

**Tracking the Trends with the Utilities@BPX Community:
A BPX Community Podcast with James McClelland of SAP
Hosted by Jon Reed of JonERP.com**

The Utilities industry is in the midst of serious changes, with the theme of sustainability front and center. Meanwhile, new “smart grid” technologies and asset management functionality are creating new opportunities – for those companies that can seize the opportunity.

In this SAP BPX Community podcast, Jon Reed asks James McClelland, Senior Director of Utilities Solutions Marketing Worldwide with SAP, about how the Utilities@BPX community is helping SAP customers better understand SAP’s new Utilities functionality and facilitating conversations around these industry shifts.

During the seventeen minute podcast, James also talks about the upcoming developments for Utilities@BPX, including an exciting initiative to involve Enterprise Systems Architects in a dialogue about how to leverage SAP’s monitoring tools and better align systems with business drivers.

During the conversation, James also tells us more about the key trends that are impacting the Utilities industry today, and the tie-ins between SAP’s Utilities solutions and the SAP BusinessObjects Portfolio. We also learn how BPX community members can utilize the resources on Utilities@BPX and jump into the ongoing discussion.

Podcast Highlights

(:42) James’ role at SAP heading up SAP Utilities Marketing worldwide.

(1:25) Why James shares Jon’s passion for the SAP BPX community, and how the Utilities@BPX community fits into the vision of BPX as a whole. The importance of online dialogue in an economy where travel to events is limited.

(3:25) The Utilities industry is going through dramatic changes. James talks about one of these developments, smart grid and smart meter technology, and how SAP’s AMI (Automated Metering Infrastructure) Solution is impacting SAP customers and creating online discussions at Utilities@BPX.

(4:45) What is Enterprise Asset Management, and why does it matter to Utilities companies? An application that allows you to better manage your assets without customer downtime is the real “secret sauce.”

(6:40) The tie-ins between the SAP BusinessObjects product line and the needs of today’s Utilities customers. The impact of data volume is a huge issue. SAP BusinessObjects data management solutions are a big piece of the puzzle here, helping companies to turn data into information for near real-time analysis. The end result: higher profitability and better customer service.

(9:10) Utilities issues tie directly into sustainability, a big theme for SAP this year that will also be emphasized at TechEd. What are the connections between sustainability and Utilities? 1. Power must be greener and leaner. 2. Consumers must be more aware and efficient in the energy they use.

(11:00): How to continue this conversation on Utilities@BPX, and the latest site features that have been launched, including: AMI content, asset management information, and a third area that is in the works: resources for Enterprise System Architects working in the Utilities area. These architects will have the opportunity to learn more about how SAP's Utilities functionality can allow architects to maximize their system performance. The first meetings to further this venture are coming up in September in Washington, D.C. and then in October in Munich, Germany. All are invited.

(14:10) The Utilities@BPX approach of bringing Enterprise Systems Architects and business users together is aligned with the focus of BPX: integrating technology and business processes.

(14:30) Key goal of Utilities@BPX: get consumers and customers to get involved in the discussion, and help to incorporate customer feedback into future Utilities solutions. This community will also provide a forum for sharing upcoming functionality and events, and to provide highlights from events online for all to experience.