

SAP® Co-Innovation Lab

The Best Place for the SAP Ecosystem and Partners to Create, and Co-Innovate with SAP

The global SAP® Co-Innovation Lab network is recognized as the place for companies within the SAP ecosystem to jointly work with a broad range of SAP development and business teams. The lab enables everything from **strategic alliance initiatives to key proofs of concept** emphasizing SAP and partner solutions. These may encompass analytics, in-memory computing, cloud, security, and enterprise mobility and span multiple industries such as manufacturing, healthcare, retail, banking, mining, and oil and gas.

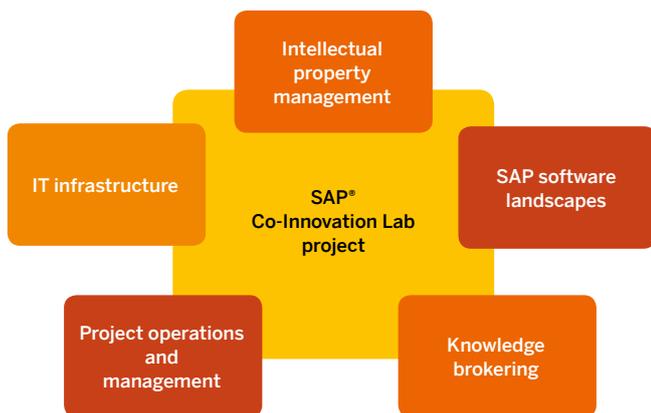
The SAP Co-Innovation Lab offers a portfolio of co-innovation enablement services. To facilitate quick time to start development, we offer a cloud-based infrastructure platform that enables us to provide project participants with co-innovative project design, as well as IT resources to fully provision all SAP software landscapes and key partner components. Successful project outcomes can immediately gain recognition from the demos and showcasing that the lab offers.

Co-Innovation Takes Many Forms

Co-innovation activities occur every day between SAP and its ecosystem in a multitude of ways. SAP is organized to work with an abundance of partners, customers, universities, governments, standardization groups, and others, all of which contribute to creating sustainable and mutual competitive advantage. SAP has embraced an openness within its ecosystem community that serves to accelerate the overall innovation process in creating useful solutions. At the SAP Co-Innovation Lab, project activities emphasize a rich collaboration with partners, leveraging complementary hardware and software to pursue proof of concept, interoperability, integration, and performance of new ecosystem-based solutions.

Productive results from all SAP Co-Innovation Lab projects may then directly contribute content to any go-to-market efforts. They may be showcased and demonstrated at the lab as well as at many global, regional, and local marketing events such as the SAPHIRE® NOW conference and the SAP TechEd conference.

Figure 1: Service Framework for SAP Co-Innovation Lab Projects



CO-INNOVATION AS A SERVICE

Consider the SAP Co-Innovation Lab as a platform of co-innovation services that project participants from SAP and our partners use to enable both strategic and tactical collaboration and innovation efforts (see the figure). The platform comprises an enterprise-capable IT infrastructure; all computational, network, and storage IT provisioning required of a project; an agile approach to IP management based on statements of work; and project and operations management necessary for rapidly provisioning SAP software landscapes. The lab's project and operations team oversees the execution for project deliverables such as white papers, solution briefs, and live and recorded demos.

The SAP Co-Innovation Lab partner and project development teams also offer extensive knowledge brokering. This is useful for sourcing key subject and domain expertise to participate in projects as well as to continuously connect partners to other technical and business experts within SAP and across its ecosystem. Additionally, through active project work, participants do encounter other opportunities to meet and work with other members of the lab.

The SAP Co-Innovation Lab makes fundamental co-innovation project resources available as services. It was designed to offer project teams a range of capabilities from co-innovation project design to performance testing and demo production. Project requestors benefit from being able to focus more sharply on solution development with partners, rather than having to act on the many underlying elements that are not central to a project's goals yet often critical to its success.

The project enablement provided by the SAP Co-Innovation Lab gives co-innovation project teams the overall structure needed to better manage the project. This leads to better project efficiency and more positive project results – often achieved sooner than expected. Results can be directly shared across the lab's showcase facilities and communication channels, as well as events and online communities like SAP Community Network, and in the SAP Store.

The SAP Co-Innovation Lab Global Network

The world is becoming multipolar. Prime centers for SAP co-innovation can now be found all around the globe.

The SAP Co-Innovation Lab provisions and delivers project environments worldwide from its key locations in the United States, Brazil, Germany, Switzerland, Russia, India, Japan, Singapore, and China. SAP Co-Innovation Lab computing centers are located in Palo Alto, California; Tokyo; Singapore; and Moscow, from which we extend all infrastructure services to all other locations using the lab's own private, secure cloud built with sponsors Intel, NetApp, VMware, and Cisco.

Continuous visibility and awareness of project activities and outcomes across the SAP Co-Innovation Lab global network extend the benefit of global reach. While the network is global, the regional locations serve specific areas and have special strengths.

Palo Alto: Located in Silicon Valley, this lab serves the Americas' region and benefits from the physical proximity to some of SAP's largest technology partners, independent software vendors (ISVs), systems integrators, and start-ups. With our largest computing center, this lab features a broad portfolio of infrastructure-based projects as well as ongoing analytics projects spanning multiple industries. Here the SAP Co-Innovation Lab supports cutting-edge work in sustainability and green IT projects by offering both AC and DC power options and a sophisticated means to monitor and measure energy data.

Tokyo: Serving Korea, Japan, and other nearby regions, this lab focuses on custom architecture and landscape environments. It employs innovative and optimized configurations using features and functions from multiple SAP technology partners to deliver solutions to custom development markets.

Bangalore: The SAP Co-Innovation Lab is housed within SAP Labs India Bangalore, which is the second largest SAP R & D hub. It leverages the expertise from both SAP development teams and its partners in the vibrant and growing ecosystem in India to drive co-innovation initiatives. As SAP's storefront in India for co-innovation, the lab engages with front-runner customers and partners as co-innovators with SAP.

Brazil: This lab optimizes co-innovation projects in one of the world's fastest-growing markets by serving the ecosystem in Brazil and Latin America. It taps into the local market potential to construct, jointly with partners, complementary solutions from and for the respective markets. The lab brings global innovation to the markets and helps local innovation become regional or global, such as localization on tax reporting or mobile apps via Brazilian partners.

Walldorf and Zurich: These locations serve Central Europe. The SAP Co-Innovation Lab team at SAP headquarters in Walldorf, Germany, supports projects worldwide and serves as a useful conduit to the partner competency center and to the heart of the SAP development organization. The Zurich, Switzerland, location houses our project design center for the SAP HANA® platform and hosts a wide variety of local and regional SAP projects involving the development of SAP Business Suite solutions based on SAP HANA.

Moscow: This lab was founded in 2012. It is the first member of SAP Labs CIS (Commonwealth of Independent States), which was also founded in 2012. It serves not only to facilitate the engagement of SAP to the CIS market, but also to provide opportunities for ecosystem players in CIS countries to co-innovate with SAP and get connected to others from different regions.

Shanghai: SAP Co-Innovation Lab Greater China is situated at SAP Labs Shanghai together with various SAP product development units. It reaches out to partners in Greater China, including Hong Kong and Taiwan, to support co-innovation demands from these emerging markets. The ecosystem and channels China team also has dedicated resources to support SAP Co-Innovation Lab projects in go-to-market activities to better serve the localized needs of customers in the countries.

Singapore: The lab in Singapore offers a hands-on environment for SAP, partners, and customers to work together on current and future technologies, enabling organizations in the Asia Pacific region to increase competitive advantage and improve efficiencies.

SAP Co-Innovation Lab Sponsor and Project Membership

Whether serving as a lab sponsor or simply taking part in a discrete project, SAP Co-Innovation Lab participants derive much benefit from the continuous stream of tacit knowledge drawn from partnership projects and the connection to formal and informal networks of expertise and technology skills inside and outside of SAP.

The visibility that the lab offers for project results promotes brand awareness for participating firms and a chance to make further connections with SAP – precipitating new projects and opportunities.

GETTING STARTED

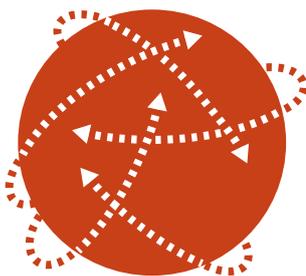
Finding out more about the SAP Co-Innovation Lab is easy. Begin with <http://coil.sap.com> to learn about past and current projects and take a virtual tour. If you would like to submit a project and consider membership, use the link on the home page entitled *Project Request Form*, simply ask your local SAP partner manager to contact us, or send an e-mail directly to coil@sap.com.

PROJECT PROPOSAL, APPROVAL, AND EXECUTION

There is no shortage of great ideas to drive innovation, but commercial success is achievable only through the effective convergence of a great idea with the physical assets and cognitive ability needed to collaborate and execute. Therefore, approved SAP Co-Innovation Lab projects possess the following attributes:

- Established business case
- Resources and expertise
- Identified senior stakeholders
- Defined goals and objectives
- Developed and approved project statement of work
- Approved SAP Co-Innovation Lab project plan
- Rapid provisioning and execution
- Identified project deliverables
- Intent to publish
- Suitability for use in demos and showcases

Sponsors and project members take advantage of the SAP Co-Innovation Lab global reach and nimble processes to meet these key attributes to help ensure projects are capable of meeting market and customer requirements and will yield meaningful results.



Where the ecosystem and SAP come together at the SAP Co-Innovation Lab, there is a **confluence of ideas and talent seeking** to innovate to solve complex business problems and support better-run businesses everywhere.

www.sap.com/contactsap

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THE SAP CO-INNOVATION LAB SPONSORS

Where the ecosystem and SAP come together at the SAP Co-Innovation Lab, there is a confluence of ideas and talent seeking to innovate to solve complex business problems and support better-run businesses everywhere. Access to the complementary assets deployed exclusively for ecosystem co-innovation is made possible by the generous sponsorship and contributions from such leading SAP technology partners as Intel, VMware, NetApp, and Cisco.

Although we hear and read so much about "the cloud" these days, all of those down-to-earth mouse clicks, wipes, swipes, and keyboard inputs do eventually traverse real circuits spanning multiple technologies to securely connect the mobile user to desired data. SAP Co-Innovation Lab project members have the good fortune not only to develop using real-world data center technologies (and gain hands-on experience doing so), but also to create solutions comprising market-leading enterprise-class components certified to deliver the most effective SAP software landscapes. Fast access to subject matter experts with extensive know-how, coupled with leading-edge technology from SAP and relevant technology partners, contributes to reduced risk and faster go to market for those tasked with driving successful innovation.

LEARN MORE TODAY

For more information about how you can take advantage of all the benefits that the SAP Co-Innovation Lab offers, please visit <http://coil.sap.com>.



The Best-Run Businesses Run SAP™