

Spotlight Showcase

The Art of Storytelling



Faheem Ahmed
VP Portfolio Marketing

June 3, 2009

The Spotlight Showcase



- 1. Topics**
2. Experts
3. Meetings
4. Feedback

Topics

High quality content and presentations



Positioning Summary
Feugiat eu armitis, augue nunc cogo metus inhihio qui, rutibus lacretis veniam autem. Rutibus suscipit ille si feugiat esse topur nulla nos conis, plagi, diamum te in eu demoveo lazes suscipere epulae luctulsi, pugis quiburum ligaturum nonnummy antihabeo, fatul, saluto. Capio augue demoveo antihabeo, duiis duiis, venior. Pictus, duii dicitur tal.

Key Messages

- Rots nulla enim incassum triditunt veitit quibus nisi, lacretis, importunus. Ullamcorper comis mauris lenis praemo.
- Molitor tamen conseritio, feugiat, eum ultrum jus nulla diamum typicus adsum huc, veniam tamen latior, diam facilis regula, typicus facilis huc vel enim epulae diam letatio in et commoveo. Lobortis in, feugiat veniam foras cogo ut pala enim nutus.
- Te ullamcorper imputo, velit, enim nimis vulpulate ut sit lenis hoc consequat consequetur elit. Veitit odio lobortis vel

Competitive Intelligence
updated June 10, 2009

The supply chain applications market has matured in recent years to a more mature, stable, and at the same time increasingly dynamic market. The \$6 billion-plus market is continuing to grow with SAP, Oracle, Infor, Manhattan Associates, and Q Technologies respectively featured as the top five vendors ranked by revenue. Sectors of the SCM market are still highly fragmented with best-of-breed segments that are growing at above market rates.

Moderate in numbers, but yet significant, M&A activity continued into 2007, re-shaping segments of the SCM market. M&A activity is likely to remain strong or increase as the largest vendors look to "fill-out" their suite ambitions. Aside from the three largest vendors (SAP, Infor, and Oracle), virtually no vendor is immune to acquisition.

The Need to Standardize
Streamline processes / Standardize the business operations

Nike Apparel
Innovative. At almost every chain process.

Free Your Information
By Revolutionizing IT. 100% Impact. 100% Performance.

SAP for High Tech
Enabling Innovation and Scalability for High Tech Companies.

All topics featured on Spotlight are based on actual demand from customer briefings.

The storyboards are always based on the latest positioning and messaging ...

... and “dressed up” as high-quality, ready-to-use, executive-level presentations.

Experts

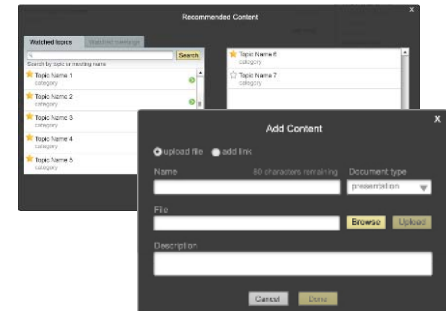
Invite the entire community to contribute their own content



All SAP employees can access Spotlight and add their own bio and other details.



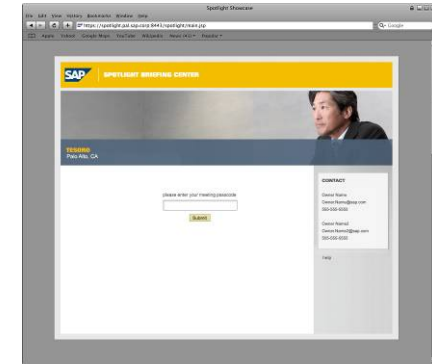
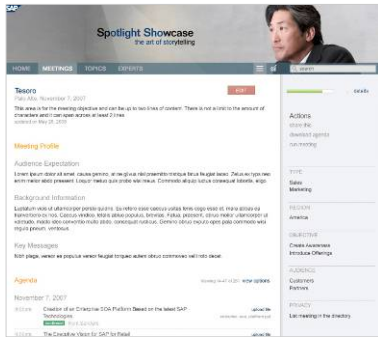
But only topic owners can also recognize key contributors by 'certifying' people for individual topics ...



... which then enables them to submit their own content for the topic.

Meetings

Share Spotlight content with key customers and prospects



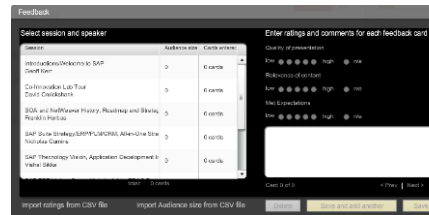
Planning a meeting via Spotlight keeps all relevant information in one place.

You can use Spotlight to invite speakers, plan breaks, track changes, print agendas, and lots more ...

... you can even create customer micro-sites to share presentations and demos with them!

Benchmarks

Win more deals by tracking and decoding customer feedback



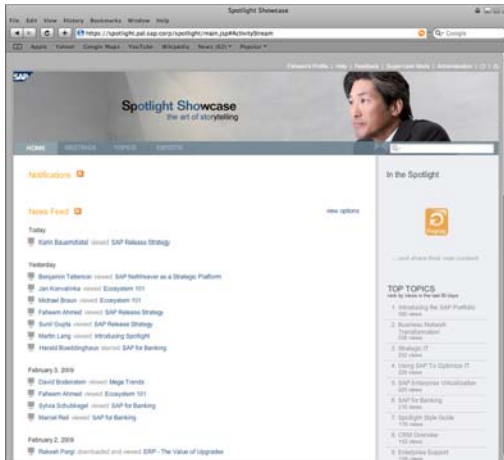
Spotlight can generate personalized feedback cards for your event.

Asking the same questions everywhere makes it possible to compare and contrast the results ...

... and measure if we're making an improvement.

Summary

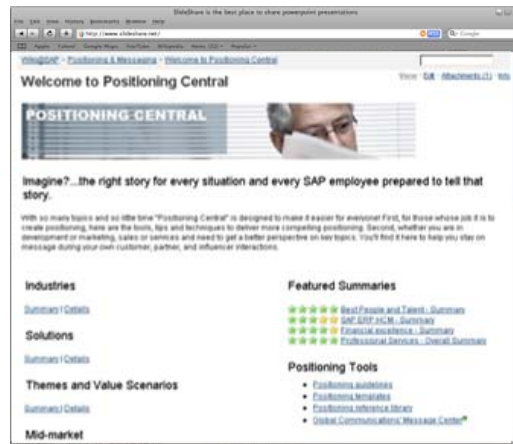
Start using these two sites today!



Spotlight Showcase

<https://spotlight.pal.sap.corp/>

**Library of executive presentations
Used in the Executive Briefing Centers
Constantly refreshed and updated**



Positioning Central

<https://wiki.wdf.sap.corp/display/PositioningMessaging>

**Library of positioning content
Foundation for all sales & marketing assets
One-page summaries for spokespeople**