

2 0 0 7 M E D I A I N F O R M A T I O N

WHITE PAPER PUSH PROGRAM

WIS
Wellesley Information Services

publisher of

SAPinsider

and

SAPNetWeaver
magazine

THE WHITE PAPER PUSH PROGRAM

The White Paper Push Program is a turnkey program that gets your white papers or articles in front of large numbers of highly qualified prospects. This program's unique offering enables you to:

- Push prospects to your white papers via a full marketing campaign, including dedicated emails
- Tap our extensive databases of SAP customers for highly-targeted distribution
- Customize data collected from white paper viewers for sophisticated qualification
- Get exposure and ongoing leads for six full months

This information kit summarizes each of these benefits and provides additional information about the White Paper Push Program. For additional information, contact our sales team at +1.781.751.8800 or sappartners@wispubs.com.



While other programs hope that passive web traffic will generate readers for your white papers, the SAP Insider White Paper Push Program drives qualified prospects to your white paper with a full-service marketing effort.

“THE PUSH”

We call it “The Push” program because we actively push prospects to your white papers or articles. While other white paper programs rely on passive web traffic for exposure, we begin by sending a dedicated email directing a targeted group of prospects directly to your white paper on the *SAP Insider* and *SAP NetWeaver Magazine* sites – that’s more than 20,000 people who are aware of the value of your white paper and can link to it.

And that’s only the beginning of the marketing support. Your white paper is also listed in the Editor’s Desk @ *SAP Insider* – a monthly roundup of information resources sent electronically to our subscribers. Plus, it’s featured again in our White Paper Resource Email – a quarterly summary of white paper resources that are active on our archives. In addition, *SAP Insider*’s White Papers are prominently feature in search engine results from key words through our extensive SEM/SEO program.

This extensive marketing support ensures your white paper generates the leads and interest in your solution that your sales goals require.

THE WORLD'S BEST DATABASE OF SAP DECISION INFLUENCERS

When you participate in the White Paper Push Program, you take advantage of the extensive reach of the WIS databases of SAP decision-makers and influencers, which is comprised of the readers and subscribers of market-leading publications, including: *SAP Insider*, *SAP NetWeaver Magazine*, *SAP Professional Journal*, *Financials Expert*, *BW Expert*, *HR Expert*, *SCM Expert*, and *CRM Expert*.

We also offer dozens of SAP PRESS reference books and produce seminars and major tradeshows in the US and EMEA such as *Financials 2007*, *HR 2007*, *SAP NetWeaver®/BI and Portals 2007*, *Logistics and Supply Chain Management 2007*, *CRM 2007*, *PLM 2007*, and *GRC 2007*.

Through our lineup of resources, we generate the largest and most highly qualified worldwide audiences available to providers of products and services that complement SAP solutions. These are not just “tire-kickers” in the SAP market, but committed customers who are actively seeking ways to improve the productivity of their SAP systems.

We help you leverage the power and targeting capabilities of these lists to drive the absolute best audience to your white papers.

CUSTOMIZE THE PROSPECT DATA THAT YOU COLLECT

With the White Paper Push Program, you collect not only standard contact information for those who view your white paper, but customized information that you require to qualify your leads.

Want to know how prospects perceive your product or service offerings? We'll find out. Want to know where they are in the purchase-planning process? No problem. Want detailed company demographics? You can have them.

You'll collect name, company, job title, and email address as standard inputs from each prospect. This data will be available to you 24/7 via the web for six months.

In fact, you can add up to six additional qualifying questions to your white paper login screens. And we'll be glad to help you tailor your questions to get the most value from this opportunity.

Your white paper will be available to the largest and best qualified worldwide audience of people who make or influence purchase decisions for products and services that complement SAP software.

NEXT STEPS...

1. Contact our sales team to determine White Paper Push Program scheduling and availability.
2. Ten working days before the announcement email, please provide the following:
 - White paper content as a separate PDF file.
 - One paragraph abstract describing the importance of the white paper topic.
 - Two-to-five bullet items describing the major points of the white paper.
 - Up to six lead-qualifying questions

An email will be sent from *SAP Insider* White Papers, highlighting the abstract of the white paper and spotlighting the vendor as sponsor. If preferred, the email may go out under the sponsor's name.

Please note, that because we attach our brand name to your white paper, we reserve the right to review content before promoting it. Please see content guidelines on page 8 for more information.

For more information contact:

+1.781.751.8800
sappartners@WISpubs.com

Or visit http://www.WISpubs.com/sappartner/more_info.cfm to request more information online.

***Your white paper can be easily found through the
web sites of SAP Insider and SAP Netweaver Magazine.***

ORDER FORM

PAGE 1 OF 4

SIGN US UP FOR THE WHITE PAPER PUSH PROGRAM
Offered through the Microsoft ISV partner program

_____ Number of white papers to be sent

DATE(S) REQUESTED: _____
(Please allow 10 working days from order to mailing)

TOPIC: _____

PRICING: One mailing (plus ongoing post-blast emails from WIS)

| | COST |
|--|-------------|
| WIS White Paper Push Program standard rate | \$9,995 |
| Microsoft program rate | \$9,500 |
| Less Microsoft funded portion | -4,750 |
| Microsoft ISV partner cost | \$4,750 |

"TOTAL COST PER WHITE PAPER \$ _____
OF WHITE PAPERS **X** _____
TOTAL WHITE PAPER PUSH PROGRAM COST = \$ _____

PLEASE PROVIDE AS AN ATTACHMENT:

- | | |
|---|---|
| <ol style="list-style-type: none"> 1. White paper content as a separate PDF file. 2. One paragraph abstract describing importance of the white paper topics. 3. Two-to-five bullet items describing major points of the white paper. | <ol style="list-style-type: none"> 4. Up to six lead-qualifying questions 5. Indicate whether the email will be sent over SAP Insider's name pointing to the vendor as sponsor, or under your company's name 6. <input type="checkbox"/> From SAP Insider <input type="checkbox"/> From my company |
|---|---|

Name: _____

Company: _____

Address: _____

State/Zip: _____

Phone: _____

Fax: _____

Email: _____

Authorized Signature *Date*

**Note: payment is due upon signing order form.*

FAX TO: 1-781-329-9186



ORDER FORM

LIST SPECIFICATION

Counts of our worldwide database range per segment from 13,000 to 30,000. Our direct mail database in total is 100,000+. Our email database totals 80,000 of which 50,000 are in North America.

Please check your desired target audience.

SAP SOLUTION AREAS

- SAP NetWeaver BI/BW
- CRM
- HR
- Financials
- SCM/Logistics
- SAP Technology (developers/programmers)
- All

GEOGRAPHIC AREAS

- United States
- Canada
- Europe
- All – International

OTHER REQUIREMENTS: (PLEASE INDICATE)

EXCLUSIONS

Please indicate if there are specific parameters such as domains or industries or titles that should be excluded if possible.

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ORDER FORM

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TERMS & CONDITIONS

- 1.** Program cancellations received in writing at least two weeks in advance of the mailing incur no charges. 100% payment is due for cancellations up to two weeks prior to the event. Late fees of \$500 may be charged for materials that are incomplete three days prior to the mailing.
- 2.** Payment is due upon invoicing, no later than 30 days of the mailing. A 5% late fee is assessed upon all invoices outstanding beyond 30 days. All orders are subject to meeting of our credit requirements.
- 3.** Accounts with no previous credit history with SAP Insider may be required to make prepayment by order deadline. The publisher reserves the right to decline any mailings for which prepayment has not been received on or before the material deadline.
- 4.** Short-rate billings will be issued to sponsors who have contracted for multiple white papers if, within a 12-month period from the date of first mailing, they do not conduct the number of programs on which billings were based.
- 5.** White Paper Push Programs are not commissionable by agencies.
- 6.** The sponsor agrees to indemnify and hold harmless the publisher, its officers, agents, and employees against all damages, costs, and expenses including – without limitations – attorney’s fees resulting from any claim, action, or proceeding alleging that the event infringes on any copyright, violates any right of privacy or other personal or property right, contains any libelous matter or other matter contrary to law, or contains any formula or instructions injurious to the user of the product.
- 7.** Sponsors assume liability for all content (including text, representations, illustrations, sketches, photos, maps, labels, trademarks, or other copyrighted matter) of content and also assume responsibility for any claims made against the publisher. The publisher is not responsible for errors in key numbers.
- 8.** WIS accepts no responsibility for any violation of legal regulations regarding competition or trademarks by partners. In addition, country-specific regulations may apply.
- 9.** WIS requires ten working days after final content is received and approved.
- 10.** WIS reserves the right to review content material for appropriateness to the audience. WIS reserves the right to accept or not accept white papers. Sponsor agrees to all items outlined in the “Content Guidelines” on next page. Any changes at the proof stage may result in a two-day delay.
- 11.** Conditions, other than rates, are subject to change by publisher without prior notice.

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CONTENT GUIDELINES

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COMMUNICATING WITH SAP CUSTOMERS THROUGH WIS PROGRAMS

WIS is committed to the productive exchange of information between SAP partners and our 200,000+ readers, attendees, and other customers. Our experience has shown that following a few simple guidelines leads to the most constructive and valuable information exchange. Our content requirements help ensure that all third-party communications through our programs effectively highlight your insights, your partnership with SAP, and the power of your solutions for SAP customers.

Please be sure that your messages...

1. ADHERE TO ALL SAP BRANDING GUIDELINES

The SAP Partner Branding Guide (available from SAP) should be followed to ensure proper usage of all SAP trademarks and brands. In particular, ensure proper spelling, punctuation, and usage of SAP brands, and proper usage of trademark symbols on SAP brands (® and ™). Common branding errors to watch for include:

- Use of the SAP name within a partner product name. Use of the SAP name, including the phrases “for SAP” or “for SAP Solutions,” in a partner product is not permitted according to the SAP Partner Branding Guide. Please see pages 19-23 of the SAP Partner Branding Guide for more details.
- Incorrect spelling of SAP brands. Please use the full name of the product – SAP NetWeaver, mySAP ERP, etc. – when referring to an SAP offering. An up-to-date listing of solutions and trademarks is available at www.sap.com/company/legal/copyright/trademark.epx.

2. AVOID NEGATIVE OR ADVERSARIAL POSITIONING TOWARD SAP SOLUTIONS

We do not endorse or allow messages that highlight partners’ strengths over SAP solutions in any way. You may not refer to SAP solutions as complex, challenging, lacking in functionality, etc. Please make sure all messages are complimentary to both SAP and the partner. For example, rather than highlight how XYZ company’s product addresses the complexities of the SAP solutions, reword to explain how XYZ company’s product enhances or extends SAP solutions.

3. AVOID NEGATIVE OR ADVERSARIAL POSITIONING TOWARD OTHER PARTNERS’ SOLUTIONS

You may not refer to another SAP partner’s solution as complex, challenging, lacking in functionality, etc. Keep the overall tone of the content positive and focused on the value of your particular offerings to SAP customers, and do not use it to criticize your competitors or other solutions on the market. Avoid superlative claims that your solutions are “first,” “only,” “best,” “leading/leader,” “most,” etc.

4. UTILIZE ONLY DOCUMENTED CUSTOMER QUOTES OR REFERENCES

We will publish quotes or references from employees of SAP, its customers, or any third-party only if you submit written documentation of permission from the source to use its name and attribution in the specific context in which it appears in your material.

Questions on content guidelines? Contact Kristine Erickson, Executive Editor, Wellesley Information Services, +1-781-751-8743 or Kristine.Erickson@wispubs.com.

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FAX TO: 1-781-329-9186



BRANDING GUIDELINES

INCLUDE THE APPROPRIATE TRADEMARK SYMBOL – ™ OR ®. Include the symbol on the first use of the product name both within the title of your [event/email/white paper] and in the body text.

For example: “The SAP NetWeaver® platform is the open integration and application platform that enables change. SAP NetWeaver helps companies align IT with their business.”

THE REGISTERED TRADEMARK ON “SAP” APPLIES TO GOODS OR SERVICES DELIVERED BY SAP. When you describe your own product’s compatibility, you may refer to an SAP offering name but never solely to compatibility with “SAP.” Any general references to SAP should include a descriptor, and again, only on the first use of the trademarked SAP name.

For example: “SAP® software... SAP solution... SAP application... SAP offering.”

WHEN REFERRING TO SAP AS A COMPANY, THE TRADEMARK IS NOT USED.

For example: “SAP customer,” “SAP announced today...”

A SAMPLING OF SAP OFFERING NAMES. Here are some examples of SAP offerings with appropriate trademarks and abbreviations. Note that SAP has changed their “mySAP” branding; for example, “mySAP ERP” is now simply “SAP ERP”. For the complete list of SAP offerings, please visit www.sap.com/company/legal/copyright/trademark.epx

| | |
|---|--|
| SAP® R/3® | SAP® ERP Financials |
| SAP NetWeaver® (Note: “NetWeaver” or “Netweaver” are incorrect) | SAP® Supplier Relationship Management (SAP SRM) |
| SAP® Business Suite | SAP® Supply Chain Management (SAP SCM) |
| SAP® Customer Relationship Management (SAP CRM) | SAP NetWeaver® Business Intelligence (SAP NetWeaver BI) |
| SAP® ERP | SAP® Business Information Warehouse (SAP BW) |
| SAP® ERP Human Capital Management (SAP ERP HCM) | SAP® xApp™ Manufacturing Integration and Intelligence (SAP xMII) |

BE SURE TO DISTINGUISH YOUR OWN PRODUCTS FROM ANY SAP TRADEMARK. Your offering’s name must not appear to include an SAP trademark. You can differentiate your product from the SAP product visually (i.e., use a different font or italics). Phrases like “for use with,” “runs on,” or “is compatible with” are also appropriate.

INCORRECT:

- <Your product name> for SAP
- <Your product name> for SAP ERP provides extended functionality.
- <Your product name> for SAP Business Suite

CORRECT:

- <Your product name> for use with SAP solutions
- <Your product name> provides extended functionality for SAP ERP users.
- <Your product name> for SAP Business Suite

FOR MORE SPECIFICS, please visit the SAP Partner Branding Guide available at <http://service.sap.com/partnerportal>.

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