

## A Global Virtual SAP Helpdesk

The KaaS Excellerator™ is designed to answer 80% of your SAP helpdesk questions at 20 percent of the cost. Senior pre-qualified SAP experts you would normally expect to find only at top-tier consulting practices are available on-demand just by logging onto the helpdesk. All answers are qualified and approved before sending to the user and you only pay for answers you accept. The service is available 24x7x365 in local languages.

The virtual helpdesk is a low-cost, modular way of allowing companies to obtain the knowledge they need, when they need it, and where they need it.

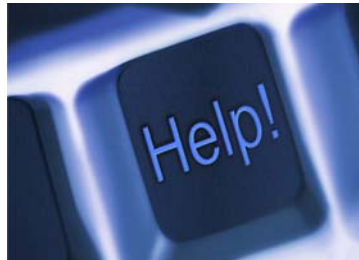
The virtual helpdesk offers several benefits traditional helpdesks and onsite consulting typically cannot provide, including;

- ✓ Around-the-clock assistance
- ✓ Help delivered on-demand
- ✓ Number of consultants not limited to a single resource
- ✓ Required skills need not be determined ahead of time
- ✓ Companies only pay for what they use (no billable hours)
- ✓ Direct access to 4000+ world class SAP experts
- ✓ Not paying for travel or vendor's infrastructure expense
- ✓ Users acquire knowledge rather than "rent" it

## Real-Time On-Demand Quality-Checked Answers

With a traditional helpdesk, help only comes during certain hours. And only one person helps at any one time. But in a virtual helpdesk you could have 20 or more. And those 20 could be among the best in the world. Furthermore, you do not need to know in advance which SAP skills might be needed in order to resolve a particular issue you may never have anticipated.

A dedicated helpdesk is also very expensive. Customers not only must pay direct costs for a consultant's time but they also pay for indirect costs such as administrative overhead and infrastructure (e.g., heat, lights, plant maintenance). In a virtual helpdesk, you only pay for the answer to your helpdesk question.



## Avoid Onsite Consulting Costs and Hassles

The virtual helpdesk is also an effective way to avoid the costs and delays of onsite consulting. In typical vendor-supplied support, SAP customer pay high annual fees plus heavy per-incident charges to resolve any specific issue that may arise. SAP and third-party systems integrators typically charge thousands of dollars to handle such "extra" requests. They also usually require an onsite consultant visit, which may take 90 days or more to schedule and which can be highly disruptive to the work environment — and so may also require upper management approval.

Many of these "incidents" can be resolved far more quickly at the virtual helpdesk. And if the helpdesk cannot resolve the issue you pay nothing and can still call the onsite support vendor for assistance. Armed with virtual helpdesk feedback, you're more likely to get management's approval faster and enable the vendor to resolve the issue sooner than if they had to start from scratch.

## Reduce Innovation Risk

The virtual helpdesk enables open collaboration from the cloud. That's when you go outside the walls of your own organization for product and process ideas.

Open collaboration has been adopted by leading companies such as IBM and Proctor & Gamble as a way to accelerate the pace of innovation beyond what would be possible by relying on internal resources alone.

When you pose a question to the virtual helpdesk, you post that question in "the cloud" -- to potentially thousands of cumulusIQ knowledge providers. These questions do not necessarily have to *only* be about how to fix a technical glitch or to learn a product feature. They can also be about how to extend SAP functionally, modify workflows, change business processes, or help define a new value proposition.

The virtual helpdesk is therefore a great environment in which to "test the waters" with new ideas — or do *incremental innovation*. You can continuously improve your products and processes at minimal cost and risk for sustainable competitive advantage.

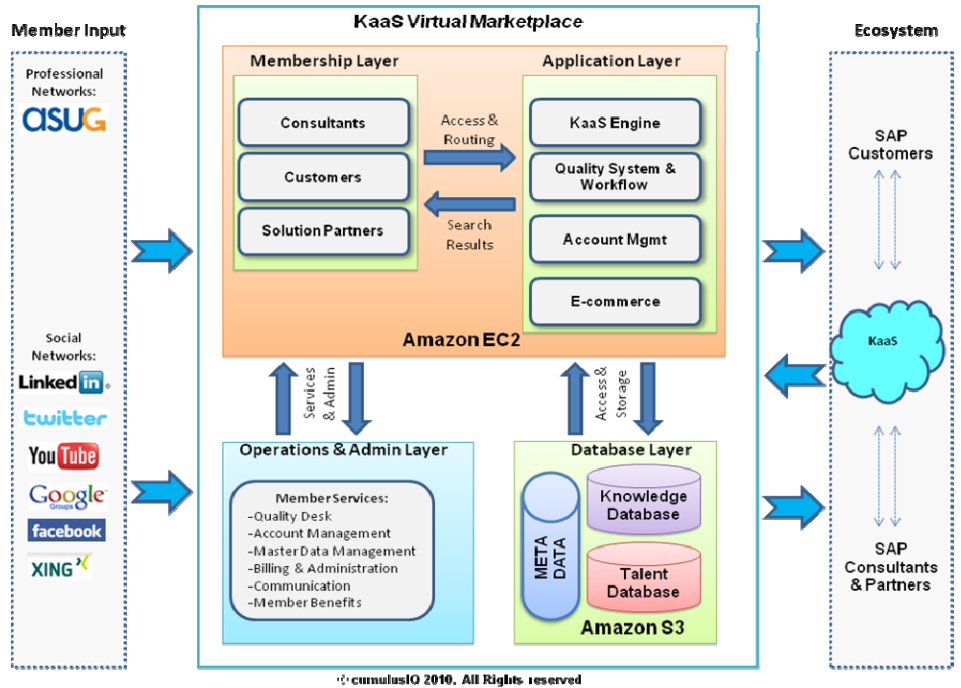
With the virtual helpdesk you shift substantial R&D costs to the marketplace while also engaging gifted individuals you might not otherwise have the opportunity to contact.

## Acquire Knowledge — Don't Rent It

Part of the virtual helpdesk's return on investment is the knowledge acquired from the answers. Where onsite consultants typically take their knowledge with them when they leave, virtual helpdesk consultants pass their knowledge along to the users they serve.

The virtual helpdesk enables continuous learning, in addition to continuous improvement, which reduces the need for further help later — saving additional time and money in the future.

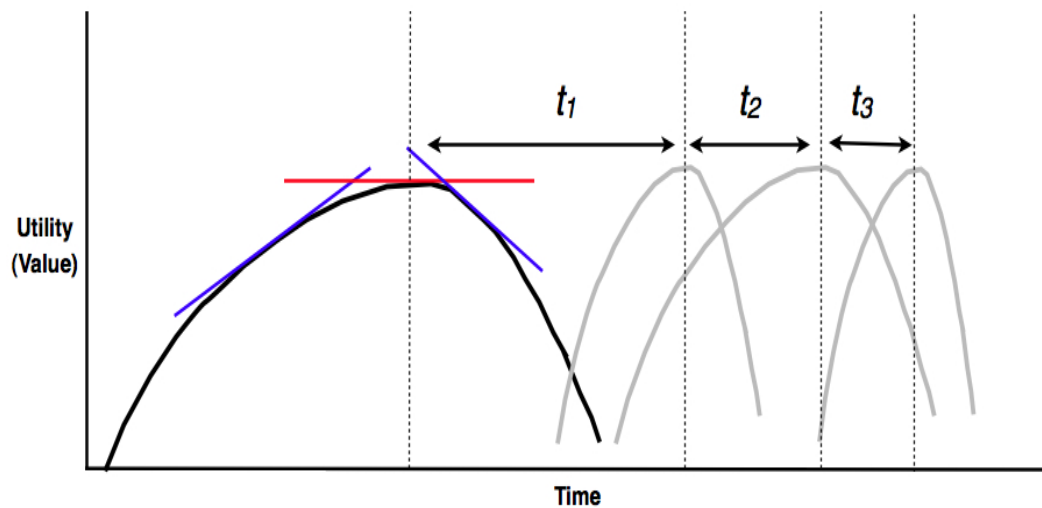
**KaaS Architecture**



**Just-in-Time Knowledge Throughout the Task Lifecycle**

The lifecycle of a task involves multiple “inflection points” where the insertion of a particular “bite sized” piece of knowledge enables success until the next point in the cycle is reached, when another knowledge piece will be needed and so on. The inflection point is where the slope of the knowledge utility curve goes from positive to negative.

The problem organizations face is that the time between inflection points grows ever shorter as the rate of change increases due to increased competitive pressures, faster technology change and other factors. The faster you can traverse knowledge inflection points ( $t_1 \rightarrow t_2 \rightarrow t_3$ ), the faster you can keep up with change and stay competitive.



The virtual helpdesk allows companies to acquire knowledge as close to the peak of the value curve as needed before the knowledge loses value. They spend less time getting “up to speed,” less time investing in knowledge they don’t need, and have more time left over to do what their just-in-time knowledge enables them to do.

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**The Virtual Helpdesk Process**

