SAP Screen Personas

Fact Sheet

Solution Description

SAP Screen Personas is a browser-based rendering engine for classic SAP Dynpro screens. It provides consumer-grade personalization features that enable IT professionals, key-users, and end-users to simplify business application screens quickly and easily in order to improve the visual appeal, end-user productivity, and performance of SAP.

Business Needs

- How do I make my business users more productive with SAP business applications?
- How do I improve the satisfaction of my business users regarding the user experience of the SAP systems they use?
- How do I reduce the time and cost of personalizing SAP screens for different roles?
- How do I make my SAP screens more intuitive and easier to use?

SAP Screen Personas provides IT Managers or end users the ability to make rapid screen changes, delivering an improved user experience and increased work efficiency.

SAP Screen Personas helps IT Managers reduce screen clutter for business users, allowing them to access only the data they need to transact business. This translates into increased business user productivity and a more satisfying user experience. SAP Screen Personas allows IT Managers to deliver increased transaction throughput and an improved user experience.

Business Value

- **Improve business user productivity** by providing only the essential screen elements and data to complete business transactions faster and more accurately through fewer data entry fields and reduced scrolling.
- **Increase user satisfaction** by automating repetitive tasks and simplifying complex screens through pre-filled fields and pull-down menus, which help the user save time on data entry.
- **Reduce the cost** of personalization by eliminating the need for ABAP programmers or scripting experts.
- **Decrease training time** for SAP users.

Key Product Elements

- Runs within the web browser, no additional client footprint
- Only solution to integrate runtime and design time seamlessly
- Gain both feature completeness of SAP offerings plus visual appeal of consumer-grade experience
- Integrated scripting engine enables advanced editing and layout functions

Technical Requirements

- SAP Screen Personas works on most Dynpro screens. It does not work for WebDynpro applications such as SAP SRM. It does not work with the SAP CRM Web Client User Interface.
- Requires SAP Innovation Kernel, Release 7.21
- Languages: English, German

Service and Support

- SAP Screen Personas is available through SAP Custom Development as a repeatable custom solution. It offers fast time-to-value with a proven solution that can address unique business requirements.
- Dedicated support services available using full SAP support infrastructure.

Contact

Please contact your **Account Manager** or **SAP Representative** to get more information and details related to this product.

Link: www.sap.com