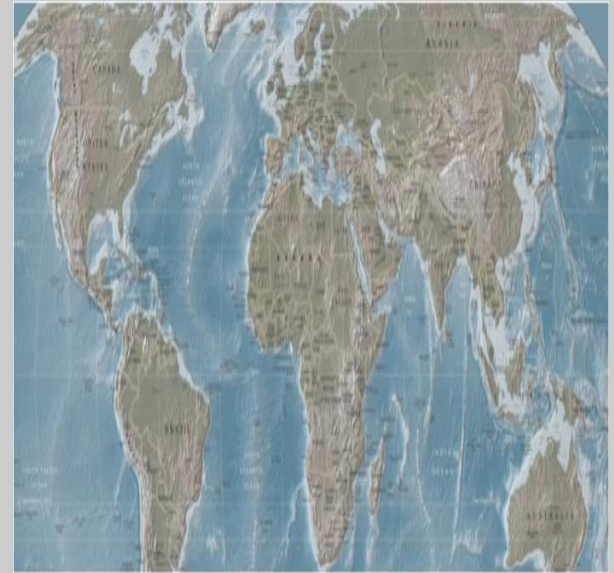


# Surviving the Shock – and Thriving!

## Managing the Impact of Business Upheavals through Technology



Mr. Lloyd Adams  
Vice-President, SME Marketing  
SAP Asia Pacific & Japan

Dr. Jana Matthews  
CEO, The Jana Matthews Group  
SAP Global Thought Leader

9 Dec 2008

THE BEST-RUN BUSINESSES RUN SAP



- **Economy**

Credit-based economy was highly leveraged.

- **Market**

Main Street is being impacted across the board.  
Growth markets (such as China, India) are not exempt.

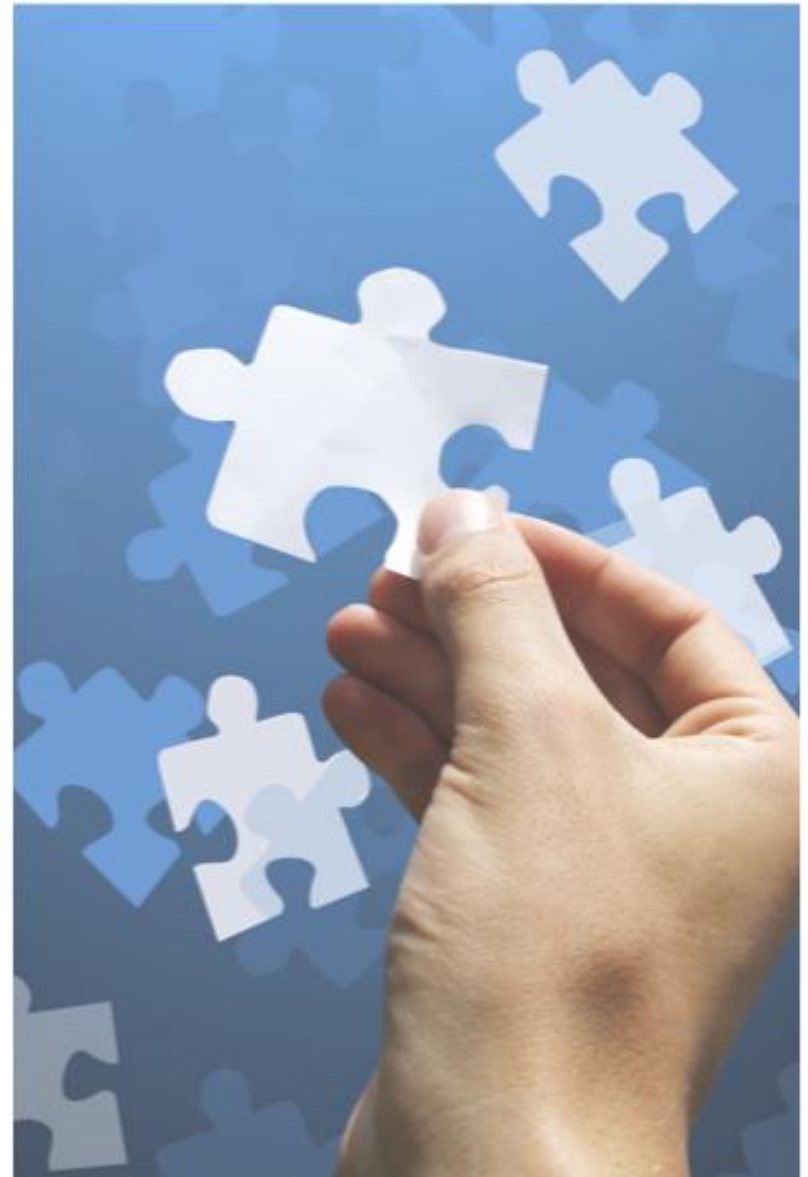
- **Re-set and Correct**

Intensifying factors led to overheating of global economy.  
Basic foundation of economy could not keep up with accelerated growth.



# How Long Will This Last?

- CEO's uncertain about what is next.
- Governments intervening, but it's not enough.
- Raw materials and energy costs declining. This is helping...
- Crisis leading to increase regulation and scrutiny.
- Companies must take action now. This is a time for leadership.



# Weathering the Economic Crisis



- Surviving
- Thriving
- Different Thinking
- New Ways to Drive Business Growth



**Review the  
Fundamentals**

Leverage Growth

Develop the  
Infrastructure  
for Growth

Understand Your  
Role as Leader

## Review/Revamp your business model

- Customers and Markets
- Product/service
- Current offerings
- Roadmap
- Marketing and sales

## Analyze financial performance

- Cash Flow
- Inventory/warehouse costs
- Profits vs. losses
- Periodic vs. Recurring Revenue



Review the  
Fundamentals

**Leverage Growth**

Develop the  
Infrastructure  
for Growth

Understand Your  
Role as Leader

## Review/revise your strategy

- Internal vs. outsource
- Local, national and global competitors vs. collaborators
- Partnerships and alliances
- Acquisitions? Mergers?

## Assess your people

- Functions
- Individuals
- Performance and future
- Fit with the values
- Retain your top talent
- Reorganize for future growth



Review the  
Fundamentals

Leverage Growth

Develop the  
Infrastructure  
for Growth

Understand Your  
Role as Leader

## Information for decision-making

- Timely and accurate data
- Integrated systems
- Saves time and people
- Investment now is critical

## Processes for Execution

- Planning; quarterly reviews
- Performance feedback and reviews
- Measurement and communication



# Driving Business Growth



Review the  
Fundamentals

Leverage Growth

Develop the  
Infrastructure  
for Growth

Understand Your  
Role as Leader

## Know where you are on the growth curve

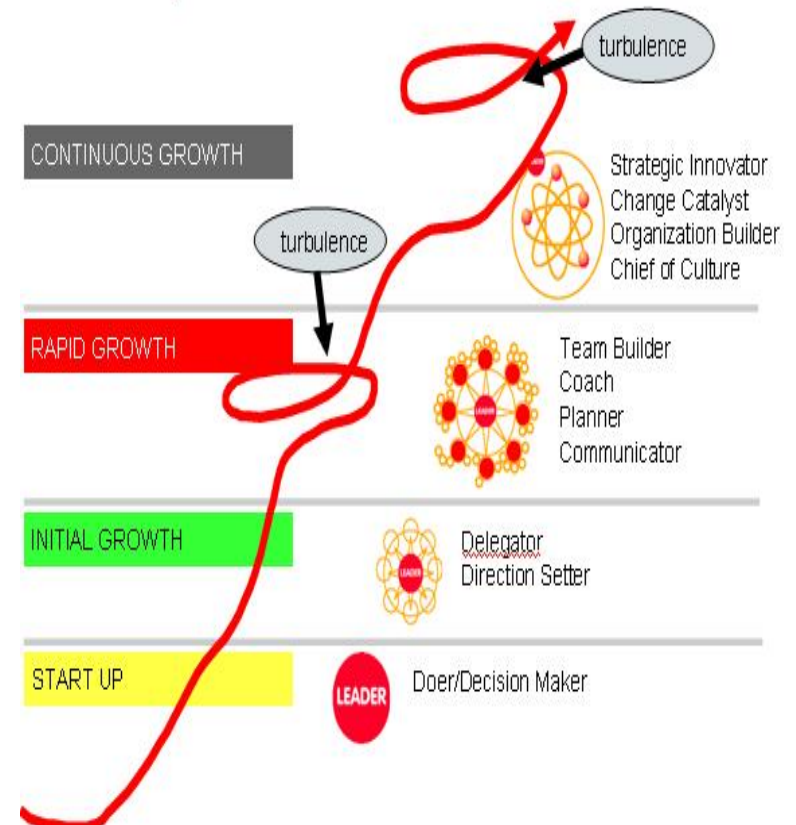
- Company's stage of growth
- Leadership roles required
- Educate your team to share leadership

## Stay positive about the future.

Communicate ad nauseum.

Make tough decisions now.

## Journey of Growth



# Lessons Learned from Past Economic Cycles

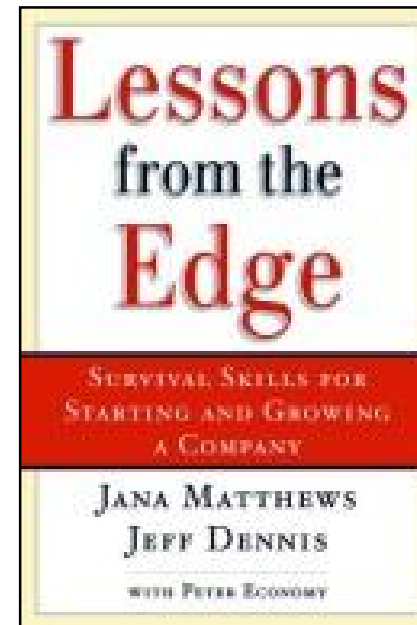


## DON'T.....✘

- “Rush to deals”.
- “Wait too long to make the cuts”.
- “Take excessive risks”.
- “Look for the magic bullet”.
- “Make short-term cuts that lead to long-term losses”.

## DO.....✔

- Invest in technology. It’s critical to have accurate and timely information available to all decision-makers.



# In Times of Uncertainty, Companies Run with The Best

SAP

**Why do some companies come out stronger during these periods than others?**

CONSOLIDATORS –  
ESTABLISHED BRANDS



DISRUPTORS –  
BUSINESS MODEL INNOVATORS



seek



# Key Actions



## The Best Time to Build a Best-Run Business is NOW.



### Act Now, Be Strong

The challenging economy forces business to go through a healthy process to re-examine their focus and re-adjust cost structures to stay lean and strong.



### Technology is Critical Now

More than ever, the right technology solutions are essential tools to help businesses tightly manage cash, drive efficiency and reduce costs in a tough economy.



### Capitalize on Opportunities Now

A down economy creates ample opportunities from distressed assets, to customer of fallen competitors. Businesses should proactively seek ways to turn the current crisis into opportunities so they will be best positioned for the rebound.



### SAP is Here to Help Now

Lasting relationships are built in tough times. SAP is reaching out to customers and prospects to offer timely business insights, proven solutions and valuable incentives to help businesses quickly adjust to an uncertain economy and thrive.

# Here's How SAP Can Help You



## Following this broadcast you will get:

- A link to this webcast, so you can replay/share on-demand
- Dr. Jana Matthews' white paper on 'Leading at the Speed of Growth'
- Customer videos of CEOs who are more agile and nimble with SAP technology
- Attractive SAP solutions and accelerators:
  - 'Be Informed Now' (Business Intelligence)
  - SAP Business All-in-One fast-start program
  - SAP Business One starter pack
  - SAP Financing

## Contact your SAP representative on how to become a Best-Run Business!

India : :+ 91 80 25547586 Toll free: +91 1800 425 5959  
(MTNL / BSNL Lines only)

Australia : 1800 287 727

New Zealand : 0800 300 727

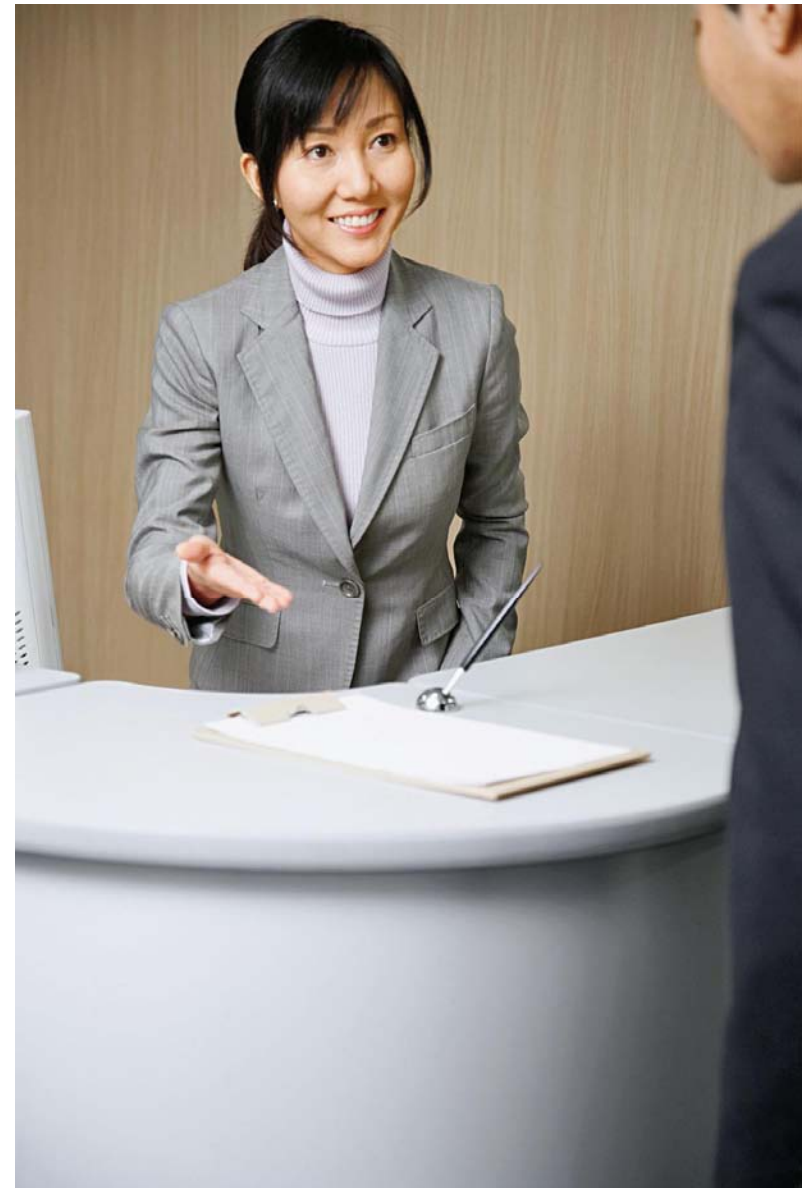
Indonesia : +62 21 5724289

Malaysia : +603 – 2161 0233

Philippines : 632 848-0181

Singapore : 800 448 1528

Thailand : +62 21 5724289



# Thank you!

**For further enquiry, please contact:**

Mr. Lloyd Adams  
Vice-President, SME Marketing  
SAP Asia Pacific & Japan  
[lloyd.adams@sap.com](mailto:lloyd.adams@sap.com)

Dr. Jana Matthews  
CEO, The Jana Matthews Group  
SAP Global Thought Leader  
[jana.matthews@janamatthewsgroup.com](mailto:jana.matthews@janamatthewsgroup.com)

