



# Managing Innovation from the Land of Ideas and Talent: The 10-Year Story of SAP Labs India

*Clas Neumann, Jayaram Srinivasan*

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10 years ago, in the flourishing atmosphere of India's high-tech city, Bangalore, SAP Labs was established as small development facility. Known to be one of the world's most promising destinations for foreign investments, India is where SAP AG chose to locate what is now their largest R&D and Services Center outside Germany.

The unique 10-year success story of this organization is presented by two authors who were instrumental in setting up business of SAP Labs India and contributed in growing it to today's strength of 4000 employees.

The authors discuss development, innovation, and management strategies, combining their own personal experiences and those of other longtime company employees along with statements from SAP board members, to provide a comprehensive and detailed picture of the events and reasoning behind the venture. Anyone interested in understanding the opportunities and challenges of carrying out distributed product development on a global scale from India will find this book an invaluable companion.

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