

WHITE PAPER

SAP Rapid Deployment – delivering on the promise?

By Danny Nissani

There is a growing interest in SAP Rapid Deployment Solutions (RDS) and how they can be utilised to efficiently meet business needs. SAP has been trying to package its solutions in a more digestible manner, such as with All in One, Baseline and Best Practices, for a number of years. The question is whether the RDS approach will deliver on its promise.

The purpose of this paper

As RDS is based on the Best Practice Solution, in the first part of this paper I will provide a basic explanation of Best Practices and the rationale behind it.

In the second part, I will describe why RDS came into the picture and the gaps within the Best Practices methodology that RDS was designed to fill. I will then examine whether RDS managed to mitigate those shortfalls.

In the last part, I will share with you some common questions and insights about RDS and its implementation.

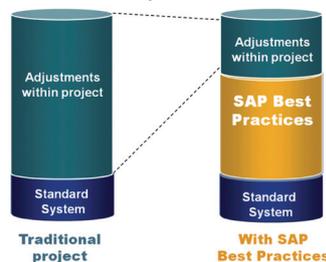
Simplicity and Flexibility

A scalable best-practice scope aims to achieve a new level of IT simplicity. Enterprise software requirements usually originate in the line of business, and companies want focused solutions that address a specific business need. But the solution must be integrated and assembled to order — that is, the solution must be flexible.

In response to that trend, SAP Best Practice brought together standard SAP enterprise software and the vast

industry knowledge for the specific business needs accumulated by SAP from its thousands of customers. This experience then comes preconfigured to meet a customer's baseline requirements.

The rationale is to avoid wasting energy on reinventing the wheel by using existing knowledge packaged in preconfigured business processes and project accelerators to streamline a customer's implementations. SAP Best Practice is delivered through documentation and configuration of those business processes.



Best Practice significantly reduces the implementation time. However, it still it does not cover major points which might incur high project risks:

- To what extent can a best practice scenario be enhanced and still be considered to be a Best Practice implementation?
- How clearly defined are the responsibilities of the customer and the responsibilities of the implementer?
- What would the system look like and how exactly would the screen be configured?
- Which project tasks can be done remotely?
- How long would the implementation take?

- How can implementation costs be predicted and kept low?

In response to those challenges, SAP together with its ecosystem developed the RDS. RDS is no different from anything else that requires assembly, such as a bicycle or a dollhouse. In addition to the right parts, you need the right instructions and tools.

After you build it once, the next time it will be much easier. To accelerate the deployment of RDS, SAP has extended their content and provided a step-by-step guide, and compiled other information and enablement tools that go beyond what is available in Best Practices.

Let's look at CRM service scenario. It usually takes months to implement a new service solution. With RDS this time has been reduced to six to eight weeks at a low fixed price.

SAP RDS also appeals to line-of-business users because it targets a well-defined business need. Across all areas of an enterprise – whether it is sales service or Marketing – SAP RDS provide preassembled, easy-to-consume answers.

RDS provides the customer with full predictability of what exactly they are getting. The RDS demo systems are used to demonstrate the solution, followed by the “what you see is what you get” approach. The demo system is one of the implementation exaltation tools, and the result is higher user adoption as end users can be added to the project from first stages and not at later stages, as in many projects.

The predefined modular scope of SAP RDS also significantly reduces

the amount of services required to maintain the software, which brings down the overall cost and risk. For some companies, even if a given solution meets their operational needs, the ratio of services to software can be too high to sign off.

By offering a similar solution but with a predefined scope and fixed price via an RDS, we can earn project approval. We can then add the required integration services on top of the SAP Rapid Deployment solution and still keep the ratio at an acceptable level. Think “flexibility.”

Simplicity and Choice

The goal is to simplify customers' buying experience from end to end – from testing through delivery, and ultimately, to the adoption of these solutions — while delivering a rapid time to value and return on investment.

Simplicity and software adoption

Simplicity and software adoption go hand in hand. In Soltius, simplicity is at the heart of what our customers expect from us. As enterprise software has evolved as a key enabler across virtually all areas of the business, users want the simplicity of solutions that are ready to consume for their tasks at hand, but only when coupled with choice, integration, and rapid time to value.

Our customers need to react swiftly to changing market conditions, and they want to adopt new innovations quickly to build competitive advantage.

For example, imagine you need to increase visibility into your sales pipeline. Given that SAP and its ecosystem have already enabled this visibility for hundreds, if not thousands of customers, why would you want to reinvent the wheel and start a lengthy blueprinting process and traditional implementation?

Can you get the proven best practices for your problem delivered with RDS accelerators and ready to be consumed — all while leveraging standard software and ensuring that it works with what you already have,

while also shaping a flexible growth path for your future needs?

Conclusion

We believe that SAP RDS provide a great response to SAP customers' need for the rapid adoption and speedy implementation of software solutions — be it to drive more efficiency into core business tasks, or to change the game by deploying SAP's latest innovations. Based on SAP RDS we have built an innovative delivery model that combines standard SAP software, a streamlined deployment methodology, step-by-step deployment instructions, and enablement content for fast adoption, bundled with a fixed-price service offering.

The result is an accelerated, end-to-end customer experience, and software that is delivered faster and more predictably than by using SAP's previous accelerators, hence we believe that it is much more than just window dressing for existing approaches.

Questions commonly asked by our customers about RDS:

Q: What if my needs are more complex than the standard RDS?

Customers can start with RDS as a template, and then expand on top of it with new functionality to meet their business needs. The advantage is that the gaps from the standard RDS solution are significantly smaller than starting from a Vanilla system. Using the standard RDS enables us to provide full transparency up front of what we give our customers, how long it takes, and the costs.

SAP's recommendation is that every customer engagement should begin with an SAP Rapid Deployment solution. Why? Because personal perceptions and business perceptions of all things related to IT are evolving. We have come to expect a simple enterprise software experience that delivers specific business outcomes efficiently and quickly and RDS is the only way to deliver all of that in weeks, rather than months, and at a

guaranteed fixed price.

Q: How does RDS accelerate the project further than Best Practice?

The traditional delivery of ERP solutions typically involves the software provider deploying a team of consultants to a customer site to develop a project scope and execute the implementation based on the customer's goals. Under Advanced Delivery Management, services are delivered via one of four distinct delivery models.

In the case of SAP Rapid Deployment solutions, these services leverage one of our delivery models that embrace the concept of delivering services in largely a remote fashion. In this way, we can deliver faster time-to-value based on a standardized delivery approach taking full advantage of engineered services.

Innovative new SAP Rapid Deployment solutions allow our customers to shift away from big projects to packaged services with less customization and lower project costs, yet they are fully integrated and scalable to meet future needs. These solutions are faster to deploy — on average they are fully implemented in less than 14 weeks.

Q: What is a customer's biggest priority during an implementation?

SAP Rapid Deployment solutions include:

- Preconfigured software so you can address your most urgent business processes quickly
- Content complete with SAP best practices, predefined templates, and tools to make implementations smoother and solution adoption easier
- End-user enablement tools to educate users and ensure adoption
- Service fixed in scope, providing maximum predictability and lowering risk.

It's time-to-value. Customers want cost-effective, integrated solutions and they want predictability. When

they select an SAP solution, they're not investing in a piece of software, but rather in the goal of harnessing the business value that software delivers. So the more quickly we can deliver that value in a predictable manner, the more productive our customers will be.

To meet this end, SAP developed its rapid deployment solutions, which come with a predefined scope and predefined timetables for delivery. It's been my experience that scope creep and expanded timetables are what sidetrack solution deployments most often and delay time-to-value. As the scope becomes a moving target, the deployment time drags out and stakeholders begin to lose interest and enthusiasm about the value the solution will bring. But by agreeing on a scope and a timetable ahead of time, customers can plan their strategy to achieve business benefits more accurately.

Q: Could you say SAP Rapid Deployment solutions offer a risk management strategy — they minimize the risk of scope creep?

Yes, exactly. When you implement a new solution, you want to minimize risks as much as possible. You don't want any surprises. You want to know what you are getting and when. You want to start realizing value out of your investment as quickly as possible.

Projects tend to go off track when various parts of an organization add customizations and expand requirements midstream. It's a natural occurrence and not a bad thing as long as it's managed properly within the overall context of the program. With SAP Rapid Deployment solutions, requirements are predefined and locked down at the start of the project. When both Soltius and the customer commit to remain true to the course of the deployment, you get predictable results on predictable timeframes at a predictable price point. By keeping things simple, you ensure the investments you make today will pay off in the immediate-to-near future.

Q: Does having the predefined scope limit the customer's long-term capabilities with a solution?

No, not at all. Customers want to quickly implement new solutions that work with their IT landscape today and provide a platform for the future IT strategy. It's very common for new ideas to emerge during solution deployment. SAP Rapid Deployment solutions are often the first phase of an overall program in which a project team can prioritize those great ideas and align them with subsequent phases of the project as the customer evolves with the solution. These solutions can also help the business understand how its processes may have to change to leverage that "must-have" functionality before it considers how to further leverage some of the "nice-to-have" functionality.

Sometimes customers find that what seemed like "must-have" functionality initially isn't actually required once they roll out the base functionality and experience how it can support their business processes and strategies. So following this model, they can quickly touch and feel the solution and understand how it applies inside their business before they move onto other ideas or requirements that come at the start of these projects.

Q: Does the actual implementation process differ for SAP Rapid Deployment solutions?

Much more of this work is delivered remotely, which is one aspect that makes it so cost effective. For an individual customer, our target is to deliver as much as 90% of our rapid deployment implementations remotely and 10% on site. But that's not to suggest this is a black box. We have project kickoff activities that help set customer expectations and outline what they will be responsible for and what our team will do. So we all have a very clear understanding of accountability when we start the project. We do that very early in the project phase and even in the sales phase so that customers have that vision early on and can organize the appropriate resources on their side.

By nature, the shared vision of the customer's business value and the mutual accountability built into the project management process ensure that the knowledge transfer from consultant to customer takes place over the course of the project.

Q: What other adjustments do customers have to make to get the most from SAP Rapid Deployment solutions?

For SAP customers, this is a different mindset more than anything else. Since SAP Rapid Deployment solutions are delivered in a remote fashion, customers need to accept and embrace change very rapidly as speed is central to this approach. Customers need to stay true to the project scope and avoid distractions from other parts of the organization. Again, they need to capture those ideas and not lose sight of them, but table them for subsequent phases.



In terms of measurable KPIs for the customer, SAP Rapid Deployment solutions mean:

- Faster time-to-market of new business capabilities — in days and weeks instead of months
- Lower ratio of service versus license costs, which helps you operate projects more efficiently
- Lower TCO to help minimize operating costs
- Lower ratio of IT budget versus revenue, which helps you do more with less
- Less deviation from initial defined project scope, which helps prove project success.

Ultimately, SAP Rapid Deployment solutions provide assurance that the project results will meet the business need in a rapid fashion with predictable results — both in time and implementation cost.

- Enable fast and easy implementation
- Pre configured Solution to a set of predefined scenarios
- Get a living and fully documented prototype within days that you can rapidly turn into a productive solution
- Reusable business processes
- Automated tools for deployment

About the author



Danny Nissani is a CRM Architect with over a decade of IT experience including 10 years within CRM. Danny is a SAP CRM 7.0 certified

Consultant and has been involved in a numerous SAP implementations, where he was responsible for hands-on implementation and management of the full cycle SAP CRM projects. These projects have covered a diverse range of Industries such as Telcos, Banking, Primary Industries, Oil and Gas, Insurance and Public Sector.

Learn More

As more of our customers are exposed to SAP RDS, they realize that more and more of their desired business outcomes, business insight,

and delivery of new innovations such as mobile and in-memory technology like SAP HANA can be delivered in this way. That is why rapid-deployment solutions are becoming the new norm at SAP. They simply deliver value rapidly.

For more information and to experience SAP RDS for yourself, visit www.sap.com/rapid-deployment.

Additional Resources.

RDS offerings <http://ecohub.sap.com>

Bring Speed and Predictability to Your Next Software Implementation: SAP RDS Provide Predictable, Fast Implementations at a Fixed Price” *Robert Viehmann (SAPinsider, January-March 2011, sapinsider.wispubs.com)*

“Do SAP RDS Really Speed Time-to-Business Value?” Q&A with *Davis Bennett (insiderPROFILES, January-March 2012, insiderPROFILES.wispubs.com)*

“Build Your Own SAP CRM Solution — and Know Exactly How Much It Will Cost: 3 Key SAP RDS Questions Answered” *Randi Tumlin (SAPinsider, January-March 2011, sapinsider.wispubs.com)*

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