

# IBM and SAP: Rising to the challenge of complexity



*“IBM technology and SAP software offer a highly successful combination that has proven its value to LEGO, with a standards-based yet highly flexible operating model that helps us roll out a commercially effective business model, and continue with double-digit growth.”*

– Esben Viskum, Senior Director, LEGO Service Centre

**Through global integration the planet is becoming flatter, and through interconnected communications and commerce, it's becoming smaller. But something else is also going on that may ultimately have a more profound effect on our society, businesses and individual lives: the planet is becoming smarter.**

With the world becoming more instrumented, interconnected and intelligent, data is being created at a pace that, for many organisations, exceeds the ability to turn it into useful information. By the end of 2010, it will grow to 988 exabytes—equivalent to a stack of books from the sun to Pluto and back. Every day, 15 petabytes of new data are being generated—eight times the amount in all US libraries.

The environment now differs vastly to the environment of just a few years ago and it presents amazing new opportunities. Businesses around the globe are transforming their systems, operations and enterprises to take advantage of a smarter world, not just because they can, but because they must. Industry leaders like IBM and SAP® are advancing this transformation through new enterprise capabilities and technologies that help businesses rise to the challenges of a complex world with greater agility and deeper insight than ever before.

In the 2010 IBM Global CEO Study,<sup>1</sup> top executives from around the world said that today's environment is distinctly more uncertain, volatile and complex than ever before. During the course of over 1,500 conversations, four clear themes emerged:

- Today's complexity is expected to rise, and more than half of CEOs question their ability to manage it.
- Creativity is the most important leadership quality.
- The most successful organisations co-create products and services with their customers, and integrate customers into core processes.
- Better performers manage complexity on behalf of their organisations, customers and partners.

The study shows that CEOs have a new appreciation for the fact that the world is deeply connected on many levels—that it is a global system of systems, requiring systems-level thinking about physical and digital infrastructures. Complexity has become an overarching concern, and it is seen as both a challenge and a source of opportunity.

### **Complexity: challenge and opportunity**

The world's best-run companies are leading the way by following a path that turns complexity into advantage.

These companies seek to:

- Embody creative leadership—The need for business model innovation has long been recognised. Today, leaders are working harder to find and nurture the creativity that drives that innovation.
- Build operating dexterity—Speed of action has always been essential. In a more complex world, maintaining the ability to move quickly requires the simplification of everything from infrastructures to business processes.
- Reinvent customer relationships—Customers and partners have more options and more direct influence than ever before. Standout companies turn what might be seen as a challenge into a differentiator, by making customers part of the picture and developing deep insight into their behaviour and needs.

The IBM portfolio, combined with offerings from SAP, can give you the tools you need to rise above the competition. IBM technology and service offerings align closely with key SAP customer requirements. They can help you:

- Create opportunity and manage complexity by simplifying enterprise applications and IT infrastructures.
- Gain deeper understanding of customer, supplier and market relationships by establishing powerful information infrastructures.
- Enhance your capabilities and help create targeted business value with industry-specific offerings.

- Leverage value-added expertise and offerings from a global ecosystem of partners and independent solution providers.
- Take full advantage of powerful new models such as cloud computing—a vital capability in this era of dynamic, agile service delivery.

The challenges of today's environment are unlike anything ever seen before. Powerful business and technology solutions from IBM for SAP environments can give you the critical operating dexterity and information insight needed to reinvent customer and partner relationships like never before—solutions for a complex world.

### **The IBM and SAP alliance: teaming up to help you excel**

To help you navigate today's business environment and make the most of future opportunities, your business solution providers need experience, proven expertise and the ability to work together to create value for your organisation. They also need to provide solutions that are relevant to today's needs, with industry-specific functionality and the ability to make use of new delivery models such as cloud computing.

The IBM and SAP alliance reflects almost 40 years of leadership based on continuous collaboration, innovation and service. The result of this close relationship is a “best of both worlds” portfolio that offers you:

- A combined set of business and infrastructure solutions for enterprises of every size—large, small and medium-sized alike—that brings together leading offerings from IBM and SAP.
- A direct route to the world's largest consulting services organisation, as well as to a recognised leader and innovation partner for SAP projects that holds global SAP certifications for services and technology.
- Access to recognised SAP expertise. IBM is a leading technology partner for SAP and has received SAP Pinnacle Awards every year since the inception of the prize, holding a record total of twenty.
- A robust, well-aligned infrastructure that simplifies IT delivery and helps manage information through industry-leading virtualisation and automation technologies: IBM System servers and storage; IBM DB2, the world's premier database and leader in SAP-certified benchmarks; and an all-inclusive portfolio of middleware and software bringing the widest range of interface certifications with SAP.
- Alloy by IBM and SAP, software developed to combine the strengths of SAP Business Suite and Lotus Notes by providing seamless and flexible integration of workflows between both applications.
- Unified, dedicated SAP application lifecycle management solutions that leverage IBM Tivoli and IBM Rational products to address service delivery and quality. These solutions are fully integrated with SAP Solution Manager.
- An extensive, cross-industry services portfolio, delivered by SAP and IBM services professionals, plus certified industry-specific solutions designed to accelerate time-to-value.
- Leading global implementation and outsourcing capabilities: hosting, business process transformation and management and application management, plus expertise to help you make the most of investments in service-oriented architecture.
- A modular business framework designed to deliver the highest levels of connectivity, control, integration, collaboration and innovation at every point in your value chain.

The value of IBM as a partner for SAP is reflected in the solutions we provide. Leveraging information—interconnecting it, using it more wisely and transforming it into actionable intelligence that empowers your organisation—is a cornerstone of today’s business environment. Solutions from IBM built on SAP software can provide you with a single view of information relating to your customers, partners, financial status, inventory levels and shipping details at the push of a button. In addition, they can help you simplify and automate processes and work collaboratively across departments and geographic boundaries.

Our solutions give you the ability to:

- Integrate financial information and give key decision makers the data they need to make more informed business investments.
- Incorporate customer information to track order status easily while coordinating manufacturing, inventory and shipping across different locations by using advanced analytics.
- Standardise and automate manufacturing processes to increase productivity while optimising inventory supplies—no matter where they are in your global supply chain.
- Increase efficiency by unifying human resources information and supporting corporate information sharing on a single platform.
- Empower knowledge workers wherever they may be with simple and intuitive access to business analytics and insight at lightning speed.



#### Joint offerings that provide unmatched value

Joint development helps the alliance create offerings that build on the capabilities of both SAP and IBM products to deliver enhanced value. Examples include:

- Integration of virtualisation technologies into SAP monitoring software
- Launch of the IBM Systems solution for SAP NetWeaver® Business Warehouse Accelerator
- Merging the desktop functionality of Lotus Notes with SAP business processes through Alloy by IBM and SAP
- Deeper integration between SAP and key IBM software including IBM WebSphere, IBM Tivoli management products and IBM Rational development tools
- Optimised application lifecycle management and automated service delivery resources that make it possible to take better advantage of new delivery models such as cloud computing
- Improved solution development and enterprise support for medium-sized companies that deploy IBM Express Solutions for SAP Business All-in-One, resulting in accelerated client benefits
- Collaboratively developed emerging technologies, such as the High-Performance Analytical Appliance, which will deliver near-real-time data analysis for decision makers soon after the data has been created

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*“We see SAP solutions as the business standard both for us and for our industry. Having access to state-of-the-art IBM Power Systems and SAP Business All-in-One solution enables us to make much more qualified decisions.”*

– Erich Neukomm, Head of Data Centre Operations, BUCHER MOTOREX Group

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### **Solutions for medium-sized companies—because complexity comes in all sizes**

The complexity of today’s world is having a dramatic effect on businesses of all sizes, including medium-sized organisations. Even as economic recovery proceeds, daily challenges from global competition, new business models that increase the need for rapid response and multi-layered supplier relationships continue to be part of the daily reality. The pressure to act more efficiently and keep operating costs under control remains.

Careful investments made now can position these companies to take advantage of the improving economic climate and leverage creativity to drive business opportunity. Together, IBM, our Business Partners and SAP help medium-sized enterprises to overcome the challenges in today’s business environment by delivering business solutions specifically tailored to their unique needs. For these businesses speed, simplicity and cost-effectiveness are vital.

For example, the IBM Express Solutions for SAP Business All-in-One incorporate industry best practices developed by IBM, based on the SAP Business All-in-One solution to deliver superior functionality in affordable, easy-to-implement, preconfigured packages tailored to medium-sized enterprises. They can be employed as-is, or used as building blocks for a broader, yet accelerated, implementation. Each one of these solutions is certified by IBM and SAP, helping you deploy with the confidence of knowing that you are using the latest best-in-class technologies and business capabilities.

Targeted IBM Express offerings for the midmarket also enable our vast network of IBM Business Partners to serve you more effectively. The IBM Express portfolio is a range of offerings and services priced, sized and optimised specifically for medium-sized businesses to deliver greater value. For example, the IBM i InstallOption for SAP Business All-in-One simplifies deployment, helping system integrators to dramatically reduce implementation time—from a few weeks to only a few days.

IBM also offers technology platforms that are ideal for the deployment of medium-sized SAP implementations. High-performance, pre-configured IBM System x and IBM BladeCenter servers reduce total cost of ownership (TCO) and simplify management and scalability, delivering the attributes most needed by nimble, responsive medium-sized businesses.

### Improving agility with targeted industry and business solutions

In today's environment, achieving greater business flexibility is crucial to maintaining competitiveness. For many organisations, targeted functionality is the best way to get there. IBM and SAP industry solutions—the result of decades of implementation experience for customers in virtually every line of business—give you the opportunity to derive more value from your investments in IT and enterprise applications. These solutions cover a broad spectrum of industry-specific capabilities, from open point-of-sale products for retailers, to advanced meter management for energy and utility companies, to electronic medical records for healthcare providers, to transportation systems that relieve congested road networks. Focused cross-industry solutions are also available, such as business analytics that help you to quickly turn data into new insights.

IBM has collaborated with SAP to develop reference architectures for the banking and insurance industries that provide blueprints for the stringent system infrastructure requirements needed when running SAP industry applications on IBM System z. Based on experience gained in actual deployments, this reference architecture helps to ensure high availability and continuous operations for these mission-critical applications. It is initiatives like this that help to simplify the enterprise application landscape, infusing it with proven best practices to ensure better outcomes and lower cost.

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### IBM DB2: The ideal database for SAP

Companies that choose IBM DB2 benefit from close collaborative work by the IBM and SAP alliance—teamwork that yields real results, like the recent migration of over 100 SAP customers to IBM DB2, with 100 percent success. This is one reason why IBM was given the 2010 Pinnacle Award as the leading Global Technology Partner for SAP.

This collaboration with SAP is pervasive at all levels, leading to a much quicker realisation of customer value. IBM DB2 is optimised and tested jointly by IBM and SAP experts before any new versions of DB2 or SAP solutions are released. This synchronisation of both IBM and SAP releases helps to keep DB2 “invisible” to the customer, resulting in less risk and greater cost savings.

A significant indicator of DB2 leadership is the fact that SAP relies on it for its daily operations. SAP runs DB2 for its own business production environment, and it is the preferred platform for development in both organisations. This helps to ensure deep integration with SAP applications, superior performance, extreme scalability and low total cost of ownership.



For the core of your business, cross-industry applications like supply chain management, customer relationship management, business analytics and intelligence, and enterprise resource planning are vital. They drive your ability to successfully integrate and operate your company from the inside out and interconnect with suppliers, partners and customers in new, more collaborative ways.

A deeper understanding of the important role played by information infrastructure—how information creates value for the business—is altering the way in which many of these solutions are used. An increasing number of general business users are using business analytics to create new intelligence and improve their ability to see and model the future for better decision making, helping them to exercise greater freedom and creativity in driving business innovation. This expansion, in terms of both extent and the nature of the user base, makes ease-of-use and scalability more important than ever before.

The most effective business intelligence solutions take an end-to-end approach. IBM begins with targeted consulting services for business analytics and optimisation to assess a company's ability to make the most of its data and transform it into actionable information. The assessment is often followed by a highly collaborative engagement in which IBM works with your team to design and implement the solution. IBM experts cover everything from infrastructure requirements, to business process reengineering, to actual deployment and ongoing support. The outcome is a streamlined, simplified solution that fully supports your choice of analytics software, whether it is built on the SAP BusinessObjects portfolio or IBM Cognos.

## **IBM Global Business Services: Optimising SAP investments**

When it comes to making the most of your SAP implementation, expertise is essential. With business experts in more than 160 countries, IBM Global Business Services offers key capabilities that map to the requirements of today's SAP-based enterprises.

The insight and competencies that IBM Global Business Services consultants bring to industry-specific processes blend seamlessly with the technologies of SAP. Together, they can help you significantly improve performance throughout your operations with capabilities such as:

- Expert resources to deliver on the full potential of an enterprise powered by SAP Business Suite, improving operational effectiveness in customer relationship management, ERP, product lifecycle management, supply chain and supplier relationships
- One of the most comprehensive sets of business intelligence and enterprise performance management service offerings and technology in the industry, to enable smarter, more timely business decisions
- Customer relationship management strategies and solutions that assist organisations in understanding and responding to consumers' demands, converting prospects into first-time buyers and then into long-term customers
- Financial management for companies' finance function to assess risks and drive enterprise-wide profit improvements
- Human capital management to help organisations leverage the talent of their workforce to create true marketplace differentiation
- Supply chain management to support partner collaboration and accelerate time-to-market
- Integration of plant operations through SAP Perfect Plant to translate strategies into plans, monitor execution and provide insight to improve operational and supply chain performance.



IBM Global Business Services offers compelling differentiators for our SAP clients with an approach that makes us accountable for helping you achieve tangible business results. Our competencies combine industry-leading expertise in technology, industry and business with established research capabilities, methodologies and a worldwide pool of resources. We also provide expert, hands-on support with services like IBM Application Management Services (AMS) for SAP to supplement your internal team, co-manage your applications or fully manage your entire set of applications.

IBM also has extensive knowledge in business transformation. Our business experience and innovation heritage are also reflected in the IBM Centre for Business Optimization. The Centre brings together IBM business knowledge, technology and intellectual capital to effect positive transformation for future-focused enterprises.

The leadership of IBM Global Business Services is recognised throughout the industry:

- IBM was awarded the Customer Satisfaction Partner of the Year (SAP Pinnacle Award) for two consecutive years—2009 and 2010.
- IBM is an IDC MarketScape leader for SAP implementation,<sup>2</sup> offering the strongest portfolio of software, hardware and services to its clients across all regions and industries via its global sales and delivery model.
- IBM is also a leader in the Gartner Magic Quadrant for SAP Outsourcing in North America.<sup>3</sup>
- IBM was one of the first worldwide systems integration and application management services providers to fully adopt the Run SAP implementation methodology.



*“The programme led by IBM Global Business Services is helping Achmea transform itself into a fully integrated enterprise, able to respond to future regulatory, business and market challenges.”*

– René Collé, Director of Financial Services, Achmea



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*“With the whole SAP environment running on System z, we can perform a full disaster recovery at our secondary data centre within 90 minutes—an improvement of nearly 97 percent.”*

– Ted Mansk, Director of Infrastructure Engineering and Databases, BCBS Minnesota

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## **A simplified, robust and adaptive infrastructure for your IT environment**

Over time, many SAP implementations have grown into complex, expensive and difficult-to-maintain environments. To capitalise on opportunities, companies today need to streamline their IT infrastructure to better support service delivery, optimise workloads, reduce risk and increase agility. Unfortunately, in many cases, their existing technology has become an inhibitor—not an enabler—of flexibility. The challenge is to reduce the cost of IT while enhancing the infrastructure’s ability to serve the business.

IBM offers a comprehensive, dynamic IT architecture, built from IBM System servers and storage, the IBM DB2 database and Tivoli, Rational and IBM WebSphere middleware. It is a robust technology platform that can simplify your SAP IT infrastructure, achieving savings in the areas of technology acquisition, management, maintenance and operations. IBM technology offerings leverage industry-leading virtualisation technologies and extensive automation to optimise resource utilisation, provisioning and management. This reduces cost through consolidation, while simultaneously enabling greater responsiveness to business needs with deeper integration of IT with business processes.

This architecture is designed to take full advantage of your investments in SAP to improve performance and deliver the business flexibility you need. IT simplification, enabled by IBM, can result in:

- Fewer servers, storage and networking equipment to buy, maintain and operate
- Fewer software licences to purchase and manage
- A single integrated, virtualised system that connects heterogeneous applications enterprise-wide
- A centralised means of managing the lifecycles of all business processes
- A single integrated set of tools to manage applications and IT infrastructure
- Greater energy efficiency.

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*“The efficiency of the new IBM DB2 solution has given us headroom within our database and storage servers to grow as business workload rises, with high user productivity and great return on investment.”*

– Peter Boegler, Solution Architect, SAP IT

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By utilising IBM offerings to optimise your SAP application environment, you can not only enhance the productivity of your overall enterprise systems, but also reduce costs related to running and maintaining your SAP applications. To achieve these goals, we can help you explore opportunities including:

- *Infrastructure simplification, flexibility and performance*– IBM Insight for SAP is a free-of-charge IBM offering that analyses any existing SAP landscape to identify bottlenecks and uncover opportunities for consolidation and infrastructure savings.
- *Optimisation of SAP assets and supporting elements*– The comprehensive IBM SAP Healthcheck service can show you how to use SAP assets to better support your business strategy and reduce total cost of ownership.
- *Application rationalisation*–Use new processes and integrated SAP solutions instead of high-cost, disparate applications.
- *SAP harmonisation and consolidation*–Lower the cost of people and processes, while streamlining complex existing SAP environments.
- *Infrastructure optimisation*–Take advantage of IBM solutions like virtualisation and automation, along with offerings based on IBM Power Systems and DB2 specifically optimised for SAP environments.

- *Application lifecycle management (ALM)*–Improve service delivery and responsiveness with unified ALM solutions that address service management and quality, along with additional ALM capabilities that leverage tools such as SAP Solution Manager, IBM Rational and IBM Tivoli.
- *SAP Business Suite implementation*–Bring SAP systems up to date to improve integration and efficiency.

### Better business responsiveness with cloud computing

IBM and SAP are cooperating closely to make SAP’s strategy of on-premise and on-demand SAP applications a reality for our joint customers. IBM and SAP solutions capitalise on the comprehensive IBM portfolio of cloud computing offerings which cover:

- All cloud delivery models, including private clouds, hosted private clouds, public clouds and hybrid clouds built from combinations of other cloud types
- All IBM infrastructure stacks certified for SAP Business Suite, including the IBM Cloudburst Appliance for rapidly building private clouds
- A wide range of cloud-based services, such as Infrastructure as a Service, Platform as a Service and Software as a Service.

IBM cloud offerings leverage the IBM Cloud Computing Management Platform architecture comprised of components that are certified and/or well integrated with SAP Business Suite. The platform supports the integration of cloud services across a wide variety of IBM and competitive infrastructure stacks and all delivery models, and helps to ensure lower deployment risk and faster ROI.



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*“With the IBM Systems solution for SAP NetWeaver Business Warehouse Accelerator, we can process business intelligence queries many times -- on average 30 to 50 times -- faster, with as much as 100 percent improvement in some cases, even without specific optimisation of aggregated data.”*

– Creighton Kelly, Director of IT for the SAP Infrastructure, Newell Rubbermaid

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### Central support and innovation centres: Expertise and fast results

IBM has established a network of more than 25 centres delivering expertise for SAP customers globally. These are led by the IBM SAP International Competency Centre (ISICC) and also include the Global SAP Centre of Excellence (GCoE), a hub for coordinating IBM Global Business Services with worldwide SAP activities, IBM Global Solutions Centres, SOA development centres in India and Global Delivery Centres throughout Asia, Europe and South America. In addition, IBM has a worldwide network of Customer Briefing Centres, as well as seven new IBM Analytics Solution Centres. Together, these give our clients the best resources in the right place at the right time, underscoring our commitment to jointly serve enterprises across industries, around the world.

Based close to the SAP headquarters in Walldorf, Germany, the ISICC lies at the heart of the IBM and SAP alliance. It serves as the central access point for customers and partners looking for guidance, service and support for SAP solutions based on IBM infrastructure.

Founded in 1993, the ISICC focuses on:

- Mutual product enablement and endorsement
- Solution, technical and marketing information
- Customer case studies
- Sizing methodologies for the SAP solution portfolio
- Technical deliverables for IBM and SAP go-to-market plans
- Executive briefings and events
- SAP-specific technical education

Thanks to the proximity of the ISICC to SAP headquarters and the close working relationship that this makes possible, IBM is well positioned to meet the most demanding requirements of SAP customers in all industries.

The ISICC offers a broad range of events on demand, such as technical enablement road shows, web conferences and virtual events for customers, partners, consultants and system integrators in various regions of the world, which saves money and time. The ISICC also hosts multi-audience events for customers and Business Partners, giving them an opportunity to meet and network.

Individual executive customer briefings with experts from SAP and IBM are offered by the ISICC, as are education classes and workshops on important issues and SAP software. These give IBM clients and Business Partners a forum for discussing new challenges and exchanging information with industry experts.

Tight collaboration with other IBM competency centres also enables the alliance to develop fully-realised industry solutions that integrate tightly with SAP. The SAP Retail Trilogy Proof of Concept is just one example. It was created by a team from across the global SAP practice of IBM, with representatives from the IBM and SAP Centre for Co-Innovation as part of the ISICC, the IBM high-end Benchmark Centre, the IBM Storage Competency Centre and the DB2 Competency Centre – to name just a few.

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*“It took me two or three years to learn all this information by myself. It’s great that you can concentrate this information for us in two days.”*

– IBM Business Partner attending an IBM SAP Sales enablement event

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### Industry-leading performance and scalability for SAP workloads

Hardware designed for scalability and performance is key. But for enterprises to have confidence in the platform, there’s no substitute for tangible proof. For this reason, IBM conducts full-scale testing of real-world implementations and workloads.

IBM Project Jupiter, the world’s largest test for SAP NetWeaver Business Warehouse Accelerator, showed the ability of IBM hardware and software to scale in line with increasing volumes of data being processed—up to 25 terabytes.

Project Saturn, a similar validation initiative, demonstrated high scalability and performance for SAP BusinessObjects front-end applications. This performance test scaled up to more than 5,000 concurrent users with response times of two seconds or less for queries that returned thousands of rows of data.

The most recent test with SAP was performed jointly for SAP BusinessObjects Planning and Consolidation software. These and other tests demonstrate that a dynamic IBM infrastructure is more than able to deliver expected performance and scalability.

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## Position yourself for success... with IBM and SAP

Achieving business success in an increasingly complex world, where enterprises grow through the enhanced use of information, process and infrastructure, depends on the ability to innovate, integrate and communicate across technological, organisational and geographical divides.

IBM and SAP can help you identify and seize these opportunities. We'll work with you to select the products, solutions and services best suited to your business, with the efficiency, flexibility and insight you look for when making IT investment decisions.

To learn more about how the SAP and IBM alliance can help you succeed in a changing world, contact:

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*“The ability to provide an end-to-end solution including hardware, software and services – and to work effectively with other key partners such as SAP and Thales – was a key factor in our favouring the IBM proposal.”*

– Phil Mumford, CEO of Queensland Motorways



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<sup>1</sup> Capitalising on Complexity – Insights from the 2010 IBM Global CEO Study, IBM, 2010

<sup>2</sup> IDC MarketScape: SAP Implementation Ecosystem 2009, Vendor analysis, May 2010 Document #223353 Ali Zaidi, Sebastien Ruest

<sup>3</sup> Magic Quadrant SAP Outsourcing, North America, 2009. The Gartner Magic Quadrant is copyrighted in 2009 by Gartner, Inc., and is reused with permission. The Magic Quadrant is a graphical representation of a marketplace at and for a specific time period. It depicts Gartner’s analysis of how certain vendors measure against criteria for that marketplace, as defined by Gartner. Gartner does not endorse any vendor, product or service depicted in the Magic Quadrant, and does not advise technology users to select only those vendors placed in the “Leaders” quadrant. The Magic Quadrant is intended solely as a research tool, and is not meant to be a specific guide to action. Gartner disclaims all warranties, express or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

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