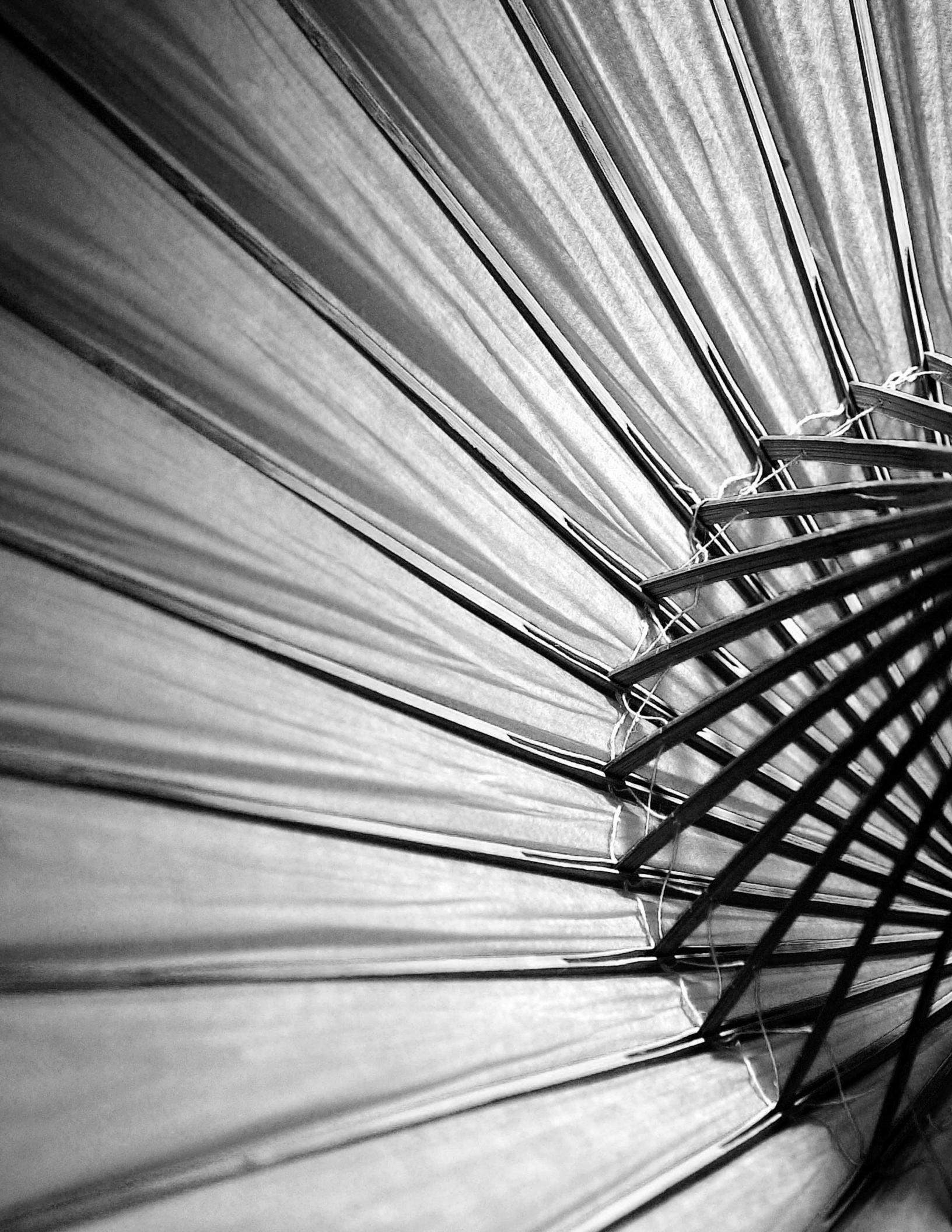


SAP NetWeaver

INTRODUCING THE POWERED BY SAP NetWeaver™ PARTNER PROGRAM

THE BEST-RUN BUSINESSES RUN SAP™





AN OPEN INVITATION TO PARTNERS

As an independent software vendor or systems integrator, you can create innovative, high-impact solutions and sales opportunities for the SAP customer ecosystem by creating solutions that are powered by SAP NetWeaver™ and immediately helping customers lower IT investment costs and risks.

Join a growing community of SAP partners and customers that share knowledge and collaborate on the creation of inherent, world-class solutions that drive innovation and growth.

Partners whose solutions are powered by SAP NetWeaver benefit from the open Enterprise Services Architecture designed to help customers integrate people, information, and processes.

You can create additional value and fuel economic growth with SAP by creating flexible solutions that help customers enhance and extend current touch points while maintaining open standards and interoperability with other platforms.

You can reduce your customers' TCO and risk by adopting a platform that is quickly becoming the de facto standard as Global 1000 customers rapidly adopt the mySAP™ Business Suite family of business solutions and SAP® xApps™ packaged composite applications.

As a member of the *Powered by SAP NetWeaver* Partner Program, you can collaborate with SAP at the most cost-effective level to develop, integrate, and deploy solutions supported by SAP business planning, enablement, and go-to-market resources – including sales events and promotion of your solution by SAP. The result: real traction for your business.

So, welcome to the *Powered by SAP NetWeaver* Partner Program. You are about to embark on a profitable journey that will lead to mutual success for your company, your customers, and SAP.

Rami Branitzky

Vice President, SAP NetWeaver and xApps Business Development

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BENEFITS OF BECOMING PART OF THE POWERED BY SAP NetWeaver™ PARTNER PROGRAM

Overview

By taking part in the *Powered by SAP NetWeaver™* Partner Program, you as an SAP partner enjoy the opportunity to use SAP NetWeaver as your platform of choice to enable and deploy solutions into customer sites.

The equation is very simple: the *Powered by SAP NetWeaver* Partner Program allows you to help improve the way your customers do business.

By teaming up with SAP and obtaining integration certification for qualified solutions, you can successfully develop, integrate, and deploy applications supported by collaborative business planning, enablement, and go-to-market resources. Working with SAP as a valued partner, your company can leverage not only the SAP NetWeaver technology, but also SAP's extensive marketing and sales programs that promote the growing ecosystem of available solutions powered by SAP NetWeaver.

Short- and Long-Term Benefits

Your customers will experience immediate benefits as the solutions powered by SAP NetWeaver are quickly and easily integrated into their SAP implementations. Your customers will lower their total cost of ownership (TCO) while you are rewarded with a high degree of customer satisfaction.

And, over the long term, you will be able to leverage the SAP NetWeaver technology and SAP's extensive partner support programs to better meet your customers' changing needs.

A Part of the Community

As a member of the *Powered by SAP NetWeaver* Partner Program, you join a growing community of independent software vendors (ISVs), systems integrators, and customers that share knowledge and collaborate on the creation of world-class solutions. These solutions provide your customers with significant savings that they can use to drive innovation and growth and compete more effectively in their markets.

Enterprise Services Architecture

When your solutions are powered by SAP NetWeaver, you also benefit from Enterprise Services Architecture – an open architecture for adaptive business solutions enabled by SAP NetWeaver. Building on the benefits of Web services, Enterprise Services Architecture delivers on the promise of services-oriented architectures, enabling both flexibility and business efficiency without increasing costs.

With Enterprise Services Architecture, your company has a blueprint for composing innovative new applications by extending existing systems, while maintaining a level of flexibility that makes future process changes cost-effective.

You can use Enterprise Services Architecture to help customers focus on people and processes, relevant information, and best practices in order to manage their increasingly complex transaction processes and workflows.

Extending Your Customers' Reach

With SAP NetWeaver at the core of your solutions, you can create additional value for your customers and fuel their economic growth by providing them with solutions that extend across the value chain. You can help them enhance and extend current touch points that encompass their employees, customers, trading partners, and suppliers, while maintaining open standards and interoperability with other platforms.

Decreasing Risk

Your customers will experience lower risk associated with their technology choices. They will be deploying a platform that is quickly becoming the de facto standard due to the rapid adoption by Global 1000 enterprises of mySAP™ Business Suite.

Unmatched Support

As a member of the *Powered by SAP NetWeaver* Partner Program, you can collaborate with SAP at a highly cost-effective level. Your partnership with SAP will allow you to develop, integrate, and deploy applications that are supported by collaborative business planning, enablement, and go-to-market resources that include training, technical guidance, software, development tools, and comarketing.

Specific Technology and Marketing Benefits

Your certification brings with it a host of technology and marketing advantages that you can put to work immediately.

Technology Benefits

Besides better leveraging of SAP NetWeaver technology, your participation in the *Powered by SAP NetWeaver* Partner Program includes a comprehensive development package available through special access to SAP Developer Network. The package contains:

- Access to SAP NetWeaver test and development licenses
- Access to SAP NetWeaver training
- Consulting support during certification phase
- Availability of remote consulting and testing

You also have access to privileged SAP product information, including previews of new SAP technology.

Marketing and Sales Benefits

One of the major benefits of the *Powered by SAP NetWeaver* Partner Program is the extensive marketing and sales support that helps build awareness of your company and solutions in your marketplace.

Benefits include:

Branding

- Use of the “*Powered by SAP NetWeaver*” endorsement logo. You can use this endorsement logo on appropriate products, advertising, and marketing collateral. Different versions of the logo are available to accommodate most printing or on-screen applications.

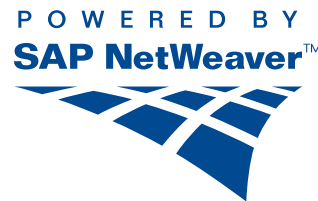


Figure 1: “*Powered by SAP NetWeaver*” Endorsement

Marketing Communications

- Inclusion in the online *SAP Partner Directory*, which increases your visibility within SAP and among SAP customers and partners
- Inclusion in the *SAP NetWeaver Partner Solution Catalog*, a new online directory on SAP Developer Network, which can be used to promote your solution and company to customers, other partners, and the entire SAP organization
- Opportunity to showcase customer success at relevant SAP events
- Joint participation in industry events where appropriate

Sales Enablement

- SAP support for press releases announcing customer wins
- Inclusion in SAP’s customer reference program once your solution has been implemented, and the customer has realized qualitative results such as lower TCO, ROI, or meeting key performance indicators (KPIs)
- Examples of SAP collateral formats: brochures, solution briefs, and so forth. Access to these formats allows you to develop your own marketing materials with a consistent content structure that immediately identifies your solutions as part of the SAP value chain.

Systems Integrators and SAP: A Partnership for Success

In addition to building solutions that are powered by SAP NetWeaver™ and that have certified integration with SAP NetWeaver, systems integrators (SIs) may pursue a deeper relationship with SAP on the services side. By partnering with SAP and having their solution integration certified, SIs can successfully develop, integrate, and deploy solutions that are supported by an extensive range of SAP resources and the SAP ecosystem. SIs receive training, technical tools, software, services and support, and comarketing and become key participants in value chain creation with SAP and its customers.

Role-based consultant certifications ensure that SIs have teams trained on the most crucial skills necessary to deploy the SAP NetWeaver platform at customer sites. This certification allows the SIs to provide their customers with a common integration and application platform designed to offer the highest level of service and support, ensuring customer satisfaction and retention.

This value proposition becomes even more compelling as both the SAP and non-SAP customers turn to the SIs to enhance and extend current touch points and manage complex transaction processes and workflows.

POWERED BY SAP NetWeaver PARTNER PROGRAM MEMBERSHIP REQUIREMENTS

To qualify to become a member of the *Powered by SAP NetWeaver* Partner Program, you must meet the following minimum criteria:

- Completed certification on SAP® Enterprise Portal and SAP Web Application Server, or other approved certifications related to SAP NetWeaver
- Minimum of one developer trained on SAP NetWeaver technologies
- Demo license for your solution(s) available to SAP if needed
- Minimum of two salespeople trained on SAP NetWeaver sales messaging
- Designation of an assigned contact person
- Minimum attendance as an exhibitor at one SAP customer event every year, such as SAPPHIRE® or SAP TechEd
- Public and proactive support of SAP NetWeaver as the open technology platform of your choice
- Adherence to SAP logo and branding guidelines
- Adherence to SAP's predefined rules of field engagement

HOW TO QUALIFY

SAP NetWeaver is the technical foundation of SAP Enterprise Services Architecture. At the heart of this environment are implementations of SAP NetWeaver as a development and integration platform that enables our mutual customers to achieve a lower TCO with their existing IT infrastructure. To promote these types of implementations, SAP has established a certification process for your interface to SAP NetWeaver.

The certification process includes:

- Deployment of your application on SAP Web Application Server (J2EE-compliant or ABAP™)
- Integration of your application into SAP Enterprise Portal via iView software and/or SAP business packages (preassembled content for complete business tasks)
- Additional SAP NetWeaver integration certification opportunities as they become available

Applications that achieve this qualification are awarded the use of the *Powered by SAP NetWeaver* endorsement logo (see previous figure).

Products with certified integration with SAP NetWeaver help our mutual customers to achieve commonalities in system landscapes, hardware, software, and support skills. This capability drives down their TCO and allows them to invest the savings productively.

Porting to SAP NetWeaver will also help you shorten development time, decrease maintenance costs, and facilitate your product's integration with SAP applications. In addition to certifying your product's ability to run seamlessly on the SAP NetWeaver technology platform, you also have the option to build a standardized back-end integration to integrate functionality between your product and SAP solutions and submit it to the SAP Integration and Certification Center (SAP ICC) for certification testing.

SAP assists you in the certification process by providing:

- Trial licenses of software components for development and testing free of charge (J2EE Engine, SAP Enterprise Portal, and portal development kit)
- SAP NetWeaver education and knowledge transfer from a solution architect and SAP ICC technical consultant(s) assigned to each partner
- Integration consulting and certification testing on-site at the SAP ICC certification lab or via remote testing when applicable

About SAP NetWeaver™

In order to grow, companies require continuous innovation and change. SAP NetWeaver™ is the open integration and application platform that enables business process evolution by empowering IT to become an enabler of flexible business strategies; driving innovation into business processes across the enterprise; and making change sustainable by containing costs and reducing risk.

SAP NetWeaver transforms an organization's IT infrastructure from an enabler of work into an enabler of change.

SAP NetWeaver makes possible innovative, industry-specific business processes that reduce risk to existing systems and provide a strong return on investment. SAP NetWeaver has taken the lead over other platforms that lack the capability to properly monitor business process performance. SAP NetWeaver enables enterprise business units to implement, execute, monitor, refine, and evaluate business processes.

SAP NetWeaver complements existing IT infrastructures with a business-focused technology platform that enables the composition, execution, and change of new end-to-end business processes. It drives superior business value from existing systems, introduces an open standards-based architecture for the future, and reduces TCO and complexity.

Unlike other technology platforms, which need to be integrated into both SAP and non-SAP applications, SAP NetWeaver comes readily integrated with mySAP™ Business Suite solutions and the SAP® xApps™ portfolio of packaged composite applications, significantly reducing the cost associated with non-SAP systems integration.

BECOME PART OF THE POWERED BY SAP NetWeaver PARTNER PROGRAM TODAY

Making the choice to be a part of the *Powered by SAP NetWeaver* Partner Program and achieving certified integration means that you become a major participant with SAP and its customers in developing high-impact, best-of-breed solutions and sales opportunities. SAP NetWeaver is the foundation for all SAP products and is essential to the company's future. Make it a part of your future as well. Please contact us today.

For More Information

To learn more about the *Powered by SAP NetWeaver* Partner Program and how you can become involved, please contact us at SAPNetWeaver.Partners@sap.com

We look forward to hearing from you.

About the SAP Partner Program

The SAP Partner Program has achieved the well-earned reputation as one of the best partner programs in the industry. Our partners routinely experience significant business opportunities and exceptional customer satisfaction. And now, with the *Powered by SAP NetWeaver* Partner Program, they are enjoying additional benefits from SAP NetWeaver and SAP's extensive technology and marketing programs supporting the platform.

When you obtain your certified integration with SAP NetWeaver, you fulfill one of the prerequisites for SAP partner status within the SAP partner program. We encourage you to explore all that the SAP partner program has to offer by applying for membership at www.sap.com/partners

You will benefit by:

- **Increased market leverage through usage of distinctive SAP branding** – includes the *SAP Software Partner* logo and the *Powered by SAP NetWeaver* logo.
- **Expanded market presence through SAP customer and market access** – includes partner directory listing on the SAP home page and SAP Service Marketplace supporting its customers and partners.
- **Enhanced marketing opportunities** – includes SAP partner marketing package, SAP marketing events, special SAP NetWeaver activities, collateral development, and guidelines and supporting documentation.
- **Privileged information and education** – includes access to SAP Service Marketplace, SAP Partner Portal, SAP Developer Network, “SAP Solution Academy,” and SAP partner newsletters.
- **SAP test and demo systems** – available at special partner rates.

For More Information

Contact us at softwarepartner@sap.com

For additional information about the SAP Partner Program and the *Powered by SAP NetWeaver* Partner Program see: www.sap.com/partners

SAP Developer Network: Home of the SAP Technical Community

The SAP Developer Network Web site is the central hub for technical knowledge about SAP NetWeaver™ and SAP® xApps™ and the virtual home of the SAP technical community, a collaborative online community of developers, implementers, and administrators who work with SAP around the world.

SAP Developer Network allows members to gain easy access to deep technical resources and experts from within the SAP ecosystem. The site is open to all SAP customers, partners, and newcomers who work with SAP technology. SAP Developer Network, built entirely on SAP NetWeaver, is based on SAP Enterprise Portal and features the collaboration capabilities of SAP Knowledge Management.

Serving as a two-way platform of communications for internal and external SAP developers, SAP Developer Network facilitates the transfer of knowledge among all the technical communities working with SAP NetWeaver and SAP xApps. The site offers technical articles, Web-based training, code samples, evaluation systems, discussion forums, and information on developer-specific events.

Join SAP Developer Network today at <http://sdn.sap.com>

www.sap.com/contactsap

THE BEST-RUN BUSINESSES RUN SAP™



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