

**Practical experience for IT students**

### **itelligence AG and its partners present a new training DVD on the subject of Implementing SAP in SMEs**

Bielefeld (Germany), September 11, 2008 – at the SAP University Alliances EMEA User Group Meeting in St. Leon Rot, itelligence AG is today showcasing a training DVD on the subject of IT consultation for the midmarket. The DVD was developed by itelligence in cooperation with the SAP University Alliances Team and eleven German institutions of higher education for academic teaching purposes. In video sequences, the DVD illustrates a consultant's course of day-to-day business, including the obstacles and the solutions that arise in as part of SAP projects.

The DVD was produced as part of last year's SAP University Alliances EMEA User Group Meetings. Over several hours, participants followed an SAP project that was presented by real consultants from itelligence AG live on stage. This performance was recorded and the DVD was the result of the extensive material. The film sequences were complemented by didactically compiled questions, structured additional information and questions on the material presented on the DVD, which all came about in collaboration with eleven selected German educational institutions. 300 Germany copies are now being distributed to teaching staff.

For Michael Schnepensiefer, who is in his fifth semester of business administration at the University of Applied Sciences Aschaffenburg, the DVD was a surprise: "I was particularly impressed by the scope of the material. With the help of the case study, I was able to put myself into the situation of dealing with the smaller details of typical consultant practice. Within the team, we were really able to let loose in terms of the video sequences that were presented and, having watched them numerous times, we found new 'mistakes' again and again."

Professor Wolfgang Alm from the University of Applied Sciences Aschaffenburg and Ernst Schulten, who himself is a graduate in applied science, confirm Michael Schnepensiefer's feelings: "This SAP project case study has enabled us to hit the right spot with our students. Their energetic commitment to the project and the continual demand for more relevance to everyday practice confirms our long-standing practice-oriented conception of case study-based events."

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The basis for the training DVD is the controlled role play developed by the SAP consultant itelligence AG together with the SAP University Alliances Team and various German universities. Based on a project implementation at a fictitious company, the individual, important stages during the course of the project are shown: from contract negotiations to the initial meeting of all involved on both the customer and the consultant side to the implementation through to the project rollout. For the first time, situations based on consultants' day-to-day business are considered and illustrated – situations that, to date, could not be described in this way in theory.

In a balanced mixture of fun and realism, the sequences show the dos and don'ts in the communication and interaction between the people responsible for the project on both the customer as well as the consultant side. In particular, a lot can be learned from the mistakes shown and the solutions discussed.

“This method of teaching may seem quite strange, however, it offers the most sustainable form of passing on competence by means of identifying problems together with the students and subsequently discussing the matters,” explains Stefan Weidner, VLBA Lab Leader in Magdeburg, Germany.

Professor Jürgen Nonhoff from the Münster University of Applied Sciences also comments positively on the attraction to communication and reflection resulting from this DVD: “In Münster, we watched the videos together and afterwards held an animated discussion based on it. The students found the comparison of the senior and junior consultants very informative.”

The multimedia educational product provided by itelligence AG is an example of how theory and practice work together in everyday life at a university. As such, it makes up part of the SAP University Alliances (UA) Program that enables SAP to foster experience-related and forward-looking education by providing teachers and students across the globe with access to the latest SAP technology. In Germany alone, more than 220 universities and schools are teaching process-oriented business administration and IT based on SAP software. Over 70,000 students gain access to the latest SAP technology as part of the SAP University Alliances Program.

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“The aim of the university program was to provide young people with modern and experience-related education,” explains Heino Schrader, Director of University Alliances for the EMEA region, “IT consulting for SMEs is an exciting and very multifaceted subject. With the help of the training DVD on exactly this group of themes, the practical expertise of experienced itelligence consultants can be compiled and communicated to students in a demonstrative way. If this type of learning also turns out to be fun, then we have achieved our objective.”

“This DVD enables us to live up to our reputation for developing and implementing innovative methods of recruiting and the transfer of knowledge. For me, it is a pleasure to see how knowledge and practical experience have worked together to achieve this result. A more authentic form of learning SAP consulting for the midmarket does not exist,” commented Dieter Schoon, Director of itelligence AG Human Resources.

Professor Werner Schmidt from the Ingolstadt University of Applied Sciences added, “These videos and the accompanying material enable an innovative enrichment of the didactic equipment used in university teaching. They are very suitable for use in blended learning concepts. Our students are enthusiastic about the lively and humorous way of preparing serious and specific content.”

#### The SAP University Alliances User Group Meeting

The University Alliances User Group Meeting is the annual forum for professors and teachers from Europe, the Middle East and Africa (EMEA) that actively use the SAP software, developed as part of the University Alliances (UA) program, when teaching. The group is aimed at scientists as well as industry and educational partners that are interested in modern developments and trends in the implementation of company software in research and teaching.

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**Proposal for an underline for the DVD cover:**

“This is almost like experiencing it live. The collaborative discovery and subsequent discussion shows that infotainment is also the most sustainable method of teaching competence within the area of SAP,” Stefan Weidner of the VLBA Lab in Magdeburg.

**About itelligence**

itelligence is one of the leading international full-service provider for SAP employing more than 1,300 highly qualified employees in 16 countries and in 5 regions (America, Asia, Western Europe, Eastern Europe and Germany/Austria). As a mySAP Business, Service and Support Alliance as well as Global Partner Hosting and Global Services Partner, itelligence realizes complex projects in the SAP environment for over 2,500 customers worldwide. In 2006, itelligence obtained the status as Gold Partner SAP in Germany, U.S. followed in 2007. The company's services range from SAP consulting and licensing to outsourcing and services to proprietary industry-specific SAP solutions. In 2007, itelligence generated total sales of EUR 190.9 million.

**VLBA Lab Magdeburg**

In November 2006, the Very Large Business Application (VLBA) Lab Magdeburg was founded as an organizational unit within the Business Informatics group. With a current ten scientific staff members, the research group concentrates on designing, developing and operating very large business application systems and system landscapes. This allowed SAP AG and T-Systems, long-standing partners of the SAP University Competence Center (UCC), to intensify their commitment to the Otto-von-Guericke University in Magdeburg.

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