Basic Facts
- Established in 2008
- 31 employees
- 2 offices (Customer Operations)
  - Hanoi
  - Ho Chi Minh City

Purpose
- SAP is committed to help Vietnam run better, and improve people’s lives.
- We believe in a future where technology makes Vietnam better.
- We power opportunity through Digital Inclusion

Customers and Partners
- SAP Vietnam serves over 450 customers, and has a strong ecosystem of 24 partners, in 9 Industries.
- Approx. 70% of SAP customers are SMEs
- SAP Customers include:
  - 15 of the Top 50 Forbes Vietnam companies run SAP
  - 5 of the top 10 private companies run SAP
  - 5 of the 10 top commercial banks run SAP
  - 2 of the 4 state-owned banks run SAP
- Select customers by industries:
  - Consumer Industries
    - P&G
    - TH True Milk
    - Thien Long
    - ICP
    - Unilever
  - Trading Industries
    - DKSH
    - NguyenKim
    - Cho Lon
  - Process Manufacturing
    - Long Thanh Plastic
    - Dam Ca Mau
    - Duytan
  - Discrete Manufacturing
    - Gau Do
    - Sawaco
  - Financial Services
    - State Bank of Vietnam
    - VietinBank
    - Vietcombank
    - Sacombank
    - VPBank
    - Techcombank
    - TienPhong Bank
    - Viet A Bank
  - Services
    - Vietnam Airlines
    - NSRP
  - EC&O
    - Vin Group
    - REE Corporation
  - Public Sector
    - Ministry of Finance – General Department of Taxation
  - Oil & Gas
    - Nghi Son Refinery
    - Petrolimex
    - Dam Ca Mau

Digital Inclusion
- Preparing today’s youth for tomorrow’s world
- In support of:
  - ASEAN Socio-Cultural Blueprint 2025
  - ASEAN ICT Masterplan 2020
  - UN Sustainable Development Goals 2030
- Co-organized by the ASEAN Foundation and SAP
- Trained participating tertiary students across all 10 ASEAN member states in data analytics

“...It’s a really valuable experience for us to have hands-on experience with a software like SAP Analytics Cloud. Normally in school, we don’t have a chance to have that interaction. Learning to analyse data is a very valuable skill for us in the workplace, so it’s been such a wonderful experience for us”  - Ngoc Nguyen Thi Anh, Vietnam

Vietnamese Participation in 2018
- 200 educators and students trained in SAP Analytics Cloud
- 114 students from 25 universities competing

SAP University Alliances
- Enabling Vietnamese educational institutions to integrate the latest SAP technologies into academic teaching
- Help students better connect business and IT concepts to practice preparing them to be the next generation leaders who will drive the intelligent enterprise.
- Trains 1,324 Vietnam students annually
- UA Vietnam Members:
  - Vietnam National University
  - Vietnamese - German University
  - Ho Chi Minh City International University
  - RMIT University
  - Hoa Sen University
  - Vietnam Japan University
  - FPT University

Social Impact
- SAP Social Sabbatical in 2017
- The SAP Social Sabbatical initiative is a portfolio of pro bono volunteering programs where SAP employees solve strategic challenges of nonprofits and social enterprises
- 12 SAP Volunteers volunteering 4 weeks of their time.
- Enabled social enterprises:
  - Teach for Vietnam (TFV)
    - Develop a monitoring and evaluation strategy for Teach for Vietnam (TFV)
    - Improved management systems and technology to benefit over 5,000 students and hundreds of teachers in Tay Ninh
  - Teach for Vietnam (TFV)
    - Improve efficiency to shorten and reduce waste
- UA Vietnam
  - Xanhshop
    - Improve processes of their perishable-good supply chain,
    - Increased operational efficiency to shorten and reduce waste
  - G.A.P. Institute
    - Improve efficiency in Branding, Operations, and Employee Engagement
  - Opened market opportunity in B2B

"We use employee retention rate and employee “happiness” survey to measure how effectively we have improved our organizational culture after SAP trained us on ‘6-stage employee cycle’." - Phuc Huynh, CEO & Founder, Teach for Vietnam

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