

Mobile World Congress
Fira Gran Via in Barcelona, Spain
February 24 – 27, 2014

Experience the Future SAP® at Mobile World Congress 2014

Booth 6A30, Hall 6



Barcelona | 24 – 27 February 2014



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SAP at Mobile World Congress

Experience the Future

On behalf of SAP, I would like to invite you to join us at Mobile World Congress, February 24-27, 2014 in Barcelona.

Telecommunications firms are looking for ways to support new business models, deliver a superior customer experience, and leverage customer data for insight-driven decision making. And enterprises across a variety of industries want to run business unwired, in real time, and sprint ahead of the competition.

I encourage you to join us at the SAP stand (Hall 6, 6A30) to see how we can provide you compelling solutions that will help you run your business like never before.

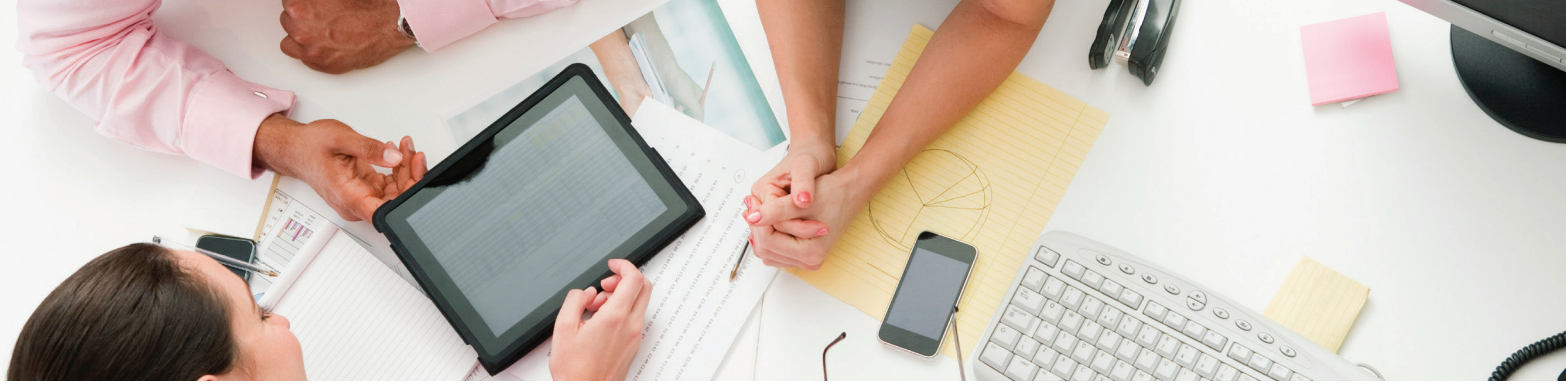
While at the stand, explore the Experience Zone to get hands-on demos of our solutions and meet 1:1 with our experts to learn how we can uniquely help your enterprise.

If you can't attend Mobile World Congress this year, you can join us virtually at <http://www.sap.com/mwc> and watch live broadcasts from the event.

In the meantime, if there is anything my team can do to make your MWC experience more enjoyable, please let me know.

Regards,

Howard Stevens
Global General Manager,
Telecommunications Integrated Business Unit



SAP at Mobile World Congress

Experience the Future at SAP Stand

Come to the SAP stand (Hall 6, 6A30) to “experience the future” with leading-edge demonstrations that highlight how SAP is enabling telecommunications companies and enterprises to run like never before.

Experience the Future of Customer Engagement

Learn how SAP is helping communications service providers (CSPs) to deliver a richer customer experience. By providing industry-specific omnichannel commerce solutions, flexible billing to support new business models, complete customer relationship management, and more, SAP enables you to engage with customers like never before:

- **Omnichannel commerce for telecommunications**
See how SAP helps CSPs have a fully functional commerce storefront designed with the unique needs of the telco industry in order to create a consistent and compelling experience across all channels to market.
- **Real-time customer experience management**
Learn how SAP is helping CSPs transform the customer experience and powering new monetization models with best-run customer engagement, care, billing, and analytics.
- **Mobile consumer engagement and customer insights**
Find out how to connect with consumers through mobile messaging, as well as improve loyalty, insight, and marketing with mobile engagement. Learn how to gain deep market knowledge with consumer insights.

Experience the Future of Customer-Centric Insights

As customer expectations continue to morph and grow, it's important for CSPs to have complete visibility into their customer base and effectively use the massive amounts of data available to them to become more customer-centric. Learn how SAP leverages its revolutionary real-time platform, SAP HANA®, combined with leading predictive analytics solutions, to help CSPs reduce churn, increase upsell opportunities, predict customers' actions so as to provide targeted offers, and more:

- **The power of collective insight into your customers**
Discover how SAP can help CSPs leverage the power of predictive and advanced analytics to identify customers at risk of churning and visualize data to make fast, informed decisions. Learn, too, how to use analytics to predict customer responses and outcomes in order to provide a better customer experience.

- **Big Data for telecommunications**

Learn how SAP helps CSPs manage, use, and monetize the vast amounts of data available to them to provide a richer customer experience, better target offers to consumers, and drive revenue from entirely new services.

Experience the Future of Service Innovation

In an industry that is undergoing dramatic transformation, CSPs are looking for new services and business models that will drive the growth of their business going forward. Learn how SAP is partnering with global CSPs to deliver enterprise-class software as a service, the “Internet of Things,” mobile commerce, managed mobility, and other cloud-based services to businesses around the world:

- **The SAP® Cloud portfolio for use in a multisided strategy**
Discover the SAP Cloud portfolio to be offered as a managed cloud service for your small or midsize business, to use in your subsidiaries, or to help launch innovative service offerings. Address different lines of business in your customers, from the supplier to the customer to people management, with SAP applications such as those from SuccessFactors and Ariba, SAP companies.
- **Operator interconnect and network services**
Understand how long-term evolution (LTE) and an all-IP world will affect the telecom ecosystem, roaming, and interconnection. Know how you can interconnect data, voice, and messaging through the SAP IPX 365 mobile service. Offer rich communications services to your customers – faster with cloud-based SAP RCS 365.
- **SAP Solutions for the Internet of Things**
SAP Solutions for the Internet of Things enable customers to continuously generate data-driven intelligence from connected things that allow them to optimize business processes and automate operations. This is facilitated by the unique ability of SAP HANA to monitor, analyze, and automate your business – all in real time.



SAP at Mobile World Congress

Experience the Future at SAP Stand

- **Enterprise cloud services and SAP HANA**
See how to deliver high-performance, critical enterprise solutions in a cloud-based model to business clients, leveraging industry-leading SAP Business Suite software, business analytics solutions, and your own applications powered by SAP HANA.
- **Mobile app development platform**
Quickly build and deploy mobile apps that keep your workforce and customers connected and engaged – with SAP Mobile Platform. Our industry-leading mobile application development platform makes your mobile strategy a reality – faster – with packaged and custom-developed apps for any device.
- **Secure mobile devices, apps, and content**
Protect your enterprise's valuable information with the SAP Mobile Secure portfolio, one of the industry's most robust enterprise mobility management suites. Our powerful and flexible solution enables you to secure all your mobile devices, apps, and content confidently in the cloud or on premise.
- **Mobile apps for employees and consumers**
SAP helps companies of all sizes and industries run better with mobile solutions. From back office to boardroom, warehouse to storefront, SAP empowers people and organizations to work together more efficiently and use business insight to stay ahead of the competition. See what SAP provides for ready-to-use and custom mobile apps for employees and customers.
- **Mobile commerce**
Think beyond the transaction; mobile commerce is an opportunity to entice, acquire, and delight consumers. Focus on the transaction, and you'll miss the larger mobile commerce opportunity. Payments don't inspire consumers to pull out their phones. They want end-to-end mobile experiences that enhance their daily rituals – from shopping to banking. Deliver this, and you'll engage with them in new ways.

Experience the Future of Football

Learn how SAP is working with the German national football team to prepare for the World Cup in 2014. With the help of SAP, Deutscher Fußball-Bund is taking its soccer players to the next level by capturing and analyzing a wealth of data in real time, including spatial analysis of player movements, with SAP HANA, analytics solutions from SAP, and SAP Mobile Platform.

Experience the Future of Augmented Reality and Gesture-Controlled Service

Maintenance workers often need a hands-free or touchless device to read service instructions. This is provided by SAP 3D Visual Enterprise Viewer on tablets with gesture sensor and glasses with displayed instructions.

Experience the Future of Connected Retail

See what's possible when vending machines become smart. Consumer brands can deliver highly engaging experiences with personalized promotions, 3D visualizations of products and information, interactive games, and mobile commerce. And the machines automatically turn real-time consumption data into optimized replenishment plans, helping ensure they are stocked with the right product at the right time. Smart vending solutions from SAP might seem futuristic today, but they are already being used by companies looking to transform their businesses. Plan to

SAP Partners

visit our partners exhibiting within the SAP stand, including:

- Canopy, powered by Atos, EMC and VMware
 - Capgemini
 - Microsoft
 - Mocana
 - msc mobile GmbH & Co. KG
 - Tangoe Inc.
 - VeliQ
-

SAP Developer Zone

As enterprises invest in running real time and unwired, vast opportunities are opening for developers. Leverage your consumer apps experience to build user-centric apps for the enterprise with enterprise-level security, integration, and scalability. Learn how you can leverage the mobile and in-memory computing cloud, on-premise platforms, and the SAP customer base to build your apps and your business:

- Build applications on the SAP HANA platform and SAP HANA Cloud Platform
 - Join the SAP Startup Focus program that has helped over 1,000 startups in the Big Data, predictive, and real-time analytics space develop new applications on SAP HANA and accelerate market traction
- Develop mobile apps with SAP Mobile Platform
 - Learn how you can easily build consumer or employee-facing apps using open-standards and open-source/third-party technologies while leveraging platform services for authentication, security, and integration
- Join the SAP PartnerEdge program for Application Development
 - The new SAP PartnerEdge for Application Development program offers access to SAP technology for developers building mobile, cloud, and Big Data solutions and enables you to monetize your business solutions/mobile apps via the SAP Store





See SAP at these Panel Sessions

Monday 24th February 2014

2.00 – 3:30 | **ENTERPRISE: Exploiting Enterprise Applications and BYOD to Enhance Productivity**

SAP Speaker: **Bill Clark**

With BYOD now an established trend, enterprises have had to become increasingly adept at managing mobility within their organisations. Indeed, the concept of the 'mobile first' enterprise is now emerging and gaining momentum. Enterprise applications are also growing in popularity, with some of the more enlightened enterprises now launching private application stores. Yet, the fundamental challenges for any IT department remain the same, irrespective of how employees are empowered to work – protecting corporate information is of paramount concern. How can organisations leverage applications and BYOD while remaining vigilant against constantly evolving security threats? And how can operators and vendors add value as trusted enterprise mobility partners?

Wednesday 26th February, 2014

2.00 – 3:30 | **The Future of Voice**

SAP Speaker: **Russ Green**

The advent of VoIP has led to a dramatic shift in the delivery of voice services globally. Consumers demand high quality and high reliability for their voice services however few are willing to pay top dollar for the service. With consumers gravitating toward no cost VoIP services, operators are re-adjusting their business models and investing in technology to better compete in the voice service market. This session will bring together the growing mobile voice ecosystem to discuss the latest technologies driving the changes with voice based services across the industry. What will be the impact of the move to an all IP future for voice services? What will be the opportunities with operator VoLTE deployments? How will next generation networks enable operators to compete with OTT's in a new dynamic environment? Where have the achievements and challenges with WebRTC been seen?

Thursday 27th February, 2014

11:30 – 1:00 | **Exploring Successful M2M Applications in Adjacent Industries**

SAP Speaker: **Gil Perez**

M2M is emerging as a rapidly growing and critical part of the global economy, especially in certain industries where early adoption has seen some success. Consumers are now familiar with the "always on, always with you" services and demand a quality connected living experience. Industries like healthcare, utilities, automotive and agriculture are where some of the greatest m2m achievements have been where connectivity allows the delivery of smarter more personalised services. How are these industries approaching m2m? What are the business opportunities? What role can m2m play in creating competitive advantage in each of these sectors? Where are the examples of implementation success? What can companies hope to get from their investment in m2m? The panel will be specifically focused on connected vehicles.

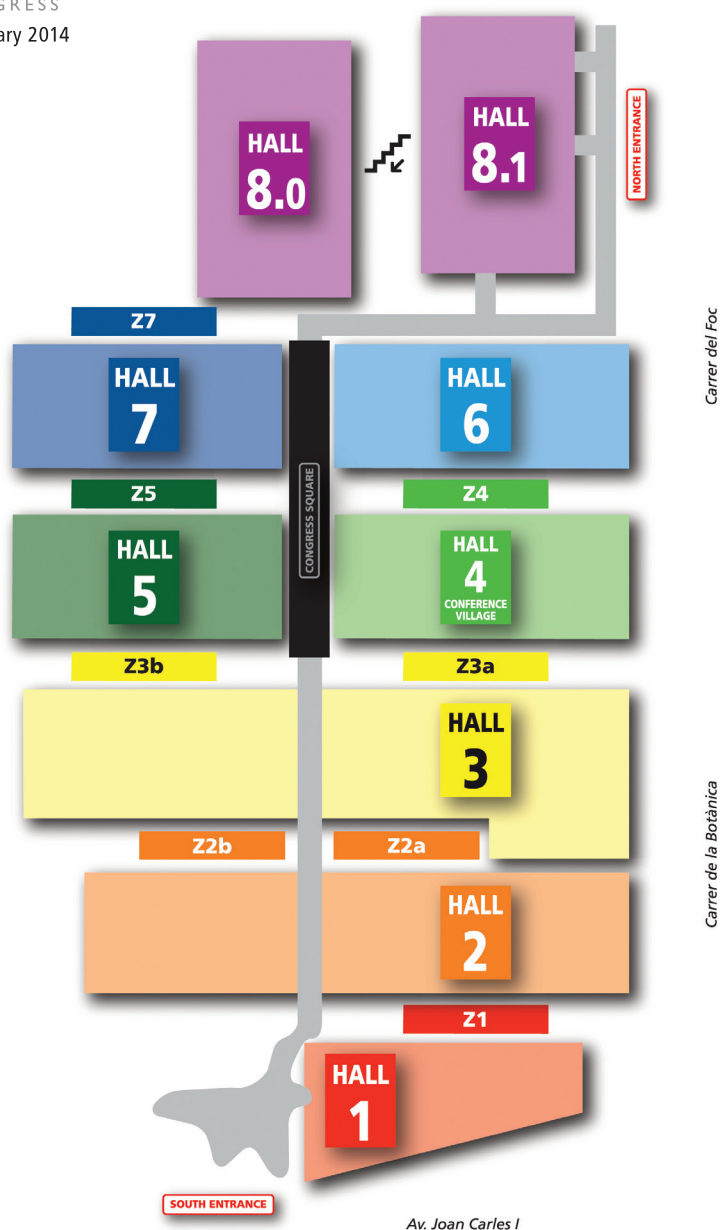


Engaging with SAP at Mobile World Congress

Visit SAP in the Exhibit Area
Hall 6, Booth 6A30

 **MOBILE™**
WORLD CONGRESS
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Engaging with SAP at Mobile World Congress

Schedule 1:1 Tour and Meeting

Do you have specific topics you want to discuss with us? Please work with your account executive or partner manager to schedule meetings onsite with one of our executives or experts.

Connect with SAP at MWC via Social Media

Follow us in real time on Twitter at any of these handles: @SAPMobile, @SAP_Telco, @SAPinMemory, @SAP_IOT, @SAPmCommerce @SAPStore

Live from MWC

We will be recording and broadcasting interviews live from MWC with customers, partners and newsmakers. Stop by to watch the live interviews. If you cannot join us in Barcelona, visit www.sap.com/mwc starting February 24 to watch the broadcasts online.

Cocktail Receptions

SAP is hosting two cocktail receptions at Mobile World Congress:

Monday, February 24, 5:30 p.m.
Wednesday, February 26, 5:30 p.m.

SAP booth: Hall 6, 6A30

Please join us for good drinks and interesting conversations.

Complimentary Expo Hall PASS

We are giving some free passes to qualified SAP customers and prospects.

Contact your account executive or [Fernando Sanchez-Mayoral](#) for a complimentary pass.

www.sap.com/contactsap

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