Sales Enablement eBook

The Best-Run Businesses Run SAP™

Sales Enablement eBook

An Interactive and Enhanced Sales Enablement

eBook for SAP OEM Analytics Sales Teams

SAP OEM Sales Training
# *Real-Time Analytics Campaign*

August 2013

Business Personality

Select from below the personality profile that best fits each prospect in your partner account. You'll then see specific key words and phrases that will resonate with your prospect and help motivate them to move forward in the sales cycle.

1. Objective
Reasonable, objective and right

2. Helpful
Caring, nice and helpful

3. Driven
Outstanding, effective and driven

4. Intuitive
Intuitive, sensitive and independent

5. Investigative
Intelligent, perceptive and detailed

6. Loyal
Committed, loyal and prepared

7. Enthusiastic
Versatile, enthusiastic and exciting

8. Assertive
Strong, assertive and in control

9. Peaceful
Receptive, easy going and peaceful

CLICK on a personality type for more details...

1. Objective

9. Peaceful

2. Helpful

8. Assertive

7. Enthusiastic

3. Driven

6. Loyal

5. Investigative

4. Intuitive
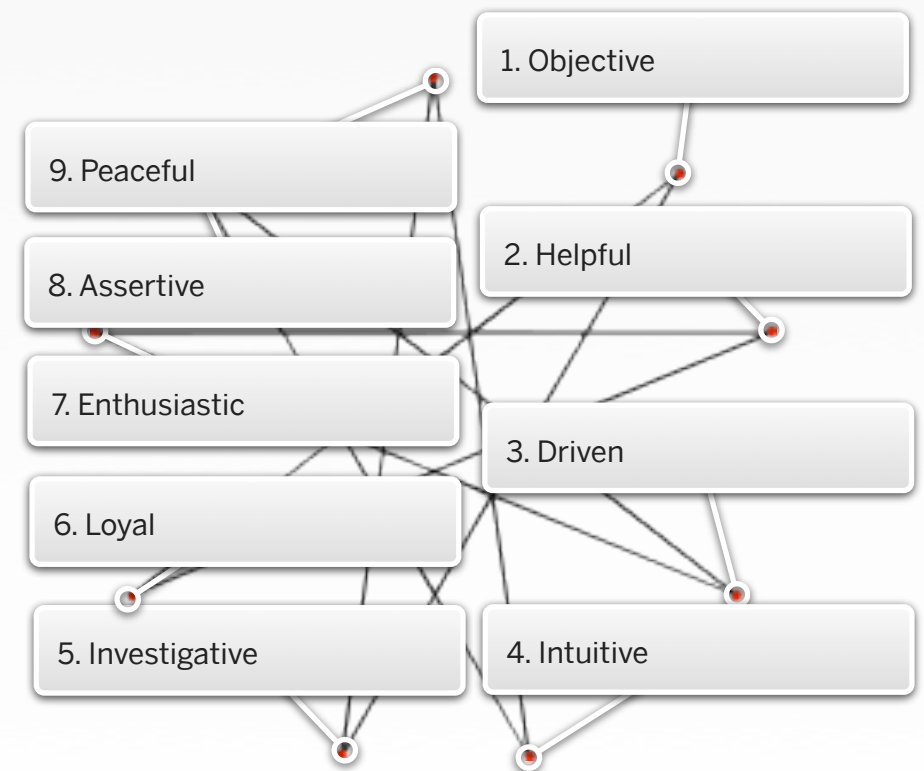
OBJECTIVE Business Personality

Business Personality: Objective

"Do you need precise and measurable cost reductions?"

"Do you prefer partners who are objective, reasonable and clear?"

"It's clearly black and white. Would you agree this is the right thing to do?"

Your prospect's likely business personality is described on the right. It is recommended that you study this personality profile and use similar words and phrases when communicating with this prospect. Also, phrase problems, concerns, and potential value benefits in similar context to ensure resonance with the prospect. When ready, click on the CLICK HERE copy on the bottom of the page to review other sales enablement tools that will help you better understand your prospect and prepare for sales calls and meetings.

CLICK HERE
to reselect a business personality type

This prospect may be conscientious and ethical, with a strong sense of right and wrong. They may be an advocate for change, always striving to improve business processes. They are typically well-organized, orderly, and strive to maintain high standards, but may become impatient at times. When at their best, they can be wise, discerning, realistic, and noble, perhaps even morally heroic. They may have a "sense of mission" that drives them to improve the business environment by leveraging the degree of influence they have. They are often motivated to action to reduce the inefficiencies and disorders they see in the work environment, and to do what is right and best for the business technology needs and other employees.

Common phrases...

"I am practical, fair and right."

"I am right most of the time and wish others would listen to me more often."

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for more tools

Business Personality: Helpful

HELPFUL Business Personality

"Will positive cost reductions help you stay within budget?"

"Do you prefer partners who are helpful and care about your needs?"

"Do you want to help your colleagues meet their business objectives?"

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CLICK HERE
to reselect a business personality type

This prospect is typically sincere, empathetic, and warm-hearted. They are also often generous, friendly, and self-sacrificing. When at their best, they can be altruistic and unselfish and can display unconditional concern for others. Peers often consider them as helpful, considerate, and generous in business dealings. They have the ability to enliven others with attention and appreciation and can help co-workers see positive attributes that may have gone unnoticed by others. They can have the unique ability to offer help and encouragement while showing tremendous patience, and are almost always willing to lend a hand to help the business and fellow employees.

Common phrases...

"I want to be helpful to co-workers and management."

"I care about relationships even though I am often taken for granted."

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v

DRIVEN Business Personality

Business Personality: Driven

"Do you need effective cost reductions to meet your goals?"

"Do you prefer partners who are competent, efficient and adaptive?"

"Are you motivated to ensure you can far exceed your business objectives?"

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CLICK HERE
to reselect a business personality type

This prospect is usually confident, driven and energetic. They are generally well-spoken, diplomatic and poised, but can also also be competitive and may have a tendency to "over work." At their best, they are authentic, self-accepting, charitable, and strive to be a role model for other employees. They have the ability to achieve great things in their work environment, and when genuine, others may admire and respect their graciousness and professional accomplishments. They often strive to contribute the best of their abilities to work, and enjoy motivating others to rise to their best and accomplish more than they thought possible. As such, they are usually well regarded by peers who appreciate their desire and motivation to help the firm attain its goals.

Common phrases...
"I am outstanding, effective and driven."

"I am usually at the top of my game and wish my superiors recognized that more often."

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for more tools

vi

Business Personality: Intuitive

"Do you envision cost reductions and a future where you're always below budget?"

"Do you prefer partners who are intuitive, reactive and concerned?"

"Do you visualize the day you can meet nearly all of your business objectives?"

INTUITIVE Business Personality

Your prospect's likely business personality is described on the right. It is recommended that you study this personality profile and use similar words and phrases when communicating with this prospect. Also, phrase problems, concerns, and potential value benefits in similar context to ensure resonance with the prospect. When ready, click on the CLICK HERE copy on the bottom of the page to review other sales enablement tools that will help you better understand your prospect and prepare for sales calls and meetings.

CLICK HERE
to reselect a business personality type

This prospect is typically sensitive, self-aware, and reserved. They can be emotionally honest, creative, and personal, but can also feel self-conscious and vulnerable. At their best, they are inspired and highly creative, and often able to renew transform their experiences. They have unique perspectives and so may sometimes feel that your views are fundamentally different from theirs, or that peers don't always understand "where they're coming from." They may feel talented and can tackle business problems with the ability to envision future possibilities and outcomes. Peers may turn to them to gain a visionary perspective on potential solutions or directions, and they are usually willing to bring to bear intuitive and concerned viewpoints to better the company and its employees.

Common phrases...

"I am sensitive, romantic and visionary."

"I am unique and imaginative and others may think I march to a different beat."

CLICK HERE
for more tools

INVESTIGATIVE Business Personality

Business Personality: Investigative

"Do you want to design effective, detailed and smart cost reductions?"

"Do you prefer partners who are intelligent, perceptive & innovative?"

"How might investigating new technology help your business?"

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CLICK HERE
to reselect a business personality type

This prospect is frequently insightful, alert, and curious. They can often concentrate on tasks for hours and focus attention on developing complex ideas and engineering solutions to problems.

Common phrases...

"I am intellectual, observant and detailed."

"I use intelligence and analytics that are sometimes hard for others to understand."

While they can be independent, innovative, and inventive, they may also become preoccupied with ideas and perceptive constructs. At their best, they have the ability to be a visionary and a pioneer. Others may perceive them as "light years ahead" of the pack. They are usually inquisitive and seek to understand why things work the way they do, and how they might work better. As such, they often investigate and search for answers to problems that may perplex and stymy others. They are open to ideas, but usually want to test assumptions before taking action. Leveraging their intelligence and innovation, they may be inspired to seek answers that may help the firm and fellow workers.

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LOYAL Business Personality

Business Personality: Loyal

"Do you want to avoid surprises by having safe, predictable cost controls?"

"Do you prefer partners who are loyal, dependable and trustworthy?"

"What if you could avoid the fear of not being able to meet your business objectives?"

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CLICK HERE
to reselect a business personality type

This prospect is often committed, hard-working, loyal, and responsible. They are usually trustworthy and security-oriented, and perhaps anxious to resolve potential threats. They may often be thought of as an excellent problem solver with the ability to foresee problems and foster cooperation with others. At their best, they are self-reliant, stable, courageous, and a champion for the business. They are typically prepared and committed, and will remain loyal to peers, friends and beliefs. They can also remain steadfast to long-held ideas, systems and processes, and may question ideas or changes that could undermine these. When convinced that a course of action is safe and secure, and the outcome is reasonably predictable, they may be the one who sounds the trumpet the loudest to "be revolutionary" and seek better solutions for the company and peers.

Common phrases...

"I am committed, loyal and prepared."

"I am loyal and follow instructions, but I'm afraid others aren't always as responsible."

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ix

ENTHUSIASTIC Business Personality

Business Personality: Enthusiastic

"How exciting would it be to have the latest technology and still stay under budget?"

"Do you prefer partners who are versatile, innovative and resourceful?"

"How enthusiastic are you about being able to meet your business objectives?"

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CLICK HERE
to reselect a business personality type

This prospect is likely to be optimistic, versatile, and spontaneous. They are often playful, high-spirited, and practical, but may also become a bit over- extended or perhaps scattered when too much is on their plate. They are typically vivacious, enthusiastic, and versatile, and seek out new and exciting experiences. When at their best, they can multitask well and focus talents on a multitude of worthwhile goals, the outcome of which can make them appreciative, joyous, and satisfied. Peers might say they are enthusiastic and open to new ideas, approaches and solutions that make business sense. They may have a tendency to approach work with curiosity, optimism, and a flair for adventure. They can also be bold and adventurous, pursuing the best course of action that will propel the company and its employees to "the top of the mountain" and beyond.

Business Personality

"I am eager, enthusiastic and exciting."

"I'm happy and enthusiastic and wish others were not so afraid to take risks."

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for more tools

x

ASSERTIVE Business Personality

Business Personality: Assertive

"Do you need strong cost reductions that allow you to be in complete control?"

"Do you prefer partners who are respected, prominent and decisive?"

"How would it bother you if competitors controlled the market instead of you?"

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Common phrases...

"I am confident, assertive and in control."

"I am a strong competitor and don't like it when others try to take advantage of me."

This prospect is generally in control, self-confident, strong, and assertive. Others often see them as protective, resourceful, "straight-shooting," and decisive, but a few might perceive their strength as aggressive. They are often driven to control their work environment and ensure prominence and respect in the industry. At their best, they strive to leverage strength to improve the company. In this regard, they can often appear to others as heroic, magnanimous, and inspiring. In their work environment, they may enjoy undertaking challenges and inspiring others to "rise to the occasion" and go beyond the ordinary. They have the ability to be charismatic and can be successful in convincing others to bravely follow them down difficult paths to attain the objectives needed to ensure the company control its destiny.

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xi

PEACEFUL Business Personality

Business Personality: Peaceful

"Do you need simple, easy and uncomplicated cost reductions to stay in budget?"

"Do you prefer partners who are flexible, amenable and stable?"

"What if there was a simple, peaceful way to help you meet your business objectives?"

Your prospect's likely business personality is described on the right. It is recommended that you study this personality profile and use similar words and phrases when communicating with this prospect. Also, phrase problems, concerns, and potential value benefits in similar context to ensure resonance with the prospect. When ready, click on the CLICK HERE copy on the bottom of the page to review other sales enablement tools that will help you better understand your prospect and prepare for sales calls and meetings.

CLICK HERE
to reselect a business personality type

This prospect is likely peace-seeking, accepting, trusting, and stable. Others may find them quite creative, optimistic, and supportive of work efforts, but this can sometimes be perceived as too willing to go along with the pack to "maintain the peace." They typically desire that everything at work goes smoothly and with minimal conflict. When at their best, they can be receptive, communicative, indomitable and all-embracing, and may possess the unique ability to "huddle" with work groups to resolve differences. When at work, they can be devoted to the quest for peace and harmony and seek solutions to problems based on these criteria. They are likely to strive toward outcomes that meet objectives by helping the organization and fellow workers attain simple and uncomplicated solutions that are easy to implement, manage and use.

Common phrases...
"I am receptive, easy-going and peaceful."

"I am usually content and at peace and don't like unnecessary confrontations or pressure."
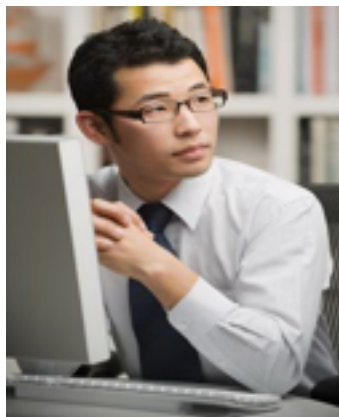
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xii

What is your prospect's PRIMARY business role in the account? CLICK below on that role. You will then see recommended approaches, words and phrases to help motivate this prospect to move forward.

☑ **Decision Maker**

☑ **Evaluator/LOB User**

☑ **Influencer**

GALLERY SAP OEM Sales Enablement.1

Decision Maker: capable of making the final decision for technology and business solutions

● ● ●

Prospect Role:

Decision Maker

If your prospect is a Decision Maker, scroll through the slides below for suggestions on how to properly approach, engage and motivate your partner to move forward in the sales process...

INTERACTIVE SAP OEM Sales Enablement.2

FLIP through the slides to review the sales tools...

Decision Maker Persona

Type	Partner
Title	**PM, BD, LOB VP/C-Level**
Role	"I AM: driving company profitability and strategic directions
Job Description	Responsible for P&L, executive management & decisions
Experience	10+ years in engineering, mfg, marketing, ops, etc.
Education	MBA or equivalent
Key Influencers	All departments, customers, channels, shareholders, BoD
Business Needs	I NEED: To deliver higher revenues, lower costs and improved efficiencies and competitive solutions SO THAT: our firm can increase profitability and market share

22

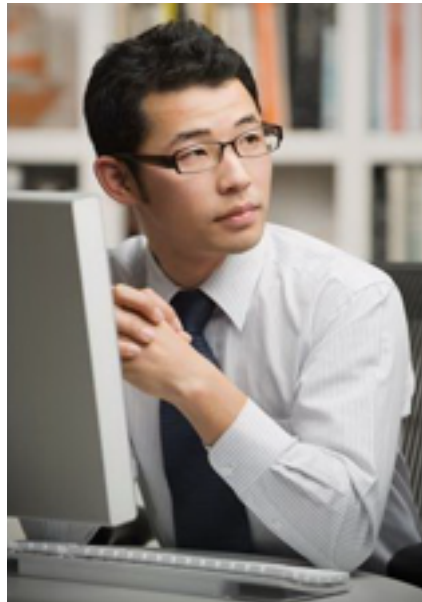● ● ● ●

Prospect Role:

Evaluator or LOB User

If your prospect is an Evaluator or Deployer, scroll through the slides below for suggestions on how to properly approach, engage and motivate your partner to move forward in the sales process...

INTERACTIVE SAP OEM Sales Enablement.3

FLIP through the slides to review the sales tools...

Evaluator Persona

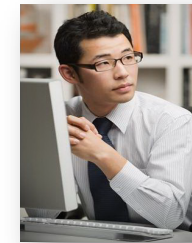| Type	Partner
Title	**PM, PMM, BD, LOB Mgr/Dir**
Role	"I AM: driving the development / selection of products and solutions to be offered to our customers."
Job Description	Responsible for product development and vendor selection
Experience	5+ years in engineering, mfg, product management, etc.
Education	BSEE / CS or equivalent
Key Influencers	PMMs, customers, channels, sales
Business Needs	I NEED: To deliver quality solutions to customers quickly and efficiently and determine whether to make or buy these solutions SO THAT: the PMM and sales teams can gain revenue

21

Prospect Role:

Influencer

If your prospect is an Influencer, scroll through the slides below for suggestions on how to properly approach, engage and motivate your partner to move forward in the sales process...

INTERACTIVE SAP OEM Sales Enablement.4

FLIP through the slides to review the sales tools...

Influencer Persona

Type	Partner
Title	**PM, Prod Dev, BD, LOB**
Role	"I AM: driving the acquisition of new customers and maximizing solution value for our existing customers."
Job Description	Responsible for product marketing activities to promote solutions to their customers
Experience	5+ years in PMM or marketing field
Education	BBA and/or MBA in Marketing or equivalent
Key Influencers	Customers, sales management, executives, PMs, channels
Business Needs	My customers are not able to identify patterns in performance to discover new business opportunities and lack the ability to make decisions based on quantifiable and justifiable information.

20

● ● ● ●

CHAPTER 1

Partner Success Story

Partner

INTERGRAPH

Executive overview

Company

Vision

Why SAP

Implementation

Solution

Benefits

Future plans

Partner
Intergraph Corporation

Headquarters
Huntsville, Alabama

Industries Served (using SAP)
Public Safety/Law Enforcement

Products and Services (using SAP)
Geospatial Software

Web Site
www.intergraph.com

Revenue
US$2.2B (Hexagon AB)

Employees
13,000 (Hexagon AB)

Intergraph® is the leading global provider of engineering and geospatial software that enables customers to visualize complex data. Businesses and governments in more than sixty countries rely on Intergraph's industry-specific software to organize vast amounts of data and infuse the world with intelligence to make processes and infrastructures better, safer, and smarter. The company's software and services empower customers to build and operate more efficient plants and ships, create intelligent maps, and protect critical infrastructure and millions of people around the world.

Global leader in geospatial software

...what was the partner's situation?

Intergraph is part of Hexagon (Nordic exchange: HEXA B), a leading global provider of design, measurement, and visualization technologies that enable customers to design, measure and position objects, and process and present data.

At the time, prior to the Hexagon AB acquisition, Intergraph was a privately owned firm. They were a leader in engineering and geospatial software with three main divisions—public safety/law enforcement, energy/marine, government/security. They had a fragmented offering for reporting, analytics and business intelligence. Industry requirements, customer demand and competitive offerings in this area were escalating. Public safety and law enforcement customers were asking for higher value and more robust capabilities and competitors were threatening strong foothold accounts.

"Our solution components each had separate reporting capabilities, and it became untenable for our prospects and customers to work with them this way," said Steven Marz.

CLICK HERE for more information about Intergraph.

What Condition Questions would you ask to qualify this partner as a prospect for SAP analytics solutions?

○ **A.** Are market and customer demands increasing the need for analytics/BI?

○ **B.** Does this partner offer, or are they planning to offer, solutions/software that can benefit from analytics?

○ **C.** Does this partner have customers who may require advanced analytics, BI and reporting?

○ **D.** Does this partner/contact have the right combination of Budget, Authority, Need and Timing (BANT)?

✓ **E.** All the above?

Intergraph's offerings were inadequate

...what were the partner's problems?

Intergraph's offerings were inadequate to keep up with industry demand and competitive pressures. Steven Marz's vision was to better empower customers to explore and gain insight into information captured by their applications. Teresa Smith had concerns that the R&D and programming investment required to build versus buy would be too high and take too long. The firm's CEO had mandated becoming leaner versus hiring more engineers. If Steven and Teresa did not find or create an ideal solution, they risked market share, customer, and revenue loss.

Intergraph had six homegrown reporting applications for its incident management solutions, which form the foundation of the company's emergency response solution. This software collects and generates a wealth of data throughout the course of a day, recording everything from calls to public safety and follow-on activities to accident reports, arrest records, and any information associated with an incident. Intergraph quickly realized that its customers needed more than reporting capabilities; they wanted to analyze and dissect the data for investigations, planning, and data for investigations, planning, and performance management.

PARTNER ROLES:

Decision Maker: Steven Marz, VP Public Safety Management (Product Marketing role)

Evaluator: Teresa Smith, VP Product Engineering & Support

Influencers: Product Management, Product Marketing, Engineering, Sales,

Unfortunately, the company's reporting-focused applications didn't suit those requirements.

"We saw growing customer demand and a market opportunity for analytics around the data produced by our software," said Steven Marz.

Steven and Teresa needed to enhance Intergraph's applications with advanced analytics, reporting and business intelligence capabilities. They wanted an integrated solution versus "point solutions" that had attractive and flexible pricing, could be integrated quickly and easily, and was backed by a proven leader in the industry. The Evaluators in the account wanted a suite that could be embedded seamlessly, would be easy for customers to use, was compatible with their current offerings and came with a high level of support.

"With SAP BusinessObjects software, we wouldn't have to cobble together disparate software on our own," said Steven Marz. "Plus, SAP Crystal Reports software was the icing on the cake since it's the de facto reporting tool in the industry."

What Complaint Questions would you ask to to probe for issues and problems this partner might have?

A. Do you have concerns about not being able to satisfy market demands for sophisticated analytics?

B. Are you worried about not being able to empower customers to explore and gain insight into information captured by your applications?

C. Are you concerned that competitors will deliver lower cost solutions more quickly by embedding vs. developing advanced analytics capabilities?

D. Have any customers complained that they can't interactively explore data and expose relationships and trends with your current solutions?

E. All the above?

Intergraph execs chose SAP

...what were the partner's motivations?

Steven's key buying motivations were to thwart competition, satisfy customer demand and create upsell opportunities. Embedding SAP analytics, reporting and BI software into their solutions afforded the opportunity to create new revenue streams by charging more for versions of their software that included the SAP functionality. Teresa's key buying motivations were breadth of offerings/functionality, flexible pricing, ease of integration and the security of working with the best in the business. Steven and Teresa researched available third-party offerings, reviewed industry analyst reports, and met with SAP solution experts. They finally decided that SAP BusinessObjects software best met their requirements. The software had Oracle and Microsoft SQL database compatibility, which Intergraph's applications supported. Also, they were able to take advantage of an integrated suite.

"We combined the application-specific information from our systems with the best business intelligence building blocks and infrastructure – from SAP," said Steven Marz.

What Consequence Questions would you ask to to probe for implications of inaction or wrong action by this partner?

○ **A.** What impact would it have on your business if you could not meet customer demands for advanced analytics capabilities?

○ **B.** What impact would it have on your business if you could not meet customer demands for advanced analytics capabilities?

○ **C.** What would happen if your competitors lowered their costs and time to market by embedding vs. making analytics solutions?

○ **D.** If more customers started posting negative social media comments about your solutions, how might that impact your firm?

✓ **E.** All the above?

Intergraph depends on SAP

...what was the partner's implementation?

Combining silos of information captured in Intergraph's incident management solutions enables customers to interactively explore the data and expose relationships and trends. Now the company's customers can generate and present quality reports, visualize and explore information, and perform real-time performance monitoring using intuitive dashboards. They can also distribute and access information through a secure Web portal. This enables Intergraph's customers to mine the data hidden within complex database structures, integrate it into their business, and achieve operational excellence. For example, police chiefs can use business intelligence capabilities to gain immediate feedback on the performance management of key metrics – including disasters and violent crimes – that are in or out of tolerance. As a result, they can be prepared when speaking with the media. Operations and management staff can identify trends, such as crimes patterns in specific neighborhoods or defined areas. Empowered with this insight, law enforcement agencies can optimize staffing assignments and possibly lower crime incidents. The Business Intelligence for Public Safety

solution can also be used to provide the public with online access to information about crime areas, fires, and proximity of crimes to locations of interest. Also, public safety answering points can use the solution for real-time performance monitoring, measurement, and alerting of call center productivity.

Intergraph's BI Direct solution, when used with CAD or inPURSUIT WebrMS, lets customers create and schedule canned or ad hoc reports and build reports using layman's terms through an easy-to-use secure web portal. BI Direct offers real-time access to large volumes of data and presents it graphically so customers can easily explore trends and relationships.

 "As an OEM, we brand the solution as our own. But the fact that the underlying technology is from SAP is a huge part of our value proposition," said Steven Marz.

Intergraph embeds SAP analytics

...what are the solutions they used?

Intergraph has been a satisfied OEM partner for SAP analytics solutions since 2007. The products they have embedded include:

☑ SAP® BusinessObjects™ Data Integrator software

☑ SAP BusinessObjects Business Intelligence platform

☑ SAP BusinessObjects Dashboards software

☑ SAP BusinessObjects Web Intelligence® software

☑ SAP Crystal Reports® software

Intergraph embeds SAP BusinessObjects Data Integrator software to enable two sophisticated processes that extract data from their application databases to create a data warehouse. One version of the process creates a standard data warehouse from a shadowing system, while the other version—for dashboards that require more timely information—enables a near-real-time data warehouse from the live system. Using SAP BusinessObjects Data Integrator and the SAP BusinessObjects Business Intelligence platform, Intergraph developed a semantic layer called a
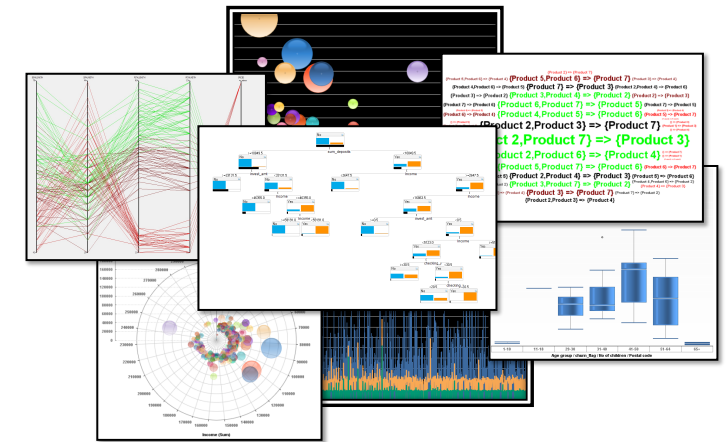
reporting universe. This enables customers to access information in the data warehouse using common industry terms and different workflows without having to understand the underlying database structures. Customers access this reporting universe via a portal to perform ad hoc queries, run periodic reports, or monitor high-level information from a visual dashboard.

"This combination enhances both tools with unique value-added benefits and provides a prepackaged, commercial, off-the-shelf business intelligence solution for public safety agencies," said Steven Marz.

What Closing Questions would you ask this partner to motivate them to state Specific Needs?

- **A.** How might it benefit your firm to quickly, easily and affordably offer embedded and compatible analytics solutions to your customers?

- **B.** How might it benefit your firm to quickly, easily and affordably offer embedded and compatible analytics solutions to your customers?

- **C.** If you could trump competitors by offering more complete and sophisticated analytics and reporting, how would that be a benefit?

- **D.** What if you could delight customers and avoid negative social media comments via improved solutions, how would that benefit your firm?

- ✓ **E.** All the above?

Intergraph derives value from SAP

...how does the partner benefit today?

What Value Benefits motivated this partner to embed SAP Analytics solutions?

○ **A.** Allow customers to make informed, intelligent decisions

○ **B.** Reduce customer analytics time from days or hours to minutes

○ **C.** Lower solution development efforts and time to market

○ **D.** Offer more advanced and capable analytics solutions

○ **E.** Mitigate "build-your-own" costs and risks

✓ **F.** All the above

13

Intergraph sees a future with SAP

...what are the partner's next steps?

Intergraph continues to see tremendous response to its offerings that include SAP software. "SAP allows us to focus on the core competencies that we have and leverage SAP's product suite to add value to the data that we're helping our customers collect," said Tunde Ferrell, Technical Director of record management systems and solutions for Intergraph. Tunde and Marz anticipate significant efficiency gains for customers as Intergraph taps into the power of a very sophisticated search engine to find and display information. One Intergraph customer said, "You just did in 30 seconds what it typically takes me three weeks to do."

Tunde is already planning to enhance Intergraph's offerings with SAP BusinessObjects Mobile and SAP Predictive Analysis software. Intergraph is seeing a demand for mobile access to public safety–related information. "Because SAP provides a mobile platform, we can just configure it and be up and running," says Marz. Intergraph also expects its customers to appreciate the benefits of SAP BusinessObjects Explorer. "This software lets you work in an unstructured environment and does the structuring for you. We think casual users will love it, as it will help them find information when they're not sure what they're looking for," concludes Marz.

14
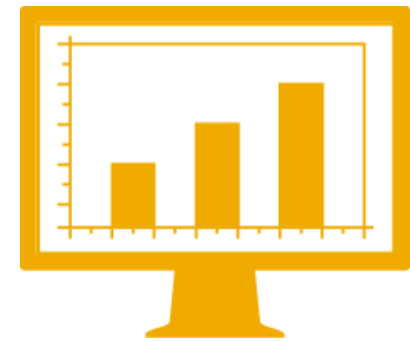
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CHAPTER 2

Partner Reference Slides

Epsilon improved customer satisfaction with SAP BusinessObjects Business Intelligence

epsilon®

Company or Organization
Epsilon

Headquarters or Location
Dallas, TX

Industry
Direct Marketing

Products and Services
Direct Marketing Agency Services

Employees
4,800

Web Site
www.epsilon.com

Objectives
- Enable clients to view and analyze high volumes of marketing data related to campaign results. Help customers monitor, manage, and measure campaign success to optimize tactics and resources.
- Focus on benefits to clients by helping them identify customer acquisitions, defections, interactions, and more.

Why SAP BusinessObjects BI
- Long-term, satisfied customer of SAP Crystal Reports; will definitely continue providing this capability to clients.
- Other vendors offer basic reporting, but lack the flexibility and analytic functionality of SAP BusinessObjects BI.
- SAP BusinessObjects BI lowered production costs and sped time to market compared to ad hoc solutions or internal development.

Benefits
- Significant time savings as clients can generate information in minutes where it previously took hours with spreadsheets.
- Helps clients schedule reports with automatic distribution, publish and generate reports on the fly to get immediate answers to questions.
- Clients use information to address business problems, e.g., to drill into campaign issues to take remedial action.

"I would definitely recommend SAP to a peer at another company to solve specific problems. SAP has different products that you can leverage for specific questions instead of trying to have one product answer all of the questions."

Leo Davis, Vice President, Technology Services

Better
Client loyalty and satisfaction

Faster
Time to market and results

Easier
Integration and lower costs

SAP®