



mySAP.com Launch

New product introduction

Year 2000 saw SAP's new product offensive gathering pace with the introduction of the mySAP.com suite of e-business software. In March 2000, existing SAP customers and key prospects were invited to the launch of mySAP.com at a major symposium event in London.

Working closely with SAP and its headline sponsor Microsoft, Anderson Baillie's SAP campaign management experience was called upon once again. Utilising the Anderson Baillie Projects methodology, Anderson Baillie successfully managed all client and partner participation requirements and entire event logistics including pre-promotion activity, exhibitor stand, stage set and A/V requirements and mySAP.com support collateral.

Anderson Baillie design services were further utilised to design and produce communication material to launch mySAP.com to the SAP Reseller channel, as well as collateral to profile SAP UK's and Partners' attendance at SAPPHIRE Europe, the SAP User Conference.



Integrated Marketing Communications

Anderson Baillie Projects approach to co-operative partner marketing. Full project management facility including partner liaison.

For a full overview of our Anderson Baillie projects services visit www.andersonbaillie.com/projects

