

# SAP tools to accelerate app development and improve the user experience

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Public

# Agenda

## What's next for SAP Fiori

- new Horizon visual theme for SAP Fiori
- new design culture and processes

## SAP S/4HANA Cloud updates

- new product home page for SAP S/4HANA Cloud
- new personalization capabilities in SAP S/4HANA Cloud based on SAP Screen Personas

## Application development accelerators

- new flexible programming model in SAP Fiori elements using OData V4
- enhanced low-code capabilities in SAP Fiori tools to accelerate app development

## Where to learn more

# What's next for SAP Fiori?



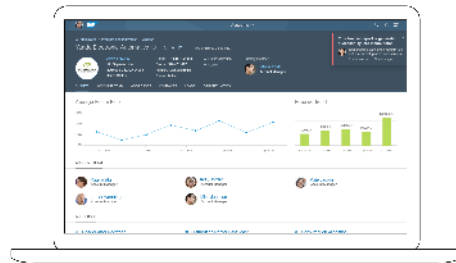
# SAP Fiori continues to evolve

**Casual users**  
Self-service apps



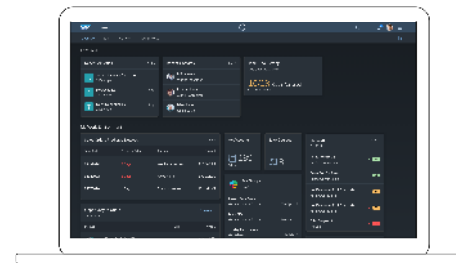
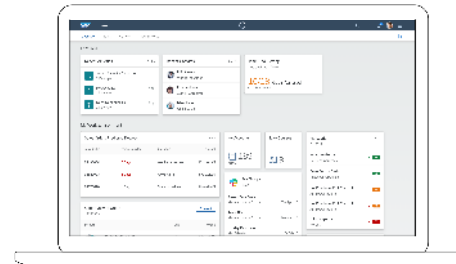
**SAP Fiori**

**Desktop user**  
The new face of SAP S/4HANA



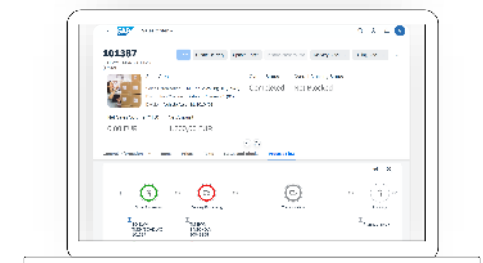
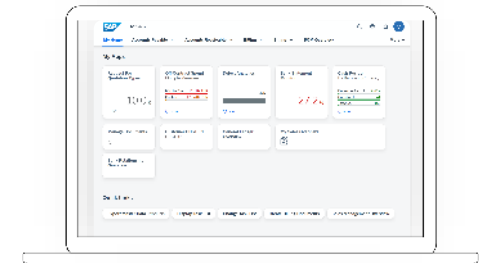
**SAP Fiori 2.0**

**SAP Fiori 3**  
Consistent, Intelligent, Integrated



**SAP Fiori 3**

**New design DNA**  
Federated model for design system



**Horizon theme**

# Why

To stay competitive and drive customer lifetime value for SAP, we must deliver **useful**, **accessible**, and **engaging** experiences that help every person to get their work done faster, more intuitively and with measurably better business outcomes than ever before.

# How

We need to build products that are **user-centered** and **experience-driven**, so that we can maximize delight and productivity, which in turn will increase business value.

Putting users at the wheel

Our development approach will revolve around testing, listening to our customers, rigorous data collection, and iteration.

Radically change the way we design

We are building a design community across all our business units, embracing Open-Source methodology to allow everyone contribute.

# Continuous Iterative Research drives the “Experience Mindset”

## SAP Design Desirability & Usability Research

(Visual elements & coded UI Components)

- Web, Mobile, Design System & Language
- (Practices:)
- End-User testing (in-person & remote)
- Usability Test Center at Events
- Competitive Analysis
- Informing Creative Direction

## SAP Design Inclusive Research

- Participatory Research
- Diverse Research Participant Community
- Inclusive Research Tool Kit

## Horizon Theme In-Product Feedback

- Toggle to switch on Design
- In-app Qualtrics survey
- Internal/external data

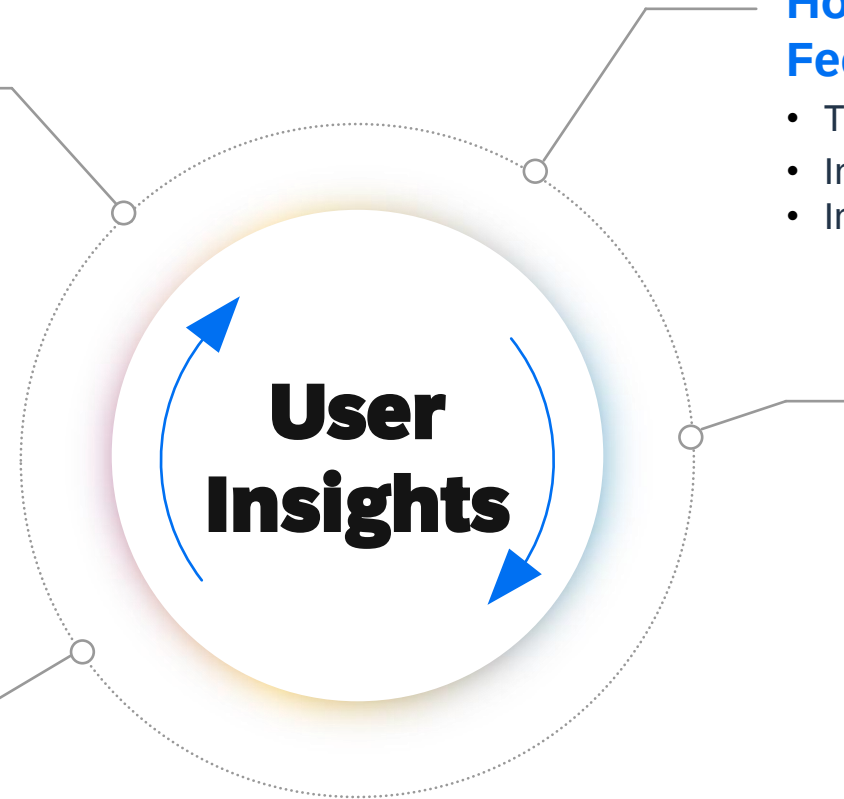
## SAP S/4HANA Application-Based Research + Beyond

Desirability & Usability testing

- Complex use-cases

(Continuous Collaboration with LoB apps:)

- SAP Concur
- SAP Success Factors
- SAP Ariba
- + more



# Accessibility: Inclusive Research with ALL Users



Continuously **involving diverse perspectives** in our research

1 Growing a community of active test participants

2 Evaluate for usability and usefulness needs

A screenshot of a 'Leave Type Selection' form. The form includes fields for 'Leave Type', 'General Data' (Vacation, Vacation % Day, Sickness with Note, Sickness % Day), 'Date' (18 Sep 2023), 'Approver' (Jane Doe), 'New Note' (Notes), and 'Additional Data' (Days used by absence: 1 Day). There are 'Create Request' and 'Cancel' buttons at the bottom.

Walkthrough of basic task flows to uncover usability issues for participants expressing needs in areas such as neuro-diversity, low-vision or hearing, among others

3 Compile results and share actionable findings

Identify areas to further improve the user experience for **ALL** users

4 Insights inform design decisions

Iterate and test next UI designs



HOW DO WE GET THERE?

# The pillars of our new design DNA

Informed by our extensive user research, this framework will allow our design and development teams to quickly prioritize and execute:

## I. Aesthetics

Making each product more approachable, modern and delightful, ensuring all our products feel as if they come from one family.

## II. Performance

Optimizing perceived performance, starting with our most-used interactions, flows, and applications.

## III. Accessibility

Accessibility and inclusive design will be a core pillar of our design approach, ensuring that all people can do their best work using SAP services.

## IV. Usability

Ensuring our applications feel more effortless and intuitive, so people get their work done faster, more easily, and with better outcomes.

HOW DO WE GET THERE?

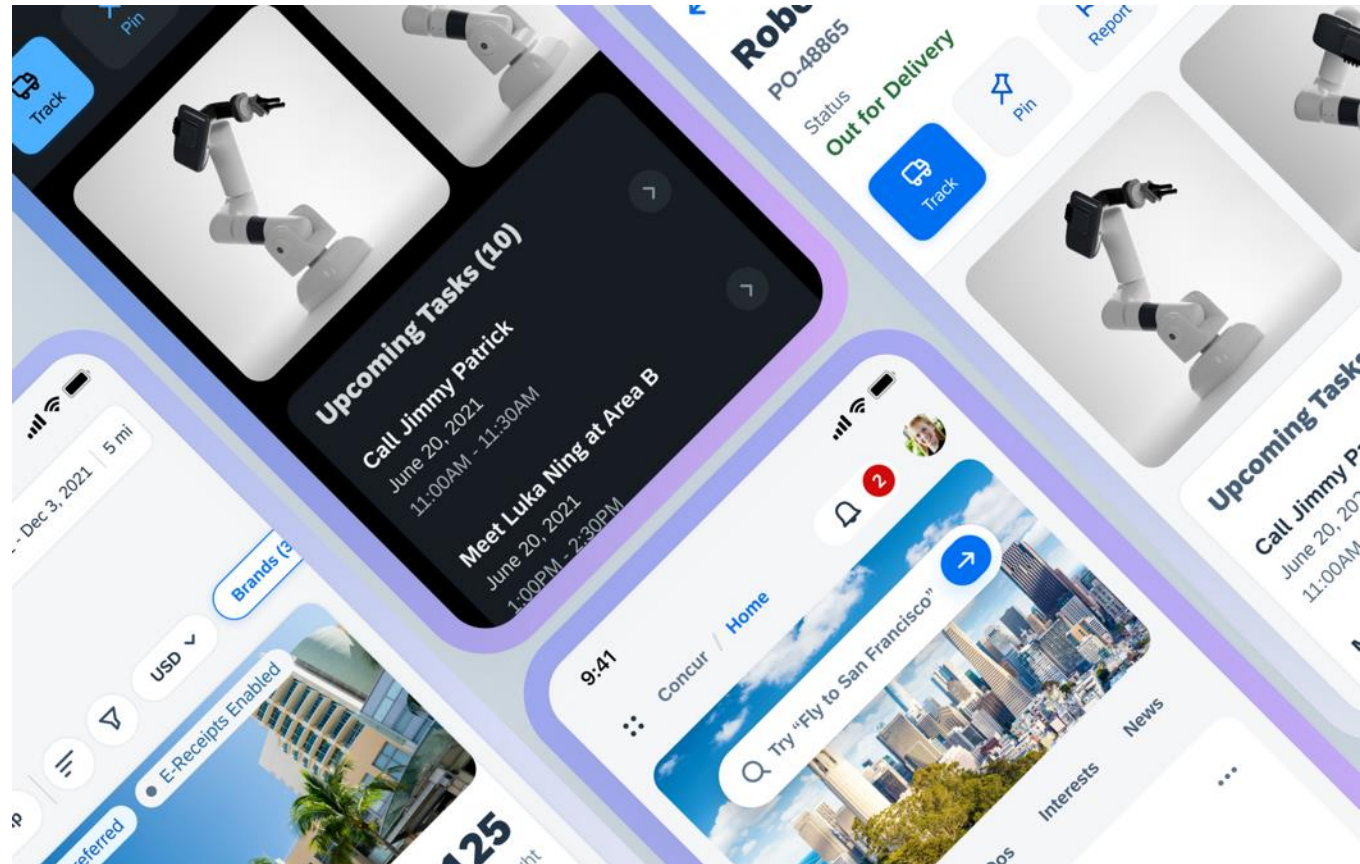
# We're starting with Aesthetics—because first impressions matter

The **Horizon theme** defines a new look and feel for SAP. Horizon's defining principles inform our new "design DNA"

- Intentional & exceptional
- Seamless & cohesive
- Effortless & intuitive
- Bold yet friendly
- Inclusive & ethical

The new design language will allow us to scale that design across all products and LoBs

- Typography
- Iconography
- Imagery
- Color
- Sound
- Motion



# SAP S/4HANA Cloud – Horizon (preview)

## Launchpad and Object Page

**PREVIEW**

**SAP Home**

My Home Accounts Payable Accounts Receivable Billing Billing BOM Overview More

### My Apps

**Request For Quotation Types**

10,0<sub>k</sub>

EUR

**Off-Contract Spend**  
Multiple Measures

PO Net Am... **22,11B EUR**

Contract ... **175,44K EUR**

[now](#)

**Defect Analytics**

465

[now](#)

**Bank Statement Monitor**

27.2 %

**Cash Position**  
By Bank and Currency

Deutsche Bank F...	8,62K
Comdirect	4T
Test2020	160

[now](#)

**Manage Documents**

5

**Customer CUST001**  
CUST001

**General Ledger Overview**

**My Sales Overview**

**Bank Relationship Overview**

### Quick Links

[Export Master Data Products](#)
[Display Task List](#)
[Change Task List](#)
[Create Billing Documents](#)
[Sales Management Overview](#)

**SAP Sales Order**

**101387** [Edit](#) [Create Delivery](#) [Update Prices](#) [Incompleteness Info](#) [Delivery Block](#) [Billing Block](#) ...

SO EWM TMS4/SO+DLVO (TM42)

**Sales Area**

Sales Organization: TM ERP Sales Org DE (TM42)

Distribution Channel: Distribtn Channel 01 (01)

Division: Vehicle Assembly1010 (01)

**Overall Status**

Completed

**Overall Blocking Status**

Not Blocked

**Net Sales Volume (YTD)**

0,00 EUR

**Net Amount**

1.200,00 EUR

General Information Items Prices Texts Status and Blocks **Process Flow**

```

graph LR
    A[Order Processing] --> B[Delivery Processing]
    B --> C[Transportation]
    C --> D[Invoicing]
    A --- A1[SO EWM TMS4/SO+DLVO 101387]
    B --- B1[TM-EWM S4/SO+DLV 80049358]
    D --- D1[Planned Invoic]
    A1 --- A2[Completed]
    B1 --- B2[Shipping Issue]
    
```

# SAP S/4HANA Cloud – Horizon (preview)

## Embedded analytics

PREVIEW

### General Ledger Overview

#### My GL Overview

Display Currency: EUR | Key Date: 24.06.2021 | Statement Version: AG66 | Ledger: 0M | Company Code: 0001

**Quick Links**

- Display G/L Account Line Items
- Manage Journal Entries
- Post General Journal Entries
- Post Cash Journal Entries

**My Inbox**  
By Priority: Medium

### Defect Analytics

#### Key Figures <sup>716</sup>

Filtered By (1): Defects Created On - Date Function

Defects by Time Series

Calendar Year / Calendar Month

#### Days Payable Outstanding Indirect

DPO Average - Last 6 Months

**3 K**  
In Days

DPO by Month

#### Days Sales Outstanding

DSO Average - Last 6 Months

**69,6 K**  
In Days

by Period

DSO in Last 12 Months

# Horizon preview available today

## SAP S/4HANA Cloud 2202 customers can opt-in to preview

- Give their users the choice to try out the new design, give feedback
  - directly in the system and/or
  - via 1:1 desirability study with SAP
- [SAP Early Adopter Care registration page for Horizon preview](#)

## Developers can preview on SAP Business Technology Platform

- With SAPUI5 1.93.3 and 1.96.0
- With UI5 Web Components 1.0.0
- Also available for [Fundamental NGX](#) and [Fundamental Styles](#)

**PREVIEW**

# Product homepage for SAP S/4HANA Cloud



# New product homepage for SAP S/4HANA Cloud makes users more efficient

**Leverage the Horizon visual theme**

The screenshot shows a user interface for Stefanie Hager. It includes a navigation bar with tabs like 'My Home', ' Fiori Launchpad', and various business areas. The main content is organized into sections: 'For Me Today' with alert cards, 'My Interests' with a news article, 'My Apps' with a grid of application tiles, 'My Insights' with summary cards, and a bottom row of 'OVP/UI5 cards' with charts and data visualizations. Blue lines connect callout boxes to specific UI elements.

**Rely on and spaces & pages**

**Get my To Do list combining My Inbox items and My Situations**

**Keep an eye on my news content**

**Launch my most relevant apps**

**Monitor your business thanks to Dynamic or Smart business Tiles**

**Track your business trends through your pinned OVP/UI5 cards**

**Search & Launch any of my apps instantly**

**Personalize the section shown on the page and their display order**

**Access my most critical pages quickly**

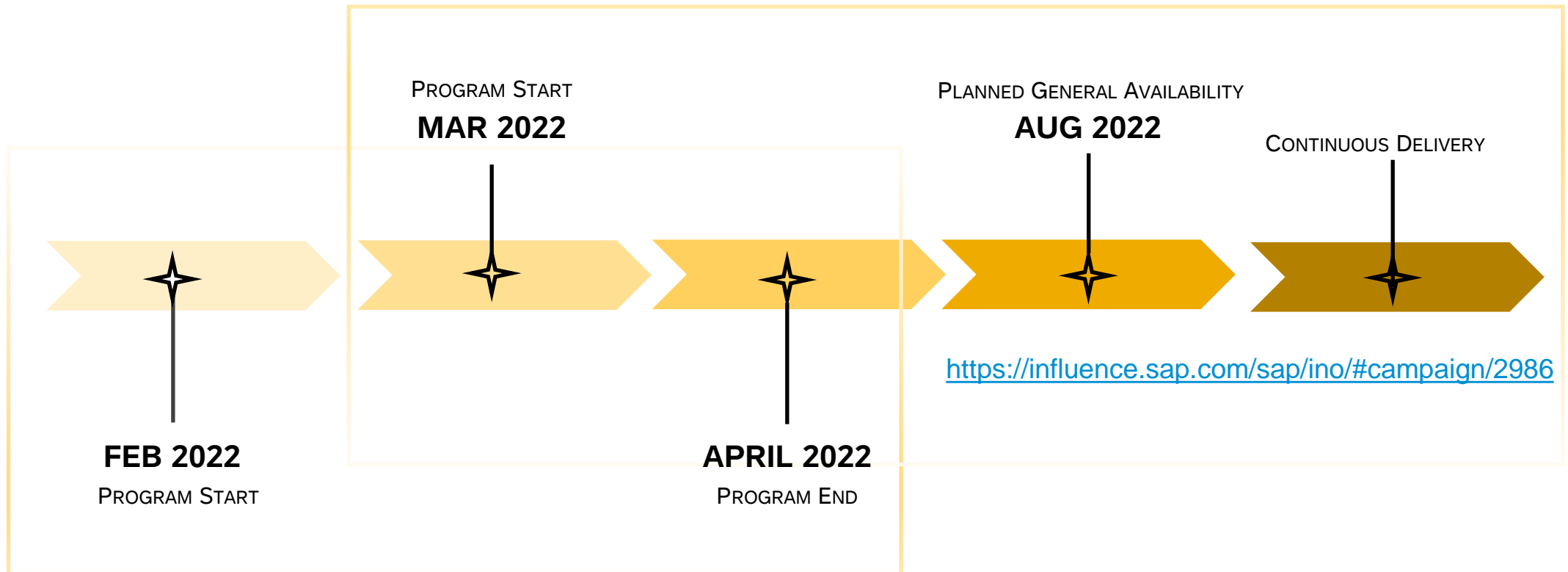
**Identify instantly to which page my app belongs too (Color coding)**

**Personalize the content of the section**



# You can influence the product homepage for SAP S/4HANA Cloud

## CUSTOMER ENGAGEMENT INITIATIVE



## SAP EARLY ADOPTER CARE

\*Subject to change; SAP may decide to close the program at any time



# Demo of product homepage in SAP S/4HANA Cloud

**Hello Grace Fredrickson-Smith!**

My Home Purchasing Sourcing and Contracting

**For Me Today**

- Release Service Entry Sheet
- Release of Purchase Requisition Item
- Release of Purchase Requisition Item
- Release of Purchase Requisition Item
- Release of Purchase Requisition Item
- Release of Purchase Requisition Item

**My Interests**

SAP Document Compliance: Workshop de migração do GARC NF-e  
(Scroll down for the English version.) Oia pessoal, Conhecendo a miba com uma boa notícia: no terça-feira, 07 de dezembro, vai acontecer um webinar para explicar em detalhes como fazer a migração de SAP GARC NF-e para a nova solução de cloud SAP Document Compliance. Insira e subscricion o webinar...

1 month ago Read More

**My Apps**

Operational Supplier Evaluation, Create Purchase Requisition, Supplier Evaluation Weighting and Scoring, Purchase Requisition Item Types, Analyze Detailed Statement, Create Purchase Order, Monitor Purchase Requisition Items, Schedule Purchasing Jobs, Display Purchasing Documents by Supplier, Display Purchase Order, Display Subcontracting Stocks by Supplier, Change Purchase Order, Display Purchasing Documents by Material, Simulate Quantity Optimizing, Send Outputs for Purchase Scheduling Agreement Releases, My Inbox, Manage Purchase Orders, Extend Condition Contracts, Manage Purchase Contracts, Monitor Purchase Order Items, Monitor Supplier Confirmations

<https://www.sap.com/assetdetail/2022/01/84cbc129-147e-0010-bca6-c68f7e60039b.html>

# SAP Screen Personas provides personalization in SAP S/4HANA Cloud



# SAP Screen Personas is moving to the cloud



*SAP Screen Personas 3.0*

- available since 2014 -



For SAP S/4HANA Cloud it is a capability referring to *Adapt UI for classic applications with Screen Personas*

- available since SAP S/4HANA Cloud 2202 -

# SAP Screen Personas simplifies screens - for cloud or on-premise

Top most used features from on-premise in SAP Screen Personas are available in the cloud.

- Hide UI elements
- Rearrange UI elements
- Automate process steps through scripting
- Adjust styling
- Make suitable for tablet use

The screenshot shows the SAP Screen Personas interface for 'Outbound Delivery 80016303 Change: Overview'. The interface is designed for tablet use, with a clean, uncluttered layout. The top navigation bar includes the SAP logo and the title 'Outbound Delivery 80016303 Change: Overview'. Below this, there is a menu bar with options like 'Home', 'Insert', 'Tables', 'Templates', 'Design', and 'Release'. The main content area displays key information for the delivery order, including the document date (06.01.2022), ship-to party (17186001), and overall picking status (A Not Yet Picked). A table titled 'All Items' is visible, showing two items with material number IG11 and descriptions related to 'Trad.Good 11,PD,Reg.Trading - 2Test12'. The interface is highly customizable, with various UI elements highlighted in pink, indicating they are being edited or managed by the user.

# Improve classic application usability in SAP S/4HANA Cloud

Original: 2 screens

The original interface consists of two overlapping windows. The top window, titled 'List of Sales Orders', contains search filters for Document, Order Type, Sold To Party, Document Date, Material, and Customer Reference. The bottom window, also titled 'List of Sales Orders (817 Entries)', displays a table with columns for Customer Reference, Doc. Date, Sales doc. type, Sales document, Item, Sold-To, Material, Order Quantity (Item), and Unit. The table lists 36 entries with various document numbers and quantities.

Simplified: 1 screen

The simplified interface is a single screen titled 'List of Sales Orders (817 Entries)'. It features search filters for Material, Sold to party, PO number, and Document number. Below the filters is a table with columns for Customer Reference, Doc. Date, DocTy, Sales document, Item, Sold-To, Material, Quantity, Unit, and Net Value (Item) Currency. The table lists 36 entries, matching the data in the original interface.



Single simplified screen combines search and results and follows SAP Fiori list report format

# Simplify classic applications in SAP S/4HANA Cloud

Original: many tabs and unused fields

Notification: 300003192 S3  
Notific. Status: OSNO  
Serv.order Sales ord. Tasks  
Notification Additional data 1 System availability Malfunction, breakdown Location data Items Tasks  
Cust. address Contact person address Message address Obj. address  
Sold-To Party: Street/Hse No.: Location: Telephone: Fax:  
Additional Data  
Reported By: Date: 14.07.2020 07:03:21  
Cust. Reference: Sales Doc.:  
Reference Object  
Functional loc.:  
Save Cancel



Simplified: no tabs, just necessary fields

Sold-to party: Street/Hse No.: Location: Telephone: 11:18:00  
Reported By: Functional loc.: Cust. Reference:  
Equipment: Assembly: Priority: Breakdown  
Required Start: 12/22/2021 11:18:00 Required End: 00:00:00  
Malfunc. Start: 12/22/2021 11:18:00 Malfunc. End: 00:00:00  
Description:  
Save Cancel

Focus on necessary fields on one screen depending on user, optimized for tablet use

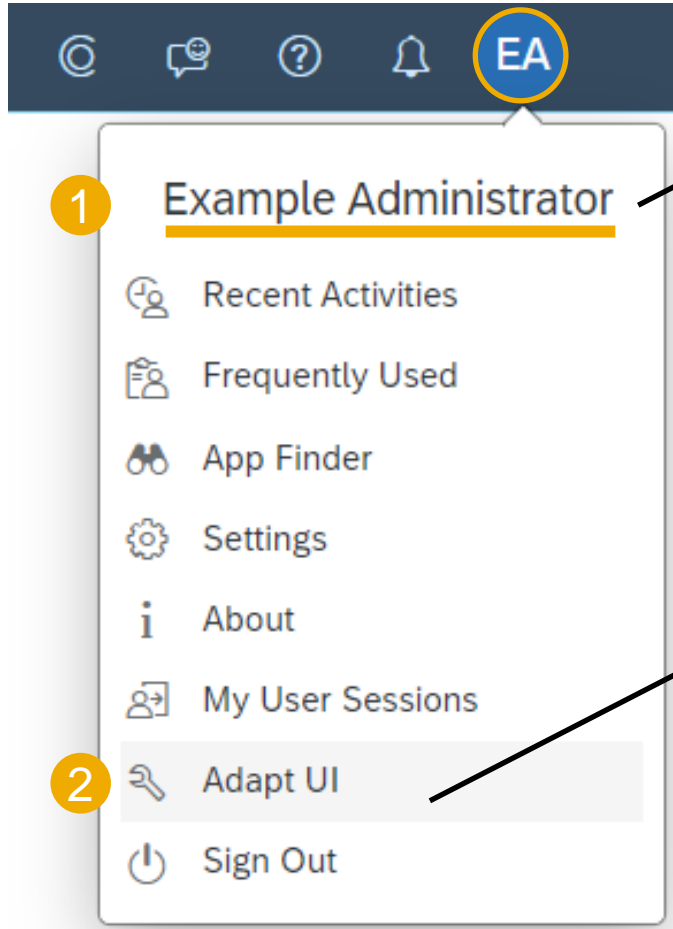
# Access to SAP Screen Personas in on-Premise for SAP S/4HANA or ECC



## Blue Line with P button

- Blue line indicating that SAP Screen Personas is active
- P button pulls down to open Flavor Manager
- Flavor Manager provides access to all design time or runtime features depending on authorization

# Access to Screen Personas Functionality in SAP S/4HANA Cloud as of 2202



## Works out of the box

- SAP-delivered business role (template) Administrator SAP\_BR\_ADMINISTRATOR contains Flavor Creation and Flavor Administration
- Works out of the box in clients that are enabled for Adaptation Transport Organizer (ATO)

## Convenient and user-friendly access

- Access directly through user action menu of SAP Fiori launchpad
- One access point for all UI adaptation opens tool based on technology of business app
  - SAP GUI for HTML → Screen Personas
  - SAPUI5-based /SAP Fiori app → UI Flexibility









# Slightly different scope in cloud on-premise

## SAP S/4HANA Cloud and SAP S/4HANA

- Flavor Editor
  - Create flavors
  - Edit flavors
  - Add adaptive flavors
- Script Editor
  - Automate user interaction
- Template Editor
  - Create and use templates for recurring patterns
- Flavor Administration
  - Push to subsequent system
  - Prepare role assignment

## Different per Delivery Channel

- User access
  -  SAP Fiori launchpad
  -  Direct access
- Transporting flavors
  -  ATO (Adaptation Transport Organizer)
  -  Transport Manager
- Assigning flavors to users
  -  Assignment category
  -  Personas roles
- Health Check for Admin
  -  Essentials
  -  Install/upgrade support
- Product Documentation
  -  Part of FLP in S/4HC
  -  Direct access

## On Premise only

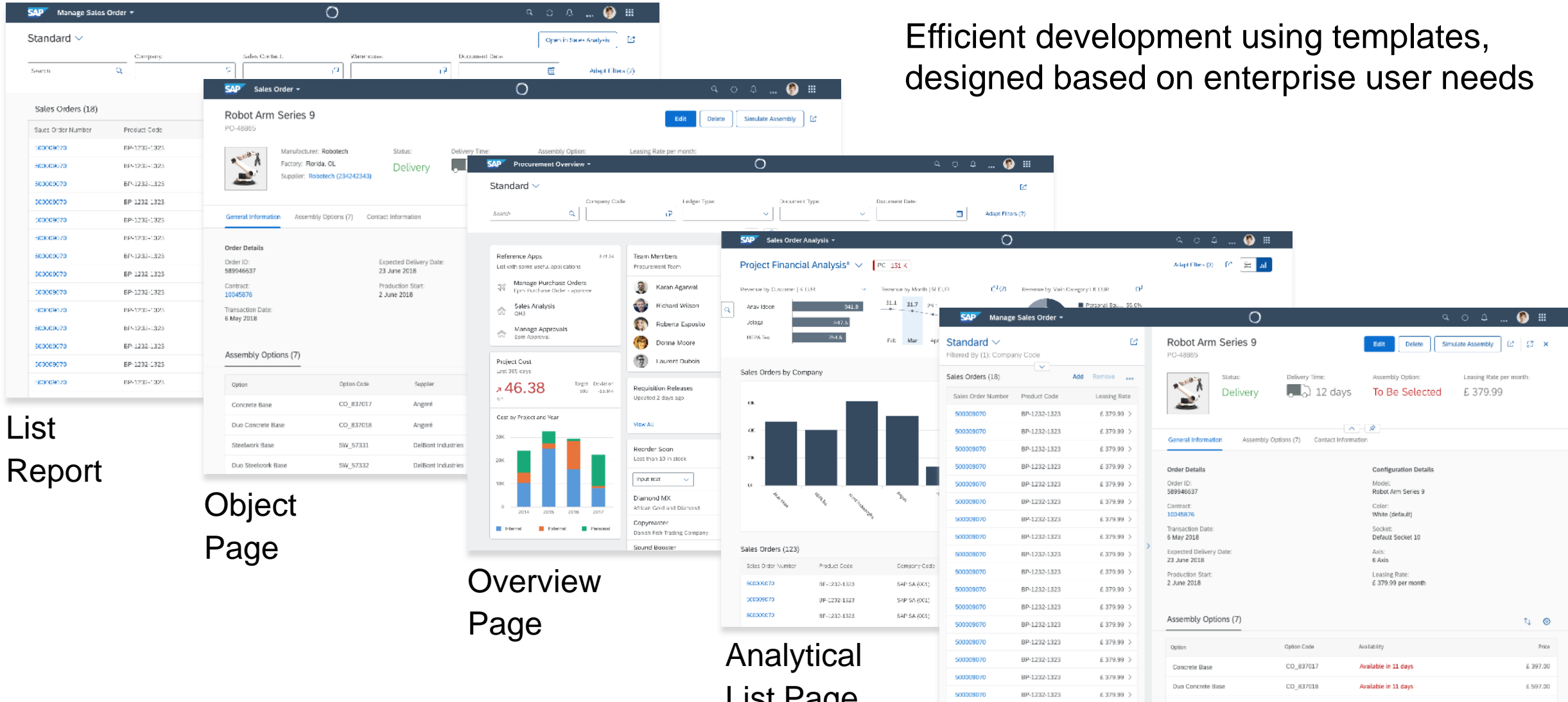
- Theme Editor
- Flavor Analytics
- Dedicated mobile features through Slipstream Engine
- Features specific to on premise system setups, e.g. importing clients, directly calling RFCs from flavors and scripts

# SAP Fiori elements and the flexible programming model



# SAP Fiori elements ensures consistent layout, navigation

Efficient development using templates, designed based on enterprise user needs



List Report

Object Page

Overview Page

Analytical List Page

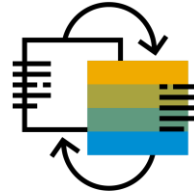
Flexible Column Layout

# SAP Fiori elements boosts SAPUI5 development efficiency



## Developer Productivity

- Focus on **business logic** and back-end services
- Write **less UI code**
- **Reduce** development and maintenance **costs**



## UX Consistency

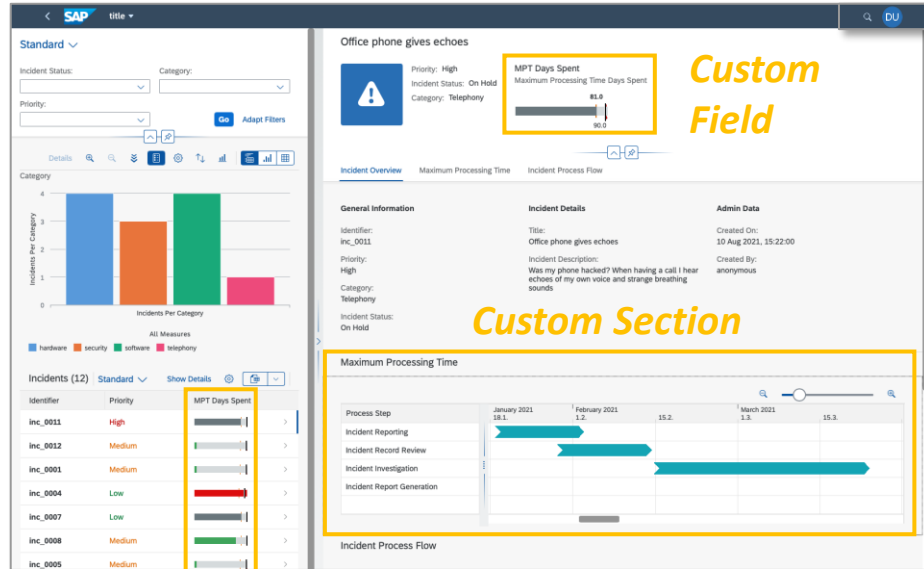
- Comply with the **latest SAP Fiori design** specification
- Deliver a **centrally managed** user experience
- Include **uniform** fonts, colors, layout, navigation, actions, search, filtering, and more



## Enterprise Readiness

- Deliver **high quality** SAPUI5 applications to end-users
- Ensure **stable, optimized** UI code out of the box
- Include **standard enterprise features** (accessibility, mobile, translation support, ...)

# Extend SAP Fiori elements apps with the flexible programming model



Custom Column

- **Extension points** allow you to add **custom artifacts** like custom sections, custom actions, custom table columns, or even custom pages.
- Within these custom artifacts you can leverage **building blocks** (OData V4), **smart controls** (OData V2) or **custom controls**
- **Custom logic** can be incorporated using **controller extensions** specified in the **extensionAPI**

The closer you stay to the standard SAP Fiori elements floorplans, the greater the savings in development and maintenance costs

# Building blocks make it easier to create and maintain custom artifacts

The screenshot displays the SAP Fiori 'Business Trip' application interface. At the top, there are navigation buttons: 'Edit', 'Delete', 'Accept Travel', 'Reject Travel', and 'Deduct Discount'. Below this, the 'Travel Itinerary' section is visible, containing a map and a table of bookings.

**Travel Itinerary Details:**

Travel ID: 4122	Agency ID: Cap Travels Ltd. (070038)	End Date: Oct 7, 2021	Trees-4-Tickets: No
Description: Business Trip	Customer ID: Neubasler (000083)	Booking Fee: 20.00 USD	Green Flight Fee: 0.00 USD
Status: Open	Starting Date: Oct 7, 2021	Total Price: 7,037.00 USD	

**Travel Itinerary Bookings (2):**

No.	Booking Date	Customer ID	Flight Number	Flight Date
1	Sep 28, 2021	Neubasler (000083)	0018	Oct 7, 2021
2	Sep 28, 2021	Wohl (000138)	0018	Oct 7, 2021

The map shows a route from San Francisco (SFO) to New York (FKI) and then to Frankfurt am Main (FRA). The table is highlighted with a yellow border and labeled 'Table building block'. The map is highlighted with a purple border and labeled 'Custom control'.

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**The closer you stay to the standard SAP Fiori elements floorplans, the greater the savings in development and maintenance costs**

# Controller extensions allow you to add custom logic

Travel	Agency	Customer	Start Date	End Date	Booking Fee	Total Price	Status
Sightseeing in Singapore 167	Aussie Travel (70028)	Domenech (500)	Jan 7, 2021	Nov 3, 2021	15.00 EUR	5,509.00 EUR	Accepted
Business Trip to Singapore 423	All's Bazar (70016)	Heller (242)	Nov 4, 2021	Nov 4, 2021	10.00 EUR	3,277.00 EUR	Open
Business Trip to USA 679	Super Agency (70017)	Benjamin (453)	Jan 6, 2021	Jan 6, 2021	20.00 EUR	7,373.00 EUR	Open
Business Trip 935	Real Weird Vacation (70037)	Columbo (59)	Jan 9, 2021	Jan 9, 2021	0.08 EUR	22.81 EUR	Accepted
Vacation to USA 1151	Happy Holiday (70025)	Martin (90)	Jan 8, 2021	Jan 8, 2021	10.00 EUR	5,580.50 EUR	Open
Sightseeing in Tokyo, Honshu 1447	Fly Low (70027)	Heller (245)	Jan 10, 2021	Jan 10, 2021	10.00 EUR	1,826.50 EUR	Accepted
Vacation 1703	All British Air Planes (70047)	Picard (645)	Nov 1, 2021	Nov 1, 2021	30.00 EUR	11,642.00 EUR	Open
Vacation for Ulla, Lee, Pierre 1959	Pillepalle Trips (70013)	Pan (623)	Nov 6, 2021	Nov 6, 2021	15.00 EUR	2,037.00 EUR	Open
Business Trip to Germany	Around the World (70019)	Pan (626)	Nov 5, 2021	Nov 5, 2021	0.23 EUR	54.89 EUR	Open

Example:  
implement a **controller extension**  
to adapt the navigation target based  
on document status



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**The closer you stay to the standard SAP Fiori elements floorplans,  
the greater the savings in development and maintenance costs**

# The Flexible Programming Model explorer has more information

<https://ui5.sap.com/test-resources/sap/fe/core/fpmExplorer/index.html#/overview/introduction>

The screenshot displays the SAP Fiori elements Flexible Programming Model Explorer interface. The top navigation bar includes 'SAP Fiori elements Flexible Programming Model Explorer', 'Overview', 'Extension Points', 'Building Blocks', and 'Controller Extensions'. The left sidebar lists various components: Overview, Field (with sub-items: Field - Display Mode, Field - Edit Mode, Field - Events, Field - Navigation Properties, Field - Format Options), Form Element (with sub-items: Form Element - Label Options, Form Element - Custom Fields), Table (with sub-items: Table - Display Mode, Table - Edit Mode, Table Customization), and MicroChart (with sub-items: MicroChart - Default, MicroChart - Dynamic Size, MicroChart - Hide On No Data).

## Overview of Building Blocks

While extension points provide you with containers where you can implement your own UI, SAP Fiori elements exposes a set of building blocks that are used during templating to build your app. Building blocks are reusable artifacts that are consistently orchestrated by the framework, so you automatically benefit from SAP Fiori compliance and standard application behavior like draft handling and side effects. Using our building blocks to extend your app results in low-maintenance and timeless software. The building blocks provided by SAP Fiori elements are:

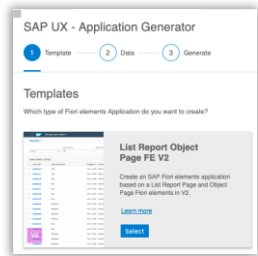
- Field [API Reference | Documentation](#)
- Form Element [API Reference | Documentation](#)
- Table [API Reference | Documentation](#)
- Micro Chart [API Reference | Documentation](#)
- FCL Actions [API Reference | Documentation](#)
- "Share" Functionality [API Reference | Documentation](#)



# SAP Fiori tools guides developers through the full cycle

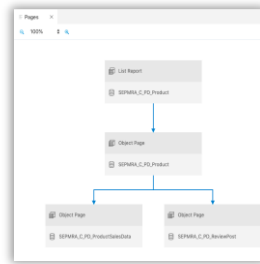
## Application Generator

Creates the project environment for development



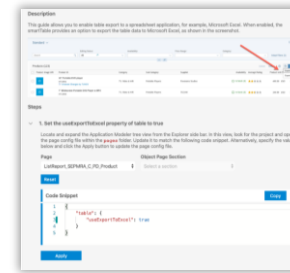
## Application Modeler

Visualizes the structure of the application: pages, properties, and navigation



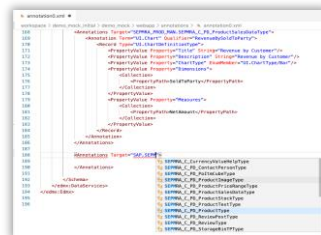
## Guided Development

Provides step-by-step development instructions and generates code snippets in-line



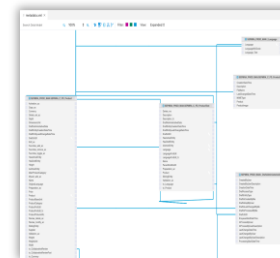
## Service Modeler

Visualizes service entities, relations, properties, and annotations



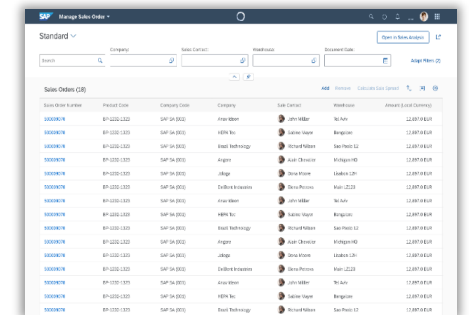
## Code Completion

Delivers a language server protocol for annotations with micro-snippets and diagnostics



## Application Preview

Provides preview of web app in the browser either with mock data or live data



# SAP Fiori tools makes it easier to build SAP Fiori elements apps

Uses a **wizard-style** approach

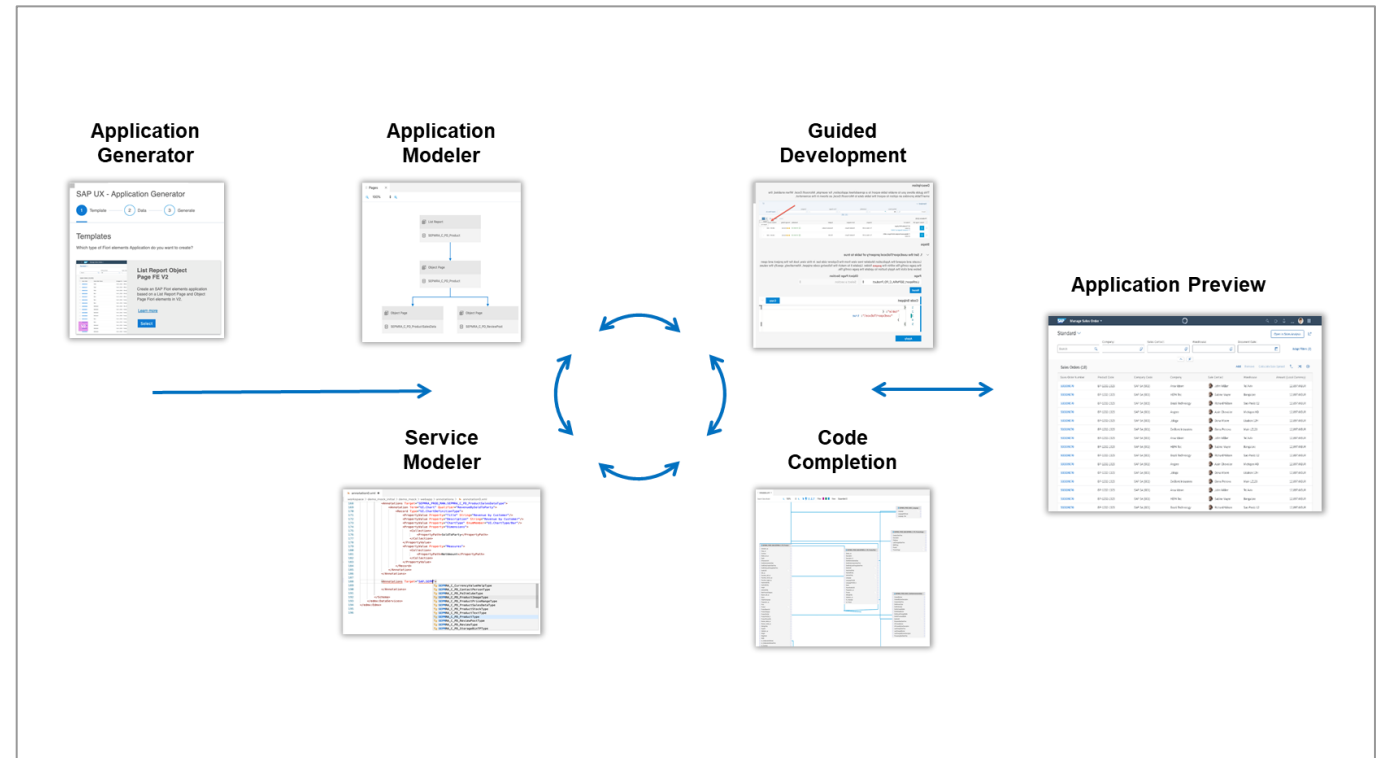
Ensures **consistent** app structure

Provides **step-by-step** development instructions

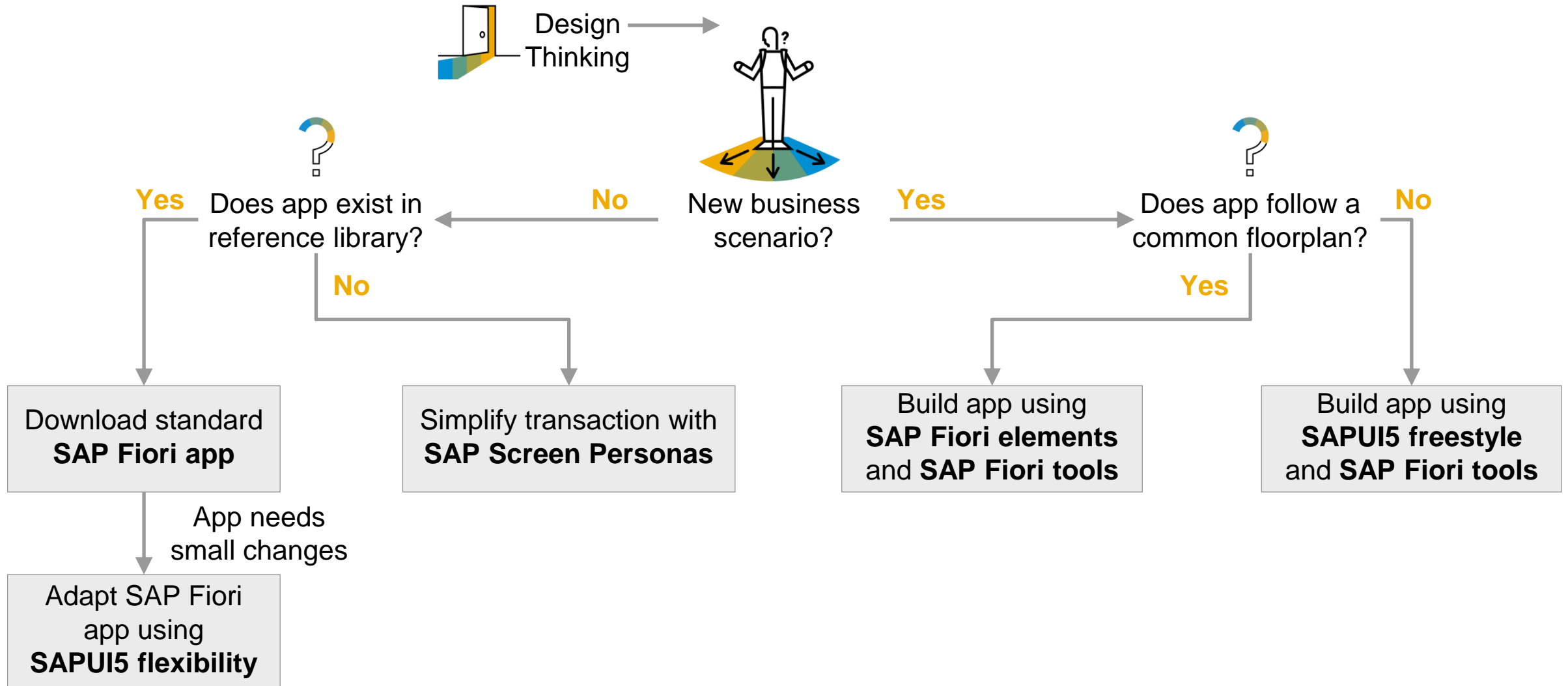
**Reduces effort** and skill level required for creating annotations

Improves **code consistency**

**Simplifies** app maintenance



# Choose the path to the SAP Fiori user experience based on your needs



# Where to learn more

## Horizon theme for SAP Fiori

- Preview video <https://youtu.be/35AGfnzvarl>
- <https://blogs.sap.com/2021/11/17/sap-fiori-new-horizon-visual-theme-available-as-preview-we-want-your-feedback/>
- <https://blogs.sap.com/2021/11/17/saps-ui-technologies-supporting-the-new-horizon-visual-theme-of-sap-fiori/>

## SAP S/4HANA Cloud Product homepage

- Video preview <https://www.sap.com/assetdetail/2022/01/84cbc129-147e-0010-bca6-c68f7e60039b.html>
- Join the influence program <https://influence.sap.com/sap/ino/#/campaign/2986>

## SAP Screen Personas in SAP S/4HANA Cloud

- <https://blogs.sap.com/2022/01/27/sap-s-4hana-cloud-2202-includes-screen-personas-to-provide-screen-adaptation-capabilities/>
- <https://blogs.sap.com/2022/04/01/getting-started-with-ui-adaptations-for-classic-applications-in-sap-s-4hana-cloud/>
- [www.sapscreenpersonas.com](http://www.sapscreenpersonas.com)

## SAP Fiori elements and SAP Fiori tools


- [www.sapfiorielements.com](http://www.sapfiorielements.com) and [www.sapfioritools.com](http://www.sapfioritools.com)
- <https://blogs.sap.com/2021/08/19/leverage-the-flexible-programming-model-to-extend-your-sap-fiori-elements-apps-for-odata-v4/>
- Try Building Blocks with [Flexible Programming Model Explorer](#)

# Join the SAP UX community

## ASUG

- UX Think Tank; email Amanda McGathey [Amanda.McGathey@asug.com](mailto:Amanda.McGathey@asug.com)
- UX Influence Council; email Amanda McGathey [Amanda.McGathey@asug.com](mailto:Amanda.McGathey@asug.com)

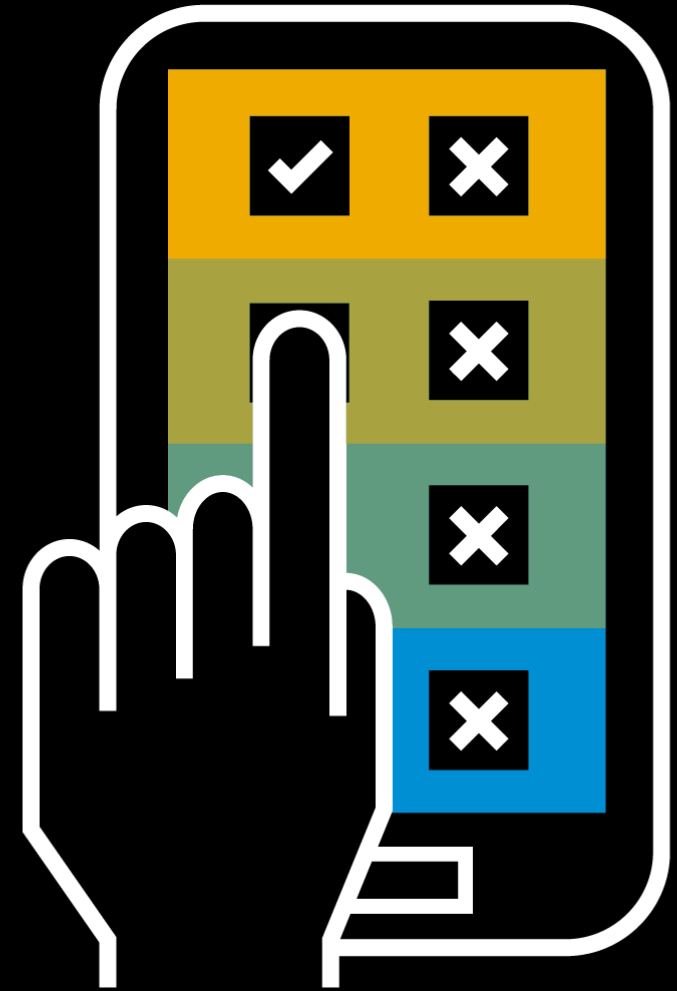
## SAP

- SAP Fiori elements roundtable  
<https://blogs.sap.com/2021/07/31/peer-to-peer-learning-at-the-sap-fiori-elements-and-sap-fiori-tools-roundtable/>
- SAP Screen Personas practitioner forum  
<https://www.sap.com/cmp/nl/sap-screen-personas-practitioner-forum/index.html>
- Subscribe to the SAP Fiori development newsletter  <https://www.sap.com/cmp/nl/sap-fiori-development-newsletter/index.html>



# Building Community Knowledge with SAP Product Reviews

INTERNAL – SAP and Customers only



# Peer-to-peer review sites make purchase decisions less risky

## What are these communities? Why do they matter?



**“Yelp-like” or “Glassdoor-like” communities**  
for enterprise software where customers  
provide product reviews.



**97% of B2B customers** cited testimonials  
and peer recommendations as the most  
reliable type of content.

(Source: Demand Gen Report)



**81% of [survey respondents]** expected  
end-user reviews to be useful in making  
purchase decisions.

(Source: Gartner)

# Contributing to peer-to-peer review sites helps the ASUG community



## Help your peers

If we all provide feedback on our business solutions, our collective wisdom will help avoid surprises after the purchasing decision for everyone



## Earn recognition

Your detailed, balanced reviews of the solutions that you know inside and out can position you as an expert



## Share feedback

Use a solution that has made your job easier? Make your voice heard



# Share your SAP product experience by writing a review on TrustRadius.

Once published, TrustRadius will provide a \$25 Amazon gift card and a \$10 donation to the World Health Organization!

Write a Review



[sap.com/product-review](https://sap.com/product-review)

Questions?

Alejandro Barajas, SAP Customer Advocacy and Adoption Marketing

[alejandro.barajas@sap.com](mailto:alejandro.barajas@sap.com)



# Thank you.

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