



# **SAP Mobile Experience and SAP Mobile Start**

SBN Webinar

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Die vorausschauenden Aussagen geben die Sicht zu dem Zeitpunkt wieder, zu dem sie getätigt wurden. Dem Leser wird empfohlen, diesen Aussagen kein übertriebenes Vertrauen zu schenken und sich bei Kaufentscheidungen nicht auf sie zu stützen.

# Agenda

## SAP Mobile Experience

### SAP Mobile Start

- App and release Updates
- Demo

### Q&A



# Meet the SAP Mobile Experience



# SAP Mobile Experience & Engineering

SAP's Mobile Experience and Engineering (MXE) defines and drives the mobile vision and strategy for the Intelligent Enterprise Suite.

We are a global network of mobile development and product management teams that deliver the entire mobile lifecycle process from mobile solution portfolio design to complete mobile application delivery.

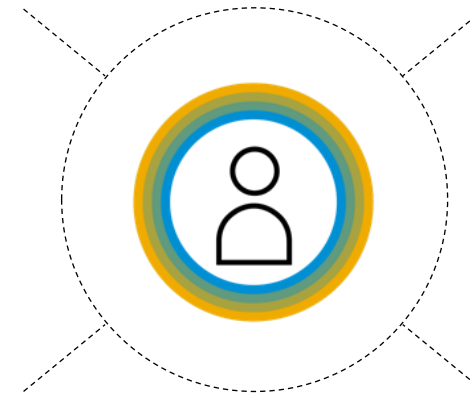
We collaborate and co-innovate with customers and partners to deliver the best possible mobile experience to support the end-users delivering their day-to-day activities using mobile devices.



Industry needs



Work location and environment



New technologies



Transformation of work style

# SAP Mobile Experience

Improving Work Life Wherever You Are

A suite experience with all your **needs**.



## HUMAN-CENTRIC EXPERIENCE

makes virtual work and collaboration enjoyable and efficient



## CONTINUOUS INNOVATION

optimizes business process and efficiency with latest intelligence



## SCALABLE EXTENSIONS

integrate to backend systems with easy to deploy security, compliance, and version control, offering greater agility

# SAP Mobile Experience

Intelligent, consumer-grade mobile solutions for **EFFICIENT, RESILIENT** and **SUSTAINABLE** end-to-end processes

INDUSTRY CLOUD

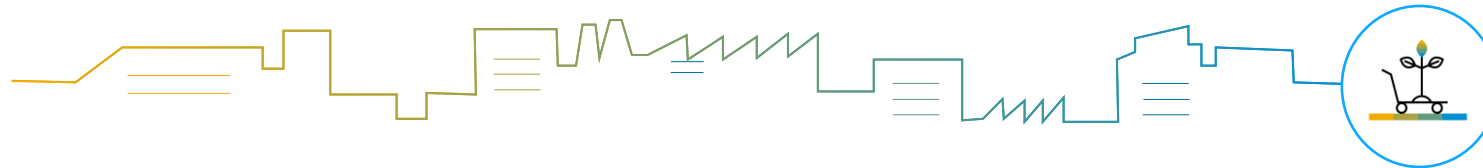
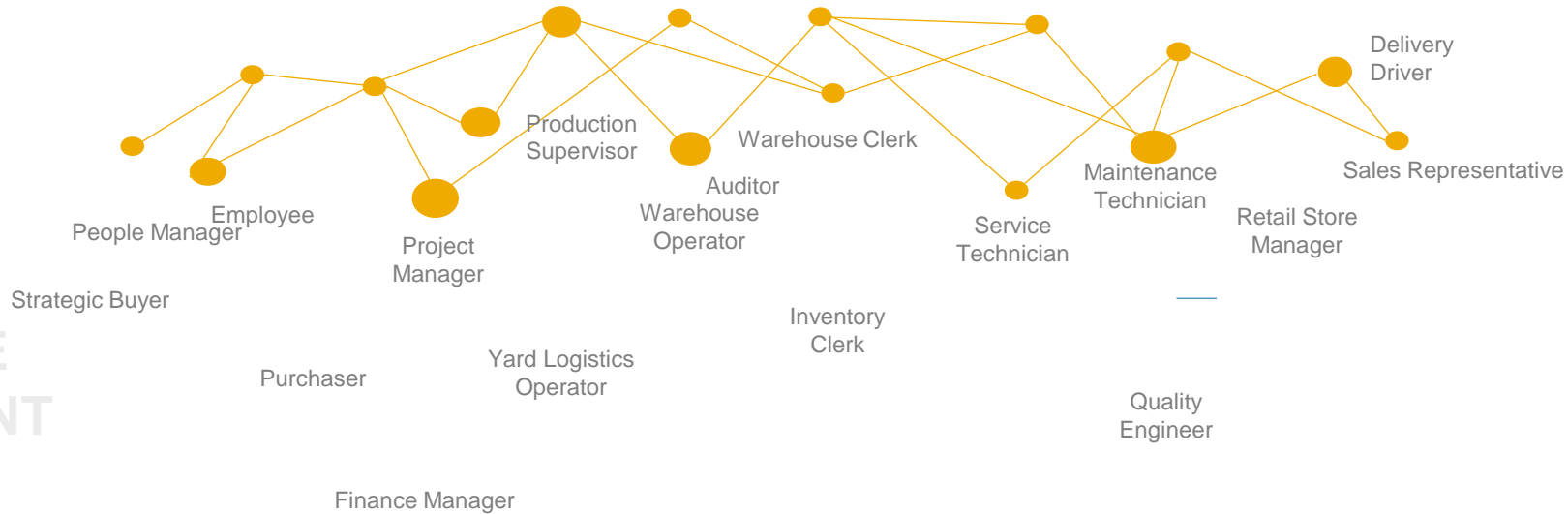
INNOVATION

EXPERIENCE MANAGEMENT

MIXED REALITY

BUSINESS NETWORK

PARTNERSHIPS & ECOSYSTEM



Spend Management

- SAP Ariba Shopping
- SAP Ariba Procurement
- SAP Concur

Human Capital Management & Customer Relationship Management

- SAP SuccessFactors Mobile
- SAP Sales Cloud mobile (TBC)

Logistics & Business Network

- SAP Warehouse Operator
- SAP Business Network Supplier

Asset & Service Management

- SAP Service & Asset Manager

Consumer Industries

- SAP Direct Distribution
- SAP Retail Activity Optimization

**Intelligent Enterprise: SAP Mobile Start**

*Disclaimer: Please note that only selected SAP mobile applications are listed here.*



# SAP Mobile Start





SAP brings the Intelligent Enterprise to the fingertips of every SAP user.

## **SAP Mobile Start**



# User Expectations

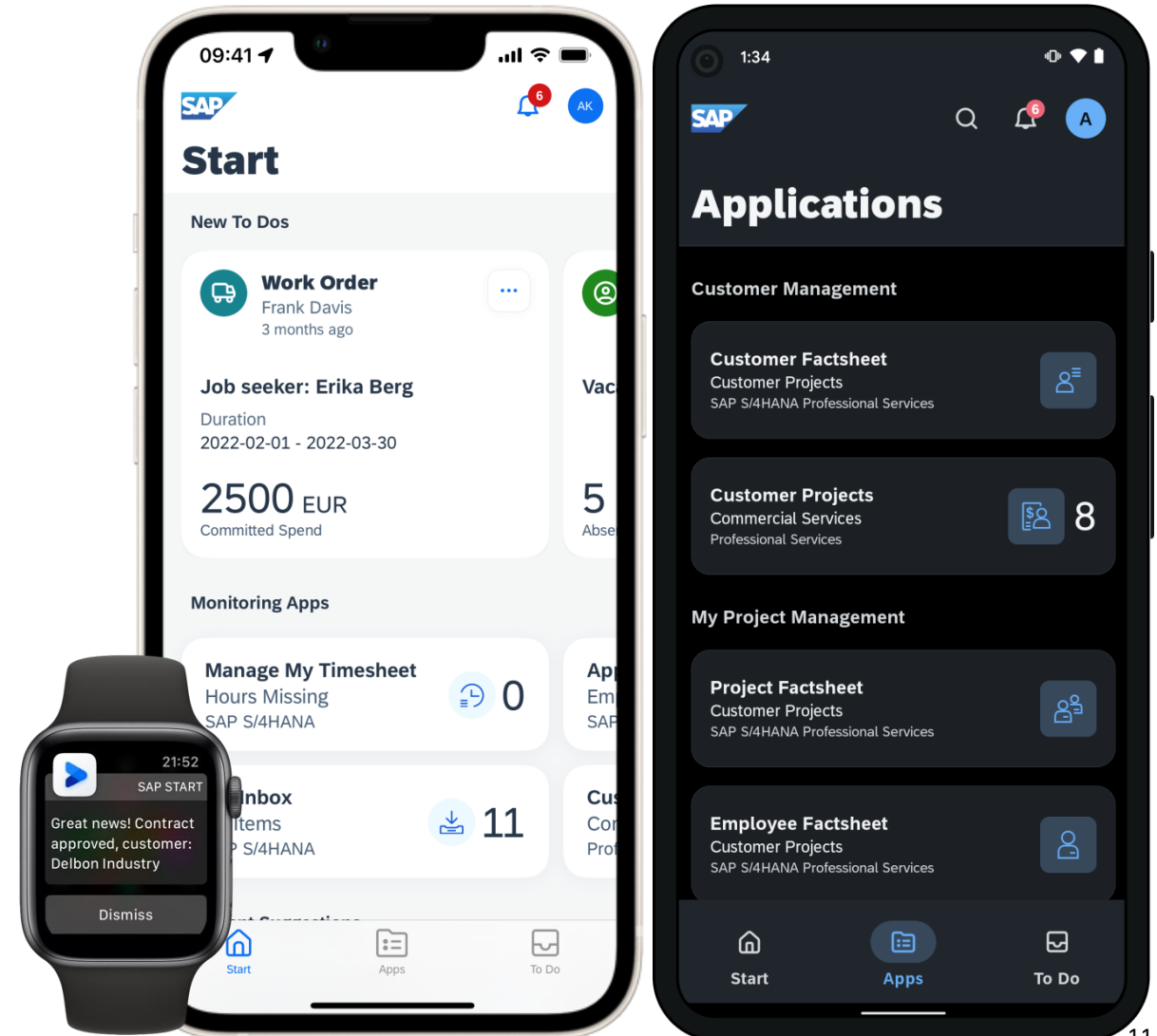
- Productivity
- Work Flexibility
- Agility



# Value Proposition

Your native entry point to the Intelligent Enterprise

- Seamless mobile access into the Intelligent Enterprise Suite
  - SAP S/4HANA business processes and data
  - Native LoB applications, like SAP SuccessFactors
  - SAP S/4HANA notifications
- Consolidated view on tasks such as approval workflows
- Consumer-grade user experience and superior performance
- Improves productivity, agility and work flexibility





# Key Capabilities

SAP Mobile Start is the native app for all SAP users



**Native entry point**  
to the Intelligent Enterprise Suite



**Deep integration**  
with your mobile devices

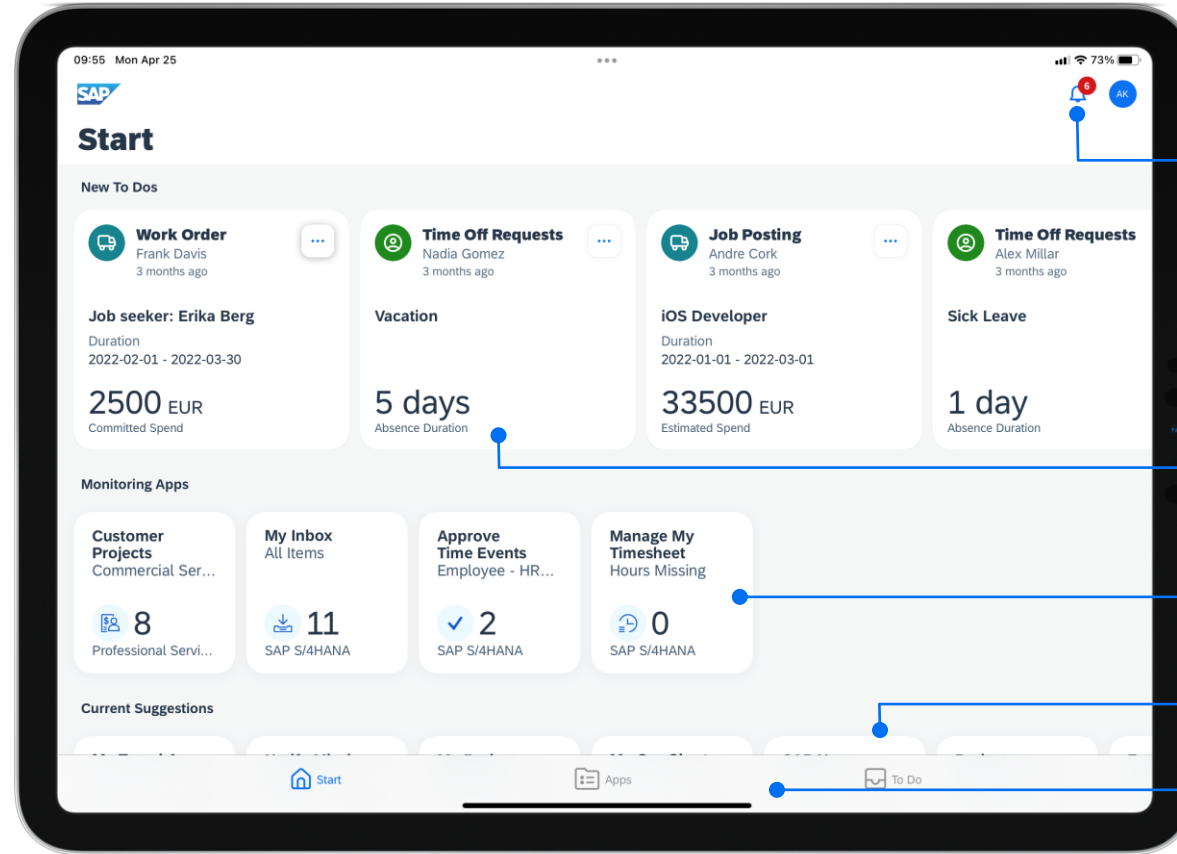
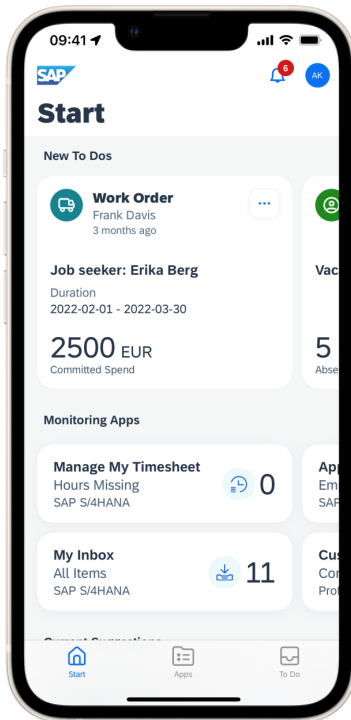


**Tailored content**  
per persona



# Native Entry Point to the Intelligent Enterprise Suite

iOS devices



Notification Center

New To Dos

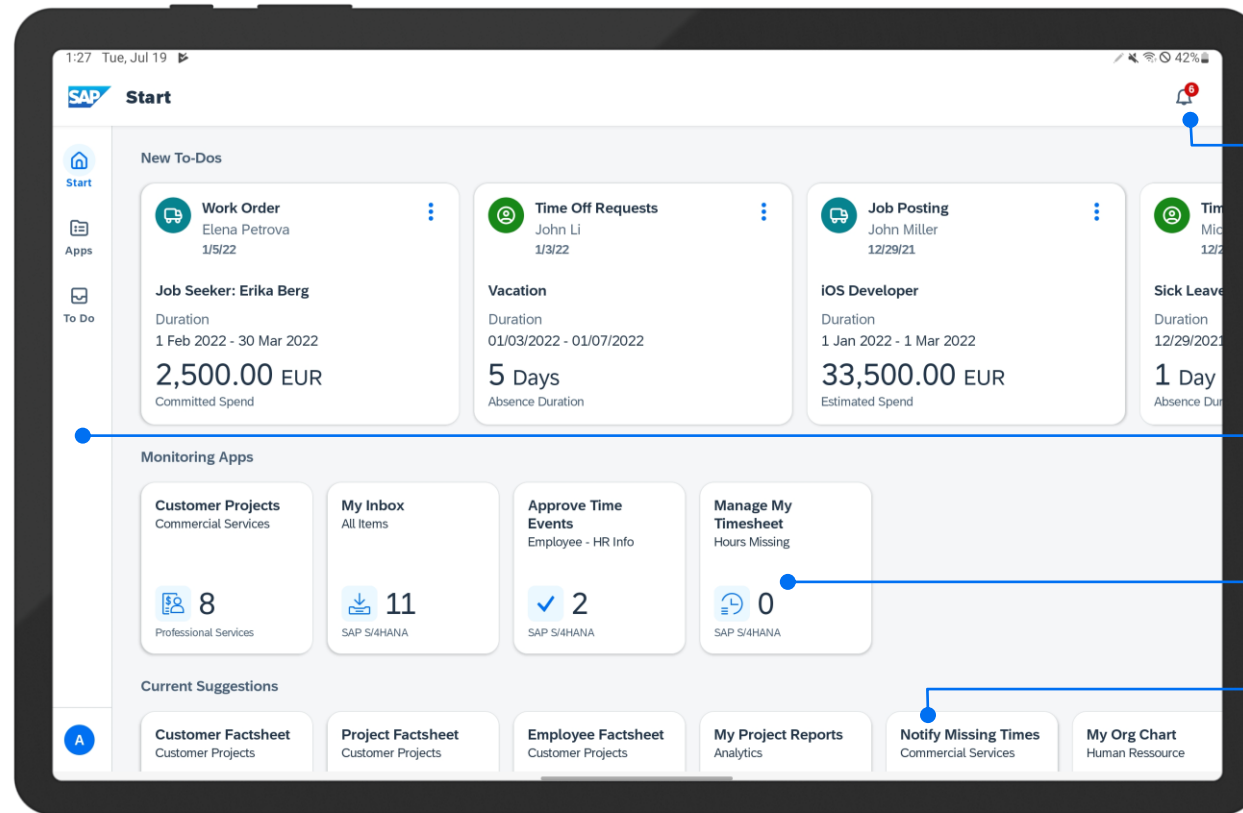
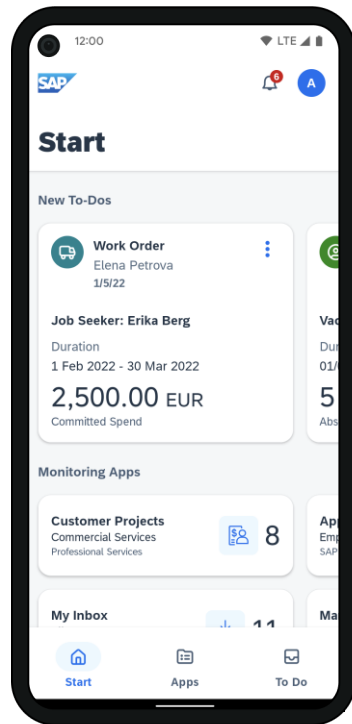
Native & Web Apps

Web links & Newsfeed

Apps & To Do Tabs

# Native Entry Point to the Intelligent Enterprise Suite

Android devices



Notification Center

Apps & To Do Tabs

Native & Web Apps

Suggested Apps, Web links & Newsfeed

# Persona Content

Apps and solutions from the Intelligent Enterprise

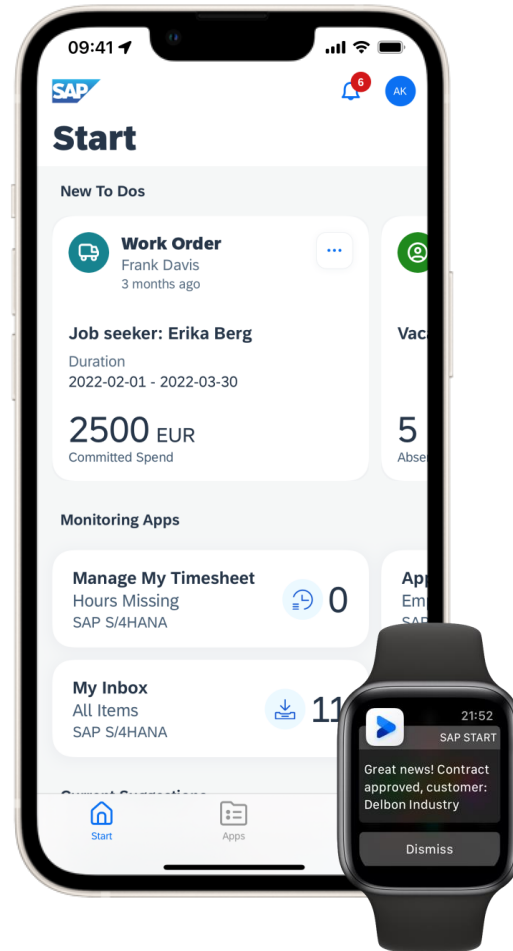
Custom apps

Partner apps

Web-links

News Feeds

Notifications and Tasks



SAP S/4HANA\*

SAP SuccessFactors

SAP Fieldglass

SAP Concur

SAP Ariba

\* SAP S/4HANA Cloud and SAP S/4HANA 1809 and later with content federation

# SAP Mobile Start integrates SAP Task Center

Leverage SAP Mobile Start to manage your workflow approvals at your fingertips

## SAP Solution Portfolio

SAP SuccessFactors 

SAP Ariba 

SAP Fieldglass 

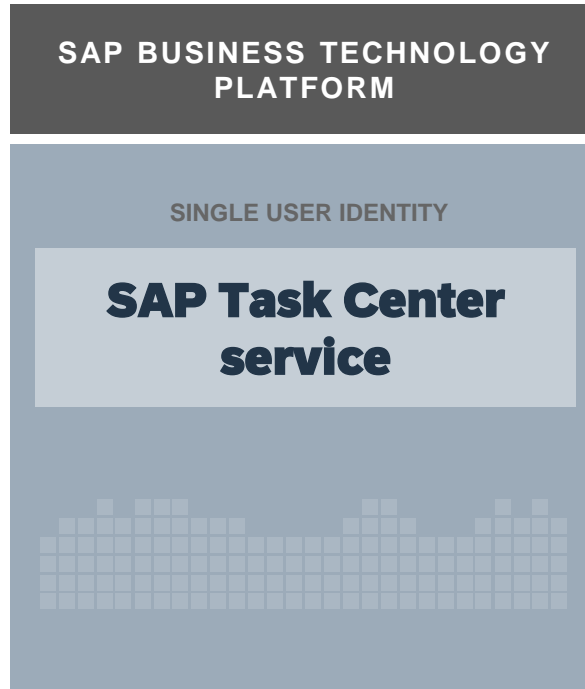
SAP Concur 

SAP S/4HANA\*

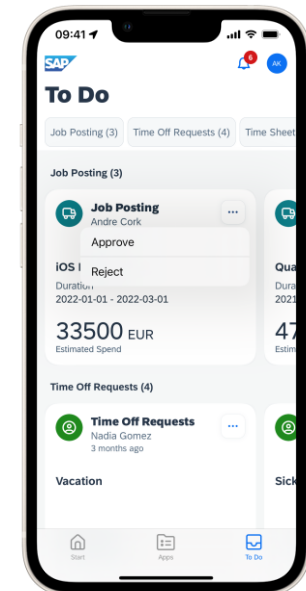
Service  
provider  
interface



Push/Pull



## Approving Users



SAP Mobile Start integrates SAP Task Center - it provides a seamless and integrated user experience, on the mobile device, for customers who want a unified view of approvals across multiple applications for a smooth and consistent approval process. Users reduce the time spent by navigating through various systems, and have access to information to enable smart decisions.



# Easy User Onboarding with App Config (MDM)

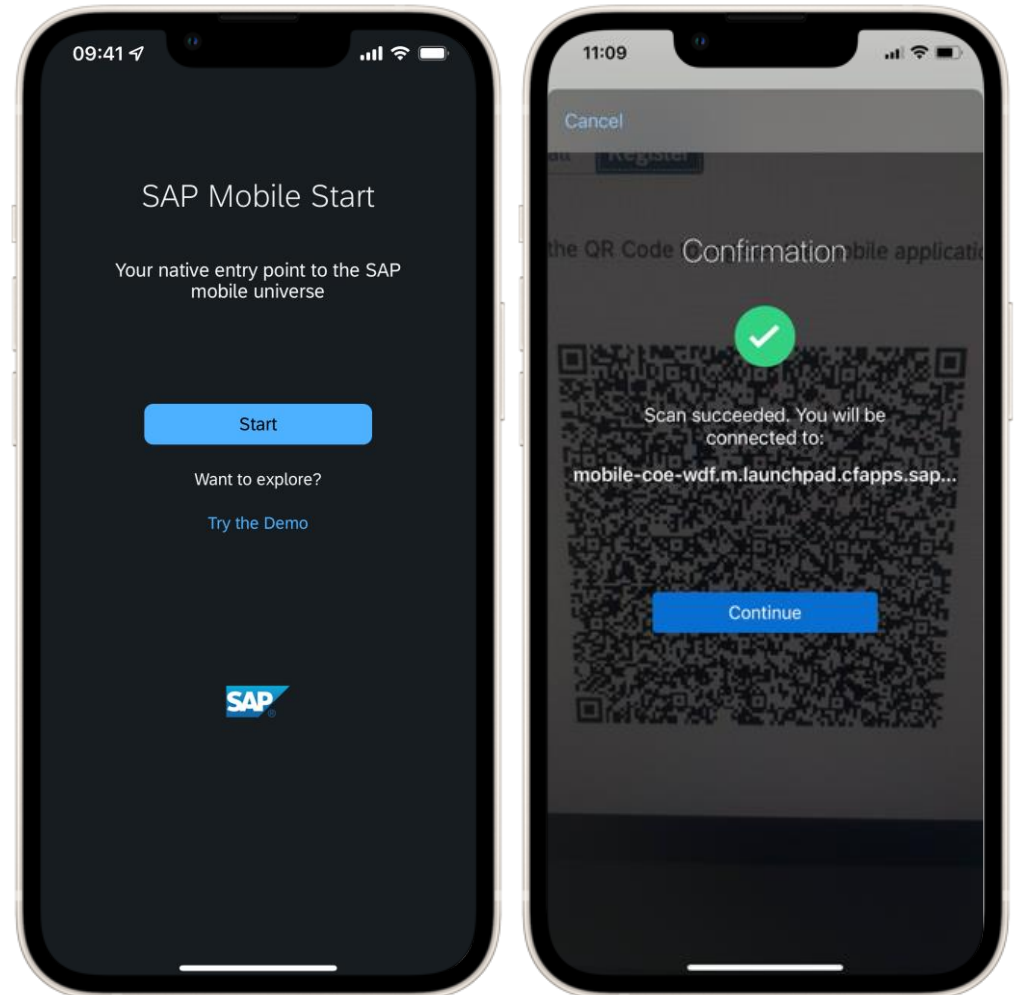
Leveraging the content prepared by IT

## Install SAP Mobile Start application on your device

- From Apple App Store & Google Play Store
- From your corporate Mobile Device Management (MDM)

## Click on “Start” to access all your business applications

Thanks to Mobile Device Management, you can directly start working on your business applications – they have been configured for each user by your IT Team



# New Release Overview

SAP Mobile Start Version 1.3 and 1.4

**Notification  
center  
improvements**

**Horizon  
theme  
adoption**

**Mobile device  
management  
support**

**To do's on  
start screen**

**Advanced  
monitoring  
tiles**

**SAP Mobile Start for Android**

**Demo**

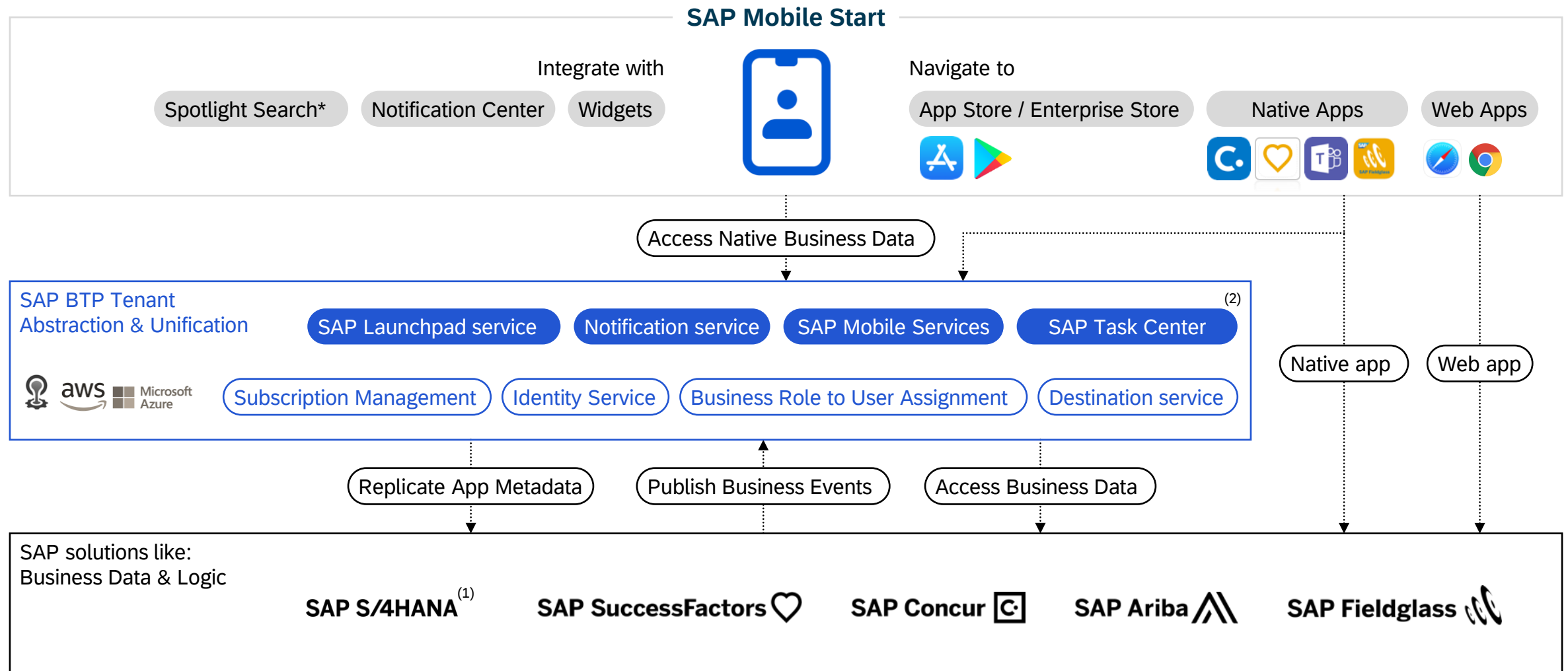


# Architecture





# Integration Architecture



\* Supported by iOS only

(1) Supporting native & web applications, SAP S/4HANA Cloud and on-premise

(2) Supporting SAP S/4HANA Cloud (public) and SAP S/4HANA on-premise, SAP SuccessFactors, SAP Fieldglass

**Availability**

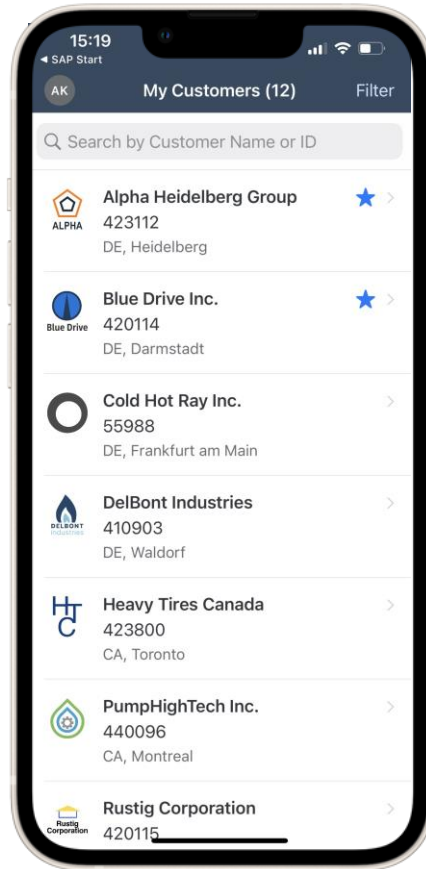


# SAP Mobile Start

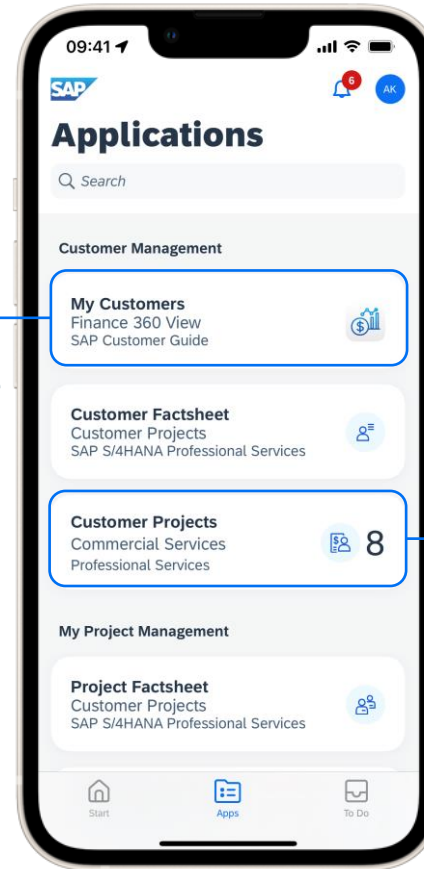
## Leverage your mobile app investment with SAP Mobile Start

SAP Mobile Start allows you to leverage your investment in mobile apps, as you can access and launch them much easier, and benefit from the integration into the device framework

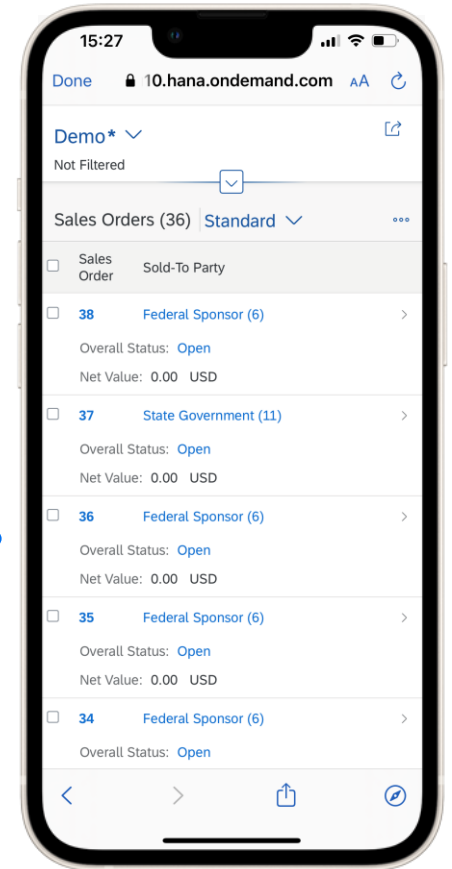
- Standard SAP UI5 apps
- Your custom UI5 apps
- Standard SAP native apps
- Your native apps
- Your partner apps



Native App opens on the device



UI5 Apps & Web links open in an embedded browser



# Commercialization

## We offer two plans

Download SAP Mobile Start application **for free** from the stores (Apple App Store & Google Play Store)

### **RISE SAP S/4HANA customers**

SAP Launchpad service & SAP Mobile Start are included in the following packages:

RISE with SAP S/4HANA Cloud, private edition

RISE with SAP S/4HANA Cloud

RISE with SAP S/4HANA Cloud and experience management

### **All SAP customers**

SAP Mobile Start is enabled through:

SAP Launchpad service

**Only one SKU is needed!**

# SAP Mobile Start – Road map\*

**SAP Road Map Explorer** | Products | Processes | Industries | My Road Maps | ✉ | 👤 | Disclaimer

SAP Mobile Start x SAP Mobile St... x | 8 Road Map Items x 🔍

Products 2 | Industries | Current - Latest | 📄 | 🔄 | 📁 Save

**Q3 2022** CURRENT 3 Road Map Items | **Q4 2022** 1 Road Map Item | **Q1 2023** 4 Road Map Items

**Business Application Entry Point**

- Advanced dynamic tiles with enriched content and design
- Enabling users to provide feedback directly inside the app
- View tasks in the new To Do tile on the Start screen (Android)
- Support of customer branding in using the app
- Enabling situation handling for SAP S/4HANA
- Providing business information with native cards
- Support of spaces and pages available from SAP S/4HANA
- Supporting app personalization by users

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# Consulting Packages

# Supporting Customers with UX / Mobile Transformation

## SAP UX and Mobile Consulting



### Design a tailored UX / Mobile strategy

- Running strategic assessment, roadmap definition
- Addressing architecture, security, migration scenarios (e.g., on-prem to cloud, Neo to Cloud Foundry, hybrid to native)

### Define single entry point to the enterprise world

- Supporting launchpad design (personas, roles, apps)
- With the right tools (e.g., SAP Mobile Start, SAP Launchpad service, SAP Work Zone)

### Apply best practices for standard apps implementation

- Using SAP Fiori for SAP S/4HANA, SAP Asset Manager & other standard apps
- Leveraging best practices, accelerators & using fit-to-standard principles

### Streamline UX / Mobile driven innovation

- Design thinking for process improvement & custom use cases
- Design & build extensions, custom apps (SAP UI5 / native)
- Use of SAP BTP (1) & intelligent technologies (iRPA (2), CAI (3) etc.)

### Mentor on SAP UX / Mobile concepts & technologies

- SAP solutions, features, architecture, development tools
- SAP BTP (1) services (e.g., Mobile Services, Notifications)

More Information?  
[Contact link](#)

(1) SAP Business Technology Platform, (2) SAP Intelligent Robotic Process Automation, (3) SAP Conversational AI

# Implementation of User Experience - SAP S/4HANA

## Implement SAP Launchpad service and SAP Mobile Start

Packages	Functionality Delivered	Indicative Duration	*Implementation Mode
Small – Starter Kit	<ul style="list-style-type: none"> <li>Deploy SAP Mobile Start to existing SAP Launchpad service users</li> </ul>	1 to 2 weeks	SAP Led
Medium – End-to-end Implementation Service	<ul style="list-style-type: none"> <li>SAP Launchpad design (personas, roles, apps)</li> <li>SAP Launchpad set-up including connectivity with SAP S/4HANA</li> <li>SAP Mobile Start App deployment</li> </ul>	4 to 6 weeks	SAP Led
Large – Additional Personalisation	<ul style="list-style-type: none"> <li>Everything in Medium</li> <li>Custom Widget content</li> <li>Enabling Custom apps</li> <li>Notifications</li> </ul>	6 weeks onwards depending on scope	SAP Led
Advisory Service	<ul style="list-style-type: none"> <li>Knowledge Sharing</li> <li>Identifying user needs, roles, apps</li> <li>Implementation QA service</li> </ul>	1 week onwards depending on scope	Partner / Customer Led

More Information?  
[Contact link](#)

**More Insights**



# SAP Mobile Start

## Typical scenarios by Early Adopters

### A Food Producer

- Overview of financials for board members
- White collar **managers** using notifications for approvals
- Future – used by all employees for procuring IT equipment etc

### A Philanthropic Organization

- Time recording, approving supplier **workflow** using SAP Task Center

### A Consulting Company

- Project Managers for **approvals** (Service Entry Sheet, Timesheet, Purchase Orders)

### An Aluminium Producer

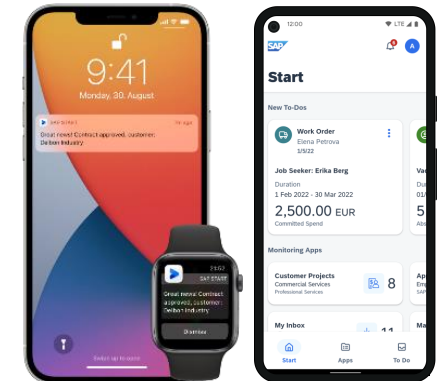
- Approval of service entry sheet of External Service Technicians using SAP Task Center
- SAP Fiori apps (mostly standard, 2 custom)

### A Steel Producer

- Managers receiving **notifications** for SAP Task Center approvals

### Common keywords:

- Managers
- Workflows
- Approvals
- Notifications





# Customer Success: FRoSTA AG

## Boost Employee Engagement with Mobile Access to Enterprise Resources



A successful provider of frozen fish, vegetables, and meals in Germany, Poland, Austria, Italy, and Eastern Europe, FRoSTA AG is one of Europe's leading manufacturers of frozen foods and the market leader for frozen meals in Germany.

~40%

Reduction in time to manage purchase requisition notifications and approvals

~90%

Reduction in time to create maintenance orders

“Companies need to ensure **agility and availability** of their IT and business services. With the SAP Mobile Start app, we provided our employees with a single launchpad, **centralizing access** to our IT business resources and making it possible for **all lines of business** to **work from anywhere**.”

Lucas Dreger, Solution Architect, FRoSTA AG

[Read the Customer Story](#)



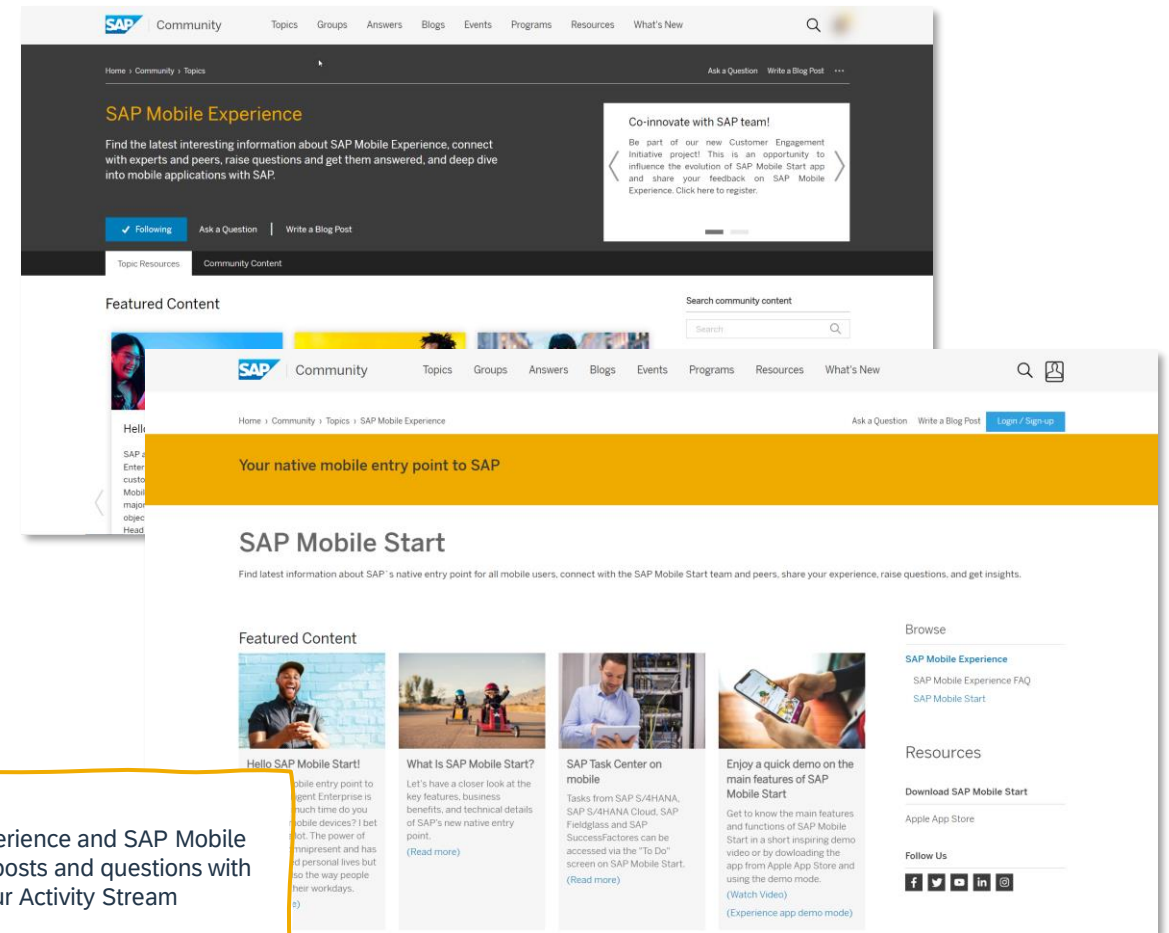
# SAP Community Page

Connect with development and peers, share your experience, raise questions, and get insights

## SAP Community offers you to

- Get actively involved by sharing your experience or asking/answering questions
- Connect with SAP Mobile Experts
- Get latest updates by SAP development
- Benefit from blogs provided by experts that will help you to onboard SAP Mobile Start seamlessly

[SAP Mobile Experience @ SAP Community](#)  
[SAP Mobile Start @ SAP Community](#)



Follow the SAP Mobile Experience and SAP Mobile Start tags so that new blog posts and questions with this tag appear in your Activity Stream

# SAP Customer Engagement Initiative

Your opportunity to influence SAP Mobile Start development

## SAP Customer Engagement Initiative offers

- Updates on SAP Mobile Start firsthand
- Interactions with SAP Mobile Start experts and other CEI participants to learn about best practices
- Influence SAP Mobile Start product roadmap
- Giving your inputs and your priorities by participating into surveys, interactive workshops
- Sharing your feedbacks on newly developed features

[SAP Mobile Start @ Customer Engagement Initiative](#) (please reach out to the team to join the open CEI)



# Eager to know more?

Selection of links, videos, e-books to learn more about SAP Mobile Start



## Useful links to learn about SAP Mobile Experience

- Learn more on [sap.com/mobile](https://sap.com/mobile)
- SAP Mobile experience video [here](#)
- SAP Mobile Start video [here](#)
- Review our latest [Webinar](#)
- Engage with our experts on our [community](#)
- View the SAP Mobile Start [Roadmap](#)
- Discover our [SAP Developer Center](#)
- Read the FROSTA [customer story](#)

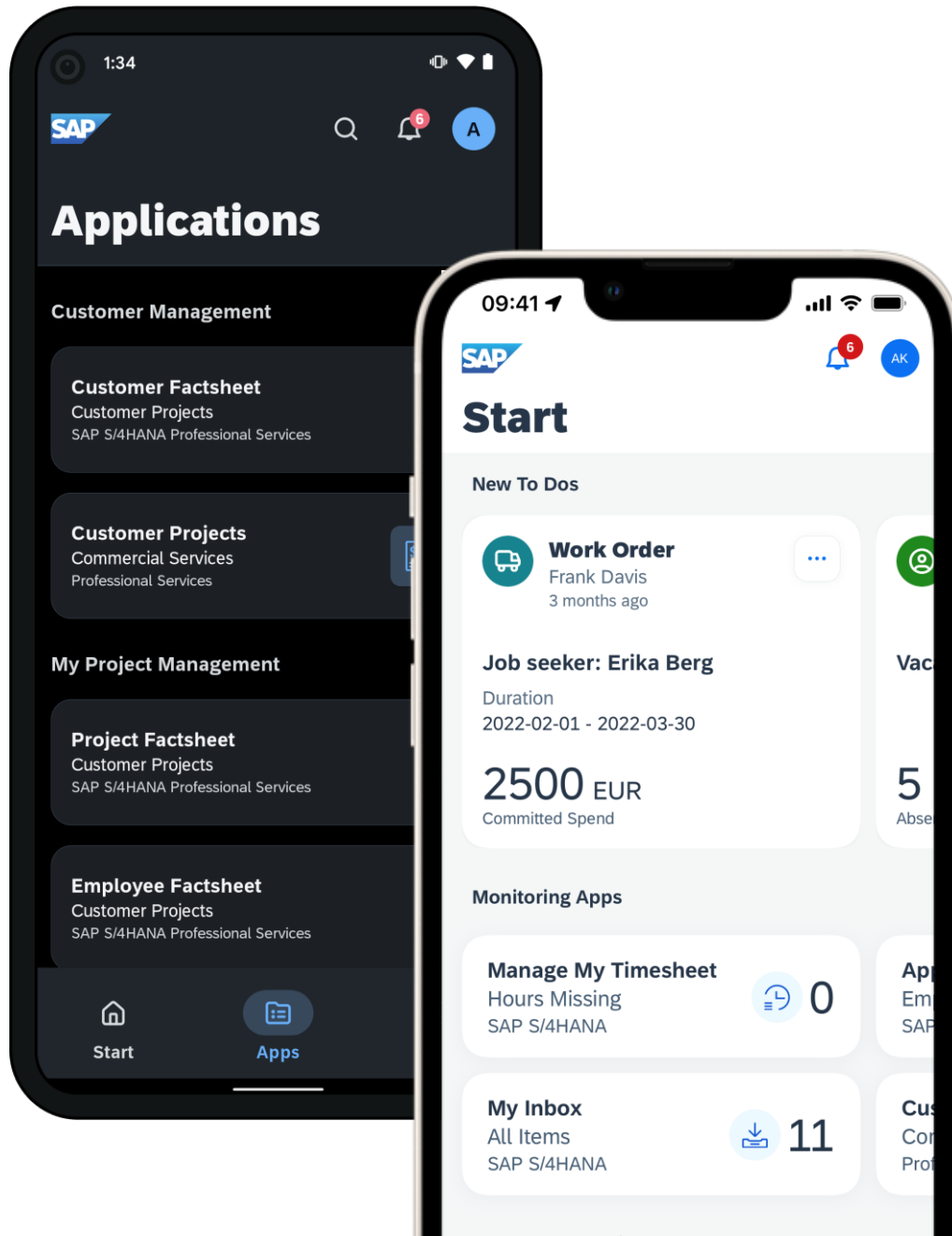
## Latest Event Recordings TechEd 2021 & Sapphire 2022

- Driving the Intelligent Enterprise with Digital Transformation ([YouTube: 10:30 – 13:00](#))
- Dive into the User Experience and Design Journey of SAP Solutions: [here](#)

## SAP Mobile Start Ebook

Learn about SAP Mobile Start key capabilities and how it delivers a new way of working for our selected personas

[Read our Ebook!](#)



# Get ready...

Download the SAP Mobile Start app from the App Stores to explore how you can access the Intelligent Enterprise at your fingertips





# Thank you

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