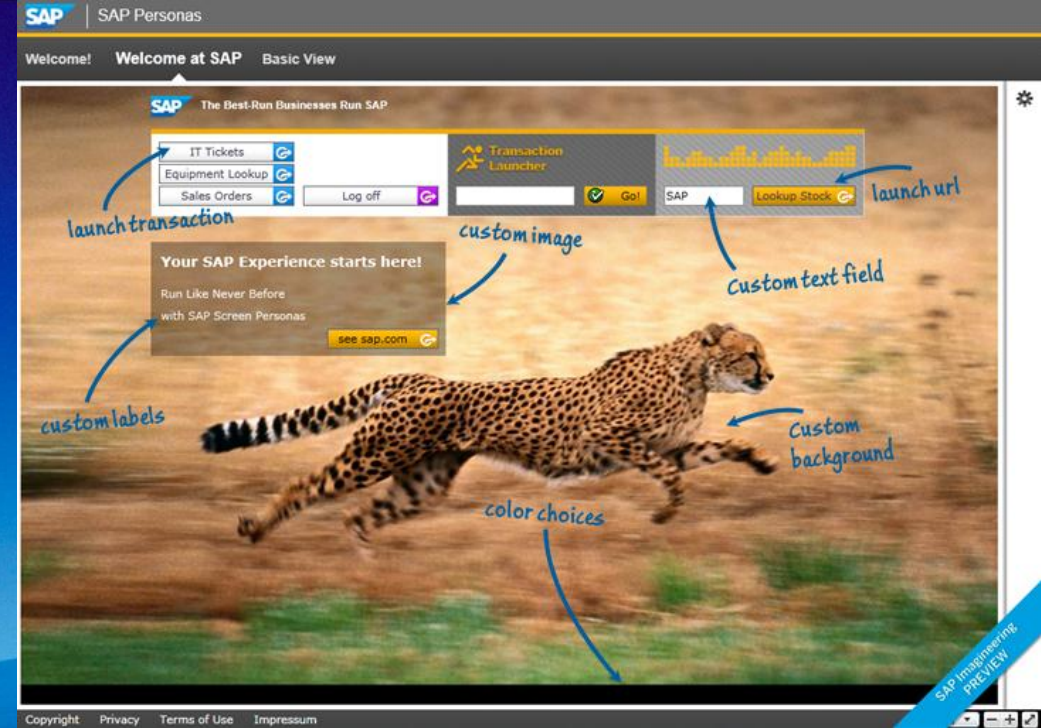


SAP Screen Personas

Personalization without Programming

April 2013

Niko Müller
Elisabeth Reinprecht
SAP (Schweiz) AG

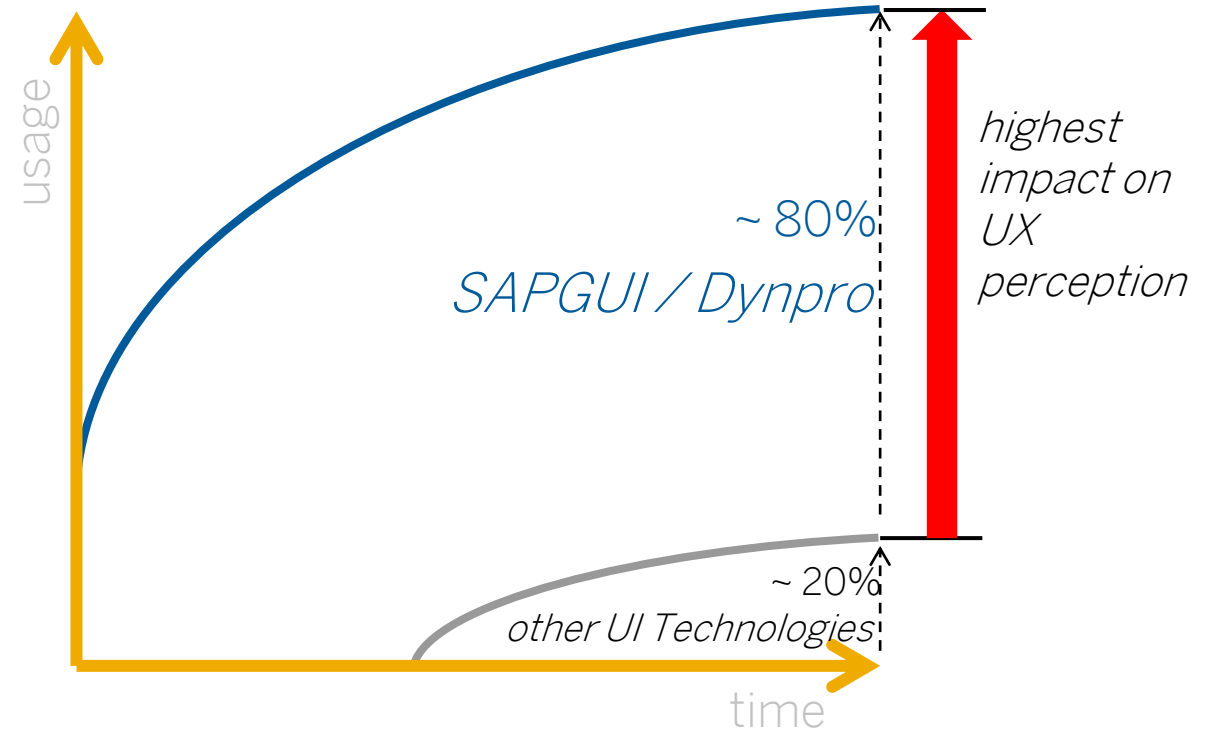


SAP User Experiences

Current Situation

~200,000 screens built by SAP,
partners and customers

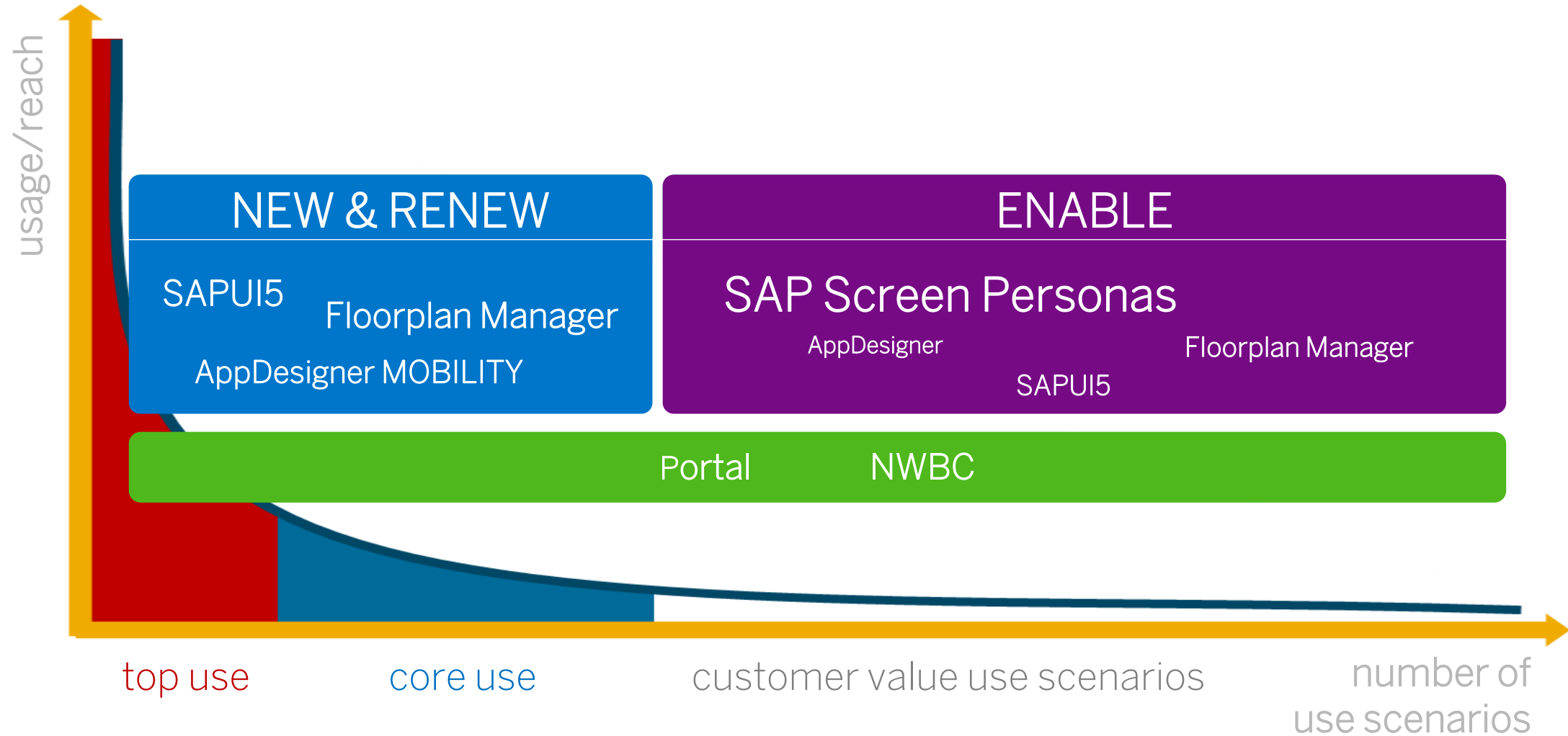
80% of these screens
are still SAPGUI screens



SAPGUI as the MOST WIDELY adopted UI technology

PERCEPTION of SAP usability is largely based on SAPGUI

SAP User Experience Strategy



1
Introduction

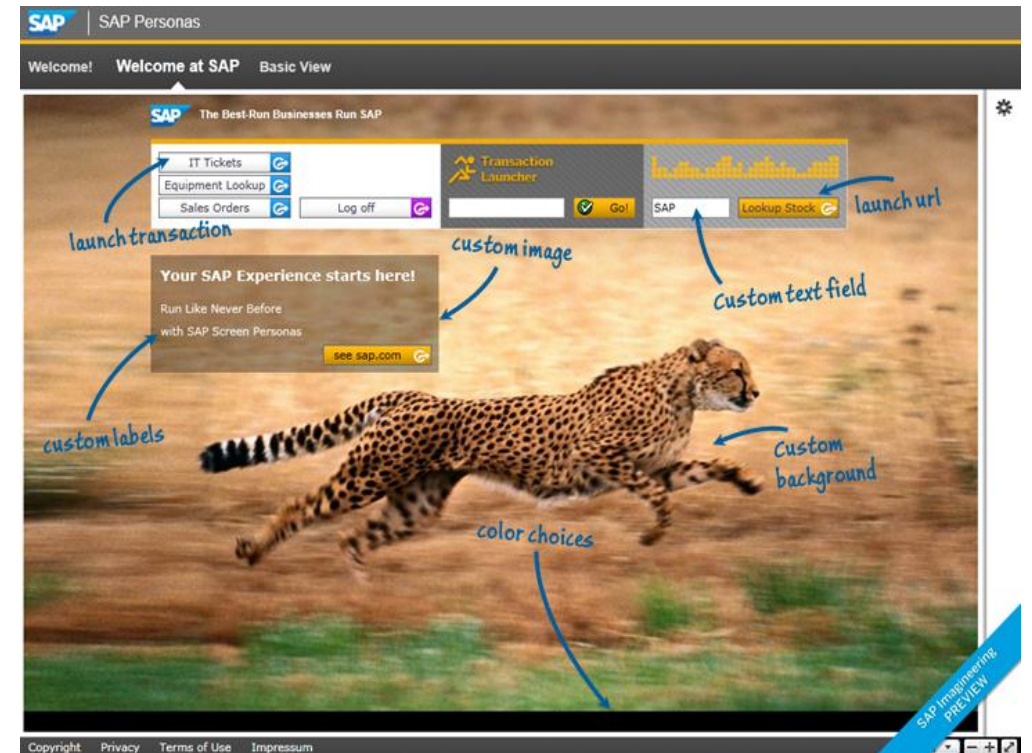
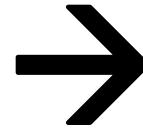
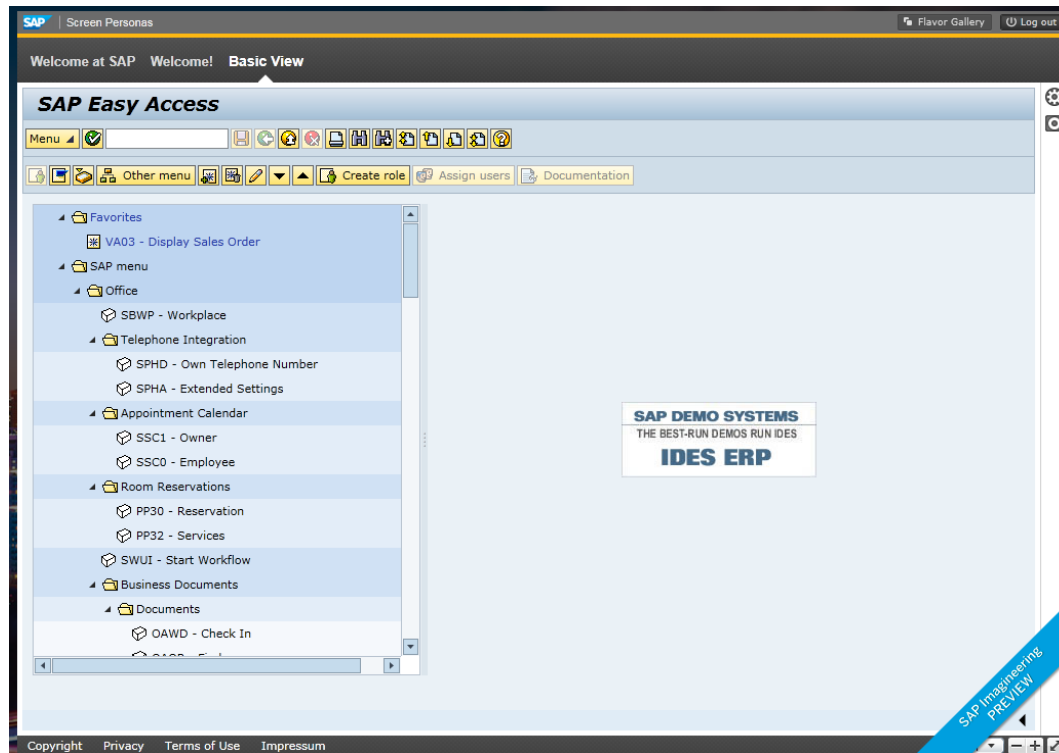
2
Demo of SAP
Screen Personas

3
Basic Information

4
Architecture &
Deployment

5
Further
Information

What is SAP Screen Personas?



1 Introduction

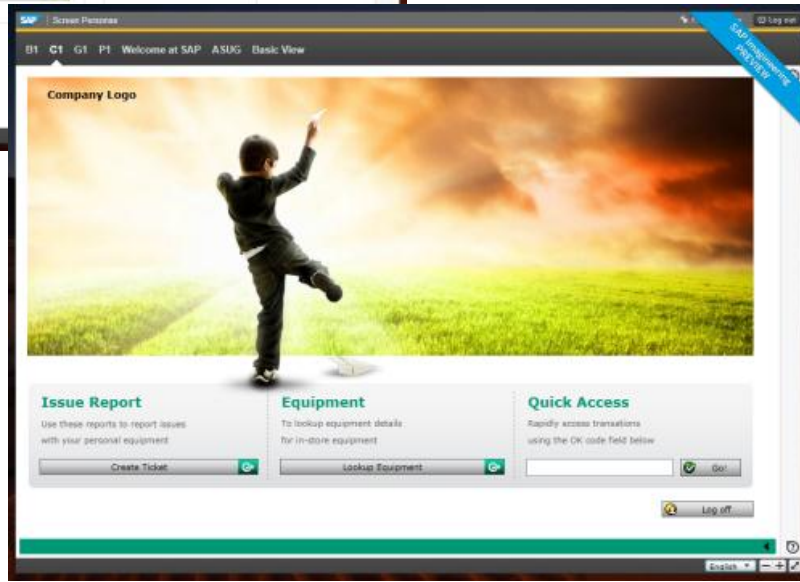
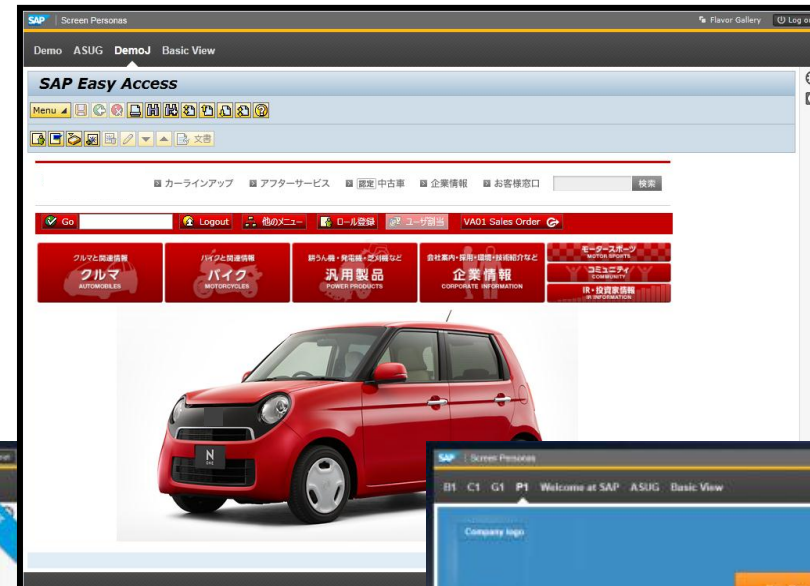
2 Demo of SAP Screen Personas

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Seeing is believing



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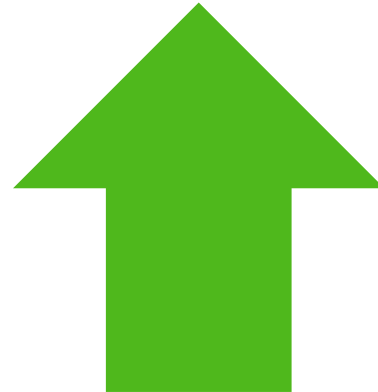
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Why customers use SAP Screen Personas

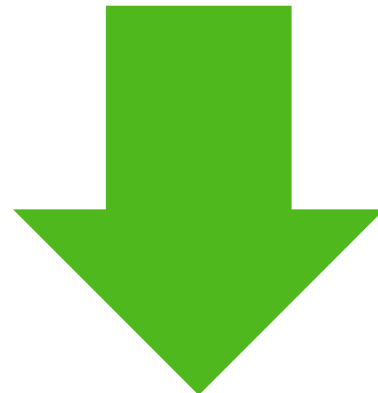
**Business User
Productivity**



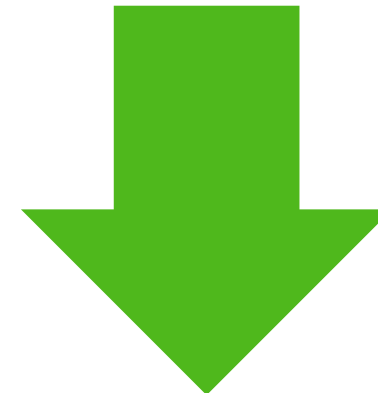
**User
Satisfaction**



**Cost of
Personalization**



**Training
Time**



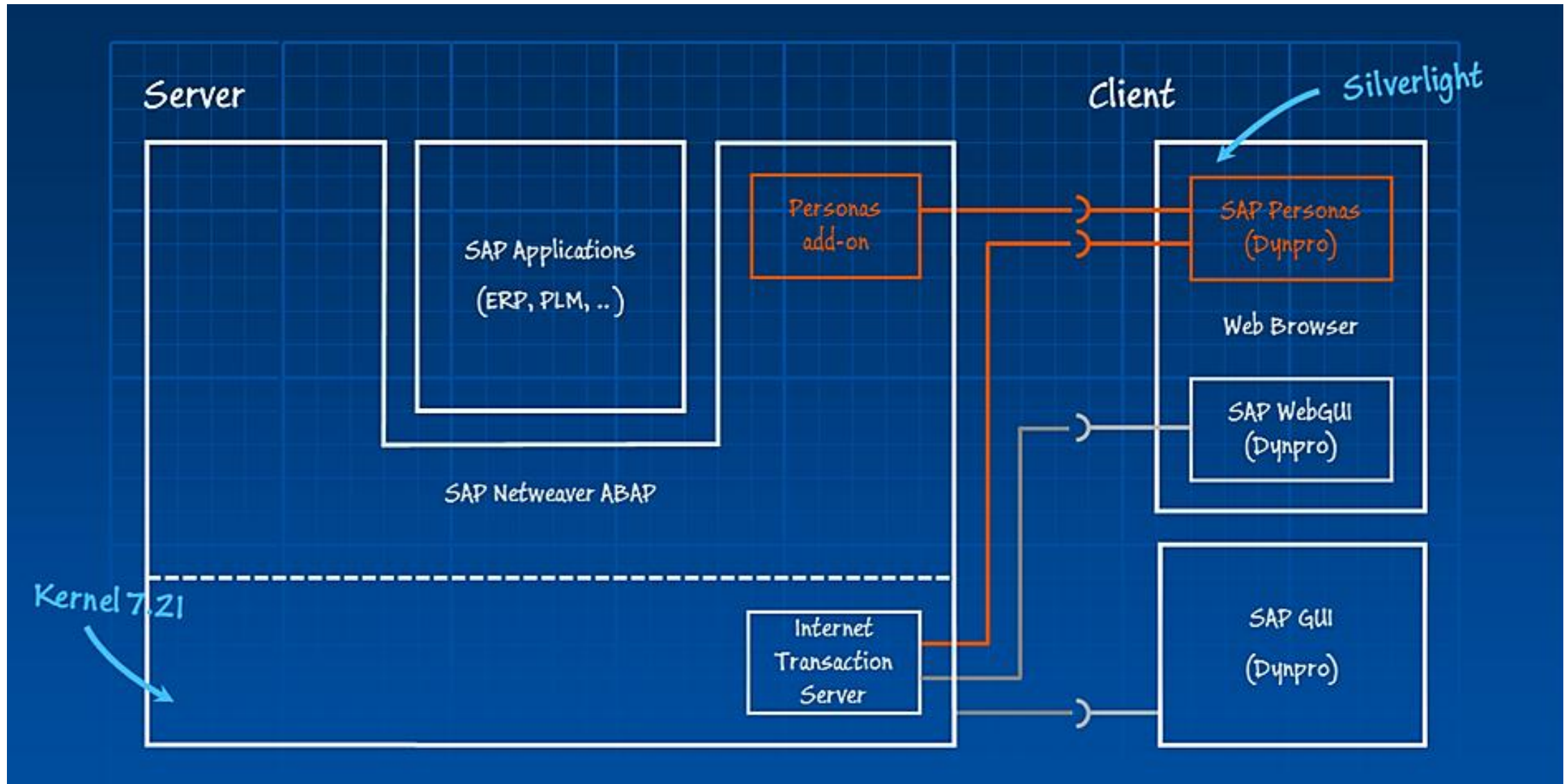
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Further Information...

**SAP Screen Personas
Product Page**

<http://wiki.sdn.sap.com/wiki/display/Img/SAPScreenPersonas>

Fact Sheet

[http://wiki.sdn.sap.com/wiki/download/attachments/298682098/
SAP_Screen_Personas_customer_fact_sheet.pdf](http://wiki.sdn.sap.com/wiki/download/attachments/298682098/SAP_Screen_Personas_customer_fact_sheet.pdf)

PowerPoint Presentation

[http://www.slideshare.net/peterspielvogel/sap-screen-personas-overview-december-2012-
15542219](http://www.slideshare.net/peterspielvogel/sap-screen-personas-overview-december-2012-15542219)

FAQ Blog Post on SCN

[http://scn.sap.com/community/gui/blog/2012/10/23/sap-screen-personas-technical-faq-from-
teched](http://scn.sap.com/community/gui/blog/2012/10/23/sap-screen-personas-technical-faq-from-teched)

Demo Video

<http://www.sapvirtualevents.com/teched/sessiondetails.aspx?sId=3454>

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Questions?

Thank you for your attention!



www.sapscreenpersonas.com

Thank you!

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