

Top 10

Ten Reasons to Choose SAP for Enterprise Mobility



1

Market Leader

6

Unlock Innovation

2

End-to-End Solution

7

Deployment Flexibility

3

Support Leading Devices

8

Enterprise-Level Security

4

Mobile-Enable Any Application

9

Rapid Business Value

5

**Opens Access to Wide Range
of Users**

10

Industry Focus

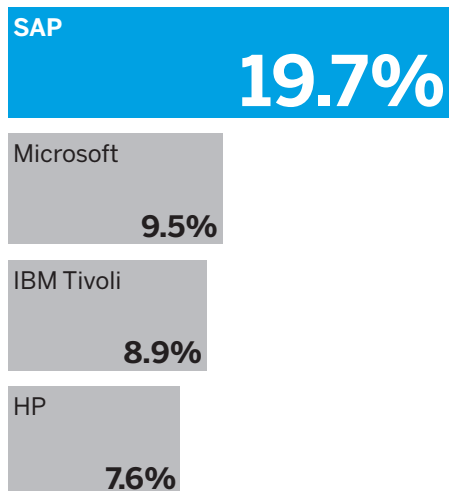
Top 10

1. Market Leader

#1 mobile device management

Mobile device management market

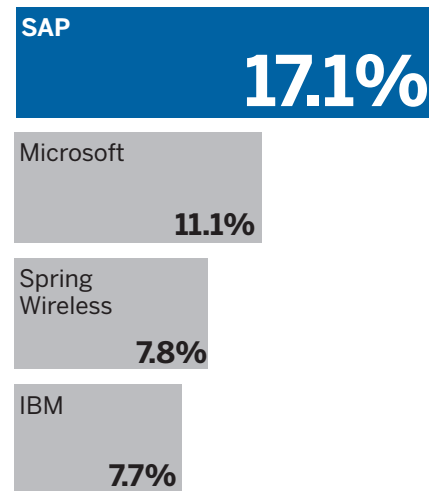
Share of market, 2009, selected companies



#1 mobile enterprise application platform

Mobile enterprise application platform market, enterprise application providers

Share of market, 2009, selected companies



#1 mobile messaging



1.5 billion
SMS and MMS messages
processed daily

4.5 billion
subscribers

SAP/Sybase is
the proven market
leader in mobility

20,000
Enterprise mobility
customers

85%
Share of Fortune 100
enterprise mobility
customers



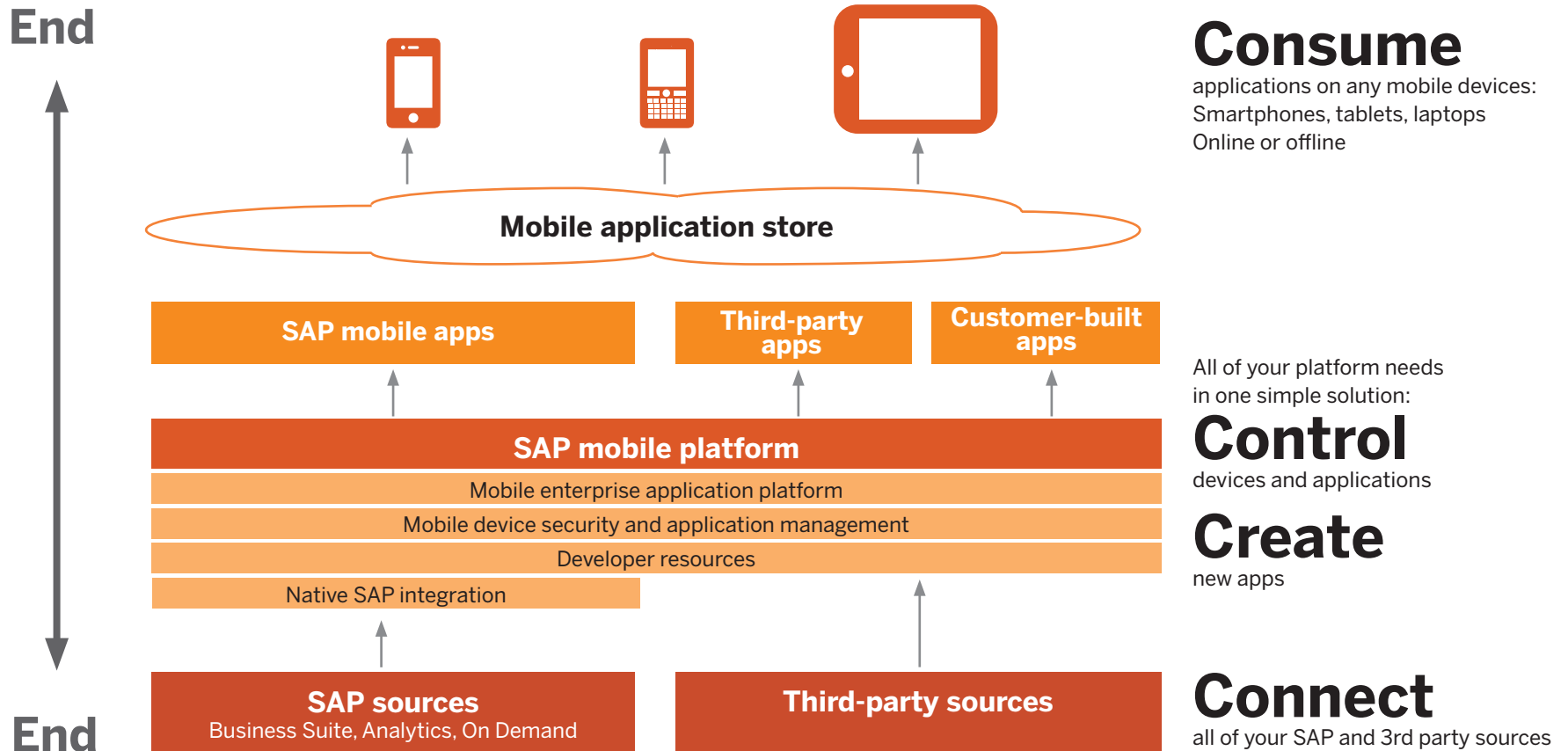
As a combined entity, SAP and Sybase possess a unique position in the enterprise mobility market, with the ability to offer analytics-enabled **infrastructure**, a leading mobile enterprise **applications platform**, mobile **device management** and security, and mobile applications across **multiple device types**.

IDC Insight "SAP and Sybase: The Promise of Mobility Takes Shape," September 2010

Sources: L to R: IDC, "Worldwide Mobile Device Management Enterprise 2010-2014 Forecast and 2009 Vendor Shares," Doc.# 224437, Aug. 2010; SAP analysis of third-party market data; Sybase company reports and press releases, Sybase 10-K 2009

Top 10

2. End to End Solution



Top 10

3. Support Leading Devices

Leading devices



Device management

Provision for security policies and unique roles

Production management to enforce security, backup data, apply patches

Decommission to lock or "kill" corporate data on corporate- or employee-owned devices



Application management

Remotely manage all applications on most device types

Install, update and remove enterprise applications

Blacklist or block applications



Speed to value

Native SAP integration for rapid industry applications

Be up and running in a matter of days

Top 10

4. Mobile Enable Any Application

Heavy business process

Mission-critical and process or data intensive applications, such as mobile direct store delivery or field services

Supports online and offline use through embedded database on device, retaining full process and data integrity





Business extensions

Mobile extensions of on premise or on demand applications, such as mobile CRM or travel & expense reports

Light productivity

SMS-based or HTML5 container-based applications, such as simple approvals or SMS-based mobile commerce

SAP mobile platform

	Process integrity	Data integrity
SAP approach	Synchronize and tie mobile application to backend systems in any scenario	Preserve consistent data on devices and in on-premise or on-demand systems
Online		
Offline		

- 1 Develop once and deploy across a broad range of devices
- 2 Natively integrates with SAP solutions
- 3 Supports other business applications with open architecture

Example: Mobile Workflow for SAP Business Suite orchestrates process steps on device with on premise systems with complete process integrity online and offline. Data integrity and security is preserved throughout for authorized execution of approvals and confirmations.

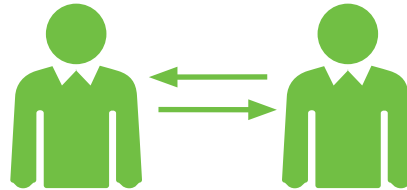
Top 10

5. Opens Access to Wide Range of Users



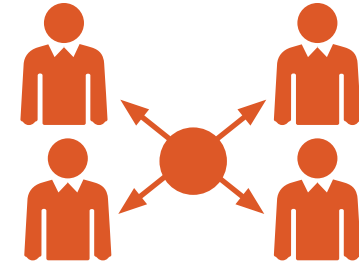
Employees

Enable mobile workers, workgroups, and workflow anytime, anywhere



Partners

Magnify the value of your business network



Consumers

Reach millions of consumers and users

Supports a state of the art user experience

HTML 5

Consumer-inspired design

Interactive navigation

Intuitive decision making



Before we started development of Momentum with the Sybase Unwired Platform, we looked at all the available enterprise mobility platforms on the market. These were mainly tools that were black boxes where we didn't really influence how the usability, how the user interface, ends up. Now, with SUP we had no limitations and we could create the user interface that best fits the end user.

Alexander Ilg, CEO, msc mobile

Top 10

6. Unlock Innovation

Reach more
people...

4.5 billion subscribers

...with new
business models



mCommerce

Coupons

Mobile coupons expected to reach \$6 billion redemption market by 2014 with 15-50% or higher redemption rates

Retailing

Digital and physical goods purchased via mobile forecast to exceed \$200 billion by 2012



Messaging

Consumer engagement

Alerts
Interactive polls

Employee engagement

Instant news or surveys
Emergency communications



mPayment

Transactions

Secure mPayments: bill pay, micropayments, top-ups

Point of sale

SMS-enabled vending, parking, and other point of sale use cases

Industry scenario

SAP E-Care transforms the healthcare industry by connecting patients to their entire network of care providers, from the living room to the doctor's office on patients' mobile devices.

Sources: Sybase.com/mobileservices; Juniper Research, "Mobile Coupon Redemption Value to Approach \$6bn Globally by 2014, According to Juniper Research," November 4, 2009; Juniper Research, "Mobile Payments for Digital & Physical Goods: Players, Markets & Opportunities, 2010-2014", April 2010; SAP analysis of third party reports

Top 10

7. Deployment Flexibility

On premise

Ownership of strategic solutions
Flexibility to customize and integrate
Manage daily operation
Selective upgrades



On demand

Minimize infrastructure
Deploy incrementally
Fast adoption of standard solution

On premise infrastructure and
self-managed operations



Private cloud infrastructure hosted
behind your firewall
Public cloud infrastructure hosted by
cloud partner

SAP, Sybase, Channel resellers



SAP, Sybase, Verizon, Accenture,
other BPO providers

Top 10

8. Enterprise-Level Security

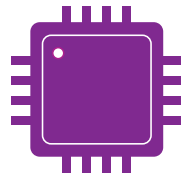
SAP mobile platform

The industry's leading mobile device security and application management technology



Device-level security

Role-based credentials
Secure data access and creation
Central control to wipe data or apps



Data-level security

Architected security model provides end-to-end data security from mobile device to back end systems



Identity management

Single sign-on for access and authorization to enterprise apps
Single click process for network connection and user session

Top 10

9. Rapid Business Value

Rapidly develop, deploy and adopt mobile solutions

Build apps and services using industry-standard development environments

Fully implement solutions in a matter of weeks

Enjoy rapid adoption of intuitive mobile apps

Supercharge your development resources

Develop mobile apps with one single development environment and skill set, instead of six or more device-specific development teams

Write once, deploy to all supported device types

Unlock the value of your ERP investment

Expose the data and increase usability with our mobile toolkit, optimized for SAP

Deploy out-of-the-box mobile applications specifically integrated to SAP

Enable new business models and strategies

Reach global consumers on the go with engaging experiences

Micro-segment and target unique individuals at specific times and locations

Open new mobile commerce revenue streams

Unwire your enterprise

Accelerate decision making by extending real-time insights to any device, anytime, anywhere

Maximize mobile workforce performance with reduced administrative time and increased productivity

Gain business value with flexible application development option



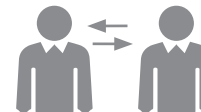
Build

Standard development environment using Eclipse



Buy

40 SAP apps available or scheduled for release in 2011



Partner

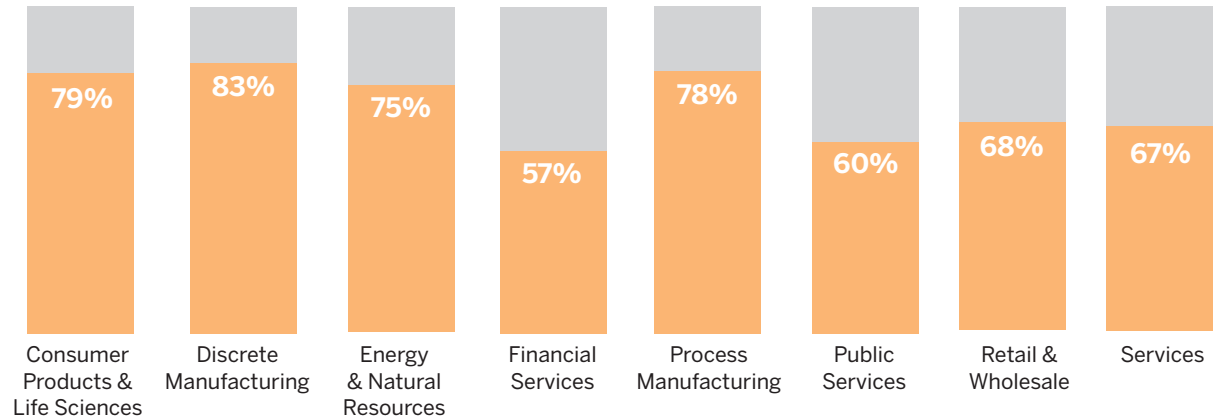
Global Service Mobility Partners delivering 50+ apps in 2011

Top 10

10. Industry Focus

Our focus on best practices for 24 industries meets the best mobile technology

SAP share of Forbes 2000 companies by sector



Accelerate your business with mobility

Industry specific mobile processes deliver transformational value



SAP mobile technology

Top 10

© 2011 SAP AG. All rights reserved

No part of this publication may be reproduced or transmitted in any form or for any purpose without the express permission of SAP AG. The information contained herein may be changed without prior notice.

Some software products marketed by SAP AG and its distributors contain proprietary software components of other software vendors.

Microsoft, Windows, Excel, Outlook, and PowerPoint are registered trademarks of Microsoft Corporation.

IBM, DB2, DB2 Universal Database, System i, System i5, System p, System p5, System x, System z, System z10, System z9, z10, z9, iSeries, pSeries, xSeries, zSeries, eServer, z/VM, z/OS, i5/OS, S/390, OS/390, OS/400, AS/400, S/390 Parallel Enterprise Server, PowerVM, Power Architecture, POWER6+, POWER6, POWER5+, POWER5, POWER, OpenPower, PowerPC, BatchPipes, BladeCenter, System Storage, GPFS, HACMP, RETAIN, DB2 Connect, RACF, Redbooks, OS/2, Parallel Sysplex, MVS/ESA, AIX, Intelligent Miner, WebSphere, Netfinity, Tivoli and Informix are trademarks or registered trademarks of IBM Corporation.

Linux is the registered trademark of Linus Torvalds in the U.S. and other countries.

Adobe, the Adobe logo, Acrobat, PostScript, and Reader are either trademarks or registered trademarks of Adobe Systems Incorporated in the United States and/or other countries.

Oracle is a registered trademark of Oracle Corporation.

UNIX, X/Open, OSF/1, and Motif are registered trademarks of the Open Group.

Citrix, ICA, Program Neighborhood, MetaFrame, WinFrame, VideoFrame, and MultiWin are trademarks or registered trademarks of Citrix Systems, Inc.

HTML, XML, XHTML and W3C are trademarks or registered trademarks of W3C®, World Wide Web Consortium, Massachusetts Institute of Technology.

Java is a registered trademark of Sun Microsystems, Inc.

JavaScript is a registered trademark of Sun Microsystems, Inc., used under license for technology invented and implemented by Netscape.

SAP, R/3, SAP NetWeaver, Duet, PartnerEdge, ByDesign, SAP BusinessObjects Explorer, StreamWork, and other SAP products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP AG in Germany and other countries.

Business Objects and the Business Objects logo, BusinessObjects, Crystal Reports, Crystal Decisions, Web Intelligence, Xcelsius, and other Business Objects products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of Business Objects Software Ltd. Business Objects is an SAP company.

Sybase and Adaptive Server, iAnywhere, Sybase 365, SQL Anywhere, and other Sybase products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of Sybase, Inc. Sybase is an SAP company.

All other product and service names mentioned are the trademarks of their respective companies. Data contained in this document serves informational purposes only. National product specifications may vary.

The information in this document is proprietary to SAP. No part of this document may be reproduced, copied, or transmitted in any form or for any purpose without the express prior written permission of SAP AG.

This document is a preliminary version and not subject to your license agreement or any other agreement with SAP. This document contains only intended strategies, developments, and functionalities of the SAP® product and is not intended to be binding upon SAP to any particular course of business, product strategy, and/or development. Please note that this document is subject to change and may be changed by SAP at any time without notice.

SAP assumes no responsibility for errors or omissions in this document. SAP does not warrant the accuracy or completeness of the information, text, graphics, links, or other items contained within this material. This document is provided without a warranty of any kind, either express or implied, including but not limited to the implied warranties of merchantability, fitness for a particular purpose, or non-infringement.

SAP shall have no liability for damages of any kind including without limitation direct, special, indirect, or consequential damages that may result from the use of these materials. This limitation shall not apply in cases of intent or gross negligence.

The statutory liability for personal injury and defective products is not affected. SAP has no control over the information that you may access through the use of hot links contained in these materials and does not endorse your use of third-party Web pages nor provide any warranty whatsoever relating to third-party Web pages.