

## Interview with Cathy Daum

**RM:** Hello, this is Raimund Mollenhauer, Talent Net and Enablement for SAP Partners in EMEA and with me today in this Let's Talk Session is Cathy Daum, VP of Channel and Solution Center in EMEA, welcome Cathy.

**CD:** Thank you, hello Raimund.

**RM:** Cathy, our topic today is the Best Performance Challenge, one thing that you have thought is very important as a strategic program for us and the channel. Can you tell us a little bit why?

**CD:** Sure. When we talked to our partners at the beginning of this year in a partner kickoff meeting, we talked about the importance of having a high performing partner community and some of the elements to get there. And one of the keys to that high performance was to really leverage our enablement offerings. The Best Performance Challenge is a program to help our partners leverage the offerings we have in the enablement area to really hone the skills, the sales and the technical skills of the people within their organization and bring them to excellence. So we as SAP really want to recognize those partners that have the best of the best in terms of skills to position and sell our solutions, but also in terms of implementation. And let's not forget: Winning customers buy from winning partners, and customers really want to ensure when they are selecting and engaging a partner that they are working with only the best. We believe through the Performance Challenge we can help drive the skills of our partners upwards and onwards and of course reward our partners for achieving those levels of excellence.

**RM:** Thank you, Cathy and also thank you for bringing up this perspective about the customers who also have an interest to buy from the best partners in case they have choice.