

1. Target Keyword: SAP for financial services
Page Title: SAP for financial services

SAP plans to increase its offerings and market share in the financial services market, and has in fact [announced plans](#) to become the largest information technology vendor in the banking industry by 2015.

The advantages are obvious of adopting of large-scale system integration software in a time when the need to improve operational efficiency has never been greater and calls for increased data reporting make future regulatory compliance a key consideration in information architecture planning. These benefits have led to SAP adoption by the likes of Citigroup, HSBC, Barclays, UBS, Deutsche Bank and Societe Generale. Insurers with SAP adoption plans include Allianz, ING and Lloyds TSB.

The incremental advantages provided by access to additional data are clear. But the usefulness of that data also hinges on the way it is organized and presented. The increased visibility into enterprise business processes that big data can provide requires transparency, and even more importantly consistency, across the enterprise. This is where SAP for financial services can prove its worth and demonstrate its advantageous total cost of ownership.

In addition, new offerings from SAP for financial services leverage in-memory computing for greater efficiency and high speed access to risk and capital information that can prove invaluable for better business decision-making. The real-time information made possible by SAP's financial services software solutions increases productivity, resulting in a great cost to income ratio, and happier customers, leading to increased customer loyalty, as well as lower costs and reduced waste due to unnecessary complexity. These benefits translate directly to increased profits and improvements both in loss ratio and regulatory compliance.

The new HANA database technology integrates with existing product lines like SAP NetWeaver BW to provide an efficient and effective enterprise data warehouse solution. NetWeaver uses virtualized data access to consume HANA Data Mart scenarios and compares favorably to the high-maintenance custom application and their attendant high cost in time, resources and software development resources.

Excellent query performance and decreased data latency mean more effective decision support and the in-memory processing capabilities mean that planning scenarios give fast, crisp performance. BW workspaces allow improved and simplified data modeling and remodeling. Migration to HANA can be accomplished without disrupting existing scenarios.

Meanwhile, the improved analytics made possible when an enterprise uses SAP

for financial services can pay off with vastly improved operational efficiency in business processes and customer relations management as well as more consistent outcomes from the business' various systems.

Improved support for mobile computing through recently acquired Sybase offerings can also be used to leverage greater customer convenience and better operational efficiencies through the use of in-house applications and better and more secure support for BYOD computing.

2. Target Keyword: Typical timeline for SAP deployment

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Like many information technology projects, your SAP deployment will have a definite life cycle architecture and generally will follow the iterative steps that are represented in a typical timeline for SAP deployment.

The steps outlined below assume that customer decision makers have bought into the project's implementation and that it provides a robust solution to an identified business issue about which the project team has all required information. If these prerequisites are not met, they need to be dealt with before the project begins. But the typical timeline for SAP deployment is also typical in that all stakeholders need to agree to a single version of the project roadmap.

1. The initial phase, evaluation, will possibly be the most important. The deployment team will need to make sure that they understand the customer's opportunities, corporate culture and market position. They may meet multiple times with the various stakeholders and decision makers, and typically will conclude this phase by presenting the outline of a project plan, perhaps based on an analysis of the customer's market position and strategy.

2. A scoping phase will then refine the project plan, identify the project's methods, milestones, organization and procedures. A team orientation meeting may be held to ensure uniform information among implementation staff. Next, a detailed blueprint of your project is constructed, and components such as content reports and indicators that need to be defined are identified. Usually this will result in further refinement to the analysis and information requirement documents.

3. Next, the work of your project will actually be performed. In the realization phase, the content and documentation of your project will get built and the previously defined indicators and reports actually get installed. At the end of this phase the project team will generally have a go-live checklist prepared for your review. In this phase instructor training also begins and security authorizations are built into the system as well. Training material for the general user population should be developed at this time, and testing should also be performed to ensure that the installed software works as expected.

4. Next you go live. At this point the production system should be ready and the end users should have the knowledge and information they need to make it work. Validate the information the system is producing, implement the security safeguards of the live system and do any system optimization and tuning. Collect metrics to compare to a previously established baseline and fine-tune the production and user support required by the system.

A typical timeline for SAP deployment also should include a post-implementation production review as well as knowledge management and empowering the help desk to support the users and system requirements of the new software implementation. Optimizing the measures used to document the benefits of the system can help you set a new system baseline and help provide information that training materials can later use to get new employees up to speed. You should also carry out any final performance tweaks at this time.

3. Target Keyword: Deliverables you can expect from an SAP consultant
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Documentation and reporting is a hallmark of any good information technology project, but is particularly important in the case of SAP projects, which are not only intricate due to the custom tailoring of a lot of SAP deployments, but also tend to the large-scale and at the complex end of the spectrum, both due to the scale of the average SAP customer and to the reach of the projects across the enterprise.

Generally speaking, the deliverables you can expect from an SAP consultant will include a report as each milestone is reached or each phase of the project is concluded. In some case this will be a revision of an earlier report to reflect the result of system testing or refinement of the project goals.

For example, SAP projects should begin with an evaluation phase, which could result in a document outlining the customer's market strategy and positioning, strategic opportunities and project scope and strategies. All parties should agree

on these before any work begins. A project plan is perhaps the most important of the deliverables you can expect from an SAP consultant, which should also include an assessment of organizational readiness for change.

You might then expect these documents to be refined into a detailed work plan, an assessment of risk and success factors for the project, documentation of the project's team's organizational structure, tools, methods and procedures, as well as the expected milestones for the project. The blueprint creation stage might result in a more detailed work plan for subsequent stages of the project, refinement of the company analysis and of the assessment of the information needs of the company.

As the team begins to implement these project plans, testing of the results should become a consideration. Deliverables you can expect from an SAP consultant at this stage would include a plan for testing the components, indicators, reports and tools that are being put into place. Security profiles, knowledge transfer assessments and training methods and procedures should be developed at this time and some documentation for them should also be available even if it requires a further refinement iteration.

As you begin to go live, you might see a final checklist, as well as quality and readiness reviews for the new system. Both the users and the system should be ready and testing and validation of the system should begin. Finally, as in any IT project, a review after implementation of the project's successes and failures as well as the lessons learned by all stakeholders is strongly recommended. Any software implementation requires reassessment and refinement of goals and it is sound practice to review any changes of scope to deviations from intended implementation to ensure that the system works as intended and that all of your expectations as a customer have been met to your satisfaction.

4. Target Keyword: Online SAP resources

Page Title: Online SAP resources

Apart from publications such as [SAP Insider](#) devoted to SAP technology and to the best practices for deploying and fine-tuning it in production, you can find a great deal of information online about SAP software and technology and about how other businesses are using them.

It will probably not come as a surprise to any information technology manager that [help.sap.com](#) contains extensive documentation of SAP products, including the business suite and in-memory computing solutions. Analytics and best

practices are also extensively discussed there, as well as on-demand and mobile solutions. If you are looking for information about particular SAP products, you will find that each has a separate portal, as in, for example, www.sap.com/erp and <http://help.sap.com/alm>.

Any list of online SAP resources should also note that SAP also frequently holds online events and webcasts. These can be found at http://www.sap.com/community/events/events_listing.epx along with their accompanying demos, brochures and downloadable slides. The page at <http://www.sap.com/events/index.epx> also has extensive information on in-person conferences and event replays of some of the highlights of past events. Other online SAP resources available on the SAP website also include:

- Training and certification information can be found at <https://training.sap.com/us/en/>.
- Developers can find information at the SAP developer network, <http://scn.sap.com/community/developer-center>. This site does require registration. It provides software development resources geared to particular products. For example, the SDK for the mobile platform can be found at <http://scn.sap.com/community/developer-center/mobility-platform>.
- The SAP community network, scn.sap.com, has an e-learning section at <http://scn.sap.com/docs/DOC-19311>. The Learning on Demand program has additional materials which are not free but do get good reviews.
- If you are looking for information about particular SAP products, you will find that each has a separate portal, as in, for example, www.sap.com/erp.
- News about SAP products and new software can be found on their Twitter page, @sapnews.
- SAP also has a Facebook page, <https://www.facebook.com/SAP> and a separate page specifically for SAP India at <https://www.facebook.com/SAPIndia>.

In addition, many SAP consultants maintain on their websites white papers and deployment project accounts of past installations and upgrades. These can be useful while doing due diligence research to identify potential pitfalls and benefits from using SAP software in the context of a given industry or line of business. For an example of this type of resource, take a look at Accenture's [account](#) of its installation at Freeport McMoRan, and of the challenges posed by the hardware and infrastructure refresh that this deployment required.

The primary SAP site also has a lot of online SAP resources, in both video and e-book format, discussing the possibilities that SAP software offers for certain lines of business. For example <http://www54.sap.com/lob/research-development/software/overview/highlights.html> highlights its use in research and development and <https://ideaplace.brightidea.com/> presents its use in technological innovation.

If you are interested in the potential payoffs and pitfalls of using SAP in a particular technology infrastructure, you may find that the equipment manufacturer's website has resources available describing the integration process or a particular deployment project. For example F5's developer portal, DevCentral, has many bulletin boards, white papers and code snippets about SAP/F5 integration.

5. Target Keyword: Continuing education and training for SAP

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Implementing SAP in your company is a smart move. It can make things much easier for your business, reducing costs and improving efficiency and ultimately increasing customer satisfaction. But it's still only one piece of the puzzle. The most advanced software in the world won't help your company if your employees don't know how to use it properly. Knowledge is power, and whether it's a training program for a new SAP implementation or a continuing education course to stay up to date on the latest software, learning about the programs you're using and how they work is essential. Fortunately, there are plenty of ways to go about it. Here are some of the available avenues for continuing education and training for SAP.

- **Live training.** Conducted in a physical classroom, with a live instructor, you can find training courses offered in your area (good for continuing education or employee certification), or have a course come to you for on-site training (good for training all employees in the implementation of a new SAP software system). The benefit of a live, on-site course in continuing education and training for SAP is that it allows you to customize the training schedule, as well as the training itself, to fit your employees' needs.
- **Online courses.** With this option, all course materials are made available online, and your employees can do the training at their own pace, from any location. You can give all your employees a basic foundation in SAP, or get specific technology courses for those who will need them. Students who learn at a faster pace can finish the training sooner, and all employees can go back and review the course materials as needed. If someone doesn't pass, or needs a refresher, they can even take the course again, as often as they wish, for up to six months after purchase.
- **Virtual classrooms.** A virtual classroom provides all the benefits of live training with the flexibility of learning from wherever you are. You have access to a professor who can advise you via e-mail or live chat, plus exclusive, hands-on access to live SAP systems for hands-on experience.
- **Mobile training app.** With this training "on the go," students can access course materials from their smartphone, tablet, or other device. This

includes texts, instructor videos, and class exercises. You can even download them for offline access.

- **Online knowledge products.** A good option for continuing education, this allows students to stay up to date with the latest innovations and technology, picking and choosing the courses that they need to remain in the loop.

These are just a few of the options available for continuing education and training for SAP. Everyone learns differently, and every student's needs are different, so it's good to offer a variety of different methods, so that everyone can get the training they need in the way that's best for them. As long as you make sure that everyone gets training. It's the only way to make sure you get the best use out of your SAP software.

6. Target Keyword: The future of SAP

Page Title: The future of SAP - what to look for

In the world of business, things are constantly changing. New innovations are being made, new trends are cropping up, and new ideas are being explored. This is as true of Enterprise Resource Planning as it is for anything else.

So what trends are shaping your ERP software? What should you look for in the future of SAP?

- **Customer-led business.** In the past, ERP has always been ultimately dictated by the supply of materials and product available. But with the rise of mobile networking, global communication, and instant gratification, the customer is no longer the final stage in the supply chain. They can take a more active role from the beginning in dictating what they want, when, and how. Then, with the help of SAP, your company can track down the supplies necessary to give it to them.
- **Cloud computing.** More and more companies are moving towards cloud computing. It allows for potentially infinite data storage and lets you do business from any device, anywhere in the world. Fortunately, SAP is already on the ball in this regard. SAP's Business ByDesign software solution is entirely cloud-based and can handle your entire company's business, from sales and supply chain to human resources to customer service to financial matters. All your data is readily available and highly secure, to allow for increased efficiency and productivity across the board.

- **Increased analytics.** Any ERP software service can gather your important information together in one place and make it readily available. What sets SAP apart is its ability to interpret that information in terms of how it will affect your business down the road. SAP's analytics applications can predict trends and map out supply and demand scenarios. These analytics capabilities will only increase as SAP evolves and progresses, allowing you to be prepared for what your customers want and provide it for them more quickly.
- **SAP apps.** In keeping with the theme of doing business anywhere, the future of SAP is in SAP apps. The stats and other information about your supply chain, inventory, human resources, etc. may be stored neatly in the cloud, but sometimes they need to be accessed from the field. So SAP is developing an app store. A network of apps will provide your company with all the functionality of SAP's ERP software on your smartphone or tablet computer. There will be different apps for different functions and departments, and they will be compatible with both iPhones and Androids, to make it easier for you to do what you need where and when you need it.

But if you're really interested in trends and developments in ERP software, SAP gives you the opportunity to help define it. SAP's Idea Place is a forum that allows you, the customer, to voice your ideas for improvements and innovations and help develop them. No one knows your business better than you do, and the Idea Place lets you design the services that run the way you need them to. In other words, the future of SAP is up to you.

7. Target Keyword: 10 things you need to know about SAP deployment
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So you've decided to deploy SAP in your company. Congratulations! Now all of your problems are solved, right? Well, not quite. SAP is a powerful tool, but a tool is only as good as the people who use it. Here are 10 things you need to know about SAP deployment in order to get the most out of it.

1. **Current operations.** Before you can benefit from SAP, you need a detailed blueprint of your company's operations and general goings-on. If you don't know your own company, SAP won't be able to help you improve it.
2. **What you're looking for.** SAP offers a number of different types of software and services, for different purposes. Are you looking for supply

chain management software? In-memory computing? Analytics services? What is it your company needs?

3. **Ultimate goals.** All 10 things you need to know about SAP deployment boil down to your company's goals for the software. What specific things do you want to accomplish with SAP, and how will the software help you towards that?
4. **Return On Investment.** SAP prides itself on a fast ROI and a low total cost of ownership. But how much you get out of it still depends on what you put into it. SAP Services can help you design your operations and plan your implementation in order to get the most out of the software.
5. **Scale.** Deploying SAP is a project of grandiose proportions. It represents significant changes, in both your policies and practices. True, they're changes for the better, but they can still shake things up in your company. Be prepared for that, and prepare your employees for the changes that affect their regular routine.
6. **Scheduling.** To mitigate the changes being made, you don't have to roll out the entire SAP program at once. Implement certain changes, a few at a time, and give your employees a chance to acclimate. But have a specific schedule and definite time frame for when and how you deploy the software.
7. **Customization.** No two companies are alike. So implementing changes with a cookie-cutter software package isn't going to work. In order to benefit from SAP, you need to customize the options to fit your company's needs. Know what options you need and how they fit into your company's overall plan.
8. **Your employees' role.** How do your employees fit into the changes you're making? How will they use the software, and what will they need to know about it?
9. **Training programs.** Once you figure out your employees' role regarding the new software, they need to be trained to use it effectively. There are in-person training programs as well as online courses available.
10. **Expansion possibilities.** Always be looking towards the future. Once you've successfully deployed SAP, consider some of their other available options and see if one that didn't fit your company's current needs might still be useful in the foreseeable future.

These 10 things you need to know about SAP deployment will help you get started. With a little strategic planning, SAP could become the most effective tool in your company's toolbox.



8. Target Keyword: SAP and supply chain management
Page Title: SAP and supply chain management

Every product has a supply chain. It's a journey of inputs and outputs, from the initial raw materials all the way to its ultimate purchase by a consumer. Say you're a department store, selling T-shirts. The T-shirt starts out as cotton, which is turned into fabric. The fabric is then made into a shirt, which is sold by the manufacturer to you, the retailer, who in turn sells it to your customers. The shirt could have several other stops on its journey as well. It might be stored in a warehouse, and/or bought by one or two other, intermediate buyers, before finally making its way to your store.

Every stop the T-shirt makes is another link in the supply chain. Each link creates an output, which then becomes the input for the next link. And if one link has a problem, the rest of the links have a problem as well. If the manufacturer doesn't have enough fabric, they can't produce enough shirts to meet the demand of the customers buying it from the retailer. Sales are lost, and everyone suffers.

That's why supply chain management is so important. In order to continue delivering your output to the next link in the chain, it's necessary to keep an eye on all the other links and know what's going on. But in today's global economy, those different links could be scattered across the globe. That's why SAP and supply chain management are so important. SAP-SCM creates a network of communication and interaction between the links that keeps the chain moving smoothly.

SAP connects the databases for each link in the chain, allowing them to collaborate across different departments in a company, or across separate companies. SAP software offers analytics that not only track the supply of a product and its materials, but can assess the demand for it all the way down the chain. SAP's "What If" analysis predicts trends of supply and demand within your chain and creates a strategy for balancing the two to keep everyone happy. It can optimize planning for an existing product, or help plan a course of action for a new product launch. And it monitors the product from production to warehousing to transportation, so that it arrives where it needs to be in as little time as possible.

The benefits of SAP and supply chain management include improved communication across all channels, which helps improve efficiency all over, thereby reducing costs. At the same time, it allows you to deliver to the customer exactly what they want, increasing customer satisfaction.

The world moves at blinding speed, with more information being transferred back and forth than you can possibly keep track of on your own. That's why SAP and supply chain management are necessary to your business. Without them, you'll be left behind, and then the entire chain will suffer. SAP's software tools are a

simple, effective way to pull your business into the 21st century and make sure everyone in the chain gets exactly what they want.

9. Target Keyword: Hiring SAP-qualified employees

Page Title: Hiring SAP-qualified employees

Using SAP software is essential for simplifying your supply chain management and other aspects of enterprise resource planning, in order to improve your company's overall efficiency. But once you have the necessary software in place, you need to have people in your company who know how to use it. Of course, your employees will all get training, to help them acclimate to the new implementation, but that's designed for the regular, day-to-day operations. Sometimes you have projects and other issues that require something extra. In those situations, you need to begin hiring SAP-qualified employees and consultants that can meet your company's needs.

There are any number of reasons why your company may need a consultant. You may have a specific project you're working on that requires extra assistance. You may identify a specific gap in your company's knowledge and processes that needs to be filled. Maybe you need a guiding force in your company who knows the ropes of SAP and can help you decide on a particular course of action. Or you may simply need technical support. Whatever your reasons, there are great staff augmentation programs available for hiring SAP-qualified employees quickly and efficiently.

Here are some of your options...

- **Contract staffing.** With this option, you get specialized consultants for help with a specific, temporary issue or project, hired on an as-needed basis at a billable rate.
- **Contract to hire.** This is the good way to "test the waters" when taking on a new employee. You can hire a SAP consultant on a temporary basis, for up to six months, with a time and materials contract (i.e. pay based on work performed, as opposed to a flat rate). Then, once the six months are up, if things seem to be working out, you can hire them directly, for a permanent position.
- **Direct hire or permanent replacement.** A fairly straightforward option, qualified, knowledgeable candidates are identified to meet the specific needs of your company, either in a newly created position or to fill an

existing one, and those candidates are hired directly to become a permanent part of your company.

- **Staff augmentation on demand.** Similar to the contract staffing option, consultants are hired on an as-needed basis, only on a much briefer time frame, specifically for technical support and troubleshooting. Essentially, you're hiring a personal IT service, specifically for your SAP software.

Different companies and different situations have all different needs, which is why there are all different staff augmentation solutions available. You may require someone with a specific niche expertise, or a broader, more general knowledge base. You may need a single person, or an entire team of experts. But whatever you need, hiring SAP-qualified employees and consultants ensures that you'll get people who are knowledgeable, experienced, and with the skills necessary to help you out. SAP staff augmentation is a streamlined, flexible process that's designed to get you exactly what you want, as quickly and efficiently as possible, to meet your company's needs and keep things running smoothly.