Press Release

**Group Name**: SAP1

**Group Member**: Rithra Ravikumar, Shiqin Ran

**Product**: Unified Analytics Dashboard for Managers/Executives

**Communication Strategy**

**Communication Objectives**
The objectives of this press release are to raise more awareness of this new dashboard among SAP managers and executives and to elicit interests in these target audiences that they would provide insightful feedback to the current product and support its future development. Executives and managers who are previously unaware of this new product can now be informed of the purpose and benefit of the unified dashboard. In addition, audiences that find this product interesting may decide to explore, become a user or provide valuable feedback for the product.

**Target Audience**
1. SAP’s Engineering/Product Managers who oversees multiple engineering/software development teams
2. Executives who is interested in knowing how the engineering teams are performing
3. HR that oversees engineering team’s overall health

**Content**

**Headline**
*Run better with SAP - Supporting ERP with the launch of our unified analytics dashboard for your engineering teams*

**Lead**
Who: SAP Newport Lab in collaboration with MCS and MSBA students from UCI  
What: launches a new unified team management dashboard for engineering managers and executives  
When: End of May  
Why: Existing dashboards are not providing action-oriented insights, information is scattered  
Effect: Designed specifically for engineering managers and executives, this platform is set to transform the way teams are managed by aiming to provide actionable insights that boosts team performance

**Dateline** – 2023/05/30
Quote- “This product brings together the best of both worlds by utilizing data analytics and technology to develop an intuitive interface with a goal to empower managers with the insights necessary to make informed decisions, foster collaboration, and drive their teams towards achieving exceptional results.”

In today's fast-paced business environment, managing large scale diverse agile teams demands dealing with vast amounts of data originating from diverse systems, applications, and departments. This data is often sliced, making it difficult to gain a comprehensive view and extract meaningful insights. As a result, decision-makers struggle to make informed, timely choices, hampering their ability to seize opportunities and overcome challenges.

Through design thinking and careful analysis of current data within SAP, the development team has identified key areas of improvements and integrated creative metrics to to solve these issues. In addition, the new dashboard unified multiple data sources to provide a comprehensive view of team activities.

Features of unified dashboard at launch include:

- **Team Collaboration Management**: highlighting tickets that are being working by multiple teams
- **Team Skills Management**: innovative views that shows what skills the team has, who is the expert on functional areas
- **Unified Project/Team views**: data gathered from various sources including Jira and Github to provide collective metrics about team/product activities

**Tail**

SAP’s continuous focus on redefining ERP once again manifests itself through this collaborative venture to solve business challenges by harnessing interdisciplinary principles. This is all set to propel organizations towards greater success in team management.

Quote - “We are eagerly counting down the days to the end of May when we will officially unveil this game-changing solution.” said the development team from UCI “Be prepared to embark on a journey towards a new era of team management, where insights and features converge to enhance your ability to drive success.”

**Company details**

**About SAP Newport Lab:**
SAP Newport Lab, part of the SAP Innovation Center Network, focuses on enterprise AI challenges. The team tackles voice technology, AI-driven development, explainable AI, and data labeling/anonymization.

**About UCI Capstone:**
The UCI Capstone Project involves taking a new idea from conception to prototype development and validation. Students form teams and work under the supervision of instructors and faculty mentors. The
projects encompass physical prototype development, testing, and documentation, aiming to represent complete systems or products.

**Visuals** - screenshot of page of the dashboard, Images to show the collaborative effort of Computer Science and Business school

**Media contact information**
SAP Newport Beach Labs
3366 Via Lido
https://twitter.com/sap
https://www.facebook.com/SAP
https://www.linkedin.com/company/sap/

**Media**
A 500-100 words article released on SAP’s internal website or sent to target audience groups’ internal work email

**Scope**
The scope of this press release is intended to reach as many engineering managers and executives in SAP through a short article released on SAP’s internal website and via work email.

**Result**
We intend to measure the effectiveness of this press release by the number of users who show interest in trying out our new dashboard and feedback we receive. We expect our target audience to reach out to us and express interest in becoming the first set of users of this new dashboard

**Organization**
1. Includes screenshots of the existing dashboard
2. Length between 500-1000 words
3. Include email to reach out
Run Better with SAP
Supporting ERP with the launch of our unified analytics dashboard for your engineering teams

Tuesday, May 30, 2023, Irvine, CA - SAP Newport Lab, in collaboration with MCS and MSBA students from University of California, Irvine announced the launch of a new unified team management dashboard for engineering managers and executives at the end of May 2023.

“This product brings together the best of both worlds by utilizing data analytics and technology to develop an intuitive interface with a goal to empower managers with the insights necessary to make informed decisions, foster collaboration, and drive their teams towards achieving exceptional results.” said development lead from MCS team.

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- Trend Analysis in repositories - How are repositories being maintained in teams and its general trend/patterns
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