

UKI

Customer Reference Program

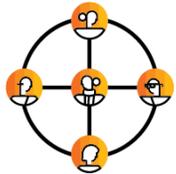
THE BEST RUN 



We Believe Our Customers Tell Our Story Best

Your experience as a technology leader is an important source of information to us, and also to our entire ecosystem. We invite you to enhance your partnership with SAP by becoming one of our reference customers. Testify on behalf of SAP and showcase how your business is succeeding using SAP® solutions.

SAP is committed to providing value to all our customers – because we understand that your success is our success.



Large customer community

The SAP ecosystem is a great opportunity to build new relationships, network with peers at events, exchange best practices and lessons learned, and gain insights.



Visibility and leadership opportunities

Participation in marketing activities such as events, public relations, and collaterals strengthen customer personal and company brand recognition.



Reference points

Reference support and activities are rewarded with points that are converted into reference credits. Each credit is equivalent to 1 unit of the local currency. Reference credits can be redeemed against SAP UK invoices for services and software.





References Activities & Awards

SAP tailors the customer engagement to match their willingness and readiness and offers multiple formats that allow to share success. All activities are agreed upon between the customer and the Reference Manager to make the collaboration successful and enjoyable.



Sales Reference Activities

Speak in person or on the phone to one or several of SAP's prospective customers. You can engage in:

- Reference telephone calls
- Full-day or half-day reference visits (1:1)
- ReferencesLIVE calls or on-site visits (1:few)
- Roundtable discussions at SAP events



Marketing Reference Activities

Showcase your success publicly using collateral, videos, posters, or even social media. Join our great industry events and take part in a wide variety of activities. For example, you can:

- Engage in speaking opportunities at SAP events
- Produce collateral that highlights your successes
- Participate in interviews with the press and analysts
- Record a video about your experience with SAP

References Activities & Awards

We reward you with points which are converted into reference credits for the support you provide to us. You may use reference credits to settle any of your SAP UK invoices.

Ask your SAP Reference Manager to provide a report of your current reference credit balance. One credit is equal to £1.

2,000
points

ReferencesLIVE call (1:few)

2,000
points

ReferencesLIVE on-site visit (1:few)

600
points

Roundtable discussion at SAP Events (1:few)

500
points

Reference call (1:1)

1,000
points

Reference visit (1:1)

300
points

1:1 discussion at SAP Events

Contacts

Interested in joining the program? Simply contact your SAP Account Executive, or send an e-mail to your SAP Reference Manager. We are happy to assist you.



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SAP Reference Management
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Terms and Conditions

SAP customers that participate in the Global Customer Reference Program (“the Program”) and receive the benefits it provides are hereby prohibited from using said benefits to exert illegal influence – such as by directly or indirectly providing, promising, or authorising the transfer of the benefits in question, or considerations of an equivalent value – on the actions or decisions of any of the following parties:

- Employees, consultants, or other representatives of the interested party
- Officials or other employees of any public agency
- Official representatives or candidates of any political party
- Officials or other employees of any international organisation
- Direct family members of those who would stand to benefit (especially the individuals listed above)

The General Data Protection Regulation (GDPR) Note: By being part of the Program you confirm that your contact details can be shared with attendees of a potential visit/call/roundtable organised with you as a Host – Reference Customer.

Customers in the public sector may only register for the Global Customer Reference Program following a review by the SAP Legal Compliance and Integrity Office (please contact global-compliance-office@sap.com).

Only an SAP customer can enroll in the customer reference program and earn reference credits by taking part in approved reference activities. Your reference activities must be agreed upon in advance with the SAP reference manager to result in an entitlement to reference credits. All reference requests must be arranged by SAP directly.

Reference credits are based on the value of the pound sterling. One reference credit is equal to £1.

Reference credit notes can be used against any of your SAP UK invoices, with the exception of SAP Events passes.

Reference credits cannot be used for SAP hospitality events (such as Formula One racing, Wimbledon tennis, Extreme Sailing, Soccer Champions League, and the like). Reference credits cannot be used to pay invoices from partners.

Reference credits cannot be converted to cash or other means of payment.

Reference credits cannot be used to settle travel and hotel costs.

Reference credits earned from the program cannot be linked to any other business discount or SAP promotion.

Reference credits are offered to SAP reference customers as an additional service. They are not to be considered as an amendment to any existing or future agreement.

SAP reserves the right to change or discontinue the program at any time. SAP will inform the customers enrolled in the program of all such changes