SAP Screen Personas
Productivity through Personalization
June 2014
Intuitive Screens Enhance Usability

functionality + performance + user experience
We built SAP Screen Personas to address your needs

- Simplify my screens
- Streamline my business processes
- Personalize my screens by role
- Make data entry faster and easier
- Reduce the training requirements for my users
- Help me run my business better
SAP Screen Personas improves user productivity

- Productivity
- Adoption
- Training Time

Clicks vs. More Simple vs. Screen Elements
Modernize SAP without disruption

SAP Screen Personas Demo
Welcome to the SAP Screen Personas presentation here at TechED. Don’t forget to check us out online at www.sapscreenpersonas.com

PRODUCTIVITY THROUGH PERSONALIZATION
SAP Screen Personas allows customers to streamline classic SAP Dynpro screens to improve user productivity and satisfaction.

Sales Transactions
Sales Orders
New 9001

721.000,00 EUR

Employee Transactions
Time Entry
Leave Request

Exit
Elevator Pitch

SAP Screen Personas allows companies to improve user **productivity through personalization** of their SAP ERP screens.

By providing the right information to the right users in the right context, they can get more done in less time with greater accuracy. With **more intuitive SAP screens**, organizations can enhance user satisfaction, minimize training time, and spend less money on screen modifications.
Customer Success Stories
University empowers maintenance workers

Customer Need
Simplify SAP usage for maintenance workers, reduce training needs

Project Results
Deployed dashboard that provides 1-click access to all day-to-day functions
Automated tasks to simplify processes
University empowers maintenance workers
Entertainment technology company cuts clicks by 83%
Entertainment technology company cuts clicks by 83%
Defense company goes live in one month with Personas

Customer Need
Simple IT help desk without custom programming

Project Results
Started and finished Personas project in 1 month
Delighted 1000 users with simple, intuitive screens
Defense company goes live in one month with Personas
Semiconductor company streamlines access to HR info

Customer Need
Reduce time to access employee data in HR system

Project Results
Consolidated information from 17 locations to 1 screen
Reduced time to see complete employee record from 3 minutes to 6 seconds
Semiconductor company streamlines access to HR info

[Image of HR Master Data form]

<table>
<thead>
<tr>
<th>Personnel Number: 65009148</th>
</tr>
</thead>
</table>

**Basic Data**

<table>
<thead>
<tr>
<th>Name:</th>
<th>Mr. John Doe</th>
</tr>
</thead>
<tbody>
<tr>
<td>Taleo ID:</td>
<td>N/A</td>
</tr>
<tr>
<td>Status:</td>
<td>Active</td>
</tr>
<tr>
<td>Rehire:</td>
<td>Additional investigation required</td>
</tr>
</tbody>
</table>

**Shift & Salary (0007 & 0008)**

<table>
<thead>
<tr>
<th>PS Level/Group:</th>
<th>C2 08</th>
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<tbody>
<tr>
<td>Annual Salary:</td>
<td>$55,555.55 USD</td>
</tr>
<tr>
<td>Wage Type:</td>
<td>0003 2,136.75 Regular Wag</td>
</tr>
<tr>
<td>Wage Type (IN):</td>
<td></td>
</tr>
<tr>
<td>Shift:</td>
<td>S-1-40 Sched-S Shf-1 40-HRS</td>
</tr>
<tr>
<td>Dates (0041)</td>
<td>01/02/2014 to 12/31/9999</td>
</tr>
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</table>

**Organization Assignment (0001)**

<table>
<thead>
<tr>
<th>Org Unit:</th>
<th>40001043 CHD PLATING DEVICE ENG</th>
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<tbody>
<tr>
<td>Cost Center:</td>
<td>SD649 Device Engineering</td>
</tr>
<tr>
<td>Position:</td>
<td>61020386 position for rehire</td>
</tr>
<tr>
<td>Manager:</td>
<td></td>
</tr>
<tr>
<td>Job Code:</td>
<td>50021297 TTP Desig: N/A</td>
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**Actions (0000)**

<table>
<thead>
<tr>
<th>Start Date</th>
<th>End Date</th>
<th>Action Type</th>
<th>Action Reason</th>
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<tbody>
<tr>
<td>01/20/2014</td>
<td>12/31/9999</td>
<td>AE</td>
<td>Change Position/Salary (AE)</td>
</tr>
<tr>
<td>01/02/2014</td>
<td>01/19/2014</td>
<td>AB</td>
<td>Employee New Hire (AB)</td>
</tr>
<tr>
<td>01/01/2014</td>
<td>01/01/2014</td>
<td>AA</td>
<td>Employee Pre-Hire (AA)</td>
</tr>
</tbody>
</table>
Mining company simplifies IT help desk

Customer Need
Reduce the number of screens, keystrokes to complete common IT transactions

Project Results
1-click access to day-to-day functions
Automated many tasks, allowing employees to work more efficiently
Mining company simplifies IT help desk
Medical technology company simplifies quotation process

Customer Need
Sales team wanted to spend more time selling and less time in SAP

Project Results
Streamline the quotation process from 8 screens to 2
Implementing Personas
Personas is part of a broader UX improvement process
The right team ensures a successful Personas project

- Business Process Expert
- Personas Expert
- Design Expert
Help your employees do their jobs better

Improve user productivity

50-200%

- Number of users
- % time spent on data entry
- Per user annual salary
- Improvement range: 50-200%
Make your people feel smarter

Decrease training costs

40-60%

• Number of users
• % trained annually
• Training cost per user
• Improvement range: 40-60%
Less rework makes everyone happier

Increase Data Quality

10-30%

- Number of data entry errors annually
- Average cost to correct each error
- Improvement range: 10-30%
Product Architecture
SAP Screen Personas 2.0 Architecture Diagram

SAP Screen Personas relies on four components:

1. SAP NetWeaver ABAP basis
2. Kernel / ITS
3. Personas add-on (installs on server)
4. Personas application (runs in browser)
## SAP Screen Personas components and what they do

<table>
<thead>
<tr>
<th>Component Name</th>
<th>What It Does</th>
<th>Typical Service Pack Release Frequency</th>
<th>Typical Patch (SAP Note) Frequency</th>
<th>Latest Version</th>
</tr>
</thead>
<tbody>
<tr>
<td>SAP NetWeaver BASIS</td>
<td>The basis layer contains the ABAP components that are part of every SAP NetWeaver ABAP installation. This is the foundation for all SAP ERP applications.</td>
<td>Approximately 3x per year</td>
<td>As needed, approximately 3-10 per month. You only need updates that address your issues</td>
<td>Basis 700 - SP24 or 701 - SP09 or 702 - SP07 Plus several Personas-relevant notes*</td>
</tr>
<tr>
<td>SAP kernel (Internet Transaction Server (ITS))</td>
<td>The kernel component disp+work contains a key component for Personas, the Internet Transaction Server. The ITS provides the standard SAP screen definitions for each transaction accessible for browsers. This is the same component that provides the screens for the SAP WebGUI.</td>
<td>Approximately 2x per year</td>
<td>Weekly patches, generally for security issues, but may also contain updates to support Personas</td>
<td>Kernel 7.21, Patch Level 228 or 7.40 patch level 65 or 7.41 patch level 31</td>
</tr>
<tr>
<td>SAP Screen Personas add-on</td>
<td>The Personas add-on stores the user-created (or IT-created) changes for each flavor. It sends the screen to the browser as an XML file, which the Silverlight application renders.</td>
<td>Approximately 4x per year</td>
<td>As needed, approximately bi-weekly</td>
<td>Personas 2.0 Service Pack 2 Plus relevant notes*</td>
</tr>
<tr>
<td>SAP Screen Personas client</td>
<td>This is a Silverlight application that runs in a browser.</td>
<td>Part of SAP Screen Personas add-on update cycle</td>
<td>Part of SAP Screen Personas add-on update cycle</td>
<td>Automatically updated from Personas add-on when user connects to Personas. Requires Silverlight 5 plug-in for browser</td>
</tr>
</tbody>
</table>
Summary
Personas delivers productivity through personalization

**Works on**
SAP GUI (Dynpro Screens)
(Windows or Mac desktop, Win 8 tablet)

**Requires**
SAP Business Suite (ECC 6)
Kernel 7.21 or higher

**Not For**
Web Dynpro applications, CRM, SRM, iPad, iPhone, Android
## More information

<table>
<thead>
<tr>
<th>SAP Screen Personas Product Page</th>
<th><a href="http://www.sapscreenpersonas.com">http://www.sapscreenpersonas.com</a></th>
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<tbody>
<tr>
<td>Demo Videos</td>
<td><a href="http://www.youtube.com/watch?v=gquHYSGHol8">http://www.youtube.com/watch?v=gquHYSGHol8</a> (intro)</td>
</tr>
<tr>
<td></td>
<td><a href="http://www.youtube.com/watch?v=tpMdktziC_8">http://www.youtube.com/watch?v=tpMdktziC_8</a> (basic scripting)</td>
</tr>
<tr>
<td>How-to instruction videos</td>
<td><a href="http://goo.gl/Y8l1s">http://goo.gl/Y8l1s</a></td>
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Thank you