



PUBLIC

Customer Center of Expertise from SAP

People and Skills

Overview and Insights for Customer Centers of Expertise

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THE BEST RUN



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Summary

A structured Information and Knowledge Management within an organization optimizes the basis for stable decision-making. This Customer Center of Expertise (Customer COE) standard document should give impulses to SAP expert teams on customer side about what is relevant in terms of data & information handling and what applications, portals, and services might help while extracting and processing data & information. Additionally, this document underlines the importance and necessity of clear processes and responsibilities of a functioning information management.

1. Data-Information-Knowledge-Wisdom Pyramid

In times of big data and massive information overload, a little structure might be helpful. A broadly known and widely spread model in the context of knowledge management is the [Data-Information-Knowledge-Wisdom \(DIKW\) model](#) or pyramid.

The DIKW Pyramid, also known as Information Pyramid, offers a helpful structure to better grasp the terminology of information & knowledge management and its context. Regarding information science the model is often discussed and continuously developed.

The model differs between data, information, knowledge and wisdom. Each step within the hierarchy answers different questions about the initial data and adds value to it.

That means the more we enrich our data with meaning – e.g., by asking ‘Who’, ‘What’, ‘When’, ‘Where’ – the more information we get out of it. Also, by sorting and merging Data, Information can be derived. Especially with ‘Big Data’ it is of importance to recognize patterns among the various data and deduce its context. Otherwise, data is just a sequence of characters, not offering any valuable information.

The more we enhance the information we received with context and experience – e.g., by asking ‘How can we apply this information to achieve our goal?’ – the more knowledge and insights we get out of it. Knowledge describes the context which is relevant and valid for each and every situation and brings Information one step further. So, by creating awareness or understanding of information gained through experience such as learning, performing activities or work, we create knowledge.

By wondering ‘why we do something’ or ‘what’s best’ we allow for proactive, informed, and data-based decision making. Here, the use of artificial intelligence might be very beneficial with regards to gaining action-relevant conclusions out of big data collections.



Finally, at the top of the pyramid we have evaluated knowledge, turned-into actions, and hence create learning experience. If your organization manages to climb up the pyramid of wisdom with the help of an effective and efficient knowledge & information management of mainly SAP-relevant data, information, knowledge & wisdom, it will gain a competitive advantage by supporting its business decisions with data-driven analytics.

2. Information in Intelligent Enterprises



Today, organizations must deal with information that is extensive, varied, and complex and at the same time quickly outdated and therefore not always reliable. Information security issues are also playing an increasingly important role. All these challenges are not new. The ever-increasing speed of technological change requires "intelligence", which, according to Stephen Hawking, shows itself in the ability to adapt to change.

Intelligent Enterprises are characterized by the fact that they increase their resilience, ensure their profitability, and thus operate sustainably. Intelligent Enterprises derive their knowledge from real-time data. The DIKW pyramid illustrates that data alone is not enough. A functioning information management is therefore a key success factor for Intelligent Enterprises.

3. Structural and organizational requirements

3.1 Communication Strategy

In addition to collecting and processing data and information, the question also arises how to share within the organisation.



We recommend a clear strategy and instructions for your internal communication of SAP-relevant information, as well as for your communication and collaboration with SAP, for example in the case of support. In this context your Customer COE can act as a "communication bridge" between all parties and across all business areas and units within your company.

To build bridges, bring teams together and use meaningful media and processes, it is very important for a Customer COE to be networked and coordinated within the company. In addition, a key success factor for a Customer COE is to coordinate and communicate the expectations of internal customers with the services offered by the Customer COE. This is the only way to measure and prove the value of the Customer COE in the end.

3.2 Guiding Principles, Roles & Responsibilities

The "Intelligent Enterprise" with functioning information management under its belt is more than a digitization trend - it is a concrete, future-oriented concept that also goes hand in hand with a change in the management of organizations, including roles and responsibilities. See our Customer COE standard document "[Strategy, Governance and Organization](#)" for more information.



Efficient and effective information management is based on guiding principles, roles, and responsibilities. For example, it must be specified who may access which information (see also the Support User Management chapter in the Customer COE Standard "[Supportability & Collaboration](#)"). But aspects such as how long which information must be stored are also considered.

3.3 Cooperation Model “BizDevOps”



BizDevOps stands for the integrated cooperation of business with IT development and IT operations. Here, the well-known DevOps approach is expanded through the integration of the business areas. What both approaches have in common is that self-organized teams work together across departmental boundaries and jointly assume responsibility for the result.

It is obvious that data and information are the basis of cross-departmental cooperation. BizDevOps is also interesting regarding information management, since cross-departmental cooperation counteracts "individual" data silos and conflicting interests. In addition, cross-departmental cooperation like BizDevOps makes takes and responsibilities more transparent across the organization.

A customer COE can support successful cooperation across departmental boundaries as a bridge builder and/or moderator. It usually has a kind of neutrality, which can be beneficial in conflict situations

For more information, please have a look at our Customer COE Standard '[Strategy, Governance and Organization](#)'.

3.4 Sustainability for Customer COE

3.4.1 Challenge sustainability

Today sustainability is a core business imperative. With 77% of the world's transactions touching SAP systems and more than 400,000 companies using SAP software, we recognize both the opportunity and responsibility to deliver digital solutions that enable you to manage your – and the planet's – limited resources productively, contribute to an inclusive economy, and shape a sustainable future.

Sustainability insights must be embedded into end-to-end processes to ensure efficiency gains, social responsibility, and compliance, while mitigating risk.

Transparency will address regulations proactively, ensure full global compliance, and build trust. Based on the end-to-end processes carbon footprint & waste can be reduced and social responsibility can be increased.

3.4.2 Why Customer COEs?

The Customer COE as an expert team has the resources and possibilities to drive sustainability. By integrating business and IT, it allows a detailed overview about business processes – thus driving data transparency.

We recommend to consider sustainability as part of your Customer COE strategy.

Gain more insights about how the Customer COE can drive efficiency and sustainability [here](#).

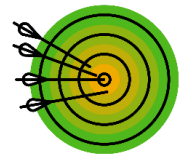
4. Role of a Customer COE

The Customer COE acts as a single source of truth and a central point of contact for interaction with SAP, thus ensuring continuous dialogs between all parties involved. Because of its communication it can be described as a connector creating a network not only between Business and IT, but also between many other areas across the organization.



Effective communication requires a foundation of information. In the beginning building at least basic but essential knowledge about SAP is a good starting point. Considering the core functions of the Customer COE, it is important to collect, preserve, maintain, and leverage the information and knowledge related to IT and business process management. For instance, when it comes to innovation, the Customer COE Standard Document [Architecture & Innovation](#) provides a basis for recent SAP Products, Solutions and Services.

The goal of the Customer COE in this context should be to collect, filter and transfer knowledge and information to the right target group. That is done by sharing SAP's best practices, providing structured and proper information. In turn, this creates a basis for strategic decisions, planning, action, and successful outcomes.



Only providing valuable information might be useless if not processed by the ones who received it. Employees who manage and use SAP software solutions need the right knowledge to do their job correctly. Therefore, the Customer COE must embed this act of information sharing into an organizational collaboration ensuring employee's and users training comprehension.

As mentioned previously, the Customer COE is not only responsible for dealing with existing information, but also for valuable content creation and its distribution. If a Customer COE wants to manage information correctly, they must support the organization by questioning what value this information has.



Furthermore, [Data Volume Management](#) is of relatively high importance. Too much data / information being created and retained on the live database often causes rising IT costs, complex system management, and decelerated system performance. So, it is again about value of data and information.

Additionally, you can get more information, hands-on stories, and best practices about companies, who have already gained experience on their journey towards an accredited/ certified Customer COE. Simply check out our [Media Library](#), where various organizations share their story.

5. Sources of information: SAP Portals / Tools & Services

5.1 SAP.com



With [SAP.com](#) – our central website for SAP Information – you can get various information on products, which you can filter by [product categories](#), and [industry solutions](#), that you can use on your transformation. Also, you can get more value out of your new or existing SAP software with [support services](#) from SAP.

Furthermore, you can make use of different [learning & training offerings](#) to accelerate your productivity, performance, and innovation. When you are currently trying to find a partner to work with, wanting to join a partner network, or looking for an existing SAP partner, have a look at our [SAP Partner site](#). Lastly, our page provides you with many useful information about SAP as a company, which you can find [here](#).

Within this page you are also able to drive your transformation journey with [RISE with SAP](#), the goal being to finally [run an intelligent and sustainable enterprise](#), discover the [SAP Business Network](#), and much more.

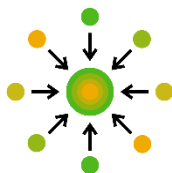
5.2 SAP for Me

5.2.1 SAP for Me - In a nutshell



In today's 24x7 business environment, time is your most precious resource. The [SAP for Me](#) portal enables you to interact with SAP, get immediate guidance to the best solutions for your business, and access important alerts, metrics, and insights about your SAP product portfolio from a single access point. You get enhanced transparency into your existing SAP portfolio and support fast, effective decisions thanks to the central data source. You can find more information [here](#).

5.2.2 Functionalities



With [SAP for Me](#) you can figure out whom to contact for a certain topic, see status of cases/ incidents, understand product entitlements and consumption, inform about products, and study further learning materials. According to users, they describe SAP for Me as the right service being delivered in the right moment or context, whenever needed.

Because of the importance of keeping up on newest information, have a look at this [section within the SAP Support Portal](#) which is summarizing all updates of SAP for Me. You can keep up to date with the most important news (release notes) directly in SAP for Me too. To do so, go to "What's new in SAP for Me?" in the User Profile menu.

5.3 SAP Trust Center

With the [SAP Trust Center](#) you can find the information you need on [cloud status](#), [security management and offerings](#), [privacy and data protection measures](#), and [compliance offerings](#), such as certificates and reports. Furthermore, you can also get insights and resources into cloud service delivery and hybrid IT landscapes with [Cloud Operations](#). [Data Center Locations](#), where SAP cloud services are currently operated, and service [agreement](#) documents can be explored, additionally.

The search bar makes the navigation within the different topics quite intuitive. On the overview page, you can further find information specific to your role, based on either security experts, purchasing agents, or other SAP partners. On most of the subpages you will find more useful information based on what you are looking for already. Hence, SAP Trust Center enhances its information offering by latest news and trends from experts, communities, and useful FAQ's.



If the public offering does not provide you enough information, you can access additional documentation specific for SAP customers and SAP partners on [My Trust Center](#). Please note that an SAP user ID is necessary to access.

5.4 SAP Community



As we will learn later with Qualtrics, within an organization there is O-Data. To be able to enrich this data with meaning our [SAP Community](#) is happy to help. Here, we offer a community network with over 3 million users and various content, where you can [ask/search for any question](#) or [read/write blog posts](#) specific to your needs. Additionally, you can [browse Community Topics](#) or connect & reach out to SAP

professionals and share your own experiences with fellow community members [here](#). With SAP Community information is organized and structured by certain topics or threads, questions and problems solved, and thus knowledge is created. The interactive exchange leads to wisdom supported by experience and best practices.

To keep yourself posted, you can get to know the latest and greatest news about SAP Community [here](#). That way you can enrich your organizational data with knowledge on which further action can be taken.

5.5 SAP Application Lifecycle Management from SAP



Application Lifecycle Management from SAP (ALM) provides processes, tools, best practices, and services to manage SAP and non-SAP solutions throughout the complete application lifecycle. For more information on SAP ALM solutions SAP, click [here](#).

In the various phases of the application lifecycle, data is collected and made available for further processing. For example, at the beginning of the lifecycle in the requirement phase when collecting business requirements regarding new or changed business processes or at the end in the optimization phase when analysing service level fulfilment to derive measures that improve results.

The transparency gained in this way not only helps you to support implementation or prevent disruptions in operations. The data and the information gained from it can also be used as a basis for discussion between IT and the business units. The business process monitoring functionality of SAP Cloud ALM, for example, is available to you as an included service of the maintenance fee. It is designed for users from both business departments and IT and enables processes to be analysed together before critical situations arise.

5.6 Road Map Explorer

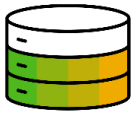
The [SAP Road Map Explorer](#) is an online interactive tool, which showcases SAPs latest roadmap content, webinars, and transformation guides, hence providing valuable information. The different road map priorities can be explored based on products or industries. Also, newest innovations – SAPs latest product features – are being shown and innovations can be shared, eventually leading to interaction, experience sharing, and context providing knowledge.



To find the right roadmap information specific to your case, have a look at this exemplary [video](#). To get to the main page of the SAP Road Map Explorer, have a look [here](#).

5.7 SAP Business Technology Platform

The [SAP Business Technology Platform](#) (SAP BTP) brings together applications with different capabilities into one, integrated platform for both hybrid and cloud environments.



In the context of Data & Information Management the SAP BTP is being powered with [SAP data and analytics solutions](#) which enable you to target data and add value to your data. You get a modern, open cloud architecture that empowers you to maximize the potential of SAP and non-SAP data. With SAP data and analytics solutions, you can get the most value from your data, deliver trusted insights, and extend planning and analysis across your enterprise.

Through analysis, patterns of the captured data are identified to reveal their context. Data is enriched with meaning and information is generated in this way. Value is created as the data is used. If we go one step further in the Data-Information-Knowledge-Wisdom pyramid explained at the beginning of the document, knowledge is generated from information. SAP's data and analytics solutions give you the power to do this. Data-driven analytics support your business processes, business decisions and thus competitive advantages.



6 Knowledge Transfer

6.1 Offerings for Customer COEs



Relevant information regarding the daily business of a Customer COE can be found in the [Customer COE Portal](#). To keep up to date, we particularly recommend the [Knowledge Transfer offering](#) for Customer COEs. Take a look and register for the free webcasts.

In addition, our [Guides & Best Practices](#) for Customer COEs provide you with further information on organizational requirements, hybrid system landscapes and their operation, as well as architecture and technology. Finally, the [Media Library](#) offers you additional information such as the Customer COE Standard Documents, which provide more detailed information on each of the core functions, i.e., areas of responsibility, of a Customer COE.

6.2 openSAP

Do you want to oversee choosing the learning topics specifically relevant for your business or your personal interests? Do you want to interact with other learners and experts? Do you want to stay current with the latest technical innovations? [openSAP.com](#) is the platform allowing you to do so.



Further it offers innovative and flexible learning for everyone by providing self-contained videos to complement your knowledge, allowing you to upskill whenever and wherever you need it. You can enrol for programs and stay up to date with current, upcoming, and self-paced courses. To get an overview of the current courses, have a look [here](#).

Additionally, openSAP offers [Microlearning](#) as well as [Podcasts](#) to listen to. To stay up to date and get the latest news regarding openSAP, have a look [here](#).

6.3 Learning Journeys

SAP Learning Journeys provide free, easy-to-navigate learning content which helps you gain the skills you need and to prepare for an SAP Certification. Find the right journey for your specific learning needs [here](#).

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