



**YOUR FUTURE  
STARTS HERE**

AT SAP, YOU CAN IMPACT  
THE WAY BUSINESS IS RUN

THE BEST-RUN BUSINESSES RUN SAP™



# DEEP IMPACT

At SAP, you have the power to make a real impact.  
On our products.  
On the way businesses are run.  
On people's lives.

Every day, each of our 48,500 employees  
helps unleash a positive chain reaction.

It is what we call deep impact.  
And it makes working at SAP  
a powerful, career-changing experience.

FROM A COMPANY LIKE US . . .



... AND PEOPLE LIKE YOU

# ESSENTIAL SAP

SAP. Even if you've never heard our name before, you know many of the companies that run our software. Our products and solutions help automotive companies build excellent cars. They help to create stylish sport shoes. And they help to deliver delicious coffee.

80% of the FORTUNE Global 1,000 companies run SAP® software. And every day, over 89,000 customers and 12 million users in over 120 countries take advantage of our solutions to help their businesses run better.

## Global Reach, Entrepreneurial Thinking

SAP is the world's largest provider of business software.\* Yet our company has the same revolutionary, entrepreneurial spirit that it had when it was founded in Mannheim, Germany, in 1972.

# SOFTWARE DEVELOPMENT

Develop next-generation enterprise software applications and business solutions that extend the global market leadership of SAP.



**Armand**, Software Developer, Canada



**My biggest moment of impact is when I work together with my team to get innovative ideas accepted into the new user interface of SAP CRM.**

There is a free flow of ideas in this company. The very fact that SAP has labs all over the world is a developer's dream come true. You can actually sit in the same room with developers from India, Germany, Canada, and the United States – people from all over the

In just a few short years, SAP was catapulted from a small regional start-up into a global success story. Today, SAP is listed on the Frankfurt and New York stock exchanges. And it employs 48,500 people across 100 nations.

\*SAP defines business software as comprising enterprise resource planning and related applications such as supply chain management, customer relationship management, product lifecycle management, and supplier relationship management.



Essential SAP

world – and talk about innovating products. At SAP, whenever someone has an idea, they can just start discussing it with either a manager, developer, or a product manager. And if it's a good idea, more often than not it will bubble up to the top and wind up in a specification document. SAP is a company with many open minds. It's an incredible environment. ”



# BEST-RUN BUSINESSES

Organizations of all sizes – from nonprofits and government agencies to major global companies – use SAP software to run their businesses in new and intelligent ways. Because in today's competitive, global economy, it's not just about *what* successful businesses do, but also *how* they do it.

## The Best-Run Businesses Run SAP

Organizations everywhere use our software products to come up with smarter ideas, to serve customers better, to get parts to a manufacturing plant just in time, and to make sure money transactions flow smoothly. But it's not just about business. It's also about values. Our software products also help our customers create greater transparency into business processes, achieve rock-solid compliance, and reduce risk. SAP software-run companies are naturally more lean, innovative, and successful. And it's no secret that many of our customers lead their industries by wide margins.

# RESEARCH

Evaluate and assess potential new products on the basis of profound scientific research worldwide to help ensure SAP covers key customer requirements.



**Birgit**, Research Associate, Germany



**I know I've had an impact when I can stand back and look at my research results and achievements. And I can see how they've helped the entire organization.** Working at SAP

just feels right. At SAP, I have the feeling that I can attain something – that I can do something for the company. Even if it's a small contribution, it's the good feeling of being part of a company where you can contribute to the whole. I have the feeling that SAP and I are a good fit, and

## In Good Company

Our customers rarely need an introduction. You see or use many of their products every day. They include companies like Starbucks, adidas, Procter & Gamble, Shell, IKEA, Sony, Nestlé, H&M, Volkswagen, Kodak, Panasonic, The Body Shop, Under Armour, French Connection UK, Red Bull, Ducati, Unilever, Volvo, EMI, Oakley, Palm, Philips, Hugo Boss, GlaxoSmithKline, Xerox, Coca-Cola, Random House, Nokia, BP, Bayer, Yak Pak, The North Face, Hewlett-Packard, Audi, Wrigley, UNICEF, Benetton, T-Mobile, Heineken, Bentley, The Home Depot, Toyota, Reebok, Porsche and BMW. And the list grows by the day.



Best-Run Businesses

that the company fits to my way of thinking – my way of working. What is very motivating for me is the direct impact that an individual can have at SAP. You get the feeling that you are appreciated when you do something for the company. And at SAP you have freedom. You're really free to choose a way that works best for you. There aren't a lot of rigid rules.



# CAREERS WITH IMPACT

We see the coming decade as a time of unprecedented opportunity. Do you? If you have the ambition, drive, and intelligence, you may have what it takes to manage your own career straight to the top.

## Stoke Your Inner Entrepreneur

SAP colleagues often describe their first weeks and months as a baptism by fire. And they wouldn't have it any other way. You'll have access to one of the most rigorous e-learning offers with various training and development opportunities. You'll emerge from this immersing experience with the confidence to tackle a fresh set of challenges on a global scale.

## Make Your Mark, Choose Your Path

SAP offers three individual career tracks. If leadership opportunities are what you're after, our **managerial track** gives you the opportunity to assume growing levels of management responsibility. If you have a real passion for a particular technology and want to concentrate on developing expert knowledge, the **specialist skills track** lets you

# CONSULTING

Be the trusted advisor for strategy, process, and technology solutions that help our customers become a best-run-business



**Ramesh**, Consultant, India

“ **My biggest moment of impact is when I participated in an international project spanning three continents.**

I recently had the opportunity to implement an SAP solution for a major television and computer monitor manufacturer. In my office in Bangalore, there are people from a variety of cultural backgrounds working in teams. I find that really motivating. And I think it makes a real difference. When you see your colleagues taking on new challenges every day, you're challenged yourself. You really want to grow and get better and better at what you do.

truly excel. Finally, the **project-based track** is an excellent choice if you like to plan and implement projects – from small-scale activities to large, multiphase, multinational efforts.

## You're in Charge

If working at SAP feels more like being at a start-up rather than a large global company, you might be right. For the entrepreneurial self-starter, SAP is a moveable feast. Don't expect a 9-to-5 culture. At SAP, you're in charge of your own career. And it's not uncommon to receive high-level project assignments within the first six months on the job. You'll work with the latest innovative tools, ideas, and trends. And you'll be challenged from the beginning of the day until you go home at night.



My advice to new colleagues is to be open and willing to learn and accept new challenges. You have to be flexible. You have to be adaptable. You have to be able to think on your feet. If you possess these character traits, then the sky is the limit at SAP.



# A GREAT PLACE TO WORK

SAP is the employer of choice for people who want to make a personal impact – on the job and around the world.

## An Employer of Choice

People like to work at SAP, which is one of many reasons we have a great reputation as an employer. In the United States, **FORTUNE** has named SAP one of **America's Most Admired Companies**, top in **Corporate Reputation Rankings** for the second time, and among the top five in the **Computer Software** category. In Latin America, SAP Mexico was named as one of the best places to work for second year in a row. In Europe, the **Great Place to Work Institute** has recognized SAP Finland and Denmark as an **Employer of Choice** and has given SAP **Germany's Best Employer** award for four consecutive years in a row. **SAP also ranked 16<sup>th</sup>** in a European survey by the **Great Place to Work Institute** and was named one of the **50 Best Large Workplaces in Europe to Work For**. In Asia, SAP Japan has been chosen as one of the top 25 firms in the **Great Place to Work for in Japan** survey for the third year in a row. **SAP Labs India** was recognized by the **Great Place to Work Institute** as one of the top 50 best workplaces in the country. And SAP was honored as an **IT Industry Employer of Choice in China**.

# SALES GRADUATE ACADEMY

Sales Graduate Academy is a 12-month program that begins with a 12-week training curriculum in the Global Field Services sales practice.



**Pinar**, Sales Graduate Academy, Sweden

“ At SAP, my moment of impact has been putting theory into practice on a daily basis in the SAP Sales Graduate Academy. SAP is a fast-paced and rewarding working environment.

Putting 100% into what you do is really important. You have to be able to show what you're capable of – not only for other people, but also for yourself. That's important because I think we all often underestimate a lot of our skills. That's particularly important for me as a woman in a traditionally male-dominated industry. I think that it's important for women to do more than they think they're capable of. It's really important for self-confidence and self-esteem. You only live once. I think people should

## Work-Life Balance\*

Be well. Live healthy. SAP offers a number of programs to help you balance your professional and private life. Our **Health and Diversity Program** provides a full range of services from medical treatment to counseling. If you're looking to stay in shape, SAP offers **sports and leisure facilities**, from fitness rooms, tennis courts, and belly dancing to chess, basketball, and yoga. There's even an SAP orchestra. And because of SAP's **flexible working hours**, you're free to organize your own working schedule. You can even convert your monthly salary into time credit or save up holidays toward a sabbatical.

When SAP Poland employee Agnieszka wanted to take two months off to pursue her life-long dream of climbing Mt. Everest, her manager had only one thing to say: "Bring back pictures." Her manager not only gave her time off to tackle the world's highest mountain, but also held her position open until she returned. "Dreams really do come true," says Agnieszka. "My managers really gave me the chance to have the best of both worlds – to pursue both personal and professional achievements."

→ See a list of all of SAP's employer awards at [www.sap.com/about/company/people/employerawards.epx](http://www.sap.com/about/company/people/employerawards.epx).

\*Benefits may vary from country to country.

A Great Place to Work

do what makes them happy. ”



Sales Graduate Academy

# DISRUPTING THE STATUS QUO

Our customers are not ordinary. They are revolutionary: disrupters in their field and changers of the status quo. And SAP supports them with talented individuals who enjoy changing the way businesses are run.

Empower your customers – and watch them do amazing things. At SAP, you get to impact the way great companies of all sizes pursue their individual visions for business success.

- With the help of SAP, **Arla Foods**, Europe's leading supplier of milk and milk products, has built a leading-edge supply chain that delivers from cow to consumer in 12 hours so millions of Eastern Europeans get fresher, healthier organic milk that is free of additives, preservatives, and pesticides.



# SALES

Show our customers the intrinsic value of integrated enterprise software applications and business solutions.



**Sameer Areff**, Value Engineer, United Arab Emirates

“ I know I’m having the greatest amount of impact when I’ve helped my customers build a solid IT foundation for the future. And when I’ve succeeded

in doing that, I know I’m also succeeding in building my own career. That’s what makes working at SAP so great. You have a leadership team who’s there to enable your career – to guide you and allow you to achieve what you want. If you know you can apply yourself to any given situation, if you’re willing to learn from the people around you, if you’re ready to take advantage of all of the tools available to you – then you’re free to expand your career and reach across the globe, despite the turmoil and tough environment around you.



- **Eclipse Aviation** is using SAP software to design, produce, and certify its modern, affordable jet aircraft – one that is revolutionizing the transportation market, and that is helping make aviation more environmentally friendly.





# IMPACT WITH A PURPOSE

Best-run businesses do far more than just drive financial success. They also give back to communities. At SAP, you will have the satisfaction of knowing that by helping customers, you are also having a lasting, positive impact on the world.

Mindful that it is not what we do but why, we recognize that through our work, we have the opportunity to touch the lives of millions of people every day.

- **Ecotricity**, a British power company that develops alternative energy sources, is using SAP software to provide homes and businesses with clean, renewable energy harnessed by the wind.



# CORPORATE STRATEGY

Ensure internal SAP business functions operate at peak efficiency, making SAP a best-run global company.



**Rasha**, Senior Director, Corporate Strategy, United States

“My biggest moment of impact is helping manage over 1,000 key performance indicators [KPIs]. It’s how I help make sure that SAP always has the very best strategic mix of

**operational excellence and cutting-edge innovation.** What I really love about my job is that it has so much impact. And when you do something and you see the positive impact, it’s incredible – it’s like a high. There is a real rewarding feeling that comes with a net positive impact on so many people, and it’s one of the main reasons I took the job. For me it’s about scale – about being able to make an impact on more and more people.

I would tell any new employee – from entry-level to middle manager or even a senior executive – that there’s always an opportunity at SAP. New employees should think of their

- And SAP helps **Doctors Without Borders** bring lifesaving medical care to people in need around the world. The international medical and humanitarian organization uses SAP financial management and human resources software to get funding and train personnel.



For an in-depth look at SAP's commitment to sustainability, go to [www.sap.com/about/SAP-sustainability/index.epx](http://www.sap.com/about/SAP-sustainability/index.epx).

SAP journey as a time to really make a difference, and to not be shy about bringing forth really great ideas.



# VALUES TO LIVE AND WORK BY

SAP helps the world run better in order to create enduring prosperity for people everywhere. This single-minded purpose makes us think differently about what we do. And it is the driving force of our organization.



# MARKETING AND COMMUNICATIONS

Create visionary brand strategies and sales acceleration programs that impact the promotion of SAP solutions and the SAP brand worldwide, and drive SAP's reputation as a leading business solution provider and responsible corporate citizen.



**Umer**, Manager Investor Relations,  
Germany



**For me, my greatest moment of impact is when I'm communicating SAP's stakeholder value to the company's target audiences every day**

**around the world.** People matter a lot here. We value every colleague on his or her own merit. The company really does defy the preconceived notions that many people have about multinational corporations. SAP really does focus on people, not numbers. The longer you stay in SAP, the better it gets.

My advice to young people would be that they should not look at SAP as an organization that can provide them with a good job, but rather as a company that can provide them with a long-term career opportunity.



True to that purpose, we live and work by five values. And we're looking for people who share these very same ideals:

- **Integrity:** We are honest and fair. We take responsibility for all our actions, and we treat our customers and coworkers with sincerity and respect.
- **Excellence:** We never settle. We constantly challenge ourselves to deliver the best possible results in everything we do. We are thoughtful and precise in our actions to achieve ever-higher standards.
- **Partnership:** We collaborate. We build relationships based on trust, confidence, and respect. We value teamwork and work together with coworkers, customers, and partners to create best-run businesses around the world.
- **Innovation:** We are intellectually curious. We look forward, we never accept the status quo, and we constantly seek solutions that will work today and in the future.
- **Openness:** We are clear and approachable. We strive to bring transparency to complex problems. We are receptive to new ideas and constantly seek new opportunities.



Marketing and Communications

# ONE DIVERSE WORKFORCE

SAP is committed to attracting, retaining, and developing a highly talented workforce by maximizing the potential of all of our employees.

## A Place to Push Boundaries

An international company the size of SAP is bound to be very diverse. But our workforce doesn't just cross time zones, it also pushes traditional boundaries. We are proud of our diversity in culture, race ethnicity, gender, nationality, religion, age, disability, marital status, education, sexual orientation, opinion, and belief.

## Freedom to Grow

After all, it is our employees who influence our company's business model and ultimately determine our success. That's why we work hard to create an environment where talent can flourish and succeed. Our diversity contributes to our innovative strength and allows us to meet the needs of customers throughout the world.



# HUMAN RESOURCES

Provide HR strategy, consultancy, and operations for SAP's recognized most valuable asset – our employees



**Christine**, Learning and Talent Management Consultant, Singapore

“ My moment of impact is watching colleagues benefit from the training and coaching activities I organize and then go on to succeed

**within SAP.** At SAP, you can go wherever you want to go, explore whatever you want to explore. With the right kind of energy, it's amazing what you can do. People here are very passionate about what they do. They think things through. They have a vision. They think conceptually. They're incredibly smart people. My colleagues don't just perform for performance's sake. Their jobs really mean something to them. They have a deep curiosity about what's going on in all areas of the company, how their fellow colleagues are doing, and what projects they're working on. That's what fascinates me about working at SAP and why I love working here.



Christine, a project leader at SAP Germany, is a founding member of Business Women's Network@SAP, SAP's first women's employee organization. What started out as small workshops for female managers has quickly grown into a global organization. There are now chapters in Canada, France, Germany, and in the United States. And there are plans underway for Asia and other locations.

"I find SAP's diverse working environment very motivating, and I'm inspired by the company's progressive employment policy," says Christine. "Together, we are encouraging women all over the world within SAP to start to think about their positions in a new way – and to encourage the board to recognize women's contributions and utilize their talent."





Human Resources

# CHANGE THE WORLD

Many career paths lead to SAP. Which is yours?

As a leading global company, SAP seeks a diverse, talented, international workforce. 80% of SAP's current workforce has a university degree. Many have more than one. If you have above-average grades and a passion for business and IT, a challenging role at SAP may be just what you've been looking for.

The door is open. If it sounds like SAP might be a good fit, we encourage you to apply today online at [www.sap.com/careers](http://www.sap.com/careers).

If you're still a student and want to find out firsthand, SAP also offers a number of ways to get to know us early. As an **SAP intern**, you can get to know our business and working culture from the inside out. As a **working student**, you can take that opportunity even further by gathering practical experiences and insights during your studies. Our **Master's Thesis Program** allows you to deepen your knowledge in a specific area of work and to combine science with real business. And the **SAP PhD Program** gives you the chance to conduct leading-edge research with our SAP Research team.

## Come Discover

Learn more. You can take a deeper look at our company and the work we do at [www.sap.com](http://www.sap.com). And in the pages that follow, you'll have the opportunity to get to know a remarkable group of SAP employees as they share their individual career experiences and insights.

## SERVICE AND SUPPORT

Support our customers' mission-critical business solutions and drive SAP's corporate IT infrastructure through support services like SAP Enterprise Support.



**Andreas**, Engagement Architect, Germany



**My greatest moment of impact was putting one of the UK's largest energy providers on track to become one of SAP's most vocal supporters.** Every time you go out and

see a customer, you learn something. You can then build on what you've learned, master new technical skills, and build relationships with customers based on trust. To do my job right, I can't be in an office from 9 to 5. I have to be out there in the field with our customers. That's where the action is – and I wouldn't have it any other way.

In support, the first lesson for anyone is to put your entire focus on the needs of SAP's customers. We're here to support customers – that's our mission in the end. My favorite kinds of projects are the ones where you've helped customers overcome challenges and have converted them into SAP 'lighthouse' customers. It's an absolutely amazing experience. A real thrill. You walk away knowing you've created a positive situation, and that you've earned the customer's trust.





Change the World



Service and Support

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