

Jeff Word and Klaus Kreplin Surround Brian Yarnell of Interactive Edge and Thomas Ellenberg of SAP



## Demo Jam Makes Some Noise

Fun. Competitive. Innovative. This is the essence of Demo Jam.

Over the summer, more than 60 SAP customers, partners, and employees — covering a broad cross-section of the SAP ecosystem — submitted proposals to demo new, electrifying technologies or applications at Demo Jam.

It wasn't easy choosing six to put to the test. "We picked these demos to represent some of the broad themes of innovation that are happening on top of SAP out in the world right now," said emcee Jeff Word, who manages strategic projects for SAP. "There's no monopoly on innovation; it's happening everywhere on the planet."

A self-proclaimed "demo-monkey," Word understands the pressure of presenting live technology. He was on stage 12 hours earlier during the SAP executive keynote, pulling the strings on SAP NetWeaver Composition Environment in front of thousands of attendees.

Word commended the contestants' courage, but was a stickler on the three rules. Six minutes are allowed for each demo, and slides are strictly forbidden — meaning you have to show code that actually runs. How do jammers win? That's where the third rule — audience participation — mattered: "You guys scream the loudest, and they win. It's real simple."

Winners are immortalized on a gleaming trophy that sits outside the executive offices in SAP Labs in Palo Alto, CA, for all the visiting partners and customers to see. *(continued on page 2)*

## Tonight: The Goo Goo Dolls in Concert

8:30 p.m.–11:00 p.m.

Mandalay Bay Ballroom, Level 2 (Keynote Theater)

Are you ready to rock? SAP TechEd is excited to welcome The Goo-Goo Dolls, playing an exclusive show for conference attendees. Enjoy dinner at one of Mandalay Bay's excellent restaurants, and then head over to the concert at 8:30 p. m. to see special guest David McMillin, an emerging young talent.

**THE  
GOO GOO  
DOLLS**

Don't forget to wear your badge!

Doors and Drinks 8:30 p.m. ■ Show 9:15 p.m.–10:45 p.m. ■



Community Clubhouse



Hands-on Workshop



Demo Jam Audience



Exhibit Hall

## Meet Our Customers Roundtables

Palm Foyer, Level 3, Mandalay Bay Convention Center

Seating is still available for the following Thursday sessions. Stop by the Meet Our Customers area to sign up!

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**8:00 a.m. Enterprise SOA Strategy and SAP NetWeaver Overview**  
Ram Bairavarsu, Miller Brewing

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**9:00 a.m. Business Intelligence**  
Bill Faison, Valero

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**10:00 a.m. Life-Cycle Management and Enterprise SOA Governance**  
Rick Shelton and Bob Bernheim, Lockheed Martin

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**2:30 p.m. Business Intelligence**  
Cheryl Johnson, Intel Corporation

**Enterprise SOA Strategy and SAP NetWeaver Overview**  
Maxim Efimov, Tesoro Corporation

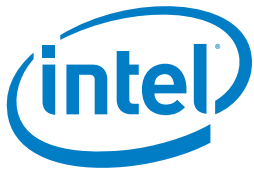
**User Productivity**  
Jeff Duly, Dow Corning

**Master Data Management**  
Manolis Anagnostou, Whirlpool Corporation

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**4:30 p.m. Life-Cycle Management and Enterprise SOA Governance**  
James Spath, Black & Decker

Are you interested in learning how you and your organization can benefit from the SAP customer reference program? Find out more in the Meet Our Customers area. ■



[www.intel.com](http://www.intel.com)

Visit the **Intel booth at the Community Clubhouse**, and learn more about the Intel you don't know. You're probably aware that Intel introduced the world's first microprocessor in 1971 and today supplies innovative platforms from high-end enterprise servers to business desktops and mobile devices. What you might not know is that about 75% of SAP software is deployed on Intel-based platforms. Intel microprocessor-based features help accelerate virtualized deployments of SAP software. SAP software performance on Intel platforms has increased 300% in two years; the new Intel quad-core-based processor is key. SAP and Intel share a common vision for enterprise SOA and have the products to help make it a reality. ■

*(continued from front page)*

Last year's champions, Ed Herrmann and Dan McWeeney of Colgate-Palmolive, were this year's opening act, and they looked like seasoned veterans as they revved up the crowd and calibrated the applause-o-meter with a demonstration of their award-winning, cutting-edge SAPlink demo that allows developers to easily share custom ABAP code.

While McWeeney denied that last year's triumph led to fame, fortune, and other accolades, he and Herrmann got involved with an SAP Imagineering fellowship, a program that embeds customer developers directly into SAP product lines to synthesize new technologies and get new product out. Remarked Word, "That's pretty cool. We have a customer sitting in the middle of SAP development saying what works and what doesn't work."

While all six demos were enthusiastically cheered on, it was Brian Yarnell of Interactive Edge with the support of SAP's Thomas Ellenberg, who were applauded into SAP history as they took first place for showing, ironically, how presentations can be linked directly to SAP data.

The two runners-up both demoed Web 2.0 tools. SAP employee Regina Sheynblat showed the attendees how they can create enterprise widgets in minutes — widgets that extract data from back-end applications while maintaining security and compliance rules — using Eclipse IDE and SAP's Widget Development Toolkit plug-in. David Lavenda and Yuval Tarsi of Worklight demoed a tool that brings enterprise data to the information worker by using RSS and bookmarks.

Klaus Kreplin, Corporate Officer of the SAP Group and Member of the Executive Council, was on hand to honor these innovators. At the Jam's onset, Kreplin celebrated SDN's top 18 contributors as well.

Demo Jam was a great example of community innovation at work. If you missed it, or if you're interested in meeting like-minded jammers, there are plenty of creative minds in the Community Clubhouse.

Who knows, you may even be inspired to become one of next year's demo-monkeys. ■



Advanced archiving software for SAP solutions

**Visit booth 57 and [www.pbs-software.com](http://www.pbs-software.com).**

## SAP TechEd, "Where Geeks and Suits Meet"

SAP is ahead of the curve in conceiving an active, open, collaborative community of business process experts who have one foot in technology and one foot in the business world.

By now, you've seen those footprints in the halls of SAP TechEd.

Maybe you've participated in some of the activities connecting people and ideas in the Community Clubhouse. Or attended an educational session targeted at business process experts. Seen SAP executives talk about new requirements on business applications and architectures while demoing SAP NetWeaver Composition Environment.

The business process expert is real, blazing new trails at SAP's premier technical education conference.

Several factors have led SAP to the realization that the business process expert would rise in status as an important constituent of innovation in the near-future: The rapid adoption of enterprise SOA, which relies heavily on service re-use and re-composition rather than new development; SAP's 35 years of process expertise as codified in world-class business applications; the difficulty some customers have in overcoming soft challenges like organizational change management; and the success of a developer network called SDN, where customers and partners help and innovate with each other.

"All of this gave us a unique insight, a vision of a future that we could influence, and a model by which we could help create that future and a strategic advantage for our customers and partners," envisions Mark Yolton, Vice President of SAP Community Network.

The vision is coming alive now in BPX community. "We're pleased to see that our customers, our partners, and even people and organizations outside our usual ecosystem are embracing this concept as a practical tool to adopt, accelerate, and optimize enterprise SOA on the business process platform for their own strategic advantage."

Meanwhile, muralist Nancy Margulies is in



Community Clubhouse drawing (literally, *drawing*) a bridge that spans the divide that still exists between

technical "geeks" and business "suits." Community MindScape is the result of asking SAP TechEd attendees about the rift, and what

it will take to build a bridge. Within a half-day's work, Margulies had learned of several examples of how SAP is doing its part.

Foremost was Composition Environment. Margulies imagines a business process expert using the software and saying, "Well, I like this form but it doesn't quite meet my needs." They can make a change and understand what they're impacting, so they're seeing it on a level that usually a programmer would see it."

Jeff Anders, Director of Solution Marketing, SAP NetWeaver Platform, agrees. "With the upcoming release of SAP NetWeaver Composition Environment, we can see for the first time how developers and business process experts can work together within the same environment."

Margulies also illustrated the business process platform, the SAP Mentor program, and Second Life, among other bridge-building movements. Capping off one of Tuesday's Clubhouse activities was the Geek and Suit Shootout, a Community Theater session moderated by Bill Pflieger and Minda Zetlin, authors of *The Geek Gap*.

In the shootout, two willing participants enacted a role-playing case study, in which the CEO for a small company invests in new corporate digs, conference tables, and company cars to "project a successful image." He's confronted by the head of IT, who is miffed that technology and infrastructure upgrades were neglected.

"You think differently from your suit or geek compatriots. There's no way you can change your thinking," according to Pflieger. "What you have to do is find a way to communicate across that."

Apparently, SAP has. ■

## Virtual SAP TechEd '07 Coming in November

As part of your SAP TechEd '07 Las Vegas conference registration, you will receive free access to Virtual SAP TechEd '07 — an online compilation of over 160 conference sessions recorded live at SAP TechEd '07 Las Vegas. Virtual SAP TechEd '07 will launch in mid-November and remain available through December 31, 2008.

Virtual SAP TechEd '07 will include selected session content from all nine conference tracks. Each recorded session will include audio, streaming video, and synchronized PowerPoint slides, allowing you to view many more sessions than your jam-packed days in Las Vegas will permit. Plus, with 24/7 on-demand access, you will be able to view sessions, rate sessions and speakers, and check out the sessions highly rated by fellow community members — anytime, anywhere.

Virtual SAP TechEd '07 will reside in the SDN Premium Access Zone. You will need to provide both your SAP TechEd '07 Las Vegas registration confirmation number and password (so hang on to them). Watch for email coming your way in mid-November with information and instructions about how to access Virtual SAP TechEd '07. ■

**SCHEDULE CHANGES AND UPDATES**

SESSION ID	TITLE	DAY & TIME	ROOM
<b>Schedule/Room Changes</b>			
<b>SIM150</b>	<b>Manage and Prevent User-Access and Authorization Risk Across the Enterprise with</b>	<b>Fri., 10:30 a.m. – 12:30 p.m.</b> (formerly Thur., 4:15 p.m. – 6:15 p.m.)	Breakers L (formerly South Pacific C)
<b>Cancelled</b>			
<b>SOA220</b>	<b>Partner Technical Enablement Portfolio by SAP Ecosystem Team</b>	<b>Thur., 9:15 a.m. – 10:15 a.m.</b>	Islander I
<b>New Repeats Added</b>			
<b>BI212</b>	<b>SAP NetWeaver BI – IBM's Integrated Planning Implementation Experience</b>	<b>Thur., 8:00 a.m. – 9:00 a.m.</b>	South Seas G
<b>CE101</b>	<b>Enterprise SOA and Road to Composition</b>	<b>Thur., 2:45 p.m. – 3:45 p.m.</b>	Islander A
<b>SIM204</b>	<b>Mastered PFCG? Take the Next Steps to Advanced Security Topics!</b>	<b>Fri., 8:00 a.m. – 9:00 a.m.</b>	Banyan A
<b>EPI251</b>	<b>Learning How to Integrate Applications Using the Web Services Reliable Messaging Protocol</b>	<b>Fri., 8:00 a.m. – 10:00 a.m.</b>	South Seas J

**Thursday: Community Clubhouse Session Schedule**

PRESENTATION	SPEAKERS	TIME	LOCATION
<b>Getting Started with Widgets</b>	<b>Craig Cmehil</b>	<b>9:00 a.m. – 9:30 a.m.</b>	Community Theater
<b>CCTS Modeler Warp 10</b>	<b>Gunther Stuhec, Mark Crawford</b>	<b>10:00 a.m. – 11:00 a.m.</b>	BPX Knowledge Table
<b>Ideas for Adding Value to Your Business with SAP Security</b>	<b>Gretchen Lindquist</b>	<b>10:00 a.m. – 11:00 a.m.</b>	BPX Knowledge Table
<b>SAP NetWeaver Meets Twitter</b>	<b>Craig Cmehil</b>	<b>10:45 a.m. – 11:45 p.m.</b>	SDN Knowledge Table
<b>Delivering on the Promise of SOA Through Rapid Innovation</b>	<b>Puneet Suppal, Dale Young</b>	<b>10:45 a.m. – 11:45 p.m.</b>	BPX Knowledge Table
<b>ARIS and SolMan Interaction...</b>	<b>Kellie Witt, Peter Thiele</b>	<b>11:00 a.m. – 12:00 p.m.</b>	Community Theater
<b>BPX in Action: SAP Organizational Change Management</b>	<b>Paul Wilson</b>	<b>11:00 a.m. – 12:00 p.m.</b>	BPX Knowledge Table
<b>BPM Roadmap</b>	<b>Thomas Volmering</b>	<b>12:00 p.m. – 1:00 p.m.</b>	BPX Knowledge Table
<b>Sneak Preview Special for Workflow Professionals</b>	<b>Ginger Gatling</b>	<b>12:30 p.m. – 1:15 p.m.</b>	BPX Knowledge Table
<b>BSP &amp; Adobe Flex: A Simple Solution for Combining the Two Technologies</b>	<b>Thomas Jung</b>	<b>1:00 p.m. – 1:30 p.m.</b>	SDN Knowledge Table
<b>All About Composite Applications</b>	<b>Ruediger Karl</b>	<b>1:15 p.m. – 2:00 p.m.</b>	BPX Knowledge Table
<b>Tips for Successful Organizational Change Management</b>	<b>Adi Kleiman</b>	<b>2:00 p.m. – 3:00 p.m.</b>	BPX Knowledge Table
<b>SAP CPM Suite</b> (BPC 5.0 – Formerly Outlooksoft)	<b>Prakash Darji, Ranga Bodla</b>	<b>2:00 p.m. – 3:00 p.m.</b>	BPX Knowledge Table
<b>Intel</b>	<b>Kellie Bayer</b>	<b>3:00 p.m. – 4:00 p.m.</b>	Community Theater
<b>Internal Communities and Corporate Knowledge Management...</b>	<b>Jen Robinson</b>	<b>3:00 p.m. – 4:00 p.m.</b>	BPX Knowledge Table
<b>Business Unable Widgets</b>	<b>Srini Tanikella, Inderjit Banipal</b>	<b>3:00 p.m. – 4:00 p.m.</b>	BPX Knowledge Table
<b>SAP CPM Suite</b> (BPC 5.0 – Formerly Outlooksoft)	<b>Brian Katlis</b>	<b>4:00 p.m. – 5:00 p.m.</b>	BPX Knowledge Table