

SAP and Academia

Creating educational Opportunities and supporting innovative Thinking

February 2012

VISION

Make the world run better

MISSION

Make every customer
a best-run business

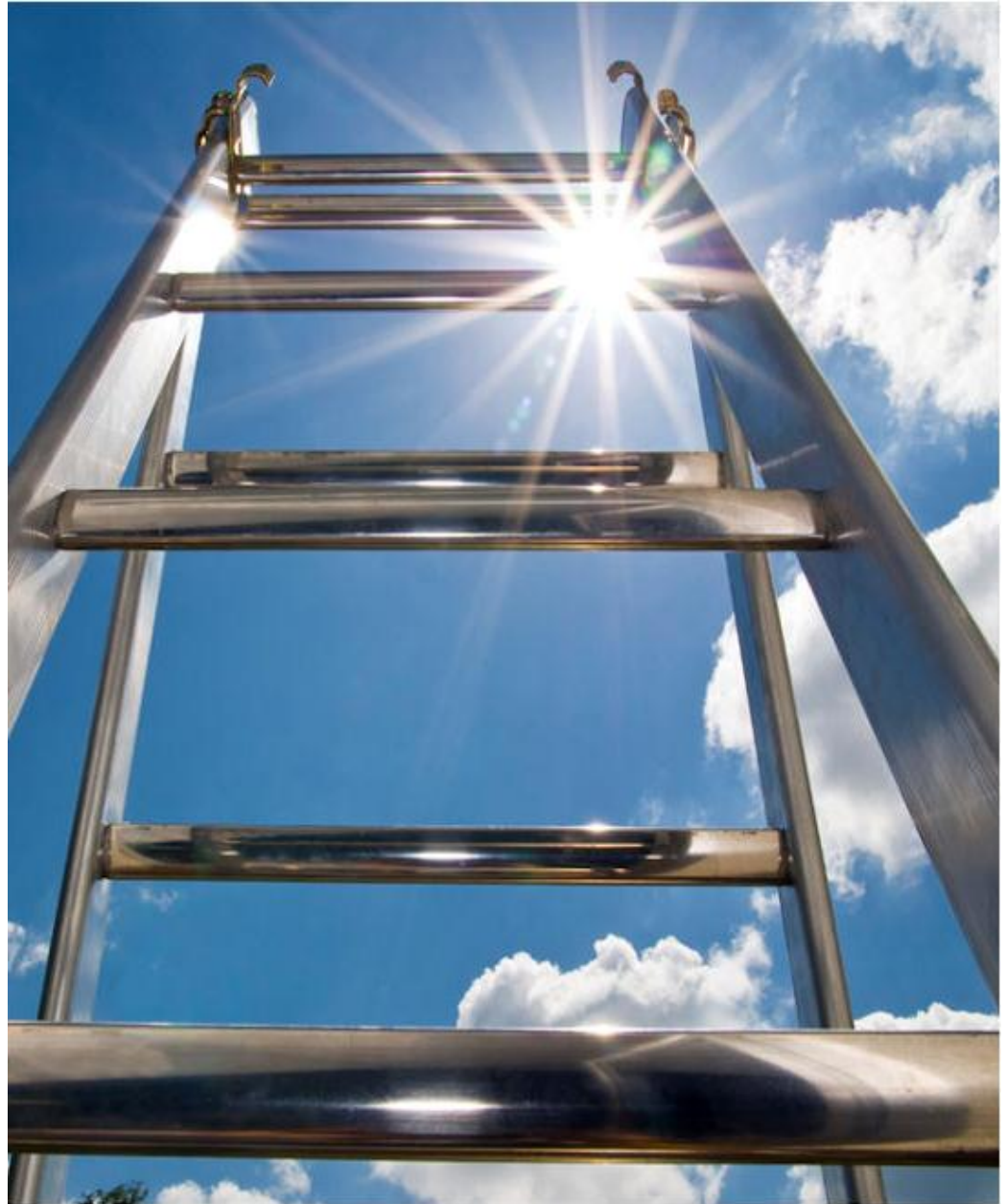
Make all people best

BY 2015...

€20 billion in total revenue

35% operating margin

1 billion people



SAP Today

54,000+

SAP employees worldwide

120

countries

25

industries

37

languages

75

country offices

1,200+

services partners worldwide





Our customers
fly more than
1.1 billion
of the world's passengers.

A photograph of a wind farm in a grassy field under a clear blue sky. Several white wind turbines are visible, with the largest one in the foreground on the right. The foreground is filled with tall, golden-brown grass. A semi-transparent white box is overlaid on the left side of the image, containing text.

Our customers represent
95% of the companies
on the Dow Jones
Sustainability Index.



Our customers
produce more than
72% of the world's
beer.

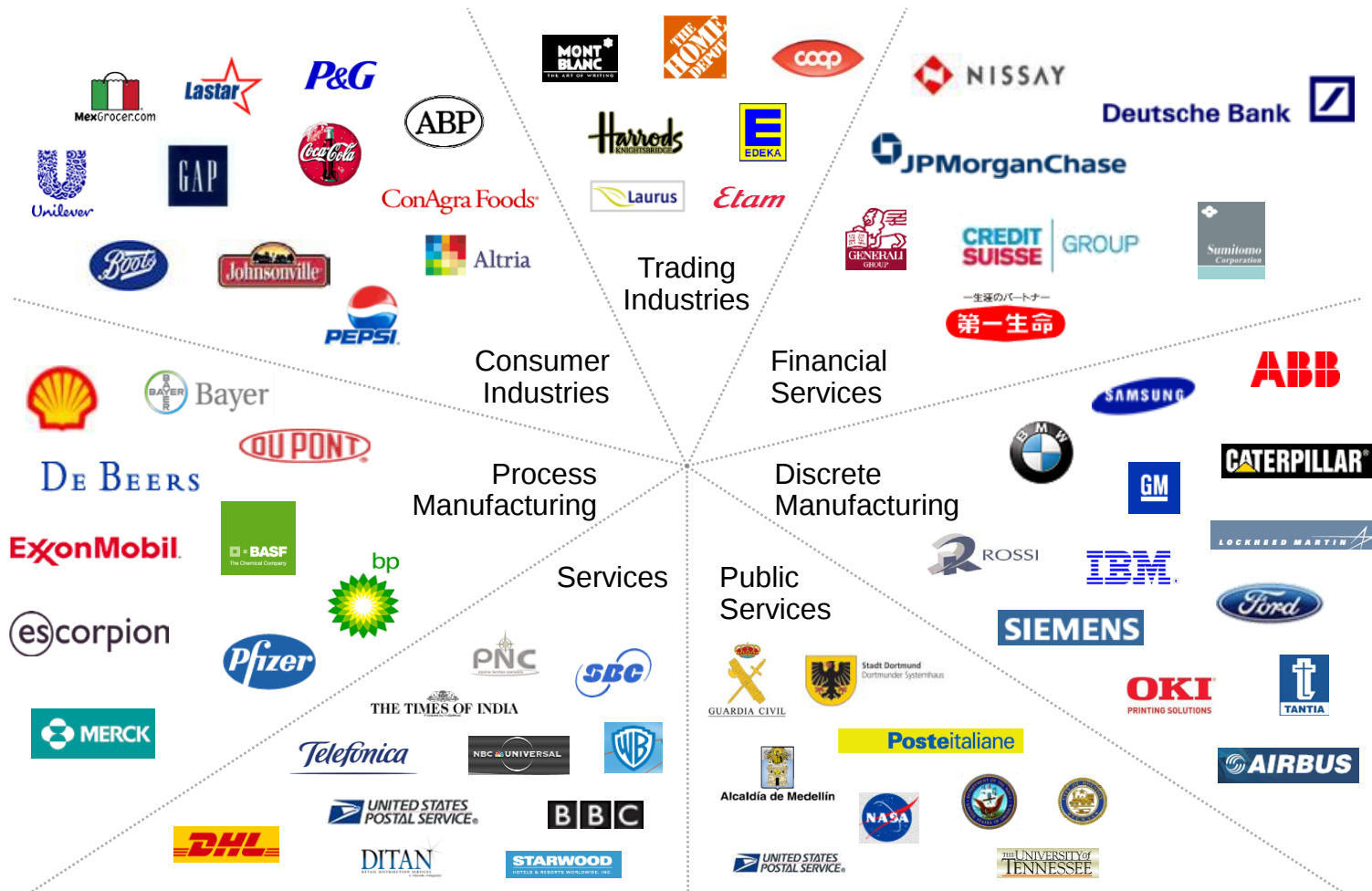
A close-up photograph of several broken chocolate bars. The chocolate is a rich, dark brown color with a slightly textured surface. The pieces are irregularly shaped, showing the edges and facets of the broken bars. Some pieces are large and flat, while others are smaller and more fragmented. The background is a plain, light-colored surface, possibly a table or countertop. The lighting is soft, highlighting the texture of the chocolate.

Our customers
produce more than
70% of the world's
chocolate.

A close-up photograph of the front left corner of a red car. The image shows the headlight assembly, the front fender, and a portion of the front tire with a visible tread pattern. The car's paint is a vibrant red. A semi-transparent white rectangular box is overlaid on the lower-left portion of the image, containing text.

Our customers
manufacture more than
77,000 automobiles
per day.

Leading Companies Trust Our Industry Expertise



SAP And Academia – A lengthy and fruitful Cooperation....

“

If we want to maintain the level we enjoy today we have to accelerate the speed of innovations (...) as long as we can stay on top, we might be a serious member of this global economy, and a prerequisite for this is education.”

Hasso Plattner

Co-founder and Chairman of the Board, SAP AG
Founder of the Hasso Plattner Institute (HPI) in Potsdam, Germany



Since its foundation in 1972 SAP has always work in close cooperation with Academia

The University Alliances program was launched in Germany in 1988 and then rolled out globally supporting a global community of professors, institutions and students

SAP and Academia – Creating educational Opportunities and supporting innovative Thinking

Education and Corporate Social Responsibility

Give better changes to young people and enable social and economical growth

Innovation at SAP

Encourage SAP employees to do "out-of-the-box-thinking" in close connection with latest research results provided by partner universities

Receive unbiased feedback on existing products

Open up feedback channels for students who are educated on SAP products and attract “digital natives”

Attract the best talent

For SAP, our customers and the ecosystem by internships and dedicated recruiting activities to enable growth

**Educational
Opportunities and
Innovative Thinking**

What is the SAP UA program

Mission

The University Alliances program provides access to SAP's world leading business software to enhance the academic and professional outcomes for university students and professors

SAP University Alliances (UA)

Advances SAP's influence and value with over globally 1.150 strategic institutions of higher education to accelerate the number of graduates with SAP skills and influence future decision makers and corporate leaders

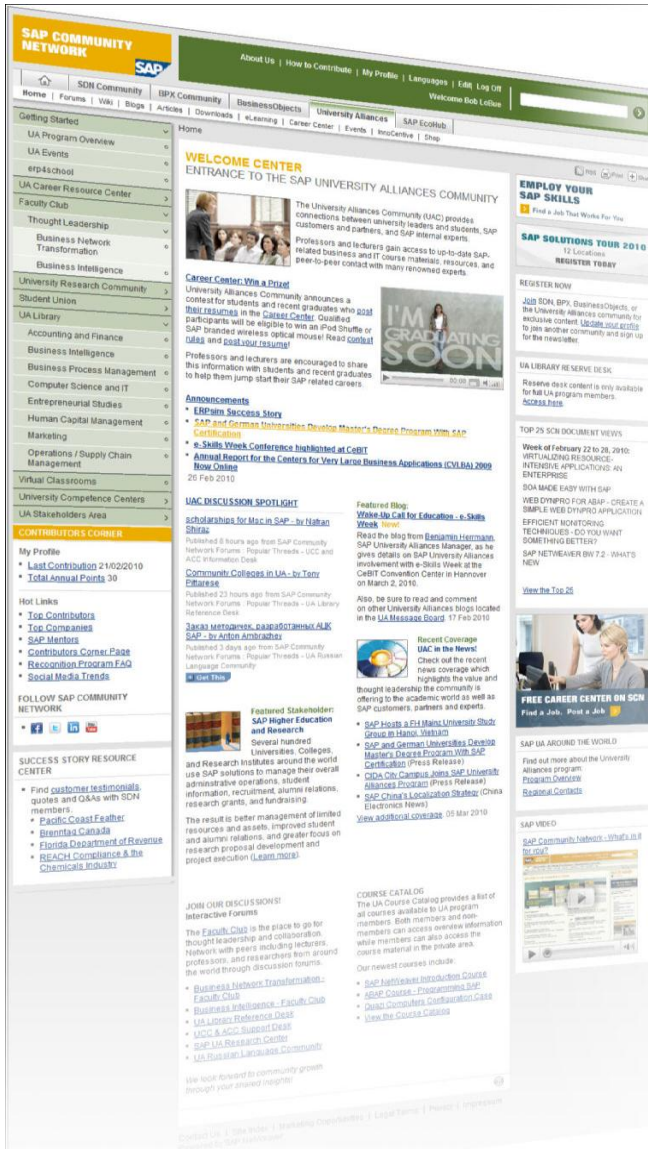
Enables faculty to use SAP solutions in education to enhance students learning on business and technology

Contribute to SAP skills workforce development to grow SAP's own business, the SAP ecosystem and support society's educational goals and economic growth

Stands as the cornerstone of SAP's social responsibility engagement with higher education worldwide

SAP University Alliances is a strategic component of SAP Corporate Social Responsibility strategy

SAP University Alliances Community



Contacts, Collaboration, Curriculum & Careers

Over 346,000 registered users connect to 2,665,000 SAP ecosystem customers and partners in SCN as of January 26, 2012

First on-line global academic networking community in industry

Rich repository of open academic content for all UAC registrants

Private collaboration workspace for UA program members-only

Sustainable collaborative Web 2.0 engagement model expanding the SAP ecosystem to prospects and non-members

Social media integration with Facebook, Twitter, LinkedIn, XING



Join the SAP University Alliances Community at www.uac.sap.com

SAP University Alliances – Projects



Management Cockpit,
University Reutlingen

SAP meets LEGO



SAP Research

A network of 19 research locations worldwide

By exploring emerging IT trends, SAP Research **significantly drives innovation for SAP and its ecosystem** from collaborative research with academic partners to co-innovation with industry partners and customers.

The business model is based on **co-innovation through collaborative research** with a global community of more than 800 partners from industry, academia, and governments as well as SAP customers. The best validated results and technologies are further developed into prototypes.

What is the

SAP Research

Mission

SAP Research is the global technology research and innovation unit of SAP

SAP Research drives innovation for SAP and its ecosystem

Impact of Academic Research Program Examples

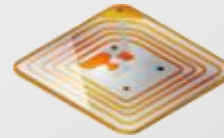
(1/2)

BYD Configurator Using Computational Logic AI Lab, Stanford



- **Sponsor:** Juergen Sattler, SVP BYD and Wilhelm Zwerger, SVP BYD
- **Impact:** Powers BYD Configurator

Predictive Analytics – Associative Memory System, University of North Carolina



- **Sponsor:** Heinz Roggenkemper
- **Impact:** Partner for Business Analytics Solutions, use cases – health care, retail, universities
- 35 RFPs so far

Selective Obfuscation of Enterprise Data CMU



- **Sponsor:** Bob Cowley, SVP IBU A&D
- **Impact:** Used for SAP EA-DFPS in CDP w Canadian Armed Forces, MINDEF & USAF to control classified information leakage in their ERP system.

Hybrid In-Memory Store CSAIL MIT in collaboration with HPI



- **Sponsor:** Vishal Sikka CTO
- **Impact:** Algorithms used for HANA2

For more see our Wiki at http://research.pal.sap.corp:1080/wiki/University_Relations

Impact of Academic Research Program Examples

(2/2)

Resource Allocation for Canadian Rail Cornell University OR Department



- **Sponsor:** Darren Saumur SVP Professional Services Canada
- **Impact:** Helped to place a \$80 M contract at Canadian Rail

API Usability Computer Science, CMU



- **Sponsor:** Klaus Weber eVP Suite, Andrea Roesinger SVP BYD, Michael Reh SVP Gateway, Vishal Sikka CTO
- **Impact:** Used in API for BYD rule engine, for ESR and PIC as well as Gateway

Productivity and IT Sloan School of Management, MIT

SAPPHIRE
2009



- **Sponsor:** Chakib Bouhdary eVP Chief Strategy Officer
- **Impact:** SAP Leadership Forum/Premier Customer Network session at SAPPHIRE 09 Andy McAfee press conference with SAP CEO, Articles in NYT, Wall Street Journal, SAP Investor World, ...

Real Time Multithreading Events Platform Auto-ID Lab MIT



- **Sponsor:** Klaus Heimann, SVP IBU
- **Impact:** Is the prototype for real time MDUS since SAP did not buy OSI Soft; Raptor ++

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Our Commitment to the CIS region

On Dec. 8th 2011

**SAP and Skolkovo
Foundation signed
the Agreement on
R&D Center
establishment at
Skolkovo
Innovation Center**

Areas of Cooperation

R&D Laboratory

SAP will establish National Research and Development Laboratory in the areas of “in-memory” databases, advanced analytics and mobile network security. Primary focus of research will be Business Intelligence on mobile and User Interface for Business Intelligence leveraging In-Memory databases capabilities

SAP Incubator Program

The program will incubate new initiatives within Skolkovo in order to effectively commercialize material opportunities that support SAP's core business endeavors

Co-Innovation Laboratory (COIL)

COIL objective is to facilitate project-based co-innovation with various SAP business partners. COIL enhances the capabilities of SAP's partner and customer ecosystem by providing access to SAP's integrated network of world-wide expertise, and best-in-class technologies and platforms

KEY TAKE-AWAYS...

Innovation is key for economical and social growth in a global environment

Innovation is key for SAP's success and growth plans and a strategic value proposition to our customers

Academia and education are a prerequisite for innovation

Collaboration with Academia is strategic for SAP

- **As a source of innovation bridging the gap between education and industry**
- **As a source of talent to enable SAP's and its ecosystem growth**
- **As a source of feedback to our products**
- **As a strategic pillar of SAP's Corporate Social Responsibility**



**THE BEST
RUN BETTER
WITH
SAP**



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