

User Experience Solutions from SAP

Modernizing the User Experience with SAP



The Best-Run Businesses Run SAP®

The User Experience Revolution

Change the way people work and derive new value from your SAP® software investment.

User experience (UX) innovations and service offerings from SAP support these goals – and much more.

Our new approach to UX goes beyond usability. We take a [holistic approach to UX](#) that puts the business user at the center of our innovations.

The consumer market has introduced a new standard to reinventing the user experience for enterprise software.

The overall experience of consumer apps is the new model for enterprise applications, and it's rapidly redefining the business experience. Business users want the same ease of use and convenience with their enterprise software that they experience with their consumer apps.

By using innovative design principles, SAP's new user experience delivers a modern and beautiful experience across lines of business, anytime and anywhere.



USER EXPECTATIONS HAVE EVOLVED

Within the enterprise, lines of business are demanding that IT organizations provide new and better experiences for users. In fact, you're not just focused on the end-user experience – you care about the entire experience and how it relates to business needs. You expect dramatically simplified experiences at every touch point, whether in the discovery and evaluation phases, during the purchasing experience, or in the actual usage of the solution by the end users.

Indeed, the consumerization of IT has put a renewed emphasis on the user experience. The way people work and interact with their apps to get things done is rapidly changing. There are clear expectations in the workplace for a more consumer-driven and simplified user experience.

SAP is setting a new standard by offering a personalized, responsive, and simple user experience. Our bottom line is delighting business users across lines of business while getting the job done.

“Simplicity is the ultimate sophistication.”

Leonardo da Vinci



MOBILE REQUIRES INSTANT ACCESS ANYWHERE

In addition, many people now spend more of their private time on smartphones and tablets than on traditional laptops and desktops. This is also true for business users who now have the requirement to drive business processes in real time from anywhere.

To that end, SAP's new user experience is unified to deliver a consistent experience regardless of the channel. Whether you're on a smartphone, tablet, or desktop, you can always access your key apps and enable instant insight to action.



UX Solutions

SAP FIORI IS THE NEW UX FOR ALL SAP SOLUTIONS

In 2013 we unveiled SAP Fiori as a collection of apps with a consumer-grade UX to improve the user experience of core SAP software functions with an intuitive design. Since then, hundreds of customers have embraced SAP Fiori to improve the way their employees interact with SAP software.

Today, we are taking our mission of delivering a transformed user experience to the next level. SAP Fiori has evolved from a collection of apps to the new user experience for SAP software. It applies modern design principles for a completely reimagined user experience.

The SAP Fiori UX is the new face of SAP to business users in all lines of business, across devices and deployment options. It provides optimal usability for simplified business interactions.

With the SAP Fiori UX, SAP solutions such as SAP Business Suite powered by SAP HANA® deliver a personalized, responsive, and simple user experience. Now SAP users can enjoy a real-time user experience. Currently, there are hundreds of applications that use the SAP Fiori UX. And the SAP Fiori UX launchpad provides a Web-based entry point for SAP business applications across platforms and devices ([see Figure 1](#)).



Furthermore, SAP's focus on UX also extends to creating a rich developer experience. As a result, we now have a beta release of SAP River Rapid Development Environment (SAP River RDE) as part of SAP HANA Cloud Platform. This development environment, provisioned in the Web,

intends to bring simplification and productivity to how developers can collaboratively design, develop, and deploy applications that deliver amazing user experiences. With this product, SAP envisions that customers will be able to create new or extend existing SAP Fiori apps to suit their needs.

NOW INCLUDED

SAP is now including SAP Fiori UX within underlying licenses of SAP software at no additional charge.

[Learn more.](#)



Figure 1: SAP Fiori UX Launchpad



DESIGN PRINCIPLES

The SAP Fiori UX relies on modern design principles, including:

- **Role based** – Designed for you, your needs, and how you work
- **Responsive** – Supports how and where you work, at any time
- **Simple** – Focuses on what's important
- **Coherent** – Provides one fluid, intuitive experience
- **Delightful** – Makes an emotional connection

Following these design principles (see Figure 2), SAP makes the superior user experience and design an integral part of the SAP brand experience – just as the SAP HANA platform has reconfirmed SAP's reputation for innovation.



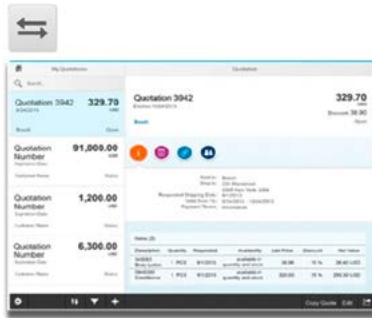
Figure 2: SAP Fiori UX Design Principles



SAP Fiori UX is being used in the context of transactional, analytical, and fact sheet processes to meet the requirements of all lines of business and roles.

Transactional

Access tasks like change, create, or approve processes with guided navigation



Analytical

Get a visual overview of a dedicated topic for further key performance indicator (KPI)-related analyses



Fact sheet

Search, explore, and view essential information about objects and contextual navigation between related objects



PROVIDING INSIGHT TO ACTION

As an example, with SAP Smart Business cockpits, which use the SAP Fiori UX, users of SAP Business Suite powered by SAP HANA can get instant insight into action with real-time information.

SAP Smart Business combines multiple SAP transactions into one business process-oriented cockpit (see [Figure 3](#)). These real-time business cockpits allow users to analyze and evaluate strategic or operational KPIs with graphical visualization in real time and to trigger the right action by launching the respective transactions. Lines of business can always stay on top of their business by making more-informed decisions and acting in real time.

The following are examples of available SAP Smart Business cockpits:

- SAP Smart Business for access control management
- SAP Smart Business for accounts payable
- SAP Smart Business for accounts receivable
- SAP Smart Business for cash management
- SAP Smart Business for event management
- SAP Smart Business for extended warehouse management
- SAP Smart Business for financial close
- SAP Smart Business for inventory management
- SAP Smart Business for material requirements planning
- SAP Smart Business for project execution
- SAP Smart Business for purchasing
- SAP Smart Business for sales order fulfillment
- SAP Smart Business for sales performance management
- SAP Smart Business for transportation management



LIVE THE REAL-TIME USER EXPERIENCE

It's the right time for you to make the switch to real-time business. See how SAP Business Suite powered by SAP HANA, combined with SAP Smart Business cockpits and the SAP Fiori UX, sharpens your competitive edge.

[Watch the video.](#)

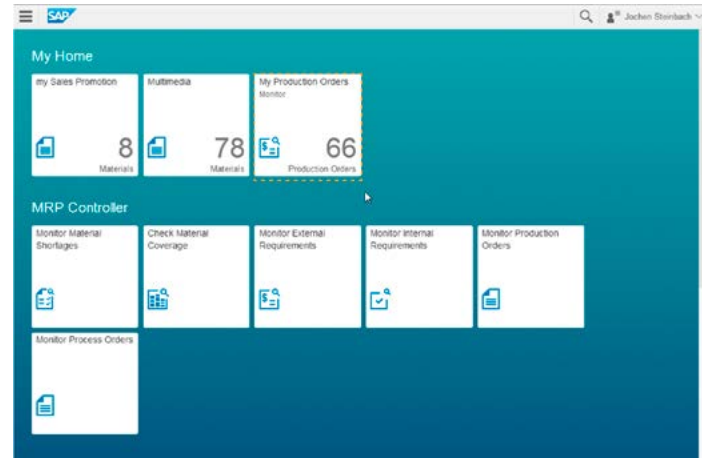


Figure 3: SAP Smart Business Cockpit



DRIVING PRODUCTIVITY THROUGH PERSONALIZATION

In addition, SAP offers a fast way to simplify screens by making them more personalized. SAP Screen Personas software allows you to modify SAP software GUI screens to align transactions with specific user roles. Your users can see the specific information they need to perform their roles effectively and efficiently.

SAP Screen Personas lets you modify the screen for individual user roles so people can be more focused and avoid visual distraction (see Figure 4). The software reduces the time and cost of personalizing SAP screens and cuts the time required to train new users.

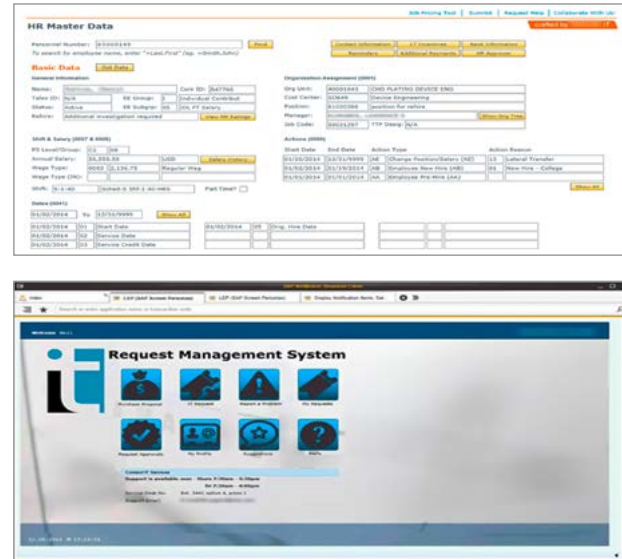


Figure 4: SAP Screen Personas Examples



SAP Screen Personas provides access to SAP software systems through a browser, eliminating the requirement to install the SAP software GUI on every desktop system. While this feature has been available through the Web GUI, SAP Screen Personas is unique because it enables editing of individual screens (subject to proper security and authorization rules) to simplify them.

The solution gives you granular control over every item on the screen. You can hide fields you don't use, move elements around to fit your workflow, change colors, and add your own graphics. You can simplify complex

screens through prefilled fields and pull-down menus, saving time on data entry. You can merge tabs together to streamline workflows and automate keystrokes using a powerful macroengine. Best of all, most controls are drag and drop. Even scripting is as simple as recording your keystrokes and attaching them to a button.

NOW INCLUDED

SAP is now including SAP Screen Personas within underlying licenses of SAP software at no additional charge.

[Learn more.](#)



UX Services

ENABLING ADOPTION OF UX INNOVATIONS

SAP offers a complete portfolio of UX services, subject to a separate fee. With help from UX advisory and implementation services, you can build your own strategy and road map across multiple devices and environments. We have service kits to help (see Figure 5). You can:

- Plan your road map based on your needs and aligned with SAP's UX strategy
- Deploy the foundation to get up and running quickly
- Implement the apps to support the scenarios you need now and easily add more as needed
- Improve employee efficiency with beautiful, intuitive, and modernized screen flows and apps

Want to get a head start on UX adoption?

SAP can help with UX adoption service kits for the SAP Fiori UX and SAP Screen Personas.

[Learn more.](#)

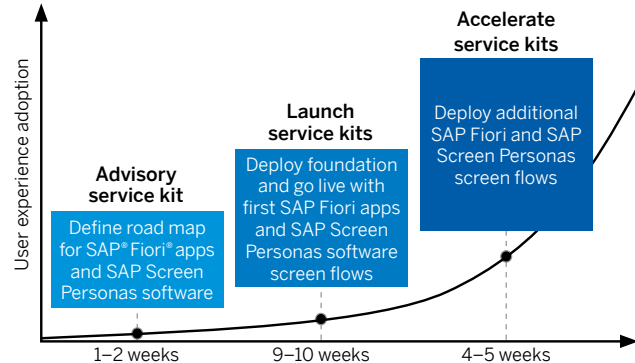


Figure 5: Timeline for the Use of Service Kits



UX DESIGN SERVICES FROM SAP

The UX strategy is complemented by our UX Design Services, which offer design consulting for customers on their journey to the optimal user experience. We help customers meet the needs of their users, and we support IT groups in developing a UX sensibility in their organization.

Highly skilled design experts are driving our mission to transform the way users view SAP software. Working as a team, our experts first observed how real users work with our software to identify their needs and challenges, and then created design solutions to simplify the user experience.

The team's working style, which is agile, scrum-based, and highly iterative, requires engagement with actual users. The foundation for this is user-centered design and design-thinking methodologies, fostered by co-innovation with customers. We consult with our customers and offer workshops to facilitate our engagements.

The approach is three-pronged:

- **Discover** – Observe users and identify needs and challenges
- **Design** – Design screens based on user feedback
- **Deliver** – Create new screens and validate with users



WHY UX DESIGN IS IMPORTANT

Designing the best possible user experience is not just about creating beautiful user interfaces. To humanize the software experience through design, we center on users' needs and expectations. A perfect product should be self-explanatory, offering intuitive, user-friendly interaction that supports users in their business processes. We want to make users as efficient as possible in the jobs they do.

SAP constantly strives to achieve the right balance between feasibility (technology), viability (business), and desirability (human values) when developing innovative solutions.



In the process of formulating your UX strategy?

SAP can assist you in the creation of a prioritized UX road map and strategy. We help customers define and execute a UX strategy for their business by providing UX design services that advise, realize, empower, and innovate.

[Learn more.](#)



UX RAPID-DEPLOYMENT SOLUTIONS

SAP Rapid Deployment solutions provide an implementation methodology and expertise that lead to faster deployment, predictable outcomes, and lower cost for on-premise, cloud, or hybrid environments. They include preconfigured software, best practices, and services that deliver significant savings in implementation time and cost as compared to a traditional deployment approach.

The rapid-deployment approach allows companies of all sizes to quickly address specific business needs and adopt the latest innovations from SAP by leveraging a proven and tested configuration, implementation content and guides, and a flexible selection of business functions designed for fast time to value.

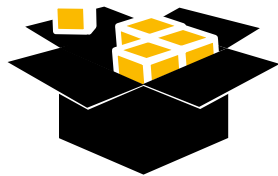
“We want every SAP customer to ‘run simple’ with a world-class user experience.”

Bill McDermott, CEO and Member of the Executive Board of SAP SE



The UX-related rapid-deployment solutions include:

- **SAP Fiori apps rapid-deployment solution** enables the implementation of SAP Gateway technology, SAPUI5, and one or more SAP Fiori apps for full productive purposes. This flexible, modular solution allows customers to start with just one app or any combination of available transactional SAP Fiori apps. ([SAP Service Marketplace](#))



- **SAP Fiori Infrastructure rapid-deployment solution** enables SAP customers and partners to quickly deploy, configure, and validate the landscape components required for the enablement of SAP Fiori apps optimized for SAP HANA that work with SAP Business Suite powered by SAP HANA. ([SAP Service Marketplace](#))
- **SAP Fiori Design rapid-deployment solution** enables customers and partners to create their own SAP Fiori–designed transactional apps using SAPUI5, SAP Fiori design guidelines, and best practices. It includes both a design-thinking workshop and an SAPUI5 workshop to deliver a proof-of-concept SAP Fiori–designed app. ([SAP Service Marketplace](#))

- **SAP Screen Personas rapid-deployment solution** enables customers and partners to implement SAP Screen Personas and transform SAP software GUI screens into delightful user experiences using best practices and services. It includes a discovery workshop and a customer-driven proof of concept. ([SAP Service Marketplace](#))
- **SAP Side Panel Content for SAP NetWeaver® Business Client rapid-deployment solution** enables fast implementation of popular side panels for more-informed business decision making. It includes an initial scoping workshop followed by the configuration of SAP NetWeaver Business Client software to support side panels, as well as installation and technical setup of related systems, such as the transport system. ([SAP Service Marketplace](#))

BENEFITS OF UX-RELATED RAPID-DEPLOYMENT SOLUTIONS

- **Broad appeal** – Quickly introduce almost anyone to the benefits of a new user experience with SAP® software.
- **Predictable deployment** – Take advantage of step-by-step guides, templates, and tools for a comprehensive set to support business scenarios such as deploying and configuring SAP Fiori® apps or creating your own SAP Fiori–designed apps.
- **Instant value** – Rapidly increase productivity by providing a simple but powerful experience for role-based business scenarios
- **Comprehensive yet modular support** – Mix and match solution offerings with a consistent UX approach that leverages related technologies and skill sets



Benefits

REALIZING THE BENEFITS OF A BETTER USER EXPERIENCE

If you are wondering why you should make the leap to a better user experience, there are many tangible benefits.

Focus on user experience and you can:

- **Gain productivity** – By making SAP software simple to use, people will get unlimited possibilities to deliver new business value with new insight.
- **Increase user adoption** – With a more personalized experience, users are more likely to adopt their apps quickly to get their job done.
- **Decrease user errors** – Enabling a simple, role-based interface and converting open text fields to pull-down menus or radio buttons reduces the risk of data-entry errors. And, with fewer mistakes to correct, you can decrease the significant cost of rework.
- **Save training costs** – By making the user experience more intuitive, you can reduce the need for staff training – and the associated costs.



UX starts and ends with users – the human beings who are actually interacting with and using SAP software. SAP strives to make life easier for all of our customers and users.

Need a robust business value analysis for your UX investments?

We can help you to understand the value that our UX solutions will provide your organization, and how to quantify these benefits to show a tangible impact.

[Learn more.](#)



Boost productivity, increase user adoption, decrease user errors, and reduce training costs. UX impacts business value in key areas.



Find Out More

You have many opportunities to reinvent your user experience by working with SAP. You can deploy apps that apply the SAP Fiori UX or personalize screens with SAP Screen Personas. Get started with UX adoption service kits tailored to your needs. We are here to answer your questions and lay the groundwork that leads to a modern and beautiful user experience.

Learn more about how UX innovations and services from SAP can help reinvent your user experience. Get in touch with us today.

Visit our [user experience community Web site](#).



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The Best-Run Businesses Run SAP®