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**Synomic releases “Partnering with SAP” book on how to better partner with SAP®**

The SAP® ecosystem is one of the largest and most important markets for software vendors in the world. SAP® has more than 44,000 enterprise customers in more than 120 countries today and is aiming to increase this number to 100,000 by the year 2010. More than 3,800 SAP® partners already play an instrumental role in the continued growth of the SAP® ecosystem.

Software vendors can leverage the growing SAP® ecosystem for their own growth and ensure better overall support for their existing customers. Although SAP® provides an excellent environment for growth, it is important to find, develop and execute the right strategy to identify appropriate opportunities within the ecosystem while minimizing risks and costs.

**“Partnering with SAP”** Vol.1 focuses on the “Business models for software companies” and can be ordered via Synomic GmbH or major online book stores such as for example [www.amazon.com](http://www.amazon.com) via ISBN-13: 9783837060553.

The book provides many answers on how software partners can leverage SAP for their own business and will give interested readers an overview of the multiple options to successfully partner with SAP.

“Partnering with SAP” starts with an introduction of the typical value chains in the software industry, which part of the software value chain is covered by SAP and how SAP plays in the software industry as well as an outline of the SAP growth strategy.

A chapter about the SAP ecosystem does not only give an overview of the ecosystem but also provides an inside on how SAP benefits from the ecosystem and how partner can leverage it for their own business goals. A sub chapter helps to better understand the various SAP communities, customer and partner organizations.

The major part of this book explains the various SAP partnership models including: SAP Resell, Revenue Share, Endorsed Business Solution and Referral Program, Outbound OEM, Certified Solutions, Software Development Cooperation and Enterprise Service Community Partnership. For each of this SAP partnering options does the book provide sub chapters with the proper definition, requirements specified by SAP, outline of the underlying processes at SAP and “survival tips” from respective program partners.

**Reader quotes:**

“Software companies basing their solutions and services on a platform such as SAP must actively seek to understand their platform suppliers’ strategy, motives, programs and organization. Investment in such insight can provide huge returns as it enables the software companies to define win-win scenarios, where the platform supplier becomes a business allied and not just a supplier. This book is an excellent starting point for learning and understanding SAP as a potential ally.”

Hans Peter Bech / CEO and Founder of TBK Consult and the TBK Network

"*Partnering with SAP* is an excellent starting point for anybody in the software industry who wants to leverage the huge SAP ecosystem for their strategic growth plans and learn how to partner with SAP."

Franz Baljer / President of the International Association for SAP Partners (IA4SP)

"This book is a must read for those wanting to invest in a partnership with SAP. It not only provides a very good overview of the various partner programs but also provides guidelines on how to leverage them for your own benefit."

Paul Jozefak / Venture Capitalist at Neuhaus Partners and formerly at SAP Ventures

### **About the Authors**

The book was written by a small team of seasoned SAP partnership and business development experts at Synomic with focus on the SAP ecosystem and software start-ups. Founder of Synomic is Ralf Meyer, who has more than 25 years of experience in the Enterprise Software industry and who has a successful management track record at both SAP AG and international SAP software partners. Synomic is a member of the international TBK Consult Network (<http://www.tbkconsult.com/>) and a co-founder and active member of the International Association for SAP Partners e.V. (IA4SP), based in Walldorf / Germany. ( [www.ia4sp.org](http://www.ia4sp.org) )

### **More Information on the book**

including a table of content can be found at [www.synomic.com/partnerbook](http://www.synomic.com/partnerbook)  
To contact the authors please feel free to send an email to [partnerbook@synomic.com](mailto:partnerbook@synomic.com)

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**Synomic GmbH**, a boutique management consultancy, was founded in 2006 by experts in the software and SAP® markets. Synomic specializes in Alliance and Business Development consulting as well as Corporate Development consulting.