

it's time to **focus** on

INSPIRATION
EMPOWERMENT
SUCCESS

CAREER

MENTORSHIP
NETWORKING

IDEAS

SHARING

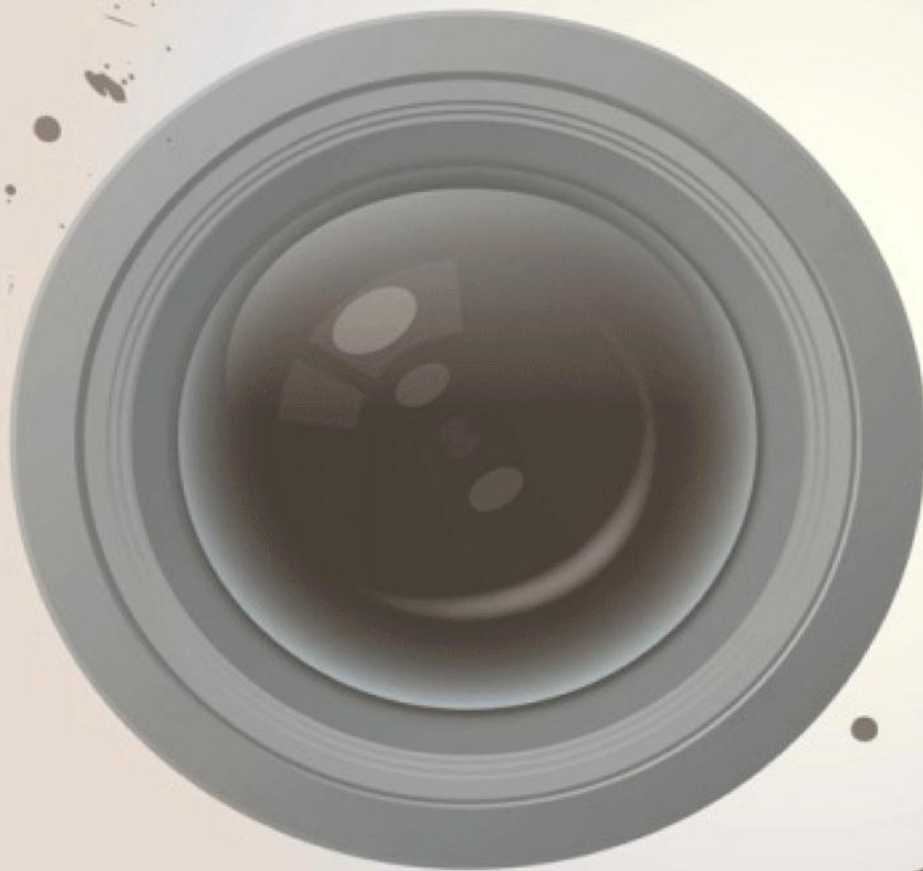
COACHING

INSPIRATION

SUPPORTING

CREATIVITY

CHALLENGES



SAP BWN Global Charter

Global Business Women's Network (BWN) is a grassroots, employee-driven organization to represent the interests of women at SAP.



Mission

Foster an inclusive and positive atmosphere at SAP where women employees' full potential is realized.

Goals

- Guide and influence career development opportunities for women at SAP.
- Encourage visibility of women leaders to provide strong roles models at SAP.
- Develop events and activities to help women improve their professional acumen.
- Enhance SAP's reputation as an employer of choice, in order to attract and retain top female talent.

Looking back on 2007-2010

Local

Palo Alto Chapter started by a small group in summer 2007 representing the US West Coast including Los Angeles and San Diego.

- In 2007, increased membership from **22** members in January to **290** in September.
- At that point, the Palo Alto represented 20% of the global membership. Now it is closer to 9% which represents a huge leap forward in global representation.
- Personal accomplishment: Facilitated the single Global Charter still used today.

Our Strategy

Challenge our **women colleagues** to increase their business acumen

- Encouraged training for woman at all levels.
- Supported mentorship programs.
- Established networking lunches.
- Drove support for gender-focused training with SAP stressing globally availability.

Challenge our **company** to embrace diversity

- Lobbied for official executive support from North American Labs President, Rami Branitzky and Business Objects CEO John Schwarz
- Helped enact target numbers for women in management as part of executive goals.

500+ members in Silicon Valley chapter

6000+ members globally

Community

Education and Training

Career Development

Over 20 Silicon Valley events each year

28 chapters globally

Mentorship and Coaching

Networking



BWN Today

Our local chapter has since grown into 500+ members and renamed **Silicon Valley BWN**.

We continue to expand including our colleagues from acquisitions such as

- SuccessFactors in South San Francisco
- Sybase in Dublin, CA
- Ariba in Sunnyvale

Currently sponsored by SAP Labs



BWN Team Members



Inga Bereza
President



Layla Sabourian
VP, Marketing and
Global BWN
Marketing Lead



Nicole O'Malley
VP, External PR



Aimee Grimes Barton
VP, External PR



Stacey L. Perrin
VP, Talent
Development



Viji Doraiswamy
VP, External PR



Kate Gueldemeister
VP, Volunteer Relations



Lucinda Huang
VP, Communications

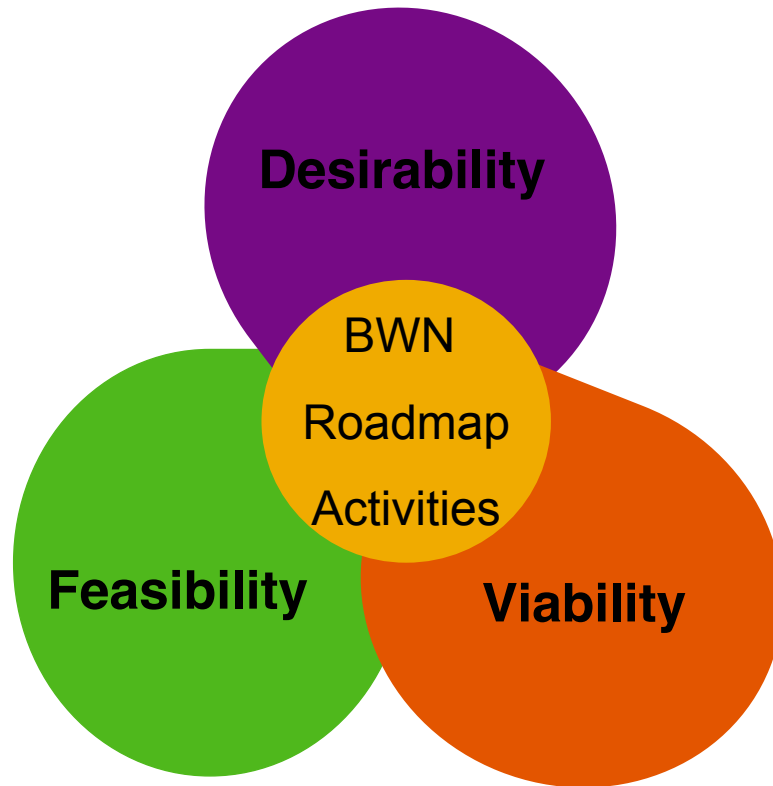


Savita Raina
VP, Internal PR



Elisabeth Hamon
President, WomenSpark

BWN Strategic Approach to the Activities' Roadmap



Desirability:

- Cater to the interests of women on campus based on their professional needs
- Support SAP's strategic goal of inclusion and diversity

Feasibility:

- Implementation by BWN core team
- Sponsor funding

Viability:

- Create community of inclusion
- Help women improve their own business acumen

Activities in 2013

In our Silicon Valley community Events

- Professional Business Women of California (sponsor)
- Joint Panel at Google
- Fashion Panel + Fashion Show event (hosted with Marketing)
- SVForum TechWomen event (hosting)
- TEDx Women event (sponsorship)

Workshops

- 2 workshops with Watermark President, Marilyn Nagel
- Stanford Design School - Design Thinking training

Volunteering Events

- WISE event



At SAP Palo Alto Events

- 20+ yearly Events - includes Luncheons, Workshops, Networking, Training
- Diversity Days (info kiosk and activities)
- International Women's Day panel

Speaker-series luncheons:

- 12 luncheons

Newsletter

- Quarterly issue

Members' Survey driving 2014 Activities

What would you like to see more of from BWN?

- More Networking Events
- More general seminars and activities
- Technical Events
- More outside speakers
- Connecting Through Lunch

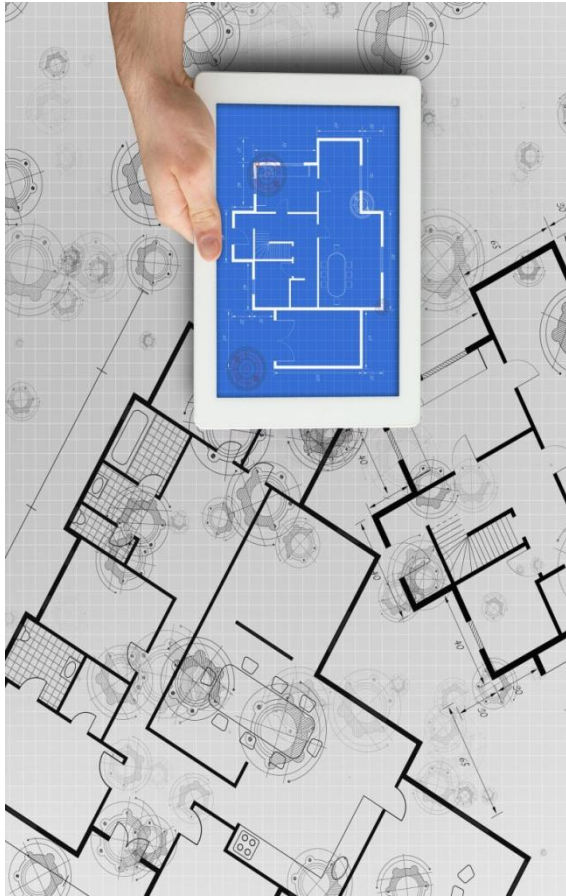
What do you aim to get by participating in BWN?

- Networking & Connection
- Awareness and knowledge about the community and own career development
- Mentorship
- Self-Improvement
- Support Group

What type of BWN hosted/sponsored activities would you participate in?

- Career Seminars
- Training
- Networking
- Entrepreneurship Talks
- External Networking, Volunteer & Outreach

2014 BWN Calendar



Tech session for non- Techies

- Monthly technical topics
- SAP Internal/ External technologist

BWN Luncheons

- Both SAP Internal/ External women leaders
- General topics of relevance (Personal stories, challenges, career guidance & development, book reviews, etc.)

Other possible events

- External liaison events (partnering with VMware)
- Sponsored TEDx event
- Women's Panel
- Participation in CWIC



Thank you!