COACHING FOR ADVANCED CUSTOMER CENTER OF EXPERTISE (CUSTOMER COE)
INFORMATION SHEET FOR SERVICE DELIVERY

The Coaching for Advanced Customer Center of Expertise (Customer COE) is applicable when, after the Operations Planning Workshop (OPW) service, **additional support** by an Advanced Customer COE expert from SAP is required to sustain, smooth or even expedite your journey towards the certification for Advanced Customer COE, **focusing on concrete deliverables and targeting Audit criteria**.

**AT A GLANCE**

**Key Features**
The Coaching for Advanced Customer COE provides you with the **additional guidance** and regular quality check you need to move faster and straight ahead to your Advanced Customer COE Audit and Certification.

**Focus topics**
- Explain the OPW findings and recommendations which are relevant for the Advanced audit and certification
- Direct customer and SAP team to relevant documentation
- Explain required or useful Advanced Customer COE services to customer
- Schedule monthly status calls to check a reasonable progress
- Align progress indication and judgment to ensure the customer is “on track”
- Prepare with the customer audit relevant activities – remote and onsite

**Benefits**
- Start your Advanced Customer COE project in a structured (and supported) way, based on regular and faster access to an Advanced Customer COE expert from SAP
- Get regular and faster Advanced Customer COE project status check and tracking
- Share documents quickly and easily (via JAM based collaboration platform)
- Focus on **concrete deliverables and on Audit Criteria**
- Benefit from SAP’s best practices built on long-term experience supporting mature and efficient Customer COEs
- Define next steps/tasks in a fast and efficient way to be ready to manage additional business demands while improving your SAP IT operations
- Increase the satisfaction of your internal customers
- Reduce your TCO to free up operational budget and resource for innovations

**When to Use**
The Coaching for Advanced Customer COE is the right service when you’re starting a journey to setup your Customer COE with Advanced capabilities, optimize or refocus your Customer COE (e.g.
to enable the digital transformation). If one or more of the criteria below apply to you, then the Coaching for Advanced Customer COE can support:

- You’ve just completed an Operations Planning Workshop (OPW) or an Extended OPW which identified several areas of improvements within your Customer COE
- You are going to prepare the detailed Advanced Customer COE Roadmap and Project plan and would like to introduce something that can help you alongside during the journey or that can boost it
- You need someone that can provide fast answers to your questions about filling the gaps identified during an OPW service delivery towards the certification for Advanced Customer COE
- You need additional guidance in checking and fast tracking the progress of your Advanced Customer COE journey/project
- You want to be sure that your effort towards the Advanced Customer COE Audit is properly addressed and you need an SAP expert that drives you accordingly (focused on Advanced Customer COE Audit relevant topics and criteria)
- You are interested in someone that can address (or drive you to) the right documentation available
- You would like additional support in the Advanced Customer COE Audit preliminary checks and preparation

**DELIVERY IN DETAIL**

The Coaching for Advanced Customer COE can start if the OPW service has been delivered properly and the follow up call has been conducted.

As a rule, the Advanced Customer COE Coaches' work remains as “advisory and passive” - a trusted advisor. The customer should reach the desired Advanced Customer COE maturity as much as possible in his own performance.

The coach, with its vast experience in the field of SAP Operations, ensures that customer’s efforts and activities in the sense of the requirements for the Advanced Customer COE audit and certification are in the right direction. There it is irrelevant whether the set-up and implementation of the Advanced Customer COE takes place internally with customers own employees or by an external service provider.

The coach ensures transparency when it comes to the interpretation of the OPW findings and recommendations. In practice, there is a great need to map the Advanced Customer COE Program terminology to customer’s own IT language or to deepen benefits of implementing the recommendations.

For a smooth and goal oriented Advanced Customer COE implementation, the coach will explain and recommend suitable services from Customer COE services portfolio and support an adequate staffing. He will direct customer and/or SAP’s onsite teams to relevant documentation.

The coach will ensure the progress of the journey towards the certification for Advanced Customer COE at fixed intervals and provide an objective reporting based on the Advanced Customer COE certification criteria. If desired, the coach will participate in customer management meetings to determine the progress.

Finally, the coach will assist in the preparation of the Audit and ensure that the fulfilment of all Advanced Customer COE requirements can be adequately assessed during the Audit.
DURATION AND EFFORT

The Coaching for Advanced Customer COE is designed to provide regular blocks/slots of 0.5 – 1-day expert remote support in a period and appropriate interval to be determined individually for the duration of your Advanced Customer COE journey (typically 12 – 18 months).

The standard effort of the Coaching for Advanced Customer COE is 5 days over 6 months (remote), packaged. Extensions (namely further “packages” of 5 days over 6 months support) are possible and recommended to ensure full Advanced Customer COE journey coverage and final successful Advanced Customer COE certification.

PREREQUISITES

General
As this service will potentially require decision about changes in IT processes, roles and priority of tasks within your IT organization, a key prerequisite is to have clear commitment and executive sponsorship involvement.

Prerequisites regarding audience
It is preferable to have one or two single points of contact on customer side who have the full picture and control on the Advanced Customer COE journey/project or that can seek out and share the appropriate and up-to-date information about it. Again, a clear executive sponsorship is required to ensure there is enough authority and agreement in passing information to the SAP expert.

Customer to be expected to participate Conference Calls via Skype or Adobe Connect for e.g. Screen- and document sharing.

Prerequisites regarding administration (in case of onsite)
The following facilities must be available for onsite visits:

- A meeting room with sufficient capacity for all participants
- Flipchart or marker board, pens and eraser
- Projector
- Internet connection (optional)

SUPPLEMENT

The Coaching for Advanced Customer COE Service (CRM # 9504914) is part of the SAP Enablement for Customer COE Portfolio (CRM # 9504713) (also part of the MaxAttention 4.0 Portfolio), which aims at supporting the planning, implementation or optimization of the Customer COE as well as the Advanced (re-) certification.

The Customer COE Core Services include:

- OPW / Extended OPW (CRM Service Number: 9501141)
- Quality Management Workshop (CRM Service Number: 9504846)
- Coaching for Advanced Customer COE (CRM Service Number: 9504914)
• Advanced Certification for Customer COE  (CRM Service Number: 9504847)
• Advanced Re-Certification for Customer COE  (CRM Service Number: 9503320)