SAP UNIVERSITY ALLIANCES 2016

Vision: become a global academic network
WE’RE HELPING STUDENTS AROUND THE WORLD GET THE KNOWLEDGE THEY NEED TO SUCCEED.

HELPING THE WORLD RUN BETTER. IMPROVING LIVES. THAT’S OUR PURPOSE.
In 2016, SAP University Alliances is ramping up to the 2020 vision to become a global academic network for executives & professionals, university students, and young thinkers connecting the strong SAP University Alliances community, which today includes more than 2,650 educational institutions in 90 countries, together with our SAP University Competence Centers and Academic Competence Centers, with SAP customers, partners, start-ups, other academic networks, governments, non-profit research institutions, and students at both universities and schools.

Yours Ann,

Ann Rosenberg
Vice President, Head of Global SAP University Alliances
@RosenbergAnn

**Mission**

- Build the next-generation talents for the digital enterprise
- Drive innovation from academia and next-generation users to the digital enterprise
- Shape the future of higher education

**Embedded in a Network of Communities**

2020 Vision: SAP University Alliances will change from a “Community” to an “Academic Network”
SAP University Alliances today engages with 2,650+ universities in 90 countries

The SAP University Alliances program now opens up the world of SAP to more than 2,650 universities in 90 countries worldwide, and aims to develop the critical skills for the digital enterprise among executives & professionals, university students, and young thinkers. Through engagement with 96% of top universities around the world, and through 1,000+ annual events, SAP University Alliances inspires students and faculties around the world about SAP as the Digital Transformation company.

In partnership with SAP’s six University Competence Center (UCC) locations and four Academic Competence Center (ACC) locations around the world, universities gain access to an ever-expanding range of SAP software and curriculum, enabling faculty to help students better connect business and IT concepts to practice.

SAP University Alliances Mission

Build the next-generation talents for the digital enterprise
Empower executives & professionals, university students, and young thinkers for careers and growth in the digital enterprise, consisting of SAP and its customers and partners, through SAP University Alliances program offerings, and build the next-generation digital transformation entrepreneurs.

Drive innovation from academia and next-generation users to the digital enterprise
Strategically enable young bright minds to participate and contribute their great ideas through crowdsourcing, including industry contests, co-innovation projects, SAP Next-Gen Consulting and research projects empowered through SAP’s innovation technologies.

Shape the future of higher education
Drive unprecedented empowerment of the university community on the latest, most innovative topics from SAP, including enabling universities to leverage massive open online courses available on the openSAP and openSAP Thought Leaders platforms, and running operations in the cloud.

This mission is carried out through seven strategic pillars:

- LEARN
- APPLY
- SHARE
- RECRUIT
- TRANSFORM
- EMPOWER
- IMPACT
LEARN with SAP University Alliances

Through a blended learning model, faculty and students access SAP software and learning assets from SAP University Alliances, SAP Education, and openSAP, bringing learning with SAP’s world-class enterprise software solutions into the classroom.

As they learn using multiple channels, students are able to better connect practices to concepts, becoming better prepared to compete for today’s careers in the digital economy.

Students also have the opportunity to earn an industry certification in SAP technologies to position themselves for outstanding careers in the SAP ecosystem, including with top implementation partners.

Help your students receive more job offers at higher salaries from top employers in your area by adding SAP hands-on content into your courses!

Universities can also provide education for professionals and executives via our academic network.

University Competence Centers
Low-cost peer hosting; no hardware or software on your campus

SAP Learning Hub, academic edition and student edition
E-learnings and e-certifications

openSAP, openSAP Thought Leaders, and openHPI
Free massive open online courses on the SAP HANA platform, SAP Mobile Platform, design thinking, business networks, Industry 4.0, Internet of Things, and more

SAP software certifications and Industry certifications
SAP ERP (TERP 10), SAP HANA, SAP Mobile Platform, analytics solutions, data scientist, Industry 4.0, and design thinking

Classroom resources
Simulations, mobile apps, demo systems, and downloadable software

Faculty training workshops
To enable faculty to use the provided curriculum, SAP University Alliances offers train-the-trainer workshops around the world. They are planned separately for the different regions (Americas, EMEA, and APJ) to tailor content to regional needs.

APPLY with SAP University Alliances

Be a leader in driving innovation at your university, partnering with SAP and the SAP ecosystem.

Become an SAP University Alliances Innovation/Design/IoT Lab and drive Big Data, enterprise mobility, and cloud research and co-innovation together with an SAP Innovation Center.

Join crowdsourcing projects so you and your students can provide valuable creative input to help SAP create the next generation of cloud solutions powered by SAP HANA, and SAP customers to accelerate their digital transformation.

Become a leader in the SAP Student Entrepreneur Program, fostering student startups leveraging the SAP technology platform for innovation.

Encourage your students to join industry contests to showcase their creativity and compete to win the opportunity to join SAP events and the chance to build their ideas into actual solutions.

SAP Innovation Centers for Big Data
Providing faculty and students with hosted infrastructure for Big Data research and industry innovation (healthcare, smart cities, energy, life sciences, Industry 4.0, Blockchain, and more).

Five crowdsourcing models
From unlimited global crowdsourcing to regional contests to projects at a specific university, enabling input from the next generation to shape the future of SAP solutions.

Innovated students forming startups with SAP technology
Blending best practices for design thinking, business modeling, and investor pitching to foster entrepreneurship on SAP technology as well as an entrepreneurial mindset.
Be RECRUITED into SAP and the SAP Ecosystem

Help your students get the knowledge they need to succeed, and to be the front-runners in the digital enterprise.

Prepare students to be recruited by SAP and the SAP ecosystem or to form startups.

By joining SAP University Alliances and tapping into our blended learning assets including certifications, as well as research and co-innovation, and by bringing your students to SAP events, you will prepare them to be the talent of the future for the digital enterprise.

You can also inspire your students with the SAP Student Entrepreneur program, fostering a spirit of entrepreneurship on your campus.

SAP
• CareerStarters Program
• Sales Academy
• develop&impact Program
• Impact MBA Program
• Innovation Center Job Openings
• Silicon Valley Next Talent program

SAP customers
Customer graduate academies

SAP partners
Partner graduate academies

Or form a startup
On SAP’s technology platform

SHARE with SAP University Alliances

Get engaged with SAP and the SAP ecosystem at more than 1,000 events annually worldwide.

Learn valuable new skills such as design thinking, data science, IoT, Industry 4.0, Business Networks, ...

Learn about SAP’s latest innovations and gain the knowledge and skills needed to become a leading business and IT professional or entrepreneur.

Showcase winning design concepts and prototype solutions at microforums, demo theaters, and expert sessions.

Network with SAP customers and partners to enhance career readiness.

SAP University Alliances digital transformation info days
Academic events at leading universities in the global SAP University Alliances network
• Benefit from the digital transformation thought leadership of prominent academics, SAP experts, and SAP customers
• Connect with faculty to launch SAP next-gen Consulting projects where bright young minds create innovative design concepts and prototype solutions leveraging the latest SAP technologies to solve real-world challenges in the digital transformation
• Recruit top “SAP Ready” early talent as next-gen designers, developers, data scientists, makers, and business leaders

SAP InnoJam, SAP Code Jam, and hackathons
Get hands-on and work alongside SAP experts and customers to code & build the next-generation apps & data visualizations

Entrepreneurship bootcamps
Blend design thinking, business modeling, and investor pitching to develop a compelling startup concept

Coding the Future events
Learn and apply the latest SAP technologies and meet SAP’s innovation leaders

SAPPHIRE® Now and SAP TechEd
Join SAP’s premier business and technology events and network with the SAP ecosystem for new faculty insights and student career inspiration

Academic conferences
Enabling faculty to stay current with the latest curriculum and best practices for integrating SAP software in the classroom
TRANSFORM with SAP University Alliances
(Value for the industry)

Work with young bright minds: SAP Next-Gen Consulting

SAP Next-Gen Consulting is a strategic innovation youth service for the SAP ecosystem, provided by young bright minds in collaboration with SAP early talents, the SAP University Alliances academic network, and SAP partners.

You will soon find SAP Next-Gen spaces at SAP Palo Alto, SAP Walldorff, SAP India in Gurgaon and Bangalore, with a number of small SAP Next-Gen spaces at universities linked to the SAP locations. More locations are planned globally.

What is in it for you?
Co-Innovation on the most innovative, smart solutions for your digital enterprise, leveraging SAP’s latest technologies, with insights from the next generation designers, developers, data scientists, and business leaders.

- Access to early talent – SAP Next-Gen consultants with strong knowledge on digital transformation technologies.
- Connections to executive education on SAP solutions e.g. Internet of Things at universities in the SAP University Alliances academic network.
- Co-innovation at universities with SAP solutions.

What type of services?
- Corporate innovation services where you get inspired and work together with early talents and student startups via workshops to accelerate your innovation, e.g. with IT.
- Industry specific co-innovation InnoJams and hackathons with young bright minds.
- Join an ‘innovation belt’ between SAP Next-Gen spaces in Silicon Valley and SAP Next-Gen spaces in Germany, India, and other locations planned around the world.

TRANSFORM with SAP University Alliances
(Value for executives & professionals)

Join the SAP University Alliances academic network for digital transformation

Offerings for executives and professionals to engage and prepare them to lead their organizations to become digital enterprises enabled by the SAP University Alliances academic network.

Executive and Professional Education with the UA network
Education for executives and professionals on innovation and the digital transformation from academia and with SAP and SAP partners.

SAP University Alliances digital transformation into days
Academic events at leading universities in the global SAP University Alliances network
- Benefit from the digital transformation thought leadership of prominent academics, SAP experts, and SAP customers.
- Connect with faculty to launch SAP next-gen Consulting projects where bright young minds create innovative design concepts and prototype solutions leveraging the latest SAP technologies to solve real-world challenges in the digital transformation.

- Recruit top “SAP Ready” early talent as next-gen designers, developers, data scientists, makers, and business leaders.

SAP University Alliances digital transformation academic incubator trips into Silicon Valley
Executives and universities can connect with leaders at SAP and in the SAP University Alliances Silicon Valley academic network who are driving innovation, entrepreneurship, and digital transformation.

SAP University Alliances digital transformation academic innovation days
Opportunities for customers to visit SAP offices in Walldorf, Silicon Valley, New York, and other SAP locations to engage with SAP experts as well as thought leaders from universities and partners in the SAP University Alliances network.

SAP University Alliances digital transformation academic executive alumni network
Join an alumni network and benefit from ongoing opportunities to continue your digital transformation education and accelerate your digital transformation journey enabled by the SAP University Alliances academic network.
EMPOWER the Digital Transformation of Higher Education and Research (Value for a SAP customer)

Faculty can demonstrate benefits to their university’s operations and IT groups, helping them see SAP as a partner strongly positioned to enable universities to run simpler in the cloud.

Graduate to the next level of performance – with best-in-class software to help your higher education or research institution run better.

Boost international ranking and reputation through improved student engagement, research outcomes, and financial processes.

Drive leadership and learning with better student information systems and education analytics.

Cut costs by streamlining everything from research management to compliance.

SAP Solutions for the Digital Transformation in Higher Education and Research

Students, Teaching, and Learning
Student Lifecycle Management, Teaching and Learning, Learner Achievement Measurement and Tracking, Educational Performance Analytics, Liberating Knowledge and Creativity

Commercial and Non-Commercial Research
Research Planning and Execution, Research Analytics, Genomic Analysis

Education Funding and Income
Grants Management for Grantee, Donation Management, Learner Fee Management, Grants Management for Grantors, Fraud, Waste, and Abuse

Finance, Sourcing and Procurement, Platform and Technology

Make an IMPACT with SAP University Alliances

As a member of SAP University Alliances, you can team with SAP’s corporate social responsibility and government relations groups to drive joint events aimed at community, civic, and workforce development.

SAP’s culture emphasizes volunteerism. Encourage your students to get involved in volunteer efforts with SAP, so together we can help improve people’s lives.

Leverage the “Human Face of Big Data” video, app and learning assets to educate students on what the Big Data revolution means in our daily lives.

Academy Cube
Developed by leading global companies to strengthen tomorrow’s workforce and to open the door to new opportunities in the international labor market for motivated talents, Academy Cube globally connects students, graduates, and professionals with companies seeking business- and IT-ready talent.

SAP Young Thinkers program
Aims to stimulate interest in STEM (science, technology, engineering, and math) learning and careers to help address the skills shortage that is prevalent around the world, to encourage entrepreneurial thinking, and to ensure young people are college- or workforce-ready.
Impressions from 2015

- Top University Relationships: 96%
- Institutions in UA Program: 2677
- Countries where UA is active: 90
- Young Thinkers Schools: 530
- Number of Events: 1681
2015 Impressions from EMEA

Top universities relationships: 95%

Institutions in UA program: 563

Young Thinkers Schools: 36

Number of Events: 532
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HELPING THE WORLD RUN BETTER. IMPROVING LIVES. THAT’S OUR PURPOSE.