



## **BlackBerry® Sales Client for SAP CRM jetzt verfügbar**

*SAP und RIM präsentieren integrierte Lösung für SAP CRM auf BlackBerry Smartphones*

**Orlando, Florida, 15. Mai 2009** - SAP AG (NYSE: SAP AG) und Research In Motion (RIM) (Nasdaq: RIMM; TSX: RIM) haben die Verfügbarkeit des neuen BlackBerry® Sales Client for SAP CRM bekannt gegeben. Mit der integrierten Lösung haben Kunden jederzeit und überall über ihr BlackBerry Smartphone Zugriff auf Informationen im SAP® Customer Relationship Management (SAP CRM).

Der neue BlackBerry® Sales Client for SAP CRM, der auf der [SAPPHIRE® 2009](#) mit dem Pinnacle Award for Innovation ausgezeichnet wurde, ist ab sofort über Research In Motion erhältlich. Er ermöglicht Außendienstmitarbeitern im Vertrieb sicheren Zugriff in Echtzeit auf Kundeninformationen in SAP CRM - mit dem gleichen reibungslosen und intuitiven Nutzererlebnis, das sie im Umgang mit BlackBerry Smartphones gewohnt sind.

Die integrierte Lösung verbessert die Produktivität von Mitarbeitern sowie den Kundenservice und bietet Außendienstlern gleichzeitig mobilen Zugriff auf erfolgsentscheidende Kundeninformationen. Sie baut zudem auf der Effizienz und den der BlackBerry® Enterprise Solution eigenen Sicherheits- und Managementfeatures auf und erweitert mobiles CRM um eine Reihe innovativer Elemente. Dazu zählen:

**Direkter Zugriff auf aktuellste Informationen** – Mit wenigen Klicks haben Nutzer Zugriff auf die aktuellsten Informationen auf ihrem BlackBerry Smartphone, wie Kontaktdaten, Neugeschäfts-Leads und anstehende Termine und To Dos. Die nahtlose und intuitive Nutzung der CRM-Anwendung wird durch die enge Integration von SAP CRM, dem BlackBerry® Sales Client for SAP CRM und den wichtigsten Applikationen für BlackBerry Smartphones gewährleistet.

**Push-basierter Informationsfluss** – Mit der neuen Lösung können Updates aus dem SAP CRM System automatisch – oder “push-basiert” – auf das Smartphone des Nutzers geschickt werden. So

erreichen etwa Informationen zu Neugeschäftsaktivitäten den Mitarbeiter unmittelbar in seiner Inbox und sind dort für ihn sofort verfügbar.

**Jederzeit und allorts Zugriff auf CRM-Daten** – Kontakt- und Kundendaten sind mit dem BlackBerry Smartphone überall und jederzeit abrufbar. Über ein lokales Cache-System können Nutzer sogar dann auf die für sie so wichtigen Daten zugreifen, wenn sie gerade keine Netzabdeckung haben.

**Sicherheit, die Standards setzt** – Dank der Kombination von SAPs etablierten Sicherheitsstandards für Unternehmensapplikationen mit der anerkannten wireless Sicherheit der BlackBerry Enterprise Solution sind vertrauliche Kundendaten über End-to-End-Verschlüsselung geschützt – auf dem Smartphone, während der Übertragung und innerhalb der SAP CRM Applikation. IT-Administratoren können Nutzern den BlackBerry Sales Client for SAP CRM zudem auch sicher drahtlos aufspielen.

„Die Integration von SAP CRM mit BlackBerry Smartphones bietet einfachen und schnellen mobilen Zugriff auf Kundendaten“, sagt Bob Stutz, Corporate Officer und Mitglied des Executive Council, SAP. „SAP und RIM haben die Welt der Applikationen und die Welt der Mobilität auf dem BlackBerry Smartphone vereint. Für Nutzer bedeutet das eine Verbesserung des Vertriebs, der Effektivität und der gesamten Performance im Unternehmen. Wir freuen uns schon auf die nächsten Innovationen, die wir gemeinsam mit RIM mobilen Mitarbeitern in Unternehmen zur Verfügung stellen werden.“

„SAP und RIM setzen neue Standards für mobiles CRM und bieten ein spürbar verfeinertes und sicheres Nutzererlebnis, das schnell zu großer Akzeptanz unter den Anwendern führt“, ergänzt Jim Balsillie, Co-CEO, Research In Motion. „Diese innovative Lösung bringt wertvolle Informationen aus SAP CRM auf BlackBerry Smartphones und baut dabei auf den Stärken der BlackBerry Plattform auf: Zuverlässigkeit, Push-Technologie für Datenzugriff in Echtzeit, tiefgreifende Integration von Anwendungen und eine marktführende Sicherheitsarchitektur. Zusammen bieten wir Unternehmen die beste Lösung für mehr Mobilität.“

Mehr Informationen finden Sie unter [www.blackberry.com/sap](http://www.blackberry.com/sap).

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### SAPPHIRE® 2009 Orlando

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Based on the success of last year's events, SAP and the Americas' SAP Users' Group (ASUG) are co-locating their premier events in Orlando, where the 2009 ASUG Annual Conference takes place May 11-14.

In addition to SAPPHIRE 2009, SAP is also hosting SAP® World Tour 2009, a series of local events in more than 70 cities through Europe, the Middle East, Asia and Latin America. For more information, visit [the SAP World Tour event page](http://theSAPWorldTour.eventpage.on.sap.com) on sap.com.

### Note to Editors:

Webcasts, announcements, media roundtables, keynote presentations and podcasts from SAPPHIRE 2009 will be available in the event's virtual newsroom at: [www.sap.com/about/newsroom/sapphire](http://www.sap.com/about/newsroom/sapphire). To preview and download broadcast-standard stock footage and press photos digitally, please visit [www.sap.com/photos](http://www.sap.com/photos). On this platform, you can find high-resolution material for your media channels. To view video stories on diverse topics, visit [www.sap-tv.com](http://www.sap-tv.com). From this site, you can embed videos into your own Web pages, share video via e-mail links and subscribe to RSS feeds from SAP TV.

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### About Research In Motion (RIM)

Research In Motion is a leading designer, manufacturer and marketer of innovative wireless solutions for the worldwide mobile communications market. Through the development of integrated hardware, software and services that support multiple wireless network standards, RIM provides platforms and solutions for seamless access to time-sensitive information including email, phone, SMS messaging, Internet and intranet-based applications. RIM technology also enables a broad array of third party developers and manufacturers to enhance their products and services with wireless connectivity to data. RIM's portfolio of award-winning products, services and embedded technologies are used by thousands of organizations around the world and include the BlackBerry® wireless platform, the RIM Wireless Handheld™ product line, software development tools, radio-modems and software/hardware licensing agreements. Founded in 1984 and based in Waterloo, Ontario, RIM operates offices in North America, Europe and Asia Pacific. RIM is listed on the Nasdaq Stock Market (NASDAQ: RIMM) and the Toronto Stock Exchange (TSX: RIM). For more information, visit [www.rim.com](http://www.rim.com) or [www.blackberry.com](http://www.blackberry.com).

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(\*) SAP defines business software as comprising enterprise resource planning and related applications.

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