



AGILITA

BASELINE FOR SUCCESS: SAP® SOLUTION, BEST PRACTICES, AND PARTNER PROGRAM

“We immediately recognized that SAP Business All-in-One and the SAP Best Practices Baseline package allow us to deliver the perfect solution at the right price point for midmarket companies.”

Sandra Völler, Managing Director and CEO,
Agilita AG

QUICK FACTS

Company

- Name: Agilita AG
- Location: Regensdorf, Switzerland
- Founded: 2002
- Industry: High tech
- Employees: 30
- Web site: www.agilita.ch
- Target country/markets: Switzerland/small and midsize enterprises (SMEs)
- Partner relationship: SAP global technology and software solution partner
- Products and services: SAP® Business All-in-One solution and implementation services

Challenges and Opportunities

- Shift from service provider to selling both solutions and services to the SME market
- Become the first SAP channel partner to sell SAP Business All-in-One in Switzerland

Objectives

- Sign on 15–20 customers per year
- Quickly and easily demonstrate the value of SAP Business All-in-One to prospects
- Streamline and standardize project implementation

Partnership Highlights

- First SAP channel partner to sell and implement SAP Business All-in-One in Switzerland
- Winner of SAP Swiss Innovation award in 2007
- SAP partner since 2006

Route to Market with SAP

- SAP PartnerEdge™ program
- SME Solution Center organization
- Joint sales and marketing programs

SAP Solutions Sold

- SAP Business All-in-One
- SAP Best Practices Baseline package

Partnership Benefits

- Enables Agilita to generate license revenues relying strictly on solutions developed by SAP
- Provides Agilita with one-to-one coaching that helps increase the likelihood of sales success
- Delivers a reliable infrastructure as a backbone for Agilita's enablement and success
- Provides SAP with ideas for solution enhancements
- Helps SAP penetrate the SME market in Switzerland



How does a company become the most successful SAP channel partner in Switzerland? According to Sandra Völler, the managing director and CEO of Agilita AG, based in Switzerland, success depends on a full-featured solution that meets the needs of small and midsize enterprises (SMEs), best practices and procedures that address the unique requirements of companies in various industries, and solid support delivered through the SAP® PartnerEdge™ program. In fact, it was a combination of these that enabled Agilita to get its first SAP Business All-in-One customer, HESS Medizintechnik AG, up and running within 50 working days, with minimal disruption to operations and predictable outcomes, costs, and time to value.

Choosing a Foundation for Success

Founded in 2002 as Abilita AB, Agilita AG started off providing services to SME customers of SAP Switzerland

the majority of Swiss companies comprise 20–50 employees, many solutions are not the right fit for them. We immediately recognized that SAP Business All-in-One and the SAP Best Practices Baseline package allow us to

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Sandra Völler, Managing Director and CEO, Agilita AG

AG. When the company decided to transform its business in 2006 by selling solutions in addition to services, it knew it needed to find just the right solution.

As an experienced service provider to the SME market in Switzerland, Agilita is keenly aware of the needs of these companies. Völler explains: “Because

deliver the perfect solution at the right price point for midmarket companies.”

Meeting the Needs of Small Businesses and Midsize Companies

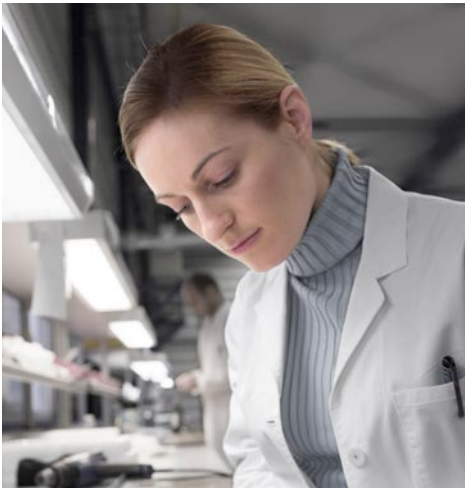
Small businesses and midsize companies increasingly look for business

solutions that enable them to adapt quickly, easily, and cost effectively as their businesses grow over time. “SAP Business All-in-One provides proven vertical-industry features, is configurable to meet changing business needs, and offers predictable cost of ownership. And its localized support is critical to success in the European SME market,” explains Völler. The size of these companies doesn’t mean that they are insular or restricted in location. For example, Agilita recently completed the implementation of SAP Business All-in-One in four languages and with country-specific financials support for a single company.

Accessing Comprehensive Partner Support

Successfully delivering partner solutions requires not only software that meets the needs of customers, but also tools that help the partner succeed. “Small companies want a fixed-price project and a short implementation schedule. To be successful selling to that market, we need to meet these expectations,” says Völler.

SAP channel partners like Agilita are part of a highly selective, industry-leading program called SAP PartnerEdge. This program provides SAP channel partners with everything they need to succeed in the SME market, from sales and marketing resources that align with the entire sales cycle to education and ongoing support that help build competency and expertise.



“By combining the relevant functionality of the SAP Business All-in-One solution, SAP Best Practices Baseline, and our industry know-how, we are able to provide companies in a range of industries with a solution that meets their needs.”

Sandra Völler, Managing Director and CEO, Agilita AG

With a goal of signing on 15–20 new customers per year, Agilita is well served by the support it receives from SAP and its partner program. “The SME Solution Center organization is an invaluable resource, especially for a company of our size with only 30 employees. It helps us market and configure solutions in a way that increases the likelihood of our success. And one-to-one coaching provided by SAP partner advisers is incredibly useful in helping us to efficiently address the unique needs of SME companies in various industries,” says Völler.

Delivering the Value of SAP Software to Small Companies

“SAP is a well-known and respected brand in Switzerland, and smaller companies are eager to take advantage of the robust functionality afforded by SAP solutions,” explains Völler. But

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Agilita has learned that the software evaluation process varies significantly between smaller and larger organizations. “Smaller companies want to see and use the solution in order to determine whether or not it meets their

needs,” continues Völler. With that in mind, the company collaborated with SAP to develop a tool that makes it easy to quickly prove to prospects the value and affordability of the SAP Business All-in-One solution. This tool proved key to helping Agilita land HESS Medizintechnik.

Once a company has seen the value of SAP Business All-in-One, Agilita calls upon a process called “SPEED” that it developed to address the needs of the SME market. “We understand the importance of implementing new software without distracting our customers from their daily work,” says Völler.

The SPEED process helps ensure a quick project timeline, covering everything from prototyping, customizing, fine-tuning, and transferring knowledge about the productive solution. “In essence, this process helps us provide

our customers with a shortcut to realizing the value of SAP solutions. We can meet with them in the morning to prototype and customize a solution and visit them in the afternoon to see how they are using it,” continues Völler.

Calling Upon Best Practices

One key resource that helps Agilita address the needs of the SME market in a streamlined way is the SAP Best Practices Baseline package. In contrast to the SAP Best Practices packages for specific industries, SAP Best Practices Baseline provides generic content that can be used as the basis for implementing SAP Business All-in-One. From detailed, step-by-step implementation procedures to extensive reusable documentation and preconfigured settings, the package simplifies installation.

Because nearly all of Agilita’s customer installations are based on the SAP Best Practices Baseline package, the company is able to deliver a standard project every time. “By combining the relevant functionality of the SAP Business All-in-One solution, SAP Best Practices Baseline, and our industry know-how, we are able to provide companies in a range of industries with a solution that meets their needs,” explains Völler.

Collaborating Closely Leads to Innovation

The close working relationship between SAP and Agilita helps the partner establish its plan for success. A joint business plan is created every year and reviewed every month. On a quarterly basis, SAP shares with Agilita new information about partner support and solution enhancements. In addition, Agilita has access to an SAP channel manager, as well as the director of the

SAP Switzerland business unit for small and midsize enterprises.

Just as important, Agilita contributes to the ongoing improvement of the SAP Business All-in-One solution. "We provide feedback and suggestions to SAP after every customer installation," says Völler. It is such involvement and insight that helped Agilita win the Swiss Innovation award from SAP Switzerland AG in 2007.

Envisioning Future Success

With nine new customers and €280,000 in license revenues in its first full year of selling SAP Business All-in-One, Agilita looks forward to continued success.

"We hope to be the most successful SAP channel partner in Switzerland. Our passion for SAP and insight into the SME market combined with the SAP Business All-in-One solution, best practices, and support from SAP put us well on our way. We look forward to making many other small businesses and mid-size companies aware of the fact that they can take advantage of the robust functionality of SAP solutions quickly and affordably," concludes Völler.

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