

One Voice Messaging

Partner Communication Guidelines

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Partner Communication Guidelines

Word Choice

Conform to the following guidelines when referring to SAP partners or other third parties and their offerings.

The Words “Qualified,” “Certified,” “Authorized,” “Validated,” “Endorsed,” and “Recommended”

Words such as “qualified,” “certified,” “authorized,” and “validated” refer to having met defined criteria or passing certain tests and should be used only in approved circumstances, not as general descriptive terms. Use these words only as instructed or illustrated in this section, not in any other circumstances.

The word “endorsed” is a highly restricted term and must never be used without obtaining approval for the specific reference. Do not refer to SAP endorsing a partner or a product or use the term “SAP-endorsed business solution” without prior approval. To check for approval and obtain communication instructions if the reference is allowed, contact Satish Rajan at satish.rajan@sap.com or send e-mail to onevoice@sap.com.

Do not refer to the offering of a partner or third party as “recommended” by SAP.

The Words “Joint” and “Codevelopment”

The terms “joint offering,” “joint solution,” “joint development,” and “codevelopment” imply that both parties bear legal responsibility for product quality and reliability. Use these terms only in approved circumstances.

Do not refer to the offering of a partner or third party as a “joint offering,” “joint solution,” “joint development,” or “codevelopment” with SAP, unless the SAP legal department and the legal department of the partner or third party have reviewed and approved the statement. Likewise, don’t refer to an SAP offering as a “joint” effort or offering or “codevelopment” with another party, unless this language is specified in the listing for the offering in the Approved Names list of One Voice, or if SAP legal has reviewed and approved the statement. The Approved Names list is available internally at [SAP Brand Tools](#) and [SMART Approved Names](#). The list is also available to partners at the [global partner portal](#) or the [global channel partner portal](#).

Replace unapproved references simply by using other words to describe the two parties working together or to explain the compatibility of their offerings. For example, you may refer to SAP helping or supporting partners during their development efforts. You may also simply refer when relevant to the two parties working together, collaborating, or cooperating together.

You may refer to the fact that a partner’s offering is based on, built upon, complements, supports, works with, or is compatible with an SAP offering, as appropriate. Also see “Communicating Compatibility with SAP Software.”

Partner Communication Guidelines

The Names of Products Offered by Partners or Other Third Parties

SAP partners and other third parties must not include “SAP,” any other trademark of SAP, or the name of any SAP offering in the name of their own product or service offering, their company name, URL, or any of their logos. These names also must not include any endorsement line or tagline of SAP.

The only exception to this rule is that the partner’s product name may state the target SAP environment at the end of the name, as described in this section under “Mentioning the SAP Environment.”

Do not use any grammatical construction that makes the partner’s product name appear to be an offering from SAP.

Incorrect:

SAP Extender
SAP ERP Mapper

The above names are unacceptable for partner product names because they could be construed as offerings from SAP. Change any such name to clearly denote the offering is from the partner by using the partner’s company name or brand name.

Corrected:

<Partner Company or Brand Name> Extender
<Partner Company or Brand Name> Mapper

Do not place “SAP,” or the name of any SAP offering or trademark of SAP, immediately next to the partner’s company or brand name, or next to the full product name. Remove such references.

Incorrect:

<Partner Company or Brand Name> SAP Extender
<Partner Company or Brand Name> SAP ERP Mapper

Corrected:

<Partner Company or Brand Name> Extender
<Partner Company or Brand Name> Mapper

Mentioning the SAP Environment

A partner’s product name may state the relevant SAP environment at the end of the name, using the word “for” as in “for SAP CRM,” as long as the partner’s company or brand name appears at the front of the name.

Example:

<Partner Product Name> for SAP CRM

Mentioning the SAP environment in the name is optional, not required. It is always acceptable to communicate using natural language in text that the partner’s product is designed for use with SAP solutions or with a specific SAP offering. Also see “Communicating Compatibility with SAP Software.”

Example:

<Partner Product Name> provides additional functionality for users of SAP solutions.

Always include the partner’s company or brand name in an offering name that mentions the SAP environment.

Incorrect:

Data Manager for SAP CRM

Corrected:

<Partner Company or Brand Name> Data Manager for SAP CRM

Use “for” to denote the SAP environment, not “with” or other words that could be misinterpreted.

Incorrect:

<Partner Product Name> with SAP ERP

Corrected:

<Partner Product Name> for SAP ERP

Be sure to use the approved name for the target SAP environment, exactly as it appears in the Approved Names list. You may use an abbreviation, but only if it is listed in Approved Names.

You may also refer to SAP software, SAP solutions, SAP applications, or other approved descriptive terms. Do not simply say “for SAP.”

Incorrect:

<Partner Product Name> for SAP

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Corrected:

<Partner Product Name> for SAP Solutions

The Approved Names list is available at [SAP Brand Tools](#) and at [Approved Names on SMART](#). The list is also available to partners at the [global partner portal](#) or the [global channel partner portal](#). If an SAP partner or other third party has incorrectly named an offering, company, URL, or logo and you need assistance, contact the SAP partner manager who is responsible for the relationship with the partner, or send e-mail to partner@sap.com. If you are the partner manager responsible for the relationship, you should work directly with the partner to request the necessary changes. Contact the branding group at branding@sap.com if you need assistance during this process.

Partner Communication Guidelines

Communicating Compatibility with SAP Software

You may communicate that the offering of an SAP partner or other third party is designed for use with, compatible with, works well with, is complementary to, or runs on or with an SAP product, as appropriate.

Correct:

Our product is designed for use with the SAP ERP application.

Our application is compatible with SAP SCM.

Our application works well with SAP CRM.

Our application is complementary to SAP CRM.

Our application runs on the SAP NetWeaver technology platform.

Our application runs with SAP Business One.

Make sure it's clear that the partner's product is designed to work well with the SAP offering. Avoid language that implies the two products are bundled together and offered to the customer as a singular, priced offering.

Incorrect:

Our application is integrated with SAP ERP.

Our application is preintegrated with SAP ERP

Our application is fully integrated with SAP ERP.

Our application comes integrated with SAP ERP.

Corrected:

Our application can integrate with SAP ERP.

Our application integrates with SAP ERP.

Our application works well with SAP ERP.

Our application interoperates with SAP ERP.

When accurate, you may communicate that the partner product's interface to the SAP offering was designed to allow the two offerings to work together without customers having to perform any integration effort. You may use the word "integration." Always be careful not to imply the two products are bundled together and offered to customer as a singular, priced offering.

Incorrect:

Our application is integrated with SAP NetWeaver for data exchange. This integration helps organizations implement business processes.

Our application comes integrated with SAP NetWeaver for data exchange. This integration helps organizations implement business processes.

Corrected:

Our application can integrate with SAP NetWeaver for data exchange. This integration helps organizations implement business processes.

Our application integrates with SAP NetWeaver for data exchange. This integration helps organizations implement business processes.

Our application works with SAP NetWeaver for data exchange. This integration helps organizations implement business processes.

In the event that a product's interface to an SAP offering has been certified by SAP, you may refer to the product as having "certified integration" with the SAP offering. See "Communicating SAP-Certified Integration."

When referring to compatibility, be sure to correctly refer to SAP software or to a specific SAP product, not just "SAP."

Incorrect:

Our solutions run with SAP.

Corrected:

Our solutions are designed for use with SAP software.

Our solutions run with SAP Business Suite applications.

Partner Communication Guidelines

Communicating Logos and Qualification Lines Awarded by SAP

SAP awards special logos and lines to partners, which they may use in marketing their products that have proven to meet certain criteria.

A logo is a specially created piece of artwork supplied to the partner in electronic files. The partner must use only the files supplied by SAP and cannot alter the logo in any way. Examples are the SAP global partner logo and the “Powered by SAP NetWeaver” certification logo.

SAP may also grant permission for a partner to use a special phrase or qualification line as an identifying statement or motto when marketing a qualified product. Partners include this phrase as a text line in their marketing material using their own design style, rather than an electronic file from SAP. They comply with SAP guidelines to differentiate the qualification line from other text – for example, by using it as a subhead whose type size or font differs from those of the title. An example is the “SAP Solution Manager Ready” qualification line.

If you need to know but are unable to determine the logos and qualification lines that a particular SAP partner is entitled to use, you may send an inquiry by e-mail to partner@sap.com.

For detailed instructions on how partners should use the logos awarded to them, including their placement within materials and relationship to other logos and visual elements, see the Partner Branding Guide at [SAP Brand Tools](#). This guide is available to partners on the [global partner portal](#) or the [global channel partner portal](#).

Most marketing materials that are targeted to customers need not refer to the actual logos. Instead, the logo will be visible in the material, and body text should use lowercase, common-noun expressions to explain the situation in a natural way.

Correct:

Our application is powered by SAP NetWeaver.

Our application has SAP-certified integration with SAP CRM.

Logo and Design Elements That Are Prohibited

Any piece of marketing material whose main topic is an offering from an SAP partner should not contain the SAP corporate logo or use any element of the SAP design style. The material should not include SAP contact information or the official “About SAP” boilerplate statement. The material should use the partner’s own corporate logo, and it may additionally use the SAP partnership logo and any special logos or qualification lines that have been awarded to the partner by SAP. For further information, see the Partner Branding Guide at [SAP Brand Tools](#). This guide is available to partners on the [global partner portal](#) or the [global channel partner portal](#).

In rare and unusual circumstances, a piece of marketing material may need to include both the SAP corporate logo and the corporate logo of the partner. Because of the responsibilities implied by the use of the SAP corporate logo and the partner logo in such joint branding, this is only allowed in very restricted circumstances. If you are involved in developing any such jointly branded materials, please ensure these conditions are in place in advance by contacting the SAP global branding group at branding@sap.com as soon as possible.

Any SAP-related external-marketing material published by a partner must be approved by the partner’s local or global SAP partner management team prior to public release.

Communicating Partner Organizations

SAP has the following partnership levels:

- SAP partner
- SAP gold partner
- SAP global partner

Companies are granted the appropriate partnership levels in their partnership contracts with SAP.

For each of these partnership levels, SAP provides a partnership logo, which is an image supplied in graphical file formats. The partnership logos are show below:



Partners are awarded the use of one of these partnership logos and must sign an agreement that they will use it correctly in their marketing materials such as brochures, advertisements, and Web sites. For instructions to partners on how to use an approved logo in their materials, including size, placement, and safety margins, see the Partner Branding Guide document at [SAP Brand Tools](#). This guide is available to partners on the [global partner portal](#) or the [global channel partner portal](#). When referring to SAP partners, be sure to precede the term with "SAP" and use the words "partner" or "partners," "gold," and "global" in lowercase in body text.

Incorrect:

- The company is an SAP Partner.
- The company is an SAP Gold Partner.
- The company is a Gold partner.
- The company is an SAP Global Partner.

Corrected:

- The company is an SAP partner.
- The company is an SAP gold partner.
- The company is an SAP global partner.

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Referring to an SAP Partner Category

The following are the approved terms for the SAP partner categories:

- SAP channel partner
- SAP education partner
- SAP hosting partner
- SAP services partner
- SAP software solution and technology partner
- SAP support partner
- SAP technology partner

Companies complete a qualification process and sign agreements to be SAP partners of these approved categories. Do not refer to SAP partner categories other than those listed above.

Incorrect:

Our company is an SAP implementation partner.
Our company is an SAP consulting partner.

Corrected:

Our company is an SAP services partner, and we perform software implementation.
Our company is an SAP services partner, and we provide consulting services.

Use lowercase when referring to an SAP partner category in body text.

Incorrect:

The company is an SAP Channel Partner.

Corrected:

The company is an SAP channel partner.

Do not abbreviate an approved SAP partner category.

Incorrect:

The company is an SAP software solution and technology partner (SSTP).

Corrected:

The company is an SAP software solution and technology partner.

You may mention the partnership level at the same time, using lowercase in body text, as shown below.

Correct:

The company is an SAP gold channel partner.
The company is an SAP global services partner.

Incorrect:

The company is a gold SAP channel partner.
The company is a Gold SAP channel partner.
The company is an SAP Gold channel partner.
The company is an SAP Global Services partner.

The full set of acceptable references is provided in the chart on the following page. When communicating about a particular partner, use only the references for which the partner has signed the respective agreements. If you need to know but are unable to determine the partnership level or partner category of a particular SAP partner, you may send an inquiry by e-mail to partner@sap.com.

Partner Communication Guidelines

The following chart contains approved expressions and descriptions.

Partner category	Partnership level with partner category	Description
SAP channel partner	<ul style="list-style-type: none"> • SAP channel partner • SAP gold channel partner 	SAP channel partners and SAP gold channel partners sell, build, and deliver SAP applications and solutions to meet the needs of small businesses and midsize companies.
SAP education partner	<ul style="list-style-type: none"> • SAP education partner 	SAP education partners deliver professional training for SAP solutions and technology.
SAP hosting partner	<ul style="list-style-type: none"> • SAP hosting partner • SAP global hosting partner 	SAP hosting partners and SAP global hosting partners provide hosting services for SAP applications and the SAP NetWeaver technology platform.
SAP services partner	<ul style="list-style-type: none"> • SAP services partner • SAP global services partner 	SAP services partners and SAP global services partners design, implement, and integrate SAP solutions; optimize business processes; and provide strategic business consultation.
SAP software solution and technology partner	<ul style="list-style-type: none"> • SAP software solution and technology partner • SAP gold software solution and technology partner 	SAP software solution and technology partners develop applications that extend and add value to SAP solutions, including both value-added and complementary software solutions based on SAP technologies.
SAP support partner	<ul style="list-style-type: none"> • SAP support partner • SAP global support partner 	SAP support partners and SAP global support partners deliver the service and support required to implement, use, and support SAP solutions.
SAP technology partner	<ul style="list-style-type: none"> • SAP global technology partner 	SAP global technology partners provide products that support SAP solutions, including hardware, operating systems, networks, databases, storage technology, and mobile devices.

Partner Communication Guidelines

Referring in More Detail to the SAP Partner's Focus

You may refer in more depth to a partner's business focus or approach to the market. For example, an SAP channel partner may be a value-added reseller (VAR), and an SAP software solution and technology partner may be an independent software vendor (ISV). However, unless it is an approved SAP partner category or partnership level that appears in the chart, do not precede the term with "SAP." When possible, mention the official SAP partner category.

Incorrect:

The company is an SAP value-added reseller (SAP VAR).

The company is an SAP independent software vendor (ISV).

Corrected:

The company is an SAP channel partner and a value-added reseller (VAR).

The company is an independent software vendor (ISV) and an SAP software solution and technology partner.

Referring to the SAP Partnership Logo

In external-marketing materials targeted to customers, you will not normally need to refer to the SAP partnership logo itself, especially since the materials will likely display the logo. If you do need to refer to the logo itself, such as in SAP materials targeted to partners, use lowercase:

Correct:

You will be awarded the use of an SAP partnership logo.

You may use the SAP gold partner logo in your marketing material.

You may use the SAP global partner logo in your marketing material.

Incorrect:

You will be awarded the use of an SAP Partner Logo.

You may use the SAP Gold Partner logo in your marketing material.

You may use the SAP Global Partner logo in your marketing material.

Communicating SAP Resellers

SAP may award the use of the “SAP Reseller” logo to companies that resell SAP solutions unchanged to their customers. The resellers may use this logo in marketing material that pertains to their resale of SAP solutions.

SAP-authorized resellers sell and implement selected SAP products that are targeted at small businesses and midsize companies. The authorized resellers complete SAP requirements such as sales and consultant training, and they procure the products from an SAP distributor.

To communicate that a company is a reseller of SAP solutions, you may use the following expressions:

Correct:

Our company is a reseller of SAP® solutions.
Our company resells SAP® solutions.

Include the registered trademark symbol ® after “SAP” if it is the first mention of the brand in a material.

Always include the word “solutions” immediately after “SAP.”

Incorrect:

Our company is a reseller of SAP.
Our company resells SAP.

Corrected:

Our company is a reseller of SAP solutions.
Our company resells SAP solutions.

Use lowercase for the word “solutions” in body text.

Incorrect:

Our company is a reseller of SAP Solutions.

Corrected:

Our company is a reseller of SAP solutions.

You may also simply refer to “SAP reseller.”

Correct:

Our company is an SAP reseller.

Resellers of SAP solutions obtain the solutions from a distributor and do not sign the SAP partner, SAP gold partner, or SAP global partner agreement with SAP. As a result, it is not correct to refer to the reseller as an SAP partner or to refer to the resale as if a partner type or category.

Incorrect:

Our company is an SAP partner, and we resell SAP solutions.

Our company is an SAP solutions partner.

Our company is a reseller partner for SAP solutions.

Our company is an SAP reseller partner.

Corrected:

Our company is a reseller of SAP solutions.

Our company resells SAP solutions.

Our company is an SAP reseller, and we provide SAP solutions.

You may add the word “authorized” immediately before “reseller” if desired.

Example:

Our company is an authorized reseller of SAP solutions.

You may also use the phrase “SAP-authorized reseller” if desired.

Example:

Our company is an SAP-authorized reseller. SAP-authorized resellers complete SAP requirements such as sales and consultant training.

When referring to a specific product in the SAP solutions family, use the name exactly as listed in Approved Names, complying with all guidelines for its usage. Include the “SAP” brand, using the ® symbol upon its first mention in the material, as well as other © and ™ symbols as listed in Approved Names. Do not alter or abbreviate the name in any way except as listed in Approved Names. Use the provided descriptor such as “software” immediately after the name upon its first mention in body text, unless space is so constrained that you cannot physically fit the word in the allowed space.

Correct:

Our company is an SAP reseller, and we provide SAP® BusinessObjects™ Edge solutions.

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Referring to the Logo

In external-marketing materials targeted to customers, you will not normally need to refer to the logo itself, especially since the materials will likely display the logo. If you do need to refer to the logo, use quotation marks and follow the phrase with “logo” as below.

Correct:

The “SAP Reseller” logo.

SAP[®] Reseller

Communicating Resellers of SAP Crystal Solutions

SAP may award the use of the “SAP Crystal Solutions” logo to companies that resell SAP Crystal solutions unchanged to their customers. The resellers may use this logo in marketing material that pertains to their resale of SAP Crystal solutions.

To communicate that a company is a reseller of SAP Crystal solutions, you may use the following expressions:

Correct:

Our company is a reseller of SAP® Crystal solutions.
Our company resells SAP® Crystal solutions.

Include the registered trademark symbol ® after “SAP” if it is the first mention of the brand in a material.

Always include the word “solutions” immediately after “SAP Crystal.”

Incorrect:

Our company is a reseller of SAP Crystal.
Our company resells SAP Crystal.

Corrected:

Our company is a reseller of SAP Crystal solutions.
Our company resells SAP Crystal solutions.

Use lowercase for the word “solutions” in body text.

Incorrect:

Our company is a reseller of SAP Crystal Solutions.

Corrected:

Our company is a reseller of SAP Crystal solutions.

You may optionally add the word “SAP” before “reseller,” although it is not necessary.

Acceptable:

Our company is an SAP reseller of SAP Crystal solutions.
Our company is an SAP reseller, and we provide SAP Crystal solutions.

Resellers of SAP Crystal solutions obtain the solutions from a distributor and do not sign the SAP partner, SAP gold partner, or SAP global partner agreement with SAP. As a result, it is not correct to refer to the reseller as an SAP partner or to refer to the resale as if a partner type or category.

Incorrect:

Our company is an SAP partner, and we resell SAP Crystal solutions.
Our company is an SAP Crystal solutions partner.
Our company is a reseller partner for SAP Crystal solutions.
Our company is an SAP reseller partner.

Corrected:

Our company is a reseller of SAP Crystal solutions.
Our company resells SAP Crystal solutions.
Our company is an SAP reseller, and we provide SAP Crystal solutions.

You may add the word “authorized” immediately before “reseller” if desired.

Example:

Our company is an authorized reseller of SAP Crystal solutions.

When referring to a specific product in the SAP Crystal solutions family, use the name exactly as listed in Approved Names, complying with all guidelines for its usage. Include the “SAP” brand, using the ® symbol upon its first mention in the material, as well as other ® and ™ symbols as listed in Approved Names. Do not alter or abbreviate the name in any way except as listed in Approved Names. Use the provided descriptor such as “software” immediately after the name upon its first mention in body text, unless space is so constrained that you cannot physically fit the word in the allowed space.

Correct:

Our company is a reseller of SAP® Crystal solutions, and we provide SAP Crystal Reports® software.

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Referring to the Logo

In external-marketing materials targeted to customers, you will not normally need to refer to the logo itself, especially since the materials will likely display the logo. If you do need to refer to the logo, use quotation marks and follow the phrase with “reseller logo” as below.

Correct:

The “SAP Crystal Solutions” reseller logo.

Do not alter the correct expression.

Incorrect:

The “SAP Reseller | SAP Crystal Solutions” logo.

SAP[®] Reseller
SAP Crystal solutions

Communicating SAP Distributors

SAP may award the use of the “SAP Distributor” logo to companies that distribute SAP products to authorized resellers of SAP solutions or SAP Crystal solutions. The distributors may use this logo in marketing material that pertains to their distribution of SAP products. To communicate that a company is a distributor of SAP products, you may use the following expressions:

Correct:

Our company is a distributor of SAP® products.
Our company distributes SAP® software.

Include the registered trademark symbol ® after “SAP” if it is the first mention of the brand in a material.

Always include the word “products” or “software” immediately after “SAP.”

Incorrect:

Our company distributes SAP.

Corrected:

Our company distributes SAP® software.

Use lowercase for the word “products” or “software” in body text.

Incorrect:

Our company is a distributor of SAP Software.

Corrected:

Our company is a distributor of SAP software.

You may also simply refer to “SAP distributor.”

Correct:

Our company is an SAP distributor.

SAP distributors sign a distribution agreement with SAP and do not sign the SAP partner, SAP gold partner, or SAP global partner agreement. As a result, it is not correct to refer to the distributor as an SAP partner or to refer to distribution as if an SAP partner type or category.

Incorrect:

Our company is an SAP partner, and we distribute SAP software.

Our company is an SAP solution distribution partner.

Our company is a distribution partner for SAP products.

Our company is an SAP distributor partner.

Corrected:

Our company is a distributor of SAP software.

Our company distributes SAP products.

Our company is an SAP distributor, and we provide products to authorized SAP resellers.

SAP distributors sign a distribution agreement without undergoing a separate authorization process, so it’s never needed to say “authorized” distributor or “SAP-authorized” distributor.

When referring to a specific product in the SAP solutions family, use the name exactly as listed in Approved Names, complying with all guidelines for its usage. Include the “SAP” brand, using the ® symbol upon its first mention in the material, as well as other ® and ™ symbols as listed in Approved Names. Do not alter or abbreviate the name in any way except as listed in Approved Names. Use the provided descriptor such as “software” immediately after the name upon its first mention in body text, unless space is so constrained that you cannot physically fit the word in the allowed space.

Correct:

Our company is an SAP distributor, and we provide SAP® Crystal solutions to authorized resellers.

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Referring to the Logo

In external-marketing materials targeted to customers, you will not normally need to refer to the logo itself, especially since the materials will display the logo when appropriate. If you do need to refer to the logo, use quotation marks and follow the phrase with “logo” as below.

Correct:

The “SAP Distributor” logo.



Partner Communication Guidelines

Communicating Partner Organizations That Have Validated Expertise

Partner organizations that have SAP-validated expertise in selected focus areas or industries have proven competencies in those areas, demonstrating skill and expertise as well as a track record of meeting customer needs.

After verifying the partner organization's expertise, SAP provides a confirmation letter to the partner stating the organization has achieved SAP-validated expertise. The validation is based on the partner's proven knowledge and success in the focus area or industry. Requirements include having trained individuals in the focus area or industry, a track record of customer success, and an offering that has SAP-certified integration with an SAP solution when relevant. The validation is current for one year, after which time the partner must work with SAP to obtain revalidation and a new confirmation letter from SAP.

Partners that obtain validation from SAP of their expertise in one or more areas or industries are entitled to communicate this expertise in their materials. SAP reserves the right to redefine, discontinue, or create new categories of validated expertise as outlined in the relevant SAP PartnerEdge program guides.

Conform to the following guidelines.

You may refer to "validated expertise" or "SAP-validated expertise." Use these phrases only in connection with the specific areas or industries for which you have a confirmation letter from SAP. In body text, use lowercase on the words "validated expertise" or "SAP-validated expertise. Validated expertise is awarded in a specific country. Please mention the country.

Examples:

Our company has validated expertise in sourcing and procurement solutions in Italy.

Our company has SAP-validated expertise in the automotive industry in Italy.

You may capitalize in titles, headings and subheads, signs and banners, PowerPoint slide titles, and other places where title case is required. This may include Web site headings, company letterhead, and business cards in locations where title case is the standard format.

Example titles:

VALIDATED EXPERTISE IN DATA WAREHOUSING SOLUTIONS IN ITALY

SAP-Validated Expertise in the Automotive Industry in Germany

You may refer to your partnership level and to your partner category if desired, along with the validated expertise.

Examples:

Our company is an SAP gold channel partner with SAP-validated expertise in the automotive industry in Germany.

Our company is an SAP services partner with validated expertise in data warehousing solutions in France.

For more information on referring to partnership levels and SAP categories, see "Communicating Partner Organizations" in Partner Communication Guidelines, found at [SMART One Voice](#), or [SAP Brand Tools](#), or the [global partner portal](#), or the [global channel partner portal](#).

Be sure to state the focus area or industry for which SAP has validated your organization's expertise, as well as the location. SAP only validates a partner organization's expertise in the area or industry, not the partner organization itself.

Incorrect:

Our company is SAP-validated.

Our company has SAP-validated expertise.

Corrected:

Our company has SAP-validated expertise in business intelligence solutions in Italy.

Do not state or imply that your offering is validated by SAP. Only your expertise, not your offering, is validated by SAP.

Incorrect:

Our company provides SAP-validated implementation services for business intelligence solutions in Italy.

Our company provides an SAP-validated business intelligence solution in Italy.

Corrected:

Our company has SAP-validated expertise in business intelligence solutions in Italy.

ONE VOICE MESSAGING

Partner Communication Guidelines

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Do not refer to validated expertise as if a new partner category or program.

Incorrect:

We are an SAP validated expertise partner in Italy.

We are a member of the SAP Validated Expertise program in Italy.

Corrected:

Our company has SAP-validated expertise in supply chain management solutions in Italy.

A partner organization may have SAP-validated expertise in one or more areas and in one or more industries.

Examples:

We have validated expertise in customer relationship management and supply chain management solutions in Italy.

We have SAP-validated expertise in the healthcare and life sciences industries in Italy.

We have SAP-validated expertise in customer relationship management solutions and the insurance industry in Italy.

When the area of expertise is a focus area, be sure to make clear the expertise in providing solutions to customers in the area of focus.

Incorrect:

Our company has SAP-validated expertise in manufacturing in the United States.

Corrected:

Our company has SAP-validated expertise in manufacturing solutions in the United States.

When the expertise is in an industry, use lowercase to refer to the industry.

Correct:

Our company has SAP-validated expertise in the consumer products industry in the United States.

SAP validates an organization's general expertise in an industry, not its specific expertise in the SAP industry solution portfolio.

Correct:

Our company has SAP-validated expertise in the automotive industry in the United States.

Incorrect:

Our company has SAP-validated expertise in SAP for Automotive in the United States.

Be sure to make clear the organization has expertise in serving the needs of customers in the particular industry.

Incorrect:

Our company has SAP-validated expertise in professional services in the United States.

Our company has SAP-validated expertise in healthcare in the United States.

Corrected:

Our company has SAP-validated expertise in meeting the needs of professional services firms in the United States.

Our company has SAP-validated expertise in serving the healthcare industry in the United States.

The focus areas, industries, and locations for which SAP may validate an organization's expertise are subject to change. For the latest information, contact your SAP partner manager, or check the [global partner portal](#), or the [global channel partner portal](#).

Do not refer to validated expertise or SAP-validated expertise unless you have a confirmation letter from SAP that is currently in effect. Contact your SAP partner relationship manager if you have questions about your validation status.

Communicating SAP Partners That Are Authorized to Sell, Implement, and Support SAP Solutions

Partners that have signed an SAP partner agreement and have fulfilled specific SAP requirements may become authorized value-added resellers of selected SAP solutions. They are authorized to sell and implement those solutions for their customers. SAP partners may also become authorized to perform direct support for selected SAP solutions by fulfilling additional requirements.

SAP partners may become authorized to sell, implement, and support the following solutions:

- SAP Business All-in-One solutions
- The SAP Business ByDesign solution
- The SAP Business One application
- SAP BusinessObjects Edge solutions
- SAP BusinessObjects BI solutions

You may refer to the SAP partnership and to authorization to sell and implement a specific SAP solution or solutions as in the following examples.

Correct:

Our company is an SAP partner, and we are authorized to sell and implement SAP Business All-in-One solutions.
Our company is an SAP partner, and we are an authorized value-added reseller of SAP Business All-in-One solutions.

Be sure to use lowercase in body text for the term “authorized value-added reseller.”

If the partner is also authorized to support the SAP solutions, you may refer as in the following example.

Correct:

Our company is an SAP partner, and we are authorized to sell, implement, and support SAP Business All-in-One solutions.

You may mention multiple authorizations when accurate. Referring to the partnership level is optional.

Correct:

Our company is an authorized value-added reseller of SAP Business All-in-One solutions, SAP BusinessObjects Edge solutions, and SAP BusinessObjects BI solutions.

The word “authorized” is a desirable but not mandatory term. You may simply refer to being an SAP partner and value-added reseller without mentioning the solutions.

Correct:

Our company is an SAP partner and value-added reseller.
Our company is an SAP gold partner and value-added reseller.

If the partner also has validated expertise in one or more products or industries, you may mention them.

Correct:

Our company is an SAP partner and authorized value-added reseller of SAP Business All-in-One solutions, with validated expertise in SAP CRM, SAP ERP, and the automotive industry.

Also see the topic “Communicating Validated Expertise.”

Always refer to SAP solution names as they appear in the Approved Names list. You can find the list at [SAP Brand Tools](#). This guide is available to partners on the [global partner portal](#) or the [global channel partner portal](#).

Partner Communication Guidelines

Communicating Partner Offerings That Have SAP-Certified Integration

Partners that successfully pass certification testing of their product's software interface to an SAP offering, and have signed an SAP certification agreement, may be entitled to use an SAP certification logo in their marketing materials for their offering.

Each logo is a specially created piece of artwork provided by SAP to the partner in electronic files. The logos are shown on the following pages.

In external-marketing materials targeted to customers, you will not normally need to refer to the SAP certification logos themselves. If you do need to refer to the logos themselves, use quotation marks and follow the phrase with "certification logo," exactly as follows:

Correct:

- The "Powered by SAP NetWeaver" certification logo
- The "Integration with SAP NetWeaver" certification logo
- The "Integration with SAP Applications" certification logo
- The "Integration via Enterprise Services" certification logo
- The "Integration with SAP BusinessObjects" certification logo
- The "Integration with SAP Business One" certification logo

Do not alter the above expressions.

Incorrect:

The "SAP Certified | Integration with SAP Applications" certification logo

Corrected:

The "Integration with SAP Applications" certification logo

Partner Communication Guidelines

Communicating Partner Offerings That Are Powered by SAP NetWeaver

An application or content that is powered by the SAP NetWeaver technology platform is certified by SAP to run on SAP NetWeaver and may also have been developed using SAP NetWeaver.

You may use the above statement in text if desired. You may also use the following expressions to communicate a product that has this certification. The first is the shortest expression. The last one mentions the logo itself and is more suitable for internal corporate communication than for external-marketing materials targeted to customers, especially since the materials will likely display the logo itself.

Correct:

Our product is powered by SAP NetWeaver.

Our product is certified by SAP as powered by SAP NetWeaver.

Our product is SAP-certified as powered by SAP NetWeaver.

Our product is certified by SAP to run on SAP NetWeaver and was developed using SAP NetWeaver.

Our product is certified by SAP as “Powered by SAP NetWeaver.”

Our product has the “Powered by SAP NetWeaver” certification.

Our product has been awarded the use of the “Powered by SAP NetWeaver” logo.

If needed due to space constraints, you may omit the phrase “by SAP” that appears in several examples above. Do not alter the correct expressions in other ways.

Incorrect:

Our product is Powered by SAP NetWeaver.

Corrected:

Our product is powered by SAP NetWeaver.

Incorrect:

Our product is “Powered by SAP NetWeaver.”

Corrected:

Our product is certified by SAP as “Powered by SAP NetWeaver.”

You may, however, modify the expressions to add the ® symbol and descriptor “technology platform” if you are mentioning SAP NetWeaver for the first time in the material.

Correct:

Our product is powered by the SAP NetWeaver® technology platform.

Only refer to an application or content being powered by SAP NetWeaver if it has been awarded the certification. Do not refer to a partner or company as being powered by SAP NetWeaver. Do not treat “Powered by SAP NetWeaver” as a partner category or program.

Incorrect:

We are a “Powered by SAP NetWeaver” partner.

We are a member of the “Powered by SAP NetWeaver” program.

Partners and vendors with “Powered by SAP NetWeaver” status enjoy many benefits.

Corrected:

We are an SAP software solution partner and our application is powered by SAP NetWeaver.

Partners and vendors whose products are certified as “Powered by SAP NetWeaver” enjoy many benefits.

Never abbreviate to “PBNW” or any other abbreviation.

Incorrect:

We offer a PBNW solution.

Corrected:

We offer a solution that is powered by SAP NetWeaver.

Referring to the Logo

In external-marketing materials targeted to customers, you will not normally need to refer to the logo itself, especially since the materials will likely display the logo. If you do need to refer to the logo, use quotation marks and follow the phrase with “certification logo” as below.

Correct:

The “Powered by SAP NetWeaver” certification logo

Do not alter the correct expression.

Incorrect:

The “SAP Certified | Powered by SAP NetWeaver” certification logo.



Partner Communication Guidelines

Using the Phrase “Powered by”

Only use the phrase “powered by” or “Powered by” when referring to “powered by SAP NetWeaver” or “powered by SAP HANA” in accordance with the instructions in this guide and in Communication Guidelines. Do not use “powered by” to refer to compatibility with or relationship to other applications.

Incorrect:

Our application is powered by SAP Business Suite.

Our application is powered by SAP Business One.

Our application is powered by SAP Business All-in-One.

Corrected:

Our application is compatible with SAP Business Suite.

Our application is based on SAP Business One.

Our application is built upon the SAP Business All-in-One solution.

Communicating SAP-Certified Integration with SAP NetWeaver

Technology or infrastructure products that have SAP-certified integration with the SAP NetWeaver technology platform have proven to interoperate with SAP NetWeaver.

You may use the above statement in text if desired. You may also use the following expressions to communicate a product that has this certification.

Correct:

- Our product has certified integration with SAP NetWeaver.
- Our product has SAP-certified integration with SAP NetWeaver.
- Our product is certified by SAP to interoperate with SAP NetWeaver.
- Our product has proven to interoperate with SAP NetWeaver.
- Our product interoperates with SAP NetWeaver.

If needed due to space constraints, you may omit “by SAP” from the third example above.

Do not alter the correct expressions in other ways. You may, however, modify the expressions to add the ® symbol and descriptor “technology platform” if you are mentioning SAP NetWeaver for the first time in the material.

Correct:

Our product has certified integration with the SAP NetWeaver® technology platform.

You may state that a product’s integration is certified for SAP NetWeaver. However, you may not state that the product itself is certified for SAP NetWeaver.

Incorrect:

Our product is certified for SAP NetWeaver.

Corrected:

Our product has certified integration with SAP NetWeaver.

Only refer to certified integration in connection with the partner’s specific SAP-certified product. Do not refer to the partner or company as being certified. Do not treat the certification as a partner category or program.

Incorrect:

- We are SAP certified.
- We have SAP-certified integration.
- We have SAP-certified integration with SAP NetWeaver.
- We provide SAP Certified Integration.
- We are an “SAP Certified Integration with SAP NetWeaver” partner.
- We are an “SAP Certified Integration with SAP NetWeaver” provider.
- We are a member of the “SAP Certified Integration with SAP NetWeaver” program.

Corrected:

Our product has SAP-certified integration with SAP NetWeaver.

Be sure to use lowercase and no quotation marks when describing certified integration in body text.

Incorrect:

- Our product has “certified integration” with SAP NetWeaver.
- Our product has SAP Certified Integration with SAP NetWeaver.

Corrected:

Our product has SAP-certified integration with SAP NetWeaver.

Referring to the Logo

In external-marketing materials targeted to customers, you will not normally need to refer to the logo itself, especially since the materials will likely display the logo. If you do need to refer to the logo, use quotation marks and follow the phrase with “certification logo,” exactly as below.

Correct:

- The “Integration with SAP NetWeaver” certification logo
- Do not alter the correct expression.

Incorrect:

The “SAP Certified | Integration with SAP NetWeaver” certification logo.



Communicating SAP-Certified Integration with SAP Applications

An application that has SAP-certified integration with one or more SAP applications has proven to interoperate with those SAP applications using integration technologies such as a BAPI® programming interface, remote function call (RFC), or intermediate document (IDoc) technology.

You may use the above statement in text if desired. You may also use the following expressions to communicate a product that has this certification.

Correct:

Our product has certified integration with SAP ERP.

Our product has SAP-certified integration with SAP ERP and SAP CRM.

Our product is certified by SAP to interoperate with SAP ERP and SAP CRM.

Our product has proven to interoperate with SAP CRM.

Our product interoperates with SAP CRM.

You may state that a product's integration is certified for the SAP application or applications. However, you may not state that the product itself is certified for the SAP application.

Incorrect:

Our product is certified for SAP ERP.

Corrected:

Our product has certified integration with SAP ERP.

Only refer to certified integration in connection with the specific SAP application or applications that are listed on your SAP integration certificate.

Incorrect:

Our product has SAP-certified integration with SAP applications.

Corrected:

Our product has SAP-certified integration with SAP ERP and SAP CRM.

Do not refer to the partner as being certified. Do not treat the certification as a partner category or program.

Incorrect:

We are SAP certified.

We have SAP-certified integration.

We provide SAP Certified Integration.

We are an "SAP Certified Integration" partner.

We are an "SAP Certified Integration with SAP ERP" provider.

We are a member of the "SAP Certified Integration" program.

Corrected:

Our product has SAP-certified integration with SAP NetWeaver.

Be sure to use lowercase and no quotation marks when describing certified integration in body text.

Incorrect:

Our product has "certified integration" with SAP ERP.

Our product has SAP Certified Integration with SAP ERP and SAP CRM.

Referring to the Logo

In external-marketing materials targeted to customers, you will not normally need to refer to the logo itself, especially since the materials will likely display the logo. If you do need to refer to the logo, use quotation marks and follow the phrase with "certification logo," exactly as below.

Correct:

The "Integration with SAP Applications" certification logo

Do not alter the correct expression.

Incorrect:

The "SAP Certified | Integration with SAP Applications" certification logo.

SAP Certified
Integration with SAP Applications

Partner Communication Guidelines

Communicating SAP-Certified Integration via Enterprise Services

An application that has SAP-certified integration with one or more SAP applications via enterprise services has proven to interoperate with those SAP applications by using enterprise services.

You may use the above statement in text if desired. You may also use the following expressions to communicate a product that has this certification.

Correct:

Our product has certified integration with SAP ERP via enterprise services.

Our product has SAP-certified integration with SAP ERP via enterprise services.

Our product is certified by SAP to interoperate with SAP ERP using enterprise services.

Our product has proven to interoperate with SAP ERP using enterprise services.

Our product interoperates with SAP ERP using enterprise services.

Only refer to certified integration in connection with the specific SAP application or applications that are listed on your SAP integration certificate.

You may state that a product's integration is certified for the particular SAP application or applications. However, you may not state that the partner's product itself is certified.

Incorrect:

Our product is certified for SAP ERP via enterprise services.

Corrected:

Our product has certified integration with SAP ERP via enterprise services.

Only refer to certified integration in connection with the specific SAP application or applications.

Incorrect:

Our product has SAP-certified integration with SAP applications via enterprise services.

Corrected:

Our product has SAP-certified integration with SAP ERP and SAP CRM via enterprise services.

Don't refer to the partner or company as being certified. Do not treat the certification as a partner category or program.

Incorrect:

We are SAP certified.

We have SAP-certified integration via enterprise services.

We provide SAP Certified Integration.

We are an "SAP Certified Integration via Enterprise Services" partner.

We are an "SAP Certified Integration with SAP ERP" provider.

We are a member of the "SAP Certified Integration via Enterprise Services" program.

Corrected:

Our product has SAP-certified integration with SAP ERP via enterprise services.

Be sure to use lowercase and no quotation marks when describing certified integration in body text.

Incorrect:

Our product has "certified integration" with SAP ERP via enterprise services.

Our product has SAP Certified Integration with SAP ERP via enterprise services.

Corrected:

Our product has SAP-certified integration with SAP ERP via enterprise services.

Referring to the Logo

In external-marketing materials targeted to customers, you will not normally need to refer to the logo itself, especially since the materials will likely display the logo. If you do need to refer to the logo, use quotation marks and follow the phrase with "certification logo," exactly as below.

Correct:

The "Integration via Enterprise Services" certification logo

Do not alter the correct expression.

Incorrect:

The "SAP Certified | Integration via Enterprise Services" certification logo



Communicating SAP-Certified Integration with SAP BusinessObjects Software

An application that has SAP-certified integration with one or more SAP BusinessObjects offerings has proven to interoperate with those offerings.

You may use the above statement in text if desired. You may also use the following expressions to communicate a product that has this certification.

Correct:

Our product has SAP-certified integration with SAP BusinessObjects XI solutions.

Our product is certified by SAP to interoperate with SAP BusinessObjects XI solutions.

Our product has proven to interoperate with SAP BusinessObjects XI solutions.

Our product interoperates with SAP BusinessObjects XI solutions.

Only refer to certified integration in connection with the specific SAP BusinessObjects offering or offerings that are listed on your SAP integration certificate.

You may state that a product's integration is certified for the particular SAP BusinessObjects offering or offerings. However, you may not state that the product itself is certified.

Incorrect:

Our product is SAP-certified for SAP BusinessObjects XI solutions.

Corrected:

Our product has certified integration with SAP BusinessObjects XI solutions.

Only refer to certified integration in connection with the specific SAP BusinessObjects offering or offerings.

Incorrect:

Our product has SAP-certified integration with SAP BusinessObjects.

Our product has SAP-certified integration with SAP BusinessObjects software.

Corrected:

Our product has SAP-certified integration with SAP BusinessObjects XI solutions.

Do not refer to the partner or company as being certified. Do not treat the certification as a partner category or program.

Incorrect:

We are SAP certified.

We have SAP-certified integration.

We provide SAP Certified Integration.

We are an "SAP Certified Integration with SAP BusinessObjects" partner.

We are an "SAP Certified Integration with SAP BusinessObjects" provider.

We are a member of the "SAP Certified Integration with SAP BusinessObjects" program.

Corrected:

Our product has SAP-certified integration with SAP BusinessObjects XI solutions.

Be sure to use lowercase and no quotation marks when describing certified integration in body text.

Incorrect:

Our product has "certified integration" with SAP BusinessObjects XI solutions.

Our product has SAP Certified Integration with SAP BusinessObjects XI solutions.

Corrected:

Our product has SAP-certified integration with SAP BusinessObjects XI solutions.

Referring to the Logo

In external-marketing materials targeted to customers, you will not normally need to refer to the logo itself, especially since the materials will likely display the logo. If you do need to refer to the logo, use quotation marks and follow the phrase with "certification logo," exactly as follows.

Correct:

The "Integration with SAP BusinessObjects" certification logo

Do not alter the correct expression.

Incorrect:

The "SAP Certified | Integration with SAP BusinessObjects" certification logo



Communicating SAP-Certified Integration with SAP Business One

An application that has SAP-certified integration with SAP Business One has proven to interoperate with SAP Business One via SAP Business One Software Development Kit (SAP Business One SDK).

You may use the above statement in text if desired. You may also use the following expressions to communicate a product that has this certification.

Correct:

Our product has certified integration with SAP Business One.

Our product is certified by SAP to interoperate with SAP Business One.

Our product has proven to interoperate with SAP Business One.

Our product interoperates with SAP Business One.

You may state that a product's integration is certified for SAP Business One. However, you may not state that the product itself is certified for SAP Business One.

Incorrect:

Our product is certified for SAP Business One.

Corrected:

Our product has certified integration with SAP Business One.

Only refer to certified integration in connection with SAP Business One.

Incorrect:

Our product has SAP-certified integration with SAP applications.

Corrected:

Our product has SAP-certified integration with SAP Business One.

Do not refer to the partner as being certified. Do not treat the certification as a partner category or program.

Incorrect:

We are SAP certified.

We have SAP-certified integration.

We provide SAP Certified Integration.

We are an "SAP Certified Integration" partner.

We are an "SAP Certified Integration with SAP Business One" provider.

We are a member of the "SAP Certified Integration" program.

Corrected:

Our product has SAP-certified integration with SAP Business One.

Be sure to use lowercase and no quotation marks when describing certified integration in body text.

Incorrect:

Our product has "certified integration" with SAP Business One.

Our product has SAP Certified Integration with SAP Business One.

Referring to the Logo

In external-marketing materials targeted to customers, you will not normally need to refer to the logo itself, especially since the materials will likely display the logo. If you do need to refer to the logo, use quotation marks and follow the phrase with "certification logo," exactly as below.

Correct:

The "Integration with SAP Business One" certification logo

Do not alter the correct expression.

Incorrect:

The "SAP Certified | Integration with SAP Business One." certification logo.

SAP Certified
SAP Business One Integration

Partner Communication Guidelines

Communicating an Application That Is SAP-Certified for Enterprise Support

An application that is certified for enterprise support connects to the SAP global support backbone and has built-in support for incident processing and remote diagnostics using the partner edition of SAP Solution Manager. The software solution partner uses SAP Solution Manager during support operations for the application and conforms to SAP standards for shared support processes, service-level agreements, and escalation procedures. As a result, application users can obtain efficient support from both the SAP support organization and the software solution partner.

You may use the above statements in text if desired.

Examples:

Our application connects to the SAP global support backbone and has built-in support for incident processing and remote diagnostics using the partner edition of SAP Solution Manager.

We use SAP Solution Manager during support operations for our application and conform to SAP standards for shared support processes, service-level agreements, and escalation procedures.

You may also use the following expressions to communicate that an application has the certification.

Correct:

Our application is certified for enterprise support.

Our application is SAP-certified for enterprise support.

Our application is certified by SAP for enterprise support.

Be sure to use lowercase when referring to certification for enterprise support.

Incorrect:

Our application is certified for Enterprise Support.

Our application is certified for SAP Enterprise Support.

Corrected:

Our application is certified for enterprise support.

Our application is SAP-certified for enterprise support.

Only refer to certified integration in connection with the specific application that has been awarded the certification by SAP. Do not refer to the partner company or its services as being certified by SAP.

Incorrect:

We are SAP-certified in enterprise support.

We provide SAP-certified enterprise support services.

Corrected:

Our application is SAP-certified for enterprise support.

Do not treat the certification as a partner type or program. The partner does not join a new partner category or program.

Incorrect:

We are an "SAP Certified Enterprise Support Integration" partner.

We are a member of the SAP Certified Enterprise Support Integration program.

Corrected:

We are an SAP software solution partner, and our application is SAP-certified for enterprise support.

Do not state or imply that the partner sells an SAP-branded offering or performs SAP Enterprise Support for the application.

Incorrect:

We provide SAP Enterprise Support for our application.

We provide SAP Certified Enterprise Support for our application.

Our application includes SAP Certified Enterprise Support Integration.

Corrected:

Our application is SAP-certified for enterprise support.

Use only the approved expressions described above. Do not use language that states or implies the partner's application is bundled or delivered with SAP Enterprise Support.

Incorrect:

Our application is integrated with SAP Enterprise Support.

Corrected:

Our application is certified by SAP for enterprise support and connects to the SAP global support backbone.

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Partner Communication Guidelines

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Referring to the Logo

In external-marketing materials targeted to customers, you will not normally need to refer to the logo itself, especially since the materials will likely display the logo. If you do need to refer to the logo, use quotation marks and follow the phrase with “certification logo,” exactly as below.

Correct:

The “Enterprise Support Integration” certification logo

Do not alter the correct expression.

Incorrect:

The “SAP Certified | Enterprise Support Integration” certification logo.

SAP[®] Certified
Enterprise Support Integration

Partner Communication Guidelines

Communicating Partner Offerings That Qualify As “SAP Solution Manager Ready”

“SAP Solution Manager Ready” is a special phrase or qualification line that the partner is awarded to use when marketing a qualified product.

Partner offerings that qualify as “SAP Solution Manager Ready” are made visible in the customer’s SAP system landscape directory, and the current configuration and log files of the software are displayed within SAP Solution Manager. As a result, the customer’s support staff or members of the SAP Active Global Support organization can easily identify and track the software when it is present in the system landscape. This makes it easier for support personnel to identify and perform root-cause analysis for the customer when needed.

You may use the above statement in text if desired.

Comply with the following guidelines to communicate a product that qualifies as “SAP Solution Manager Ready.” In marketing material, use the phrase as a tagline or motto, set apart from the body text, or use it as a subhead whose type size, font, or style differs from that of the title.

Example:

Title: <Partner Product Name>

Subhead: **SAP Solution Manager Ready**

In the body text of the material, you may use the following expressions to communicate a product that has been awarded the use of the phrase.

Correct:

Our application qualifies as “SAP Solution Manager Ready.”

<Partner Product Name> is visible in the customer’s SAP system landscape directory and displayed within SAP Solution Manager at the customer site.

Configuration and log files for <Partner Product Name> are displayed in the diagnostic area of SAP Solution Manager at the customer site.

When <Partner Product Name> is in a customer’s system landscape, the application configuration and log files are displayed in SAP Solution Manager, which eases system landscape support and optimization.

Do not alter the approved expressions or refer to this as a certification or endorsement.

Incorrect:

Our application is SAP Solution Manager Ready.

Our application is “SAP Solution Manager Ready.”

Our application is certified as “SAP Solution Manager Ready.”

SAP endorses our application as “SAP Solution Manager Ready.”

Corrected:

Our application qualifies as “SAP Solution Manager Ready.”

Only refer to “SAP Solution Manager Ready” in connection with the partner’s specific qualified product. Do not treat this as a partner category or type or as a partner program.

Incorrect:

We are an “SAP Solution Manager Ready” partner.

We provide SAP Solution Manager Ready products.

We are a member of the SAP Solution Manager Ready program.

Corrected:

<Partner Product Name> qualifies as “SAP Solution Manager Ready.”

Partner Communication Guidelines

Communicating SAP-Qualified Business Solutions

SAP-qualified business solutions are complementary to SAP® software offerings and provide additional choices and flexibility for organizations running SAP software. An SAP-qualified business solution is developed or integrated in accordance with SAP development guidelines, has certified integration with the SAP NetWeaver® technology platform, and has undergone solution qualification by SAP to meet additional criteria. SAP-qualified business solutions address a specific business or technology focus, such as advanced metering infrastructure. They have an established track record of successfully serving customer needs in the focus areas selected by SAP.

You may use the above statement in text if desired. Conform to the following guidelines when communicating that a partner offering is an SAP-qualified business solution. You may substitute the partner's specific company name in place of "our company" or "we," and the partner's specific product brand name in place of "our product," in all the examples below.

Use lowercase in all body-text references, and use the hyphen as shown in the correct examples. Do not capitalize or use quotation marks.

Correct:

Our product is an SAP-qualified business solution.

Incorrect:

Our product is an SAP-Qualified Business Solution.

Our product is an "SAP-qualified business solution."

Be sure to use the word "qualified," not "certified."

Incorrect:

Our product is an SAP-certified business solution.

Corrected:

Our product is an SAP-qualified business solution.

Do not abbreviate.

Incorrect:

Our product is a QBS.

Our product is an SAP QBS.

Corrected:

Our product is an SAP-qualified business solution.

Use the full phrase "SAP-qualified business solution," and do not alter it. Don't omit the word "qualified" or use any language that states or implies the partner's product is an SAP offering.

Incorrect:

Our product is a qualified SAP business solution.

Our company has undergone qualification to provide an SAP business solution.

Corrected:

Our product is an SAP-qualified business solution.

The partner's specific software product, not the partner company, is qualified by SAP and designated as an SAP-qualified business solution. The partner company does not join a new SAP partner category or program.

Incorrect:

We are SAP-qualified.

We are an SAP-qualified business solutions partner.

We are a member of the SAP-qualified business solutions program.

Corrected:

Our product is an SAP-qualified business solution.

If the partner has signed the SAP software solution partner agreement, the correct statement about the partnership is the following:

Correct:

We are an SAP software solution partner.

Do not immediately precede the partner's brand name with the phrase "SAP-qualified business solution."

Incorrect:

SAP-qualified business solution <Product Name> is a product that provides integration technology.

Corrected:

<Product Name> is an SAP-qualified business solution that provides integration technology.

Partner Communication Guidelines

Each SAP-qualified business solution is qualified in a business or technology focus area selected by SAP, such as automated metering infrastructure. Use lowercase and natural language to refer to the focus area.

Correct:

Our product is an SAP-qualified business solution that provides advanced metering infrastructure (AMI) technology.

Our product is an SAP-qualified business solution in the area of advanced metering infrastructure (AMI) technology.

Our product is an SAP-qualified business solution in AMI technology.

Choose from the correct choices above. Use the full phrase "SAP-qualified business solution," and do not alter it.

Incorrect:

Our product is an AMI-qualified business solution.

Our product is an SAP AMI-qualified business solution.

Our product is an SAP-qualified AMI business solution.

Our product is an SAP business solution qualified in AMI.

Corrected:

Our product is an SAP-qualified business solution in AMI technology.

Do not treat the focus area as an SAP partner category or program.

Incorrect:

We are an AMI business solution partner.

We are an SAP AMI partner.

We are a member of the SAP AMI business solutions program.

Corrected:

We are an SAP software solution partner.

Our product is an SAP-qualified business solution in AMI technology.

SAP-qualified business solutions are developed, delivered, supported, and maintained by the partners. Do not state or imply the solutions are SAP products or SAP portfolio offerings. You may express that they are complementary to SAP software offerings.

Incorrect:

Our product is an SAP for Utilities solution.

Our product is part of the SAP for Utilities solution portfolio.

Our product is an SAP-qualified business solution for SAP for Utilities.

Our product is an SAP-qualified business solution for SAP AMI Integration for Utilities software.

Corrected:

Our product complements SAP for Utilities solutions.

Our product is complementary to the SAP for Utilities solution portfolio.

Our product provides additional functionality for organizations running SAP for Utilities solutions.

Our product may be especially useful for organizations that use SAP AMI Integration for Utilities software.

Communicating Outsourcing Services That Are Powered by SAP Software

SAP may grant to a partner or other third party a license to use SAP software to provide outsourcing services. These outsourcing services may be:

- Business process outsourcing (BPO) services
- IT outsourcing services
- Software as a service (SaaS) or cloud services

SAP may then award to the partner or third party the “powered by SAP” logo for use in marketing materials related to the outsourcing services. The logo may be used only in conjunction with the service offering covered in the agreement with SAP.

In body text, refer to the partner’s outsourcing service as being powered by SAP software. Use lowercase for the word “powered,” and refer to “powered by SAP software,” not simply “powered by SAP.”

Correct:

We provide outsourcing services that are powered by SAP software.

Our outsourcing services are powered by SAP software.

Our outsourcing service is powered by SAP software.

The following expression is also acceptable:

Our outsourcing service qualifies as “Powered by SAP.”

Except for choosing freely between the terms “outsourcing service,” “outsourcing service offering,” and “service,” do not alter the correct expressions provided above,

Incorrect:

Our outsourcing service is Powered by SAP.

We provide outsourcing Powered by SAP.

We provide outsourcing “Powered by SAP.”

Our service is “Powered by SAP.”

We provide “Powered by SAP” outsourcing services.

You may also substitute the specific type of outsourcing service: business process outsourcing (BPO) services, IT outsourcing services, or software as a service (SaaS) or cloud services, as appropriate.

Correct:

We provide BPO services that are powered by SAP software.

Our IT outsourcing services are powered by SAP software.

Our cloud services are powered by SAP software.

Define the abbreviations “business process outsourcing (BPO)” and “software as a service (SaaS)” upon their first mention in body text. Do not use the abbreviation ITO.

Refer only to a service, not to a partner or company, as being powered by SAP software. Do not treat “Powered by SAP” as a partner category or program.

Incorrect:

We are a “Powered by SAP” partner.

We are a “Powered by SAP” provider.

Partners and vendors with “Powered by SAP” status enjoy many benefits.

We are a member of the “Powered by SAP” program.

Corrected:

We are an SAP partner, and our outsourcing service is powered by SAP software.

We are an SAP partner, and we provide outsourcing services that are powered by SAP software.

Partners and vendors whose services qualify as “Powered by SAP” enjoy many benefits.

Powered by



Partner Communication Guidelines

Communicating Partner Organizations That Have SAP-Certified Service Capabilities

Partners that successfully pass certification testing of their specific capabilities, and have signed an SAP certification agreement, may be entitled to use an SAP certification logo in their marketing materials for their relevant services.

These organizations include the following:

- SAP-certified providers of application management services
- SAP-certified providers of business process outsourcing services
- SAP-certified providers of hosting services
- SAP-certified providers of cloud services
- SAP-certified providers of software integration services
- SAP-certified providers of solution implementation or solution operations

Communicating SAP-Certified Providers of Application Management Services

SAP-certified providers of application management services have received certification from SAP of their ability to deliver application management services with high-quality service operations based on SAP technology.

You may use the above statement in text if desired. You may also use the following expressions to communicate that a particular partner is an SAP-certified provider of application management services.

Correct:

Our company is an SAP-certified provider of application management services.

Our company is SAP-certified in application management services.

Use the full phrase in lowercase, without altering it in any way, and without quotation marks.

Incorrect:

Our company is an SAP-Certified Provider of Application Management Services.

Our company is an "SAP-Certified Provider" of application management services.

Our company is "SAP Certified in Application Management Services."

In SAP materials, do not abbreviate "application management services."

Incorrect:

The company is an SAP-certified provider of AMS.

Only the partner company's capability to deliver high-quality application management services, not the partner company as a whole or the partner's service offering, is certified by SAP.

Incorrect:

Our company provides SAP-certified application management services.

Our company provides certified SAP application management services.

Our company is certified by SAP.

Corrected:

Our company is an SAP-certified provider of application management services.

Do not state or imply that the partner provides the SAP service offering that is named the SAP Application Management service.

Incorrect:

The partner provides a certified SAP Application Management service.

Do not refer to this certification as if a new partner category or program. SAP-certified providers of application management services are either SAP hosting partners or SAP services partners. The partner company does not join a new SAP partner category or program.

Incorrect:

We are an SAP-Certified Application Management Services partner.

We are a member of the SAP-Certified Application Management Services program.

If the partner has signed the SAP hosting partner or services partner agreement, and also is an SAP-certified provider of application management services, the correct statement is the following.

Correct:

We are an SAP hosting partner and an SAP-certified provider of application management services.

We are an SAP services partner and an SAP-certified provider of application management services.

Referring to the Logo

In external-marketing materials targeted to customers, you will not normally need to refer to the logo itself, especially since the materials will likely display the logo. If you do need to refer to the logo itself, use quotation marks and phrasing exactly as below.

Correct:

Our service qualifies for the "Application Management Services" logo.

Our service has been awarded the use of the "Application Management Services" logo.

SAP Certified
in Application Management Services

Partner Communication Guidelines

Communicating SAP-Certified Providers of Business Process Outsourcing Services

SAP-certified providers of business process outsourcing services have received certification from SAP of their ability to deliver business process outsourcing services with high-quality service operations based on SAP technology.

You may use the above statement in text if desired. You may also use the following expressions to communicate that a particular partner is an SAP-certified provider of business process outsourcing services.

Correct:

Our company is an SAP-certified provider of business process outsourcing services.

Our company is SAP-certified in business process outsourcing services.

Use the full phrase in lowercase, without altering it, and without quotation marks. Always include the word “services.”

Incorrect:

Our company is an SAP-Certified Provider of Business Process Outsourcing Services.

Our company is an “SAP-Certified Provider” of business process outsourcing services.

Our company is “SAP Certified in Business Process Outsourcing.”

You may use the acronym BPO after first defining it as “business process outsourcing (BPO) services.” Be sure to include the word “services.”

Incorrect:

The company is an SAP-certified provider of BPO. The company has been performing BPO for 10 years.

Corrected:

The company is an SAP-certified provider of business process outsourcing (BPO) services. The company has been performing BPO services for 10 years.

Only the partner company’s capability to deliver high-quality business process outsourcing services, not the partner company as a whole or the partner’s service offering, is certified by SAP.

Incorrect:

Our company provides SAP-certified business process outsourcing services.

Our company provides certified SAP business process outsourcing services.

Our company is certified by SAP.

Corrected:

Our company is an SAP-certified provider of business process outsourcing services.

Do not state or imply that the partner provides an SAP-branded service offering.

Incorrect:

The partner provides a certified SAP Business Process Outsourcing service.

Our company provides a certified SAP BPO service.

Do not refer to this certification as if a new partner category or program. SAP-certified providers of business process outsourcing services are either SAP hosting partners or SAP services partners. The partner company does not join a new SAP partner category or program.

Incorrect:

We are an SAP-Certified Business Process Outsourcing partner.

We are a member of the SAP-Certified Business Process Outsourcing program.

If the software solution partner has signed the SAP hosting partner or services partner agreement, and also is an SAP-certified provider of business process outsourcing services, the correct statement is the following.

Correct:

We are an SAP hosting partner and an SAP-certified provider of business process outsourcing services.

We are an SAP services partner and an SAP-certified provider of business process outsourcing services.

Referring to the Logo

In external-marketing materials targeted to customers, you will not normally need to refer to the logo itself, especially since the materials will likely display the logo. If you do need to refer to the logo itself, use quotation marks and phrasing exactly as below.

Correct:

Our service qualifies for the “Business Process Outsourcing” logo.

Our service has been awarded the use of the “Business Process Outsourcing” logo.

SAP Certified
in Business Process Outsourcing

Partner Communication Guidelines

Communicating SAP-Certified Providers of Hosting Services

SAP-certified providers of hosting services have received certification from SAP of their ability to deliver hosting services with high-quality operational standards.

You may use the above statement in text if desired. You may also use the following expressions to communicate that a particular partner is an SAP-certified provider of hosting services.

Correct:

Our company is an SAP-certified provider of hosting services.

Our company is SAP-certified in hosting services.

Use the full phrase in lowercase, without altering it in any way, and without quotation marks.

Incorrect:

Our company is an SAP-Certified Provider of Hosting Services.

Our company is an "SAP-Certified Provider" of hosting services.

Our company is "SAP Certified in Hosting Services."

In SAP materials, do not abbreviate "hosting services."

Incorrect:

The company is an SAP-certified provider of HS.

Only the partner company's capability to deliver high-quality hosting services, not the partner company as a whole or the partner's service offering, is certified by SAP.

Incorrect:

Our company provides SAP-certified hosting services.

Our company provides certified SAP hosting services.

Our company is certified by SAP.

Corrected:

Our company is an SAP-certified provider of hosting services.

Do not state or imply that the partner provides the SAP service offering that is named the SAP Hosting service.

Incorrect:

The partner provides a certified SAP Hosting service.

Do not refer to this certification as if a new partner category or program. SAP-certified providers of hosting services are either SAP hosting partners or SAP services partners. The partner company does not join a new SAP partner category or program.

Incorrect:

We are an SAP-Certified Hosting Services partner.

We are a member of the SAP-Certified Hosting Services program.

If the partner has signed the SAP hosting partner or services partner agreement, and also is an SAP-certified provider of hosting services, the correct statement is the following.

Correct:

We are an SAP hosting partner and an SAP-certified provider of hosting services.

We are an SAP services partner and an SAP-certified provider of hosting services.

Referring to the Logo

In external-marketing materials targeted to customers, you will not normally need to refer to the logo itself, especially since the materials will likely display the logo. If you do need to refer to the logo itself, use quotation marks and phrasing exactly as below.

Correct:

Our service qualifies for the "Hosting Services" logo.

Our service has been awarded the use of the "Hosting Services" logo.

SAP Certified
in Hosting Services

Communicating SAP-Certified Providers of Cloud Services

SAP-certified providers of cloud services have received certification from SAP of their ability to provide standardized IT solutions and services based on shared resources via the Internet with high-quality operational standards.

You may use the above statement in text if desired. You may also use the following expressions to communicate that a particular partner is an SAP-certified provider of cloud services.

Correct:

Our company is an SAP-certified provider of cloud services.
Our company is SAP-certified in cloud services.

Use the full phrase in lowercase in body text, without altering it in any way, and without quotation marks.

Incorrect:

Our company is an SAP-Certified Provider of Cloud Services.
Our company is an "SAP-Certified Provider" of cloud services.
Our company is "SAP Certified in Cloud Services."

Do not abbreviate the term "cloud services."

Incorrect:

The company is an SAP-certified provider of CS.

SAP certifies only the partner company's capability to deliver high-quality cloud services, not the partner company as a whole or the partner's service offering.

Incorrect:

Our company is certified by SAP.
Our company provides SAP-certified cloud services.
Our cloud software offerings are certified by SAP.

Corrected:

Our company is an SAP-certified provider of cloud services.

Do not state or imply that the partner provides an SAP-branded service offering.

Incorrect:

Our company provides a certified SAP Cloud service.
Our company provides certified SAP cloud services.

Do not refer to this certification as if a new partner category or program. SAP-certified providers of cloud services are either SAP hosting partners or SAP services partners. The partner company does not join a new SAP partner category or program.

Incorrect:

We are an SAP cloud services partner.
We are an SAP-Certified Cloud Services partner.
We are a member of the SAP-Certified Cloud Services program.

If the partner has signed the SAP hosting partner or services partner agreement, and also is an SAP-certified provider of cloud services, the correct statement is the following.

Correct:

We are an SAP hosting partner and an SAP-certified provider of cloud services.
We are an SAP services partner and an SAP-certified provider of cloud services.

Referring to the Logo

In external-marketing materials targeted to customers, you will not normally need to refer to the logo itself, especially since the materials will likely display the logo. If you do need to refer to the logo itself, use quotation marks and phrasing exactly as below.

Correct:

Our service qualifies for the "Cloud Services" logo.
Our service has been awarded the use of the "Cloud Services" logo.

SAP Certified
in Cloud Services

Partner Communication Guidelines

Communicating SAP-Certified Providers of Software Integration Services

SAP-certified providers of software integration services have received certification from SAP of their ability to help independent software vendors (ISVs) integrate non-SAP software with SAP software.

You may use the above statement in text if desired. You may also use the following expressions to communicate that a particular partner is an SAP-certified provider of software integration services.

Correct:

Our company is an SAP-certified provider of software integration services for ISVs.

Our company is SAP-certified in software integration services to help ISVs in their integration projects.

Use the full phrase in lowercase in body text, without altering it in any way, and without quotation marks.

Incorrect:

Our company is an SAP-Certified Provider of Software Integration Services.

Our company is an "SAP-Certified Provider" of software integration services.

Our company is "SAP Certified in Software Integration Services."

In SAP materials, do not abbreviate "software integration services."

Incorrect:

The company is an SAP-certified provider of SIS.

SAP certifies only the partner company's capability to deliver high-quality software integration services to ISVs, not the partner company as a whole or the partner's service offering or the resulting integration.

Incorrect:

Our company is certified by SAP.

Our company provides SAP-certified software integration services.

Our software integrations are certified by SAP.

Corrected:

Our company is an SAP-certified provider of software integration services for ISVs.

Do not state or imply that the partner provides an SAP-branded service offering.

Incorrect:

Our company provides a certified SAP Software Integration service.

Our company provides certified SAP software integration services.

Corrected:

Our company is an SAP-certified provider of software integration services for ISVs.

Do not refer to this certification as if a new partner category or program. SAP-certified providers of software integration services are SAP services partners. The partner company does not join a new SAP partner category or program.

Incorrect:

We are an SAP-Certified Software Integration Services partner.

We are a member of the SAP-Certified Software Integration Services program.

If the partner has signed the SAP services partner agreement and also is an SAP-certified provider of software integration services, the correct statement is the following.

Correct:

We are an SAP services partner and an SAP-certified provider of software integration services for ISVs.

Using the Qualification Line

SAP-certified providers of software integration services are awarded the use of the special phrase or qualification line "SAP Certified in Software Integration Services" for their marketing materials. When used, the phrase must appear as a tagline or motto, set apart from the body text, or as a subhead whose type size, font, or style differs from that of the title.

Example:

Title: <Partner Company Name>

Subhead: SAP Certified in Software Integration Services

You are not required to use the qualification line and may use other correct communications in titles, headings and subheads, and other places where title case is required.

Communicating SAP-Certified Providers of Solution Implementation or Solution Operations

SAP services partners may be certified in using the Run SAP methodology to perform solution implementation for customers.

SAP support partners may be certified in using the Run SAP methodology to perform solution operations for customers.

You may use the above statements in text when desired. You may also use the following expressions.

Correct:

Our company is SAP-certified in solution implementation using the Run SAP methodology.

Our company is an SAP-certified provider of solution implementation using the Run SAP methodology.

Our company is SAP-certified in solution operations using the Run SAP methodology.

Our company is an SAP-certified provider of solution operations using the Run SAP methodology.

Always include the word “methodology” after “Run SAP.” Do not put the registered trademark symbol ® after SAP in “Run SAP methodology” unless you have no other opportunity in the document to use the symbol after the “SAP” brand.

Use the correct phrases in lowercase in body text, without altering them, and without quotation marks.

Incorrect:

Our company is SAP Certified in Run SAP Implementation.

Our company is “SAP Certified in Run SAP Operations.”

Our company is SAP-certified in Run SAP.

Corrected:

Our company is SAP-certified in solution implementation using the Run SAP methodology.

Our company is SAP-certified in solution operations using the Run SAP methodology.

SAP certifies only the partner company’s ability to deliver solution implementation or solution operation using the Run SAP methodology, not the partner company as a whole, the partner’s service offering, or the resulting implementation or operations.

Incorrect:

Our company provides SAP-certified solution implementation.

Our company provides certified SAP solution operations.

Our company is certified by SAP.

Corrected:

Our company is an SAP-certified provider of solution implementation based on the Run SAP methodology.

Our company is an SAP-certified provider of solution operations based on the Run SAP methodology.

If the partner has signed the relevant SAP partner agreement, you may also refer to the official partner category in body text, as follows.

Correct:

Our company is an SAP services partner and SAP-certified provider of solution implementation based on the Run SAP methodology.

Our company is an SAP support partner and SAP-certified provider of solution operations based on the Run SAP methodology.

Do not state or imply that the partner provides the Run SAP methodology itself.

Incorrect:

We provide the Run SAP methodology.

We are an SAP-certified provider of Run SAP methodology.

ONE VOICE MESSAGING

Partner Communication Guidelines

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Do not refer to this certification as if a new partner category or program. The partner company does not join a new SAP partner category or program.

Incorrect:

We are an SAP-Certified in Run SAP Implementation partner.

We are a member of the SAP-Certified in Run SAP Operations program.

We are a Run SAP Operations partner.

We are a member of the Run SAP Implementation program.

Corrected:

Our company is an SAP services partner and SAP-certified provider of solution implementation based on the Run SAP methodology.

Our company is an SAP support partner and SAP-certified provider of solution operations based on the Run SAP methodology.

Do not state or imply that the partner provides an SAP-branded service offering.

Incorrect:

Our company provides a certified SAP Solution Implementation service.

Our company provides certified SAP solution operations.

Corrected:

Our company is an SAP-certified in solution implementation using the Run SAP methodology.

Our company is an SAP-certified provider of solution operations using the Run SAP methodology.

Referring to the Logo

In external-marketing materials targeted to customers, you will not normally need to refer to the logo itself, especially since the materials will likely display the logo. If you do need to refer to the logo itself, such as in SAP materials targeted to partners, use quotation marks and phrasing exactly as below.

Correct:

You may be awarded the use of the "Run SAP Implementation" logo.

You may use the "Run SAP Operations" logo in your marketing material.

SAP Certified
in Run SAP Implementation

SAP Certified
in Run SAP Operations

Communicating Organizations That Have Membership in a Special Program

SAP may grant to an organization a membership in one of the following special programs:

- The SAP Extended Business program
- The SAP Referral and Influencer program

Communicating Membership in the SAP Extended Business Program

Members of the SAP Extended Business program work directly with an SAP channel partner to promote, implement, or develop solutions for small businesses and midsize companies. Program members benefit from access to SAP tools, resources, and training to stay up-to-date on SAP software and technology and enhance their ability to provide solutions and services. SAP channel partners benefit from expanded business opportunities by collaborating with program members, and customers benefit from the increased availability of skilled resources to address their needs.

You may use the above statement in text if desired.

You may also communicate that you are a member of the SAP Extended Business program. Use lowercase for the words “member” and “program” in body text.

Correct:

Our company is a member of the SAP Extended Business program.

Always include the word “program.”

Incorrect:

SAP Extended Business gives us access to SAP resources and training.

Corrected:

The SAP Extended Business program gives us access to SAP resources and training.

Do not alter the expression in other ways. The only word that may follow “SAP Extended Business” is “program.”

Incorrect:

As an SAP Extended Business member, you’ll enjoy a variety of benefits.

SAP Extended Business program members enjoy a variety of benefits.

The SAP Extended Business member program offers a variety of benefits.

As an SAP extended business program member, you’ll enjoy a variety of benefits.

As an SAP member of the Extended Business program, you’ll enjoy a variety of benefits.

Corrected:

As a member of the SAP Extended Business program, you’ll enjoy a variety of benefits.

Do not refer to this program as if a partner category or type.

Incorrect:

We are an SAP Extended Business partner.

We are an SAP Extended Business program partner.

Correct:

We are a member of the SAP Extended Business program.

Do not abbreviate.

Incorrect:

We are a member of the SAP EB program.

Referring to the Logo

In external-marketing materials targeted to customers, you will not normally need to refer to the SAP member logo itself, especially since the materials will likely display the logo. If you do need to refer to the logo itself, use quotation marks and follow the phrase with “member logo,” as follows.

Correct:

The “SAP Extended Business Program” member logo

SAP[®] Member
Extended Business Program

ONE VOICE MESSAGING

Partner Communication Guidelines

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Communicating Membership in the SAP Referral and Influencer Program

The SAP Referral and Influencer program rewards member companies for providing qualified leads that convert to sales. The program also rewards members for providing assistance to SAP and playing a strategic role in closing a deal that occurs directly between SAP and a customer.

You may use the above statement in text if desired.

You may also communicate that you are a member of the SAP Referral and Influencer program. Use lowercase for the words “member” and “program” in body text.

Correct:

We are a member of the SAP Referral and Influencer program.

Always include the word “program.”

Incorrect:

We are a member of SAP Referral and Influencer.

Do not alter the expression in other ways. The only word that can follow “SAP Referral and Influencer” is “program.”

Incorrect:

As an SAP Referral and Influencer member, you can earn substantial rewards.

SAP Referral and Influencer program members can earn substantial rewards.

The SAP Referral and Influencer member program can provide substantial rewards.

As an SAP referral and influencer program member, you can earn substantial rewards.

As an SAP member of the Referral and Influencer program, you can earn substantial rewards.

Corrected:

As a member of the SAP Referral and Influencer program, you can earn substantial rewards.

Program members can earn substantial rewards.

Do not refer to this program as if a partner category or type.

Incorrect:

We are an SAP Referral and Influencer partner.

We are an SAP Referral and Influencer program partner.

Corrected:

We are a member of the SAP Referral and Influencer program.

Do not abbreviate.

Incorrect:

We are a member of the SAP RIP program.

Referring to the Logo

In external-marketing materials targeted to customers, you will not normally need to refer to the SAP member logo itself, especially since the materials will likely display the logo. If you do need to refer to the logo itself, use quotation marks and follow the phrase with “member logo,” as below.

Correct:

The “SAP Referral and Influencer Program” member logo

SAP Member
Referral and Influencer Program

Communicating the SAP Mentor Initiative

The SAP Mentor initiative provides special status to exceptional and high-value members of the SAP Developer Network (SDN) community and the Business Process Expert community.

SAP mentors are an elite group of experts on SAP products or services who are passionate about SAP and share their opinions and insights with the community. SAP mentors are offered unique opportunities for access to SAP senior management, early access to information on SAP products and programs, and greater visibility in online SAP communities and SAP events. Individuals become SAP members by invitation only and are designated as an SAP mentor for a particular year.

You may use the above statement in text if desired.

Use lowercase for the word “initiative” in body text.

Incorrect:

The SAP Mentor Initiative provides access to SAP resources and training.

Corrected:

The SAP Mentor initiative provides access to SAP resources and training.

Always include the descriptor “initiative.”

Incorrect:

SAP Mentor provides access to SAP resources and training.

After first mention, you may simply refer to “the initiative.”

Example:

The SAP Mentor initiative provides special status to individuals. The initiative provides access to SAP resources and training.

Do not alter the expression in other ways.

Incorrect:

The SAP Mentor program
SAP Mentor members
SAP Mentor initiative members

Corrected:

The SAP Mentor initiative

Use lowercase for the word “mentor” in body text to refer to an SAP mentor or to SAP mentors.

Incorrect:

SAP Mentors work closely with SAP customers.

As an SAP Mentor, you also work closely with SAP.

John Smith, SAP Mentor in 2009, will be conducting a workshop.

Corrected:

SAP mentors work closely with SAP customers.

As an SAP mentor, you also work closely with SAP.

John Smith, an SAP mentor in 2009, will be conducting a workshop

After first mention, you may simply refer to “mentor” or “mentors,” if desired.

Example:

SAP mentors work closely with SAP customers. The mentors also work closely with SAP.

SAP always designates individuals as SAP mentors for a particular year. When referring to a particular individual or individuals, you must mention the specific year or years, or include a very clear reference to the years, in which they were designated an SAP mentor.

Incorrect:

John Smith, an SAP mentor, will be conducting a workshop.

Correct:

John Smith, an SAP mentor for 2009, will be conducting a workshop.

I was an SAP mentor in 2009 and 2010.

The top-ten SAP mentors for 2009 will receive special benefits.

I have been an SAP mentor for the past two years.

Partner Communication Guidelines

Communicating Partner Offerings Related to SAP Business One

The SAP Business One application and complementary partner offerings are delivered and supported locally by experienced partners and are used by thousands of small businesses around the world. Three types of partner offerings are related to SAP Business One:

- Authorized channel partners may resell SAP Business One unchanged.
- Channel partners may offer applications that include and build upon the functionality of SAP Business One and market them using their own proprietary product names.
- SAP software solution partners may develop add-on products that are compatible with and complementary to SAP Business One and market them using their own proprietary product names. These products may undergo solution qualification by SAP and be awarded the designation "SAP-qualified solution for SAP Business One."

Communicating the Resale of the SAP Business One Application

SAP authorizes selected SAP channel partners to resell the SAP Business One application unchanged to their customers.

These partners offer the application to their customers using the name "SAP Business One." They must use the name "SAP Business One" correctly. That is, they must always include the "SAP" brand, using the ® symbol if this is the first mention of the SAP brand in a material. They must never alter or abbreviate the name "SAP Business One" in any way. They must use the descriptor "application" immediately after the name upon its first mention in a material, unless space constraints are so severe that "application" cannot physically fit in the allowed space.

Correct:

We are an SAP channel partner, and we deliver the SAP Business One application.

We are an authorized reseller of SAP Business One.

To refer to the partner category, use only the term "SAP channel partner." Do not use other expressions or refer to "SAP Business One partner."

Incorrect:

We are an SAP partner for SAP Business One.

We are an authorized SAP Business One partner.

We are an SAP reseller partner for SAP Business One.

Corrected:

We are an SAP channel partner, and we deliver the SAP Business One application.

We are an authorized reseller of SAP Business One.

Partner Communication Guidelines

Communicating Partner Applications That Include and Build Upon SAP Business One

Partners may offer applications that include and build upon the functionality of SAP Business One. Partners must create their own brand names for these products, and they must market the products using only those names. The partner's product name may not include "SAP," any other trademark of SAP, or "Business One."

Incorrect:

<Partner company name> Business One is a new solution.
<Partner company name>'s SAP Business One application is a new solution.
<Partner company name> <partner product name> for SAP Business One is a new application.

Corrected:

<Partner company name> <partner product name> is a new solution.

In body text, you may state that the product is built upon or based upon SAP Business One. Do not state that the product is SAP Business One or is an SAP Business One application or solution. Do not refer to being enabled by SAP Business One or say the product qualifies as "Enabled by SAP Business One." The "Enabled by SAP Business One" logo has been retired.

Correct:

Our product is based on SAP Business One.
Our product is built upon SAP Business One.

Incorrect:

Our product is an SAP Business One solution.
Our product is enabled by SAP Business One.
Our product is an "Enabled by SAP Business One" application.

Never refer to "powered by SAP Business One."

Incorrect:

Our product is powered by SAP Business One.

Communicating Partner Offerings That Are Complementary to SAP Business One

SAP software solution partners may develop add-on products that are compatible with and complementary to SAP Business One.

Partners must create their own brand names for these complementary products, and they must market the products using only those names. The partner's product name may not include "SAP," any other trademark of SAP, or "Business One."

See "Communicating Compatibility with SAP Software" for guidelines on how to communicate the product's compatibility with and relationship to SAP Business One.

If the partner's product has certified integration with SAP Business One, follow the guidelines in "Communicating SAP-Certified Integration with SAP Business One."

These partners may communicate their SAP partner category and partnership level and the fact they provide products that are add-ons for or complementary to Business One.

Correct:

We are an SAP software solution partner, and we provide add-on software for SAP Business One.

We are an SAP gold software solution partner, and we provide software that is complementary to SAP Business One.

Do not use other expressions or refer to "SAP Business One partner."

Incorrect:

We are an SAP Business One partner.
We are an SAP Business One software solution partner.
We are an add-on solution partner for SAP Business One.
We are a complementary solution partner for SAP Business One.

If a partner's product has undergone solution qualification by SAP and been awarded the designation "SAP-qualified solution for SAP Business One," conform to the guidelines on the following pages.

Communicating SAP-Qualified Solutions for SAP Business One

SAP-qualified solutions for SAP Business One are partner offerings that provide complementary functionality for organizations running SAP Business One. An SAP-qualified solution for SAP Business One has certified integration with SAP Business One; well-documented standards and guidelines for implementation, ongoing support, and maintenance; and has undergone solution qualification by SAP to meet additional criteria. SAP-qualified solutions for SAP Business One have an established track record of successfully serving customer needs in focus areas selected by SAP.

SAP-qualified solutions for SAP Business One are developed, sold, delivered, and supported exclusively by the SAP partner. Solution qualification must be repeated upon each new major release of SAP Business One and of the partner's solution.

You may use the above statements in text if desired. Conform to the following guidelines when communicating that a partner offering is an SAP-qualified solution for SAP Business One. You may substitute the partner's specific company name in place of "our company" or "we," and the partner's specific product brand name in place of "our product," in all the examples below.

Use lowercase in all body-text references, and use the hyphen as shown in the correct examples. Do not capitalize or use quotation marks.

Correct:

Our product is an SAP-qualified solution for SAP Business One.

Incorrect:

Our product is an SAP-Qualified Solution for SAP Business One.

Our product is an "SAP-qualified solution" for SAP Business One.

Be sure to use the word "qualified," not "certified."

Incorrect:

Our product is an SAP-certified solution for SAP Business One.

Corrected:

Our product is an SAP-qualified solution for SAP Business One.

Do not abbreviate.

Incorrect:

Our product is a QBS for SAP Business One.

Our product is an SAP QBS for SAP Business One.

Our product is a QBS for B-1.

Corrected:

Our product is an SAP-qualified solution for SAP Business One.

Use the full phrase "SAP-qualified solution for SAP Business One," and do not alter it. This is crucial to avoid confusion with the general designation "SAP-qualified business solution," which entails very different criteria and business agreements with the partners. Never omit the brand name "SAP Business One."

Incorrect:

Our product is an SAP-qualified solution.

Corrected:

Our product is an SAP-qualified solution for SAP Business One.

Be sure to use the term "solution," not "business solution."

Incorrect:

Our product is an SAP-qualified business solution for SAP Business One.

Corrected:

Our product is an SAP-qualified solution for SAP Business One.

SAP-qualified solutions for SAP Business One are developed, delivered, supported, and maintained by the partners. Don't use any language that states or implies the partner's product is an SAP offering.

Incorrect:

Our product is a qualified SAP solution for SAP Business One.

Our company has undergone qualification to provide an SAP solution for SAP Business One.

Corrected:

Our product is an SAP-qualified solution for SAP Business One.

Partner Communication Guidelines

The partner's specific software product, not the partner company, is qualified by SAP and designated as an SAP-qualified solution for SAP Business One. The partner company does not join a new SAP partner category or program.

Incorrect:

We are SAP-qualified.

We are an SAP-qualified solutions partner for SAP Business One.

We are a member of the SAP-qualified solutions program for SAP Business One.

Corrected:

Our product is an SAP-qualified solution for SAP Business One.

If the partner has signed the SAP software solution partner agreement, the correct statement about the partnership is the following:

Correct:

We are an SAP software solution partner.

Do not immediately precede the partner's brand name with the phrase "SAP-qualified solution for SAP Business One."

Incorrect:

SAP-qualified solution for SAP Business One <Product Name> provides advanced functionality.

Corrected:

<Product Name> is an SAP-qualified solution for SAP Business One and provides additional functionality.

An SAP-qualified solution for SAP Business One is qualified in a particular industry segment or target market selected by SAP, and in a particular country or countries. Use lowercase and natural language to explain these focus areas.

Correct:

Our product is an SAP-qualified solution for SAP Business One that is designed for plastics manufacturers in the United States.

Our product is an SAP-qualified solution for SAP Business One that helps with metal fabrication in Germany.

Our product is an SAP-qualified solution for SAP Business One that provides extended CRM functions for companies in Latin America.

Choose from the correct choices above. Use the full phrase "SAP-qualified solution for SAP Business One," and do not alter it.

Incorrect:

Our product is a German-qualified solution for SAP Business One.

Our product is a CRM-qualified solution for SAP Business One.

Our product is an SAP-qualified metal fabrication solution for SAP Business One.

Our product is an SAP solution qualified in plastics manufacturing.

Do not treat the market focus or country as an SAP partner category or program.

Incorrect:

We are a metal fabrication solution partner for SAP Business One.

We are an SAP metal fabrication partner for SAP Business One.

We are a member of the SAP metal fabrication solutions program in Germany for SAP Business One.

Corrected:

Our product is an SAP-qualified solution for SAP Business One in Germany.

Our product is an SAP-qualified solution for SAP Business One that helps with metal fabrication in Germany.

Do not state or imply the solutions are SAP portfolio offerings. You may express that they are compatible with or complementary to SAP Business One.

Incorrect:

Our product is an SAP Business One solution.

Our product is an SAP Business One partner solution.

Our product is part of the SAP Business One partner solution portfolio.

Corrected:

Our product complements SAP Business One.

Our product provides additional functionality for organizations running SAP Business One.

SAP® Qualified
Solution for SAP Business One

Partner Communication Guidelines

Communicating Partner Offerings Related to SAP Business All-in-One

SAP partners develop, offer, deploy, and support qualified SAP Business All-in-One partner solutions and market them under their own proprietary product names. In addition, SAP authorizes selected SAP channel partners to resell SAP Business All-in-One solutions unchanged to their customers.

Communicating Qualified SAP Business All-in-One Partner Solutions

Qualified SAP Business All-in-One partner solutions are developed, offered, deployed, and supported by SAP partners as a defined-scope implementation with consulting services. They are marketed under the partners' brand names and submitted for SAP review to earn the designation "qualified SAP Business All-in-One partner solution."

Always include the words "SAP Business All-in-One," "qualified," and "partner solution" or "partner solutions," as illustrated in the correct examples below. Use "partner solutions" when referring to more than one qualified partner solution or to the general category of partner solutions, and "partner solution" when referring to a particular qualified partner solution. Use the terms "qualified" and "partner solution" or "partner solutions" in lowercase in body text. Only capitalize these terms in titles, headings and subheads, signs, and PowerPoint slide titles.

Incorrect:

Qualified All-in-One solutions from SAP partners are affordable.

Each qualified SAP Business All-in-One is offered, deployed, and supported by the SAP partner.

A Qualified mySAP All-in-One Partner Solution often includes implementation services.

Corrected:

Qualified SAP Business All-in-One partner solutions are affordable.

Each qualified SAP Business All-in-One partner solution is offered, deployed, and supported by the SAP partner.

A qualified SAP Business All-in-One partner solution often includes implementation services.

SAP qualifies the partner's specific offering, but does not qualify the partner company. For example, in their communication, the SAP channel partners use the SAP channel partner logo and, when relevant, refer to the fact they offer a qualified SAP Business All-in-One partner solution:

Incorrect:

Our company is an SAP Business All-in-One Partner.

Correct:

Our company is an SAP channel partner, and we provide a qualified SAP Business All-in-One partner solution.

A qualified offering from an SAP partner may be described in body text as a qualified SAP Business All-in-One partner solution, conforming to all the guidelines provided above. However, partners must market their offerings using their own proprietary names. The partner's chosen product name may not include "SAP," any other trademark of SAP, "Business All-in-One," or "All-in-One."

When referring to a specific qualified SAP Business All-in-One partner solution from an SAP partner, use the formal product name chosen by the partner.

Correct:

iTelligence provides it.service, a qualified SAP Business All-in-One partner solution.

IS4Steel is a qualified SAP Business All-in-One partner solution from Intesy.

ONE VOICE MESSAGING

Partner Communication Guidelines

September 22, 2011

Communicating the Resale of SAP Business All-in-One Solutions

SAP authorizes selected SAP channel partners to resell SAP Business All-in-One solutions unchanged to their customers.

These partners offer the application to their customers using the name “the SAP Business All-in-One solution” or the industry-specific name, such as “SAP Business All-in-One for Chemicals,” as listed in Approved Names. They must use the name “SAP Business All-in-One” correctly. That is, they must always include the “SAP” brand, using the ® symbol if this is the first mention of the SAP brand in a material. They must never alter or abbreviate the name “SAP Business All-in-One” in any way. They must use the descriptor “solution” immediately after the name upon its first mention in body text, unless space constraints are so severe that “solution” cannot physically fit in the allowed space.

Correct:

We are an SAP channel partner, and we help customers implement the SAP Business All-in-One solution.

We are an authorized SAP channel partner for SAP Business All-in-One solutions.

We are an authorized reseller of SAP Business All-in-One for Chemicals.

To refer to the partner category, use only the term “SAP channel partner.” Do not refer to “SAP Business All-in-One partner” or “SAP All-in-One partner.”

Incorrect:

We are an authorized SAP Business All-in-One partner.

Corrected:

We are an SAP channel partner, and we deliver the SAP Business All-in-One solution.

We are an authorized SAP channel partner for SAP Business All-in-One.

Partner Communication Guidelines

Communicating the Resale of the SAP Business ByDesign Solution

SAP authorizes selected SAP channel partners to resell the SAP Business ByDesign solution unchanged to their customers.

These partners offer the solution to their customers using the name "SAP Business ByDesign." They must use the name "SAP Business ByDesign" correctly. That is, they must always include the "SAP" brand, using the ® symbol if this is the first mention of the SAP brand in a material and the ™ symbol if this is the first mention of SAP Business ByDesign in the material. They must never alter or abbreviate the name "SAP Business ByDesign" in any way. They must use the descriptor "solution" immediately after the name upon its first mention in a material, unless space constraints are so severe that "solution" cannot physically fit in the allowed space.

Correct:

We are an SAP channel partner, and we deliver the SAP® Business ByDesign™ solution.

We are an authorized SAP channel partner for SAP Business ByDesign.

We are an authorized reseller of SAP Business ByDesign.

To refer to the partner category, use only the term "SAP channel partner." Do not refer to "SAP Business ByDesign partner."

Incorrect:

We are an authorized SAP Business ByDesign partner.

Corrected:

We are an SAP channel partner, and we deliver the SAP Business ByDesign solution.

We are an authorized SAP channel partner for SAP Business ByDesign.

Communicating the Resale of SAP Business Suite Applications or Other Applications

SAP authorizes selected SAP channel partners to resell SAP Business Suite applications unchanged to their customers. SAP also authorizes selected SAP channel partners to resell certain industry-specific applications.

These partners must market the SAP offering to their customers using the name exactly as listed in Approved Names, complying with all guidelines for its usage. That is, they must always include the “SAP” brand, using the ® symbol if this is the first mention of the SAP brand in a material. They must never alter or abbreviate the name in any way except as listed in Approved Names. They must use the descriptor “application” immediately after the name upon its first mention in body text, unless space constraints are so severe that “application” cannot physically fit in the allowed space.

You may refer to the partner as an authorized reseller of the SAP application or as an authorized channel partner for the SAP application.

Correct:

We are an SAP channel partner, and we help customers implement the SAP CRM application.

We are an authorized SAP channel partner for SAP CRM.

We are an authorized reseller of SAP CRM.

To refer to the partner category, use only the term “SAP channel partner.” Do not refer to “SAP CRM partner,” for example.

Incorrect:

We are an authorized SAP CRM partner.

Corrected:

We are an SAP channel partner, and we deliver the SAP CRM application.

We are an authorized SAP channel partner for SAP CRM.

Communicating SAP Guidelines for Best-Built Applications That Integrate with SAP Business Suite

SAP provides guidelines for developing best-built applications that integrate with SAP Business Suite software. SAP and its partners and other third parties can use these guidelines in their development. Refer to the guidelines as shown below.

Correct:

SAP guidelines for best-built applications that integrate with SAP Business Suite

After first mention, you may omit the reference to SAP Business Suite and simply refer to “SAP guidelines for best-built applications” in subsequent mentions in the same document. You may also simply refer to “the guidelines” or “the SAP guidelines,” using natural English.

Partners that build an application according to the guidelines may refer to their use of the guidelines during the development.

Correct:

We built our application using SAP guidelines for best-built applications that integrate with SAP Business Suite.

We developed our application in accordance with SAP guidelines for best-built applications that integrate with SAP Business Suite.

In our development, we followed SAP guidelines for best-built applications that integrate with SAP Business Suite.

When referring to a product, communicate that it was designed using the SAP guidelines. Do not simply refer to the product as a best-built application.

Incorrect:

<Product Name> is a best-built application that integrates with SAP Business Suite.

<Product Name> is a best-built application.

Corrected:

<Product Name> was developed using SAP guidelines for best-built applications that integrate with SAP Business Suite.

Refer only to the development effort, not the resulting application, as complying with SAP guidelines for best-built applications that integrate with SAP Business Suite.

SAP does not verify that a third-party application conforms to the guidelines and does not award a certification or designation to the partner or to the application. Do not use language that states or implies validation or endorsement by SAP.

Incorrect:

<Product Name> conforms to SAP guidelines for best-built applications.

<Product Name> complies with SAP guidelines for best-built applications.

<Product Name> qualifies as a best-built application for SAP Business Suite.

Corrected:

<Product Name> was developed using SAP guidelines for best-built applications that integrate with SAP Business Suite.

The term “best-built applications” is a common-noun expression, not a formal name. Do not precede it with “SAP” or capitalize it in body text. Do not abbreviate.

Incorrect:

We used the guidelines for a Best-Built Application (BBA).

We used the guidelines for an SAP best-built application.

Corrected:

We used the SAP guidelines for best-built applications that integrate with SAP Business Suite.

Do not communicate a new partner category or program. The partner company does not join a new SAP partner category or program.

Incorrect:

We are an SAP best-built application partner.

We are a member of the SAP Best-Built Applications program.

We are a best-built application provider for SAP Business Suite.

Corrected:

We develop our applications using SAP guidelines for best-built applications that integrate with SAP Business Suite.

Partner Communication Guidelines

One Voice Compliance Within Materials Published by Partners

When they sign their SAP partner agreement, SAP partners promise to do the following:

- Submit their SAP-related external-marketing materials to their SAP partner manager for review and approval prior to publication
- Comply with all guidelines in the Partner Branding Guide and with other pertinent guidelines found on the [global partner portal](#) or the [global channel partner portal](#). These guidelines include the Partner Branding Guide and Approved Names, Partner Communication Guidelines, and Communication Guidelines.

If you are the SAP partner manager reviewing and approving the partner's materials, you should check them for compliance with the Partner Branding Guide and with the Approved Names, Communication Guidelines, and Partner Communication Guidelines sections of One Voice. If you have questions about compliance, send e-mail to onevoice@sap.com.

If you are a marketing editor or writer reviewing external material that will be published by an SAP partner, you should ensure the material complies with the Approved Names, Communication Guidelines, and Partner Communication Guidelines sections of One Voice. If you have questions about compliance, send e-mail to onevoice@sap.com. You do not need to check for compliance with logo usage requirements found in the Partner Branding Guide, such as which logos are allowed and their size, color, and placement in the material. These elements are the responsibility of the SAP partner manager to review and approve. However, if you see a problem or have a question on these design elements, send e-mail to branding@sap.com.

The text of external material to be published by an SAP partner need not match verbatim the approved One Voice positioning and messaging statements for the SAP offering or solution category. However, if you see a problem or large discrepancy, contact the partner manager or send e-mail to partner@sap.com.

The SAP partner manager may choose to negotiate directly with the partner for additional compliance, such as alignment of the partner's text with approved One Voice positioning and messaging of a particular SAP offering or solution category.

Communicating the SAP PartnerEdge™ Program

The SAP® PartnerEdge™ program gives partners access to resources, services, and benefits that help them build and maintain a successful partnership with SAP. The SAP PartnerEdge program is available for channel partners, software solution partners, and services partners.

Use the descriptor “program” on first mention of the SAP PartnerEdge program. After the first mention, you may omit the descriptor. The only descriptor that may immediately follow the name SAP PartnerEdge is “program.” Do not refer to SAP PartnerEdge as a “channel partner program,” for example, since it is not exclusively for channel partners.

Incorrect:

The SAP PartnerEdge channel partner program can help partners grow and optimize their business results.

The SAP PartnerEdge software solution partner program can help partners grow and optimize their businesses results.

The SAP PartnerEdge services partner program can help partners grow and optimize their business results.

Corrected:

The SAP PartnerEdge program can help SAP channel partners grow and optimize their business results.

The SAP PartnerEdge program can help software solution partners grow and optimize their business results.

The SAP PartnerEdge program can help service partners grow and optimize their business results.

The SAP PartnerEdge program can help SAP channel partners, SAP software solution partners, and SAP services partners optimize their business results.

Communicate SAP PartnerEdge as a single, unified program, even though the program has distinct requirements and offers unique opportunities for channel partners, software solution partners, and services partners.

Incorrect:

SAP PartnerEdge for Channel Partners provides unique opportunities.

Corrected:

SAP PartnerEdge provides unique opportunities for channel partners.

The name “PartnerEdge” is a trademark of SAP. Be sure to use the trademark symbol ™ after this name in the overall title, in the overall header, in a subhead if it contains the first mention of the name, and in the first mention in the body text.

Be sure also to include the registered trademark symbol ® after “SAP” if this is the first mention of the SAP brand:

Example:

The SAP® PartnerEdge™ program

Always include “SAP” in the name, and do not abbreviate the name or alter its spelling in any way.

Correct:

The SAP PartnerEdge program

Incorrect:

The PartnerEdge program

The PE program

The SAP PE program

SAP’s PartnerEdge program

The SAP Partner Edge program

Never alter the capitalization of “SAP PartnerEdge” in body text. It is preferable not to alter the capitalization in titles and subheads, but designers may, at their discretion, fully capitalize to “SAP PARTNEREDGE” in titles and subheads.

Preferred title style:

THE SAP PartnerEdge™ PROGRAM

Acceptable title style:

THE SAP PARTNEREDGE™ PROGRAM

Partner Communication Guidelines

Use natural English to communicate the program requirements and benefits of SAP PartnerEdge for a specific partner category. Do not repeat “SAP PartnerEdge for software solution and technology partners,” for example, as if a fixed or formal expression.

Incorrect:

The SAP PartnerEdge program for SAP channel partners provides unique opportunities.

Corrected:

The SAP PartnerEdge program provides unique opportunities for SAP channel partners.

Incorrect:

SAP PartnerEdge for services partners provides unique opportunities for you to extend your relationship with SAP.

Corrected:

As an SAP services partner, you will find that SAP PartnerEdge provides unique opportunities to extend your relationship with SAP.

Once you become an SAP services partner, SAP PartnerEdge provides unique opportunities for you to extend your relationship with SAP.

You may use the phrase “SAP PartnerEdge for SAP software solution and technology partners” as a title, heading or subhead, PPT slide title, or other place where a very short phrase is required in title case.

Example title:

SAP PartnerEdge for SAP Software Solution and Technology Partners

Use the term “track” as sparingly as possible, both internally and externally. When necessary, you may use the word “track” to refer to the various partner offerings within SAP PartnerEdge.

Incorrect:

SAP PartnerEdge for SAP services partners offers opportunities for deeper engagement with SAP. SAP PartnerEdge for SAP services partners offers benefits across a spectrum of areas.

Acceptable:

The SAP PartnerEdge program provides SAP services partners with opportunities for deeper engagement with SAP. The services partner track offers benefits across a spectrum of areas.

Preferred:

The SAP PartnerEdge program provides SAP services partners with opportunities for deeper engagement with SAP. The benefits for SAP services partners cross a spectrum of areas.

Do not precede a track with “SAP” or “SAP PartnerEdge.”

Incorrect:

The SAP services partner track
SAP PartnerEdge services partner track

Corrected:

The services partner track