

Implementing ARchitect Analyst Portal

How SAP Reaches More Analyst Audiences

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Public

Agenda

Overview of SAP AR Program

- Team structure and coverage areas

Implementation

- Why SAP chose ARchitect Analyst Portal
- How we rolled out the tool

Driving Adoption

- Reminders to ensure consistent use

Creating Best Practices

- Driving consistency across coverage areas

SAP Analyst Relations

Julia White
Chief Marketing &
Solutions Officer

Oliver Roll
Chief Communications
Officer

Clare Henry
Global VP, AR

Sustainability

Services

Industries

Technology &
Innovation

Applications &
Partner
Ecosystem

Why Analyst Portal

- Need to reach boutique/independent analysts
- Wanted to create a community to share updates and new content
- Streamlined the way in which information was communicated

SAP Caitlin Fischer - Help Log out
AnalystPortal

HOME CONTENT CONTACT AR

FEATURED CONTENT

SAP TechEd in 2021 Analyst Summit
11/15/2021 Event
The SAP TechEd in 2021 Analyst Summit delivered a preview of the news and announcements that will follow during the TechEd event Nov 16-18.

WHAT'S NEW

SAP Data & Analytics Analyst Summit - Slides and Recordings
10/27/2021 Event
The SAP Data & Analytics Analyst Summit took place Oct 26 & 27 providing an update and preview of what's to come from the SAP Data & Analytics solution portfolio. Access the slides and recordings here.

Keyword Search

BROWSE

- Business Technology Pl...
- CRM and Customer Exp...
- ERP and Finance
- Events
- Industries
- Intelligent Spend & Busi...
- Partner Ecosystem

A Win for All

Benefit for SAP

- Tracking and reporting to show analyst activity on the portal
- Share content with all analysts or only specific analysts
- No need to email large files after demos or briefings

Benefit for Analysts

- Analysts have one site for multiple vendor content portals
- Analysts can see the latest information on SAP events and in their interests
- Content easily found compared to sifting through email



Getting Started

The screenshot shows the SAP AnalystPortal interface. At the top left is the SAP logo. At the top right, the user name 'Caitlin Fischer' is displayed with links for 'Help' and 'Log out', and the text 'AnalystPortal'. Below this is a navigation bar with 'HOME', 'CONTENT', and 'CONTACT AR'. The main content area shows a breadcrumb 'Portal Home > Content Catalog', a 'Filter' button, and sorting options 'Sort by Date' and 'Descending'. Two content items are listed:

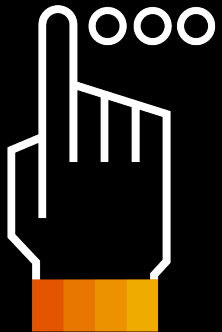
- The new SAP Partner Finder**
7/27/2021 Document
Discover the new edition of SAP Partner Finder and the new partner profile editor. Live from July 29th 2021
PartnerEdge
- SAP PartnerEdge Cloud Choice, flex model**
6/24/2021 Document
Listen to John Scola present SAP's new partner commission model - Cloud Choice Flex.
PartnerEdge

- How do you use it?
- What should you post?
- How do you create capacity to add this responsibility?

Make it Easy



We planned the launch of ARchitect Analyst Portal to be coupled with a major external event. Information on the portal was added to event communications to drive momentum.



Offered Colleagues Two Options

- To either upload their own content or get a 30-minute setup call to get started.



Dedicated Tiger Team

- Had a tiger team of three responsible to get this rolled out.
- Also offered a full-service model, for colleagues who required more support.

Best Practices

Drive Analysts to Analyst Portal

Use the portal for sharing content with analysts by sending a link, reminding analysts that this resource exists.

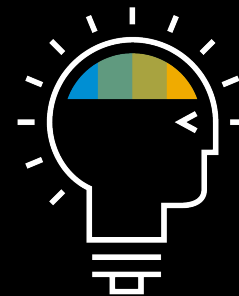
Beyond briefings and recordings, this is also a platform to share thought leadership and published customer stories. Get creative!

Keep Consistency

Ensure content is populated in every section.

Keep consistent naming conventions.

Keep it simple – provide overview information to get new analysts up to speed.



Tip: a follow-up session to show initial progress convinced our colleagues to continue adopting!

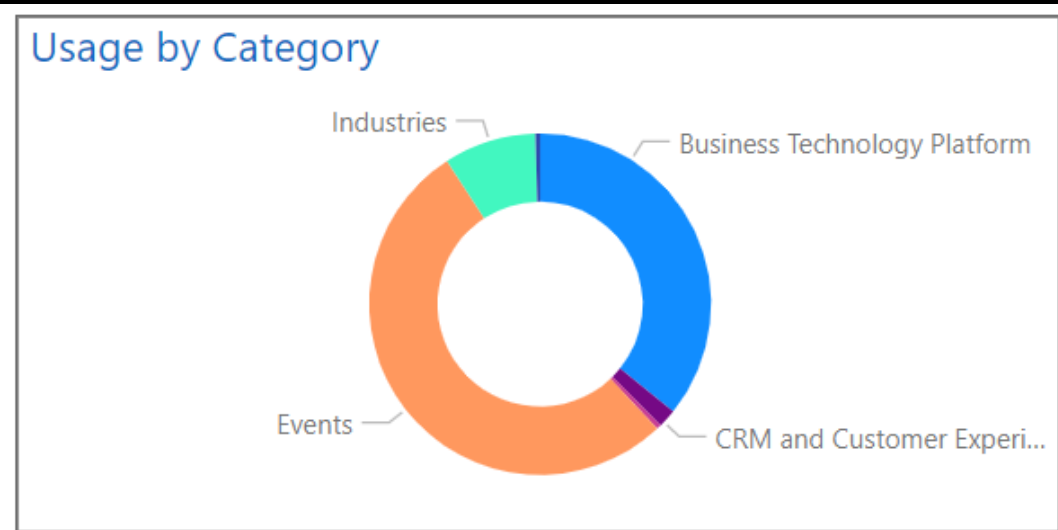
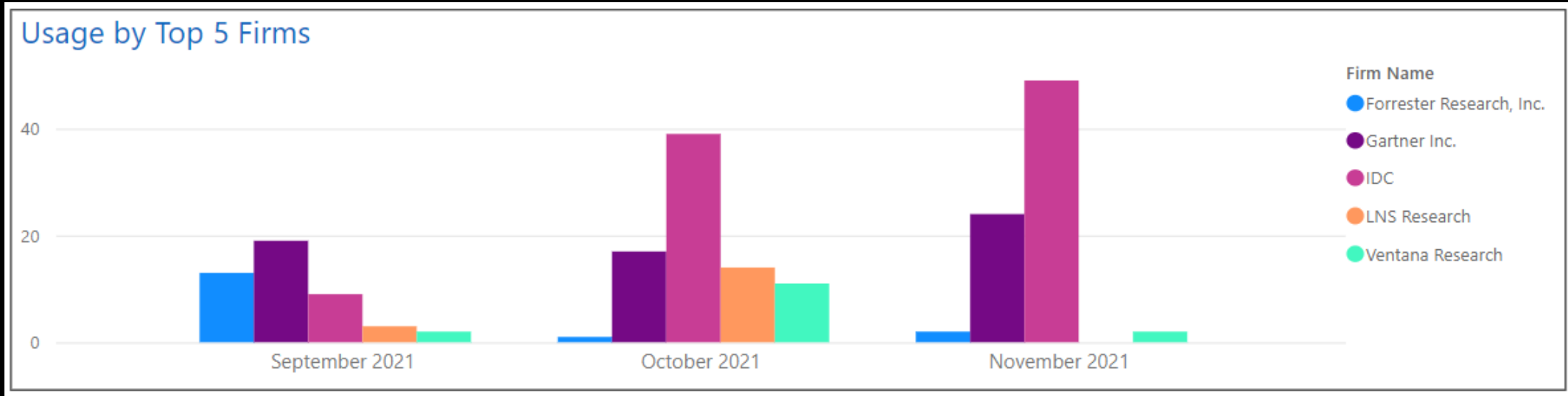
Collaboration

- The ARchitect team was a great partner in this rollout.
- The SAP team kept a list of enhancements and had regular calls with the ARchitect team to see when new features would be available.
- One of the most impactful changes was the HTML editor that was added to the text box.
- This enhancement had a major impact for our team and allowed for content to be uploaded more seamlessly.

The screenshot shows the 'New Content Item' form in SAP. The form is titled 'New Content Item' and has a blue header. Below the header, there is a breadcrumb trail: 'Portal Admin - Manage Content - Content Edit'. In the top right corner, there are 'Cancel' and 'Save' buttons. The form is divided into several sections:

- Content Basics:** Contains a 'Title *' field and a 'Displayed Summary *' field (0 of 500 characters). The summary field has a rich text editor with bold, italic, and link icons. Below the summary field, there is a text box with the following text: "Enter a summary here to display on the homepage. The goal of this brief text is to have the analysts wanting to read more and click into the full article. Example: Neil Armstrong became the first man to step foot on the moon. As he touched the ground he famously declared: 'That's one small step for man, one giant leap for mankind.'"
- Full Text *:** Contains a large text area with a rich text editor toolbar. The toolbar includes bold, italic, underline, text color, background color, bulleted list, numbered list, link, unlink, insert table, and link icons. It also has a 'Format' dropdown, a font color picker, and font size dropdowns (both set to '(inherited)').
- Content Details:** Contains four text input fields: 'Search Terms', 'Public Link', 'Public Link Display Text', and 'Content Image' (with a 'Select File' button).
- Category and Type:** Contains two dropdown menus: 'Select Categories' and 'Select Content Type'.
- AR Contact:** Contains a dropdown menu with the option 'Same contact(s) as category'.
- Analyst Visibility:** Contains two radio buttons: 'Visible to Entire Portal' (selected) and 'Only Visible to the following Analysts'.
- Content Availability:** Contains a 'Publish Date' field with a calendar icon and a time zone dropdown set to 'Eastern Standard Time'. There is also an 'Expire Date' field.

Metrics



A Journey, not a Destination

- Still working on change management to continue driving colleagues to the tool.
- Keep the content fresh. Need to review and ensure old content is removed on a regular basis.
- Fine tuning and working with the analysts to understand what content they wish to see and how we can make it most valuable for them.
- Not every analyst wants to use the Analyst Portal. Yet many analysts will enjoy the self-serve content.
- Continue to be flexible and try new things.

Success Stories

- Analysts have proactively reached out for briefings based on content they found on the Analyst Portal. This has allowed us to reach analysts that we were not previously targeting.
- Analyst watched video less than 24 hrs. after posted; referenced during an inquiry the next day.
- An analyst firm requested content to bring a new analyst up to speed. They got access to the Analyst Portal and were able to self-serve learning content.
- An analyst went on to publish a research note, based on content they found on the Analyst Portal.
- “These topics are exactly my points of coverage at the moment” – Analyst with HfS



Thank you.

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