Welcome Prospective Members!

Did you know that SAP Customers...

*Produce 86% of the World’s Athletic Footwear*
Agenda

University Alliances Introduction
• Overview of SAP
• SAP University Alliances Program in North America
• Curriculum and Training
• Membership Process in North America
• Next Steps
• Q&A

Break
• meet “Faculty Coordinators”
• SAP GUI support for your laptop

Overview of the University Alliances Community
SAP ERP Navigation Hands-on Exercise
Overview of SAP: Customers, Strategy, Solutions
**With SAP, organizations reduce costs, drive growth, and improve the customer experience**

- Bring critical information onto a single, integrated software platform
- Run standard, back-end processes using best practices for their industry
- Configure their unique processes to execute a differentiated strategy

**Global leadership**

- $18.8 Billion annual revenue
- 55,000 employees
- 176,000 companies run SAP
- 63% of the world’s transaction revenue touches an SAP system

*Since SAP is the most widely adopted business software, students have the greatest chance to improve their career opportunities by gaining hands-on experience with SAP in their course work.*
40 Years of Industry Expertise

- CONSUMER INDUSTRIES
  - P&G
  - ABP
  - ConAgra Foods
  - Pepsi
  - De Beers
  - ExxonMobil
  - Pfizer
  - The Times of India
  - DHL
  - Telefonica

- TRADING INDUSTRIES
  - Lastar
  - Coca-Cola
  - JPMorgan Chase
  - De Beers
  - BP

- FINANCIAL SERVICES
  - Unilever
  - GAP
  - Harrods
  - Etam
  - Credit Suisse
  - BMW
  - Samsung
  - ABB

- MANUFACTURING
  - Johnson & Johnson
  - Boots
  - General Electric
  - De Beers
  - OKI
  - Caterpillar

- PUBLIC SERVICES
  - SAP
  - The University of Tennessee
  - Deutsche Bank
  - NISSAY
  - NISSAN
  - Alcatel
  - NASA

- PROCESS MANUFACTURING
  - Unilever
  - De Beers
  - ExxonMobil
  - Pfizer
  - Telefónica

- SERVICES
  - United States Postal Service
  - BBC
  - DHL
  - United States Postal Service
  - SAP

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2012 STRATEGY

FIVE MARKETS

APPLICATIONS
ANALYTICS
MOBILE
TECHNOLOGY & DATABASE
CLOUD

HANA

SERVICES
SAP University Alliances Program in North America
# SAP University Alliances Program - By The Numbers

<table>
<thead>
<tr>
<th>SAP University Alliances Members</th>
<th>Schools</th>
<th>Students</th>
<th>Professors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Worldwide</td>
<td>1,194</td>
<td>217,747</td>
<td>6,141</td>
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<tr>
<td>North America</td>
<td>220</td>
<td>110,048</td>
<td>1,343</td>
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</tbody>
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Note: figures as of March 2012
SAP University Alliances Program - Key Components

Software licensing for teaching and other academic purposes.

A peer hosted software and support platform model at not-for-profit University Competence Centers for a nominal fee.

A portfolio of curriculum materials and aids.

Knowledge transfer via faculty workshops focusing on best practices in teaching with SAP software and curricula.

Academic collaboration and exchange events.

Full University Alliances Community portal access (www.uac.sap.com) for students & professors with significant content, forums and job board.

Membership in the Americas’ SAP Users’ Group (ASUG) University Connection program.

Opportunity for associate level certification.

Undergraduate scholarship program.
Value Proposition For Universities and Faculty

Free access to world class enterprise software
• teach ERP, analytics, and development on the platform of choice for the world’s leading organizations

Low cost peer hosting
• benefit from knowledgeable technical support with no systems administration overhead

Free curriculum developed by faculty for faculty
• bring hands-on experience into the classroom to enhance students’ understanding of ERP, analytics and web & mobile application development
• integrate instructional silos through integrated business cases and datasets

Free workshops
• learn best practices for teaching with SAP
• stay on leading edge of enterprise technology with shortened learning curve

Free membership in ASUG
• build strong corporate relationships
• offer students competitive advantage in the job market through expanded internships and career recruiting at SAP customers, partners, and SAP
Example SAP University Alliances Members

- California State University, Chico
- University of Wisconsin-Milwaukee
- Grand Valley State University
- HEC Montreal
- Indiana University-Bloomington
- Saint Joseph’s University
- University of Arkansas
- University of Southern California
- Widener University

SAP supports and encourages academic freedom – faculty use the software where and how it makes sense for them!
Students’ Business Process and SAP Skill Set

Employers indicate new hires from a University Alliances member schools are:

- Process thinkers
- Information literate
- Collaborative / know how to work in teams

Students are able to:

- Blend IT with business specialties such as accounting, production planning, marketing and supply chain
- Understand business process integration and how their area of specialization impacts the rest of the business

Students at some programs additionally know:

- ERP configuration
- Development on the SAP NetWeaver platform
Benefits For SAP Customers

Access to SAP literate graduates
- Ready for advanced, company specific training – reduced training costs
- They like working with SAP - reduced turnover
- Fresh ideas on using SAP solutions - drive value

Partnering opportunities with colleges & universities
- Influence curricula and programs by participating in Advisory Boards

Long term solution to hiring needs in IT
- “Grow your Own” by starting out with graduates with both business and IT skill set
Curriculum and Training
Curriculum for Business and Computer Science Faculty

Course library at University Alliances Community [www.uac.sap.com]
A “course” can likely be used throughout much of the semester to support a university class and typically have slides, exercises and other supporting materials. “Supplements” are typically a smaller set of content and may or may not include all resources.
The ERP Simulation Game

Students compete to implement the best strategy and tactics using SAP ERP

Elements of an ERP simulation game
- Initial briefing
- Faculty coaching students on SAP
- Team meeting
- Students in action
- Debriefing
SAP Business ByDesign

Give students their first positive experience with an ERP system for small and medium businesses.

- Intuitive interface
- Built-in analytics
- Mobile enabled
- eLearnings
- Certification program being introduced through University Alliances
Sybase® Unwired Platform and SAP HANA®

Sybase Unwired Platform (Mobile)

• Develop once
• Multi-device compatible
• Application development
• http://www.sybase.com/products/mobileenterprise/sybaseunwiredplatform

SAP HANA

In memory database management system

• Super fast analytics
• Up to 3600 times faster than traditional disk-based systems
• http://www.sap.com/hana/index.epx
Faculty Training - Summer Workshops Planned for 2012

Chico, California: June 4-7
- Introduction to SAP University Alliances and SAP ERP
- Analytics
- SAP ERP Configuration using Global Bike, Inc.

Montreal, Quebec: June 18-21
- ERP Simulation Game Level 1 training
- ERP Simulation Game Level 2 training
- SAP NetWeaver

Milwaukee, Wisconsin: July 9-12
- Introduction to SAP University Alliances and SAP ERP
- Introduction to SAP Business ByDesign
- Introduction to Sybase Unwired Platform

Registration opens after the Academic Conference.
Check back on www.uac.sap.com

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Membership Process in North America
From Interest to Active Member

Active Participation

Interest / Buy-In
1. Top down support of administration
2. Bottom up commitment from 3-5 faculty (some tenured, some adjunct OK); cross dept. team
3. Advisory board / business community

Curriculum Plan / Business Case
1. Goals / objectives
2. Faculty / administration / industry support
3. Short / long term curriculum intent
4. Systematic approach
5. License agreement with SAP and services agreement with UCC

Education / Development
1. Attend faculty workshops / Academic Conference
2. Evaluate curriculum materials
3. Begin integrating ERP and analytics into courses

Active Participation
1. Use software in courses
2. Feedback loop with core faculty team
3. Close working relationship with SAP ecosystem for jobs & internships, advisory boards

Education / Development

Curriculum Plan / Business Case

Interest / Buy-In
Develop Curriculum Plan

A simple document used to accomplish 2 goals:
Determine scope of SAP software license
Determine presence of Critical Success Factors

Answer 5 questions:
What program(s) do you want to use the software in and how do they fit within the department, college, university, etc.?
What are the specific courses you have in mind as a starting place and then maybe longer term (although this is harder to pin down) -- just want to see your vision.
Who are the faculty who want to get involved and what is their relationship to the university? (discipline, tenured vs adjunct, rank, etc.)
What are the funding sources for this? (Realistically you'll need $8K per year plus some travel money to be an active, trained member of the community)
What is your link back to the SAP customer/partner base? (Where will the students get jobs? Who is on your industry advisory board, etc.)

The process can assure faculty buy-in
Costs

- **Hosting of $8000 per year (if you start June 1, $2,000 for calendar 2012)**
  - Paid to the hosting center (UCC) assigned to you
  - Billed and paid on a calendar year basis

- **Travel Costs for Faculty**
  - To attend the SAP Academic Conference each year
  - To attend free training classes

No other costs including no hardware or system support costs
Next Steps
What’s Next?

Still Need Buy In?
- Schedule virtual meeting with Alex or John
- If internal funding is an issue, explore corporate sponsorship
- Leverage the University Alliance library by discipline as well as eLearnings

Ready to Join?
- Draft your University Alliances “Curriculum Plan”
- Work with Alex or John to get plan approved
- Complete the Contract Information Sheet

Contracts (start by mid-April for June start)

Summer Workshops
Questions
Thank You!

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