openSAP Enterprise MOOCs*

Why MOOCs work in a Corporate Environment

Michaela Laemmler , Clemens Link, Claire Donelon
openSAP University, SAP SE
October 2014

*MOOC = massive open online course

SAP as an Early Adopter of MOOCs

openSAP

MOOCs are a huge trend in academia.

Enterprises have yet to grasp the value of this form of learning.

SAP decided to be an early adopter and launched openSAP (open.sap.com) on April 29, 2013, based on the openHPI technology.

> ***"The breakthrough for me is the interaction between the students. We could not have trained that many people in this short period of time. The real-time speed of HANA and the lifestyle of the Facebook generation fit perfectly."***
> H. Plattner, Chairman of the Supervisory Board and co-founder of SAP

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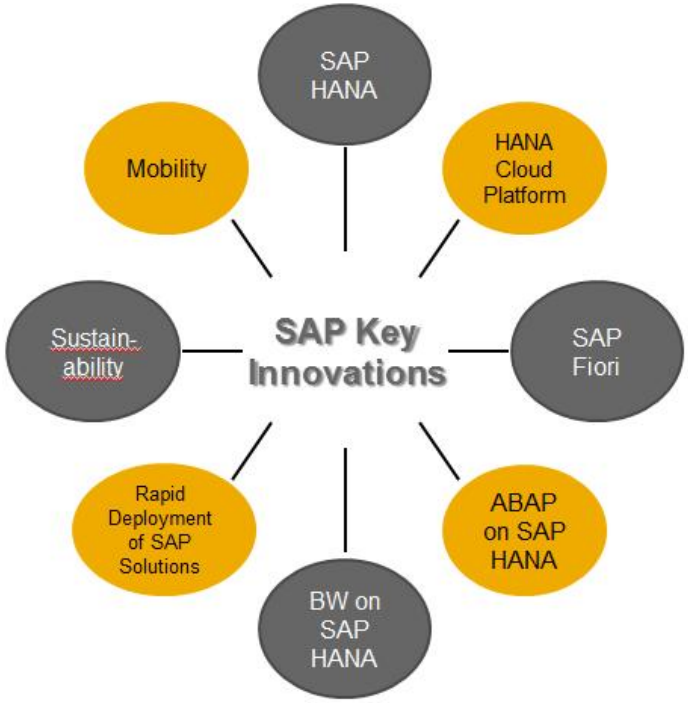
Successful Enabler for Innovation Adoption at Scale

openSAP…

- is SAP's innovative learning platform for open online courses
- delivers external Enterprise MOOCs and internal Corporate MOOCs
- focuses on key SAP technology and business innovations
- offers maximum learning flexibility with compelling MOOC format



THE LEARNING AWARDS BRONZE WINNER 2014

GOLD BrandonHall GROUP EXCELLENCE AWARDS Learning 2014

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Social, Motivating, Flexible, Free of charge

*MOOC = massive open online course

Social learning – interact with experts and peers

Unrestricted – open to anyone with an unlimited number of participants

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Enterprise MOOCs

Flexible – anytime, anywhere

Motivational – gamification, high quality, record of achievement

FREE of charge

http://open.sap.com

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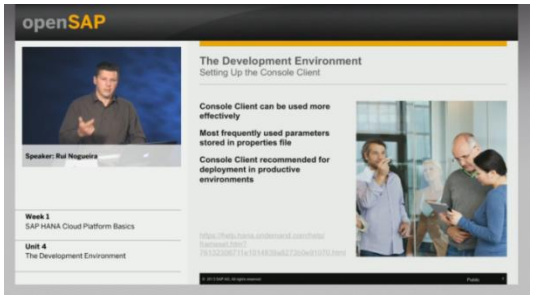
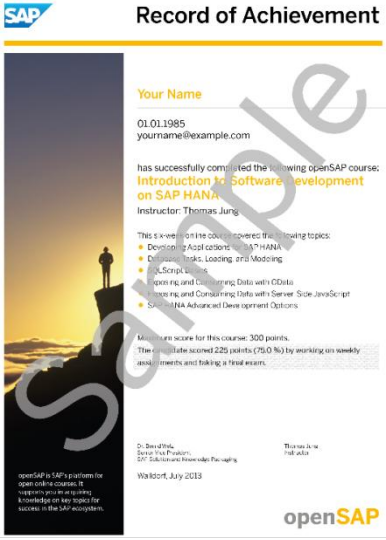
openSAP
Key Statistics

open.sap.com
2,3 million visits
17,5 million page views

- **18 openSAP Enterprise MOOCs delivered since May 2013**
- **> 450.000 course enrollments**
- **> 150.000 unique learners**
- **16% SAP internal employees vs. 84% SAP externals**
- **1,8 million videos were watched and self-tests completed**
- **20-30% successful completion rate**
- **Overwhelming positive feedback by participants**





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openSAP Course Portfolio

Technology & Business Innovations

- Business Application
- Database & Technology
- Analytics
- Cloud
- Mobile
- Deployment Solutions
- Business Innovations

Status: October 16, 2014
- Subject to change -

SAP's UX Strategy in a Nutshell by Sam Yen
currently running — 1 week

Developing Software Using Design Thinking
planned for Q1 2015 — 6 weeks

In-Memory Data Management in a Nutshell
available — 1 week

An Introduction to SAP HANA by Dr. Vishal Sikka
available — 1 week

SAP Business Suite powered by SAP HANA
available — 4 weeks

Sustainability and Business Innovation
available — 6 weeks

Get to Know SAPs Innovative Enterprise Solutions
让我们开始了解SAP的创新企业解决方案
currently running — 6 weeks

Introduction to SAP Fiori UX
currently running — 6 weeks

Introduction to Mobile Solution Development for the Enterprise
available — 6 weeks

Introduction to SAP HANA Cloud Platform
currently running — 6 weeks

Introduction to Software Development on SAP HANA
available — 6 weeks

Introduction to Software Development Using SAP River
planned for Q1 2015 — 4 weeks

ABAP Development for SAP HANA
currently running — 4 weeks

BI 4 Platform Innovation and Implementation
available — 4 weeks

Rapid Deployment of SAP Solutions
available — 5 weeks

Introduction to SAP Screen Personas
planned for Q1 2015 — 4 weeks

Next Steps in SAP HANA Cloud Platform
currently running — 6 weeks

Extending SAP Products with SAP HANA Cloud Platform
starting Q4 2014 — 4 weeks

Next Steps in Software Development on SAP HANA
currently running — 6 weeks

SAP Business Warehouse powered by SAP HANA
starting Q4 2014 — 4 weeks

BI Clients and Applications on SAP HANA
starting Q4 2014 — 6 weeks

Rapid Implementation of Predictive Analytics with SAP HANA
Jul 2014 — Learning Room — 3 weeks

Further Rapid Implementation Learning Rooms
planned — Learning Room — 4 weeks

All available courses embedded in SAP Education curricula

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openSAP Course Portfolio

Technology & Business Innovations

Business Application	Mobile
Database & Technology	Deployment Solutions
Analytics	
Cloud	Business Innovations

Status: October 16, 2014
- Subject to change -

> 11,000 — **SAP's UX Strategy in a Nutshell by Sam Yen**
currently running — 1 week

Developing Software Using Design Thinking
planned for Q1 2015 — 6 weeks

> 45,000 — **In-Memory Data Management in a Nutshell**
available — 1 week

> 42,000 — **An Introduction to SAP HANA by Dr. Vishal Sikka**
available — 1 week

> 31,000 — **SAP Business Suite powered by SAP HANA**
available — 4 weeks

> 17,000 — **Sustainability and Business Innovation**
available — 6 weeks

> 10,000 / **> 7,000** — **Get to Know SAPs Innovative Enterprise Solutions**
让我们开始了解SAP的创新企业解决方案
currently running — 6 weeks

> 19,500 — **Introduction to SAP Fiori UX**
currently running — 6 weeks

Introduction to SAP Screen Personas
planned for Q1 2015 — 4 weeks

> 34,000 — **Introduction to Mobile Solution Development for the Enterprise**
available — 6 weeks

> 47,000 — **Introduction to SAP HANA Cloud Platform**
currently running — 6 weeks

> 21,000 — **Next Steps in SAP HANA Cloud Platform**
currently running — 6 weeks

Extending SAP Products with SAP HANA Cloud Platform
starting Q4 2014 — 4 weeks

> 84,000 — **Introduction to Software Development on SAP HANA**
available — 6 weeks

> 9,500 — **Next Steps in Software Development on SAP HANA**
currently running — 6 weeks

Introduction to Software Development Using SAP River
planned for Q1 2015 — 4 weeks

> 21,000 — **ABAP Development for SAP HANA**
currently running — 4 weeks

SAP Business Warehouse powered by SAP HANA
starting Q4 2014 — 4 weeks

> 22,000 — **BI 4 Platform Innovation and Implementation**
available — 4 weeks

BI Clients and Applications on SAP HANA
starting Q4 2014 — 6 weeks

> 15,000 — **Rapid Deployment of SAP Solutions**
available — 5 weeks

Rapid Implementation of Predictive Analytics with SAP HANA
Jul 2014 — Learning Room — 3 weeks

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Further Rapid Implementation Learning Rooms
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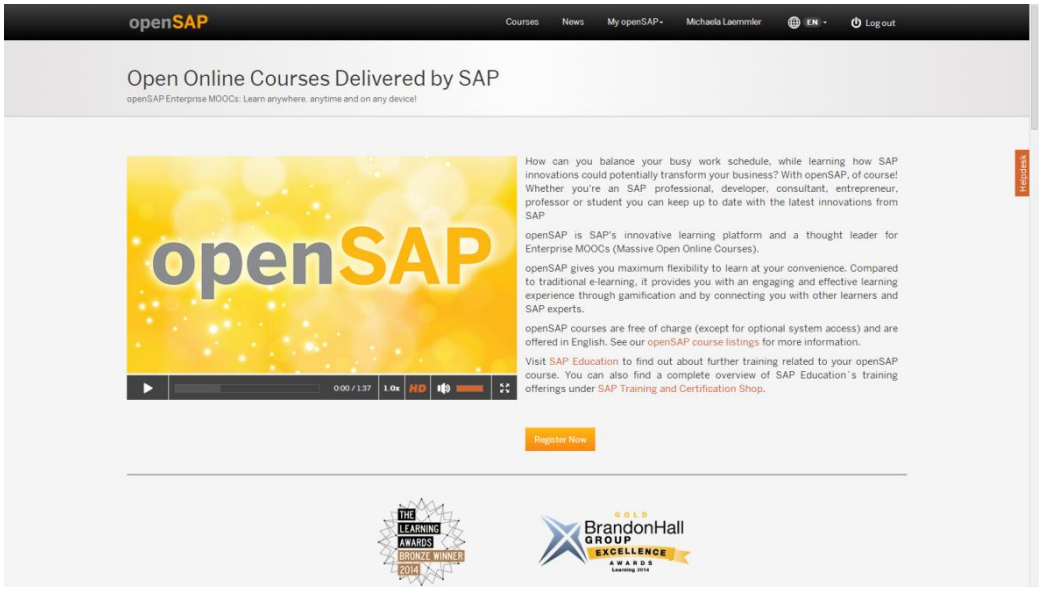

Demo

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Geographical Distribution

Our learners come from 175 of the 195 countries in the world

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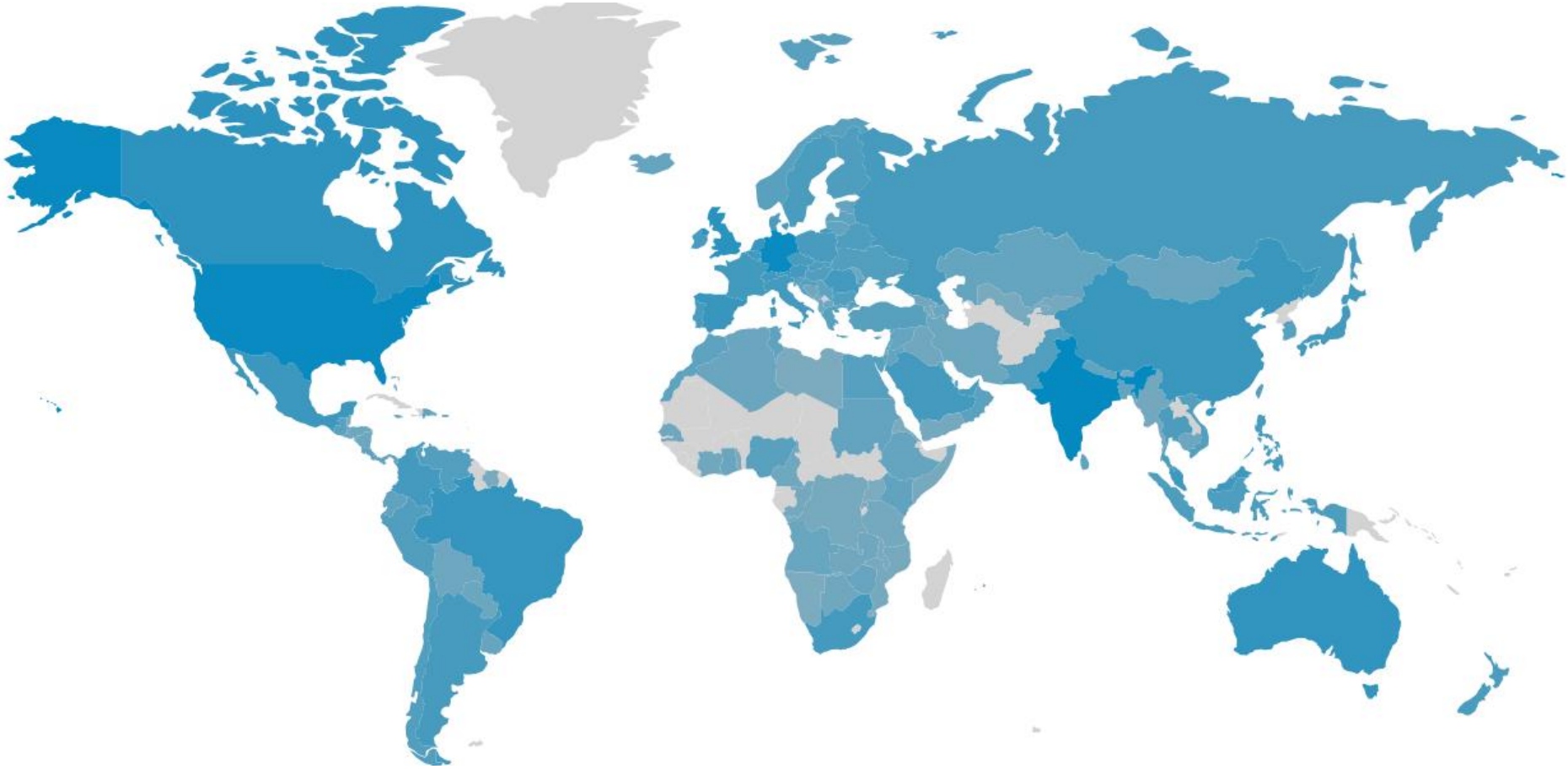

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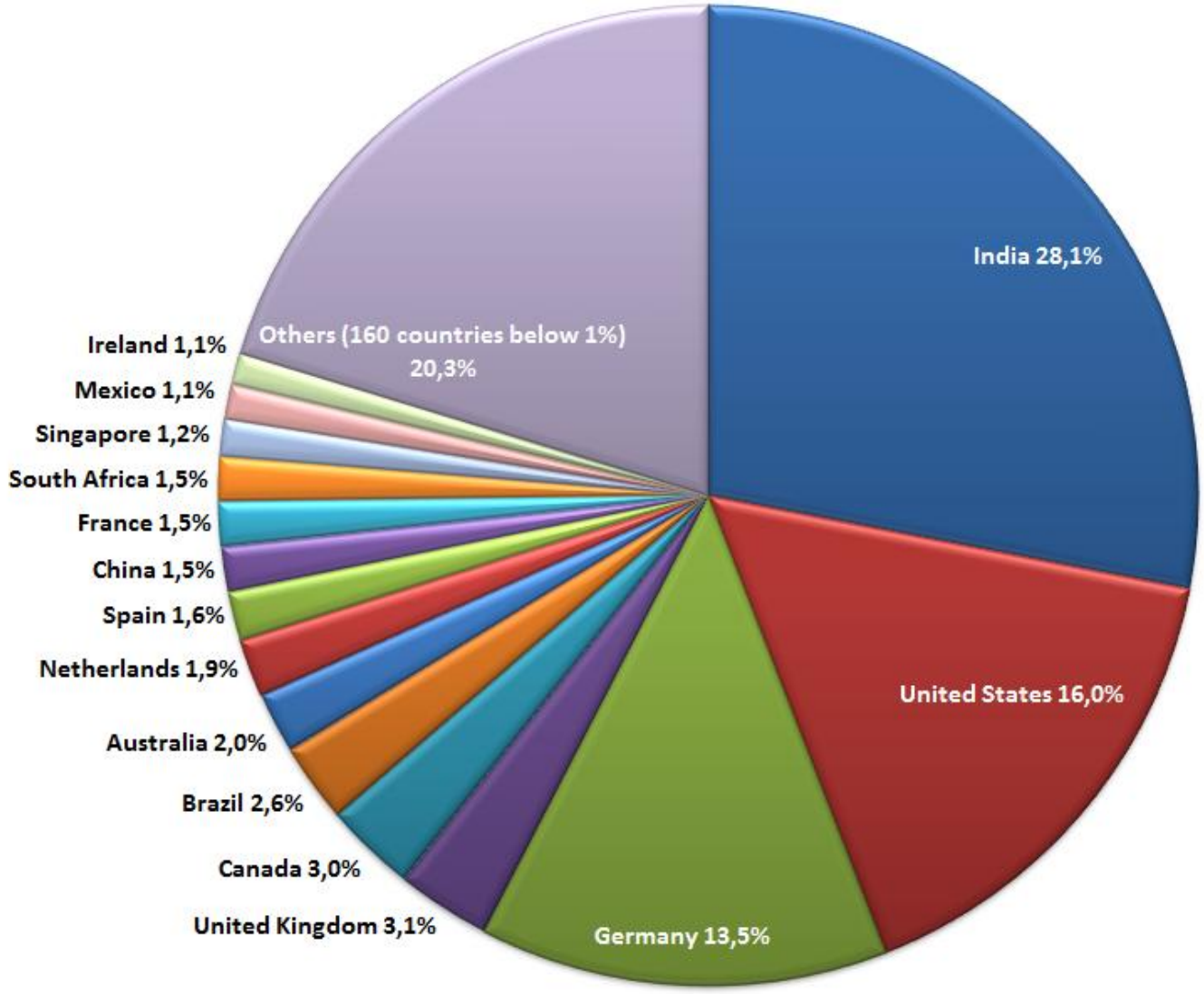

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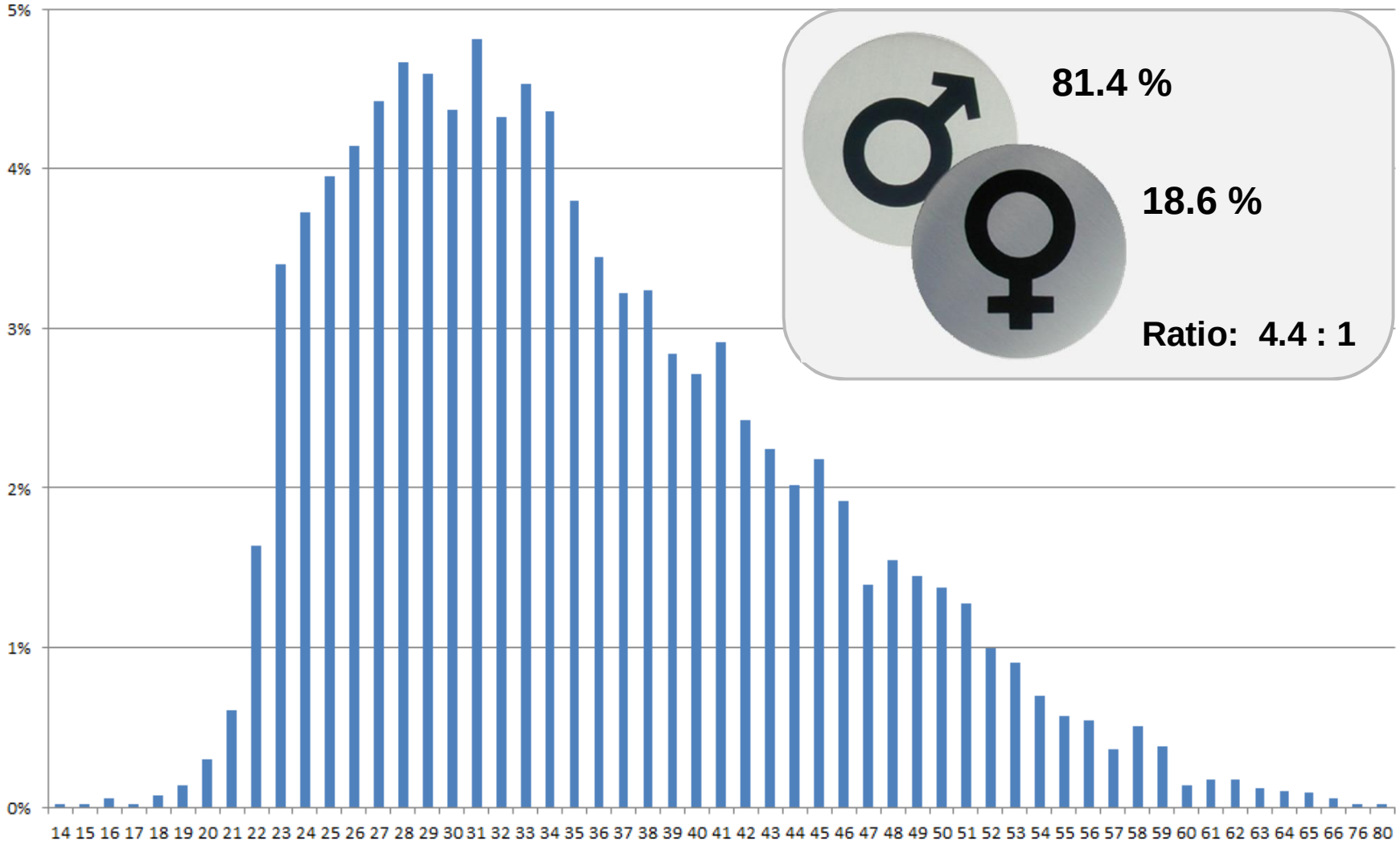
Age & Gender Information



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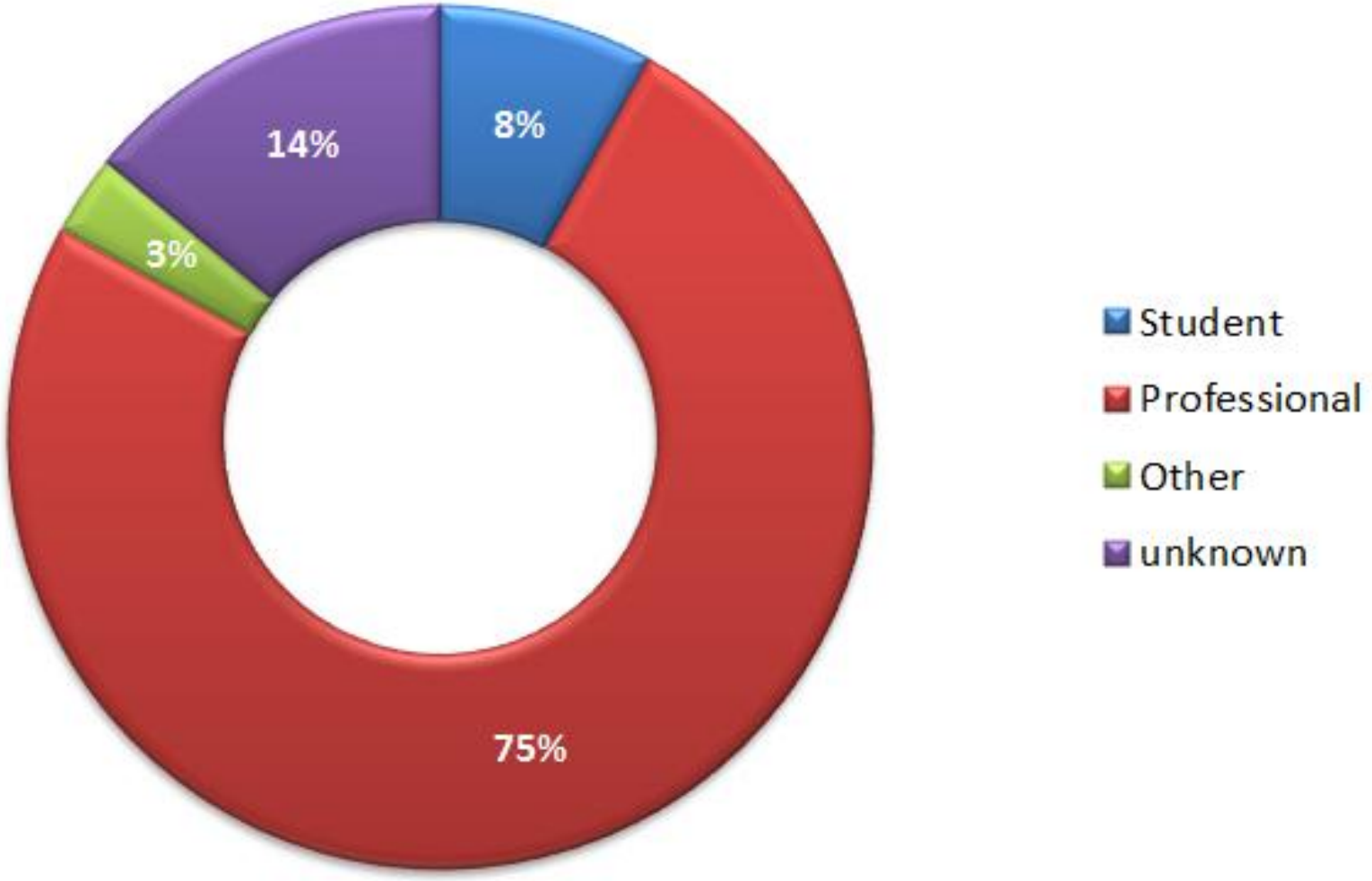
Users by Career Status



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openSAP Enterprise & Corporate MOOCs

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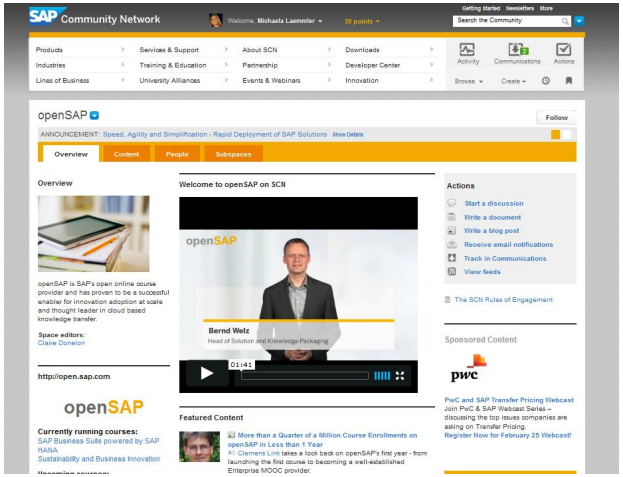

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