

# Solutions for the Emerging Markets

Rachel Parikh  
SAP Labs, Palo Alto

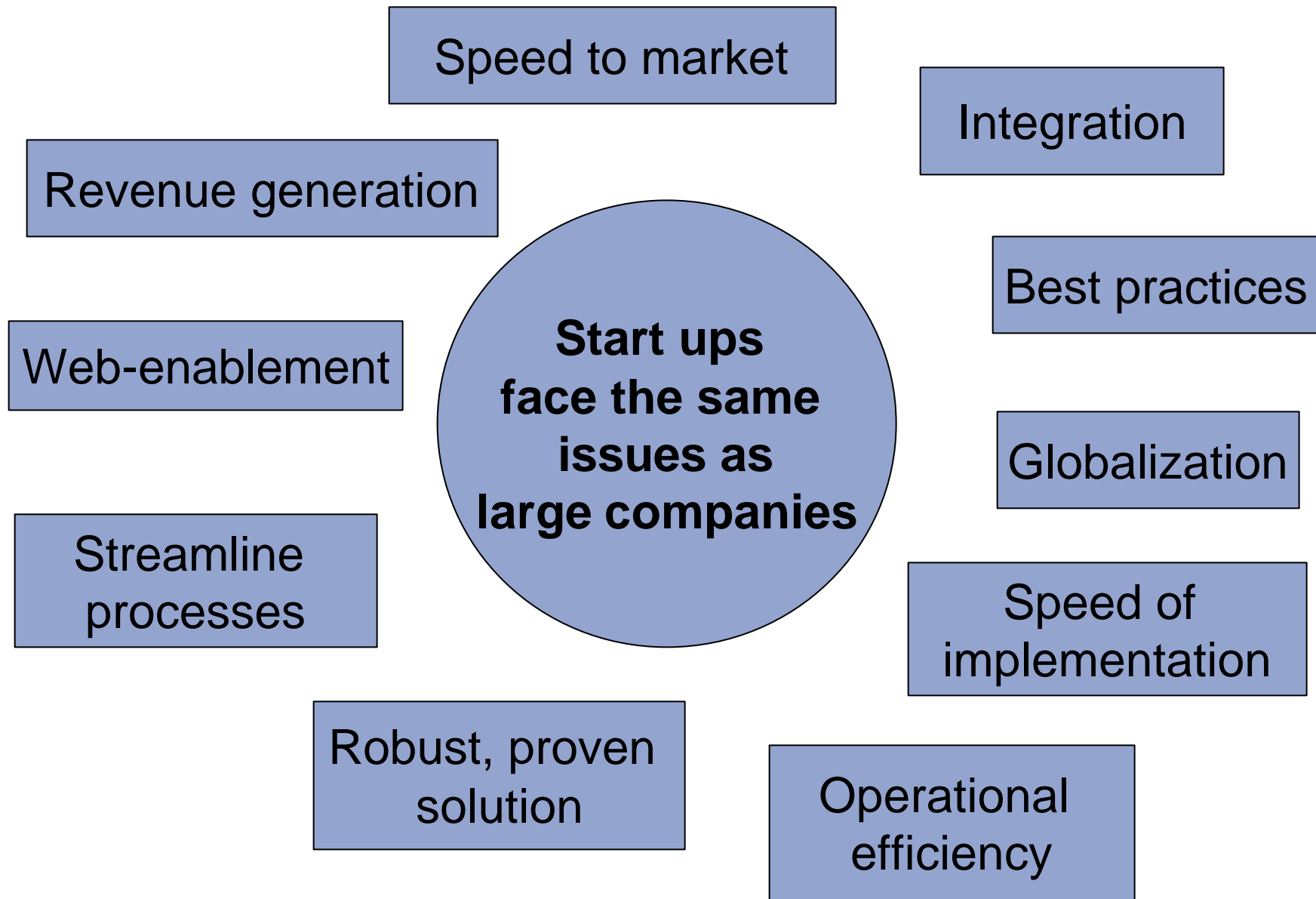
THE BEST RUN E-BUSINESSES RUN [mySAP.com](http://mySAP.com)

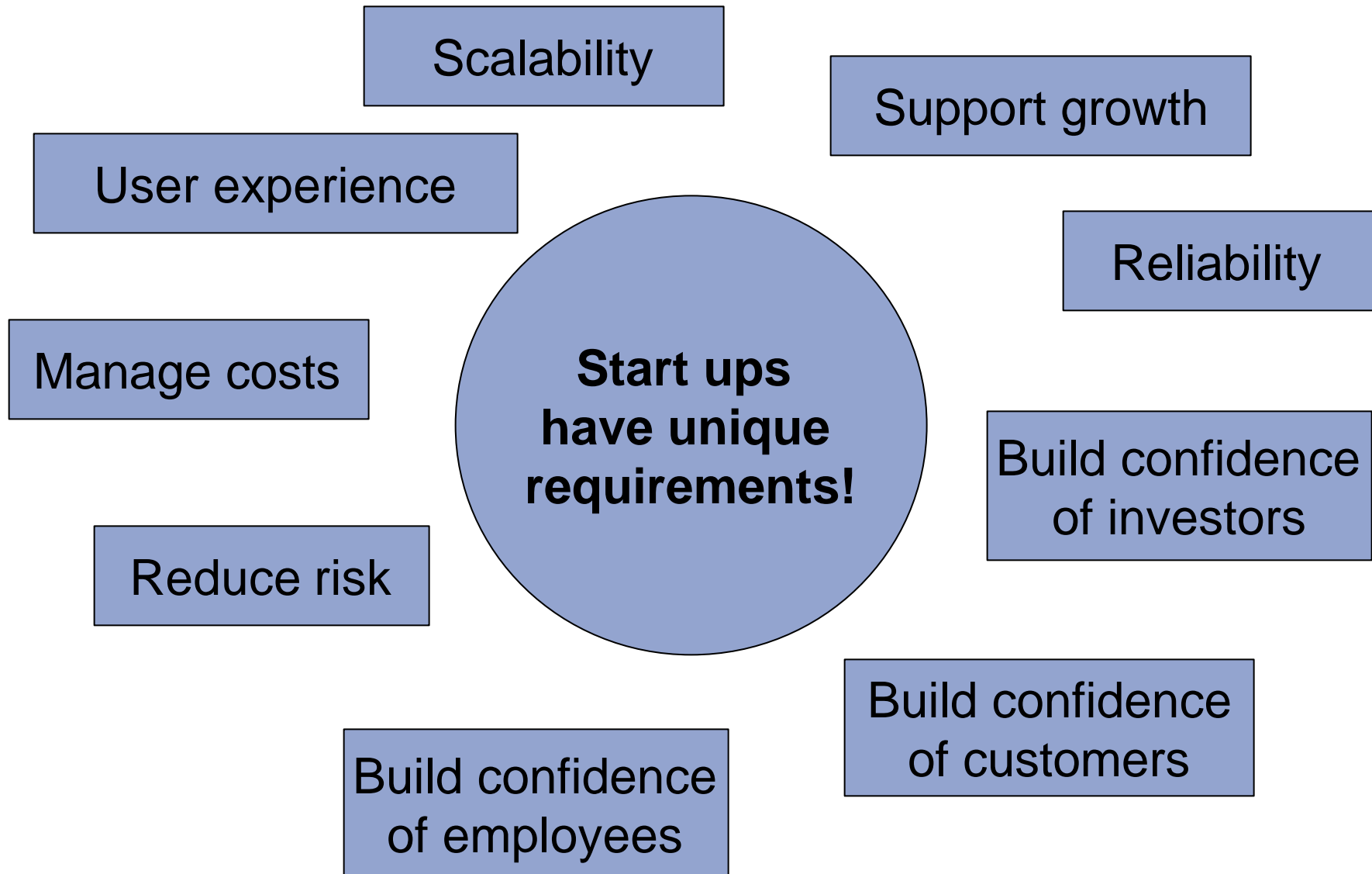


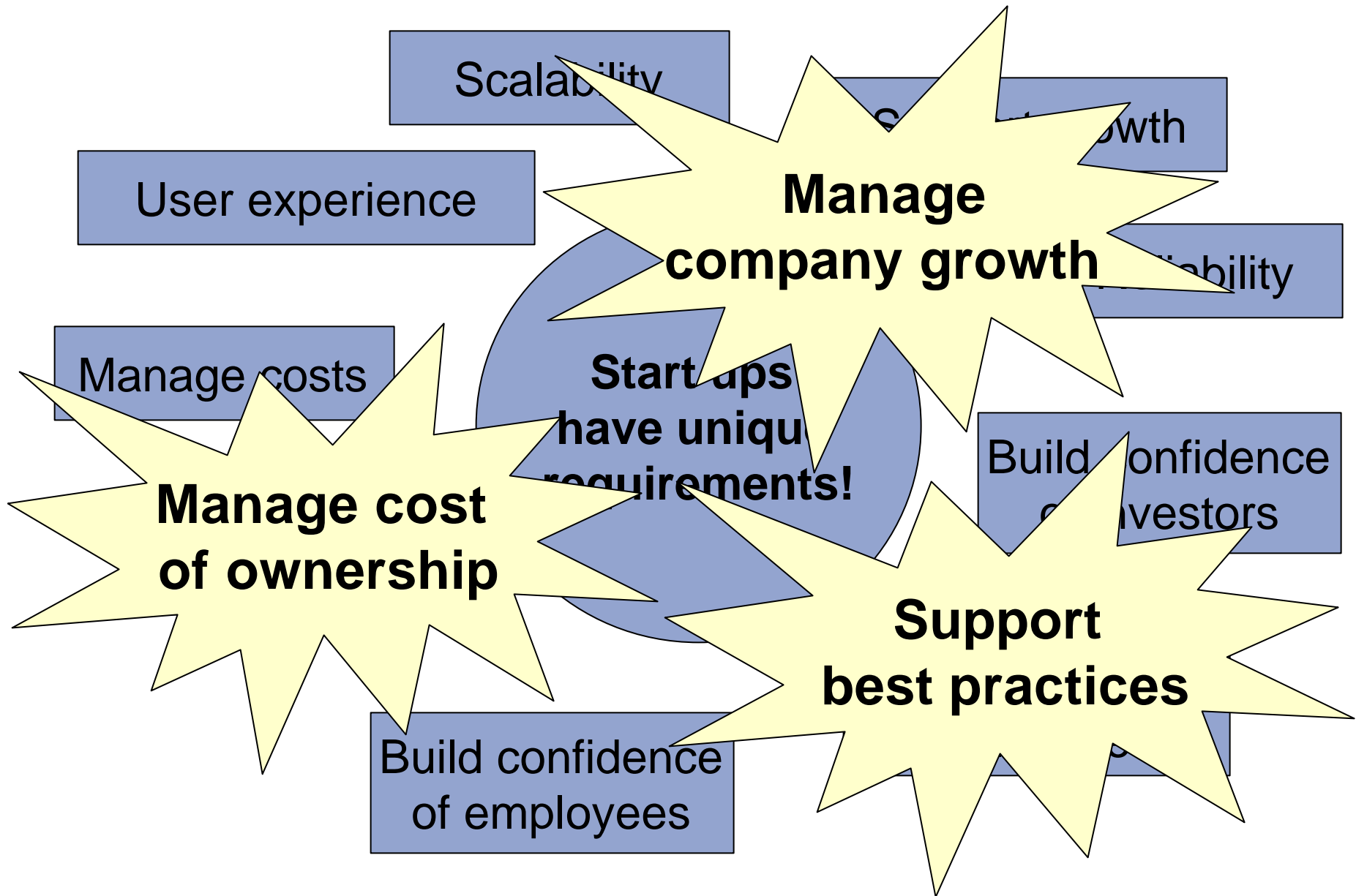
“Internet companies ... want to get to market as quickly as possible. But a lot of companies are not going to make it, because they don’t have the infrastructures to deliver what they say they will.”

“ERP sets up standard processes by which companies handle transactions. Without ERP, online companies lack systems architecture and basic business processes.”

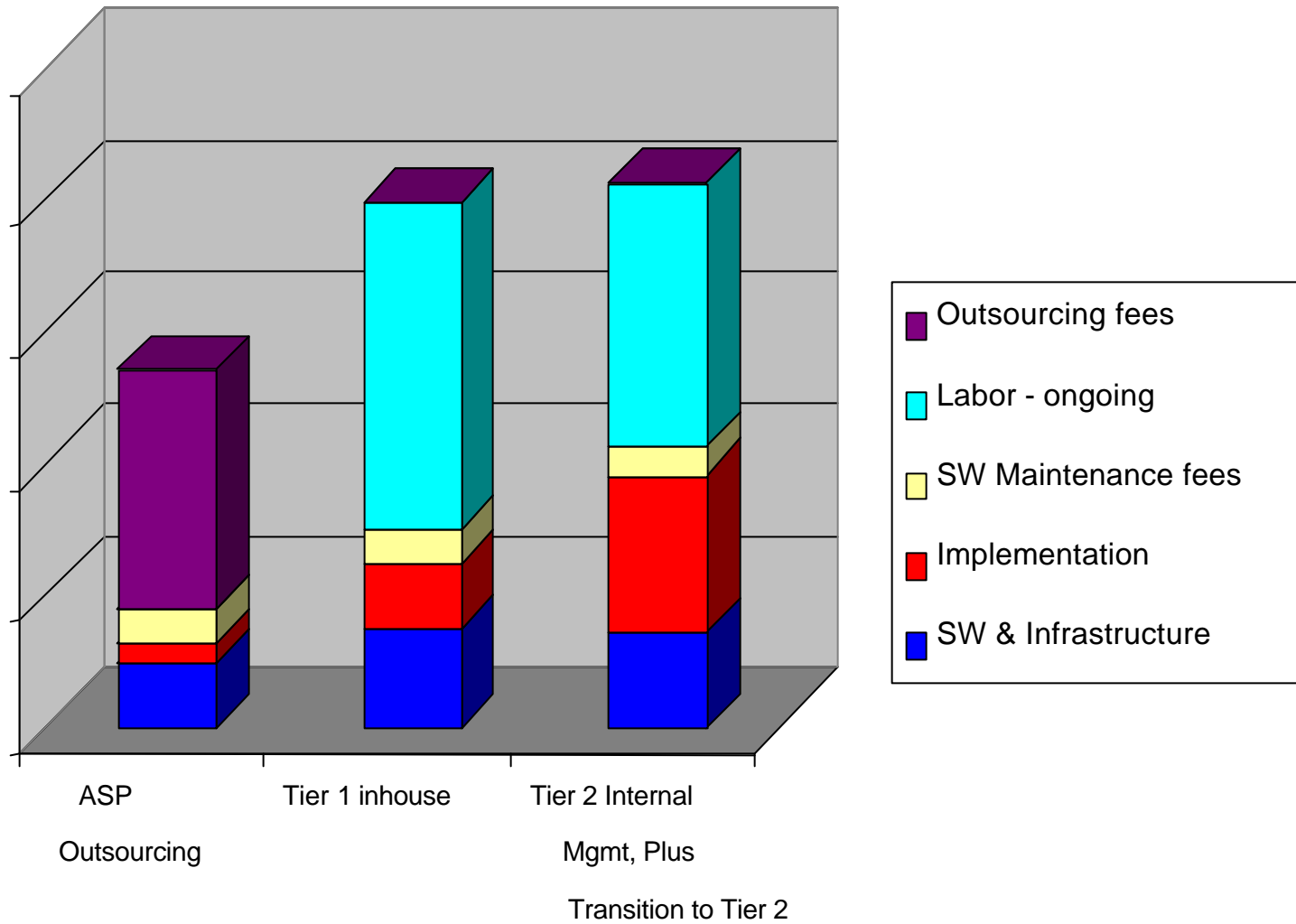
Gartner Group, November 2000







# Total Cost of Ownership – Comparative Analysis



# Why Go With a Hosted Environment?



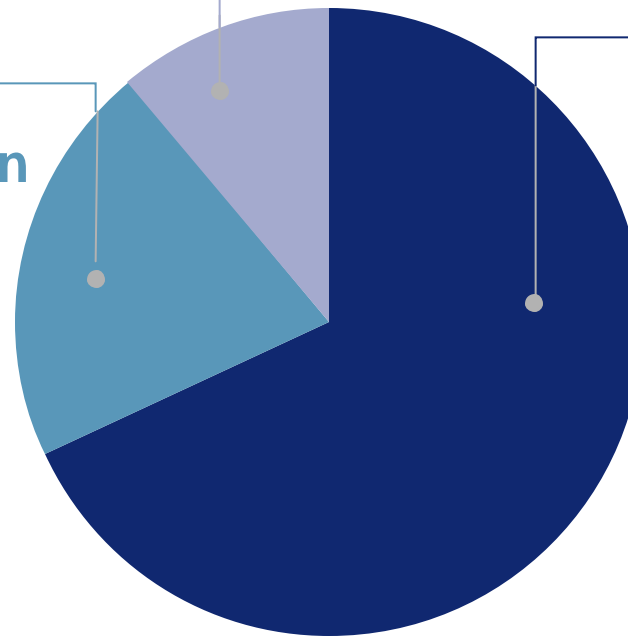
**On-going infrastructure support costs account for roughly 70% of on-going costs**

**Software Fees (21%)**

- ? Software maintenance
- ? Software license fees

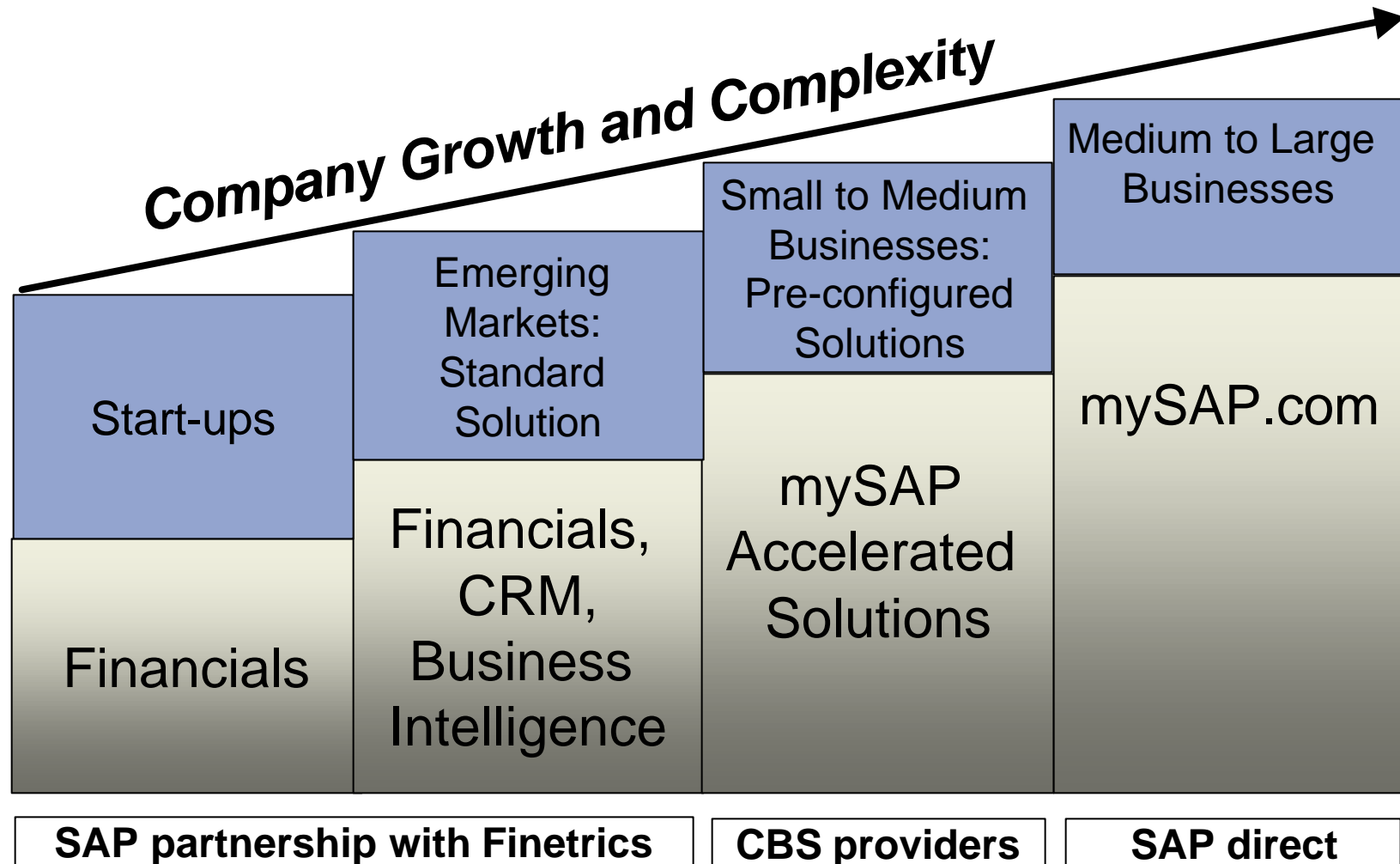
**Application Configuration (11%)**

- ? Application upgrades for major releases
- ? Application training



**Infrastructure (68%)**

- ? Hardware maintenance
- ? Hardware upgrades
- ? Infrastructure upgrades
- ? Operating system admin.
- ? Database and middleware administration
- ? Facilities
- ? Network mgt.
- ? Minor bug fixes
- ? Backup and storage
- ? Disaster recovery
- ? Help desk



## CloseoutVideo.com

Online distributor of VHS,  
DVD, CD and gaming  
software

10 week implementation

***“We went right to the top.  
SAP could go as big as  
we could ever possibly  
get.”***

## TechSmart.com

B2B online auction house

13 week implementation (ASP)

***“The challenge for us was to ... keep up  
with our rapid growth.”***

## NetRail.com

Networking Solutions

***“... We were looking for a system that was flexible, scalable  
and could integrate all of our business processes from  
provisioning to accounting.....The mySAP.com for Service  
Provider solution has been integral to supporting our  
customers and growing our business.”***

# Solutions for the Emerging Markets

Rachel Parikh  
SAP Labs, Palo Alto

THE BEST RUN E-BUSINESSES RUN [mySAP.com](http://mySAP.com)

