



TESTIMONIAL

The Dow Chemical Company

With annual sales of \$58 billion and 46,000 employees worldwide, The Dow Chemical Company is a diversified chemical company that combines the power of science and technology with the "Human Element" to constantly improve what is essential to human progress.

In The Dow Chemical Company, a program called Next Enterprise Architecture (NEA) has been launched to migrate Dow from its current SAP application to the latest SAP Business Suite. In this program, the NEA Finance team has been evaluating various SAP education capabilities to ensure our team members were appropriately educated for their role within the program.



Initially we enabled our team members to attend specific narrow focused education sessions at SAP's Training Centers, but were experiencing concerns like:

- The classes were not aligned to long term objective
- Similar classes were taken at different times by different team members
- Relation of learning during the classes to what Dow was doing was not possible
- Expenses were high, time spend was high as well, partially also due to the travel to and from the different education locations
- Proof of strengthened knowledge was not independently confirmed

In order to address these concerns, we changed our approach:

- Learning-plans are organized around certification tracks
- Assignment of BPX-roles to the specific certification tracks

To effectively execute this, we aligned ourselves with SAP Education Belux' Training Center who supported our vision by providing tailored certification track-based training sessions on-site at our premises in Dow Belgium.

The results were stunning. With a certification percentage close to 100% after the first certification exam, we concluded the year of 2008 with 24 SAP Associate certified team members in the areas of FI, PLM, SD and CO. This achievement was accomplished with a significant cost reduction versus the previous direction.

SAP Education Belux' partnership was crucial in this achievement in respect to their support, quality and flexibility related to the organization and execution of the education tracks and the certification exam.

Hans Hartman
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The Dow Chemical Company

