



SAPPHIRE NOW in 2020

Brand Voice Guide for Partners – Titles and Abstracts

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INTERNAL

Titles (75 characters with spaces)

You want to attract attendees to the session or catch their eye across the show floor. Nuance and subtlety is easily lost at a glance.

Do's

Use title case.

Start titles with an active, imperative verb.

Emphasize the business benefit with engaging, appealing language.

REMEMBER: Be careful mentioning individuals; these can change frequently or suddenly.

You can use acronyms/abbreviations if space does not permit full terms but spell out terms in the abstract.

Don'ts

Do not include internal organization or team names.

Do not use any unnecessary punctuation (no exclamation points, periods, colons, semicolons).

Do not use dates; do not refer to the event itself, or add self-references such as “At SAPPHIRE NOW, we will introduce...” or “Join us for a discussion about ...”

Do not use “hear XXX talk” or “listen to XXX”; better “learn how or see how XXX at <company>”

Descriptors are not necessary in titles, but include the descriptor somewhere in the abstract.

Do not use future tense, instances of “will” will be revised.

Abstracts (350 characters with spaces)

Do's

Use sentence case with complete sentences and period as end punctuation. Do not end sentences with exclamation points and avoid question marks where possible.

Start every sentence in the abstract with an active, imperative verb that is results-oriented from the point of view of the customer. Business benefits are best.

Focus on the business benefit to the customer, particularly in the first sentence. Do not lead with the customer or product name in the first sentence; they can be mentioned in the second sentence.

Example: "Maximize retention rates by improving customer service with predictive analytics software. Use SAP Predictive Analytics software to support your decision-making process ..."

Use full product names and descriptors, For customers and partners, use full company names, including "Inc." and "Corp." Check the spelling of the company name on their Web sites.

Don'ts

Do not repeat the title in the abstract.

Do not use internal organization or team names; some exceptions except for SAP Digital Business Services and SAP Runs SAP.

The abstract should not be self-aware. That is, it should not say, "this demo shows," "join this session to," or "in this panel discussion."

Do not use "hear XXX talk" or "listen to XXX," better "learn how or see how <company>"

Do not use "SAP" without a descriptor unless referring to the company; always use it to preface mentions of the generic terms "software," "solutions," or "services."

Spell out acronyms.

Do not use en-dashes; use colons and semicolons sparingly and as a rule only once per abstract.

Do not use future tense, instances of "will" will be revised.

Abstract examples

Abstracts – Before Revision	Abstracts – After Revisions
<p>You can blend on-premise software and SAP Cloud solutions for Human Capital Management. SAP HCM will help improve productivity and employee engagement. Use it to discover the considerations and decision points in developing the best plan for a company.</p>	<p>Learn how blending on-premise and cloud solutions for human capital management helps improve productivity and employee engagement. Discover the considerations and decision points in developing the best plan for your company.</p>
<p>This demo shows how Air Products and Chemicals uses SAP for reduction of workplace and product compliance risks, simplify compliance, speed time to market, and make smarter decisions to protect operational continuity, all by using integrated solutions for PS, EC, and ORM.</p>	<p>Keep operations safe and efficient by reducing workplace and product compliance risks. Hear how Air Products and Chemicals Inc. simplifies compliance, speeds time to market, and makes smarter decisions to protect operational continuity, all by using integrated solutions for product safety, environmental compliance, and operational risk management.</p>
<p>Join us to learn how SAP Cash Forecasting (CF) – powered by SAP HANA – lets you explore how cash systems can reflect instant cash balances. The solution gives you accurate reporting, forecasting, and analysis.</p>	<p>Explore how cash systems can reflect instant cash balances. Get accurate reporting, forecasting, and analysis with the SAP Cash Forecasting application.</p>

REMEMBER: Do not use Run Simple as it is not used as an external message in 2020. Avoid excessive or random mentions of “best-run” or “run at their best” to avoid overuse of the SAP tagline.

REMEMBER: Avoid excess use of “intelligent.” Mentions of the intelligent enterprise (lowercase) are OK in doses. **Uppercase Intelligent Enterprise only in SAP Runs SAP content.** See guidelines on communicating the intelligent enterprise in this document.

REMEMBER: Do refer to the Approved Names list

<https://www.sapbrandtools.com/naming-center/#/search/status-search>

NEW: intelligent suite and intelligent technologies are lowercase, without SAP brand. Use “intelligent technologies” in place of SAP Leonardo. No SAP Leonardo except for the IoT offerings.

NEW: Do not use “Digital Core” or “Cloud ERP”: instead the new term is **“Intelligent ERP”**

Communicating Experience Management and Qualtrics (Q1/2020)

Portfolio	Experience Management solutions from SAP (Qualtrics)	“(Qualtrics)” at first mention = optional You can also communicate “Experience Management solutions” at subsequent mention.
	Employee Experience Management solutions from SAP (Qualtrics)	“(Qualtrics)” at first mention = optional
Individual solutions already in the Naming Center	SAP Qualtrics <XXX>	Descriptor = solution(s)
Other solutions not (yet) in the Naming Center but found on Qualtrics.com (currently being updated in the Naming Center)	Qualtrics <XXX>	Descriptor = solution(s) Do not add “SAP,” use name in title case exactly as shown on the Web site.
<p>Caveat: Do not use “SAP Qualtrics solutions” as the portfolio name</p>		

Communicating the intelligent enterprise (Q1/2020)

	Comments	Incorrect
Intelligent Enterprise The Intelligent Enterprise	Always uppercase when communicating SAP strategy and our Intelligent Enterprise approach	Intelligent enterprise Do not use as plural Do not add quotation marks “the” not uppercase in body text
intelligent enterprises	Lowercase when communicating in plural and when we communicate how SAP helps companies become intelligent enterprises	Do not add quotation marks
intelligent suite	Lowercase (except in headers, titles, signage bullets)	SAP Intelligent Suite
intelligent technologies	Lowercase (except in headers, titles, signage bullets)	SAP Intelligent Technologies SAP Leonardo intelligent technologies

Communicating all things SAP HANA

Be careful not to confuse our “SAP HANA” offerings:

- SAP HANA (**NEW**: no descriptor needed at first mention; “database” is preferred in subsequent mention)
- SAP Cloud Platform (cloud platform on which cloud applications are built by SAP and partners)
- SAP HANA Enterprise Cloud (hosted cloud service; access to SAP or partner software in the cloud)
- SAP S/4HANA (suite or solutions, available in the cloud and on premise)
- SAP C/4HANA (front-office suite of five cloud portfolios for sales, service, marketing, commerce, and customer data)
- **NEW**: SAP HANA Cloud (data platform as a service)
- **NEW**: SAP HANA Cloud Services (set of interconnected services to solve decision-making needs by connecting many elements of data-centric processing: SAP Data Warehouse; SAP HANA Cloud; SAP Analytics Cloud)