



Roadmap for startups

SAP.iO Foundry Startup accelerator

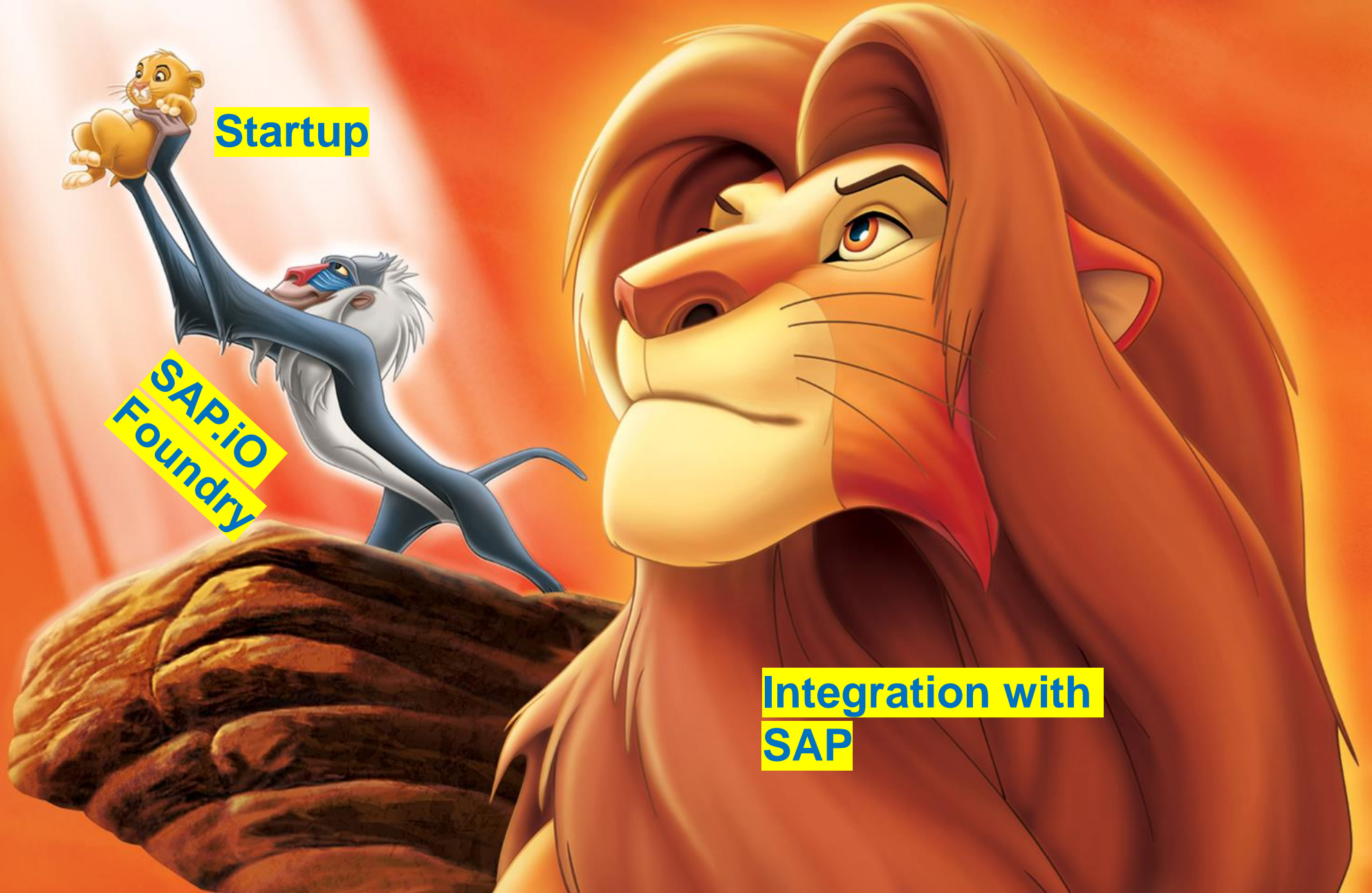
Nikolay Starikov

Customers

Startup

**SAP.io
Foundry**

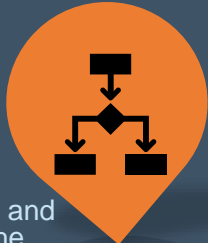
**Integration with
SAP**



Roadmap for Startups

1. BUSINESS SCENARIO APPROVAL

Validate with sales, Product management and pre-sales specialists the integration scenario



2. PARTNERSHIP

Getting a partner status PartnerEdge Build



7. CERTIFICATION OF INTEGRATION

Get an official certification that your product has a smooth integration with SAP products



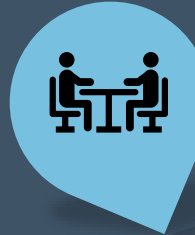
4. TECHNICAL WORKSHOPS

Knowledge transfer sessions on technical integration with SAP



8. POC WITH A CUSTOMER

PoC or pilot product with SAP customers



6. INTEGRATION DEVELOPMENT

Develop integration or extension, build or run it on SAP Cloud Platform



5. DEVELOPMENT LICENSES

Order development licenses on SAP Cloud Platform and/or SAP products



3. DEMO LICENSES

Request a demo licenses based on agreed business scenario(s)



9. SAP APPCENTER

Sell your product by subscription on SAP B2B app store



10. PRICE LIST

SAP can add your product on our global price list



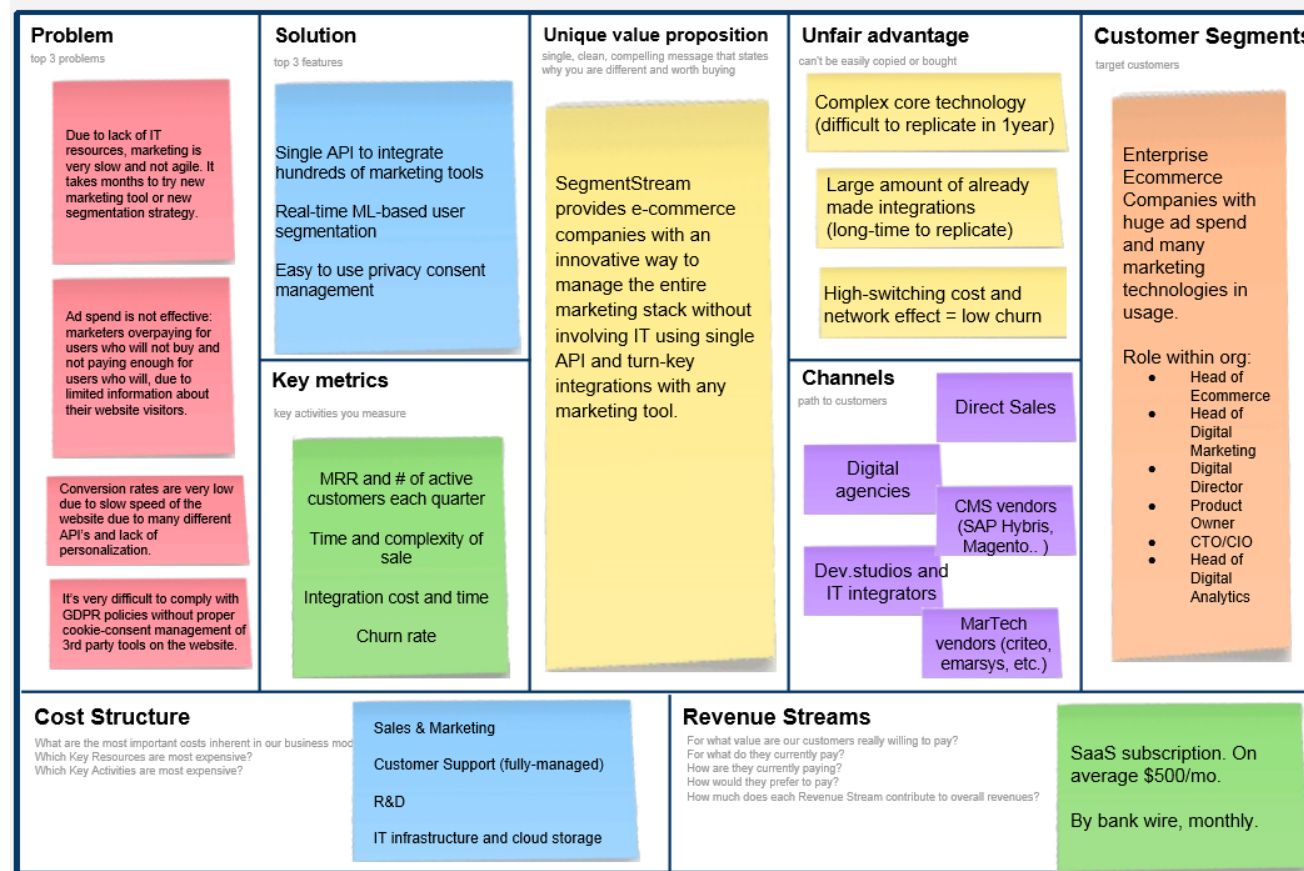
Roadmap for Startups

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The business model canvas of your startup is important..



but it's not enough

We need to understand **industry specific value**

Industry:	Cross-industry solution
Problem:	Time-consuming process of scheduling meetings
Solution:	An AI-powered appointment scheduling assistant-chatbot checks both parties' calendar and schedule a meeting automatically by sending an invitation
Value:	<p>Save work time of employees by managing their meetings smarter and faster:</p> <ul style="list-style-type: none">• Amount of saved time: 77% /per meeting, 16.7 hours per month• One email interruption costs 20 mins of work productivity.<ul style="list-style-type: none">- HBR <i>"The Cost of Continuously Checking Email"</i>
SAP product integration:	SuccessFactors , C4HANA, S4HANA
Key product consumers:	Company employees, assistants of MD's, hiring managers and sales managers

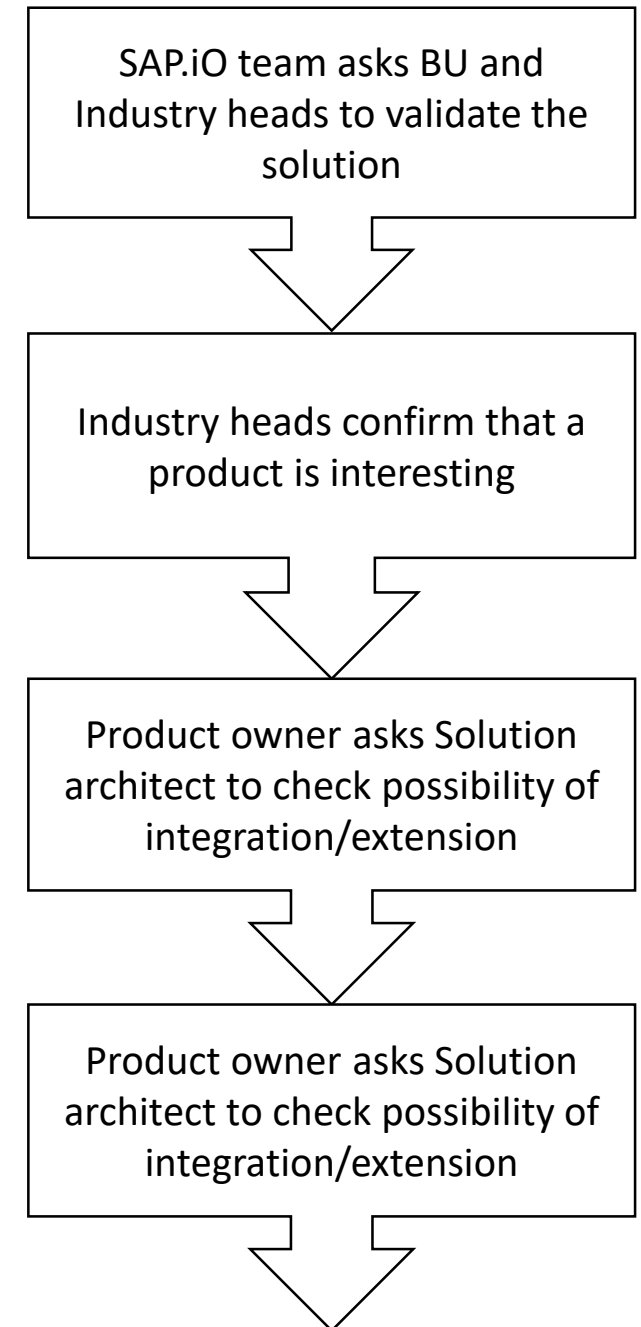
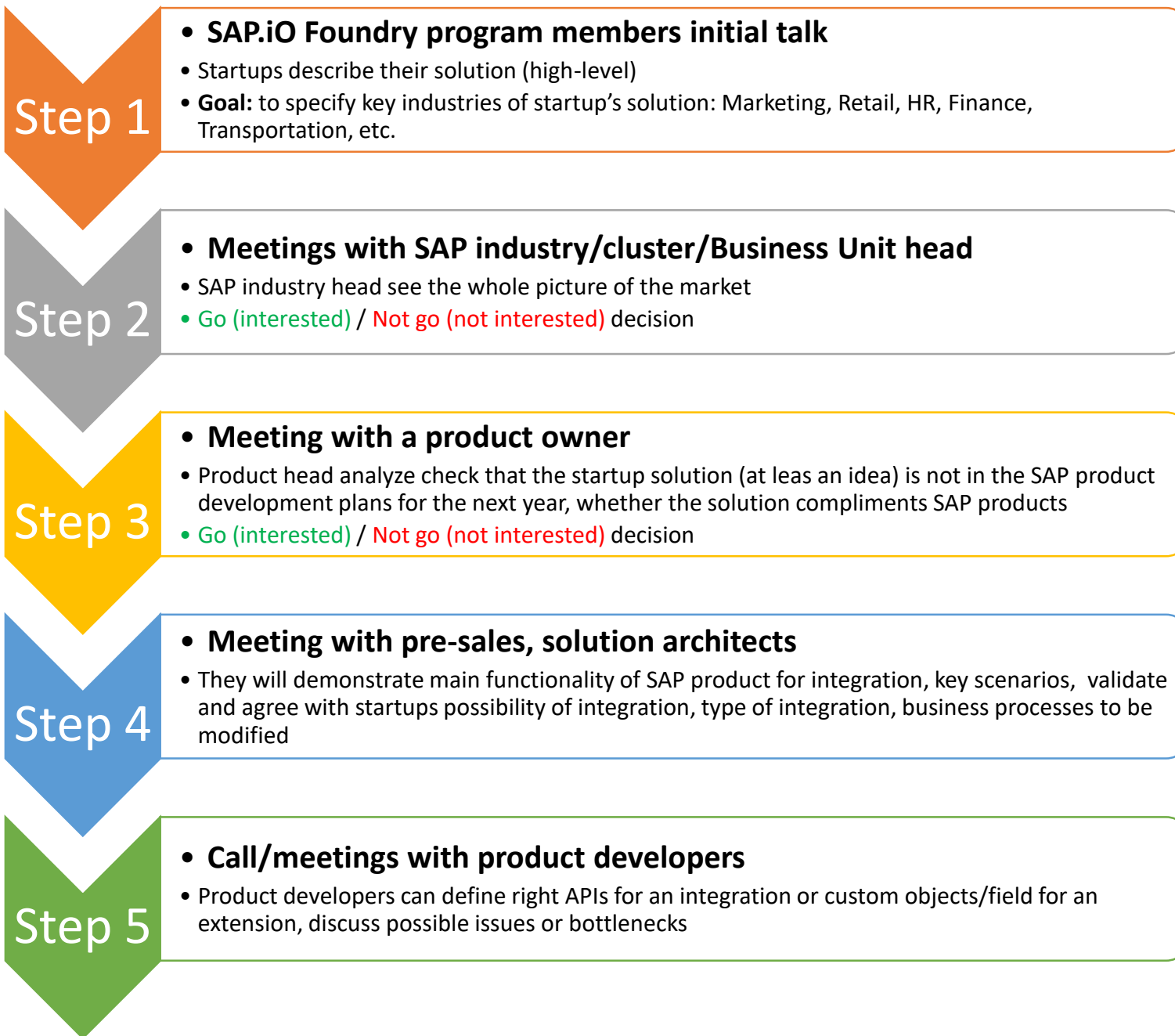
drill down to **business scenarios**:

for HR specialists

- Hiring and moreover, mass hiring, requires a large number of routine operations on booking rooms, inviting candidates to automate this process, it is proposed to use Konolabs solution

for business assistants:.

- The director's assistant must keep his finger on the pulse, know when and with whom the MD is going to meet, whether all participants are invited also sometimes invitations by mail are not enough and you need to send an SMS message and update calendars as fast as possible. We're significantly simplifying this work.



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PartnerEdge Build



Registration as a SAP partner: SAP PartnerEdge Build

[Registration and program description](#)

PartnerEdge Build status will need you not only to get tenants for development but also to deploy your app on SAP AppCenter.

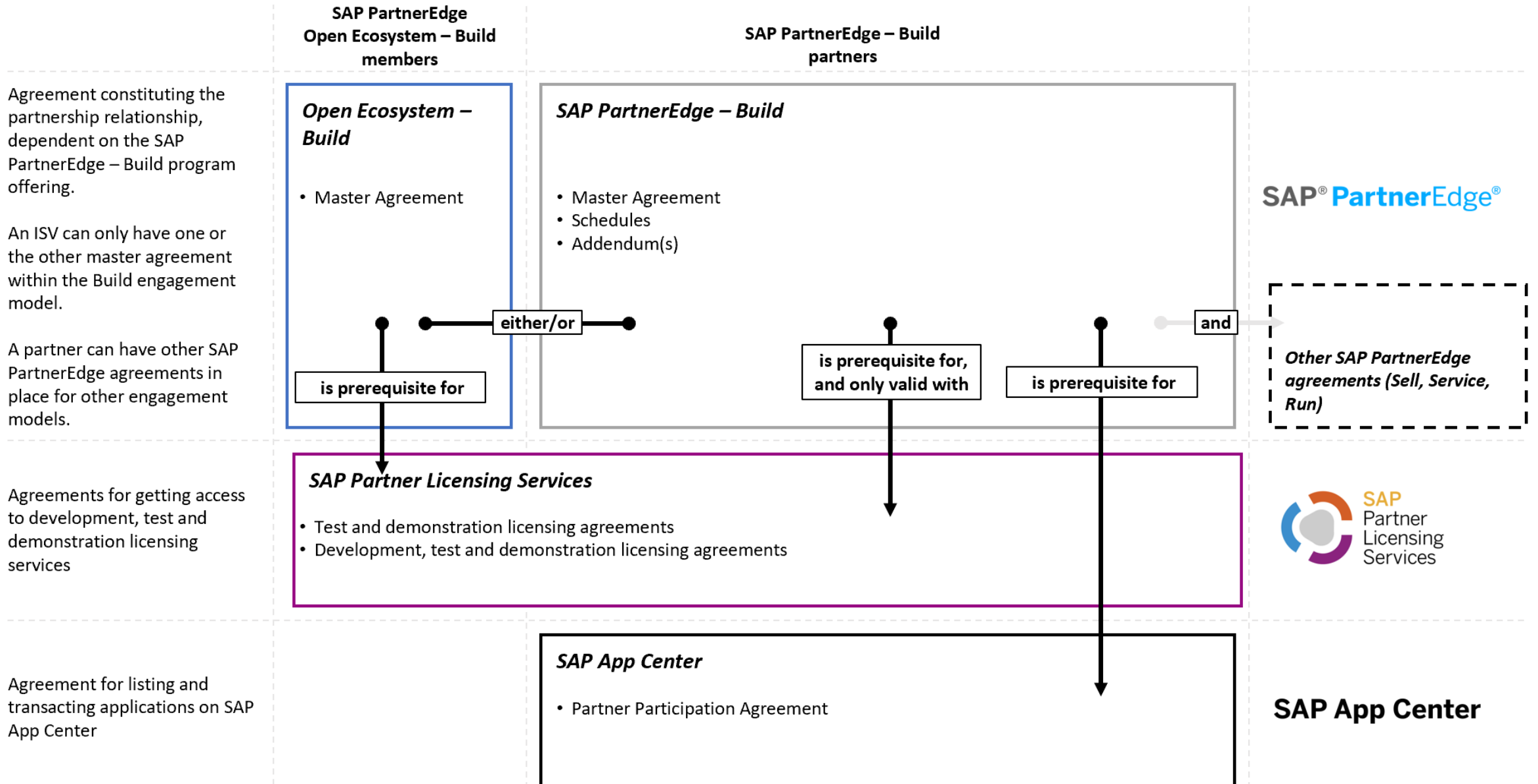
[How to become an SAP PartnerEdge – Build Partner guide](#)



SAP® PartnerEdge® ‘Build’ offerings comparison

	Benefit	Open Ecosystem – Build	SAP PartnerEdge – Build*
Program overall	Membership duration	Unlimited for member in good standing	Initial 2 year term. Annual auto-renewal for partner in good standing.
	Entry conditions	None**	€ 2,000 per annum***
	Member/partner support	Community Self-service	Community Partner Service Advisor Partner Manager
Plan and design	Access enablement assets, tools and resources	✓	✓
	Access solution training through SAP Learning Hub	✓	✓
Build and innovate	Access test, demo and development licenses and resources	✓ costs vary	✓ costs vary
	Receive SAP Support for development licenses	✓	✓
	Certify your application through SAP Integration and Certification Center	✓ fee applies	✓ fee applies
Go-to-Market (for operational partners****)	Validate your app through Application Readiness Check		✓
	List and sell your app on SAP App Center (including trial options)		✓
	Bundle or embed SAP technology into your app		✓
	Use SAP Partner logo		✓
	List your company on SAP Partner Finder		✓
	Showcase your app at SAP events		✓
	Create SAP co-branded references		✓
	Access marketing tool & content		✓ fee might apply
Stay Connected	Access SAP communities (partner, developer)	✓	✓
	Receive partner updates and news	✓	✓
	Access SAP PartnerEdge portal (www.SAPPartnerEdge.com)	✓ specific for open ecosystem	✓ full access

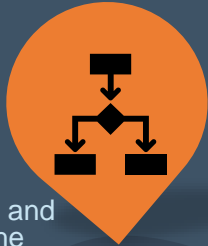
Legal structure high-level overview



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scenario(s)





SAP Demo scenarios*

www.sapdemostore.com


 demo store



Search Demo Scenarios 



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FILTERS 

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☐ Date Range>



☒ Collection>


Cloud Platform Demosx



**Immersive Experience**

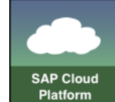
16382
IX: IES OVERVIEW GLOBAL PRESENTATION
Selling Script | 
Presales, Others
★★★★★ 1 ratings | 18 downloads 



**PROCUREMENT**


16328
SUPPLIER LIST VIA CLOUD PLATFORM INTEGRATION
Learning Script | 
Others, Presales
★★★★★ 0 ratings | 0 downloads 



**Immersive Experience**


16156
IX: BANKING SCENARIO - JP MORGAN CHASE
Learning Script | 
Presales, Others
★★★★★ 1 ratings | 63 downloads 


**SAP Cloud Platform**



16129
SMART PRODUCT CATALOG USING SCP RAD BY MENDIX
Learning Script | 
Presales, Partners, Others
★★★★★ 0 ratings | 10 downloads 


**FISCHERTECHNIK PRODUCTION LINE**



16110
FISCHERTECHNIK PRODUCTION LINE
Learning Script | 
Others, Presales, Sales
★★★★★ 0 ratings | 44 downloads 


**RECOMMENDED**


**SAP SERVICE CLOUD – SERVICE FULFILMENT WITH**



16101
SAP SERVICE CLOUD – SERVICE FULFILMENT WITH
Learning Script | 
Presales
★★★★★ 2 ratings | 224 downloads 


**estRun Platform**


16072
BEST RUN PLATFORM: PERFECT ORDER SCENARIO
Learning Script | 
Presales, Others
★★★★★ 0 ratings | 63 downloads 



**RECOMMENDED**

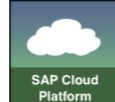
**BEST RUN - HANA AGILE DATAMART: S/4 REPORTING**



16064
BEST RUN - HANA AGILE DATAMART: S/4 REPORTING
Learning Script | 
Presales, Sales
★★★★★ 1 ratings | 51 downloads 

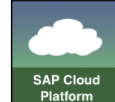
**RECOMMENDED**



**LIVE DIGITAL MANUFACTURING**


16014
LIVE DIGITAL MANUFACTURING
Learning Script | 
Presales
★★★★★ 1 ratings | 54 downloads 


**SAP Cloud Platform**



16000
S/4 HANA CLOUD INTEGRATION WITH
Learning Script | 
Sales, Presales, Others
★★★★★ 2 ratings | 26 downloads 


**SAP Cloud Platform**



15999
SALES ORDER SHIPMENT TRACKING - AN S/4 HANA
Learning Script | 
Sales, Presales, Others
★★★★★ 1 ratings | 47 downloads 

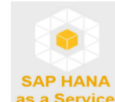
**RECOMMENDED**



**SAP LEONARDO IOT (OFFLINE DEMO)**


15985
SAP LEONARDO IOT (OFFLINE DEMO)
Learning Script | 
Presales, Others
★★★★★ 1 ratings | 143 downloads 



**TRM**

15936
S/4HANA CLOUD: TREASURY MANAGEMENT - MARKET
Learning Script | 
Presales, Others
★★★★★ 0 ratings | 65 downloads 

**SAP HANA as a Service**

15803
SAP CLOUD PLATFORM, SAP HANA SERVICE – BIKE RACE
Learning Script | 
Presales, Others, Sales
★★★★★ 1 ratings | 45 downloads 

**SAP Cloud Platform**

15794
BESTRUN PHARMA
Learning Script | 
Sales, Others, Presales
★★★★★ 1 ratings | 23 downloads 

*demo session should be done by SAP consultant

Demos and trials

<https://www.sap.com/products/free-trials.html>

Free Trials

ERP and Digital Core

[SAP S/4HANA Cloud >](#)
[SAP S/4HANA >](#)
[SAP Business ByDesign >](#)
[SAP RealSpend >](#)
[SAP Financial Statement Insights >](#)

Digital Platform

[SAP Adaptive Server Enterprise, developer edition >](#)
[SAP Advantage Database Server >](#)
[SAP Cloud Appliance Library >](#)
[SAP Cloud Platform >](#)
[SAP Data Hub >](#)
[SAP Enterprise Architecture Designer >](#)
[SAP Fiori Cloud >](#)
[SAP HANA >](#)
[SAP IQ >](#)
[SAP Master Data Governance >](#)
[SAP PowerDesigner >](#)
[SAP SQL Anywhere, developer edition >](#)

CRM and Customer Experience

[SAP Cloud for Customer >](#)
[SAP Consumer Sales Intelligence >](#)
[SAP Event Ticketing >](#)
[SAP Marketing Cloud >](#)

Analytics

[SAP Analytics Cloud >](#)
[SAP BusinessObjects Business Intelligence, Edge edition >](#)
[SAP Crystal Reports >](#)
[SAP Crystal Server >](#)
[SAP Predictive Analytics >](#)
[SAP Sports One >](#)

Digital Supply Chain

[SAP Innovation Management >](#)
[SAP Intelligent Product Design >](#)
[SAP Rural Sourcing Management >](#)

<https://www.sap.com/cmp/dg/cloud-erp-demo-request/index.html>

SAP Cloud ERP Demo Request



Powering the Intelligent Enterprise

See first-hand what SAP's intelligent ERP solution can do for you!

Simply request a personal demonstration today to learn about:

- SAP's market-leading Cloud ERP solutions—built to give you a competitive edge
- Which Cloud ERP solution is right for your business
- SAP's award-winning Fiori user experience
- How Cloud ERP can rapidly innovate and transform your business—no matter what size
- Cloud ERP's intelligent built-in machine learning, predictive analytics, and optimized processes

Request your demo now

Country/Region
United States ▼

State/Province/Territory * ▼

First name *

Last name *

E-mail address *

Company *

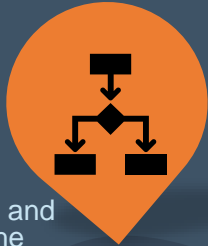
Phone
+1 XXX-XXX-XXXX

Relationship to SAP * ▼

Roadmap for Startups

1. BUSINESS SCENARIO APPROVAL

Validate with sales, Product management and pre-sales specialists the integration scenario



4. TECHNICAL WORKSHOPS

Knowledge transfer sessions on technical integration with SAP



2. PARTNERSHIP

Getting a partner status
PartnerEdge Build



















3. DEMO LICENSES

Request a demo licenses
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Technical workshops

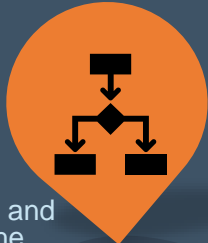
-  1.Extending SAP products. Hybris
-  2.Overview of API Business Hub
-  3.Predictive Analytics
-  4.SAP App Center
-  5.HANA ML Services
-  6.Overview SAP API management
-  7.SAP HANA and analytics
-  8.SAP leonardo ML Foundation overview
-  9.SCP overview and MTA
-  Cloud Platform Integration (CPI)
-  SAP.iO ppts
-  Integration services_CPI_EM.pdf
-  Partner mulitenancy. ICC. PE Build. Appcente...

 Mission Intermediate ⌚ 1 hr. 20 min. 6 tutorials	 Group Beginner ⌚ 50 min. 3 tutorials
Build Your First Full-Stack App on SAP Cloud Platform This mission focuses on the SAP Cloud Application Programming Model, a set of tools and technologies that let you build full-stack apps on SAP Cloud Platform in the Cloud Foundry environment....  SAP Cloud Platform	Develop Your First SAPUI5 Web App with SAP Web IDE Get to know SAP Web IDE while you build a simple web app and deploy it to the SAP Cloud Platform Cloud Foundry environment.  SAPUI5
 Group Beginner ⌚ 30 min. 3 tutorials NEW	 Tutorial Beginner ⌚ 15 min.
Set Up Business Rules in the Cloud Foundry Environment Enable and configure SAP Cloud Platform Business Rules service in the SAP Cloud Platform Cloud Foundry environment and then prepare the application to create your first business rules project.  SAP Cloud Platform Business Rules	Add a List Control to the View Add a list view to a SAPUI5 page.  SAPUI5
 Tutorial Intermediate ⌚ 10 min.	 Tutorial Beginner ⌚ 25 min. NEW
Add an Order Activity Add a button to a detail page, to trigger an process.  SAPUI5	Add Web Content to Your Portal Site and Set the Layout Design your Portal site by adding widgets with meaningful content.  SAPUI5

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5. DEVELOPMENT LICENSES

Order development licenses on SAP Cloud Platform and/or SAP products



3. DEMO LICENSES

Request a demo licenses based on agreed business scenario(s)



Request a tenant for a development

SAP partner pricelist for demo, test and dev on-premise or cloud systems (tenants):*

[SAP Partner Price List](#)

*for startups of SAP.iO Foundry accelerator program we have special conditions/promos please contact your solution ambassador first

If necessary, order SCP dev licenses:

[SAP Partner Development Licensing](#)

[How to obtain a Test & Demo License guide](#)

Other options:



SAP Cloud Appliance Library

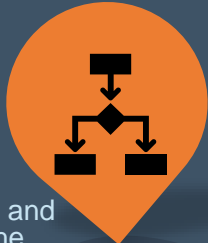
Differences

	Partner Licenses offered by Partner Licensing Services			Customer Licenses	
	Test & Demonstration SAP Cloud Services & On-Premise Licenses	Development SAP Cloud Services & On-Premise Licenses	Other Services SAP Cloud Appliance Library for partners**	Trial	Productive Licenses
Try out the software	✓	✓	✓	✓	✓
Customer demonstration	✓	✓	✓	✗	✓ limited to customer, who purchased
Testing	✓	✓	✓	✗	✓
In-house training	✓	✓	✓	✗	✓
Proof of concept – customizing without development	✓	✓	✓	✗	✓
Proof of concept – with development	✗	✓	✓	✗	✓
Development	✗	✓ Partner owns IP	✓	✗	✓ Customer owns IP, commercial sales not allowed
Customer training	✗	✗	✗	✗	✓ limited to customer, who purchased
Productive Use	✗	✗	✗	✗	✓

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Develop integration or extension, build or run it on SAP Cloud Platform



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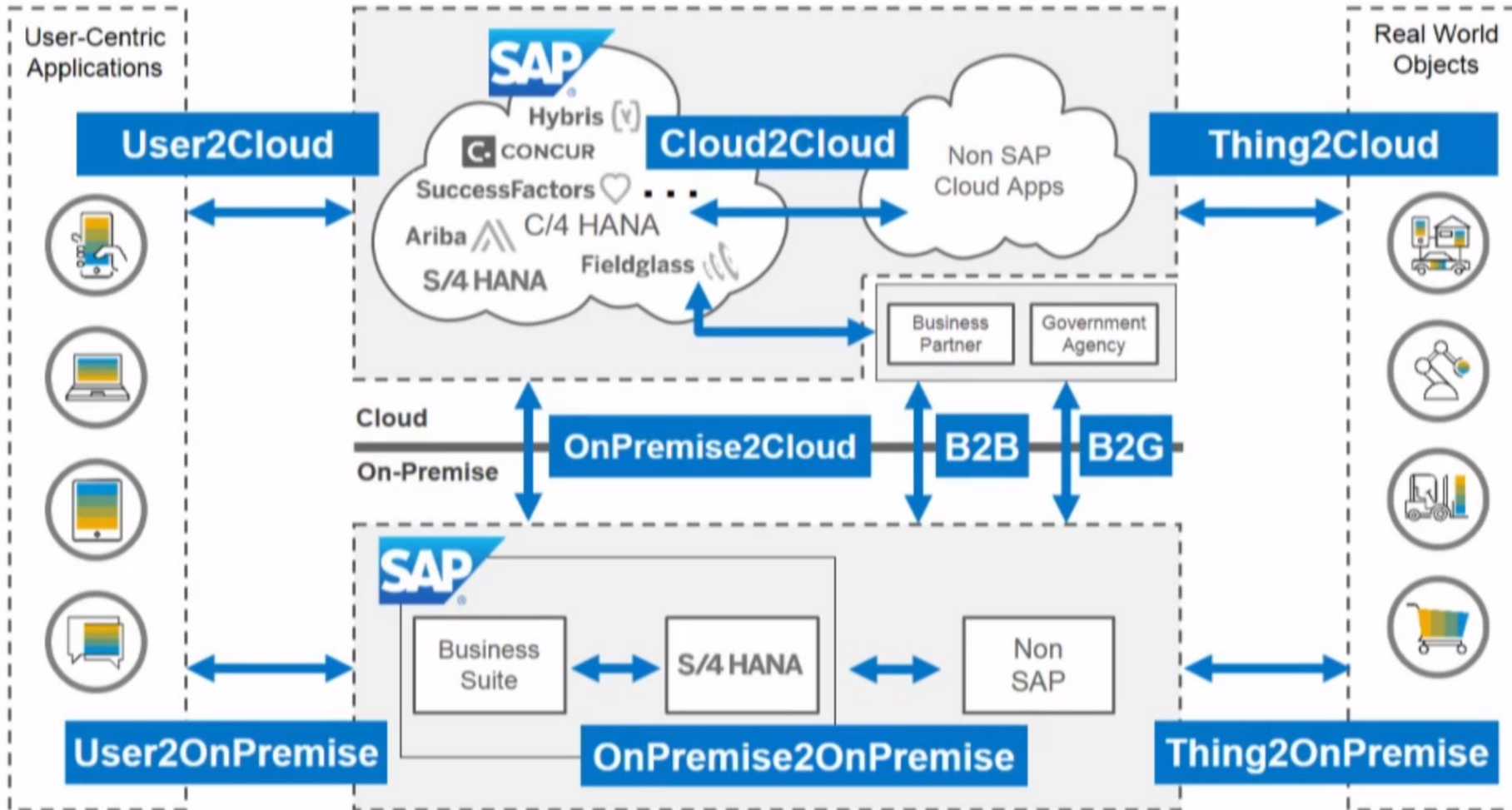
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Integration domains



API's:

REST
oData
SOAP

Levels of integration

SAP S/4 HANA

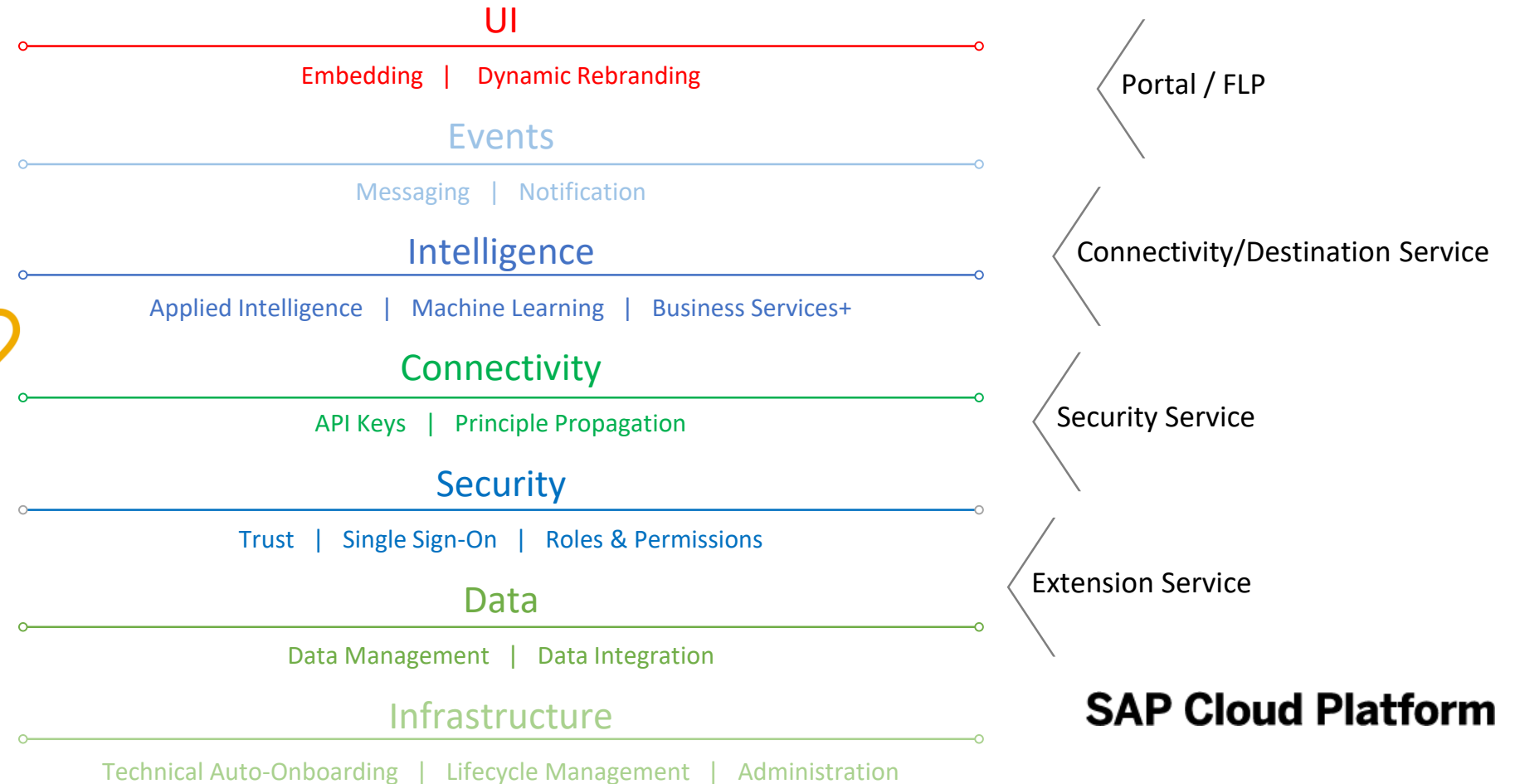
SAP Ariba

SAP SuccessFactors

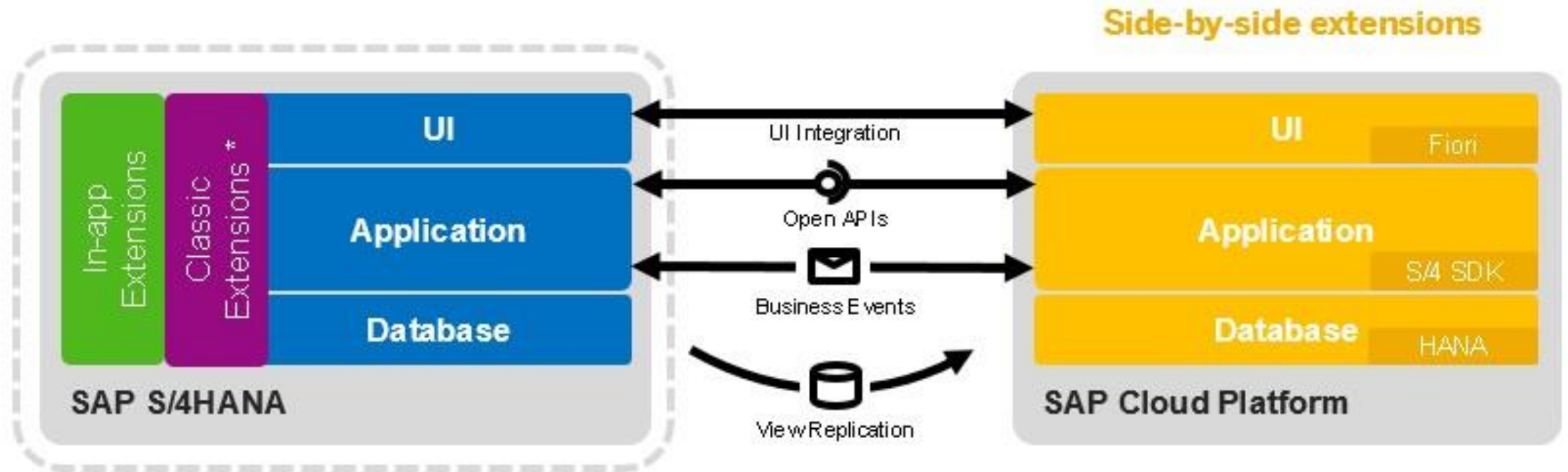
SAP Fieldglass

SAP Concur

SAP C/4HANA



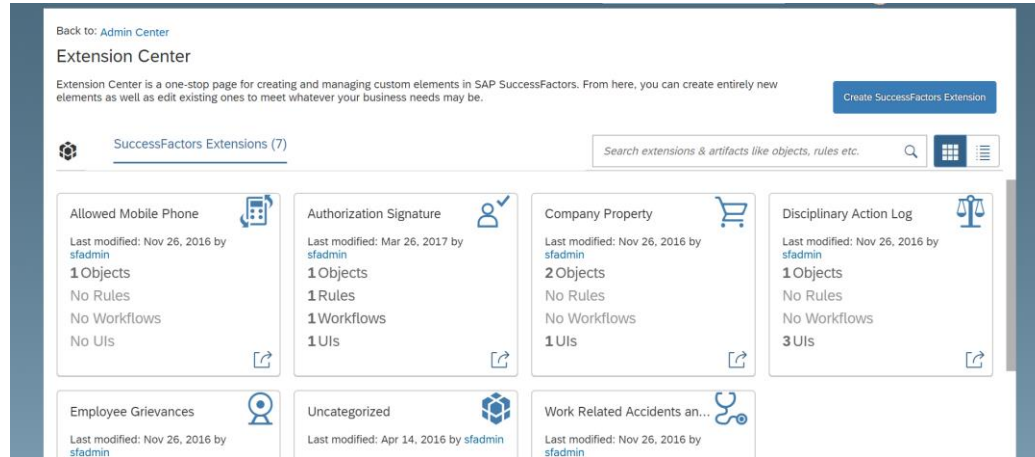
Side-by-side extension (eg. S/4HANA cloud SDK)



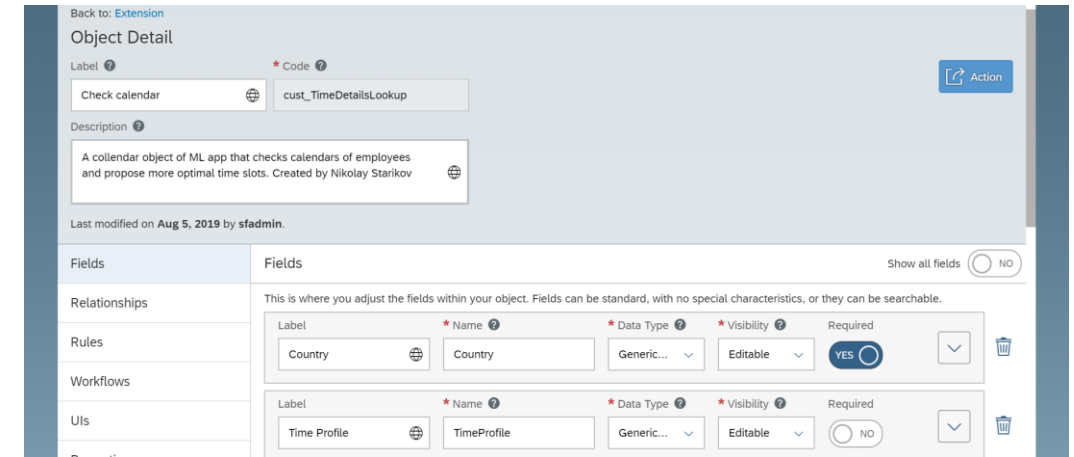
In-app extension

(eg. SuccessFactors Extension center)

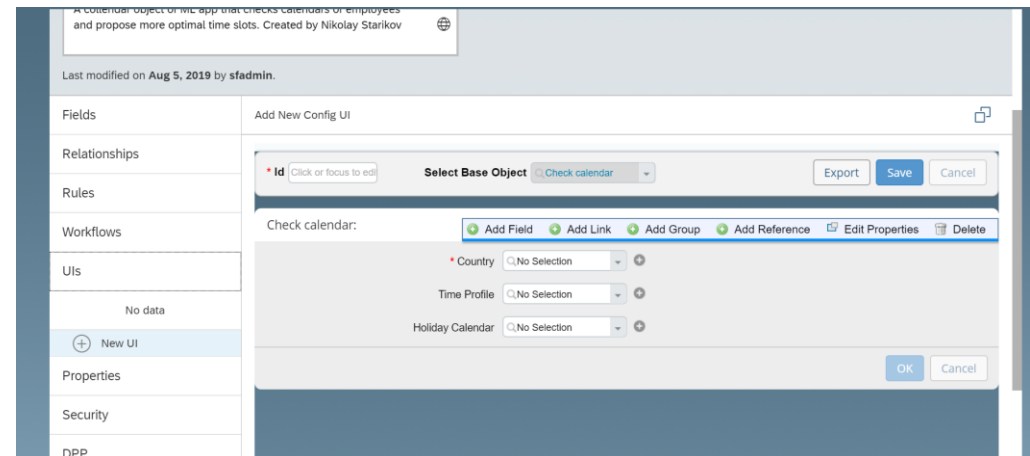
to change business process/workflow



to define new fields, custom objects

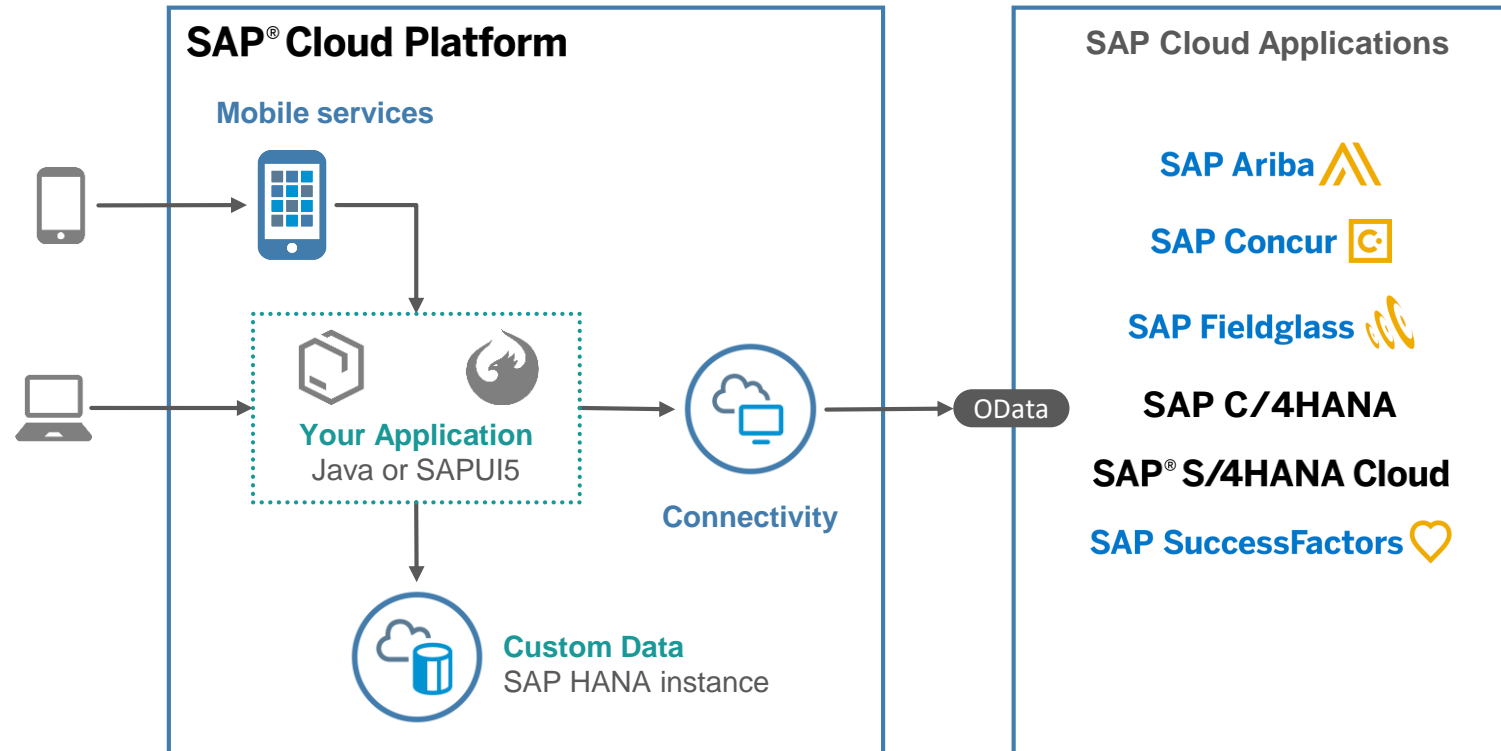


to modify UI



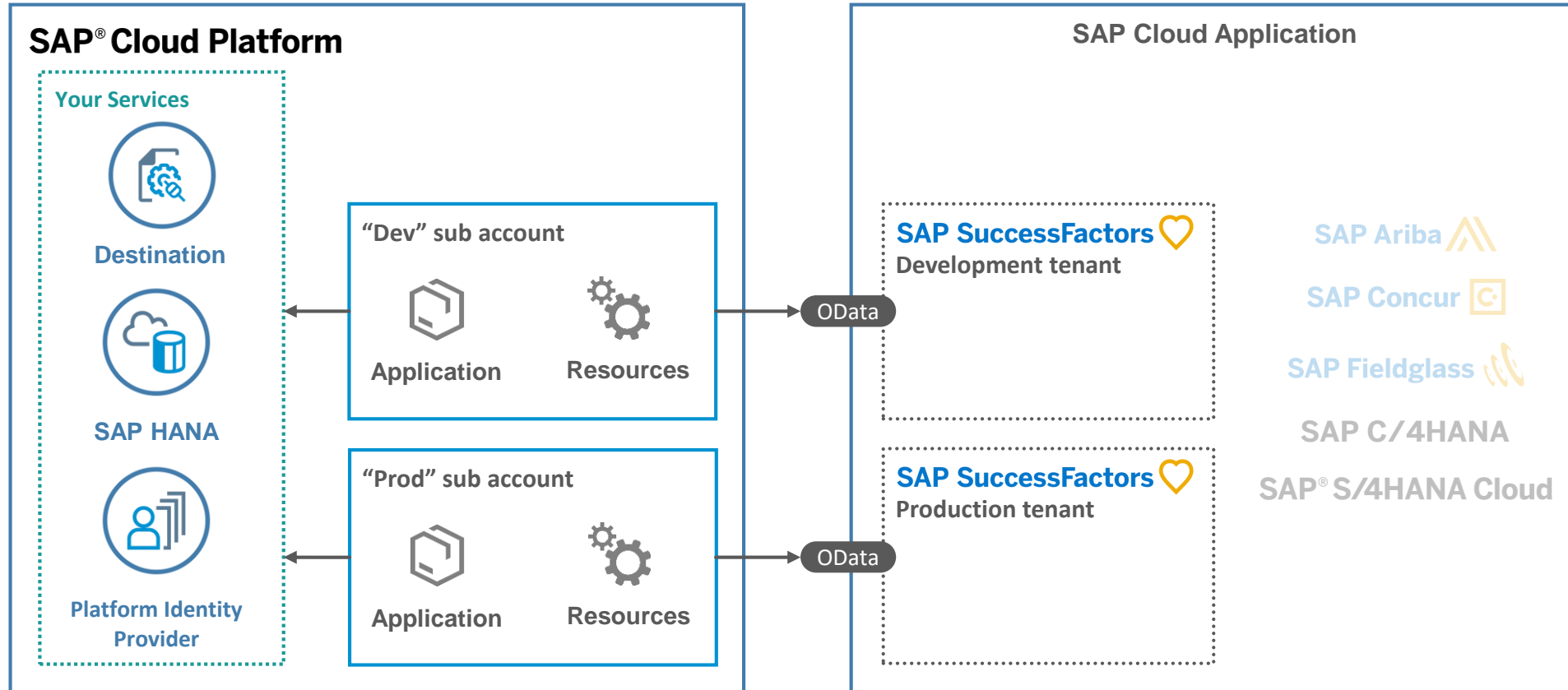
Typical landscapes for extensions

extending SAP cloud application including SAP S/4HANA Cloud



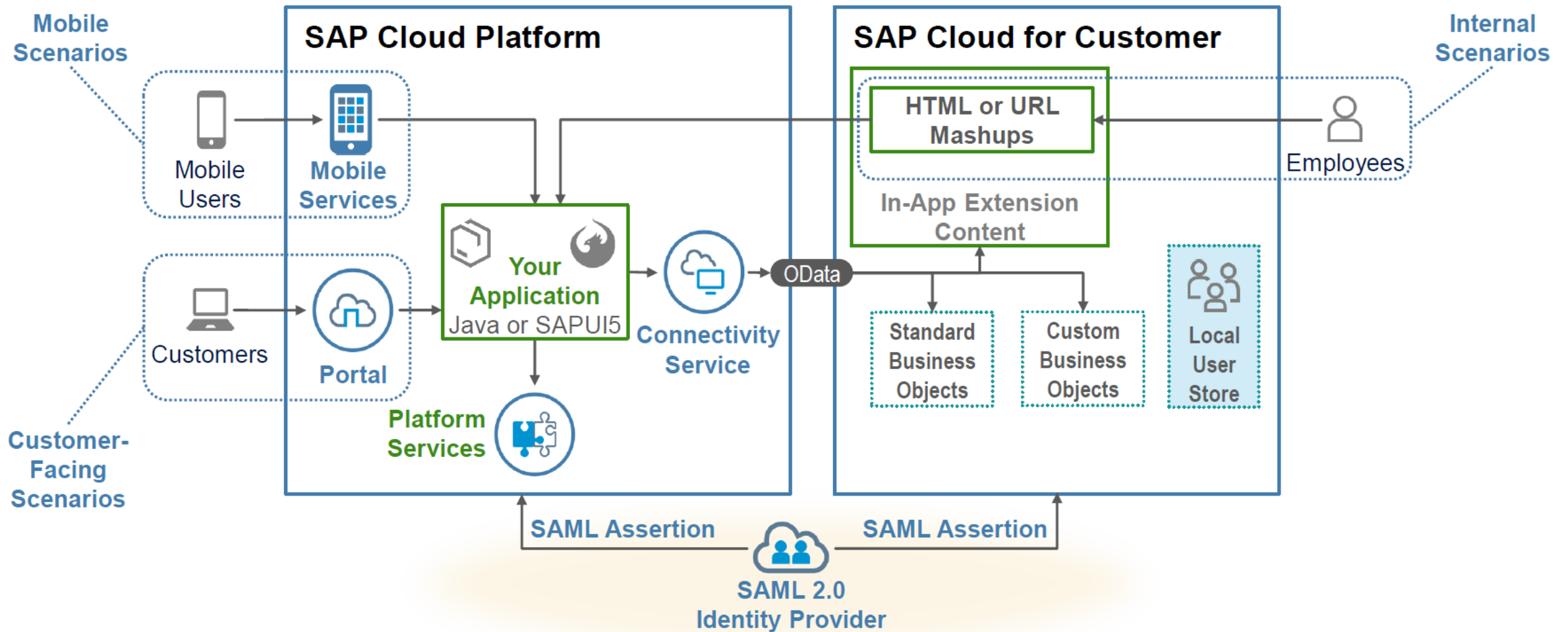
Typical landscape for extensions

detailed perspective



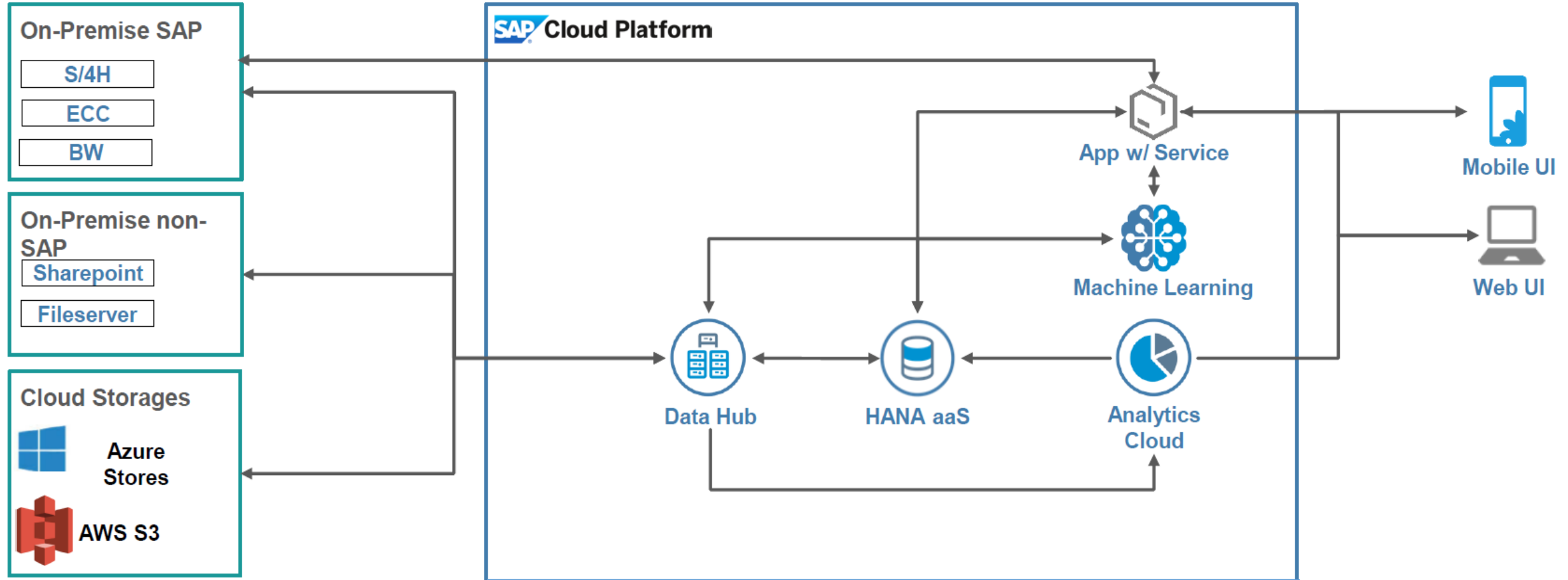
Typical landscape for extensions

detailed perspective



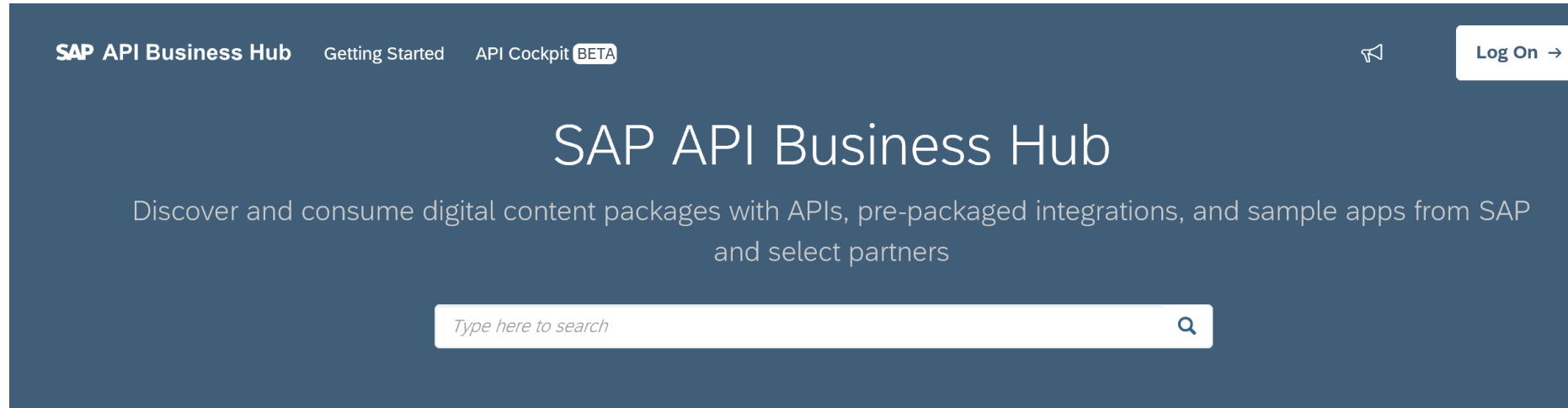
Typical landscape for extensions

Connection with 3rd party systems



SDKs and APIs

Integrate, extend your product with SAP Solutions using public APIs ([API Business Hub](#)),
Run/Build your product on SAP Cloud Platform



SOLUTIONS

[SAP S/4HANA Cloud](#)

SAP S/4HANA

SAP C/4HANA

SAP SuccessFactors

SAP Fieldglass

SAP Concur

SAP Ariba

SAP S/4HANA Cloud

The next generation digital core designed to help you run simple in a digital economy.



SAP S/4HANA Cloud

SAP S/4HANA Cloud, the next generation digital core designed to help



SAP S/4HANA Cloud
Business Events

Event Definitions provide the next generation digital events design to help



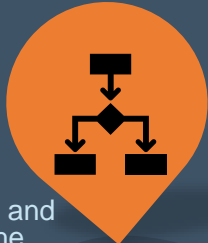
SAP S/4HANA Cloud
Integration with Third-
Party Sales Force

This integration package enables to read business partner data, product details,

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Certification

You are able to certify your integration, extension, that you product build or run on SAP Cloud Platform.

<http://www.sap.com/sapcertifiedsolutions>

Examples of possible integration scenarios:

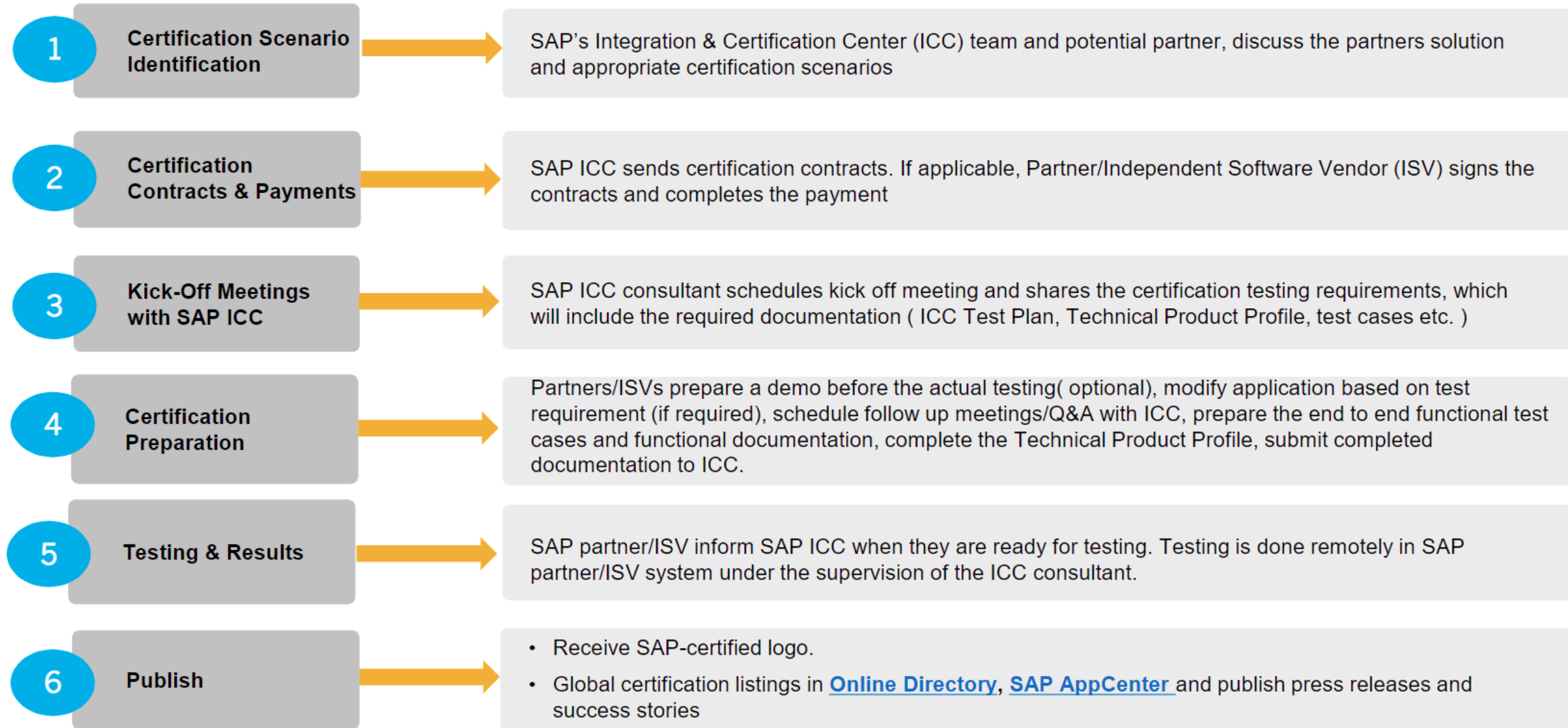
- [integration via SAP Cloud Platform](#) (for example, via scenario CP-CL-EXT — certification extensions for SAP cloud products)
- [integration with S4/HANA](#)
- [custom scenario based on integration assessment](#)

Other useful links:

[SAP ICC certification finder](#)

[SAP Cloud Platform certification guide](#) (including extensions to SAP cloud products)

Certification Process Overview



ICC Certification



**TECHNICAL PRODUCT PROFILE FOR THIRD
PARTY APPLICATION ON SAP CLOUD PLAT-
FORM**

SAP Integration and Certification Center
Document Version 3.0 (January 2018)



TEST REPORT FOR INTERFACE CERTIFICATION (CP-APP-DPL 1.0)



Interface Certification: Test Report

CP-APP-DPL 1.0
Third-Party Application Deployment on SAP
Cloud Platform

SAP Integration and Certification Center (SAP ICC)

THE BEST RUN 

ICC Certification



Certificate SAP INTEGRATION CERTIFICATION

SAP SE hereby confirms that product **Kono.ai for Teams version 1.0.1** of the company **Konolabs** has been certified for integration with / deployment on SAP Cloud Platform via the SAP integration scenario **CP-APP-DPL 1.0**.

This certificate confirms the technical compliance of **Kono.ai for Teams version 1.0.1** with SAP certification procedures.

The certification test is documented in report no. **13649** and expires on **November 29, 2019**

Certified Functions:

HTML5/SAPUI5 Application running on SAP Cloud Platform

Dirk Michael Schulze
Walldorf, November 30, 2018

SAP® Certified
Built on SAP Cloud Platform

THE BEST RUN 

SAP certification focuses on technical integration with SAP solutions. Vendor is responsible for the product itself, its error-free operation, and adherence to applicable laws.

The **#BerlinFoundry** Demo Day is in less than 24-hours and there's no stopping the teams' momentum. Congratulations to **Konolabs (Techstars '18)** for achieving the program's first major milestone: SAP Cloud Platform Certification.

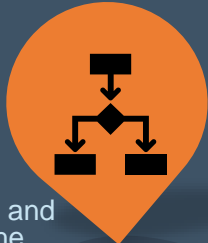
Great job in getting it done ahead of schedule, **YJ Min** and **Nikolay Starikov**.



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3. DEMO LICENSES

Request a demo licenses based on agreed business scenario(s)



Account Control Matters Much in IT Procurement

425 000

customers in more than 180 countries

91%

of Forbes Global 2000 are SAP customers

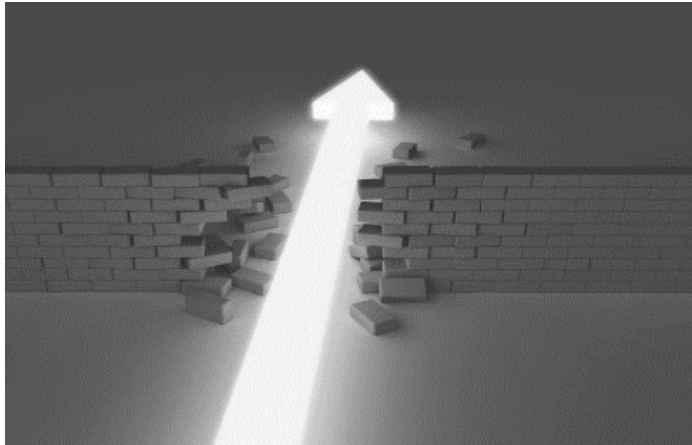
40 000

Sales specialists

18 300+

partners worldwide

The elements of value pyramid



INSPIRATIONAL VALUE

PURPOSE



Vision



Hope



Social
responsibility

INDIVIDUAL VALUE

CAREER



Network
expansion



Marketability



Reputational
assurance

PERSONAL



Design &
aesthetics



Growth &
development



Reduced
anxiety



Fun &
perks

EASE OF DOING BUSINESS VALUE

PRODUCTIVITY



Time savings



Reduced effort

ACCESS



Availability

RELATIONSHIP



Responsiveness



Expertise



Decreased
hassles



Information



Transparency



Variety



Commitment



Stability



Cultural
fit



Organization



Simplification



Connection



Integration



Configurability



Risk
reduction



Reach



Flexibility



Component
Quality

OPERATIONAL

STRATEGIC

FUNCTIONAL VALUE

ECONOMIC



Improved
top line



Cost
reduction

PERFORMANCE



Product
quality



Scalability



Innovation

TABLE STAKES



Meeting
specifications



Acceptable
price

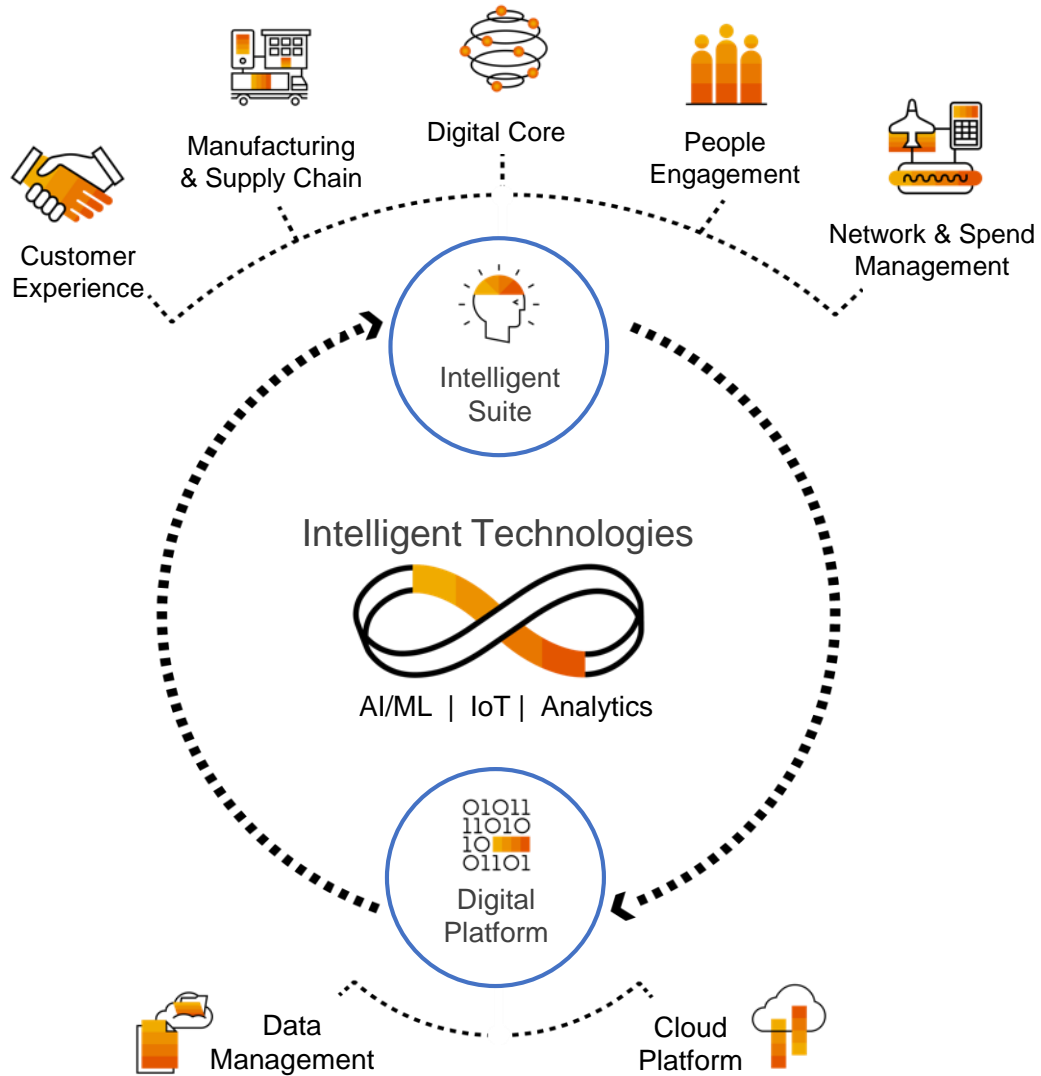


Regulatory
compliance



Ethical
standards

Why? Value for SAP



Stay competitive

1
Intelligent Suite



Fill in functional gaps

2
Digital Platform



Build and Integrate
with SAP

3
Intelligent
Technologies

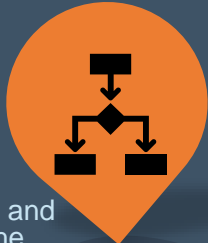


Create ML/AI-based product
extensions

Roadmap for Startups

1. BUSINESS SCENARIO APPROVAL

Validate with sales, Product management and pre-sales specialists the integration scenario



2. PARTNERSHIP

Getting a partner status PartnerEdge Build



7. CERTIFICATION OF INTEGRATION

Get an official certification that your product has a smooth integration with SAP products



4. TECHNICAL WORKSHOPS

Knowledge transfer sessions on technical integration with SAP



8. POC WITH A CUSTOMER

PoC or pilot product with SAP customers



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Request a demo licenses based on agreed business scenario(s)



9. SAP APPCENTER

Sell your product by subscription on SAP B2B app store



SAP AppCenter

B2B marketplace

The screenshot displays the SAP AppCenter B2B marketplace interface. At the top, there is a search bar labeled "Find Applications". Below this, the interface is divided into two main sections: "SAP Customer Experience Best Sellers" and "SAP SuccessFactors Best Sellers". Each section features a grid of application cards, each with a logo, a title, a brief description, and a star rating.

SAP Customer Experience Best Sellers

- Customer Loyalty Cloud by Annex Cloud**: Reward customers to increase rep... (5 stars)
- KIT - Keytree In-store Technology**: The next generation in-store exp... Starting At Free (5 stars)
- Mediafly for SAP Sales Cloud**: Sell more effectively by giving ... (5 stars)
- BloomReach DXP for SAP Commerce Cloud**: Differentiate with personal, sea... (5 stars)
- Totango**: The Enterprise Customer Success ... (5 stars)
- Paymetric - Securing Payments for Commerce**: Secure and streamline payment ac... (5 stars)
- Vertex Indi-rect Tax for SAP Commerce Cloud**: Calculate sales and use tax accu... (5 stars)
- Amplience for SAP Commerce Cloud**: Enrich the customer experience w... Free (5 stars)

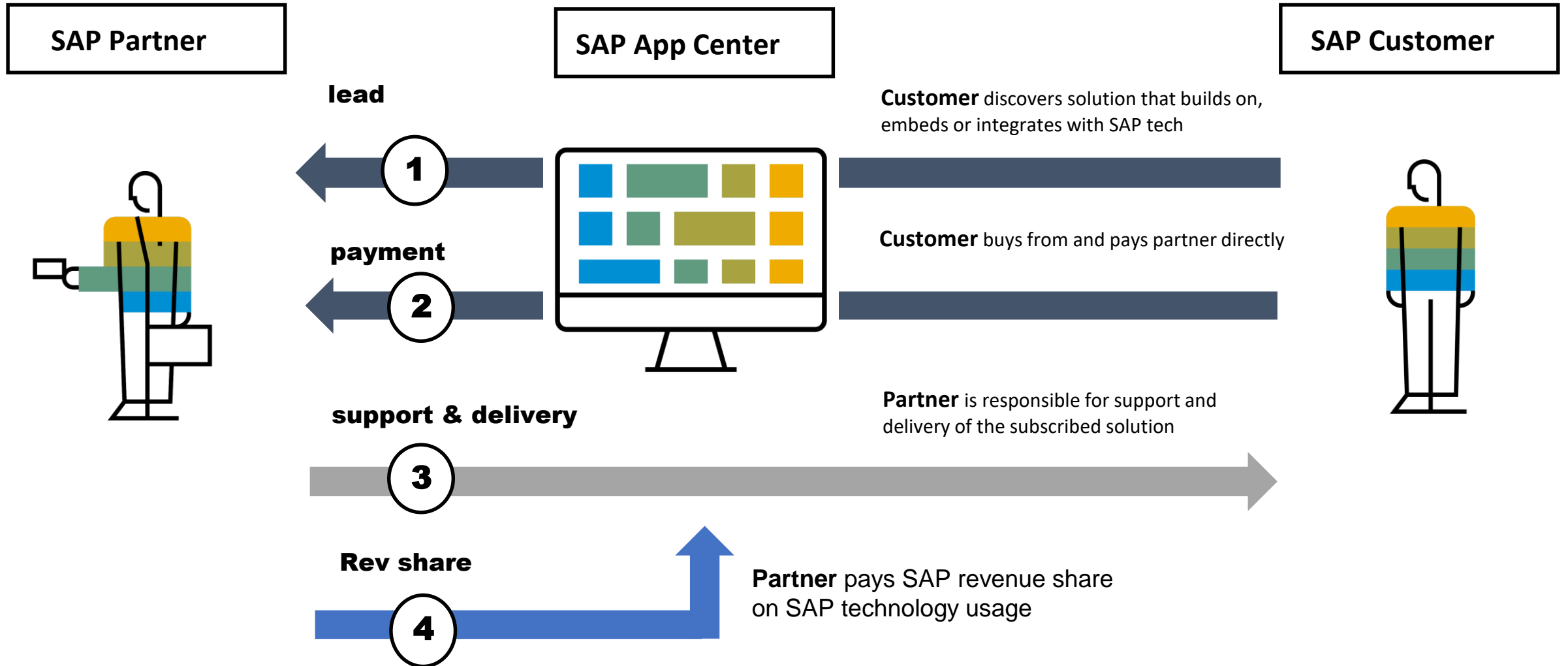
SAP SuccessFactors Best Sellers

- Ingentis org.manager**: (5 stars)
- Enterprise Health, Safe-**: (5 stars)
- aconso Digi-tal Personnel**: (5 stars)
- PeopleDoc - HR Service**: (5 stars)
- Enterprise Guardian -**: (5 stars)
- Ideal | AI for Recruiting**: (5 stars)
- Eightfold Tal-ent Intelli-**: (5 stars)
- Nakisa Hanelly Org**: (5 stars)

[How to list your solution in App Center guide](#)

[SAP AppCenter. Best practices and support](#)

How SAP App Center works



SAP App Center – Partners

As an SAP Partner...

You may:



List

List and market your solution. SAP App Center is one-stop destination for customers to discover all Partner solutions built on SAP platforms.



Trial

Partner solutions can be configured for trial use – either on their own, or if built on SAP Cloud Platform, they may be auto-provisioned on the App Center.



Transact

Partners may enhance their listing with transaction capabilities, so that customers can purchase and manage user licenses digitally through App Center.

SAP Partner (list, trial, transact)

Conditions:

- Companies only
- SAP Partner Developer Agreement
- App Center Participation Agreement
- Solution must pass the “Application Readiness Check” (**ARC**)

Fees:

- Listing on the SAP App Center is **free**
- Provisioning of Trial Apps on SAP Cloud Platform is **free**
- Cloud Service Fee on transactions: **15% on each invoice**

How to Publish on SAP App Center?



Become an SAP Partner

- Select the right SAP partner program for you
- Sign SAP partner agreement



Submit for Readiness Check

- Complete **Due Diligence** process
- Validate your offering via [App Readiness Check](#)



Publish and Transact

- Agree to SAP App Center T&Cs
- [Create new listing](#) and watch videos

New to SAP?

Join SAP PartnerEdge Build and receive a host of additional benefits, in addition to publishing on SAP App Center. [Click here](#) to learn more.

[Apply Now](#)

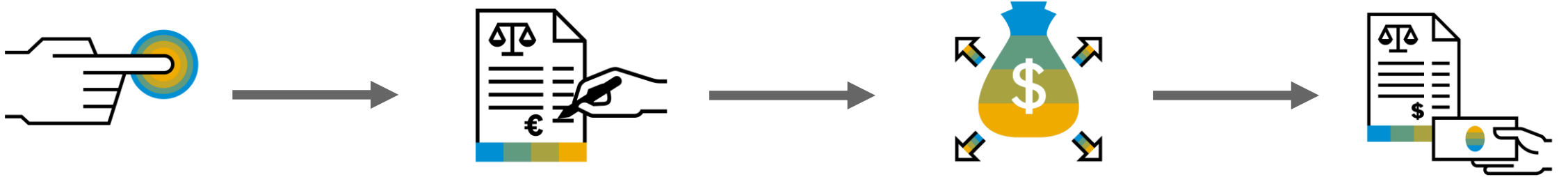
Already a Partner?

Existing SAP partners may onboard their apps to SAP App Center right away. Click the button below to learn how.

[I'm Already a Partner](#)

For more information click [HERE](#)

How to Process a Transaction on SAP App Center?



Customer purchases your product via SAP App Center, which is built on, embeds and/or integrates with SAP technology

You and your customer sign an order form on your paper offline, with custom pricing and terms

You submit total deal value and a copy of the order form to SAP at dl_appcenteroperations@sap.com for revenue sharing and AE compensation

SAP Field gets compensated and you receive invoices for revenue share in the same currency and at the same frequency as invoices are provided to your customer

How to Report Transactions to SAP App Center?

Order Detail Form		
Partner Company name	Your company name	Please provide same company name used when you joined SAP App Center
Product Details	Product URL	Please copy and paste your SAP App Center product URL. Ex: http://sapappcenter.com/apps/1234
Order Details	Customer email	user@domain.com
	Customer name	First Name
		Last Name
	Customer company name	Same as in your Order Form
	Customer billing address	House number, Street, City, Postal Code, Country
	Billing start date	MM/DD/YY
	Billing amount	Value and currency
	Frequency	Monthly, yearly, etc.
	One-time costs	Set up fee or alike fee. Specify value and currency
	Is this a consumption-based transaction?	If yes, please provide average consumption per period
	Copy of your Order Form	Please attach to this form for SAP records. You may black out unit pricing. This doc will be stored securely and viewing will be restricted.
Tax	Does your invoice to your customer include taxes?	Yes/No
ePaaS or OEM license	Are you bundling licenses to SAP Cloud Platform runtime in this order?	Yes/No
		If your customer already has SAP Cloud Platform, they may be able to implement your solution without additional licenses

- Reporting accurate sales transactions ensures that SAP AEs get compensated.
- Complete this **Order Detail Form** and send it along with your Order Form to: dl_appcenteroperations@sap.com.
- The information provided in the Order Detail Form must be the same as in your Order Form.

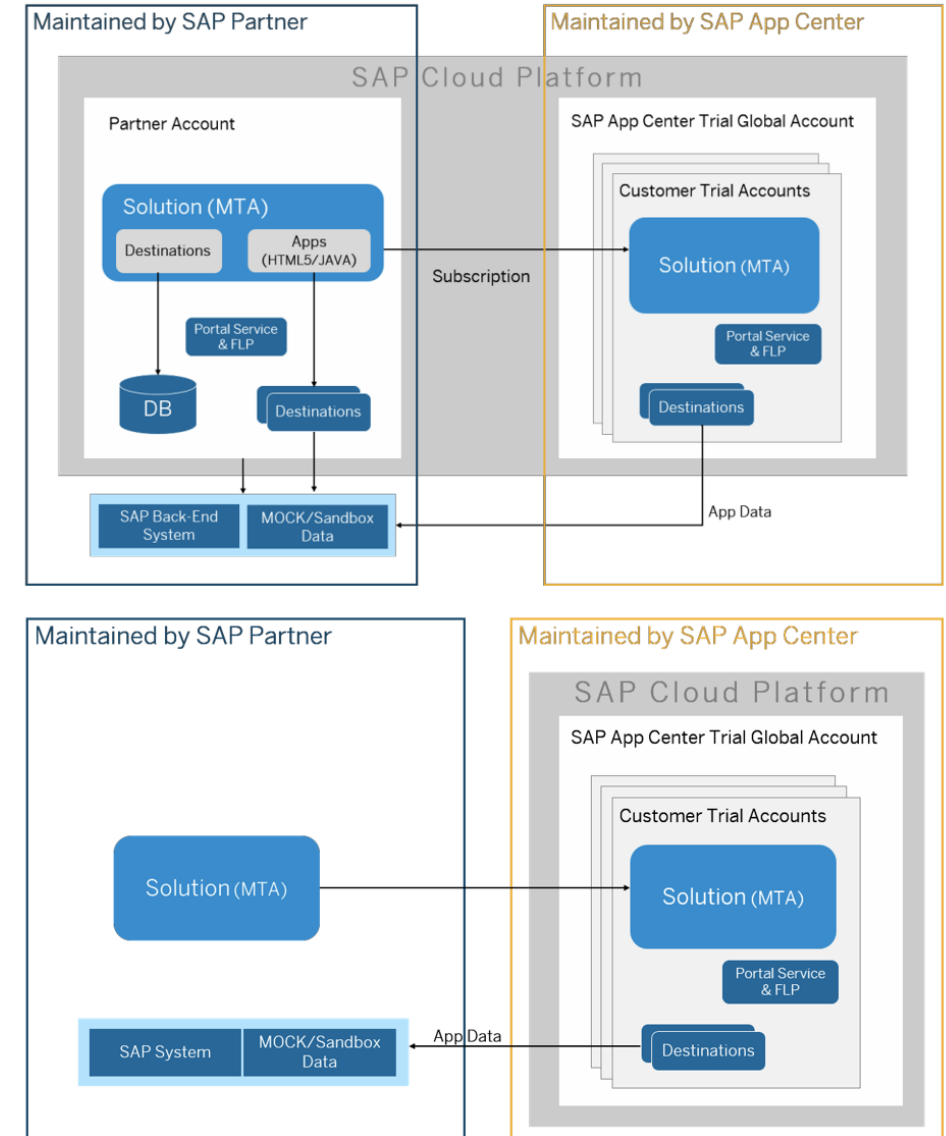
Testing, Certifying, and Trialing Your Extension

Automated provisioning aka trials

SAP Cloud Platform auto-provisioning available for apps with free trials (partner-hosted provisioning also an option, of course)

- Two options for SAP Cloud Platform auto:
 - As a subscription
 - Direct deployment of multitarget app (MTA)
- Configuration from SAP App Center
- Application package linked by providing URL to archive

Partners need to provide URL to the deployable artefacts packaged in a multitarget application archive ([mtar](#))



Multitenant Consumption of MTAs

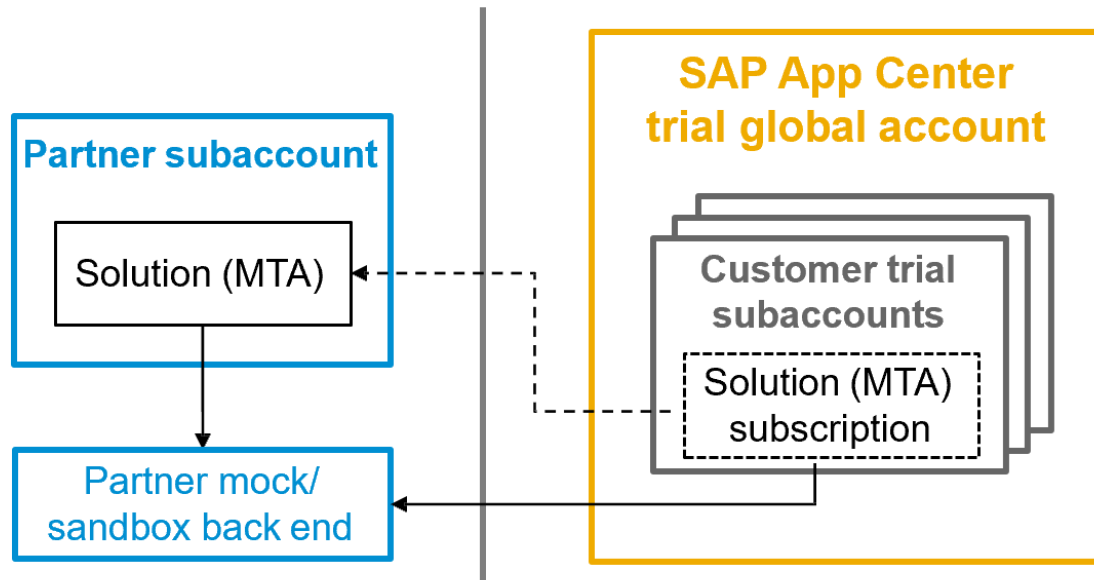
SAP App Center integration for partners

- Partners model applications as MTAs and onboard them into **SAP App Center**
- Customers create trial environment (offered as self-service)

Trial by subscription

Partner tasks:

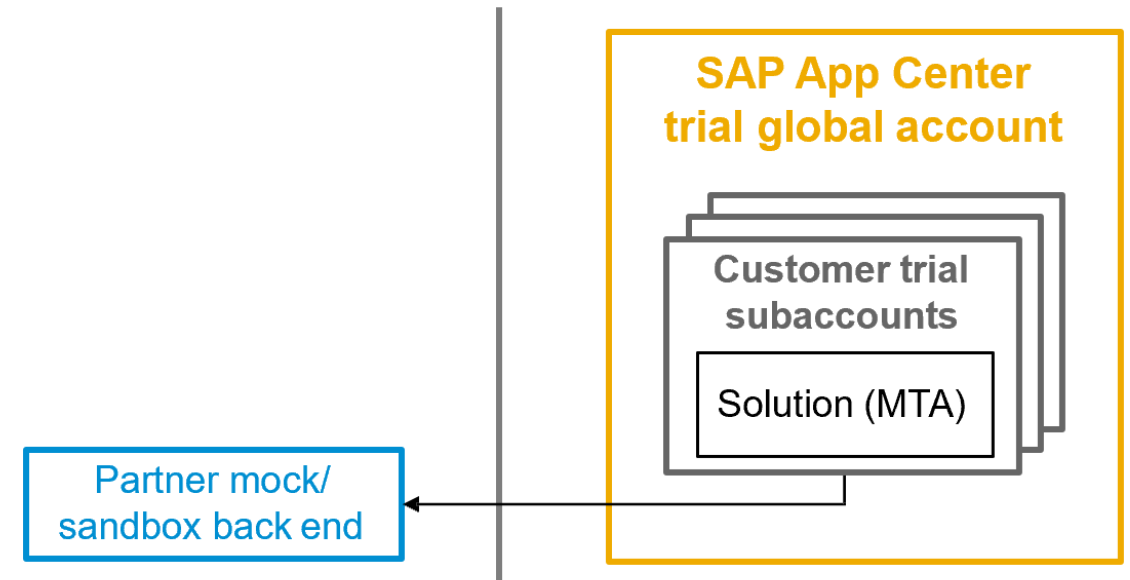
- Deploy the MTA in partner subaccount
- Configure solution metadata in SAP App Center



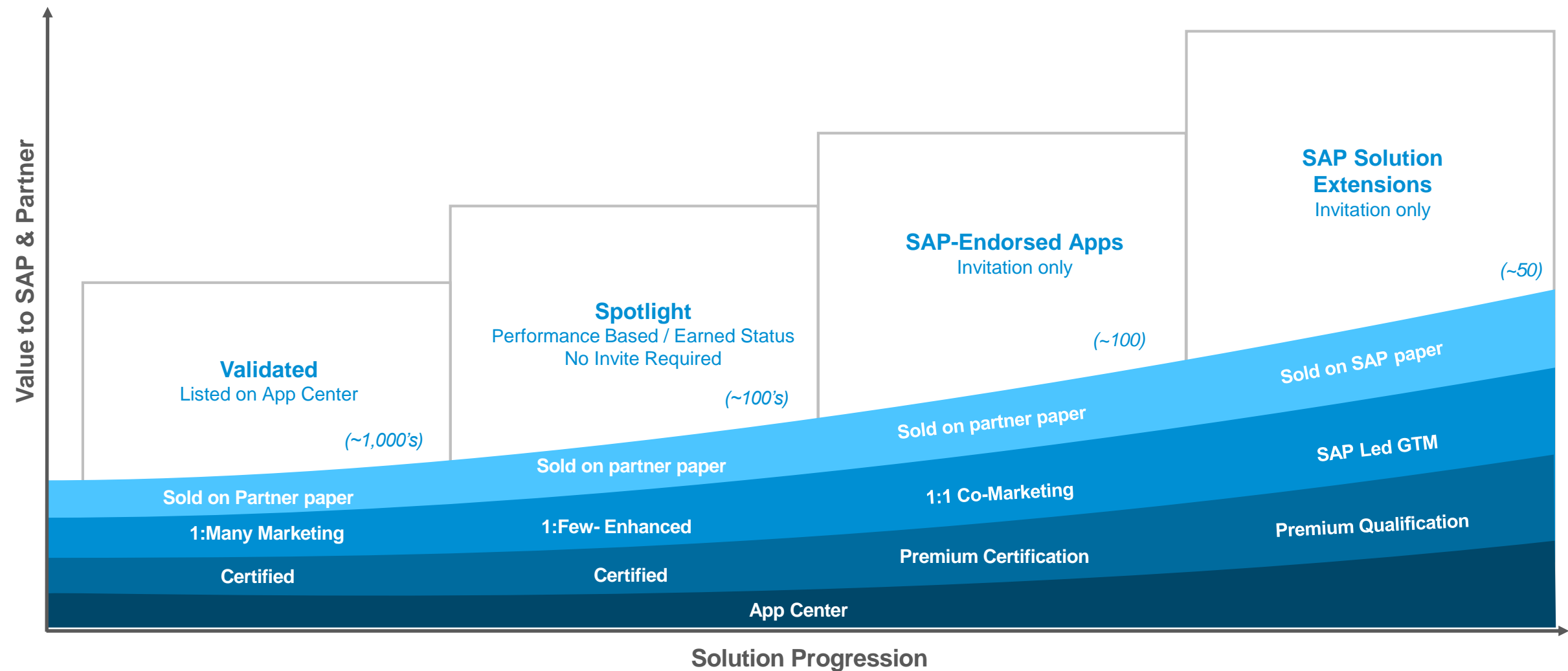
Trial by deployment

Partner tasks:

- Host MTA archive as deployable binary
- Configure solution metadata in SAP App Center



SAP's Software Partner Solution - Monetization Progression



To learn more about SAP Spotlight benefits, [CLICK HERE](#)

2020 Spotlight Club Benefits Criteria



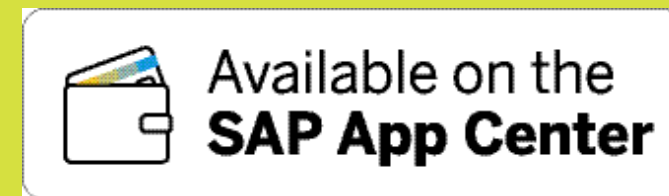
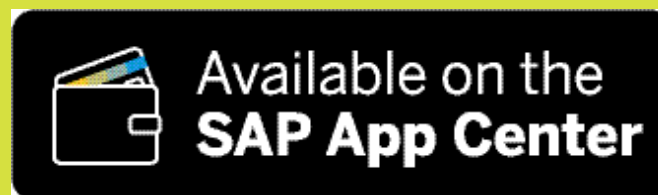
Pre-requisites

1. Publish a rich and complete product page on SAP App Center, with product video and relevant assets
2. Publish press release announcing your go live on SAP App Center (initiated by the partner) [link](#)

SAP App Center Spotlight Club	Engagement points
Embed “Available on the SAP App Center” logo on your website & live events	5
Offer a demo (live or click through) and/or a free trial	10
Amplify SAP App Center GTM campaign within the first 30 days of go-live	10
Participate in regular pipeline review with your PSA and/or Partner Manager	10
Generate at least 25 Leads within first 90 days of go-live*	20
Have transacted in the first 180 days	20
Have customer reference(s) endorsing SAP App Center and your offering	15
Promote SAP App Center via partner quote and/or video	10
Total engagement points	100

*Use of “Lead Age” metric that indicates age and opportunity of leads

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Download logo [HERE](#)

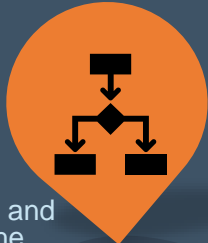
SAP App Center Engagement Types and GTM Option Programs

Description	Validated app	Spotlight Club
Solution landing page on SAP App Center	✓	✓
Lead collection, distribution & management to partner via SAP App Center	✓	✓
Reviews and communications with customers	✓	✓
Quota credit and commission to SAP Field	✓	✓
Complete customer transactions via SAP App Center	✓	✓
Press Release according to approved template (by partner / SAP approves) link	✓	✓
Social Media support/amplification (posts)	✓	✓
Badge for designation (Certification only)	✓	✓
Blog written by partner, shared and amplified by SAP	✓	✓
Partner solution blog written by SAP, shared by SAP	-	✓
SAP Pinnacle Award nomination for applicable “Partner of the Year” category	-	✓
Work with an assigned SAP App Center Manager	-	✓
Work with an assigned SAP App Center Content Manager	-	✓
Preferred placement on SAP App Center to increase sales and awareness	-	✓
Solution-related marketing and internal enablement assets	-	✓
SAP field-facing internal Sales Wins Campaigns	-	✓
Participation in special partner promotional activities during select sales and customer-facing events	-	✓
Representation in regional SAP-sales events (based on slot availability)		✓

Roadmap for Startups

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Validate with sales, Product management and pre-sales specialists the integration scenario



2. PARTNERSHIP

Getting a partner status PartnerEdge Build



7. CERTIFICATION OF INTEGRATION

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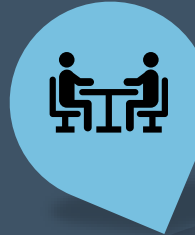
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Knowledge transfer sessions on technical integration with SAP



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10. PRICE LIST

SAP can add your product on our global price list



SAP Price List

An example:

SAP Upstream Field Activity Management by OIS is now included in the SAP Global price list



<https://news.sap.com/2019/04/smart-oilfield-sap-upstream-field-activity-management-ois/>

Why? Value for startups



PoC

PoC and pilot projects with SAP customers

BeeInstant

Gtmhub

DATARADE



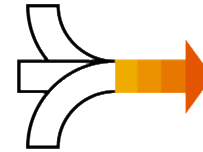
SAP Price List

Get an operational cashflow and sell to large customers

celonis

ANNEX CLOUD
Customer Marketing Platform

OIS
Эффективные решения



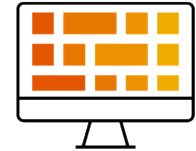
M&A

Desire to become global and earn by valuation

contextor
We augment humans with bots

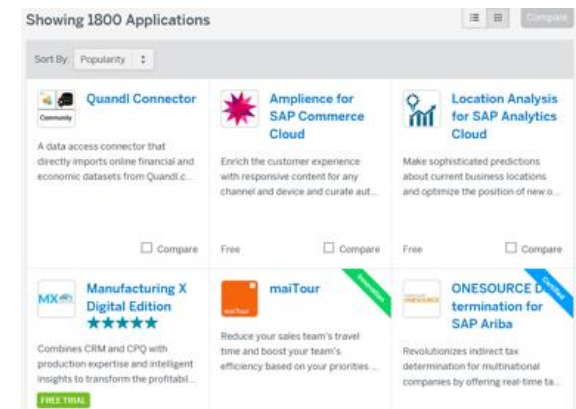
RECAST.AI

qualtrics



SAP AppCenter

Define your own pricing and scale



Good Luck!

Bonne chance!