Application Management Services
Marching towards being a Global Leader
Our AMS go-to-market strategy
Focused on results maximizes value realization
Deloitte AMS services
Global delivery model
Our Global Delivery Centers
Flexibility to adopt and evolve
Collaborative application management processes
AMS industrialized
AMS technology
Marching towards being a Global AMS Leader
Our AMS go-to-market strategy

AMS is defined as the services for managing, enhancing, and maintaining custom or packaged software. We view our Application Management Services (AMS) as an integrated, comprehensive application development and management model that focuses on adding business and IT value to our clients.

<table>
<thead>
<tr>
<th>Industry Focus</th>
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<tbody>
<tr>
<td><strong>Strategy</strong></td>
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<tr>
<td>Prepare for success</td>
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<table>
<thead>
<tr>
<th>Application Development and Integration</th>
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<tbody>
<tr>
<td><strong>Drive continuous business improvement</strong></td>
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<tr>
<th>Application Management</th>
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<tbody>
<tr>
<td><strong>Sustainable value at the best price point</strong></td>
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<tr>
<th>Governance</th>
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<tr>
<td>Management, continuous improvements</td>
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<table>
<thead>
<tr>
<th>Service Desk</th>
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<tbody>
<tr>
<td>Serving our clients 24x7</td>
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<table>
<thead>
<tr>
<th>Capacity and Factories</th>
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<tbody>
<tr>
<td><strong>Right resources at the right price</strong></td>
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<tr>
<th>Testing</th>
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<tr>
<td>Enables our Technology practice</td>
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Focused on results to maximize value realization

Our practice delivers functional and technical capabilities across a global platform to continuously deliver on client-specific business objectives. We are relentlessly focused on driving down costs, improving quality, and accelerating value in every aspect of our services.

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**Global delivery network**
A global footprint serving our clients where they work. We have more than 18,000 practitioners on AMS/Application Development and Maintenance (ADM) engagements worldwide

**Services**
A full suite of application management service offerings — advisory through maintenance, optimization, and innovation

**Technologies**
A comprehensive coverage of outsourced applications — information management, custom applications, and Enterprise Resource Planning (ERP) application, tools, techniques, and related disciplines

**Delivery structure**
An ability to provide the right resources at the right price in the delivery modes and business models that best meet our clients objectives

**People**
A broad and deep bench of resources, spanning technical, functional, and industry domain expertise differentiated by a strong business acumen

**Methods and tools**
A globally standardized methodology and integrated out-of-the-box toolkit to accelerate the build, configuration, execution, and realization of value from AMS
Deloitte AMS services

Deloitte provides full life cycle AMS, spanning the entire continuum from upfront advisory services through application optimization and innovation.

We leverage deep expertise from our industry, technical, and functional competency centers to deliver differentiated application management service results:

**Industry:** Leveraging industry-specific insights and intellectual capital across 27 industry segments, allowing us to make better, faster, more informed application management decisions.

**Technical/functional:** Bringing to our clients market-recognized expertise and deep partnerships with SAP and Oracle, allowing us to face off against our clients’ most complex, multidimensional application challenges.
Global delivery model

Best in class AMS characteristics

- Advance the effectiveness and efficiency of business processes continuous improvement and vendor integration
- Provide a proactive, problem management approach to support activities

- Leverage ITIL (Information Technology Infrastructure Library) processes and supporting tools. These processes focus on delivering a service to the business and measuring its effectiveness.

- Ensure the supported business processes are aligned with the business goals
- Maintain the integrity of the business process design

- Align support with business objectives, processes and user groups, not by support activities
- Provide cohesive functional and technical support to enhance end user experience and acceptance

- Serve as the overall design architect across solutions and implementations to optimize benefits
- Ensure ongoing initiatives are in line with the Support Model Strategy and vision
Our Global Delivery Centers

Our worldwide infrastructure spans multiple geographies and provides access to a large pool of technology talent. This global network of GDCs can offer a cost-effective alternative to dedicated on-site support by providing talented resources in a flexible support model.

Global Delivery Network
- 18,000 AMS practitioners worldwide. Over 20 global development centers and expanding
- A globally standard COE methodology, tools and accelerators
- CMMI 5-India, CMMI 3-US, SSAE 16/ISAE3402 and ISO 20000-1 certified

Service /Technologies
- 20+ year history in providing full life cycle Application Management Services
- SAP, Oracle, Microsoft, Java, Business Analytics, Enterprise Data Management, Custom Development, Middleware

People
- A deep pool of resources, spanning technical, functional, and industry domain expertise
- Lowest attrition rates in business
- Rated as employer of choice
- Globally standard career path

Value Management
- Framework and method for benchmarking and performance management (Business and Technical)
- Tying performance and accountability to objectives and business outcomes
# Flexibility to adopt and evolve

AMS engagement structure and scope is assembled to best meet the objectives, capabilities, and requirements of the client.

<table>
<thead>
<tr>
<th>Augmentation/Resource capacity</th>
<th>Co-sourcing/Out-tasking</th>
<th>Managed/Application outsourcing</th>
<th>Outsourced/Value based</th>
</tr>
</thead>
<tbody>
<tr>
<td>Model</td>
<td>Deloitte resources work under client direction and supervision</td>
<td>Deloitte and client jointly responsible for plan and deliverables</td>
<td>Deloitte responsible for deliverables but working in collaboration with client</td>
</tr>
<tr>
<td>Location</td>
<td>Onshore and offshore</td>
<td>Onshore and offshore</td>
<td>Client coordination team onsite, rest of the team works remotely</td>
</tr>
<tr>
<td>Benefits</td>
<td>Quick ramp-up suitable to handle fast turnaround jobs and filling skill gaps in existing client teams</td>
<td>Cost savings from leveraging Deloitte’s capabilities plus Deloitte’s accountability and scalability</td>
<td>Cost savings from leveraging Deloitte’s model and accountability for service levels</td>
</tr>
<tr>
<td>Commercial arrangement</td>
<td>Fixed fee for fixed capacity or T&amp;M</td>
<td>Fixed fee for fixed capacity or T&amp;M or service level based</td>
<td>Fee for service level</td>
</tr>
<tr>
<td>When to adopt?</td>
<td>For anticipated fluctuations in demand, when requirements are not clearly defined, etc.</td>
<td>For offloading non-strategic functions</td>
<td>To reduce cost and improve service to the business</td>
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Collaborative application management processes

Standardized processes help to manage information flow, from change to problem management, both internally and externally to our client’s systems.

**Incident Management**
restores normal service operations as quickly as possible and minimizes the adverse impact on business operations.

**Development Management**
maintains the alignment of what is requested to be designed in the Change Request and what is actually built, tested, and accepted.

**Release Management**
ensures effective management of software development, installation, and distribution of software products.

**Service Desk**
provides strategic central point of contact for customers and an operational point of contact for managing incidents to resolution.

**Problem Management**
minimizes the adverse impacts of incidents and problems on the business by getting to the root cause and initiates the action to remove the error.

**Change Management**
ensures standardized methods and procedures are used for efficient handling of all changes to minimize the impact of change-related incidents and improve operations.

**SLA Management**
measures and reports the performance of SLAs for different clients.
AMS industrialized

We will drive and deliver transformation to our clients utilizing our industrialized and proven approach to collaboration, innovation, accountability and long term value.

**Deep experience and capabilities**
across Global Delivery Centers

**Our Enterprise Value Delivery (EVD) methodology**
provides a detailed approach to establishing an application management service delivery operation focused on driving sustained value.

Deloitte AMS deploys a proven, process-centric approach based upon industry best practices, including CMMI and ITIL-based service processes

Deloitte AMS enables a seamless transition from implementation to application operations and service delivery excellence while minimizing disruption to business operations.

The Deloitte resource estimation tool allows for the proper analysis of the client’s current or planned service delivery strategy, design the solution, and establish the optimal framework.

The AMS Operational Dashboard is aimed at providing a standard report / dashboard with widely used industry metrics with visuals that tell a story.
# AMS technology

We bring to our clients an integrated set of technology capabilities across industry-leading technology platforms and supporting disciplines.

## Technology platforms

<table>
<thead>
<tr>
<th>SAP</th>
<th>Oracle</th>
<th>IM</th>
<th>SaaS / Custom Development</th>
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<tbody>
<tr>
<td><strong>Full spectrum of SAP applications</strong></td>
<td><strong>Full portfolio of Oracle applications</strong></td>
<td><strong>IBM:</strong> Cognos SPM, Datastage, Qualitystage, Filenet, Infosphere (DataStage), Websphere</td>
<td><strong>Workday:</strong> HCM, Finance, Integration Framework</td>
</tr>
<tr>
<td>- SAP ERP</td>
<td>- Oracle eBusiness Suite</td>
<td><strong>Oracle:</strong> EPM Suite, MDM Hubs, Hyperion DRM, Stellent, OBIEE, OWB, BEA</td>
<td><strong>Salesforce.com</strong></td>
</tr>
<tr>
<td>- SAP Industry Solutions</td>
<td>- PeopleSoft</td>
<td><strong>SAP:</strong> EPM Suite, MDM, Business User (Business Objects, Data Integrator), Netweaver/Portal</td>
<td><strong>Channel/User Interface:</strong> Adobe, iRise</td>
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<tr>
<td>- SAP SCM</td>
<td>- JD Edwards</td>
<td><strong>Others:</strong> Vignette, Google, ATG, Intervoven, SharePoint, SAS, Informatics</td>
<td><strong>Application Services:</strong> C++, Java, .Net, Legacy support</td>
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<tr>
<td>- SAP Advanced Planning and Optimization</td>
<td>- Siebel</td>
<td></td>
<td><strong>Integration Services:</strong> Software AG, Tibco, IBM, SAP, Oracle, Adobe, Savvion, Lombardi, Pegasystems</td>
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<tr>
<td>- SAP BI/BW</td>
<td>- Edge Products: Oracle Transportation Management, Oracle Value Change Process, Agile, Retek, and Demantra</td>
<td></td>
<td><strong>Data Warehousing:</strong> Teradata, Informatica, Sybase</td>
</tr>
<tr>
<td>- SAP MDM</td>
<td></td>
<td><strong>SAP:</strong> EPM Suite, MDM, Business User (Business Objects, Data Integrator), Netweaver/Portal</td>
<td><strong>Database:</strong> IBM DB/2, SQLServer</td>
</tr>
<tr>
<td>- SAP GRC</td>
<td></td>
<td><strong>Others:</strong></td>
<td><strong>Development, Requirements, and Testing:</strong> iRise, ARIS, HP (Quality Center, Rationale Suite, Load Runner)</td>
</tr>
<tr>
<td>- Technical (ABAP, BASIS)</td>
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<tr>
<td>- Technical (Advanced Technologies), HANA</td>
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<tr>
<td>- S4/HANA</td>
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<td>- SAP Fiori</td>
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<td>- SAP EWM</td>
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Beside the leading core technology platforms Deloitte is able to help our clients to utilize the most relevant enabling technologies in order to accelerate development, stabilize existing environments and detect and reduce risks.

**Technology platforms**

**Enabling technologies and operations**

**Technology Strategy and Architecture**
- IBM Rational Suite, Alfabet – PlanningIT, Casewise, IDS Scheer — ARIS, MEGA, Metastrom — ProVision, Orbus Software — iServer, and Troux Technologies

**Operations Applications**
- SAP Solution Manager, HP Project and Portfolio Manager, Application Manager WorkbenchTM, AM-Process Manager, AM-Estimator Model, AM-Collaboration Zone, and AM-Knowledge Manager

**IT Controls**
- Enterprise Risk, IT General Controls, and Cyber d skills
Marching towards being a Global AMS Leader

Deloitte rated leader in Gartner Magic Quadrant SAP Application Services, EMEA 2017

Strengths
• Strong local presence across EMEA countries
• Industry expertise throughout the SAP service life cycle
• Staff continuity and quality with right expertise
• Revenue spread across SAP domains, with strong BI/analytics and business consulting integration

Additional highlights
• Strong client intimacy
• Investments in SAP S/4 HANA training and innovation
• Large volume of deals in emerging tech (Hybris, SuccessFactors, Fiori)
• Strong client feedback on vision, quality, relationship management, industry, technical expertise
• Strong analytics capability, where Deloitte has invested in process improvement automation analytics.
• Expanded SAP user experience and design thinking capabilities through Deloitte Digital, and is supporting the digital transformation for its clients.

Source: Gartner (January 2017)
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Deloitte

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