HERUG 2019

KNOWLEDGE TRANSFER

IN THE AGE OF DIGITAL TRANSFORMATION

#

HENNY CLAESSENS - VOLUNTEER/RETIRED

TECHNISCHE UNIVERSITÄT BERLIN
15 MAY 2019

1

1. RETIRED BY THE END OF 2017
   - 12 YEARS IN CHEMICALS INDUSTRY (DSM)
   - 32 YEARS IN HIGHER EDUCATION & RESEARCH (MAASTRICHT UNIVERSITY)
   - 22 YEARS SAP EXPERIENCE (ACROSS MOST OF THE PRODUCT PORTFOLIO)
   - 22 YEARS PRE-SAP EXPERIENCE (MOST WITH STANDARD SOFTWARE)

2. VOLUNTEERING JOBS
   - SAP USER GROUP NETHERLANDS (SIG UX)
   - SAP KNOWLEDGE INNOVATION NETWORK (SKIN)
   - ISACA (AUDIT, SECURITY, GOVERNANCE, RISK PROFESSIONALS)

3. BROADER EXPERIENCE
   - MIGHT MEAN VERY EXPERIENCED
   - MIGHT QUICKLY BECOME EXPIRED (LIKE SPOILED WINE)

4. LOVES MANY KINDS OF LOUD MUSIC FROM.....
   - BLUES TO ROCK & ROLL
   - COUNTRY ROCK TO HEAVY METAL

5. COLLECTOR OF PECULIAR & RARE STUFF (LIKE 'OLD-TIMER' SOFTWARE)

- WINDOWS 1.0
- NOVELL NETWARE 2.11
- SAP R/3 ⟶ SHIP DATE: 31.07.1998

Q1. HOW TO MAKE THE DAMN THING FLY

Q2. HOW TO STAY CURRENT

EDUCATION

FLIGHT HOURS

DEDICATED FOLLOWER

AGENDA
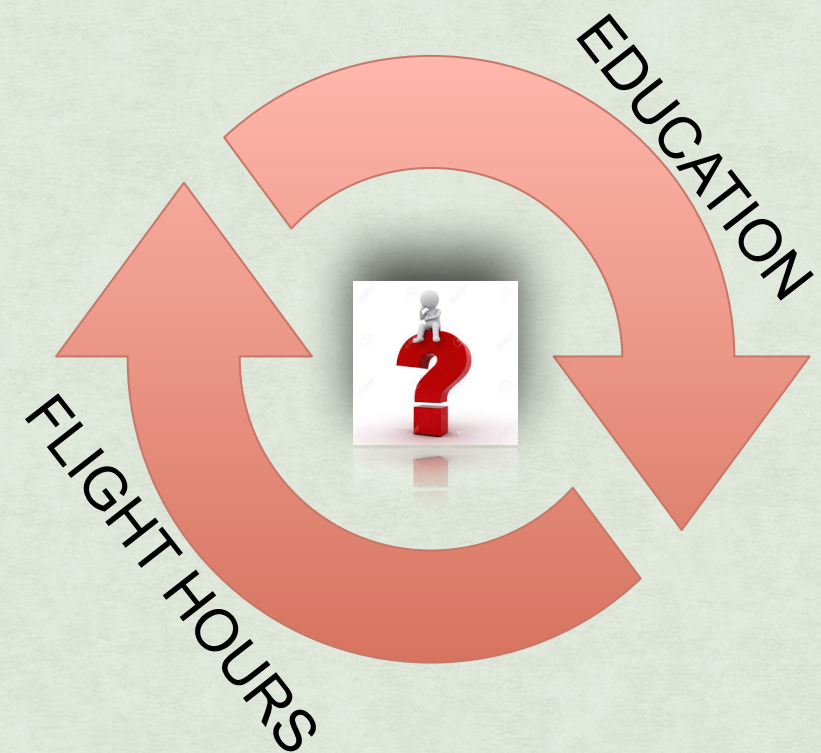
1A). EDUCATION
- URGENT NEED FOR BUILDING ERP SKILLS
- KNOWLEDGE TRANSFER - CORE ACTIVITY, OMNIPRESENT AND PERVASIVE
- ACCELERATING CHANGE OVER GENERATIONS
- ROAD TO DIGITAL TRANSFORMATION

1B). CERTIFICATION
- INTRODUCED WITH SAP R/3
- ENHANCEMENT INITIATIVE OF FIVE SAP MENTORS (CERTIFICATION FIVE) ADDRESSING QUALITY PROBLEMS WITH SAP EDUCATION
- 2010: CERTIFICATION INFLUENCE COUNCIL (CEIC)
- 2017: SAP KNOWLEDGE INNOVATION NETWORK (SKIN)

2. ENHANCEMENT FOCUS 2010 (THRU CERTIFICATION INFLUENCE COUNCIL)
- CEIC MEMBER SINCE 2010 (FOLLOWING THE 'CERTIFICATION FIVE' INITIATIVE)
- NAME CHANGE CEIC TO SKIN IN 2017 (BETTER REFLECTING ORIENTATION AND ADDRESSING SPEED OF CHANGE SAP PORTFOLIO)

3. REFOCUS ON KNOWLEDGE TRANSFER 2017 (THRU SAP KNOWLEDGE INNOVATION NETWORK)
- LESS FOCUS ON CERTIFICATION
- MORE FOCUS ON HIGH SPEED KNOWLEDGE TRANSFER/INNOVATION (THRU SKIN)
- EXPLODING NEED FOR KNOWLEDGE TRANSFER (LEVERAGING 'DIGITAL IQ')

4. QUESTIONS AND OPINIONS
- INTERACTIVE PART

HERUG 2019
SAP Higher Education & Research User Group

1. FROM THE START CUSTOMERS COMPLAINED ABOUT THE COURSES AS PROVIDED BY SAP

- EXPENSIVE
- LOW QUALITY
- 'PUSH-THE-BUTTON' ORIENTED
- LITTLE/NO EXPLANATION WITH REGARD TO CONTENT
- UNDERRATED PRIORITY
- EDUCATION SEEN AS PROFIT CENTER
- MINIMAL VALUE AT BEST
- IRRELEVANT VALUE AT WORST
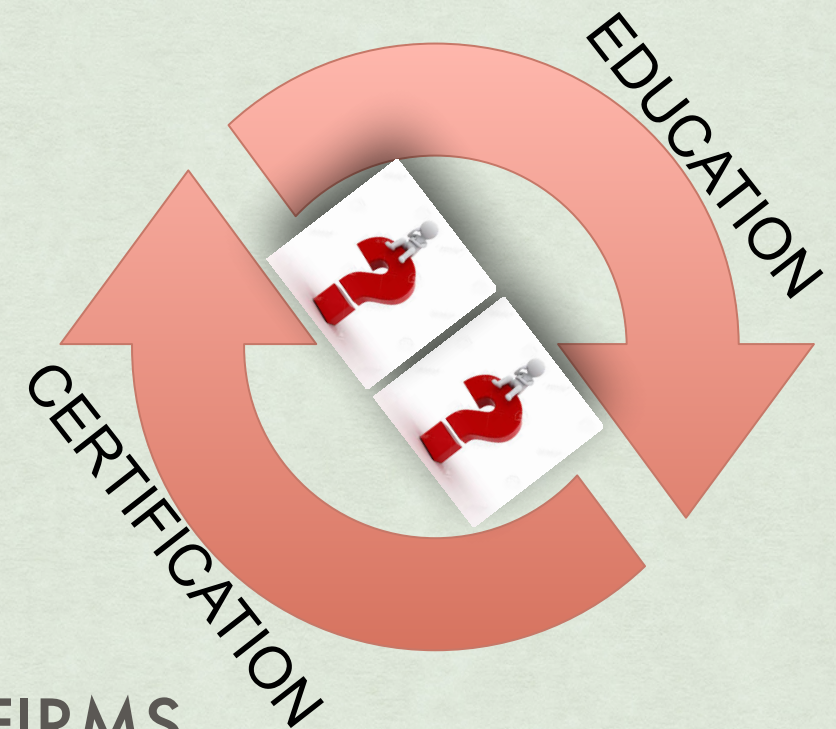
2. SYSTEM INTEGRATORS AND CONSULTANCY FIRMS

- JUMPED INTO EDUCATION MARKET
- LACK OF TRANSPARENCY
- VARYING QUALITY OF DIFFERENT PROVIDERS
- IN GENERAL: IDENTICAL PROBLEMS AS SAP EDUCATION

3. FUNDAMENTAL CHANGES ARE TAKING PLACE

- DUE TO ACCELERATING INNOVATION
- GROWING NEED FOR RAISING 'DIGITAL IQ'

EDUCATION

CERTIFICATION

RAISING 'DIGITAL IQ'

INITIATED BY SAP

1. SAP CREATED THE CERTIFICATION PROGRAM FOLLOWING THE SUCCESSFUL GO-TO-MARKET OF SAP R/3
   - SAP SOFTWARE IS BROADLY REGARDED AS THE MOST COMPREHENSIVE IN ITS KIND
   - IMPLEMENTING SAP IS NOT TRIVIAL
   - REQUIRES LOTS OF SIGNIFICANT TRAINING

2. EDUCATIONAL COURSES SUFFER MANY PITFALLS
   - SAP ECOSYSTEM IS OUTSIDE OF SAP EDUCATION'S DIRECT CONTROL
   - LACK OF COMMITMENT IS EXPERIENCED IN BROAD SENSE

3. VALUE OF CERTIFICATION HEAVILY DISPUTED IN ECOSYSTEM
   - TOO MUCH 'NEW HIRE' ORIENTED OF 3RD PARTY SYSTEM INTEGRATORS
   - LACK OF EDUCATIONAL FOCUS TOWARD BUILDING CUSTOMER KNOWLEDGE LEADING TO ATTITUDE OF 'TRAINING ON THE JOB'

4. BECOMING RATHER OUTDATED IN CLOUD ERA
   - REFOCUS TOWARD ENHANCED 'STAY CURRENT' MODEL (SUCCESS FACTORS)

HERUG
SAP Higher Education & Research User Group
2019

The World is changing

ENHANCE ERP
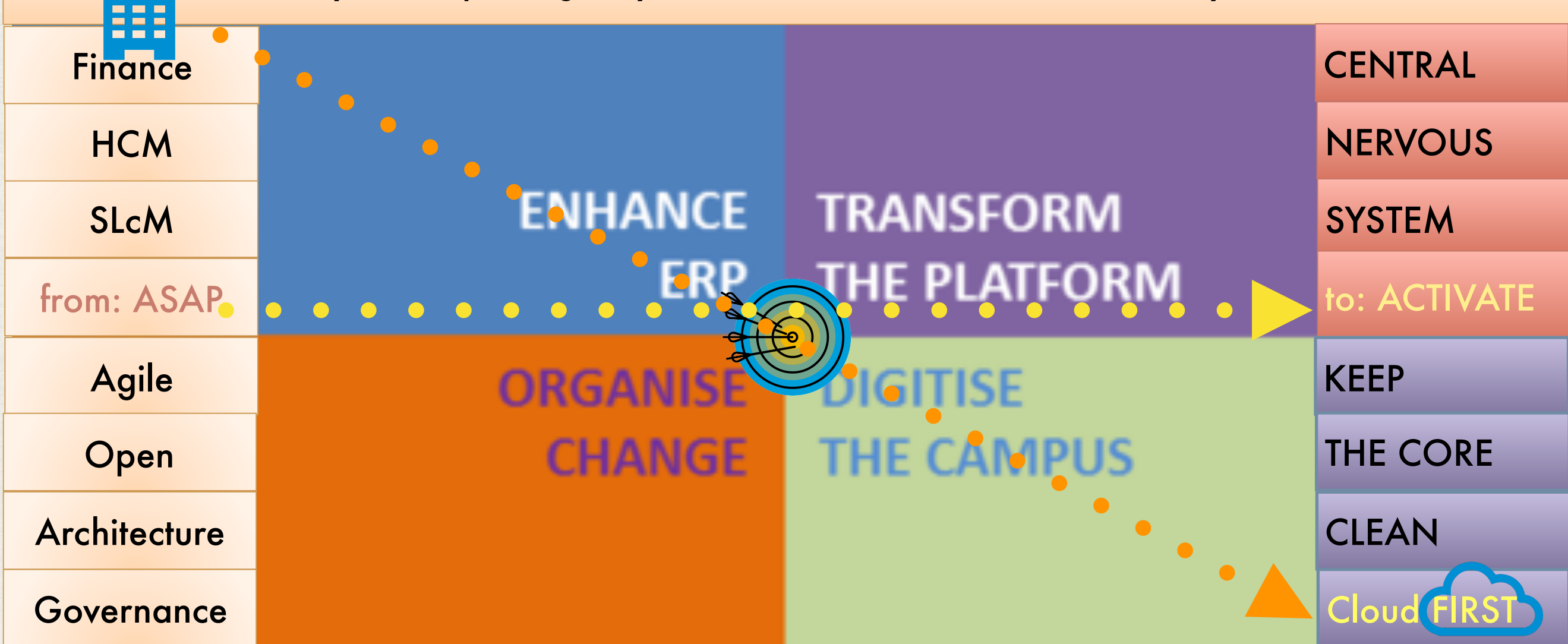
TRANSFORM THE PLATFORM

ORGANISE CHANGE

DIGITISE THE CAMPUS

KNOWLEDGE TRANSFER IS PERVASIVE

Database (HANA)

S4/HANA, Analytics, Reporting, (Hybrid)Cloud, C4C, Ariba, Concur, Hybris, Qualtrics, …

Finance	**ENHANCE ERP**	CENTRAL
HCM		NERVOUS
SLcM		SYSTEM
from: ASAP	**TRANSFORM THE PLATFORM**	to: ACTIVATE
Agile	**ORGANISE CHANGE**	KEEP
Open	**DIGITISE THE CAMPUS**	THE CORE
Architecture		CLEAN
Governance		Cloud FIRST

Leonardo, AI, Analytics, ML, Big Data, IoT, Predictive, Blockchain, Mobile, Design Thinking …

User Interface (FIORI)

BORN AROUND THE YEAR(S)

1930s	1950s	1970s	1980	1990	2000	2010
Silent generation	Babyboomers	Generation X	Generation Y	Millennials	Generation Z	'Always on' generation

1st 2nd 3rd 4th 4th + 5th + 5th +

Shift from "own" to "use"

t

Millennial Born 1981-96   Boomer Born 1946-64

15.05.2019

Gen X Born 1965-80   Silent Born 1928-45

⚠ BORN IN 1995 - AGE 24

ISACA 50

HERUG 2019
SAP Higher Education & Research User Group

BORN AROUND THE YEAR(S)

1930s
Silent generation

Digital dinasaurs

1950s
Babyboomers

Digital Immigrants

1970s
Generation X

1980
Generation Y

1990
Millennials

2000
Generation Z

Digital Natives

2010
'Always on' generation

BABY BOOMERS

Shift from "own" to "use"

1st

2nd

3rd

4th

4th +

5th +

5th +

t

15.05.2019

Millennial Born 1981-96   Boomer Born 1946-64

Gen X Born 1965-80   Silent Born 1928-45

ISACA 50
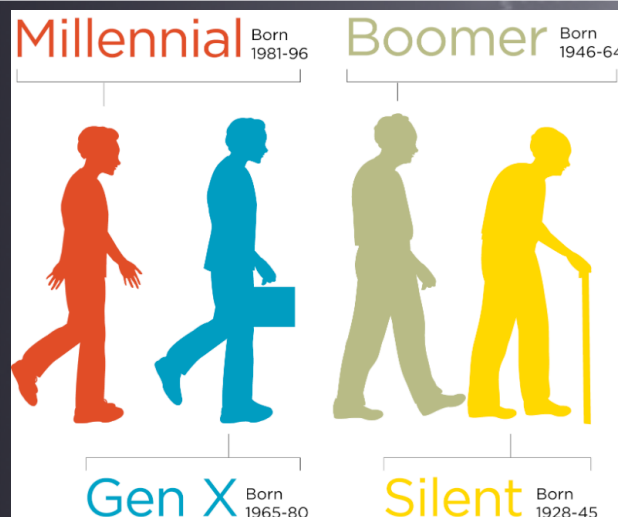
⚠ BORN IN 1995 - AGE 24

DIGITAL GENERATIONS ACCORDING TO SAP

HERUG 2019
SAP Higher Education & Research User Group
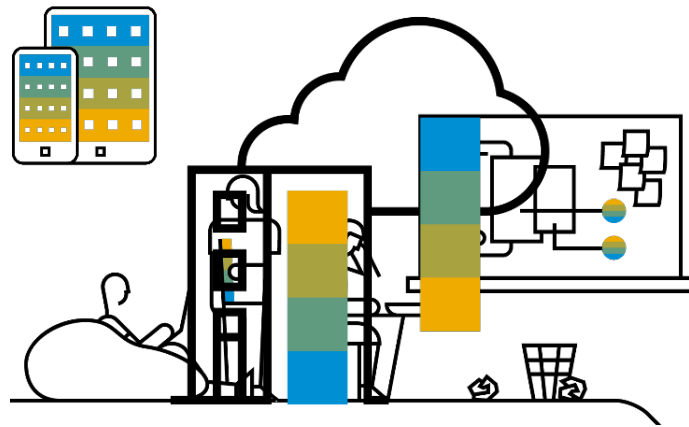
Digital Natives
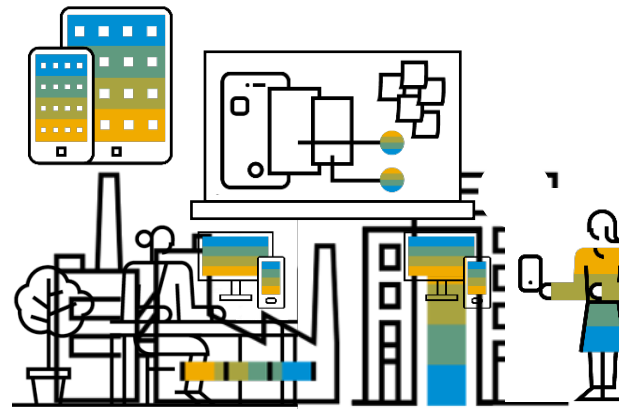
Digital Immigrants
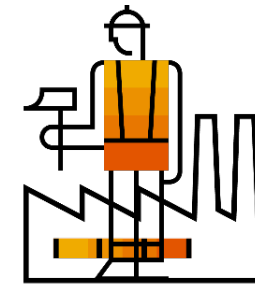
Digital Dinosaurs

Enterprise Platform as a Service
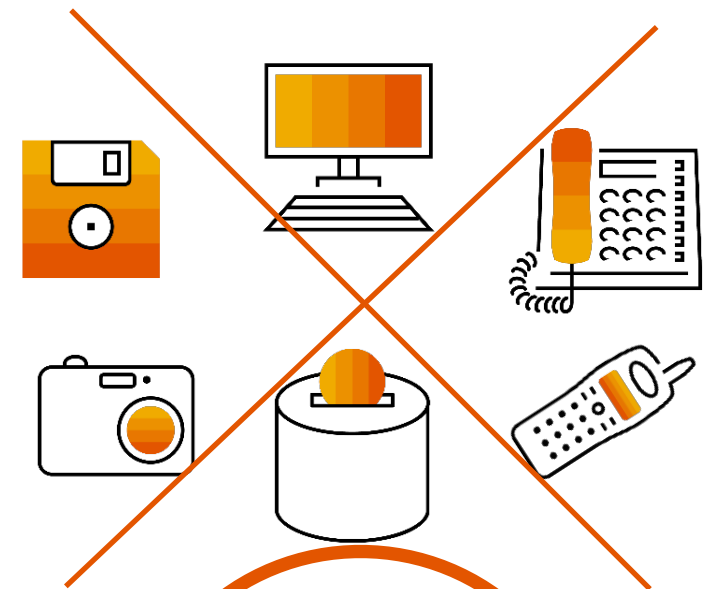
Extinct

Source: Nis Boy Naeve - SAP

Source: Timo Deiner - SAP
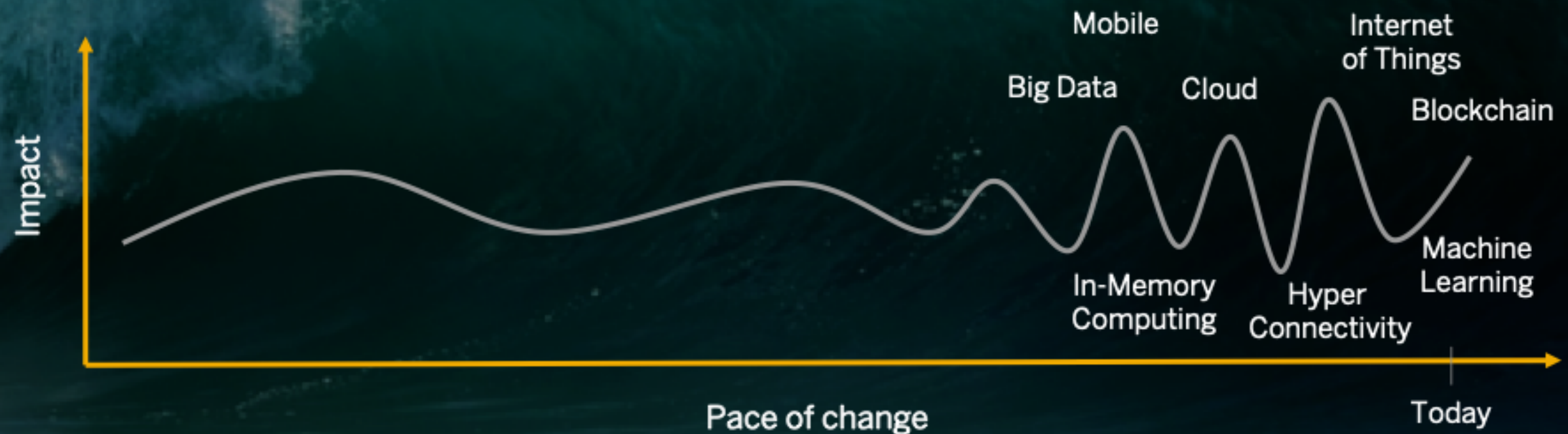
INITIATED BY SAP MENTORS

1. MARCH 2010: PROJECT TEAM OF 5 SAP MENTORS (THE CERTIFICATION FIVE)
   - PUBLISHED WHITE PAPER 'SAP CERTIFICATION: A FRESH PERSPECTIVE' WITH
     - CRITICISM
     - SUGGESTIONS
     - IDEAS REGARDING THEN EXISTING CERTIFICATION PROGRAM
   - ONE IDEA REGARDED THE CREATION OF A PERMANENT BODY CALLED THE CERTIFICATION INFLUENCE COUNCIL (CEIC)

2. ORIGINAL FOCUS IN 2010 - CERTIFICATION FIVE
   - LEVERAGING EXISTING SAP CERTIFICATION PROGRAM
   - ADVOCATING 3-TIERED CERTIFICATION MODEL (ASSOCIATE, PROFESSIONAL, MASTER)
   - NOTE: MASTER LEVEL NOT REALISED UNTIL NOW - DESPITE SEVERAL EFFORTS

3. RAPIDLY EVOLVING FOCUS ON CONTINUOUS LEARNING
   - OPEN SAP
   - LEARNING HUB
   - BLENDED LEARNING (ON-LINE COMBINED WITH INSTRUCTOR LED)

1. CRITICISM
- EXAM PREREQUISITES AND CONTENT SHOULD BE IMPROVED
- NOW:
  - CLOUD FOCUS WITH MIX OF WEBINARS, GUIDES, E-BOOKS, WORKSHOPS

2. SUGGESTIONS
- DELIVERING PROCESS DRIVEN ERP REQUIRES NEW SKILLS EDUCATION
- NOW:
  - CLASSIC CUSTOMISING ROLE OF CONSULTANTS HAS FUNDAMENTALLY ALTERED WITH THE RISE OF CLOUD-BASED ERP
  - DIFFERENT DYNAMIC THRU CHANGING SKILLS DISTRIBUTION NEEDED
  - KNOWLEDGE OF BUSINESS PROCESS REQUIRES MORE INTERNAL ERP-CONSULTANTS FOCUS
  - KNOWLEDGE OF TECHNICAL SKILLS TENDS MORE TO EXTERNAL ERP-CONSULTANTS

3. IDEAS
- CERTIFICATION RARELY A FACTOR IN JOB REQUIREMENTS
- NOW:
  - CERTIFICATION REMAINS RARELY ASKED FOR IN CUSTOMER COMMUNITY - PRIMARILY A DIFFERENTIATOR FOR PARTNER COMMUNITY
  - EDUCATION FOCUS SHIFTED MORE TO BEING LIFE-LONG/CONTINUOUS LEARNING ORIENTED BECAUSE OF ENDLESS INNOVATION, SPEED ETC.
  - BIG MOVE TOWARD BLENDED LEARNING (BLEND OF ON-LINE, REMOTE, COACH, EXPERT ....)

INITIATED BY SAP KNOWLEDGE INNOVATION NETWORK

1. FROM THE EARLY DAYS SKIN REALISED THAT TRADITIONAL CERTIFICATION BECAME MORE AND MORE OBSOLETE

- TRADITIONAL IMPLEMENTATION CONSULTANTS WERE BECOMING LESS IN DEMAND
- TRADITIONAL CERTIFICATION NEEDED TO REACT MORE PROMPT E.G. BY SAP'S VERSION OF 'STAY CURRENT' MODEL
- REFOCUS FROM RELEASE-CYCLE BASED TO QUARTERLY BASED FOLLOWING LAUNCH POLICY OF CLOUD-BASED PRODUCTS

2. SAP'S CLOUD-FIRST STRATEGY MADE THIS EVEN MORE APPARENT

- EXPLODING NEED FOR ADEQUATE STATE-OF-THE-ART KNOWLEDGE TRANSFER FORCED SAP EDUCATION TO START MOVING TO THE CLOUD
- SAP (RE)CERTIFICATION IN THE CLOUD FIRST LAUNCHED MARCH 2015

3. RESULTED IN SEVERAL NEW CHALLENGES TO OVERCOME

- ENSURE COMPLIANCE WITH EU DATA PROTECTION DIRECTIVES
- IMPROVED ALIGNMENT WITH VIRTUAL LEARNING ENVIRONMENT
- CHALLENGING WITH MULTITUDE OF ENVIRONMENTS, GEOGRAPHIES ETC.
- INITIAL SECURITY SCEPTICISM BUT DEPENDENT ON PROCTORING RULES

Revamp Delta Process with a Simple Formula

GET CERTIFIED

+

STAY CURRENT

=

GET RECOGNIZED FOR YOUR SKILLS AND EXPERTISE

SAP CERTIFICATION IN THE CLOUD (CitC)

Launched March 2015

- ✓ **Core exam** (Associate-level) **to start plus Delta exams for interim releases where required** (Recertification concep

- ✓ **Exams available in the Certification Hub**

- ✓ **Maximum number of 6 exam attempts for a one 12-month subscription**

- ✓ **Exams available immediately and anywhere 24 x 7 via remote proctoring**

- ✓ **All enablement provided in Learning Hub, supported by Learning Rooms and Live Access**

Available and upcoming certifications

SAP Success Factors

SAP Simple Finance

SAP C4C

SAP Ariba

SAP Activate

SAP S/4HANA

SAP Enterprise Management (logistics scope)

SAP hybris

SAP Fiori

4,070
Subscriptions since Go-Live in March 2015

59%
of all certification exams in 2016 are offered in our Certification in the Cloud Channel

1,602
Participants in Q1

Data volume

100

Growing Data & Information Gap

10

Close Skills Gap

Knowledge Transfer

1

AD   1900   2000   Future
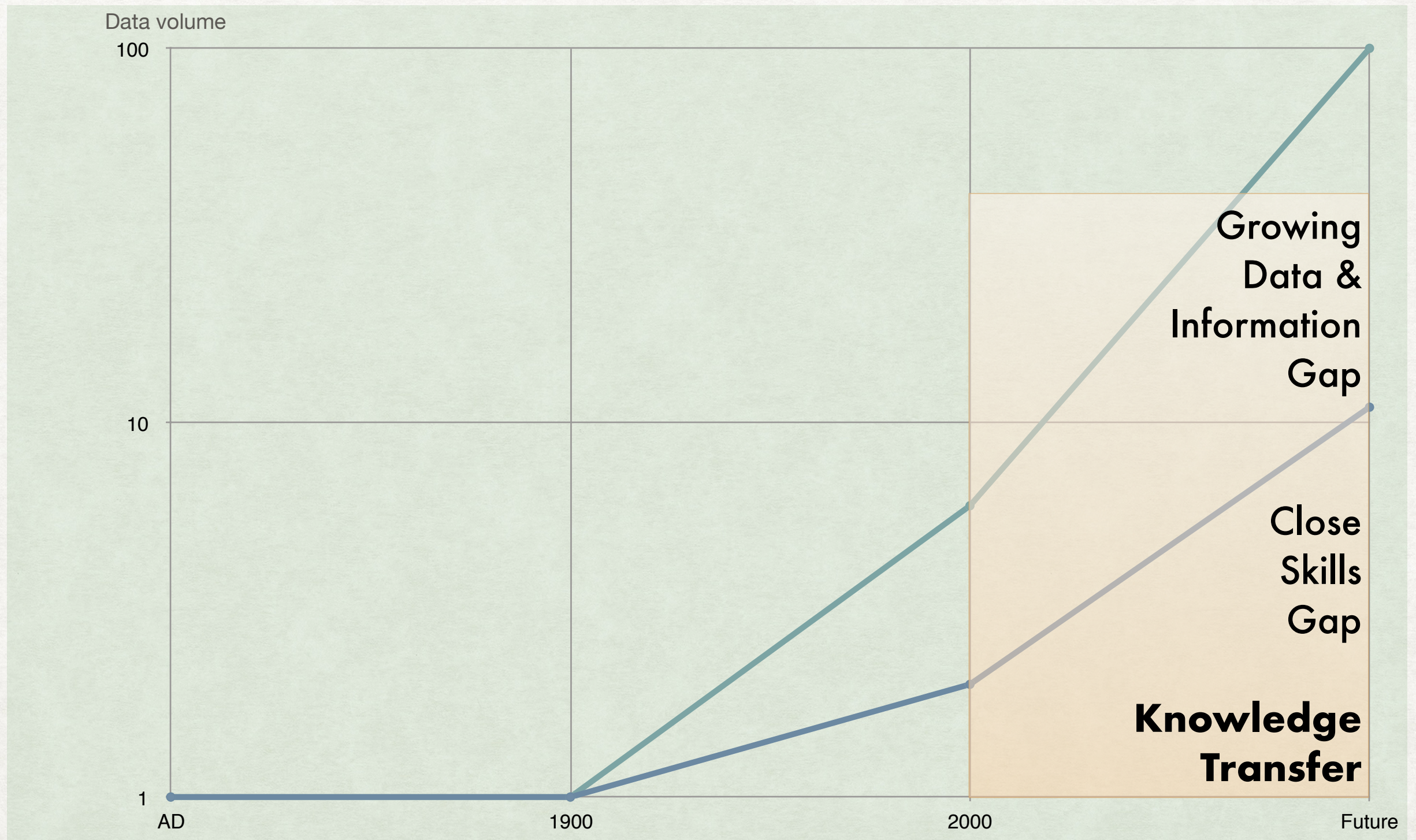
SAP Knowledge Innovation Network (SKIN)
Q3, 2018 – Update

PUBLIC

THE BEST RUN **SAP**

Agenda

Welcome
- Next SKIN Meeting

Overview
- Continuous Learning Imperative and SAP's blended-Learning Offering overview

New Initiatives
- Innovation Academy for the Intelligent Enterprise Era
- SAP Intelligent Enterprise University for Academic Students

SAP End-User Onboarding and Enablement
- Update on Roadmap

SAP Professionals Skill Development and Staying Current
- Updates

Continuous Learning Imperative and
SAP's blended-Learning Offering overview

Life-long continuous learning is imperative in the Cloud world

On-premise

Year 1	Y2	Y3

Imple-mentation

upgrade

Enablement

New Cloud World

Quarter 1	Q2	Q3

Imple-mentation

update

update

Enablement
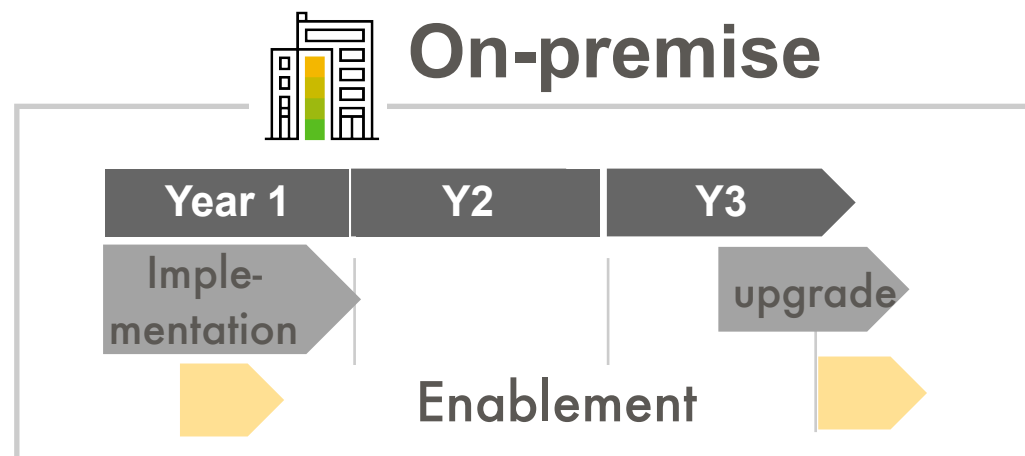
- Annual innovation cycles

- **SAP Professional:** formal training and certification 'only once in a life time' and project based

- **SAP User:** only onboarding at initial implementation
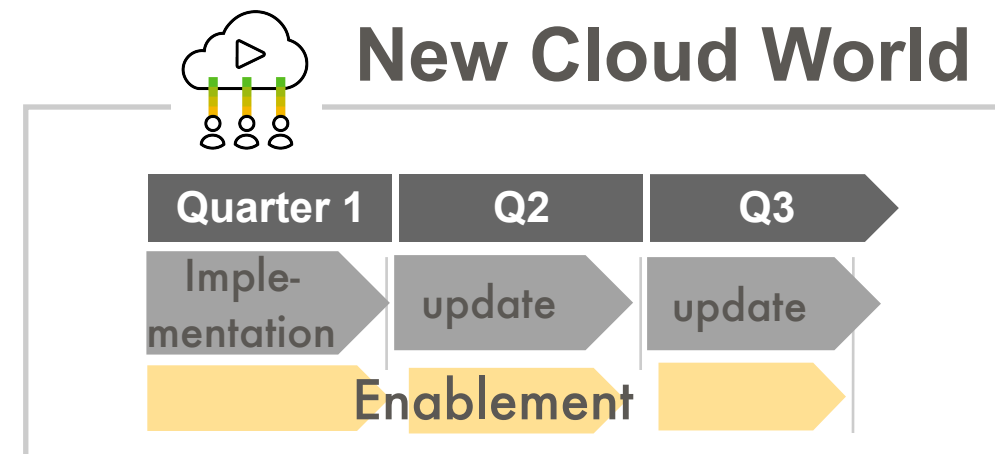
- Quarterly innovation cycle

- **SAP Professional**: Continuous learning and certification required to stay current

- **SAP user**: Continuous user enablement embedded in the product is essential for success in the cloud

SAP's blended-learning offering to support continuous learning in the Cloud World

Consulting for your training strategies

Get an overview

Become fully competent, stay current and expand

In-app end-user enablement

Learning Needs Analysis

Training Strategy

Custom Training Content

openSAP

Focus on SAP innovations

Public Classroom / Customer Specific Training

SAP Live Class

SAP Global Certification
Professional certifications / digital badges

SAP Live Access
Training systems on demand

SAP Learning Hub

Full breadth and depth for all SAP solutions

Success Factors

SAP S/4 HANA

Web Assistant
In-App Help & Learning

SAP Enable Now
Authoring / Content Management

Self-paced on demand learning   Instructor-led learning

New Initiative SKIN: Q1-2019 pilot
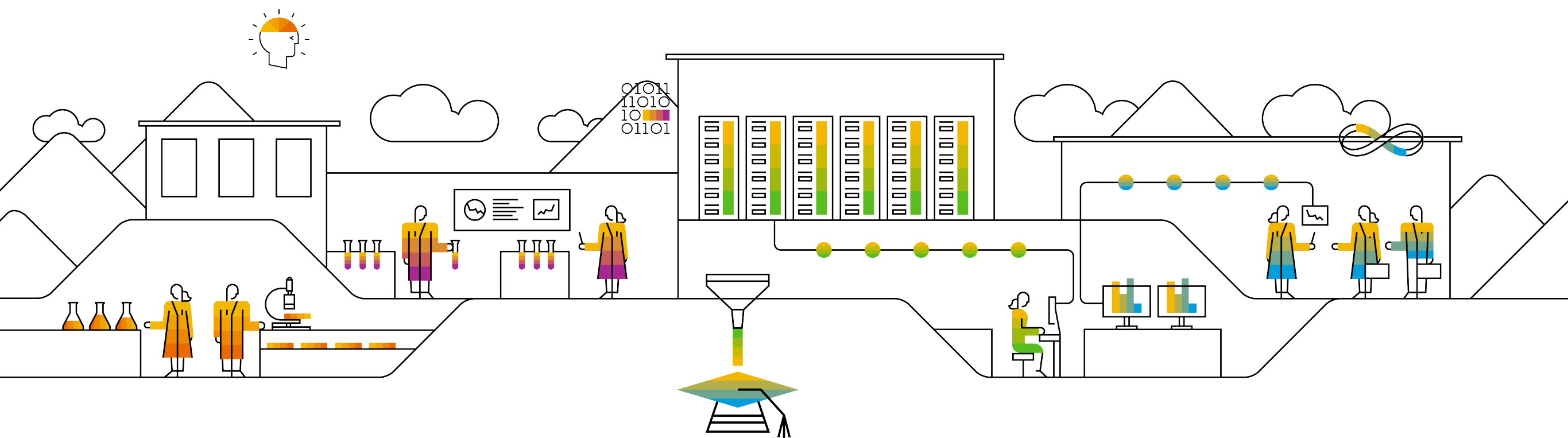
SAP Intelligent Enterprise University
for Academic Students

PUBLIC

THE BEST RUN SAP

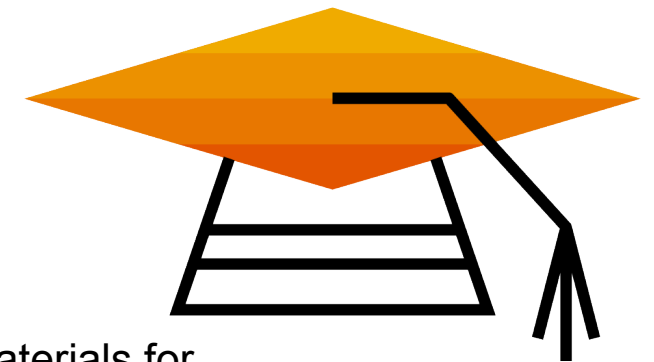# Academia-relevant SAP Enablement

1. openSAP provides free MOOCs on assorted SAP topics

- Content ranges from beginner to advanced

2. SAP Learning Hub, student edition provides dozens of certification tracks at a discounted rate

- Learning journeys to guide users from start to finish

- Expert guidance via Learning Rooms

- Option to purchase live system time

3. SAP Learning Hub, academic edition provides all of the student edition content plus classroom materials for professors

- Is FREE with SAP University Alliances affiliation

- Includes lesson planning materials for SAP themed topics in the classroom

4. SAP Certification vouchers for students & professors allows SAP learners in academia to certify in SAP at a discounted rate

- 99€ for one certification attempt

MODEL FOR PILOT WITH ACADEMIC STUDENTS

Kickoff Week

System introduction

Virtual Instructor kick off

Self Study

Live system exercises

Moderated LR Collab

Student cohort begins together

Instructor LR Q&A (1 hours)

Students begin to study

Instructor introduction to topic (2 hours)

Moderator Intro to platform & invite to cohort LR (1 hour)

Intro & Overview

Study Week(s)

Virtual Instructor Q&A

Live system exercises

Self Study
Moderated LR Collab

Daily assignments (hands-on, tasks & quizzes) posted in LR

Group collab. in cohort LR

Students continue study

Instructor check-in, week intro, and Q&A (1.5 hours per week)

Study & Q&A

Review Week

Virtual Instructor review

Self Study
Moderated LR Collab

Final Q&A / Certification Review w/ Instructor

Group review in cohort LR

Students self-review

Instructor takes over final topics (3 hours)

Final Review & Prep

Certification Exam

Student cohort is ready for exam

CHANGES: (1) no costs for student (2) 12 study weeks instead of 4

SAP Intelligent Enterprise University: **Introduction to the Digital Core**
TS410

Certification "TS410 - Integrated Business Processes in SAP S/4HANA" is an optimal "generalist" first certification and overall introduction into the professional world of SAP. Get prepared for the exam in just four weeks with our new virtual classroom / self / group study hybrid offering.

Location	Kickoff Time	Time Zone	UTC Offset
London (United Kingdom - England)	Monday, 5 Nov. 2018, 10:00:00	GMT	UTC
Berlin (Germany - Berlin)	Monday, 5 Nov. 2018, 11:00:00	CET	UTC+1 hour
Karachi (Pakistan - Sindh)	Monday, 5 Nov. 2018, 15:00:00	PKT	UTC+5 hours
New Delhi (India - Delhi)	Monday, 5 Nov. 2018, 15:30:00	IST	UTC+5:30 hours
Jakarta (Indonesia - Jakarta)	Monday, 5 Nov. 2018, 17:00:00	WIB	UTC+7 hours
Perth (Australia - Western Australia)	Monday, 5 Nov. 2018, 18:00:00	AWST	UTC+8 hours
Singapore (Singapore)	Monday, 5 Nov. 2018, 18:00:00	SGT	UTC+8 hours

Join your fellow students and work together with an official SAP instructor towards achieving your first SAP certification. Get hands on with real SAP systems, access official SAP education content and ask questions to a certified instructor virtually.

TS410 – Week 1

Date	Time	Course: TS410e_EN_Col06
Monday, 5 Nov. 2018	1 hr.	Moderator: Platform Introduction & Navigation
Monday, 5 Nov. 2018	0.75 hr.	Instructor: SAP S/4HANA Enterprise Management: Overview
Monday, 5 Nov. 2018	0.25 hr.	Instructor: New User Experience: SAP Fiori UX
Monday, 5 Nov. 2018	1 hr.	Instructor: SAP S/4HANA Basics
Monday, 5 Nov. 2018	0.25 hr.	Moderator: Post Exercises, encourage questions, post missions
Tuesday 6, Nov. 2018	Open	Exercise: Display the Organizational Structures
Tuesday 6, Nov. 2018	Open	Exercise: Display a Material Master Record
Tuesday 6, Nov. 2018	Open	Exercise: Display a Customer Master Record
Tuesday 6, Nov. 2018	0.5 hr.	Financial Accounting and Management Accounting: Overview
Tuesday 6, Nov. 2018	2.75 hr.	Financial Accounting and Management Accounting: Basics (First Half)
Tuesday 6, Nov. 2018	0.25 hr.	Moderator: Post Exercises, encourage questions
Wednesday 7, Nov. 2018	2.75 hr.	Financial Accounting and Management Accounting: Basics (Second Half)
Wednesday 7, Nov. 2018	Open	Exercise: Create a Primary Cost Account
Wednesday 7, Nov. 2018	Open	Exercise: Create and Display Cost Centers
Wednesday 7, Nov. 2018	0.25 hr.	Moderator activities: Encourage questions
Thursday 8, Nov. 2018	4.5 hr.	Human Capital Management
Thursday 8, Nov. 2018	0.25 hr.	Moderator activities: Post Exercises, encourage questions

Hyper Island and SAP are partnering to delivery...

The Innovation Academy

The Innovation Academy is a premium, comprehensive training program for leaders focused on digital transformation strategy and execution. The participants will get an understanding of Industry 4.0, how it impacts business, and why it is critical to start digitally transforming their businesses. Participants will acquire the mindset, skills, and concrete tools necessary to start planning and executing a digital transformation strategy.

Deep dives into successful SAP innovation cases will highlight, explain, and inspire the participants to take their own ideas from the drawing board to reality.

Breaking down innovation into insights and opportunities, you will discover how to use a range of innovative tools as well as practice the digital mindset needed to create real user value. You will understand the pain points, problems, and needs of your users, develop insights and discover opportunities to identify the right problem to solve.

More Information and Registration:

https://www.hyperisland.com/programs-and-courses/intelligent-enterprise-era

1. KNOWLEDGE TRANSFER
- HAS BECOME IMPERATIVE
- PROFESSIONAL ENHANCEMENTS
- OPEN SAP (NO COSTS FOR INDIVIDUALS)
- E-LEARNING VIA SAP LEARNING-HUB (LICENSED)

2. DRIVING FORCE IS CLOUD
- ENHANCED 'STAY CURRENT' MODEL IS THE NEW SAP MODEL FOR EDUCATION AND CERTIFICATION
- ONGOING SHIFT TO CLOUD HAS CHANGED OPTIMAL MIX OF INTERNAL/EXTERNAL ERP RESOURCES
- EXTERNAL CONSULTANTS/TECHNICAL FOCUS; INTERNAL CONSULTANTS/BUSINESS FOCUS

3. BLENDED LEARNING AND LIFE-LONG LEARNING
- MIX OF CLASSROOM TRAINING AND LEARNING-HUB

4. CUSTOMER AIM IS EDUCATION FOR FREE
- AT LEAST FOR KEY PRODUCTS (LIKE: HANA, S4, FIORI, ANALYTICS, ARIBA, CONCUR, SUCCESSFACTORS ETC.) ON BEGINNER AND ASSOCIATE LEVELS

1. CERTIFICATION FIVE

- HTTPS://WWW.JONERP.COM/PDF/SAP_CERTIFICATION_FROM_CERT5.PDF

2. JEF STAES
(SOME YOUTUBE'S IN ENGLISH BUT MOST IN DUTCH/FLEMISH)

- HTTPS://WWW.YOUTUBE.COM/CHANNEL/UCT1HHUEHKL1ON7NRKK5Q8NW

3. THE INNOVATION ACADEMY

- HTTPS://WWW.HYPERISLAND.COM/PROGRAMS-AND-COURSES/INTELLIGENT-ENTERPRISE-ERA

4. OPEN SAP (COST FREE)

- HTTPS://OPEN.SAP.COM/

5. LEARNING HUB (LICENSED - USER GROUP SPECIALS)

- HTTPS://LEARNINGHUB.SAP.COM

4. QUESTIONS .....

- QUESTIONS

- OPINIONS

- COMMENTS

- FEEDBACK

- SUGGESTIONS

Email: henny.claessens@icloud.com