



# SAP® Knowledge Management

Executive Summary



**SKILL DEVELOPMENT**  
**MANAGING COMPLEXITY**  
**KNOWLEDGE**

**TRAINING COSTS**

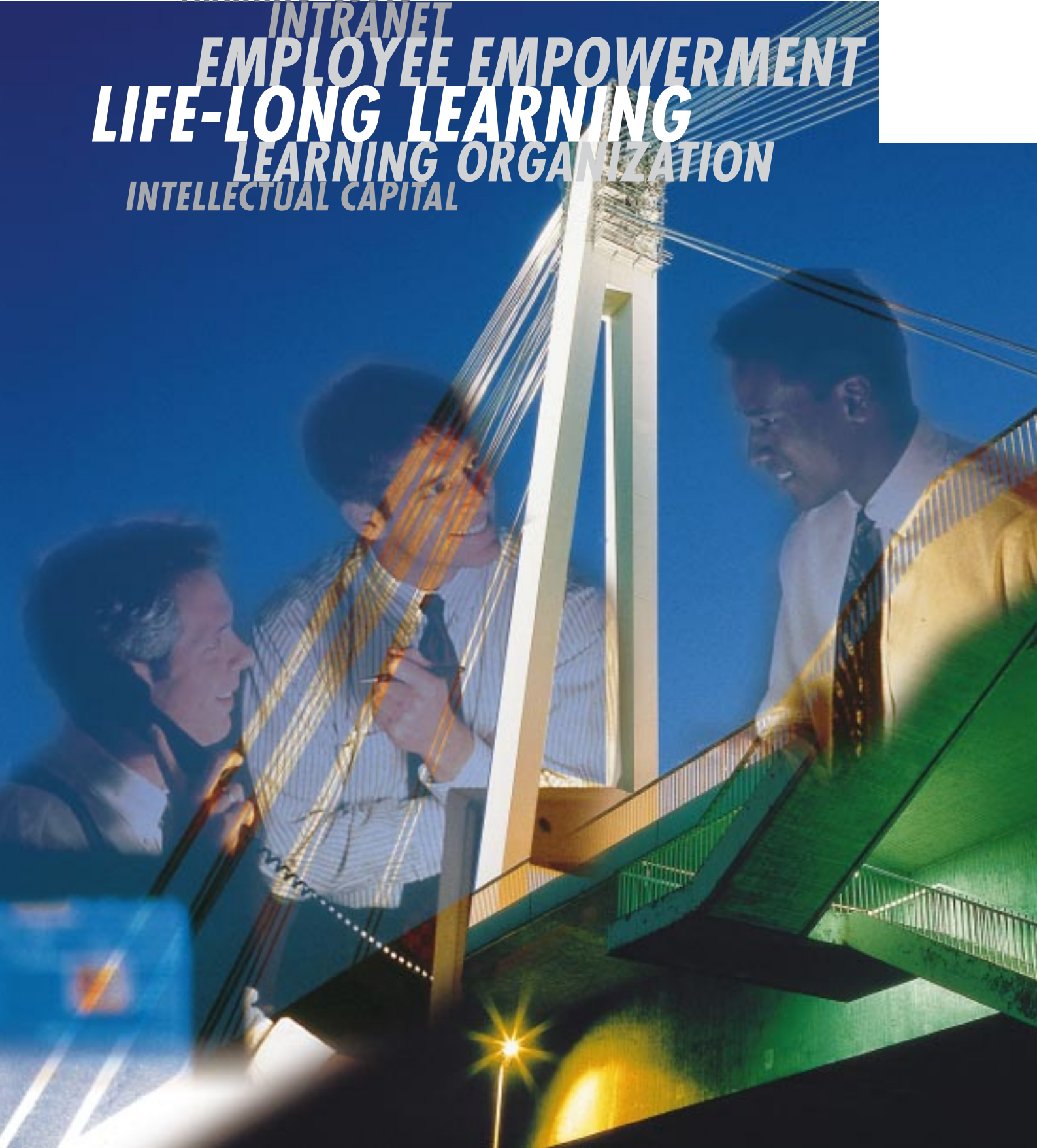
**INTRANET**

**EMPLOYEE EMPOWERMENT**

**LIFE-LONG LEARNING**

**LEARNING ORGANIZATION**

**INTELLECTUAL CAPITAL**



# ***The Challenge: Improving Global Competitiveness***

As the new millennium approaches, conditions for doing business are becoming increasingly challenging. Continuous change in the marketplace — globalization, market liberalization, unrelenting competition, and the breakneck pace of business IT development — requires maximum efficiency and flexibility within your organization.

To survive and succeed in this environment, the following strategies are essential:

- The deployment of a powerful IT solution to manage your operations
- The deployment of a comprehensive Knowledge Management solution to harness the value of your organization's collective knowledge

When it comes to integrating systems, SAP was one of the first companies to recognize the operational value of sharing data between different business areas. The result was the R/3 solution. The market responded and we now have thousands of customers and millions of users all over the world.

## ***Our Mission:***

***To efficiently connect "those who know" with "those who need to know"***

***To convert personal knowledge to organizational knowledge***

## **Introducing SAP Knowledge Management**

In addition to integrating data between business areas, an organization needs to effectively transfer organizational knowledge between its experts and those who need various aspects of that knowledge. As in all other business areas, SAP's solution to this challenge is based on the best business practices in that area.

All along the process chain, each process requires not only the input of business data, but also the knowledge to make the appropriate decisions at each point.



At SAP we already assembled a great deal of both conceptual knowledge and specific know-how. As part of our Knowledge Management Solution, which includes elements of the former Advanced Training Solution (ATS), we make available the processes, the SAP knowledge, and the tools for adding your own knowledge and then managing it all.

By also integrating your organization's Knowledge Management Solution with aspects of relevant business areas within Human Resources and Controlling, we help fulfill the promise of system integration.





# ***Knowledge Management as a Key Success Factor***

Knowledge can be considered an organizational asset, much like labor, real estate, or capital. An organization can succeed only if it manages to create, accumulate, and maintain those assets. When it comes to knowledge, that also means users who are well trained and continually supported in performing their tasks. In addition to the concrete processes and tools that support knowledge transfer, establishing a culture that encourages the exchange of knowledge between its members is vital to any organization's success.

In addition to managing knowledge assets in general, a specific knowledge management task involves information related to the SAP life cycle. Because the knowledge required to install and use ERP software spans so many different business, functional, and technical areas, the

knowledge transfer process is multi-dimensional. It is also a process that never ends — new functionality has to be configured, new users have to be trained, and ongoing business and technical experience has to be incorporated into the business processes.

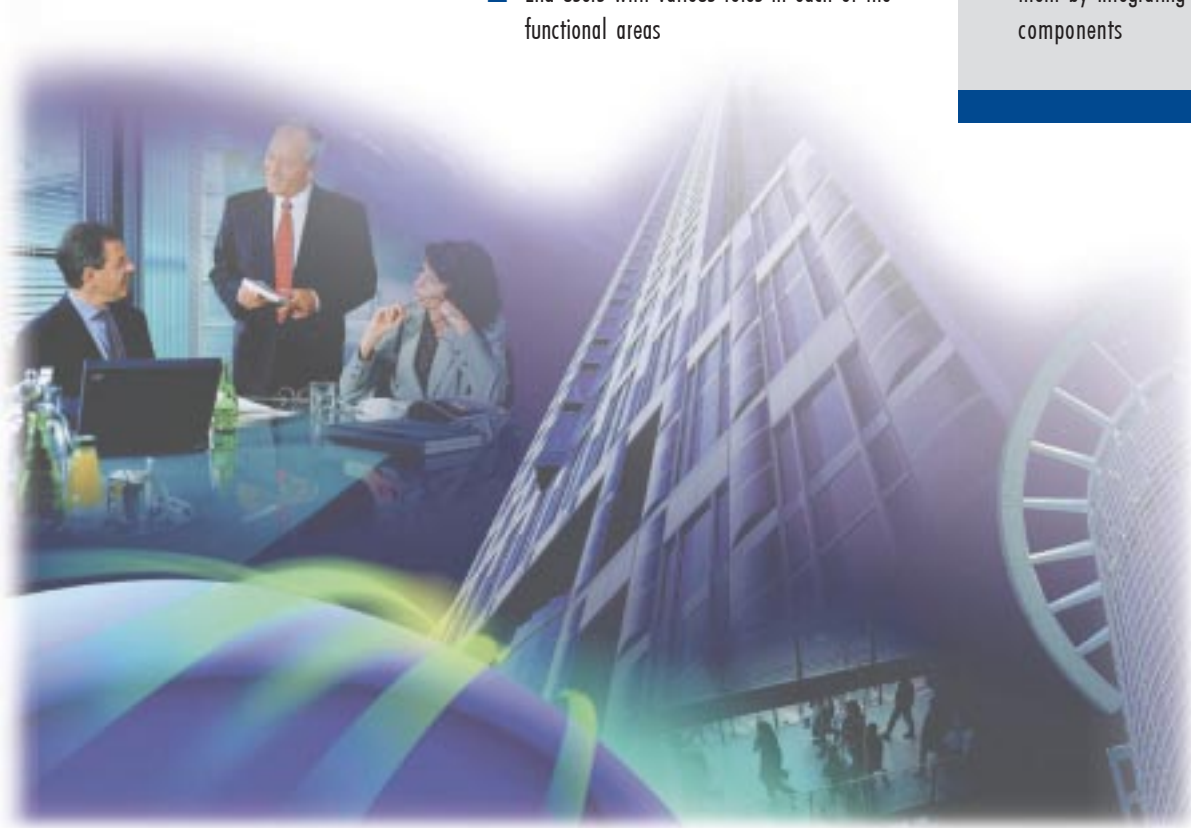
## **Ensure the Lowest Cost of Ownership**

From the perspective of the SAP life cycle, the challenge is to provide life-long learning to the following key user groups:

- The implementation team — the business and technical experts of our customers, our partners, and of SAP
- The support team, such as Help Desk personnel, that supports end users on a daily basis
- End users with various roles in each of the functional areas

## ***Benefits of Knowledge Management***

- Faster, more cost-effective implementations
- Increased end user acceptance and productivity, with decreased need for support
- Vast savings by reusing existing materials
- Fast incorporation of release functionality and changes in business practices
- Optimal return on your R/3 investment by integrating with key R/3 components





## *Maximize your ROI with SAP Knowledge Management*

As part of SAP's Knowledge Management solution, we provide the tools and infrastructure — the SAP Knowledge Warehouse — to help you optimize the development, management, maintenance, and distribution of different kinds of content. You can maximize the value of the SAP Knowledge Warehouse by using the extensive content base developed at SAP as a starting point for your own content. In addition, SAP and its partners offer consulting services to help you determine an optimal Knowledge Management strategy for your particular needs.

### **Knowledge Development**

- Consulting services to help define your organization's needs and to plan and design content requirements
- The tools for authoring general company information, training materials, documentation, system simulations, and performance testing
- The tools for managing translation, localization, and production

### **Knowledge Transfer**

- Instant, world-wide replication of content, based on single instances of an information object
- Automatic display of context-specific information based on language, release, industry, or other defined criteria
- Fully web-enabled viewing of content, with alternative access from the SAP GUI
- Integration with SAP's context-sensitive help
- Indexing and retrieval functionality

### **SAP Content**

- Best business practices from 20,000 installations worldwide
- More than 200 standard training courses, Delta Seminars, the Industry Curriculum, and Role Based Education courses developed specifically for end users
- Fully customizable online documentation, including a glossary of SAP terms and more than 14,000 procedures that can be used as the basis for developing end-user procedures
- Continuous SAP content updates

# The SAP Knowledge Management Map

As time and experience have shown, successful knowledge transfer is a critical success factor for any implementation, as well as for the day-to-day running of a business. Of course, this knowledge transfer is not a one-time event. Instead, it is a continuous, progressive process that requires a flexible solution to meet the needs of diverse industries and user groups, including partners, consultants, the implementation team, the support team, and end users.

Training and documentation play a central role in providing various user groups with the knowledge they need to efficiently implement and use the R/3 System. In addition, a number of products complement and extend these solutions by providing flexible opportunities for self-study, the ability to interact with other users and with SAP experts, and the ability to integrate with other R/3 components.

The SAP Knowledge Warehouse (Info DB V.4) is the cornerstone of the SAP Knowledge Management Solution. Formerly called the Advanced Training Solution (ATS), it provides the infrastructure and the front-end tools that support the processes required for knowledge development and transfer, as well as the ability to integrate these knowledge assets with information in key components in the Human Resources, Financials, and Logistics modules.

In summary, the SAP Knowledge Warehouse supports the entire SAP life cycle by providing:

- A single repository that eliminates redundancy, simplifies maintenance, and provides worldwide distributed access
- A suite of tools that facilitate authoring, production, translation, distribution, delivery, and retrieval.

The SAP Knowledge Warehouse can also be delivered with reusable SAP content, which can greatly speed up the process of knowledge development and transfer.

## Knowledge Management Solutions in Detail

The Knowledge Management Map provides:

- An overview of the general processes that comprise the best business practices in the area of Knowledge Management
- The solutions SAP offers to support those processes

To continually improve that support, SAP continues to invest in developing tools — and collaborating with partners to provide complimentary tools — for both knowledge development and knowledge transfer. By also providing content that our customers can mix, match, and modify to suit their needs, we help save time and money because they don't have to reinvent the wheel. And by integrating our solutions with relevant components of the R/3 System, we make it possible to leverage information in different systems for a common goal: the optimal use and transfer of corporate knowledge.

## Knowledge Development

Planning is essential for any information project. Unless projects are based on a comprehensive needs analysis and carefully defined priorities, they can easily slip out of control. During the Design phase, the product's appearance and interface is defined, as well as strategies for navigation, searches, and error recovery. SAP and its partners offer comprehensive consulting services to help you in the Planning and Design phases of any project.

To facilitate the Authoring phase, SAP provides Drag & Drop structuring of existing materials, editing capabilities in native applications such as Word and PowerPoint, and simulation tools for developing system demonstrations and interactive exercises. The authoring tools also provide hyper-link management for creating links within various types of content.

## Knowledge Development

## Knowledge Transfer

## SAP Content

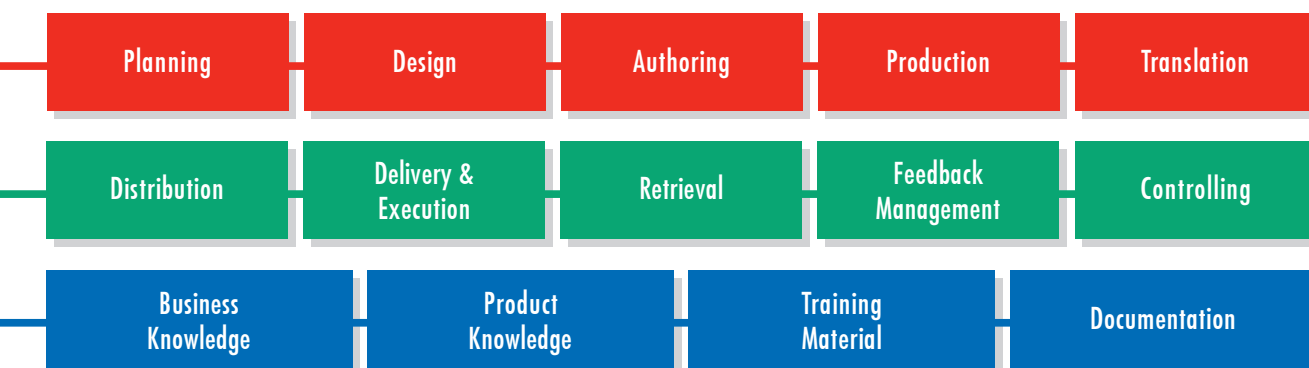
In the Production phase, the tools automatically convert documents to the appropriate presentation format — for example, Word documents are converted to HTML and PowerPoint files to GIF. Print support is available for creating handouts, documents, and manuals.

In the Translation phase, tracking different versions and translation workflows is essential. The SAP Knowledge Warehouse tracks the status of translations and makes it possible for translators to work in the native application, with direct access to SAP terminology. In addition, the tools provide check-out functionality to facilitate working with external translation agencies.

## Knowledge Transfer

Once the materials have been developed, managing the various stages of knowledge transfer becomes a central concern. In the Distribution stage, the tools in the SAP Knowledge Warehouse provide for the instant, worldwide replication of information. No presentation tool is required; all courses and documentation are displayed in a standard Web browser. Because content structure can be represented by any number of logical information objects that are related to a single physical object in the R/3 System, it is possible to display only the specific content that matches a user's language, version, industry, or other characteristic.





In the Delivery and Execution phase, the assessment and tracking tools help ensure that learning goals are met and that individual users can track their progress. In addition, integration with the HR Personnel Development component makes that information available to those who monitor employee qualifications, while integration with the HR Training and Event Management component automates training administration. Another feature that simplifies delivery and execution is the ability to use standard R/3 authorizations to control user access.

Of course, information is only as good as the user's ability to find it. For that reason, the SAP Knowledge Warehouse includes full-text and keyword searching. In addition, authors can greatly assist their users in finding related information by linking between training materials, documentation, and the SAP glossary.

To achieve and maintain a high level of usability requires the efficient incorporation of feedback during the Feedback Management phase. The SAP Knowledge Warehouse provides the means to incorporate both factual corrections of content as well as trends in the overall strategy and design. Finally, integration with R/3 Controlling will make it possible to analyze project costs and to incorporate that information into future planning for resource requirements and for scheduling.

## SAP Content

To facilitate the exchange of knowledge in general and to optimize the implementation and use of the R/3 System specifically, SAP continually extends the following types of content:

- Business knowledge, which includes data, process, and implementation models that customers can use as a basis for shaping their models. By making information queries into a Solutions database via SAPNet, customers can access and contribute to a pool of information that grows with their experience. And by accessing materials that provide specific business knowledge, customers can gain the perspective that puts information into the necessary business context.
- Product Knowledge for matching business needs to R/3 functionality include Fact Sheets, which provide product overviews, White Papers, which include technical details, and Success Stories, which show how other customers solved their business problems with SAP solutions. In addition, the "Functions in Details" booklets provide detailed functional information about how particular technical topics, R/3 modules, or SAP Industry solutions affect business processes. The SAP Development News provide information about future functionality.

- Training Materials, which include SAP's core curriculum, as well as training that provides for the specialized needs of various industries and for over 40 predefined end-user roles. For flexible and independent learning, SAP also offers self-study options in various delivery formats. These materials include the R/3 Basis Knowledge Products to extend the knowledge of SAP's technical training courses, the Delta Study Guides for learning new release functionality, the "Made Easy" guidebooks for facilitating R/3 implementations, and a series of CBT courses for as-needed access to end-user training.
- Documentation, which provides both the conceptual information needed to customize the R/3 System and procedural information to use as the basis of end-user materials. In addition, context-sensitive help is always at the user's fingertips. A glossary that defines unfamiliar terms is available as well. Because consistency is a key usability factor in documentation, the Knowledge Warehouse will contain the supporting tools we use for the quality control of our own materials.

## Partners in Knowledge Management

Getting the full potential from SAP software requires ongoing, effective knowledge transfer. The tools, contents, and integration potential of SAP's Knowledge Management Solution, supported by the consulting services offered by SAP and by our partners, add up to the best solution available.

# ***SAP Knowledge Management – Enabling a new Dimension of Customer Satisfaction***

## ***The Software Works the Way I Do***



### **EnjoySAP**

With the EnjoySAP initiative, SAP is driving the delivery of products that redefine state-of-the-art usability and design. With software that is easier to learn, more intuitive to use and quicker to adapt to the users' ways of working, EnjoySAP greatly simplifies the user experience with:

- A new visual appearance that makes the purpose of SAP screens obvious at first glance
- A new interaction concept that allows users to work faster
- A new personal, role-based user interface that is streamlined to users' needs

With EnjoySAP, SAP creates user interfaces that increase user efficiency and motivation and, at the same time, reduce training requirements for lower cost of ownership.

## ***Up and Running with SAP***

One of the highest priorities at SAP is to ensure quick and efficient system installations. Together with our customers and partners, SAP has developed tools, processes, and initiatives to optimize implementations, including:

### **TeamSAP**

TeamSAP brings together the best of SAP and partner resources in three key areas: people, processes, and products. This initiative enables SAP to deliver SAP's Knowledge Management Solution with better results, in a shorter period of time, and at a lower cost.

### **AcceleratedSAP**

AcceleratedSAP is SAP's solution for fast and efficient R/3 implementations. The SAP Knowledge Management Solution works together with ASAP by providing the processes that guide you through the activities of analyzing, designing, developing and delivering SAP end user training and documentation.

## ***Complementing SAP Knowledge Management***

Along each process chain and along the entire SAP life cycle, the SAP Knowledge Management Solution complements any SAP R/3 component, Industry Solution, or other SAP initiative – and vice versa. Components often used in conjunction with SAP Knowledge Management include:

### **Simulation Tools**

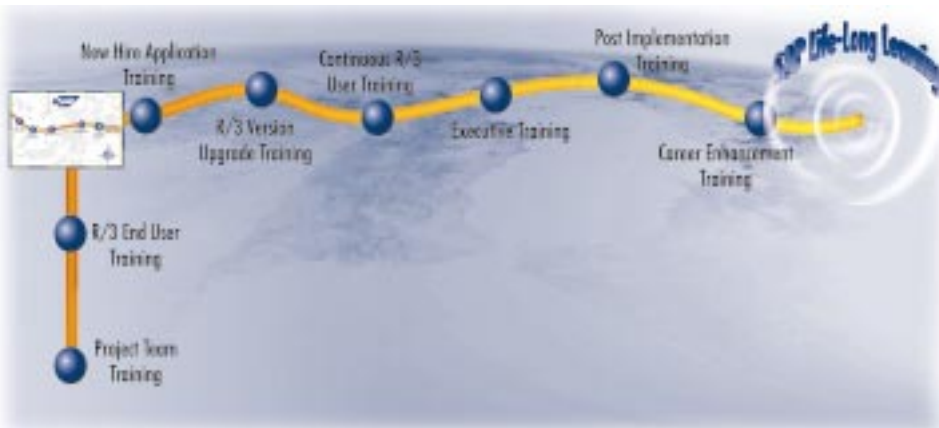
These authoring tools make it possible to create demonstrations and customized learning units that simulate actual interactions with the R/3 System. You can use these tools to make it possible to practice offline or to work within the R/3 System to support your workflow. No programming experience is required to use these tools.

### **IDES Training System**

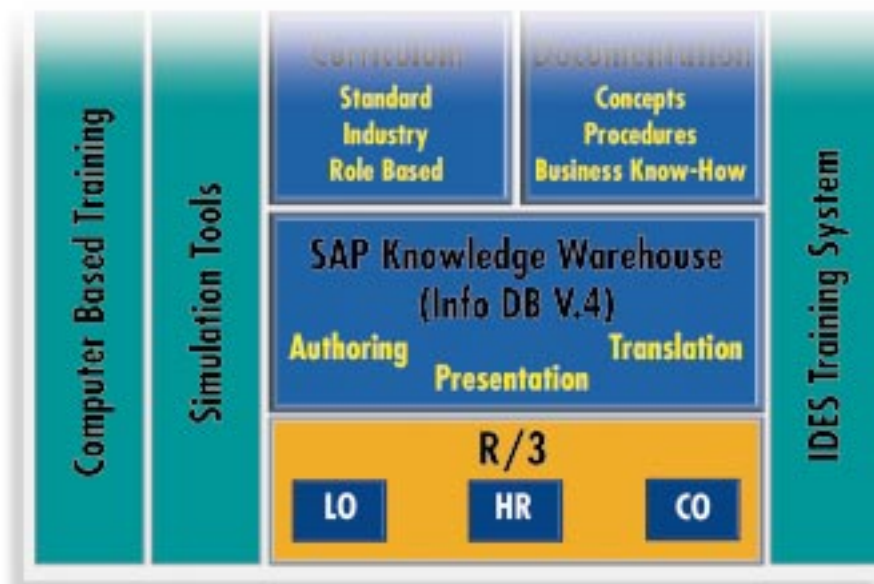
The International Demonstration and Education (IDES) System is based on a preconfigured installation of R/3, populated with data and business processes of a fictional enterprise. IDES is the basis for all exercises and system demonstrations in SAP's worldwide training courses.

## ***Personnel Development (PD)***

Creating a match between people – their skills, competencies, and training history – and the needs of an organization is a central task of any Human Resources organization. The SAP Knowledge Management Solution can provide significant benefits in this area. For example, identifying the specific knowledge required by various user roles and tracking what courses have been completed helps to automate and streamline the employee development process.







## Training and Events Management (TEM)

The HR-TEM component gives you full control of planning, delivering, administering, and invoicing courses and other events. TEM also provides direct access to content and supports creating course appraisals. The resulting feedback, in turn, helps to provide the basis for a continual improvement based on both new functionality and experience.

## Controlling

By integrating with Controlling, SAP Knowledge Management makes it possible to track the time and cost incurred in content creation. As in any area, knowing what activities are associated with what costs helps to determine priorities, manage resources, and drive down costs.

## Logistics: Business-to-Business Procurement

SAP Business-to-Business Procurement enables open, full-cycle, inter-enterprise procurement and handles all procurement processes, from creating requisitions to paying invoices. Using

an electronic catalog, users can purchase Knowledge Management goods and services from their desktops, leaving purchasing departments free to focus on strategic purchasing operations.

## SAPNet

At any stage of the SAP life cycle, SAPNet provides an internet-based online service that offers the latest information on SAP, our products, and our service offerings. Customers and partners can also search a vast pool of information based on the actual experience of consultants, technical centers, competence centers, and customers.

## SAP Business Intelligence Initiative

SAP Business Intelligence combines tools for strategic management with a sophisticated data warehouse solution.

## SAP Strategic Enterprise Management

SAP Strategic Enterprise Management (SAP SEM) is a set of tools and processes that helps

companies implement value-based management. SAP SEM provides an integrated, real-time view of corporate performance information across business structures that allow senior executives to assess and enhance corporate value.

## SAP Management Cockpit

The SAP Management Cockpit® is an innovative solution that bridges gaps in the corporate information flow that can stymie effective management-level communication in complex organizations.

The most important part of the concept is the Management Cockpit® room: four walls on which ergonomically designed graphics depict performance as reflected in mission-critical factors. It provides a clear picture of your company's situation and fosters efficient communication in management meetings.

## SAP Business Information Warehouse

SAP Business Information Warehouse (SAP BW) is an open, end-to-end data warehouse solution for internal and external data, which can be aggregated to give real-time information for effective decision support. You can quickly address end-user requirements by combining operational data with predefined industry specific business content, thus ensuring relevant information is always available to those who need it.

## Year 2000 Compliance

Many computer systems require extensive modifications to handle the millennium change-over. Since its inception, the SAP R/3 System has used a 4-digit year notation and has been certified by independent authorities to be fully year-2000 compliant.



# SAP KNOWLEDGE MANAGEMENT

## ***Create a Learning Organization with SAP***

Knowledge Management is intrinsically bound to your business success. By choosing the SAP Knowledge Management Solution — consisting of tools, content, services, and best business practices — you lay a solid foundation for a successful knowledge management strategy.

Together with the R/3 System, the SAP Knowledge Management Solution offers everything you need for developing and transferring information throughout your organization to the right people at the right time.

**Join SAP and our partners to establish your own Learning Organization.**

# Take our Customers' Word for It

***Tremendous savings of time and money in designing training materials***

HiServ, Susanne Ebersohn

***...an innovative path towards the goal of high employee performance***

Siemens,  
Peter Löcher

***We benefited not only from the knowledge we gained, but also from the savings we realized***

Eastman Chemical Corporation,  
Sandy Knefel

***By using the Knowledge Warehouse, we're at about a two-thirds the money we would have (spent) if we sent people offsite***

Baker Hughes Corporation,  
Trish Longoria

***Our post-implementation audits clearly indicate that our end users received the training they were supposed to get. We think that our end-user training was an unqualified success. And it is my belief that we could not have done it without the R/3 Information Database\****

Allison Engine, Teri Beetham

\* the name of a previous release of the SAP Knowledge Warehouse

## You'd like to know more?

- SAP Annual Report
- R/3 System
- R/3 Human Resources
- Fact Sheets:

The SAP Knowledge Warehouse

SAP Education Products and Services

SAP Documentation Products and Services

SAP Knowledge Management  
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