

You are

an innovative software, Internet, IT or services company interested e.g. in:



- Implementing an alliance strategy for the SAP™ and IT ecosystem.
- Improve your SAP™ alliance strategy.
- Start a business in Germany – with or without focus on the SAP™ ecosystem.
- Support for your Venture Capital (VC) funding process.
- Save time and minimize risks & costs.

Our Vision

is to become a leading & trusted IT and SAP™ partnering facilitator



Our Mission

is to make you (more) successful in your business within the SAP™ and IT ecosystem

We are

a competence network for alliance consulting and business and corporate development

We provide i.e. but not limited to

- Corporate development incl. support for the funding process
- SAP™ and IT partnering know-how and best practices
- Support for marketing and sales (channel/direct)
- Coaching for teaming with SAP™ and other IT ecosystems

Benefits includes

- Makes partnering and business more productive
- Allows focus on your core competencies
- Faster results and reduced risk
- Less efforts and reduced costs

Profile Synomic founder:

Ralf Meyer



Since 10/2006: „**Synomic**“ in Walldorf, our mission is to make You more successful in Your business thru strategic alliances

2003-2006: Managing Director “**iWay Software**”, responsible for entire SAP business worldwide, 20+ SAP certifications, global resell agreement with SAP, responsible for EMEA business and partners incl. BEA, MS, ORACLE, etc. M&A of Actional by iWay in 2003.

1999-2003: Managing Director “**Actional**”, startup of business in Europe and responsible for SAP, establishing significant direct & channel business incl. GE, HP, MS, Siemens etc. Venture Capital i.e. from Hasso Plattner (SAP co-founder), global OEM agreement with SAP.

1996-1999: “**SAP AG**” Director Product Management for Business Workflow / Documents & Communication, as well as for strategic partners incl. iXOS, Lotus, Microsoft among many others.

1985-1996 : “**Software AG**” various positions incl. Managing Director of Business Unit, sales, marketing, consulting, development and European Operations.

23+ yrs in IT industry, 13+ yrs partner management, 11+ yrs SAP ecosystem, 5+ yrs supervisory board at German SAP consulting company (AG), international business experience in 20 countries incl. USA, EMEA and Japan.

Education incl.: Malik Management Zentrum St.Gallen (MZSG), various SAP trainings, Miller/Heiman Sales, **Diplom Betriebswirt (FH)** from Fachhochschule Mainz.

Our Services

Alliance Strategy

- Assessment & analysis
- Business & partnering model
- Market & white space analysis
- Feasibility studies
- Business terms

Business Development

- Help to execute Your business plan
- Solution development & support
- Go-to-market plan
- Sales & marketing support
- (De)Escalation management

Synomic “Partner Incubator”

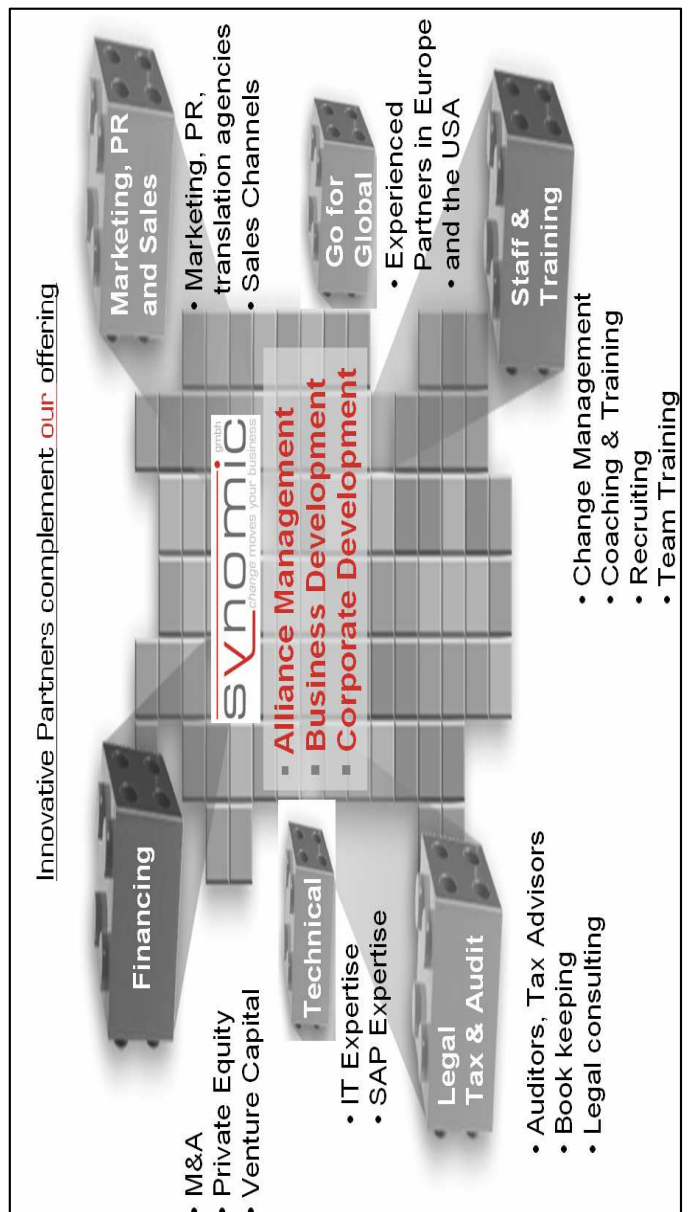
- Representation @ SAP™ in Walldorf
- Virtual Office & more
- Virtual +/- or interims management

Corporate Development

- Venture funding
(incl. selection & due diligence)
- Internationalization (EMEA, USA)

Complementary services thru innovative partners

Complementary Services



Beyond providing **own services** can Synomic facilitate complementary services of carefully selected innovative **partners** in Germany and the USA to provide you with holistic solutions to “move” your business.

We are located

in the SAP Partner Port in Walldorf (Heidelberg) in walking distance to SAP, Microsoft and 100+ further IT companies.



synomic^{gmbh}
change moves your business

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