



ENHANCING YOUR COMPETITIVE ADVANTAGE WITH CUSTOM-DEVELOPED SOLUTIONS

Custom-developed solutions can help your organization extend and amplify its competitive advantage by leveraging new or innovative business processes, exploiting new market opportunities, and introducing and managing new products and services. The SAP NetWeaver® platform gives you powerful tools to help you succeed with your custom development projects no matter how large – or small – they may be. And for more complex projects, you can call on the SAP® Custom Development organization.

Turning Uniqueness into Advantage

Your business processes and the information technology that supports them are key to your ability to compete and thrive. Whether you're running a cross-continent supply chain, analyzing financial trends, or expanding your service offerings, your business software and technology infrastructure is the foundation upon which you can implement innovative, market-differentiating business processes. This combination of a reliable, trusted business process platform and the ability to extend existing business processes to address market demands – or go after new opportunities – can make the difference between a good business and a best-run business.

SAP® software and the SAP NetWeaver® platform are enterprise-tested and provide a solid yet flexible foundation upon which your organization can realize its enterprise service-oriented architecture (enterprise SOA) implementation. This includes standard support for core business processes and industry-specific applications in numerous vertical and microvertical industries such as oil and gas, chemicals, consumer products, retail, public sector, and other markets. SAP also provides essential tools and services for extending your SAP software to enhance business process innovation, for instance, to support competitive differentiation in products or services.

SAP NetWeaver: Integration, Innovation, and Custom Development

SAP NetWeaver includes functionalities to help developers build, configure, and adapt user interfaces to standard SAP software, as well as develop, model, and configure custom-built solutions. Among other things, SAP NetWeaver employs model-driven tools, so developers and business analysts can work together easily during development. It includes an environment for building composite applications, which are key components in a service-oriented architecture. Also, developers can use SAP NetWeaver to establish content sharing with non-SAP portals, software inter-operation with non-SAP applications, and business process inter-operation with non-SAP solutions.

With SAP NetWeaver, developers gain access to standards-based programming language, offerings, and tools that include:

- **SAP NetWeaver Composition Environment offering**
 - Incorporates the SAP NetWeaver Developer Studio and SAP NetWeaver Visual Composer tools described below
 - Supports composite application development at all levels of the development process, including service composition, process composition, and user-interface composition
- **SAP NetWeaver Developer Studio tool**

Lets developers build multitiered business applications based on Java Platform, Enterprise Edition (Java EE) using the industry standard, Eclipse-based integrated development environment
- **ABAP™ programming language**

Lets developers build applications using the workbench in ABAP and user interfaces based on Web Dynpro
- **SAP NetWeaver Visual Composer tool**

Helps developers and business analysts work cooperatively to develop portal content and analytics applications

In addition, SAP NetWeaver features a composite application framework, a developer infrastructure mechanism for version control and build management, robust workflow-composition functionality, and more.

Working with SAP Custom Development

If you're faced with more complex or challenging development requirements, you can call on the SAP Custom Development organization to provide guidance and enhance your in-house development efforts with SAP NetWeaver. An arm of the SAP Services organization, SAP Custom Development is made up of solution architects, project managers, and developers who are experts with access to SAP internal developers and partners around the world.

Extending Synergies

Frequently, IT organizations deploy individual technologies or develop custom applications in response to short-term business needs without the time to consider how the solutions will ensure the accurate, timely, and relevant sharing of information. Using such "point" solutions can expose business users to information that is inconsistent, inaccurate, and out-of-date.

You can avoid this situation with SAP NetWeaver, which brings together the worlds of standard software and custom solutions to extend rather than limit your IT synergies. It lets you take advantage of the latest in application development practices to adapt standard software to meet your specific needs, and it helps you craft innovative, composite applications to draw on standard software from SAP and other vendors, as well as previously developed in-house solutions.

Reaching Success with Composite Applications

SAP NetWeaver – the foundation for enterprise SOA – gives you vital resources to support application composition, where service-enabled enterprise applications become the building blocks of a new generation of composite applications. With enterprise services, you can encapsulate enterprise business functions and expose them as reusable services that can be combined with other services to support supply chain management, customer relationship management, supplier relationship management, enterprise resource planning, and other business

processes. Your existing applications become the DNA of service-enabled components that can be assembled, modified, and invoked when you want, according to your business needs of the moment.

Since SAP NetWeaver provides you with the framework and tools to model and configure composite applications you can reduce coding to a minimum. The platform employs a visual, model-driven programming philosophy that offers complete control for the power developer while letting your organization's business analysts sit alongside IT developers to chart the course of application development.

With SAP NetWeaver, you can take a flexible, phased approach to custom development that responds to your specific business needs today while moving ahead on the path toward enterprise SOA.

Sharpening Your Competitive Advantage

SAP NetWeaver, helps bring cohesion to your application development efforts so you can turn software development into a means for competitive differentiation. With its visual modeling functionality and tools such as SAP NetWeaver Composition Environment and SAP NetWeaver Visual Composer, the platform lets you sharpen your development – and competitive – focus by bringing in business analysts to work with developers.

Benefits of Custom Development with SAP NetWeaver

Optimize End-to-End Business Processes

With the tools available in SAP NetWeaver, you can aggregate and analyze information across your organization, customers, partners, and suppliers. The software lets you share actionable insights in order to recognize opportunities and respond to challenges. SAP NetWeaver supports your every step along the way from gathering initial insight to execution of improved business processes.

Take Advantage of Platform Interoperability

Tight integration among core applications, the platform, and custom development does not imply a single, closed ecosystem. The development environment in SAP NetWeaver works with SAP and non-SAP software and can be used to create applications that interoperate with and span other platforms such as Java EE, Microsoft .NET, and IBM WebSphere, so you can perform custom development in an open environment. SAP NetWeaver provides in-depth support for industry standards including Java, XML, Web services, and so on. And SAP NetWeaver Developer Studio is one of the largest implementations of the Eclipse framework.

Free Up Resources for Innovation

SAP NetWeaver helps reduce complexity by supporting IT standardization and consolidation. This, along with ease of access to and integration with SAP and non-SAP software, drives down development and maintenance overhead so you can free up human (and financial) resources for innovation.

Profit from a Flexible Approach to Development

With SAP NetWeaver, you can implement new business processes in a manner that delivers the greatest business benefits for your company when you need them. The platform provides the tools and functionality to help you adapt your SAP environment to meet your ever-changing competitive business requirements. You can implement projects in stages, tailor the road map to your specific needs, and bring in SAP Custom Development when necessary to refine or supplement the process. This lets your organization focus on immediate business opportunities while moving forward to meet future business needs and take advantage of the latest technologies.

Leverage SAP Expertise

The SAP Custom Development organization helps customers and partners leverage SAP NetWeaver and enterprise SOA to build more complex composite solutions and customer-specific enhancements quickly and safely. When you choose SAP Custom Development, you benefit not just from its engineering background, project expertise, and global development model, but also from its close working relationships with internal SAP resources, including SAP business process experts, and with the broader SAP software development community. SAP Custom Development can thus bring current, comprehensive knowledge to your custom development efforts and help synchronize your development projects with SAP product road maps to ensure the direction of your custom solution is aligned with SAP's release strategies.

Why SAP? Why Now?

There are compelling reasons – both tactical and strategic – to act now to adopt SAP NetWeaver as your platform and when necessary choose SAP Custom Development to further your competitive advantage.

From a tactical standpoint, SAP NetWeaver simplifies the task of leveraging your existing IT landscape by exposing the underlying functions of your current core applications as services, letting you combine these with other services to create powerful composite applications. This – along with SAP software powered by SAP NetWeaver – gives you a strong start on the road to building an enterprise SOA.

At a higher level, SAP offers strategic benefits to companies in all industries. SAP's experience with the world's leading companies, deep industry knowledge, and commitment to delivering rock-solid, enterprise-scale business software make SAP an ideal business partner.

To Learn More

For more information about development offerings from SAP, call your SAP representative or visit us at www.sap.com/netweaver and www.sap.com/services/customdev/index.epx.