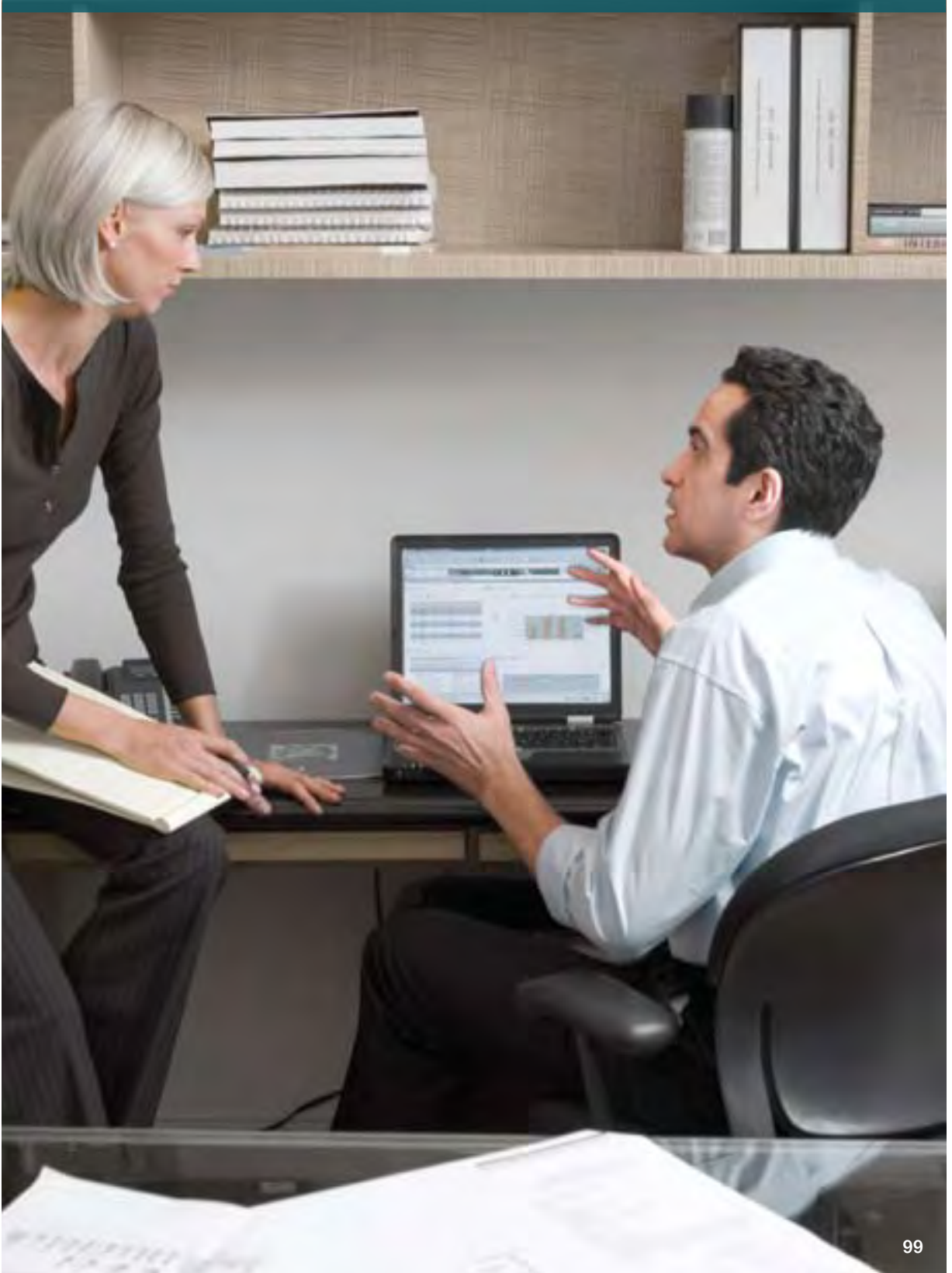


SAP BUSINESS ONE
BREAKOUT SESSIONS



SAP BUSINESS ONE

BREAKOUT SESSIONS

MONDAY, JANUARY 14	ROOM
2:15 p.m.–3:15 p.m.	Getting the Most Out of the SAP PartnerEdge Program Lando 4301A&B How do I maintain my current SAP PartnerEdge level? And better yet, what must I do to move to the next level?
2:15 p.m.–3:15 p.m.	Leveraging ASUG for Success Lido 3104 The Americas' SAP Users' Group (ASUG) can be a huge point of differentiation for you in the sales and customer service process. Come hear how one partner is effectively leveraging ASUG for success.
2:15 p.m.–3:15 p.m.	Leveraging Organizational Growth San Polo 3502/3503 This panel discussion will focus on how to manage growth in the organization – when to hire, how to reorganize for growth, and when and how to expand.
2:15 p.m.–3:15 p.m.	The Way the Customer Pays DOES Make a Difference – How Financing with SAP Can Help Murano 3203/3204 Financing and the SAP partnership with Key Equipment Finance can help you close more business, more quickly. This session will focus on how you can use financing as a strategic advantage.
3:30 p.m.–4:30 p.m.	Accelerated Implementation Equals Faster Customer Success Lando 4301A&B The accelerated implementation plan (AIP) is one of a number of tools to help you ensure customer success. This session will include an AIP overview and a detailed discussion of key tools addressing sales handover, requirements gathering, system sizing, testing, training, and the go-live stage.
3:30 p.m.–4:30 p.m.	Best Practices in Hiring and Compensation Lido 3104 This is a participatory session on hiring processes and compensation plans. Come with your best ideas and leave with new ways to hire and reward your key sales employees.
3:30 p.m.–4:30 p.m.	Strategies and Reasons to Move Your Customer Base to the 2007 Version San Polo 3502/3503 Learn about the strategies and benefits of consolidating your SAP Business One customers on the 2007 version.
3:30 p.m.–4:30 p.m.	The Top 10 Product and Technical Myths of SAP Business One Murano 3203/3204 Learn the real story! We will dispel the top product and technical myths of SAP Business One.
4:45 p.m.–5:45 p.m.	Best Value-Added Reseller Practices from Around the World Lando 4301A&B What works in other parts of the world? Come hear about different business practices and approaches that you can learn and use at home.
4:45 p.m.–5:45 p.m.	Marketing Metrics: How Do Your Programs Stack Up? Lido 3104 After the keywords are submitted and the direct mail is sent, what metrics should you track to best judge your marketing successes? Come and learn about industry benchmarks, real-world examples, and how you stack up to the competition.

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MONDAY, JANUARY 14		ROOM
4:45 p.m.–5:45 p.m.	Profitable Growth Through Location Expansion When you want to grow geographically, what are the factors and approaches you need to profitably add a new office location for SAP Business One?	San Polo 3502/3503
4:45 p.m.–5:45 p.m.	Tips and Techniques for Selling to Companies Headquartered OUTSIDE the United States There are unique challenges for companies headquartered outside the United States that want to use SAP Business One at a U.S. location. Come learn what to watch out for and how SAP can help.	Murano 3203/3204
TUESDAY, JANUARY 15		ROOM
8:30 a.m.–10:00 a.m.	Building Implementation Templates – A Practical Example This session is a deep dive on the packaged implementation approach needed for success in ecosystem and repeatable microvertical sales.	Murano 3301A&B
8:30 a.m.–10:00 a.m.	Fight Back, Compete Effectively, and Learn About the Competition In this session, you will hear your peers talk about competing effectively against top SAP Business One competitors.	Murano 3302
8:30 a.m.–10:00 a.m.	Help Your Prospect Justify the Costs of the New Proposed Business Management Solution Learn how partners are using the Shark financial cost justification tools to differentiate themselves from the competition, justify the cost of the proposed project, and win against no decision.	Murano 3303
8:30 a.m.–10:00 a.m.	Real Stories of Independent Software Vendor and Value-Added Reseller Joint Sales Success Learn how strategic engagement with independent software vendors (ISVs) can increase your pipeline and help you close more business. Hear real stories of how value-added resellers and ISVs have worked together to drive new business and increase customer value.	Murano 3304
8:30 a.m.–10:00 a.m.	What New Partners Need to Know About Marketing SAP Business One (Marketing 101) Come and learn about the programs, their results, expectations, and which programs to include in your marketing buffet.	San Polo 3402
8:30 a.m.–10:00 a.m.	You Can Get Net New Name Volume: Practical Advice for Selling to 20+ New Customers a Year Is it possible to add significant numbers of new customers in a year? Come hear from your peers to learn what it takes and what they have done successfully.	San Polo 3403
2:45 p.m.–4:00 p.m.	Best-Run Business Metrics for Partners During this session, you will review the key operating metrics used by top performing resellers to better manage their businesses.	Delfino 4002
2:45 p.m.–4:00 p.m.	Selling to the SAP Business One Sweet Spot There is a clear market definition for a good SAP Business One fit. This session will review the characteristics of a successful prospect fit and the tools available to help you find it.	Delfino 4003

SAP BUSINESS ONE

BREAKOUT SESSIONS

TUESDAY, JANUARY 15	ROOM
2:45 p.m.–4:00 p.m.	Solutions That Provide Value for Real Customer Problems Delfino 4004 In this session, you will learn about creative solutions to real customer problems and the real success stories of partners who deliver SAP Business One.
2:45 p.m.–4:00 p.m.	Support Services: Setting Up and Managing Your Help Desk to Make Money Delfino 4005 We'll cover setting up an SAP Business One help desk, and we'll review ideas on how to make support services (more) profitable for your organization.
2:45 p.m.–4:00 p.m.	The Top 10 SAP Business One Messaging Tips Delfino 4006 Are you interested in knowing which sales pitch really sticks in the minds of SAP Business One prospects? Join the SAP product marketing experts, and hear the 10 things we learned after talking to more than 100 prospects in 22 focus groups. Find out which messages resonate and which messages to avoid.
2:45 p.m.–4:00 p.m.	What to Do When It Goes Wrong – Customer Escalations and the Process Delfino 4102 This session deals with customer support and escalations – how to deal with them, how to avoid problems, and what you can expect from SAP in the process.
4:15 p.m.–5:30 p.m.	Developing a Plan for Success: Marketing in 2008 Delfino 4002 Which marketing activities should you spend money on from your limited budget? Come see a new marketing planning tool that will help you plan activities, execute against them, and track results.
4:15 p.m.–5:30 p.m.	How to Use the Shark ROI Tool with Independent Software Vendor Solutions Delfino 4005 Join us to review several independent software vendor (ISV) solutions and how to use the Shark tool to justify their cost. Find out what questions to ask during discovery and what topics to demo that prove the ROI for each of the ISV solutions that will be covered.
4:15 p.m.–5:30 p.m.	Leveraging Your Customers and Prospects in a One-to-Many Approach: Find Out What It Takes Delfino 4003 Ecosystems look easy on the surface, but what lurks beneath? Hear about the reality of these opportunities to sell SAP solutions into ecosystems from partners that are actively engaged in them today.
4:15 p.m.–5:30 p.m.	Making the Competitive Choice: Which Products Should You Recommend to Your Client? Delfino 4004 We'll cover how to make the right decision for your customer, your business, and your partners when you carry multiple brands.
4:15 p.m.–5:30 p.m.	What Do I Get for My Partner Services Fee? How Does It Help Me Get a Quick Start with SAP? Delfino 4102 You know that all partners get access to a partner services advisor. How can you best utilize an advisor for your organization and for your new employees so they get a quick start?
4:15 p.m.–5:30 p.m.	What You Should Do Before You Introduce Your Prospect to Sophie Delfino 4006 Learn from a partner how to get ready to demo beyond the SAP presales team.