SAP® Partner Edge®

SAP Data Hub

Email template for new SAP Data Hub feature for EIM Email Template | Version 1 | September 2017



SAP® Partner Edge®

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INTRODUCTION

This document includes email templates for CEO and CIO/CDO levels within an organization. Materials included in this document are:

- CEO Email Template
- CIO Email Template

CEO EMAIL TEMPLATE

Email #1

Subject Line: All Your Data in One Interface

Alternate: Unlocking Your IT Resources

Alternate: Access Data Across All Lines of Business

Hi |contactFirstName|,

Data resources are growing and changing faster than they ever have, and the need to harness analytics insights across Lines of Business and efficiently manage expanding data resources is exploding. A few of the main obstacles cited to unlocking the value in your data landscape are:

- Available data is complex and stored in many formats, so seems impossible to analyze
- There isn't a unified environment for production deployment, slowing the adoption of new solutions
- Visibility and access is controlled by different business units, so managing data ties up IT resources

I am contacting you about an exciting solution <partner name> would like to discuss, which helps customers manage various data resources across different Lines of Business.

[USE THE USE CASE EXAMPLE BELOW MOST APPROPRIATE FOR YOUR contactCompany]

[OPTION 1: Big Data Warehousing]

SAP Data Hub provides a platform that integrates all data resources across your business into one framework. Data Hub is the missing link between Big Data tools/analysis and Enterprise Data. Data from multiple sources is presented in the same management interface, freeing your IT staff to do more innovation and less maintenance. Data Hub breaks down the organizational boundaries between IT and Lines of Business (LoBs) so everyone in your organization can analyze all the relevant data available.

[OPTION 2: Innovation for EIM solutions]

SAP Data Hub provides a platform that integrates all the data resources across your business into one framework. SAP EIM tools are the "missing service" for big data processes and Data Hub manages big data resources like any other data resources and can connect all big data systems into a visual composite. SAP Data Services and SAP Information Steward identify data health via scorecards and correct data to align with corporate data standards – no more hunting for the right data, it is automated and packaged as it arrives.

[OPTION 3: End-to-end Internet of Things (IoT) scenarios]

SAP Data Hub gives you real time awareness of incoming data streams and resources. Your company can fully leverage the data from the Internet of Things (IoT) with centralized data access for any business units that need

it. Data Hub frees you from integration and visibility limitations so you can develop real-time data driven solutions using any resource available. It also provides enterprise-ready governance to establish and maintain service levels and compliance requirements.

[END OPTIONS]

I can't guarantee that we can help |contactCompany| in this exact way, but we definitely believe it would be valuable to discuss the data issues you will be facing in the future.

If you agree that this is an important issue, we are ready to start the conversation. |contactFirstName|, when would be a time that we could talk for 15 minutes or so? Otherwise, if there's someone else you suggest I contact first, please let me know.

Many thanks - I look forward to talking with you

Best,

|senderFirstName|

Subject Line: Re: Actionable Insights

Hi |contactFirstName| - I sent you a quick note a couple of days ago and wanted to make sure you received it. Please see below and let me know it if makes sense for us to talk.

Many thanks,

|senderFirstName|

-----Forwarded message-----

From: |senderFirstName||senderLastName|

Date: |contactCreatedDate|

Subject Line: All Your Data in One Interface

Alternate: Unlocking Your IT Resources

Alternate: Access Data Across All Lines of Business

Hi |contactFirstName|,

Data resources are growing and changing faster than they ever have, and the need to harness analytics insights across Lines of Business and efficiently manage expanding data resources is exploding. A few of the main obstacles cited to unlocking the value in your data landscape are:

- Available data is complex and stored in many formats, so seems impossible to analyze
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Many thanks - I look forward to talking with you

Best,

|senderFirstName|

Email Subject: Trying to reach you

Hi |contactFirstName|

I tried getting in touch with you last week, but I imagine you've had a busy schedule. Thought that maybe this would be a better time to try. I want to respect your time so please let me know if it makes sense to connect.

In case you missed my last note, I am reaching out because our teams at SAP have had great success helping the leadership of organizations leverage analytics across all Lines of Business with manage diverse data resources in the cloud+ enterprise using one central interface.

[USE THE USE CASE EXAMPLE BELOW MOST APPROPRIATE FOR YOUR contactCompany]

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I can't guarantee that we can help |contactCompany| in this exact way, but we definitely believe it would be valuable to discuss the data issues you will be facing in the future.

If you agree that this is an important issue, we are ready to start the conversation. |contactFirstName|, when would be a time that we could talk for 15 minutes or so? Otherwise, if there's someone else you suggest I contact first, please let me know.

In the meantime, here's a link to the (clientName) story I referred to earlier:

Link to customer testimonial

Thanks in advance for your help, and I look forward to hearing from you!

Best,

|senderFirstName|

CIO EMAIL TEMPLATE

Email #1

Subject Line: All Your Data in One Interface

Alternate: Access Data Across All Lines of Business

Hi |contactFirstName|,

Are you and the rest of the tech team at |contactCompany| flooded with data from online and mobile apps, social media input from customers using products, and IoT sensor data on connected devices such as fleet vehicles and GPS devices? Is the complexity of managing a hybrid data ecosystem across enterprise and cloud platforms growing faster than your IT resources can effectively manage or provision for effective analytics? If so, you're not alone.

I am contacting you about an exciting out-of-the-box enterprise-grade solution for hybrid data resource management called SAP Data Hub. SAP Data Hub is a complete single interface and framework to manage all data resources with one tool. Data Hub was purposely designed to deliver enterprise-grade features to access and control cloud, enterprise and hybrid data systems and big data resources throughout your organization simply and directly. This can free up your IT resources to perform less maintenance and get on with innovation!

[USE THE USE CASE EXAMPLE BELOW MOST APPROPRIATE FOR YOUR contactCompany]

[OPTION 1: Big Data Warehousing]

SAP Data Hub provides a platform that can integrate all the data sources in your heterogeneous data landscape. SAP EIM tools are the "missing link" between Big Data tools/analysis and Enterprise Data collected and used for operational purposes. With Data Hub, data from multiple sources is presented in the same management interface, including big data digests and real-time data services working in memory. Even your legacy systems and compliance standards can be met without impeding the adoption of newer and diverse data resources. Data Hub also supports holistic lifecycle management and security policies with insights on how changes in data processing affect downstream systems, so you can stop managing ambiguity and start innovating with confidence.

[OPTION 2: Innovation for EIM solutions]

SAP Data Hub provides a platform that integrates all the data resources in your heterogeneous data landscape into one framework. SAP EIM tools are the "missing service" for big data processes. SAP Data Hub manages big data resources like other data resources in the data landscape and can connect all big data systems to one interface. SMEs can blend mastered data from different systems for analysis, maintaining the same standards of data quality and trust for unrelated data sets. Tune out the data noise from the Internet of Things (IoT) and zero in on relevant, timely results for analysis.

[OPTION 3: End-to-end Internet of Things (IoT) scenarios]

SAP Data Hub gives you real time awareness of incoming data streams and resources. Your company can fully leverage the data from the IoT with centralized, normalized, and mastered data with high availability to the business units that need it. Data Hub frees you from integration and visibility limitations on scaling data projects so you can use IoT data streams to support agile data driven applications. It also covers enterprise ready

governance to establish and maintain service-levels and compliance requirements with all legacy, current, and future systems.

[END OPTIONS]

I can't guarantee that we can help |contactCompany| in this exact way, but we certainly believe it would be valuable to discuss the data management issues you will be facing in the future.

If you are in agreement about the significance of this issue, we would enjoy discussing it with you. |contactFirstName|, when would be a time that we could talk for 15 minutes or so? Otherwise, if there's someone else you suggest I contact first, please let me know.

Many thanks - I look forward to talking with you

Best,

|senderFirstName|

Subject Line: Re: Big Opportunities in Hadoop and Data Lakes

Hi |contactFirstName| - I sent you a quick note a couple of days ago and wanted to make sure you received it. Please see below and let me know it if makes sense for us to talk.

Many thanks,

|senderFirstName|

-----Forwarded message-----

From: |senderFirstName||senderLastName|

Date: |contactCreatedDate|

Subject Line: All Your Data in One Interface

Alternate: Access Data Across All Lines of Business

To: |contactEmailAddress|

Hi |contactFirstName|,

Are you and the rest of the tech team at contactCompany flooded with data from online and mobile apps, social media input from customers using products, and IoT sensor data on connected devices such as fleet vehicles and GPS devices? Is the complexity of managing a hybrid data ecosystem across enterprise and cloud platforms growing faster than your IT resources can effectively control? If so, you're not alone.

I am contacting you about an exciting out-of-the-box enterprise-grade solution for hybrid data resource management called SAP Data Hub. SAP Data Hub is a complete single interface and framework to manage all data resources with one tool. Data Hub was purposely designed to deliver enterprise-grade features to access and control cloud, enterprise and hybrid data systems and big data resources throughout your organization simply and directly. This can free up your IT resources to perform less maintenance and get on with innovation!

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Many thanks - I look forward to talking with you

Best,

|senderFirstName|

Email Subject: Trying to reach you

Hi |contactFirstName|

I tried getting in touch with you last week, but I imagine you've had a busy schedule. Thought that maybe this would be a better time to try. I want to respect your time so please let me know if it makes sense to connect.

In case you missed my last note, I am reaching out because we have had great success helping organizations manage their heterogeneous data landscape by deploying SAP Data Hub to integrate data resources across the cloud+ enterprise and provision data for analytics across all Lines of Business.

[USE THE USE CASE EXAMPLE BELOW MOST APPROPRIATE FOR YOUR contactCompany]

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[END OPTIONS]

If you believe this is an important issue, we would enjoy discussing it with you. |contactFirstName|. Perhaps you would want me to reach out to someone else in the organization, and I would be happy to do so.

In the meantime, here's a link to the (clientName) story I referred to earlier:

Link to customer testimonial

Thanks in advance for your help, I look forward to hearing from you!

Best,

|senderFirstName|

|signature|