

Enter the SAP Industry Mobile Apps Challenge for Partners – and win exposure to customers & market influencers



Decide to be part of the game and submit your app proposal

Commit to get enabled and develop market-ready apps by **September 30, 2013**



Join the SAP PartnerEdge program for Application Development and get your developers trained

Learn how to develop packaged apps based on the SAP Mobile Platform



Build your market-ready, certified App

Benefit from coaching by SAP-experts throughout the process



Submit your apps to the SAP Mobile Apps Challenge

Ensure that your app is live on the SAP Store by **September 30**



Chance to win big!

A jury of experts selects the winners and finalists. Your chance to win an award and get promoted at a key SAP or industry event in the fall of 2013

Benefits for you as a Partner

Benefits for Finalists and Winners

- SAP is organizing three Industry Challenges that run in parallel: for Retail, Wholesale Distribution and Transportation & Logistics. For each of these Industry Challenges, one winner and two finalists will be selected. Next to a trophy, **each winner will receive €10,000 prize money, and each finalist will win €2,500.**
- Winners & finalists will be awarded in autumn 2013, at a major SAP or similar event (to be announced)
 - Example 2012 award session: <http://scn.sap.com/people/clemens.suter-crazzolaro/blog/2012/11/19/sapphire-now-from-madrid-recap-and-mobile-app-awards-session-winner-announcement>
 - Winners and finalists will need to pay for own travel and tickets to these events.
- Winners & finalists will be publicized through SAP's social media channels, SAP Store, newsletters, videos & press releases, reference slide etc.
- Winners of all 2013 SAP Mobile Apps Challenges will be considered for SAP Pinnacle Award nomination
- Winner & finalist apps will be included in industry go-to-market

Benefits for all participants

- Publication of the SAP certified app on <http://store.sap.com>. Reach >230,000 SAP customers and sell your apps through this channel. Be part of the marketing activities for apps on the SAP Store:
- Insights into industry white spaces: <http://scn.sap.com/people/clemens.suter-crazzolaro/blog/2013/03/25/sap-2013-industry-mobile-apps-challenge-for-partners-ideas-for-apps>
- Free Training and Virtual Bootcamp sessions delivered by senior SAP mobile architects in the framework of the SAP Mobile Apps Partner Program

SAP Industry Mobile App Challenge for Partners

- Prerequisites, Winner Selection, Terms and Conditions

Prerequisites & Sequence for Partners

- The Mobile Apps Challenge Registration starts Feb 2013 and runs up to **September 30, 2013**
- New apps or apps already live on the SAP Store can be submitted. A partner can submit single or multiple apps
 - The Apps must address industry specific scenarios for Retail, Wholesale Distribution or Transportation & Logistics.
 - Apps submitted to previous SAP Mobile Apps Challenges are excluded from participation.
 - An app can only be submitted to one SAP 2013 Mobile Apps Challenge.
- The challenges are open to new and existing partners with qualified development staff – ISV, SI, VAR, etc.
- Partners must join the SAP PartnerEdge program for Application Development (or must have a valid Mobile Application Development Cooperation Agreement or Store Participation Agreement)
- The mobile app(s) must be SAP certified and live on the SAP store on **September 30, 2013**
 - SAP certification of mobile apps can be initiated during the entire program for all SAP Store ready apps.
 - Apps must be fully documented including all SAP Store deliverables and an offline demo and video. This content is essential for winner identification.
- Winner selection will take place by a Jury of Experts
- Winners will be informed by email
- The Jury's decision is final and redress through the courts is excluded
- German law applies
- If fewer than 10 partners submit apps to a contest, SAP has the right to cancel the contest.
- Compliance to taxation laws and regulations is the responsibility of the winner and finalists
- SAP units and employees are excluded from participation

Act Now !

Shift into high gear with mobile and SAP

...and take advantage of a \$7.7B market opportunity reaching out to ~230K SAP customers

Visit the SAP Apps Development Partner Center and Get Started Today!



<https://www.sapappsdevelopmentpartnercenter.com/en/>