

**SAP AG**

[www.sap.com](http://www.sap.com)

**Industry**

Software and services

**Challenges**

- Cut travel costs while maintaining high-touch customer relationships
- Improve productivity of globally dispersed team members
- Accelerate business decisions

**Solution**

- Adobe Connect for Web Meetings

Seeing an opportunity to reduce operational expenses while enhancing customer service and productivity, SAP implemented Adobe Connect software enterprise-wide for secure web conferencing.

**Results**

- Reduced unnecessary travel by as much as 90%
- Cut travel expenses by hundreds of thousands of dollars annually
- Improved collaboration to reach consensus faster and enhance decision-making
- Strengthened relationships with customers

**Systems at a glance**

- Adobe Connect

## SAP

SAP adopts Adobe® Connect™ software enterprise-wide for secure web conferencing, improving productivity and slashing annual travel expenses

### A hands-on approach

As the world's leading provider of business software\*, SAP AG has a long-standing reputation of helping companies streamline their business operations end-to-end. The company, headquartered in Walldorf, Germany, employs more than 51,500 people in 50 countries, and serves over 82,000 customers in more than 120 countries.

With so many organizations worldwide relying on SAP® solutions, the company makes it a top priority to work hand-in-hand with customers to help ensure that their solutions are implemented successfully. Within the Field Sales organization of SAP AG, part of this responsibility falls to the FS Software Portfolio Management and Sales team, a highly effective and rapidly expanding group of 70 professionals in North America, EMEA, and Latin America that is led by global vice president, Todd Surdey.

"SAP is a very hands-on company," explains Surdey. "We make it our job to help customers implement their SAP solutions successfully, and we believe in building close working relationships among customers, partners, and employees."

### Growing the business while reducing expenses

Traditionally, maintaining personal, value-added relationships meant extensive international travel for SAP staff. Surdey himself flew an average of 250,000 miles each year. Because he traveled extensively, it could be challenging to get one-on-one time with his dispersed employees. In addition, travel expenses were emerging as an important issue, especially considering the worldwide economic climate. For the FS Software Portfolio Management and Sales group alone, travel costs easily amounted to hundreds of thousands of dollars annually.

As Surdey's organization grew, he faced increasing pressure to expand the business and leverage new opportunities, while reducing operational costs. With Adobe Connect, he found a highly effective solution that enabled his team to harness the power of the software for secure web conferencing.

"Adobe Connect has become an everyday communication tool for our dispersed teams," says Surdey. "I often hold more than 20 meetings each week on Adobe Connect to better manage projects in process. We've even used Adobe Connect to launch an entire new product line to our sales team and partners, with more than 200 people participating."

### An enterprise-wide deployment

The FS Software Portfolio Management and Sales group is just one organization within SAP using Adobe Connect. For secure web-based meetings large and small, SAP has an enterprise-wide deployment of Adobe Connect, with more than 50,000 employees having access to the solution.

SAP utilizes Adobe Connect for its ease of use, rich feature set, scalability, and high level of security. Whether meetings are held on an impromptu basis or planned weeks in advance—and whether they involve tens or hundreds of attendees—participants can join meetings easily, with no wait times or software downloads. All that is required is a web browser and Adobe Flash® Player software, already installed on more than 98% of Internet-connected desktops worldwide.

*"SAP has traditionally been a travel-focused company, emphasizing the importance of in-person, face-to-face meetings. In the current economic climate, that is not feasible. Adobe Connect enables us to maintain strong connections with customers and dispersed co-workers, while eliminating unnecessary travel."*

Todd Surdey  
Global vice president of FS Software  
Portfolio Management and Sales,  
SAP AG

**For more information**  
[www.adobe.com/products/adobeconnect](http://www.adobe.com/products/adobeconnect)

#### **SAP Forward-looking Statement**

Any statements contained in this document that are not historical facts are forward-looking statements as defined in the U.S. Private Securities Litigation Reform Act of 1995. Words such as "anticipate," "believe," "estimate," "expect," "forecast," "intend," "may," "plan," "project," "predict," "should" and "will" and similar expressions as they relate to SAP are intended to identify such forward-looking statements. SAP undertakes no obligation to publicly update or revise any forward-looking statements. All forward-looking statements are subject to various risks and uncertainties that could cause actual results to differ materially from expectations. The factors that could affect SAP's future financial results are discussed more fully in SAP's filings with the U.S. Securities and Exchange Commission ("SEC"), including SAP's most recent Annual Report on Form 20-F filed with the SEC. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of their dates.

## **Reaching consensus faster than ever**

Adobe Connect enables the use of video, audio, and interactivity that creates an almost-in-person experience for SAP's global network of coworkers, partners, and customers. Surdey notes that Adobe Connect features an engaging interface that enables people to respond, ask questions, and share opinions.

"By the end of an Adobe Connect meeting, everyone typically has reached a consensus," says Surdey. "Other tools simply do not offer the same level of interaction and effectiveness that Adobe Connect provides."

## **Tapping into rich functionality**

Even as a new user to Adobe Connect, Surdey has been able to quickly integrate the easy-to-use software into his everyday processes and enhance online meetings with video, chat, screen sharing, and other capabilities. In addition, several members of Surdey's staff regularly leverage other rich features in Adobe Connect, such as using the white-board to take meeting notes in real time or customizing their Adobe Connect meeting rooms with the SAP logo for an even more tailored, professional presentation.

In addition to its interactive features, Adobe Connect is highly secure and offers the ability to limit meeting attendance to authorized participants in order to safeguard sensitive company and customer information.

"Adobe Connect is much easier to use than other web conferencing options and it does not require software downloads, so we can be spontaneous and allow authorized participants to join a meeting in seconds," says Surdey. "The Adobe solution helps keep everyone engaged, productive, and focused on the agenda at hand."

## **High-touch, low-cost**

In addition to increasing his team's productivity, Surdey notes that unnecessary travel has been eliminated, accelerating business decisions and freeing more time for strategic tasks. Surdey has personally been able to reduce his travel by 50%, because Adobe Connect provides him a way to reach everyone on his global team in a timely, cost-effective way. Other members of his team have reduced their travel by as much as 90%. Travel has largely been eliminated, and yet communication and collaboration have improved among team members, partners, and customers.

"SAP has traditionally been a travel-focused company, emphasizing the importance of in-person, face-to-face meetings," says Surdey. "In the current economic climate, that is not feasible. Adobe Connect enables us to maintain strong connections with customers and dispersed co-workers, while eliminating unnecessary travel."

Surdey's team alone has reduced travel costs by hundreds of thousands of dollars annually. Extrapolated over the entire organization, the savings in travel costs for SAP are tremendous. For Surdey and his organization, the benefits of having a high-touch, low-cost tool for communication and collaboration can't be overstated.

"I used to have to fly 14 hours to Hong Kong or some other destination to achieve the direct interaction required for some projects, which ultimately took a lot of time, money, and fuel," says Surdey. "Now, with Adobe Connect, project teams worldwide can come together virtually and conduct effective meetings, all at the click of a mouse."



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