

SAP Customer Center of Excellence

Global Virtual Summit- April 5-7, 2022

The Innovator's Survival Guide

The 10 questions every Process Innovator should be ready to answer.

Merlyn Gordon,
Senior Director, Centre of Excellence
SAP Signavio





A photograph of a wooden pier or walkway made of parallel wooden planks, extending from the bottom center towards the top of the frame. The pier is surrounded by dark, turbulent ocean water with white foam from breaking waves. The perspective is looking down the length of the pier, creating a sense of depth and journey.

**Why do we need
an Innovators'
survival guide?**

Question #1:

“Am I *growing* or *sustaining*
the business?”



Two strategies needed to change the business.

Each strategy may require different Business Processes, Enabling Resources, and Execution.

Sustaining Innovation.

Maintaining the current business but engaging and executing more efficiently and effectively.

Growth Innovation.

Creating new business value and disruptive models that fulfill unmet customer or employee needs.



Question #2:

“Do I have an **ISSUE** or unmet **NEED**
that is worth solving?”



The Value Equation.



Question #3:

“Do I have the right insights”?

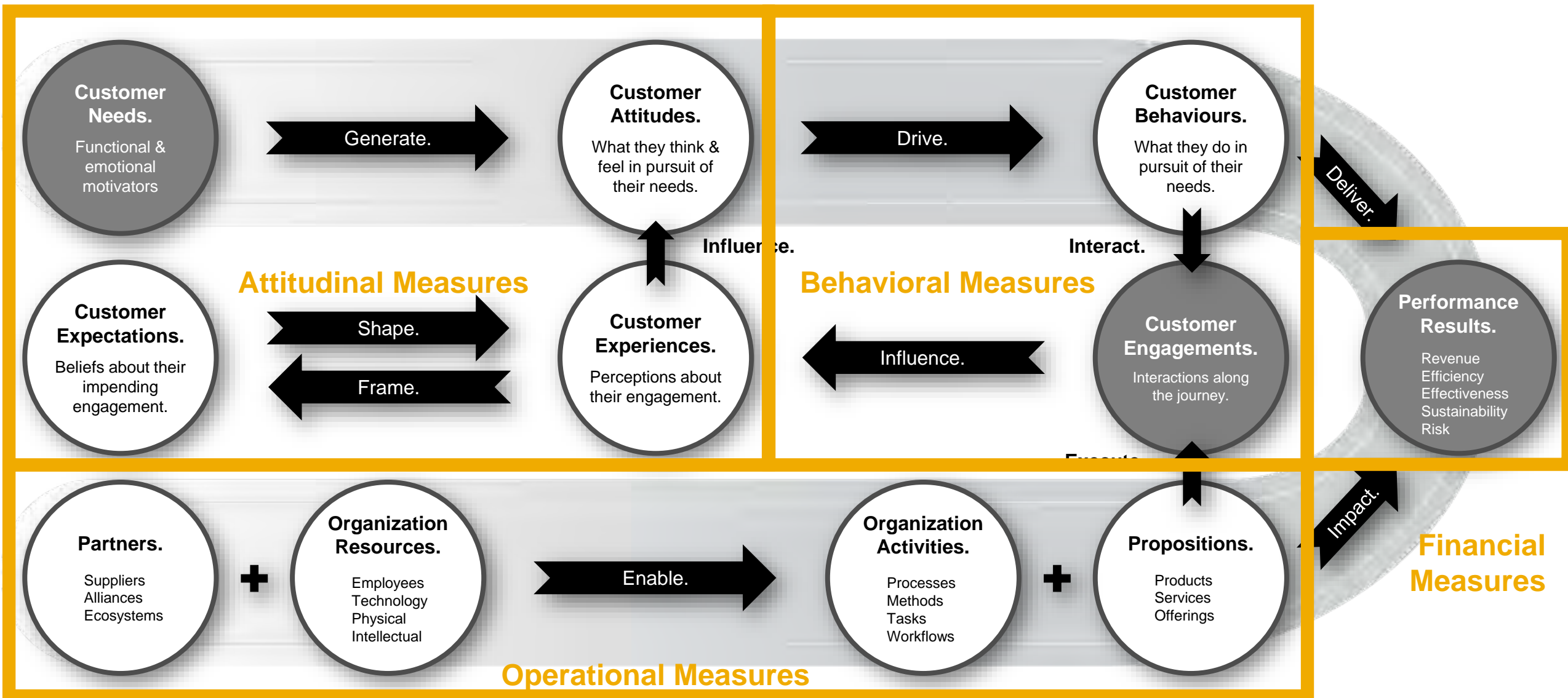
Operations
Process data

Journeys
Experience data

WHAT HAPPENS

WHAT IS PERCEIVED

Measurement and The Value Equation.





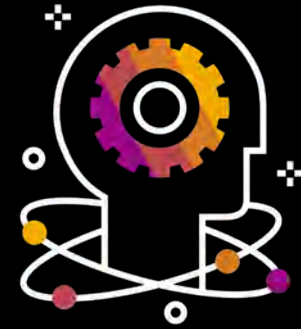
Collect

What information should be gathered across the Empathy, Engagement, and Execution layers?



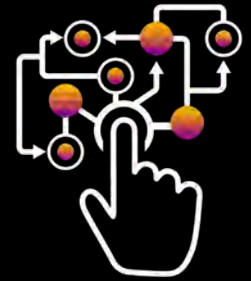
Analyze

What patterns or trends are visible in the data?



Decide

What decisions are being made based upon the analysis?



Act

How are insights used to engage differently or execute in a new way?

Question #3:

“Do I have the right insights”?

Correlate Customer, Operational, and Financial Measures.

Test the Execution. Verify the Test

What if...



Call NPS

Customer Attitude
Measure



and...



Call Volume

Customer Behavior
Measure



because...



In-stock %

Business Operations
Measure



resulting in...



Order Cancellation Rate

Business Financial
Measure



Question #3:

“Do I have the right insights?”

Question #4:

“Did I take an outside perspective when solving my business challenge?”



Journey to Process Analytics

Identify issues and opportunities with business processes that impact the customer's experience.



Process and journey modeling

Design and model your business processes and journeys **collaboratively**.



Connect processes with journeys and experience data

Integrate operational and experience data with journeys. **Analyze journey complexity at scale.**



Uncover opportunities with process mining

Leverage ready-to-use insights and analytic capabilities to **uncover process and experience inefficiencies, reducing your time to insights.**



Adapt, review and release

Adapt processes and journeys. Review critical processes for auditing and compliance and **maintain a compliant and approved content repository. Be alerted when your processes change.**

Question #5:

“I have a lot of ideas. Am I choosing the right ones to take forward?”



Choose wisely
so you earn the right
to innovate another day.

Time to insights

Time to adapt

Support (or no support)
from sponsor

Alignment to other
initiatives

Team passion and
sense of ownership

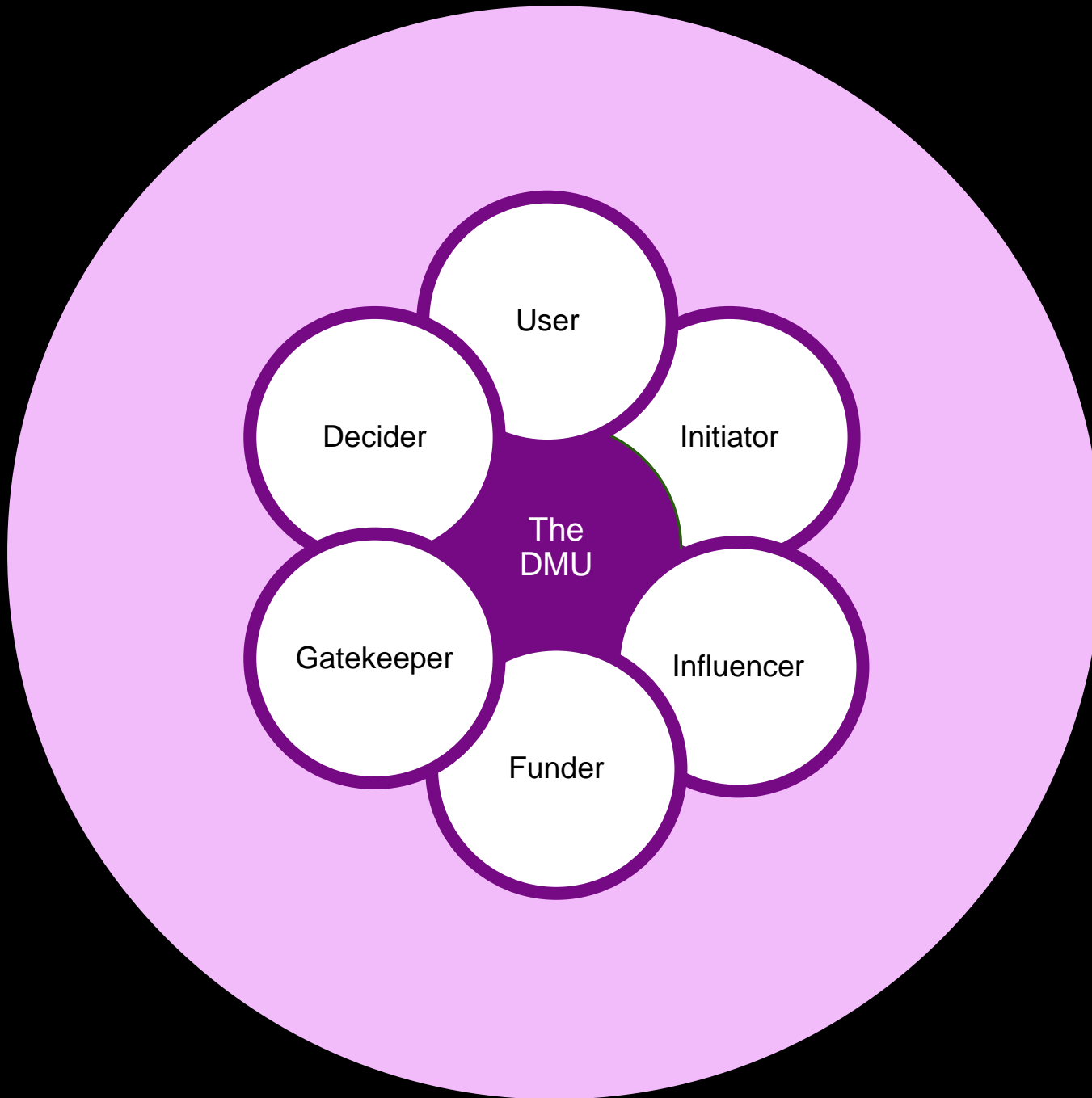




Question #6:

“Do I know how decisions are made and new ideas are funded?”

The Decision Making Unit **DMU**



Need to consider:

- ❖ Leadership confidence
- ❖ Innovation culture
- ❖ Stakeholder mapping



Make your proposal less of a gamble.

Question #7:

“How can we move ideas forward at speed?”



Do you remember having to
tell stories and **share ideas**
with others?





Power comes from leverage of the organization.

People, process, technology - in that order

*“Even a blind squirrel can get lucky
and find a nut some of the time.”*

Don't be a blind squirrel.



Question #8:

“How am I going to de-risk the decision that needs to be made”

Risk to the Decider

Why are we testing, and what do we hope to understand from this test ?

What is the scope of the test?

How will we measure test execution and test success?

What's in the Resource & Activity Plan?



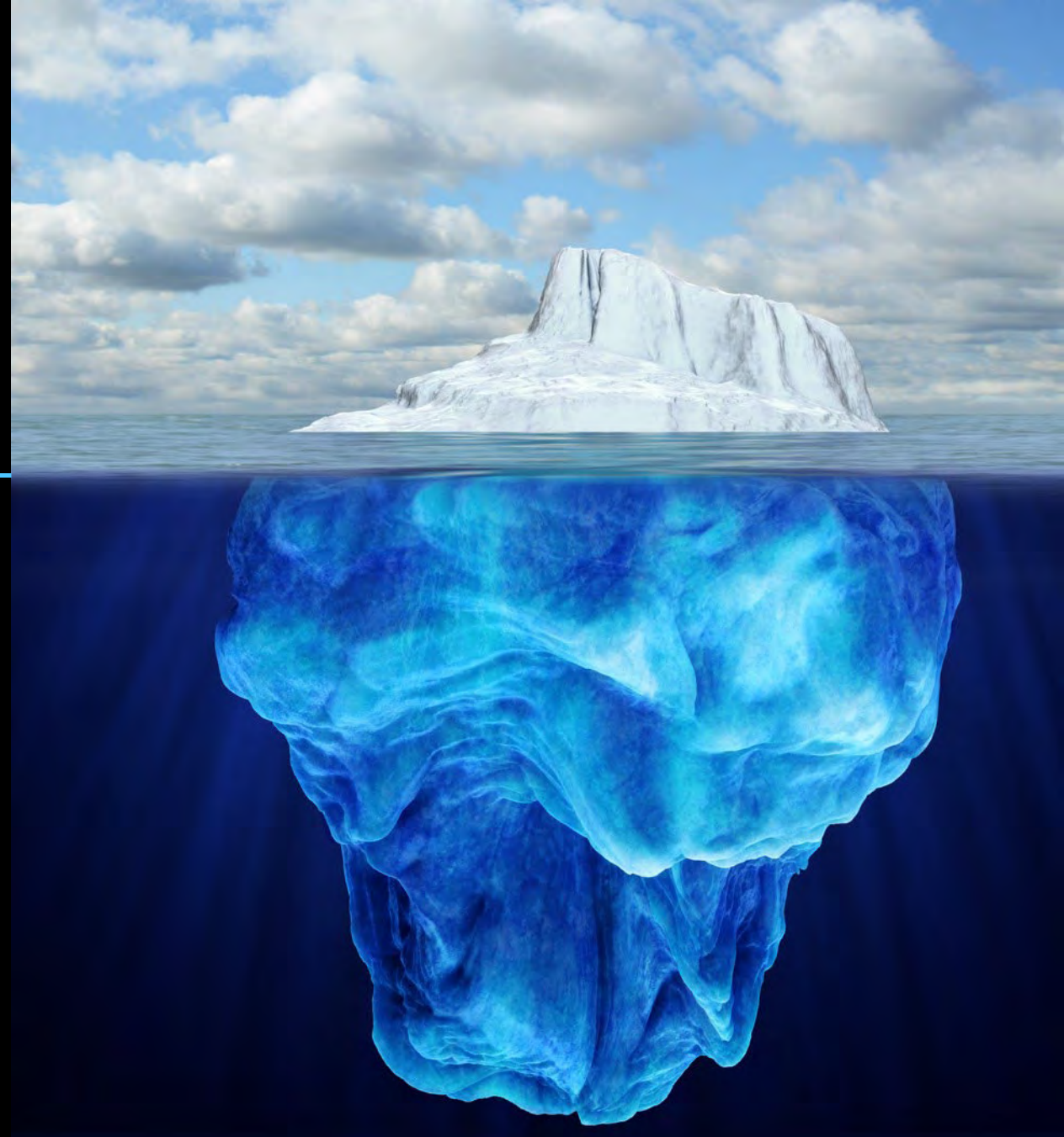
Question #9:

“How do I know what to do next after a test?”

After a test, you can see more of what was once hidden

The test was able to **solve** an **ISSUE** or fulfill an unmet **NEED**.
(or it didn't)

The test **proved** that the innovation can change the Value Equation in order to **deliver Results**.
(or it didn't)





We are here.



Iterate.



Scale.



Stop.



Question #10:

“How do I keep all this going and invite others to join me on the journey?”

We can help you answer these questions

- How can I better **understand the needs** of my customers, employees or suppliers?
- How can I have an **accurate & realistic view of my business** from an outside-in and inside-out perspective?
- How can I **connect experience data to my operational processes**?
- How can I **analyse experience, operational, and performance measures** to spot correlations and inefficiencies and ensure changes drive the desired impact?
- How can I develop a **data-driven and experience-first culture**, while **including stakeholders and cross-functional teams** in our decision-making process?



Visit [Signavio.com](https://www.signavio.com) to learn more.



PRODUCTS

SOLUTIONS

INDUSTRIES

RESOURCES

COMPANY



FREE TRIAL



Discover Journey to Process Analytics

Drive efficiency and customer excellence by
connecting process data with customer journeys.

Discover more

Schedule a demo



Journey to Process Analytics Webinar Series

Discover how SAP Signavio solutions can help visualize the journeys your customers, suppliers, and employees take, optimize the underlying processes, and more.

April 6, 2022

1:45 PM-2:15 PM ET (*look for the recording*)



Wassilios Lolas

**Global Vice President
Head of the Center of Excellence
SAP Signavio**

**Becoming the Driver of a Continuous Business
Transformation with SAP Signavio**

April 7, 2022

10:00 AM-10:50 AM ET



Pattabhi Peddinti

**Vice President
Center of Excellence, North America
SAP Signavio**

**Early Bird Live: SAP S/4HANA Transformations
and SAP Signavio Transformation Suite**

SAP Customer Center of Excellence

Global Virtual Summit- April 5-7, 2022

THANK YOU

Merlyn Gordon

SAP Signavio

 /in/merlyngordon



A Collaboration of  and  insider