



2019

THE ICC, BIRMINGHAM
1-3 DECEMBER

Determining and Delivering Business Outcomes in the Cloud Through Preferred Success

December 2, 2019

ENGAGING MINDS | EMPOWERING SUCCESS

#UKISUGCONNECT

Agenda

- **Cloud Mindset – An Introduction**
- **Business Outcomes – Why Are They Important?**
- **Business Outcomes – Techniques for Determining them**
- **Business Outcomes – Some Real-Life Examples**

Cloud Mindset As a Driver of Change Management & Innovation





What is a **Cloud Mindset**?

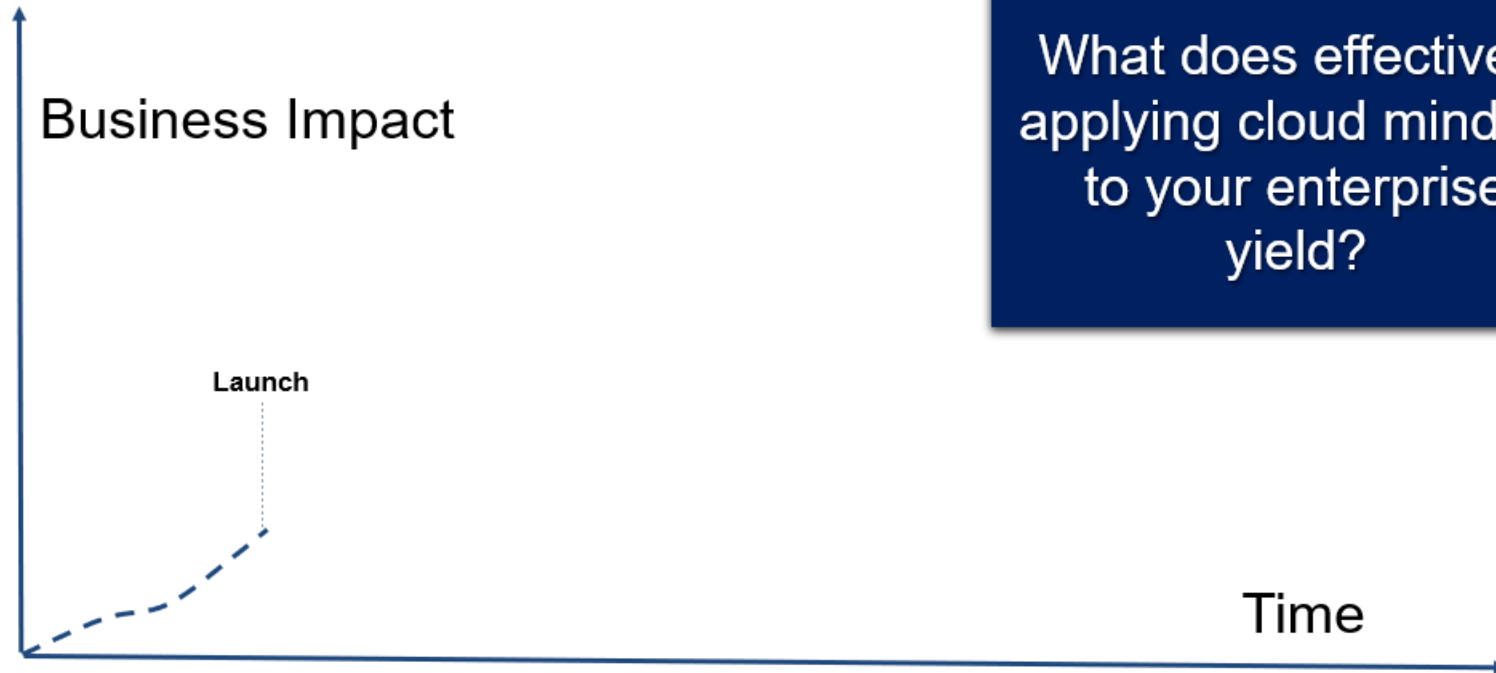
A cultural and structural shift that must take place within an organization to support successful business innovation via utilization of cloud technologies.

Why does **Cloud Mindset** matter?

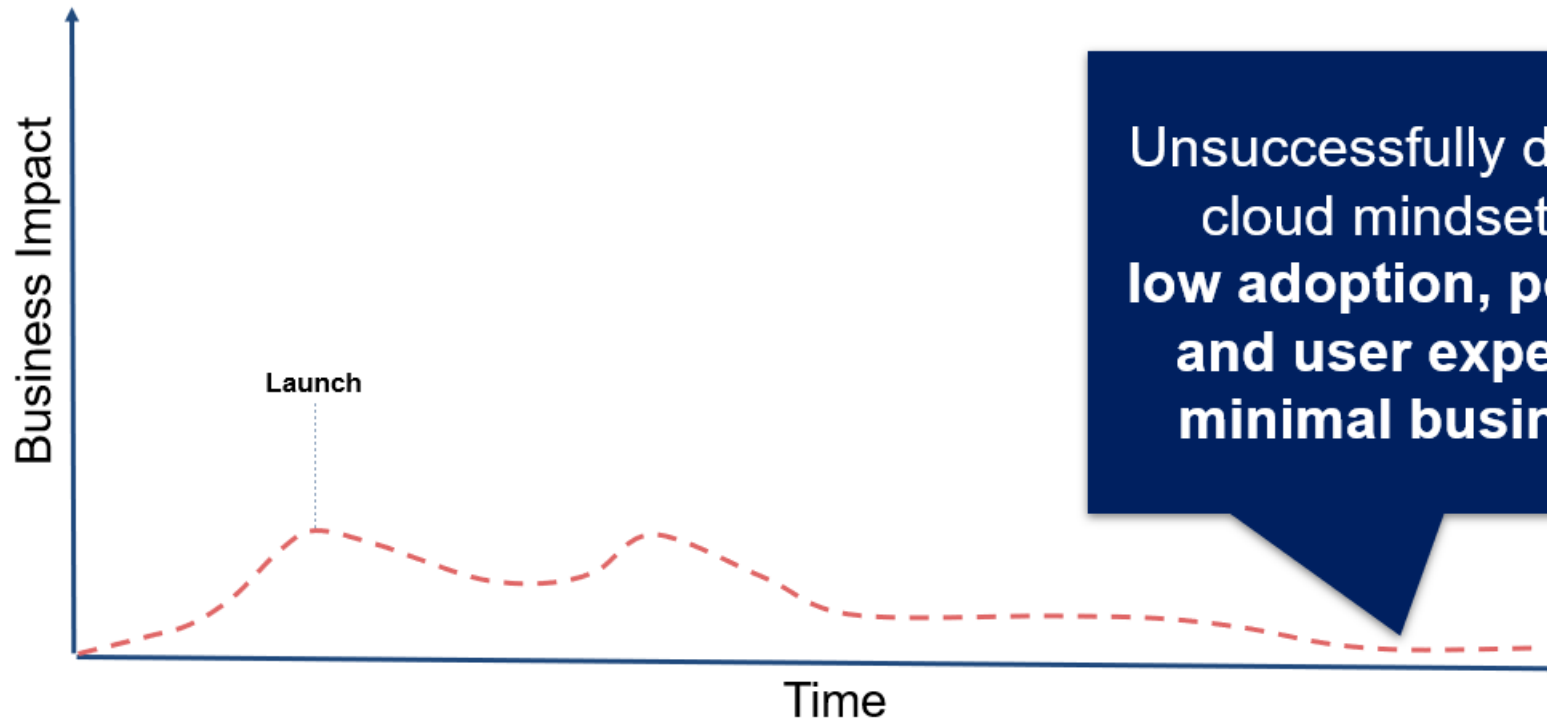
Sungard Availability Services surveyed 276 IT professionals and the top two reasons indicated for why cloud computing implementations fail were:

- **Lack of clearly-identified business objectives (55%)**
- **Lack of planning and resource allocation internally (42%)**

Software as an Event vs. Software as a Process

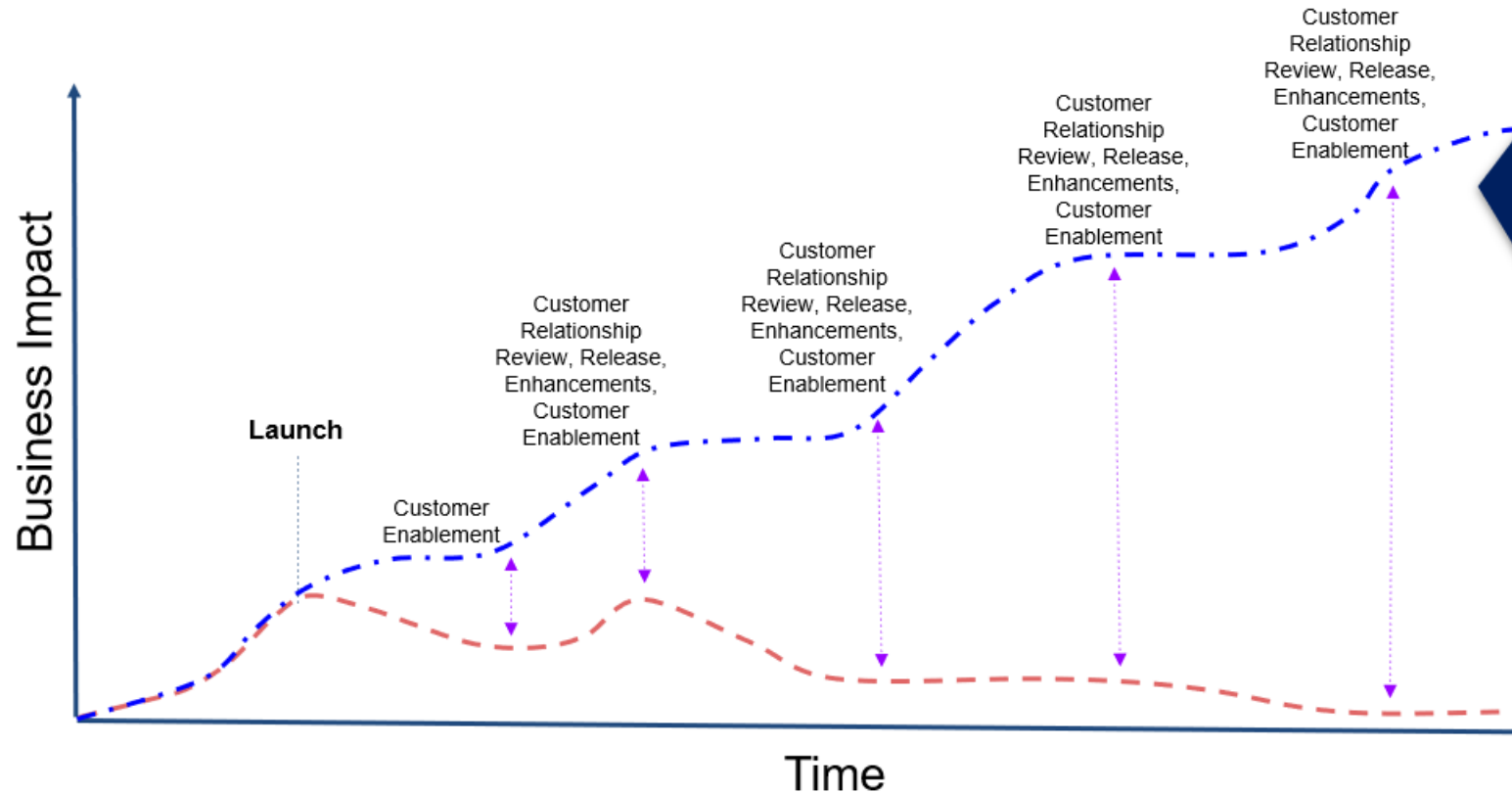


What does effectively applying Cloud Mindset to your enterprise yield?



Unsuccessfully driving towards cloud mindset shift yields **low adoption, poor customer and user experience, and minimal business impact**

What does effectively applying Cloud Mindset to your enterprise yield?



Successfully adopting a cloud mindset enables **high adoption, continuous innovation, and alignment against shifting business needs**, yielding increasing value realization back to the business over time.

Business Outcomes: Why are they important?



Customer Service

**C4C
makes my
life easier**

**Preferred
Success is
great!**

The Customer
Success Manager
Always Answers His
Phone

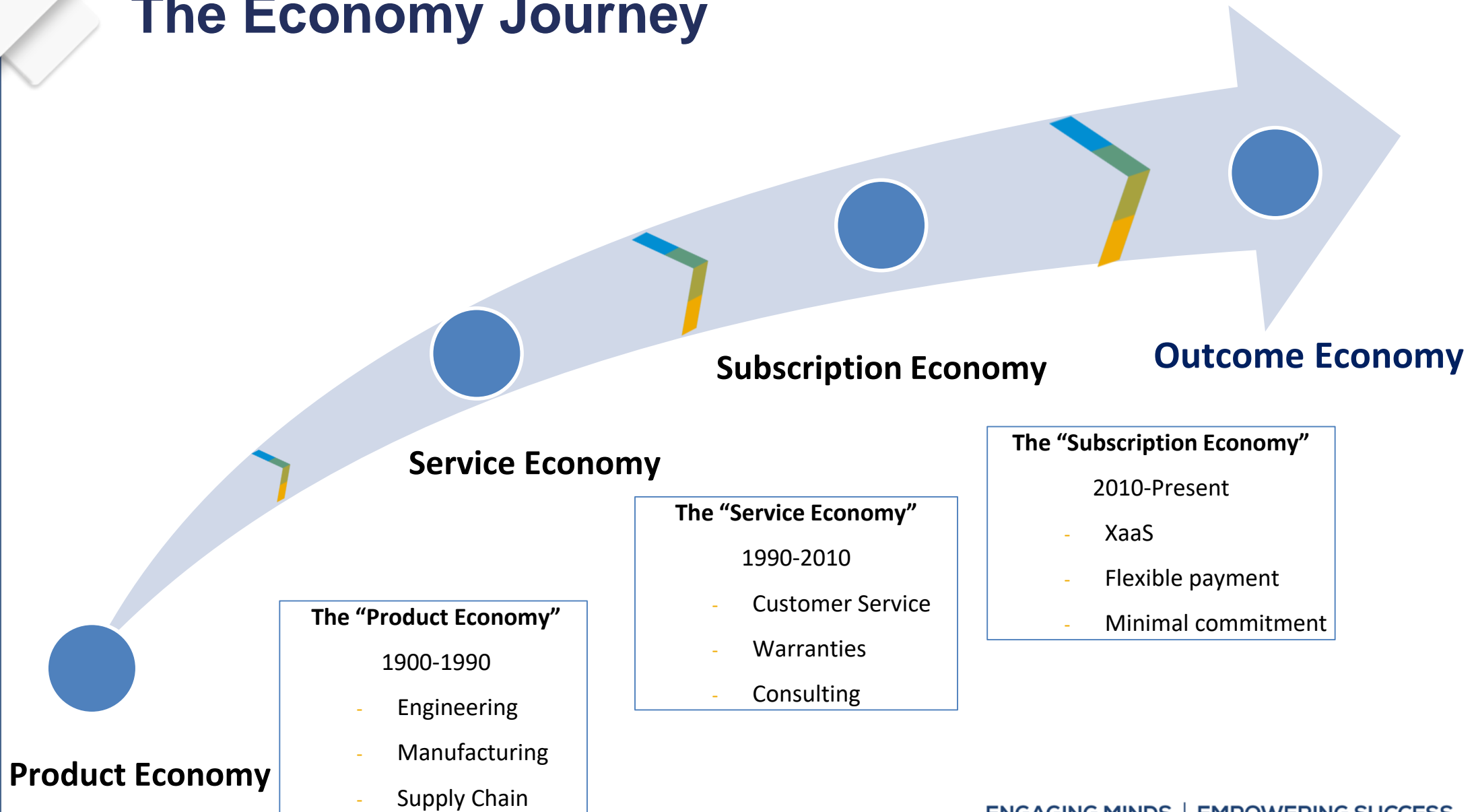
Customer Success

Expert Services helped
highlight features which
improved our integration
success rate from 75% to
95%

Our average call
time has reduced
from 320s to 245s
thanks to a
Success Check

The Customer Success
Manager provides feature
adoption guidance which
saves £100k in OpEx a year

The Economy Journey



The “Outcome Economy”

- Our customers now require:
 - Customer intimacy
 - Outcome-based selling
 - Outcome-based pricing
 - Outcome types relevant to them:
 - Support (incidents/stability)
 - Adoption (product)
 - Business (tangible & financial)

Only 54% of B2B customers strongly agree that their account teams (Sales/Account Management/Customer Success) are trusted advisers

46% of customers strongly agree that their vendor or partner always delivers on what they promise (were sold)

31% of B2B customers believe their supplier understands their needs



Question...

What are the steps you can take to validate realized benefits and how they compare to stated goals within your organization?



Conversation Starters

Why did you make the decision to purchase this solution?

What *Business* challenge were you looking to solve?

What are your and your team's KPIs for the next year?

What will the impact be to you and your team if nothing changes?

Things to Keep in Mind

- **Business Outcomes Should be Measurable and Quantifiable**
- **Look for:**
 - Reductions in Cost
 - Increases in Revenue
 - Process Improvements or Efficiencies
- **Create KPIs to track progress and correct as needed**

Business Outcomes – Examples

OUTCOME

To reduce the number of customer complaints received by 15% by the end of 2020

OBJECTIVE 1

To reduce the average call handling time from **437** seconds to **391** seconds by **December 2019**, saving **£100k** in OpEx a year

OBJECTIVE 2

To increase the first call resolution percentage from **37%** to **70%** by **June 2020**, saving **£270k** in OpEx a year

OUTCOME

To utilise SuccessFactors as the sole end to end hiring platform, from recruiting through to onboarding

OBJECTIVE 1

Reduce the onboarding time from **60 days** to **30 days** by **31st December 2019** making savings of **£220k per year**

OBJECTIVE 2

Job requisitions on Recruiting Posting to increase from **0** to **5,000** per year by **30th October 2019**, making a saving of **£150k per year** in licensing costs

OPERATIONAL TACTICS

Discovery Workshops, Design Thinking, Success Checks, Expert Services, Enablement, Solution Launch Checks, Feature Adoption

OUTCOME

To improve the effectiveness of the end to end Compensation and Variable Pay cycle for 103K employees

OBJECTIVE 1

Implement the bulk download feature for compensation statements, to reduce the manual effort required from **150 days** to **0 days** saving **€30k per annum**

OBJECTIVE 2

7,000 managers now have real time visibility of their annual performance review budget, which has reduced the overall manual effort required from **28k hours** to **0 hours**, providing an estimated efficiency saving of **£280k per annum**

OPERATIONAL TACTICS

Discovery Workshops, Design Thinking, Success Checks, Expert Services, Enablement, Solution Launch Checks, Feature Adoption



Questions?



Thank You!

Michelle Gurney,
Director of Customer Success, UK & Ireland
SAP UK
michelle.gurney@sap.com