SAP Anywhere Adds Social Marketing Tools with Latest Partnership

Brand Networks joins SAP Anywhere partners including Google, PayPal and UPS
enabling SMEs to harness the power of social media to grow their business

LONDON — April 27, 2016 — SAP SE (NYSE: SAP) has announced that Brand Networks, a leading provider of social advertising and content marketing solutions, is the latest partner for SAP® Anywhere. Through SAP's new SME platform, small and midsize enterprises can now have integrated access to Brand Networks' social marketing capabilities alongside other tools including Google's productivity and collaboration capabilities, PayPal's leading payment system and UPS' shipping and logistics solutions.

Brand Networks helps place the power of social media in the hands of SMEs, and can enable them to effectively compete with the social media presence of larger companies. SAP Anywhere users are now able to choose images and develop social media adverts through the portal – potentially saving them valuable time, resource and money. Using Brand Networks, small businesses can place adverts on Facebook, Twitter, Pinterest, and Instagram with a click of a button, eliminating the need to develop new adverts for each site since the tool automatically reformats adverts for different platforms.

Making the announcement ahead of the UK's Internet Retailing and e-delivery Expo between 27th – 28th April, at which SAP Anywhere is the headline sponsor, SVP and GM, SAP Anywhere, EJ Jackson, said: "I'm delighted to announce SAP Anywhere's latest partnership with Brand Networks which adds vital social marketing tools for SMEs using our platform. It's vital that small businesses today have the necessary tools to reach their audience through social media. Our partnership with Brand Networks helps our customers engage in what can seem like a complex and daunting environment without the need to spend substantial amounts of time and money. Brand Networks also joins our ecosystem of partners including Google, PayPal and UPS through which we are able to provide SMEs with one, simple solution which can be tailored to their needs."

SAP Anywhere helps make it possible for small companies to grow their business. SMEs can use SAP Anywhere to help them capitalise on retail store sales, build an entire website or online store, create marketing campaigns, sell the product, manage the inventory and analyse whether the business is performing successfully. They can do all of this from a mobile phone or tablet with business analytics at their fingertips.

"Reaching your audience with the right message at the right time and on the right platform is vital for any business but in today's highly complex social media landscape it's especially difficult. Businesses using SAP Anywhere can now automate and optimize their paid and owned content across leading social platforms," said Jamie Tedford, CEO, Brand Networks. "Together with SAP Anywhere we enable small businesses to reach their customers by making their social marketing efforts simple to implement and precisely targeted."

SAP Anywhere offers a single cloud-based application, designed to eliminate the daunting task of managing technology infrastructure and multiple applications. With a dedicated customer success team to provide integration and implementation assistance every step of the way, and the simple incorporation of partner platforms, the system aims to provide an easy pathway to implementing a digital solution for SMEs.

Brand Networks joins Google, PayPal and UPS, among others

"Communicating with customers is the most important work for any small business. These businesses can now interact with their customers more effectively from within Google Apps with full visibility of their customer and inventory data using SAP Anywhere," said Rahul Sood, managing director, Google Apps. "We are excited about the work we are doing with SAP to deliver better integrated experiences across Google Apps and cloud solutions from SAP for our joint users."

Mark Brant, general manager, merchant services for the United Kingdom and Ireland, PayPal, added, "At PayPal, we're always looking for ways to help businesses spend more time building relationships with their customers, and less time worrying about the complexities of managing an online store. While small and midsize businesses are eager to take advantage of the growth opportunities available online, it can be a daunting process. Together with SAP, we have made it easier than ever for businesses of any size to harness e-commerce and increase sales."

"A certified UPS integration with SAP Anywhere simplifies shipping and logistics for small and midsize businesses," said Scott Aubuchon, vice president, Europe Region Marketing, UPS. "SAP Anywhere should enable these businesses to decrease the amount of time spent shipping so they can spend more time investing in and growing their business."

For more information, visit the SAP News Center. Follow SAP on Twitter at @sapnews. Visit the SAP Anywhere stand D31 at the Internet Retailing Expo on 27 – 28 April 2016, NEC Birmingham.

About SAP Anywhere
SAP Anywhere software is a front-office cloud solution specifically tailored to the e-commerce needs of small and midsize businesses with 10 to 200 employees. It incorporates user-friendly digital tools that help small businesses manage e-commerce, marketing, customer engagement, inventory management and business analytics from any mobile device or computer. SAP Anywhere allows smaller companies to capitalise on the digital revolution and grow their business by giving customers the ability to purchase their products anytime from anywhere. For companies running their business on the SAP Business One® application or the SAP Business ByDesign® solution, an open application programming interface can be provided to partners for integration to complement their business model.

About SAP
As market leader in enterprise application software, SAP (NYSE: SAP) helps companies of all sizes and industries run better. From back office to boardroom, warehouse to storefront, desktop to mobile device – SAP empowers people and organizations to work together more efficiently and use business insight more effectively to stay ahead of the competition. SAP applications and services enable approximately 300,000 customers to operate profitably, adapt continuously, and grow sustainably. For more information, visit www.sap.com.

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