Developing an Online Community of Networked Learners

SAP’s Experience

"It is not about who you are, but about whom you know (and who knows you...)"

Simon Dale
Director, SAP NetWeaver
SAP Asia Pte Ltd
A new strategy

January 2003 – SAP Announces SAP NetWeaver: The Comprehensive Integration and Application Platform

- An inflection point for the company
- A move into unfamiliar territory for the large majority of the organisation, and the larger ‘eco-system’ of partners and customers
- A massive amount of new information to be shared
- A collective need to rapidly increase the ‘eco-system’ knowledge
Key Pain Points (Interview Summary)

Sixteen deep interviews with internal employees and Partners revealed and confirmed several key pain points:

1. Difficult to find information and other people
   - Distributed content and communities across multiple web sites
   - Weak search

2. Lack and latency of technical information
   - Code samples
   - Road maps
   - Training – too late, too expensive

3. Standard Support offering coverage not wide enough
   - “how-to” support almost not existing
   - Support is primarily focused on bug-related, mission critical questions
   - Can’t submit suggestions, requests, complaints

4. Hard to get started in building NetWeaver Applications
   - Lack of development tools
   - Hard to get software: too expensive, licensing problems, too large (heavy), hard to configure
   - Difficult / expensive to get access to mySAP s/w
Network of Communities = Community of Networks

SAP Developer Network

To help someone become knowledgeable – regardless of their starting point or location

Connect the ‘inner circles’ with the external SAP-related community

“Contribute from your experience – let us know what you know - and help us learn from you – as we would like to help you know more”
The central hub for the SAP technology community
- Everyone can connect, contribute and collaborate - consultants, administrators and developers
- Focus around SAP NetWeaver and SAP xApps

High quality of technical resources
- Articles, how-to guides, weblogs, collaborative areas, discussion forums and downloads, toolkits and code-samples

A collaboration platform, not a one-way street
- SAP experts from customers, partners and SAP

SDN is powered by SAP NetWeaver™
- Built on the SAP Enterprise Portal
- Featuring collaboration capabilities of SAP Knowledge Management
Access to most features will be free upon registration

- High Quality Technical Library
- Federated search over library and other repositories (SAP Service Notes)
- Single-sign-on to other SAP sites
- Downloads and tools
- Discussion Forums and Weblogs
- eLearning materials
- O’Reilly Safari bookshelf
- SAP ViewPoint technology for personalized push of content

Premium features will be introduced in the future

- Private collaboration rooms
- Advanced eLearning courses and certification
- Early access to latest tools and technology
SDN is “Powered by SAP NetWeaver”

The SAP Developer Network program offers a comprehensive content and collaboration hub based on the SAP NetWeaver Platform

- The website is delivered through SAP Enterprise Portal
- Leveraging the collaboration capabilities of SAP NetWeaver
- Extensive search capabilities are based on TREX
- Featured exclusively through The SAP Developer Network -- SAP ViewPoint technology, which facilitates personalized push of content
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