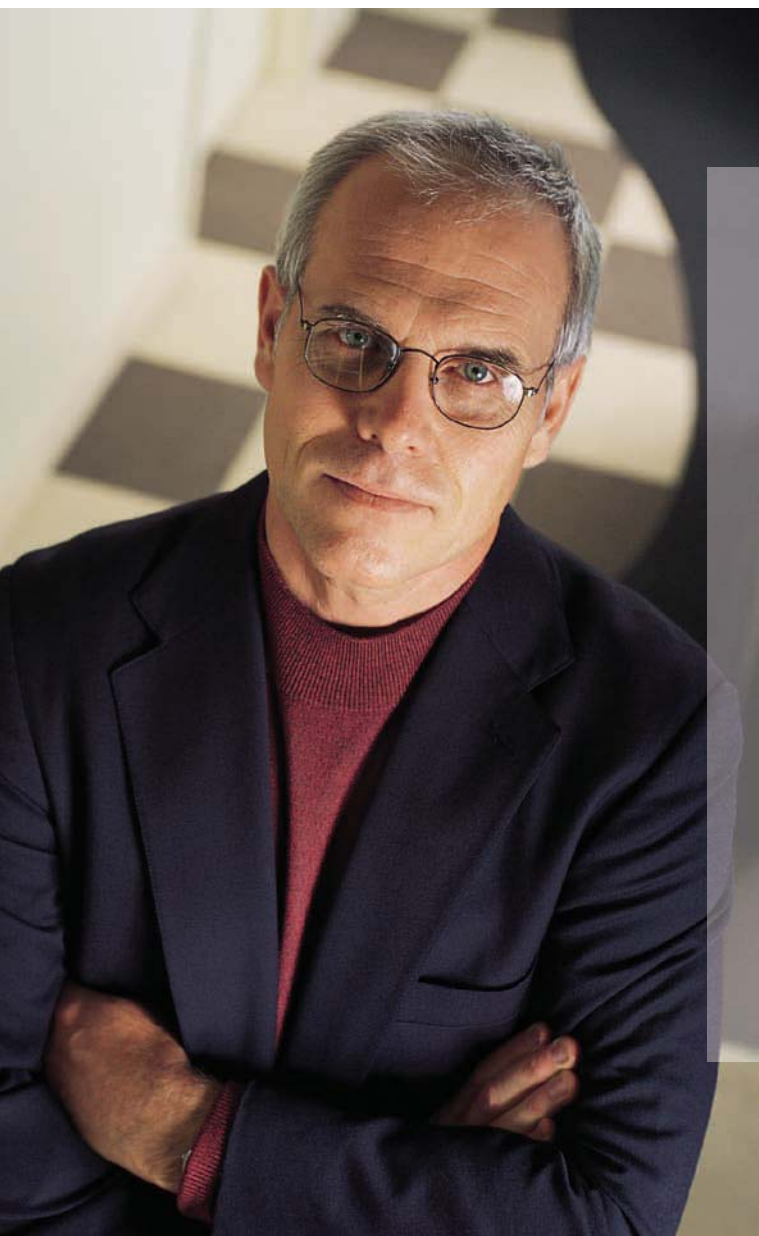


insider**PROFILES**

How business and IT leaders innovate with SAP® and SAP BusinessObjects™



2010 Media Information

Opportunities to profile your customers, experts, and solutions in the new companion to *SAPinsider* magazine

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About *insiderPROFILES* Magazine

As the perfect complement to SAP's voice in *SAPinsider*, *insiderPROFILES* provides firsthand insight into how SAP® solution and service providers help customers leverage their investment in SAP and leading third-party solutions.

Leveraging the distribution channel of *SAPinsider*, each issue delivers profiles of:

- **Customers** – Firsthand accounts directly from SAP customers about how they are using SAP software to advance their business goals and increase ROI.
- **Experts** – Interviews, executive addresses, and insights to position your experts as a “voice to be heard” in a specific industry or solution area. These articles feature business, industry, and technology strategies from leaders who oversee mission-critical SAP projects and shape industry and corporate strategies.
- **Solutions and services** – An article profiling how your company, product, and/or service can help SAP customers drive revenue, increase productivity, and lower costs.

insiderPROFILES is brought to you by WIS Publishing, the publisher of *SAPinsider*, SAP PRESS books, *SAP Professional Journal*, and SAP Expert knowledgebases on financials, HR, SCM, BI, GRC, CRM, ERP, and SAP Solution Manager.

Who will you reach with *insiderPROFILES*?

- **SAPinsider subscribers** – *insiderPROFILES* is mailed with *SAPinsider*, and content is emailed to *SAPinsider* subscribers.
- **insiderPROFILES subscribers** – Readers formerly subscribed to *SAP NetWeaver* magazine will be automatically subscribed to *insiderPROFILES*.
- **Attendees (with budgeted projects) at many SAP and SAPinsider events.**

insiderPROFILES offers three vehicles for communicating with over 125,000 readers.



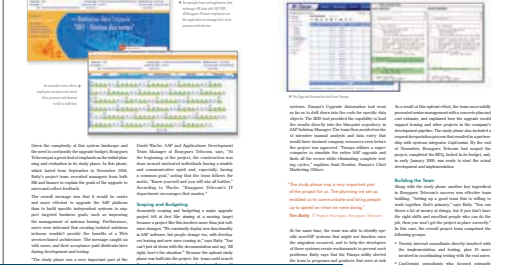
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solutionPROFILES

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customerPROFILES

Nominate a customer for an in-depth success story.

	Pages	Editorial Support	Design Support	Electronic Reprint	Print Ad	Online Banner Ad	Email Push
customerPROFILES	4+						
expertPROFILES	1						
	2*						
solutionPROFILES	1						
	2*						

* Must participate with a two-page expertPROFILE or solutionPROFILE to receive a print/online ad.

customerPROFILES — Partner Referral Program

CUSTOMER PROFILE | ONTARIO HOSPITAL MODERNIZES WITH A NEW MOBILE SAP MM SYSTEM

WALTON GENERAL HOSPITAL'S LIGHTHOUSE PROJECT

Saving Lives with Warehouse Management

Walton General Hospital in Ontario, Canada, recently turned to SAP and PlusSoft to modernize its inventory processes and replace outdated mobile technology. Read about the hospital's unique experience implementing a new mobile data capture system.

A doctor hunches over a patient in an operating room and calls out for a scalpel. But how does the doctor know with any confidence that there will be a scalpel on the tray in the first place?

At Walton General Hospital (WGH), an academic health sciences centre in Walton, Ontario, getting medical supplies to the operating room from the loading dock was primarily a manual process based on paper transfers and 15-year-old technology. The time had come to modernize its inventory process, and the hospital turned to SAP and PlusSoft, a specialist in mobile SAP integration, to make that happen.

WGH implemented a new mobile data capture system powered by SAP NetWeaver as part of its inventory process. This endeavor was a completely new implementation — WGH previously had no existing SAP functionality in that space.

OUTDATED MOBILE DEVICES

WGH has a central warehouse that manages approximately 3,500 different types of medical supplies, and as well as 150 remote locations around the hospital. Supply technicians had been using 15-year-old mobile devices to read bar codes in order to take daily inventory of these storage locations. They then uploaded that data via a single docking cradle located in the warehouse into the SAP ERP system that managed all the requirements planning. After analyzing the supply data, the SAP system would process orders as paper "pick notes" to the central warehouse, where pickers loaded carts with supplies. Then supply technicians would distribute those medical supplies to the respective storage locations around the hospital.

"Our legacy bar-coding technology, which was based on simple handheld device and text file exchanges between the handheld device and the system, just really didn't meet our needs," explains Derrick Morry, Business Technologies Manager for Material Management at WGH.

While the mobile devices they had been using were state-of-the-art in the 1990s, today they'd be considered about as useful as carrying around a clipboard, according to Morry. "They weren't real time, and they didn't allow two-way interaction between the system and the users. Basically, all we were doing was dumping information into the system without any real feedback to our users as to what happened to that information."

The mobile devices also suffered from integration issues, which was based on file exchanges between the system, just as Derrick Morry, Business Technologies Manager for Material Management at WGH, explains. "They weren't real time, and they didn't allow two-way interaction between the system and the users. Basically, all we were doing was dumping information into the system without any real feedback to our users as to what happened to that information."

PlusSoft is a highly specialized SAP consulting partner designation within the SAP consulting program. PlusSoft has developed several applications for SAP Warehouse Management (SAP WM), SAP Task and Resource Management (SAP TRM), and SAP Integration, that enhance the usability of SAP ERP systems. PlusSoft has developed several applications for SAP ERP systems, including SAP Integration, that enhance the usability of SAP ERP systems. PlusSoft has developed several applications for SAP ERP systems, including SAP Integration, that enhance the usability of SAP ERP systems.

For more information go to www.sapsiderprofiles.com

PlusSoft

YOUR LOGO AND COMPANY WRITE-UP HERE

Spotlight on your company

Include your company's write-up at the conclusion of the print customer success story to discuss how you played a role in the customer's SAP project.

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WALTON GENERAL HOSPITAL'S LIGHTHOUSE PROJECT

Saving Lives with Warehouse Management

YOUR AD HERE

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Outdated Mobile Devices

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Customer success stories online

- Include your company write-up with live links to additional online resources
- Post hyperlinks from the article to your site
- Feature your banner ad prominently next to the article online

customerPROFILES — Partner Referral Program

customerPROFILES are customer success stories that provide insights, advice, and best practices — directly from your customer. Let prospects see how your products/services have enabled innovation in your customer's SAP solutions, and demonstrate how their SAP initiatives brought high value to their business.

Promote Your Customer's Success Story

Here's how to participate in the Partner Referral Program:

- First, nominate your customer for a customerPROFILE
- The *insiderPROFILES* editorial team will work with you and your client to conduct an interview, and then write and design a customerPROFILE
- Promote your role in the customer's success with:
 - Your company's logo and 250-word profile, published within the magazine's customerPROFILE (pending all approvals) in print and online – plus a resource link to your electronic asset of choice
 - Online banner ad, adjacent to the article
 - Dedicated email push to a 5,000 contact segment of *insiderPROFILES* subscribers that includes an asset of your choice, such as a white paper, podcast, demo, etc.
- Also includes:
 - Full-page 4-color print ad of customerPROFILE
 - PDF of customerPROFILE

customerPROFILE Features

- ✓ **1/2 Page Promotional Sidebar** (Within Your Customer's Article)
- ✓ **Full Editorial and Design Service** (we write the article for you!)
- ✓ **Full-Page Print Ad**
- ✓ **Online Banner Ad**
- ✓ **Lead-Gen Email Push**
- ✓ **Electronic Reprint**

expertPROFILES

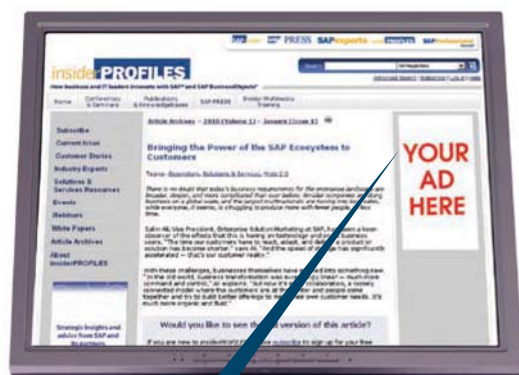
Put Your Executives in the Limelight

With an expertPROFILE, your thought leaders are positioned as a “voice to be heard” in a specific industry or solution area. These pieces highlight insights, experiences, and guidance from your key team members:

- Executive – CEO, CIO, CFO
- In-house expert
- Thought leader

expertPROFILES offer a flexible format. You have the choice to provide either a Q&A interview with your executive for a “C-level Profile” or an “Expert in the Field” article by an inhouse expert:

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- Print and online ad (with two-page commitment)
- Dedicated editorial support from *insiderPROFILES* team
- Design and layout of your article
- PDF for use on your site as online collateral
- Option of a one-time article or standing column (standing column is recommended)



Your expertPROFILE online will include hyperlinks to your company web site along with a banner ad.

expertPROFILE Features

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expertPROFILES may appear as a Q&A interview, or as an “Expert in the Field” article.



solutionPROFILES

To provide *insiderPROFILES* readers with guidance on vendor solutions that support readers' business requirements for their SAP and SAP BusinessObjects solutions, *insiderPROFILES* now offers a one- to two-page article to highlight your company and solutions.

Highlight Your Solutions and Services

Participate with a solutionPROFILES article and also receive:

- Dedicated editorial support from the *insiderPROFILES* team
- Design and layout of your article
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SOLUTION PROFILES

Reduce Your Costs with a New Server Optimized for SAP Software

invoked, helping database administrators stay productive and minimizing training needs.

YOUR MIGRATION ROADMAP

If your SAP system already runs on our server, you can simply upgrade your database to the new version – is supported for all SAP applications in standard and extended maintenance.

If you are not yet using our server, there are several natural opportunities during the system life cycle for migrating a database to DB2, such as during SAP upgrades, Unicode migrations, or hardware changes. IBM provides support to make these migrations successful.

IBM DB2 MIGRATION EASES THE TRANSITION

To make the transition to server as smooth, fast, and secure as possible, PlusSoft has introduced the server for use with SAP software. The server provides all of the necessary services required to move a customer's SAP application environment from a legacy database to DB2 LUW. The solution applies the standard SAP design interface required of databases to run SAP applications.

PlusSoft has deployed a shift pricing model (with small, medium, and large options) for customers to use the server as a service plug-in for projects that combine database migrations with SAP software upgrades or Unicode conversions.

FOR MORE INFORMATION

To learn more, please visit www.ibm-sap.com/db2 or email the IBM SAP International Competence Center.

S8

For more information go to www.insiderprofiles.wispubs.com

A solutionPROFILES one- or two-page article is a great way to tell SAP customers how your company, product, and/or service can help them drive revenue, increase productivity, and reduce costs.

Advertising

Advertising in our magazines continues to be one of the best and most cost-effective ways to build brand awareness and disseminate key messages to decision-makers and influencers at SAP customer sites worldwide.

If you are new to the market, positioning your ad alongside the trusted content of *SAPinsider* and *insiderPROFILES* is an ideal way to introduce your product and company to the largest group of SAP customers.

If you are already well-established in the SAP market, continuing to align your brand with *SAPinsider* and SAP solution areas keeps you top of mind for SAP customers — so when prospects think of their SAP solutions, they immediately also think of you.

The Most Comprehensive Coverage of the SAP Market

As the largest independent publisher of SAP information, WIS maintains relationships with more than 250,000 business and IT professionals worldwide. The result is a highly targeted audience of active SAP decision makers, which allows vendors of SAP-related products and services to focus marketing dollars efficiently.

WIS Publishing publishes two SAP-focused magazines:

- *SAPinsider* is the premier source of information on product and service initiatives coming directly from SAP, along with insights from partners and third-party vendors.
- *insiderPROFILES* provides senior-level professionals of leading companies with the latest strategies and techniques to achieve the highest ROI from SAP technology.

Together, these two quarterly magazines deliver unprecedented exposure to the community of SAP decision makers and influencers throughout the year.

