

Enterprise Services Architecture

Driving Innovative
Business Processes

POWERED BY
SAP NetWeaver™



Lazaros Lazaridis

Business Development

SAP NetWeaver

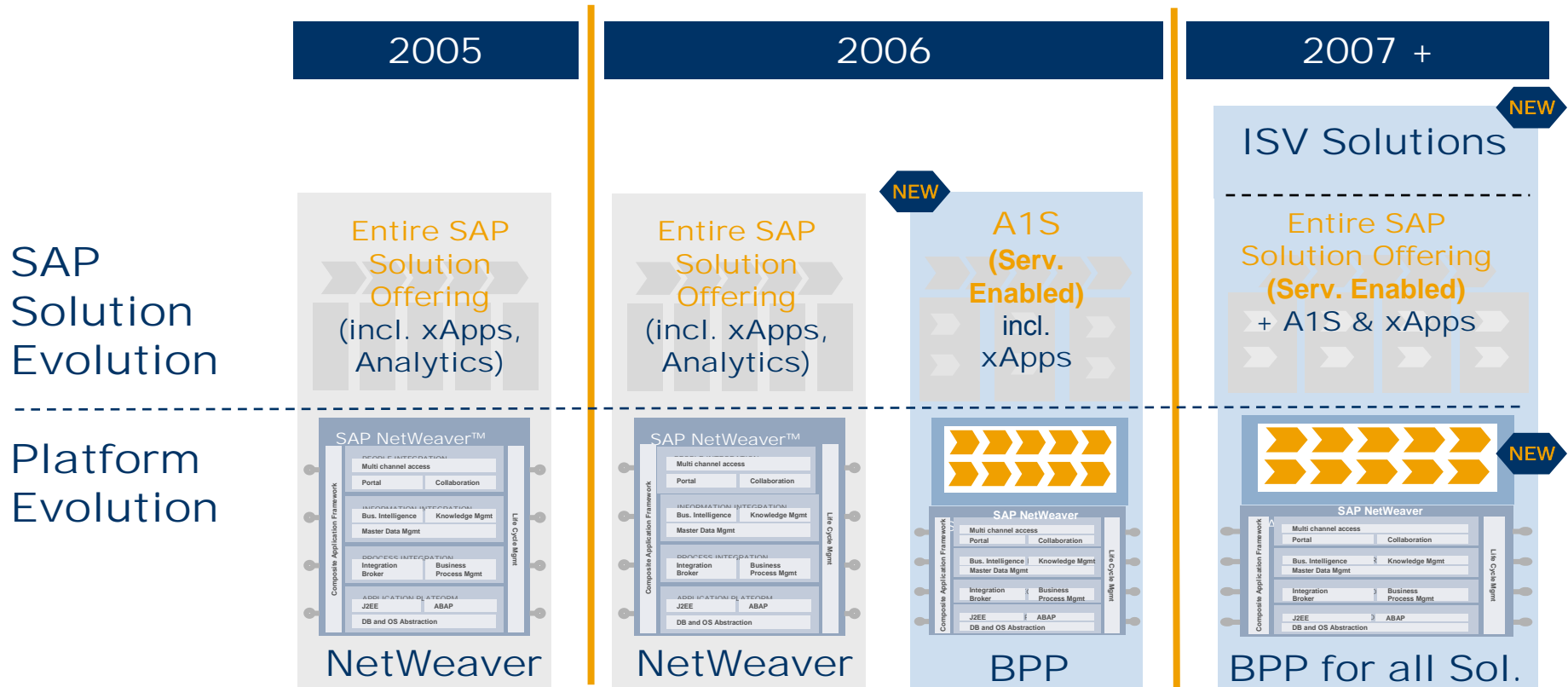
EMEA NEWS & SAP Hellas

THE BEST-RUN BUSINESSES RUN SAP™

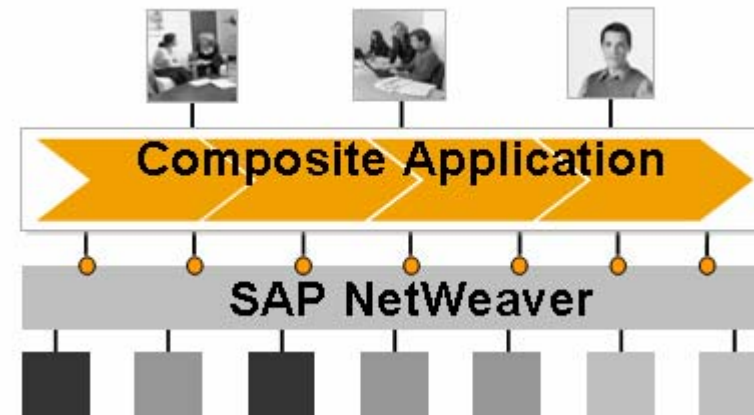
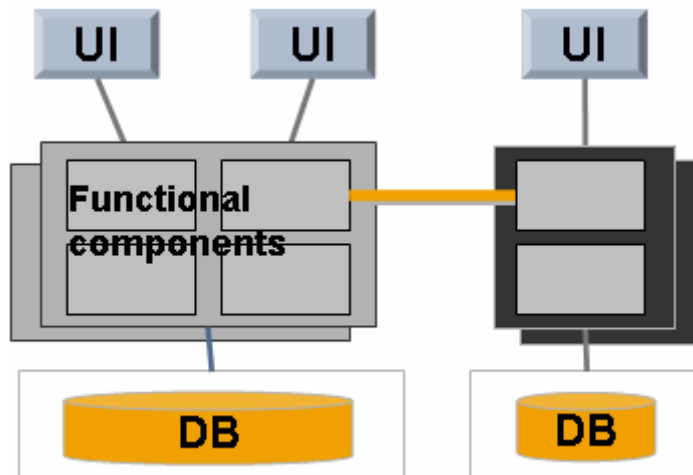


Platform & Solution Strategy

- 2005: NetWeaver as foundation for SAP Products & preparation for seamless BPP adoption in our customer base
- 2006: A1S first BPP based product
- 2007: BPP for all SAP Products. mySAP becomes ESA compliant



A Fundamental Shift in Application Architecture



- 3 tier applications
- Coded transactions
- **Best practices**

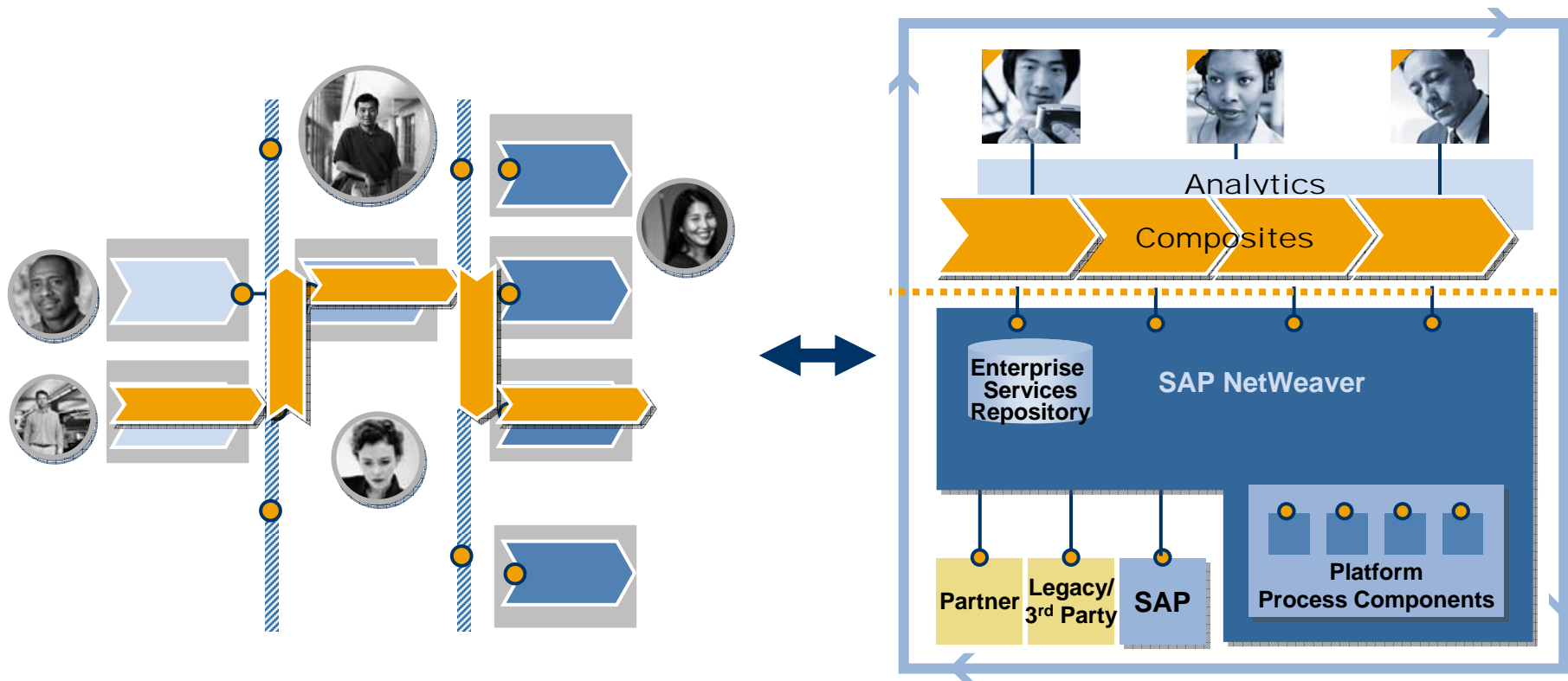
- Service oriented applications
- Model-driven applications
- **Best practices and platform**

- Few “applistructure” players will emerge
- Tiered eco-systems will form around their platforms
- Industrialization of software life cycle will benefit customers & industry

SAP introduced Enterprise Services Architecture

SAP's **Enterprise Services Oriented Architecture** (SAP ESA) delivers on the core principles of adaptive business:

Empowered people linked by "soft-wired" end-to-end processes



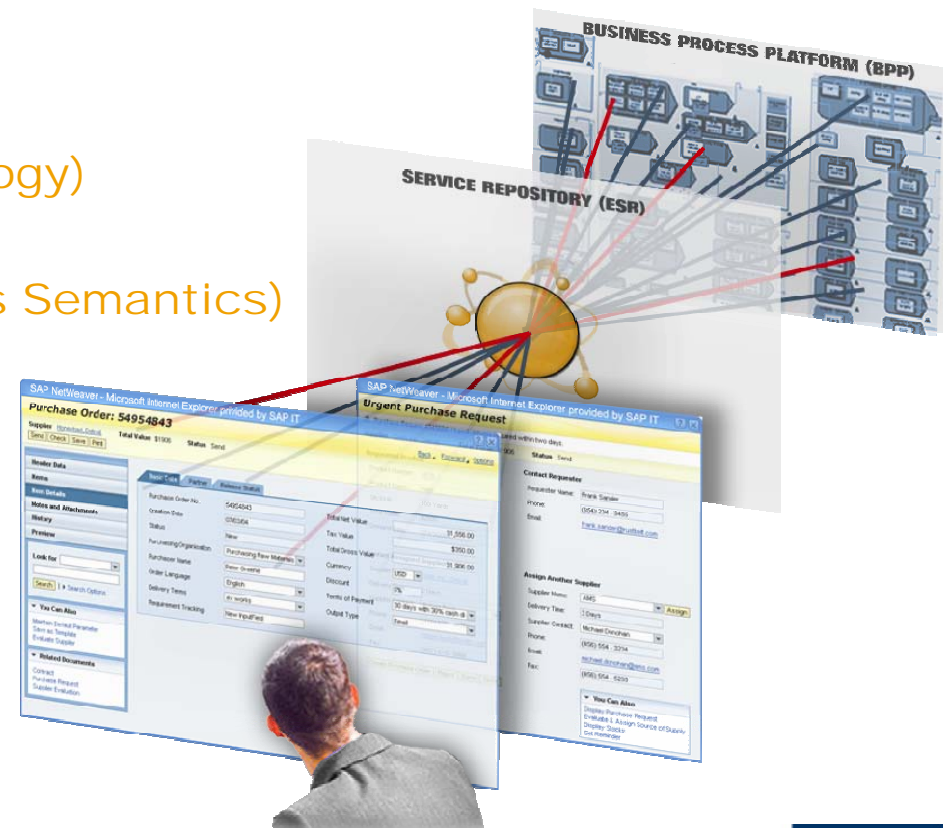
SAP Enterprise Services Architecture: Defines the Business Perspective of SOA

Any system that exposes its functionality as web services is a Service Oriented Architecture.

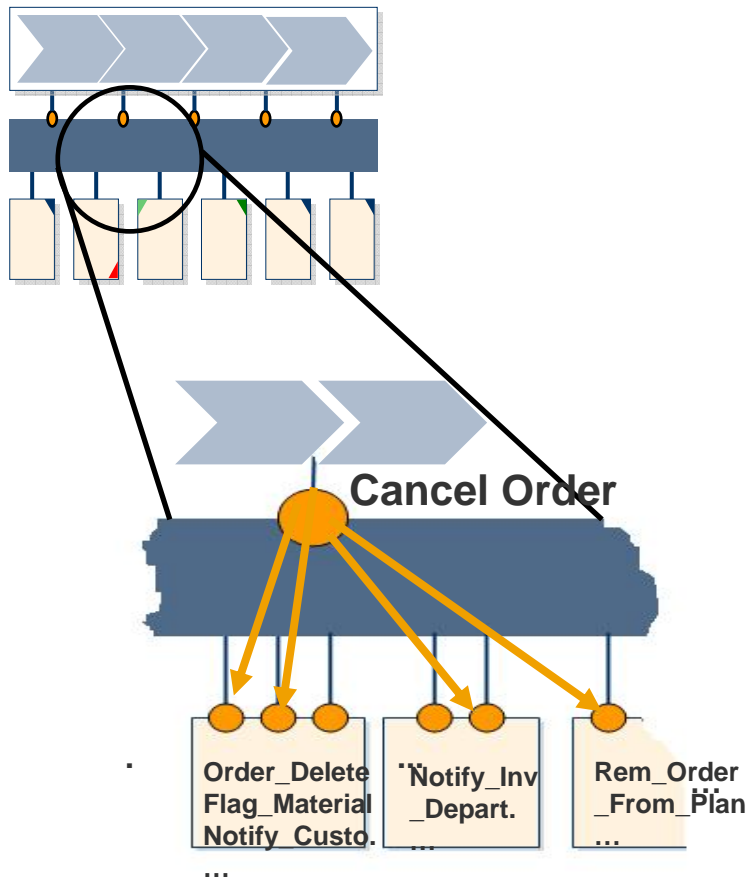
SOA IS GREAT! BUT NOT ENOUGH...

SOA (Technology)
+ Enterprise Services (Business Semantics)

ESA



Enterprise services are *more* than Web services



Web services are used mainly to work with specific pieces of functionality

- Single step in a larger processes
- Delete an order for an item from a particular system ('Order_delete')

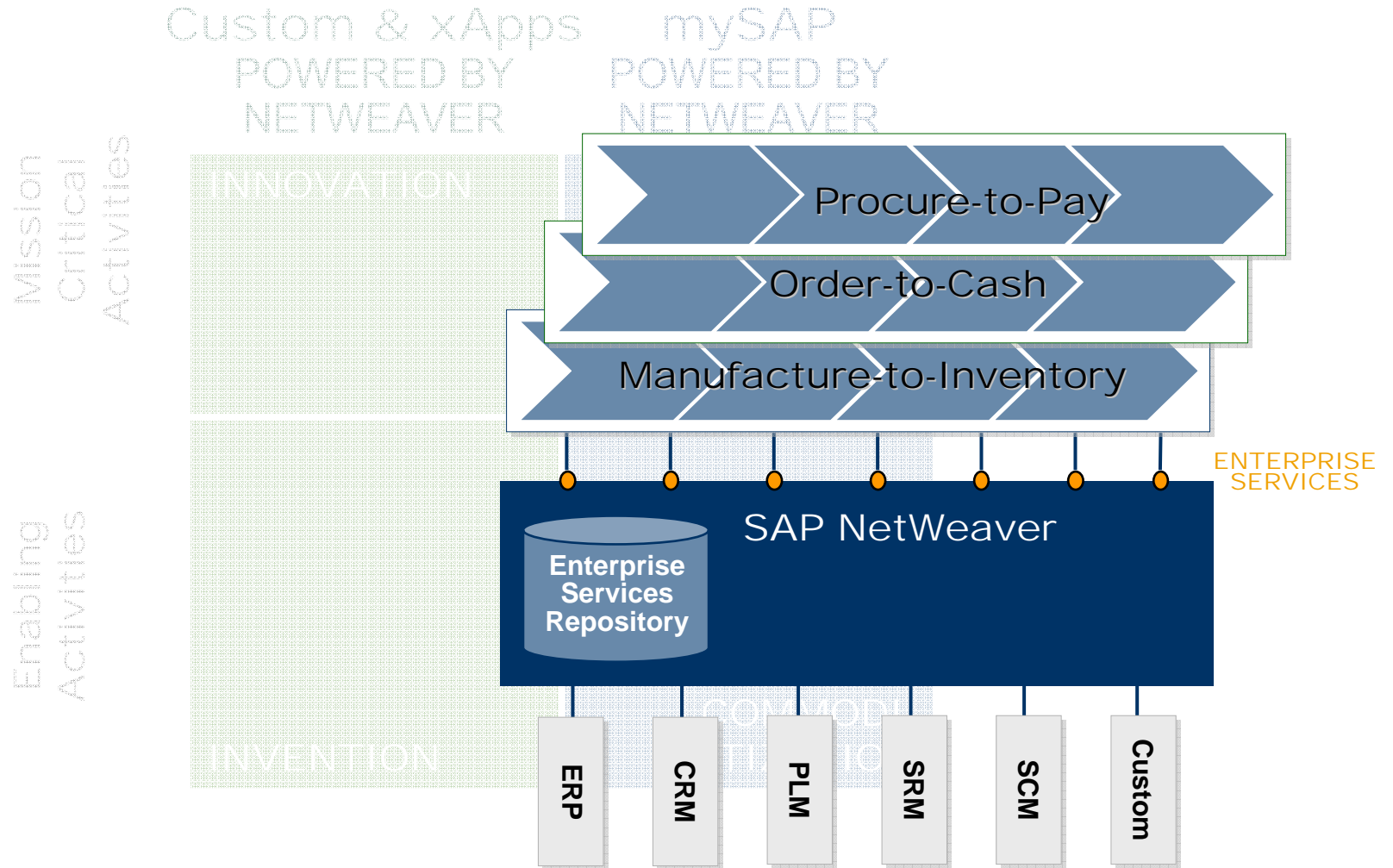
From a business perspective 'Cancel Order' would be represented as an "Enterprise Service" in the context of Enterprise Services Architecture

- Delete Order record in ERP, CRM, SCM,...
- Send a confirmation to the customer
- Remove the order from the production plan
- Flag corresponding material
- Notify the invoicing department, ...

Enterprise services are Web services with an enterprise-level business value. They are typically a combination of multiple single Web Services combined with business logic.

ONE Platform For Packaged Business Processes

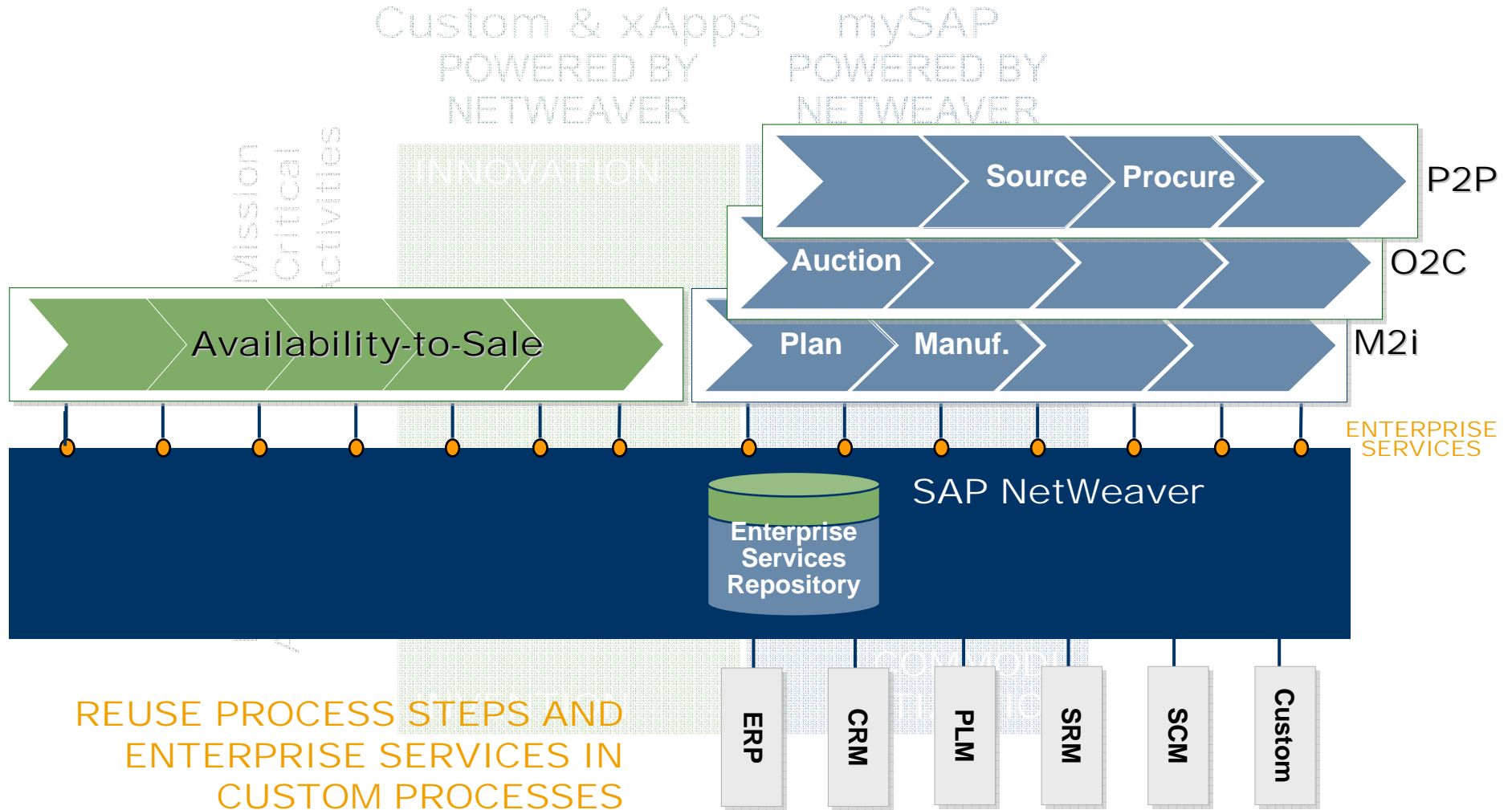
FLEXIBLE PACKAGED BUSINESS APPLICATIONS



ONE Platform For Custom Business Processes

COMPOSE DIFFERENTIATING PROCESSES

...BY LEVERAGING PACKAGED SOLUTIONS

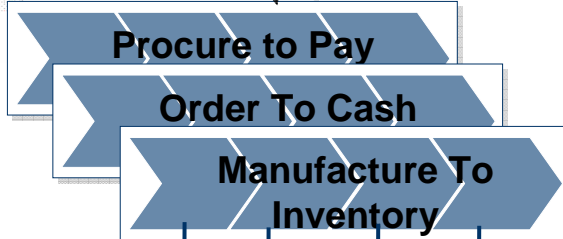
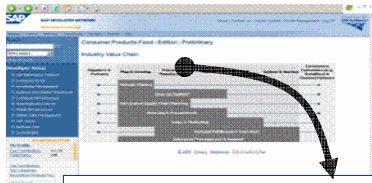


Enterprise Services... TODAY!

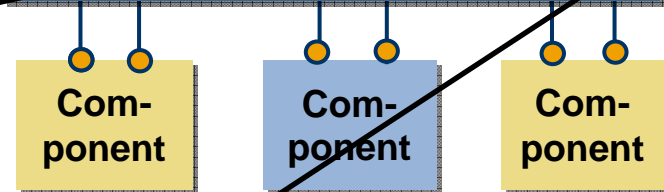
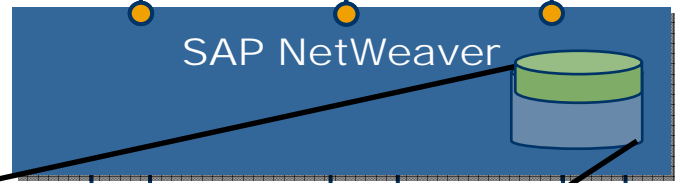
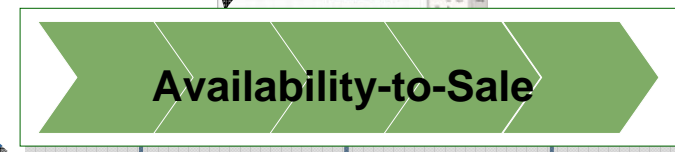
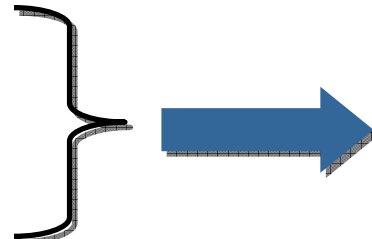
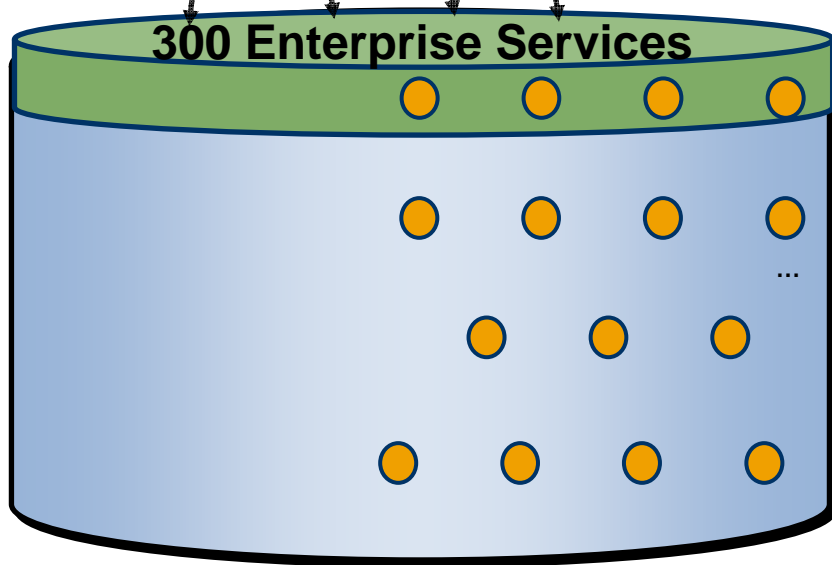
mySAP
POWERED BY SAP NETWEAVER

Custom & xApps
POWERED BY SAP NETWEAVER

Solution Map



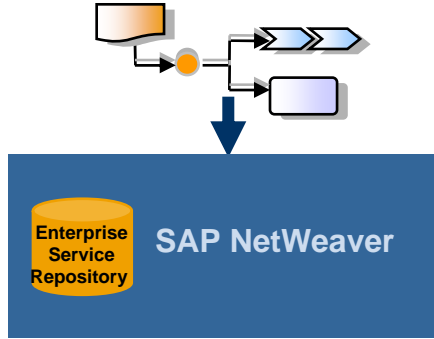
Enterprise Services Repository



SERVICE IDENTIFICATION FOR MAXIMUM CUSTOMER BENEFITS

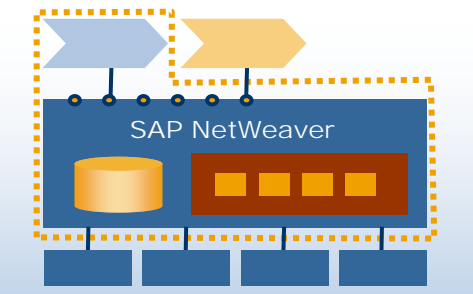
SAP's Platform Strategy

1



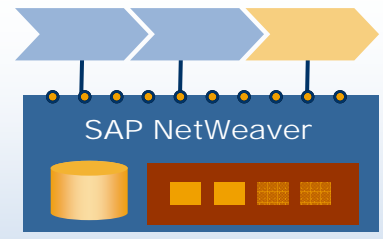
UNIFIED MODELING
DIFFERENT IMPLEMENTATIONS

LARGE



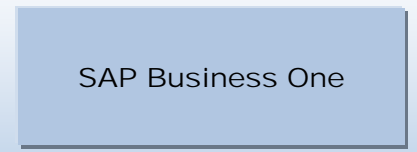
mySAP Business Suite

MEDIUM

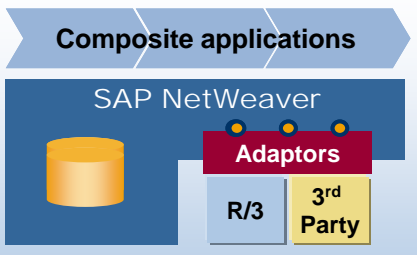


SAP All-in-One

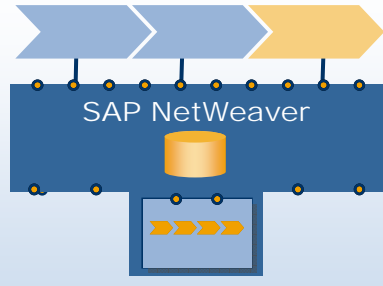
SMALL



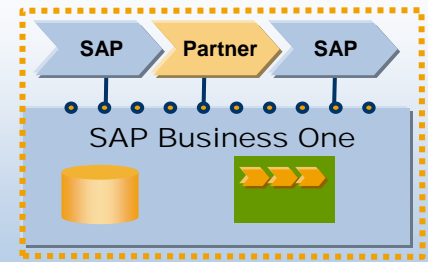
SAP Business One



Custom



"SAP All-in-One S"

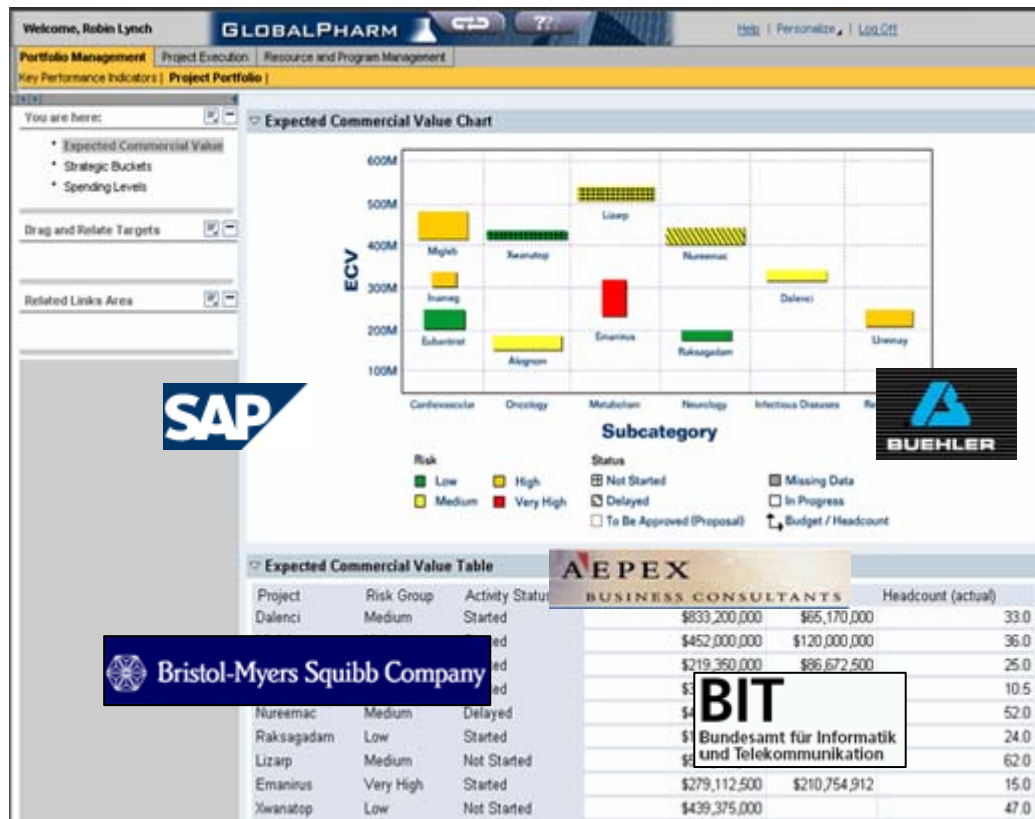


"SAP Business One S"

ESA in Action

New SAP Products

SAP xApp Resource and Program Management (SAP xRPM)



Improve productivity by effectively monitoring, analyzing and managing major enterprise projects

Improve time-to-market by speeding up project delivery cycles for strategic initiatives and get the right resources to the right projects

Reduce project failure rates by identifying and addressing at-risk projects earlier

Reduce personnel costs by improving utilization, reduce turnover and associated new-hire costs

SAP xRPM is designed to improve the execution of complex R&D and IT projects by focusing on portfolio and resource management across heterogeneous project systems.

Leverage Services from the Enterprise Services Repository: SAP Analytics

Revolutionizing analytic applications

with High Performance Analytics

Partnership with Macromedia

Embedded Analytics in all Workcenters

Comprehensive analytic portfolio of over 200 analytic applications

- Spanning the complete value network
- Insight in the context of business process
- Intelligent, composite applications

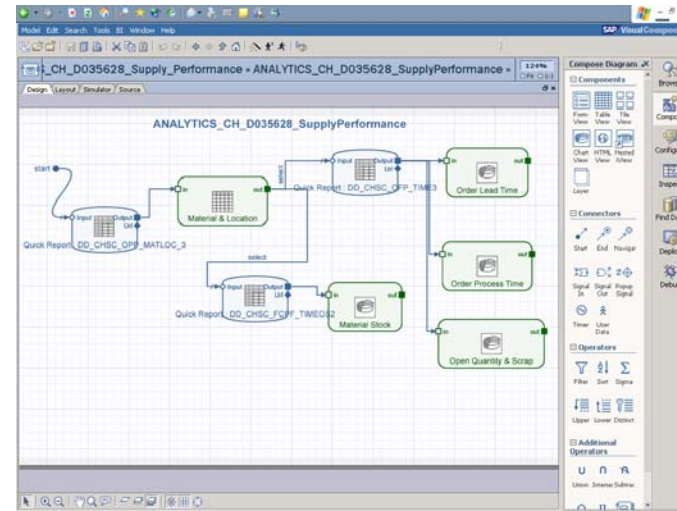
Empowering business users

Delivering on SAP's ESA vision

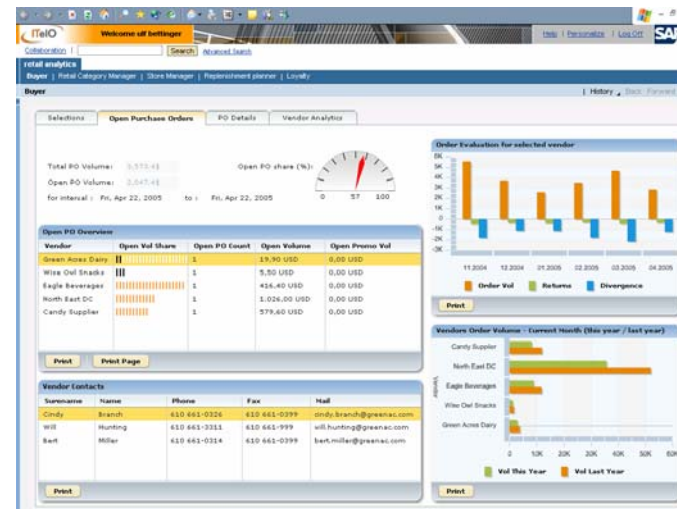
Customer feedback is extremely positive

Enabling our partners

Creating Analytic Applications



Sample Analytic Application



Leverage Services from the Enterprise Services Repository: DUET

Scenarios:

- **Time management**

Use Outlook calendar as front-end for SAP time reporting

- **Budget monitoring**

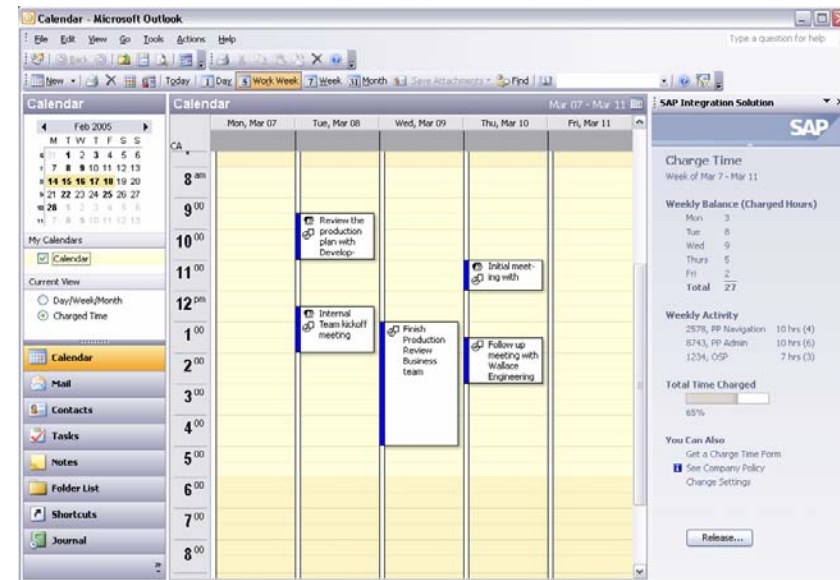
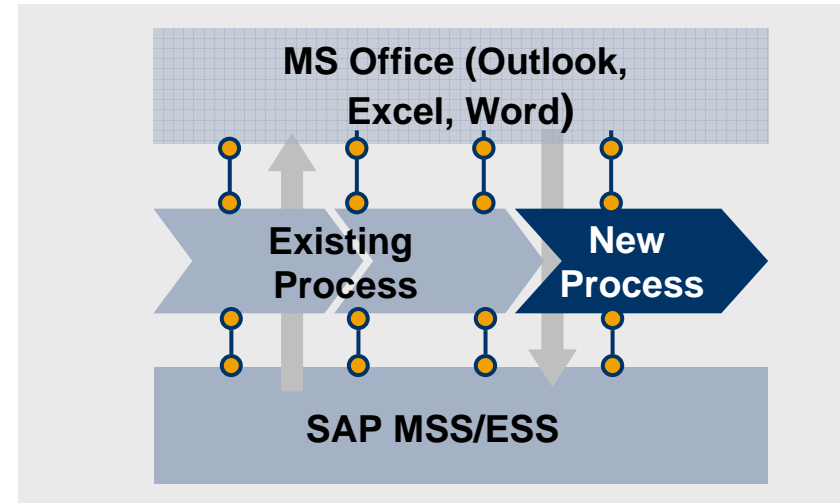
Receive Reports and Alerts in your Outlook Inbox and work offline

- **Leave management**

Add leave requests as calendar items integrated with SAP approval guidelines

- **Team management**

Up-to-date information about employees integrated in Outlook contacts

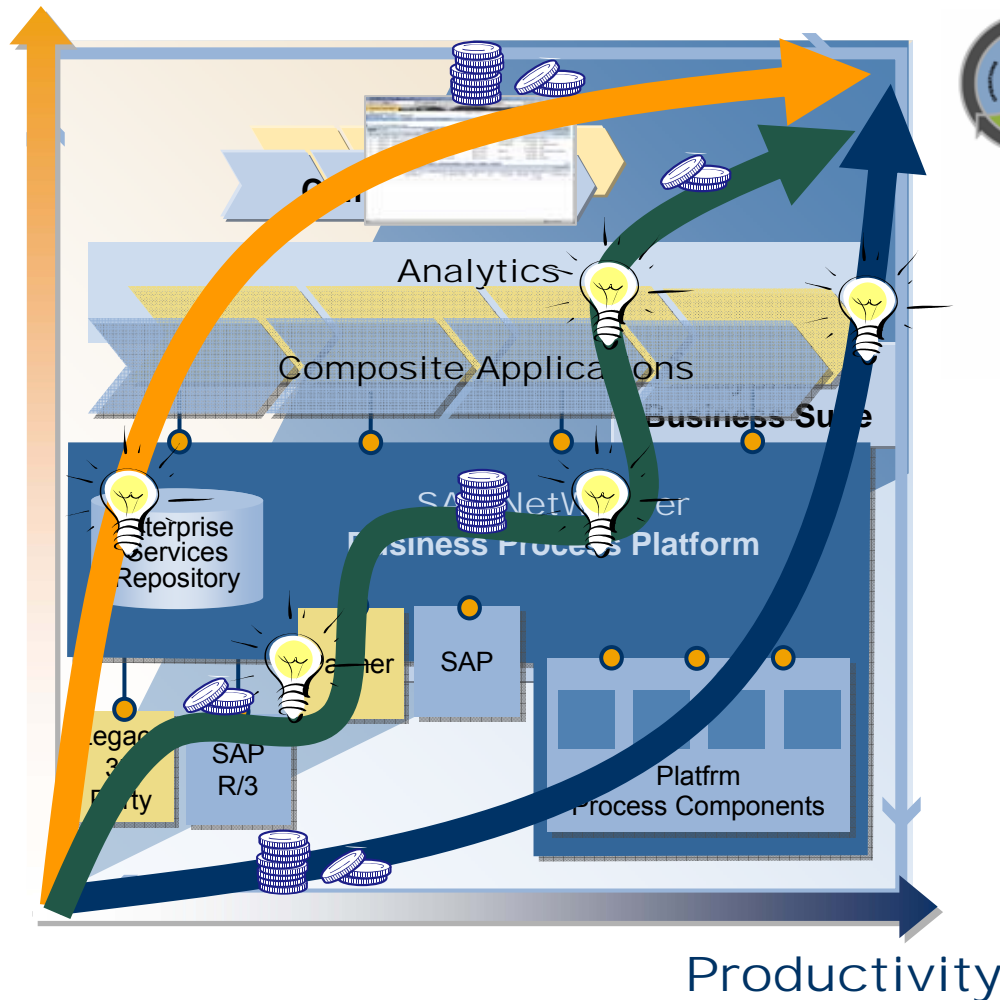


ESA ADOPTION PROGRAM

IT - Strategic Customer Roadmap

ESA Roadmap For Everyone

Innovation



Step-by-step, customer specific road to Enterprise Services Architecture (ESA)

IT practices for pragmatic adoption of SAP NetWeaver Services and enablers provided by SAP and partners

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