

DESIGNED FOR **YOUR INDUSTRY**  
SCALED TO **YOUR BUSINESS**  
READY FOR **YOUR FUTURE**



**THE BEST-RUN BUSINESSES RUN SAP**



**IN THE TIME IT TOOK FOR YOU TO OPEN THIS BROCHURE,  
THE BUSINESS WORLD CHANGED.**

NEW PRODUCTS WERE INTRODUCED.

NEW ALLIANCES WERE FORMED.

GLOBAL MARKETS EXPANDED.

COMPETITION GOT TOUGHER.

TO KEEP PACE, YOU NEED BUSINESS SOLUTIONS THAT DELIVER  
THE POWER, EFFICIENCY, AND FLEXIBILITY TO HELP YOU ADAPT  
TO ANY ENVIRONMENT.

**THAT'S WHY NOW IS THE TIME TO JOIN THE  
21,600 ORGANIZATIONS WORLDWIDE THAT  
RUN SAP® SOFTWARE SOLUTIONS.**

### **NO ONE KNOWS BUSINESS BETTER**

SAP is a world leader in business software solutions, with industry-specific products for virtually every aspect of your operations. Including best-of-suite solutions that are targeted for specific business processes and enterprise resource planning (ERP) solutions that help streamline your entire organization.

With SAP, you gain the visibility to identify inefficiencies, and the resources to help reduce them. The foresight to pinpoint opportunities, and the agility to seize them. And the collaborative tools to extend your reach far beyond the enterprise, to the entire value chain.

And because SAP solutions are built on open technologies, you're assured that they will integrate seamlessly with virtually any internal or external systems, protecting your technology investment.

### **A PARTNER YOU CAN COUNT ON**

With more than three decades of profitable growth and an exceptionally stable management team, SAP is a long-term partner you can choose with confidence.

SAP solutions are installed at more than 69,700 customer locations in 120 countries. And they're developed, implemented, and supported by 28,700 professionals operating out of a global network of offices. So you can count on world-class support, when and where you need it.

In addition, SAP continues to invest in ongoing research and development. For example, we have built SAP Labs into one of the world's premier technology research and development organizations, with thousands of professionals operating from locations around the globe. So you're assured of worldwide best practices and solutions based on the latest technologies.

What truly sets SAP apart is our unique dedication to your industry. From banking to public sector and from retail to high tech, SAP offers highly specialized solutions based on years of real-world experience. And many of our professionals previously worked in the industries they serve. The result is a depth of industry knowledge and functionality that no one else can match.

### **A BETTER RETURN ON INVESTMENT**

Today's generation of SAP solutions is designed to deliver a better return on your technology investment.

Through their rich, industry-specific functionality, they help you improve the business processes that matter most to your company.

Through their open architecture and virtually unlimited scalability, they help you leverage your existing technology assets.

And through their easy implementation, they start delivering results more quickly than ever before.

For example, Brother International achieved a 129% return on its mySAP™ Customer Relationship Management investment through improved customer-centric processes. And Volvo Construction Equipment achieved an 89% increase in sales, a 43% reduction in shipping lead times, and a fourfold increase in revenue per employee with the help of mySAP Supply Chain Management.

When SAP achieves results like these on behalf of thousands of companies, large and small, it's only logical to ask:

What can we do for you?

SAP SOLUTIONS ARE INSTALLED  
AT MORE THAN **69,700** CUSTOMER  
LOCATIONS IN **120** COUNTRIES.





**DESIGNED FOR YOUR INDUSTRY**

YOU DON'T RUN A GENERIC BUSINESS.

SO WHY USE GENERIC SOLUTIONS?

EACH SAP SOLUTION IS TAILORED TO THE SPECIFIC STANDARDS, PROCESSES, AND CHALLENGES OF YOUR INDUSTRY. SO IT FITS THE WAY YOU DO BUSINESS. IT DELIVERS RICH FUNCTIONALITY AND PRODUCTIVITY-BUILDING TOOLS THROUGHOUT YOUR ORGANIZATION. AND IT HELPS YOU ADOPT BEST PRACTICES THAT WE'VE DEVELOPED WITH INDUSTRY LEADERS FROM AROUND THE WORLD.

COMPREHENSIVE SOLUTIONS ARE  
CURRENTLY AVAILABLE FOR MORE  
THAN **25 DISTINCT INDUSTRIES.**





## A TOTAL COMMITMENT

Your business is SAP's business. We've devoted decades to understanding the major trends, subtle details, and unique challenges you face every day. And we've developed a full range of practical, reliable solutions that support the most important business processes within more than 25 industries – including yours.

In fact, you can see your business reflected in ours. The SAP global organization includes hundreds of professionals who work exclusively with your industry. They attend your industry's trade shows and conventions. They read and contribute to your trade publications. Many of them have worked in your field and hold degrees in related disciplines. As a result, they're deeply involved in the way your business processes work.

In addition, SAP maintains close relationships with customers and independent analysts in your field, and continually responds to their ideas and suggestions with new solutions and enhancements.

Because of this total industry commitment, SAP is more than a business solutions company. We are a banking solutions company. An automotive solutions company. A chemicals solutions company. A public-sector solutions company. A life-sciences solutions company. A retail solutions company. And much more.

And that makes us an invaluable partner in your success.

## SAP INDUSTRY SOLUTIONS

SAP has industry solutions that provide the end-to-end functionality needed to run your entire enterprise more efficiently. These comprehensive solutions are now available for more than 25 industries:

- Aerospace and defense
- Automotive
- Banking
- Chemicals
- Consumer products
- Defense and security
- Engineering, construction, and operations
- Financial service providers
- Healthcare
- High tech
- Higher education and research
- Hospitality services
- Industrial machinery and components
- Insurance
- Life sciences
- Logistics service providers
- Media
- Mill products
- Mining
- Oil and gas
- Pharmaceuticals
- Postal services
- Professional services
- Public sector
- Railway services
- Retail
- Telecommunications
- Utilities



**SCALED TO YOUR BUSINESS**

SAP OFFERS SOLUTIONS THAT ARE THE RIGHT SIZE AND THE RIGHT COST FOR YOUR BUSINESS. AND BECAUSE WE USE OPEN, SCALABLE TECHNOLOGIES, YOU CAN START SMALL AND EXPAND EASILY AS YOUR BUSINESS NEEDS EVOLVE.

## SOLUTIONS FOR ALL COMPANIES

Businesses large and small have discovered that mySAP Business Suite is the world's most comprehensive family of adaptive business solutions, providing best-of-breed functionality, complete integration, industry-specific capabilities, unlimited scalability, and easy collaboration over the Internet. Which is why mySAP Business Suite solutions are currently used by 80% of the FORTUNE Global 100 companies.

Whether you choose a single solution or the entire suite, the mySAP Business Suite family of solutions helps your business respond more quickly to changing customer needs and market conditions, so you can continually perform at your best and create new competitive advantages. mySAP Business Suite currently includes:

- **mySAP ERP**

As the cornerstone of mySAP Business Suite, mySAP ERP is a next-generation enterprise resource planning solution that powers your core business functions, including analytics, human capital management, financials, operations, and corporate services. It delivers industry-specific capabilities that let you seamlessly integrate key business processes from end to end. And because it's highly scalable and adaptable, it gives you

the option to incrementally add the right mix of customer relationship management, supply chain management, or product life-cycle management solutions as your business evolves over time.

- **mySAP Customer Relationship Management (mySAP CRM)**

The fully integrated CRM solution that facilitates world-class service across all customer touch points.

- **mySAP Product Lifecycle Management (mySAP PLM)**

The collaborative solution that helps your designers, engineers, and suppliers achieve new levels of innovation.

- **mySAP Supplier Relationship Management (mySAP SRM)**

Covers the full supply cycle, from strategic sourcing to operational procurement and supplier enablement, for lower costs and faster process cycles.

- **mySAP Supply Chain Management (mySAP SCM)**

The world's number one SCM solution. Gives you the power to dramatically improve your planning, responsiveness, and execution.

Best of all, this entire family is built on the SAP NetWeaver™ platform, the open integration and application platform from SAP. Based on Web services and other open technologies, SAP NetWeaver makes integrative operation a fundamental property of each SAP solution, to ensure seamless interaction with virtually any other SAP or non-SAP solution – past, present, or future. As a result, it allows your company to implement innovative business processes and industry-specific software applications more efficiently, while leveraging your existing IT investment and keeping costs down.



EACH SAP SOLUTION CAN  
**INTEGRATE SEAMLESSLY**  
WITH VIRTUALLY ANY SAP  
OR NON-SAP SOLUTION.



NEARLY **TWO-THIRDS** OF SAP CUSTOMERS HAVE  
ANNUAL REVENUES OF **\$500 MILLION OR LESS.**

## SOLUTIONS FOR GROWING COMPANIES

SAP is widely known for serving many of the world's largest corporations. But you may be surprised to learn that nearly two-thirds of SAP customers have annual revenues of \$500 million or less.

That's because SAP has long understood the special requirements of entrepreneurial businesses, and has continually developed powerful solutions that meet those requirements.

SAP solutions for small and midsize businesses deliver the performance, scalability, and rapid implementation that growing companies need to compete in today's global economy. And now you have two affordable ways to harness the power of SAP software for your growing company: mySAP All-in-One and SAP Business One.

### mySAP All-in-One

If your company requires a high degree of industry-specific functionality in a flexible, scalable solution, choose among the hundreds of mySAP All-in-One solutions. Created and delivered through a network of approved SAP business partners, these solutions provide world-class e-business capabilities – not scaled-down applications – at an affordable cost. mySAP All-in-One solutions offer out-of-the-box functionality for quick and easy management of financials, human resources, supply chain, customer relationships, and other key business processes. What's more, they are supported by a comprehensive network of SAP partners and can be tailored to fit the way your business works. So they can help you become more efficient, more responsive, and more collaborative.

### SAP Business One

If you want a simple yet powerful solution that helps control your core business functions, SAP Business One is an ideal place to start. This affordable, fully integrated software gives your people real-time, on-demand access to the information, applications, and services they need to increase revenues, control costs, and help your business grow. For example, it supports such critical business processes as financial management, warehouse management, purchasing, inventory management, and sales force automation. SAP Business One is easy to deploy and easy to understand, so you can get up and running in less time than you ever thought possible. And because it's based on open standards, SAP Business One easily integrates with other software, including mySAP Business Suite.

## SOLUTIONS FOR YOUR ENTIRE ENTERPRISE

For years, SAP R/3® software has been the world's leading ERP software, providing comprehensive functions that integrate virtually all major business processes within the enterprise, from finance to HR. Now, SAP again leads the way with mySAP ERP.

mySAP ERP delivers best-in-class, industry-specific software for your most critical business processes – all in a single, fully integrated package. It operates across your entire value chain, bringing together customers, suppliers, and partners.

mySAP ERP also provides the built-in flexibility of SAP NetWeaver, so it leverages past investments and works seamlessly with a wide range of other solutions. As a result, it allows you to add capabilities incrementally as your business grows.

mySAP ERP can raise the level of efficiency across your enterprise, by helping you perform the following:

- **Analytics**  
Evaluate business performance with software for analyzing your operations, workforce, and supply chain.
- **Financials**  
Control your corporate finance functions with software that automates financial accounting, management accounting, and financial supply chain management.
- **Human capital management**  
Maximize the profitability potential of your workforce with functionality for employee relationship management, employee life-cycle management, and employee transaction management.
- **Operations**  
Streamline logistic operations with integrated functionality to manage your end-to-end logistics process, while enabling collaboration in such areas as supply chain management, product life-cycle management, and supplier relationship management.
- **Corporate services**  
Optimize services for managing real estate, facilities, buildings, incentives and commissions, and corporate travel.

mySAP ERP is the secret behind thousands of the world's best-run businesses. Shouldn't yours be among them?

A large, light blue, stylized number '3' is centered in the background. It has a rounded top and bottom, with a horizontal bar across the middle. The number is semi-transparent, allowing the text to be seen through it.

**READY FOR YOUR FUTURE**

IN A COMPETITIVE, GLOBAL ECONOMY, INFORMATION TECHNOLOGY  
MUST KEEP UP WITH THE RAPID EVOLUTION OF YOUR BUSINESS.  
BUT THAT CAN ONLY HAPPEN WHEN NEW TECHNOLOGIES  
INTEGRATE SEAMLESSLY WITH EXISTING SYSTEMS.

THAT'S WHY SAP IS FULLY COMMITTED TO OPEN TECHNOLOGY  
STANDARDS. AS A RESULT, SAP CONTINUES TO LEAD THE  
INDUSTRY IN CREATING ADVANCED INTEGRATION TECHNOLOGIES.

## BRINGING SYSTEMS TOGETHER

SAP solutions are designed for the realities of your company's complex and heterogeneous operating environment. They integrate with virtually all types of applications – including legacy systems and disparate vendor applications – to make all your solutions work better together.

As a result, they protect your investments, today and in the future, while providing you with unprecedented visibility into your entire value chain. So you can make better-informed strategic decisions.

Now, with SAP NetWeaver and SAP xApps™ packaged composite applications, SAP has combined its business solutions expertise with the best of today's open technologies to develop the next generation of its technology platform, as well as a new category of business applications.

### SAP NetWeaver

SAP NetWeaver is the open integration and application platform used across all SAP solutions and selected SAP partner solutions. With its Enterprise Services Architecture, this Web-based platform supports business process evolution while reducing the complexity and total cost of ownership (TCO) of your information technology landscape. It easily integrates information and applications from virtually any source and is fully interoperable with the most popular development standards – Microsoft .NET and IBM WebSphere. And it ensures maximum reliability, security, and scalability, so that your mission-critical business processes run smoothly.

### SAP xApps

SAP has developed a family of easily configurable packaged composite applications that are powered by SAP NetWeaver. SAP xApps composite applications span multiple applications, departments, and organizations to extend the value of your existing IT investment. They support cross-functional, end-to-end processes to help you execute sophisticated business strategies more quickly. And they support collaborative decision making to help you leverage the power of teamwork. For example, SAP xApp™ Resource and Program Management (SAP xRPM) is a comprehensive project portfolio management application that gives business managers and teams more accurate insight into project costs and performance. It unifies project-management, time-tracking, and financial information and gives you real-time visibility into projects. Other SAP xApps composite applications currently available include SAP xApp Emissions Management (SAP xEM) and SAP xApp Product Definition (SAP xPD). And many more packaged composite applications are being developed by both SAP and its partner organizations.

### Accelerating Innovation

Because they facilitate integration and collaborative processes, these SAP offerings help accelerate business innovation. Just as important, they ensure that SAP solutions will continue to deliver value to your organization for years to come.

This is the kind of innovation that customers have come to expect from SAP: Genuine. Large in scale. And focused on real-world results.





SAP NetWeaver OPENLY INTEGRATES  
WITH INFORMATION AND APPLICATIONS  
FROM VIRTUALLY **ANY SOURCE**  
**AND ANY TECHNOLOGY.**



**SAP PARTNERS WITH HUNDREDS** OF THE WORLD'S  
LEADING CONSULTING, APPLICATION DEVELOPMENT,  
IMPLEMENTATION, AND SERVICE PROVIDERS.

## COMMON VALUES

Thanks to our unified technology platform, all SAP solutions provide the following:

- **Seamless integration**  
Removes the barriers that stand between people, systems, and information
- **Scalability**  
Accommodates virtually unlimited growth
- **Adaptability**  
Allows easy customization of features and functions – and helps you cope with constant change
- **Ease of implementation**  
Helps you get up and running sooner
- **Lower total cost of ownership**  
Helps minimize long-term costs
- **Industry expertise**  
Supports the real-world processes you employ every day

These advantages add up to a faster and greater return on investment. And that makes SAP a wise investment for your company's future.

## SAP CUSTOMER SERVICES NETWORK

When you choose SAP, your investment in the future is also protected by our global SAP Customer Services Network.

From locations around the world, SAP Customer Services Network provides a single point of access to all the support services you'll need, from strategic planning to implementation and optimization. So you can achieve your business objectives and maximize the return on your investment. Our services include:

- **SAP Consulting**  
Provides business and solution consulting services to help you plan your technology infrastructure and enhance your business performance. Also provides a business management process, including company strategy, process design, implementation, and continuous operational support.
- **SAP Education**  
Offers a wealth of instructor-led and online training options to help your people increase their proficiency and productivity with any SAP solution.
- **SAP Active Global Support**  
Provides expert assistance to help you optimize system performance – including solution management, training, knowledge transfer, and continuous operations improvement.
- **SAP Custom Development**  
Provides direct access to SAP experts who can help you develop custom enhancements to SAP solutions.

- **SAP Hosting**

Lets you outsource day-to-day hosting, service, and support. Ensures lowest cost of operation for all SAP solutions anywhere, anytime, around the globe.

- **SAP Business Maps and Engagement Tools**

Help you focus on the core processes that increase competitiveness, strengthen partnerships, and improve customer relationships.

- **SAP Ramp-Up**

Provides everything you need to achieve fast implementation of new SAP solutions, including consulting, education, support, development, and hosting. Helps reduce start-up time and related costs.

In addition, SAP partners with hundreds of the world's leading providers of consulting, application development, implementation, and service, ensuring that you receive ongoing support of the highest quality.

## FACTS ABOUT SAP CUSTOMER SERVICES NETWORK

- 50 countries
- 77 training centers
- 2,000 support consultants
- 9,000 SAP consultants
- 120,000 partner consultants
- 8,000 software developers
- Complete coverage of all industries, solutions, and life-cycle phases
- Five custom development centers in Europe, the Americas, and Asia
- Four custom data centers and genuine 24x7 support

## **RUN WITH SAP**

YOUR CHOICE OF A BUSINESS SOLUTIONS PROVIDER IS A MISSION-CRITICAL DECISION. ONE THAT WILL IMPACT YOUR COMPANY'S PERFORMANCE FOR YEARS TO COME.

NO LIST OF POTENTIAL PROVIDERS IS COMPLETE WITHOUT SAP. BECAUSE NO OTHER COMPANY OFFERS A MORE COMPLETE FAMILY OF PROVEN BUSINESS SOLUTIONS. NO OTHER COMPANY OFFERS MORE IN-DEPTH INDUSTRY KNOWLEDGE. AND NO OTHER COMPANY HAS A STRONGER COMMITMENT TO YOUR LONG-TERM FUTURE.

TO DISCOVER HOW YOUR COMPANY CAN RUN WITH THE BEST,  
PLEASE VISIT US ON THE WEB AT [WWW.SAP.COM](http://WWW.SAP.COM)



[www.sap.com/contactsap](http://www.sap.com/contactsap)

50044053 (04/05)

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