

SAP® BUSINESS ALL-IN-ONE
COMPREHENSIVE, INTEGRATED,
FLEXIBLE SOLUTIONS FOR BUSINESS
MANAGEMENT



To create an IT infrastructure that will support your company's growth, you need a unified business management solution on an integrated platform that offers the flexibility to adapt to changing business requirements. An SAP® Business All-in-One solution can help you improve financial management, maintain operational excellence, and enhance competitive agility – so you can succeed even in times of economic uncertainty and lay a solid foundation for growth. With built-in support for business best practices, these integrated, industry-specific solutions are designed for midsize companies seeking to support processes across the entire organization.

CONTENT

- 4 The Challenge for Midsize Companies**
- 4 The Wrong Business System Can Hold You Back
- 4 Powerful All-in-One Functionality from SAP

- 5 Benefits Delivered by SAP Business All-in-One**
- 5 Improve Financial Management
- 5 Maintain Operational Excellence
- 5 Enhance Agility
- 5 Unify and Simplify
- 5 Drive Adoption and Improve Productivity
- 6 Make a Cost-Effective, Long-Term Investment

- 7 One Solution Supporting All Your Key Processes**
- 7 Enterprise Resource Planning
- 7 Customer Relationship Management
- 8 Business Intelligence
- 8 Best Practices
- 10 Technology Platform

- 11 Get Moving Quickly with a Fast-Start Program**

- 12 Deep Industry-Specific Functionality**
- 13 To Learn More

THE CHALLENGE FOR MIDSIZE COMPANIES

FINDING INTEGRATED BUSINESS MANAGEMENT SOFTWARE TO SUPPORT GROWTH

The Wrong Business System Can Hold You Back

As midsize companies grow, many find it difficult to retain the very characteristics that first led to success – speed, flexibility, and strong customer relationships. Growing companies are often hampered by business systems that simply cannot keep up. Unsophisticated systems can lack the capacity to support daily tasks and are often poorly integrated, making them time-consuming and expensive to maintain. Ineffective technology infrastructure can be a serious impediment to remaining competitive and agile. Responsiveness and timely decision making can be hurt by systems that cannot scale to handle the increased number of transactions generated by a growing customer base. Communications with geographically dispersed suppliers and partners can become more complex.

Disjointed, nonintegrated systems can also make it difficult to get full visibility into business operations. Perhaps most important, it is difficult to achieve a unified company mission when each operation or geographical location is using independent or poorly coordinated legacy systems that provide little consolidated visibility or sharing of business processes – which by their very nature must transcend individual operations.

Faced with this common set of challenges, midsize companies like yours need a single, integrated business management solution as part of their IT strategy. As your business strategy becomes more clearly defined and aligned with a core competence around a specific industry or set of subindus-

tries, industry-specific requirements emerge. You must be able to link business processes and the various departments inside the enterprise that play an interdependent role in those processes. Adopting new, comprehensive technology that underlies the entire organization and integrates the needs of sales, finance, accounting, human resources, and logistics is critical to providing scalability and delivering value that stands the test of time. And for any IT strategy, flexibility is important. Your organization must be able to adapt to business-driven changes such as geographical growth, reorganizations, and business-model evolution and still serve internal and external customers quickly.

Powerful All-in-One Functionality from SAP

SAP can help. Only SAP offers complete, proven business solutions that can be adapted to meet the unique and changing business needs of midsize companies in an affordable, predictable way. The SAP® Business All-in-One solution is comprehensive and flexible business management software with support for best practices built in. It best fits the needs of midsize companies looking for a comprehensive, integrated industry solution to power their business end to end. Unlike other business solutions in the market, SAP Business All-in-One helps companies manage everything – from financials, human resources, procurement, inventory, manufacturing, logistics, product development, and corporate services to customer service, sales, and marketing – in one configurable solution. With SAP Business All-in-One's power-



ful enterprise resource planning (ERP) and customer relationship management (CRM) functionality, you can effectively manage all aspects of your operations and customer relationships. At the same time, business intelligence functionality helps you can gain insight and improve decision making with tools for financial and operational reporting and analysis.

SAP Business All-in-One offers unprecedented integration and new levels of simplicity embodied in an intuitive user experience. Because SAP Business All-in-One is powered by the SAP NetWeaver® technology platform, you can quickly and cost-effectively add on to your existing solution, unifying and integrating both SAP and non-SAP software as your business grows and your needs change. The SAP Best Practices packages included in SAP Business All-in-One solutions offer detailed documentation, sample data, and the forms and reports needed to get a midsize company quickly up and running on the software. A variety of implementation options are available, with tools and multiple delivery options offered by over 1,000 authorized partners to lower your risk and provide predictable deployments with rapid internal adoption.

BENEFITS DELIVERED BY SAP BUSINESS ALL-IN-ONE

TO HELP LAY A SOLID FOUNDATION FOR YOUR BUSINESS

With SAP Business All-in-One, you can help your organization focus on your customers and gain key business benefits.

Improve Financial Management

SAP Business All-in-One enables you to accelerate financial closes, increase the accuracy of financial reporting, and maintain superior cash management. You can improve your ability to maintain a set of balanced books reflecting any business dimension. Support for international and local accounting standards also helps you reduce your risk of noncompliance.

With SAP Business All-in-One, you can gain deeper insight into organizational performance by analyzing revenue and cost information for customers, products, projects, and services. You can centralize and take greater control of cross-company payment processes, such as payments to subsidiaries and other outgoing payments, and consolidate global cash positions across your company. By supporting these capabilities, the software can help reduce your banking fees. The solution helps you optimize working capital and liquidity by more accurately forecasting your cash flow and cash requirements. You get a centralized, nearly real-time view of cash positions across multiple bank accounts that helps you make the most of your cash and maximize your returns. Overall, you can improve your management of internal controls including documentation, assessment, and testing.

Maintain Operational Excellence

With SAP Business All-in-One, you can improve your efficiency and effectiveness by streamlining business processes, enhancing service levels, and cutting costs and errors. The solution helps you shorten cycle times, increase order accuracy, reduce the volume of customer calls, decrease billing disputes, and lower inventory costs with better order-to-cash processes. You can resolve issues faster and boost customer satisfaction with low-cost interaction channels such as Web-based self-service.

Enhance Agility

SAP Business All-in-One allows you to respond more quickly to change, enhance customer experiences, and differentiate your company from your competitors. You can respond quickly to changing market conditions and customer demands by adapting your business processes. You can quickly launch new initiatives to speed time to market. And you can align your channels with your customers' interaction needs and preferences to help ensure consistency and convenience across all customer touch points. With comprehensive customer insight, you can drive innovation that sets your products and services apart.

Unify and Simplify

All the functionality in SAP Business All-in-One is integrated to simplify your business and IT landscape across functions, regions, and teams. It supports streamlined business processes and enables you to complete a process from beginning to end. You might, for example, create an opportunity using CRM functionality, convert it directly into a quote, and then later convert it into a sales order – complete with product, pricing, billing, and delivery – using ERP functionality. And business intelligence functionality gives you real-time visibility into your sales performance throughout the entire process. Centralized data and business intelligence help ensure that you have a “single version of the truth,” providing a 360-degree view of your operations, employees, and customers.

Drive Adoption and Improve Productivity

Additional advantages of using SAP Business All-in-One include faster adoption, increased productivity, and fewer errors. The integrated software and common desktop environment help your employees quickly understand and use the software. The integration also eliminates manual data reentry between different functional areas, saving time and reducing the risk of mistakes.



Growing companies are often hampered by business systems that simply cannot keep up. Unsophisticated systems can lack the capacity to support daily tasks and are often poorly integrated, making them time-consuming and expensive to maintain. Ineffective technology infrastructure can be a serious impediment to remaining competitive and agile.

SAP Business All-in-One features a user experience designed for maximum productivity and ease of use, including the following:

- **User-friendly design** – Intuitive Web-like features and online tutorials help accelerate adoption and reduce the need for formal training.
- **Automated workflows** – Automating manual processes saves time and money. You can, for example, generate an automatic alert on all contracts that are up for renewal or on customers with overdue payments. You can also escalate service requests for your most important customers and automatically route tasks between groups and departments.
- **Intuitive navigation** – Role-based navigation, screen personalization, quick links to key data, snapshots of recent records, key reminders and alerts, and an advanced search help users perform daily tasks more efficiently.
- **Groupware integration** – Integration with desktop tools such as IBM Lotus Notes and Microsoft Office allows users to manage their activities and communications more effectively – any time, any place. Users can synchronize tasks, appointments, and e-mails and export customer and opportunity lists to Microsoft Excel for analysis.

Make a Cost-Effective, Long-Term Investment

With SAP Business All-in-One, you can have complete confidence in your investment. SAP Business All-in-One

solutions, whether delivered from SAP or one of its partners, are configured to match your business requirements without need for customization. Solutions can be extended to meet your specific needs, whether you are engaged in cross-country, cross-currency, or cross-border trade. You can incorporate additional functionalities to cover, for example, new business processes, different trade patterns, new products, and new users, when needed.

SAP Business All-in-One works with hardware options from select partners and with software options that incorporate pretested database and operating systems to help you reduce total cost of ownership (TCO). With these pretested, preconfigured options, you can eliminate the guesswork and implement an affordable solution for your company. Because SAP Business All-in-One solutions are powered by SAP NetWeaver, you can unify and integrate both SAP and non-SAP software. You can therefore be confident that your IT infrastructure will meet existing needs and future requirements.

Today thousands of midsize companies in more than 50 countries run SAP Business All-in-One solutions. You can rest assured that SAP, as one of the world's leading providers of business software, will be around for a long time to come. More than 1,100 SAP partners around the world deliver local implementation and configuration support for SAP Business All-in-One, giving you access to expert assistance no matter where you are located.

ONE SOLUTION SUPPORTING ALL YOUR KEY PROCESSES

WITH INTEGRATED FUNCTIONALITY FOR MAXIMUM EFFICIENCY

Unlike other solutions in the market, SAP Business All-in-One helps you manage your most important processes in one integrated solution, as shown in the figure. SAP Business All-in-One solutions offer the following integrated functionality:

- **Enterprise resource planning** – Effectively manage financials, accounting, human resources, operations, and corporate services
- **Customer relationship management** – Efficiently conduct all aspects of your customer relationships – from marketing to sales to service
- **Business intelligence** – Gain insight and improve decision making with tools for financial and operational reporting and analysis
- **Best practices** – Benefit from industry-specific configuration and business processes based on SAP and SAP partners' experience – spanning the last 35 years – with customers in more than 25 industries worldwide
- **Technology platform** – Lay a foundation to quickly and cost-effectively add on to your existing solution as your business grows and your needs change



Figure: SAP® Business All-in-One – an Integrated Solution

Enterprise Resource Planning

The ERP functionality in SAP Business All-in-One software is designed to meet the needs of midsize companies and is based on the SAP ERP application, an industry-leading product. The software includes comprehensive functionality to manage all aspects of your operations. It delivers role-based access to business application data and analytical tools. Your company can use it across the following areas:

- Accounting and financials – Create accurate financial statements and integrate all operative transactions throughout the company
- Sales and service – Meet customer demands, support the entire order-to-cash process, and provide after-sales support
- Procurement and logistics execution – Control costs and manage the full sourcing and procurement cycle
- Inventory management – Track the quantity, value, and movement of inventory in real time
- Human capital management – Manage staffing change and streamline payroll processes
- Product development and manufacturing – Improve the product life-cycle process and manufacturing operations.
- Reporting and analytics – Plan, measure, and control organizational processes
- Corporate services – Lower administrative costs, increase transparency of operations, and improve adherence to corporate, legal, and regulatory requirements

SAP ERP is the software foundation enterprises trust to achieve business excellence and innovation. Based on industry best practices, SAP ERP draws from more than 30 years of experience and delivers the powerful functionality, global orientation, and flexible enhancement package options you need to gain a sustainable, competitive advantage and position your organization for profitable growth.

Customer Relationship Management

The customer relationship management (CRM) functionality in SAP Business All-in-One software is designed to meet the needs of midsize companies and is based on the SAP CRM application, also an industry leader. With the CRM functionality in SAP Business All-in-One solutions, you can boost marketing results with targeted messaging, close more deals with sales tools that improve effectiveness, and increase revenue and customer loyalty with superior service. Effectively manage all aspects of your customer relationships, from generating leads to closing a deal, including follow-up support and add-on sales.

SAP Business All-in-One includes comprehensive functionality in the following areas:

- Marketing – Align marketing processes, drive customer demand, and increase marketing ROI
- Sales – Acquire, grow, and retain profitable relationships
- Service – Drive service revenue and profitability

- Interaction center – Build customer loyalty, cut costs, boost revenue; and effectively handle activities such as e-mail, telemarketing, telesales, and customer service
- Reporting and analytics – Make quick, effective decisions; generate and convert more leads; track opportunities; and close more deals

With the integrated CRM and ERP functionality in SAP Business All-in-One, you can manage all aspects of customer relationships and operational processes from start to finish.

Business Intelligence

SAP Business All-in-One software offers midsize companies best-practice reports, analytics, and tools to satisfy the rigorous reporting requirements for financial accounting, logistics, customer relationship management, and more – all preconfigured by business role and business scenario. You can plan, measure, and control organizational processes; access virtually any available ERP or CRM report; and integrate data with desktop applications.

For midsize companies with more demanding analytical needs, SAP now offers business intelligence (BI) functionality in SAP Business All-in-One to make it a combined ERP and BI solution. Based on SAP BusinessObjects™ Edge BI software, an industry leading solution, you get graphical reports and interactive dashboards, providing better visibility and control over revenue, margins, and liquidity. The software comes as a pre-configured, pretested solution that

reduces ERP and BI integration costs and speeds deployment. It supports best practices for sales, service, financial, manufacturing, and procurement analysis that reduce report and dashboard development costs and speed return on investment. This rich functionality increases business-user productivity and lowers training and support costs.

Unlike other business solutions in the market, SAP Business All-in-One helps companies manage everything – from financials, human resources, procurement, inventory, manufacturing, logistics, product development, and corporate services to customer service, sales, and marketing – in one configurable solution.

Best Practices

SAP Best Practices packages are an integral part of SAP Business All-in-One. They encompass the methodology, configuration settings, and documentation that enable you to quickly evaluate, implement, and deploy best business practices for both industry-specific and general activities. The packages provide documentation and

predefined configuration to support sets of business processes focusing on general activities that make up the operations of companies in any industry – for example, customer relationship management, supply chain management, and business intelligence. SAP Best Practices reflect SAP's more than 35 years of industry leadership in business applications as well as the collective experience of its partner and customer ecosystem. The support these packages offer companies for their business processes is unparalleled. Additionally, SAP Best Practices packages provide a flexible deployment methodology and, where possible, automated activation of scenario-supporting content. With these packages, you get:

- Flexible preconfiguration that can be activated in your SAP software to streamline business processes
- Detailed activation and configuration guides
- Business process documentation
- Business process flow diagrams
- Extensive project documentation
- Learning resources

SAP Best Practices packages include preconfigured support for scenarios in the following core business processes:

- Financials
- Sales
- Customer relationship management
- Purchasing
- Inventory management
- Manufacturing
- Analytical reporting
- Human resource management

Sample of Business Processes Supported by SAP® Best Practices

Industry	Sample Business Processes
Discrete manufacturing	<ul style="list-style-type: none"> ■ Logistics planning ■ Make-to-stock manufacturing ■ Make-to-order manufacturing ■ Engineer-to-order project manufacturing ■ Subcontracting ■ Production rework ■ Engineering change management
Process manufacturing	<ul style="list-style-type: none"> ■ Materials management ■ Batch management ■ Production planning ■ Active ingredient processing and material quantity calculation ■ Warehouse management
Professional services	<ul style="list-style-type: none"> ■ Client and project acquisition ■ Engagement management ■ Incident management ■ On-site repair services ■ Service-level agreement management
Wholesale/distribution yard management	<ul style="list-style-type: none"> ■ Cross-docking ■ Direct store delivery ■ Integrated warehouse management ■ Transportation management ■ Indirect sales with extended rebate processing
Retail	<ul style="list-style-type: none"> ■ Promotion management ■ Sales order management ■ In-store customer relationship management ■ Procurement of replenishable merchandise ■ Merchandise distribution

Examples of Cross-Industry Business Processes Supported by SAP® Best Practices

- Financial accounting (general ledger, accounts payable and receivable, asset management, and more)
- Sales and operations planning
- Order to cash
- Procure to pay
- Forecast to stock
- Sales – opportunity and activity management
- Sales – quotation and order management
- Interaction center – inbound and outbound telesales
- Service and support
- Stock transfer



All the functionality in SAP Business All-in-One is integrated to simplify your business and IT landscape cross functions, regions, and teams. It supports streamlined business processes and enables you to complete a process from beginning to end. You might, for example, create an opportunity using CRM functionality, convert it directly into a quote, and then later convert it into a sales order – complete with product, pricing, billing, and delivery – using ERP functionality.

Technology Platform

Because SAP Business All-in-One is powered by SAP NetWeaver, you can quickly and cost-effectively add on to your existing solution as your business grows and your needs change. SAP NetWeaver is also the ideal technology platform to integrate SAP and non-SAP software, reducing total cost of ownership across the entire IT landscape. SAP NetWeaver supports the evolution of applications to service-oriented architecture (SOA).

Savvy IT organizations are adopting a flexible SOA and a unified technology platform. These make it easier for IT to help the business create new processes, products, and services to drive revenues and profits while continuing to support core operations efficiently and effectively. SOA is an open IT architecture in which functionality can be grouped around business processes and packaged as interoperable services. These interoperable services act as interchangeable process building blocks to deliver specific services to applications. This allows you to extend business processes, for example, from ordering to inventory to accounting – without having to change underlying applications. With SAP NetWeaver and SOA forming the underlying foundation for SAP Business All-in-One, you can realize efficiencies and enhance productivity immediately. The design and interoperability give users direct access to their job functions through an intuitive interface. Predefined roles dictate

which information and functions they can access. The solution also provides tools and guidelines that enable companies and SAP partners to easily build custom roles or adapt existing roles to meet new and specific process needs, making use of the various systems and applications required.

SAP partners further extend SAP Business All-in-One solutions with industry-specific functionality, creating a rich catalog of targeted industry solutions. With the support that SAP software offers for SOA, SAP partners can also provide additional fine-tuning to meet even the most unique business process requirements or for compliance with industry-specific regulations. You have access to exactly the right options to help create project and operational success at your company.

GET MOVING QUICKLY WITH A FAST-START PROGRAM

FOR LESS TIME, COST, AND RISK – AND A FASTER ROI

Like many midsize companies, your organization may be looking for lower-risk, lower-cost solutions that can provide faster time to value but also adapt to your changing business needs. With SAP Business All-in-One, multiple solution delivery choices and tools are available to help you quickly leverage the cross-industry best practices discussed earlier.

SAP Business All-in-One works with hardware options from select partners and with software options that incorporate pretested database and operating systems to help you reduce total cost of ownership.

The SAP Business All-in-One fast-start program is designed for manufacturing, wholesale distribution, and service companies seeking industry-specific functionality at a low cost of ownership and low risk. With this program, you can improve the entire software acquisition process, shortening implementation times, speeding up your time to value, and reducing overall solution TCO.

With our innovative online solution configurator (located at www.sap.com/faststart), you choose the functional building blocks that will determine your estimated solution scope and cost. Then you work with

SAP, an SAP partner sales executive, or an SAP consultant to determine next steps. A personalized demo will be created with your data, showing end-to-end scenarios to give you the full picture of what SAP Business All-in-One can deliver.

The SAP Business All-in-One fast-start program offers your company:

- **Simplicity** – The pretested, preconfigured software is configured to select hardware, which simplifies the buying process.
- **Time savings** – With preinstalled SAP software, it takes less time to get up and running, delivering rapid time to value.
- **Affordability** – You get a lower TCO based on complete, pretested software.
- **Best practices** – You receive the SAP Best Practices package for your industry, which includes templates and methodologies for rapid implementation, as well as documentation and preconfigured support for business process scenarios.

SAP and select hardware partners have combined our latest software and hardware innovations to deliver preinstalled software – which includes SAP Business All-in-One – on predefined, optimized hardware. As a result, you get a joint hardware and software solution. The current software offering includes the SAP Business All-in-One software verified to run with the SAP MaxDB™ database and the Novell SUSE Linux Enterprise Server operating system. Other options may be available – ask your SAP or partner sales executive for further details.

DEEP INDUSTRY-SPECIFIC FUNCTIONALITY

TO MEET YOUR COMPANY'S UNIQUE REQUIREMENTS

SAP understands every industry has its own unique business processes, requirements, and challenges. That's why we offer industry-specific solutions to meet your needs. SAP and our partners offer SAP Business All-in-One solutions for all major industries. Our solutions are available in more than 50 countries and support all major international languages and currencies.

SAP® Business All-in-One Solutions by Industry

Automotive*	Higher education and research*	Oil and gas*
Aerospace and defense*	High tech*	Professional services*
Banking	Industrial machinery and components*	Public sector
Chemicals*	Insurance	Retail
Consumer products*	Life sciences*	Telecommunications*
Defense and security	Media	Travel and logistics services*
Engineering, construction, and operations*	Mill products*	Utilities*
Healthcare	Mining	Wholesale distribution*

*The SAP Business All-in-One fast-start program is available for these industries for specific countries. Learn more about the program at www.sap.com/solutions/sme/businessallinone/solutionoverview/index.epx.

SAP Business All-in-One software provides a proven platform – based on SAP ERP, SAP CRM, and SAP Best Practices – that our partners extend, using their industry expertise and services. We now offer more than 700 qualified partner solutions in more than 50 countries, spanning all major industries.

SAP Best Practices packages are an integral part of SAP Business All-in-One. They encompass the methodology, configuration settings, and documentation that enable you to quickly evaluate, implement, and deploy best business practices for both industry-specific and general activities.

You can buy qualified SAP Business All-in-One partner solutions and industry-specific solutions through our worldwide network of more than 1,200 authorized channel partners, and you can select fast-start program hardware partners in more than 50 countries. These partners combine their business knowledge and IT expertise to help you purchase, implement, and support SAP Business All-in-One.

To Learn More

For midsize companies who want it all – a comprehensive, integrated, flexible business management solution – SAP Business All-in-One delivers. For more information about SAP Business All-in-One solutions, please visit www.sap.com/solutions/sme/businessallinone.

Summary

Developed specifically for midsize companies, SAP® Business All-in-One solutions reduce the effort, cost, time, and complexity associated with implementing a world-class business management solution. The software lets you deploy core enterprise resource planning, customer relationship management, and business intelligence functionality. It also allows you to leverage the best practices of industry leaders – all at an affordable fixed price on a platform your business will not outgrow.

Business Challenges

- Keep pace with rapidly evolving market conditions and customer demands
- Reduce the risk and cost of implementing and operating a comprehensive business management solution
- Streamline core business processes
- Broaden and deepen your insight into business operations

Key Features

- **Enterprise resource planning** – Effectively manage financials, human resources, operations, and corporate services
- **Customer relationship management** – Effectively manage all aspects of customer relationships, from marketing to sales to service
- **Business intelligence** – Gain insight and improve decision making with tools for financial and operational reporting and analysis
- **Best practices** – Benefit from the SAP Best Practices family of packages, providing proven methods for implementing best practices in key functional areas and industries
- **SAP NetWeaver® technology platform** – Quickly and cost-effectively add on to your existing solution as your business grows and your needs change
- **Industry-specific functionality** – Solve your business challenges with a solution tailored to your specific industry

Business Benefits

- **Improved financial management** resulting from an increased accuracy of financial reporting, improved ability to maintain records, and deeper insight into organizational performance
- **Greater efficiency and effectiveness** thanks to streamlined business processes, automated tasks, and fewer errors
- **Enhanced agility** enabling you to respond more quickly to changing market conditions and customer demands

For More Information

Call your SAP representative, or visit us today at www.sap.com/solutions/sme/businessallinone.

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