Utilizing Social Media: Harnessing the Power of Online Communities for Loyalty and Advocacy

SAP Communities of Innovation

Web Experience Excellence Conference – Frost & Sullivan
December 2009

Mark Yolton, SVP, SAP Community Network
Salim Ali, VP, Enterprise Solution & Community Marketing
1. SAP Communities Overview
2. Leveraging Communities for Enterprise: Case Studies
3. Key Principles
4. Q&A
Extreme Market Forces Demand Constant Enterprise Evolution

Globalization

Speed of Change

Business Networks

Collaboration

Reinvention as a Constant

Consumerization

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Dynamic Ecosystems Enable Adaptability in an Era of Fundamental Change

Old ecosystem approach
- A few companies dominate the landscape
- One-to-many connections managed as distinct relationships
- Mechanical and linear

New ecosystem approach
- Many companies participating in an extended value chain
- Ecosystem of customers, partners, suppliers, influencers, and others
- Organic and interconnected
- Dynamic system or business network
The SAP Ecosystem – Online
A Vibrant Global Network of Customer-Facing & Partner-Enabling Assets
Community Portfolio

Business v. Technical and Companies v. Individuals

- **SAP EcoHub**: Online community-powered marketplace to discover, evaluate, and buy partner and SAP solutions.


- **University Alliance Community**: Students and professors learn, connect, collaborate.

- **Standards and Open Source**: Common business and technology standards for lower-cost integration.

- **Enterprise Services Community**: Customer-driven SOA specs for development and deployment in ESR.

- **BusinessObjects Community**: Insights on business intelligence and information management.

- **SAP Developer Network**: IT pros, developers, and enterprise architects configure, install, run, optimize, innovate on the SAP NetWeaver platform.
SAP’s Online Ecosystem
Connect, Collaborate, Co-innovate
The SAP Community Network
A High-Profile SAP Success Story for Innovation & Leadership

Members

~ 2 million members
> 200 countries and territories
~ 30,000 new members / month
SDN + BPX + BOC + UAC + EcoHub

Traffic

~ 1 million unique visitors / month
> 2 million visits / month
~ 20 million pages viewed / month

Contributors

> 200,000 have contributed
> 70,000 last year alone
> 8,000 highly active – lifetime
> 4,800 bloggers

Momentum

~ 6,000 posts / day in 200+ forums
> 1.5 million topic threads
> 6 million total messages
> 400,000 bi-weekly newsletter subscribers

Business and IT Professionals who work for Customers, ISVs, Systems Integrators, Consulting Firms, and SAP

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2007-2009 Community Network Statistics
Strong, Consistent, Sustained Growth

Total Community Members

Forum and Forum Thread Growth

Unique Monthly Visitors

Lifetime contributors
Core Contributors Power the Communities
Recognition, Reputation, Collaboration

~70 SAP Mentors
<1/100th of 1%

~8,000 Highly Active Contributors
~½ of 1%

>70,000 in 2008 Contributors
~5%

>200,000 Lifetime Contributors
~10%

~2,000,000 Total Community Members
I’m more proud of my affiliation with SAP Mentors than just about anything I can think of.

– Jon Reed, JonERP.com

It is a great honor ... to be able to contribute ideas and participate in discussions with folks from SAP and other mentors via the mentor program. Thanks for the program and all the support you give to it!

– Julius Bussche, Turnkey Consulting

You build a reputation based on the quality of your content, your expertise, and by showing that you are active in the communities.”

– Richard Hirsch, Senior Portal and SAP NetWeaver Technology Platform Consultant, Siemens IT Solutions and Services

SDN became part of [our] day-to-day activity...[it was] the learning center, the place to go to...Eventually we all come to realize that with learning, sharing is also an essential part.

– Shabarish Vijayakumar, Wipro Technologies
The SAP Ecosystem and SAP Communities Are Headline-Grabbing Industry Best Practices

Many businesses can **create stickiness** by building **user communities**. Every year, … SAP hosts conferences where customers can meet with IT experts, software developers, and, most important, each other. These aren’t sales events per se, but you can be sure that attendees leave with a feeling of partnership with SAP.”

Jack and Suzy Welch, The Welch Way
Business Week, September 2008

**SAP has set the standard** — certainly within the tech industry — and offers a good example of the potential. SAP is one of the leaders in the scale, diversity, and integration of its **vast ecosystem**.”

John Hagel and John Seely Brown
How SAP Seeds Innovation
Business Week, July 2008

**SAP has elevated its community development into an entire practice**…it allows the most dedicated members of its community direct access to senior management to provide feedback on products, services, and strategy. This is the best way to **stay customer-focused and relevant in a rapidly changing competitive environment**.”

Chris Andrews
Four Components of Successful Innovation, Forrester, April 2009

**SAP ranks in the top ten** of “the world's most valuable brands based on how they leverage social media to interact with customers.”

Charlene Li
The World’s Most Valuable Brands. Who’s Most Engaged? Altimeter, August 2009
SAP TechEd and TechTour 2009

>28,000 attendees in more than 45 worldwide events

- TechEd Events  www.sapteched.com
- Tech Tour Events  www.sapteched.com/techtour

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SAP Community Network: Building a Culture of Community
Leveraging Communities & Marketplace for Enterprise

CASE STUDIES
Harness the Power of Diverse Communities
Across The Business Value Chain

LISTEN
- Gather insights - on solutions, policies etc.
- Harness predictive intelligence

ENGAGE
- Solicit user feedback on “offerings”
- Test features & gather product insight

MARKET
- Heighten awareness
- Leverage customer advocacy via communities

ACCELERATE
- Enhanced lead generation – volume & quality
- Accelerate deal velocity

Market & Customer Insight
Product Definition & Build
Solution Launch & Awareness
Lead Generation & Acceleration
Deploy & Support
Participants

- “User created” networks with unfiltered perspective
- New reality: broader spectrum in play full-control to participate

Approach

- Target audience segmentation is preamble; conversation is new dimension
- Leverage viral dimension harnessing “viral connectors”

Potential

- Leverage SM to engage influencers / buyers / users
- Gather insights along build, market, sell & support value chain

Learning

- New ways to manage message discipline
- Impact on business value chain – including marketing
Before releasing its new Terms of Use (TOU), SAP Community Network (SCN) undertook an extensive 8 month process of getting input and feedback from a group of top community leaders and experts, the SAP Mentors.

SCN gained insight into community concerns: attribution, licensing, and commercialization of the submitted content.

Over 32 weeks, details of the TOU were fine tuned until a consensus was built. The fully vetted SCN TOU was released in May 2009.

Implementation of Terms of Use has become a contributing factor to the ongoing growth of SAP Community Network.

“Before releasing the final version, the SCN team reached out to a group of people called the SAP Mentors, to get their feedback and input on the new Terms of Service. The final version was pushed out to the users on May 27th and it almost went by unnoticed… I didn't hear anyone complain.”

Anne Petteroe, SAP Mentor
Adobe Systems Inc. actively engaged in the SAP® Developer Network (SDN) and Business Process Expert communities for early input from its target market on a proof of concept for Project Genesis, a desktop application for enterprise knowledge workers built on Adobe AIR.

Adobe created a wiki on SDN to gather specific feedback from community members and to answer questions on the project’s direction.

Armed with feedback on product usage in various verticals, Adobe developers can now resolve key integration issues in advance.

Adobe will now launch a product pre-tested with the community, increasing sales potential and end-customer satisfaction.

“We talked to a number of SAP mentors and created a roundtable about Genesis because it’s really targeted at enterprise knowledge workers and we wanted to get their input early on.”

Dan McWeeney
Software Developer
Adobe Systems Inc.
1. **Pre Launch: Build BS7 area on BPX**

2. **Launch: Promote to 1.8M SCN members - features, blogs, wikis, forums, articles, NL AND sap.com**
   - SCN home page feature
   - 44 Blogs (15 from partners; and 34 comments)
   - BPX Newsletter (Feb) with 300,000 subscribers

3. **Launch: Twitter and Facebook**
   - #BS7 hashtag Top Ten Topic on 2/4/09; 30K Followers
   - Mentors at live event in NYC tweeting; Blogs feed Twitter, Twitter feeds Facebook

4. **Launch: Third Party Blogs**
   - Cap Gemini CIO, ZDNet, D.Howlett

5. **Nurturing: Long Term Conversations**
   - Q2 '09 SCN metrics: # views of blogs tagged with BS7; # BS7 items; # home page views; # wiki items; # forum items
Lead Generation for ERP Financials and Enterprise Perf Mgmt with SAP & Deloitte

1. Initiate & seed creation of IFRS content on SDN & BPX sites
2. Create buzz; community adds contributions (blogs, articles, etc.)
3. Craft IFRS Webinar Series hosted with Landing & Registration Pages on SAP EcoHub
4. Promote on social networks (LinkedIn, Facebook, etc.) & external community hubs (SAP Insider)
5. Follow up IFRS Webinar series with Deloitte
6. Sustain momentum via continuous nurturing of topic forums

- 3-part webinar series generated thousands of registrations and attendees (record breaking)
- Leveraged user-generated content and expertise
- “Always-on” and Continuous nurturing via rich interaction on SAP Communities
Community & “Social Media Aware” Marketing Program & Campaign Design

“Traditional” Marketing Program / Campaign Model

- Marketing Objective & KPI
- Target
- Message & Offer
- Execute & Measure

“Community & Social Media Aware” Marketing Program / Campaign Model

New Dimensions

- Expand audience coverage to include appropriate SAP Communities and external Social Media extensions
- Enhance segmentation beyond Audience to relevant “conversation heat maps” (with mixed audience)
- Craft message to accommodate multiple profiles i.e. Technical in SDN, mixed in Facebook group etc
- Enhance Offers than can leverage viral nature of Communities and Social Media Extensions
- Decide on impact of continuous engagement / nurturing as an implicit KPI given Communities and Social media
- Architect “sequenced execution” starting from center (communities) and expanding outward (to SM etc)
- Monitor viral pathways to asses viral connectors i.e. who is retweeting, tagging as “like” or sharing on FB
- Map & Measure “viral pathway” impact on awareness, activities, leads or any other KPI
How far & deep do we want the impact?

Product Management, Marketing, GTM, Sales ...
Potential to “significantly evolve”

e.g. Think beyond classic audience segmentation ...
Think “conversation segmentation”

e.g. Harness power of communities & social media ...
Leverage “viral connectors”
Thank You!
http://scn.sap.com

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