



SAP Center of Expertise

A ServiceXRG Perspective



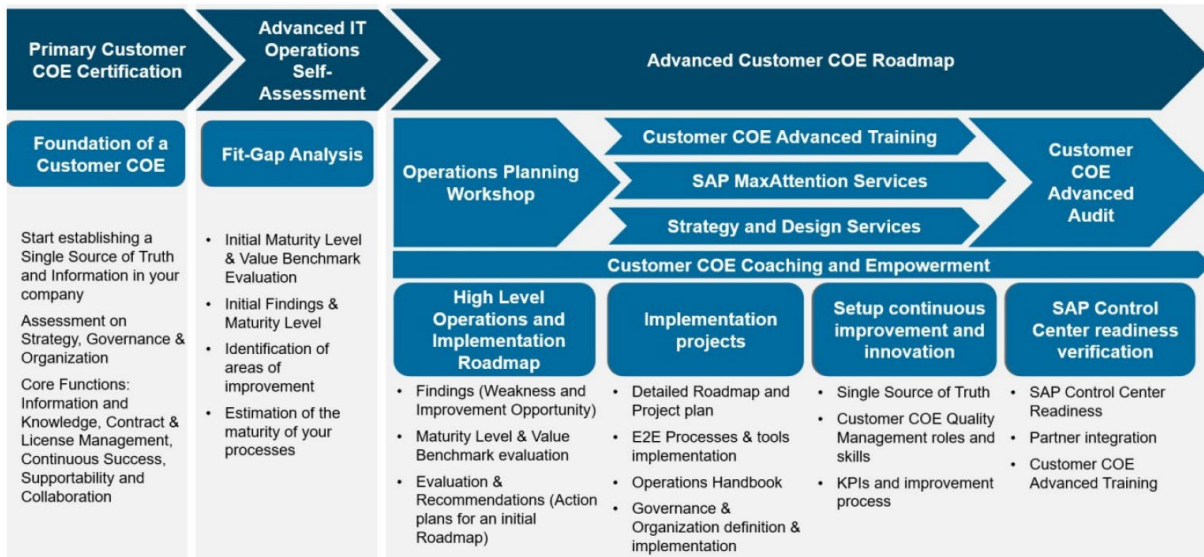
SAP center of expertise

SAP requires that all customers on Enterprise Support establish a Customer Center of Expertise (Customer COE). A Customer COE is an internal core team of experts that is responsible for all aspects of SAP implementation. Customer COEs include both technical and business process-oriented individuals who are responsible for functional collaboration of internal business and IT organizations and between the customer's company and SAP. Although there are variations to how a COE is organized and managed, SAP offers a basic framework for creating this entity.

The Customer COE is designated as the central point of reference within the customer organization for contacting SAP and covers all core business process flows, technical support issues, and ongoing quality reviews and assessments, success, and business innovation. The Customer COE must support all SAP software covered by the Enterprise Support agreement.

The Key Components of SAP's Customer Center of Expertise

The Customer COE program entails two maturity levels. Starting with a **Primary Customer COE Certification**, customers establish the foundation for their Customer COEs. Over time, the Customer COE has the opportunity through self-assessments to prove their maturity and become certified **Advanced Customer COEs** that facilitate support and drive innovation in their organizations. Advanced Customer COEs act as both service providers and business innovation enablers.



Source: SAP

Primary Customer COE

Running a certified Primary Customer COE is a contractual element and requires a proficiency in important basic functions. The SAP Primary Customer COE Certification provides a solid foundation for maintaining and supporting SAP's system. This certification begins with a self-service online checklist. Recertification is required every 2 years.

Advanced IT Operations Self-Assessment

The Advanced Self-Assessment identifies areas of improvement for Primary Customer COE(s) on their journey towards Advanced maturity. After completion, SAP will provide a rough estimation of the maturity of the Customer COE's processes including maturity indicators and recommendations in each area.

Advanced Customer COE

A Customer COE with Advanced Capabilities fulfills all aspects of a Customer COE agreement from service provision until business innovation enablement. This is paramount for mission critical operations, business and IT alignment, internal and external visibility, and a common understanding of current and future top issues.

Customer COE Foundation – Initial Set Up

SAP requires a new Customer COE to build a foundation for success. This includes establishing the Customer COE's Strategy, Governance, and Organization.

- **Customer COE Strategy** – Describes how business and IT strategies meet the business requirements and how the Customer COE creates measurable business value and efficiency.
- **Customer COE Governance** – Purpose is to establish governance mechanisms and roles required to link business and IT objectives. The Governance describes which guiding principles, best practices, and methods are required to align business and IT objectives.
- **Customer COE Organization** – Defines how the Customer COE is integrated into the existing organizational structure.

Customer COE – Core Functions

The Customer COE is responsible for performing the following core functions:

- **Information and Knowledge** – Acts as the overall knowledge source for SAP-relevant information and knowledge. Responsible for acquisition, collection, management, and distribution of all company information including SAP events, communities, and marketing.
- **Contract and License** – Acts as a single point of contact for all contract administration issues with SAP.
- **Continuous Success** – Coordinates all business requirements, development, innovation requests, and innovation adoption.
- **Supportability and Collaboration** – Responsible for efficient supportability including overall coordination with SAP Support on incident handling, use of operational tools, and use of Support Services offerings.

SAP Customer COE – Resources

SAP Support Offerings & Programs – Customer Center of Expertise

<https://support.sap.com/en/offerings-programs/ccoe.html>

Customer Center of Expertise (Customer COE) – Getting Started with the Primary Customer COE

https://support.sap.com/content/dam/support/en_us/library/ssp/offerings-and-programs/customer-center-of-expertise/ccoe-as-service-provider/primary-ccoe/CCOE_GettingStarted.pdf

Customer Center of Expertise Program from SAP (Customer COE) – Primary Certification Guidelines

https://support.sap.com/content/dam/support/en_us/library/ssp/offerings-and-programs/customer-center-of-expertise/media-library/recertification-primary/ccoe_primary_guidelines_en.pdf

Customer Center of Expertise – Strategy, Governance and Organization

https://support.sap.com/content/dam/support/en_us/library/ssp/offerings-and-programs/customer-center-of-expertise/ccoe-document-store/ccoe_strategy_framework.pdf

SAP Enterprise Support Scope Description (2020)

https://support.sap.com/content/dam/support/en_us/library/ssp/offerings-and-programs/sap-enterprise-support/sap-enterprise-support-scope-description.pdf

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Since 2004, we have guided Service and CX leaders in their pursuit to optimize delivery strategies, deliver customer value, improve organizational effectiveness, adopt technology and automation, and maximize the role and impact of services.

We help Chief Customer Officers, Customer Success leaders, and Support leaders succeed with services by improving capabilities that enhance their maturity to execute and achieve service outcomes.

We accomplish this by applying the ServiceXRG Framework™ for Service Success.

Our process creates your roadmap to service success.

We use our comprehensive research-based methodology for service assessment and planning to provide you with a customized ServiceXRG Roadmap™ with a pathway and expert guidance for ongoing success with services.



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