

# Great User Experience: The Key to Accelerating Business Outcomes

In an ever-expanding application landscape, end-to-end business process testing has never been more important.



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The best organizations know that business process testing before making technology changes can be the difference between success and failure.

## User Experience Comes Down to Three Questions

Business users have become accustomed to software failure here and there. It's a fact of everyday life. It's something IT teams joke about in the break room—unwieldy ERP software, business processes that break, and all the tedious hours spent fixing things.

Ninety-five percent of respondents agreed with the statement that good user experience just makes sense.<sup>1</sup> Matching the workflow and expectations of users is mission critical.

The best organizations know that business process testing before making technology changes can be the difference between success and failure. Those organizations know that testing is important because it comes down to user experience, and user experience comes down to three questions:

- Is the software easy to use?
- Is the software fast?
- Did the user get what they wanted?

Easy affirmative answers to these three questions are things we may take for granted nowadays. It hasn't always been this way, and it can still be much better.

In this white paper, we'll cover:

- How SAP has improved user experiences over time
- Why continuous testing is important to creating a great user experience
- How companies can ensure a great user experience

Let's take a look at how SAP has made drastic improvements for users over time.

## SAP Improved User Experiences with Fiori and S/4HANA

Historically, SAP was not known for being easy to use or fast. That is, until Fiori and S/4HANA came along.

In 2013, SAP introduced the Fiori apps suite to address the demand for enterprise applications to provide more user-friendly experiences. This was a huge move for SAP, and for the technology world at large.

Fiori addressed ease of use for its users. With this move, SAP recognized the shift and importance of the user in the new digital economy by responding with Fiori and, two years later, S/4HANA.

SAP released S/4HANA in February 2015. By the end of the second quarter of 2015, SAP disclosed its number of HANA-related deals for the very first time. That quarter, the number of HANA customers surpassed 7,200 compared to 3,600 the year prior.<sup>2</sup>

Rob Enslin, President of Global Customer Operations and member of the Executive Board and the Global Managing Board of SAP, said “S/4 definitely simplifies the landscape and sets the stage for us to be a digital framework. We want to be diligent that it maps to the customer needs and that is more than finance or other things that sit in the ERP suite. We know that for customers, speed is not enough on HANA.”<sup>3</sup>

S/4 has continued to be great for SAP, but it also makes life easier for customers by delivering better, simplified workflows. Optimized business processes are helping companies become more profitable.

For example, take Memebox, a digital beauty company. With SAP S/4HANA, Memebox:

- Shortened delivery time by 30 percent<sup>4</sup>
- Increased revenue by 300 percent<sup>5</sup>

S/4HANA is SAP’s new best practice for business processes. SAP wants to deliver greater value by making sure the user experience is better.

Fiori and S/4 were a natural response to a market demanding better user experience — particularly with better ease of use and speed. Today, that market is now looking to answer the third question that determines a major part of user experience: “Did I get what I wanted?”

And that question is answered by customization.

## The Market Is Demanding Increased Customization

People aren't running their businesses the same way they did 15 years ago. Large enterprises now have the ability to customize software to fit the way their businesses work — not the other way around. They get what they want out of their software through customization.<sup>6</sup>

And customization is huge. Nine out of 10 ERP implementations require some level of customization. In fact, it's not uncommon for companies to spend 10 times more on ERP customizations compared with what they spent on licenses.<sup>7</sup>

These customizations are necessary to support the business, but this also increases complexity in end-to-end business processes. Thus, ensuring quality becomes a more daunting task. Companies must deploy changes to their enterprise apps quickly, and with very high quality the first time, every time. They must ensure that all business processes work – end-to-end, across all technologies, and across global operations. Every critical business process must work at all times in this high change environment. A disruption to business continuity is unacceptable – so every process needs to work flawlessly.

## Users Suffer When Business Process Testing is Overlooked

Companies can gain tremendous benefit from S/4HANA and SAP Fiori applications. But to realize that value, they need to adopt and implement fast. Part of a fast implementation means you need to test quickly and effectively. Enterprises simply can't achieve all the benefits of SAP technology with manual testing. Automation is needed to accelerate the adoption of new SAP technology.

S/4HANA is fast and it optimizes business processes while SAP Fiori helps make it easy to use — but you must know how to test it to make sure it works flawlessly. End-to-end testing has to happen. Testing that can traverse different systems is critical.

Even after investing in some of the best and most widely-used technologies possible, companies can fail without proper business process testing. Implementation partners and consultants know this truth all too well.

The large enterprises who are able to wrangle business process testing in the wild west of this technological landscape are the ones who succeed. And the ones who do it before releasing new technology advancements are the most successful. That success requires the ability to test business processes at a large scale and create the best user

experiences possible, on tight deadlines, all while meeting the needs of being easy to use, fast, and customizable.

But enterprise leaders are under the gun to get technology up and running quickly. Testing at the speed of change is essential. It's now more important than ever that business users are able to quickly and efficiently test the impact of technology changes before deployments take place.

Regardless of the change — implementations, integrations, updates, or a shift from on-premise to the cloud — testing has to ensure requirements are met.

With the complexity of today's enterprise landscapes, understanding your business processes is the first step. Applying automation to that discovery process accelerates your understanding. Without a deep understanding of your mission critical business processes, you simply can't understand what to test. Worksoft has a deep understanding and a massive amount of experience in testing that is needed to achieve business outcomes.

End-to-end processes can span dozens of enterprise apps and digital platforms, and companies need to ensure that each one performs as designed. When applications fail, business processes can come to a grinding halt. A disruption to business continuity is unacceptable — so every process needs to work flawlessly. Automated business process testing ensures quality execution and minimizes technology risk.

## End-user Perspective Requires Business Acumen, Not Coders

Stop us if you've heard this one before: A one-size-fits-all developer believes their software can solve all of your business process problems. It's simply a plug-and-play situation, right? If you're reading this, you know the answer is wrong.

Solving business process problems starts with identifying areas for improvement in business processes. And that requires business acumen and a passion for user experience.

Remember: 95 percent of respondents agreed with the statement that "good user experience just makes sense"<sup>8</sup>. Matching the workflow and expectations of users is mission critical. It's time to shift the developer perspective to user experience.

We can begin this shift by acknowledging that the testing process isn't about coders or

We need to shift from the developer perspective to the user experience, but how?

writing scripts. It requires business acumen and the knowledge of break points and a deep understanding of business processes.

And understanding business processes isn't just something any developer can pick up. A deep understanding of these processes requires years and years of experience. A developer's job is to create great code based on requirements. However, business process testing requires a different set of skills.

You see, flashy technology is usually obtuse in seeing a technology problem solely through the eyes of the developer. It's the end-user who matters. And when the technology doesn't align with the business process, technology holds companies back, rather than moving them forward.

Focusing on user experience leads to superior business outcomes

## Worksoft Brings Business Acumen to Business Process Testing

With Worksoft, ensure a great user experience through testing every single time.

Worksoft automates business process discovery and testing to ensure companies are ready for business even in the face of unprecedented change. Worksoft business driven test automation lets you check every process and app for every project and across your enterprise, as often as you like. Even every day. That's industry-unique. Worksoft enables organizations to achieve end-to-end continuous quality across critical business processes.

<sup>1</sup>User Experience Survey Report. February 2013. <https://econsultancy.com/reports/user-experience-survey-report>

<sup>2</sup>Den Howlett. SAP's Q2 FY2015 – more color on the results, S/4 is a'coming, HANA revived. July 21, 2015. <http://diginomica.com/2015/07/21/saps-q2-fy2015-more-color-on-the-results-s4-is-acoming-hana-revived/#.Va7JAvIVhBc>

<sup>3</sup>Ibid.

<sup>4</sup>SAP.com. MEMEBOX Snap Fact Video. <https://www.sap.com/assetdetail/2017/05/70c12f63-b97c-0010-82c7-eda71af511fa.html>

<sup>5</sup>Ibid.

<sup>6</sup>Eric Kimberling. Seven Ways to Minimize ERP Software Customization. Panorama Consulting Solutions. Sept. 9, 2015. <http://panorama-consulting.com/seven-ways-to-minimize-erp-software-customization/>

<sup>7</sup>William Blair HR Technology Update. William Blair. November 2015.

<sup>8</sup>User Experience Survey Report. February 2013. <https://econsultancy.com/reports/user-experience-survey-report>

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