SAP Concur

SAP Concur App Center
Partner Marketing Toolkit

THE BEST RUN **SAP**
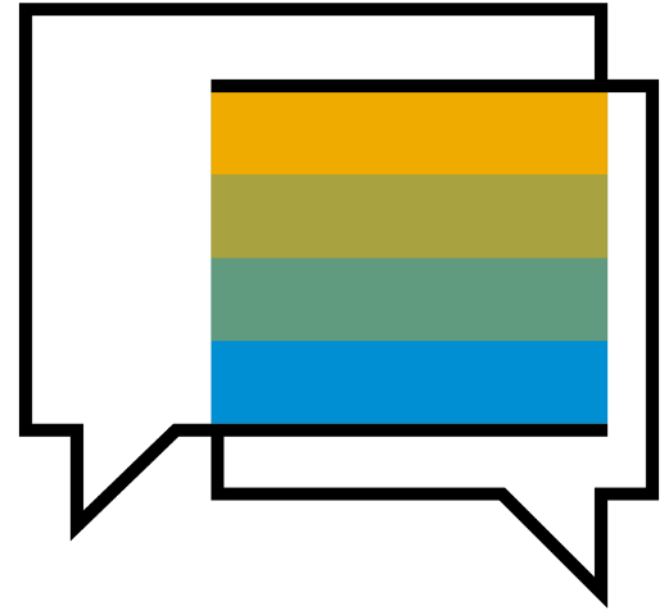
Welcome!

SAP Concur is pleased to welcome you as a partner. We encourage all SAP Concur App Center partners to create comprehensive marketing plans that incorporate PR, social media, digital marketing, events, and sales training to help make your integrated solution successful. The App Center Marketing team is here to support and extend your efforts by largely focusing on two audiences – 1) our customers and prospects, and 2) our field organization that interfaces with prospects and maintains our relationships with customers.

Through our App Center marketplace, our events, and direct marketing campaigns, we communicate the value of your solutions directly to customers. Through our internal-facing resources and programs, we enable our field organization to understand and speak effectively about our partner solutions.

The toolkit and best practices found here will help us maximize your opportunity with both. We look forward to working with you!
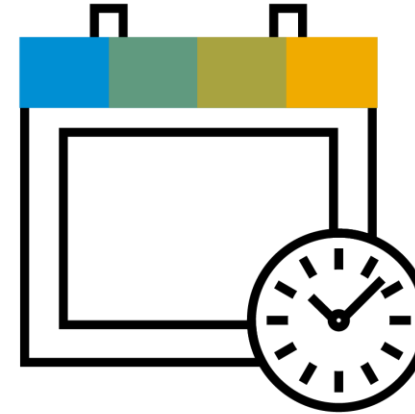
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Key Partner Resources

Partner Go to Market Resources Page

The Go to Market page, accessible from the Resources tab of your Partner Place site or via [direct link](#), is the home for documents and links to help partners with:

- App Certification
- Marketing Your App
- Deploying Your App for Customers

Monthly Meetings

- [Marketing Office Hours](#)
  - First Tuesday of every month at 8:30am PST
  - Open forum for marketing questions
- [App Center Processes Meeting](#)
  - Second Wednesday of every month at 9:00am PST
  - Learn about the business processes and requirements for App Center partners

Logo & Brand Guidelines
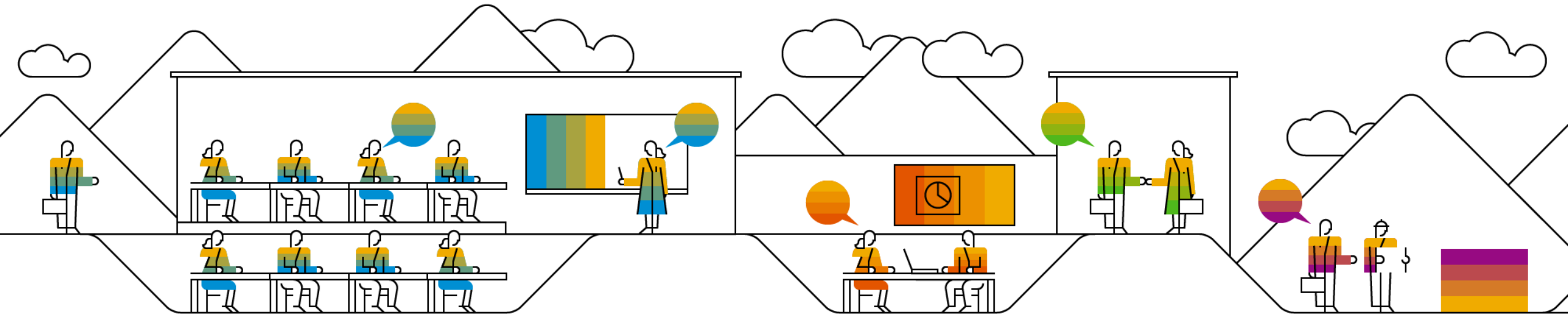
Logo & Brand Guidelines

➢ Always use your company's logo and design when creating your own communication and marketing materials.

➢ In general, partners are not permitted to use the SAP corporate logo

➢ Please review the full brand guidelines

✔ We are an SAP Concur partner

✔	**SAP® Concur® Partner** App Center	Download the font treatment here. Make sure to follow the Font Treatment brand guidelines for use.
⚠	**SAP Concur** C·	Partners may use the SAP Concur logo only in specific situations, such as your integration or connection UI or in a list of all partnerships. You must follow brand guidelines and submit content for review.
✘	**SAP®**	Partners are not permitted to use the SAP corporate logo.
✘	C· CONCUR	Do not use the outdated "Concur" logo when creating materials.

Logo & Brand Guidelines: Communicating Your Partnership

To refer to your partner status, use the term "SAP Concur partner."
Use lowercase for "partner" in body text. You can use uppercase in headlines and titles.

❌ We are a Concur Partner.	✅ We are an SAP Concur partner.

Prefer normal language to refer to your specific engagement.

✅ We are an SAP Concur partner. Our company provides SAP Concur solutions that help our customers manage their travel and expenses.

✅ As an SAP Concur partner, we offer TMC services…

✅ As an SAP Concur partner, we focus on enabling customer success.

Logo & Brand Guidelines: Communicating Your Partnership

SAP Concur Naming Conventions for use on landing pages, brochures, listing pages, and other collateral:

You can refer collectively to SAP Concur solutions, portfolio, or offerings, as appropriate.
If trademarks are required, the registered trademark at first mention for SAP and Concur when referring to the solutions or portfolio as a whole or more than one individual solution.

✓   SAP® Concur® solutions

Note that individual SAP Concur solutions have not yet adopted the SAP Concur brand. Do not include "SAP" in these offerings.

✗ SAP Concur Expense   ✓   Concur Expense

Program Name:

✗ Concur App Center   ✓   SAP Concur App Center

Logo & Brand Guidelines: Font Treatment

After signing the partner agreement, you can use the "SAP Concur Partner" font treatment to communicate your engagement with SAP and related offerings in collateral, presents, landing pages, and at events.

Using the font treatment

- Font treatments are intended for use in corporate materials (both print and online) referring to the specific offering(s).

- Use only the files supplied by SAP. Do not alter the font treatment in any way.

- Use "SAP Concur Partner" in quotation marks if you need to refer to the font treatment itself.

Download links

- Download the "SAP Concur Partner" font treatment here.

- Download the "SAP Concur Partner App Center" font treatment here.

  - Queen's English "App Centre" spelling available here.

Please read the full font treatment guidelines provided in the downloaded folders or available here.

Examples:

SAP® **Concur**® **Partner**

SAP® **Concur**® **Partner**
App Center

SAP Concur Logo Usage Overview

In general, SAP Concur logo usage is not permitted. However, App Center partners may, with approval, use the SAP Concur logo in certain instances, such as your integration UI, connection page, and a page or collateral listing multiple partners' logos including SAP Concur.

Using the logo

- Only original SAP Concur logo or c-dot icon artwork may be used

- The content must be clear that you are a partner of SAP Concur

- Logos may not be used in a graphic or next to a symbol (”&”, “+”, “/”, etc.)

- Logo placement must adhere to brand guidelines for clear space and sizing

- Email Concur_AppCenterMarketing@sap.com for logo files and to submit collateral and pages using the logo prior to approval

Clear space and size requirements:

- The clear space surrounding the logo should measure 1.5x the height of the "S" in "SAP."

- In print, the SAP Concur logo can be reproduced down to 0.92" (23.4 mm) wide. For digital applications, the logo can be reduced to 92 pixels wide.

- Always maintain the logo's aspect ratio when scaling.

Available logos

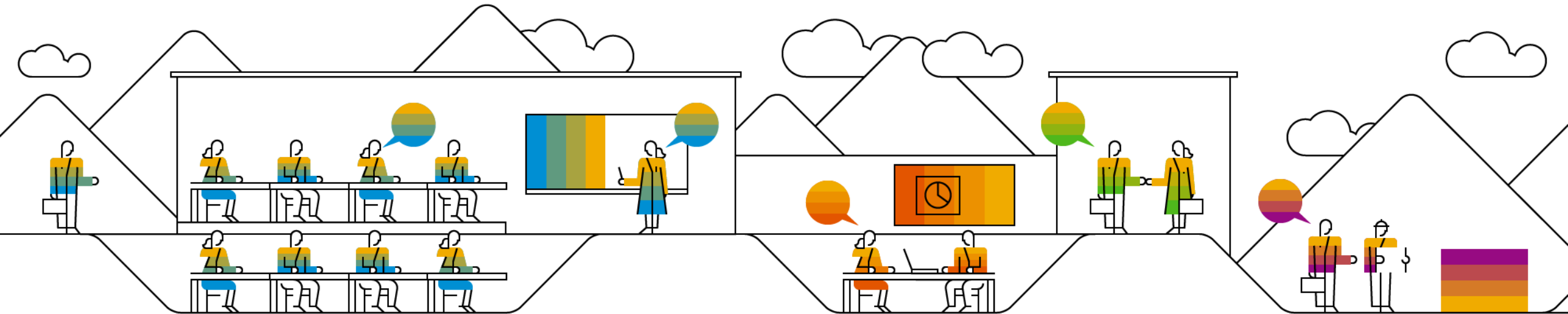For logo files, please email Concur_AppCenterMarketing@sap.com.

Full Logo

Provided in SAP Gold/Blue, White and Black

C-dot (only permitted use is in UI when full logo will not fit)

Provided in SAP Gold, White and Black

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Marketing Content
Best Practices

Recommended Marketing Content

The most effective way to promote a partner integration is to make **concise**, **current**, and **compelling** marketing content available to the SAP Concur Sales teams, customers, and prospects.

Recommended partner content	Where content is surfaced
- Brochures (required for Enterprise applications) - Landing page covering the integration (required for Enterprise Applications) - Brief demo & video overviews - Customer testimonials and case studies (submit via this form) - Slides to integrate into sales presentations (template)	- Highspot (SAP employees only) - App Center Jam group (SAP employees only) - SAP Concur App Center listings - Concur.com - Your own website - Google

During onboarding, the App Center marketing team works with partners to ensure you have essential, correctly-branded marketing pieces.

To edit or send additional marketing content, email the edited/new content to concur_AppCenterMarketing@sap.com and plan on a 10-day turnaround for the marketing content review process.

Messaging Framework

This messaging framework can be used to create compelling marketing content and collateral.

Target Audience
Who is the intended audience? App Center partner content is distributed to two main audiences: **customers/prospects** and the **SAP Concur field** who help introduce them to your solution. If the content is intended for a customer, which roles or departments is this relevant for?

Challenges or goals
What problems can your integrated solution help them solve?

Value proposition
How will your integration with SAP Concur solutions deliver value to the customer?

Features & Benefits
What are your key features and benefits? How does your integration work? What are some testimonials/stories from existing customers?
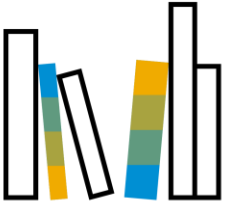
Unique capabilities
How is it different from alternative or existing solutions? (Note: avoid superlative language like "the leading" or "the best" unless it is corroborated by statistics.)
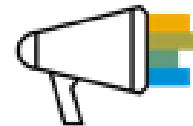
Call to action
What action should the audience take? Ex. follow up for more information? Connect through the App Center?

Marketing Content Best Practices

Easy to Read

- Not too much text – readers should be able to quickly digest the value and meaning
- Text includes a call to action
- Text is an appropriate size and contrasts with the background
- Make sure to spell-check and review your work

Visually Appealing

- Use images of appropriate resolution for each platform. Avoid blurry images
- Don't stretch an image or logo disproportionately.
- Avoid "busy" content – stick to simple fonts, colors, and backgrounds

Brand-approved

- Never use another company's logo on external documents without permission
- Follow SAP Concur logo & brand guidelines to refer to our partnership
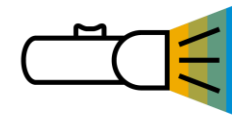
Searchable

- Keep search and keywords in mind when drafting content
- Follow SEO best practices when drafting web content

Up-to-date

- Refresh content at least annually
- Ensure changes to integrations are well-documented and communicated in materials as soon as possible
- If using statistics, make sure they are up-to-date and your sources can be cited if asked

Landing Pages

Partner landing page

SAP Concur App Center partners should create a web landing page that further describes the application and integration with SAP Concur solutions; including resources, support, and contact information for prospects to learn more, connect, and engage. It's important that prospects can find information on your website in addition to ours.

Work with App Center Marketing to approve your landing page content, and be sure to follow proper SAP Partner brand guidelines to refer to the partnership.
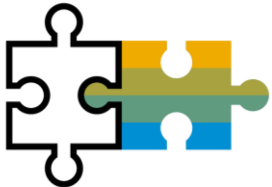
Connection page

The Connect page that customers use to enable the integration should follow our UX Guidelines for Enterprise and User Connection apps.

Partner Success Stories

97% of B2B customers surveyed by Demand Gen Reports claimed that testimonials and peer recommendations are the most reliable type of content. We couldn't agree more! Our case studies are used for client engagements, incorporated into campaigns, and distributed throughout various channels company-wide.

We're always looking to build out new written or video testimonials – contact us if you have a happy client willing to share their experience using your integration with SAP Concur solutions.
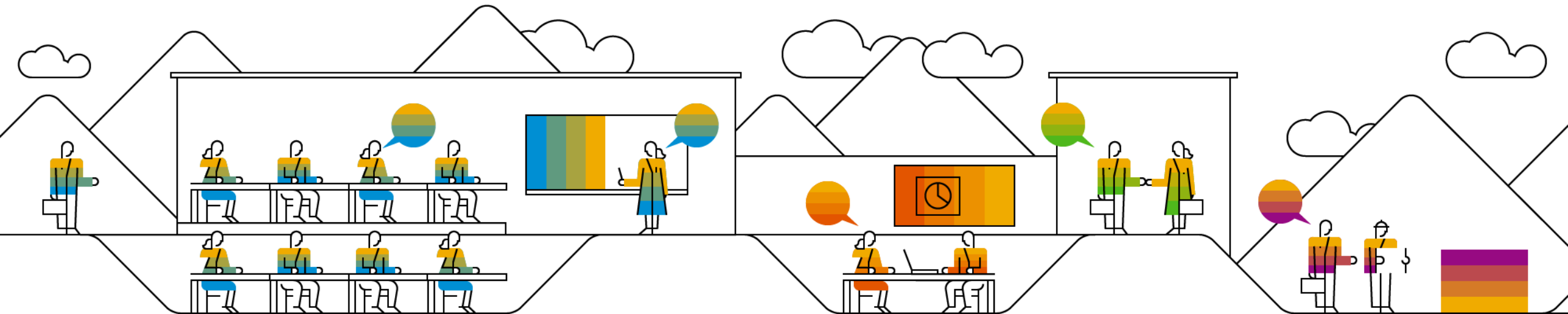
Submit your customer success story

Check out some examples:

ServiceNow Complies with Mexico Tax Regulations by Using ...   Watch later   Share

SAP Concur App Center Success Story: NuVasive & Rocketrip   Watch later   Share

We're rewarding people for going above and beyond and saving money for the company.
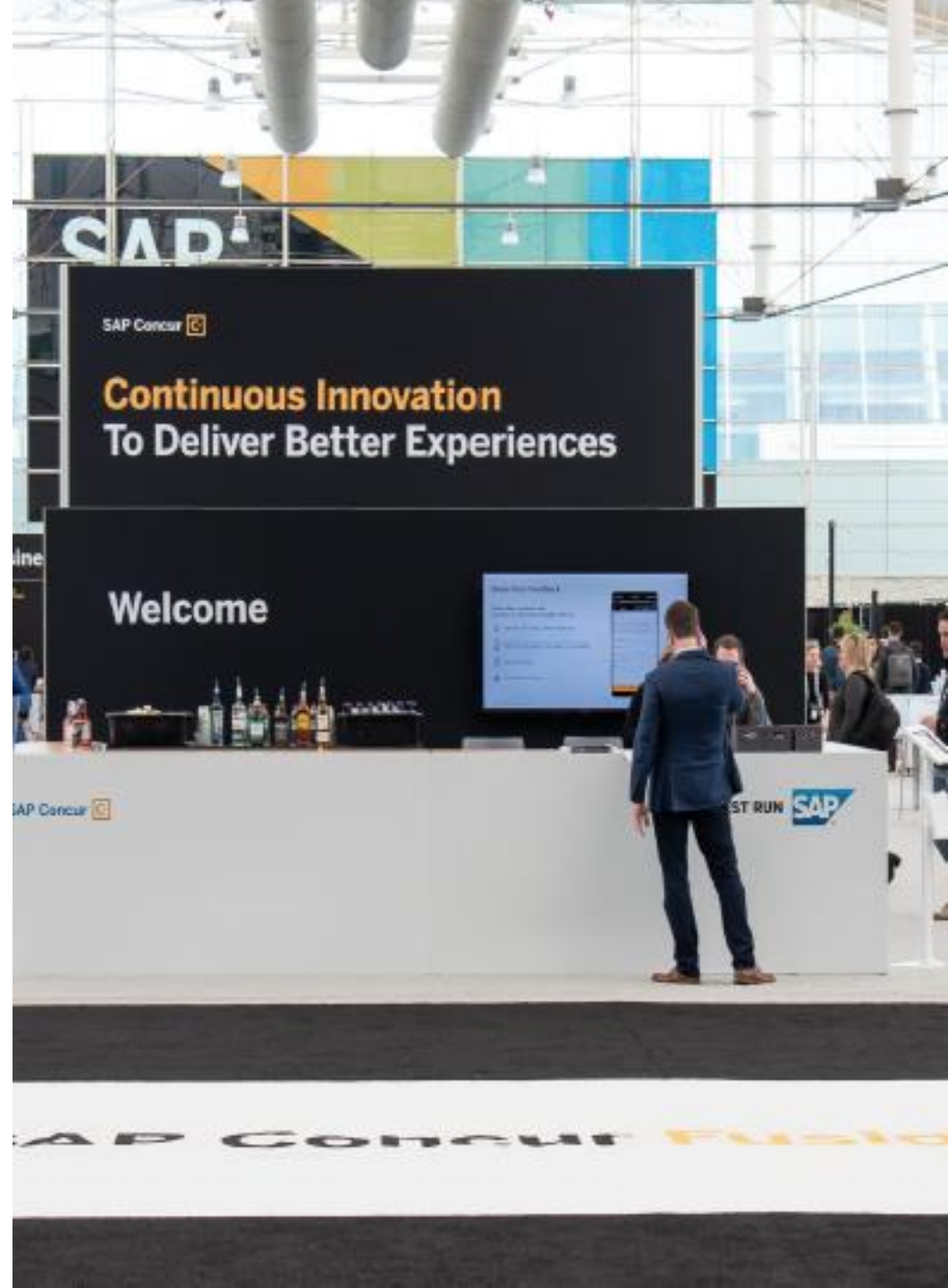
Events
Best Practices

SAP Concur Events & Sponsorship Opportunities

Fusion is our annual multi-day client conference. Fusion sponsorship is a great opportunity to network with 2,000+ attendees and showcase your brand. To ask questions or to sign up, email concursponsorships@sap.com.

Partner Day is a free annual event held the week of Fusion; however, sponsorship at Fusion is not required to participate. Partner Day is a chance to connect with other partners and SAP Concur colleagues and gather valuable insights and ideas.

Fusion Exchange is a series of one-day events across the globe that bring together SAP Concur clients, prospects and partners. Sponsorship space is limited, so please email concursponsorships@sap.com to express interest.

Other Opportunities – Throughout the year, SAP Concur hosts other opportunities live and virtual. Submit topic ideas in the Partner Speaker Bureau, a tool the SAP Concur event and customer teams use in order to consider relevant partners for participation in events and webinars.

SAP Concur Events Best Practices

In-Person Events

1. Nominate a client speaker or suggest a session topic. This can help get your business included in event sessions.

   - **Tip**: For Fusion, there will be a call for speakers on the website and in our App Center Insights partner newsletter in advance of the event. You should also complete the Partner Speaker Bureau with topic ideas.

2. Encourage existing contacts to stop by with their peers to learn what's new

3. Giveaway items are always well-received (tech accessories, drinkware, stickers, shirts, etc.)

4. Host a sweepstake enter-to-win contest that rewards winners with prizes

5. Print and bring your brochures or sales collateral

6. Order a lead scanner, if available. If scanners are not available, create a sign-up form or entry cards to collect contact information to follow up with contacts post event

7. Be prepared. Make sure your team is registered in advance and knows where to be and when.

Virtual Events

1. Know your audience – who will be attending and what are their challenges and goals?

2. Join a few minutes early to ensure your audio and screensharing is working properly

3. Aim to share thought-leadership and best practices content rather than a sales pitch

4. Tell your story – share common business challenges and how your solution helps solve them

5. Include client quotes and testimonials if you have them

6. Work with App Center Marketing to review your presentation before the event

Partner Speaker Bureau:

Amplify your company's voice to your prospects, clients, and colleagues. By submitting a speaking session idea today, you'll be considered to be a live or virtual presenter at global events such as Fusion, Fusion Exchange, and other SAP Concur customer-facing events.

Submit Your Story
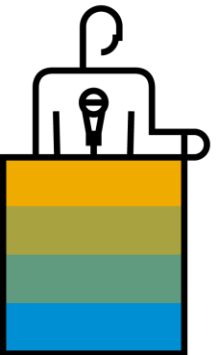
Partner-Hosted Webinars Best Practices

1. Make sure that you have thoroughly reviewed your distribution list to ensure that no inappropriate contacts receive your invitations and email campaigns.

2. Send invitations at least one week in advance; we find that sending a series of emails works best.

3. If referring to the partnership with SAP Concur, be sure to follow the partner brand guidelines.

4. If your webinar is focused on the integration, email App Center Marketing to let us know. Someone from the App Center team may want to review your content or help participate to explain the App Center and answer questions.

PR & Social Media Guidelines
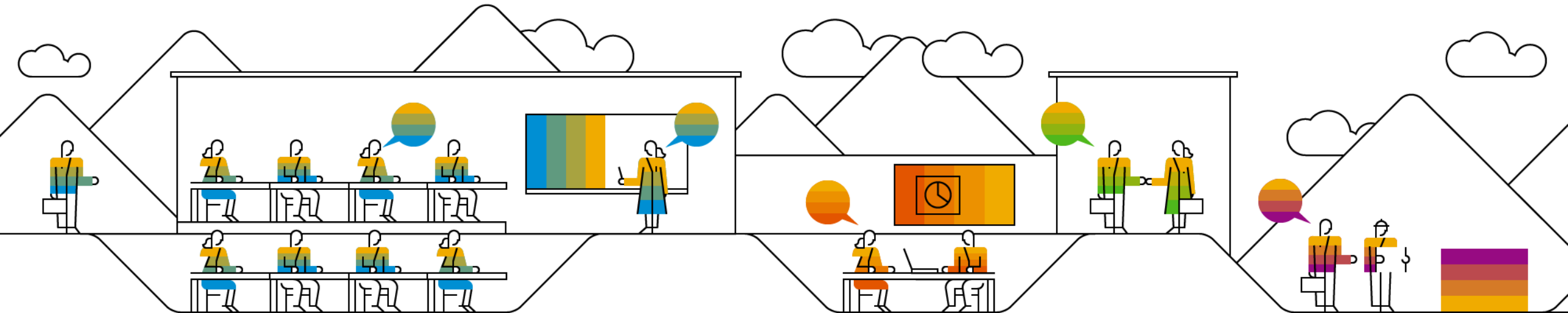
Press Release Guidelines

As part of a public company, SAP Concur is responsible to shareholders for ensuring accurate representation of its brand and product offerings. With that in mind, SAP Concur must review any press releases mentioning our brand or our products.

The following guidelines are designed to make the approval process easier:

- Please use the press release template provided to you in this toolkit.
- For Non-U.S. templates, please email concur_AppCenterMarketing@sap.com to request the template for your specific region.
- No press release will cross the wire without approval from both SAP Concur and participating partner.
- All press releases must adhere to SAP Concur brand standards.
- Please allow a minimum of 10 business days for approval of any press release.
- Send your draft press release to App Center Marketing for review and management of the SAP Concur PR approval process.
- Your application must be live in the App Center prior to issuing a press release.
- User apps must be live in the App Center a minimum of two weeks for production testing prior to issuing a press release.
- After press release approval, issue date should be scheduled within 30 days unless otherwise agreed upon with SAP Concur.
- Press releases are limited to new partners or partners with an application update.

Download the Press Release Template

Social Media Overview

In addition to issuing a press release highlighting your SAP Concur integration, we encourage you to promote it through social media channels. Please share all blog posts, Tweets and Facebook posts with App Center Marketing for approval. We will work with you to jointly promote your posts and better amplify the message.

Blog posts

Blog posts are a great way to create keyword-heavy content that helps optimize your site for search engines in order to help people find you online and feature your integration with SAP Concur. We encourage these blog posts to include as many visuals, including screenshots of the application integration points, if possible. Links back to the SAP Concur website are also highly encouraged. Create content that clearly and accurately describes the integration and be thoughtful about which keywords are linked back to your App Center listing. For example, if you want people to find your application when they're searching for "VAT reclaim on expenses," hyperlink this phrase back to your App Center listing.

Twitter

SAP Concur will happily follow your company and would appreciate the same from you. If SAP Concur is using a hashtag to promote the partnership, we encourage your company to leverage the same hashtag related to the announcement(s). We also recommend including each other's handle in the tweet, including "@" (for example, @SAPConcur). For any events, be sure to use the appropriate hashtag, such as #SAPConcurFusion as well.

Facebook

You are welcome to promote all related integration with SAP Concur via your corporate Facebook pages. SAP Concur is pleased to "like" your company page and would appreciate the same from you. In addition to the visibility this provides to both our companies, adding "@" in front of the company name will allow the announcement to show up on our timelines.

Please ensure blog posts, tweets and Facebook posts go out after any press releases are issued.

Search Guidelines
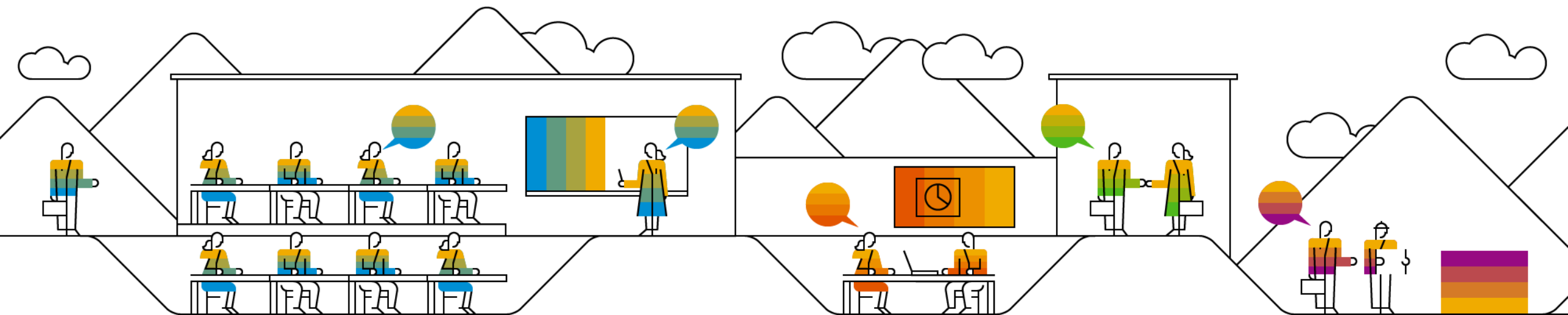
SEO Guidelines

- All Meta Tags within the website must state the company's relationship with SAP Concur solutions without any ambiguity.
- The term "Concur" or "SAP Concur"(or another Concur product name) cannot be the first word in the title tag.
- The tags should not mislead potential customers nor the Search crawlers into thinking that the site is an official representative of SAP Concur solutions.
- No party can use a web site that is confusingly similar to the official SAP Concur website, or which may mislead third parties into thinking the SAP Concur partner is part of the SAP Concur organization.
- Partner site may not use content duplicated or directly copied from pages on the official SAP Concur website(s).

New to Search Engine Optimization?

➢ Check out our SEO best practices guide for partners

Category Pages

The App Center Marketing team has created search-optimized pages to drive more organic search traffic to partners.

Adding backlinks from reputable sites helps us increase our search ranking and visibility to prospects.

If you are in the below partner categories (more to be added in the future), please help us drive more traffic by linking to the following pages on your website:

- **Cross-Border Payroll**: concur.com/multi-state-payroll
- **CFDI**: concur.com/cfdi-compliance
- **Life Sciences**: concur.com/open-payments-compliance

If you are in the above categories, we will also add a link to your App Center listing from the SEO pages.

Paid Search Guidelines

- SAP Concur search marketing team reserves the right not to bid on competitors where this is not effective for business performance. SAP Concur partners may also choose themselves not to bid on competitors. Competitor bidding is seen as bad practice in the view of SAP Concur search marketing but this is not enforceable.

- SAP Concur partners should not bid on SAP® Concur® brand names [concur, sap concur, sap® concur®] or brand misspells [concure, concurs, etc.] or brand + products terms [concur expense, concur travel, etc.] in any **match type in markets where SAP Concur marketing is actively running paid search** activity or where the partner has been notified. Not running ensures costs don't inflate for either parties. However, they are free to bid on the brand terms in a market where SAP Concur marketing is not actively doing any paid search. For non-brand generic terms, we cannot stop anyone from bidding.

- SAP Concur partners cannot mention "SAP Concur" anywhere in their ad copy (headline, main copy, extensions or display url) unless authorized directly by SAP Concur marketing. If using the SAP Concur name with approval, they must follow the SAP Concur brand guidelines, including identifying that they are an SAP Concur partner and their partner type, e.g., Accounting, Implementation, etc., and would need to complete a request form.

- Paid keyword landing pages must state clearly the relationship with SAP Concur partner program, and not mislead customers in to thinking they are part of the SAP Concur organization and/or are an exclusive/preferred SAP Concur partner.

- SAP Concur partners must never state or imply that they are the "Official Site" in any territories.

- SAP Concur partners should never misrepresent SAP Concur solutions, its brands or pricing. All the prices displayed in search engine results and their landing pages should be accurate and match with the price listed.

- Prohibited Display URLs: Partners should not use the following domains either as display URLs or as ads landing URL in any territories: www.concur.com, www.concur.co.uk, www.concur.de, concur.fr, concur.com.au, concur.ca, concur.co.in, concur.com.hk, concur.com.sg, concur.com.mx, concur.ca/fr, concur.com/pt-br, concur.com/it-it, concur.nl, concur. cn, concur.co.jp etc.

- Applied Territories: The above holds true on any search engines in any territories or anywhere where search ads can be displayed.

[Download the full guidelines](#)
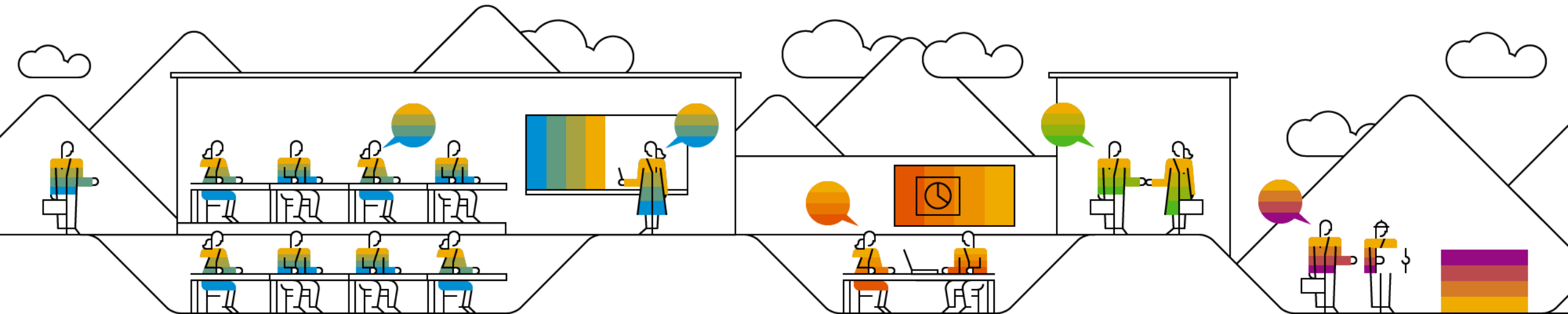
App Center Listing Creation and Update Process

1

Send your completed content to concur_AppCenterMarketing@sap.com for review. This includes your:

- **App Center listing form** (link)
  - **Tip:** Make sure to pay attention to the character limits and be sure your long description includes a call to action
- **Listing images**
  - **Tip:** size requirements are at the bottom of the listing form
- **Brochure**
  - **Required** for Enterprise Applications

2

The App Center Marketing team will review your content for clarity, ease of reading, and consistency with the SAP Concur brand guidelines.

We will return it with any comments or suggestions.

Please plan for a **10 to 14-day turnaround** window for the review process.

3

Once your content is finalized, your listing will be queued for launch on an agreed-upon date.

Your app must be certified prior to launch.

User Connection apps are launched on the SAP Concur release dates.

Approval Process

Do I need to have my content reviewed and approved by SAP Concur? Or can I just follow the rules and turn in my content at the deadline?

Please do request all content to be reviewed and approved by App Center Marketing. Be sure to include lead times (10 business days minimum) into your planning. Brands evolve, and we want to make sure that you have the latest information possible, and that your ideas help us to grow our brands further.

Where do I submit my content for review and approval?

Email content to: concur_AppCenterMarketing@sap.com.

Partner Insights Newsletter

Subscribe to the Partner Insights quarterly newsletter by emailing concur_AppCenterMarketing@sap.com. Partner Insights provides important updates like business or technology changes, as well as upcoming events or marketing opportunities.

If your company is headquartered in EMEA, make sure you opt in to receive emails.

SAP Concur **Contacts**

- **App Center Marketing:** concur_AppCenterMarketing@sap.com

- **App Center Alliances:** concur_AppCenterAlliance@sap.com

- **SAP Concur Event Sponsorships**: concursponsorships@sap.com

- **Client Activation:** partner_client_activation@concur.com

- **Partner Technical Support:** Log a support ticket