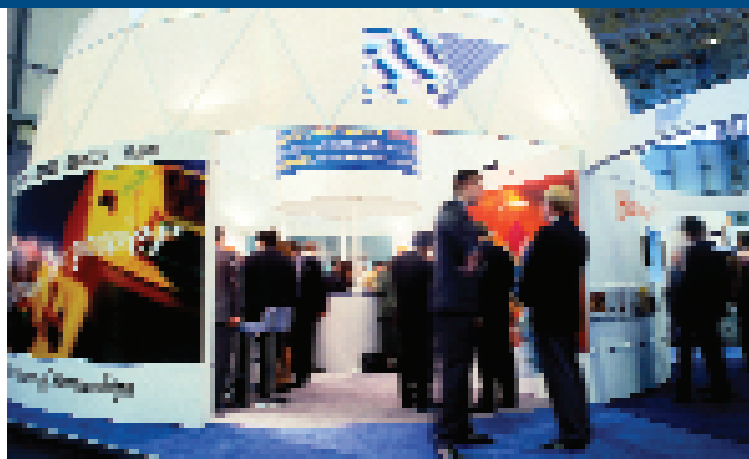




## SAP Partner Launch



# Computers in Manufacturing Exhibition Campaign

Anderson Baillie's first major campaign project commissioned by SAP in 1994 was to announce the launch of the new global partner programme to the UK. The launch took place at the 1994 Computers in Manufacturing Exhibition where Anderson Baillie project managed and co-ordinated the joint promotion of SAP and 16 of its consulting and implementation partners.

"I have been delighted with how well Anderson Baillie managed the project, providing the total solution. Their single source ability and creativity has proved to be tremendously advantageous."

*Trevor Salomon*  
Marketing Manager, SAP (UK) Ltd

## Anderson Baillie Projects

The exhibition centric campaign was the platform to launch the SAP Channel in the UK.

For a full overview of our Projects capability visit  
[www.andersonbaillie.com/projects](http://www.andersonbaillie.com/projects)

"It has been very refreshing to work with an organisation as professional as Anderson Baillie. From the very first meeting it has been clear to us that Anderson Baillie have understood our requirements and have been able to translate these into a very credible marketing campaign. I have been impressed by their commitment to meeting our requirements as well as their willingness to propose ideas which they believe would be of benefit. Anderson Baillie have been very easy to work with."

*Doug Ireland*  
Director of Alliance Program, SAP (UK) Ltd

"On behalf of the partners involved, I have to say we were very pleased with the way Anderson Baillie fully understood the need to accommodate the various partners' requirements. It's not easy to pull together so many different interests and yet provide one overall consistent and cohesive execution. Anderson Baillie have done a great job for SAP and their partners."

*Chris Chittock*  
SAP Sales & Marketing Manager, Hewlett Packard

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