



**Industry:** Enterprise Software

**Location:** Walldorf, Germany  
(World Headquarters)

**2009 Field Kick-Off Objectives:**

- Prepare the global sales team for 2009
- Extend the experience to a global audience
- Achieve cost savings

**2009 Field Kick-Off Results:**

Solid business impact

- Attendees felt the experience would contribute to their business effectiveness

Strong shared experience of 17K individuals

- 85% of registrants participated with each logging on an average of 3 times
- Wide, global reach

Significant savings

- Direct savings from travel, venue, and other costs
- Travel days saved
- Reduced environmental impact

## Expand Reach, Reduce Cost, Improve Business Performance: SAP Field Kick-Off Meeting 2009

### Overview: SAP uses virtual events to engage with customers and connect employees

SAP is an enterprise software company with more than 89,000 customers and over 48,500 employees. Engaging with these customers and employees across the world is pivotal to its success. Having produced its first virtual event in 2008, SAP is currently using virtual events for both customer and employee purposes as another tactic in conjunction with physical events and meetings. In 2009, SAP ran its field kick-off meeting as a hybrid physical and virtual event. Going forward, SAP plans to continuously innovate around virtual experiences to enable even greater levels of interaction between its employees and customers.

### Case Study: SAP Field Kick-Off Meeting 2009 (FKOM)

SAP partnered with InXpo to support the FKOM 2009 virtual event. This event implemented a two-prong strategy: a physical gathering in Germany, with micro-sites throughout the world broadcasting all of the content globally through the virtual platform. The virtual attendees had access to content, subject-matter experts, and resources, including:

- Exhibit Booths: Topic-specific booths covered key initiatives with experts available for real-time chats.
- Keynote Theater: Broadcast live from Germany, attendees could watch global keynotes and presentations from leaders on business-critical topics with the ability to ask questions directly to the presenters.
- Community features:
  - o SAP leaders blogged on key topics and encouraged employees to “contribute to the conversation.”
  - o Attendees could engage in one-to-one chats and network with peers from around the world.
  - o For the FKOM 2009 film festival, sales teams were invited to submit short films for peer review and comment.



Virtual Business. Real Results.

“As a large, global company, SAP is constantly innovating to better connect its customers and employees. One of these innovations is virtual events, which provide a platform to deliver both information and a shared attendee experience. SAP will continue to use virtual events in conjunction with physical events as we strive towards the best customer experience possible.”

Rob Halsey  
VP, Marketing Innovation SAP



## Results: Strong business impact and measurable savings

Nearly 17,000 employees attended the FKOM 2009 virtual event and participated in a shared experience that was delivered while realizing cost savings.

- **Attendee impact:** 17,000 attendees logged on an average of three times, indicating a compelling experience. Almost 13,000 attendees viewed the global keynote, over 25,000 documents were viewed, and 5,000 chats took place.

- **Cost Savings:** SAP experienced savings from air travel, venue, lodging, and other costs. Indirectly, the company saved on travel days that employees could use in more productive ways.
- **Reduced environmental impact:** SAP reduced greenhouse gas emissions that would have resulted from air and ground emissions.

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