



Campaign and Event Management



Retail Solutions Exhibition

For the third consecutive year SAP and its Retail partners attended Retail Solutions. With the emergence of the my.SAP.com product offering, the brief for Anderson Baillie Projects was to brand the campaign and exhibition stand with specific retail industry application messaging. SAP partners including Logica 121, Morse and Origin were invited to demonstrate my.SAP.com product capability for each Retail application area.

Anderson Baillie's partner management experience and project delivery skills were tested to the full but in keeping with previous SAP Partner campaigns managed by Anderson Baillie the project was delivered on time, on budget and on target.



Integrated Marketing Communications

Anderson Baillie's benchmark is 100%. SAP and partner satisfaction.

For a full overview of our event capability visit www.andersonbaillie.com/projects



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