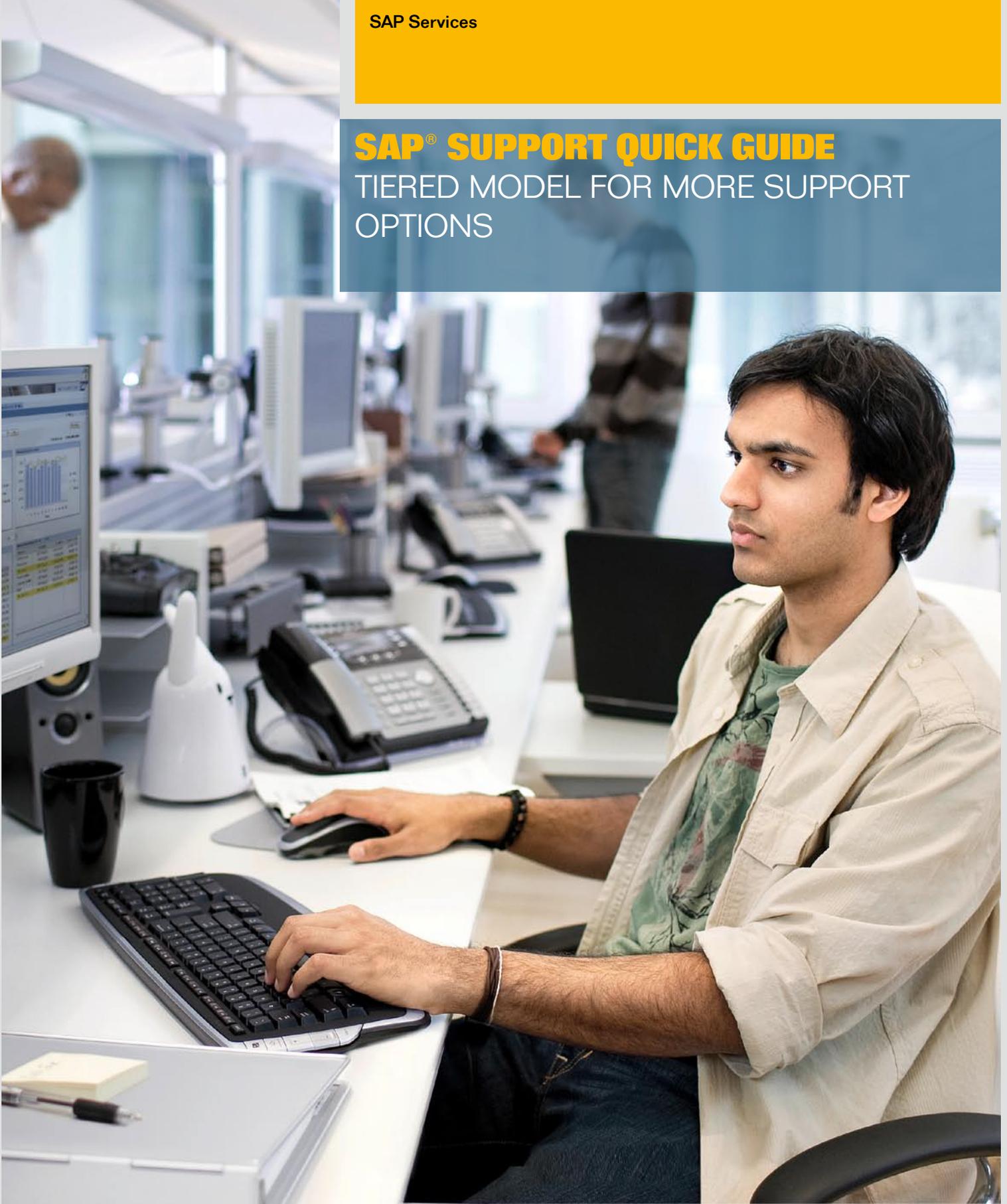


SAP Services

SAP® SUPPORT QUICK GUIDE
TIERED MODEL FOR MORE SUPPORT
OPTIONS



THE BEST-RUN BUSINESSES RUN SAP™



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SUPPORT MODEL OVERVIEW

TIERED MODEL

In response to feedback we have collected from customers like you, SAP now offers a tiered support model consisting of the SAP® Standard Support option, SAP Enterprise Support services, and supplemental support offerings, such as SAP MaxAttention™ support and SAP Safeguarding services.

Key Points

SAP offers a consistent, global approach with a choice between SAP Standard Support and SAP Enterprise Support for all new and existing customers. Key facts include the following: beginning January 1, 2010, new and existing customers can choose between SAP Standard Support at a current list price of 18% and SAP Enterprise Support at a list price of 22%.

Organizations need proactive expert support and advice that can help them manage their business complexity.

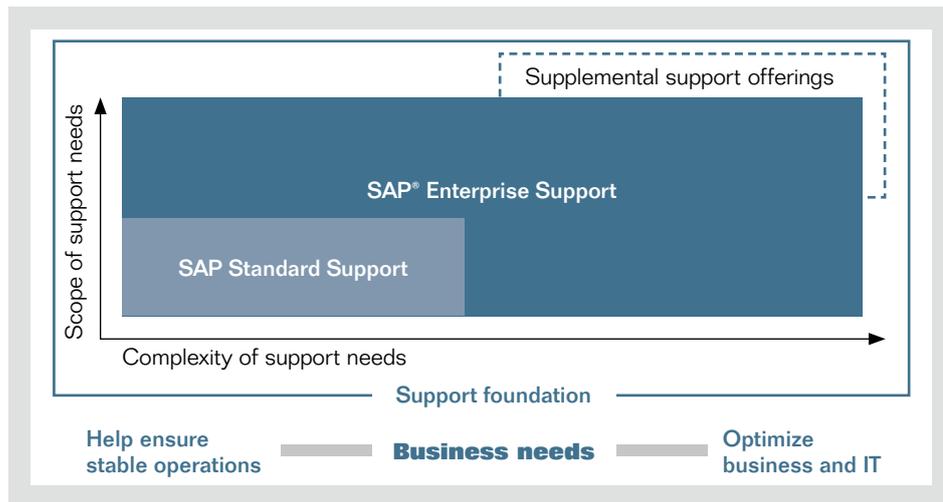


Figure: SAP® Support Offerings

SAP ENTERPRISE SUPPORT

PROACTIVE EXPERT SUPPORT AND ADVICE

Competing in today's global marketplace increasingly requires organizations to operate complex IT landscapes that are shaped by global business networks and innovative business processes at a competitive total-cost-of-ownership level. As a result, organizations need proactive expert support and advice that can help them manage their business complexity, which requires integrating solutions across an IT ecosystem and optimizing their complete application lifecycle.

With SAP Enterprise Support, you gain IT benefits that turn into business benefits:

- **Improved business user productivity** – You get access to continuous quality checks (CQCs) targeting improving business process performance. These include remote optimization, data volume management, and security optimization. In addition, SAP provides service-level agreements (SLAs) for priority 1 and 2 messages in an effort to minimize interruption to business processes availability.
- **Business enablement via internal expert knowledge** – You get access to expert knowledge to assess usage of custom code as well as explore the availability of standard code that covers the same functionality. In addition, the Run SAP methodology provides a governance framework to make business user-IT interaction more efficient. SAP also provides business process exception reports to enable continuous improvement of business rules.



SAP offers a consistent, global approach with a choice between SAP Standard Support and SAP Enterprise Support for all new and existing customers.

- **Improved operational efficiencies** – With application lifecycle management (ALM) methodology and end-to-end solution operation standards, you can leverage mature best practices to simplify operations via automation and improved transparency.
- **Integrated SAP operational tools** – The SAP Solution Manager, enterprise edition, supports you and streamlines the operational management of the SAP solution, covering elements such as service desk, job scheduling, monitoring and reporting, change and test management, and root cause analysis, just to name a few. SAP Enterprise Support services customers

benefit from enhanced usage rights for the service desk functionality in SAP Solution Manager, now supporting their complete SAP solution.

SAP Enterprise Support provides support across an application's entire lifecycle, from implementation and testing, to maintenance and operations, to monitoring, optimizing, and upgrading. As a result, you can acquire the state-of-the-art tools, techniques, content, and best practices that can help you protect and support your IT landscape. With such cutting-edge knowledge, you can achieve your business goals.

Scope of SAP Enterprise Support

Area	Functionality
Standard support deliverables	<ul style="list-style-type: none"> ■ Knowledge base via the SAP® Service Marketplace extranet incident support, including notes and support packages ■ Access to standard system health checks ■ Access to innovation via enhancements packages and releases
Support advisory as your SAP Enterprise Support value advocate	The support advisory center, which consists of professionals aiming to drive value to your organization
SLAs for priority 1 and 2 messages	SLAs (with penalties) for SAP to provide a solution, workaround, or action plan for priority 1 and 2 messages, if applicable
Expert team to restore operations in production-down situation, including custom code support	Access to a team of experts tasked with restoring customer's business to normal operation
Proactive remote optimization services	<ul style="list-style-type: none"> ■ Remote optimization services targeting data growth, CPU utilization, business process, and security optimization ■ Services positioned by SAP to address specific customer issues ■ Specific recommendations to resolve reported issue
Quality management standards	<ul style="list-style-type: none"> ■ Quality gate (Q-gate) management, which controls the quality of software changes via quality gates – a Q-gate is a milestone in project administration of SAP Solution Manager, enterprise edition ■ Enablement on SAP Solution Manager, enterprise edition, via expert-guided implementation sessions
Support on custom code usage	<ul style="list-style-type: none"> ■ A custom code template for comprehensive solution operations standards and SAP Solution Manager, enterprise edition, as custom code document repository ■ Custom code maintainability check and customization justification services ■ Accelerated innovation enablement service, which provides you with access to SAP support architect as part of planning innovation activities
Change and testing management	Business process change analyzer, which compares the objects included in a transport to the objects contained in the used transactions (since every object is clearly assigned to a certain transaction in a certain scenario, business process, or process step, you can determine precisely which parts of a business process hierarchy are affected by the change)
Support and enablement to get the most out of SAP tools and methodologies: <ul style="list-style-type: none"> ■ SAP Solution Manager, enterprise edition ■ Run SAP methodology 	<ul style="list-style-type: none"> ■ Organization governance ■ IT-business priorities alignment ■ Operational efficiencies
Extended maintenance for mySAP™ ERP 2004 releases; SAP R/3® software, version 4.6c; and SAP R/3 Enterprise software, version 4.7	Extended maintenance for SAP R/3 4.6C, SAP R/3 Enterprise 4.7, and mySAP ERP 2004 releases
Predictability of maintenance fees	Predictable fees, which help to lessen the challenges of planning a budget in the current economic climate

SAP STANDARD SUPPORT

SERVICES AND TOOLS TO HELP YOU MINIMIZE COST AND RISK

SAP Standard Support delivers support services to help you enable continuous and effective IT operations. This level of support provides you with the services and tools that help you to minimize the cost and risk associated with keeping your systems up and running.

SAP Standard Support delivers the following to your organization:

- **Incident support, including notes and support packages** – Helps you support smooth IT operations, with around-the-clock issue resolution and escalation, including 24x7 access to the SAP Notes tool database for break-fix resolution

- **Access to standard system health checks** – Provides you with standard services aimed to help you mitigate basic project risks; SAP GoingLive™ Check service, SAP OS/DB Migration Check service, and SAP EarlyWatch® Alert service
- **Knowledge base via SAP Service Marketplace** – Provides SAP knowledge and expertise to help you operate and optimize your applications
- **Access to innovation via enhancements packages and releases** – Provides you with the ability to keep your applications tuned to functional, technological, and regulatory developments

From implementation to operations, SAP Standard Support helps you run SAP solutions efficiently and enables IT to support your business objectives. With SAP Standard Support, you gain the following business benefits:

- Reliable response to technical disruptions
- Sustained system integrity

Scope of SAP Standard Support

Area	Functionality
Incident support	<ul style="list-style-type: none">▪ 24x7 message processing for messages with “very high” priority▪ Access to SAP® Notes database▪ Bug fixes and notes▪ Support packages
Innovation	<ul style="list-style-type: none">▪ Enhancement packages▪ Releases▪ Legal changes▪ Technology updates
Remote services	<ul style="list-style-type: none">▪ SAP EarlyWatch® Alert▪ SAP GoingLive™ Check▪ SAP OS/DB Migration Check
SAP Solution Manager, enterprise edition	<ul style="list-style-type: none">▪ Functions for software implementation and maintenance▪ Limited functionality

SUPPLEMENTAL SUPPORT OFFERINGS

ADDITIONAL SUPPORT FOR INDIVIDUAL NEEDS

In addition to SAP Standard Support and SAP Enterprise Support, SAP also has supplemental support offerings:

- **SAP MaxAttention** – Our tailored support offering with a full range of services customized for your individual needs, driven by an on-site technical quality manager
- **SAP Safeguarding** – Our project-based offering to help you manage risks and enable the technical robustness of your SAP solutions during implementation, upgrade, and operations



SAP Enterprise Support provides support across an application's entire lifecycle. As a result, you can acquire the state-of-the-art tools, techniques, content, and best practices that can help you protect and support your IT landscape. With such cutting-edge knowledge, you can achieve your business goals.

SUPPORT COMPARISON

CHOOSING THE SERVICE YOU NEED

The following table shows a comparison of which services and benefits are offered by the different support options.

Comparison of Services and Benefits

Service*	Business Benefit	SAP® Enterprise Support	SAP Standard Support
Service-level agreements	Response times and penalties to decrease downtime	✓	
Expert-guided implementation service	Special services to ramp up and prepare for smooth operations	✓	
SAP® Enterprise Support services report	Customer-specific status report focused on support operations	✓	
24x7 root cause analysis	Experts restore operations in high-risk situations	✓	
Continuous quality checks	Identify risks before they cause serious issues for proactive and reactive monitoring	✓	
24x7 access to support advisory center	24x7 access to advisers for smooth operations	✓	
Accelerated innovation enablement	Access to expert support days to identify areas for innovation helps with continuous improvement	✓	
Extended maintenance for select releases	Increased flexibility to define a suitable time for an upgrade	✓	
Enablement of operations standards	Enablement to establish standardized processes to enable smooth operations and continuous improvement	✓	✓
Basic support services	Basic support services to keep your system up and running, like access to SAP Notes and SAP Service Marketplace extranet	✓	✓
SAP Solution Manager, enterprise edition, for support purposes	Application management to maintain visibility across landscape	✓	✓ (Limited usage rights)

Summary of the SAP Support Benefits

Your benefits include:

- A choice in your support options – giving you the flexibility you’ve been asking for
- Support options to suit every business situation
- Price for SAP Enterprise Support ramp-up capped at the 2009 price list rate
- A partner that listens and takes your feedback very seriously

For More Information

To learn more about SAP’s tiered support model, call your local SAP representative or visit our Web site at www.sap.com/support.

*Note: Some functionality may not be available for SAP BusinessObjects™ software customers.

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