



PUBLIC

Quick Reference Guide

SAP-Related Naming for Partners, Prospects, and Third Parties

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THE BEST RUN



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INTRODUCTION

This quick reference guide helps SAP partners, members in the SAP PartnerEdge open ecosystem, prospects for partnerships, and other third parties name their companies, domains, and SAP-related offerings.

Note: Violations of this guidance can lead to legal consequences or to your application for an SAP partnership being held off or not accepted.

The content in this document is valid at the time of publication and subject to changes and updates.

Contact brandvoice@sap.com or brand@sap.com if you have any questions, if you need assistance during the naming process, or if you have incorrectly named your company or brand, domains, social media channels, SAP-related offerings, URLs, events, or logo.

In addition to this document, you can also take the short video training "[Naming Your Company and SAP-Related Products and Offerings](#)."

NAMING AND MESSAGING: YOUR COMPANY, DOMAINS, AND OFFERINGS

What you can do

- Mention the names of SAP offerings or the respective SAP environment when describing their compatibility with your own offerings, solutions, applications, or services
- Use general references in messaging, for example, "SAP® solutions," "SAP® technology," "SAP® software"

What you cannot do

Do not include

- The name **"SAP"** or variations thereof
- The **name of an SAP offering** or variations thereof
- A **logo** of SAP or variations thereof
- A **trademark** of SAP
- **SAP slogans** or **messaging lines**

in











- Your **company name**
- Your **product, offering, or service** names
- **Primary URLs, Web site, or domain** names
- **E-mail account** names
- **Social media account/channel** names
- **Claims or slogans**
- **Event** names
- Any of your **logos** or **visual elements**

Neither include or use any official messaging line or tagline of SAP, such as Run Simple, The Best Run SAP, or other SAP-proprietary messaging.

Examples

Incorrect

Correct

 SAP-ups <i>The SAP startup company</i> Do not create the impression that the company or messaging is or belongs to SAP.	 The Startups <i>Kickstarting your SAP® software</i> You may refer to the SAP environment in messaging. Do not use "SAP" stand-alone.
 Funtelligence <i>The Best Run Our SAP Cloud</i> Do not copy SAP messaging lines or slogans. Do not make your slogan and messaging appear as if from SAP. Do not use SAP offering names as if yours.	 Funtelligence <i>Services to run with the best.</i> <i>Cloud solutions to run with the best.</i> You may evoke the connection to SAP. But create your own distinct slogan.
 Annual Funtelligence SAP Conference Do not name your own events as if an event held by SAP.	 Annual Funtelligence Conference <i>Showcasing SAP® solutions</i> You can refer to the SAP context in messaging.
 SAPtelligence@xyz.com <i>YourSAP@xyz.com</i> Do not use "SAP" in your e-mail names.	 Funtelligence@xyz.com
 www.solutions4sap.com Do not use "SAP" or SAP offering names in your main URL or in your social media account names.	 www.funtelligence.com/sap <i>www.xyz.com/sapsolutions</i> You may use a reference to SAP or our offerings in the "search area" of a URL, or as topics in social media and tweets

Naming guidance

You can state the SAP offering or environment related to your product or engagement after your product name. For more information, see [“Mentioning the SAP Environment.”](#)

Do not imply that your product is produced or authorized by SAP. For example, do not represent your training programs as “authorized SAP training,” unless you have written approval from SAP.

Do not use any grammatical construction that makes your product name appear to be an offering from SAP.

Incorrect:

✗ SAP® Extender
SAP® Leonardo by XYZ
SAP HANA® Analyzer
Company Name 4HANA

Choose a name that clearly shows that an offering is from your company by using your company or brand name.

Do not place “SAP” or the name of any SAP offering or trademark of SAP immediately next to your company name, brand names, or product names.

✗ <Partner company or brand name> SAP Extender	✓ <Partner company or brand name> Extender
✗ <Partner company or brand name> SAP Analyzer	✓ <Partner company or brand name> Analyzer

You can refer to an SAP offering name, but not solely to “SAP.” Only use “SAP” without further specification when referring to the company, not as a replacement for products, solutions, or for the SAP portfolio as a whole. Do not use a trademark sign with “SAP” when referring to the company.

✗ Our product runs with SAP.	✓ Our product runs with SAP S/4HANA® We offer an add-on to SAP S/4HANA® We partner with SAP to help you ... We work together with SAP to ...
✗ <Company name> Slogan: SAP for You	✓ <Company name> Slogan: Managing SAP® Solutions for You

Using SAP offering names and trademarks

Use the official names of SAP offerings exactly as they appear in the [list of approved names in the Logos, Images & Guidelines section on the SAP PartnerEdge Web site](#). If you do not have access to this Web site or list, contact brandvoice@sap.com.

You can use an abbreviation or acronym of a name, but only if it is listed as an official short form with the approved name.

Use the required trademark signs at first mention of an SAP name. Trademarks are listed with the approved name and in the trademark list under [Additional Trademark Usage Information for Third Parties](#) on the SAP Web site.

MENTIONING THE SAP ENVIRONMENT

Your product or offering name can state the relevant SAP environment as an addition using “for.”

✓ <Partner product name> for SAP S/4HANA®
<Partner product name> for SAP HANA®

Use natural language to communicate that your product is designed for use with SAP solutions or with a specific SAP offering. For more information, see [Compatibility with SAP Software](#) and [Additional Trademark Usage Information for Third Parties](#) on the SAP Web site.

✓ <Partner product name> provides additional functionality for the following SAP® solutions: ...

Include your company or brand name in an offering name that mentions the SAP environment.

✗ Data Manager for SAP® Cloud for Customer	✓ <Partner company or brand name> Data Manager for SAP® Cloud for Customer
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Use “for” to denote the SAP environment, not “with” or words that could be misinterpreted.

✗ <Partner product name> with SAP S/4HANA®	✓ <Partner product name> for SAP S/4HANA®
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You can also refer to “SAP® software,” “SAP® solutions,” “SAP® applications,” “SAP® technology,” or other descriptive terms. Do not simply say “for SAP.”

✗ <Partner product name> for SAP	✓ <Partner product name> for SAP® solutions
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COMPATIBILITY WITH SAP SOFTWARE

You can communicate that your offering is “for,” “based on,” “designed for use with,” “compatible with,” “works well with,” “is complementary to,” “runs on,” “runs with,” or “is an add-on for/to” an SAP product.

✓	<i>Our product is designed for use with/works well with SAP® Customer Data Cloud solutions.</i>
✓	<i>Our application is compatible with/complementary to SAP S/4HANA®.</i>
✓	<i>Our application is based on the SAP HANA® business data platform.</i>
✓	<i>Our application runs with SAP Business One®.</i>
✓	<i>Our solution is an add-on to SAP S/4HANA®.</i>

Clearly show that your product is designed to work with the SAP offering. Avoid language that implies the two products are bundled together and offered as a singular, priced offering, unless it is an explicitly approved codevelopment and jointly marketed offering.

✗	<i>Our application is part of SAP® Customer Data Cloud.</i>	✓	<i>Our application can integrate with SAP® Customer Data Cloud solutions.</i>
	<i>Our application complements SAP® Customer Data Cloud.</i>		<i>Our application integrates with SAP® Customer Data Cloud solutions.</i>
			<i>Our application works well with SAP® Customer Data Cloud solutions.</i>
			<i>Our application interoperates with SAP® Customer Data Cloud solutions.</i>
			<i>Our application runs on SAP® Customer Data Cloud solutions.</i>

When accurate, you can communicate that your product’s interface to the SAP offering is designed to allow the two offerings to work together without further integration effort from the customer. You can use the word “integration.” Do not imply that the two products are bundled together and offered to customers as a singular, priced offering.

✗	<i>Our application is integrated with the SAP HANA® business data platform for data exchange. This integration helps organizations implement business processes.</i>	✓	<i>Our application can integrate with SAP HANA® for data exchange. This integration helps organizations implement business processes.</i>
	<i>Our application comes integrated with SAP® Cloud Platform for data exchange. This integration helps organizations implement business processes.</i>		<i>Our application integrates with SAP HANA® for data exchange. This integration helps organizations implement business processes.</i>
			<i>Our application works with SAP® Cloud Platform for data exchange. This integration helps organizations implement business processes in the cloud.</i>

When referring to compatibility, refer to SAP software or to a specific SAP product, not just to “SAP.”

✗	<i>Our solutions run with SAP.</i>	✓	<i>Our solutions are designed for use with SAP® software.</i>
			<i>Our solutions run with SAP S/4HANA® applications.</i>

THIRD-PARTY PRODUCTS WITH EMBEDDED SAP SOFTWARE

You can communicate that your solution or offering uses embedded SAP software. Use the SAP brand name or SAP-approved terminology, accurately stating the scope of included SAP software or technology.

✓ *Our product includes SAP® Billing and Revenue Innovation Management.*

Refer to “SAP® software” in general statements when more than one product is included but identify specific SAP offerings when space permits.

✗ *Our product includes SAP.*

✓ *Our product includes SAP® software.*
Our product includes SAP® Business Suite applications.

For partner or third-party products that include SAP software, you can use “with” or “for” SAP <product name>. For offerings that include multiple SAP products, you can use the general descriptor “with” or “for” SAP® software.

✗ *<Partner product name> with SAP*
<Partner product name> enabled by SAP
<Partner product name> powered by SAP S/4HANA
<Partner product name> based on SAP software

✓ *<Partner product name> for SAP S/4HANA®*
<Partner product name> with SAP S/4HANA®

LOGOS AND DESIGN ELEMENTS

Note: Marketing and communications materials from partners must not include the SAP corporate logo or the SAP corporate design style.

Always use your own corporate logo and design.

Additionally, you can include your SAP partner logo and any special logos, font treatments, or messaging lines that are granted to you by SAP once you become an active SAP partner or pass any required certification or qualification criteria.

[Branding, logo, and communication guidelines](#) are available to SAP partners on the SAP PartnerEdge Web site once they have signed their partner agreement or contract with SAP.

In special circumstances, a piece of cobranded marketing material may need to include both the SAP corporate logo and the corporate logo of the partner. Because of the legal responsibilities implied by use of the SAP corporate logo and the partner logo in joint branding, this is only allowed in restricted cases. If you are developing any cobranded materials, first contact the Global Brand team (brand@sap.com) for approval.

SAP-related external marketing material and press releases published by a partner must be approved by the partner’s local or global SAP partner management or PR team prior to public release.

www.sap.com/contactsap

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