

SAP PartnerEdge

Program Evolution

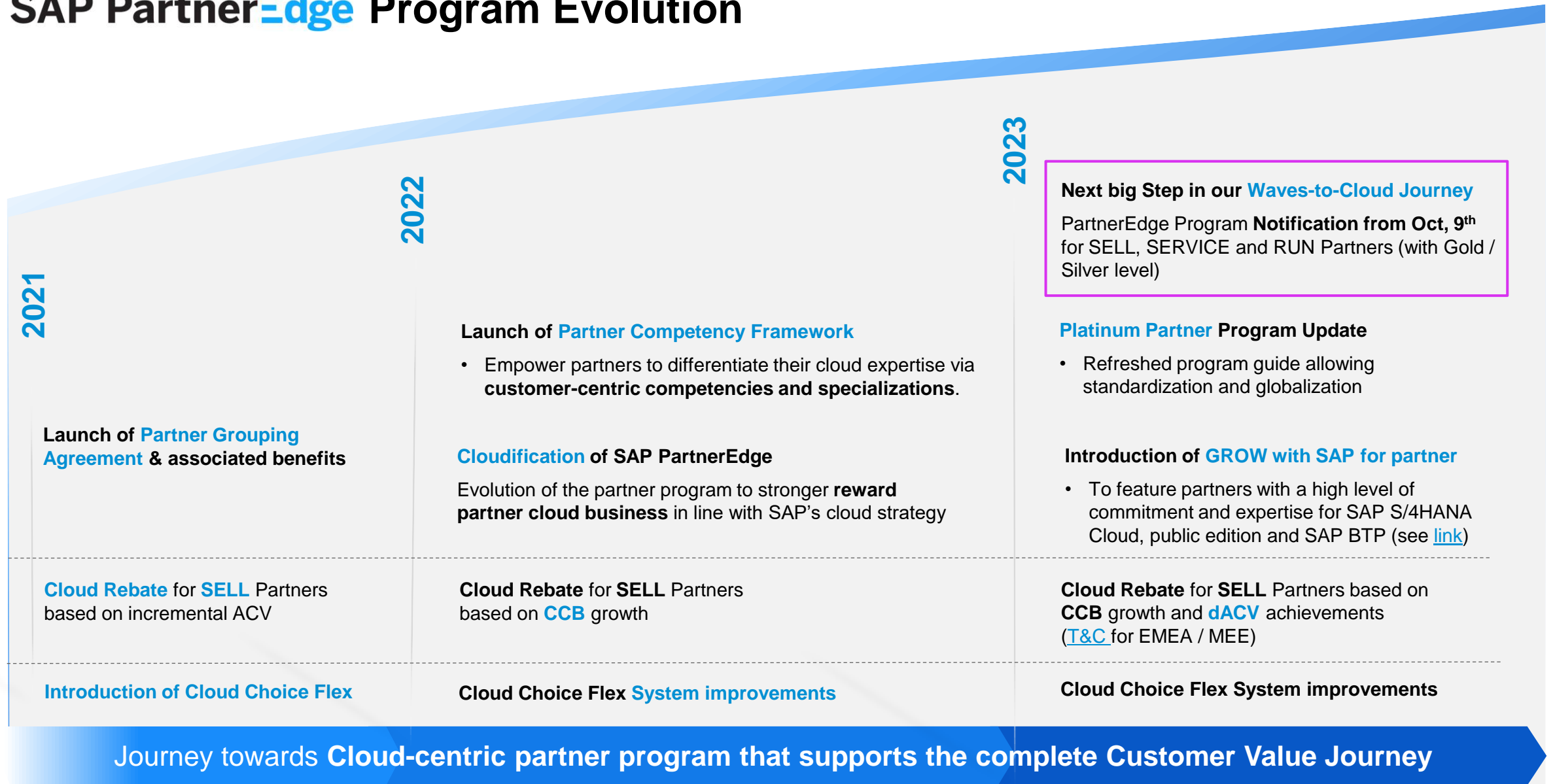
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November 23, 2023

INTERNAL – SAP and Partners Only



SAP PartnerEdge Program Evolution



Agenda – SAP PartnerEdge Program Evolution

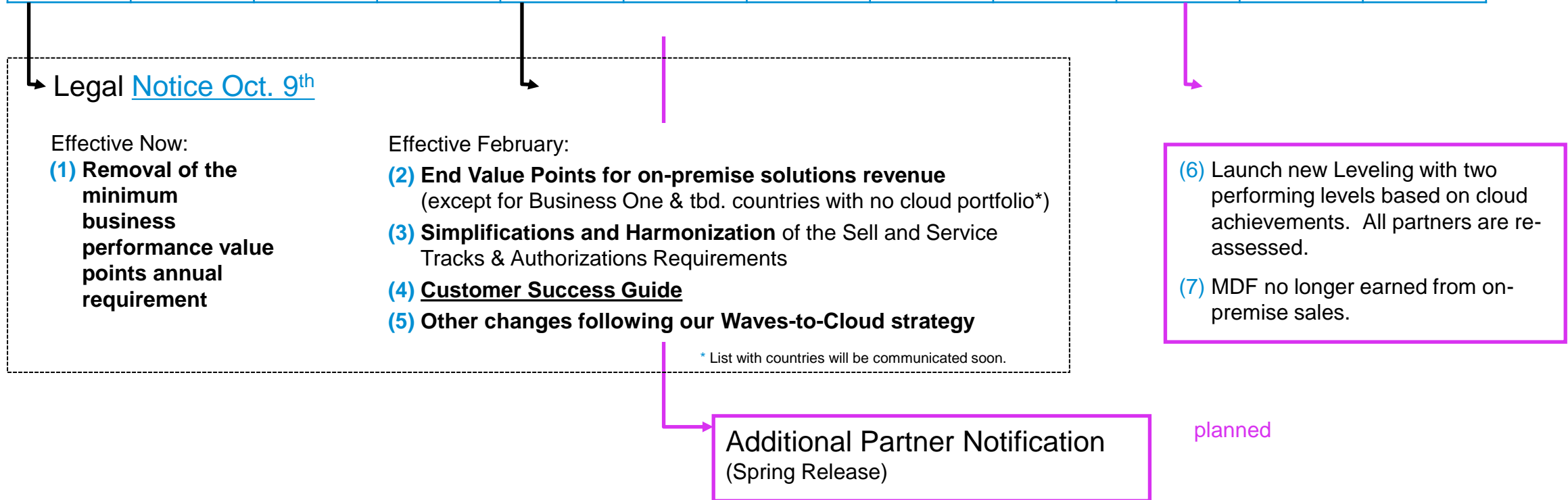
- 1) Overview PE Notification (Oct. 9th) and Outlook Spring Release**
- 2) Main program changes in Detail and Impact for you
- 3) New Customer Success Guide
- 4) Frequently asked Questions
- 5) Summary and Q&A

SAP PartnerEdge 2024 Program Changes | Directional

Communication and Timeline towards Cloud-centric partner program

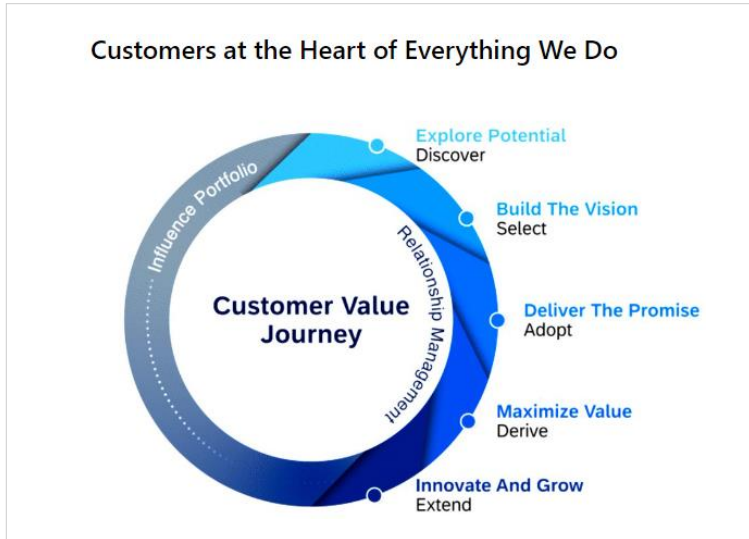


Q4 2023			Q1 2024			Q2 2024			Q3 2024		
Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept



Need for Cloud-centric partner program that supports the complete Customer Value Journey

Outlook for SELL, SERVICE and RUN
 (Changes planned for July 2024)
 Work in Progress, final design and naming may vary



Remarks

- New Point Metric for Level based on Cloud KPI only
- Level aggregated per local PE contract
- Attractive starter conditions for New Partners planned
- Exceptions for Business One Partners

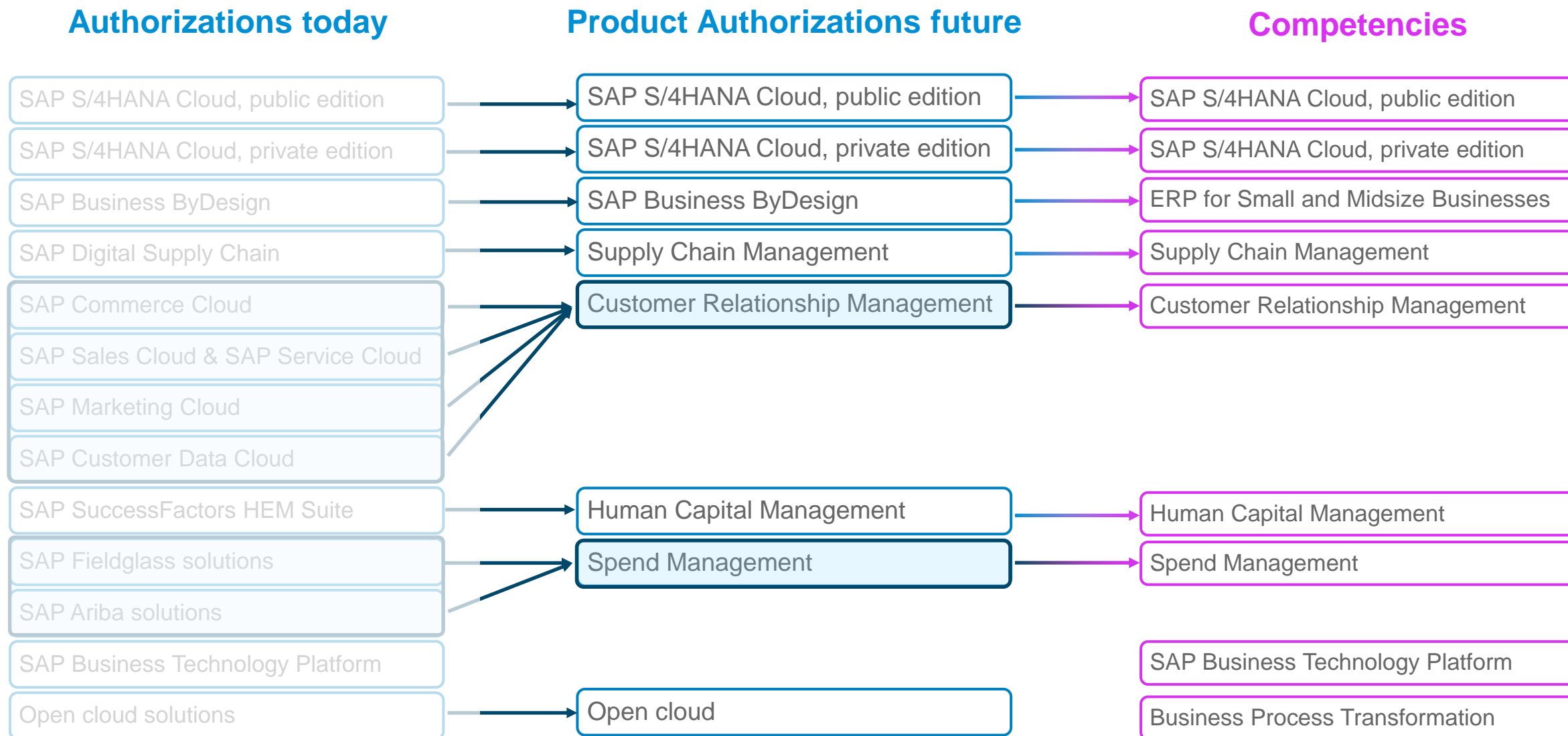
Partners can continue using the silver and gold partnership logos
 (Platinum remains on invitation only)

Number of Partners	few	<p>(partner fully aligned to SAP strategy)</p>	Strong in Cloud	Highly attractive	
		<p>(partner starting cloud journey)</p>	Essential Cloud sales or delivery in at least one cloud LoB		Medium
		<p>(partner without achievements in cloud)</p>	New or no Cloud		Less
many				PE Benefits / Commercials	

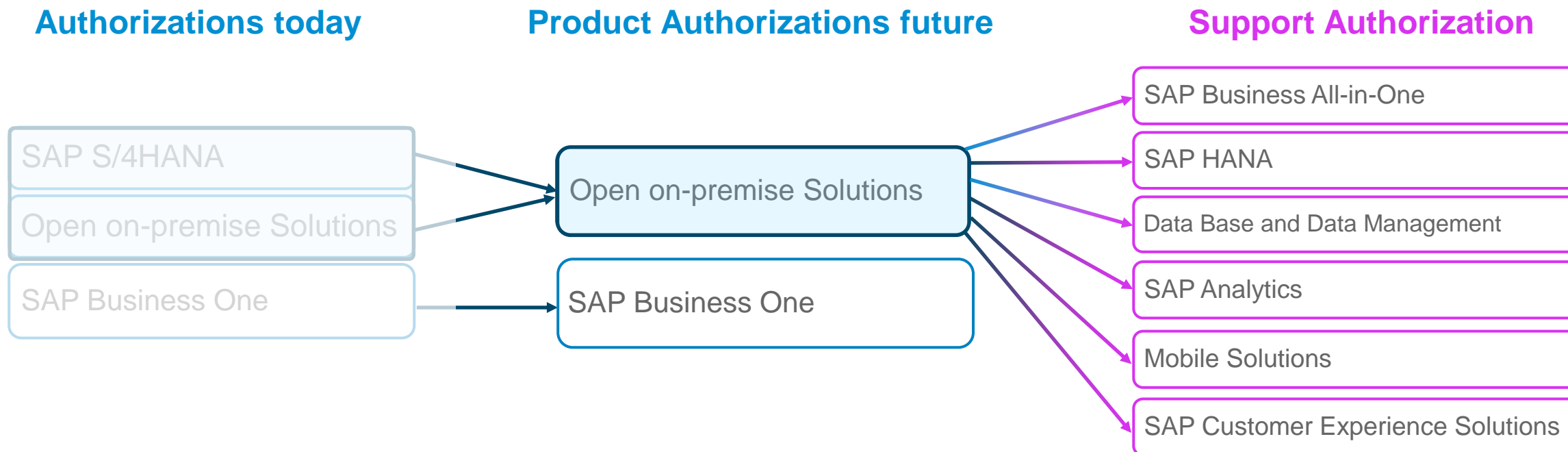
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New Sell **Cloud** Authorizations harmonized with corresponding competencies



New Sell **On-Premise** Authorizations structure

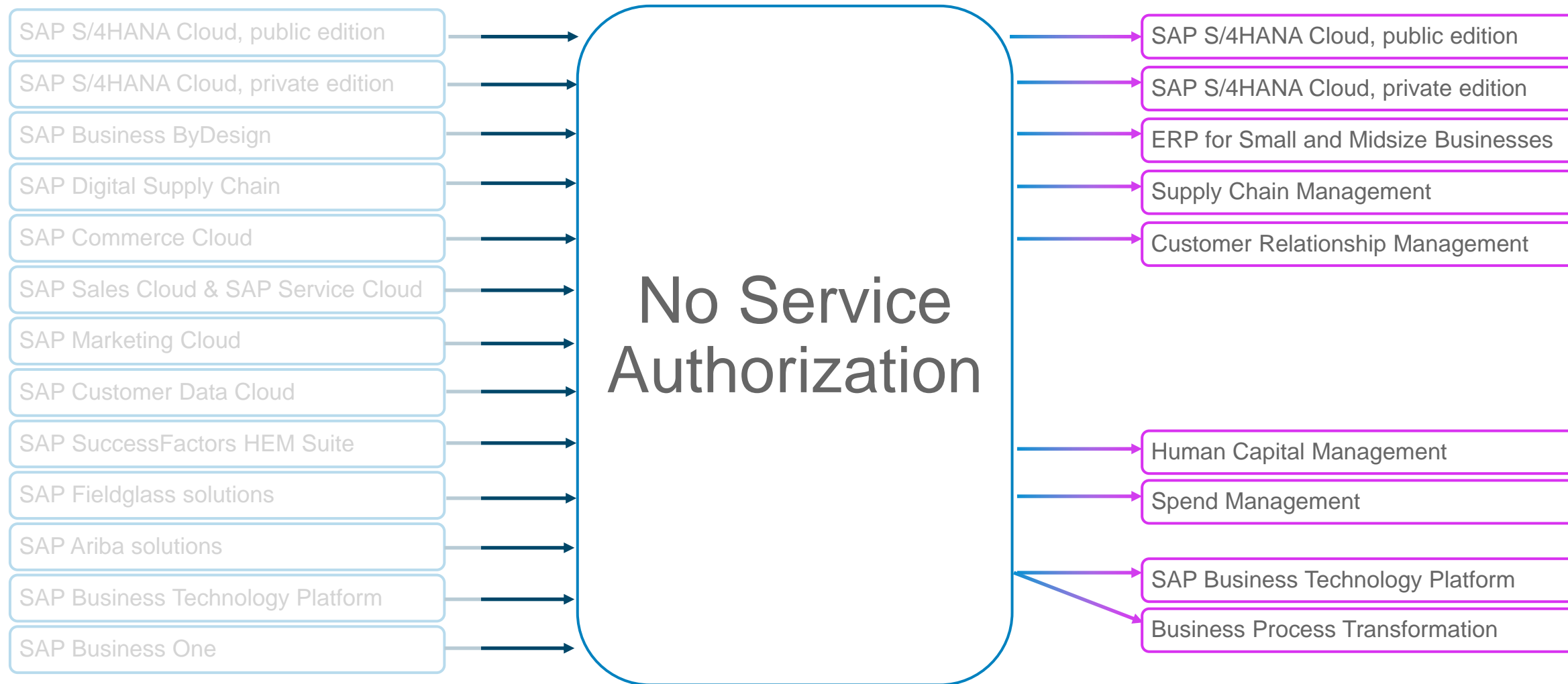


New Service Authorizations structure

Authorizations today

Product Authorizations future

Competencies



New Sell Track Requirements

Sell Track Requirements

GENERIC PROGRAM ENTRY AND ONGOING PROGRAM REQUIREMENTS – remain unchanged

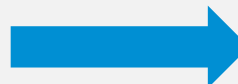
Annual Program Fee

- 1 SAP PE Program Agreements
- 1 Valid Due Diligence
- 1 Compliance Training
- 1 Business Plan
- 1 Accounts Payable in good standing

TRACK REQUIREMENTS

Today

- 1 Minimum 1 **Sell Authorization**
- 1 Minimum 100 **Business Performance Value Points**



Q1 2024

Competency
(*product specific*)
– or –



- 1 **3 Consultants at entity level***
- 2 **5 at group level with a partner**

1 Partner Local Entity

2 Partner Group Level

* Any current certification counts (incl. OP)

New Sell Authorization Requirements

To be Product authorized:

Annual Program Fee

- ① 1 Sales role
- ① 1 Presales role
- ① 1 CEE role
- ① 1 Cloud Arch. (some products)

Today

- ① 3 Consultants
- or –
- ② Cross Border Certification

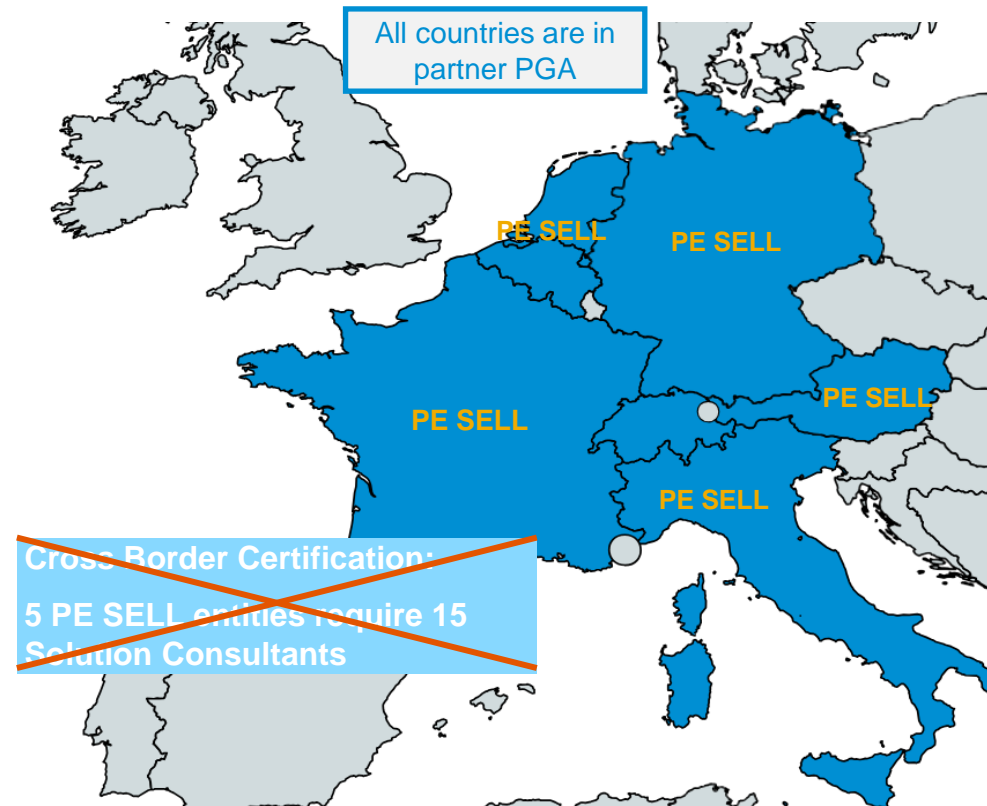


Q1 2024

- Competency (product specific)**
- or –
- ① 3 Consultants
- ② 5 Consultants



- ① Partner Local Entity
- ② Partner Group Level



Easier for Partners to expand with Cloud into additional Countries

[Partner Grouping Agreement - How to Apply](#)

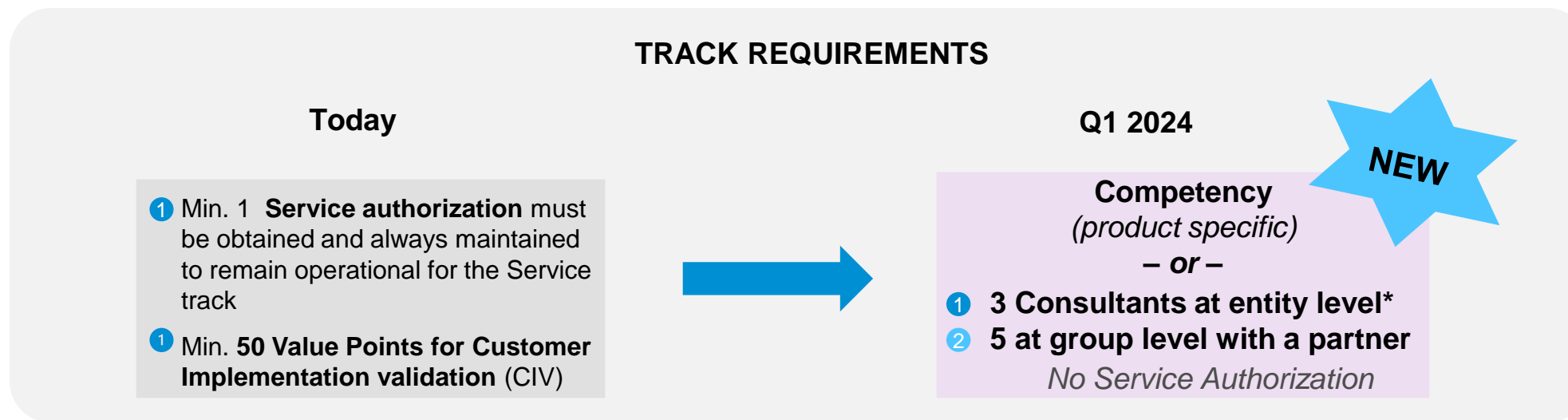
New Service Track Requirements

Service Track Requirements

GENERIC PROGRAM ENTRY AND ONGOING PROGRAM REQUIREMENTS – remain unchanged

Annual Program Fee

- ① SAP PE Program Agreements
- ① Valid Due Diligence
- ① Business Plan
- ① Accounts Payable in good standing



① Partner Local Entity

② Partner Group Level

* Any current certification counts (incl. OP)

2024 PartnerEdge Program Changes

New Path Forward: Case for Cloud

Effective February 2024:

- **No Value Points for on-premise solutions revenue (SELL & RUN)**

Earning will be stopped, except for SAP Business One and countries without an SAP cloud portfolio. List with affected countries will be available soon in our SAP PartnerEdge Portal.

January 2024 - level down as usual, next expected affected Level down – July 2024.

- **No Value Points for SAP certifications (SELL, SERVICE, RUN & BUILD)**

Value points earnings will be stopped for all SAP certifications. Earning for Qualifications will continue (10 Value Points).

VALUE POINTS TABLES FOR ALL REGIONS: SELL, SERVICE, AND RUN TRACKS

Sell Track Value Points

Value Points	Description			1 Value Point for Every X Euro or Dollar ¹ Revenue	Maximum Value Points per Sale	Maximum Value Points
Business Performance Value Points	Product portfolio	Measured by	Product category	Net new	150	600
	On premise	Indirect software license sale	A	0%		
			B	0%		
			C	400		

Competency Value Points

	Activity	Value Points per Activity	Maximum Value Points
Competency Value Points	All eligible qualifications	10	200

Competency Framework

2023 Portfolio Updates

10 Competencies at solution area, line-of-business, and end-to-end business process

28 Specializations at product and process level

Details:

- Enterprise Resource Planning competency renamed to SAP S/4HANA Cloud, public edition and private edition
- New Supply Chain Logistics and External Workforce and Services specializations (Fieldglass)
- Business Transformation Services Competency and SAP Signavio solutions specialization release
- Introduction of the Intelligent Enterprise competency and specializations
- Requirement Changes for BTP Expert tier

Competency	Specialization
SAP S/4HANA Cloud, public edition	SAP S/4HANA Cloud, public edition
SAP S/4HANA Cloud, private edition	SAP S/4HANA Cloud, private edition
ERP for Small and Midsize Enterprises	SAP Business ByDesign
Supply Chain Management	Field Service Management
	Supply Chain Planning
	Supply Chain Logistics
Human Capital Management	Core HR and Payroll
	Talent Management
	Learning
	Compensation and Commissions
Spend Management	Business Network
	Procurement
	Strategic Sourcing
	Supply Chain Collaboration
	Supplier Management
	External Workforce and Services
Customer Relationship Management	Sales and Service
	Commerce
	Marketing
	Customer Data Platform
SAP Business Technology Platform	Database and Data Management
	Application Development and Integration
	Analytics and Planning
Business Transformation Services	SAP Signavio solutions
Intelligent Enterprise	Source to Pay
	Hire to Retire
	Lead to Cash
	Design to Operate

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Customer Success Guide

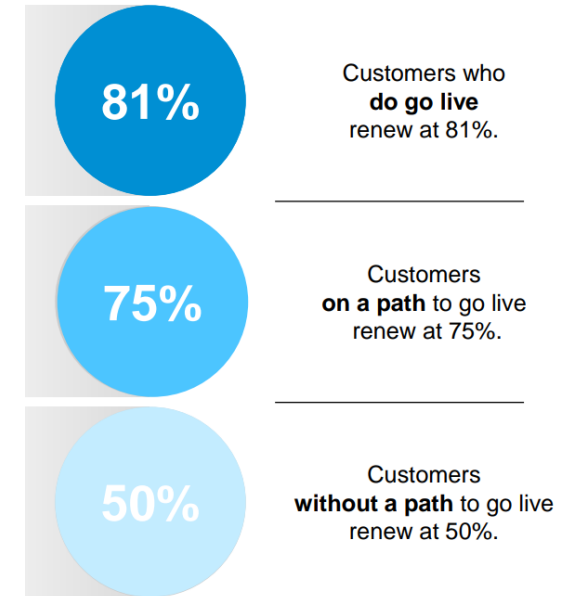
Delivering Customer Success together

[Link to the Guide \(Feb. 2024\)](#)



Customer post-sales engagement is key to **unlocking the full value** of SAP's cloud services. **SAP & Partners** are most successful when **working as one team**.

The **Customer Success Guide** clarifies roles and responsibilities and defines how we measure customer success.



1 Customer Success

2 How we measure

3 Success targets

4 Business Cadence

2

How we
measure

Project Updates - Responsibilities

Selling and Implementation by the **same party**

Partner Model	PE SELL (resell)	PE SELL (CCF w A&O)	PE RUN (PMC/BPO)
Role	Partner CEE	Partner CEE	Contract & Wave Partner
SAP for Me duties			
Initial Project (Wave) registration / creation	R, A	R, A	R, A
Ongoing project updates	R, A	R, A	R, A
Go-Live information	R, A	R, A	R, A

Legend:

R = Responsible for directly entering the data in SAP for Me

A = Accountable for proper data entry in SAP for Me

2

How we
measure

Project Updates - Responsibilities

Selling and Implementation by different parties

Model	PE SELL (resell)	PE SELL (CCF w A&O)	SAP DIRECT	PE SERVICE*
Role	Partner CEE	Partner CEE	SAP CSP	Wave implementation
SAP for Me duties				
Initial Project (Wave) registration / creation	A	A	A	A, R
Ongoing project updates	C, I	C, I	C, I	and A, R
Go-Live information	C, I	C, I	C, I	A, R

Legend: R = Responsible for directly entering the data in SAP for Me
 A = Accountable for proper data entry in SAP for Me
 C = Consulted (by implementation partner)
 I = Informed (in SAP for Me about project status)

* These duties may also apply to a different PE Sell partner acting in the capacity of implementation partner.

Introducing Customer Post Sales Success Metrics

KPI		Green	Yellow	Red
	Since contract start date:	Excellent status, with metric being on-target or better.	Below target status, with the metric requiring attention and improvement.	Poor status, with the metric being unacceptable and requiring immediate attention.
Adopt	Project Wave created in SAP for Me (%)	+ 3 months > 90%	90% - 50%	< 50%
	Waves in "red" health status (%)*	During implementation < 1.5%	2% - 1.5%	> 2%
Extend	Deployed ACV %	+9 months > 60%	60% - 40%	< 40%
	Renewal Rate	Contract renewal > 81%	81% - 65%	< 65%

* After Go-live is confirmed, "Customer escalation" is used as an indicator of customer success impairment.

PE Sell, Service, Run
PE Sell

Please Note:

- Customer Success metrics to become a measure of overall partner success, on-par with sales.
- Customer Success metrics provide basis for joint SAP/Partner business cadence.

Definition of Success Metrics

Understanding where each customer is on their value journey

2

How we measure

1.

Adopt

Project and Wave created in SAP for Me

Measure of the time passed since the contract start & the creation of the cloud implementation project in SAP for Me, expressed as share of all of Partner's contracts.

Wave health status (%)

Percentage of partner-led waves in implementation with green or yellow or red waves. The wave health status % is maintained for all ongoing implementations.

For more information see [Guided Partner Support](#) in SAP for Me.

% Projects with business go live

Percentage of waves of partner's customers with business go-live within specified timeframe from contract start date.

- [HPI Report](#)

Status	Comment	Actionable Insight
Not Started	Initial status which will be assigned automatically when creating a new wave.	Prioritize starting up the cloud implementation project consisting of project information and at least one wave.
Green	If implementation is running within budget, timeline, or expectation.	Keep the Project Card up to date in regular touchpoints to reflect progress and current status.
Yellow	When some aspect of the project is at risk or deserves special attention. These waves are highlighted with the information "project risk" to help you identify them easily.	Review why the project is flagged as yellow, and devise a joint plan (with customer, CEE and implementation party if different) to mitigate risks to move the status back to green.
Red	When some aspect of the project has fallen considerably behind, has encountered a major setback, is over budget, or is outside the expected parameters. Red waves are highlighted as "in escalation" due to the severity of the issues and related impact.	Reach out to the SAP counterparts to review why the project is flagged as red and is in escalation, and devise a joint plan to mitigate risks in order to move the status back to green.
On Hold	The implementation is not proceeding but is expected that it will proceed at some point in time in future.	As soon as you learn the wave is progressing again, align on regular touchpoints to review progress and status.

The responsibility for the completeness of the information, details and data relating to cloud implementation projects lies with the CEE. Responsibility for the accuracy of the information, details and data lies with the party that performs the implementation

2.

Deployed ACV %

New & Upsell Cloud ACV that has reached the Go-Live milestone within 3 quarters of the contract start date.

- [dACV Report](#)

3.

Extend

Renewal Rate / Churn

Ratio of continued contract volume divided by the total expiring volume in the respective period. The renewal rate is inversely related to the churn rate.

- [Renewal Report](#)

Customer Success & Partner benefits

4

Business
Cadence

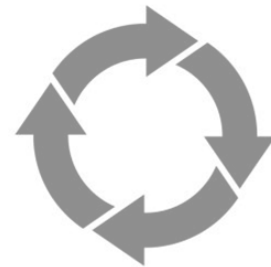
Benefits demonstrate the value of maintaining high customer success performance. By being committed to deliver on the customer value journey, partners can differentiate themselves in the market and build long-term relationships with customers.

COLLABORATION

- **Reduce project delays through closer alignment and increased collaboration.**
- SAP Support can better assist with tickets when project is known.
- **Fewer incidents turning into escalations.**

PROFITABILITY

- Accelerated earnings from **rebate** incentive (subject to regional availability).
- Increased **customer retention** as SAP and Partner identify potential risks.



BRAND

- **Live-Projects** feed into **Competency progression.**
- Pinnacle Award exclusive to partners with customer success.

STATUS

- Customer Success metrics increasingly to become drivers of status recognition (Spring Release/ work in progress).

New (monthly) PartnerEdge Health Check with Post Sales KPI (coming soon)

Draft

SAP PartnerEdge

SAP PartnerEdge Program Health Check – Update
[Partner Name] – [Partner ID]
Status as of XX, 202X

Dear Partner,

Please find below the latest status regarding your [Customer Success metrics](#) and [SAP PartnerEdge program requirements](#).

We have customized this update to help you better understand where to focus your time and resources to meet the needed requirements. Please refer to the [companion guide](#) and [SAP PartnerEdge Program Guide](#) for more details on the topics listed below.

In addition to the requirements described below, please maintain the information regarding your key contacts updated in Manage My Users (MMU) app, available through [SAP for Me](#). Click [here](#) to access the how-to guide for Security Managers.

Customer Success Performance Metrics:

Your Customer Success metrics indicate areas that **urgently need your attention**. We kindly request you to allocate time to address these concerns in collaboration with your SAP and customer contacts. Additionally, please provide a Recovery Plan (link) detailing the measures you intend to implement or have already undertaken to ensure the success and positive outcome of this project. Refer to [Customer Success Guide](#) for details.

Use "need your attention" if < 30 days
urgently need your attention" if > 30 days
need your immediate attention" if > 90 days.

Post-Sales Engagement Metric	Period	Benchmark/guidance	Status
Project Wave created in SAP for Me (%)	Within 3 months of contract start date	> 50%	41%
Project Wave Health Status (% in "red")	During Implementation	<= 2%	2%

Deployed ACV (%)	Go-live +9 Months since contract start	> 40%
Renewal Rate (%)	Contract Renewal	>65

SAP PartnerEdge Program Requirements:

The section below lists your company status related to Due Diligence, Compliance Training, Sell and Service Authorization, CCFlex Eligibility. Missing requirements displayed in red.

Due Diligence:

DD Project Status	DD Valid Until	New DD Project Starting Date	More Information
Approved	August 30, 2023	Not Started	Access here

Note: For SAP to renew your due diligence, your company needs a compliance contact maintained in systems. Contacts are updated via the Manage My Users (MMU) app, available through [SAP for Me](#).

Compliance Training:

Partnership Type	# Individuals Actual	# Individuals Required	Training
PE Sell			Access here

SAP PartnerEdge Sell and Service Authorization:

Partners with SAP S/4HANA Cloud, public edition Sell authorization are required to stay-current on the requirements. Important details regarding the Stay-Current program, individual exam direct links, and upcoming assessment schedules for SAP S/4HANA Cloud certifications.

SAP PartnerEdge Sell

Dimension	Role	Actual	Required	Trail
SAP S/4HANA Cloud, Private	Pre-sales consultant	0	1	Access here
SAP S/4HANA Cloud, Private	Sales Executive	0	1	Access here
SAP Digital Supply Chain	CEE	0	1	Access here
SAP Digital Supply Chain	Pre-sales Consultant	0	1	Access here
SAP Digital Supply Chain	Sales Executive	0	1	Access here
SAP Digital Supply Chain	Solution Consultant**	1	3	Access here

* For certification completion, please refer to the training courses under Become Competent section
** Paid certification. [Learning Hub, Partner Edition](#) is required to complete.

SAP PartnerEdge Service

Dimension	Role	Actual	Required	Trail
SAP SF HXM	Project Manager*	0	1	Access here


* May require subscription to [SAP Learning Hub](#).

Your Customer Success Performance...

Message Insert Draw Options Format Text Review Help PDF-XChange Table Design

To: PE Partner

Subject: Your Customer Success Performance is at Risk



Customer Success Performance At Risk

This email NEEDS YOUR IMMEDIATE ATTENTION, your Customer Success Performance is seriously impaired, please take actions now to remedy the situation as soon as possible.

[Call to Action](#)

Dear [input Partner contact name],

Customer post-sales engagement is key to unlocking the full value of SAP's cloud services, and today some metrics are in the RED and must be given your full attention before consequences management are initiated. Please find herewith the link to the [Customer Success Guide](#) and check the "Benefits and Program Implications" of the guide to see how engage with your customer & your SAP counterparts to return your customers' projects to a green status.

Recommended Mitigation Measures

The data highlights that your customer projects are affected by major setbacks, either delayed GL, over budget outside expected parameters or with unresolved customer's escalations. Failure to effectively remedy these flags will impact your SAP PartnerEdge Program benefits.

Please refer to the [Customer Success Guide](#), and refer to the "Customer Success Impairment and Mitigations" section of this document for guidance.

Post-Sales Engagement Metric	Period	Benchmark/guidance	Status
Project Wave created in SAP for Me (%)	Within 3 months of contract start date	>= 50%	41%
Project Wave Health Status (% in "red")	During Implementation	< 2%	20%
Deployed ACV (%)	Go-live +9 Months since contract start	>= 40%	20%
Renewal Rate (%)	Contract Renewal	>= 65%	60%

Suggested Additional Actions

- Review the actionable customer-specific measures previously agreed upon with your customer & SAP
- Reach out to the SAP counterparts & develop additional actionable measures specific to the project(s)
- Review what are the factors that have affected the project delivery
- Plan internal upskilling, if applicable, to prevent further instances of project delays or customer escalations

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ements in order to participate in Cloud Choice

What is it **Action Items**

unt information to [Create your vendor account](#)

Flex commissions [Create your CCFlex E-mail Alias](#)

s will be sent to [Create your CCFlex E-mail Alias](#)

your SAP representatives copied on this [sap.com](#).

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Frequently Asked Questions

Q: For new delivery capability program requirement (for PE Sell, PE Service), should 3/5 consultants be on one solution?

A: No, partner may maintain certified solution consultants on any solution (meaning can be mixed). For example: 1 SuccessFactors consultant, 1 S/4 HANA Cloud Private consultant, 1 Digital Supply Chain consultant.
(please note that Product Authorization is different program element)

Q: How can partners identify the changes and new requirements?

A: Starting February 2024, the updated products authorizations and program requirements will start appearing in the SAP for Me cards.

Q: Cross-border certification allows to pull consultants on a regional level, will this be changed?

A: Yes, possibility to pool certified solution consultants will be changed to a global level for partner group.

Q: What is the impact of the announced changes to the partner delivering support to their customers?

A: There is no impact of the announced changes to the partners participating in the Sell track and delivering support to their customers.

Q: What are the partner functions that received the legal notification about future changes?

A: Partner Notification group: Partnership Management and E-signature and Contract Management.

Q: How can partners maintain their delivered projects?

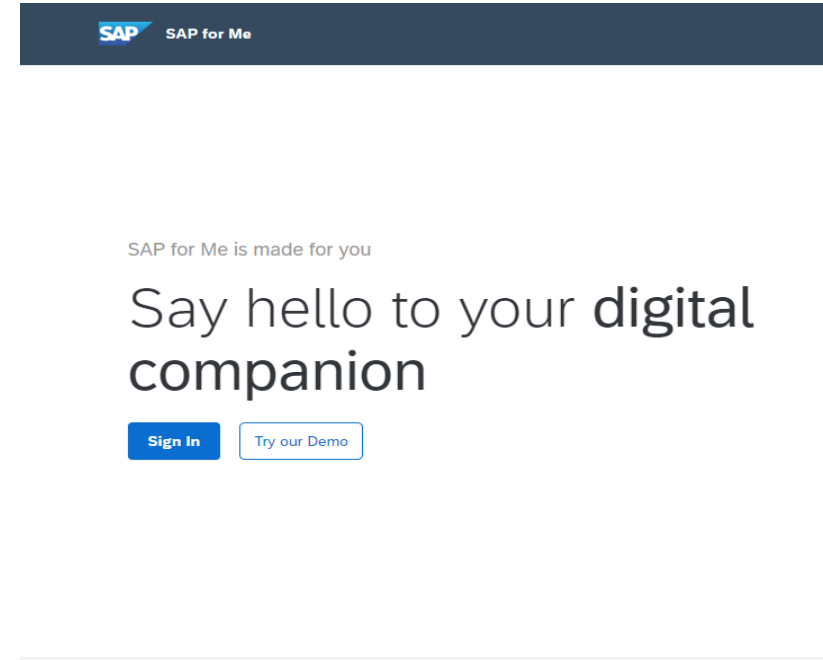
A: Partners can maintain their projects via the [SAP for Me](#) application.

SAP for Me

With [SAP for Me](#), you have one single interface to access operational information through one login resulting in a simplified engagement with SAP and a unified view of your partnership and customers data.

How to get required authorizations to use [SAP for Me](#):

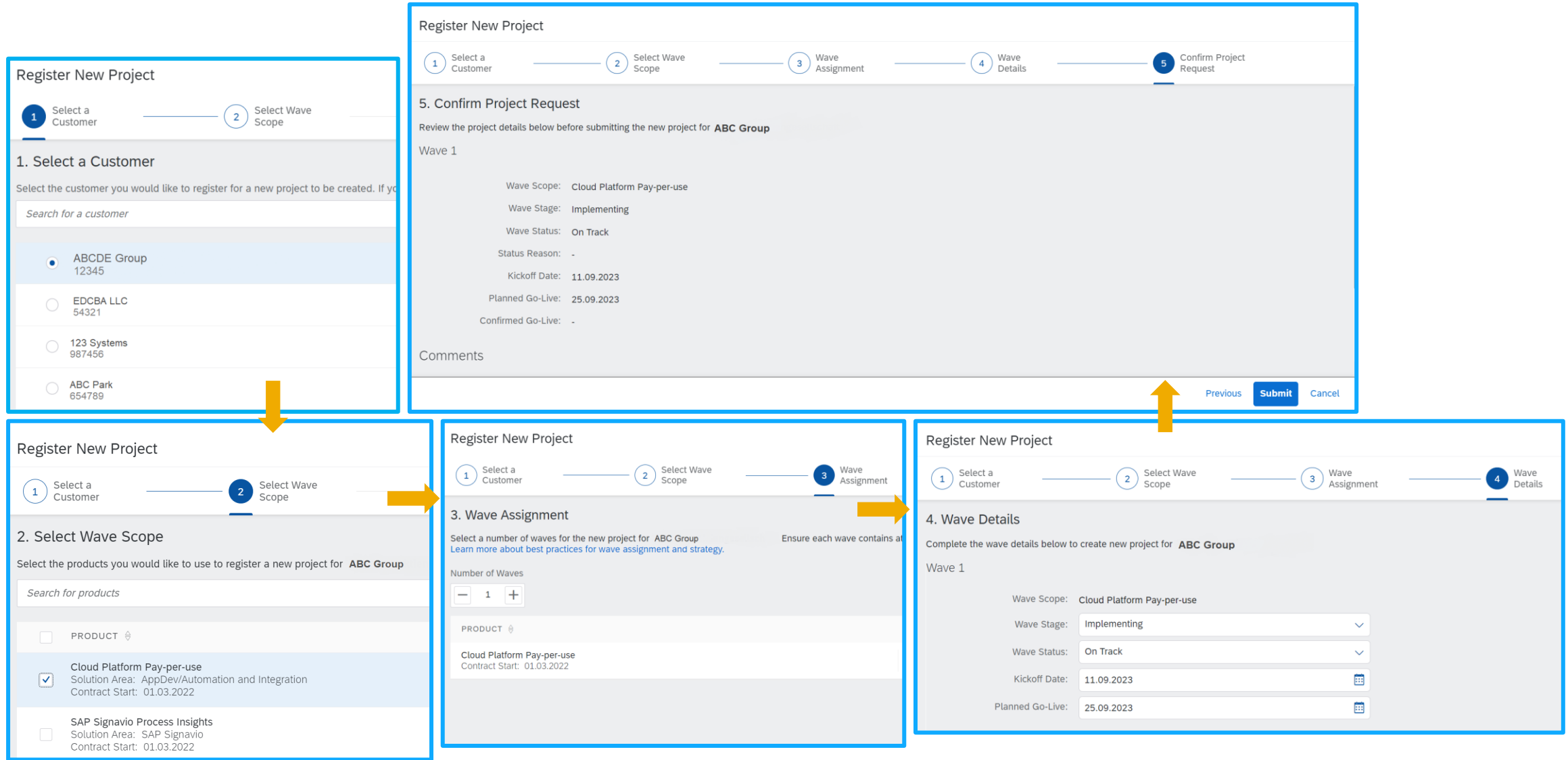
1. You need to have S-User ID or [SAP Universal ID](#), linked to an S-user ID.
2. If you don't have an existing S-user ID, you need to contact an administrator in your company to request an S-user ID. S-user IDs can only be generated for SAP customers and partners. If you don't know the administrators at your company, you can:
 - Visit the [SAP Customer Interaction Center \(CIC\)](#) for help.
 - You can also ask a colleague with an S-user ID. They can find [a list of all administrators](#) at your company in SAP for Me.
3. If you have S-user and you don't see information on a card in SAP for Me, you'll see a message on the card that you aren't authorized. In the message, select Company Administrators to open a list of administrators at your company. Select the name of an administrator, then select Send E-Mail to request access.
4. Here you can find information on [What permissions do you need for SAP for Me for Partners?](#)
5. [SAP for Me Online Help](#) – detailed [SAP for Me](#) instructions, how to request access, what's inside, dashboards explanation, etc.



SAP for Me - How partner can register a project. Step 1

The screenshot shows the SAP for Me Customer Success dashboard for Group ID 12345. The interface includes a top navigation bar with the SAP logo, a search bar, and notification icons. A left sidebar contains navigation options, with 'Customer Success' highlighted by a green box labeled '1.'. Below the sidebar, there are tabs for 'Contracts', 'Adoption', and 'Delivery', with 'Delivery' selected and boxed with a green box labeled '2.'. The main content area displays 'Customer Cloud Projects (0 entries)' with a search bar and a 'Register New Project' button, which is highlighted by a green box labeled '4.' and pointed to by a green arrow. Below this, there are five status indicators: 'WAVES IN ESCALATION' (red), 'WAVES AT RISK' (orange), 'WAVES ON TRACK' (green), 'WAVES ON HOLD' (grey), and 'WAVES NOT STARTED' (grey). A table header is visible with columns for 'CUSTOMER NAME', 'PROJECT ID', 'SOLUTION AREA', 'WAVES', and 'SAP CONTACTS', and the table content shows 'No data'. On the right side of the main content area, a vertical scrollbar is highlighted with a green box labeled '3.'. At the bottom, a 'Fast Access' section contains four tiles: 'SAP Help Portal', 'openSAP', 'Value Lifecycle Management', and 'SAP Learning Hub'.

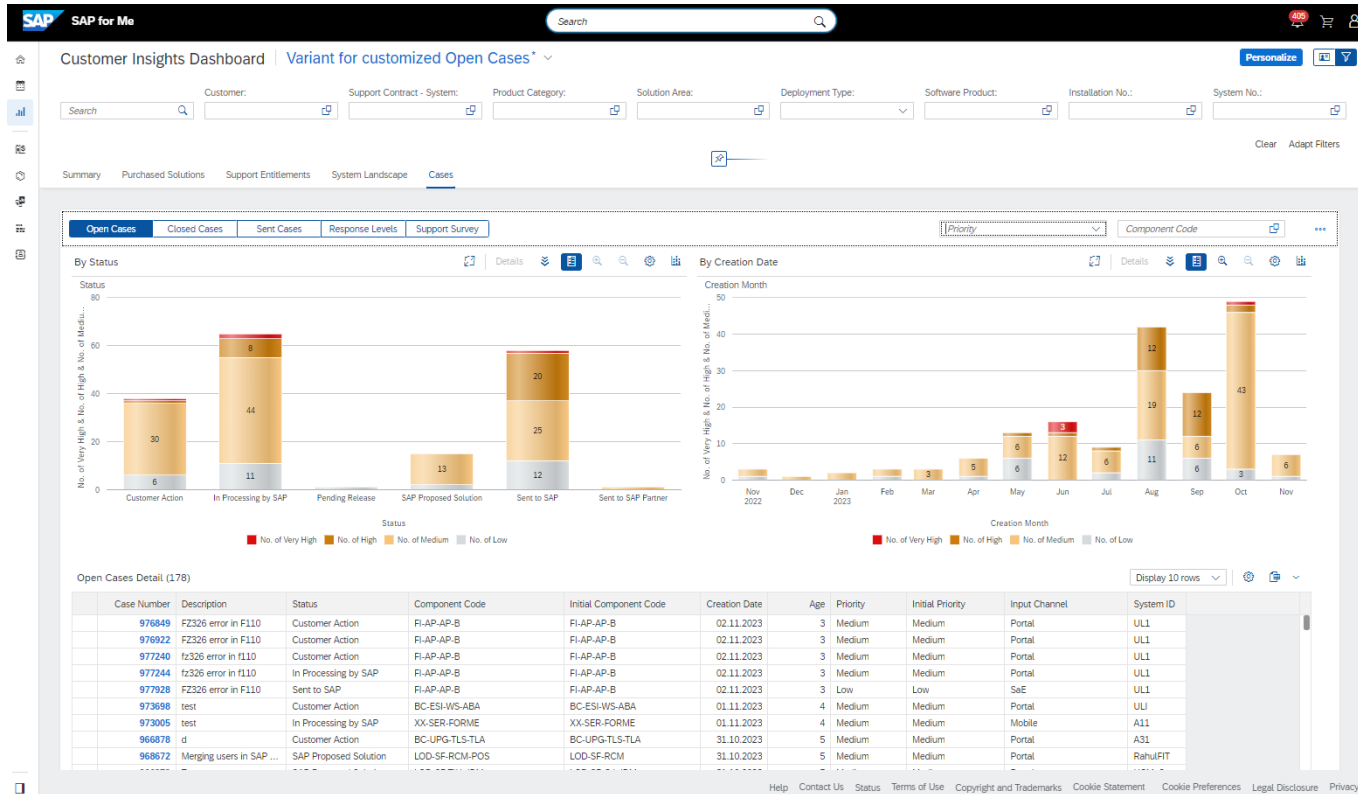
SAP for Me - How partner can register a project. Step 2



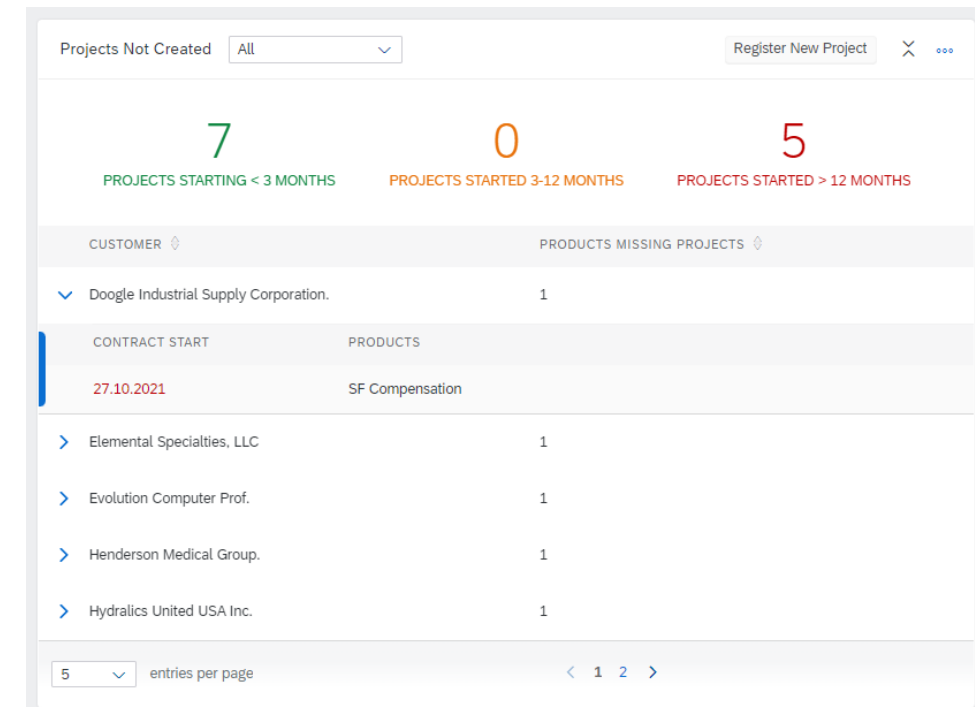
This will generate an email to partner.project.insights@sap.com who will register the project for you

SAP for Me – Recent enhancements

Reporting->Customer Insights dashboard



Customer Success->Projects->Projects Not Created card



Frequently Asked Questions about project registering

Q: The Competency Framework will count number of live waves of SAP cloud solutions. What is Wave definition?

A: Wave definition: A project (or sub-project) that has individual kick-off and go-live date of a customer's purchased product or group of products. Customer's active cloud Products can be distributed across different waves within a project based on implementation scenarios, for example: Different Roll-out Countries, different Implementation Parties (SAP or Partner or Customer), different Planned Go-Live Dates, and/or different Kick-Off Dates.

Q: What if a partner has a global customer and is rolling out multiple SAP modules across different countries, will each of those countries be listed?

A: Yes, as long each rollout is registered in individual waves go-live.

Q: Which projects are relevant?

A: Partners can provide details of already live projects from the last 24 months, as long as project solutions are covered under the framework.

Q: Can a wave have multiple partners assigned?

A: Yes, it is possible to have multiple partners assigned to the same wave. A partner can register a project for the part of the project that they are running.

Q: What if a partner implemented a project with multiple SAP products and solutions?

A: A project including multiple SAP products and solutions will be considered for each of the specific specializations.

Q: Are partners allowed to register the projects they have done at direct customers?

A: Yes.



Additional Resources for Partners

Competency:

- [Competency and Specialization Check list](#)
- [Competency and Specialization Snapshot](#)
- SAP Partner Portal / [Competency Framework](#)
 - [Requirements Overview](#)
 - [Frequently Asked Question](#)
 - [Guided Partner Support tool](#)
- [SAP PartnerEdge Branding and Logo Usage Guidelines](#)

SAP for Me:

- [Access SAP for Me](#)
- [SAP for Me Online Help](#)
- [What permissions do you need for SAP for Me for Partners?](#)
- How to register projects - Guided Partner Support [page](#)

For additional questions or inquiries please reach out to your assigned Partner Manager or contact partner@sap.com

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Program Evolution 2024: Key points to remember

- ✓ **Gold / Silver Logo Branding** continues for Partners following SAP's Cloud Strategy
- ✓ Harmonization of Authorizations, aligned with competencies
- ✓ **Easy to Expand your Business** with the new Minimum Requirements for Solution Consultants
- ✓ Register your projects in SAP for ME
- ✓ New Customer Success Metric as key tool to drive jointly adoption and consumption



Important Links

SAP Partner Portal

- Program Information [page](#) including:
 - [October 9 Program Notification](#)
 - [Program Guide](#) and [Customer Success Guide](#)
 - February 2024 effective
 - [FAQ](#)
 - [Blog](#)
- Competency Framework [page](#)
- Post Sales (Tools and Resources) [page](#)
- Post Sales Fundamentals [Page](#)
- Resources for Open Ecosystem Members [page](#)
- How to register projects - Guided Partner Support [page](#) in SAP for Me
- **For additional questions or inquiries please reach out to partner@sap.com**



SAP PartnerEdge

Customer Success Guide | INTERNAL – SAP AND PARTNERS ONLY

Customer Success Guide

Applicable to SAP PartnerEdge Sell, Service and Run Partners Engaged in Customer Success Management.

The document is a supplement to the SAP PartnerEdge Program Guide. SAP On-premise and SAP Business One excluded.

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Thank you.

Contact information:

For additional questions or inquiries please reach out to your assigned
SAP Partner Manager or contact partner@sap.com

