

LEVERAGE INDUSTRY VALUE NETWORK TO DRIVE GROWTH

COLLABORATION THAT FOSTERS INNOVATION AND CREATES VALUE

The Industry Value Network program is an SAP community initiative that brings together network members to drive co-innovation and the delivery of seamlessly integrated, multivendor solutions that address priority, industry-specific needs.

Leading firms today recognize that product and service innovation, as well as continuous improvement of their core processes, is faster and more effective when accomplished through a collective effort. When this effort leverages the combined expertise, capabilities, and resources of a network of companies and their software and services providers, the value to all participants grows exponentially.

To stimulate such collaboration, SAP has created the Industry Value Network program. The program brings leading-edge independent software vendors, technology vendors, and systems integrators together with SAP and its customers to focus on priority industry needs and opportunities (see Figure 1). Through this program, SAP provides a collaborative environment – anchored by the SAP NetWeaver® technology platform – to stimulate co-innovation, development, and go-to-market activities for high-impact, industry-specific business solutions.

“Leveraging integrated business and production processes is only possible with strong collaboration between the solution vendors and a robust technology platform to deliver demonstrable customer value.”

Ralph Carter, President and CEO,
Pavilion Technologies Inc.

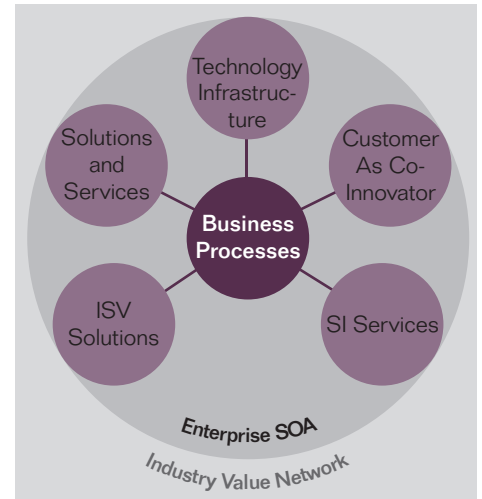


Figure 1: Industry Value Network – The Unique SAP® Industry Ecosystem Approach

Turn Breakthrough Ideas into Real Business Solutions

The Industry Value Network program focuses on information sharing to build strong, trusted, long-term relationships and to drive alignment of business strategy, development road maps, and go-to-market plans. Network members leverage combined information, resources, and solutions to encourage the development of new business solutions. They collaborate through the life-cycle phases depicted in Figure 2, supported by a comprehensive, best-practice framework.

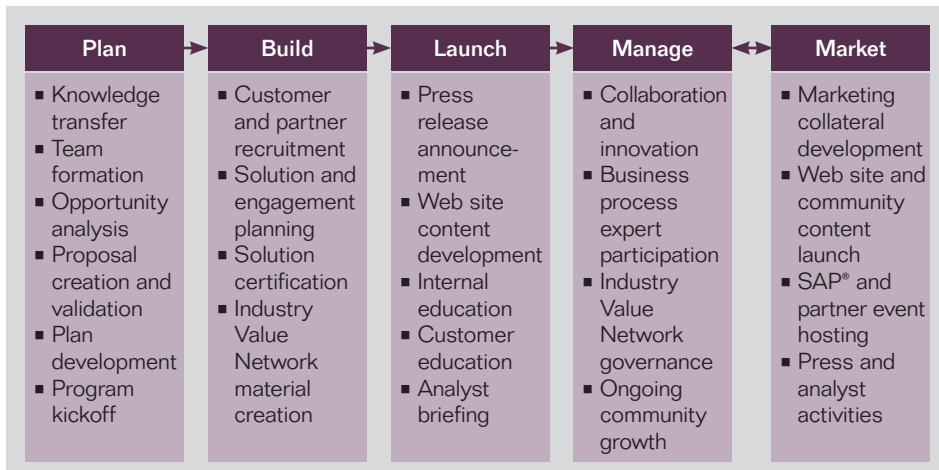


Figure 2: Industry Value Network Program Life-Cycle Phases

Collaborate with Industry Peers

Each Industry Value Network group addresses the business challenges of its industry. Depending on the focus area and targeted solution, specific Industry Value Network members work together (leveraging an array of communication media including workshops, meetings, telephone conferences, mail, and community discussion forums) to define new applications and integration scenarios, put business plans together,

and work on go-to-market and rollout plans. Industry Value Network groups use input from business and development communities, forums, and user groups to support the selection of focus areas and partners.

Realize Exceptional Value

The Industry Value Network program delivers an unprecedented level of value to participating members, explained in the following table:

How the Industry Value Network Program Offers Value to All Participants

Customers	Partners	SAP
<ul style="list-style-type: none"> Superior, accelerated innovation Increased productivity and interoperability Lower total cost of ownership and IT investment risk 	<ul style="list-style-type: none"> New market opportunities Aligned business, development, and field engagement Stronger go-to-market proposition 	<ul style="list-style-type: none"> New growth opportunities Unparalleled industry ecosystem offering Enterprise SOA adoption momentum

SAP Customers

SAP customers work collaboratively with other Industry Value Network members to drive business innovation. Customers are co-innovators for new solutions, supporting requirement definition and validation as well as solution rollout as reference customers.

Independent Software Vendors

Independent software vendors provide complementary solutions for identified areas where SAP does not offer a solution. They work with Industry Value Network members to define and develop new applications (such as SAP® composite applications) and extended integration scenarios based on SAP NetWeaver and enterprise service-oriented architecture (enterprise SOA).

Systems Integrators

System integrators bring their industry, customer, and domain expertise to the network to support integration scenario definition, best-practices creation, and implementation acceleration.

SAP Experts

SAP brings industry expertise, industry-specific software solutions, an integrated business process platform, and a comprehensive ecosystem strategy (including communities, technical enablement, certification, and support services) to the Industry Value Network program. The industry business unit at SAP is the lead for facilitating management of process and collaboration among Industry Value Network members.

Technology Vendors

Technology vendors bring in-depth expertise and enabling technologies to support the realization of industry-specific business solutions.

Gain Bottom Line Benefits

Participating in the Industry Value Network group for your industry delivers unprecedented benefits to all network members, including the following:

- **Superior, accelerated innovation** – Industry Value Network provides faster, superior innovation by leveraging an industry-specific network (including customers, software, service, and technology suppliers) focused on collaborative innovation through information sharing.
- **Leading-edge, complete industry solutions** – Industry Value Network drives synchronized development and business collaboration so you benefit from complete, out-of-the-box, integrated industry solutions.

Drive co-innovation and the delivery of seamlessly integrated, multivendor solutions that address priority, industry-specific needs.

Leverage combined information, resources, and solutions to encourage the development of new business solutions.

- **Industry-specific expertise** – Industry Value Network offers a trusted matrix of leading-edge functionality, expertise, and services from vendors that work together, share information, and cross-pollinate knowledge to enable new composite applications and integration scenarios as well as best-practices business processes and implementation consulting.
- **Joint marketing of end-to-end solutions** – Industry Value Network participants benefit from joint go-to-market opportunities by positioning bundled solutions and consulting services to existing SAP customers and potential customers.
- **Lower total cost of ownership and IT investment risk, as well as higher asset utilization** – Partner software solutions positioned through Industry Value Network leverage the SAP NetWeaver technology platform and thus have preintegrated solutions that use a common platform and standard interfaces to lower total cost of ownership and risk. New composite applications enable you to better leverage your existing SAP and independent software vendor investments.

Inquire About Participating

Industry Value Network comprises a select community of customers and partners invited to participate by SAP. For general information about the Industry Value Network program, visit www.sap.com/ecosystem/communities/ivn/index.epx. To learn more about the communities of innovation at SAP, visit www.sap.com/ecosystem/communities/index.epx.

The Communities of Innovation at SAP

The communities of innovation at SAP create value for our customers as they develop strategy, establish business processes, engineer technologies, deploy solutions – even as they conduct ongoing daily operations.

To deliver this value, SAP – through our own or other forums of interest – orchestrates an ecosystem of business persons, developers, and IT services professionals who span business strategy, business processes, technology, and operations.

The communities of innovation distinguish SAP as the leader in coordinating and harnessing the collective power of our developers, partners, and customers – to usher in the new era of enterprise SOA.

Summary

The Industry Value Network program is an SAP community initiative that assembles network members to drive co-innovation, delivery, and marketing of seamlessly integrated, multivendor solutions that address priority, industry-specific needs. The program brings leading-edge independent software vendors, technology vendors, and systems integrators together with SAP and its customers to focus on priority industry needs and opportunities and is powered by the SAP NetWeaver® technology platform.

Challenges

- Collaborate with multiple business entities and IT vendors
- Efficiently leverage expertise, functionality, and information across business and IT networks
- Deploy seamless business processes that entail multiple vendor solutions and services

Supported Business Processes and Software Functions

- **Superior, accelerated innovation** – Focus on collaborative innovation through information sharing
- **Multivendor collaboration** – Collaborate with multiple business entities and IT vendors
- **Solution development** – Create complete, seamlessly integrated industry solutions
- **Synergistic participation** – Enable new applications, integration scenarios, best-practices business processes, and implementation consulting
- **Higher asset utilization** – Use a common platform and standard interfaces to lower total cost of ownership and risk for greater asset utilization
- **Joint marketing** – Position bundled solutions and services to customers

Business Benefits

- **Faster, superior innovation** through leveraging an industry-specific network focused on collaborative innovation through information sharing
- **Increased productivity and interoperability** that drives synchronized development and business collaboration
- **Deeper industry and solution insight** achieved by tapping into a trusted matrix of leading-edge functionality, expertise, and services
- **Accelerated go-to-market time**, using combined sales and marketing forces to bring joint end-to-end solutions to market
- **Lower total cost of ownership** achieved by leveraging the SAP NetWeaver technology platform to develop new solutions that are easily integrated into existing IT environments

For More Information

Visit us online at www.sap.com/ecosystem/communities/ivn/index.epx.

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