

**THE IDEAL I.T. INFRASTRUCTURE:
QUICKLY ADAPTABLE,
SUPREMELY FLEXIBLE,
NOW ACHIEVABLE.**



Feeling a bit skeptical these days? It's perfectly understandable.

After all, integrating those “best of breed” applications into your IT infrastructure turned out to be not nearly as fast or foolproof as advertised. And capturing their full value, as well as the full value of your entire infrastructure, probably still seems like a distant goal.

Given the circumstances, you did everything you could. After all, you were handed the technological equivalent of a drawerful of mismatched socks – very expensive socks.

But now you can do more – actually, quite a lot more. Read on and find out how.

THE ACCELERATION OF EVOLUTION

Remember when it was okay for businesses to evolve slowly?

Of course you don't. Success has always been about speed: the speed of innovation, the speed of implementation. And it all just keeps getting faster.

Today, markets, customers, and competitors change seemingly overnight. And so must your business processes and strategies.

Unfortunately, this rapid pace of change has exposed a fundamental weakness at many businesses: an IT infrastructure that can't evolve quickly enough to take advantage of opportunities or respond to challenges.

There are two reasons for the bottleneck. The first is complexity. By the time a new business process or strategy can be designed, built, implemented and executed technologically, the window of opportunity has usually closed.

The second is monetary. Currently, 80% of the average IT budget is earmarked for operation and consolidation. Very little is left for innovation. (Source: SoundView Technology Group, 2003.)

Can your business afford to concede opportunities to more agile competitors? Of course not.



Your task is clear: to enable your company to compete and win, you have to reduce the complexity and cost of your IT infrastructure, and reallocate more of your resources towards innovation.

Fortunately, there's a technology platform that will enable you to fulfill that task. It's called SAP NetWeaver.™

But before we take a closer look at what makes SAP NetWeaver so useful, let's explore what contributes to a high, and skewed, overall TCO.

THE COMPLETE TCO EQUATION

The typical IT infrastructure is a jumble of disparate technologies (including portals, business intelligence, knowledge management, etc.) and applications (both legacy and best of breed).

Whether you're integrating your applications into a portal or a business intelligence solution, or connecting your apps with the integration broker, it's costing you time, money, and unnecessary aggravation.

To help illustrate just how much money, we're introducing a new, more complete way of identifying costs. It's called The Complete TCO Equation.



COMPLETE TCO =

the cost of all your technologies, including their integration into a single platform
+ the cost of all your applications, including their integration into an end-to-end process
+ the cost of integrating all your technologies with all your applications

From this point of view, it's no surprise that integration has been likened to a sinkhole, draining money from innovation and preventing your business processes and strategies from evolving as quickly as they need to.

But what if you could transform integration into a far simpler, less expensive, less painful process – no matter whose technology or applications you're integrating? Now you can – with SAP NetWeaver.

SAP NETWEAVER: ELIMINATING HURDLES, ENABLING IDEAS

Imagine being able to quickly and efficiently align IT with your business's needs, to drive new strategies for growth while minimizing risk and cost, to compose new business processes on top of existing systems.

It's all possible with SAP NetWeaver.

SAP NetWeaver is an open, standards-based integration and application platform that greatly reduces the complexities of integration. Its components include a portal, an application server, business intelligence, and integration and data consolidation technologies.

With SAP NetWeaver, you capture the full value of the technology you already have in place, and pave the way for future technology – SAP or non-SAP.

The result: an opportunity to achieve significantly greater flexibility at a far lower, sustainable TCO.

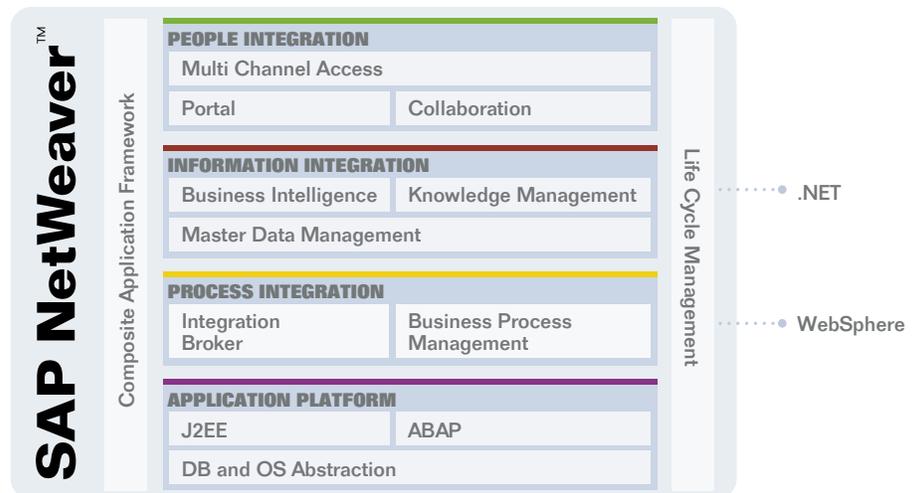
Bottlenecks disappear.

Timetables are met. Business goals are achieved. Your entire IT architecture is elevated from an enabler of work into an enabler of change.

For current SAP customers, there's even more of an advantage: SAP NetWeaver comes pre-integrated for SAP® solutions, which greatly reduces the costs associated with systems integration.

But SAP customer or not, there's one thing that should be clear: of all the software providers in business today, SAP is uniquely positioned to deliver integrated technologies and technologies integrated with applications.

If that concept piques your interest, we suggest you visit sap.com/netweaver where, we hope, your curiosity will be integrated with our solutions.



SAP NetWeaver unifies disparate integration technologies and provides preconfigured business content, reducing the need for custom integration. Its capabilities are delivered by the technology components shown above.

WONDERING WHAT SAP NETWEAVER CAN DO FOR YOU? SEE WHAT IT DID FOR THEM.

CHECK POINT SOFTWARE TECHNOLOGIES LTD.: REDUCING THE COST AND COMPLEXITY OF I.T. INNOVATION.

The success of Check Point Software Technologies Ltd., the world's leading developer of firewall software, was founded on innovative Web service applications, which it used to support a global, third-party channel that delivered one hundred percent of the company's sales.

But success had a price: its central IT department was spending too much time maintaining the large number of applications. What's more, their IT infrastructure was a dizzying mix of different application servers, development tools, and open source components.

Using SAP NetWeaver – and, more specifically, SAP Enterprise Portal and SAP Web Application Server – Check Point was able to immediately consolidate its Web services infrastructure, doubling central IT's application development productivity. Within a year and a half, Check Point saw an ROI of 586% based on IT productivity increases and swifter rollouts. The consolidation also allowed Check Point to reduce the number of servers running their Web service applications from 11 to 3. Over five years, Check Point expects a 23% reduction in TCO.

CARL ZEISS OPTICAL: EVOLVING BUSINESS PROCESSES TO MEET THE NEEDS OF A CHANGING MARKET.

Carl Zeiss, a leading optical component manufacturer with 14,000 employees, needed to find a way to evolve more quickly. Consolidation among optical

chains was creating new, ever-larger customers, resulting in management scenarios of greater complexity and delays in order processing.

Using SAP NetWeaver, Carl Zeiss was able to integrate multiple systems around the needs of their customers, developing individual logistics strategies for each chain. As a result, custom orders and changes are now accommodated more easily. And the time it takes to integrate a new customer into the system has dramatically decreased.

Besides gaining more satisfied customers, Carl Zeiss reduced the average cost per integration interface by 50%.

SASOL: FURTHER LEVERAGING THEIR SAP INVESTMENT.

Sasol, a holding company for nearly fifty separate chemical and fuel businesses around the world, had consolidated all of its core operational software around SAP. However, it still faced the challenge of properly managing a widely dispersed, and culturally diverse, workforce.

Using SAP NetWeaver, Sasol was able to create an enterprise-wide information portal for collaboration and communications between employees of different divisions, greatly increasing the company's ability to meet strategic corporate goals. The portal also served to coordinate business processes for HR, production planning, and production work flow across Sasol's various business units.

The financial results were impressive, with an ROI over five years, after tax, of 453%. But even more importantly, thanks to SAP NetWeaver, Sasol was able to become a truly global player.

WANT TO KNOW MORE? VISIT sap.com/netweaver