

ASUG and SAP Present: SAP Customer Center of Expertise (COE) Seminar Abstracts

Session Title: Building Your Customer Center of Expertise

Abstract: Research studies have shown that companies employing an SAP Customer Center of Expertise (Customer COE) have up to 17% lower total cost of ownership than companies that don't. This session will discuss key success factors in establishing a Customer COE. This session will also provide guidance on organization structures and best laid plans tailored to a specific company's circumstances. Finally, learn key strategies to manage corporate cultures and change within your organization working to answer the ultimate question of how you marry business to IT.

Speaker: Doug Shuptar, *SAP America, Inc.*

Mr. Shuptar has over 20 years of experience in integrating financial, cost accounting, and supply chain applications, including 15 years of SAP implementation experience. Doug's SAP experience focuses on small/medium-sized manufacturers with global operations. He has led several global process design initiatives, managed 12 full lifecycle implementations and conducted several COE strategy and design development projects.

Session Title: Running an SAP Center of Expertise – The Customer Experience

Abstract: In this session you will hear about a first-hand customer experience in establishing and operating a SAP Center of Expertise. This will include the customer's overall SAP environment, SAP support organization and metrics, and current challenges.

Based on the customer's current position in their SAP lifecycle you will hear perspectives on the following aspects:

- Transition from project team to support organization
- Maintaining alignment and engagement with the business
- SAP COE processes and tools
- Current and planned initiatives

Speaker: Barbara White, *ConAgra Foods*

Session Title: Optimize Your SAP Operations through a Customer Center of Expertise

Abstract: The Customer Center of Expertise (Customer COE) drives integrated quality management, enabling transparency across business and IT units to efficiently address critical challenges in SAP solution operations: ensuring business continuity, improving business performance and accelerating innovation. In this session, you will be introduced to key critical success factors that support the ongoing operation of your SAP Customer Center of Expertise including: Overview of organizational model for integrated quality management, SAP Best Practices for solutions operations, and the roles and skills required.

Speaker: Gerard O'Neil, *SAP Americas*

Bio: Gerard O'Neil manages customer engagements in SAP's Active Global Support organization and is based in Chicago, Illinois. He has more than 15 years of experience in technology and infrastructure. Gerard currently performs a dual role as an Engagement Architect for MaxAttention and Program Manager for the SAP Customer Center for Expertise. He is also a frequent speaker and subject matter expert on Customer Center of Expertise.

Session Title: Maximizing Your Business Value throughout the SAP Lifecycle

Abstract: A Center of Expertise is critical to realizing value from your investment in SAP. AMR Research will share the results of their research in the source of business value, leveraging ERP to drive business process improvement, and organizational issues in the COE and governance areas critical to success. This presentation will include learning's from recent benchmarking and survey work as well as time tested best practices gleaned from our large clients across numerous industries.

Speaker: Bill Swanton, *AMR Research*

Bill Swanton brings more than 28 years of enterprise manufacturing expertise to his role as Vice President, Industrial Products. He is responsible for the firm's research in the Business Value of IT, including IT benefit realization techniques used by Fortune 1000 companies to expand the value they receive from their ERP investments. Recent areas of focus have been centers of expertise, business and process modeling, BPM/SOA, master data management and B2B e-commerce. Prior to his many roles with AMR Research, Bill held numerous product marketing and IT positions and gained experience within the manufacturing software, controls, and automation systems markets. Bill holds a BS in physics and an MS in computer science from Rensselaer Polytechnic Institute.

Session Title: Total Cost of Operations Learnings

Abstract: SAP presents a proven approach to identify total cost of ownership (TCO) reduction opportunities. In this presentation you'll hear about recent customer success stories who realized key reductions in ownership, and crucial lessons learned. This presentation will also provide a roadmap to self-assess your current situation, including KPIs and value drivers, to identify your company's own TCO reduction opportunities.

Speaker: Doug Shuptar, *SAP America, Inc.*

Mr. Shuptar has over 20 years of experience in integrating financial, cost accounting, and supply chain applications, including 15 years of SAP implementation experience. Doug's SAP experience focuses on small/medium-sized manufacturers with global operations. He has led several global process design initiatives, managed 12 full lifecycle implementations and conducted several COE strategy and design development projects.

Session Title: Implementing Application Lifecycle Management

Abstract: Are you being asked to do more with less? Do you need to increase the business value of your IT organization while continuing to ensure business continuity? Here's where the rubber meets the road - operationalizing your application lifecycle management strategy. Whether you're establishing a Customer Center of Expertise for a new implementation or continuously improving on successful operations, find out the key success factors for optimizing quality throughout your application management lifecycle. Understand how standardization of key processes, roles, technology aspects of this comprehensive framework can reduce your total cost of operations. Learn how SAP supports Application Lifecycle Management with a number of SAP Enterprise Support services as well as the SAP Solution Manager, enterprise edition. Gain key insights on the success factors to kick-start your roadmap to operational excellence.

Speaker: Sheree Johnson, *SAP Americas*

Sheree Johnson is a Program Manager and Senior Consultant with the SAP Active Global Support and is responsible for development and delivery, providing exceptional service to SAP customers globally. A nine-year SAP veteran, Sheree has been instrumental in developing and delivering customer-oriented support offerings, including those of the SAP Customer Center of Expertise program. She continues to drive the exciting next wave of the program focused on integrated quality management.