

# SAP APJ REFERRAL & INFLUENCER PROGRAM

## How to Guide for ADM



To extend its reach into the SME market, SAP has launched a new sales referral program that rewards those who refer new opportunities to us. Within the 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. Referred opportunities that members bring to SAP will be rewarded when the opportunities are accepted and when the opportunity is won and closed.

## How to Register Your Company for the SAP Referral & Influencer Program

### Step 1: Access Registration Form

Step 1a: Use the link Country Sites at [www.sap.com](http://www.sap.com) to access the area specific to your country

The screenshot shows the SAP Singapore website. The top navigation bar is yellow and contains the SAP logo, the word "SINGAPORE", and a menu with "Home", "Country Sites" (highlighted with a red box), "Log In", "Create New Profile", and "Contact SAP". Below the navigation bar is a search bar with a "Search" button. The main content area is divided into four columns: "INDUSTRIES" (with a link to "View our solutions for your industry"), "SAP SOLUTIONS" (with links to "Learn more about SAP solutions" and "Small and midsize companies"), "SAP SERVICES" (with a link to "Explore SAP Services"), and "ABOUT SAP" (with a link to "Learn more about SAP"). A large image of a man in a suit is on the right side. At the bottom, there is a teal banner for "THE SOFTWARE SOLUTION FOR SMALL BUSINESSES: SAP BUSINESS ONE" with a link to "Visit Small Business Solutions Now!". The footer contains links for "Partners", "Investors", "Careers", "Communities", "Contact SAP", "Copyright/Trademark", "Privacy", "Impressum", "Using SAP.com", "Text-Only View", "Print View", "Questions or comments about the Web site?", and "Contact the webmaster@sap.com".

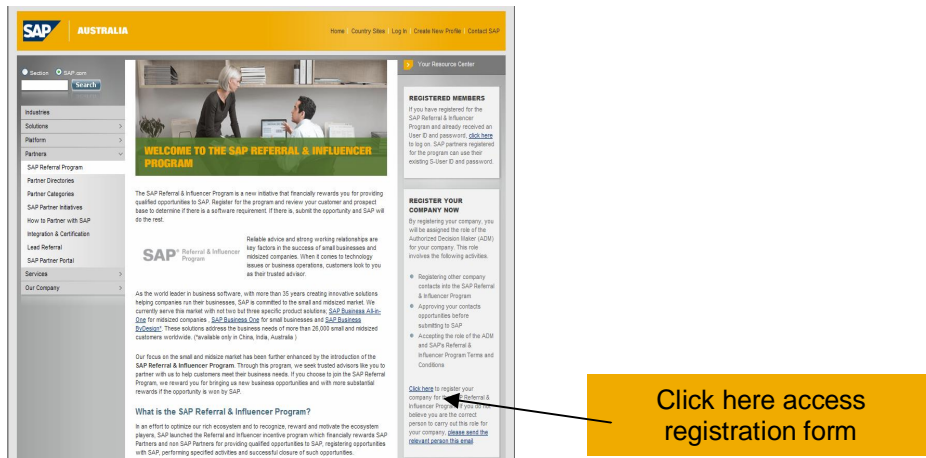
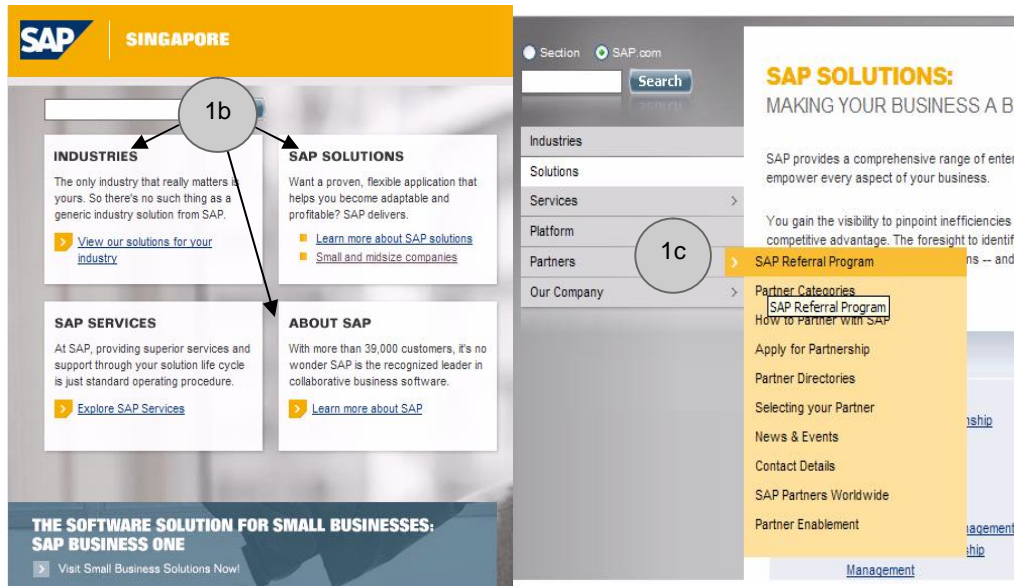
Step 1b: To access “SAP Referral Program”, click either

“SAP Solutions” tab OR “Industries“ tab OR “About SAP” tab

Step 1c: Now click on the link to the “SAP Referral Program” that is provided under the “Partners”.

Here you will find information about the “SAP Referral Program” as well as a link to the registration form.

Step 1d: Click this link to access the registration form



Members of the SAP Referral Program have to fulfill the following requirements:

- Companies can only register once as a legal entity per country.
- All e-mail addresses used for the program must be company e-mail addresses & not from free email-account such as hotmail, yahoo, gmail, msn, etc.
- Must have a valid company business address for the country in which they are registered.
- Must have a valid company business registration license number or VAT ID number or (or equivalent in other countries) 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).

## Step 2: Complete and Submit the Registration Form

After you click the link, you will be brought to the following screen :

The registration form is organized in the following areas on separate tabs:

You need to enter **Company Information** to identify your organization.

Enter your personal details in **Contact Information** section. The data you enter here will be used to identify yourself in the SAP Referral program and for communication with SAP.

Complete the registration form for **Company Information & Contact Information**.

Only after filling in all mandatory entries, you will be able to move on to the next tab of the registration form.

A red asterisk (\*) in the top right corner of the field description indicates mandatory data.

Use the drop-down list to select a pre-defined entry from the list where available.

Help tips	Company Information
Country	Please select the country your business is located from the list.
State/ Country	Click on the field to open the list of states and counties in your country and select the applicable entry.
Tax Type/ Number	Next enter your company business license number or VAT ID (where applicable) to prove your status as a business entity.
Company's Industry	Please choose which industry is the closest match (if you service more than one industry, please pick the industry that is your primary business).
SAP Relationship	If you are an SAP partner, please choose "Existing SAP Partner" from the drop-down list. Otherwise please choose "Non-SAP Partner".
If you are not an SAP partner, who is your main partner?	This question will only appear, if you choose "Non-SAP Partner" at the previous question. Please choose your main partner from the list below – if you do not have a primary partner – please choose "Other".
SAP Customer	If you are an SAP customer, please choose "Yes" from the dropdown list, otherwise please choose "No".
Customer ID	This question will only appear, if you choose "Yes" at the previous question. Please enter your SAP Customer ID, if known.

Help tips	Contact Information
Title	Please select your title from the drop-down list.
First Name, Last Name	Please enter your first and last name (surname).
Email Address	Please specify your company E-mail address as this will be used for all electronic communication.
Business Phone Business Fax	Please provide your business phone and fax number (if available)
Function	Please select from the drop-down list the entry that best describes the function you carry out within your organization.
Function Description	Please enter an additional description of

**Step 2: (continue) Complete and Submit the Registration Form**

Next, go to **Terms & Conditions Tab**.

In this section you must accept the **“Terms & Conditions”** of the SAP Referral & Influencer before you can submit the registration form to SAP. You can access the [Terms & Conditions](#) online via the link provided, as shown below.

You need to read the Terms & Conditions. Note that by registering your company, you personally will be assigned the role of the Authorized Decision Maker (ADM). The role of an ADM encompasses the following responsibilities:

- An ADM is empowered to take decisions on behalf of the company
- An ADM is a nominated representative that will be the key contact for SAP for the Referral & Influencer Program

If you agree to the terms of participation, you need to accept online by ticking the corresponding checkbox

- The role of the Authorized Decision Maker (ADM) for your company
- The SAP Referral & Influencer Program Terms & Conditions as The Authorized Decision Maker (ADM) in your organization

The screenshot shows the SAP Referral Program registration interface. At the top left is the SAP logo and 'Referral Program'. At the top right is the text 'Welcome to the SAP Referral Program'. Below this is a progress bar with four steps: 1. Company Information, 2. Contact Information, 3. Terms & Conditions (highlighted in yellow), and 4. Summary. Below the progress bar are four tabs: Company Information, Contact Information, Terms & Conditions (active), and Summary. The main content area contains the following text:

To participate in the SAP Referral & Influencer Program you must agree to the following declarations and confirm your acceptance of the program [Terms & Conditions](#)

By registering your company, you will be assigned the role of the Authorized Decision Maker (ADM) for your company. This role involves the following activities;

- Accepting SAP's Referral & Influencer Programs Terms and conditions
- Registering other company colleagues into the SAP Referral & Influencer Program

I accept the role of Authorised Decision Maker (ADM) for my company \*

I accept the SAP Referral & Influencer Program [Terms & Conditions](#) as the **Authorized Decision Maker (ADM)** of my Company \*

Further details of the SAP Referral Program can be found [here](#)

\* Indicates a required field

To continue your registration, please go to the "Summary" tab

**Step 2: (continue) Complete and Submit the Registration Form**

Next, go to **Summary Tab** where you can review all details you entered. Check that all details are correctly entered. Any changes, click < Back Button

**SAP® Referral Program** Welcome to the SAP Referral Program

1 Company Information    2 Contact Information    3 Terms & Conditions    **4 Summary**

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**Company Information**

Company Name	Test GN HK 413 17Mar
Street	hk street
City	hk
Country	Hong Kong
Company's Industry	Aerospace & Defense
SAP Relationship	Non-SAP Partner
SAP Customer	Non-SAP Customer

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**Contact Information**

Title	Ms.
First Name	hong
Last Name	kong
Email Address	g.ng@sap.com
Business Phone	+852 12345678
Function	Managing Director

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**Terms & Conditions**

I accept the role of Authorised Decision Maker (ADM) for my company	Yes
I accept the SAP Referral & Influencer Program	Yes

Finally, click **Submit** at the bottom of the registration form. If your submission is successfully, a pop window showing and an acknowledgement email being send to your mailbox



From: PRM@SAP.COM  
 To: Ng, Grace  
 Cc:  
 Subject: Your Membership for the SAP Referral Program

Dear hong kong,

Thank you for your company application to the SAP Referral Program. We will review your application and respond to you as soon as possible.

Sincerely,  
 SAP Referral Program Team  
 SAP Hong Kong

Sitz der Gesellschaft/Registered Office: Walldorf, Germany  
 Vorstand/SAP Executive Board: Henning Kagermann (Sprecher/CEO), Léo Apotheker (stellvertretender Sprecher/Deputy CEO), Werner Brandt, Claus Heinrich, Gerhard Oswald, Peter Zencke  
 Vorsitzender des Aufsichtsrats/Chairperson of the SAP Supervisory Board: Hasso Plattner  
 Registergericht/Commercial Register Mannheim No HRB 350269

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## Review of your registration

Your registration will be forwarded to the SAP Referral Program Team Staff who will review your registration and confirm all required data entries in the SAP internal administration systems.

Upon completion of this review and depending on the result, you will receive corresponding E-mail notifications.

### Accepted as Referral Program Member

As soon as your organization is accepted as member of the SAP Referral & Influencer Program, you will receive corresponding e-mail notifications, login S-user ID and password.

Note that all e-mails will be directed to the contact specified in the registration form. Therefore ensure that the e-mail address you enter is correct and up-to-date.

-----Original Message-----  
 From: PRM@SAP.COM [mailto:PRM@SAP.COM]  
 Sent: Wednesday, March 19, 2008 7:38 PM  
 To: Lim, June  
 Subject: SAP Portal Password Notification  
 Importance: High

An SAP Portal Password has been created for you

Dear Ms. Test,  
 Below you find your password to be used together with your SAP Portal User ID that was sent to you earlier via E-mail from SAP.

OH4AV5HR

Use the URL that was sent to you in our Welcome mail to log on to your SAP Portal using this password.

We strongly recommend changing your password immediately to ensure secure access. You will find a link to change your password in your SAP Portal. The following rules apply to the definition of passwords:

- Enter the password provided to you once
- Then enter your new password twice
- The password can only be changed once per day
- The length of the password should be between 4 and 8 characters
- When changing your password in the future, a new password always has to be different from the last 5 passwords you used.

Following this, you should also install SAP Passport. This single sign-on application will give you seamless access to all relevant applications with just one unique logon.

Sincerely,  
 Your SAP Team

-----Original Message-----  
 From: PRM@SAP.COM [mailto:PRM@SAP.COM]  
 Sent: Wednesday, March 19, 2008 7:38 PM  
 To: Lim, June  
 Subject: SAP Portal User ID Notification  
 Importance: High

An SAP Portal User ID has been created for You

Dear Ms. Test,  
 As announced in our Welcome mail, an SAP Portal User ID has been created for you to access your SAP Portal. Here you will find important information about the SAP solutions and business applications to manage processes relating to your company's partnership with SAP.

The following user ID has been generated for you:

S0004998034

The password will be sent separately to you via e-mail.

Use the URL that was sent to you in our Welcome mail to log on to your SAP Portal using this Portal User ID.

Sincerely,  
 Your SAP Team

### Rejected as Referral Program Member

In case your application could not be accepted you will be informed about the reasons for the rejection.

This message was sent with High importance.

From: PRM@SAP.COM  
 To: Ng, Grace  
 Cc:  
 Subject: (rejected) Your Membership for the SAP Referral Program

Dear hong kong,

Thank you for your recent application to the SAP Referral Program. While your business profile is interesting, however it currently is not in line with SAP's current channel strategy. We would like to thank you for your interest in partnering with SAP. We wish you success in your future business ventures.

Sincerely,  
 SAP Referral Program Team  
 SAP Hong Kong

**How to register an opportunity**

You need to access the SAP Referral Program Portal in order to register an opportunity. As soon as your organization is accepted as member of the SAP Referral & Influencer Program, you will receive corresponding e-mail notifications, login S-user ID and password.

For detailed explanation on how to register an opportunity, see the relevant how-to guide - "How to logon to referral portal & register an opportunity".

**Thank you for participating in the SAP APJ Referral & Influencer Program.**

**For any further enquiries regarding this program, please email [APA\\_Influencer\\_Program@sap.com](mailto:APA_Influencer_Program@sap.com)**