



SAP Positioning Summary

INTRODUCING THE GLOBAL SOLUTION CENTER — SAP'S NEW CUSTOMER-ORIENTED, PROJECT-BASED DEVELOPMENT CENTER

WOULDN'T IT BE GREAT IF ALL E-BUSINESS SOLUTIONS FIT PERFECTLY?

SAP thought so, too.

That's why SAP created the Global Solution Center, a collaborative campus dedicated to increasing customer value by developing and supporting innovative, total solutions and add-on functions for the mySAP.com® e-business platform. Because the Global Solution Center accelerates the implementation of new technologies by partnering with customers and leading technology firms, it can meet even the most challenging business needs of customers.

The Global Solution Center is a world-class research, development, and education complex based at SAP America's headquarters in Newtown Square, Pennsylvania. It brings an industry-leading, revolutionary approach to solving customers' real-world business challenges by promoting an open, collaborative development environment. The Global Solution Center draws customers, SAP, partners, and e-business experts together to quickly develop best-of-breed solutions focused squarely on adding value for customers.

WHAT DOES THE GLOBAL SOLUTION CENTER DO?

The answer is simple. The Global Solution Center defines and develops the enhancements SAP customers need to completely streamline and fully integrate their business processes. Whether it's a globally generic solution or a customer-specific application, the Global Solution Center has the talent, resources, and technology to get the job done quickly, accurately, and effectively.

What's more, its Executive Demo and Briefing Center allows executives to learn about these leading-edge business solutions.

NEW SOLUTIONS AND ENHANCEMENTS FOR TOUGH PROBLEMS

The Global Solution Center develops new add-on components and enhancements for SAP's core systems, industry solutions, and e-business solutions. The Global Solution Center handles three types of projects:

- **Customer development projects:** customer-specific solutions
- **Custom component projects:** solutions for multiple customers, including lifecycle maintenance
- **Strategic development projects:** globally generic solutions

The Global Solution Center uses project teams made up of mySAP.com specialists and SAP partners working in conjunction with customers. Using leading-edge technology, the teams collaborate to conceptualize, design, build, test, and integrate new functions into a seamless line of business workflow. This open environment means the Global Solution Center delivers solutions rapidly.



TAKING ADVANTAGE OF EXISTING SOLUTIONS

Often, components built by the Global Solution Center can be used by many customers. That's why the center makes all the solution enhancements it develops immediately available to any interested customer. The Global Solution Center actively supports and maintains these enhancements.

SAP'S SOLUTION SHOWCASE

The center's Executive Demo and Briefing Center is the place to go for executive briefings and demonstrations. It's a forum for customers and prospects to discuss business strategy, development, technology, critical solutions and implementation issues with SAP experts. The Executive Demo and Briefing Center also provides a hands-on experience, so visitors can experience cutting-edge technology and solution demonstrations.

OUR PROJECT PHILOSOPHY: CLOBBER THEM WITH COLLABORATION

The Global Solution Center creates and delivers complete solutions in an open, team-based project environment. Customers, SAP, and partners all work together with dedicated project managers and technical architects. The center's infrastructure fosters this collaborative approach:

- **Management:** Strong leadership teams provide the direction and guidance needed to produce best-of-breed solutions for customers.
- **Business Development:** The business development team fosters productive relationships and interactions that evolve from the collaborative environment of the Global Solution Center.
- **Quality Management:** The quality management team ensures the excellence of each project undertaken.
- **Installed Base Development:** The installed base development team supports Global Solution Center customers and handles lifecycle maintenance and future releases of existing solutions.
- **Product Management:** The product management team accelerates knowledge transfer by gathering, organizing, maintaining, and delivering information about Global Solution Center products.
- **Technical Innovation:** The technical innovation team researches, analyzes, and integrates leading-edge technologies for all groups within the Global Solution Center.

OFFERINGS	SUMMARY	VALUE
New solutions	The Global Solution Center develops add-ons and enhancements to existing SAP solutions. These projects can be new development or integration of 3rd-party solutions. Working collaboratively, customers, SAP employees, and partners conceptualize, build, test, and integrate these solutions with the mySAP.com e-business platform.	<ul style="list-style-type: none"> • Superior product flexibility and integration • Increased customer satisfaction • Total solutions • Reduced risk
Existing solutions	Strategic development and custom component projects provide solutions that many customers can take advantage of, so they don't have to reinvent the wheel.	<ul style="list-style-type: none"> • Cost and time savings
Project approach	By combining and leveraging the skills and knowledge of customers, SAP employees, and SAP partners, the Global Solution Center can handle the unique e-business requirements and product life-cycle needs of individual businesses. And because they collaborate, the Global Solution Center does the job quickly and effectively.	<ul style="list-style-type: none"> • Best-of-breed solutions • Reduced time-to-market • Guaranteed solution accuracy and consistency
Executive Demo and Briefing Center	The Executive Demo and Briefing Center provides an open forum where executives can discuss their development and technology needs, experience SAP solutions, and learn about new technology.	<ul style="list-style-type: none"> • Enhanced customer and prospect communication • Hands-on experience • Opportunities to showcase new technology

HOW TO GET STARTED

Requesting a Project

The Global Solution Center has a roll-in process that jump-starts projects. The procedures are straightforward and flexible. To ensure consistency and accuracy, the Global Solution Center executes quality management checks during each phase.

The starting point for all Global Solution Center projects is the Web, where SAP employees and partners can submit an online project request form. All requests to the Global Solution Center should be submitted using the online form.

The roll-in process consists of four distinct phases:

- **Request Phase:** An SAP employee or partner completes the online request form and is promptly notified of the next steps.
- **Preliminary Analysis Phase:** The requester, in conjunction with the Global Solution Center, compiles a preliminary analysis document that includes solution scope and initial project data. The center's decision board verifies the feasibility of the proposed project and determines if the request should proceed to the Evaluation phase within the Global Solution Center. If not, the Global Solution Center and requester review alternative means of satisfying the request.

- **Evaluation Phase:** The Global Solution Center conducts a detailed business case evaluation and recommends a project solution for approval. Funding sponsorship, functional specifications, timeline, and cost estimates are addressed.
- **Approval Phase:** If the business case is approved, execution of the development project begins. Otherwise, alternatives for satisfying the request are provided to the customer.

ADDING VALUE ON TOP OF VALUE

SAP's new Global Solution Center is on a mission – a mission to meet all SAP customers' business needs. The center develops excellent solutions – fast – because its solutions are customer focused and customer driven, and it takes advantage of the joint development capabilities of customers, SAP, and partners. Cutting-edge technology and close partner relationships mean rapid solutions, customers getting the most out of mySAP.com, customer satisfaction, and an even more robust return on investment – everything customers expect from a trusted partner like SAP.

LET'S GET STARTED

For more information, in the U.S. call 866-633-3413; outside the U.S. call 610-661-0859; or visit us online at www.sap.com/globalsolutioncenter.

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