



Global
BusinessObjects
Network

**A New, Independent
Community for SAP
BusinessObjects
Customers and Partners**

www.gogbn.org

Global BusinessObjects Network

- Independent and run by members (2,500+)
- Opportunities to work directly with SAP to influence product direction
- Virtual and face-to-face educational opportunities
- Started by ASUG, the Americas' SAP Users' Group
 - Independent, non-profit organization
 - GBN is leveraging ASUG's 17 years experience
- ****Membership is complimentary through 2009****



GBN Members Influence Product Direction

- Web Intelligence Influence Council
 - Goal: prioritize enhancements for 2010 release
 - Council participants
 - GBN member leader - Tom Nather, Cleveland Clinic
 - SAP product manager - Michael Thompson
 - Participants - 15 GBN member companies (small and large organizations) representing 11 industries
- Results Webcast to GBN membership scheduled for Q3
- More information at www.gogbn.org



GBN Offers Focused Education and Networking

- Five Special Interest Groups (SIGs) launched in March
 - Members voted to launch the following
 - Dashboarding
 - WebI/Deskl
 - Crystal Reports
 - Security and Administration
 - Data Management
 - Join one or all
 - Discussion forums available to support SIG networking
- Details available at www.gogbn.org



Upcoming SIG Webcasts

- Dashboarding SIG: Performance Manager Strategy Update
 - June 3, 11:00 a.m. - 12:00 p.m. CDT
 - Ranga Bodla and Erica Lailhacar, SAP
- WebI/DeskI SIG: Business Objects XI 3.0 Migration - A User Perspective
 - June 18, 12:00 p.m. - 1:00 p.m. CDT
 - Heidi Lo, Chamberlin Edmonds
- Visit www.gogbn.org to register



GBN Supports Local Groups

- Assists local groups with logistics and speakers
- Dedicated page for each local group on www.gogbn.org
- Promotion of local group meetings in bi-weekly, member newsletter
- Leverage knowledge/infrastructure of ASUG (Americas' SAP Users' Group)
 - 17 years experience running independent, member-driven community
 - ASUG created GBN after SAP acquired Business Objects



GBN Steering Team – Customers and Partners

- Steering team charged with building community
 - Steering Team Chair:
 - Mark D. Frederick, Ball Corporation
 - Steering Team Members:
 - Kip Barkley, Independent
 - Dan Grew, AstraZeneca
 - Ken Hartman, Hughes Network Systems, LLC
 - Brad Hay, WorkSafeBC
 - Jamie Oswald, Sisters of Mercy Health System
 - Dave Rathbun, Integra Solutions, a business unit of Quorum Business Solutions
 - Simon To, Rent-A-Center, Inc.



Mark Your Calendars

- SAP BusinessObjects User Conference
 - Oct. 18-21, Dallas, Texas
 - Hilton Anatole hotel
- More than 150 sessions including hands-on training and product influence opportunities
- Network with users facing similar challenges, SAP BusinessObjects product managers, and partners



Help Build GBN

- Member-driven community requires volunteers
 - Start a Special Interest Group
 - Help decide educational content
 - Participate in a product Influence Council

“As a local user group leader, I believe strongly in the need for an independent, global user organization that helps drive product development. I look forward to building a valuable community for customers and partners worldwide.”

Mark D. Frederick
GBN Steering Team Chair
Ball Corporation



Create A Cohesive Customer Voice

- Join 2,500+ members – strength in numbers
- Influence product, service, and company direction
 - Proven program partnering with SAP product managers
- Volunteer - Help shape the future of GBN
- For more information
 - E-mail info@gogbn.org
 - Visit www.gogbn.org





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Thank You