

LARGE ENTERPRISES

SOLID LEADERSHIP POSITION

No one knows large enterprises like SAP. For more than 35 years, we have built a reputation for delivering business software solutions that help large organizations operate more efficiently and effectively. Today, more than 80% of FORTUNE Global 500 enterprises use SAP products.

The World's Leading Business Software Family

The flagship of our large-enterprise offerings is SAP Business Suite. This powerful family of business applications allows companies to manage their entire value chains – from internal operations to external business partnerships – more efficiently and profitably. It is the world's most complete suite of software solutions, offering customers natively integrated, industry-specific business applications, all built on a common, standards-based platform.

The cornerstone of SAP Business Suite is the SAP ERP application, a world-class, integrated enterprise resource planning (ERP) software that addresses the core business software requirements of the most demanding midsize businesses and large organizations around the world – in all industries and sectors. SAP ERP includes four individual solutions that support key functional areas: SAP ERP Financials, SAP ERP Human Capital Management, SAP ERP Operations, and SAP ERP Corporate Services.

The other components of SAP Business Suite are:

- **SAP Customer Relationship Management**
The SAP Customer Relationship Management (SAP CRM) application provides best-in-class functionality for marketing, sales, and service. In addition, SAP provides the only enterprise CRM solutions that offer the flexibility of on-premise implementation, Web-based "on-demand" CRM, and "hybrid" solutions that combine

both. As our customers' business needs evolve, they can transition from one deployment option to another at any time, avoiding data losses or interruptions to productivity.

- **SAP Product Lifecycle Management**
The SAP Product Lifecycle (SAP PLM) application provides an integrated, single source of all product-related information needed for collaborating with business partners and supporting processes – including product innovation, design and engineering, quality and maintenance management, and control of environmental issues.
- **SAP Supplier Relationship Management**
The SAP Supplier Relationship Management application (SAP SRM) helps organizations manage their all-important vendor relationships, providing strategic value through sustainable cost savings, contract compliance, and quick time-to-value.
- **SAP Supply Chain Management**
The SAP Supply Chain Management (SAP SCM) application helps organizations transform a linear supply chain into an adaptive supply chain network, in which communities of customer-centric, demand-driven companies share knowledge, intelligently adapt to changing market conditions, and proactively respond to shorter, less predictable life cycles.

Solutions for More Than 25 Industries

There is no such thing as a generic industry solution from SAP. Our solutions are currently available for more than 25 distinct industries, from aerospace and defense to wholesale distribution. Each industry solution portfolio delivers powerful, industry-specific functionality along with best practices learned through our experience with thousands of customers.

What's more, each is backed by a team of specialists who focus exclusively on that industry – and who frequently have worked in the industry prior to joining SAP. And each portfolio benefits from more than 35 years of feedback from the people who know their industries best: Our customers themselves.

The SAP Road Map for Large Enterprises

In today's competitive business environment, companies need to focus their attention and resources on the business challenges that matter most. Therefore, they want software solutions that keep core components stable, while still allowing continuous innovation. Over the past few years, SAP has responded to this growing need by adapting its release and maintenance strategy to deliver on two key objectives: Predictability, and innovation without disruption. This strategy is enabled by enterprise service-oriented architecture (enterprise SOA), which provides, through the SAP NetWeaver technology platform, new levels of flexibility for customers, and the capability for SAP to deliver new innovation to customers via enhancement packages.

This approach, unique to SAP, helps reduce the disruptive nature of software upgrades, and helps customers consume innovation while maintaining a stable, mission-critical core. SAP has also focused on providing a predictable release and maintenance road map, so customers can plan out their IT strategies looking forward several years. This road map represents a unique customer benefit, because SAP alone has stayed true to a course that it established in 2003, while our competitors have frequently changed course and fostered an environment of unpredictability. In 2008, SAP Business Suite moves to synchronized release timing, and will adopt the same strategy as SAP ERP.

World-Class Service and Support

Standing behind SAP's family of business applications is the global SAP Services organization, which helps our customers maximize their success through a combination of SAP experts, methodologies, tools, and certified partners – plus a comprehensive portfolio of service offerings. These offerings span all phases of a solution life cycle, from planning to building to running, so that customers can align their IT and business strategies, get their software up and running fast, and keep it operating at peak levels. SAP Services currently maintains a local presence in more than 50 countries, and comprises 77 training centers, six global support centers, and nine custom development centers in Europe, Asia, and the Americas. Its 6,000 service and support employees provide complete, 24/7 coverage of all industries, solutions, and life-cycle phases.

SAP Business Suite

