



MAVEN SOLUTIONS CASHES IN FOR £5,000

REFERRAL RESULTS IN FOUND MONEY

QUICK FACTS

Company

- Name: Maven Solutions Ltd.
- Location: Hyde, Cheshire, United Kingdom
- Web site: www.maven-solutions.co.uk
- Employees: 7

Referral Program Benefits

- Big financial rewards and the best business software for your customers
- 5% of the initial net software license revenue (or first year's subscription to the SAP® Business ByDesign™ solution), totaling up to US\$50,000 (€50,000), on referrals that are won, closed, and paid
- No software expertise required
- Secure Web site for easy opportunity entry and tracking
- Free membership

Referral Products

SAP solutions for small businesses and midsize companies

- SAP BusinessObjects™ Edge solutions
- SAP Business One application
- SAP Business All-in-One solution
- SAP Business ByDesign solution

SAP BusinessObjects portfolio

- SAP BusinessObjects enterprise performance management solutions
- SAP BusinessObjects Edge Strategy Management application
- SAP BusinessObjects Edge Planning and Consolidation application

When acquiring the business intelligence (BI) software company Business Objects in 2008, SAP also inherited the partnerships that Business Objects had established with IT resellers around the world. One of those companies was Maven Solutions Ltd. in Cheshire, England. Now Maven has seen its new relationship pay off to the tune of an additional £5,000 (€5,900) – simply by submitting a lead to the SAP® Referral program.

Maven Solutions is a BI solutions provider based in the Manchester area of England and, as an SAP partner in the United Kingdom, can offer a dedicated BI solution for any size organization. Founded in 2006, company sales are about £850,000 (€1 million).

The tale of the referral began when one of Maven's customers passed along information that telecommunications company Bailey Teswaine Ltd. was in need of a business planning and consolidation (BPC) solution. Because Maven's core business remains providing SAP BusinessObjects™ solutions and data warehousing software, the BPC project wasn't a fit for the company.

However, Mark Stringer, managing director at Maven, had learned of the SAP Referral program from Roland Bullivant, his SAP partner manager. Recognizing that the

Bailey Teswaine lead could still prove valuable, his team registered the lead with SAP.

From there, SAP sold the SAP BusinessObjects Business Planning and Consolidation application to Bailey Teswaine with Maven's introduction. Stringer recalls, "I believe that the initial requirement was for consolidation, with planning to follow. However, Bailey Teswaine purchased a single solution, as it made financial sense at the time." SAP then arranged for another solution provider, K-Twenty Consulting Ltd., to handle implementation.

For Maven, the referral earned a nice payday, and the company took on a BI project for Bailey Teswaine for the third quarter of 2009 as well.

Program Participation Yields Additional Benefits

Maven is an active SAP partner, but participation in the referral program

Take Action

Learn more about the SAP Referral program at www.sap.com/ecosystem/partners/referral. It's easy to enroll your company – and just as easy to submit opportunities.

doesn't require a prior relationship with SAP. Simply identify a company in the market of small and midsize enterprises that would benefit from SAP business software and then register that lead via an online portal. Leads that qualify and convert to a sale can result in up to US\$50,000 (€50,000) in revenue for the referring company.*

“Participation in the SAP Referral program is a very rewarding experience and a great way to earn extra revenue.”

Mark Stringer, Managing Director,
Maven Solutions Ltd.

While raking in extra revenue is a welcome development for any business, Stringer acknowledges that other benefits are also likely. For example, the program strengthens the entire SAP reseller community. Just as K-Twenty gained business from Maven's referral to SAP, any referral customer could likewise spawn business for Maven in the future. He adds, “There is the potential for reciprocal business from

the organizations we choose as partners on referrals. It keeps Maven in people's minds for a reason other than our excellence in the business intelligence and data warehousing fields.”

Now that the one-time Business Objects platinum partner is fully ingrained in the SAP reseller community, Stringer doesn't hesitate to call Maven's relationship with SAP “very positive.” And as for the SAP Referral program? “Participation in the SAP Referral program is a very rewarding experience and a great way to earn extra revenue,” he concludes.

Whether you're intimately familiar with SAP solutions or getting to know us for the first time, now's the time to capitalize on the SAP Referral program. You don't need software expertise. You just need program membership and a business model that's active in the SME market. The rewards are too big to ignore – up to US\$50,000* per lead that converts to a sale – regardless of your core competency. Visit www.sap.com/ecosystem/partners/referral.



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*The actual referral reward may vary according to deal size and other factors. Payout will be in dollars, euro, or other currency, according to local variations in the program.