SAP Referral Program
Zero to $50,000 in 15 Minutes
On-Demand Series

Registering Leads
How to Do It Quickly & Easily in North America
AGENDA

1. Welcome/Intro
   Focus of session is on how to properly register leads in your region.

2. Key Things to Keep in Mind When Registering Leads
   Be sure you are submitting the right types of leads in your region!

3. Lead Submission is easy!
   The process takes only a few minutes in each region. We show you how – step by step.

4. Rewards Reminder
   What’s at stake: Up to $50,000 on each qualifying lead you submit that converts to won/closed/paid deal.
<table>
<thead>
<tr>
<th>SAP Business One</th>
<th>SAP Business ByDesign</th>
<th>SAP Business All-in-One</th>
</tr>
</thead>
<tbody>
<tr>
<td>Appropriate for businesses looking to streamline their business operations in a single integrated operation to accelerate growth and profitability.</td>
<td>Developed for fast-growing midsize companies looking to unify their business operations end-to-end through a modular, on-demand IT strategy (Note: not available in all countries).</td>
<td>Ideal for fast-growing midsize companies looking for an on-premise solution with deep industry-specific capabilities.</td>
</tr>
<tr>
<td>- Typically fewer than 30 professional users and less than 100 employees</td>
<td>- Fewer than 100 users and multiple locations and independent subsidiaries</td>
<td>- Multiple locations, divisions, and all type of subsidiaries</td>
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<td>- In a service, wholesale, retail, or manufacturing industry</td>
<td>- Need an integrated solution that supports common business processes without requiring extensive customization</td>
<td>- International operations</td>
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<tr>
<td>- Independent business, autonomous subsidiary, or satellite operation needing to integrate with its parent company using periodic summary reconciliations</td>
<td>- Require software-as-a-service deployment model in a wide range of industry segments including Discrete (automotive, high tech, and industrial machinery and components); Process (chemicals, mill products); Consumer Products; Life Sciences; Professional services; and Distribution</td>
<td>- Demanding product, manufacturing, and service operations and financial reporting requirements</td>
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<td></td>
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<td>- High transaction volumes</td>
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<td>- A need for a proven solution that provides deep industry-specific functionality and best practices to support sophisticated business processes requirements</td>
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<td>- The need for a flexible solution that is highly configurable and extensible to meet changing business needs</td>
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BusinessObjects™ Edge Series

A simple, affordable, and proven suite of business intelligence products for small and mid-size companies delivers solutions that address any BI requirement — from flexible ad hoc query reporting and analysis, to dashboards and visualization, to powerful data quality and integration.

- **A Single System**
  Built on the first and only BI platform with native data integration and quality, eliminating complex integrations between different products and separate upgrades; both on-premise and on-demand options available

- **Designed Specifically for Small Businesses**
  Designed exclusively for small businesses to turn data into intelligence and insight, with low cost of ownership and a natural path for supporting growth

- **Integrated and Complete**
  Secure, complete view of all information assets – structured and unstructured data from inside and outside the organization including the best SAP and non-SAP access

- **BI for Every Business User**
  More aligned teams, people, and business networks with the first and only BI platform that provides the right role-specific BI capabilities to every person in the business
Performance Management Applications

SAP Business Objects
Edge Strategy Management

Providing organizations the ability to share and track goals for their business and entire user community.

- Enterprise-wide Adoption and Alignment – Clearly link strategic business plans to specific tasks, budgets, measures, and performance goals

- Effective Communication – Includes visualization features that enable everyone in an organization to communicate & understand business performance objectives

- Accountability and Collaboration – Enables clear communication of strategic goals to all stakeholders and provides easy access to personally relevant organization performance data

- Improved Prioritization – Provides deeper insight into dependencies between strategy shifts and goals and initiatives; users can react quickly to reprioritize, reallocate resources, and respond to issues

SAP Business Objects
Edge Business Planning & Consolidation

Everything needed to meet bottom-up and top-down financial and operational planning requirements, as well as complete consolidation and reporting through a single application and user interface.

- Improved Decision Making – Risk-adjusted planning enables a greater understanding of the probability a situation may occur so corrective action can be taken

- Reduced Cycle Time – Finance and line-of-business managers can collaborate in a unified landscape, streamlining the process of creating and approving plans and budgets

- Minimized Business and Compliance Risk – Transparent financial data and a single version of the truth enable fast, accurate management and statutory reporting

- Streamlined Collaboration – Effective use of prepackaged business process flows and self-service flows reduces time modifying common business processes

- Increased User Productivity – An intuitive interface and familiar office tools help workers make the most of their time
Referral Eligible Leads
SME Focus

Revenue < $1 Billion

Registered via Program Portal (country specific)

‘Net New’ SAP Opportunity

Eligible Solution and Industry

Refer to country-specific guidelines for complete details
SAP PARTNERS
SAP REFERRAL PROGRAM

Whether or not you choose to become an SAP partner, you can still help customers in the small and midsize enterprise (SME) market optimize their operations and improve efficiency with SAP. Just join our SAP Referral program, and you can earn big on business opportunities you share.

It's simple. Register, submit leads, track their status—and ultimately, earn big returns on those leads that convert to wins. SAP solutions gained to small businesses and midsize companies based on any of the following applications or solutions qualify:

- SAP Business One, SAP Business ByDesign, SAP Business All-in-One
- Business Objects Edge Series
- SAP Planning and Consolidation, SAP Strategy and Management

Not a Current SAP Partner?
Not a Problem
While some restrictions apply, if you do business in the SME market, you're a prime candidate for the program. If you know customers or prospects in the SME market who would benefit from the world's leading business software, pass the leads to us—and we'll work to make it a win for you, your customers, and SAP.

A Single Lead Can Net Major Profits for Your Company
For each qualifying lead based on program terms and conditions in the corresponding country, you can make up to US$50,000—just for bringing the opportunity to our attention.

Register for Each Country Where You Submit Leads
Check your country's terms and conditions to determine total value, currency, and maximum deal size. In this global program, you need to register for each country where you identify and submit referral opportunities. Use the Register Now box on this page.

Want to learn more? Contact SAP for more information.
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A Single Lead Can Net Major Profits for Your Company

For each qualifying lead based on program terms and conditions in the corresponding country, you can make up to $250.000—just for bringing the opportunity to our attention.

Register for Each Country Where You Submit Leads

Check your country's terms and conditions to determine total value, currency, and maximum deal size in this program. You need to register for each country where you identify and submit referral opportunities. Use the Register Now box on this page.

Program Information

Check a country's terms and conditions to determine maximum payout, deal size, and currency.

- USA

Submit

Register Now

Register separately for each country where you intend to identify and submit referral opportunities.

Please select country...

Submit

Want to learn more? Contact SAP for more information.
WELCOME TO THE SAP REFERRAL PROGRAM
EASY ON YOU, BIG ON REWARDS.

Small businesses and midsize companies comprise 75% of SAP's existing customer base—and SAP aims to substantially grow this leadership position. The SAP referral program is designed to reward member companies for providing SAP with leads in this market segment. It's easy to participate. Members submit eligible leads and claim big rewards equal to 5% of the resulting net SAP software license sale, up to a maximum of $50,000 per qualified lead that is closed by SAP.

It's the ideal program—no cost to you and an easy way to capitalize while helping your clients get the best business software for their needs. All you have to do is pass business opportunities to SAP—no software selling expertise required and each referral opportunity you submit that is closed by SAP means cash value to your company.

Key Benefits of the SAP Referral Program
- Get paid for sharing and bringing revenue to your company’s bottom line
- Enjoy membership benefits without having to sell or implement SAP software
- Submit leads using a straightforward lead registration process
- Benefit from free membership
- Match prospects with the best business software for their needs

If you haven't already joined the SAP Referral program, you're delaying the opportunity for a new revenue stream that requires minimal effort. Become a member and open new doors for your company today!

Questions?
If you have any questions, please e-mail us at Referrals.US@sap.com.
SAP REFERRAL PROGRAM
SUBMITTING A LEAD

Who Can Register a Lead in This Program?
Members of the SAP Referral program are eligible to register leads in this program. If you haven’t already joined the SAP Referral program, you’re missing the opportunity for a new revenue stream that requires minimal effort on your part. Join now to become a member and open new doors for your company today.

Identifying Opportunities
Any time an SAP Referral program member is in contact with a small business or midsize company, there may be an opportunity to refer this company to SAP. Potential prospects could include companies that:
- Express the need for a new software solution to replace their current applications
- Have not yet implemented business software
- Are aware that their current solution does not meet their needs
- Have merged and need a unified business software system

An important step is to qualify the engaged level of the prospect, including a description of the software needed, estimated budget, estimated timeline for implementation, and competitive landscape. After discussions and information gathering with the prospect, the referral member can complete the lead registration form (PDF, 537 KB) and e-mail to SalesforceReferrals@SAP.com

Eligible Opportunities
Leads must be for companies that are:
- Net new opportunities to SAP
- U.S. legal entities, and independent from a parent company or subsidiary of the SAP Referral program member
- In the SME space
- In a referral eligible industry, not a government or public sector entity
- Interested in a referral eligible solution (PDF, 50 KB)

Program terms and payments are governed by the SAP Referral program guide and agreement.

Validating and Accepting a Lead
Submitted leads will be reviewed by SAP for completeness and program eligibility. SAP will communicate back to the member an initial status of rejected or accepted.

Routing and Tracking
If accepted for further processing, SAP will route the submitted lead to the appropriate sales channel. Routing is at the sole discretion of SAP. Members will be informed via e-mail when the status of the lead changes to “lead” or “won and closed.” “Won and closed” leads are eligible for the closing reward equal to 5% of the resulting net SAP software license sale, up to a maximum reward of $50,000 per referral.
Lead Registration Form
E-mail to ReferralUS@sap.com ReferralCanada@sap.com

This Lead Registration Form is for the SAP Referral Program. This form gathers information for SAP about a lead you want to refer to SAP and/or one of its master channels. The more information you can provide, the better chance of making a sale and paying your company a referral fee. Please provide as much of the requested information.

Submit completed Lead Registration Form to Program Administrator:
ReferralUS@sap.com

About you, the person referring a lead to SAP:
Please list the items below. Asterisked items are required items.

* Your company name
* Your name
* Your Position
* Your Phone
Your Cell Phone
Fax Number
* Your Email

About the Lead You Are Referring To SAP:
Please list the items below. Asterisked items are required items.

* LEAD COMPANY NAME:
* First opportunity is for which SAP product? (please select from the drop-down list)
** Please select:

* Do you wish your company to be involved in SAP’s sales cycle (where possible)?
* Who from your company showed an interest (name, contact info)?
** Be what now?
* Can we mention your company and your name when contacting this lead?
## Lead Registration Form

E-mail to **ReferralUS@sap.com ReferralCanada@sap.com**

### Business Description

- **Core Business:**
- **Parent/Subsidiary:**

### Purchase Process

- **Sample:**

### Business Exit Points

- **Software Compatibility:**
- **Number of Users:**
- **IT Staff Count:**
- **Hardware Platforms:**
- **Audit Partner:**

### SAP Engagement Information

- **SAP Meeting Scheduled Date:**
- **Influencing Factor:**
- **SAP Meeting Decision:**
- **Demo Requested:**
- **DRR/ICO Engaged:**

### Primary Contact

- **Contact:**
- **Function:**
- **Title:**
- **Level:**
- **Address:**
- **Contact Type:**
- **Interview Date:**
- **Phone:**
- **Email:**

### Additional Contacts

- **Contact:**
- **Function:**
- **Title:**
- **Level:**
- **Address:**
- **Contact Type:**
- **Interview Date:**
- **Phone:**
- **Email:**

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**Marketing Campaign Overview**

- **Marketing Campaign:**
- **Description:**

**Transaction Information**

- **Determination ID:**
- **CRM Campaign ID:**
  - CRM-000-A1C7-CFRM18
- **CRM Name:**
  - B2B/Partner/Referral Program
Questions? Don’t Hesitate to Ask!

If you have any questions, please e-mail us at referrals.us@sap.com.
Thank You!

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