



THE TOP TEN REASONS DISTRIBUTORS CHOOSE SAP FOR WHOLESALE DISTRIBUTION

By Paul Pretko and Neetin Datar

TABLE OF CONTENTS

CEO NOTES	2
TOP TEN REASONS – AT A GLANCE	3
1. DEEP WHOLESALE DISTRIBUTION INDUSTRY KNOWLEDGE AND SOLUTION CAPABILITIES	5
2. OUR UNDISPUTED BUSINESS SOFTWARE MARKET LEADERSHIP	6
3. WHOLESALE DISTRIBUTION INDUSTRY SPECIFIC CONTENT	7
4. OUR LASER FOCUS ON CUSTOMER VALUE	8
5. COMMITMENT TO QUALITY	9
6. FOCUS ON CONTINUED CUSTOMER SATISFACTION	10
7. OPEN AND FLEXIBLE TECHNOLOGY PLATFORM	11
8. CLEAR LONG TERM VISION FOR WHOLESALE DISTRIBUTION	12
9. SAP PARTNER ECOSYSTEM	13
10. SAP IS THE SAFE CHOICE	14
CONCLUSION	15

CEO NOTES

SAP is a customer-focused and organically grown company. This single minded focus on our customers has helped us to remain the global leader in business software for over 35 years.

Today, the wholesale distribution industry faces some of the greatest forces of change in history. Industry leaders must find ways to respond to powerful business trends including:

- Distributor consolidation, mergers and acquisitions
- Demands for new types of value added services
- Growth of private label products
- Rise of new demand-driven channels

These and other industry trends have made wholesale distribution companies realize they must transform their business in several different ways:

- Innovate and adopt new profit models, new business practices and new ways of adding value
- Build deeper relationships with suppliers by getting plugged into their value network
- Differentiate their business from competition

In response to these business challenges, forward-looking distributors are evolving from being just inventory managers to becoming information managers. Enabling technology is being leveraged by such companies to:

- Achieve superior performance
- Drive profitable growth and increase shareholder value
- Make better decisions based on real time information and enterprise wide visibility

Most CEOs believe such transformation should be continual – not one time, but over time, thereby requiring a new degree of flexibility and adaptability for all parts of the enterprise.

This document showcases why over 1,700 wholesale distribution companies worldwide of all sizes depend on SAP to run their business profitably and carve an important role for themselves in their respective industry's value chain. We hope that the frank discussion will be useful as you make important technology decisions affecting the future of your company.

TOP TEN REASONS – AT A GLANCE

Success in the wholesale distribution industry depends on a multitude of issues. While it would be overreaching to attribute the success of SAP customers solely to their implementation of SAP solutions, SAP customers consistently mention their partnerships with SAP as a key reason they outperform their competitors. SAP has researched the reasons why customers choose SAP. To summarize, our research found that distributors choose SAP because of the following attributes:

- 1. Deep Wholesale Distribution Industry Knowledge and Solution Capabilities:** SAP invests more in R&D than any of its competitors. SAP has research and development centers spread all over the globe focused on driving innovation through the SAP product line and has specifically created a comprehensive solution for the wholesale distribution industry. SAP's leadership within every functional area lets distributors enjoy best-of-breed capabilities in an integrated suite – allowing you to improve visibility, increase efficiency, and strengthen your ability to make sound business decisions.
- 2. Undisputed Business Software Market Leadership:** Well over 43,000 companies use SAP in more than 120 countries. SAP is the undisputed leader in the enterprise applications market, providing the scale, experience, and ecosystem required to continually create and increase customer value, thus lowering your investment risk.
- 3. Wholesale Distribution Industry Specific Content:** Preconfigured settings and industry content for wholesale distribution give you everything you need to run your key processes out of the box and with minimal installation effort, cost and risk. The configuration is fully documented and includes support for business processes, training material, user roles, data conversion tools, and test catalogs.
- 4. Our Laser Focus on Customer Value:** SAP has a relentless focus on customer value. The proof of SAP's enduring customer value focus can be shown in its continuing attraction of new customers and retention of existing ones.
- 5. Our Commitment to Quality:** SAP has a long-term commitment to ensuring the quality of its business software. SAP was ISO 9001-certified in 1994. In 2002, a study by the U.S. National Institute for Standards and Technology estimated the cost of software bugs to U.S. businesses at US \$60 billion a year; in 2003, the Standish Group estimated that only 34% of software projects are on time and within budget. Yet SAP, understanding the negative impact of these slippages, has maintained world-class standards of quality and productivity for decades. The combination of this proven commitment and track record ensures that customers can rely on their SAP investments.
- 6. Focus on Continued Customer Satisfaction:** SAP promotes continuous customer involvement in our solution strategy and planning via the ASUG Wholesale Distribution Special Interest Group (SIG) and the SAP for Wholesale Distribution Global Industry Advisory Council (GIAC). By developing greater levels of collaboration and participation with industry-leading wholesale distribution companies, SAP customers are continuously best run businesses.
- 7. Open and Flexible Technology Platform:** SAP's dedication to its customers has helped guide them through the transition from mainframes to client server technology to the new enterprise services oriented architecture platform. Enterprise SOA is a blueprint for an adaptable, flexible, and open IT architecture for developing services-based, enterprise-scale business solutions. With SAP NetWeaver as a technical foundation, enterprise SOA moves IT architectures to higher levels of adaptability.

TOP TEN REASONS – AT A GLANCE

(Continued)

8. **Clear Long Term Vision and Strategy for Wholesale Distribution:** SAP has a clear vision for its technology for the wholesale distribution industry – based on a strategy of setting defined goals for true leadership and innovation. Already, SAP generates more than 50% of its business with solutions that were new to the market in the last five years; moreover, SAP will generate more than 50% of its business five years from now with new solutions. It is this type of dedication to innovation that has made SAP a pioneer through technology transitions and has made SAP's customers successful in the wholesale distribution industry.
9. **SAP Partner Ecosystem:** At SAP, we recognize the vital role our partners play – which is why our partner program is built on a strong foundation of mutual support and collaboration. Hundreds of highly qualified partners help us deliver unparalleled value to our customers. The results:
 - Wide-ranging access to proven business solutions.
 - Rapid and cost-effective installation and implementation that accelerate ROI.
 - Complete life-cycle support to lower total cost of ownership.
 - Satisfied customers. \
10. **We are the Safe Choice:** SAP offers a safe and stable option in a rapidly-consolidating software vendor market. Some niche vendors in wholesale distribution industry are struggling to be profitable and have minimal R&D investments. Some are getting taken over by other niche vendors. Clearly, SAP's strategy of organic growth through innovation contrasts with many of our competitors' strategies of growth through merger and acquisition – an approach that is inherently risky for their customers.

1

DEEP WHOLESALE DISTRIBUTION INDUSTRY KNOWLEDGE AND SOLUTION CAPABILITIES

WHOLESALE DISTRIBUTION SPECIFIC SOLUTION

- SAP delivers the most comprehensive suite of wholesale distribution industry solution. It is developed based on our deep industry business process knowledge and in collaboration with industry-leading distributors, thought leaders and partners. SAP for Wholesale Distribution has been adopted by both midsize and large wholesale distribution businesses worldwide.
- The solution includes SAP core enterprise resource planning software combined with industry-specific applications that support fundamental business requirements, helping organizations solve real-time business issues and adapt to rapidly changing business and IT environment. The modular design of SAP for Wholesale Distribution enables a distributor to decide on an initial solution scope to meet the current requirements – and then incrementally add solutions or new applications at any time as needs change and grow. SAP for Wholesale Distribution is powered by the SAP NetWeaver™ platform, an extensive integration and application platform that lays the foundation for innovative and cross-functional business processes. This powerful combination of software and technology platform enables organizations to become more adaptable, responsive and profitable while keeping customers happy.

SAP for Wholesale Distribution supports:

- Supply chain planning – Conduct advanced demand and supply planning to maintain or improve service levels, reduce your capital investment in stock across the supply chain.
- Procure-to-pay management – Manage strategic and operational relationships with your suppliers to reduce the cost of goods sold, streamline operations, and decrease overhead costs.
- Supply chain execution – Improve inbound and outbound processes and warehouse management to accurately measure the performance of core warehouse operations.
- Order-to-cash management – Support a range of sales order channels and services that provide income, increase customer satisfaction, and reduce customer migration.
- Financial management - Supports all the phases of financial management, from accounting and controlling, to business intelligence, including profitability analytics, enabling financial excellence.



SAP for Wholesale Distribution provides closed looped industry specific functionality that enables planning, sourcing, storing, selling, and analysis in a single unified view of key information across diverse functional areas and reduces the cost of developing, mapping, batching and maintaining multiple legacy and point solutions.

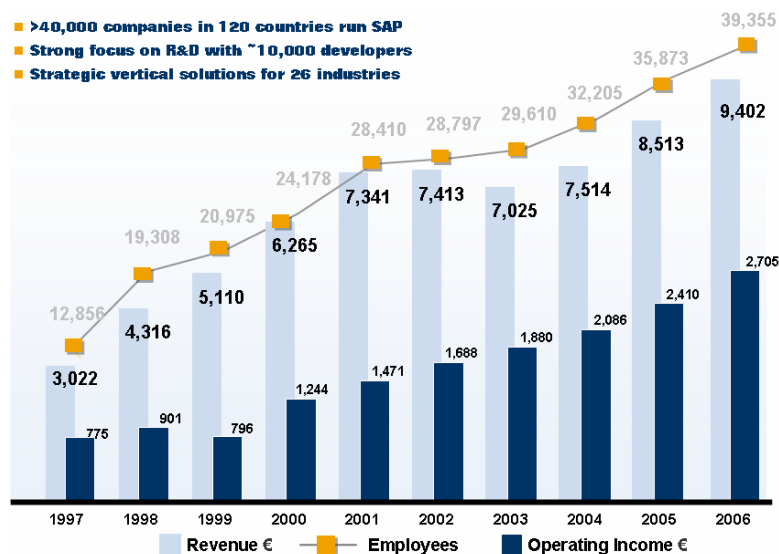
2 UNDISPUTED BUSINESS SOFTWARE MARKET LEADERSHIP

LEADER IN ENTERPRISE APPLICATIONS

- SAP is the undisputed leader in the enterprise applications market, providing the scale, experience, and ecosystem required to continually create and increase customer value. SAP's leadership within major functional areas allows companies to enjoy best-of-breed capabilities in an integrated suite. Further, continued leadership lowers customer investment risk; SAP will continue to invest in its customers' success. The company is committed to technological innovation, the foundation of SAP's appeal for customers. With more than 43,000 customers in more than 120 countries, SAP continues to grow faster than the market. SAP is nearly three times as large as its nearest competitor in terms of new license revenue. While SAP was historically perceived to be a "large-company only" solution, it is now a leader in the mid-market as well. An expanding role as market leader in every major function and geography, SAP is not only considered the strongest in enterprise resource planning (ERP), but in almost every other major functional market. SAP's leadership in supply chain management (SCM) rivals its leadership in ERP. SAP's market leadership extends to all regions.

ORGANIC GROWTH

- A growing leadership base. Despite M&A activity by SAP's competitors, SAP continues to strengthen its market lead. In the last three years, SAP's license revenue has grown at 10% annually. SAP's market leadership gives SAP the scale and the ecosystem leverage that creates more value for its customers. SAP, for example, invests more in R & D than any of its competitors. SAP has more than 10,000 developers focused on driving industry specific innovation through the SAP product line. SAP brings newer technologies and more industry-specific capabilities to market at a faster pace and at better levels of quality than its competitors.



3

WHOLESALE DISTRIBUTION INDUSTRY CONTENT

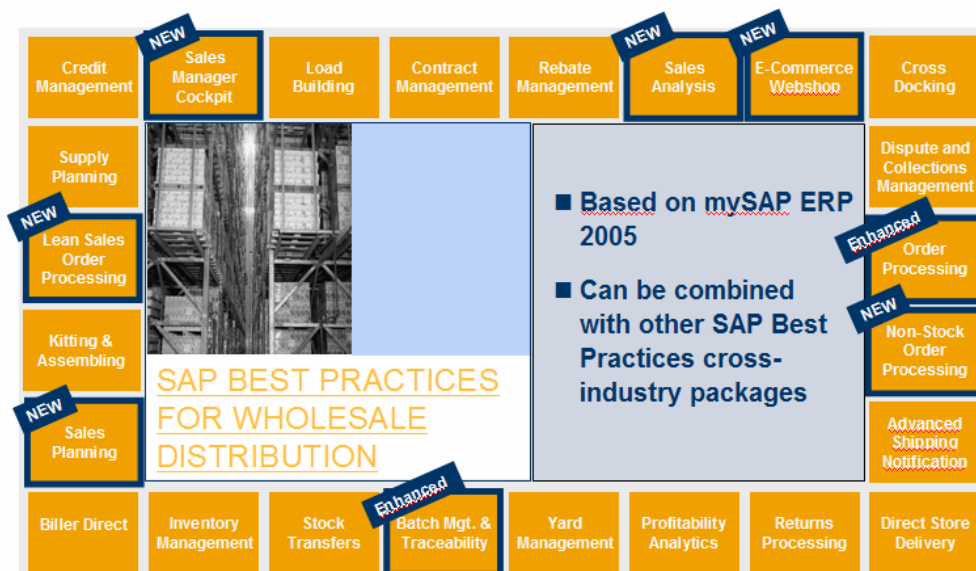
BEST PRACTICES FOR WHOLESALE DISTRIBUTION

SAP Best Practices for Wholesale Distribution supports enterprises that require rapid implementation or want to create a corporate template for their locations. Whether you are a new or existing SAP customer, using SAP Best Practices for Wholesale Distribution gets your solutions up and running quickly and contributing quickly to your bottom line.

SAP Best Practices for Wholesale Distribution describes exactly how best to implement various key business processes in your system – including how to set up and configure your SAP software. These SAP best practices are delivered to you as an unrivalled combination of detailed business documentation that describes first-in-class wholesale distribution business practices and a complete set of technical information to help you implement the business processes.

In early 2004, the Ludwigshafen University of Applied Sciences surveyed 192 companies – representing a wide range of industries, worldwide – that had recently implemented SAP software solutions with built-in industry best practices. Based on the combination of questionnaires and follow-up phone interviews, the study found that SAP Best Practices helped:

- Decrease the effort needed to conduct mission-critical project tasks, such as configuration, documentation, testing, and training. On average, the use of SAP Best Practices helped reduce overall project risk by 71 percent when compared with other software implementations.
- Lower total cost of ownership (TCO). On average, the use of SAP Best Practices helped lower TCO by 11 percent. One company reported that, compared to conventional implementations, it deployed its ERP system 40 percent faster and lowered TCO by more than 53 percent.

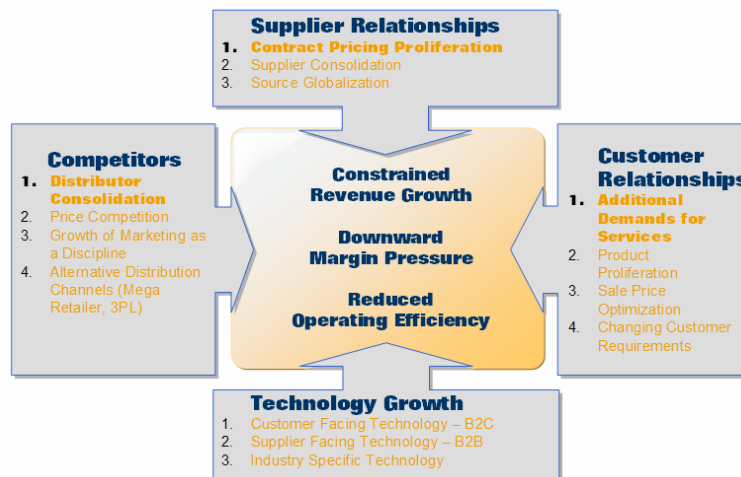


4

OUR LASER FOCUS ON CUSTOMER VALUE

ENABLING OPERATIONAL EXCELLENCE AND PROFITABLE GROWTH

- SAP continually creates value for customers by focusing application development and ongoing support on producing benefits while reducing costs. SAP's intense organizational concentration on customer value drives higher performance for its customers, and helps them become best-run businesses faster. SAP's senior leaders understand that their customers' executives are continuously challenged to transform their businesses in order to respond to trends that include vendor programs proliferation, additional value added services, and acquisitive growth. These executives must find ways to respond with agility to their suppliers increasing pressures, intensified competition, rising customer expectations, and compliance demands. IT is a key enabler of all aspects of these processes, but can form a bottleneck in terms of rising costs and complexity. SAP is continually fostering real innovation with its solutions, investing with partners and go-to-market resources to simplify complexity and ensure that its customers achieve their objectives for profitable growth. Moreover, SAP has developed key functionality to help distributors gain the benefits necessary to justify their software investments by helping increase revenue and reduce cost of goods sold and operating expenses.
- In addition to driving business benefits, SAP also helps CIO's contain rising IT costs. SAP works with customers to lower their total IT costs as a percentage of revenue, and reduce the budget required to maintain existing applications to allot a larger share of the IT budget for process innovation. SAP addresses these issues in the following ways:
 - Lowering IT complexity: Legacy applications have created a spaghetti-like application landscape in many companies, leading to higher integration costs and lower flexibility. SAP NetWeaver offers the most comprehensive open-standards functionality that helps companies develop road maps to transform their IT networks; lower integration costs, and creates economies of scale in support and infrastructure.
 - Lowering costs of operations and increasing functionality: SAP offers the most comprehensive support services at the lowest cost. In addition, SAP NetWeaver architecture helps reduce upgrades. Moreover, the built-in integration capabilities within the SAP NetWeaver platform lower the cost of integrating SAP and non-SAP applications.



5

COMMITMENT TO QUALITY

SAP has over a 30-year commitment not only to product quality but also to the quality of implementation and support. The combination of this proven commitment and track record helps ensure that customers can rely on their SAP investments. A key part of its customer value proposition is SAP's commitment to product and service quality. Specifically, three key aspects of quality are fundamental to the enterprise application life cycle, as follows:

1. Quality and timeliness of application releases
2. Quality of go-live services
3. Quality of ongoing support and maintenance

QUALITY AND TIMELINESS OF APPLICATION RELEASES

- SAP is an engineering company at heart, with a conservative approach to releasing only the highest-quality software to its customers. Nothing can provide better evidence than the fact that SAP met the ISO 9001 standard for quality manufacturing management in 1994. Worldwide, the same standards have been applied to more than 130,000 companies. As a result, over many generations of technology, SAP has consistently delivered superior products that manage mission-critical processes for its customers. SAP ERP, which marked a significant shift to an Internet-based architecture for SAP's flagship SAP R/3 product line, was ramped up one month ahead of schedule, resulting in a highly satisfied customer base.



QUALITY OF GO-LIVE SERVICES

- "Switching on" underlying application infrastructure to support complex, mission-critical business processes is an arduous, risky task. Companies risk business continuity when they go live with major IT implementations. SAP provides perhaps the most comprehensive services during this critical phase. SAP begins to work with its customers three months in advance of go-live dates to ensure a smooth transition. A testimony to SAP's customer go-live support is the fact that, on average, two companies in North America go live every day on SAP applications and more than three times that number globally.

QUALITY OF ONGOING SUPPORT AND MAINTENANCE

- SAP offers the most comprehensive support services at the lowest price to its customers. SAP's basic support is much lower than its nearest competitor maintenance fees. That competitor does not offer many mission-critical services such as business-process support and global hotline as part of its basic support; these services are standard for SAP. As a result, over many generations of technology, SAP has consistently delivered superior products that manage mission-critical processes for its customers.

6

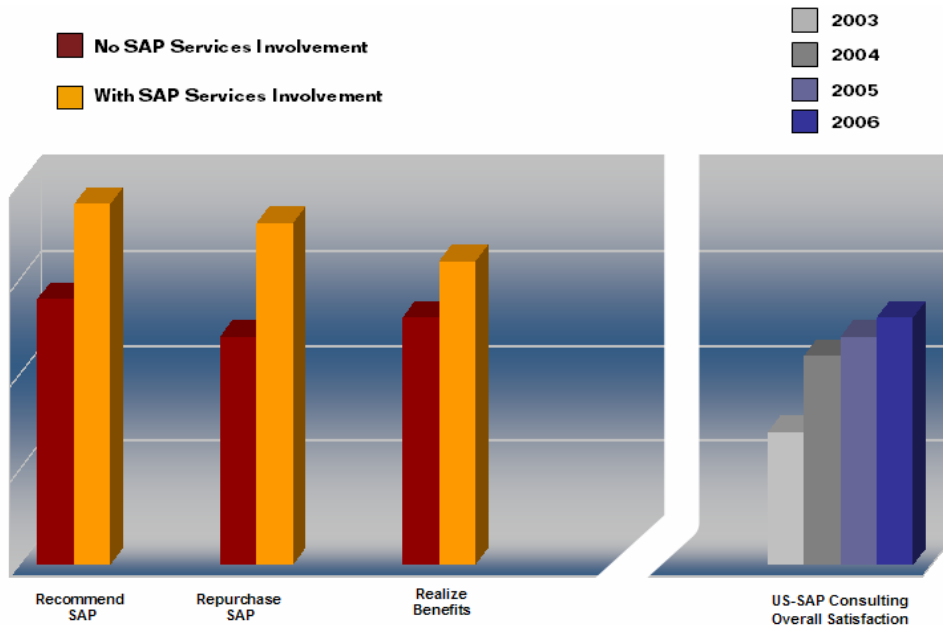
FOCUS ON CONTINUED CUSTOMER SATISFACTION

SAP CUSTOMERS HAVE BECOME OUR BIGGEST ADVOCATES

- The greatest testament to the power of SAP's customer value proposition is that SAP customers have become its biggest advocates. In fact, the results of SAP's organizational focus on monitoring customer satisfaction illustrate how well it is working. SAP's leading industry capabilities and commitment to world-class implementations with real organizational change-management techniques, for example, create a higher rate of user adoption. One sign of the growing dissatisfaction with other software vendors has shown up in the number of customers migrating to SAP.

SAP CONSULTING EXCEEDS CUSTOMER EXPECTATIONS

- A steady increase in customer satisfaction provides the best evidence that SAP meets and exceeds its customers' expectations. The increased customer satisfaction is in part due to more customers having SAP Consulting Services as part of their projects. SAP Consulting Services often supports our system integrator partners in SAP solution deployments. And as a result, SAP customers are becoming our greatest advocates. The numbers tell the story: customer likelihood to implement SAP in the future has increased 10% sense 2002. Moreover, and perhaps more important, customer advocacy has increased. In North America, customer likelihood to recommend SAP increased by 12% sense 2002. Because SAP has developed a singular organizational focus on customers, they have become more loyal, more likely to reinvest in SAP solutions, and more open to recommending SAP to other potential customers.



7

OPEN AND FLEXIBLE TECHNOLOGY PLATFORM

OUR APPLICATIONS ARE NATIVELY INTEGRATED NOT INTERFACED ACQUISITIONS

SAP's architecture is superior, providing openness, flexibility, choice, and greater value. Because SAP focuses product development on process and industry functionality, SAP's product line does not disappoint our wholesale distribution customers. In the world of technology, SAP's superior architecture not only provides flexibility and openness to non-SAP applications but also choice for customers, delivering a high level of value.

- First, SAP's process-centric architecture delivers real business value because it eliminates or minimizes custom development. SAP embeds best practices for major processes into the software functionality. In contrast, non-SAP customers often require custom development and extensive reconfiguration when mapping data-centric architecture to their business process. Such data-centricity generally results in higher costs for custom development, maintenance, and migration.
- Second, SAP's architecture operates in real time, automatically communicating any input with all associated components in a business process at the time of input. These components perform appropriate actions and validations prior to acceptance, thus assuring data and process integrity. Other ERP vendors have batch-synchronized processing that does not offer these advantages. Instead, due to a data-centric approach, customers of other ERP providers and their users experience inconsistent data, which in turn hampers their ability to make decisions or plan in real time. ERP systems that are not natively integrated cause customers to incur higher data cleansing and correction costs, as well as higher compliance costs.
- Finally, SAP's architecture promotes flexibility, adaptability, openness, and an even greater focus on superior business processes through the development of its service-oriented architecture. In contrast, other ERP vendors who have built their solutions through acquisitions lock in customers with limited choices in databases, application servers, and business intelligence. SAP's development of its SAP NetWeaver platform has opened the door to a new era in IT systems management.



SAP NetWeaver

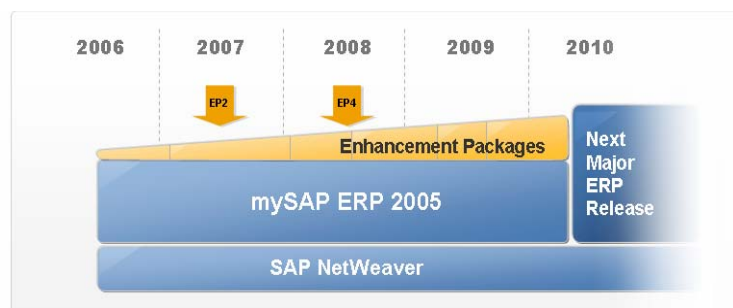
is a web-based, open integration and application platform that serves as the foundation for enterprise service-oriented architecture (enterprise SOA) and allows the native SAP solution integration and alignment of people, information, and business processes across business and technology boundaries. It utilizes open standards to enable integration with information and applications from almost any source or technology.

8

CLEAR LONG TERM VISION

SAP IS COMMITTED TO THE WHOLESALE DISTRIBUTION INDUSTRY

- Delivering on our commitment to help customers experience the business value of enterprise service-oriented architecture, all new functional enhancements to SAP ERP through 2010 will be made available as extensions in a series of optional enhancement packages, eliminating the need for customers to continually upgrade their entire system to take advantage of the newest wholesale distribution technology. Enhancement packages are optional, offering customers the flexibility and power to choose new capabilities that best meet their business needs. Enhancement packages contain new functionality—such as enhanced lean order entry and role specific business analytics—innovations to streamline wholesale distribution business processes. This evolved delivery model will make it simpler and faster for customers running SAP ERP to adopt new product functionality, and wholesale distribution industry-specific features and enterprise services. It will also shield customers from the complexity of multiple upgrades and improve return on investment (ROI) by providing a single, stable platform that enables them to consolidate their systems and reduce the number of separate instances that need to be maintained. More importantly, this new software delivery rhythm provides customers long-term planning security by virtually eliminating the need to make any major changes to their core ERP systems and offering them a reliable software enhancement process that alleviates disruption and minimizes costs.
- SAP has always had a clear vision for its technology based on defined goals. SAP has been a pioneer through technology transitions and guided customers through the change, from mainframe to client server to enterprise service-oriented architecture (Enterprise SOA). In the current transition to a service-oriented architecture, SAP will develop greater levels of collaboration and participation with suppliers, distributors and customers using SAP. That's because the process is inherently more open and because Enterprise SOA is based on adding more capabilities to business processes as a source of competitive advantage. In turn, SAP will offer even greater value for customers, allowing them to innovate as they evolve new processes. Companies make long-term investments in ERP and its underlying architecture. Given that technology changes rapidly, it is critical for companies to choose application partners that have a clear vision, one that can not only meet today's needs but adapt to the changing needs of tomorrow. SAP is committed to a strategy of growth through technology innovation; today, SAP generates more than 50% of its business with solutions that came to market in the last five years. Five years from now, SAP will generate more than 50% of its business with solutions that are not available today.



Wholesale Distribution Specific Development

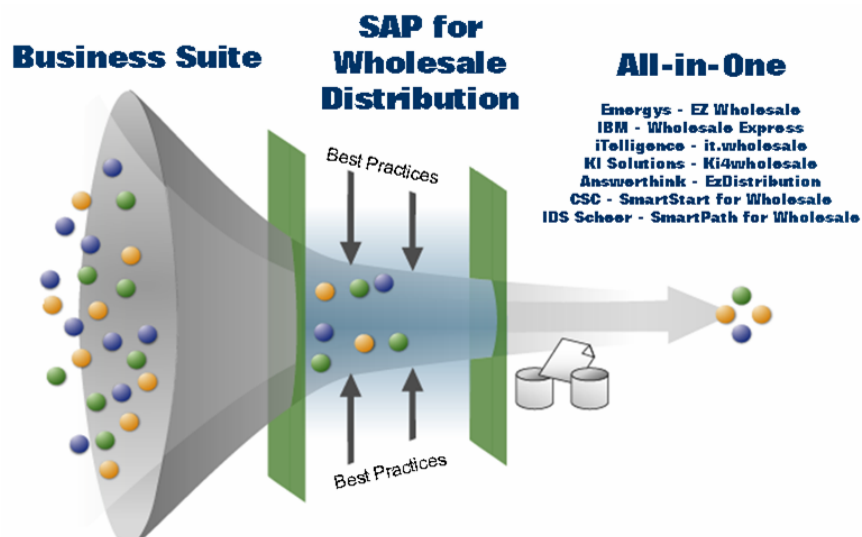
- ERP 2005 EP#2: Enhanced Sales Order Management and SAP NetWeaver Business Client
- ERP 2005 EP#4: Extended Analytics, Extended Returns Management and Rental Management

9

SAP PARTNER ECOSYSTEM

SAP IS FOR GREAT DISTRIBUTORS NOT JUST GREAT BIG DISTRIBUTORS

- All-in-One solutions are designed to meet the needs of small and midsize businesses with industry-specific IT requirements. Supported by a comprehensive network of SAP business partners, SAP Business All-in-One solutions are micro-vertically designed, preconfigured, affordable, and quickly implemented, allowing you to streamline business processes, increase efficiency, and achieve a rapid return on investment. Because they are based on the highly scalable and powerful SAP Business Suite solutions, qualified SAP Business All-in-One solutions can grow with your business, protecting your investment for the future.
- Qualified SAP Business All-in-One solutions support the continued growth and flexibility that today's small and midsize businesses demand. You no longer need to piece together hard-to-integrate and difficult-to-maintain best-of-breed solutions or customize rigid applications. Invest instead in a qualified SAP Business All-in-One solution that is based on preconfigured business processes tailored to the wholesale distribution industry. With this foundation, you can implement SAP Business All-in-One solutions quickly and realize a healthy return on investment faster than you thought possible. And when your business needs change – as they inevitably will in today's dynamic economy – you have the full power of SAP Business Suite to support you going forward. That's value that businesses of every size can count on. SAP is no newcomer to the smaller-business market. Currently, 77% all SAP wholesale distribution customer installations are in companies with annual revenues of less than US\$200 million. Today, more and more small and midsize businesses – including over 6,000 SAP Business All-in-One customers – are turning to SAP solutions.
- SAP Business All-in-One solutions for wholesale distribution are built and supported by a comprehensive network of business partners, each of which has extensive expertise in wholesale distribution. These partners develop and pre-configure business processes beyond SAP Best Practices. As a result, each solution is implemented quickly and cost-effectively with maximum flexibility and minimal disruption to the business. SAP will help you identify the best partner for your needs, according to your industry segment, geographic location, and specific requirements.

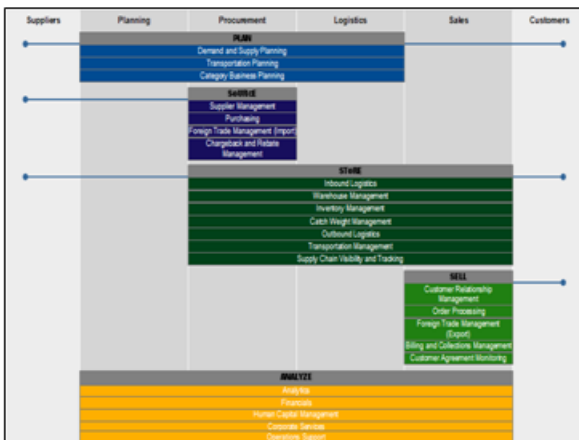


10 SAP IS THE SAFE CHOICE

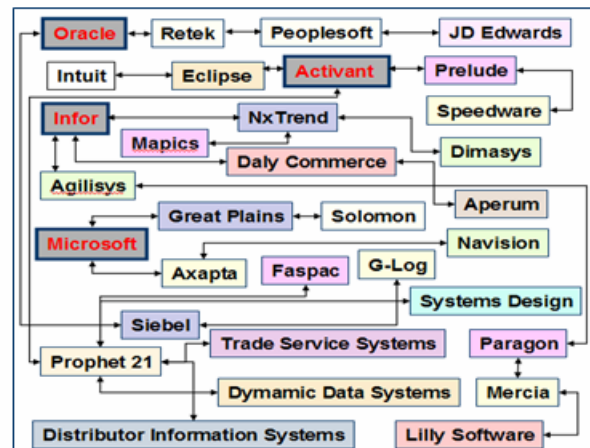
SAP HAS INTEGRATED ORGANIC, NOT INTERFACED ACQUIRED FUNCTIONALITY

- SAP continues to provide the safest, most stable option in the technology industry. SAP's strategy of growth through innovation and scope contrasts with other vendor strategy of growth through merger and acquisition, one that is inherently risky for customers. After all, technology mergers, rarely meet expectations. Merger history further demonstrates that non-SAP ERP challenges are immense since it is taking multiple risks simultaneously, compounding the odds against success.
- One of the reasons customers choose SAP is because SAP offers the only safe and stable option in an industry rocked by turmoil. History tells us that once-successful companies have nearly perished through their extravagant acquisitions. In a detailed study of recent ERP company mergers, for example, Enterprise Applications Consulting noted: "... enough of the larger acquisitions involving publicly-held companies (in the software industry) have foundered to make guarantees of M&A success difficult to predict. ... The reasons for failure ... revolve around a consistent set of problems. Cultural mismatches are probably the most common problems. ... Poor due diligence and financial miscues are another common set of problems. ... Technical integration is also a major problem." "A far greater negative impact can be seen in the results of a prolonged resistance to a hostile takeover attempt. This is particularly true with respect to customers of both the acquired and the acquiring company. This impact can outlast the cessation of hostilities and severely limit the ability of a company.

SAP Organic Functionality



Acquisitive Functionality



CONCLUSION

YOU'RE IN BUSINESS TO WIN, WE'RE HERE TO HELP

Today, as the pressure comes from every direction and competition continues to grow in wholesale distribution, forward-looking distributors are finding ways to better differentiate themselves. They are putting in place innovative strategies with enabling technology to generate new opportunities. Our research shows that winners in wholesale distribution typically operate at higher levels of profitability and have above-market growth rates.

We urge you to invest the time to see how SAP meets the needs of distributors – small to mid-size to large companies alike. SAP for Wholesale Distribution provides cost-effective solution that can be implemented with minimal risk. Our solution is a cost-effective alternative to complicated, disparate IT landscapes that many distributors struggle with.

Over 1,700 distributors globally have chosen SAP to run their businesses profitably and have carved an important role for themselves in their respective industry's value chain. But SAP's most important success story is yet to be told. It's the one in which your organization becomes more adaptive, productive, and profitable with the help of our solutions. The story begins when you invite us, or when you visit us at www.sap.com. We look forward to sharing the experience with you.