SAP® Training and Adoption: **Customer Successes**
Improving Performance and Productivity with
SAP User Experience Management by Knoa

THE BEST RUN **SAP**

**Identify User
Experience Gaps**   AES
Corporation   AGL Energy
Limited   Boticário
Group   Bunge
Limited   Salt River
Project   Severstal   Share
Your Story

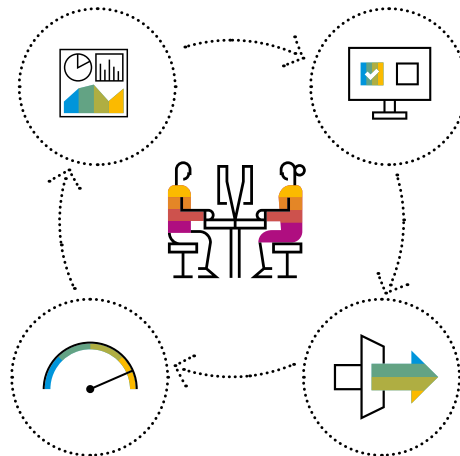# Identify User Experience Gaps to Increase Productivity and Adoption

The SAP® User Experience Management (SAP UEM) application by Knoa delivers the insight you need to drive software adoption and optimize the productivity of your work-force. Available as an on-premise or cloud-based application, SAP UEM offers visibility into how your employees interact with SAP applications and helps you measure the impact on daily operations. With it, you can achieve the following.

Analyze
workforce productivity and software performance automatically

Validate
use and enable ongoing performance improvement

Optimize
application use continuously

Facilitate
your move to SAP S/4HANA®

A recent IDC study found that SAP UEM by Knoa generates strong value through increases in productivity including:
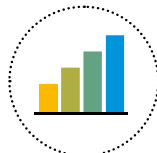
Productivity gains
of more than seven days per SAP user[1]

More than US$1 million in benefits
per 1,000 SAP users over three years[2]

Three-year ROI
of 671%[3]

Customer Success Stories

Beginning on the next page, discover how some of our customers are using SAP UEM to make the most of their SAP solutions.

1.–3. "The Business Value of Higher-Performing and More Efficient SAP Environments with SAP User Experience Management by Knoa," IDC white paper sponsored by SAP, November 2019.

Identify User
Experience Gaps

**AES
Corporation**

AGL Energy
Limited

Boticário
Group

Bunge
Limited

Salt River
Project

Severstal

Share
Your Story

AES Corporation

Virginia, United States
www.aes.com

Industry
Utilities

Employees
10,500

Revenue
US$11 billion

**Featured Solutions
and Services**
SAP UEM, SAP S/4HANA,
and SAP HANA Enterprise
Cloud

AES Corporation is a Fortune 500 company that generates and distributes electricity globally. To meet growing demand, the organization knew it needed to develop one consolidated enterprise system combining all legacy platforms. But all-important data, such as user transaction and performance metrics, was embedded deeply in several aspects of the enterprise environment, complicating this effort. AES needed a **cutting-edge analytics application** to help define migration priorities, isolate existing redundancies, and enforce standards across the new system, all throughout the migration process.

AES deployed key metrics to help create one global enterprise platform that better meets growing energy demand.

To optimize the migration of its new platform running **SAP S/4HANA® on SAP HANA Enterprise Cloud**, AES Corporation used **SAP UEM** to:
- Measure the use of both standard and custom transactions in the environment of its legacy SAP ERP application environment to determine what functionality needed migration to the new platform
- Isolate functionalities that could be eliminated from the migration scope, based on their low utilization level
- Identify the most frequently accessed transactions to fine-tune its training program ahead of launch
- Analyze performance metrics from the user-acceptance-testing cycle to compare transaction performance between the new environment and legacy system to quantify improvements made
- Leverage the error-detection capability to identify in real time any new issues introduced to the new environment, and reduce time to resolution by quickly isolating the root cause of each issue
- Track user adoption of the new system running SAP S/4HANA to proactively uncover and address any adoption gaps

"Thanks to SAP UEM, we could migrate with absolute confidence and consolidate our systems into one as efficiently as possible, **saving us time and money** as we did so."

Guillermo Elizeche, IT Global Delivery Portfolio Manager, AES Corporation

Identify User
Experience Gaps

AES
Corporation

**AGL Energy
Limited**

Boticário
Group

Bunge
Limited

Salt River
Project

Severstal

Share
Your Story

AGL Energy Limited

Sydney, Australia
www.agl.com.au

Industry
Oil and gas

Employees
3,750

Revenue
A$13.2 billion (US$9 billion)

**Featured Solutions
and Services**
SAP UEM

Since lighting the first gas streetlamp in Sydney in 1841, AGL Energy Limited (AGL) has pioneered energy innovation in Australia and is now committed to helping shape a sustainable energy future. Operating customer service and billing capabilities through contact centers and billing platforms, the energy firm turned its focus to **helping customers take greater control** of their energy needs. Intent on being a truly customer-centric organization, AGL sought to help its call center agents serve customers better. This called for optimizing how they accessed and experienced AGL's core systems.

AGL used data-driven insights into its business applications' use to guide employee training and enhance customer interactions.

AGL Energy Limited deployed **SAP UEM** to measure and optimize user performance across its SAP software landscape, helping the firm:
- Gain insight into how its employees interact with its enterprise CRM solution, highlighting application use and user engagement
- Understand complexities within key business functions, identify ways to enhance the user journey and workflow to help users become more productive, and support optimal customer interactions
- Use data-driven insights to resolve issues and ensure customer-oriented processes run smoothly
- Identify training opportunities for call center employees
- Pinpoint operational and workflow adjustments to improve performance and fine-tune business processes that directly affect user satisfaction and efficiency

"Using SAP UEM, we've been able to make more effective use of our enterprise software to **serve customers better**. This includes isolating key system challenges experienced by our call center agents and resolving them efficiently."

Michael Connelly, System Optimization Performance Manager, AGL Energy Limited

Identify User
Experience Gaps

AES
Corporation

AGL Energy
Limited

**Boticário
Group**

Bunge
Limited

Salt River
Project

Severstal

Share
Your Story

Boticário Group

São José dos Pinhais, Brazil
www.boticario.com.br
(Portuguese)

Industry
Consumer products

Products and Services
Fragrances, cosmetics, and
skin care and personal care
products

Employees
10,000

Revenue
US$3.9 billion

**Featured Solutions
and Services**
SAP UEM and SAP ERP

With almost 4,000 retail outlets in Brazil and beyond, Boticário Group's fragrance, cosmetics, and skincare brands have already earned a special place in the beauty regimens of millions of customers – but the company sought more. To provide high-quality products to an expanded clientele, the beauty brand needed a complete view of operational performance, with insight into the user experience and how employees were engaging with its business applications.

To better understand how its employees were engaging with its existing SAP ERP application, Boticário used SAP UEM. Combining end-user data from this software, as well as availability data from its application performance management tools, Boticário gained instant visibility into employees' interactions with SAP software. Evaluating these interactions, Boticário detected process inefficiencies, enabling it to take steps to make process improvements. In one move, the company optimized the performance of SAP ERP and empowered its people to become more productive – to ultimately better serve its worldwide customers.

Before: Challenges and Opportunities
• Gain visibility into employee interactions with SAP software to identify opportunities for improvement
• Combine user data with system performance and availability data from application performance management tools for a complete view of operational performance

Why SAP
• Comprehensive user analytics providing full visibility into employee interactions
• Transparent application use and workflows that help maximize the value of investments
• Detailed analysis of the user experience, which provides insight into which business transactions have the most user activity, highest error rates, and longest response times

After: Value-Driven Results
• Enabled major efficiency improvements in key business areas, including finance and logistics
• Empowered the identification and addressing of business issues with the most significant impact on user productivity and performance
• Supported proactive management of SAP ERP performance
• Enabled help-desk operations to improve service-level agreements through automation-modification or a new application screen
• Gained means to confirm that employees are adopting the applications and using them correctly

"We have made significant investments in our technology to improve efficiencies. We found SAP UEM to be the best product of its type, **in both functionality and ease of use**."

Nicholas Alexandre Pierri, Senior IT Consultant, Boticário Group

Full
Visibility into operational
performance

Greater
Employee adoption of
software

Identify User
Experience Gaps

AES
Corporation

AGL Energy
Limited

Boticário
Group

**Bunge
Limited**

Salt River
Project

Severstal

Share
Your Story

Bunge Limited

BUNGE

White Plains, New York
www.bunge.com

Industry
Agribusiness

Employees
31,000

Revenue
US$45.7 billion

**Featured Solutions
and Services**
SAP UEM, cloud edition,
and SAP ERP

Helping feed the world since 1818, Bunge Limited operates an integrated value chain linking grain and oilseed origination, storage, transportation, processing, packaging, and distribution. With a rapidly expanding ERP footprint in Brazil, the firm was presented with two immediate challenges. It needed to quickly onboard its people to use new systems and equip the change management team to handle the fast pace of change in its technology landscape. Wanting to **facilitate a smooth technology rollout**, Bunge sought to harmonize various project activities without disrupting business operations while identifying training requirements and technical gaps within its landscape.

Bunge optimized training delivery and improved service support, radically transforming its change management processes.

Using data gleaned from the **cloud edition of SAP UEM**, Bunge Limited ensured a smooth rollout of the SAP ERP application by:
- Instituting a more rigorous change management process, giving functional support teams clear visibility into the IT landscape changes likely to impact end users
- Better targeting training delivery to specific user needs, using detailed information on errors encountered by users in the integrated test phase – reducing overall training time by half
- Prioritizing training efforts before go-live through understanding application usage, ensuring maximum support
- Effectively assessing employee proficiency with SAP solutions, leading to the adoption of an empirical assessment as a standard component of its certification program
- Using real-time user experience data to improve support processes, reducing the time needed to investigate new issues
- Identifying knowledge base requirements for support staff, improving their ability to respond to user-reported issues

"While our change management analysts are not experts in every aspect of our SAP technology landscape – with the cloud edition of SAP UEM, we have **data-driven insights** helping us to identify and resolve issues."

Rita Souza, CMO Lead, Bunge Limited

Identify User
Experience Gaps

AES
Corporation

AGL Energy
Limited

Boticário
Group

Bunge
Limited

**Salt River
Project**

Severstal

Share
Your Story
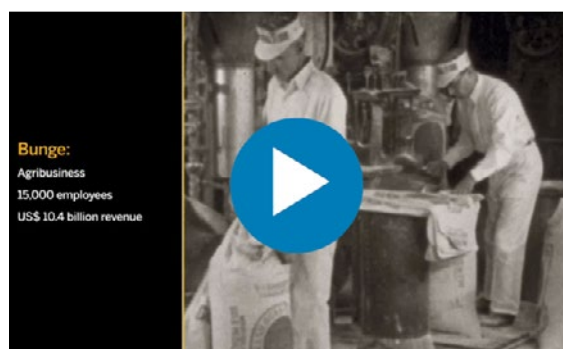
Salt River Project

Industry
Utilities

Products and Services
Electricity and water – generation, transmission, and distribution services, as well as metering and billing services

Employees
5,186

Revenue
US$3 billion

Featured Solutions and Services
SAP UEM

Salt River Project (SRP) provides water and electricity in the greater Phoenix metropolitan area of Arizona. In 2016 SRP set out to improve users' software experience across the organization. However, the team had no easy way to gain insight into its employees' experiences with their SAP® applications.

SAP UEM provides full visibility into user behavior and employee engagement with enterprise applications. SAP UEM enabled SRP to discover application challenges and pinpoint inefficiencies. The application helped it identify screens that would benefit from proofs of concept for the SAP Fiori® user experience and SAPU15. SAP UEM also helped SRP assess the impact of migrating its software to SAP HANA. Being able to estimate system impact and improve the user experience, SRP increased user adoption and the value of its investment in SAP software.

Before: Challenges and Opportunities
- Gain visibility into SRP employees' interactions with SAP software to improve the user experience company-wide
- Gauge employee engagement with enterprise applications

Why SAP
- Extensive user analytics that provide full visibility into employee interactions with applications
- Transparency over every aspect of application use and workflows, helping to protect and maximize investments in SAP applications and upgrades
- Analysis of all user activities, providing insight into which business transactions have the most user activity, highest error rates, and longest response times

After: Value-Driven Results
- Identified the challenges applications pose and significantly reduced inefficiencies
- Identified screens that would benefit from proofs of concept for the SAP Fiori® user experience and SAPUI5
- Improved workflow by eliminating the need for employees to remember process steps to recreate system issues
- Enabled resolution of usability issues through training, business process modification, or a new application screen
- Gained means to confirm that employees are adopting the applications and using them correctly

Better
User adoption of software

Full
Visibility into user-software interactions

Higher
Issue resolution software

"Until now, our system-support users had no way of knowing exactly how employees interact with SAP software. Now, with SAP UEM, our support teams are better equipped to **identify and resolve issues rapidly** and help improve the user experience."

Alexey Maksimenko, Senior Consultant, Change Management, Severstal-Infocom

Severstal

Severstal

Cherepovets, Russia
www.severstal.com

Industry
Mill products

Products and Services
Steel and metal products
as well as metering
and billing services

Employees
50,000

Revenue
US$7.85 billion

**Featured Solutions
and Services**
SAP UEM

Russia's construction, automotive, machinery, and oil and gas industries rely on Severstal for high-quality steel products. To increase the performance of its main ERP management information system, Severstal decided to migrate it to the SAP HANA® database. But after migration, its IT department, Severstal-Infocom (part of PAO Severstal), noticed that a quarter of transactions were taking 10% longer than before.

SAP UEM provides full visibility into user behavior and employee engagement with enterprise applications from SAP. With SAP UEM, Severstal's IT department had the tool to quickly identify ERP performance issues. This insight empowered Severstal-Infocom to optimize Severstal's SAP HANA database by proactively solving error tickets and reducing the time spent investigating user errors.

Before: Challenges and Opportunities
- Identify performance problems related to the SAP HANA migration
- Gain visibility into Severstal employees' interactions with SAP software to quickly resolve support tickets

Why SAP
- SAP UEM, which includes extensive user analytics that provide complete visibility into employee interactions with applications
- Transparency over every aspect of application use and workflows that helps protect and maximize investments in SAP applications and upgrades
- Analysis of all user activities that provides insight into which business transactions have the highest error rates and longest response times

After: Value-Driven Results
- Identified problems related to the SAP HANA migration and significantly reduced inefficiencies
- Improved service desk operations by eliminating the need for employees to remember process steps to recreate system issues
- Streamlined user support by integrating the Knoa user workflow with SAP Solution Manager to achieve faster access to diagnostic information
- Helped to align sales department feedback with actual IT data to enable resolution of usability issues
- Provided important application usage data for the information security team

"SAP UEM helped us **solve performance issues** related to SAP HANA and **provide support** to more than 15,000 employees. Our experience with SAP UEM has been very positive."

Alexey Maksimenko, Senior Consultant, Change Management, Severstal-Infocom

Faster
Access to process
diagnostics data and
insights

Reduced
Time and effort spent
investigating user errors

Improved
Support experience for
users

Identify User
Experience Gaps

AES
Corporation

AGL Energy
Limited

Boticário
Group

Bunge
Limited

Salt River
Project

Severstal

**Share
Your Story**

Share the Story of Your Organization's Success

Showcase your organization's success with SAP solutions in a written or video case study.

To learn more about SAP UEM by Knoa, please visit us **online** or contact us by e-mailing us at:

North America

Latin America

Europe

APJ & Greater China

THE BEST RUN **SAP**

Follow us

Facebook   Twitter   YouTube   LinkedIn

www.sap.com/contactsap