ubivent

SAP®

Information goes to the employee - not the other way round

The first virtual software event at SAP

> *"The ubivent guys were of great help for the event. The platform was running really stable in all parts of our global network. For the first time we were able to inform so many employees about software licensing."*
>
> *Reiner Schmitt, Head of SAP's Global License and Asset Management team*

Software systems have been key to enhanced performance of business processes during the last two or three decades. Pervasive use of all kinds of software can be found in companies in all industries nowadays. However, while the use of software is mostly beneficial, it is by no way free of charge. In most large enterprises, license fees easily amount to millions of dollars or Euros each year. Actively managing software licenses has therefore become of prime interest to CIOs in all industries during the recent crises.

SAP – both one of the leading manufactures and users of software in the world – is actively managing software licenses for a couple of years now. **"Of course we manage software licenses. All of our employees intensely use many different software packages** in their daily work. We have to reduce costs in all areas, including software license fees"** states Dietmar Bruder, VP IT Infrastructure Services at SAP.

SOFTWARE LICENSE MANAGEMENT: IMPORTANT BUT ELUSIVE.

However, while license management is important, it is also elusive. Achieving the goal of reduced costs is close to impossible without dedicated support from all employees. Success can only be achieved if awareness for the costs and use rights of software licenses is created in the entire company. However, addressing all employees of a global corporation can in itself become a costly endeavor. Without clearly measurable success such activities are avoided by many IT managers.
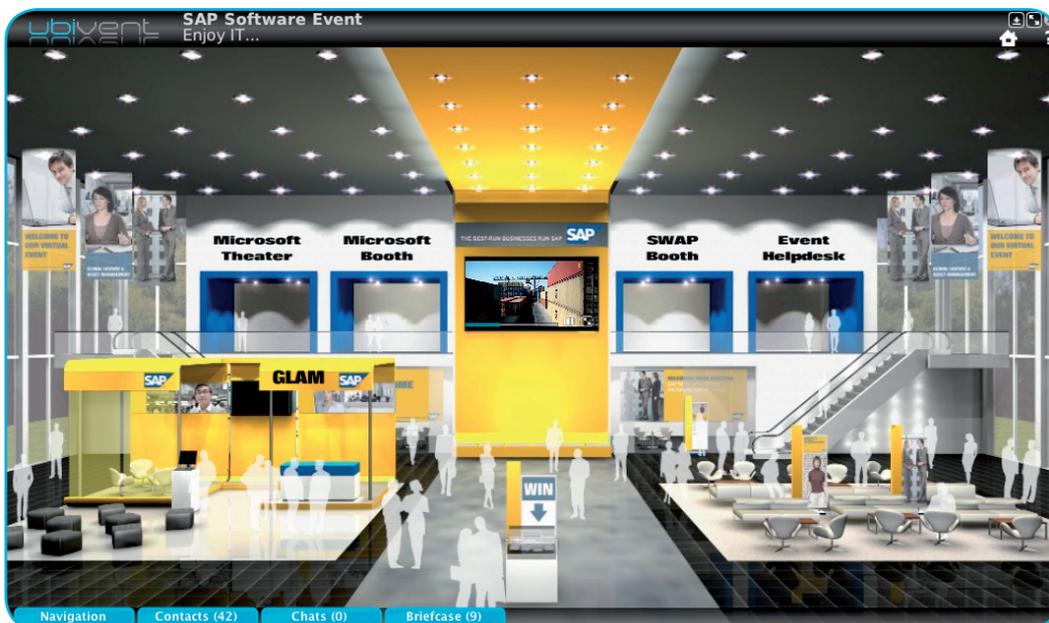
The main hall of the virtual SAP software event

SAP took a different path to achieve the goal of awareness creation. The company used a virtual event to inform about software licensing and how employees can contribute to reduce fees. The virtual event was structured just like a physical conference. Participants could watch pre-recorded keynotes on specific software license topics, there were booths with staff from the IT departments who explained individual questions of participants, and documents could be viewed and saved for later reference.

VIRTUAL EVENTS: A MODEL FOR INNOVATIVE LICENSE MANAGEMENT

For SAP, the concept of a virtual event was ideal for informing its employees about license management. With locations spread all over the world, SAP was able to reach all employees with consistent and coherent information about this important topic. Consequently, the event was well accepted and much frequented. Positive feedback was given by participants in the public lounge chat:

"Hi together! Thank you for this great event. I hope a platform like this will be used more often in the future".

For realizing this project, SAP relied on the expertise of ubivent. The virtual event specialist provided both the platform and specific consulting on how such virtual event can be realized. Argues Michael Geisser, the project manager at ubivent: *"Before we start any project we do a reality check to see if the event itself is suitable for being virtualized. After this, we discuss the expected number of participants and determine the technical infrastructure needed. We also consult our customers with regard to content, and set up the entire event for them. Last but not least, we're coaching the entire event personnel - from booth staff to chat moderators. The customer get's a complete event package from us."*

A virtual booth at the SAP software event

VIRTUAL EVENTS AS FUTURE TREND

SAP is an experienced user of virtual events. The concept was introduced to the company more than two years ago and has been extensively used ever since. However, the new platform of ubivent has surpassed expectations, both from a technical and a functional perspective. As Denis Schleier, SAP IT project manager for virtual events, argues: *"None of our past virtual events has been as hassle-free as the one with ubivent has been. It is amazing how smoothly the ubivent platform could be integrated with existing backend systems. Furthermore, our high requirements for stability and security have been completely fulfilled by the ubivent platform."*

Based on these experiences SAP has decided to enter into a long-term contract with ubivent. Schleier comments on this decision: *"This long-term relationship with ubivent allows us to deliver virtual events as a service to all our lines of business."*

Reiner Schmitt, Head of SAP's Global License and Asset Management team and responsible for the virtual event agrees with this statement: *"The ubivent guys were of great help for the event. The platform was running really stable in all parts of our global network. For the first time we were able to inform so many employees about software licensing."*

Another virtual booth
in a different design

Schmitt is sure that this is not the last virtual event at SAP, and also event participants have used the public lounge chat to ask for more:
"Hi SAP IT. This virtual platform is a great idea, easy to handle and understand, layout and design is very attractive. I have the fee- **ling as being at a real event. (...) This platform seems to be very valuable for many different kinds of events, also e.g. for development departments at SAP to present parts of the solution to Consulting or Sales. I like this very much. Thanks for the event."**

As the world's leading provider of business software, SAP delivers products and services that help accelerate business innovation. Today, customers in more than 120 countries run SAP applications. Founded in 1972, SAP has a rich history of innovation and growth as a true industry leader. SAP currently has sales and development locations in more than 50 countries worldwide and is listed on several exchanges.

ubivent is Europe's leading virtual event specialist. A team of diverse professionals delivers the best possible solution for virtual events. The ubivent platform is a visually appealing, easy to use, high performance, and scalable virtual event solution. The event experience can be individually tailored to fulfill all customer specific needs. Embrace these advantages by virtualizing public and internal events.

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