

Keynote

Enterprise On Demand

SIIA Europe

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Thumbnail of SAP

- Est.1972, HQ in Walldorf, Germany
- €11.57B revenues in 2008
- >86,000 customers, 120+ countries
- 75% of the Fortune Global 1,000
- >15,000 developers
- Go to market across 25 industries



A View of SAP Through Our Customers

Production of **40 million**
barrels of oil per day

Retail outlets transactions totaling
\$330 million per day

Production of **32,000**
car engines per day

50 million
bank accounts

75% of world-wide
annual beer production
(**1.5 billion** hectoliter)

Defense forces across
107 countries

54 million
annual health-care
patient visits (US Only)

Processing of
2.5 billion
utility bills annually

65% of world-wide chocolate annual
production (**2.2 million** tons)

Production of **4 million**
tons of chemicals per day

The SAP On Demand Portfolio

Business By Design



Business Objects On Demand

Reporting

Dashboards

Analytics

Large Enterprise On Demand

CRM
On Demand



E-Sourcing
On Demand



HCM
On Demand¹

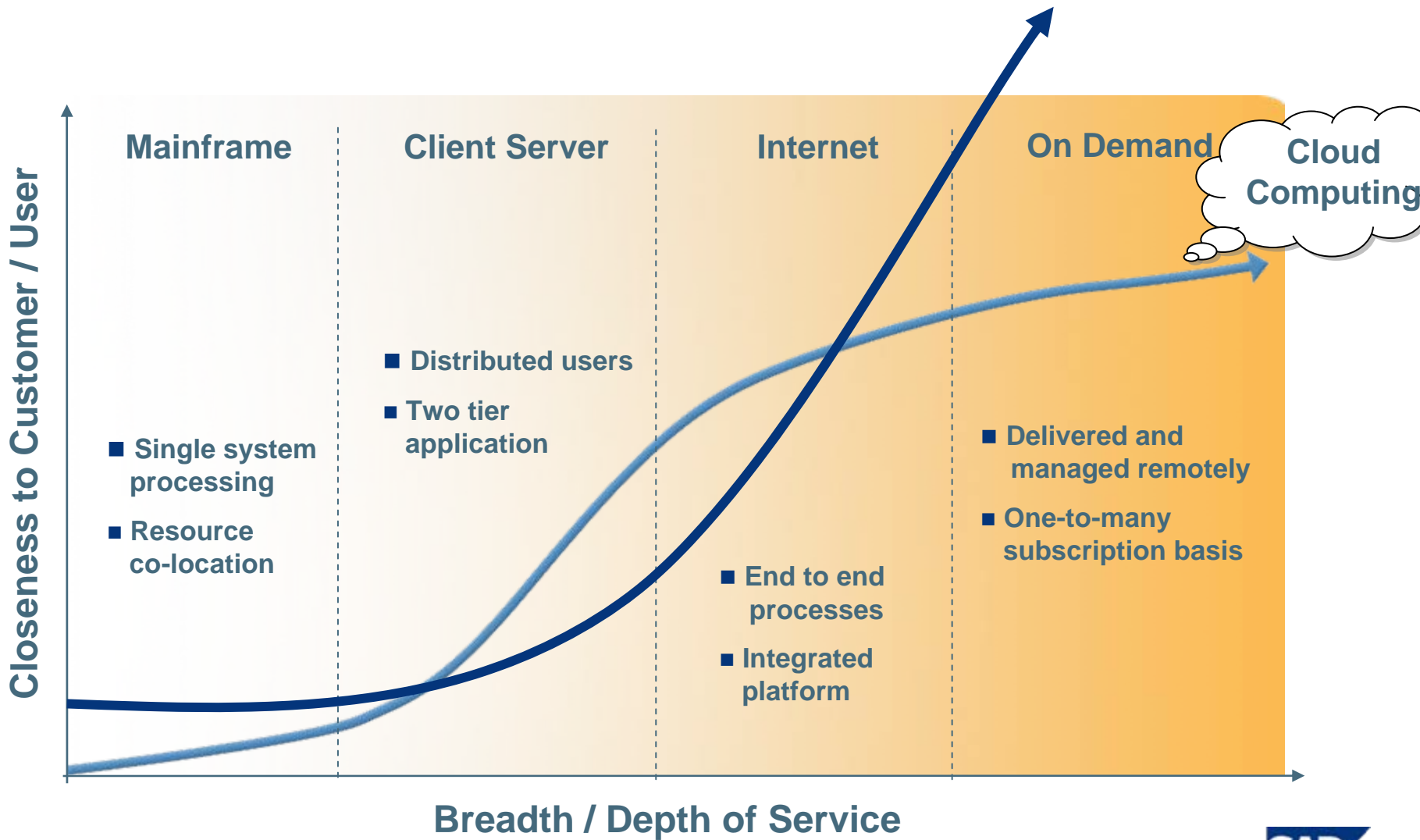


Clear
Standards^{TM2}



*Note: 1. Partnership with Northgate Arinso™
2. Result of recent announced acquisition of Clear Standards™

The Enterprise Applications Journey



SAP's Place in the World

Established Leader in Business Applications

Leadership in On Demand Applications
Established Leader in Business Intelligence Applications

**Established Leader for
Business Process Platform**

The SAP On Demand Strategy

Deliver the best On Demand for our customers

Leverage the Business Suite strengths

Focus on the next generation On Demand

THE BEST-RUN BUSINESSES RUN SAP™



A New World...



1,500,000
PEOPLE OWN A PIECE OF THIS CAMPAIGN

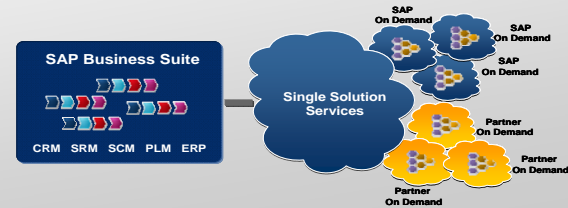
Supporters like you have built the largest grassroots movement in the history of presidential politics.

[DONATE NOW](#)



Our Focus in Building On Demand

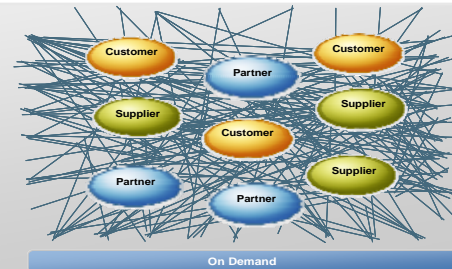
Single Solution Architecture



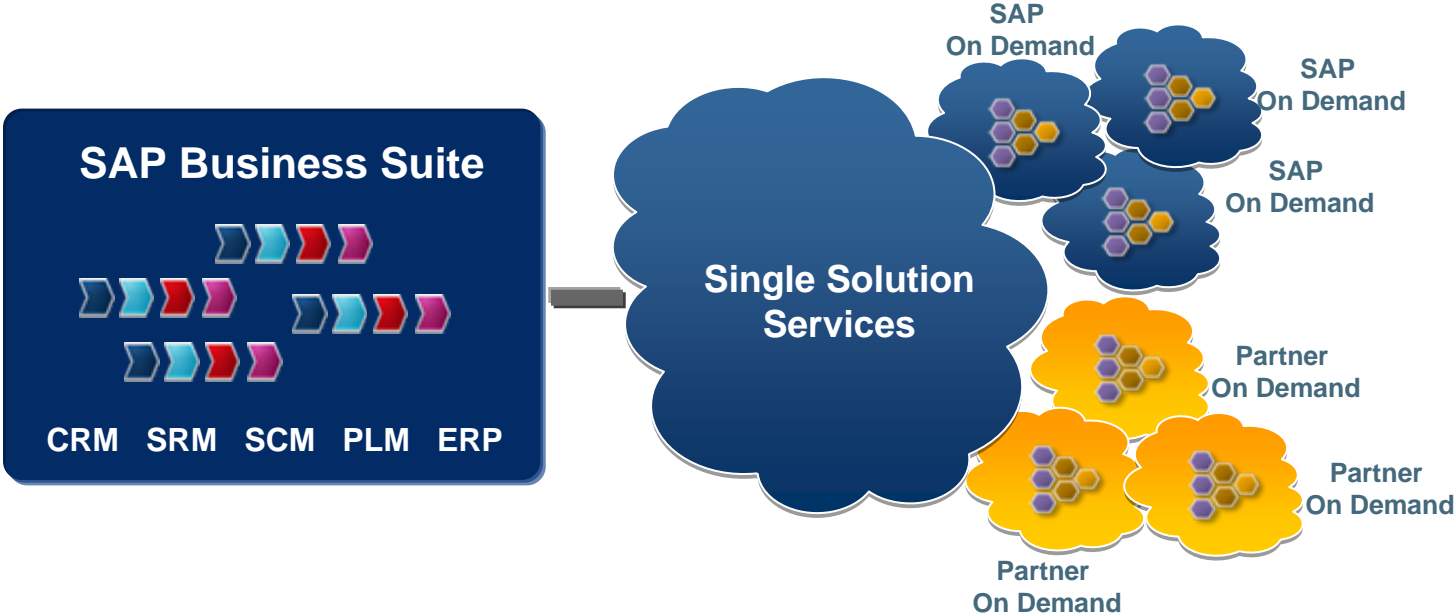
Broadening the Solution



Network Effect



Single Solution Architecture



Example:

E-Sourcing On Demand

Business Suite 7



Broadening the Solution

Example: Closing the Deal



THE BEST-RUN BUSINESSES RUN SAP™



Broadening the Solution - Mobile

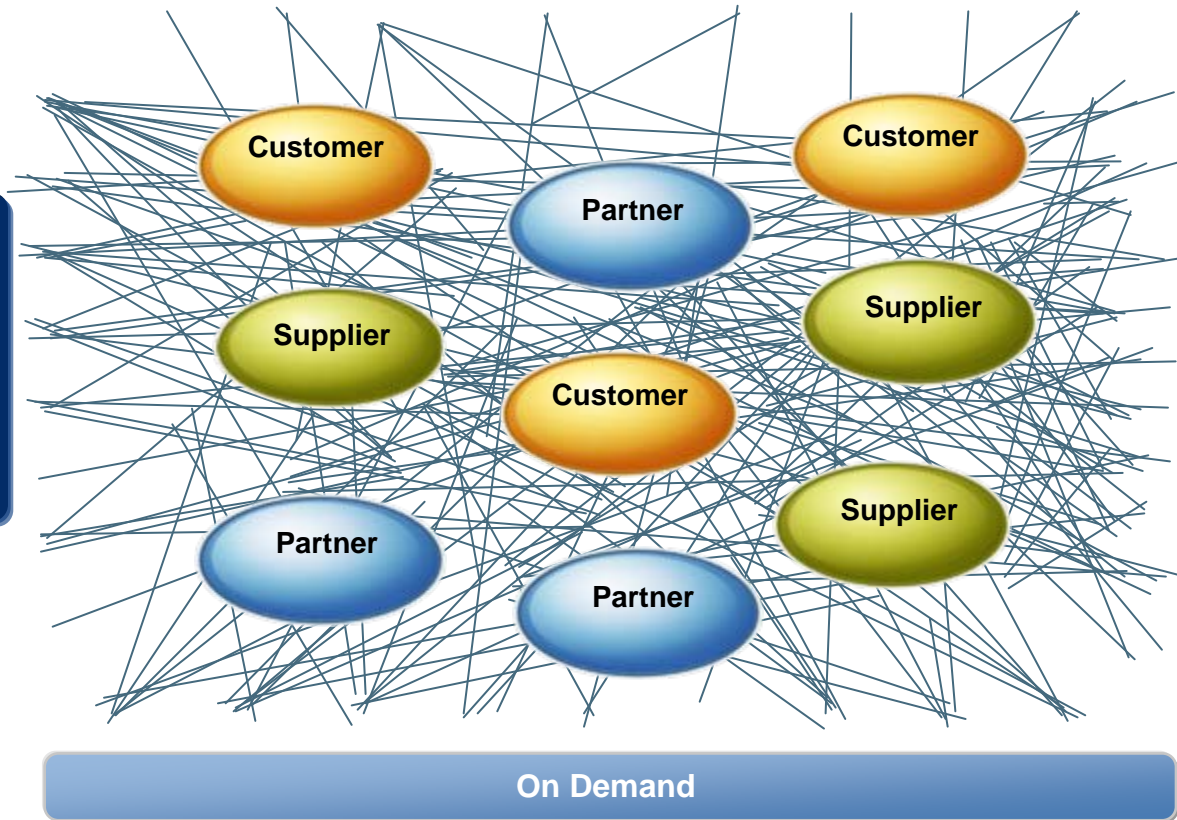


Network Effect

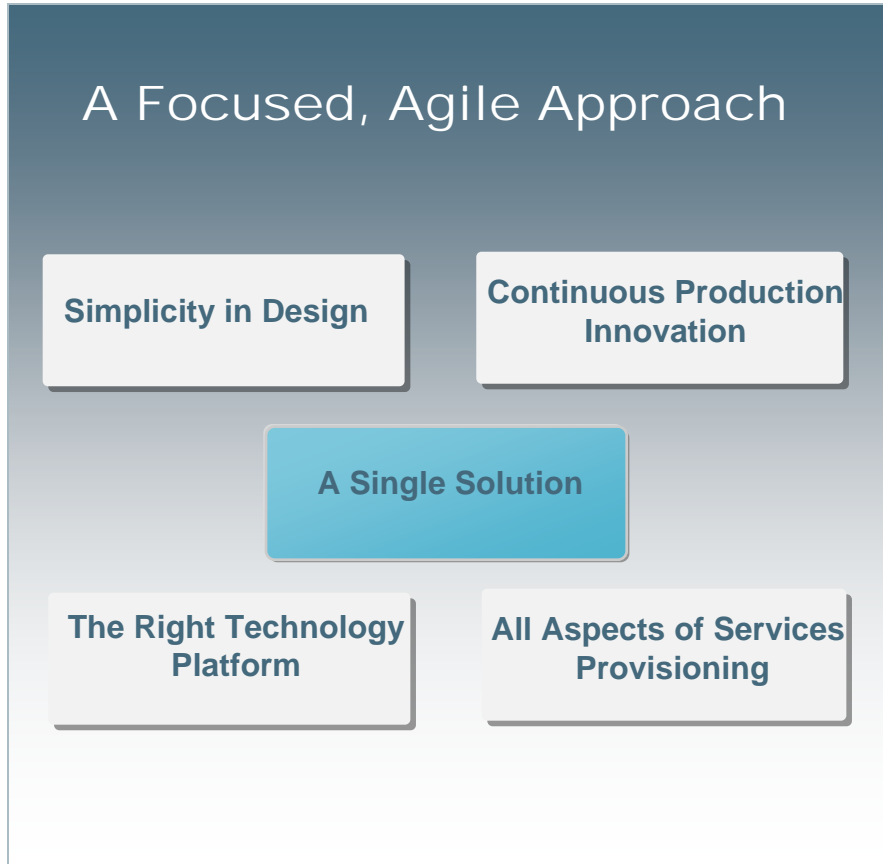
Example: Supplier Network Collaboration

Optimize planning, execution, logistics over:

- Resources
- Customer Satisfaction
- Social Concerns



SAP's Execution Plan



■ Execution Focus

- On Demand platform
- Focused, complete team
- Customer centered design
- Agile development
- Complete service management

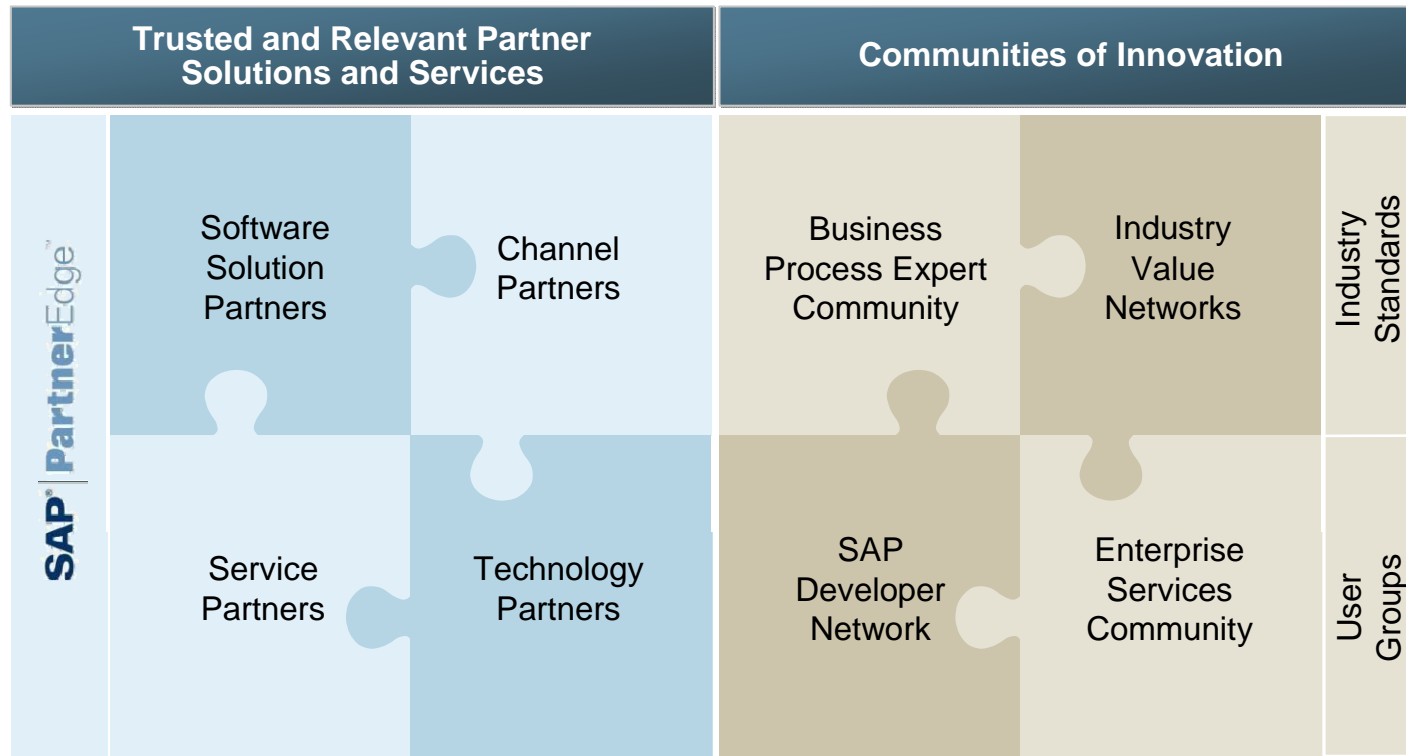
■ Solution Focus

- CRM
- Strategic Sourcing
- Contract Lifecycle Mgmt
- Expense Management
- HCM¹
- Carbon Cap & Trade²

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Global Ecosystem

- Collaboratively addressing customer needs
- Supporting interoperability between SAP and partner systems
- Now expanding Ecosystem to include On Demand



Summary – Key Take Aways



Our goal is continued leadership in business applications



On Demand is a key part of the SAP strategy



SAP is committed to On Demand