



# Application Support Service

## Value Proposition

*Inspired by our Customers, Led by our People, Powered by Knowledge*

# About Us

*17+ years of  
experience in  
SAP/Ariba*

*100+ successful  
go-lives of  
SAP/Ariba  
projects*

*100.000+ ISO  
9001 certified  
Ariba Application  
Support Service  
yearly hours*

*85+ experts  
ARIBA consultants*



SouthEnd has the largest group of specialized consulting services in SAP Ariba, in Latin America. Its strength is based on the solid experience of their professionals and supported on their internal training methodology.

# Application Support Service

Tiered services approach



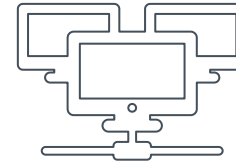
## Corrective

Reactive modification of a software product performed after delivery to correct discovered problems



## Preventive

Modification of a software product after delivery to detect and correct latent faults in the software product before they become effective faults



## Perfective

Modification of a software product after delivery to improve performance or maintainability and increase user adoption and ROI



## Administration

Platform administration focused on reducing TCO

User Training, User Manuals maintenance, Supplier Enablement.

# Service Framework

Client

SLA  
Management

User

First point of contact team – Level I

Support  
Services

Demand  
Management

SouthEnd

Demand  
Management

Productivity  
Management

SLA  
Management

Contract  
Management

Application Support Service – Demand Management

Reactive

Proactive

Maintenance

- Incident Management
- Root-Cause identification
- Monitoring
- Issue tracking

Service Calls

- Administration
- Configurations
- Perfective Calls
- Training needs
- Documentation

Demand Management

Coverage: 8 x 5, 12 x 5, On-Call

Application Support Level II

Specialists Application Support – Level III

Incidents  
Management

Problem Solving

Knowledge Base

Change Management

Service Desk Tool – Jira, ITIL Compliant

# Application Support Service

## Life Cycle

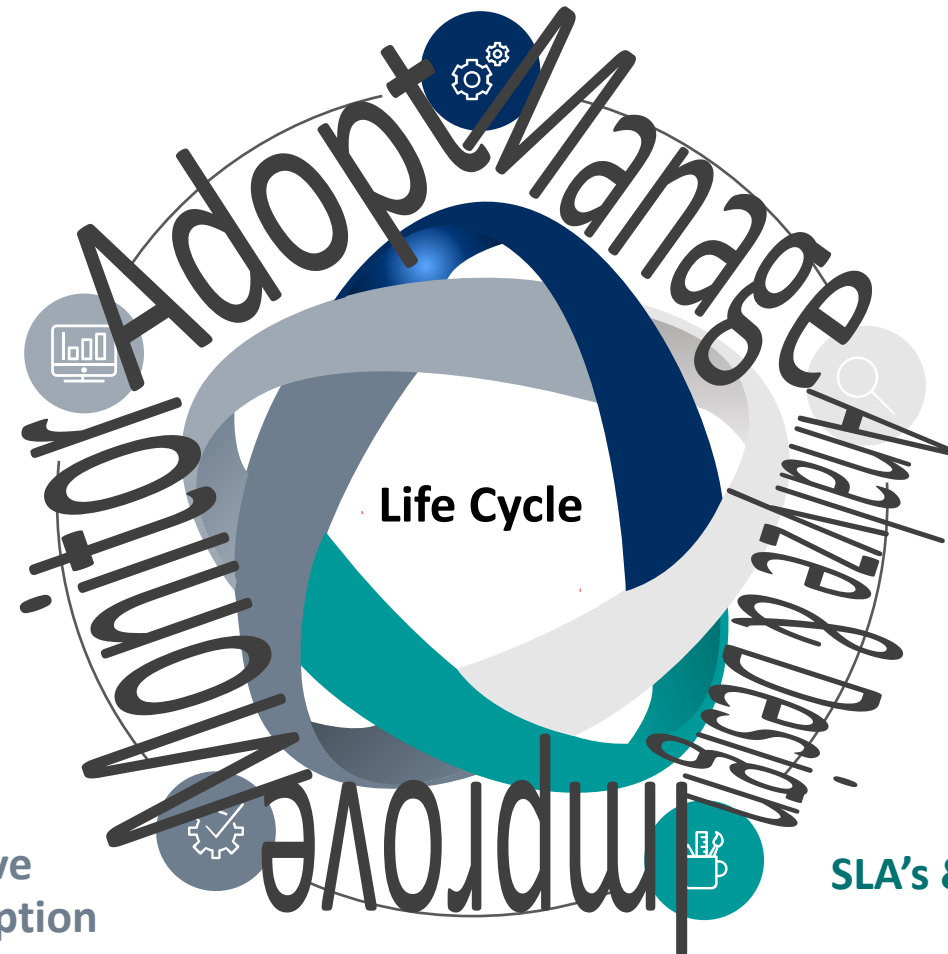
Service Management

Monitor & KPI report

Trend Analysis

Optimize & Evolve  
Increase user adption

SLA's & Productivity Management



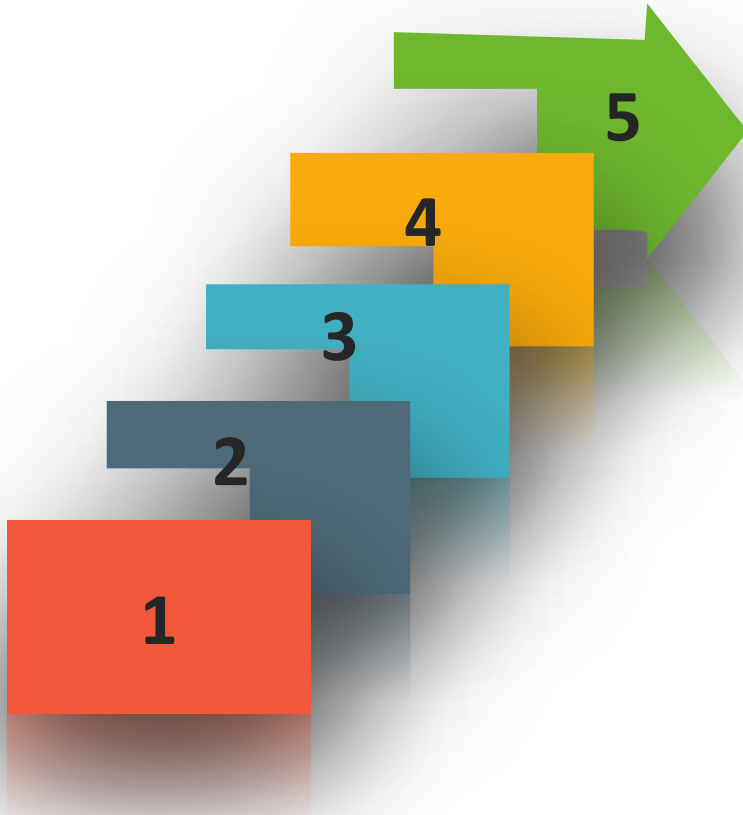


How you manage demand will define the value added to the Client, and is a key component of our service. We developed our own demand management methodology that interacts with the **Service Life Cycle**. That allows the growth of a continuous improvement dynamic within the service.



# Service discovery & Takeover

## Approach



Before starting any Application Support Service engagement, we execute a Discovery & Service Takeover phase, in order to clearly *understand the most important aspects of that deployment, and execute the required knowledge transfer process. This takes approximately four weeks.*

Main topics to be included in this phase:

1. Client's Organizational Structure
2. Main components of the implemented solution
3. Application Subscription model & solutions included
4. Tickets management tool to be used
5. Finalize SLA's and define types of service calls

"The end of an implementation Project is just the beginning of a user's adoption project. Project success should only be measured in terms of user adoption. In that process is where our Application Support Services becomes a key facilitator"



## **Proactive approach to maximize user adoption**

Comparing service data against best practices allows us to identify areas of improvement



## **Thorough analysis and consideration of client's current processes**

It allows us to establish a business conversation focusing on the process needs rather than the usage of the application.



## **We have solutions experts with deep knowledge of Ariba and understanding of the business processes**



## **Our knowledge of the business processes involved, and experience, allows us to analyze and propose workarounds**



# Our Clients

 **RENNER**

 **Santander**

  
**natura**

**raízen**

**USIMINAS** 

**YPF**

**TGS** 

**InBetta** 

**PORTO  
SEGURO** 

 **POPULAR**

**Pampa**  
energía

**edenor** 

 **brf**

  
**MISSION**

**arauco**

  
**Usina Lins**

  
**CPFL**  
ENERGIA

 **Safr**

 **SPIC**

  
**Usina Batatais**

**Claro** 

# Our Clients





# Thank You



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