

# SAP<sup>®</sup> Mentors

## Q1 issue 2012

# Quarterly

NOT TO BE MISSED!!!

### A SAP Mentor at the 2012 SAP University Alliance Conference

BY KARIN TILLOTSON, PAGE 8



### Mentors` mentors

BY CHRIS KERNAGHAN, PAGE 3

## TOPIC OF THIS ISSUE:

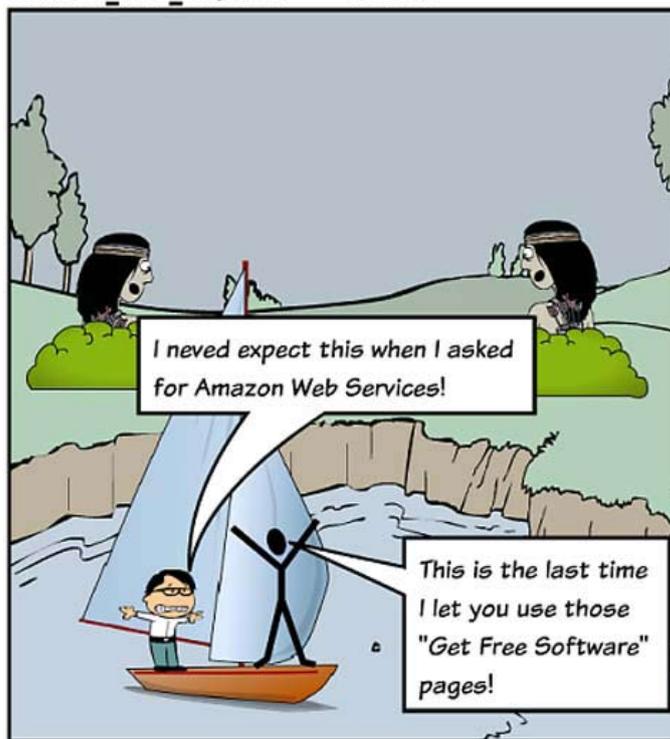
# SAP Licensing for Developer and Trial Editions

Martin English wanted to make the Amazon Web Services images of ABAP 7.02 SP7 publicly available on Amazon. That would make the life of many much easier and the ABAP development more accessible for the Community. Unfortunately there seem to be legal issues with the idea.

Martin is discussing the market situation and how changing the license agreements might help SAP with sales as well as lower the barriers for people to learn about SAP what would make some costs in the ecosystem cheaper in the end.

Sounds like a win-win situation, right?

AMAZON\_WEB\_SERVICES - BY BLAG



Read the article by Martin English on page 14 ►

## SAP and Open source

Ivan Femia briefly reminds us about the history of open source and community projects in the SAP world. There are many projects out there, which are being created for fun and to help people rather than for money. Ivan talks about his personal experience about building ABAP2XSLX project.

He also highlights some of the open source projects. He explains how introduction of the Code Exchange platform on SAP Community Network transformed many of the "hobby" projects into a real crowdsourced projects on CodeEx with many contributors and even more users.

Read the article by Ivan Femia on page 4 ►

## Social Media Day Palo Alto

When SAP hosted Social Media Day in Palo Alto in February, as part of global Social Media Week, over 200 people attended on-site and 1,000+ watched the live streaming.

Because of the editor the report comes little late, but with bright insight from Natascha Thomson

Read on page 4 ►

## Development byDesign

Andreas Eissmann continues his story about SAP by Design development. This time the topic is "Mobile". He explains how different and easy is to build a mobile enabled ByD application. You don't use any special tools except the usual editor and still create beautiful mobile applications.

Read on page 10 ►

## All Mentors Quarterly issues in one wiki

Thanks to the effort of my Mentor colleagues there is now a wiki available listing all past issues of the Quarterly.

Check it all here.

# SAP hosted Social Media Day Palo Alto

**When SAP hosted Social Media Day in Palo Alto in February, as part of global Social Media Week, over 200 people attended onsite and 1,000+ watched the live streaming.**

Here are the 3 key themes that permeated throughout the event:

1. Listen
2. Nurture
3. Relationships

1. Listen: As SAP CMO Jonathan Becher put it: "Listen and don't use social media as a marketing megaphone". Listen before you engage and listen with intention. Have an open mind to what you will learn and you might just find ideas that help to develop new products or help better meet customers' needs.

2. Nurture: as Maggie Fox of Social Media Group put it "nobody likes a dead puppy". She compared social media to a puppy that requires a lot of care and nurturing or your efforts are likely to #fail. Content is king and needs to be targeted and engaging to keep your audience coming and staying.

3. Relationships: Rachel Happe of The Community Roundtable put it best when she said: "Relationships and culture are the only sustainable competitive advantage". People can't keep going any faster even though technology is. So focus on the weakest link: people, and make it your differentiator: the relationships with them. One avenue to achieve this is through online communities. Collaborating and building relationships have become key success factors for a person's career and social media can help with that.

Everybody at the event agreed that the term social media would



**Mark Yolton (SAP SCN) and Maggie Fox (Social Media Group)**



**Srini Surendranath, SAP Mentor representing the "Social media ambassadors when it comes to SAP products and services"**

fade away and merge seamlessly into the category of marketing. There is a fatigue in talking about social media in isolation vs. making it part of an integrated marketing strategy, now that we are starting to get our head around what social media entails.

Timo Elliott used "the horseless carriage" as an example to explain how human beings integrate un-

familiar concepts into their reality, which is by connecting what is new with what we already understand. Timo showed an ad for an early car that was marketed as "the horseless carriage". Instead of highlighting the key features of a motorized vehicle, the ad read: "Dispense with a horse and save the expense, care and anxiety of keeping it".

**Natascha Thomson**

# I cannot pick one! Too many help me further



**Innojam team fun at Madrid 2011. Researching Amazon web services overnight was fun. Only Christian Braukmüller is missing. Picture by Gregor Wolf.**

**Editor`s note: If you`re interested in Amazon web services used together with SAP, check the article by Martin English at the very end of this issue.**

This year for me has been quite an eventful one, I was brought into the Wolf pack in August 2011 and attended Teched in Madrid meeting many people again.

It was also the start of a journey professionally that would see me request the help of many mentors to help me and advise me on various opportunities.

For me I could not pick a single Mentor who helped me more than others or whom I look up to more than the rest, because we all have such different skills and bring different things to the table. At the start of this year I was offered a

new job with a small niche consulting firm so in this case –

Jon Reed, David Hull, Tom Cenens and Martin English all helped and advised me through a host of difficult decisions about my career at Capgemini and the other firm.

I am also trying to make a move from straight Basis to more of a DevOps role, being able to interact with code and APIs as well being able to talk infrastructure. Again I have learnt a great deal from mentors like DJ Adams, Graham Robinson, Blag and Gregor Wolf.

It makes me proud to be a member of this group of amazing peo-

ple, who love what we do and want to share it as much as possible with everyone. One of the things I will never forget is coming back from TechEd in Madrid and remembering how normal it felt to be in the company of the Mentors there, discussing SAP technology, how to use it and the possibilities that it presented to us.

I am looking forward to doing some fun things with David Hull, Martin English and Tom Cenens – so watch this space.

**Chris Kernaghan**

# SAP and Open source

## Big money world versus free(dom)



I have been working in the IT since the 90s and I had the chance to switch across several programming languages: ASP, VBA, Visual Basic, PHP, Java, JSP and finally ABAP in 2007.

Once I joined the ABAP developers galaxy, I noticed that, despite the presence of several code examples and developing users, there were only a few open source projects.

Obviously, ABAP is a language based on SAP Business Suite and many developers have no interest in learning ABAP and sharing their knowledge and ideas.

In the last years, on SDN I had the possibility to improve my knowl-

edge about SAP ecosystem and meet several, interesting, open mind people; I started to believe that open source products are possible in SAP.

SAP Mentor DJ Adams was one of the first ambassador of Open Source at SAP, publishing several blogs on SCN since the 2003, and he tried to make the open source growing as fresh wind in the SAP community (to get to know DJ you can check his SCN business card here or some of his blogs for other geeks and hackers and especially those about Open source like SAP and Open Source: an analysis and letter to SAP and Shai).

## Well known open source projects in SAP world

One of the very first example of open source project @SAP is SAP-Link. Started in 2005 by SAP Mentors Ed Herrmann and Daniel McWeeney; this is one of the best example of open source product in SCN.

"SAPlink aims to simplify the sharing of ABAP developments among programmers. It provides the ability to easily distribute and package custom objects." (cit. Wiki SCN).

Even if six years old, SAPLink is an active and very popular project and the community is improving its functionalities and simplifying the use.

A second substantial example is the SAP Elegant Finder, a 2007 WebDynpro open source project, created by SAP Mentor Alumni Sergio Ferrari in cooperation with two Techedge colleagues, Luca Grilli and Alessandro Lavazzi. SAP Elegant Finder is a WebDynpro module that is a freely programmed search help that improves the user experience to the next level.



*SAPlink is a project that aims to make it easier to share ABAP developments between programmers. It provides the ability to easily distribute and package custom objects.*



**SAP TechEd Berlin 2010: Code Exchange explained video on Youtube: James Governor caught up with Oliver Kohl, one of the lead developers for SAP's code sharing platform, Code Exchange. Check here: <http://www.youtube.com/watch?v=jDmOj98fmUs>. That also means that the Code Exchange will be around for two years soon. Hooray!**

## Code Exchange - the turning point for many

All these projects were mostly shared on Google Code. I consider the release of the Code Exchange platform SAP TechEd 2010 Berlin the turning point in open source @SAP.

This platform, integrated in the SCN web site, allows the SCN Members to easily communicate and share their projects.

I cannot avoid to mention my first open source project @SAP: abap2xls. It started in 2010 as a result of a conversation between Sergio Ferrari and me and it quickly became, and it still is, the most popular project on SAP Code Exchange.

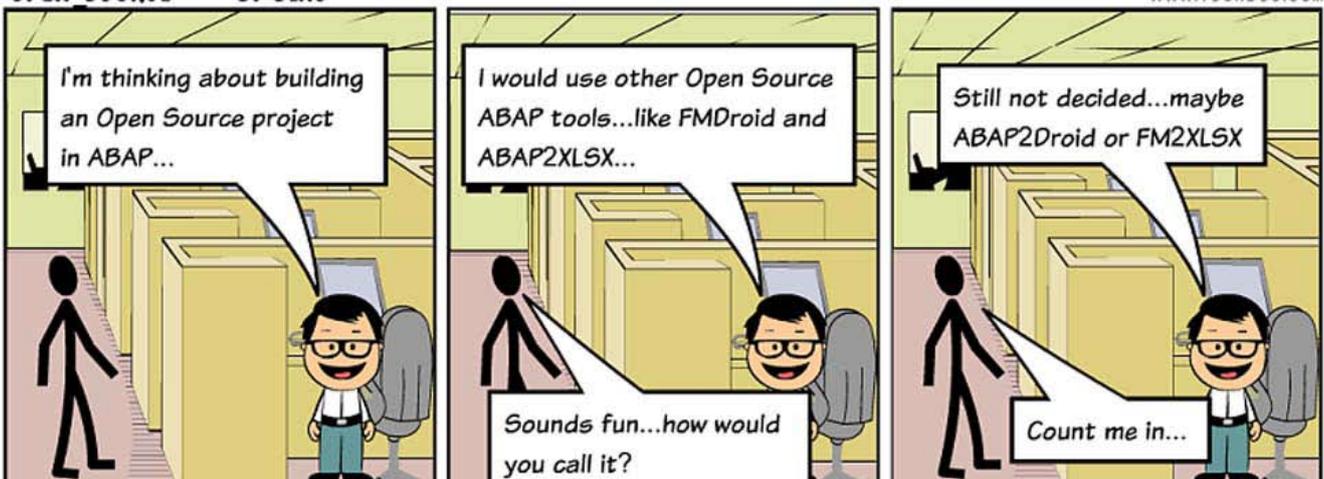
Code Exchange brought many projects to the attention of the community and many SAP Mentors have supported it by publishing most of the best picks available in the platform such as ZGeo-code, Selenium ABAP and ZAKE by

Gregor Wolf, Twibap and ZJson by Uwe Fetzter (aka @se38). But the platform gave also the input to several SCN member to collaborate each other even if they ever meet, a great example is the FMDroid project.

FMDroid is a project that helps ABAP developers to speed up their ABAP coding time using standard tools. The project was born in 2010 by an idea of Raúl Vides Mosquera Pumaricra, who published a blog on SCN; after few weeks Andrea Ol-

### OPEN SOURCE - BY BLAG

WWW.TOONDOO.COM



**abap2xlsx** Latest Activity: 3 days ago

Overview Members (379) Discussions Documents Releases Sources Events

**ANNOUNCEMENT: Readme** Show Details

**Group Overview**

Customer	Status	Count
Technology IT	...	200
Technology DE	...	200
Technology US	...	200
Technology BR	...	200
<b>Total</b>		<b>1670</b>

Professional Excel spreadsheets from ABAP.

This community project allows you to generate Professional Excel spreadsheets directly from ABAP.

Owned by: Ivan Femia

Tags: abap, excel, xlsx, code, exchange.

**Featured Content**

abap2xlsx has no featured content yet. To feature content, go to the discussion, document, or blog post you want to feature and click "Feature this" in the list of actions on the right. Anyone with rights to administer content here may feature content.

**Latest Poll**

How much do you rate abap2xlsx?  
Give a rating to abap2xlsx

Super I can no longer live without it (29%)

Great project keep carry on (69%)

**Abap2xlsx quickly became, and it still is, the most popular project on SAP Code Exchange.**

ivieri took this code and improved the User Experience including it in the standard ABAP patterns. This is a really good example of collaborative Open Source project, people work together and improve a good idea in order to create an outstanding piece of code.

## SAP Mentors, philosophy and the Community feeling

Open Source consists not only in the philosophy of sharing a project, but also in the possibility of offering pieces of code to improve and recycle in multiples Open Source projects, this is the case of the JJson library ZJson created by SAP Mentor Uwe Fetzer, this project offers an easy way to create and consume JJson contents moving the ABAP system to embrace the most popular data-interchange format.

I really like the SAP Mentor Ed Herrmann's blog "The Power, Agil-

ity, and Speed of a Community"; the sentence states the essence of an open source project: to work without any constraint and react towards changes and innovations.

Open source code has been created through a collaborative effort among programmers in order to improve the code and share the changes within the community. All programmers in the SCN commu-

nity can collaborate, propose and improve a solution.

Open source is a great resource for developers and SCN community can really make the difference, we are more than 2mln of users. Can you imagine that power?

What are you waiting for? Join or share a new project be part of this team!

**Ivan Femia**

**SAP Code Exchange** @sapcodexch

Code Exchange aims to foster and capture co-innovation and co-development between SAP and the SAP developer community as a canonical part of the SAP community. SAP Community Network <https://www.sdn.sap.com/ocw/codex/projects>

189 TWEETS, 10 FOLLOWING, 854 FOLLOWERS

Tweet to SAP Code Exchange @sapcodexch

**Tweets**

- SAP Code Exchange @sapcodexch 8 Feb Abap and Websockets : real-time functionalities with Abap Pusher (on Sap Code Exchange ): In this blog I want to... [bit.ly/yYkL6H](#)
- SAP Code Exchange @sapcodexch 29 Jan The complete guide to parking Logistics Invoice without having follow-on documents created. A step-by-step guide... [bit.ly/xOcU8V](#)
- SAP Code Exchange @sapcodexch 11 Jan NetWeaver BPM RESTful Service and jQuery Mobile: Create your own mobile web application with the NetWeaver BPM | <https://twitter.com/RUS>

**For the Twitter fans: Code Exchange has it`s own Twitter handle @sapcodexch**

# SAP University Alliances update

Last Spring, SAP Mentor Ingo Hilgefert provided student webcasts on BusinessObjects Explorer, Crystal, Web Intelligence, Analysis OLAP and Office and Dashboards. It was here where a key connection was made with Nitin Kale, University of Southern California.

Nitin expressed interest in SAP BusinessObjects Analysis Office. He used slides from Ingo and me on Analysis Office and was able to develop detailed real-world classroom exercises using Analysis Office.

Nitin asked me to test these exercises and I was amazed at how in depth and detailed they were. Nitin said his experience was so successful that he is being asked to share his story in March at the SAP University Alliance Student Curriculum Congress.

(Editors note: One can read some more information and evidence about the success in the blog by Paul Hawking, SAP Mentor and the Professor at Victoria University called SAP Mentors Providing Value to Universities in UAC section on SCN. Since Paul is the first professor joining the Mentor tribe (as far as I know), his contributions to UAC are invaluable).

## SAP UNIVERSITY ALLIANCES COMMUNITY EDUCATING FUTURE CORPORATE LEADERS



The University Alliances Community (UAC) provides connections between university leaders and students, SAP customers and partners, and SAP internal experts.

The UAC also provides an online environment to support our University Alliances Program (UAP). SAP donates licenses to over 1,000 UAP member institutions and fully outfits their professors to provide students in-depth, hands-on experience with SAP software and solutions. Complete information along with membership details can be found in the [UA Program Overview](#).

**Visit university Alliances program on SCN.**

## Sample Scenario from class

As a business analyst for Global Bike Company, you have been given the task of exploring the GBI data warehouse to create queries that discover critical business information that can be used for decision making. With BusinessObjects Analysis, you will use powerful multidimensional OLAP techniques to perform data analysis and visualization. Historical sales data for GBI has been modeled and loaded into an InfoCube within SAP BW. Data

warehouses provide you with a single source of truth by extracting, transforming and loading all relevant business data into one comprehensive InfoProvider. This will be the data source for your query. The query will be used as a semantic layer for your analysis.

Summary: To me this is the heart of being a SAP Mentor, giving back to the community and the future leaders of the world. It was an honor to work on this with SAP Mentor Ingo Hilgefert and the University of Southern California's Nitin Kale.

**Tammy Powlas**

## SAP Mentor Tony de Thomasis prepared the SAP NetWeaver Administration course for the Victoria University of Technology

The joint effort of Tony de Thomasis and Paul Hawking, both from Australia, brought to life a new SAP NetWeaver Administration course being taught by Mr. Thomasis at the Victoria University of Technology.

Mr. Thomasis described his experience with the course and teaching (as well as his long history with SAP in a nice and inspiring blog on SCN), so there is no need to retell the whole story here.

The hands-on experience and the big picture given to students can accelerate their career and guide them towards industry best practices right from the start.

Read the whole story on SCN here: SAP Mentors - changing perception and building culture.



**Proud father of the course, Tony de Thomasis (Acclimation) meets Hasso Plattner from SAP**

**Otto Gold**

# A SAP Mentor at the 2012 SAP University Alliance Conference

This year marked the 15th year of the SAP Academic Conference and it was held at The Westin on the Riverwalk in San Antonio, TX. This event was for Professors of Universities that participate in SAP's University Alliance Program to provide idea's to assist with SAP related curriculum.

One of the goals was to help Professor's tailor their classes to include SAP skills that will help students compete in the current job market.

The theme was "Innovation Starts Now". Topics included SAP HANA, Mobile, Analytics, Cloud as well as sessions on ERP, CRM and EPM (Enterprise Performance Management).

## Mentors welcome

Alex McLeod, who is the Program Manager for the US Central Region University Alliances NA at SAP reached out to the SAP Mentors to see if someone would be able to attend this event to discuss the SAP Mentor Initiative. As I happen to live in San Antonio and am interested in this program, I volunteered. I told Alex that I would be writing about the event for the SAP Mentor's Quarterly and asked if he would provide a quote.

"The SAP University Alliances program appreciates the value which the SAP Mentors bring to the SAP Ecosystem. Member schools look to the mentors for guidance and the SAP Customer perspective. Thank you for attending and participating in the SAP Academic Conference." – Alex McLeod

Professors would stop by and I would explain what the SAP Mentor Initiative is all about. We discussed possible ways on how the University Alliance Program could engage with the SAP Mentors such as guest speakers (either in person, or via Skype), and mentoring students (maybe we could get a private discussion forum on SCN for the Mentors and Students/Professors?).



**Before the HANA: Innovating the Real-Time Business with In-Memory Computing workshop started, I even got to touch an IBM HANA box.**

Two professors from the University of Nebraska at Kearney stopped by to say how pleased they were to see a female SAP Mentor. They asked if I would be interested in possibly mentoring some of their female students in the accounting, computer science or management information systems areas. Of course I said, "Yes, I would be happy to help out!" I told them about the Embracing Inclusion events that were held at last year's SAP TechEd's.

My table at the Poster Session was conveniently located right next to the ASUG table. As I am also an ASUG Volunteer, I spoke about the Chapter Meetings (face-to-face events) and ASUG Webcasts that are excellent education and networking opportunities.

## HANA workshop

On Saturday, I attended one of the 4 hour workshops. I chose SAP HANA: Innovating the Real-Time Business with In-Memory Computing given by Jeff Word, VP of Product Strategy at SAP.

Before the workshop started, I even got to touch an IBM HANA box.



**Of course there was also swag. Since the event was held in TX, this item was a great gift for everyone.**

The workshop started with how HANA came to be. Disk I/O was becoming a bottleneck. A question was asked "why can't all of the analysis be done in-memory?" And the road to HANA began.

The presentation then went on to cover the elements of In-Memory computing and how SAP has achieved the remarkable improvements in performance with HANA.

One item of interest that I had not heard before was that 30% of SAP's current HANA customers are not SAP customers (no SAP data).

If you want to test drive SAP HANA, go out to [www.experiencesaphana.com](http://www.experiencesaphana.com) and check it out.

I learned a new word from Jeff Word, "Hanafied" which definitely needs to be added to the HANA/In-Memory buzzword bingo wiki.

## Summary

I was glad I had the opportunity to attend this University Alliance event. It was a lot of fun and I was able to network with many of the professors. If you have interest and/or ideas on how the SAP Mentors can engage with the University Alliance Program, I would love to hear them.

**Karin Tillotson**



**I represented the SAP Mentors at a Poster Session during the Friday evening reception. Here was my table.**

# ByDesign goes Mobile: Not everything that glitters is SUP

Development options and tools available for byDesign would find many "big brother" (ERP) developers super cool. Get to know them.

**Besides Cloud Computing, mobility is one of the biggest buzz words in today's business world. This article outlines how mobility is realized in SAP Business ByDesign and how custom mobile solutions can be developed using the SAP Business ByDesign studio environment.**

For consumers, easy-to-use and simple-to-deploy mobile apps have already proven essential for quite some time. For business users, mobility had long been focusing on e-mail access, as IT departments were struggling to meet bandwidth and security requirements to truly provide mobile access to core business scenarios. Over the last few years, however, mobility is an emerging

and fastly growing topic to more efficiently execute business processes. Thinking about the mobility strategy of SAP, Sybase Unwired Platform (SUP) is the go-to technology when it comes to enabling mobile access to SAP ERP backends with sophisticated platform functionalities and broad mobile device support. However, SAP also provides a revolutionary strategy to make its innovative

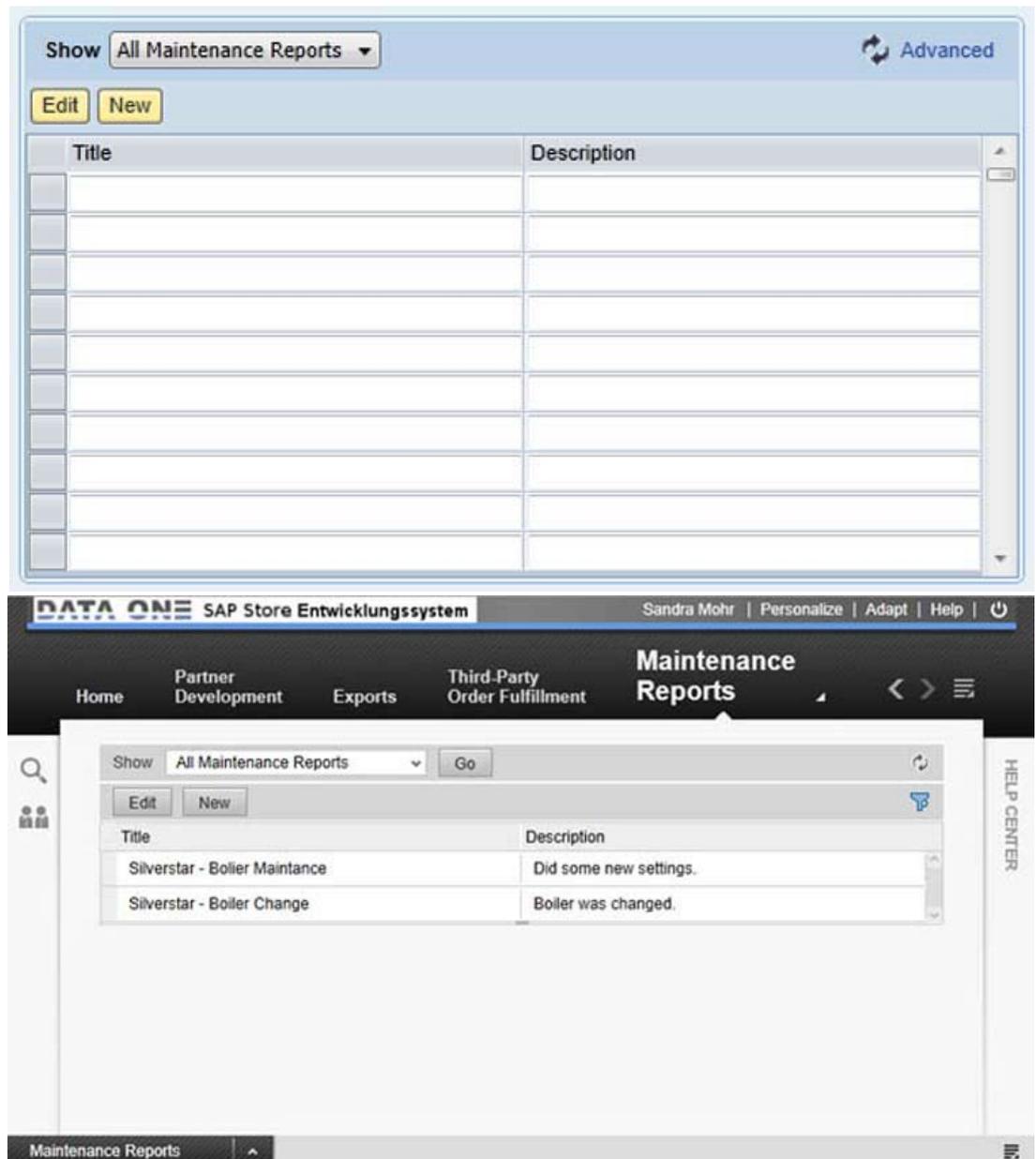
cloud-based SAP Business ByDesign ERP solution available to all common mobile platforms.

## "Bring your own device" challenge

The variety of mobile platforms, including Apple iOS, Android, BlackBerry, and Windows Phone 7 as



**This is the mobile application that we can present to a customer at the end. Compare it with the "browser" user experience picture on the right.**



The “raw” and the cool looking “browser” version of the application (for accessing the store). Compare it with the mobile app developed using the same development tools on the left side.

well as end-users wanting to access business data with their own devices (BYOD – bring your own device) is posing a big challenge for application developers.

For SAP Business ByDesign, SAP is providing not only for mobile development, but a universal software development kit: SAP Business ByDesign studio. Using the same programming languages and APIs, developers can also develop add-ons to SAP Business ByDesign as well as mobile solutions to access SAP Business ByDesign. Such solution can, following a quality review

process, be marketed and sold via the SAP Store (<https://store.sap.com/public>).

### Native “player” app for each platform

For each of the above mentioned platforms, SAP provides (at no charge) native “player” apps that render UI markup language platform-specifically, resulting in a look&feel that is familiar to each user. Additionally, this approach enables developers to create “develop

once – run anywhere” applications, as it is lifting the burden to develop natively for each platform. They can focus on the application, rather than on platform peculiarities.

SAP delivers prepackaged content together with the player app, including

- Account Management and Lead Management
  - Activities and Appointments
  - Approvals and Project Time Recording
  - Opportunities and Sales Orders-
  - KPIs and Reports
- More prepackaged content is

# How to build a real ByD mobile app: In three easy steps

As a first step, you need to define your required business objects

```

1  import AP.Common.GDT as apCommonGDT;
2
3  businessobject MaintenanceReport raises MISSING_INFORMATION {
4
5      message MISSING_INFORMATION text "Title and Description are mandatory fields!";
6
7      element Title : LANGUAGEINDEPENDENT_MEDIUM_Name;
8      element Description : LANGUAGEINDEPENDENT_EXTENDED_Text;
9
10     action CheckBeforeSafe raises MISSING_INFORMATION;
11 }

```

Secondly, you have to add some code for your desired business logic.

```

1  import ABSL;
2
3  //Check if Title is empty:
4  if (this.Title.Length() == 0)
5  {
6      //If empty then raise the error message
7      raise MISSING_INFORMATION.Create("E");
8      return;
9  }
10 //Check if Description is empty:
11 if (this.Description.Length() == 0)
12 {
13     //If empty then raise the error message
14     raise MISSING_INFORMATION.Create("E");
15     return;
16 }

```

Next, you can create the desktop UI, using a graphical UI designer tool. Enable mobile access to such screens is straight-forward – using the same tool, but obeying to certain UI guidelines to make sure the screen can be rendered properly given limited screen real estate, from any supported mobile device.

made available with each new release of SAP Business ByDesign. The player app is also fully integrated with native mobile phone functionalities, such as calling contacts, writing an e-mail, or Google Maps route calculation.

Now let's take a look how to actually develop a mobile application for SAP Business ByDesign. (For more background on the syntax, please

refer to a prior article "Development by Design", available in Mentor's Quarterly Q4 2011)

The description how to build an application in three easy steps you can see above.

## Conclusion

The very final results of our effort you saw on preceding pages

(Desktop and Mobile screens). Editors note: I slightly rearranged the screenshots to motivate the reader a bit.

This new concept makes it very attractive to develop for SAP Business ByDesign; it is more efficient and really fast. When do you start to create your mobile apps for SAP Business ByDesign?

**Andreas Eissmann**

# SAP Community engagement and moral dilemmas

Last year's TechEd Madrid 2011 is long gone, but this topic has needed it's time to ripen. As a member of the Mentors group I got the opportunity to give two 30 minutes long expert sessions as Expert lounge 7.

I didn't hesitate, I knew I wanted to say something and I always make sure I have something to say. There are always emerging topics, good old project pieces of experience or Community topics. I also wanted to build on top of the intense new experience I have been gathering with the new job. So a mix of two topics: Development and Security.

Many things I learnt have come from SCN. Community is an amazing source of knowledge although one often feels overwhelmed. Like sitting on a beach knowing that so many of the grains of sand can give you the answer you're looking for, but how one finds the right ones? Anyway back to the topic. As a proud co-author of several Security surgical tools I wanted to share my experience, but didn't want to look like I was helping myself. Many told me that I should not care that much about it; many people coming to TechEd expect the event to be somewhat towards sales all the time. But I couldn't feel that way. It was a booth reserved for SAP Mentors and I really wanted to give the Community something back.

Other Mentors speaking about the topics of their hearths or about what's new, cool and exciting didn't have such a problem. Imagine someone trying to accuse Tom Jung that he is trying to sell the new WebDynpro ABAP engine (I remember a remarkable presentation of his about changes and re-works in the WDA rendering engine) to help himself. Imagine accusing Vitaliy Rudnytskiy of selling HANA. When you're a world-wide recognized ex-



**Madrid Expert lounge 7 full house - everybody listening to Ivan Femia giving his presentation . Picture by Gregor Wolf**

pert on BWA and HANA and work for SAP partner company, you cannot really help yourself or your employer. With me working for a small specialized partner and selling Security tools such a presentation was a dilemma.

My solution was to talk about the challenges that one can solve with such tools, more precisely which missions are impossible/ difficult to accomplish without tools to do the work. After 30 slides and talk on the topic I needed to assure the audience I know the topic, so I mentioned the my company's tool existence. That's it. That's the end. No one ever approached me complaining about me doing a sales pitch. On the other hand no one ever said my "solution" was the right one. Since then I ask myself whether I did the right think. When people ask me when I come from, I say I come from SCN. Kind of a stu-

pid joke It's not funny, I know. But it means that when you approach me because you know me, it's because SAP Community Network, not because you're my neighbor.

Remembering how I felt at that time I am sensitive to people using SAP SCN for different things than just learning and teaching, sharing things in general. Do you ask yourself moral questions about your Community engagement (Or we can call it SAP ecosystem engagement maybe?) . Do you notice when people smuggle some marketing into the SCN content? How about Inside Tracks? Or people don't do it in your opinion? Anyway I do think about it and wanted to share it with you.

**Otto Gold**

P.s.: If you don't know what to do, ask yourself: What would Marilyn Pratt do?

# SAP Licensing for Developer and Trial Editions

I recently presented a session at the 2012 Mastering SAP Technology conference, in Sydney Australia, that showed how quickly and easily you can get a copy of the ABAP 7.02 SP7 / SP9 Developer Editions up and running.

I summarised the steps required to take publicly available Amazon Web Services images that I (not SAP) have created in the Amazon Cloud and save them as your own private copy of the ABAP 7.02 SP7 Developer Edition, running in the Amazon Cloud. The system requires two changes; one, a profile parameter change, and two, the configuration of a permanent address (done in Windows).

My original intent was to make these SAP systems available through Amazon Web Services;

- to demonstrate the power of the Amazon Cloud,
- to minimise the knowledge and effort required to get the instances running,
- so that people could start using them as easily as possible,
- to make Developer editions available to as many people as possible.

## Legal issues with the idea

Unfortunately (or, possibly, fortunately for me), several people have told me that their interpretation of the licence agreements suggests that this is not allowed. If their interpretation is correct, it means that



Amazon Machine Images			
<a href="#">Launch</a> <a href="#">Spot Request</a> <a href="#">Register New AMI</a> <a href="#">De-register</a> <a href="#">Permissions</a>			
Viewing: Owned By Me			
		All Platforms	Search
	Name	AMI ID	Source
<input type="checkbox"/>	DEV B	ami-c6246394	419804806032/SAP NW730 DEV
<input type="checkbox"/>	IDES	ami-62246230	419804806032/IDES ECC6 EHP4 0.1
<input type="checkbox"/>	PRD A	ami-1a256248	419804806032/SAP NW730 PRD
<input type="checkbox"/>	Trial - GOLD	ami-582e690a	419804806032/SAP NSP 7.02 SP9 x64
<input type="checkbox"/>	Trial - c1	ami-b43077e6	419804806032/NSPSP7Copy
<input type="checkbox"/>	Trial - v1	ami-8285c2d0	419804806032/NSPSP07

### My SAP images in the Amazon South East Asia region

the only acceptable way to install these Developer / trial Editions is on your own hardware.

But this brings its own set of issues; For example, what do you do if you don't have the disk space or memory to install the Developer / Trial editions on your own system? What if you have enough room, but your hardware can't support the Developer / Trial Editions (i.e. you want a 64bit system but you have a 32bit computer, or you are running a low end Apple system that can't run Parallels) ?

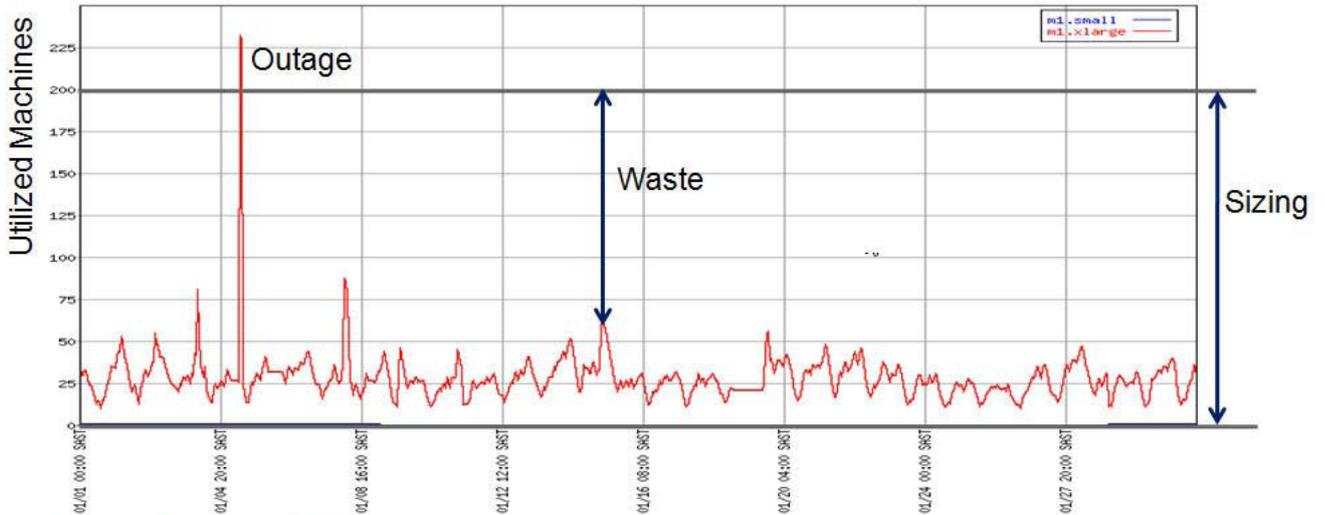
The current best practice for sandpit / playpen systems in general is to install on an appropriate Cloud....

I'm not going to talk about the legalese of the Licence Agreements; To a certain extent, they are unenforceable as once I download the installa-

tion files, I can install them wherever I like including on Cloud systems (not just Amazon, by the way), I can share the files and so on.

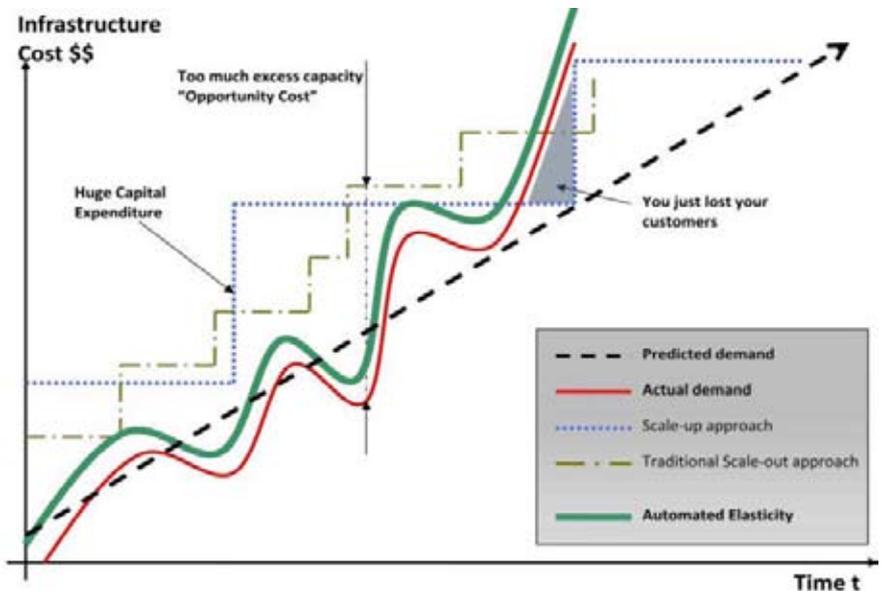
*Bear in mind that these images, if I don't share them with you, are the exact functional equivalent to me installing the ABAP 7.02 SP7 / SP9 Developer Editions on my own hardware. SAP's attitude to what I have done is what will define the 'user'; If SAP are willing to let these images stay publicly available, whether they take over management of these images or allow them to be managed by me and shared on a 'buyer beware' basis, as a shortcut way to deploy the Developer Editions, then I have no problem.*

From Licensing the SAP developer edition in the amazon cloud



Source: Amazon AWS

**CPU utilisation of an SAP instanceshowingmaximumload versus usual or average load. From an AWS presentation.**



**Elastic Demand versus Scalability. From "Amazon Web Services - Architecting for The Cloud: Best Practices"**

## Developer community growth

What is more important to me is the growth of the Developer community. Making these systems available, with a minimum amount of configuration required, will help grow the Developer community, by providing up to date systems for both new and existing developers of SAP. This in turn can only be of benefit to SAP, as developers can become aware of the improved codebase and facilities, and as a growth in developer numbers ultimately results in more choice for SAP Customers; not just a wider choice of better skilled developers, but a wider choice of the tools and products that these developers create.

*Take Google's open source Android project that in effect provides device manufacturers with the software necessary to compete with Apple and IOS. You might view this as a generous act by Google.*

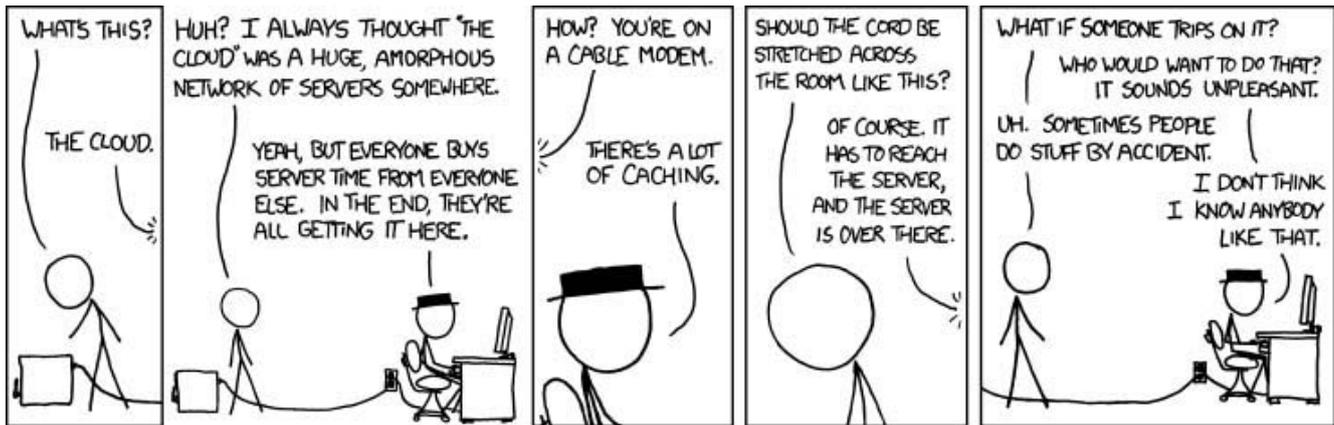
*But wait, wasn't IOS and the devices Apple builds a threat to Google's value chain around data? Has Google created a competing ecosystem to Apple in order to protect itself? Google wouldn't be presenting this gift in the hope of undermining Apple's position ... would it?*

From Be Wary of Geeks Bearing Gifts, by Simon Wardley

## Barriers and expectations

I don't expect SAP to take the extreme approach of open sourcing their products, but the point to take from this is that other ERP and financial system Vendors are making it harder and harder to justify deploying SAP ECC / R3 systems, because the cost of acquiring the tools and knowledge to get up and running with some of these tools, software and platforms is approaching zero.

The days of treating knowledge and software as items of scarcity are over; it only worked until hardware



**What resources are backing up my Cloud requests? (image is used under a Creative Commons Attribution-NonCommercial 2.5 License, and comes from <http://xkcd.com/908/>)**

platforms and software became a commodity. Today, we need to 'think abundantly'; Developers have a much wider choice of tools and software to choose from, the Customers have a much wider choice of software and platform to choose from. SAP needs to remove the barriers to entry to their ecosystem, to our **Developer Ecosystem**.

For these reasons, and many more, I am tempted to leave the images available (regardless of the spirit of the licence agreements), and disseminate exactly what is required to make them functional and useable as Developer Editions (just let me check that everything is in the wife's name ....).

**However, there are two reasons why I have removed these images from public access in Amazon.** The first is that it would demonstrate that SAP is not to be taken seriously. I can foresee various scenarios where this would cause more damage to the Developer ecosystem and to SAP itself than the current situation. More importantly, I want to give SAP another chance to reply, so we can learn what their intent was for these systems, and so we can let them know what developers and beginners and experienced administrators want from these systems. I want this to be a conversation aimed at improving the SAP 'experience' for Developers and Customers, by improving access to the latest SAP technology,

so both customers and Developers can benefit.

To finish on a lighter note, read this extract from one of the Developer Edition Licence Agreements;

(a) *You may install only once and use the Server Software on each computer used by you or (for entities) each computer within your organization. The Software Product may contain several copies of the Server Software, each of which is compatible with a different micro-processor architecture. You are only authorized to use the copy of the Server Software that is appropriate for your Server.*

(b) *Solely for purposes of your use of the Software Product as authorized under this Evaluation License, you may permit three (3) authorized Devices to access or otherwise utilize the services or functionality of the Server Software.*

Without mentioning names, I know that at least one winning entry of the Annual Teched Demo-Jam competitions used a Developer Edition running on AWS, with more than three (3) authorized Devices accessing their system. This leads to a question for Craig Cmehill (who was Demo Jam Coordinator on one of these occasions);

**Should SAP be awarding prizes to people or organisations that are breaking the SAP licence agreements?**

**Martin English**

## Useful Links

Install SAP on Amazon Web Services #1 – the Environment

Install SAP on Amazon Web Services #2 – the Installation

## SAP® Mentors Quarterly

Contributors for this issue in order of appearance:

Natascha Thomson, Chris Kernaghan, Ivan Femia, Tammy Powlas, Otto Gold, Karin Tillotson, Andreas Eissmann, Martin English

With Blagbert by Alvaro Tejada Galindo

You can check all available issues of Mentors Quarterly (Q4 2010 - Q1 2012 = this one) in ISSUU here: <http://issuu.com/sapmentors/docs>