ANCILE & SAP:

Partnering to Drive
Customer Success

ANCILE partners with the world's leading software vendors to help their customers get the most value out of technology investments. Our most long-standing partnership is with SAP.

Our customers – and those we hope to make our customers – often ask us about the nature of our SAP partnership and the solutions we jointly offer. There's quite a story to tell about this partnership, more than we could cover in a few paragraphs.

This report provides background on the impetus for our partnership, a replay of the big milestones on our joint timeline, and a summary of the value proposition to our customers. We hope it answers any questions you might have and gives you a sense of the joint SAP and ANCILE commitment over the past 16 years. And the partnership is still going strong today.

What a long and interesting trip it's been!

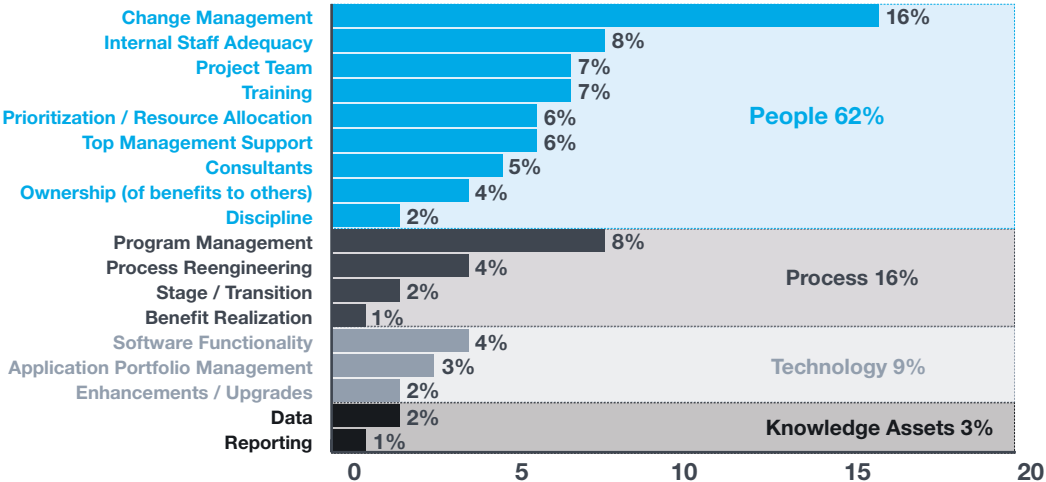Regards,

Frank Lonergan
*CEO, ANCILE*

Adoption Unlocked 2016

Introduction

Stakeholders agree that the biggest challenge in enterprise application implementations is not the software but, rather, the people side of the effort. Despite the fact that software has become easier to use, organizations still need to drive change and enable people in order to ensure successful use of the software.

That is the challenge the SAP and ANCILE partnership was designed to address: ensuring that the power of SAP solutions becomes a reality within organizations by enabling users.

Top Issues Organizations Face During ERP Implementations

Category	Issue	%
People 62%	Change Management	16%
	Internal Staff Adequacy	8%
	Project Team	7%
	Training	7%
	Prioritization / Resource Allocation	6%
	Top Management Support	6%
	Consultants	5%
	Ownership (of benefits to others)	4%
	Discipline	2%
Process 16%	Program Management	8%
	Process Reengineering	4%
	Stage / Transition	2%
	Benefit Realization	1%
Technology 9%	Software Functionality	4%
	Application Portfolio Management	3%
	Enhancements / Upgrades	2%
Knowledge Assets 3%	Data	2%
	Reporting	1%

Source: Deloitte Consulting and Benchmarking Partners (Based on a study of 62 companies that have gone live within an ERP system)

Note: rounded percentages; not all categories are shown as bars
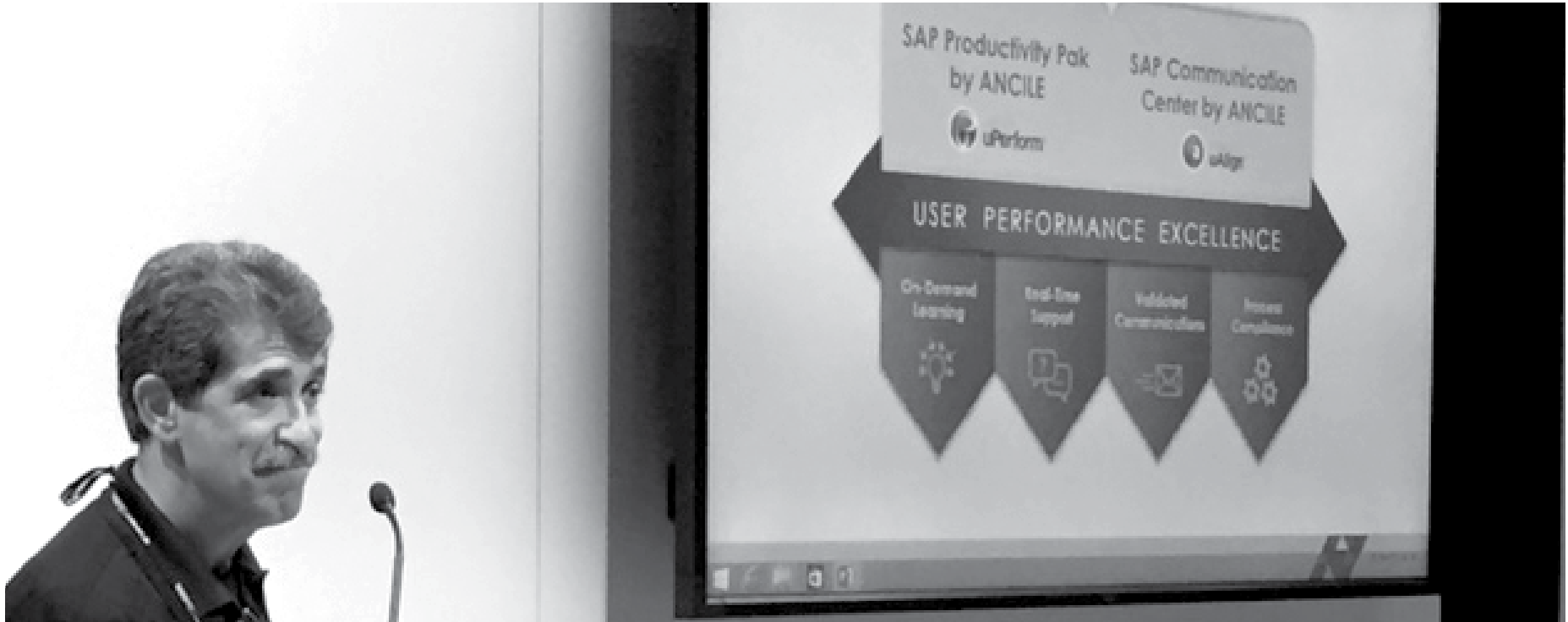
In the Old Days….

It's not always been easy, nor cost-efficient, to help drive behavioral change and to get the how-to to those who need to know-how. Sixteen years ago, as our partnership started, the challenges were many:

- Creating learning content was labor-intensive, requiring cut-and-paste and manual formatting and publishing.

- Pushing this content via classroom training meant that much was forgotten.

- When users were stuck – or made costly errors – the only help resource was the Help Desk.

- The experts who needed to share knowledge were seldom in the training department.

- Patches and upgrades followed initial implementations, requiring that learning content be quickly updated and disseminated.

- Relying on email as a way to send and confirm critical change communications often resulted in ignored emails and tedious follow-up.
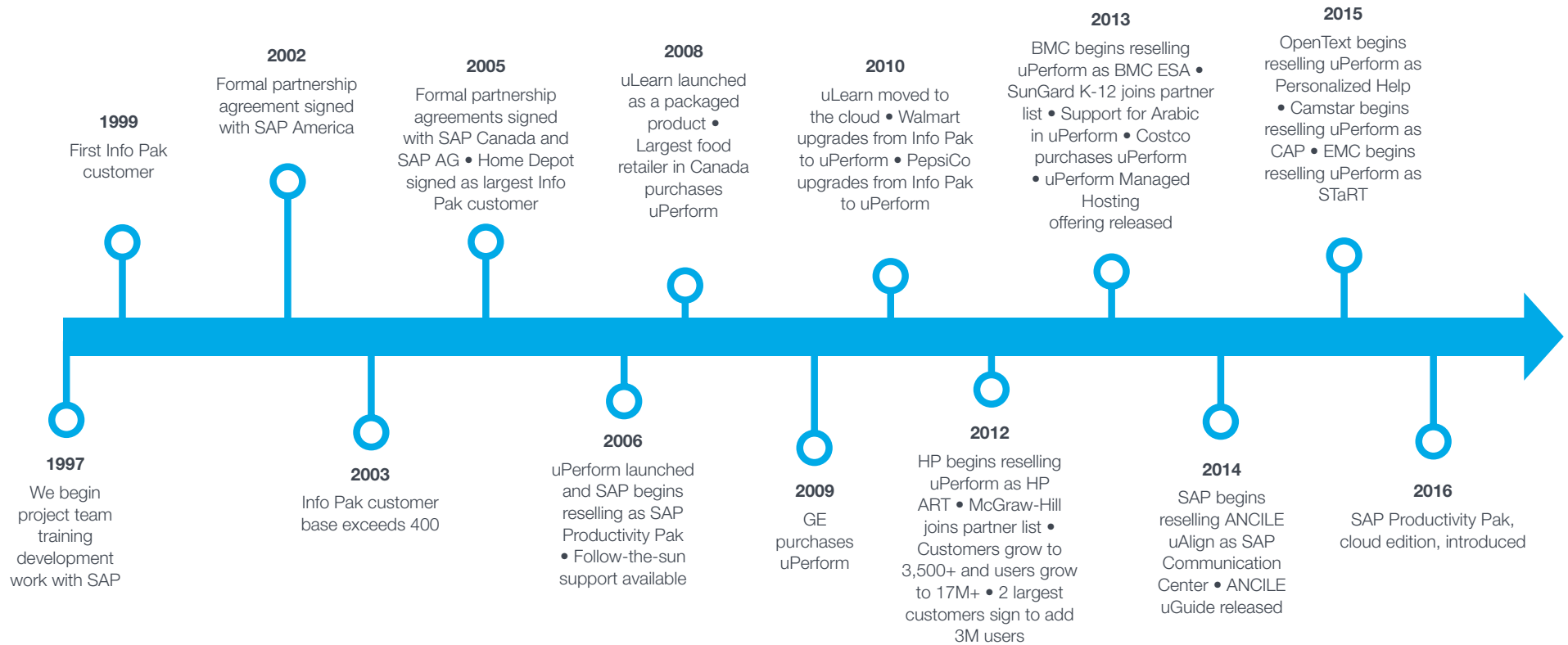
These numerous challenges awaited a solution.

Challenges Drive the Mission

To tackle these challenges, ANCILE developed software to drive value in five areas:

- **Maximize training and learning operations:** reduce costs associated with classroom training and tackle the forgetting curve by making learning and support content easily accessible while on the job.

- **Streamline content production and maintenance:** reduce time and cut cost by automating learning content creation and maintenance. Put the power of easy content creation in the hands of experts.

- **Achieve Help Desk efficiency:** reduce the number of help requests – and the expense required for support – by making learning content easy to find and integrated within the application.

- **Ensure employee efficiency:** reduce the time required for initial onboarding and the time spent hunting for help to drive employee performance, satisfaction, and retention.

- **Get ROI across the technology lifecycle:** reduce go-live risk and drive sustained results by ensuring users get – and comprehend – the information necessary to ensure proficiency and adoption.

1999
First Info Pak customer

2002
Formal partnership agreement signed with SAP America

2005
Formal partnership agreements signed with SAP Canada and SAP AG • Home Depot signed as largest Info Pak customer

2008
uLearn launched as a packaged product • Largest food retailer in Canada purchases uPerform

2010
uLearn moved to the cloud • Walmart upgrades from Info Pak to uPerform • PepsiCo upgrades from Info Pak to uPerform

2013
BMC begins reselling uPerform as BMC ESA • SunGard K-12 joins partner list • Support for Arabic in uPerform • Costco purchases uPerform • uPerform Managed Hosting offering released

2015
OpenText begins reselling uPerform as Personalized Help • Camstar begins reselling uPerform as CAP • EMC begins reselling uPerform as STaRT

1997
We begin project team training development work with SAP

2003
Info Pak customer base exceeds 400

2006
uPerform launched and SAP begins reselling as SAP Productivity Pak • Follow-the-sun support available

2009
GE purchases uPerform

2012
HP begins reselling uPerform as HP ART • McGraw-Hill joins partner list • Customers grow to 3,500+ and users grow to 17M+ • 2 largest customers sign to add 3M users

2014
SAP begins reselling ANCILE uAlign as SAP Communication Center • ANCILE uGuide released

2016
SAP Productivity Pak, cloud edition, introduced

A Rich History with Many Successes

Before we began partnering with SAP, we consulted with both SAP and their customers. SAP's focus was on developing training for those implementing SAP software. Our consultants helped SAP create and distribute those project team training assets. However, organizations also needed assistance in getting their users trained and ready to use their customized SAP implementation. We changed the focus and helped organizations develop and deliver this end user training. After experiencing the manual grunt work of creating end user learning content, we turned our attention to developing software to make content creation easy, customized, and maintainable.
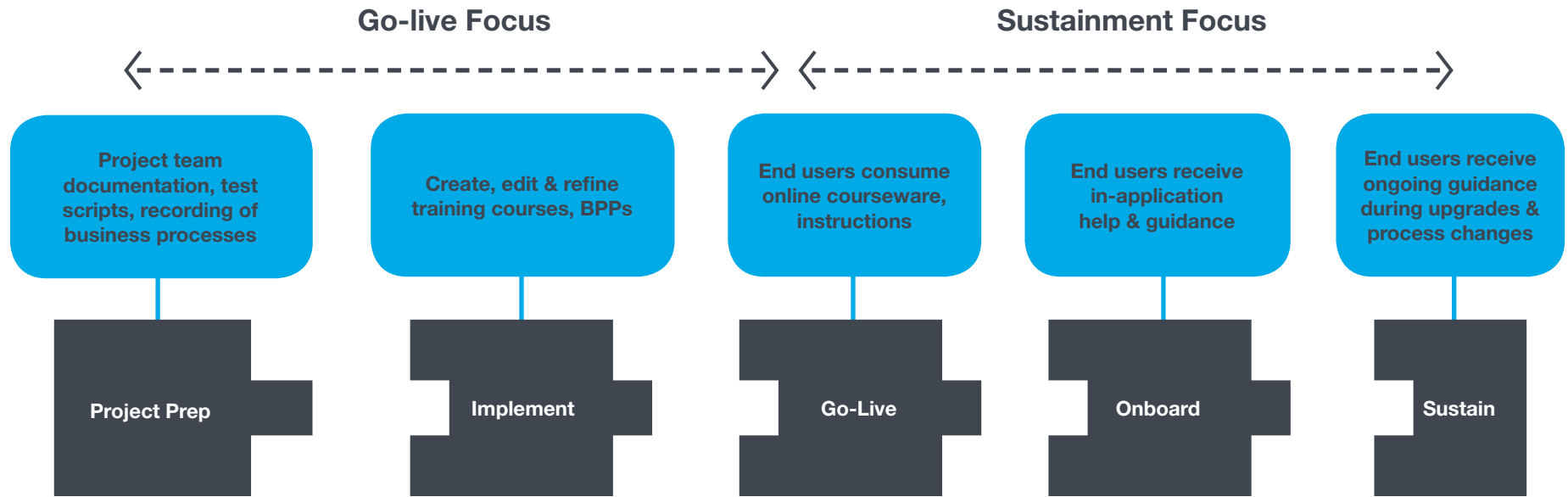
SAP® Communication Center
by ANCILE

SAP® Productivity Pak
by ANCILE

ANCILE created Info Pak and partnered with SAP to deliver this solution to SAP customers globally. A win for SAP and a win for customers.

Our joint partner portfolio has evolved and grown. In 2006, ANCILE released the next generation of learning and performance support technology – ANCILE uPerform. This solution joined the SAP pricelist in 2006, rebranded as SAP Productivity Pak. In 2014, ANCILE uAlign – rebranded as SAP Communication Center – was added to the SAP portfolio and price list.

SAP Productivity Pak Provides Support From Prep to Sustain

Go-live Focus   ### Sustainment Focus

| Project team documentation, test scripts, recording of business processes | Create, edit & refine training courses, BPPs | End users consume online courseware, instructions | End users receive in-application help & guidance | End users receive ongoing guidance during upgrades & process changes |

| Project Prep | Implement | Go-Live | Onboard | Sustain |

About SAP Productivity Pak/ANCILE uPerform

SAP Productivity Pak (SPP) drives rapid user adoption of SAP applications by allowing organizations to create, maintain, and deliver relevant learning and support content at the point of need. Users consume this content to achieve proficiency and sustain performance over time.

SPP software allows organizations to create context-sensitive online help, documents, simulations, and elearning for their SAP solutions and 100+ of the world's most-used business applications. SPP accommodates different learning modes by providing content in multiple formats and languages, delivering this content right at the moment of need from right within the SAP application. Plus, when business processes or technology changes, all documentation can be updated rapidly from the single-source file created by SPP.

SPP is on the SAP global price list and on the global third-party VAR price list. SPP is actively sold to new SAP customers and is available for existing SPP customers to purchase additional user licenses as their SAP user count grows. ANCILE works with SAP Active Global Support to support the growing SPP customer base.

About SAP Communication Center/ ANCILE uAlign

SAP Communication Center (SCC) provides a single, easy-to-use platform for all phases of the SAP project and post-go-live communications. SCC is accessible via the web and any mobile device. With SCC, all business stakeholders can reach all team members and users - wherever they are. SCC's multi-message campaigns ensure that each message is viewed in a specific order, so the overall campaign is always effective. SCC allows messages and actions to be sorted by due date so that users can focus on urgent communications first.

SCC's "rolling" messages and campaigns allow leaders to provide instant, evergreen content for onboarding newcomers to the community.

SCC extends the value of SPP through validated communications. Many of our joint customers are linking to SPP learning content from within their SCC messages and sharing this content with team members via campaigns. These campaigns, which can include assessments, provide an easy way for stakeholders to validate that the communication and learning content have been received and comprehended.

SCC is sold by SAP globally, and ANCILE partners with SAP Active Global Support to ensure success for our joint customer base.

Providing Flexible Delivery Options

Customers want options in how they take delivery of software. ANCILE and SAP have partnered to offer options in SAP Productivity Pak deployment. Beyond an on-premise model, both managed hosting and cloud subscription offerings are available. For customers, these additional models provide several benefits:

- Allow subject matter experts and stakeholders to focus on what matters: enabling user performance and adoption

- Reduce IT costs and resources by shifting to a managed infrastructure

- Deliver access to the latest functionality through version and release upgrades performed by ANCILE

Serving Our Customers

ANCILE software goes through SAP's rigorous Premium Qualification process to ensure a robust release to our customers. However, the work doesn't end upon software release. ANCILE and SAP can deliver the best software – deployed as desired by our customers – but we fail without the support to back up the purchase. Our partnership delivers on the three key components of a robust customer success program: user enablement, user support, and user community.

User Enablement

ANCILE offers a combination of both free and contracted services and resources to ensure organizations get the most out of SAP Productivity Pak and SAP Communication Center. Both our free elearning course on authoring in SPP and regular Learning Series webinars are available from ancile.com. ANCILE and SAP jointly partner to deliver training and professional services on our solutions. With over 16 years of experience delivering these services to over 300 global customers per year, ANCILE consultants bring the knowledge, best practices, and experience to ensure success with our software. Whether it's training or a quick health check, ANCILE consultants ensure customers get started and stay on the right track to user enablement.

Recent Innovations in SAP Productivity Pak

Version 5.0	Version 5.1	Version 5.2	Version 5.3
Monitor content development, delivery and maintenance with **Task Management**. Crowd-source authoring with the new **Rapid Recorder**. Subject matter experts can use the easy, lightweight recording technology tool with no training required. New enhanced **Website Skins** for end users. Capture, track, and communicate current project status with customizable **Dashboard Reporting Widgets** for admins. Use **Text-to-Speech** and **Real-Time Audio Recording** to enhance the User Experience for end users.	uPerform supports more than **30 different foreign languages**. **Arabic Language Support introduced**: uPerform can create and manage Arabic content. uPerform can support **Right-to-Left languages.**	**Modern User Interfaces** in the editor. Cleaner Published Content. View content on **iOS, Android, and Windows tablets**. **Faster Search Capability** with streamlined search indexing. **SAML based** Single Sign-On Support. **Enhanced Recording**, supporting over 100 "known target applications". **New OS and Database Support**: Windows Server 2012 R2, Windows 8.1, and SQL 2012. **Managed Hosting Services** offered providing additional ROI.	**Most Recent Version** of ANCILE uPerform. Support for **Windows® 10 and SQL Server 2014** beginning with uPerform 5.30. Easily **update embedded simulations** in eLearning courses when the corresponding template has changed. Enhanced user experience with **updated eLearning Course features**.

User Support

ANCILE partners with SAP to provide a three-part support program for our software:

- Software Maintenance Updates: Access to all of the latest product updates and documentation
- Intelligence Hub: Access to the knowledge base, customer-specific support issue submission and history, and software download pages
- Standard Support Services: Support services during standard regional working hours via the ANCILE Intelligence Hub

And ANCILE takes support one step further by making a lifetime commitment to our customers. We make support resources available to all customers – new customers using the latest version and long-time customers still using an older version. We even make select areas of our knowledgebase available to those customers no longer active on a maintenance subscription.

For active-maintenance customers, ANCILE commits to maintain and support each version for a minimum of 24 months after general release.

We keep a close eye on our performance indicators. We're proud to maintain stellar renewal and customer satisfaction metrics.

Performance indicators

97.5%
and higher annual maintenance renewal for the past 5 years

98%
and higher quarterly customer satisfaction rating since measurements began in 2014

Market Acceptance, Recognition, and Communities

Every SAP Education Best Practice Award winner and runner-up was an owner of SAP Productivity Pak and it was a highlighted component of their strategy, business success, and award selection.
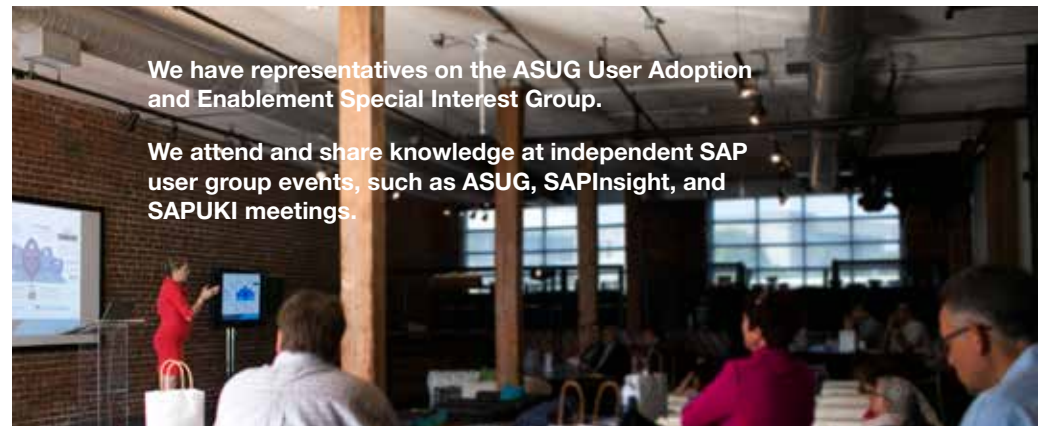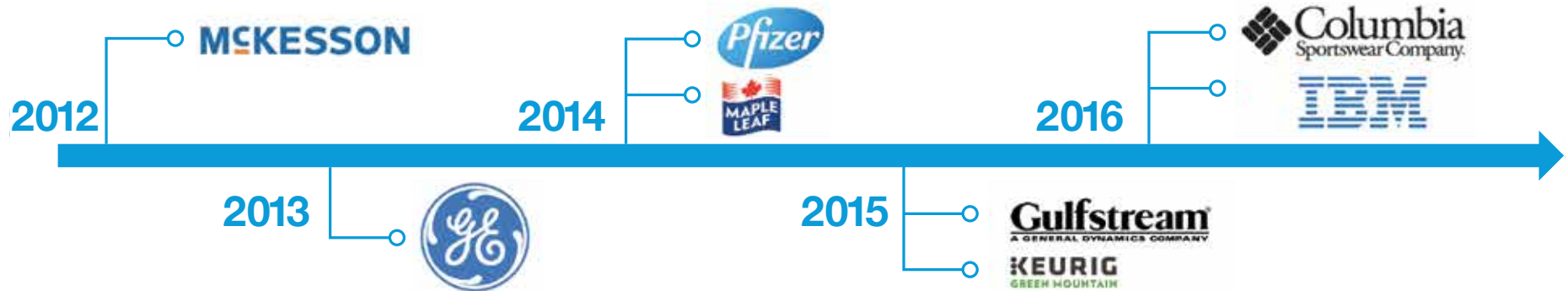

User Community

Part of a vendor's job is to foster communities of users to ensure ongoing learning and networking. ANCILE participates in global SAP user group communities. Plus, for 15 years, ANCILE has welcomed SAP customers to yearly ANCILE Products Users Group (APUG) events.

Worldwide Customers

1256

115

931

106

584

693

216

Growth in Product Users

Year

2015
2010
2005
2000

0
9.0
19.3
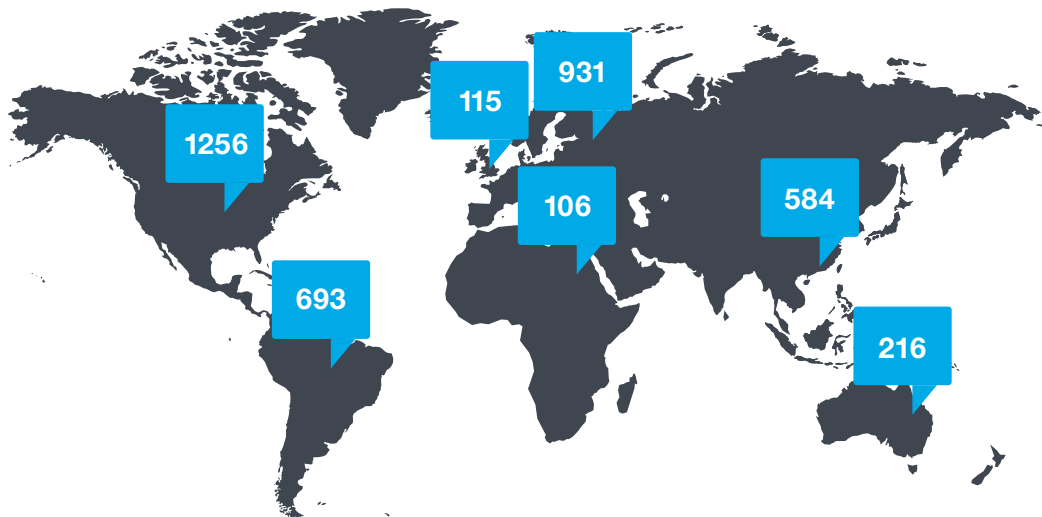
Users
(millions)
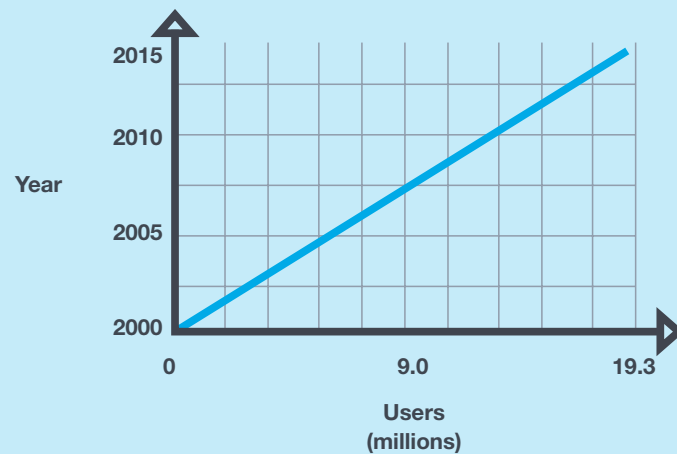
Partnering to Win:
Customer success stories and testimonials say it best.

Success Across the Globe

PepsiCo uses SAP Productivity Pak to support their global SAP rollout. More than 2,500 SPP procedural documents and 150+ elearning courses support learners across multiple projects. Content is also integrated with the SuccessFactors LMS.

Success Across Multiple Applications

Columbia Sportswear uses both SAP Productivity Pak and SAP Communication Center to support multiple business applications, including SAP and Kronos. SCC delivers both critical change communications and SPP learning content to dispersed retail staff. *"Our managers were equipped with concise, meaningful messages that delivered both key communications and training content, and they had this content available as needed in the cloud. We used reporting data to determine who was not ready for go-live – making it easy to provide individual help."*

ROI Across the Technology Lifecycle

"The fact that [SAP Productivity Pak] can be deployed across other vendor solutions without encountering any compatibility issues is a major benefit. It means that we can improve efficiencies in other parts of the business while still working with a single supplier." – AGL

Content Production and Maintenance

"The use of uPerform reduced content creation time by up to 40%, translation documentation time by 50%, infrastructure/cost of operation by 30%!" -– Bayer Material Science

"Thanks to ANCILE uPerform, SNG has not been required to employ additional support staff to aid in content creation, despite a significant growth in end user numbers." – SNG

Help Desk Efficiency

"We've seen tangible benefits to operations through substantially reduced calls to our help desk." – McGraw-Hill Education

Training and Learning Operations

"It allows us to support a true international market because we're not using the resources to fly all over the world and support go-live's in several different countries. We can deliver an elearning course, save time, save money, and deliver the effective training." – PepsiCo

Employee Efficiency

"Rather than have to make phone calls, [users are] able to go right to help and find the simulation. Self-help is going to stay with [the user]...it sticks with them." – Delta Air Lines

Training and Learning:	Content Production and Maintenance:	Help Desk Efficiency:	Employee Efficiency:	Technology Lifecycle (ROI):
Reduce in-classroom training from 70% to 30%	Reduce authoring time by more than 50%	Reduce help desk calls by 25%	16% gain through faster information access	Reduce or eliminate 38% of purchased software that becomes shelf ware

Looking Ahead

Today, we have many new opportunities to fulfill as we continue our partnership with SAP. From introducing SAP Productivity Pak - the cloud edition, to providing user enablement for the new SAP Fiori user experience, to optimizing our integration with SAP's Success Factors LMS - there are new ways for ANCILE's solutions to meet the needs of today's SAP user. We look forward to building on our 16 years of partnering with SAP to benefit these users.

If you would like more information on ANCILE's solutions, or have questions about our partnership with SAP, please visit ancile.com.

SAP Productivity Pak by ANCILE, cloud edition

Mark Tarallo, SAP
Mal Poulin, ANCILE
August 2016

SAP SuccessFactors

ANCILE

For More Information

Learn more about SAP Productivity Pak:

http://go.sap.com/product/ technology-platform/ productivity-pak-composer. html

Learn more about SAP Communication Center:

http://go.sap.com/ product/hcm/internal- communication-e-learning. html)

Read success stories:

http://www.ancile.com/ resources/success-stories/

Watch video testimonials from our customers:

http://www.ancile.com/ resources/videos/

The world's largest companies use our products

Office Locations

Global Headquarters

ANCILE Solutions, Inc.
6085 Marshalee Drive
Elkridge, MD 21075
855-4ANCILE (855-426-2453)
443-561-3900

AUSTRALIA

ANCILE Solutions, Ltd,
Suite 9, 246 Pacific
Highway
Crows Nest
NSW 2065
Australia
+61 2 8458-3331

GERMANY

ANCILE Solutions GmbH
SAP Partner-Port
Altrottstrasse 31
69190 Walldorf
Germany
+49 6227 732850

JAPAN

ANCILE Solutions, GK
4F Shinagawa East One
Tower
2-16-1 Konan
Minato-ku
Tokyo 108-0075
Japan
+81-(0)3-6890-8297

SINGAPORE

ANCILE Solutions, Ltd.
The Penthouse #44-01
Suntec Tower One
7 Temasek Boulevard
Singapore 038987
+65 6430 6648

UNITED KINGDOM

ANCILE Solutions, Ltd.
Lakeside House
1 Furzeground Way
Stockley Park
Uxbridge
UB11 1BD
United Kingdom
+44 (0) 208 622 3010

ANCILE