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NEWSLETTER

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Management report

Potenziale 2010

In accordance with established tradition, IA4SP and RAAD Research organising the 3rd Joint Annual Conference. About 150 Participants will receive an abundance of information on themes, trends and initiatives in the SAP market, and suggestions for targeted ways to increase turnover (potential). Experts from RAAD and IA4SP, as well as high-ranking SAP representatives, will inform about the strategies which SAP is currently following and how SAP Partners can profit from them. The event is accompanied by an exhibition of SAP Partners such as IBM, T-Systems, Fujitsu Technologies, ACS Informatik, StreamServe, Hoppenstedt and Wispubs. Further details and registration: www.potenziale2010.de (the presentations of the event will be in german)

New Collaboration with wispubs!

SAPinsider is a good resource for reaching SAP customers worldwide. Their market-leading publications, events, webinars, whitepapers, and e-marketing programs provide unparalleled opportunities to engage qualified, highly targeted segments of SAP's customer base.



IA4SP members receive a 10% discount on all SAP partner programs!

You can meet Wispubs at the Potenziale 2010 - ask for more details at booth No.7.

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University & Research Collaboration



IA4SP has successfully established cooperation with the Technical University in Darmstadt (TUD) / Professor Dr. Peter Buxmann.

TUD was ranked #1 of the leading universities for informatics and IT in Germany for last three years in-a-row!

The Cooperation objectives include:

- Exchange of intelligence and knowledge on trends, developments and theories on the software industry for our members
- Leverage in-depth information and theories about the inner "mechanics" of the software industry for the improvement of the SAP Ecosystem
- Use research capabilities to find information and answers on certain subjects & questions
- Support the university, students and researchers with "real world" information and domain expertise
- Networking between business, university & students

We are currently working with the university in these two interesting projects:

- "Supplier networks and partner models in the software industry"
- "Pricing models in the software industry"

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In direct emails have we encouraged some of our members to Support the students in these projects.
We will share further information and resulting papers with our members as soon as they were published.

For more information please go to

https://wiki.ia4sp.org/wiki/University_Partner_of_IA4SP

IA4SP Business starts successfully



In our first IA4SP business club sessions explained **Jürgen Beckers** from Lawyers BDH the legal challenges and pitfalls on “partnering in the software industry”.

If you did not manage to attend can you find Jürgen’s very interesting presentation in our IA4SP Wiki. GoTo

https://wiki.ia4sp.org/w/images/9/97/Prefix_BC0904_IA4SP_BC_Legal_aspects_Beckers.pdf

Topics addressed in this presentation include:

- benefits of partner agreements, contract targets, risks for partners,
- assets that should be protected, how to balance benefits and risks, general guidelines for balanced partnerships,

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- fair treatment of partner knowhow and IP, the importance of sufficient margins, how to ensure them
- how to make calculations predictable, balancing financial power & investments
- balancing quantity risks of development costs, how to implement guidelines
- define your negotiation team, specify your business plan for the partnership,
- check compliance of contracts with objectives, specify missing requirements,
- negotiate and “sell” your requirements



„Member of“ IA4SP Logo



Do you know that all IA4SP members are entitled to use the “Member of IA4SP” logo (e.g. on their respective web sites, email signatures etc.) and indicate that they are members and supporting our organization?

You can find our logo for download, some simple usage regulations And a (hopefully quickly growing) list of members already using it in our IA4SP Wiki. https://wiki.ia4sp.org/wiki/IA4SP_Member_Logo_Rules

New members

We appreciate to welcome the following new members:

since august 2009

- ditis Systeme JMV GmbH & Co. KG
- Siemens Enterprise Communications GmbH & Co KG
- Business Development Executives LLC
- StreamServe Deutschland GmbH

since january 2010 :

- “ ISR Information Products AG
- “ Systemberatung Müller & Feuerstein S
- “ ParCon Unternehmensberatung
- “ KBP Consulting GmbH



ditis Systeme JMV GmbH & Co. KG

ditis

The Security Company

Located in Ulm, ditis Solutions GmbH is one of the leading IT Security consulting companies in Germany. With a focus on information security and more than 60 security specialists and IT professionals, ditis is supporting global enterprises in topics like SAP risk management, ISO 27001 and IT compliance and offers solutions for penetration testing, social engineering and vulnerability management. In addition to that ditis consults many customers in the area of data privacy with all technical and organizational aspects from legal demands to technical implementation. <http://www.ditis.de>
contact: Mario Linkies | www.ditis.de

Business Development Executives LLC

JCBDE Business Development Executives LLC is a full service business consulting organization, helping European companies establish or expand their business operations in the United States. Based on 18 years of business experience developing new markets and delivering services in the SAP space we offer solid business analysis and advisory services designed to help companies define the right go-to-market strategy for their products and solutions and promote them in the US through targeted sales and marketing activities
contact: Jochen Hager, jochen.hager@jcbde.com

JCBDE



New members

Streamserve Deutschland GmbH

StreamServe is leading provider of Enterprise Document Presentment / output management solutions that set the standard for business communications. Simple to deploy and maintain, the company's dynamic document composition, document process automation and enterprise output management solutions meet the demanding challenges of today's global businesses for producing and delivering highly customized documents in any format.



StreamServe's advanced software solutions ease the process of composing and automating business communications, enabling organizations to increase the value and profitability of their business relationships. This is done all while leveraging existing business applications such as ERP, CRM and ECM.

In SAP environments, especially as SAP Endorsed Business Solution for SAP for Utilities, for Banking and for Insurance, StreamServe stands for high volume printing and for seamless integration into existing infrastructures.

The company was founded in 1997 and is headquartered in Burlington, Mass., with 14 offices worldwide. StreamServe serves more than 5,000 customers in 130 countries, primarily in the financial services, utilities, manufacturing, distribution and telecom sectors

Contact. Stephan Vanberg | www.streamService.com

Systemberatung Müller & Feuerstein KG (SMF)

SMF is located in Dortmund, Germany. SMF focusses on SAP manufacturing and retail processes.

Specialities include ABAP programming in SD, MM PP, BW, SEM-BPS, BW-BCS and integrated planning (IP)

Our SAP services can be found at <http://www.smf.de/de/leistungen>.

Several success stories on this webpage underline and illustrate our competence.

contact: Fred Kroll | www.smf.de



ISR Information Products AG



As experts for information- and process-management we help our clients to develop the economical value of their corporation wide information in order to achieve a considerable advantage in competition. We are able to define

trustworthy information, to analyse and then finally to use this information to optimize business processes.

ISR: Your experts for information- and processmanagement

Contact: Detlef Aden | www.isr.de

Report from the working groups

Software Solution Partner

The work group had a number of physical and virtual (phone) meetings internally and with SAP. Our main contact from SAP is Mr. Asdrubal Pichardo Senior Vice President SAP Ecosystem & Partner Group.

Topics we discussed included:

SAP Partner Edge program, local/regional support of SAP software partners thru resources in Germany +/- other European countries rather than "India only support", Role & future plans for SAP EcoHub, SAP certifications for software partners, test of new SAP initiatives thru IA4SP SSP members and feedback to SAP.

For more info please visit

https://wiki.ia4sp.org/wiki/Group:Software_Solution_Partners

A few members of the software solution partner workgroup established a task force for so called SAP Solution Extension (SoLex) partners (software OEM, resell, EBS partners of SAP). ei

Topics to addressed here included:

The status & specific challenges of SoLex partners (e.g. certification and SAP field alignment) and the attendance at the SAP Field KickOff meetings. (contact for the I4SPS SoLex task force is Ralf Meyer / ralf.meyer@ia4sp.org)

For more info please visit

https://wiki.ia4sp.org/wiki/SolEx_TaskForce



Global Security Alliance

The Global Security Alliance working group will meet three times this year. Scheduled months for the work meetings are March, June, and December. All meetings will take place at the SAP Partner Port in Walldorf, Germany. Furthermore, an annual event is planned for October that will last an entire day. Details will be distributed after the first GSA meeting in March, 2010.

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Current events

Potenziale 2010

when: february 3, 2010 8:30 am
what: themes, trends & initiatives
in the SAP market
where: Sinsheim | Rhein-Neckar-Arena



Working groups

GSA

when: march 12, 2010 | 1:00 – 4:00 pm
what: European GSA Chapter meeting
where: Walldorf | Parter-Port

IA4SP Business club events:

March 16, 2010 | 5:00 – 8:00 pm

topic: Mit Beteiligungsmanagement mehr erreichen
Dr. Wolfgang Kemna, zetVisions
Language: german
where: Walldorf | Parter-Port

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April 20, 2010 | 5:00 – 8:00 pm

topic: Projektschieflagen – Ursachen,
Vermeidung, Sanierungsstrategie
Jürgen Beckers, Rechtsanwälte BDH
language: german
where: Walldorf | Parter-Port



Mai 18, 2010 | 5:00 – 8:00pm

topic: Geschäftsbeziehungen und Kooperationen in der
Software- und Serviceindustrie
Prof. Dr. Peter Buxmann, TU Darmstadt
language: german
where: Walldorf | Parter-Port

June 22, 2010 | 5:00 – 8:00pm

topic: Die Neukundenakquisition
- Wer sind die potentiellen Kunden für Ihr Unternehmen
Alexander Pöhl, Pöhl & Schöttler
language: german
where: Walldorf | Parter-Port