From:	Keith, Susan <susan.keith@sap.com>
To:	Soura, ChristianChristianSoura@gov.sc.gov
Date:	3/26/2013 9:40:02 AM
Subject:	SAP follow up: Social media analytics and spend visibility analytics
Attachments:	Social_Media_Analytics_for_an_Accurate_and_Real-Time_Understanding_of_Brand_Performance_.pdf
	81372_7532_AribaSpendVisibilityDatasheet.pdf

Hi Christian,

Art and I thank you for the time you spent with us last week while we were in town for the NASC conference. Attached are two brochures about applications we thought would be of most interest to you and the governor. Could you give me some times next week when you might have time for a conference call on each one? I would need ½ or less for each one and I would have our solution engineer on the phone and we would ask some questions regarding usage of the product so that a follow up demo could be customized to show what is most benefit and interest to you.

You'd LOVE the social media analytics. It's just plain fun, but also can be very helpful as you try and determine initiatives and gauge reaction.

The Spend analytics is a very quick ROI to eliminate maverick spending and garner accountability and better discounting with your spend vendors.

Sue

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