



SAP APJ Referral & Influencer Program

Program Overview 2008

SAP

SAP REFERRAL & INFLUENCER PROGRAM OVERVIEW & BENEFITS

In an effort to optimize our rich ecosystem and to recognize, reward and motivate the ecosystem players, SAP launched the Referral and Influencer incentive program which rewards SAP Partners and non SAP Partners for registering opportunities with SAP, performing specified activities and successful closure of such opportunities.

SAP Referral & Influencer Program is an important driver to help SAP reach its goal of having 100,000 customers by 2010. Within the SAP Referral & Influencer Program, we seek to recruit current SAP partners as well as firms such as technology consultants, business consultants, and accountancy practices – key disciplines that play important roles as influencers and trusted advisors for their clients in our target market.

One of the key objectives of the SAP Referral & Influencer Program is to leverage the SAP ecosystem to increase market coverage and reward members accordingly for adding value to this ecosystem. Referral opportunities that members bring to SAP will be rewarded when the opportunities are accepted and when the opportunity is won and closed. Other range of partners include those who have a recognized and influential presence in SAP's market place, who want to develop closer ties with or more knowledge of SAP, and who wish to pass new SAP sales leads to SAP and perform specified activities and are rewarded by SAP when SAP completes software license sales to those leads.

SAP Referral & Influencer Program Benefits

- Enjoy financial rewards for delivering business opportunities to SAP
- No software expertise required
- A secure online portal for easy opportunity entry and tracking.
- Free membership

REFERRAL PROGRAM MEMBERSHIP REQUIREMENTS

As a member of SAP Referral & Influencer Program, a company has access to an intuitive, easy-to-use portal, available 24x7, for registering opportunities with SAP. Members enjoy some partnership benefits without having to sell or implement SAP software. Business software expertise is not required. All you need is to understand the basic requirements of your customers or prospects.

Members of the SAP Referral & Influencer Program can be any company that supports small businesses and midsize companies, including solution providers, business or IT consultants, hardware resellers, accountancy firms, and financial institutions. Already assigned SAP partners in any category, as well as those not currently in a partnership relationship with SAP, may become members; they simply need to qualify as an independent company that is duly registered according to applicable local law with valid VAT/ Tax ID. However, the primary occupation must not be a commercial agent. By accepting the online SAP Referral & Influencer Program terms and conditions, SAP will consider this as confirmation/ representation of the company that a company meets these prerequisites.

SAP Referral & Influencer Program Requirements

- Companies can only register once as a legal entity per country.
- All e-mail addresses used for the program must be company's e-mail addresses.

SAP Referral & Influencer Program

Membership Requirements

- Members of SAP Referral & Influencer Program
- ✓ must have a valid residential address for the country in which they are registered.
- ✓ should have a VAT / Tax ID number for the country in which they are registered.
- ✓ must not be a government or public sector entity (including federal, state, and local government, health, and education) or the person acting in a official capacity for or on behalf of such govt. or public sector entity.
- ✓ shall not refer the business opportunities, for its own internal requirements/ use nor it will refer opportunities of its affiliated or related party or entity (eg. parent company, sister company, subsidiary etc.)

GETTING STARTED

To become a member of the SAP Referral & Influencer Program and enjoy full program benefits, a company employee willing to take on the role of the authorized decision maker (ADM) must complete and submit the SAP Referral & Influencer Program registration form. The key roles of the ADM listed are;

- An ADM is a nominated representative that will be a key contact for SAP for SAP Referral Program
- An ADM is empowered to take decisions on behalf of the company
- An ADM must review opportunities submitted by individuals within their company before submission to SAP
- An ADM agrees on the type of reward and distribution within their company
- An ADM agrees to SAP informing their company individuals of their role in SAP Referral & Influencer Program.

Once SAP receives and reviews a company application, the authorized decision maker will receive an e-mail communicating the status of the application. If a company application is accepted, the ADM will receive a user ID and password allowing access to SAP Referral & Influencer Program Portal.

IDENTIFYING OPPORTUNITIES

Any time the SAP Referral & Influencer Program member is in contact with a small business or midsize company, there may be an opportunity to refer this company to SAP and earn a reward. The primary types of potential prospects include:

- Companies that express the need for a new software solution to replace their current applications
- Companies that have not yet implemented business software
- Companies that are aware that their current solution does not meet their needs
- Companies that have merged and need a unified business software system

REGISTERING OPPORTUNITIES

After discussions with a prospect and gathering information, opportunities should be registered in the SAP Referral & Influencer Program portal.

To do this, the information is entered into the "Opportunity" section in the SAP Referral & Influencer Program portal called "Create Opportunity". Please note that the ADM must approve all opportunities registered by designated company individuals before they are submitted to SAP.

SAP Referral & Influencer Program

Collaboration Type

Under the SAP Referral & Influencer Program, SAP runs two different incentive program;

(a) Referral Program and (b) Influencer Program

- Referral Opportunity – Participants bring net NEW leads or opportunities to SAP.
- Influencer Opportunity – Participants bring net NEW leads or opportunities and also plays a key role in the sales cycle (ie. by performing certain specified activities) and collaborates with SAP or SAP partner to win such opportunities.

VALIDATING AND QUALIFYING OF OPPORTUNITIES

SAP aims to review referred opportunities/ prospects within ten (10) business days. SAP will communicate the status of opportunities through the SAP Referral & Influencer Program portal and e-mail whether SAP accepts or rejects such opportunity/ prospect.

REWARD PROCESS

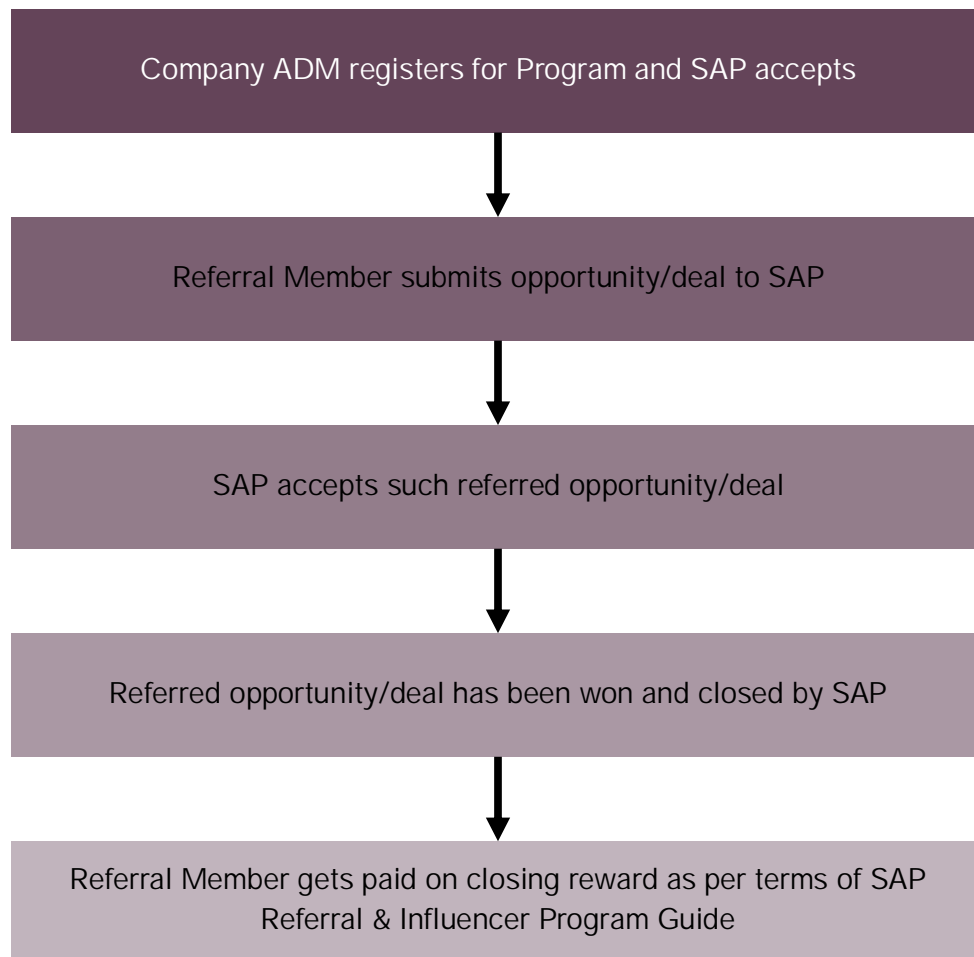
Rewards for Won and Closed Opportunities

Once the registered opportunity/ deal has been won and a license contract is signed, the Referral Program Member is eligible for a closing reward which is a percentage of SAP's net software license revenue from such opportunity/ deal.

ILLUSTRATION OF SAP APJ REFERRAL & INFLUENCER PROGRAM PROCESS

("Program")

FOR SUCCESSFUL ACCEPTED LEAD REGISTRATION



CONTACT

To learn more details about how to participate and the terms of this program, please provide your contact details www.sap.com/asia/partners/leadreferral/index.epx . Alternatively, speak with SAP local Channel Managers