



SAP-MICROSOFT Unite Partner Connection

PROGRAM OVERVIEW

Building on many years of successful partnership and joint innovation, SAP and Microsoft have launched a joint partner program that will improve how solutions are delivered for our customers and create new opportunities for our partners. Utilizing best-in-class processes from both organizations, we will help our partners expand their portfolios more efficiently and reach more customers with less risk and more reward. Knowledge of where SAP and Microsoft are teaming will provide our partners and customers more clarity and insight to more effectively leverage the technology investments they have made.

SAP-MICROSOFT Unite Partner Connection program helps organizations that are partners of both companies increase their business opportunities and deliver solutions more effectively to their customers with reduced risk. Through this program, partners such as system integrators and ISVs are better able to identify, plan, and deliver their solutions that contain software from both SAP and Microsoft. Designed for partners that are members of both the SAP® PartnerEdge™ program and the Microsoft® Partner Network, the program enables participants to collaborate with SAP and Microsoft and optimize their results through better knowledge and planning. As a result, end customers benefit from solutions that are more closely aligned with their needs.

“The new global partner program created by SAP and Microsoft is instrumental in providing opportunities for their joint partners to expand their solution portfolios, serve more customers with greater clarity, and ultimately grow their market opportunities.”

*“As one of the first members of **SAP-MICROSOFT Unite Partner Connection** program, Capgemini has been able to provide input into the program regarding what our customers are looking for from both Microsoft and SAP so we can more effectively deliver innovative solutions for our customers while leveraging their existing technology investments.”*

DON JONES
SR. VICE PRESIDENT, CAPGEMINI

Value Proposition

By bringing together existing competencies within Microsoft and SAP, **SAP-MICROSOFT Unite Partner Connection** program will help our partners expand their portfolios more efficiently, both horizontally and vertically, and enable them to reach more customers with less risk and more reward, thereby increasing their revenues. The combined brand strength, messaging, communication, and promotional channels of SAP and Microsoft bring additional marketing power to the partners.



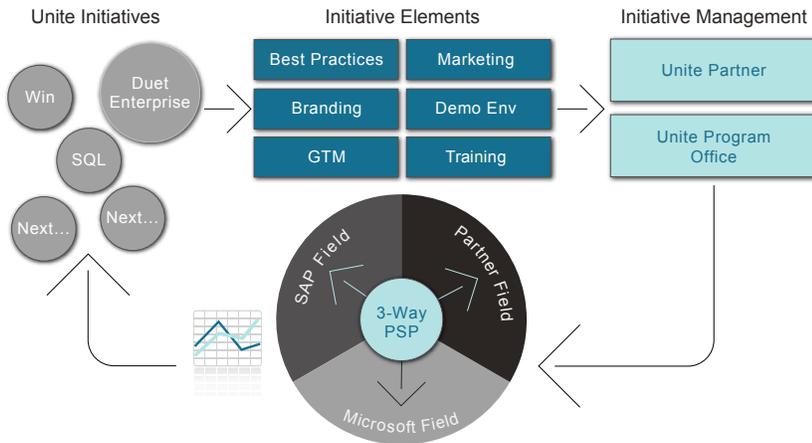
Partner	Customer	SAP / MICROSOFT
<ul style="list-style-type: none"> • Expands their portfolios more efficiently, with less risk and more reward • Allows our partners to more freely develop new solutions for their customers • Decreases technical risks with a “future proof” architectural approach • Maximizes skills from both companies for joint development opportunities 	<ul style="list-style-type: none"> • Helps address current technical issues more effectively today, and positions them to approach new business challenges with greater confidence • Mitigates risk • Provides satisfaction that SAP and Microsoft are working closely together • Offers greater transparency from SAP and Microsoft • Improves cost-effectiveness of partner solutions through a more programmatic approach • Makes solutions from partners more innovative, cost effective, and reliable • Improves ability to extract value from investments 	<ul style="list-style-type: none"> • Improve partner and customer satisfaction and loyalty • Encourages closer partner engagement between SAP and Microsoft • Enhances competitive advantage • Provides new revenue streams through collaborative solutions • Addresses new trends and opportunities (cloud computing, mobility, business intelligence)

What Are the Key Elements of the Program?

Working with the program office, members of SAP-MICROSOFT Unite Partner Connection program can enable joint SAP-Microsoft global customers to leverage existing core solutions such as Duet® Enterprise and SQL Server® along with future joint development initiatives. With an unprecedented commitment to co-innovation, go-to-market support, and sales/field enablement, the program helps partners expand their portfolios more efficiently and reach more customers with less risk and more reward. Business planning is now a three-way process, and our partner plans are rolled out to the field at the regional and local levels of both companies for timely execution and alignment.

The Unite Partner Connection program office tracks our partner commitments and various other key performance indicators (KPI) within a Partner Sales Plan (PSP) via our CRM tools. Each PSP contains the commitments, goals, and objectives specific to each partner for various geographies. All three parties (SAP, Microsoft, and the partner) have input into the sales plans, which are used to drive the sales cycle, local campaigns, specific marketing efforts, proofs of concept (PoC) and assessments, and more.

How will SAP-MICROSOFT Unite Partner Connection Drive Value?



How Can SAP-MICROSOFT Unite Partner Connection Program Help Your Business?

The program has been developed to empower partners with an outstanding list of marketing, sales enablement, and support and readiness benefits designed to provide an immediate impact to your business:

Marketing	Executive Roundtable Events	Readiness
<ul style="list-style-type: none"> • Executive roundtable events • Event co-presence with Microsoft/SAP at key industry conferences such as: <ul style="list-style-type: none"> • Joint Regional Campaigns • Joint Regional Events • Partner-led events • SAP TechEd • SAP Sapphire • SAP World Tour • Microsoft WPC • Funds for local marketing campaigns 	<ul style="list-style-type: none"> • Exclusive program membership • Early access to product roadmaps and strategic direction for Microsoft and SAP joint solutions • Support co-innovation with partners such as development of business package • Pre-sales support from dedicated Unite Partner Connection program team • Bid desk support for large deals • Sales planning and engagement with MS and SAP sales force to grow your pipeline • Analytics and tools for customer management account planning • Access to business investment funds for certain initiatives to deliver PoCs and assessments • Access to demo materials and systems • Solution and program briefings and collateral • Battle cards • Access to case studies and powerful customer evidence • TCO tools and assessment 	<ul style="list-style-type: none"> • Access to Ramp-Up opportunities for joint initiatives • Readiness plan development support • Sales and technical training learning tracks • Quick start with pre-developed PoC and Architectural Design Session content • Solution Academies

Program Qualification/Requirements

The requirements to determine if a partner qualifies for consideration to join SAP-MICROSOFT Unite Partner Connection include the applicant being an existing partner with both SAP and Microsoft, having existing SAP and Microsoft delivery practices with a record of customer success, having demonstrated market penetration, and a history of successful partnering, preferably with both Microsoft and SAP. Further details on qualification requirements can be found by contacting the Unite Partner Connection office unitepmo@microsoft.com.

How Partners Can Get Involved Today

Information on SAP-MICROSOFT Unite Partner Connection program will be soon be available on the SAP EcoHub site and MPN. A partner activation kit will be downloadable for approved partners through MPN beginning October 1, and the SAP Partner Playbook will be available for approved partners through the SAP EcoHub in Q4 2010. For immediate assistance please contact the Unite Partner Connection program office at unitepmo@microsoft.com.



About SAP

SAP is the world's leading provider of business software, offering applications and services that enable companies of all sizes and in more than 25 industries to become best-run businesses. With more than 102,500 customers in more than 120 countries, the company is listed on several exchanges, including the Frankfurt stock exchange and NYSE, under the symbol "SAP." For more information, visit www.sap.com.



About Microsoft

Founded in 1975, Microsoft (NASDAQ "MSFT") is the worldwide leader in software, services, and solutions that help people and businesses realize their full potential.