

The New User Experience in OnDemand Business Solutions

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Mannheim, May 5th 2011



Market Needs

What we hear from customers and prospects



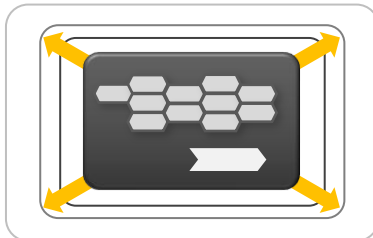
People

- Insight, mobility, collaboration, personalization



Large Enterprises

- **Continuous innovation** at the core without disruption
- **New ways to streamline and improve processes** in lines of business
- Improve **decision making**
- Improve **TCO and time-to-value**
- Need to support **business networks**



Small & Midsize Enterprises

- **Establish business core** without CAPEX
- **Enable growth, globalization** and **efficiency**
- **Flexibility** to start small and expand

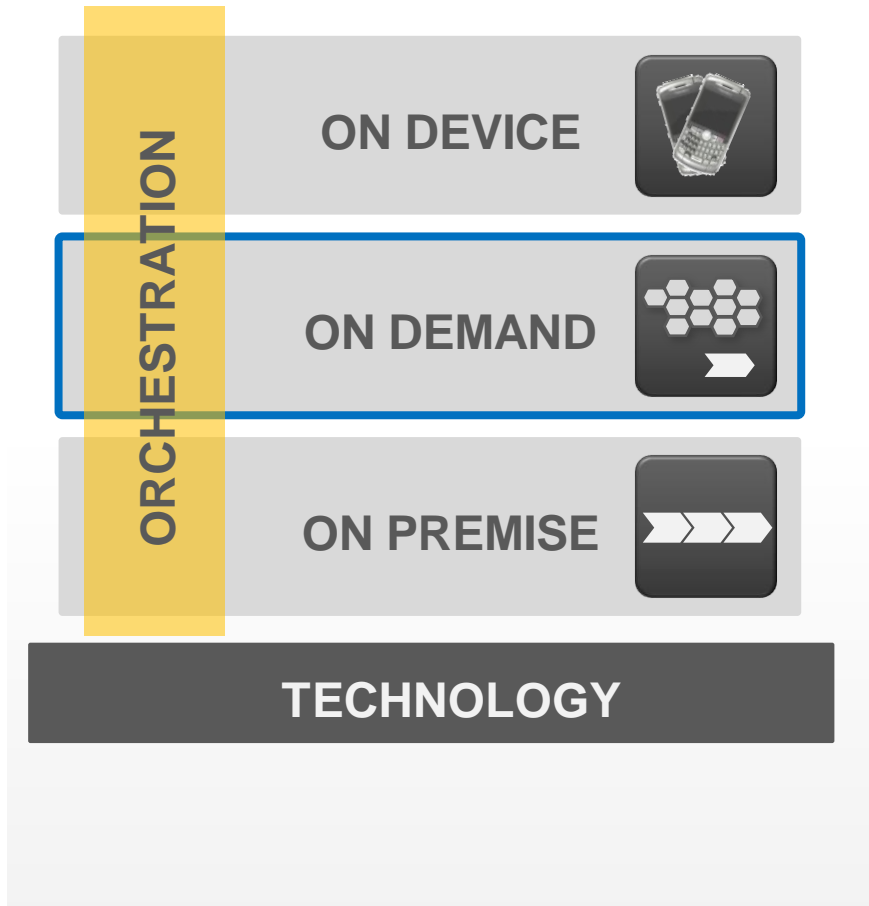
Market needs: no compromise on premise, on demand and cloud co-existence



- **Hybrid business solutions and networks** are becoming the norm
- Companies will choose services
 - for **different purposes**
 - from both **public and private clouds**
 - **integrated** with on-premise solutions
- **Openness and ecosystem strength** will be key success factors for providers
- **Orchestration** of hybrid solution landscapes will become key

SAP's Product Strategy

Reflects these customer requirements



- **Deployment choice** and flexibility
 - Portfolio of on-premise and on-demand solutions
 - Capabilities to leverage commercial cloud infrastructures for on premise solutions
- SAP and partner solutions **fit together** and support hybrid deployment scenarios
- Built to be **consumed with mobile devices**
- Built on proven **SAP NetWeaver technology**

On Demand solutions

Key design principles



User Experience

- Multiple Renderings on multiple devices
- UI Model independent from rendering

Simplicity

- Roles concept & Intuitive navigation
- Business driven configuration

Personalization, Adaptability & Extensibility

Network centric & Collaborative

- Public semantic Model
- Mash Up of services & feeds
- Social network integration

Insight

- InMemory analytics
- Procedural & algorithmic logic

Massively scalable

- Multi Tenancy
- Minimal resource consumption

Comprehensive On Demand Portfolio

Seamlessly Integrated For a Hybrid World



Companies

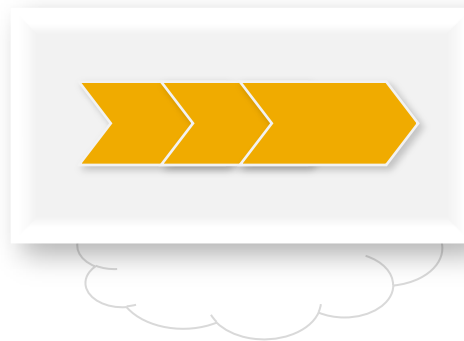


SAP Business
ByDesign

SAP Business
ByDesign for
Subsidiaries

ByD based
Partner
Solutions

Departments



Sales
OnDemand

Travel
OnDemand

Career
OnDemand

Sourcing
OnDemand

Carbon
Impact

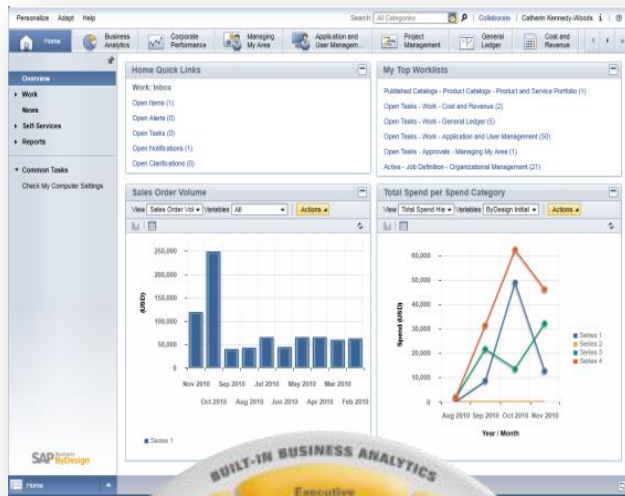
People



BI
On Demand

SAP
StreamWork

SAP Business ByDesign Complete Business Suite on Demand

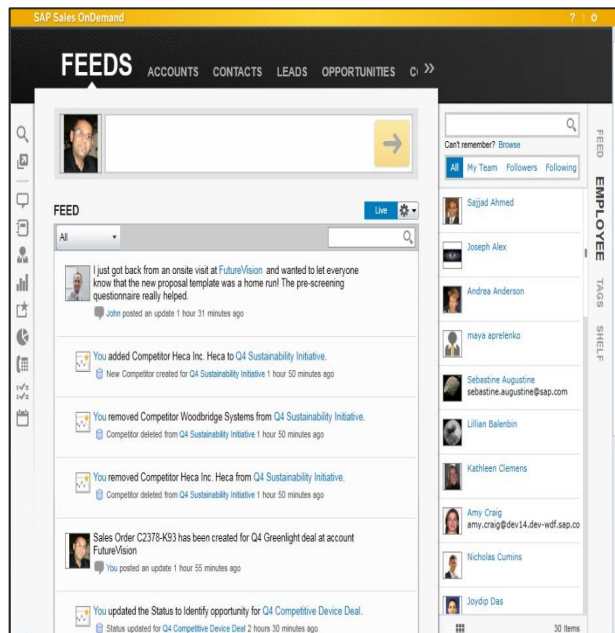


- FP2.5 delivered: on time – on quality
- 35 End-to-End Business Processes
- Target Architecture & TCO ready for volume
- Strong **customer momentum**
- **Key innovations** coming in 2011
 - FP2.6 – new countries and ByDesign Studio
 - FP3.0 – functionality enhancements, new countries and ByDesign Studio enhancements
- **Business ByDesign as platform** for other On Demand solutions
- **Key partnerships** around SME and subsidiaries

Skullcandy runs SAP Business ByDesign

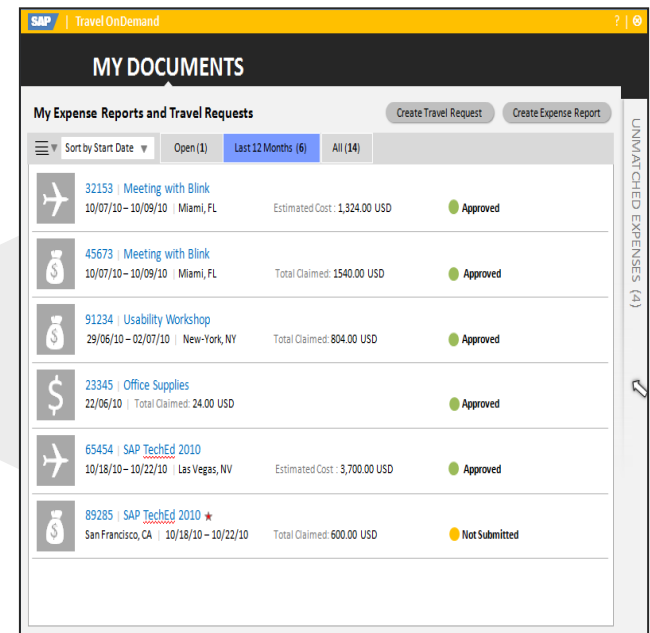


SAP Line of Business On Demand Solutions Built to support the way people work



People-Centric

- Your profile
- Your network
- Your objectives
- Your knowledge



Our solutions will share a comprehensive understanding of the person and their network, and leverage that insight to solve business issues better & faster

SAP Line of Business On Demand Solutions



FEEDS ACCOUNTS CONTACTS LEADS OPPORTUNITIES

ACCOUNT FutureDays, Inc. Industrial Manufacturing

FutureDays announced Jay Daas as VP of procurement - anyone have any history with him?
5 minutes ago

KEY INFORMATION
Primary Contact: Jessica Ramlen
Account Owner: Mary Burnett
Account Classification: Platinum
Industry: Industrial Manufacturing
DNB Credit Status: Very Good
YTD Revenue: \$1,500,000.00
Active Pipeline: \$1,700,000.00
Reference Account: Yes

URL: futuredaysinc.com
Phone: +1 650 720.5555
Fax: +1 650.555.2030
Address: 4000 El Camino Real, Palo Alto, CA 94304

OVERVIEW FEED CONTACTS ACTIVITIES SALES INFORMATION RESEARCH

LEADS

Description	Source	Qualification level	Status
Wind Turbine Lead	Q3 Campaign	Hot	Open
Grey Water Interest	Trade Show	Hot	Converted
500 Panels	Q1 Campaign	Warm	Converted

OPPORTUNITIES

Description	Sales Stage	Expected Value	Expected Close
Q2 Grey Water Initiative	Negotiation	\$400,000	08.30.2010
Q3 Upsell Opportunity	Define Solution	\$200,000	10.15.2010
Q4 Panel Upgrade	Develop Value Prop	\$900,000	12.15.2010
Q1 Potential Replacement	Prospecting	\$200,000	03.15.2011

SALES ORDERS

Order Number	Placed On	Value
31-485	03.09.2010	
32-876	05.27.2010	
31-333	12.10.2010	

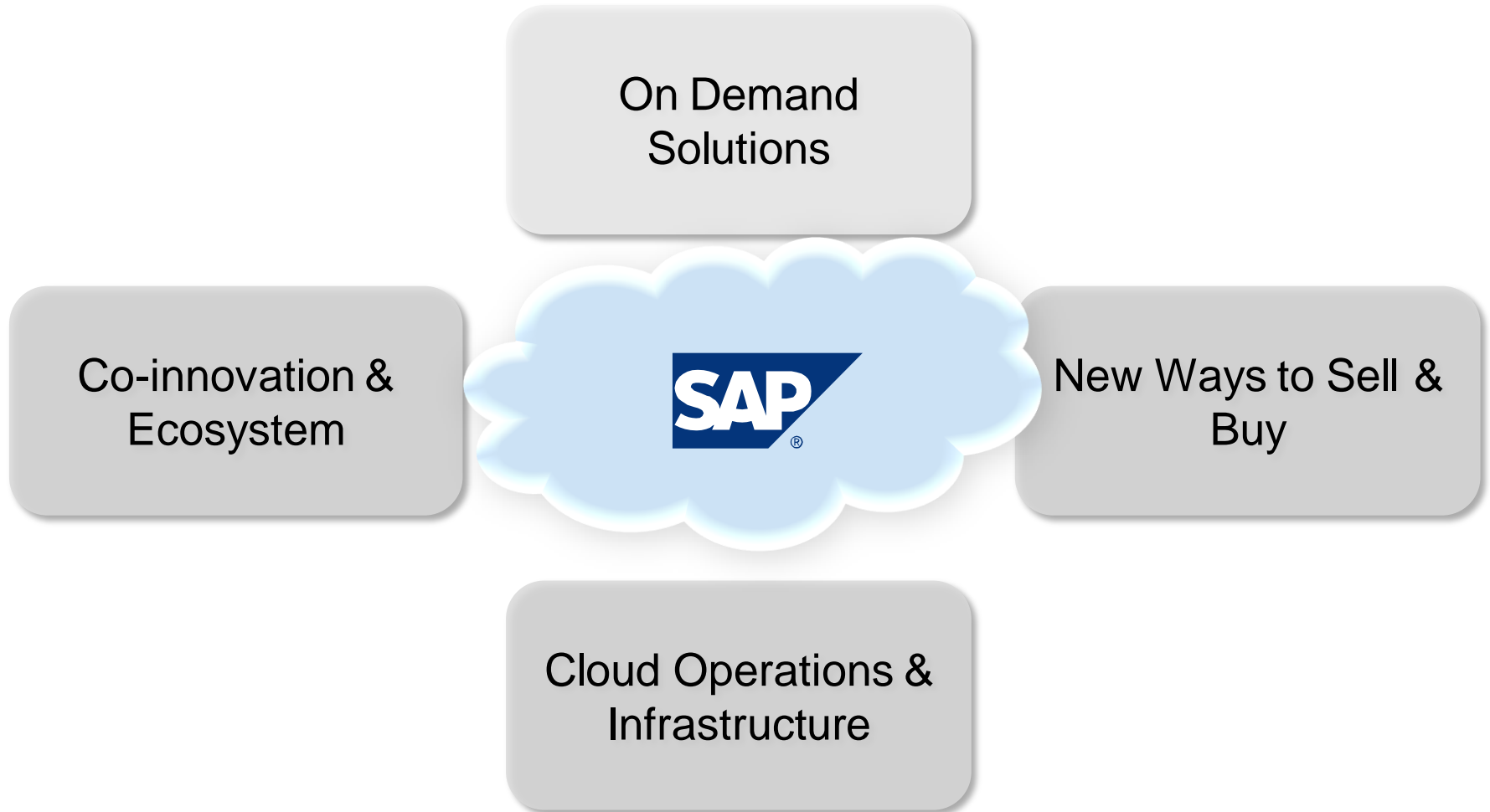
Sales On Demand

- Designed around how people work
- Customer co-innovation in design & development
- Extends value of SAP Business Suite
- Ramp-up in Q1 2011



Our strategy for success

Four key areas of innovation and investment



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- [Favorites \(3\)](#) >

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Call **1-800-872-1727** for sales related questions.

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Topseller

[View All](#)

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App Name One
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam at metus libero.
 ★★★★★ (17)
- 

App Name Two
 Nullam dapibus diam non est hendrerit eget egestas sapien aliquam.
 ★★★★★ (5)
- 

App Name Three
 Am eu arcu non dui interdum sodales. Sed eget commodo erat.
 ★★★★★ (23)

What's New

[View All](#)

- 

App Name Three
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam at metus libero.
 ★★★★★ (23)
- 

App Name Four
 Nullam dapibus diam non est hendrerit eget egestas sapien aliquam.
 ★★★★★ (10)
- 

App Name Five
 Am eu arcu non dui interdum sodales. Sed eget commodo erat.
 ★★★★★ (4)

Recommended

[View All](#)

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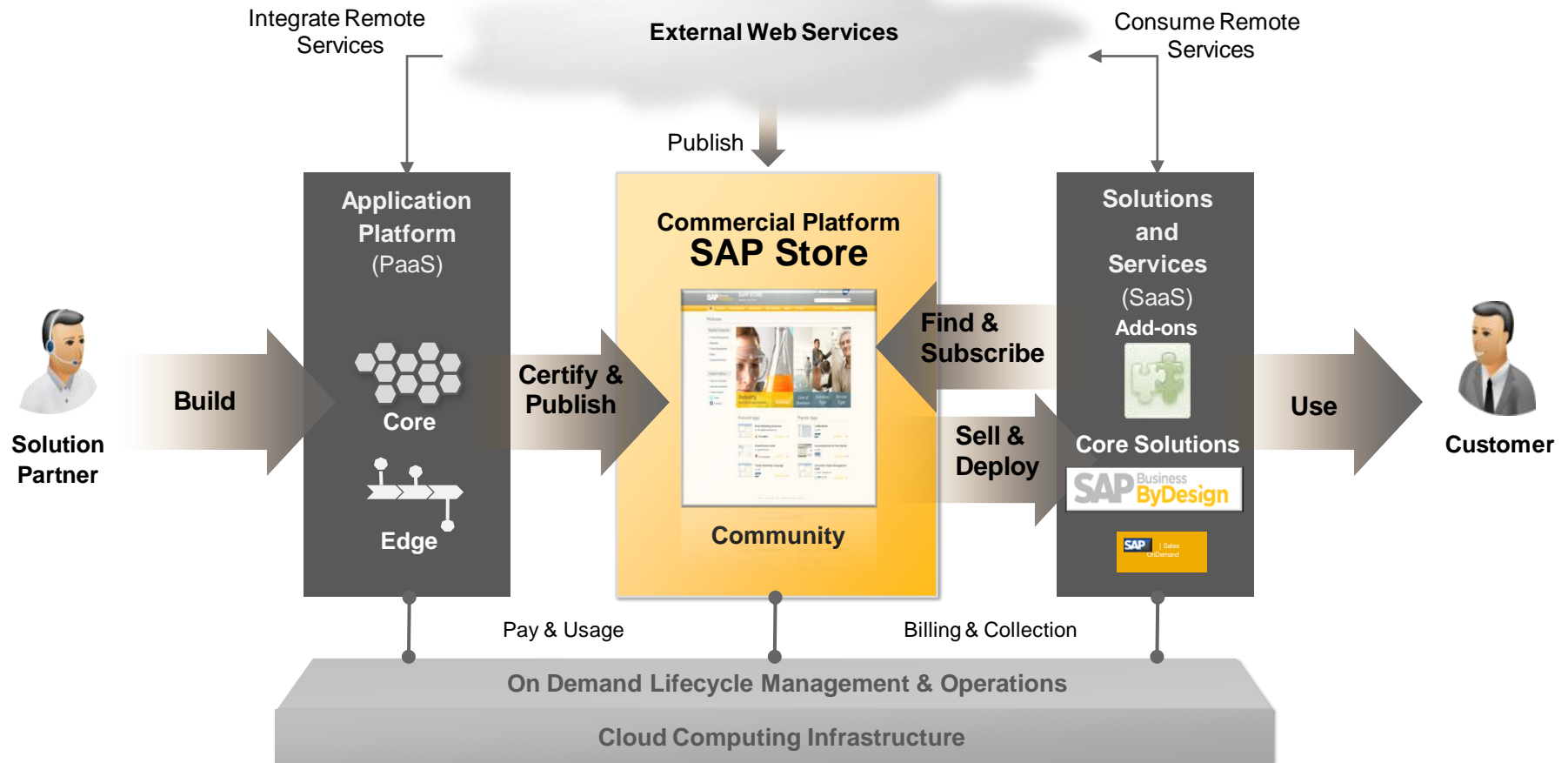
App Name Six
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam at metus libero.
 ★★★★★ (8)
- 

App Name Seven
 Nullam dapibus diam non est hendrerit eget egestas sapien aliquam.
 ★★★★★ (7)
- 

App Name Eight
 Am eu arcu non dui interdum sodales. Sed eget commodo erat.
 ★★★★★ (11)

SAP's Commercial Platform

A New Way to Sell & Buy Applications and Services



Thank You

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