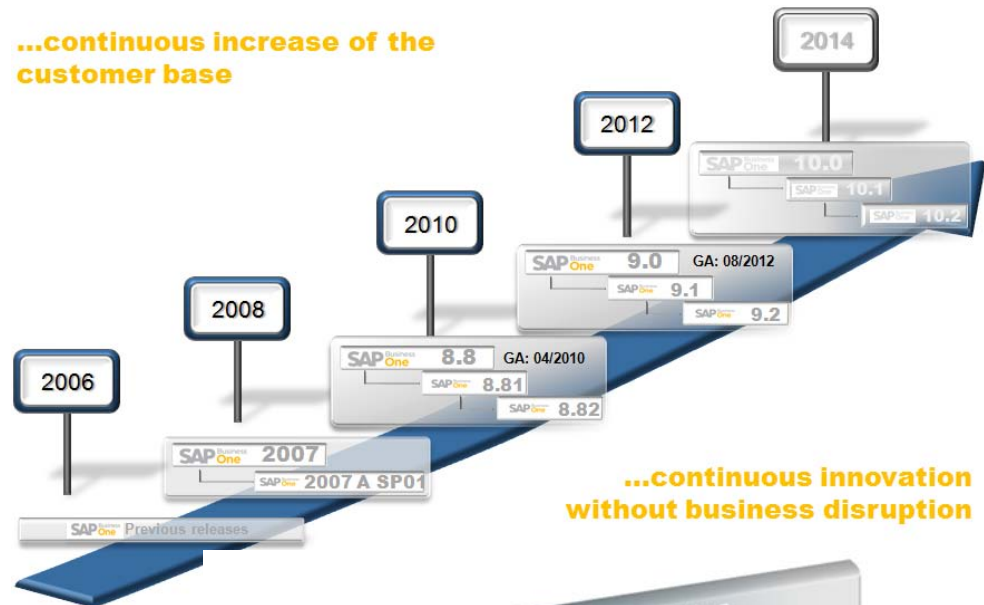
Benefits

- Enhancements & new capabilities based on customer feedback and market developments.
- Automate more of your business
- Leverage improvements to increase efficiency and reduce TCO

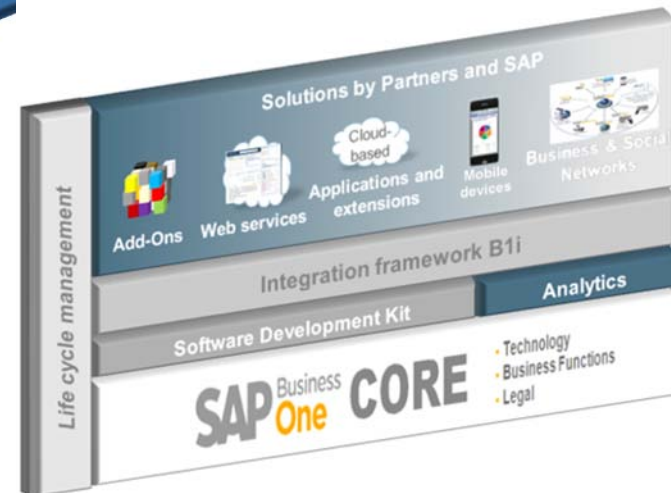
Examples

- Release 8.8
- Crystal Report Development User
- Release 9.0 planned
- Innovations to leverage trends in how to do business.

...continuous increase of the customer base



...continuous innovation without business disruption



Take advantage of new capability to address your changing needs!

**THE CLEAR PATH
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Value of Maintenance Contract



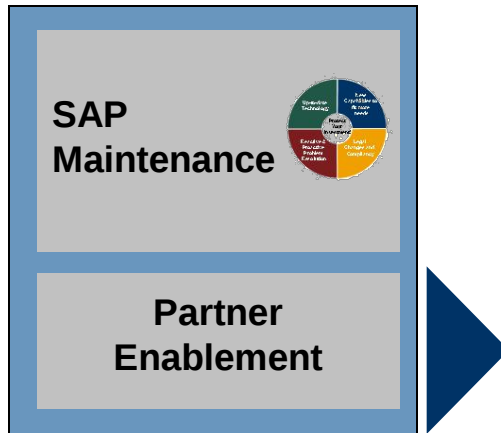
Automating and running business management systems is more than buying a software package and implementing it. The complete solution also includes:



Protect Your Investment With Maintenance Contract!

**THE CLEAR PATH
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1. Maintenance and Service, Business Model
2. SAP Maintenance
- 3. Partner Enablement**
4. Partner Services
5. Summary



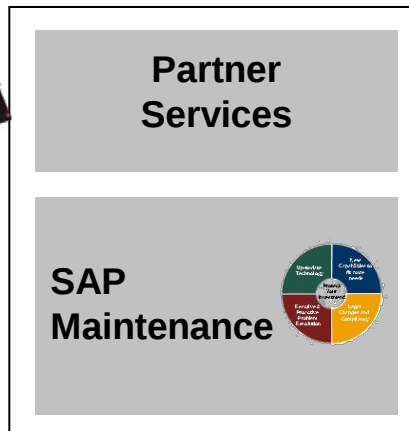
SAP's offering to partner

Offerings and Benefits

- Solution Training and Enablement (E-learning, LPEs, empowerment sessions, podcasts, etc)
- Solution database
- Self help
- Message wizard
- Patches
- E-Mail and RSS about new patches
- Forums
- RSP
- Partner support dashboard
- etc

SAP enables partners to service their customers!

1. Maintenance and Service, Business Model
2. SAP Maintenance
3. Partner Enablement
- 4. Partner Services**
5. Summary



Partner's offering to customer

Possible Partner Services:

- Level 1 and 2 support (yearly fee)?
- Pay per incident?
- Upgrades to new versions?
- Patch installation?
- Add ons and support of these?
- Consultancy questions?
- Consultancy hours?
- Remote management?
- Yearly payment? Quarterly?

Partners are free to build their own service offering!

Case:

Customer is having financial problems this year and tell the partner that he do not want to pay the full maintenance

Partner contact you to ask what to do

Discussion points:

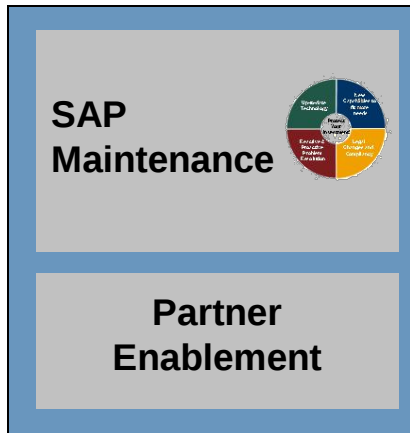
SAP can not reduce the 10% maintenance free

Partner could suggest a 11% 'product maintenance' offering only this year to the customer

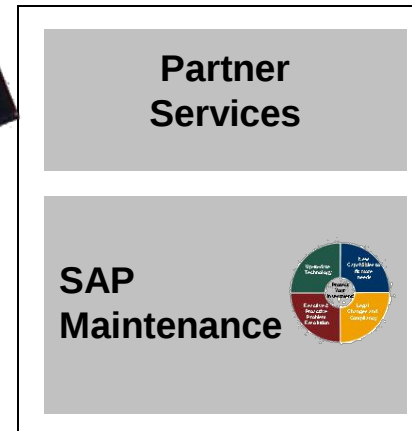
Further, the customer could pay the partner per support/service incident

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Maintenance & Service Offering to Customers Business Model



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SAP maintenance is part of the total 'service solution'

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The Importance of Maintenance and Services

Some Reflections From a Partner



Vision33, headquartered in Irvine, Calif., lives by the philosophy that software is more service than product. "You don't let services get out of date," Carl points out. "If you do, you go out of business. Software has to evolve as needs change. SAP does a good job, a much better job than competitors, at maintaining its solutions for customer and market requirements. It's a huge investment on their part, and we know that it's one that continually pays off for our customers."

"But our customers don't practice 'blind faith,'" Carl emphasizes, noting that Vision33's SAP Business One customers range in size from two to 90 users per installation. "They are cautious, like all companies, especially now during these extraordinarily challenging economic times. They aren't going to make uninformed decisions. We make it clear why they should upgrade and be on a valid maintenance contract, and they know it's shortsighted to not go forward, even in the face of so many other pressures and demands. Quality, up-to-date business management software is critical to success. Running previous versions heightens risk and can lead to competitive disadvantage."



Carl comes from a background that opened his eyes to what can go wrong with software that lacks SAP's fundamental development principles and long-term commitment. "I've seen too many horror stories," he recalls, "even with well-known brands that you think would uphold similar standards. That's not the case. SAP is different. They listen to what partners and customers have to say, and while they can't be all things to all people – no one can be – they develop and maintain the best comprehensive solutions."

The cost of not upgrading is much higher in regard to business management software, Carl says. "It's not like buying hardware. Maintenance keeps you current from both strategic and tactical standpoints. The cost is relatively minimal and measurable. From a support perspective, the benefits are undeniable. We're able to assist our customers much more effectively and efficiently, and that's tangible bottom-line value for them and us."

Questions ?