



SAP NetWeaver[®]

SOLUTION OVERVIEW

SUCCESS MEANS LEVERAGING YOUR STRENGTHS



“With adaptive computing capabilities in SAP NetWeaver, Colgate has reduced the total cost of its IT infrastructure by 70%. In addition to these dramatic savings, they also simplify the system landscape and reduce the overhead required to manage such complex IT landscapes as ours.”

Jim Capraro, Director of Global Information Technology, Colgate-Palmolive Company

THE SAP NetWeaver® PLATFORM: AN ANSWER FOR TODAY, A PLAN FOR TOMORROW

You're caught between two opposing forces. You need to support business processes that promote differentiation, innovation, and competitive advantage to increase profits. At the same time, you want to standardize business processes that no longer differentiate your business, so you can improve productivity and lower operation costs.

You know that enterprise software is changing. It's moving toward a world of greater flexibility, where developers and information workers can build and activate applications rapidly and results can be delivered when needed. But you still need to ensure that day-to-day operations are reliable, secure, and scalable. How do you prepare your IT landscape for the future while responding to the pressures of today?

Life isn't always easy, and IT is anything but simple. Yet SAP offers an answer to these questions with a single product: the SAP NetWeaver® platform. SAP NetWeaver allows you to align your IT infrastructure with your business strategy.

SAP NetWeaver is a composition platform that allows you to compose new business solutions quickly, while obtaining more business value from your existing IT investments. As the foundation for an enterprise service-oriented architecture (enterprise SOA) – a business-driven technology approach for greater flexibility and better cost efficiencies – SAP NetWeaver helps you evolve your current IT landscape into a strategic environment that drives business change.

SAP NetWeaver also helps you address immediate IT problems within your IT budget. To help you prioritize your work, SAP provides a set of IT practices that identify IT tasks that you can perform using SAP NetWeaver. You can use these IT practices to map business requirements to specific IT projects in a flexible, step-by-step approach at low cost.

The world's leading businesses depend on SAP® enterprise software to run their most critical business processes. And they trust SAP NetWeaver to provide an open, flexible, and adaptable platform that addresses the challenges of today's IT infrastructures and tomorrow's IT evolution.

PREPARING FOR TOMORROW BY DOING BETTER TODAY

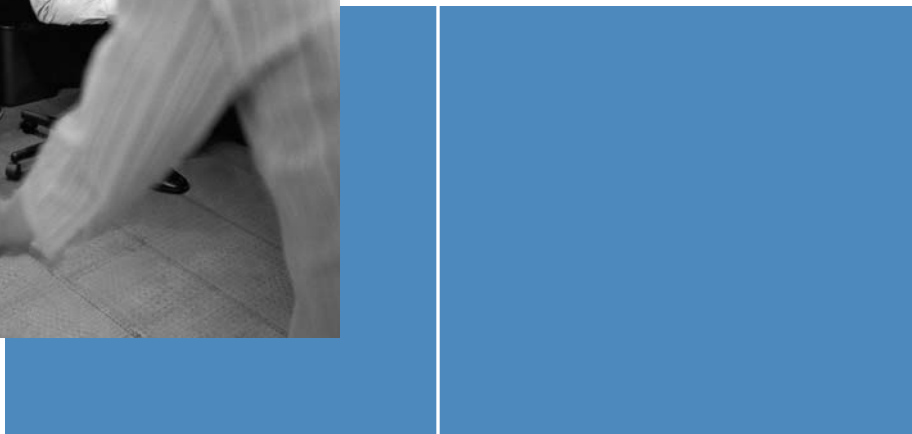
In an improving economy, your organization is looking for ways to take advantage of new opportunities while improving existing business processes. Your IT strategy and the capabilities of your IT infrastructure are critical to both endeavors.

For instance, today you may analyze the effectiveness of key business processes through your executive dashboard. You depend on the accuracy and completeness of the information you see – and that’s directly related to your underlying IT infrastructure. And to improve a business process, you need to change both the business process and the supporting IT systems.

You may require your existing IT infrastructure to connect with new systems, to deliver new types of information, and to support new applications and users. You depend on your IT infrastructure to support and enable these changes, to enable changing business processes, and ultimately to support new business strategies.

In the months and years ahead, you’ll find new business opportunities and place new demands on your IT infrastructure. You’ll want to compose new business processes that originate from existing IT applications and information sources and create custom solutions that differentiate your business.

You’ll ask a lot of your IT resources. Budgets will remain constricting, but your company’s ambitions will grow. And you’ll ask your IT infrastructure to grow with them.



SAP NetWeaver AND ENTERPRISE SERVICE-ORIENTED ARCHITECTURE

With SAP NetWeaver, your IT organization becomes a catalyst for change. That's important, because in today's business climate you cannot afford to be locked into a single, rigid strategy. As the foundation of enterprise SOA, SAP NetWeaver provides a business-focused infrastructure that supports continuous business evolution.



SAP NetWeaver: Foundation for Enterprise SOA

SAP NetWeaver is the technical foundation for enterprise SOA. Enterprise SOA is a standards-based blueprint for composing innovative applications and extending existing systems, while maintaining flexibility to make future process changes cost-effective.

Enterprise SOA extends service-oriented design fundamentals to an enterprise level by supporting business requirements through the use of enterprise services. Because they are based on open standards, enterprise services are more flexible than proprietary software and technologies. By using enterprise services, you can respond more quickly

to changing business requirements and reduce costs by taking advantage of functionality in your existing IT landscape.

Deploying enterprise SOA with SAP NetWeaver allows you to decouple your business processes from underlying IT systems, so you can add, remove, or change steps in a business process – without interrupting your operations. You can also extend the reach of those processes to new communities inside and outside your organization – without adding undue costs to existing investments.

PLAN FOR FUTURE GROWTH WITH AN ADOPTION PROGRAM

An adoption program provided by SAP consultants simplifies your move to an enterprise service-oriented architecture (enterprise SOA). The program is supported by a portfolio of field-tested tools, templates, and samples, and consists of these steps:

Discovery

Explore the opportunity, value, and cost of various implementation alternatives for enterprise SOA. Brainstorm ways and areas in which a service-oriented architecture can foster innovation and lower costs.

Evaluation

Design a specific enterprise SOA plan. Identify the scope of enterprise SOA adoption within your organization, the business processes that it might enhance, and corresponding IT projects that are likely to make the business more competitive and responsive.

Implementation

Implement the SAP NetWeaver® platform in a manner that meets your goals in adopting enterprise SOA. By matching your business needs with IT activities, you can plan a speedy, secure implementation that minimizes risks and costs.

Operation

Manage your applications using SAP NetWeaver and maintain a consistent strategy over time.

SAP NetWeaver SOLUTION MAP: UNDERSTANDING BUSINESS VALUE

SAP NetWeaver supports your most important business processes and provides tools to help you understand how these processes work. One of these tools is the solution map shown on this page.

Built using input from customers and industry analysts, plus the technical expertise SAP has acquired through extensive business experience and research, SAP solution maps are multi-level blueprints of processes. They help

you visualize, plan, and implement a coherent, integrated, and comprehensive information technology solution.

The SAP NetWeaver solution map highlights various IT processes supported by solutions from SAP and its partners. With the SAP NetWeaver solution map, you can quickly identify how to address business problems with IT practices supported by SAP NetWeaver. The solution map for SAP NetWeaver is available at www.sap.com/businessmaps.

User Productivity Enablement	Running an Enterprise Portal	Enabling User Collaboration	Business Task Management	Mobilizing Business Processes	Enterprise Knowledge Management	Enterprise Search
Data Unification	Master-Data Harmonization		Master-Data Consolidation	Central Master-Data Management	Enterprise Data Warehousing	
Business Information Management	Enterprise Reporting, Query, and Analysis	Business Planning and Analytical Services	Enterprise Data Warehousing	Enterprise Knowledge Management	Enterprise Search	
Business Event Management	Business Activity Monitoring			Business Task Management		
End-to-End Process Integration	Enabling Application-to-Application Processes	Enabling Business-to-Business Processes	Business Process Management	Enabling Platform Interoperability	Business Task Management	
Custom Development	Developing, Configuring, and Adapting Applications			Enabling Platform Interoperability		
Unified Life-Cycle Management	Software Life-Cycle Management			SAP NetWeaver® Operations		
Application Governance and Security Management	Authentication and Single Sign-On			Integrated User and Access Management		
Consolidation	Enabling Platform Interoperability	SAP NetWeaver Operations	Master-Data Consolidation	Enterprise Knowledge Mgmt.	Enterprise Data Warehousing	
Enterprise SOA Design and Deployment	Enabling Enterprise Services					



SAP NetWeaver AND IT PRACTICES

The SAP NetWeaver solution map highlights IT practices that can be addressed using SAP NetWeaver. IT practices are identified by SAP as ways to map business requirements to specific IT projects as a means of bringing order to your existing IT infrastructure. With IT practices, you can solve an immediate IT problem using a step-by-step approach using the integrated components of SAP NetWeaver. Then, over time, you can evolve these projects to bridge to enterprise SOA.

For example, you may need a solution that lets salespeople submit orders directly to your order management system from remote locations. To help solve this business problem, you might investigate the IT practice for user productivity enablement with SAP NetWeaver.

Within this IT practice, you can explore a variety of IT activities to make your sales team more productive. For example, you can create an external Web site, using the SAP NetWeaver Portal component to link to your order entry system. This will let salespeople enter

data from their customers' offices. Or you can take advantage of the SAP NetWeaver Mobile component to let your sales team submit orders wirelessly.

Because each IT practice is highly flexible in its configuration options, you can implement IT practices in stages to meet your evolving business needs. You can therefore focus on solving immediate IT problems, while at the same time transitioning enterprise SOA.

"SAP NetWeaver Master Data Management has been instrumental in helping GE Consumer & Industrial – Appliances create a centralized repository for all marketing content that is used intra- and interenterprise and is instrumental in driving growth and reducing maintenance costs. Our ability to collaborate with multiple trading partners using the same repository has been greatly enhanced, while enabling us to deliver highly customized partner-specific product information."

Leslie Hagan, Content Management Leader, GE Consumer & Industrial

DESIGN BUSINESS PROCESSES



IT PRACTICES WITH SAP NetWeaver

Activity	Benefit
User productivity enablement	Help users and groups improve their productivity through enhanced collaboration, optimized knowledge management, and personalized access to critical applications and data.
Data unification	Consolidate, rationalize, synchronize, and manage master data for improved business processes.
Business information management	Increase the visibility, reach, and usefulness of structured and unstructured enterprise data.
Business event management	Ensure that business events from multiple systems are distributed to the appropriate decision makers in the context of relevant business processes.
End-to-end process integration	Make disparate applications and systems work together consistently to perform business processes.
Custom development	Rapidly create new enterprise-scale applications that drive your company's differential advantage.
Unified life-cycle management	Automate application management and processes to optimize an application's life cycle.
Application governance and security management	Maintain an appropriate level of security and quality in your intellectual property and information assets.
Consolidation	Deploy a consolidated technology platform with the ability to allocate computing power according to changing business needs.
Enterprise SOA design and deployment	Consolidate and standardize your basic processes and leverage existing investments to compose new, distinctive business processes.



SAP NetWeaver: INTEGRATED, OPEN, AND INCLUSIVE

For today's IT infrastructure, SAP NetWeaver is an ideal integration and application platform. Not only does it power mySAP™ Business Suite applications and SAP xApps™ composite applications, but it also provides the best way to integrate systems running SAP and non-SAP software.

An open technology platform, SAP NetWeaver supports industry standards and can be extended with commonly used development tools such as the Java 2 Platform, Enterprise Edition (J2EE), Microsoft .NET, and IBM WebSphere. Also, it is the core technical

platform for SAP's development partners. The Powered by SAP NetWeaver partner program continues to grow, providing customers with more and more business and composite applications that seamlessly run on the SAP NetWeaver platform.

Most important, SAP NetWeaver will give you a pathway to enterprise SOA that is business driven, delivers IT flexibility, and keeps costs down. With enterprise SOA, you'll be able to adapt quickly and effectively to changing business conditions while minimizing redundant application and infrastructure costs. And you'll be able to achieve real competitive advantage through business agility and process innovation.

"SAP NetWeaver offers end-to-end product integration. The design and orientation shown during the use of the platform provided us with a high level of trust in SAP NetWeaver."

Carsten Scherr, IT Manager, DaimlerChrysler AG

. . . AS YOU EVOLVE YOUR BUSINESS



For More Information

To find out how you can make SAP NetWeaver an integral part of your company's business operations and processes, go to www.sap.com/solutions/netweaver.

To learn more about how to develop, implement, and operate with SAP NetWeaver and to collaborate with the SAP technical community, visit the SAP Developer Network at www.sdn.sap.com.



THE BEST-RUN BUSINESSES RUN SAP™



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