

Welcome Prospective Members!

Did you know that SAP Customers...

Produce 86% of the World's Athletic Footwear



SAP Academic Conference Americas 2012

University Alliances Introduction for Prospective Members

John Baxter, University Alliances Program Manager
March 2012

The SAP logo is a blue triangle pointing to the right with the letters 'SAP' in white.The SAP University Alliances logo features the letters 'SAP' in a large, bold, orange font, followed by the words 'University Alliances' in a smaller, black, sans-serif font.

Agenda

University Alliances Introduction

- Overview of SAP
- SAP University Alliances Program in North America
- Curriculum and Training
- Membership Process in North America
- Next Steps
- Q&A

Break

- meet “Faculty Coordinators”
- SAP GUI support for your laptop

Overview of the University Alliances Community

SAP ERP Navigation Hands-on Exercise

Overview of SAP: Customers, Strategy, Solutions



SAP – the Global Leader in Business Software



With SAP, organizations reduce costs, drive growth, and improve the customer experience

- Bring critical information onto a single, integrated software platform
- Run standard, back-end processes using best practices for their industry
- Configure their unique processes to execute a differentiated strategy

Global leadership

- \$18.8 Billion annual revenue
- 55,000 employees
- 176,000 companies run SAP
- 63% of the world's transaction revenue touches an SAP system

Since SAP is the most widely adopted business software, students have the greatest chance to improve their career opportunities by gaining hands-on experience with SAP in their course work.

40 Years of Industry Expertise



SAP University Alliances

2012 STRATEGY

FIVE MARKETS



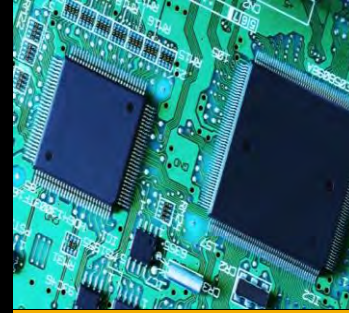
APPLICATIONS



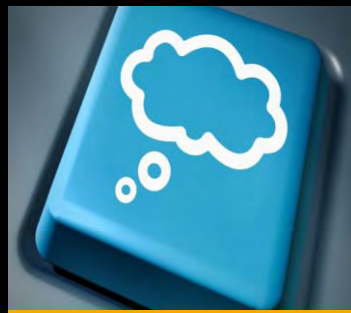
ANALYTICS



MOBILE



TECHNOLOGY
& DATABASE



CLOUD




HANA

SERVICES

SAP University Alliances Program in North America



SAP University Alliances Program - By The Numbers

<p>SAP University Alliances Members</p>			
	<p>Schools</p>	<p>Students</p>	<p>Professors</p>
<p>Worldwide</p>	<p>1,194</p>	<p>217,747</p>	<p>6,141</p>
<p>North America</p>	<p>220</p>	<p>110,048</p>	<p>1,343</p>

Note: figures as of March 2012

SAP University Alliances Program - Key Components



Software licensing for teaching and other academic purposes.

A **peer hosted software and support platform model** at not-for-profit University Competence Centers for a nominal fee.

A portfolio of **curriculum materials** and aids.

Knowledge transfer via faculty **workshops** focusing on best practices in teaching with SAP software and curricula.

Academic collaboration and exchange **events**.

Full **University Alliances Community portal access** (www.uac.sap.com) for students & professors with significant content, forums and job board.

Membership in the Americas' SAP Users' Group (**ASUG**) University Connection program.

Opportunity for **associate level certification**.

Undergraduate **scholarship** program.

Value Proposition For Universities and Faculty

Free access to world class enterprise software

- teach ERP, analytics, and development on the platform of choice for the world's leading organizations

Low cost peer hosting

- benefit from knowledgeable technical support with no systems administration overhead

Free curriculum developed by faculty for faculty

- bring hands-on experience into the classroom to enhance students' understanding of ERP, analytics and web & mobile application development
- integrate instructional silos through integrated business cases and datasets

Free workshops

- learn best practices for teaching with SAP
- stay on leading edge of enterprise technology with shortened learning curve

Free membership in ASUG

- build strong corporate relationships
- offer students competitive advantage in the job market through expanded internships and career recruiting at SAP customers, partners, and SAP

Example SAP University Alliances Members



- California State University, Chico
- University of Wisconsin-Milwaukee
- Grand Valley State University
- HEC Montreal
- Indiana University-Bloomington
- Saint Joseph's University
- University of Arkansas
- University of Southern California
- Widener University

SAP supports and encourages academic freedom – faculty use the software where and how it makes sense for them!

Students' Business Process and SAP Skill Set

Employers indicate new hires from a University Alliances member schools are:

- Process thinkers
- Information literate
- Collaborative / know how to work in teams

Students are able to:

- Blend IT with business specialties such as accounting, production planning, marketing and supply chain
- Understand business process integration and how their area of specialization impacts the rest of the business

Students at some programs additionally know:

- ERP configuration
- Development on the SAP NetWeaver platform

Benefits For SAP Customers

Access to SAP literate graduates

- Ready for advanced, company specific training – reduced training costs
- They like working with SAP - reduced turnover
- Fresh ideas on using SAP solutions - drive value

Partnering opportunities with colleges & universities

- Influence curricula and programs by participating in Advisory Boards

Long term solution to hiring needs in IT

- “Grow your Own” by starting out with graduates with both business and IT skill set



Curriculum and Training



Curriculum for Business and Computer Science Faculty

SAP Community Network Beta

Welcome, John Baxter | 12 Points Logout

Solutions > SAP Services & Support > About SCN > Downloads >
Industries > Training & Education > Partnership > Code Exchange >
Lines of Business > University Alliances > Events & Webinars > Idea Place >

Activity | Communications | Actions

Browse | Create

University Alliances

Share | Follow

Overview | Content | People | Subspaces

UA Overview

- UA Community Site Tour (3:28)
- New SCN How-to's | UA FAQs
- Getting Started with UA
- Register for UAP Members-Only Curricula Access
- UAP Member Schools | Google Map
- UA Brochure | A4 | Letter

Top UA Community Spaces

- UA Events
- Faculty Club
- University Research Center
- Student Union
- UA Career Resource Center**
- UA Course Library Index
- UA Site Index

UA Events

NAILA: SAP Academic Conference Americas (March 22 – 24, 2012) in

Educating future corporate leaders

Explore how the UA Career Resource Center helps students and alumni to identify careers within SAP, SAP Labs, and throughout the SAP Ecosystem.

The New University Alliances Community

The University Alliances (UA) Community is proud to be a part of the SAP Community Network (SCN) migration to the new Jive SBS 5.0 platform.

This community will provide you global and regional access to important academic information, collaboration, and participation in an easy-to-use

Actions

- Start a discussion
- Write a document
- Write a blog post
- Receive email notifications
- Track in Communications
- View feeds

Classroom Curricula Library

UAP Members Only Access

UA Product Showcase

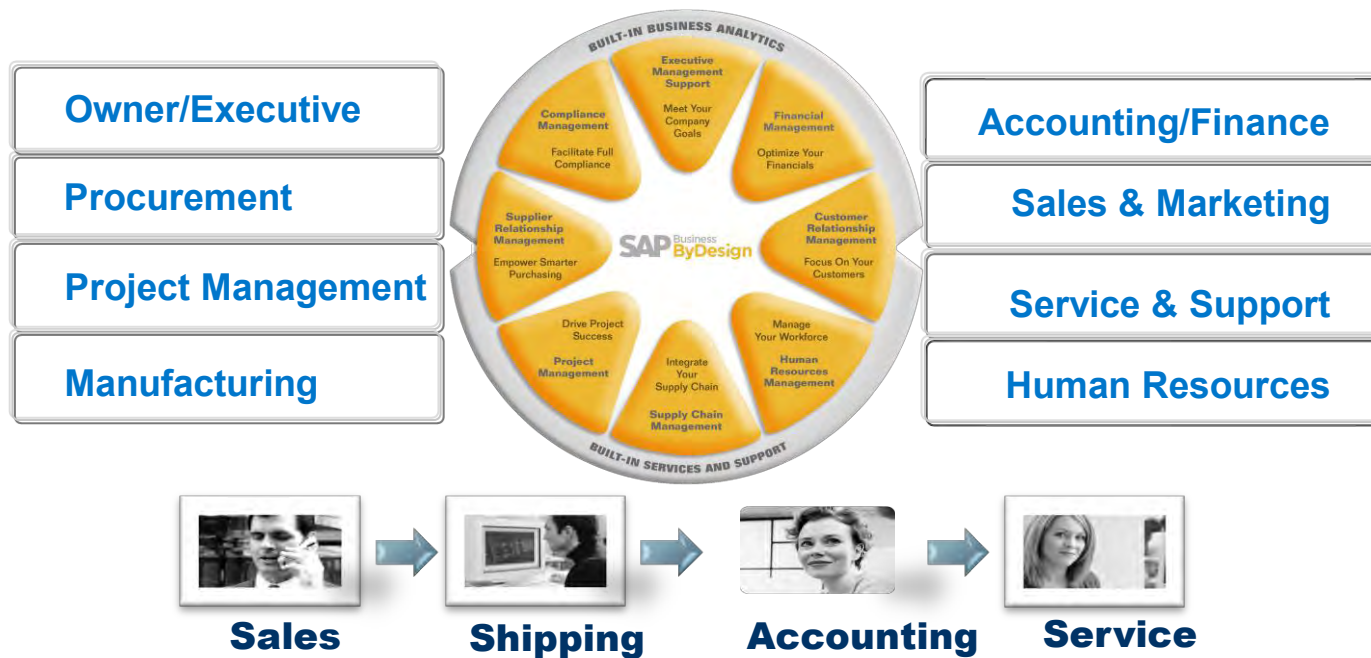
- SAP Business ByDesign
- SAP HANA

Course library at University Alliances Community www.uac.sap.com

SAP Business ByDesign

Give students their first positive experience with an ERP system for small and medium businesses.

- Intuitive interface
- Mobile enabled
- Built-in analytics
- eLearnings
- Certification program being introduced through University Alliances



Sybase® Unwired Platform and SAP HANA®

Sybase Unwired Platform (Mobile)

- Develop once
- Multi-device compatible
- Application development
- <http://www.sybase.com/products/mobileenterprise/sybaseunwiredplatform>



SAP HANA

In memory database management system

- Super fast analytics
- Up to 3600 times faster than traditional disk-based systems
- <http://www.sap.com/hana/index.epx>



Faculty Training - Summer Workshops Planned for 2012

Chico, California: June 4-7

- Introduction to **SAP University Alliances** and **SAP ERP**
- **Analytics**
- **SAP ERP Configuration using Global Bike, Inc.**

Montreal, Quebec: June 18-21

- **ERP Simulation Game Level 1 training**
- **ERP Simulation Game Level 2 training**
- **SAP NetWeaver**

Milwaukee, Wisconsin: July 9-12

- Introduction to **SAP University Alliances** and **SAP ERP**
- Introduction to **SAP Business ByDesign**
- Introduction to **Sybase Unwired Platform**

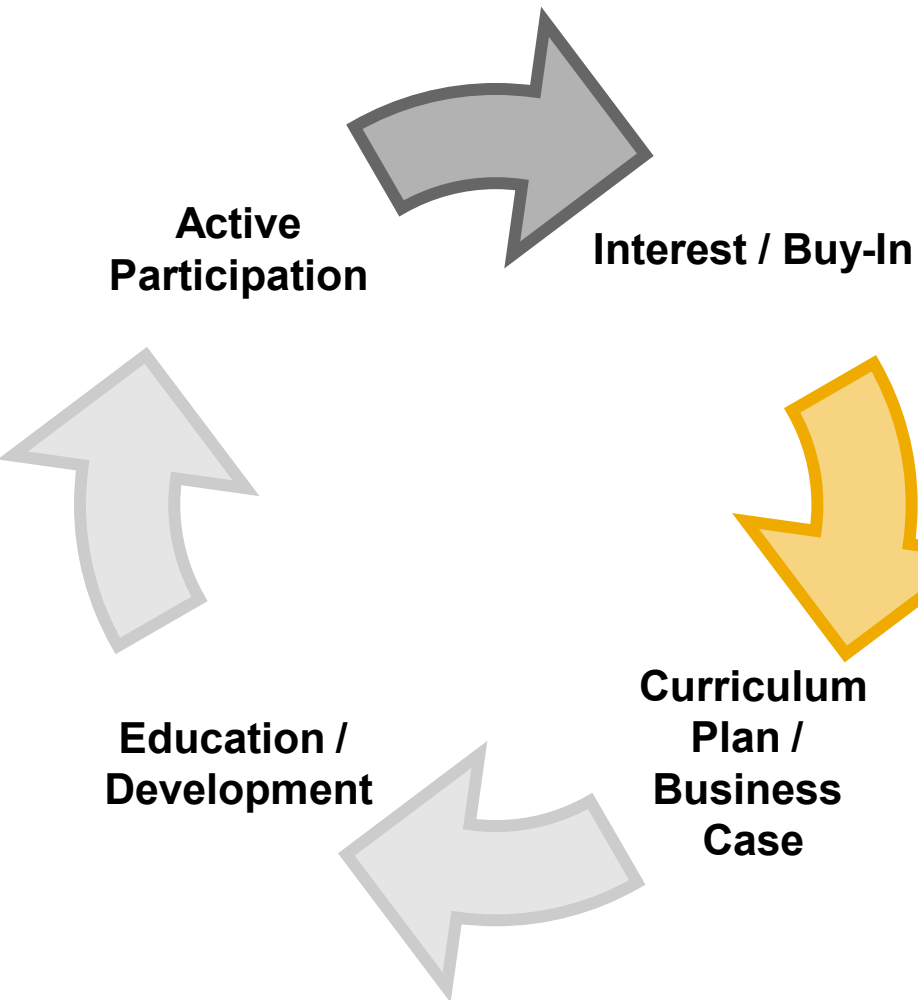
Registration opens after the Academic Conference.

Check back on www.uac.sap.com

Membership Process in North America



From Interest to Active Member



Interest / Buy-in

- Top down support of administration
- Bottom up commitment from 3-5 faculty (some tenured, some adjunct OK); cross dept. team
- Advisory board / business community

Curriculum Plan / Business Case

- Goals / objectives
- Faculty / administration / industry support
- Short / long term curriculum intent
- Systematic approach
- License agreement with SAP and services agreement with UCC

Education / Development

- Attend faculty workshops / Academic Conference
- Evaluate curriculum materials
- Begin integrating ERP and analytics into courses

Active Participation

- Use software in courses
- Feedback loop with core faculty team
- Close working relationship with SAP ecosystem for jobs & internships, advisory boards

Develop Curriculum Plan

A simple document used to accomplish 2 goals:

Determine scope of SAP software license

Determine presence of Critical Success Factors

Answer 5 questions:

What program(s) do you want to use the software in and how do they fit within the department, college, university, etc.?

What are the specific courses you have in mind as a starting place and then maybe longer term (although this is harder to pin down) -- just want to see your vision.

Who are the faculty who want to get involved and what is their relationship to the university? (discipline, tenured vs adjunct, rank, etc.)

What are the funding sources for this? (Realistically you'll need \$8K per year plus some travel money to be an active, trained member of the community)

What is your link back to the SAP customer/partner base? (Where will the students get jobs? Who is on your industry advisory board, etc.?)

The process can assure faculty buy-in

Costs

■ **Hosting of \$8000 per year (if you start June 1, \$2,000 for calendar 2012)**

- Paid to the hosting center (UCC) assigned to you
- Billed and paid on a calendar year basis

■ **Travel Costs for Faculty**

- To attend the SAP Academic Conference each year
- To attend free training classes

No other costs including no hardware or system support costs

Next Steps



What's Next?

Still Need Buy In?

- Schedule virtual meeting with Alex or John
- If internal funding is an issue, explore corporate sponsorship
- Leverage the University Alliance library by discipline as well as eLearnings

Ready to Join?

- Draft your University Alliances “Curriculum Plan”
- Work with Alex or John to get plan approved
- Complete the Contract Information Sheet

Contracts (start by mid-April for June start)

Summer Workshops

Questions



SAP University
Alliances



Thank You!

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