



# SAP/HP – strategic business context

SAP/NetWeaver / HPDS – 12 Nov 2003; Walldorf, DE

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## Fundamental Business Objectives

### SAP's

- Spring '04 public endorsement of SAP Web AS
- significantly reduce TCO & increase customer satisfaction – new SAP strategic imperative
- remove “(printing &) output” pain for SAP & SAP's customers
- influence license sales – up-/cross-selling to installed base & sales to new customers
- help SAP reduce investments – focus on core business objectives vs. spooling

### HP's

- broad deployment of HP OMS solutions
- deliver on “printing in the enterprise” Corp Obj
- increase license & services sales for HP's OMS solutions (HPOS & HPDS)
- leverage off all of HP's enterprise strengths – output management, systems management, enterprise systems & services
- raise “output” considerations earlier w/customers

## Key Underlying Interests

### SAP's

- accelerate adoption of Adobe forms, return on SAP investments
- reduce SAP customer support, re: output

### HP's

- differentiate HP on-/off-ramp devices
- accelerate growth in “printing in the enterprise” services

## Possible Teaming Scenarios

- engineering-level relationship to port HPDS to Web AS 6.30/6.40
- TCO-driven, tightly-integrated HPDS/WAS packaged solutions (e.g., CRM, Fin, Sales & Dist'n – maybe w/ DP&P or DPS for more strategic solution) – e.g., unified install, mgmt, etc.
- OEM core output management module in NetWeaver (tee-up in exec-level briefing – vision)
- SAP/Adobe/HP forms+output triad solutions
- explore mid-market/SMB plays



## **HP and SAP Introduce Central Print Management in SAP NetWeaver for Improved Document Workflows**

**ORLANDO, Fla., May 15, 2006** – HP and SAP AG (NYSE:SAP) today announced that SAP will use HP output management technology to offer central print management capabilities to SAP NetWeaver® customers. These capabilities will enhance the visibility of print status across SAP® application landscapes.

SAP has selected HP's print and output management technology as its preferred strategic platform, and the companies will jointly develop output management solutions to help customers more rapidly and reliably manage information throughout their organizations.

With central print management capabilities in SAP NetWeaver, customers can define, manage and track document delivery for business-critical processes from a single location. This helps streamline business workflows, reduce administration costs and increase reliability of printing in document-dependent business processes.

The unified interface also will help companies improve the reliability of print output, optimize printer use and increase control over the SAP enterprise-wide printing landscape. These new capabilities are planned to be available in June to customers running mySAP™ Business Suite applications and using SAP NetWeaver.

"When we learned of the joint relationship between HP and SAP, it confirmed our earlier decision to select HP Output Server as our output management solution," said Jim Stachowiak, senior technical consultant, Moen Incorporated. "As a current customer of both HP Output Server and SAP, we are planning to deploy the SAP NetWeaver platform to leverage their flexible business processes, and we are thrilled with the possibilities of a tighter alliance between these two partners."

With SAP NetWeaver as its preferred platform for a future suite of information delivery, job bursting and web delivery offerings, HP plans to make it easier for customers to integrate enterprise applications with multi-channel output management web services.

"With SAP NetWeaver, HP is helping customers eliminate costly and time-consuming breakdowns in their information supply chain," said Sharon Jones, vice president, Connectivity, LaserJet Business, HP. "Our collaboration with SAP furthers our long history of improving the productivity and streamlining the processes of our customers' information workflows."

HP also plans to collaborate with SAP on applying output management technology to solve customer problems in industries such as manufacturing, pharmaceuticals,

financials and retail. The companies additionally plan to jointly develop SAP NetWeaver output management web services interfaces to streamline print and output management across the SAP Systems landscape. This includes the worldwide distribution and support for the central print management capabilities in SAP NetWeaver by SAP.

“SAP selected HP for its unique output management competencies,” said Klaus Kreplin, executive vice president, SAP NetWeaver, SAP. “In fact, over 10 years ago we jointly developed the Extended Output Management interface (BC-XOM) for SAP applications. Our long history of success in working together to address customer delivery challenges is now moving to a new phase.”

HP also is adopting service-oriented architecture (SOA)-based technologies to make it easier for customers to take advantage of output management technology in many more business processes than currently possible. Easier integration, customization and extension will help drive the cost-of-ownership down and expand access to this critical technology. Using HP SOA offerings, customers seeking advanced multi-channel information delivery will be able to seamlessly upgrade from central print management to future deployments of HP Output Management, expected to be available in late 2006.

### **About SAP**

SAP is the world's leading provider of business software.<sup>(1)</sup> Today, more than 33,200 customers in more than 120 countries run SAP applications – from distinct solutions addressing the needs of small and midsize enterprises to suite offerings for global organizations. Powered by the SAP NetWeaver platform to drive innovation and enable business change, SAP software helps enterprises of all sizes around the world improve customer relationships, enhance partner collaboration and create efficiencies across their supply chains and business operations. SAP solution portfolios support the unique business processes of more than 25 industries, including high tech, retail, financial services, healthcare and the public sector. With subsidiaries in more than 50 countries, the company is listed on several exchanges, including the Frankfurt stock exchange and NYSE under the symbol “SAP.” Additional information at [www.sap.com](http://www.sap.com).

### **About HP**

HP is a technology solutions provider to consumers, businesses and institutions globally. The company's offerings span IT infrastructure, global services, business and home computing, and imaging and printing. For the four fiscal quarters ended Jan. 31, 2006, HP revenue totaled \$87.9 billion. More information about HP (NYSE, Nasdaq: HPQ) is available at [www.hp.com](http://www.hp.com).

<sup>(1)</sup> SAP defines business software as comprising enterprise resource planning and related applications such as supply chain management, customer relationship management, product life-cycle management and supplier relationship management.

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# CENTRAL PRINT MANAGEMENT CAPABILITY FOR SAP NETWEAVER®

Wednesday, May 17, 2006

You are invited to attend a special executive luncheon and briefing from SAP and HP on central print management. Register to attend so that you can learn more about this new capability of SAP NetWeaver® at SAPPHIRE® '06 in Orlando at noon on Wednesday, May 17, 2006.

[Register Now](#)



## Central Print Management Capability of SAP NetWeaver®

*Based upon HP Technology*

Attend this executive luncheon and discover how this capability can help:

- **Simplify** IT administration by removing the complexity of using multiple systems to define and manage enterprise print devices
- **Standardize** operations to a single print management solution for all operating systems and reduce TCO
- **Integrate** multiple SAP instances with a prepackaged solution for efficient deployment and print reliability

# SAP and HP: Your Team for Print Reliability

Central print management capabilities for SAP NetWeaver provide a quantum leap in ease of administration and ease of defining and managing your enterprise print landscape.

SAP and HP are working to deliver an integrated offering based upon HP output management technology. The offering can get you up and running and harvesting the benefits in no time.

[Join us for lunch](#) to learn more.

*"Today's enterprise print landscapes consist of hundreds of local and remote print devices without adequate distributed management tools. Thousands of help desk calls are processed annually with reports of lost information – shipping manifests not printed, invoices not delivered, and customs documents and contracts lost in network transmission. Therefore, the need to ensure print reliability across the SAP print landscape has become business-critical."*

--Sharon Jones, VP Connectivity, Hewlett Packard Company

## Join us for a content-rich executive luncheon and briefing

Don't miss this great opportunity to learn more about print reliability for your business-critical documents.

**Date:**

Wednesday, May 17, 2006

**Time:**

12:00 p.m. to 1:30 p.m.

**Location:**

Orange County Convention Center,  
Orlando, FL

Registration: [Online](#)



## This event will provide key information including:

- Vision and direction from SAP and HP executives
- Technology briefing from SAP product experts
- An opportunity to meet and network with peers and participants from SAP and HP

## RSVP today, this event is by invitation only

Seating is limited, so please [RSVP](#) by May 10, 2006 for your opportunity to attend this event. Thanks in advance for your participation.



# *Hewlett-Packard eAwards*

## *Congratulates*

Joe Kittel

*in appreciation for your outstanding efforts*

### **Reason For Recognition**

Thank you for your tremendous leadership and perseverance in closing the Print Management agreement with SAP.

Nominated By: Sharon Jones

Award Date: May 02, 2005

Redeem At: <http://eawards.hp.com>

*Sharon E Jones*

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