



Wholesale Distribution

SAP IS FOR GREAT COMPANIES, NOT JUST GREAT BIG COMPANIES™.

DESIGNED FOR YOUR INDUSTRY

- SAP's ERP solution for Wholesale Distribution is based on over 30 years of real-world experience - designed by your industry, for your industry. It is the #1 ERP solution because it offers the richest set of industry-specific functionality on the market today.
- SAP's global organization includes hundreds of professionals who come from and work exclusively with Wholesale Distribution companies.
- Because of this total industry commitment, SAP is more than an ERP vendor. We are a Wholesale Distribution solutions company. That makes us an invaluable partner in your success.

IT'S AFFORDABLE

- The SAP All-in-One ERP solution for Wholesale Distribution is preconfigured with industry best practices based on thousands of installations.
- Best practices result in efficiencies that enable you to obtain a fixed cost and time model for implementation. It's predictable, low risk, and we do it every day.
- SAP Financing can cover your entire SAP solution including hardware, software, customization, implementation, training, and first-year maintenance.

IT'S QUICK AND EASY TO IMPLEMENT

Company	Employees	Implementation
Nong Shim	50	3 months
Drywall Supply	75	4 months
IC Intracom	500	4 months
Chordus	150	5 months
Slade Gorton	155	5 months
Frederick Wildman & Sons	110	5 months
Aerospace Products International	200	5 months
Heads and Threads	300	7 months
Tallard Technologies Inc.	135	7 months
EIS Inc.	750	8 months

What Wholesale Distribution customers like you say about SAP

Affordable

"We have the same business issues as a large enterprise, but more resource constraints...we soon realized an SAP solution could be a good fit for us."

Bob Carroll, Senior Vice President and CFO, Powell Electronics Inc.

Fast and Simple Implementation

"In day one after go live, we had controls and business procedures in place that we never had before. So not only did it make our process smoother, it allowed us to get information back from the system which helps us make better business decisions going forward."

Chris Meiser, Executive V.P., Operations, Tallard Technologies

Lowers costs

"I hear a lot of stories from executives at other midsize companies...I tell them that when you buy into a company and a solution like mySAP ERP, the support structure is different... You don't need a slew of programmers changing performance parameters everyday or constantly fixing bugs. You're running the same software as some of the biggest, best companies in the world. The stuff just works."

Rob Ludwig, CIO, Heads and Threads International

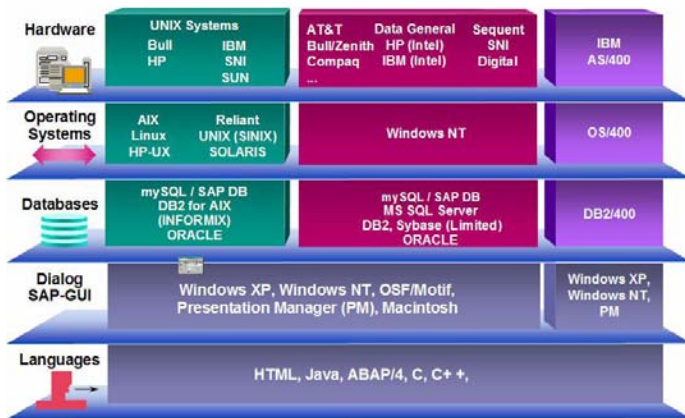
Flexible Solution For Growth

"It provides us with a lot of tools not only to manage sales, but to manage profitable sales. With SAP, we can quickly tweak our pricing to improve our margins... And it's great to be able to have that flexibility within SAP. We also mine the data in SAP to figure out ways to sell more stuff to our existing customers. We use SAP to improve our asset performance. It's helped our stock value grow and as I mentioned many times, it's been great for our customer service."

Tammy Miller, CEO, Border States Electric

SAP ENABLES LOWER IT COSTS

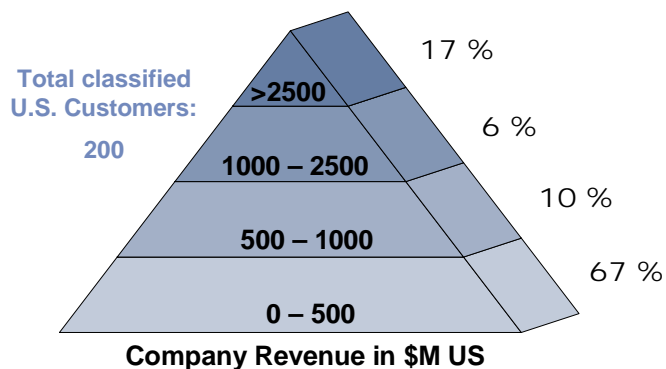
Open Platform Reduces Your Cost



- SAP's open architecture enables you to leverage your existing hardware, operating systems, and databases.
- SAP's multi-plant, multi-company architecture enables your entire business to leverage a shared IT infrastructure.
- SAP supports multiple languages, currencies and country-specific business practices on a single global instance.
- SAP's service and hosting options can minimize the need for costly resources to support your IT landscape.
- SAP provides the most robust maintenance services at the lowest cost.

FAST FACTS

77% of our approximately 200 SAP US Wholesale customers are from the mid-market segment



- SAP has over 24,000 customers under \$500M
- 77% of SAP's Wholesale Distribution customers have less than 1,000 employees
- SAP invests over \$1 billion annually to enhance our solutions - more than the revenue of most ERP vendors
- 77 training centers
- 11,000 SAP consultants + 120,000 partner consultants
- 8,000 software developers in five research and development centers in Europe, the Americas, and Asia

Tallard Technologies Inc.

Size: \$102M & 135 employees

Summary: Tallard Technologies Inc., a wholly owned subsidiary of Itautec S.A. since July 2006, is a high-growth market leader in value-added distribution of IT products and services throughout Latin America and the Caribbean. With its customers demanding more services, Tallard began to extend its product lines and value-added services to include channel development, pre-sales support, and customized credit, financing, and logistics. To continue to grow its services and raise its level of technical expertise, Tallard turned to SAP.

Results With SAP

- Accomplished implementation in 7 months
- Handled 4 times the volume with the same IT budget
- Eliminated 5 legacy systems
- 45% reduction in monthly average inventory
- 28% reduction in days sales outstanding
- 15% reduction in operating expenses

"We are constantly introducing new products and services...SAP gives us an ideal tool to handle the range of tasks necessary to bring products and services to market."

Humberto Gonzalez, President and CEO, Tallard Technologies Inc.

Midwest Office Supply

Size: \$10M & 31 employees

Summary: Midwest Office Supply – one of the fastest growing independent office supply dealers in the United States – has a strong focus on customer service. The company offers an extensive product line of more than 50,000 products, including paper supplies, desk accessories, and office furniture. Midwest was technologically two years behind its much larger competitors. Administrative costs were high, and inefficient order entry and invoicing was making cash management difficult.

Results With SAP

- 50% decrease in Invoicing Process costs
- Reduced delivery time per truck route 45 minutes each day
- 32% growth in sales orders processed
- 25% reduction in infrastructure costs
- Reduced accounts receivable days outstanding by 2 days

"We realized that with SAP we would have a partner that could support our current and future needs. As we continue to grow and innovate, we will not outgrow the SAP solution; instead, it will help drive our growth."

Jeff DeMarco, Partner, Midwest Office Supply

Get the facts on what SAP has done in your industry. Visit:

www.sap.com/wholesale