



EXPERIENCE
BUILT IN

THE BEST-RUN BUSINESSES RUN SAP™





With more than 30 years of business software experience, SAP and its partners deliver
**PROVEN, FLEXIBLE APPLICATIONS THAT
CAN HELP YOU BECOME MORE ADAPTABLE,
RESPONSIVE, AND PROFITABLE.**

YOU'RE IN BUSINESS TO WIN WE'RE HERE TO HELP

TODAY, THE PRESSURE COMES FROM EVERY DIRECTION

Your management team wants you to expand aggressively – and profitably. Customers insist that you anticipate their every need. Government agencies demand compliance with a growing body of regulations. Competitors force you to become more nimble and adaptable. Consultants urge you to streamline your information assets. And your own experience tells you that the better you can measure every aspect of performance, the better you can manage it.

The good news is, a vast community of experts is working to help you meet the pressures of today's ever-changing business environment.

With more than 30 years of business software experience, SAP and its partners deliver proven, flexible applications that can help you become more adaptable, responsive, and profitable. Together, we can help you increase customer loyalty. Comply with regulations. Adapt to constant change. Maximize your information resources. And manage performance like never before.

Best of all, our applications are designed for your industry, your size, and your future.

WE'RE ON YOUR SIDE, AND WE'VE GOT WHAT IT TAKES TO HELP YOU WIN

Learn more about our company
www.sap.com/company





APPLICATIONS FOR BEST-RUN BUSINESSES

SAP® applications are much more than software. They're business process innovation in a flexible package. They're global best practices ready to be implemented. They're just what you need to transform your enterprise.

Just ask Unicred, a Brazil-based healthcare financing company. "The SAP solution was perfectly suited to Unicred's back- and front-office needs," says Unicred's Geraldo Magela Cuoto, "and gave us confidence to face the future. As for the technology, the solution will ensure our competitive edge." Unicred is one of the thousands of businesses – large and small – that benefit from the SAP portfolio of business applications that span the following areas:

Enterprise resource planning (ERP) – optimizes every aspect of business operations – from financials and human capital management to operations and corporate services – with the world's most complete and adaptable ERP application, configured for your industry

Customer relationship management (CRM) – helps your company drive growth, enabling you to react

faster to change, use resources more effectively, and retain your most profitable customers – with the industry's only comprehensive CRM solution delivered as an on-demand, on-premise, or hybrid application to meet your unique business requirements

Product life-cycle management – enables your company to accelerate time to market and improve product profitability by intelligently managing product innovation – from first idea to retirement

Supplier relationship management – helps you achieve sustainable cost savings by allowing you to transparently manage spend, collaborate with suppliers, and enforce contract compliance

Supply chain management – enables adaptive supply chain networks that help you collaborate with partners and profitably adapt to changing market and supply chain conditions

Governance, risk, and compliance – offers a comprehensive application portfolio that serves as the foundation for managing governance, risk, and compliance across the enterprise

For the special requirements of small and midsize companies – which represent more than two-thirds of SAP customers – there is a growing family of highly specialized applications developed by SAP and its hundreds of certified partners:

Qualified mySAP™ All-in-One partner solutions and SAP All-in-One Packages from SAP –

Thousands of small and midsize companies have discovered that qualified mySAP™ All-in-One partner solutions and SAP All-in-One packages from SAP provide an affordable, flexible combination of applications, built-in industry best practices, and implementation services. For example, State Industrial Products, a specialty chemicals manufacturer, uses a qualified mySAP All-in-One partner solution to process 70,000 orders a year via the Internet. By doing so, the company has eliminated call center queues – while saving \$78,000 annually.

SAP Business One – An affordable, integrated business management application designed specifically for small and midsize companies, SAP Business One is delivered through qualified SAP partners worldwide. According to Rolando Cohen of YAK PAK, a leading designer and manufacturer of backpacks, “SAP Business One has been able to integrate every single part of our business under one roof. Finally, sales, distribution, customer service, and manufacturing all work in tandem with a seamless flow of information.”

SAP xApps™

In the real world, business processes often cross the boundaries of conventional software applications. So SAP and its partners continue to create SAP xApps™ composite applications that fit the way business is done. SAP xApps enable improved productivity, decision making, and mobile business, as well as enhanced compliance and business process innovation. At Whirlpool, the \$19 billion appliance giant, Jim Shimp reports that the SAP xApp™ Manufacturing Integration and Intelligence composite application “became a leverage point for transforming our shop floor.”

SAP xApp ANALYTICS

Businesses of all sizes need powerful applications for analyzing operational performance and taking appropriate actions to improve alignment between strategy and execution. SAP xApp Analytics composite application delivers instantly usable, easily extendable, actionable insights that are integrated within the business context to help information workers make informed decisions.

DUET™

Jointly developed by SAP and Microsoft, Duet™ software simplifies the way information workers access and use SAP applications, while enriching the Microsoft Office experience. So your entire staff can achieve greater efficiency and flexibility.



“The SAP solution was perfectly suited to Unicred’s back- and front-office needs and **GAVE US CONFIDENCE TO FACE THE FUTURE.**”

Geraldo Magela Cuoto, Unicred

Learn more about SAP and partner applications
www.sap.com/solutions



INDUSTRY EXPERIENCE BUILT IN

SAP and its partners have amassed the world's largest base of knowledge, best practices, and preconfigured applications for virtually every major industry – from aerospace and defense to wholesale distribution. Plus specialized applications for dozens of niche industries like cosmetics retailing and consulting services.

SAP applications fit the way you do business, delivering productivity-building tools and enabling best practices that we have developed with industry leaders, large and small. As a result, our applications improve visibility, increase efficiency, and strengthen your ability to make sound business decisions.

Just as important, SAP has devoted decades to understanding the trends, details, and challenges that you face every day. And we've developed a full range of practical, reliable applications that have been extensively field-proven at companies like yours around the world.

Learn more about applications for your industry
www.sap.com/industries

For example, Ron Fish of Soy Basics, a rapidly expanding candle manufacturer, reports that his company's industry-specific SAP application "has turned out to be exactly the platform for growth we anticipated. It's hard to overstate the value of the automation it delivers."

Today, tailored SAP and partner applications are available for more than 25 industries in the following industry groups:

- Consumer products and life sciences
- Discrete manufacturing
- Financial services
- Process manufacturing
- Public sector
- Retail and wholesale distribution
- Service industries

SAP BEST PRACTICES

Whatever your industry, the best way to get your application up and running quickly – and contributing to your bottom line – is with SAP Best Practices offerings.

Based on three decades of experience and thousands of implementations, SAP Best Practices provides practical, industry-specific guidelines that speed and simplify implementation. So you can control costs, reduce risk, and immediately experience the benefits of your SAP applications.

SAP Best Practices empowers your enterprise with:

- Thoroughly documented business processes that help streamline both your business and your technical environment
- Proven preconfigurations of SAP applications to speed implementation
- A foundation for change, to protect your investment

One customer who quickly recognized the value of SAP Best Practices is Ron Wells of food processor Carolina Turkeys, who recalls, “When we saw that there was an opportunity to have SAP Best Practices already preconfigured for our industry, that was the way we wanted to go.”

Learn more about SAP Best Practices
www.sap.com/bestpractices





A PLATFORM FOR INNOVATION

As the pace of change and innovation continues to accelerate, you need the flexibility to turn your business on a dime.

But that requires an IT infrastructure that enables stability and rapid change within your business processes, across virtually all applications – whether old or new, SAP or non-SAP.

That's why SAP is leading the way in enterprise service-oriented architecture (enterprise SOA), which can give your organization greater agility than ever before.

A NEW WORLD OF FLEXIBILITY

Traditional IT platforms make it nearly impossible to achieve the business and IT flexibility you need in today's business environment.

In recent years, Web services and service-oriented architecture have made huge strides toward greater flexibility, offering a standardized way to manage heterogeneous systems, create interoperability, and promote reusability.

To develop new business solutions that leverage existing applications, you need business-level building blocks that combine the benefits of Web services with business semantics to ensure business process integrity and stability.

In other words, you need enterprise SOA, a business-driven architecture for service-based, enterprise-scale solutions.

SOPHISTICATED, YET SIMPLE

While SAP does the heavy-lifting engineering behind enterprise SOA, the net effect is to simplify your IT environment, accelerate the rate of innovation, and make your organization more open, flexible, and adaptable.

For example, enterprise services allow you to reuse well-defined business process steps at the right level of granularity, such as vendor selection, purchasing, and payment, which can now be represented as modular services.

These services can be assembled quickly, in some cases without any programming required, to compose new applications and enable new business processes. Or you can leverage your current ERP or other applications, enabling your IT environment to transition incrementally so your business can keep pace with a world of change.

SAP NetWeaver®

The SAP strategy for enterprise SOA has already come to life through the SAP NetWeaver® platform. The technical enabler of enterprise SOA, SAP NetWeaver is evolving into the business process platform for developing solutions that will allow you to develop solutions that support new business processes. As the business process platform, SAP NetWeaver will provide composition technologies, an enterprise services repository, and enterprise service definitions that will allow your organization to enable specific business processes without developing new code.

As a result, this powerful, highly successful platform offers a wide range of benefits, including accelerated innovation, more flexible business strategies, greater IT and business value, and improved business performance.

SAP NetWeaver powers more than 1,000 applications that have been created by SAP and its independent software partners around the world – with more being developed every day.

No wonder more and more companies are adopting SAP NetWeaver as a strategic platform and foundation for their enterprise SOA. It can help you transform your IT landscape into a strategic environment that drives business change.

THE RIGHT PLATFORM FOR TODAY AND TOMORROW

One company that has seen the power of the SAP NetWeaver platform in action is consumer products giant Colgate-Palmolive Company.

Colgate's Jim Capraro reports: "With the adaptive computing functions in SAP NetWeaver, Colgate has reduced the total cost of its IT infrastructure by 70%. In addition to these dramatic savings, they also simplify the system landscape and reduce the overhead required to manage such complex IT landscapes as ours."

It's just one example of how SAP's future-oriented technologies are already helping customers stay ahead of a world of change.

Learn more about the SAP platform
www.sap.com/platform



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Jim Capraro,
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SAP helps ensure your success by providing
**SUPERIOR SERVICE AND SUPPORT THROUGH
EVERY PHASE OF YOUR SOLUTION LIFE CYCLE.**

WORLD-CLASS SERVICE AND SUPPORT

WHEN YOU CHOOSE SAP, YOU'RE NEVER ALONE

SAP helps ensure your success by providing superior service and support through every phase of your solution life cycle.

COMPREHENSIVE SERVICES

From the moment you become an SAP customer, we can help you work toward success. In the plan phase, SAP Services aligns our technology with your business. We help you achieve IT-powered innovation through services that include business process and solution architecture design, IT strategy consulting, education and certification offerings, and operational support strategies.

When building your solution, SAP Services expert consulting and safeguarding offerings help ensure quality and mitigate risk. And if you require assistance with complex implementations, SAP offers a full range of custom development services.

After a successful go-live, we stay engaged through support offerings and project-based engagements that can help improve the total value of your solution. If you prefer alternate software deployment methods that can give you greater flexibility in your software decisions, SAP offers managed services as well as support for business process outsourcing.

END-TO-END SUPPORT

In the run phase, SAP helps you achieve operational excellence through ongoing support options. These options are a form of business insurance, helping to keep your key processes running smoothly. And they keep your SAP environment up to date and operating efficiently with the SAP Solution Manager tool.

The SAP Premium Support option provides in-depth expertise to ensure that your business operations are running efficiently day to day. And with the SAP MaxAttention™ support option, we build a partnership to measurably reduce total cost of ownership while increasing the benefits to your business.

Learn more about SAP services and support
www.sap.com/services



KEY FACTS ABOUT SAP® SERVICES

- Customers in more than 120 countries
- Support for over 30,000 customers with more than 100,000 installations
- More than 30 years' experience
- 3,000 support professionals assisted by 6,000 developers
- Over 10,000 consulting- and education-focused employees
- 5 global support centers
- 14 global service centers
- 70 training centers



A close look at SAP will reveal a track record of continuous growth dating back to 1972. Exceptional financial strength. A stable management team. And more than 37,700 employees who are **SIMPLY THE BEST IN THE BUSINESS.**

PARTNERS YOU CAN COUNT ON

When choosing a partner for your all-important business management software, choose carefully.

A close look at SAP will reveal a track record of continuous growth dating back to 1972. Exceptional financial strength. A stable management team. And more than 37,700 employees who are simply the best in the business.

As the world's leading provider of business software, we serve a growing customer base that includes more than 34,600 organizations and 12 million users in 120 countries around the world. Along the way, we have built unparalleled knowledge of the processes that drive innovation in more than 25 industries.

And to ensure that we maintain our leadership in applications and technologies, SAP invests \$1 billion each year in global research and development.

In the words of Tom Serignese of Brother International, an office products manufacturer that competes successfully against its much larger rivals, "Nobody could come close to SAP as a partner."

A THRIVING COMMUNITY

But our internal strengths are only part of the story. SAP has also built a thriving community of global software, technology, content, implementation, and support partners whose collective scale is far greater than our own. By drawing on the experience of these partners – and our mutual customers – we're creating a diverse family of powerful, flexible applications.

One beneficiary of this approach is food manufacturer Bandito's Chile Company of South Africa, whose Kian Macrae says, "Our SAP partner solution is helping Bandito's gain a competitive edge in a highly competitive global market."

At the same time, SAP has created a customer-friendly culture that makes it easy to do business with us.

SAP and its partners are committed to world-class service at every phase of the customer relationship. And our applications are priced for affordability and scalability, so you never pay for more than you need.

Learn more about SAP and its partners
www.sap.com/partners





YOUR NAME HERE

SAP's most important success story is yet to be told.

It's the one in which your organization becomes more adaptive, productive, and profitable with the help of our applications.

The story begins when you call us at 1-888-727-1993, or when you visit us at www.sap.com.

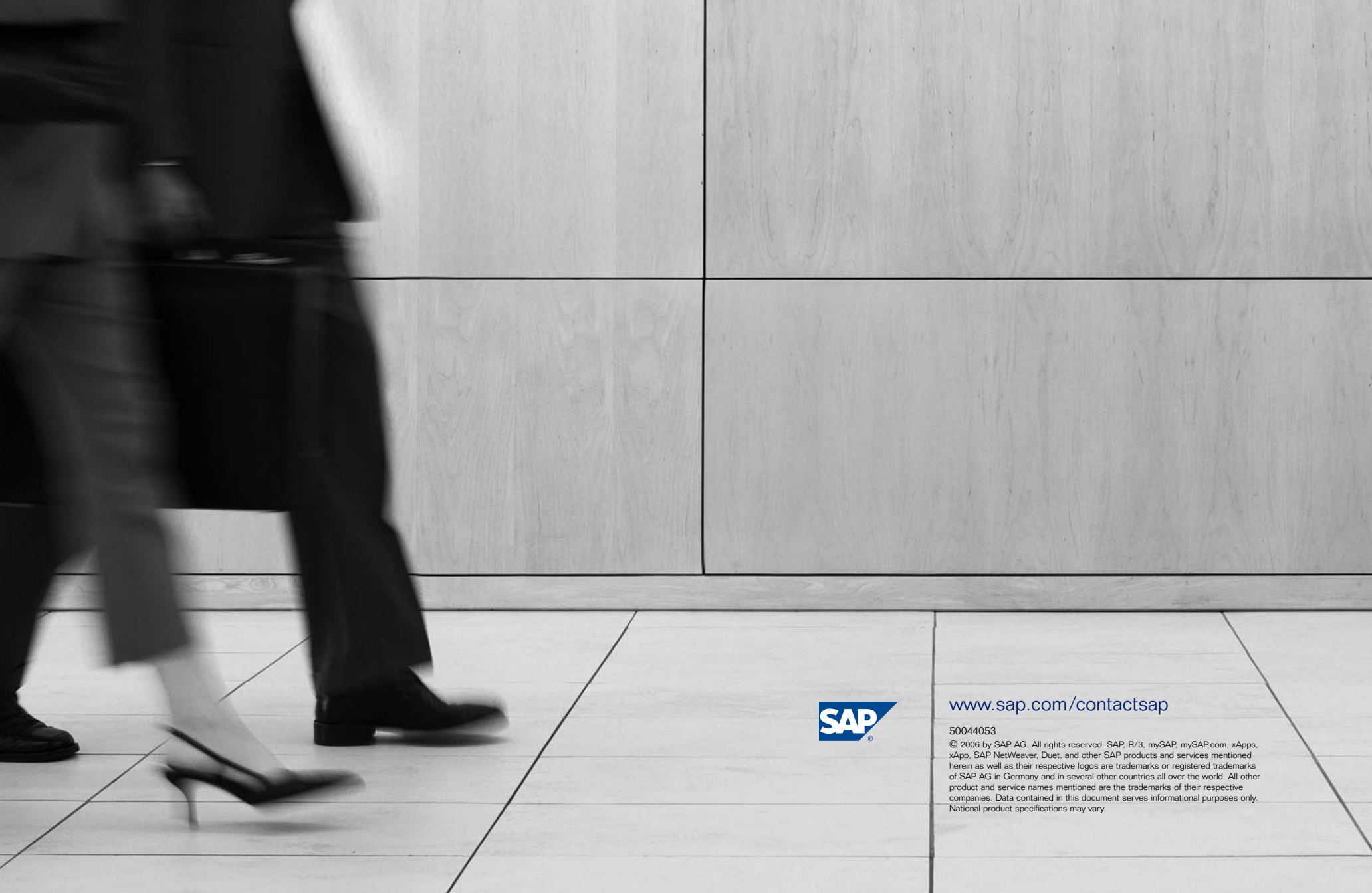
We look forward to sharing the experience with you.

Contact SAP

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