



**Enterprise Services
Partner Summit**

San Francisco
April 18-19, 2006

Overview of Services for Independent Software Vendors

Thomas Wittig, Senior Vice President, SME and Partner, Global Support and Services (SAP)

Enterprise Services Partner Summit

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Agenda

Intro

Overview of SAP Services

Resources available on SDN

What is the Jump Start Kit

Partner Enablement Services

Summary

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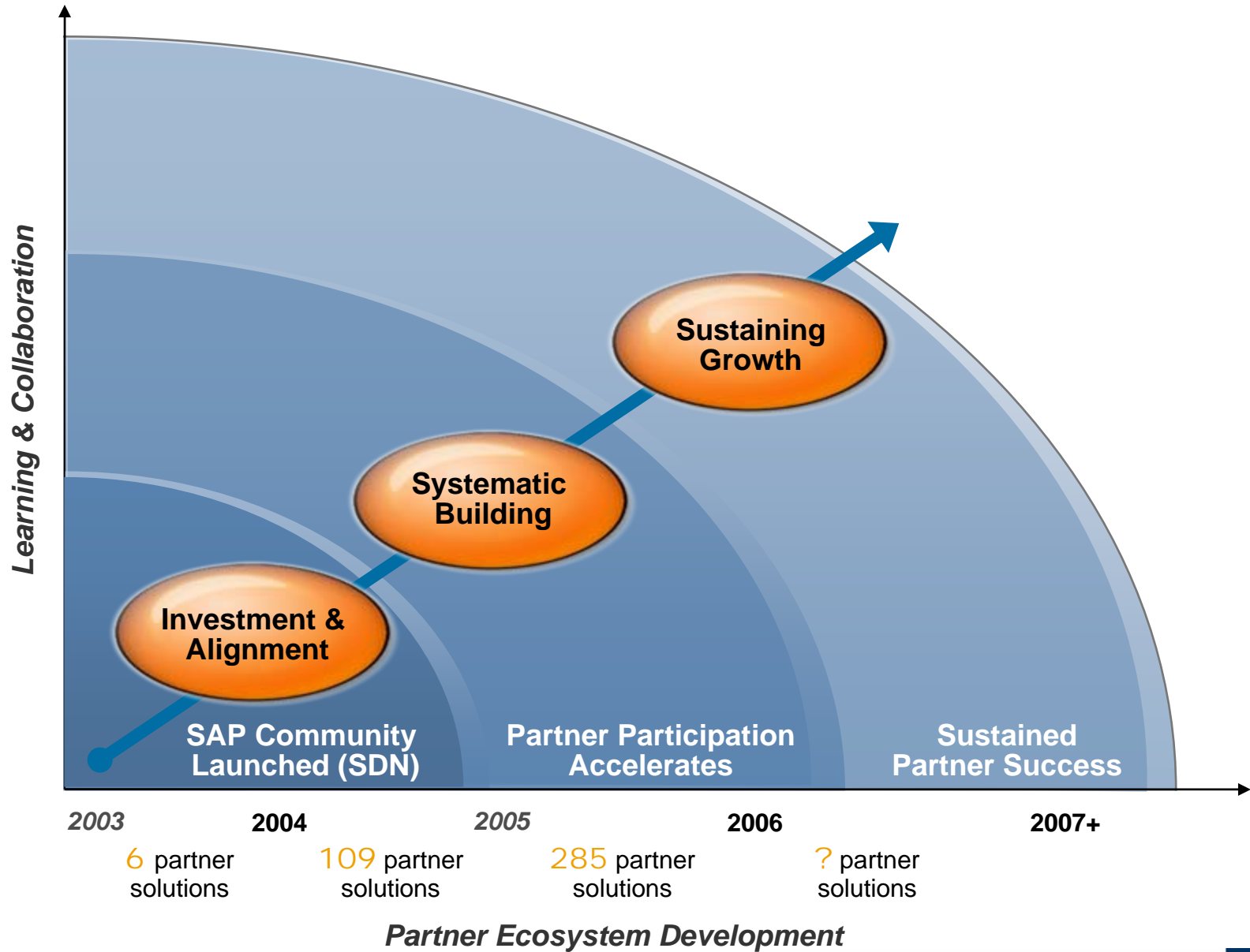
Partner Enablement Services

Summary

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Building the SAP Partner Ecosystem





Partner Enablement

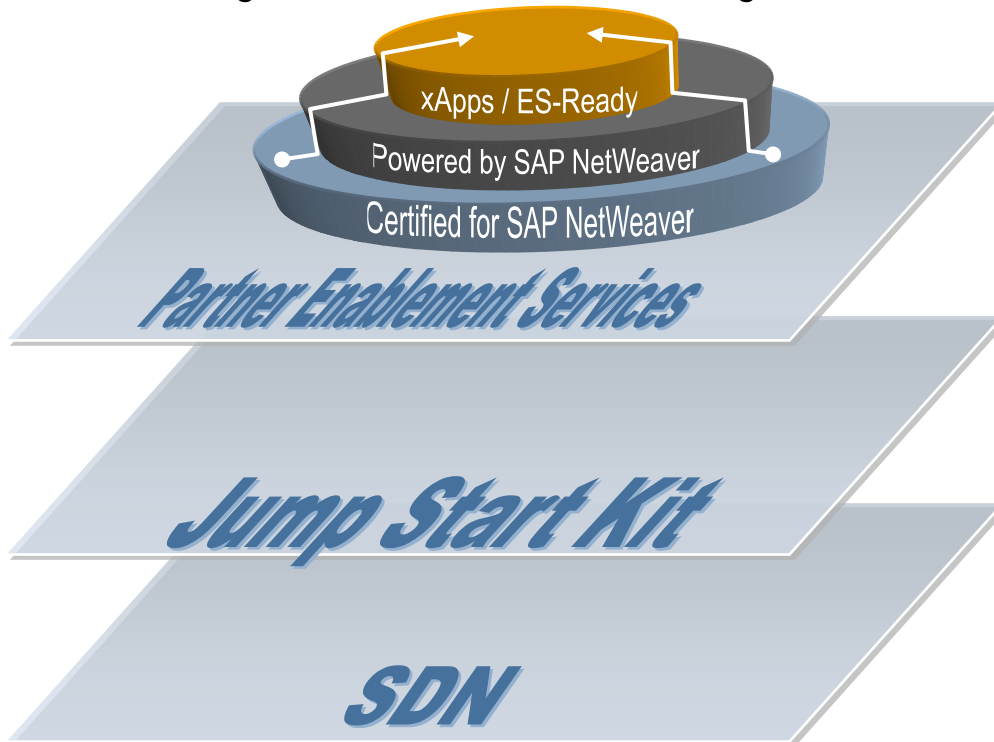
Quality Insurance

**New area in Global Services:
Partner Services Delivery**

Volume Business Support

Increasing Commitment

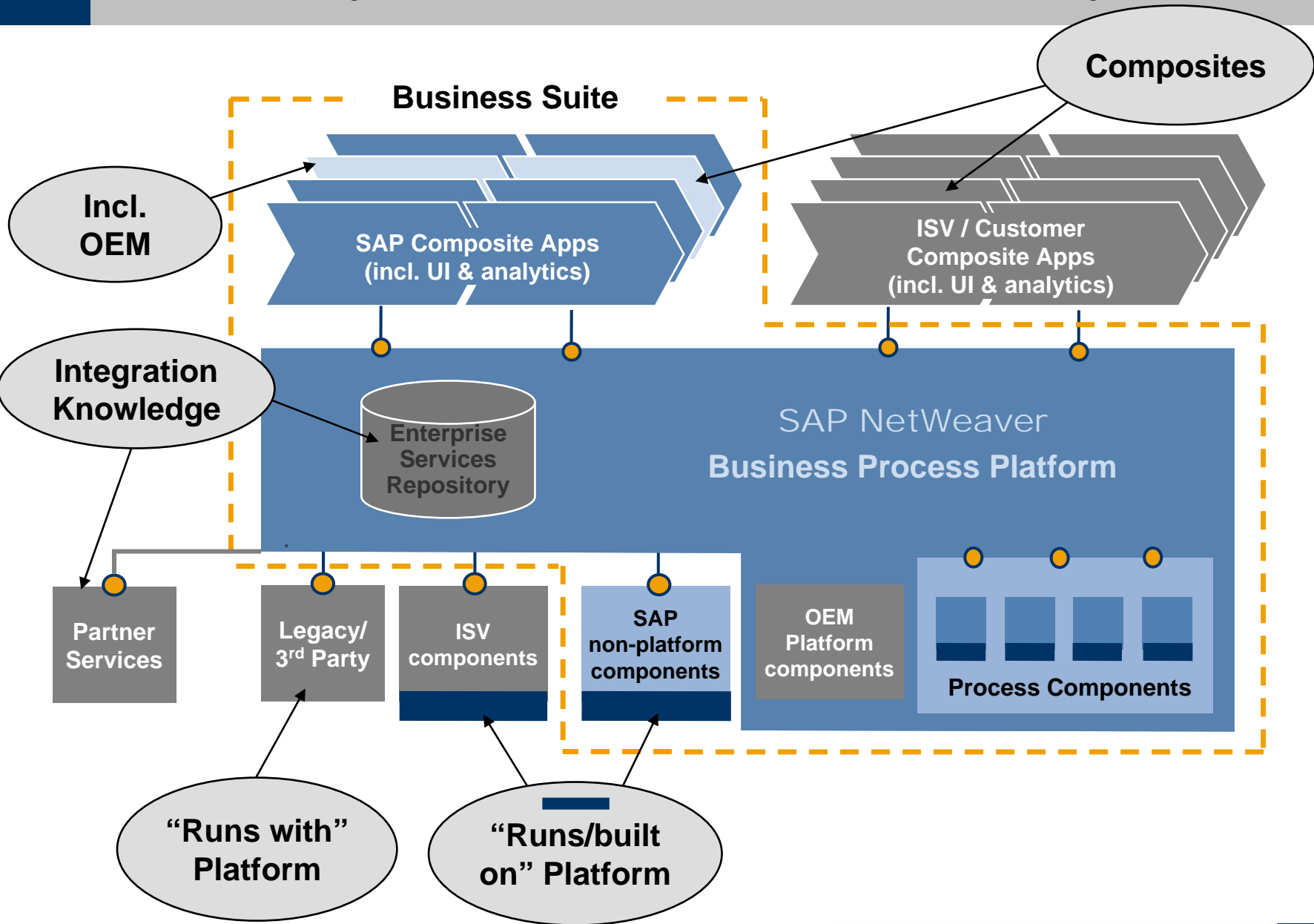
Increasing Benefits



SAP Services

- Help partners of all sizes effectively develop and deploy on our platform
- Provide you with the resources needed to grow revenue by delivering solutions that meet customers' need for compatibility with SAP.
- Offer expert guidance to you including development, technical support, integration support and product certification services throughout all phases of your development lifecycle

Decide on your role within the Platform Ecosystem



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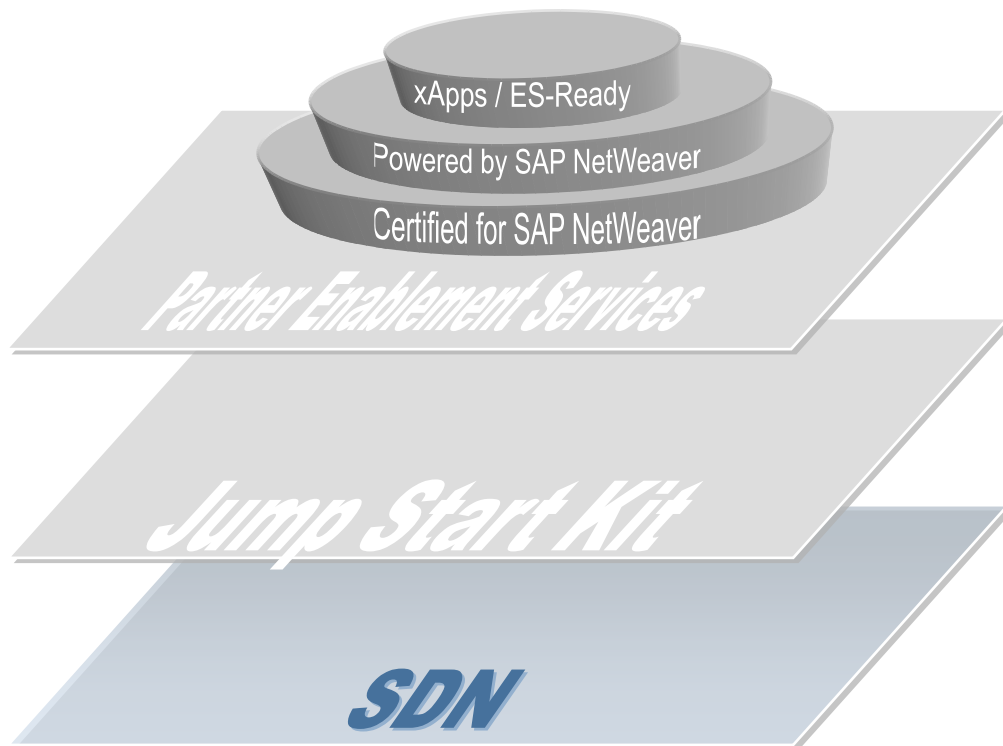
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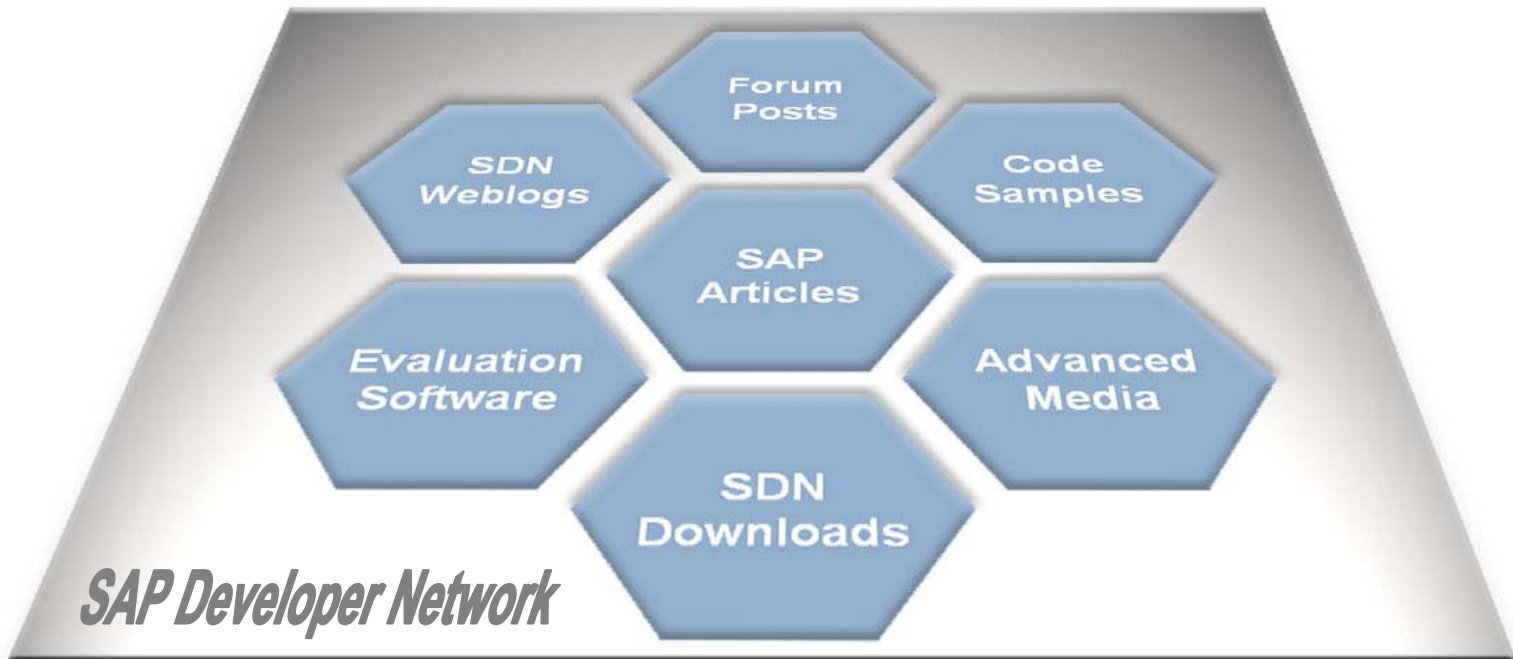


What is the SAP Developer Network?



- **Comprehensive resources for developers, business analysts, consultants, integrators , and other IT professionals**
- **Practical technical information to help you move your IT project forward**
- **An active community of SAP employees, peers, partners, customers, and other experts in the SAP ecosystem**

sdn.sap.com



Members include the entire ecosystem:

■ Corporate Customers

- ◆ Developers, consultants, system administrators, IT managers
- ◆ Developing, implementing, expanding their SAP business solutions

■ System Integrators

- ◆ Assisting clients with their broad business application needs

■ ISVs

- ◆ Expanding existing business applications
- ◆ Developing new Enterprise Services Architecture solutions based on the SAP NetWeaver platform

■ SAP Employees

- ◆ Developers and architects
- ◆ Consultants
- ◆ Solution managers, product managers
- ◆ Evangelists



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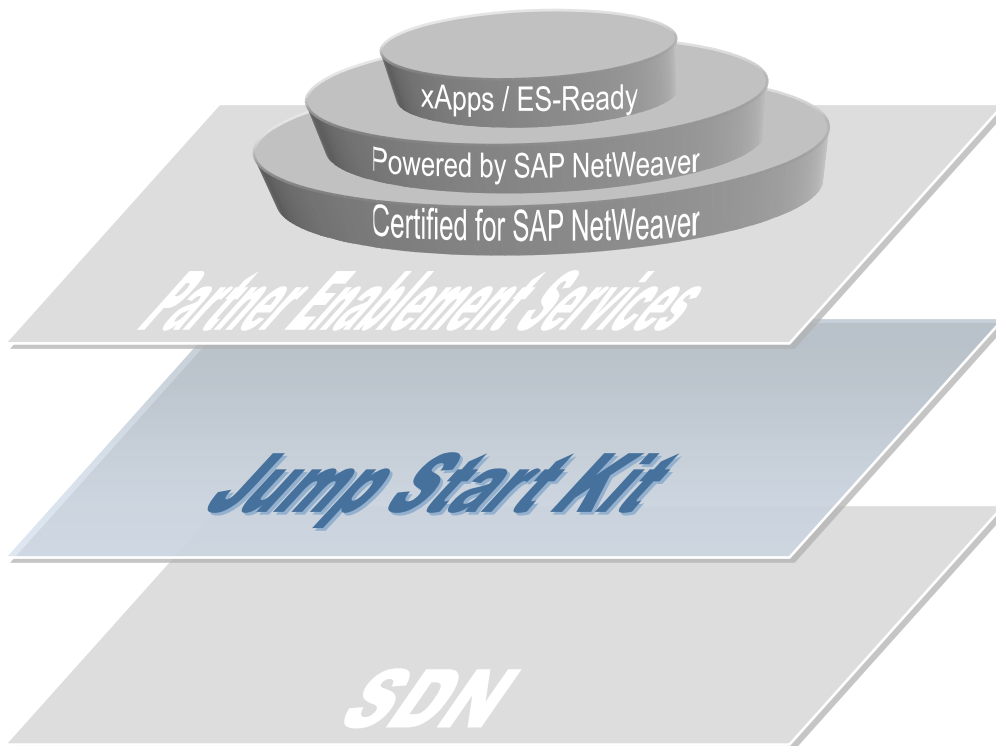
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Jump Start Kit offers systematic way for you to get started



- **Designed to help you accelerate the adoption of SAP Platform**
- **Available to all partners who want to achieve “PBNW” certification**
- **Starter Kit includes hosted development system, e-Learning and PBNW certification testing**
- **Reduced time to market for your solutions**

- **Certified partner solutions meet customers’ demand to be compatible with SAP platform**

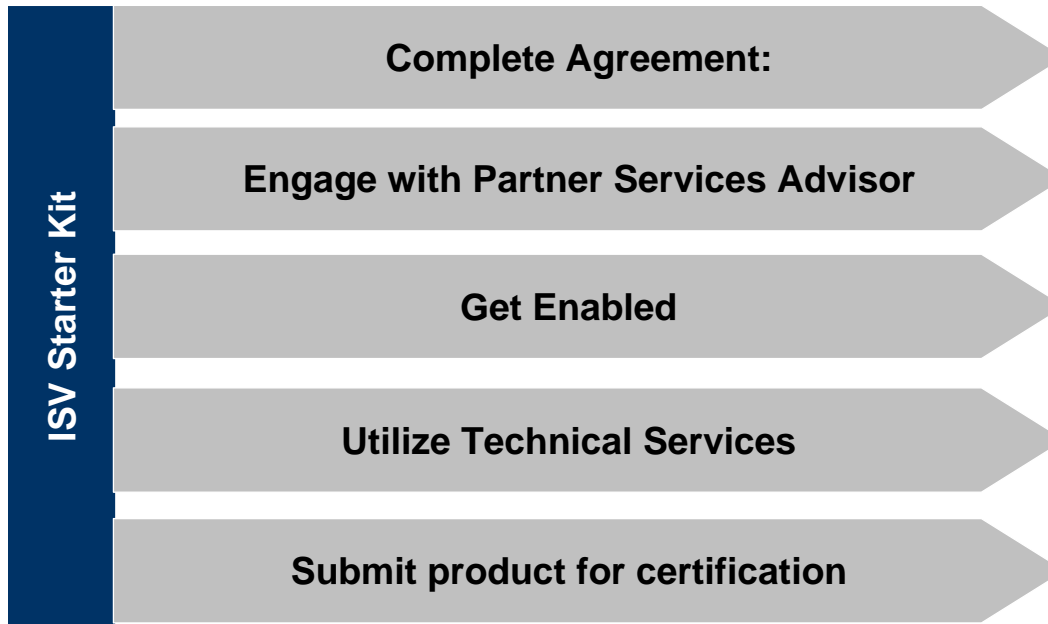
Overview of Jump Start Kit

Jump Start Kit

J2EE	ABAP	XI Content	XI Adapter	xApps Composite
				Solution Assembly Consulting
		Industry Standards Interoperability Certification		PBNW PCA Certification
				Certification Consulting
PBNW Certification JAVA + EP	PBNW Certification ABAP+ EP	PBNW Certification XI Content + EP	PBNW Certification XI Adapter	Application Development Advisory
Certification Consulting	Certification Consulting	Certification Consulting	Certification Consulting	Application Design Review
Architectural Pre-Assessment	Architectural Pre-Assessment	Architectural Pre-Assessment	Architectural Pre-Assessment	Full Architectural Assessment
Partner Services Advisor	Partner Services Advisor	Partner Services Advisor	Partner Services Advisor	Partner Services Advisor
Hosted shared SAP Backend Apps	Hosted shared SAP Backend Apps	Hosted shared SAP Backend Apps	Hosted shared SAP Backend Apps	Hosted shared SAP Backend Apps
J2EE Migration e-Learning	Java/ WebDypro e-Learning	Process Integration e-Learning	Process Integration e-Learning	Composite Application e-Learning

- **Five different Jump Start Kit with pre-configured services making it easier for you to achieve the specific type of product certification with SAP**

Systematic process for you to get started



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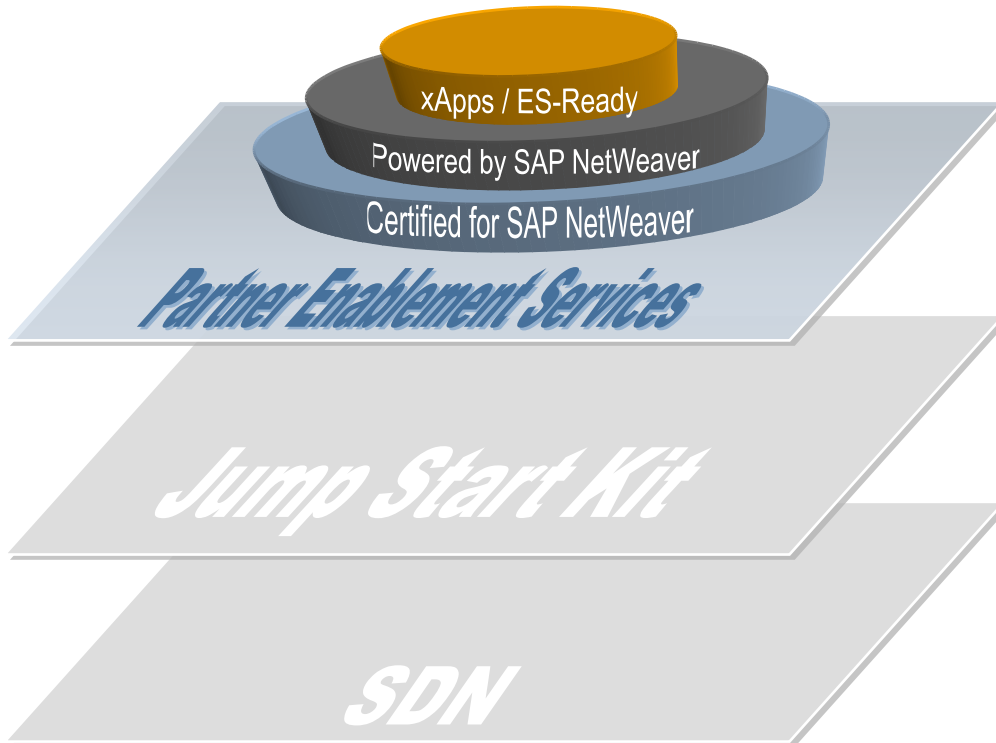
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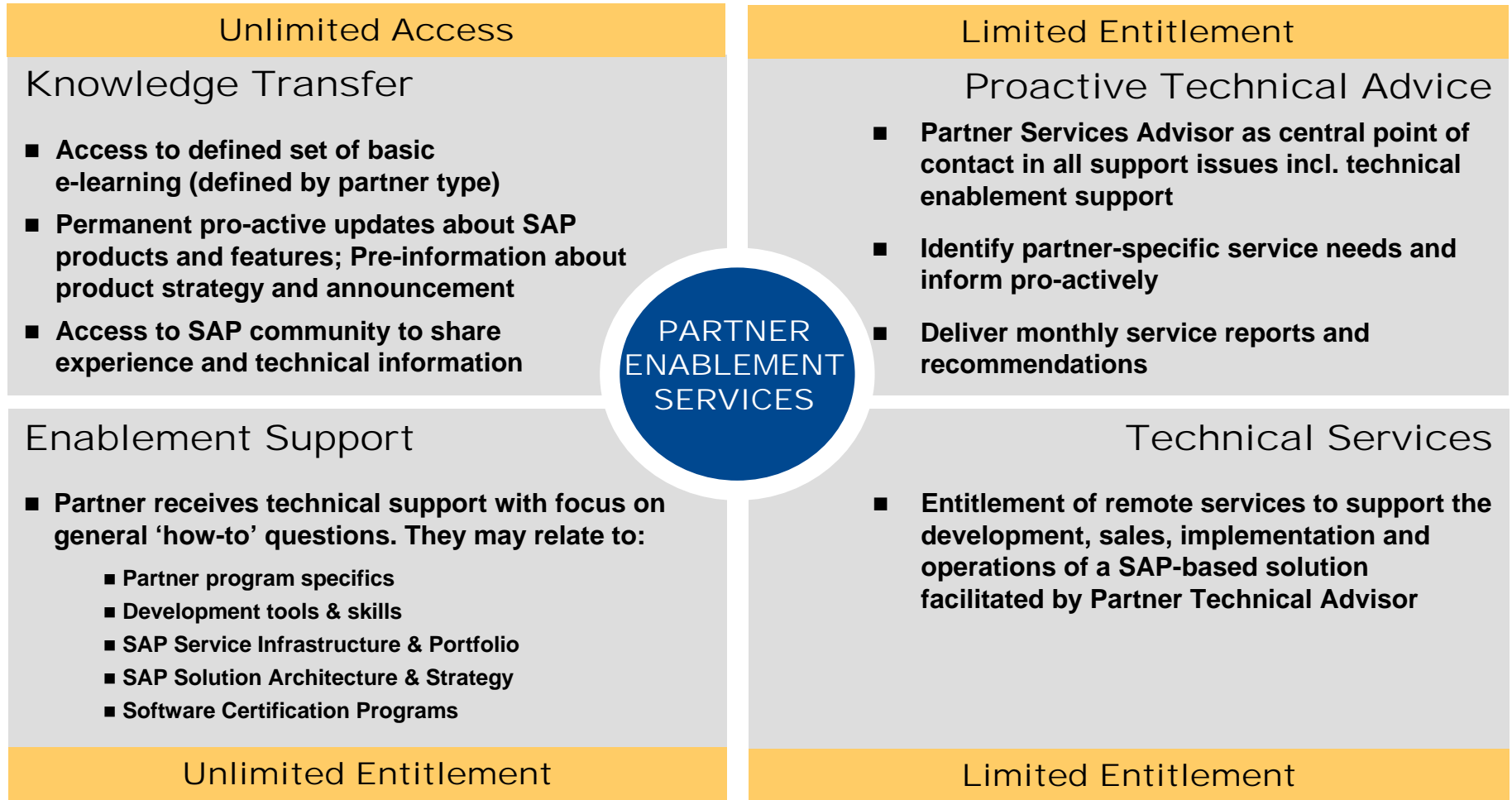
Overview of Partner Enablement Services



- Access to SAP's extensive knowledge base of business and online knowledge products
- Learning maps help you develop new skills
- Permanent pro-active updates about SAP products & features
- Fixed entitlement with flexible service offerings
- Tailored "Service Session" delivered via a dedicated Partner Services Advisor

- Provided by default when you join the SAP Partner Program
- Pilot launch in Q3, 2006

Four Enablement Service Categories



◀ Back

▼ WORK: RKT Testarea

▼ Work: ISV

- J2EE Migration
- Java/ WebDynpro Development
- Process Integration
- Business Intelligence/ Analytics
- ABAP Development
- Composite Applications
- ISV Documents

Work: ISV

Intro page released for "Special gro

[Object info](#) [Add to favorites](#)

Test Version for Review Purposes

SAP Online Knowledge Products: SAP NetWeaver for Independent Software Vendors (ISVs)

Stay Up-To-Date, Be Flexible, Save Time

Available OKPs for ISVs

- [J2EE Migration](#)
- [Java/ WebDynpro Development](#)
- [Process Integration](#)
- [Business Intelligence/ Analytics](#)
- [ABAP Development](#)
- [Composite Applications](#)

If links are inactive, see [Conditions of Access](#).

Related Topics

- [What is SAP NetWeaver?](#)
- [What are IT practices?](#)
- How is SAP NetWeaver related to the [mySAP Business Suite](#) and to [mySAP ERP](#)?
- [Powered by SAP NetWeaver Partner Program](#)

[What are SAP Online Knowledge Products \(OKPs\)?](#)

OKPs provide **role-specific Learning Maps** that give you timely, firsthand information on the implementation and operation of the latest SAP solutions or upgrades.

Whether you are working as an **implementation consultant** (on the technical, application or development side), a **presales consultant**, a **support consultant**, or an **IT team member**, the relevant OKP Learning Maps will update your knowledge to the latest product release level.

OKP Learning Maps have been officially specified and consolidated, both in structure and content, by SAP Field Operations professionals according to SAP's Skills and Competencies Framework ([PACE](#)). They are designed for experienced consultants or comparable profile holders. Details on the prerequisites and how to gain the required profiles are listed on the relevant product pages.

[OKP Learning Maps: What Do You Get?](#)

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Creating Composite Applications

Get up-to-speed with SAP Online Knowledge Products

Business Need

You want to build a composite application, which includes modeling of user centric processes, consumption of services and custom business logic.

Related Learning Maps

- **General Overview**
 - [Revenue Opportunities with SAP NetWeaver 2004s](#)
- **Installation & Administration**
 - [Software Lifecycle Management](#)
 - [SAP NetWeaver Operations](#)
- **Security**
 - [Secure Development](#)

Select Your Learning Map

Developing, Configuring, and Adapting Applications

[Creating Composite Applications](#)
(Process Layer - Guided Procedures)

[Creating Composite Applications](#)
(Service Layer)

Check technical requirements and install the latest viewer software.

Direct links: [Related Workshops](#), [Sandbox Systems](#), [Live Expert Sessions](#), [Step 2](#)

ISV

Knowledge Transfer

- NetWeaver Value Proposition Overview
- Technology Solutions "Powered by NW"
- SAP Enterprise Portal Fundamentals
- SAP J2EE Essentials for Migration
- SAP J2EE Migration Techniques
- SAP XI 3.0 Bootcamp
- CAF Guided Procedures
- XI Content Package Development
- XI Business Process Management

Proactive Technical Advice

- Partner Services Advisor
- Service Plan
- Monthly Service Reporting

Technical Services

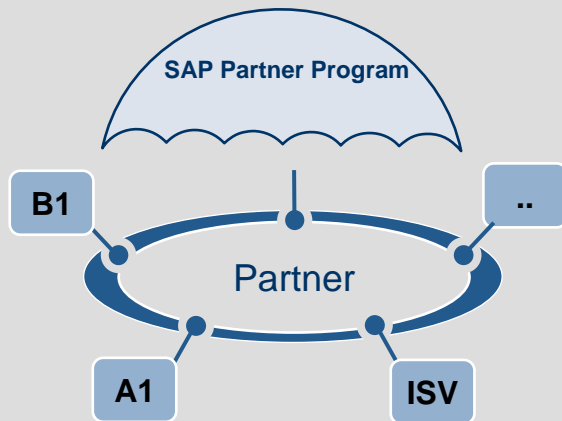
- Application Development Advisory
- Application Design Review
- Architectural Assessment
- Integration Consulting
- Migration Consulting
- Solution Assembly Consulting

Product Support

- Break-fix troubleshooting

Partner Services Advisor delivers proactive services

SAP PARTNER Re-Active Service Requests



- Messages handling
- e-learning
- Partner-specific service requests
- Technical support

Enablement
(proactive, ~70%)

Service Requests
(reactive, ~30%)

Pro-Active Enablement

- Central point of contact for partners in all support issues and service requests
- Identifies partner-specific service needs and informs pro-actively
- Offers technical enablement support
- Plans and carries out partner-specific remote service sessions
- Delivers and monitors the entitlement of the Service Benefits Package
- Delivers monthly service reports and recommendations

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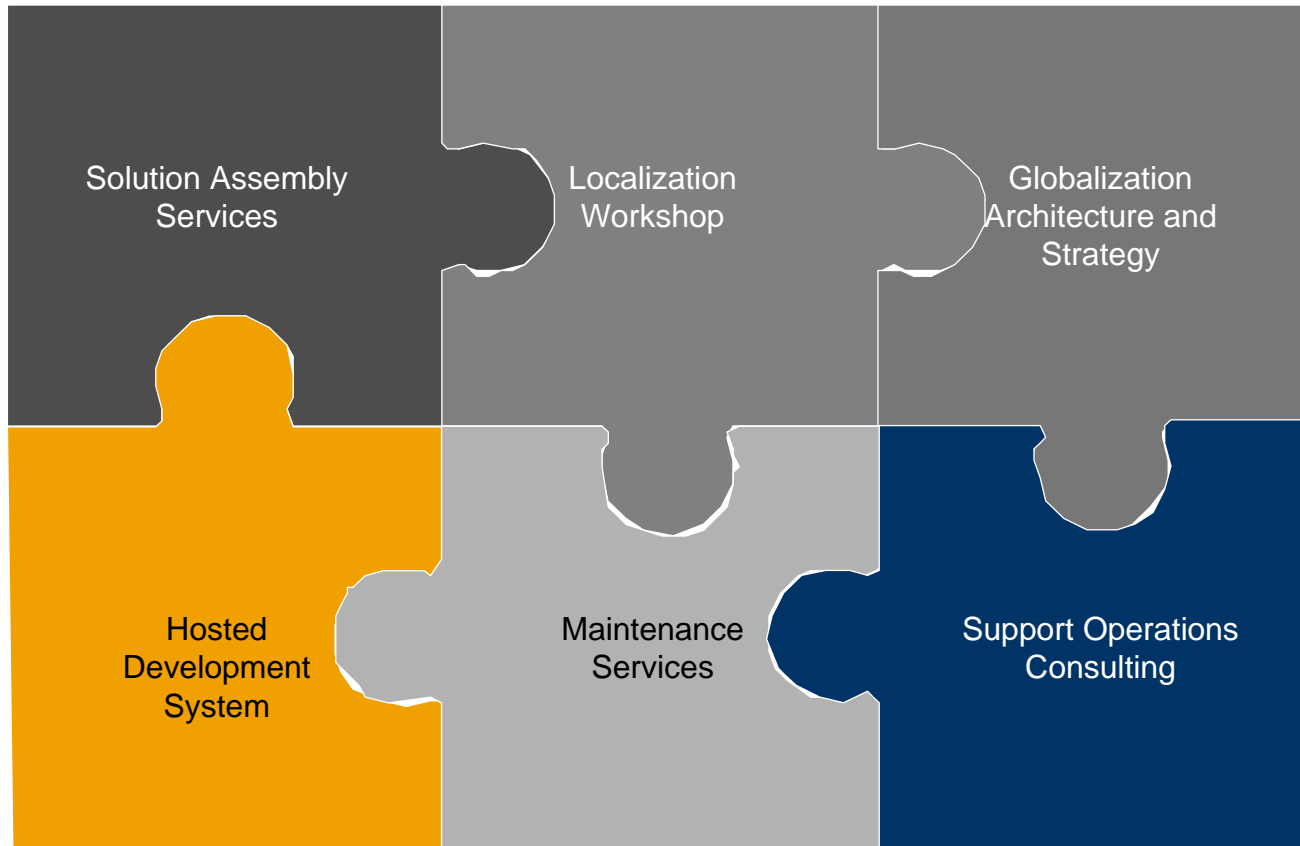
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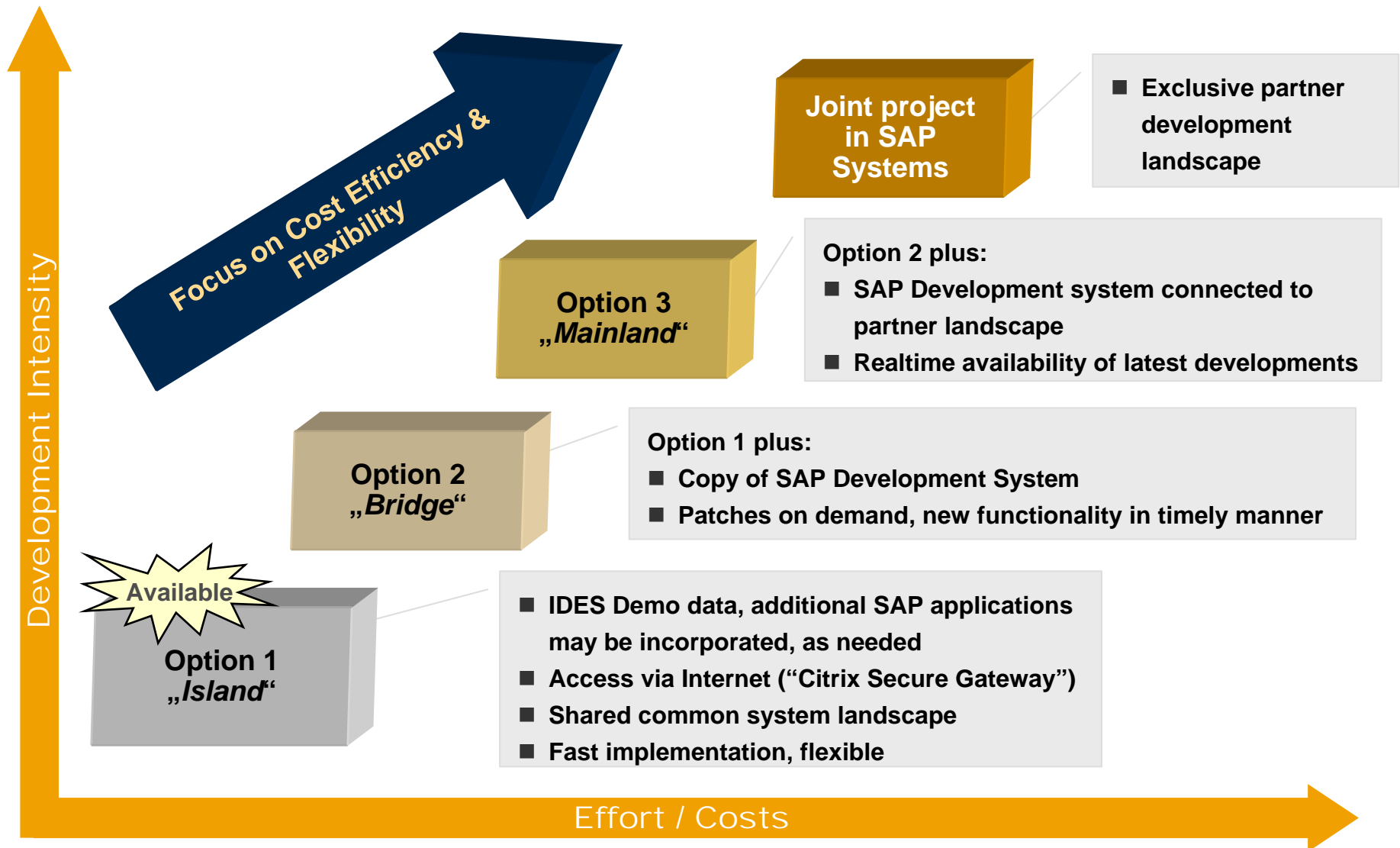
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Specialized Services to speed your time to market



System Landscapes for ISVs: Today and Future Offerings



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