



Inspired by our Customers, Led by  
our People, Powered by Knowledge

# APPLICATION SUPPORT SERVICE

Value Proposition

**SAP** Recognized Expertise  
in Cloud Procurement Solutions





# ABOUT US

## ABOUT US

SouthEnd has the largest group of specialized consulting services in SAP Ariba, in Latin America. Its strength is based on the solid experience of their professionals and supported on their internal training methodology.



**14+  
YEARS OF  
EXPERIENCE IN  
SAP/ARIBA**



**65+ SUCCESSFUL  
GO-LIVES OF  
SAP/ARIBA  
PROJECTS**



**80.000+ ISO 9001  
CERTIFIED ARIBA  
APPLICATION  
SUPPORT SERVICE  
YEARLY HOURS**



**60+ EXPERTS  
ARIBA  
CONSULTANTS**



**100 %  
CUSTOMER  
RETENTION IN OUR  
SUPPORT UNIT.**



# WHY APPLICATION SUPPORT SERVICES?



# WHY APPLICATION SUPPORT SERVICES?

Closer to Current Practices

Mature & Evolved Solution

Road to Maturity

User Adoption & Process Evolution

Time

Platform Evolution

## WHY APPLICATION SUPPORT SERVICES?

- x Deploying an **ARIBA** Solution is an investment that requires a change management effort
- x In order to get the best out of the tool, and evolve current processes without being too disruptive, you need a transformational program
- x Your users will adapt and grow into the solution and with that, adjustments will be needed to continue being relevant to the users
- x Also the platform evolves constantly, and you need to understand, analyze and apply all those new features
- x Adding new functionality, evolving your business processes, and increasing user adoption is the recipe to maximize return on investment
- x It is not economically viable to create within your team a group of solutions experts that can achieve this
- x It can only be done with an expert partner that provides much more than a simple AMS, you need an Application Support Service Solution



# **BENEFITS OF AN APPLICATION SUPPORT SERVICE**

## **BENEFITS OF AN APPLICATION SUPPORT SERVICE**

**The Key Users:** Key Users are critical for the evolution of the solution and experts in their own processes, but rarely are experts on ARIBA Solutions or best practices. With an Application Support Service, Key Users will have expert advise on best practices and new functionality to constantly increase the fit of the deployed solution to the business processes.

**The Buyers:** Buyers need to solve incidents right away, develop best practices to prevent future incidents and have access to best practices, expert advise and new functionalities training. That will increase platform usage, hence return on investment.

**The Stakeholders:** Stakeholders will have high visibility on KPI's. Tracking incident management, user adoption and repetitive issues. That scorecard of the platform and its usage is a core component of our solution.

**The Client:** Increasing user adoption to the platform and adapting the functionalities curve to functionalities included in new releases is key to increase return on the investment. Clients with higher user adoption to the platform will see higher EBITDA contribution form its use.





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# APPLICATION SUPPORT SERVICE

**Tiered services approach**

## APPLICATION SUPPORT SERVICE | Tiered services approach



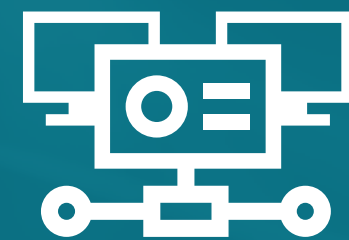
### CORRECTIVE

Reactive modification of a software product performed after delivery to correct discovered problems



### PREVENTIVE

Modification of a software product after delivery to detect and correct latent faults in the software product before they become effective faults



### PERFECTIVE

Modification of a software product after delivery to improve performance or maintainability and increase user adoption and ROI




### ADMINISTRATION

Platform administration focused on reducing TCO


User Training, User Manuals maintenance, Supplier Enablement.

## APPLICATION SUPPORT SERVICE | Tiered services approach



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Reactive modification of a software product performed after delivery to correct discovered problems



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**ADMINISTRATION**

Platform administration focused on reducing TCO

TIER 1

TIER 2

TIER 3

Best together

User Training, User Manuals maintenance, Supplier Enablement.

## APPLICATION SUPPORT SERVICE | Understanding each Tier – TIER 1

### INVOLVED SERVICES:

- X Platform Administration
- X Incidents Management
- X Corrective service
- X Data administration & migration
- X Supplier Enablement
- X User training
- X User manuals maintenance



Our “Tier 1” solution is what is known in the market as “AMS”



## APPLICATION SUPPORT SERVICE | Understanding each Tier – TIER 2

### INVOLVED SERVICES:

- X Change Management
- X Template Management & Optimization
- X Root-Cause analysis (Longer term incidents management)
- X Advance Reporting & Tools
- X User Adoption Report against best practices
- X Top-Five incidents/users report
- X Change Management needs
- X Service Trends & Preventive Action Plan



**Our "Tier 2" solution adds "Preventive Support" – Base Service T1 & T2**

## APPLICATION SUPPORT SERVICE | Understanding each Tier – TIER 3

### INVOLVED SERVICES:

- ✗ Release Analysis against client's business processes
- ✗ New functionality rollout
- ✗ New entity rollout
- ✗ Perfective Maintenance (*Evolving the solution & Business Processes*)
- ✗ Increased focus on User Adoption
- ✗ Best Practices advisory
- ✗ Product Customization & Extension
- ✗ R&D lab and API's development



**Our "Tier 3" approach add tools to evolve the Solution & Improve ROI**

# APPLICATION SUPPORT SERVICE | Customer Lifecycle with Full Service

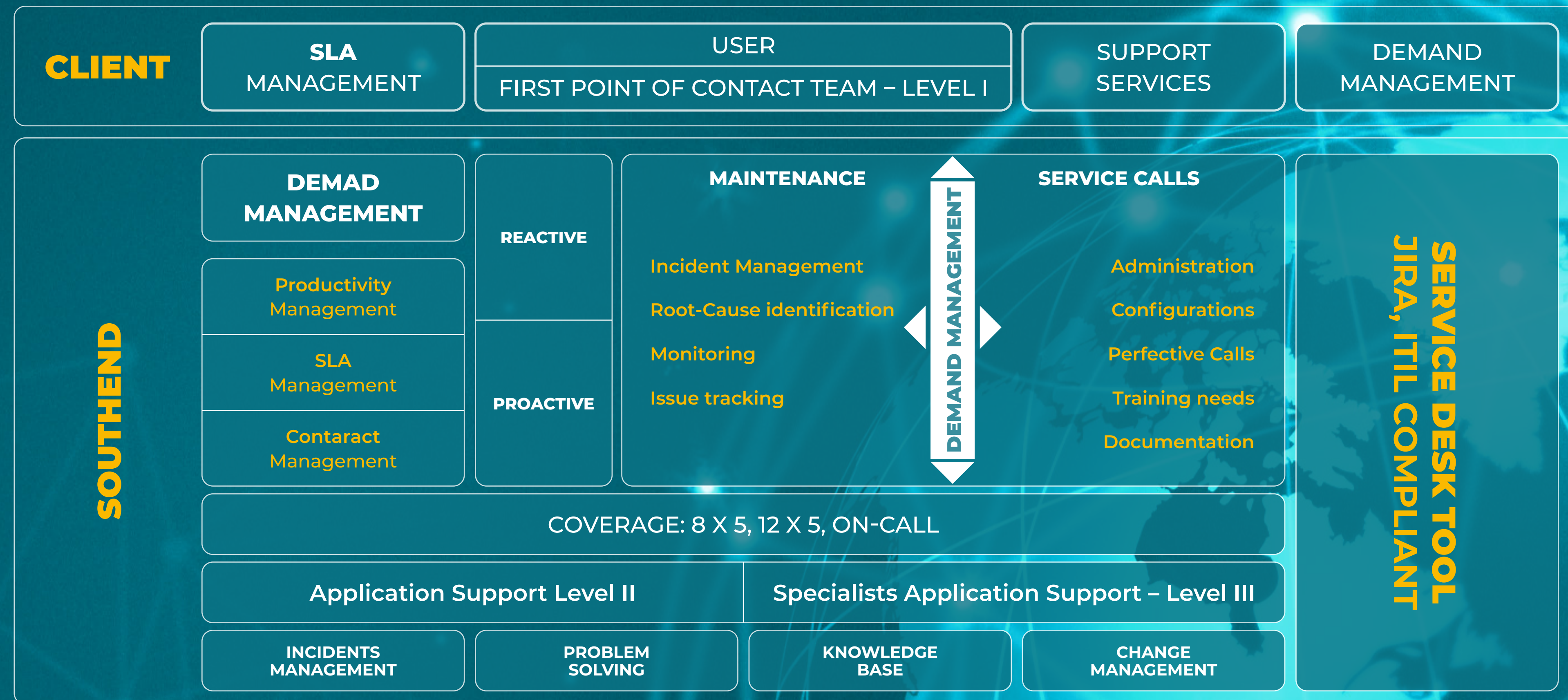




# SERVICE FRAMEWORK



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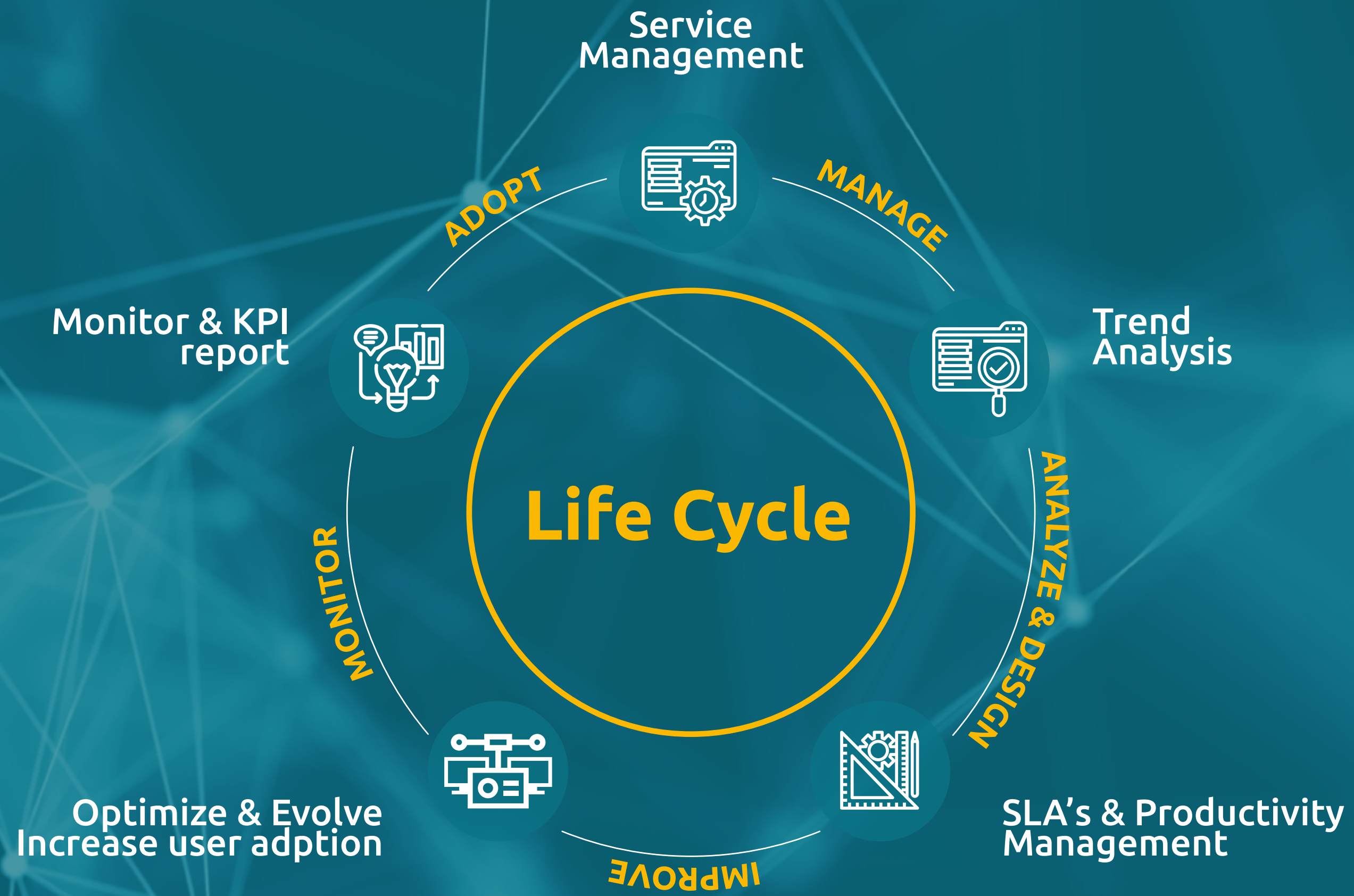




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# LIFE CYCLE

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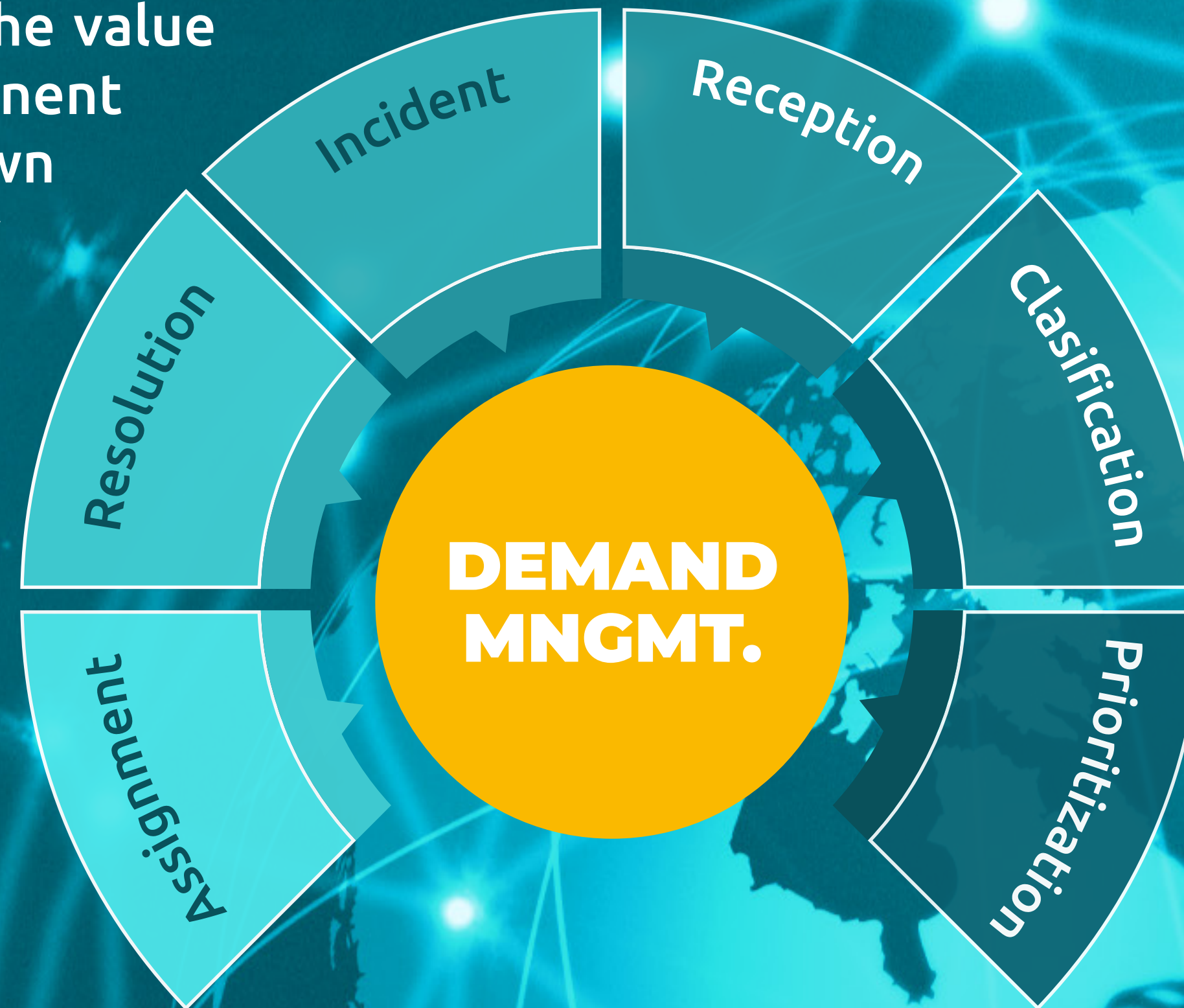


# DEMAND MANAGEMENT

Methodology

## DEMAND MANAGEMENT | Methodology

How you manage demand will define the value added to the Client, and is a key component of our service. We developed our own demand management methodology that interacts with the Service Life Cycle. That allows the growth of a continuous improvement dynamic within the service.





# **SERVICE DISCOVERY & TAKEOVER**

## **Approach**



## **SERVICE DISCOVERY & TAKEOVER** | Approach

Before starting any Application Support Service engagement, we execute a Discovery & Service Takeover phase, in order to clearly understand the most important aspects of that deployment, and execute the required knowledge transfer process. This takes approximately four weeks.

## **SERVICE DISCOVERY & TAKEOVER** | Approach

Main topics to be included in this phase:

- 01** Client's Organizational Structure
- 02** Main components of the implemented solution
- 03** Application Subscription model & solutions included
- 04** Tickets management tool to be used
- 05** Finalize SLA's and define types of service calls





# WHY US

“The end of an implementation Project is just the beginning of a user’s adoption project. Project success should only be measured in terms of user adoption. In that process is where our Application Support Services becomes a key facilitator”.

## WHY US



**PROACTIVE APPROACH  
TO MAXIMIZE USER  
ADOPTION**

Comparing service data  
against best practices allows  
us to identify areas of  
improvement



**THOROUGH ANALYSIS  
AND CONSIDERATION  
OF CLIENT'S CURRENT  
PROCESSES**

It allows us to establish a  
business conversation focusing  
on the process needs rather  
than the usage of the  
application.



**WE HAVE SOLUTIONS  
EXPERTS WITH DEEP  
KNOWLEDGE OF ARIBA  
AND UNDERSTANDING  
OF THE BUSINESS  
PROCESSES**



**OUR KNOWLEDGE OF  
THE BUSINESS  
PROCESSES INVOLVED,  
AND EXPERIENCE,  
ALLOWS US TO ANALYZE  
AND PROPOSE  
WORKAROUNDS**



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# OUR CLIENTS

## SOME OF OUR CLIENTS

 **RENNER**

 **Santander**

  
**natura**

 **FURUKAWA  
ELECTRIC**

**raízen**

**USIMINAS** 

**YPF**

**TGS** 

**PORTO  
SEGURO** 

 **POPULAR**

 **Pampa**energia

**edenor** 

 **brf**



**arauco**

  
**Usina Lins**

  
**CPFL  
ENERGIA**

 **Safr**

 **SPIC**

  
**Usina Batatais**

**Claro** 

 **InterCement**



**comgas**

 **Duratex**

 **MRV**

  
**ourofino**

**O Boticário**

**agraria** 

**move**



**intelbras**

**Globant** 

 **ammcor**

**rumo** 

**aes**





  
**OLDELVAL**  
OLEODUCTOS DEL VALLE

**InBeta** 

  
**EXOLGAN**  
CONTAINER TERMINAL

**THANK YOU**

**SouthEnd**  
a GYANSYS company



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