SAP Cloud ALM – Value Proposition
Welcome to SAP Cloud ALM

What IS Cloud ALM? And Why Should we talk to our Customers about it?

The short answer: Cloud ALM lets you become the Masters of your (Cloud) Domain!

SAP Cloud ALM (Application Lifecycle Management) is the brand-new cloud-based solution your cloud customers need, and (good news) it’s a solution they already own!

At a Glance, here are a few of the ways SAP’s Cloud ALM can be of value to you:

- Cloud ALM can Reduce the Cost of Implementation
- Cloud ALM can Reduce the Cost of Operating their cloud solution
- Cloud ALM can help your customer realize a Quicker Return on their Investment
SAP Cloud ALM: A Deeper Look

SAP Cloud ALM is an application that helps customers:

- Manage,
- Monitor,
- Run,
- and Optimize their SAP Cloud solutions Proactively.

Cloud ALM is an essential *how-to solution* for managing all aspects of any SAP cloud solution. It assists customers through the initial implementation (and additional / future implementations… SAP SF modules for example), to going live, to monitoring integrations, to running and continuously optimizing your instance.
SAP Cloud ALM: The Solution Your Customer Already Owns

Our cloud customers have and can use SAP Cloud ALM at no extra cost! It’s included as part of their Enterprise Level Support Contract.

Even more good news:

- there’s no need for any additional hardware,
- there are no configurations to make,
- And, customers won’t need a partner’s help to set it up!

All they really have to do is turn it on, and they can get right to work on setting up and managing their implementation, or monitoring operations and integrations, or optimizing their live solutions.
Implementation Value to Customers
SAP Cloud ALM: Implementation Value

Let’s take a look at how SAP Cloud ALM can reduce the Cost of Implementation for customers!

SAP Cloud ALM gives customers the power and insight to be an active participant in their SAP cloud implementation project.

By utilizing the SAP Cloud ALM for implementation, customers can access guidance on all the steps and processes associated with an implementation. They are empowered to run their implementation project:

- Add team members to the project
- Understand the best practices, tasks and processes for implementation
- Create milestones and assign tasks to project team members
- Correctly scope the project, and know when scope creep is happening.
SAP Cloud ALM: Implementation Value

Let’s answer a question you may have!

**Q:** Does Cloud ALM eliminate the need for a Customer to have a Partner for Implementation?

**A:** No. Partners play an important roll at SAP, but Cloud ALM will enhance and strengthen the relationship between customer and partner.

Because it’s **intuitive and easy to use**, SAP Cloud ALM does enable customers to better understand the best practices for implementing a Cloud Solution, which helps to level the playing field between them and their chosen Partner.

Having a customer that’s more knowledgeable about the implementation process means they may be less reliant on their Partner, and be more able to assist in the process, which may **Reduce the Overall Cost of Implementation**.
SAP Cloud ALM: Implementation Value

**Q:** What capabilities will a customer have using SAP Cloud ALM to help manage their Implementation?

**A:** SAP Cloud ALM offers customers a **fast, guided, and hands on approach** to implementing their cloud solution.

Here’s a quick overview of the **Key Capabilities**:

- Self-guided and content-driven implementation of Cloud solutions based on SAP Activate
- Instantaneously available – no setup or configuration
- Fast onboarding of project Teams
- Manage Implementation Tasks – automatically generated and adapted to customer scope
- Convenient visualization of Business Models and related Process Descriptions
- Supports Fit-to-Standard workshops with access to efficient solution scoping
- Progress Monitoring of implementation activities
SAP Cloud ALM: Content items supporting Implementation projects

SAP Best Practices - Process Content
(as known from “SAP Best Practices Explorer”)

SAP Activate Roadmap
(as known from “SAP Roadmap Viewer”)

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Reducing Operating Costs
Let’s answer a question you may have!

**Q:** Can using SAP Cloud ALM really help customers reduce the Operating Cost associated with their Cloud Solutions?

**A:** Yes! By Standardizing, Automating, and Monitoring processes, SAP Cloud ALM can help minimize the administration time needed.

With SAP Cloud ALM customers can monitor process and be alerted to potential issues. This ensures smooth **business operations without disruptions**, and increases the business process execution quality and performance. SAP Cloud ALM allows customer to be proactive in addressing potential issues, and empowers them to more fully understand how their cloud solutions run.
SAP Cloud ALM – Operational Cost Value

Q: What capabilities will a customer have using SAP Cloud ALM to help them Operate their Cloud Solutions?

A: SAP Cloud ALM gives your customer a unique and powerful end to end insight on their cloud solutions performance.

Here’s a quick overview of the Key Capabilities:

- Provides end-to-end monitoring of integrations, applications, and integral business process.
- Monitors the processes’ health and detects anomalies during execution, and enables both LOB and IT users to directly identify process disruptions and react to them.
- Determine root causes of issues with integrations and key processes, and enables root cause analysis to improve processes and minimize future issues.
- Closes gap between business and IT during the issue resolution process.
Customers Realize Value Quicker
SAP Cloud ALM – Realize Value Quicker

Q: How does using Cloud ALM help customer more quickly realize the value of their SAP cloud Solution?

A: Because customers will not have to reinvent the wheel, and instead are armed with best in suite practices and process, Cloud ALM can accelerate their projects – which means they will realize value faster.

Utilizing SAP Cloud ALM is like having an expert on site to guide you through any unknown landscape. It takes everything SAP has learned over the years about implementing and running software, everything we’ve learned about governance, adoption and change management, and places that knowledge into a dashboard that is easy to follow and use.

Having this kind of knowledge at their fingertips, customers will spend less time just trying to understand their cloud solution and its integrations, and have more time to optimize and realize the value of their investment in a shorter timeframe!

That’s the Power of SAP Cloud ALM!
Thank you.

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