



**The New SAP**  
Innovation for a Better Run World



The Best-Run Businesses Run SAP™





**An emerging middle class growing from 2B to 5B by 2030** will strain already diminishing resources

**Data doubling every 18 months** will create new opportunities and risks for value creation

**More mobile devices than people** will require fresh thinking designed for an “always-on” world

**1 billion people engaged in social networks** will rewire business and personal boundaries

**15 billion web-enabled devices by 2013** will create an unparalleled universe of knowledge, with intelligence everywhere

**We live in a world of accelerated change.  
We need to rethink the future.**

The collective result of today’s technology trends is an unprecedented empowerment of people – as consumers, as employees, as citizens, and as societies.

Businesses and governments will need new and sustainable strategies for resource optimization, innovation, and growth.





Imagine a better run world, where innovations in information technology have the potential to improve the lives of people everywhere.

**In a better run world, businesses will have to run like never before.**

In a better-run world, organizations will need to navigate a networked economy, using knowledge as their competitive edge.

Imagine a new paradigm in which businesses can run without warehouses or offices. Imagine fully engaged employees and partners collaborating seamlessly to anticipate and respond to customers in real-time.



**Enabling affordability in retail**

“ In a better run world, I can afford necessities even when times get tough.”

Family Dollar is a retailer that focuses on offering consumers the basic goods they need at compelling prices.

SAP helps companies like Family Dollar provide quality products at low prices, with point of sale transaction support that includes flexible payment options.

**SAP helps customers with innovative, efficient point of sale solutions for \$12 trillion of consumer purchases, touching millions of people.**



A strategic enabler of the global economy for over 40 years. SAP is uniquely positioned to help create a better run world.

Our solutions are currently used by nearly **200,000** organizations, touch more than **63%** of the world's financial transaction revenue, and positively impact more than **500 million** people.



At the global level  
Helping customers optimize resources and protect the environment  
SAP helps government agencies in diverse countries accomplish more for citizens. Our innovations even help people around the world gain access to clean drinking water, nutritious food, educational opportunities, and life-saving healthcare.



At the business level  
Helping companies stay ahead of change and innovate for growth  
SAP solutions, accelerated by in-memory computing, enable businesses to make faster, better informed decisions. Our affordable, packaged solutions equip entrepreneurs to power global growth, innovate for the future and reinvent business models.



At the personal level  
Helping people have a greater voice and live better lives  
SAP solutions touch hundreds of millions of lives every day, through people-centric interfaces and mobile applications. By 2015, that number will reach 1 billion.



Connecting entrepreneurs to the global supply chain

“ In a better run world, I make enough money to send my kids to school. ”

SAP connected Fatima and 3,000 other women in Ghana to the world's shea nut supply chain.

As a result, Fatima's income increased by 60% in one year.

SAP touches the lives of millions of people like Fatima every year.



**Our vision** is to help the world run better and improve people's lives.

**Our mission** is to help organizations become best-run businesses.

**Our passions** are teamwork, integrity, accountability, professionalism, and trust.



Putting consumer safety first

"In a better run world, every product I use in my house is safe and reliable."

Leading companies like Kimberly Clark are focused on delivering safe and reliable products that consumers all over the world rely on daily.

SAP helps consumer product companies track and manage product quality throughout production and distribution, ensuring they can consistently meet or exceed quality measures and product safety regulations.

Every day, SAP helps our customers deliver safe and compliant products to over 800 million consumers.



## Our objectives

By 2015:

- > €20 billion in total revenue
- 35% operating margin
- 1 billion people



## SAP is at the epicenter of today's technology-driven revolution

At the foundation of SAP's technology strategy is SAP HANA, – a revolutionary in-memory computing platform for real-time business and revolutionary applications.

SAP HANA is disrupting traditional database technology while simplifying IT. With it, customers analyze “big data” up to 100,000 times faster than before, enabling completely new ways of doing business.



Winning the fight against Cancer

“ In a better run world, I can instantly provide the best treatment for each patient.”

Scientists at the Berlin university hospital Charité use a new mobile healthcare application based on SAP in-memory technology to develop cures for invasive cancer.

The “HANA Oncolyzer” analyses terabytes of complex clinical, research, genome, DNA and other patient data anywhere and at anytime, delivering unique insights to doctors in seconds instead of weeks.

**SAP is helping researchers discover new therapies that can save the lives of millions of cancer patients across the world.**





Powered by  
SAP HANA

Innovation Portfolio



#### Applications

Run core business efficiently and effectively with a natively integrated suite of applications – one that delivers long-term predictability and accelerated, non-disruptive innovation.



#### Analytics

Explore and exploit data, find answers in real-time, and make confident decisions and forecasts. Harness visually compelling, easy-to-use tools on any device.



#### Mobile

Unwires business to deliver secure, real-time, business-critical information – anytime, anywhere, to anyone.



#### Database & Technology

Simplifies IT landscapes and shifts costs away from low value infrastructure to high value innovation. Solves unique data challenges across complex, real-time, structured or unstructured data sources.



#### Cloud

Captures the savings, speed, and scalability – while fully integrating with on-premise investments. Empowers employees, engages customers, and allows collaboration with partners across business networks.

#### Solutions

Our core business is solving business problems with technology solutions.



**We turn innovation into practical solutions designed to help the world run better.**

These innovations are combined into solutions that solve business problems specific to 11 lines of businesses across 24 industries.

Our solutions are uniquely pre-packaged for rapid deployment without disruption.



**Banking for the unbanked**

“ In a better run world, I have a secure place to keep my money even if I’m hundreds of miles from a banking facility. ”

Standard Bank focuses on direct outreach programs in South Africa, bringing secure banking access to millions of people – wherever they live.

SAP provides Standard Bank with banking and mobile solutions that extend beyond traditional branches, helping them reach millions of people who never before had access.

**SAP helps millions of people build financial strength through secure mobile technology.**



**We co-innovate with our customers and partners.**

To manage rapidly changing business and IT needs, organizations seek tailored solutions, supported and delivered by an “ecosystem of the best.”

With more than 11,500 partners today, we provide local and worldwide support to deliver the best choices for customers of all sizes.



“ In the first five years of the company we developed every line of code sitting side-by-side with our customers. **This made us the global standard in software.** We must continue to have empathy for our customers, for the people who work with our software, and for their customers.”

Hasso Plattner  
Co-Founder of SAP  
and Chairman of the  
Supervisory Board of SAP AG





SAP is committed to creating an environment that breeds success, not only for the growth of our company, but for the growth of our employees and their careers.

Being a top workplace is all about having fun, doing meaningful work and making our customers happy. This is why we're an employer of choice.



SAP deploys **25,000** smart phones, and **14,000** tablets to employees worldwide.



SAP runs SAP

To create lasting change, our social investments must be strategic. We invested **€16.1 million in 2011** in projects and communities around the world.



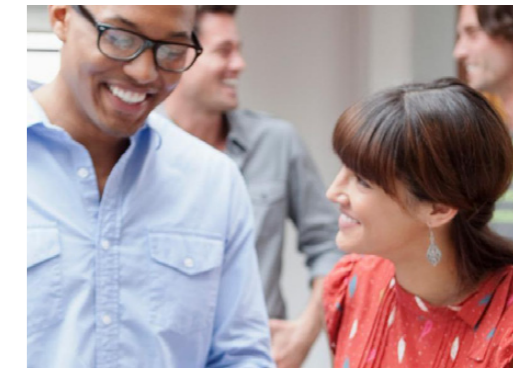
Social investment

**Creativity** driven by diversity of thought is critical to our business. Attracting the most diverse talent guarantees a rich pipeline for future **innovation**.



Diversity

SAP now measures retention rather than turnover, consistent with our focus on actively retaining talent. In 2011, our retention rate was **93%**



Employee retention



## Our record speaks for itself

2011: Our latest fiscal year was the best in SAP's 40-year history, driven by our successful innovation strategy.

**+25%**

Software revenue

**+17%**

SSRS revenue

**+110bps**

Operating margin

[www.sapsustainabilityreport.com](http://www.sapsustainabilityreport.com)

## Why SAP is a better choice

---

Strong position as an industry leader and innovator

Breakthrough innovation without disruption

Reinvention of the cloud and database markets

Local and Global support and services

Co-innovation with customers and partners







## Join us on this world-changing journey

By working together, we can help organizations run better and improve the lives of millions of people around the world.



The Best-Run Businesses Run SAP™

[www.sapcorporateprofile.com](http://www.sapcorporateprofile.com)