

SAP CRM on HANA

HANA Limited Runtime

SAP 360 Customer

December 19th, 2012

The SAP logo is located in the bottom left corner of the slide. It consists of the letters 'SAP' in a bold, white, sans-serif font, set against a blue, trapezoidal background that tapers to the right. The background of the entire slide is a long-exposure photograph of a highway at night, showing light trails from cars in red and white against a dark blue sky and landscape.

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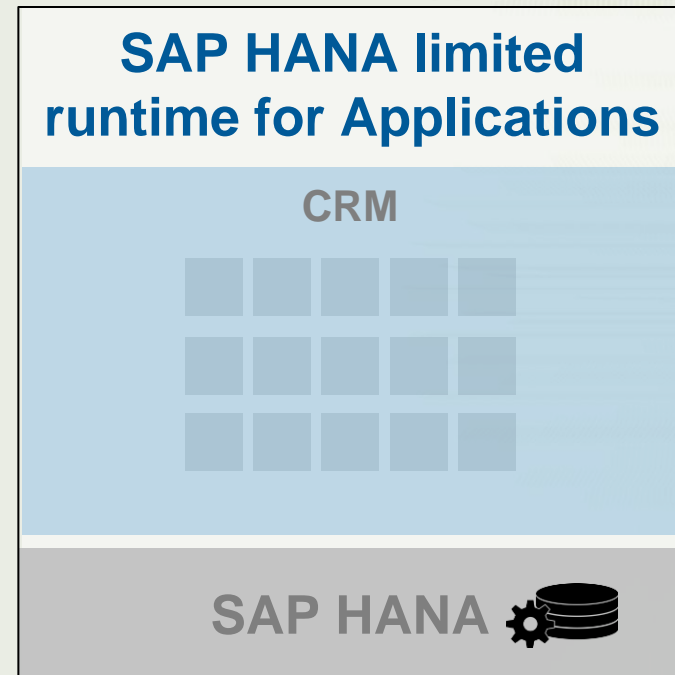
Agenda

1. Recap of SUGEN and SAP pricing project
2. Overview of new CRM on HANA Offerings

CRM on HANA: Offering our customers a choice



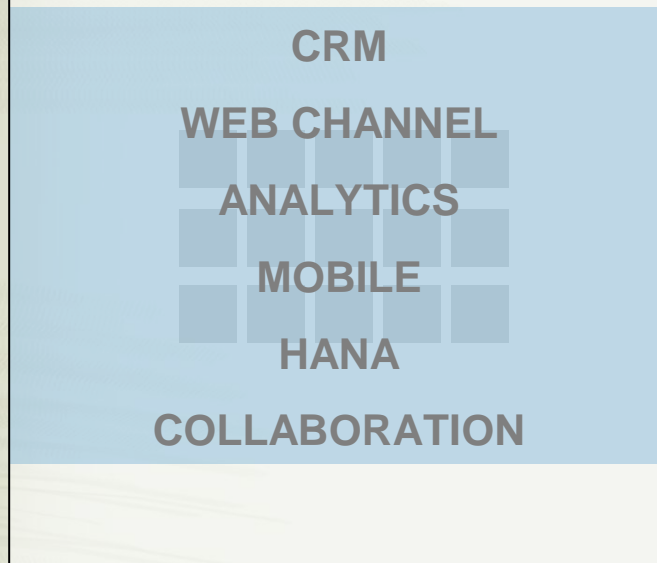
- | Complete Solution
- | 3 Versions



- | HANA runtime for CRM

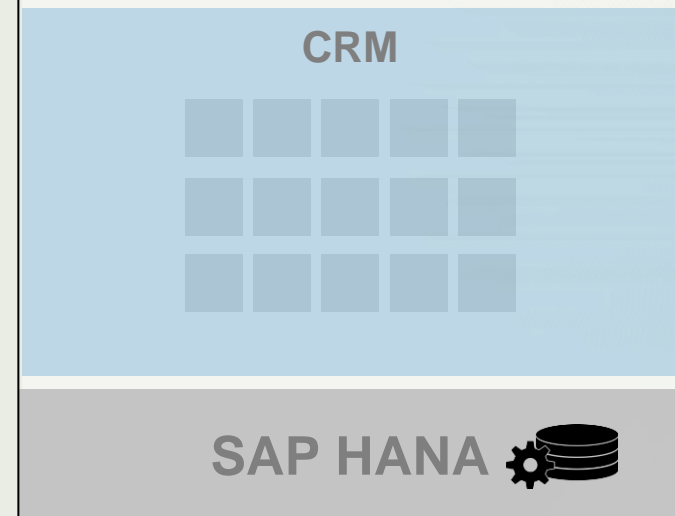
Option 1: SAP 360 Customer

SAP 360 Customer



- | Complete Solution
- | 3 Versions

SAP HANA limited runtime for Applications



- | HANA runtime for CRM

SAP 360 Customer

SAP 360 Customer

On Premise

- Usage Rights *
- CRM core/engines
- Mobility (sales, service, platform)
- Analytics
- HANA Limited Runtime
- Licenses limited to supporting CRM

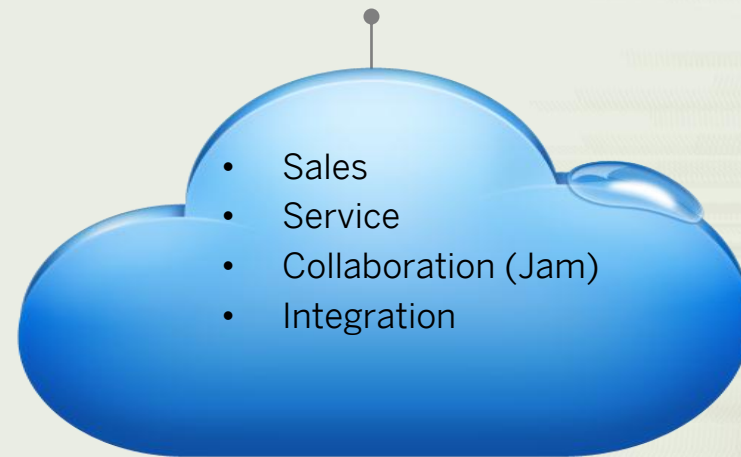
** Not included in the upgrade version*



SAP 360 Customer

On Demand

- Sales
- Service
- Collaboration (Jam)
- Integration



- 1 Standard version
- 2 Upgrade version

- 3 Starting at a low price /user/month

| No credits, no trade-ins | No additions, deletions or substitutions | Discountable

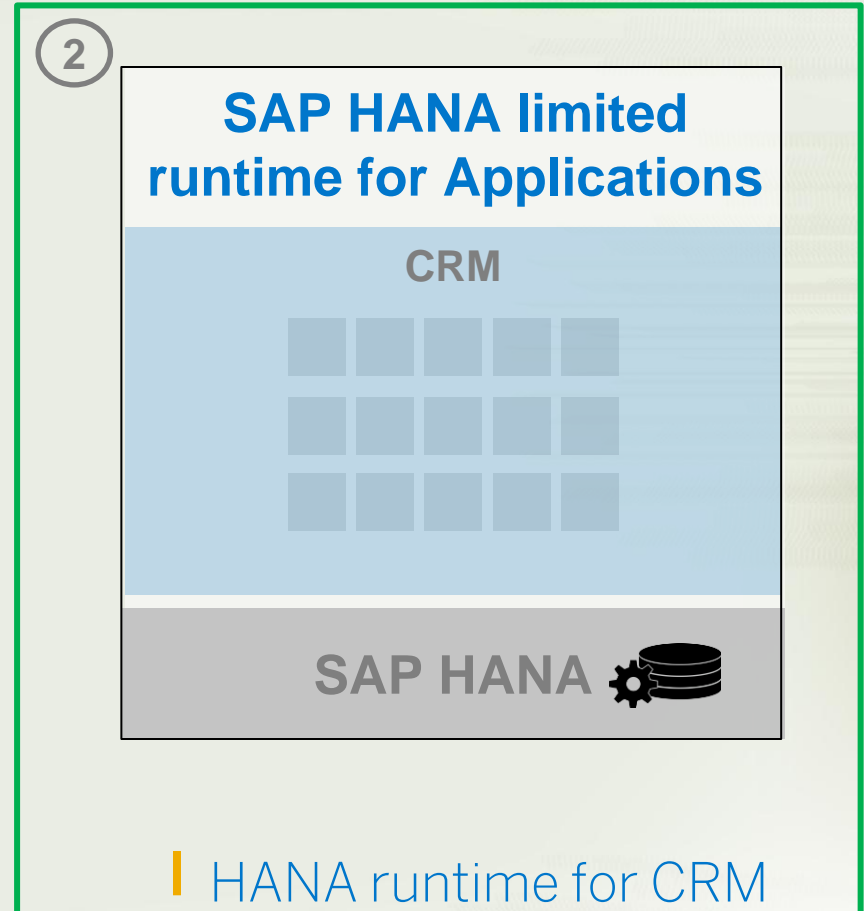
Option 2: SAP HANA Limited Runtime for Applications

1



- | Complete Solution
- | 3 Versions

2



- | HANA runtime for CRM

SAP HANA Limited Runtime for CRM

2 Alternatives

**Full Option for entire SAP
Landscape: includes
HANA/ASE and Max DB
runtimes**

15% of applicable maintenance base

**Partial Option: Includes
HANA/ASE and Max DB
runtimes**

15% of applicable maintenance base,
prorated for the number of users who
are using the HANA software

SAP 360 Customer

Full Version

Code	HANA
7015734	SAP HANA Limited Runtime for Applications
Code	CRM Core
7011661	SAP Marketing, B2B
7011662	SAP Marketing, B2C
7011665	SAP Channel Marketing Funds Management
7011663	SAP Loyalty Management, B2C
7011664	SAP Loyalty Management, B2B
7011615	SAP Sales
7011643	SAP Multichannel Order Management
7011644	SAP Service
7009540	SAP Interaction Center Management
7011667	SAP Partner Management
Code	Web Channel
7011243	SAP Web Channel, B2C
7011244	SAP Web Channel, B2B
Code	Mobility
7015595	SAP Mobile platform limited Runtime option
7010703	SAP Enterprise Integration CRM Sales mobile app
7012007	SAP Enterprise Integration for Service Manager mobile app
7015715	Sales Diary App
7011711	Customer Briefing App
Code	Analytics
7011292	BA&T SAP Business Objects BI Suite User
Code	Named Users
7003012	SAP Application Professional User
7011289	SAP Application Business Analytics Professional User

Upgrade Version (requires customer have a Application Prof/Expert, Business Suite Prof or Expert User)

Code	HANA
7015734	SAP HANA Limited Runtime for Applications
Code	CRM Core
7011661	SAP Marketing, B2B
7011662	SAP Marketing, B2C
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7011643	SAP Multichannel Order Management
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7009540	SAP Interaction Center Management
7011667	SAP Partner Management
Code	Web Channel
7011243	SAP Web Channel, B2C
7011244	SAP Web Channel, B2B
Code	Mobility
7015595	SAP Mobile platform limited Runtime option
7010703	SAP Enterprise Integration CRM Sales mobile app
7012007	SAP Enterprise Integration for Service Manager mobile app
7015715	Sales Diary App
7011711	Customer Briefing App
Code	Analytics
7011292	BA&T SAP Business Objects BI Suite User
7011289	SAP Application Business Analytics Professional User

Note: details as of 11/15/2012

SAP 360 Customer Cloud Offering

Complimentary to on premise offerings, can be licensed with/without them.

Code	On Demand Offerings per user
8000563	SAP Customer OnDemand Platform, User (Feed, Analytics, Mobile)
8000564	SAP Sales OnDemand , User
8000566	SAP Service OnDemand, User
8000652	SAP JAM Enterprise, User (2 for 1)
8000368	BizX Platform (2 for 1)
8000569	SAP Customer OnDemand, cloud integration option
8000567	SAP Customer OnDemand, Test Tenant
8000570	SAP Customer OnDemand, studio (SDK)

Note: details as of 11/15/2012

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