SAP Solution Brief | PUBLIC
Technology Platform | SAP® User Experience Management by Knoa

Improve Enterprise Application Adoption
with User Experience Analytics

THE BEST RUN **SAP**

Improving the user experience starts with the right data

Every organization strives to align people, processes, and technology with strategic business initiatives. But how do you create a highly engaged workforce and, at the same time, provide an enriched end-user experience that will make you become more profitable? The answer is to focus on your company's most strategic asset - your human capital.

A global enterprise needs efficient systems and services but it's your people that really drive success. If you understand how people who interact with your core business applications to perform their daily tasks, you can gain valuable performance insights that make it easier to identify and replicate best practices across your workforce.

Evaluating how your people interact with your business applications can help you find any process inefficiencies, compliance violations, and other value leaks, so you can take steps to make process improvements.

Also, by tracking user practices before and after process improvement projects, the impact of HR, training, efficiency, and collaboration efforts can be measured with far greater accuracy.

The SAP® User Experience Management application by Knoa helps you collect the facts you need to better evaluate how your people work and to help them reach the next level of excellence in your business.

It's the answer you're looking for.

Collect precise productivity metrics automatically

SAP User Experience Management helps you to see if a business user's experience is pleasant and productive and so determine if:
• Business users are working effectively, adhering to best practices, and making the most of the SAP solution in their day-to-day work
• You should start using SAP Fiori® user experience or SAP Screen Personas software

The application comes functionally ready to capture the real user experience directly from the end-user's environment. This readiness:
• Eliminates the need for scripting or coding
• Simplifies application installation
• Makes the application scalable

It automatically discovers all transactions, standard or custom, that your users access across the SAP landscape. It then tracks actions they take along with any performance issues they experience - or create - along the way. It will also aggregate the input and help you analyze it, generating informative reports for various work streams within your organization, including:
• Line of business
• Help desk or user support
• Application support and development
• Change management

Collect precise productivity metrics automatically

Use insights from metrics to improve performance

Ensure a successful SAP S/4HANA® migration

Address enterprise solution performance at all stages

Evaluate user experiences across multiple SAP solutions

With accurate information at your fingertips you can see clearly **what works and what needs improvement** within your organization.

Use insights from metrics to improve performance

With the metrics that SAP User Experience Management provides, you can identify training opportunities as well as the operational adjustments you can make to improve performance and fine-tune business processes.

You can see what's necessary to ensure that employees are delivering the highest value possible from your SAP solutions. The application is fully compatible with global privacy regulations through product configuration that can be applied during implementation.

In short, SAP User Experience Management brings you the knowledge you need to optimize the performance of both elements of your SAP solution: the SAP software itself and the people who use it.

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It moves you a long way down the path toward **excellence in business execution** in every process, every time.

Ensure a successful SAP S/4HANA® migration

SAP User Experience Management produces unique user analytics that will help you build the business case for migration to SAP S/4HANA®, manage the details of your project, and maximize your technology investments.

It will help you answer the critical questions:
- Where should I start?
- Which initiatives will help the business most?
- How do I increase user adoption?

You can prove ROI on a small scale before embarking on a full-blown implementation and identify critical issues that should be addressed as you migrate to SAP S/4HANA®. It will also help you to make adjustments to outdated, inefficient and complex processes before simply moving them onto the new platform.

SAP User Experience Management will guide you at every at step of your migration journey:
- **Plan** (identify issues and pain points, map out critical processes)
- **Design/build** (identify user personas for new applications and streamline your existing processes)
- **Deploy and support** (identify adoption gaps and proactively address issues during rollout)

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The first and only software solution with full visibility into **user behaviors and insightful user analytics** critical to your SAP S/4HANA® project success.

Address enterprise solution performance at all stages

For new implementations, SAP User Experience Management can measure user effectiveness, quality assurance, training progress, and users' skills in executing new transactions while the solution is still in preproduction. This helps ensure that each transaction is ready for users when the solution goes live, minimizing adoption issues and maximizing acceptance.

For solution upgrades, you'll gain insight into the actual functionality your users are using in the current production environment and this can greatly simplify your upgrade planning. You can

identify issues based on prior performance assessments and take corrective measures while bringing the upgraded application into production.

If you're in run mode, the goal is to reduce employee service costs while sustaining or improving productivity. The application gives training, IT, sustainment, and other support teams the information needed to take steps to ensure users meet current training and business execution requirements. This lowers your risk of performance degradation in complex transactions, even when undergoing rapid change.

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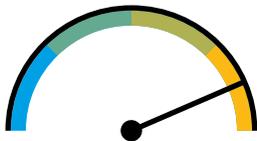Evaluate user experiences across multiple SAP solutions
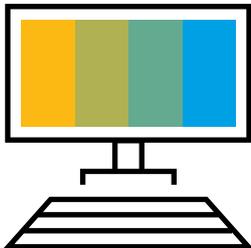
SAP User Experience Management is a **game-changer** whether you're looking at a new implementation, an upgrade or in run mode.

Evaluate user experiences across multiple SAP solutions

SAP User Experience Management can give you a complete view of user and application performance across your entire SAP landscape, including:
• SAP S/4HANA® applications (using the latest user interface technology such as SAPUI5, Fiori, or Screen Personas), as well as legacy SAP applications (using SAP GUI, SAP Portal, or Netweaver Business Client)
• SAP solutions deployed on premise (for example HCM) or in the cloud (for example SuccessFactors)
• SAP HANA® in-memory database, whether deployed on-premise or in the cloud
• The entire spectrum of end points, including desktops, laptops, mobile devices, and virtualized environments

You can deploy it on-premise or use it as a cloud-based subscription service with the same range of metrics and analytical capabilities available for both. Its reporting console, powered by BusinessObjects, delivers data in hundreds of out-of-the-box actionable dashboards and interactive reports.

You'll get agentless monitoring which can help you to measure end-user adoption and performance across the SAP software landscape without the need to deploy an agent on users' desktops. This capability is available for SAP software environments such as SAP GUI interface for HTML, SAP CRM, SAP® SuccessFactors® solutions and SAP Fiori apps.

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Count the benefits to your business

SAP User Experience Management is an application that can help your business to:
- Increase user productivity and simplify processes
- Reduce the number of IT support issues by identifying root causes through the evaluation of user actions before, during, and after a performance event
- Gain a clearer picture of employee compliance in critical business processes through a fully automated audit trail
- Ensure that any future investment in improving the user experience is justified based on actual user data

Many SAP customers have reported impressive results with SAP User Experience Management, including reductions up to 50% in end-user errors and up to 20% in user support calls, support call elapsed times, and training costs.

In addition, the knowledge you gain from using this cutting-edge application can help your business improve efficiency, visibility, and control over user performance - ultimately driving greater value more rapidly from your investment in SAP solutions.

With **specific metrics on user interactions** you can pinpoint training needs and ways to improve efficiency and encourage adoption.

Summary

The SAP User Experience Management application by Knoa gives you insight into how employees interact with your enterprise solutions so that you can identify complexities within key business functions and create road maps to help users become more productive.

Objectives

- Maximize adoption and effective use of SAP solutions to execute your business strategy
- Separate real problems from subjective opinions and make data-driven decisions
- Improve user experience with SAP software
- Target the right business process for migration to SAP Fiori
- Automate functionality to improve services and reduce support costs
- Boost user proficiency by developing targeted training plans

Solution

- Comprehensive workflow showing users' actual work patterns
- Contextual information for user-specific insights
- User segmentation to pinpoint top and bottom performers within a group
- Automatic communications to only those users affected by a change
- Real-time alerts to uncover issues before they impact the business

Benefits

- Maximize ROI
- Achieve excellence in business process execution
- Reduce training costs
- Create executive-level insight into solution adoption
- Promote policy compliance
- Minimize business disruption
- Improve user productivity and satisfaction

Learn more

To find out more, call your SAP representative today or visit us online at
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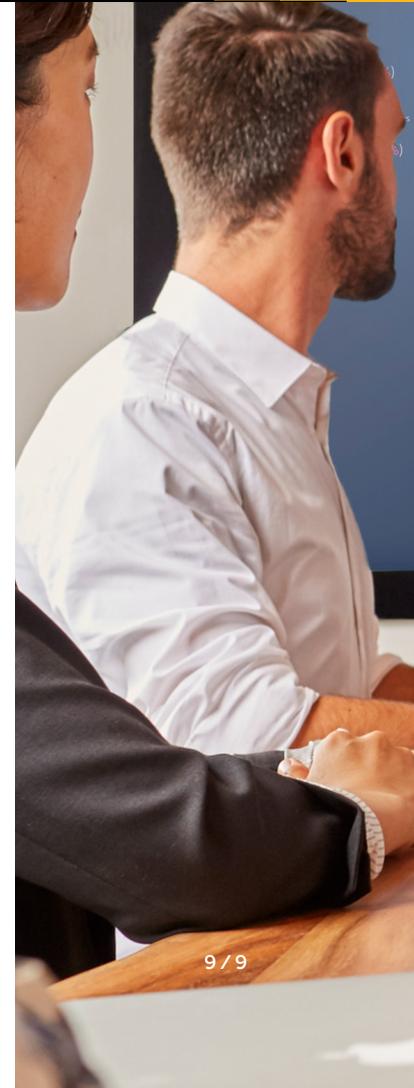
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