

Put users first with a usability
business case:

Intuitive user interfaces for any business process, on any device.



Executive summary

The days of ugly and complicated business IT systems are over.

In the age of the smartphone, business users want applications that are intuitive and easy to work with through an engaging user interface (UI).

Well-designed interfaces save more than end user frustration. They save your business money by boosting employee productivity, reducing the need for training and support, and enabling customers and partners to serve themselves.

Previously technically impractical, this ambition is now a real option for SAP users thanks to a combination of SAP's UI5 technology with Capgemini's unique approach, Ulsmart. Clients have seen up to 95% reductions in processing time resulting from improved usability and from combining related information and capabilities from different parts of SAP on a single screen, so far fewer clicks are needed to complete a task.



Businesses need applications that work the way users think

With a UI that people intuitively like and understand, non-specialist users can start using the systems without any training or persuasion

Virtually all businesses are currently thinking about how to improve their processes in order to give their customers a better experience and save themselves money. The need has become more pressing because people's idea of how processes should work is now being shaped by the "consumerisation" of IT. Accustomed to the usability of smartphones and apps in their leisure time, employees increasingly expect IT at work to have the same features. For businesses it makes sense to fulfil those expectations because this type of UI can make employees more productive and enable them to serve customers more effectively.

Another reason to provide a friendly UI for business applications is that it makes them available to a wider community. With a UI that people intuitively like and understand, non-specialist users can start using the systems without any training or persuasion. Whether in a business-to-consumer environment or a business-to-business one, the same applications can easily be extended to customers and partners as well as employees, enabling self-service and further increasing convenience and savings.



Meeting this need with traditional business systems is challenging

Capgemini has developed an approach called Ulsmart to help clients tackle the challenge of adding user-friendly, productive front ends to SAP systems. Ulsmart is a way first to provide UIs of the kind people want, and second to combine underlying SAP process and information in a way that makes sense to users. Both of these aspects can bring spectacular productivity gains.

The challenge is that the typical business application, such as an ERP system, doesn't currently work this way. The UI reflects the fact that the application is process driven rather than user centric. Sometimes activities and information that users require to carry out what they regard as a single task are spread across multiple screens.

Changing this has usually been impractical up until now. The emergence of SAP's UI5 gives SAP users a great advantage in adding user-friendly interfaces to their SAP applications – but even so it's still not easy.

Capgemini's solution: Ulsmart

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The approach is not just about technology, but about innovative ways of creating and supporting a business solution, starting with a strong business case and taking in efficient, industrialised development methods.

To achieve all this we have combined a variety of expertise and resources from different parts of our practice. Along with expert UI designers who are leaders in their field, we have SAP specialists with in-depth knowledge of the application. The groups collaborate with each other and with clients to ensure that the UI makes the most of the underlying application and works seamlessly with it. Execution is usually the responsibility of our dedicated development factory in India, which provides cost-effective delivery and ongoing support. We also have templates and other reusable resources to accelerate the process.



Up to 95% reductions in processing time: A real-life example

We helped a client, a major utility company in the UK, create a user-centric UI in place of the existing process-driven one for an SAP system. We sat down and discussed the best and quickest way for users in the contact centre to do certain key tasks, then implemented the solution using Uismart.

As a result, the client’s user community enjoys a consumer-grade user experience (see Figure 1) that is simple, intuitive and productive, yet incorporates SAP’s proven business logic.

Other benefits include the fact that the front end will work on any type of device, so SAP capabilities are now available to users anywhere and anytime via tablets, smartphones, and laptop or desktop computers. This characteristic also helps to make the solution future-proof – the organisation can be confident that it will still be working in a year’s time.

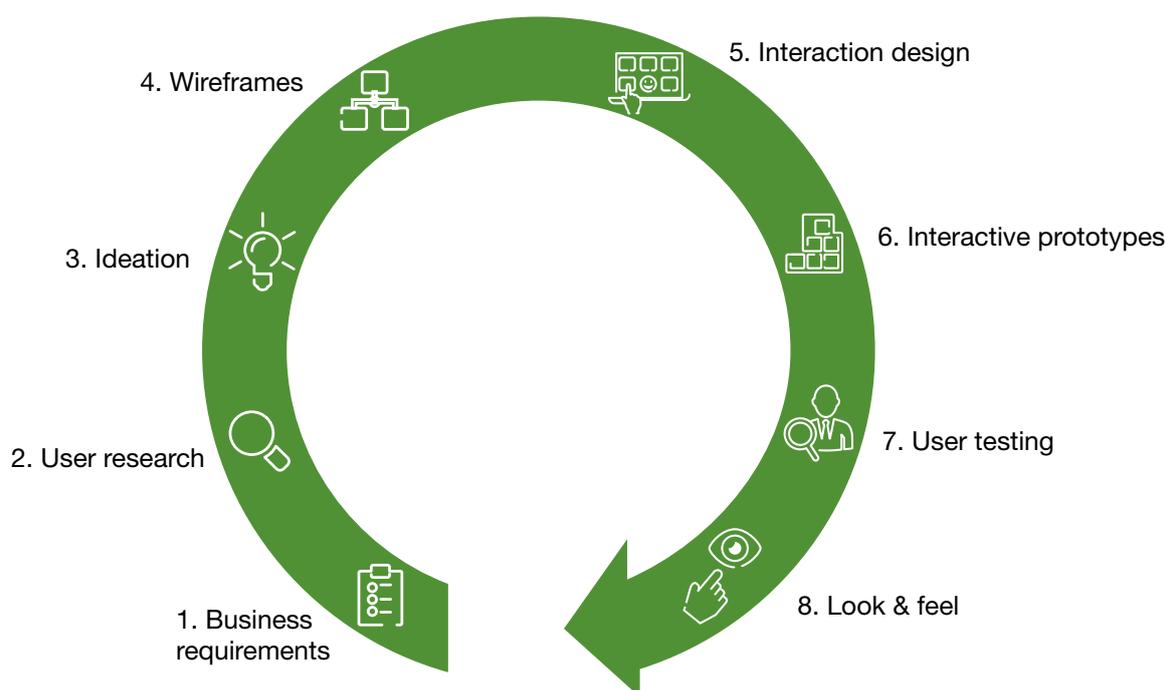
The solution has instant appeal to users. They accept and start using it straight away. It also has “stickability” – people enjoy using it so they keep on doing so, instead of trying to find alternatives, as is sometimes the case with traditional ERP systems.

Improvements to a typical task include:

- Number of clicks reduced from 37 to 8
- Number of screens reduced from 17 to 1
- Average processing time reduced from 2-12 minutes to 25 seconds

These improvements have created productivity gains – with up to 95% reductions in processing time – enabling dramatic cost reductions.

Figure 1: User Experience (UX) Overview

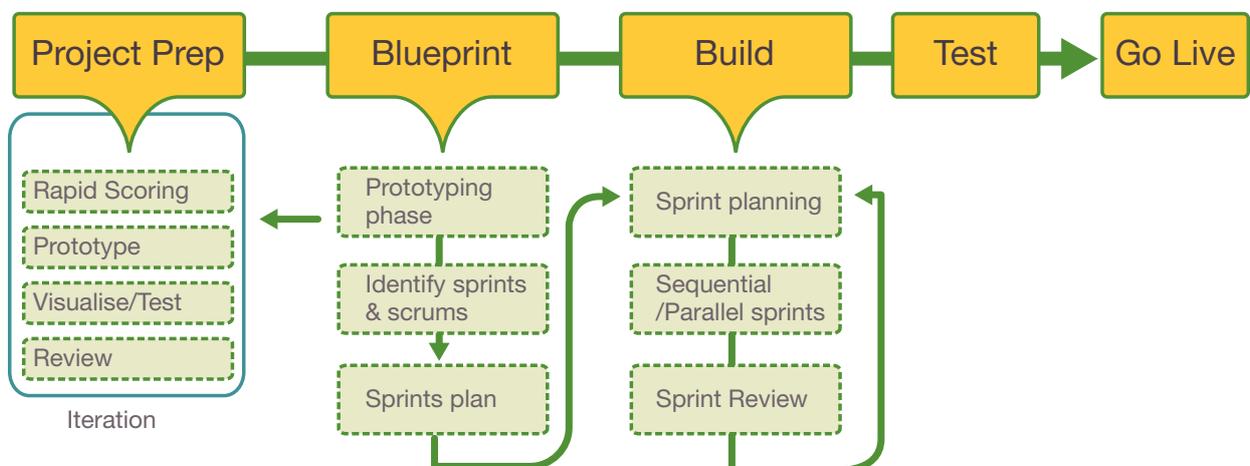


Why Capgemini's approach is special

Our unusual combination of resources and skills include:

- An agile development approach where expert UI designers – not just technicians – collaborate with the business to create a responsive UI that fits users' needs and, where possible, combines all the functionality they need for a business task on one screen.
- An industrialised approach to delivery (see Figure 2) – the UI designers also collaborate with and direct our 100-strong offshore UI factory, which works 24x7 to deliver custom solutions affordably and fast thanks to our methodologies and scalable resources.
- Templates and a repository of reusable components that further accelerate development – sometimes the new UI can be ready within weeks.
- A common-sense approach to running processes – if a contact centre agent is dealing with a customer who has moved house, they create the bill for the old house in the background while entering the details of the new one, instead of having to wait for the billing process to complete.
- Appropriate use of UI innovation such as gestures – these can be part of the solution if touch-sensitive devices will be used.

Figure 2: Industrialised Delivery Model



Develop your Business Case today

We have developed a 'best in class' toolkit that enables an accelerated assessment of your business processes highlighting key areas of improvement through cost-benefit analysis. We will be able to identify potential savings from the process improvements associated with the use of the Capgemini UI Smart. It does this by assessing the value associated with improved productivity, reduced processing time, increased efficiency and other benefits such as reducing risks and improving employee satisfaction. This will help you see at a glance whether the approach is worthwhile for your organisation, and if it is we will provide you with the basis for a business case. Contact us now if you would like to try it.



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About Capgemini

With almost 140,000 people in over 40 countries, Capgemini is one of the world's foremost providers of consulting, technology and outsourcing services. The Group reported 2013 global revenues of EUR 10.1 billion.

Together with its clients, Capgemini creates and delivers business and technology solutions that fit their needs and drive the results they want. A deeply multicultural organization, Capgemini has developed its own way of working, the Collaborative Business Experience™, and draws on Rightshore®, its worldwide delivery model.

The Ready2Series is a label from Capgemini, bringing a range of innovative, tried-and-tested products which we commit to implement quickly, affordably, and at low risk.

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