



*The **Best Performance Challenge for SAP Partners** is a unique enablement program. It has been designed to **improve your sales win rate** and **benchmark your performance**.*

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## Take their word for it



- » With the 1<sup>st</sup> Best Performance Challenge a significant number of our channel partners did improve their fitness to win and optimize their success. **Some channel partners participating realized up to a 44% YoY growths on the number of sales orders.** This 2<sup>nd</sup> challenge for our channel partners offers a new opportunity to refresh and up-skill on better business achievement, demand generation and a complete sales process to win more deals, engage in winnable opportunities and gain customers for life.“  
*[Luis Murguia, SVP SME EMEA + INDIA, SAP]*
- » **80%** of the partners from the 2010 Challenge say, they **will participate again** to further improve and learn new things, i.e “Social Media” for Demand Generation

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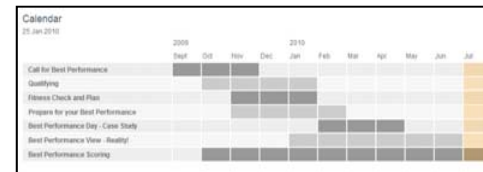


# How it works

- » Form 2 person teams. The Challenge starts with a joint fitness planning review to identify any perceived weaknesses.
- » Using SAP enablement offers, participating teams are able to close capability gaps and optimize their success
- » As part of the challenge, your team and your company will discover new strategies, ideas, tools and methods.
- » Applying these alongside your own capabilities, score points and become the Best Performer.



**Best Performance Challenge**  
for SAP Partners 2011



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# The „Best-in“ Category Winners



Recognizing SAP's 2010 „Best in“ -Performers at SAPHIRE Partner Breakfast

**BEST IN ACQUISITION**  
 Best Performance Challenge  
 for SAP Partners 2010

## Best in Acquisition

[scored 25 of 25 total points]

- › SEAL INFOTECH
- › SIDI

**BEST IN VALUE**  
 Best Performance Challenge  
 for SAP Partners 2010

## Best in Value Proposition & Closing

[scored 49 of 50 total points]

- › All for One Midmarket
- › SEAL INFOTECH
- › SIDI

**BEST IN UPSELL**  
 Best Performance Challenge  
 for SAP Partners 2010

## Best in Upsell (Business User)

[scored 24 of 25 total points]

- › SIDI
- › T-Systems

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# The Total Winners of the first Challenge are

Partners (points scored of max 250)



## Best Performance Challenge for SAP Partners 2011



**WINNER**

**Best Performance Challenge  
for SAP Partners 2010**



€ nablement funding  
for No 1 winners

### EMEA

1. **SIDI** (248)
2. T-Systems (245)
3. Cadexperttwo (231)

### DACH

1. **All for One** (197)
2. BTC (145)
3. Comgroup (131)

### CEE

1. **Itelligence** (188)
2. CSB (119)
3. Hostlogic (94)

### Italy

1. **SIDI** (248)
2. ICMS (219)
3. Vargroup (182)

### France

1. **T-Systems (245)**
2. Cadexperttwo (231)
3. Cadexpertone (224)

### BeNelux

1. **Delaware** (201)
2. Oasis (196)
3. Expertum (109)

### Emerging (MENA, Turkey, ...)

1. **ELSYS** (182)
2. SEAL (146)
3. Levant (138)



**FINISHER**

**Best Performance Challenge  
for SAP Partners 2010**



### EMEA

66 Partner teams  
finished

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# When Partners Win, SAP Wins too



Luis Murguia predicted correlation between ranking and Quarter revenue – and won a bottle of French wine

1. Fourteen of our Business All in One partners in the region competing in the Best Performance Challenge produced **more revenue** in the first quarter of 2010 than they did in any of the previous three quarters
2. More deals are being won and revenues being gained. I.e. in Italy, we've seen **65%** of the revenues generated for SAP Business All in One during the first quarter were generated by our Best Performance Challenge partner teams. In France **70% of the sales orders** came from partners in the challenge.
3. 80% of partners in the 2010 Challenge want to **take the 2011 challenge**, then together with BOBJ partners, INDIA and more partners from rest of EMEA



„We challenge you to run better“  
(Eric Duffaut)

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# Why should you take part?



- » **Improve your sales win rate, increase revenue**
  - » Clear correlation between participants and improved sales performance
- » **Benchmark against your peers across Europe**
  - » Full scoring and ranking to see how you performed
- » **Enable your sales team on hot new topics and refresh the classics**
  - » Enable new staff, refresh & benchmark experienced staff
- » **SAP executive recognition, awards and rewards**
  - » Winners invited to Sapphire 2011, newsletter publication, awards and cash prize
  
- » **Tour of Challenge Website**

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# 2010 Challenge → Best Performance



**Best Performance Challenge**  
for SAP Partners 2011

Rank	Teamname	Company	Country	Score ▼	Best in		
					Acquisition ▢	Value ▢	Upsell ▢
1	SIDI	SIDI S.p.A.	Italy	248	25	49	24
2	T-SAPREGION	T-Systems SAS	France	245	23	48	24
3	CadexpertTwo	Cadexpert	France	231	23	45	23
4	CadexpertOne	Cadexpert	France	224	24	46	23
5	Sparkling Team	ICM.S S.r.l.	Italy	219	21	42	19
6	Isartis2	Isartis	France	216	20	36	19
7	Isartis1	Isartis	France	211	18	35	17
8	Delaware Consulting 2	Delaware Consulting	Belgium	201	18	35	17
9	All for One Sales Spirit-Team	All for One Midmarket AG	Germany	197	22	49	22
10	run-to-win	Oasis Consultants	Belgium	196	21	39	19
11	AegisFlyingSquad	Aegis	France	191	19	32	20
12	itelli	itelligence Hungary Ltd.	Hungary	188	18	34	15
13	STAR Team	VAR Group	Italy	182	21	39	18
	Elsys	Elsys Consulting	Turkey	182	20	39	19
14	iSiPack	Codilog	France	162	20	38	14
15	BMS	BMS S.p.A.	Italy	156	20	46	22
16	ADELANTE	ADELANTE	FRANCE	155	19	39	16
	HIGH TECHNOLOGY	H.T. HIGH TECHNOLOGY	Italy	155	19	46	14
17	SEALIANS	SEAL Infotech Pvt Ltd	UAE	146	25	49	21
18	BTC Team	BTC Business Technology Consulting Ag	Germany	145	19	35	0
19	VESEOAGRO	Viseo	France	144	20	40	14
	SOAPeople1	SOA People	France	144	21	35	17
20	PM Agro	PM Conseil	FRANCE	138	21	38	11
	Levant	Procons-4it	UAE	138	21	39	17
21	PM Retail	PM Conseil	FRANCE	134	23	43	20
22	comgroup	Comgroup GmbH	Germany	131	19	39	20

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- » **Main Social Media Focus in 2010 Challenge on Linked-In**
- » 407 Members in Linked-InGroup since 1 Oct 2009
  - 22 Discussions with up to 357 comments form (partners, customers, SAP)
  - Favorite topics
    - Fitness sessions (357)
    - Ideas to better perform (183)
    - Feedback to teams from supporters (173)
  - Each Challenge team attracted 6 other persons from eco-system to follow and contribute

# 2011 Challenge

## Prove and improve fitness to win



### » Who is involved

- Team of 2 people + support staff
- 1x Sales (mandatory)
- 1x Presales / Marketing (optional)

### » Tasks (that count for points)

1. Business Plan and pipeline conversion (55 points) → Best in Business Achievement EMEA
2. Demand Generation (115 points) → Best in Demand Generation EMEA
3. Sales Cycle (80 points) → Best in Sales EMEA

### Effort and Costs to participate

1. Take as much enablement as you need – can be a few hours or days
2. Preparing for the tasks will take several days, you can spread this out over many weeks
3. Team entry €500 (50% is eligible for MDF, so potential to reduce to €250)

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# 2011 Challenge



<b><u>Business Plan and pipeline conversion</u></b>	<b>Deliverable</b>
Business Plan achievement	2010 Revenue or 4 Q 2010 Goal with SAP on A1 or BOBJ
Pipeline Conversion	Average Per Quarter during Challenge
<b><u>Demand Generation</u></b>	<b>Deliverable</b>
How to approach new & existing customer base	Document with Demand Gen plan, budget, conversation-ratio, avg deal size, funnel
Elevator Pitch on SAP SME business	60 sec. YouTube video + embedded on partner website
Ideal customer portrait	5 min. YouTube video and embedded on partner website
Solution overview incl demo screens	5 – 10 min. presentation / video on YouTube and ... website
Customer engagement: How we help you (prospect) to get their right solution from us	5 – 10 min. presentation / video on YouTube and embedded on partner website
<b><u>Sales Cycle with sample opportunity</u></b>	<b>Deliverable</b>
Briefing (internal)	2 – 5. min. briefing on end-to-end sales execution as presentation to jury,
Compelling demo	5 – 10 min. demo to jury
Value prop and Closing	2 - 5 min. presentation to jury
Objection handling	2 – 5. min. presentation to jury

# 2011 Challenge - Calendar



	2010						2011					
	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Call for Best Performance / Registration	█	█	█	█	█							
Start and complete tasks				█	█	█	█	█	█	█	█	█
Fitness Check, Plan and Sessions				█	█	█	█	█				
Best-In Winners Scoring				█	█	█	█	█	█			
Total Winners and Points Scoring				█	█	█	█	█	█	█	█	█
				Ranking at each quarter to assign points to teams								

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## What's next



Registration for 2011 Challenges opens on 15 July 2010

Partner Executive  
Council (PEC)

Best Performance Challenge  
(1 Oct 2010 – 30 Jun 2011)

Nominated Partner  
Teams in Regions



**Best Performance Circle**  
for SAP Partners

See you online!

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