

Innovation Starts Now

SAP And Academia Creating Educational Opportunities And Supporting Innovative Thinking

March 2012





Vision

Help the world run better and improve people's lives

Mission

Make every customer a best-run business

By 2015

€20 billion in total revenue
35% operating margin
1 billion people

SAP Today

54,000+

SAP employees worldwide

120

countries

25

industries

37

languages

75

country offices


1,200+

services partners worldwide

1,200

academic partners worldwide






Our customers
fly more than
1.1 billion
of the world's passengers.




Our customers represent
95% of the companies
on the Dow Jones
Sustainability Index.



Our customers
produce more than
72% of the world's
beer.

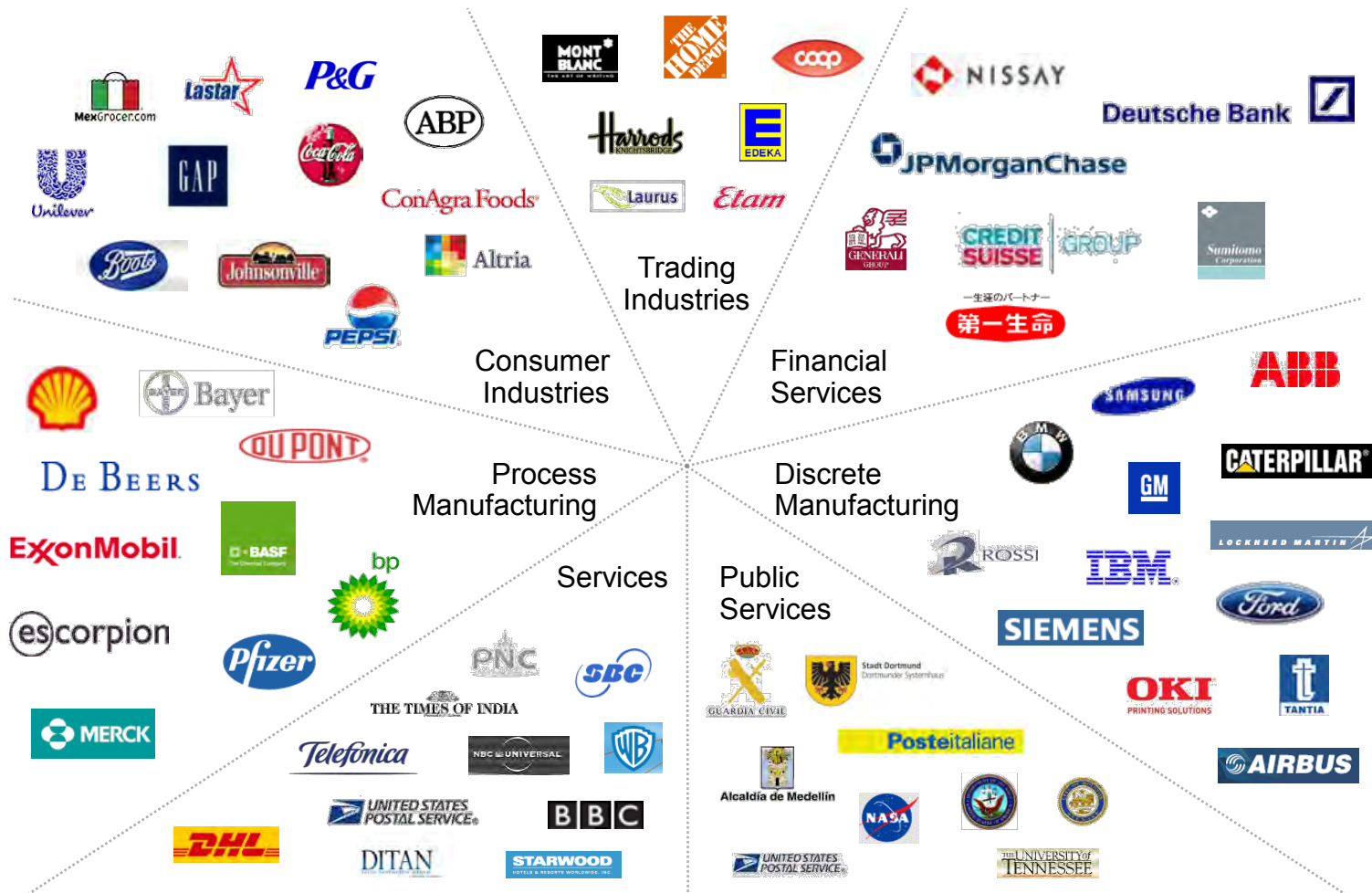


Our customers
produce more than
70% of the world's
chocolate.

A close-up photograph of the front left corner of a bright red car. The image shows the headlight assembly, the front fender, and a black tire with a prominent tread pattern. The car's body is highly reflective, showing highlights from the lighting. A semi-transparent white text box is overlaid on the lower-left portion of the image.

Our customers
manufacture more than
77,000 automobiles
per day.

Leading Companies Trust Our Industry Expertise



What Do Our Customers Want?



Instant use and instant value everywhere

Business consumers expect instant access to information as well as out-of-the-box business value without need for massive customization



Lower total IT cost

CIOs expect SAP to lower the cost of their IT investments as well as reduce complexity



Beautiful product experience

Business consumers expect the same usability for enterprise apps that they are used to from consumer apps

“The ultimate customer is the business consumer.”

Convergence Of Four Key Technology Trends Disrupting Traditional Stacks



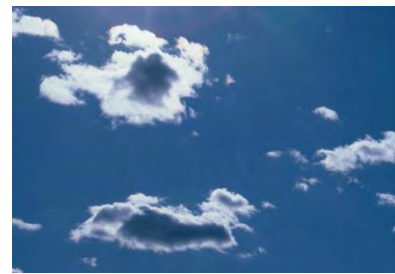
Connectivity

- Smartphones outsell PCs
- By 2013, more than 15 billion devices will be connected to the Internet using a mobile device



Big Data

- Data volume doubles every 18 months, with 85% of that data contained in business domains



Cloud

- 80% of new software offerings were available as cloud services in 2011



Social Media

- More than 1 billion people access social networks
- Facebook overtakes Google as the most visited Web site

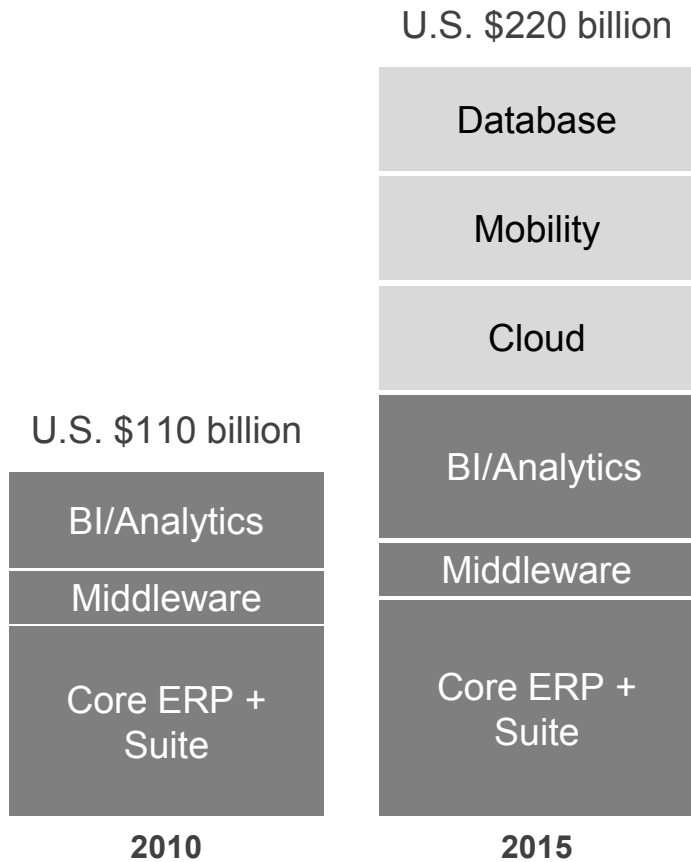
Consumerization of IT

* See Sources slide

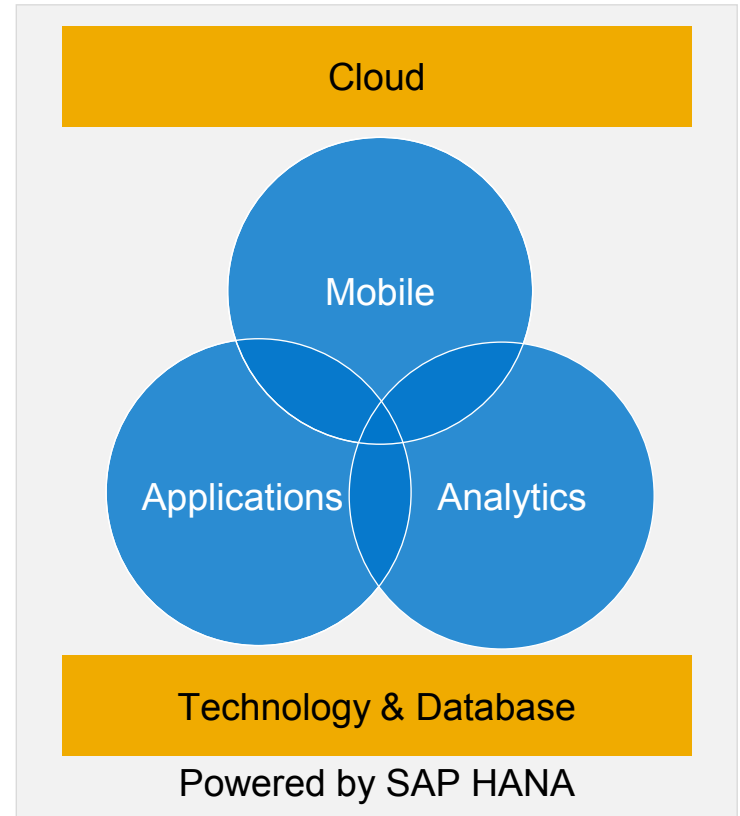
SAP's Strategy

Winning in the Markets we play in

SAP's Addressable Market



SAP's Five Markets



● Traditional market ● New market

Winning In The Five Markets

Market Leader in Applications, Analytics, and Mobile

Product Examples

SAP Business ByDesign, LoB on-demand solutions

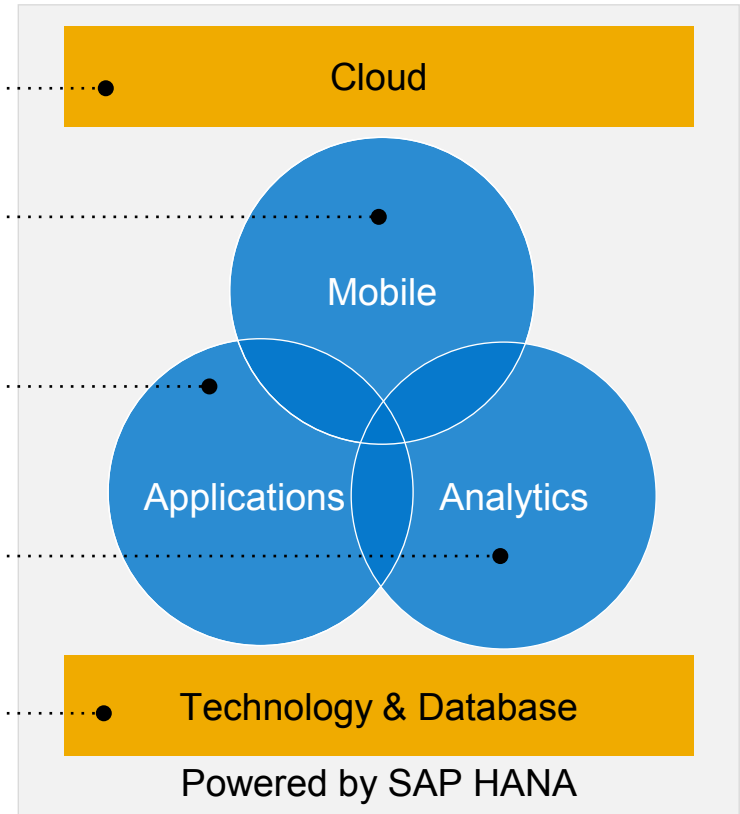
#1 Sybase Unwired Platform, Afaria, standalone mobile apps

#1 SAP Business Suite, SAP Business One

#1 SAP BusinessObjects BI, SAP EPM

SAP HANA database, SAP Sybase ASE, SAP Sybase IQ, SAP NetWeaver

SAP's Five Markets



→ We aim for leadership in the cloud and database markets

→ SAP HANA changes the way customers do business in all five markets

SAP And Academia – A Lengthy and Fruitful Cooperation....

“

If we want to maintain the level we enjoy today we have to accelerate the speed of innovations (...) as long as we can stay on top, we might be a serious member of this global economy, and a prerequisite for this is education.”

Hasso Plattner

Co-founder and Chairman of the Board, SAP AG
Founder of the Hasso Plattner Institute (HPI) in Potsdam, Germany



Since its foundation in 1972 SAP has always worked in close cooperation with Academia

The SAP University Alliances program was launched in Germany in 1988 and rolled out worldwide supporting a global community of professors, institutions and students

SAP And Academia – Creating Educational Opportunities And Supporting Innovative Thinking

Education and Corporate Social Responsibility

Give opportunities to young people and enable social and economical growth

Innovation at SAP

Encourage SAP employees to do "out-of-the-box-thinking" in close connection with latest research provided by partner universities

Receive unbiased feedback on existing products

Open up feedback channels for students who are educated on SAP products and attract “digital natives”

Attract the best talent

For SAP, our customers and the ecosystem by internships and dedicated recruiting activities to enable growth

Educational Opportunities and Innovative Thinking

What is the **SAP UA program**

Mission

The University Alliances program provides access to SAP's world leading business software to enhance the academic and professional outcomes for university students and professors

SAP University Alliances (UA)

Advances SAP's influence and value with over 1,200 strategic institutions of higher education around the world to accelerate the number of graduates with SAP skills and influence future decision makers and corporate leaders

Enables faculty to use SAP solutions in education to enhance students learning in business and technology

Contribute to SAP skills workforce development to grow SAP's own business, the SAP ecosystem and support society's educational goals and economic growth

Stands as the cornerstone of SAP's social responsibility engagement with higher education worldwide

SAP University Alliances is a strategic component of SAP Corporate Social Responsibility strategy

The SAP University Alliances Program – Value Proposition



SAP University Alliances enhances the academic and professional outcomes at over **1.200 University Alliances member institutions** globally providing

- **Donated SAP software licensing** for teaching and other academic purposes
- A technologically advanced, **peer hosting software and support platform model** – not-for-profit University Competence Centers and Academic Competence Centers
- An in-depth **portfolio of courses** spanning SAP Business Suite, SAP Business ByDesign, SAP NetWeaver, and SAP BusinessObjects software, plus new offerings adopting SAP's recent product innovations
- Thousands of students with the designation **Certified Business Associate with SAP ERP**
- Faculty development **workshops**
- Academic collaboration/exchange **events**
- Full **University Alliances Community access** on the **SAP Community Network** Jive Software Platform (SBS 5.0) thousands of SAP-skilled graduates to our customers' hiring managers

The SAP University Alliances Purpose... To make institution members RUN BETTER...



New solutions and curricula offering

- **SAP Business ByDesign** – making it easier and simpler for students to understand integrated business application processes and new technologies
- **Business Objects** – offering free software download of Crystal reports and Dashboard Design and organizing dashboard competitions in different locations
- **Mobility** - bringing business scenarios mobile as part of the curriculum
- **HANA** - bringing the power and innovation of In-Memory data bases as part of the curriculum

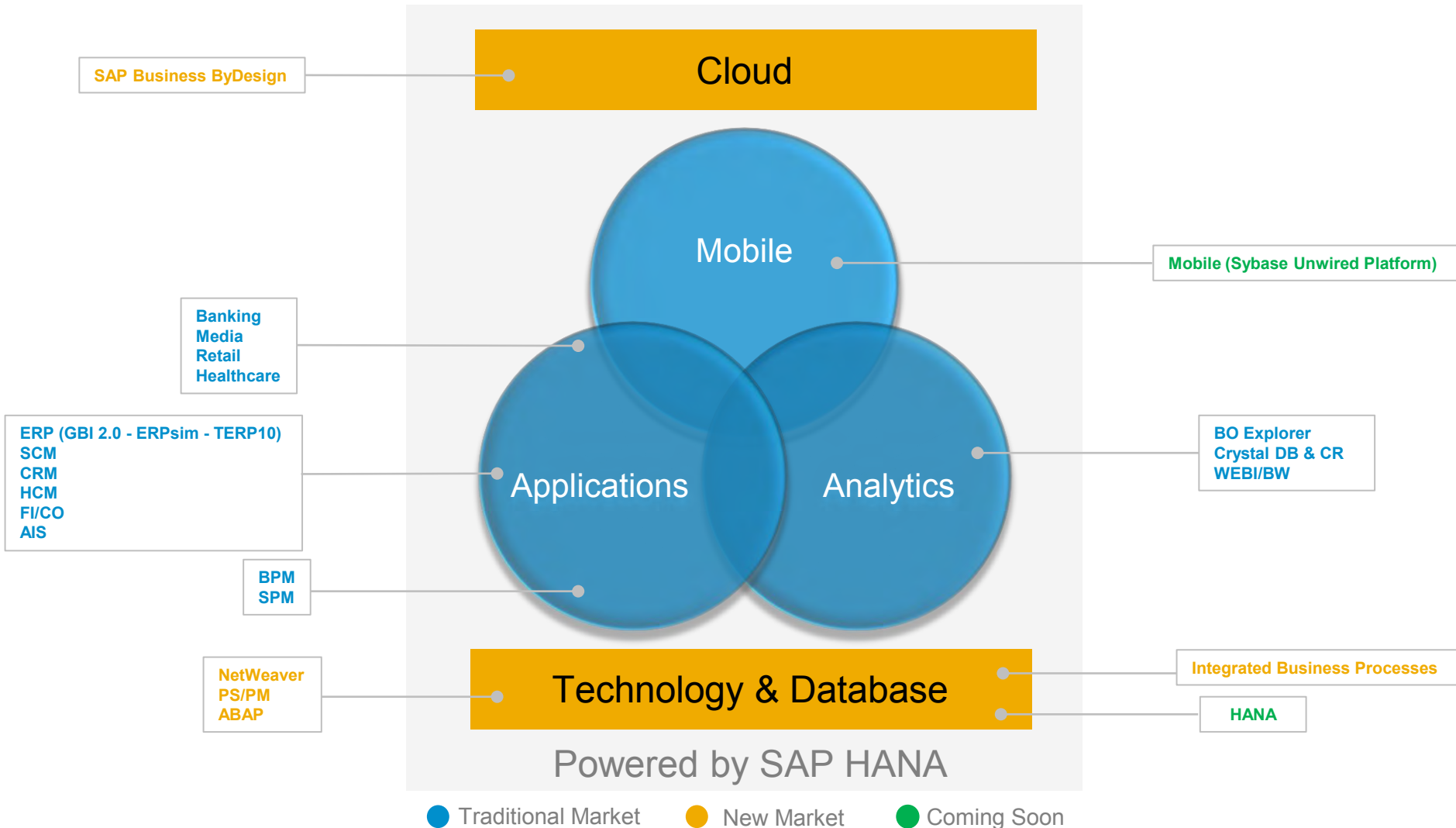
New ways of engaging with students

Business opportunities

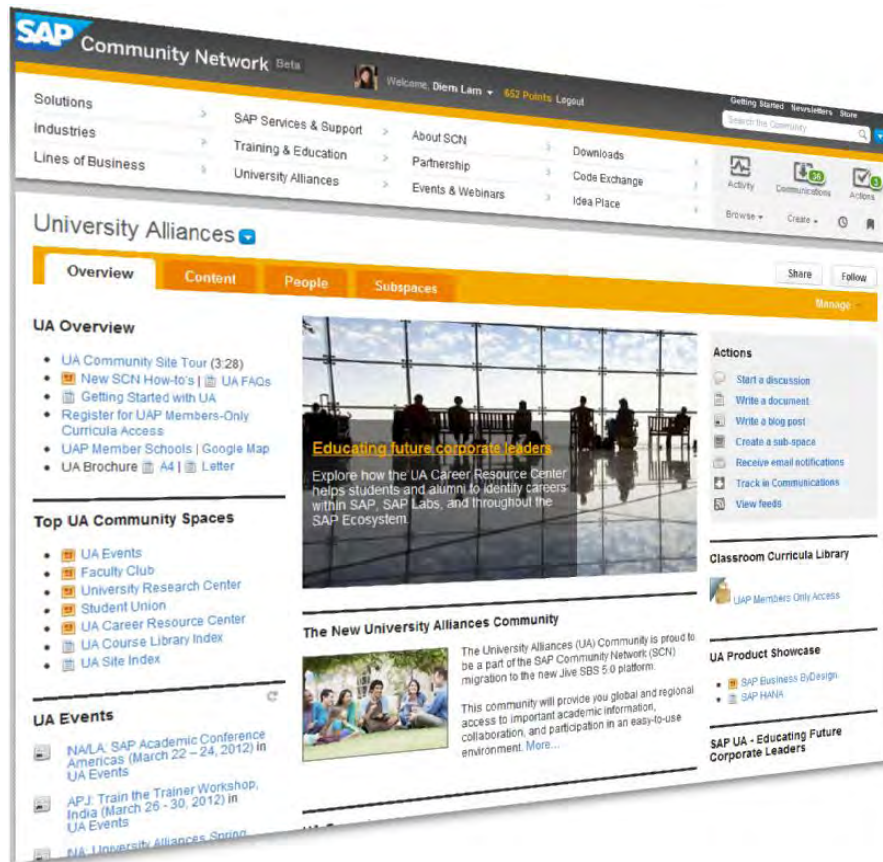
- SAP and Ecosystem (customers and partners) looking for the right talent to enable growth and give our students better opportunities in the job market

A joint effort between all UA Community members

SAP University Alliances Covering SAP's Five Markets



SAP University Alliances Community Educating Future Corporate Leaders



www.uac.sap.com

- Over 334,000 registered users (out of 2,500,000 total SCN members) connected to the UAC as of March 2012
- First on-line global academic networking community in the industry
- Rich repository of open academic content for all UAC registrants
- Private collaboration space for University Alliances program members
- Sustainable collaborative engagement model for expanding the SAP ecosystem to prospects and non-members
- Job board connects SAP and SAP Ecosystem customers and partners with students
- Social media integration with Facebook, Twitter, LinkedIn, XING

KEY TAKE-AWAYS...

Innovation is key for economic and social growth in a global environment

Innovation is key to SAP success and growth. It provides a strategic value proposition to our customers

Education is a prerequisite for innovation

Collaboration with Academia is strategic for SAP

- **As a source of innovation bridging the gap between education and industry**
- **As a source of talent to enable SAP and ecosystem growth**
- **As a source of feedback on our products**
- **As a pillar of SAP's Corporate Social Responsibility strategy**



Over 334,000 Registered Users
and 50,000 Newsletter Recipients

New University Alliances Community Contacts. Collaboration. Curriculum. Careers.

Explore it today
www.uac.sap.com

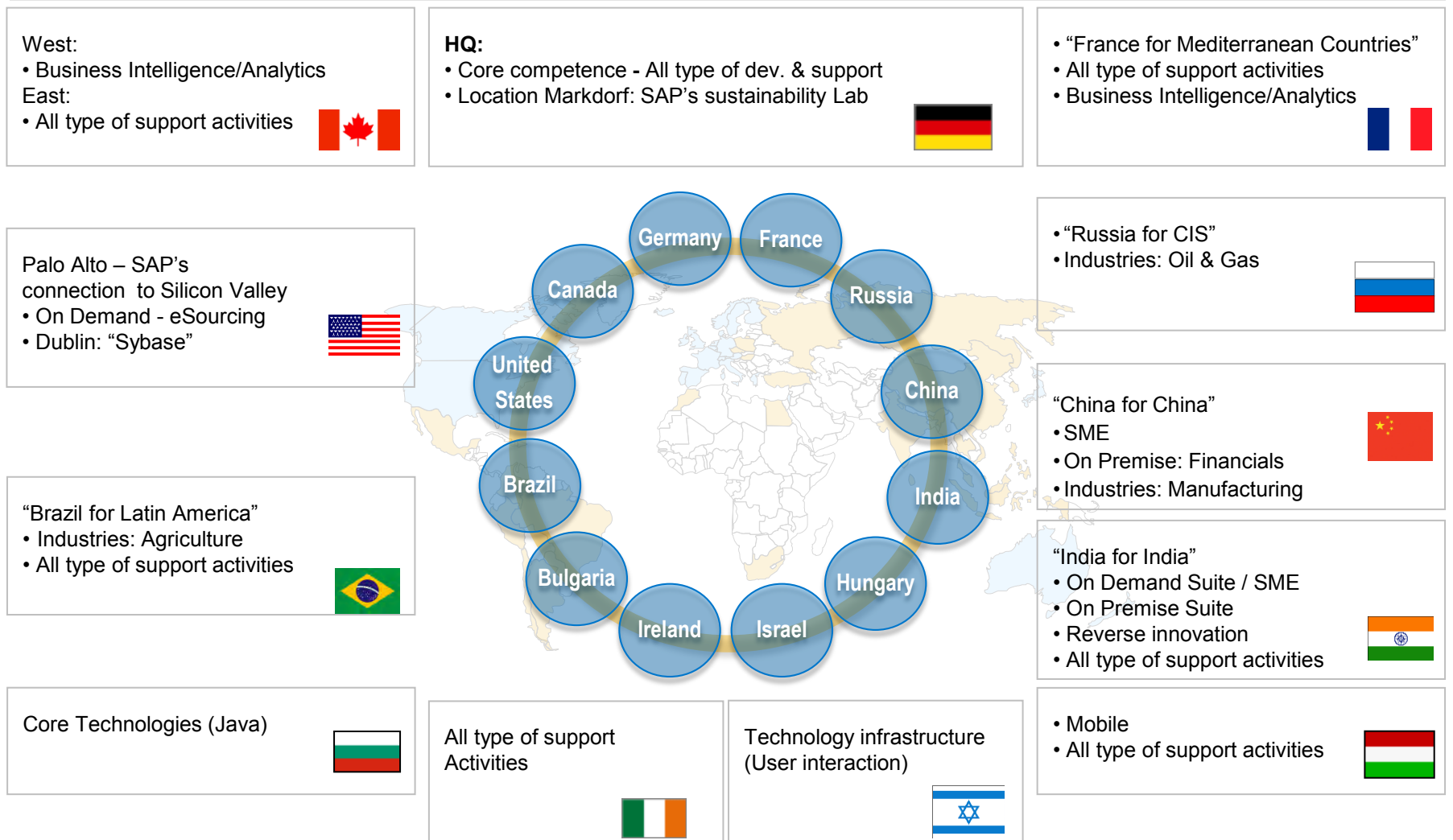
SAP[®]

SAP University
Alliances

**THE BEST
RUN BETTER
WITH
SAP**



SAP Global Labs Network



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