SAP IN TELECOMMUNICATIONS

- ■ Renewed industry focus
- ■ Commitment to our customers
- ■ Flexible Billing Platform
- ■ Enhanced Business Analytics
- ■ Market Leading Mobile Platform

Our Renewed Focus

SAP has a renewed focus on the Telecom industry and is proving that with many new recent developments. Most significantly, SAP is building upon momentum from two fairly recent acquisitions related to the Telecoms market – Highdeal and Sybase – to bring a more robust, end to end solution portfolio to the industry. These acquisitions, combined with continued investment in our own portfolio, demonstrate a strong commitment to the industry and a desire to be a strong partner for communication service providers.

SAP brings a broad based value management approach to Telecoms called Value Engineering. Value engineering is the aggregation of the best practices and hard-earned knowledge and experiences of SAP's 100,000+ customers. These accumulated insights are then shared with the company's global customer community.

"We put customers at the center of SAP's efforts, with the new products and services predicated on fitting those needs." - SAP

Our First Integrated Solution - SAP Billing for Telecommunications

SAP most recently released its first integrated platform that redefines how the Telecoms industry approaches billing. SAP Billing for Telecoms combines rating, charging, invoicing and financials management into a flexible billing platform, offered in conjunction with SAP's analytics portfolio and our Value Engineering. SAP's Billing for Telecoms provides a unique and powerful approach to monetizing new services, targeting offerings to customers.

The solution provides a modular approach to overcoming the challenges Telecoms face with legacy billing systems and offers great flexibility required to rapidly roll out next generation services such as app stores, mobile entertainment, cloud services and more. In addition, it offers a unified platform for supporting a fixed mobile convergence scenario, enabling end customers to have a single package that covers both their fixed line and mobile services with a single price and a single bill.

Our Enhanced Business Analytics for Telecommunications

SAP brings to the Telecommunications industry a world-class suite of Business Analytics solutions developed to provide visibility into key business processes in order to make more informed and real-time decisions that impact customer retention and revenue. SAP recently launched The SAP® BusinessObjects™ Customer Analysis and Retention for Telecommunications (CART). This application provides visibility into data from disparate systems across multiple departments (such as customer order management, customer service, billing, collections, and network management). The result is a 360-degree view of each customer that you can analyze for deeper insight into customer preferences and behavior and better decision making. And the application is customizable and extensible so you can adapt it to your environment and meet the unique needs of your business.

Many of SAP's over 500 Telecom Operator customers rely on SAP Business Analytics to gain greater insight into back office processes, financial performance, and network operations. SAP offers for Communications Service Providers, industry-specific analytics packages, built for the purpose of solving targeted challenges such as customer retention, customer insight and up-selling capabilities.

Increased Innovation with the Acquisition of Sybase

With the acquisition of Sybase, SAP for Telecommunications now is able to address the commerce and billing needs of both Communications Service Providers (CSP) and their customers. Merchants and businesses are increasingly looking to incorporate mobile commerce into their offerings, and look to their CSP's to provide some or all of the infrastructure and services required to enable these commerce capabilities. The acquisition of Sybase allows SAP to provide a more comprehensive end-to-end commerce solution.

SAP's strong cross-industry experience benefits Telco's by bringing strong industry experience in related industries, or where partners or customers are, in Media, Retail, Hi-Tech and even in Healthcare, Automotive and others.

For more information, visit us at
www.sap.com/usa/industries/telecom