



# Let's speak SNP

Our Corporate Language Guideline

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updated 10/2024

# Why a Corporate Language?

A Corporate Identity is the sum of two things: Corporate Design and Corporate Language. While a Corporate Design gives our company a consistent visual appearance, a Corporate Language gives it a unified, recognizable linguistic presence. Using the same terms, spelling and capitalization keeps our messages consistent and on brand.

This guideline applies to any communication you produce at SNP.

## This guideline provides you with:

- Our target groups and their language
- Our brand values and Corporate Language
- Examples of our Corporate Language in action
- Spelling and communication recommendations
- German spelling and communication recommendations
- Appendix

### Please note:

This guideline does not replace a review by the legal department or editorial staff from marketing and/or translation departments. Statements must be examined on a case-by-case basis and within their specific context.



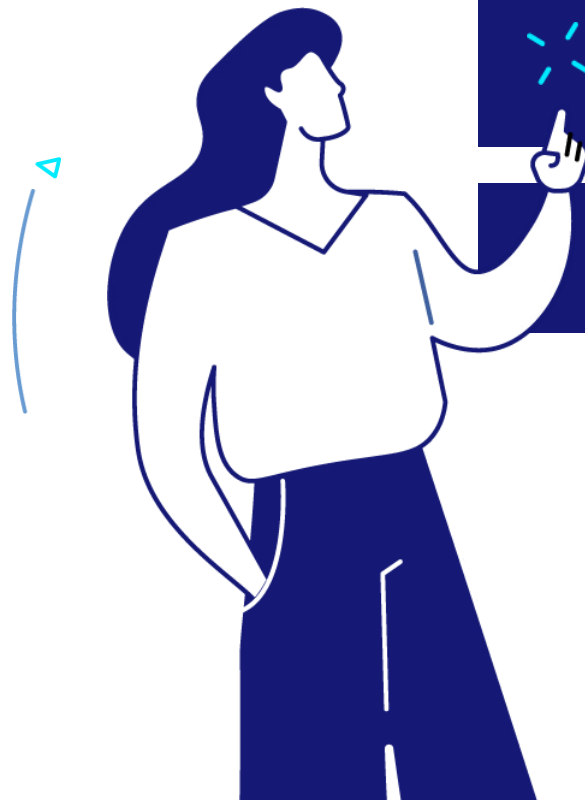
Speaking to the right people  
with the right words

## Who we want to address

As different as our target groups may seem – they all have one thing in common: they are performers.

Our goal is to be heard and understood by all of them equally. And we want to be perceived as we are:

honest, reliable and respectful.



### C-level

Key desire: transformation that adds economic value

### IT/CTO

Key desire: reliable and successful data ecosystem

### Partners

Key desire: grow business sustainably with the help of SNP

### Employees and candidates

Key desire: secure and fulfilling job at a company that enables employees to rise and develop

### Key challenge:\*

- Complexity
- Planning uncertainty
- Loss of control
- Pressure to succeed

### Key challenge:

- Make SNP successful

## The language they speak

Performers respond exceptionally well to a language that is, above all things, results oriented. They look for partners and providers that align with their personal values while keeping up with current trends.\*

### Results oriented

Communication needs a clear structure. It needs to be reduced to the most important information: facts and figures. The question is always: What's in it for me? Communication should highlight clear benefits.

### Value oriented

Communication needs to reflect their personal values such as trust, reliability, performance or quality. Inspiring storytelling is a definite plus. Provide real information, not buzzwords.

### Trend oriented

Communication needs to convey what's new and what will be new tomorrow. Performers thrive on inspiration and stimulation, as well as storytelling written in modern language.

## Common motivations

**"I am into proven quality."**

A performer wants comparisons, certificates, success stories or customer statements. If you can't prove you're selling a high-quality product, they won't buy – and a pretty package isn't enough to change their mind.

**"I need a trusted partner – not just a technical expert."**

A performer wants a level playing field. They want to interact with people as equals – and they want to trust in people beyond their expertise.

**"I want to know what's in it for me and our company."**

A performer wants to know the benefits and what they can expect. They are interested in results and less in the process.

**"I have to filter out what is really important from a lot of information every day. Because I have to make a lot of decisions."**

A performer needs clear structure. Information needs to be easy to absorb – a glance should give them everything they need to know.



**Our Corporate Language needs to address our customer's concerns in a way that aligns with our brand values.**

**A voice with V.A.L.U.E.S.**



## Our communication principles

Our communication is based on five principles. These principles are connected to our values as a company: customer success, community and excellence.

At every level, we demonstrate our commitment to these ideas with our consistent communication.



### Clear

We demonstrate our expertise through our clear, jargon-free communication. We make complicated topics understandable for our target audience, using the language they use themselves.

### Caring

We are trusted guides to our customers. We respect their experience and approach them as experts speaking to experts.

### Reliable

We deliver on our promises. Our customers can trust that we can do what we say and have the proof to back it up.

### Committed

We pride ourselves on our expertise and our ability to manage even the most complex projects.

### Optimistic

We are always looking to the future and encourage our customers to see the benefits in practical, intelligent change.

## It's all about V.A.L.U.E.S.

To give the SNP brand substance through language, we embody our brand values in our Corporate Language model, "V.A.L.U.E.S.". This model guides communication to reflect our principles both verbally and in writing.

**V.**

### Valuable

Communicate the benefits to the customer and how we can help them address their challenges.

**U.**

### Uncomplicated

Reduce complexity by communicating one idea per sentence, in less than 20 words.

**A.**

### Active

Use active voice. Avoid non-specific language and conditional language like "could" and "should."

**E.**

### Empathetic

Change "we" to "you" to help customers see themselves as the center of the story.

**L.**

### Leading

Demonstrate your understanding of the bigger picture.

**S.**

### Structured

Structure your text using subheadings, bullet points for lists and tables to make comprehension easier.

# Spelling recommendations

## In general

It's important to have a common language that conveys our brand values. But it's equally important to keep consistent spelling and punctuation in mind.

### Remember

We use American English and Associated Press Style when it comes to spelling and punctuation.



## Company names

### Our own company name

Our company name SNP is always written in capitals with no spaces between the letters. Use it where no specific context is necessary as it could mean either SNP SE or SNP Group.

Do not use regional subsidiary names like SNP Transformations, SNP LATAM, etc.

Use SNP Group when writing about all group companies worldwide.

Use SNP SE when referring to the parent company of the SNP Group alone.

In press releases, refer to SNP as SNP Schneider-Neureither & Partner SE when mentioning the company for the first time.

When you combine words with SNP, do not hyphenate.

SNP customers

SNP landscape

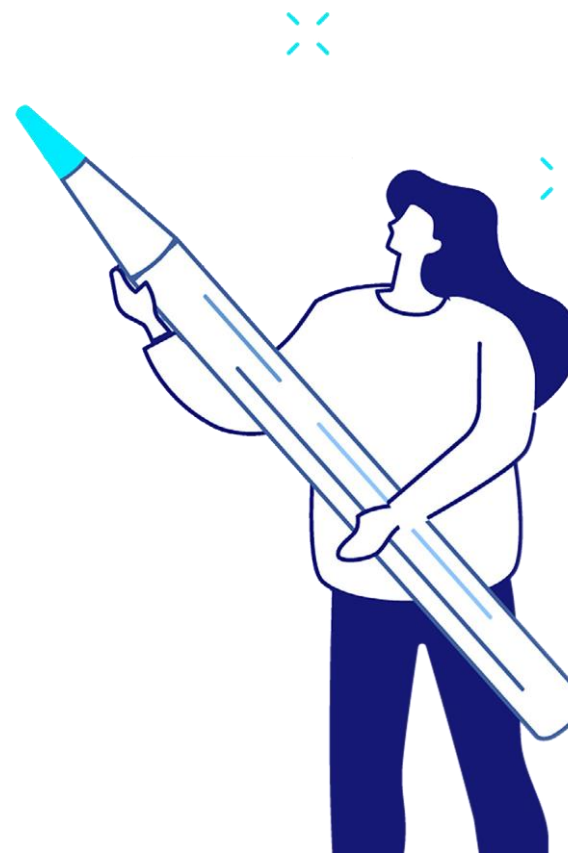
Avoid this common mistake: When talking about Slovakia, use the adjective "Slovak" instead of "Slovakian."

Our Slovak office

### Other company names

Company names are written without quotation marks.

If a company mandates that its name should be written in uppercase like E.ON, or beginning with lowercase like smartShift, this writing style is adopted. If not, write it like any other name, for example Microsoft.



## Product names [Oct 2024]

### SNP products

When writing SNP product names, do not hyphenate.

Capitalize each word.

SNP ALM Integrator

SNP Dragoman

SNP Glue

SNP Outboard

SNP Test Data Organizer

SNP Validate

Do not use the definite article "the" before SNP product names.

Exceptions:

All Cockpits (the Transformation Cockpit, the

S/4HANA Cockpit)

### CrystalBridge®

Write CrystalBridge® as a single word with a capital B in the middle.

Do not hyphenate CrystalBridge solutions. Capitalize each word.

CrystalBridge Transformation

CrystalBridge Analysis

CrystalBridge Interface Discovery

CrystalBridge Monitoring

CrystalBridge Shell Creator

CrystalBridge is a registered trademark. In headlines, please use the superscript R circle symbol (®). When the name CrystalBridge appears in body copy, please use the registered trademark symbol the first time it appears. You can leave it out for further mention.

### BLUEFIELD™

Always write BLUEFIELD™ in all uppercase letters.

BLUEFIELD is a trademark. In headlines, please use the superscript trademark symbol (™). When the name BLUEFIELD appears in body copy, please use the registered trademark symbol the first time it appears. You can leave it out for further mention.

# Headlines

## Capitalization

All headlines should appear as sentence case, with the first word capitalized and all following words lowercase unless it features a product or company name.

At SNP, we focus on our customers first

## Punctuation

Do not end headlines with a period. Also try to avoid colons unless absolutely necessary as it's very academic in style.

If the headline is a question, use a question mark at the end.



# Abbreviations

## Common abbreviations

Do not use common abbreviations in running text. Always write out the whole word.

Instead of	Use
i.e., e.g., p.a.	in other words, for example, per annum/annually

## Technical abbreviations

When using technical abbreviations, use your own discretion on whether they need further explanation. You do not have to explain common abbreviations like ERP, API, M&A. Explain less common abbreviations once upon their first mention in the text.

SaaS (software as a service)

NZD (Near-Zero Downtime)

## Exceptions

Abbreviations for commonly known organizations or organizational structures are allowed, such as EU, TÜV, GmbH. In short texts like social media posts, abbreviations can be used to stay within character limits.

## Currency

Shorten the currency unit euro to EUR. Write it before the figure with a space. Regardless of how they are spoken, currency symbols must always precede the figure in English.

EUR 1,000

\$835

## Percentages

Use the character “%” when speaking about percentages, both in running text and in tables. Do not put a space between number and unit.

90%

## Units of measurement

Write out units for weight, length and size in running text.

85 kilos

1.5 miles

In tables, abbreviations may be used with a space between the number and the unit.

85 kg

1.5 mi



# Characters and hyphens

## Characters

### Quotation marks

Use American English quotation marks "XX" instead of German „XX." Use curly quotation marks rather than straight ones. Remember that commas and periods are placed before closing the quotation marks.

### +, &, /

The characters +, & or / must never be used to replace the conjunction "and."

### Exceptions

In short texts such as social media posts, abbreviations and characters such as +, & and / can be used to stay within character limits.

Another exception would be a company or product name in which those characters are an official part, as well as common word pairs such as drag & drop.

Slashes may indicate size or numerical ratios in the sense of "per" or "for each," like GB/s, or in year notations, such as 2022/23.

## Hyphens

### In word breaks

Avoid dividing words at the end of lines. Never end a paragraph with a hyphenated word and a few letters on the last line. If division is unavoidable, always pay attention to both legibility and pronunciation of words so they aren't confusing or misleading.

Don't do this  
Read-just

Do this instead  
Re-adjust

### No hyphens here

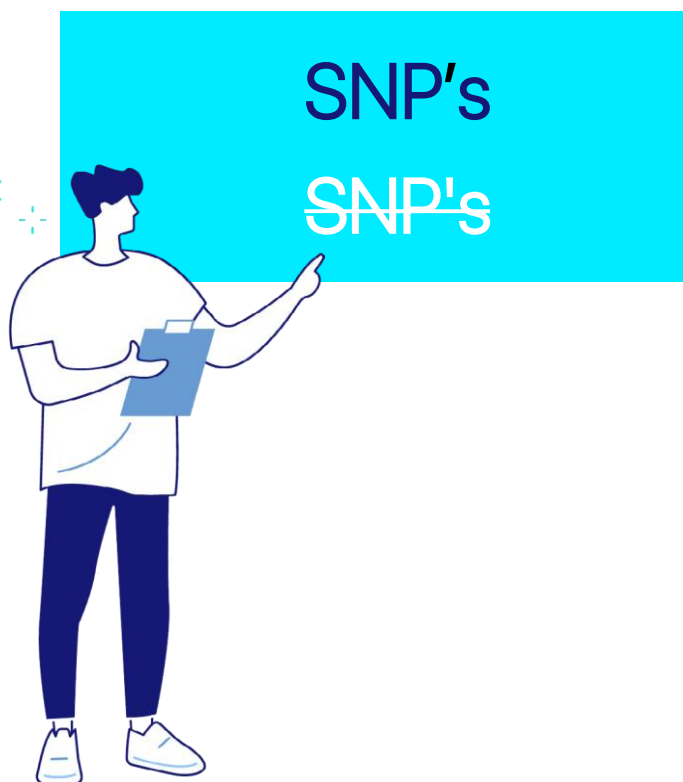
There is no need to use a hyphen when using acronyms to modify nouns.

IT solutions  
EU regulations  
CO<sub>2</sub> values  
@ symbol

# Apostrophes

## In general

Use curly apostrophes rather than straight ones.



## Possessive forms

Use an apostrophe and a single "s" to indicate possessive forms with a singular noun.

The man's glove

For singular nouns ending in "s," also use the apostrophe "s."

The virus's reach

When you want to indicate possession with a proper name that ends in "s," use only an apostrophe.

Dickens' books

A plural noun also only uses the apostrophe to indicate the possessive form.

The ladies' room

When talking about SNP related topics, use the possessive form instead of a modifier.

SNP's approach

SNP's customers

## Plural forms

Do not use an apostrophe before the "s."

Singular

PC, CPU, min

Plural

PCs, CPUs, mins

## It's vs. its

Do not confuse "it's" (it is) with "its" (possessive form).

It's so easy to learn its rules.

## Duration and amount

An apostrophe should be used with certain expressions of duration and amount.

A hard day's work

In five hours' time

Give three months' notice

Buy ten euros' worth of gas

# Numbers

## Numerals vs. letters

All numbers up to and including nine should be written out in running text. Use figures only for 10 and above. If, however, a series includes both, use figures for all for the sake of consistency and clarity. Do not start a sentence with a numeral. If it cannot be avoided, write out the number.

## Exceptions

Numbers up to and including nine may be written as numerals in the following cases:

- In tables and charts.
- In set expressions.
- For a better visual effect in headlines or advertising materials.
- When diverse numbers are used in a series:  
3.5 – 7 – 18 – 109
- When the numbers refer to each other:  
"Growth increased from 9 to 13%."

## High numbers

Numbers higher than 999 are written with commas.

1,000  
21,486  
450,000

## Even higher numbers

Numbers in the millions are spelled out up to nine. Beyond that, they are written in figures.

One million  
10 million  
13 million

## Decimals

Use a decimal point in figures such as 1.5 and use a zero before the point if the figure does not include a whole digit.

0.57 seconds  
EUR 50.25

All million numbers with decimals should be written as numerals.

1.5 million  
13.5 million

## Exception

Round numbers do not need zeroes after a decimal.

EUR 10  
5 seconds

## Calculations

Use a consistent form for high figures to facilitate calculations.

24.2 million + 1.7 million + 0.23 million

## Decimals in running text

Avoid abstract decimals in running text.

Instead of	Use
Of 24 million computers,	Of 24 million computers,
0.0023 million had problems	23,000 had problems with
with the software.	the software.

## Dates and times

### Dates

#### Single days

When writing to clients, always write out the date. The American norm is month-day-year.

Beware: The European norm is day-month-year.

Do not precede a one-digit number with a zero.

Do not abbreviate the name of the month.

Write the year in four digits.

January 1, 2024

If there is little space (e.g., in tables), shorten only the names of the following months:

Jan, Feb, Aug, Sept, Oct, Nov, Dec

#### Periods of time

When indicating a period of time, write “from ...to” or use an en dash between the relevant dates. Do not mix styles; write the month and year only once if they do not change within the period.

from January 1 to 4, 2024

January 1–4, 2019

### Time of day

#### Single appointments

Time can be written in words or numerals. Write out o'clock if not using a specification for morning or evening or the abbreviations a.m. and p.m. (in lowercase with periods or in small capitals without periods). Use a colon to separate the hours from the minutes.

9 o'clock in the morning

10:30 a.m.

five-thirty in the evening

#### Periods of time

For periods of time, use an en dash with a space before and after.

If only full hours are indicated, drop the zeroes.

8:30 a.m.–5:00 p.m.

8 a.m.–5 p.m.

#### 12 p.m. / a.m.

To ensure clarity, write “midnight” and “midday” out in full.

## Contact details

### Phone and fax numbers

#### National

It's recommended to write the area code in parentheses, then the local subscriber number in groups separated by a hyphen. An extension number follows that, separated by a comma and "ext."

(201) 123-4567, ext. 890

American mobile numbers follow the same format.

(201) 123-4567

European mobile numbers are grouped with a space after the dialing code.

017112345678

#### International

It's recommended to write + country code and local numbers with spaces but no parentheses or hyphens.

+49 201 123 4567

Mobile numbers are grouped with a space after the + country code and the dialing code.

+49 17112345678

#### Please note

The format of phone numbers may vary depending on the location. If that's the case, use the locally accepted conventions.

### Bank details

#### IBAN

For the IBAN, the following is standard: five groups of four, one group with two digits.

IBAN: DE12 3456 7890 1234 5678 90

#### BIC

The BIC is written without spaces.

BIC: WELADED1PMB

**In communication**

## Written correspondence

### Salutations

#### Formal communication

When the specific name is unknown, a formal "Dear Sir or Madam" or variations on "Dear [job title]" are customary. It is, however, preferable to find out the name of the person you address.

Dear Mr. Doe,

When referring to a woman, use the salutation "Ms. [surname]."

Dear Ms. Doe,

After the first exchanges, it is acceptable to use first names.

Dear John,

#### Informal communication

When using informal communication methods such as email or social media, more personal greetings can also be used.

Hi Jane,

Good morning, John!

### Closings

#### Formal communication

Standard closings on first contacts include "Yours truly," or "Sincerely,".

Subsequent contacts may end with "Kind regards," or "Best regards,".

With more familiarity, "Regards," or "Best wishes," and other informal closings may be used.

#### Informal communication

When using informal communication methods such as email or social media, more personal closings can also be used.

See you soon,

Cheers,

These closings depend on the personal relationship and are a matter of the writer's discretion.



**Reworked examples**



## Solution brief

### SNP Glue: **Flexible, reliable** SAP Data Integration with the Cloud

#### Increase time to value on your SAP data

For most companies, building a data platform is not a nice to have but a necessity. Organizations distinguish themselves based on the data driven innovations that they can design and implement. However, data – especially SAP data – is still being generated and stored in silos, creating a huge value and accessibility gap between the data and the ability to use it for analytics and innovation. SNP Glue **helps** to bridge this value and accessibility gap by **smoothly providing the data in real-time, but also in a format that is ready for analytics.**

#### Connecting SAP and cloud innovation

SAP data is unquestionably business critical and many companies are turning towards innovative solutions that can potentially marry the best of SAP with the top cloud innovation platforms, such as Microsoft Azure, AWS, Google Cloud Platform and Snowflake.

SNP Glue provides platform-agnostic connectivity that includes out-of-the-box connectors to more than 40 different targets, covering endpoints from the traditional databases like Oracle, MaxDB or MSSQL all the way to AWS S3, Redshift, Microsoft Azure Synapse, Blob, ADLSGen2, Databricks, Google Cloud Storage and BigQuery, Hadoop, Snowflake, etc. This platform-agnostic approach means **customers** can choose the best cloud, multi or hybrid strategy that fits **them**, ensuring **their** storage is **future-proof and providing the flexibility to adapt** to additional or different targets as needed.

#### SNP Glue: **Safe, secure and certified**

SNP Glue is an SAP-certified ABAP add-on for SAP S/4HANA and SAP NetWeaver, and SNP has **been an SAP Silver partner for more than 20 years.**

SNP Glue is also Cloudera-certified.

Furthermore, SNP is partnered with Microsoft, and SNP Glue is a Microsoft Azure Preferred Solution. In addition, SNP **is committed to long-term partnerships** with Snowflake, AWS, Google Cloud Platform and Cloudera to ensure the best combined solution **for its customers.**

**Valuable:** SNP Glue's core benefits are communicated in the headline.

**Uncomplicated:** It takes a few seconds to understand what this line means.

**Structured:** We establish status quo, problem and solution in three sentences.

**Leading:** "helps" is a "weak" word that makes SNP Glue seem part of the solution, not the solution itself.

**Valuable:** We end the paragraph on a key benefit.

**Structured:** The whole paragraph is one sentence

**Uncomplicated:** The list of databases makes this sentence confusing. It's also not explained why platforms like AWS are different from trad. databases.

**Empathetic:** The text doesn't directly address the reader/potential customer.

**Leading:** SNP Glue is also a solution for tomorrow. (However, the sentence itself is a bit clunky.)

**Valuable:** SNP Glue is not only easy to use, but also safe to use.

The duration of the partnership is impressive and notable; however, it doesn't explain the benefit for the reader/customer.

**Leading:** "committed to" reads a bit shaky.

**Empathetic:** Reads very distant.

## Solution brief

### Key benefits

- Eradicates SAP data silos and send data to any target including all major cloud providers
- Provides push-based extraction for maximum control over SAP data
- Leverages SAP best practices for security and software logistics, SAP authorization objects, development tools and frameworks
- Requires no additional hardware – connect SAP to the target storage with no intermediary step
- Accelerates time to value on your SAP data by providing it smoothly in real-time and in analytics-ready form
- Brings aggregated data back into SAP from big data platforms (e.g. BigQuery)
- Provides change data capture and automatic, trigger-based delta extraction
- Supports batch loads, delta queueing, and near-real time scenarios – all in the same tool
- Application and SAP business object event-based integration
- SAP-certified ABAP add-on for NetWeaver and S/4HANA
- Integrates with the SNP ecosystem to offer data validation, monitoring, business scenario templates

**Structured:** Key benefits for the user are highlighted.

**Active:** Here, we suddenly talk to the reader. Or is there just an "s" missing?

**Leading:** Don't use any practices, use Best Practices by one of the field's key players SAP.

**Valuable:** No need for further plug-ins or tools outside of SNP Glue.

**Leading:** Integration of big data platforms is a key element to future success.

**Valuable:** No need for further plug-ins or tools outside of SNP Glue.

**Structured:** Sentences should follow the same structure. Other lines start with "[SNP Glue] Does X"; this structure is broken in these two lines and continued in the one below.

## Solution brief

### SNP Glue: **Seamless, flexible, and reliable** SAP Data Integration with the Cloud

#### Accelerate Your SAP Data's Value Realization

For most companies, establishing a robust data platform is no longer a luxury – but a necessity. In today's competitive landscape, organizations set themselves apart by harnessing data-driven innovations. However, a significant challenge lies in the isolation of SAP data stored in separate silos. This gap between data generation and its accessibility hinders the potential for analytics and innovation. SNP Glue bridges this gap by efficiently providing real-time data in a format ready for analytics.

#### Bridging SAP and Cloud Innovation

SAP data is a business-critical asset. Therefore, many organizations seek innovative solutions that can seamlessly integrate SAP with leading cloud platforms such as Microsoft Azure, AWS, Google Cloud Platform, and Snowflake.

To make this happen, SNP Glue offers a universal platform support with pre-built connectors to over 40 different targets, covering everything from traditional databases to advanced cloud services. This approach empowers you to select the best cloud, multi-cloud, or hybrid strategy that suits your needs, ensuring your data storage remains future-proof and adaptable to evolving targets.

#### SNP Glue: **Safe, Secure, and Certified**

As a long-standing SAP Silver partner for over two decades, SNP brings a wealth of expertise.

SNP Glue is an SAP-certified ABAP add-on for SAP S/4HANA and SAP NetWeaver. It holds Cloudera certification and has established partnerships with industry leaders like Microsoft, with SNP Glue being a Microsoft Azure Preferred Solution. Moreover, SNP maintains long-term partnerships with Snowflake, AWS, Google Cloud Platform, and Cloudera, ensuring the delivery of the most robust solutions for valued customers like you.

**Valuable:** SNP Glue's core benefits are communicated in the headline.

**Active:** Not only active – but activating.

**Empathetic:** It's not about any data, it's about YOUR data.

**Structured:** We establish status quo, problem and solution in three sentences.

**Valuable:** We end the paragraph on a key benefit.

**Structured:** We establish the need and provide the solution.

**Valuable:** SNP Glue is a plug&play solution.

**Uncomplicated:** Keep it simple; don't overexplain.

**Leading:** SNP Glue is ready for tomorrow's technology, making it a long-term solution.

**Empathetic:** SNP Glue doesn't only help; it empowers its users and fits their individual needs.

**Valuable:** SNP Glue is not only easy to use, but also safe to use.

Due to its long history, SNP has seen – and solved – a lot of problems customers might encounter.

**Leading:** SNP isn't a start-up that might disappear tomorrow; it has long-standing history and partnerships with leaders in their field.

**Empathetic:** If the reader chooses to become a customer, he's not just any customer – but a valued one.

## Solution brief

### Unlock the Key Benefits

- **Eliminate** SAP data silos and transfer data to a variety of destinations, including major cloud providers.
- **Harness** maximum control over your SAP data by the push-based data extraction.
- **Leverage SAP Best Practices** for security, software logistics, authorization objects, development tools, and frameworks.
- **Establish** direct connectivity between SAP and the target storage, **eliminating the need for intermediary steps or additional hardware**.
- **Speed up** the realization of value from your SAP data by delivering it seamlessly in real-time and in a format ready for analytics.
- **Facilitate** the integration of aggregated data from **big data platforms**, such as BigQuery, back into SAP.
- **Capture** change data and automatic delta extraction through trigger-based mechanisms.
- Choose from various data loading scenarios, such as batch loads, delta queueing, and near-real time data scenarios, **all within a single tool**.
- **Integrate** your data based on application and SAP business object events.

### Plus ...

- SNP Glue is an **SAP-certified** ABAP add-on for NetWeaver and S/4HANA, ensuring compatibility and reliability.
- SNP Glue **seamlessly integrates** with the SNP ecosystem, **providing data validation, monitoring, and access to business scenario templates**.

**Active:** Not just active, but activating – what can you do with SNP Glue?

**Structured:** Key benefits for the user are highlighted.

**Leading:** Don't use any practices, use Best Practices by one of the field's key players SAP

**Valuable:** No need for further plug-ins or tools outside of SNP Glue.

**Leading:** Big data already is the future; integration of big data platforms are a key element to future success.

**Valuable:** No need for further plug-ins or tools outside of SNP Glue.

**Structured:** Other technical features are highlighted.

**Valuable/Leading:** SNP Glue is certified by top global player SAP. It does not only transfer data – it analyzes them for further use.

## Customer success story

### Energy industry's largest-ever S/4HANA transformation for E.ON and SNP

E.ON, one of Europe's major energy infrastructure operators catering to 48 million customers, spearheading the energy industry's most extensive SAP S/4HANA project together with SNP.

#### Streamlined transition for 550 companies

By early 2027, over 550 E.ON companies across Europe will be migrated over to SAP S/4HANA. In the past three years alone, 150 companies have been successfully migrated to S/4. Not only are these E.ON companies migrating to S/4HANA, they are also simultaneously transitioning to the Azure cloud. By combining the S/4 transformation with cloud migration, E.ON is able to cut down the number of projects and testing efforts, and radically reduce expensive downtimes.

#### Setting up a data migration factory

By employing SNP's easily repeatable transformation approach, E.ON is able to speed up implementation and improve operational efficiency. This data migration factory strategy, coupled with SNP's software platform, has enabled E.ON to capitalize on internal resources and foster transformation expertise within the organization. This strategy worked so well that the first nine companies completed their successful migrations within just five months.

Throughout these transformations, the processes, rule base, and validation protocols have been continuously refined to create a high level of standardization across projects.

#### Advantages of the industrialized factory approach

- Optimized business continuity by minimizing downtimes
- Streamlined cost management with selective history migration reducing data volume and minimizing unnecessary expenditures
- Maximized reusability through the standardized transformation approach
- Unlocked project synergies by combining several initiatives into a single project with significant reductions in testing and resources

**Und auf Deutsch?**

## In Sachen SNP

### Firmenname

Schreibe unseren Firmennamen SNP in Großbuchstaben ohne Leerzeichen. Verwende SNP, wenn kein spezieller Kontext notwendig ist.

Verwende SNP Group, wenn Du über alle Firmen innerhalb der SNP-Gruppe sprichst. Verwende SNP SE, wenn es nur um die Muttergesellschaft der SNP Group geht.

Bezeichne SNP in Pressemitteilungen als SNP Schneider-Neureither & Partner SE, wenn Du SNP zum ersten Mal nennst.

Wenn du Wörter mit SNP kombinierst, kopple diese mit einem Bindestrich.

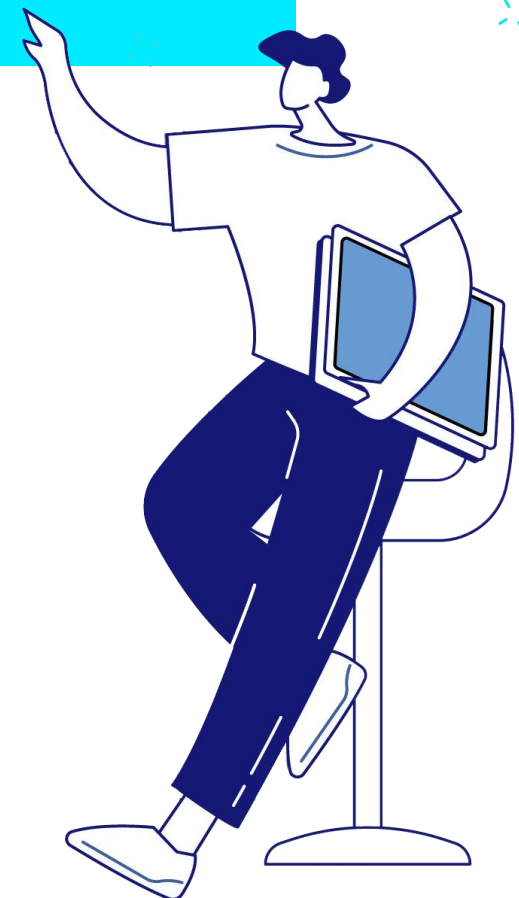
SNP-Plattform

SNP-Partner

SNP-Lösung

### Achtung!

SNP Group sind zwei Worte. Das „Group“ wird dabei immer groß geschrieben. Sprichst Du von der SNP-Gruppe, kopple die Worte mit einem Bindestrich.



# Rechtschreib-Empfehlungen

## Wortzusammensetzungen

Verwende bei Zusammensetzungen mit Abkürzungen einen Bindestrich.

Abo-Modell, Komplett-Abo

Verwende einen Bindestrich bei Zusammensetzungen aus englischen beziehungsweise fremdsprachlichen und deutschen Begriffen.

Cloud-Lösung, Software-Implementation, Data-Science-Anwendung (nicht: Data Science-Anwendung)

Schreibe bei Wortzusammensetzungen mit „e“ (für electronic) den Buchstaben E groß und trenne ihn mit einem Bindestrich vom restlichen Wort.

E-Mail, E-Business, E-Commerce

Verwende einen Bindestrich bei Zusammensetzungen mit Buchstaben, Ziffern, Formelzeichen, Einheiten oder Sonderzeichen.

CO<sub>2</sub>-Wert, @-Zeichen, 3D-fähig (nicht: 3-D-fähig)

## Worttrennungen

Zusammensetzungen (Komposita) werden in der Regel in einem Wort geschrieben.

Digitalreport, Datenmigration, Mobilgerät

Berücksichtige dabei aber die Lesbarkeit von Begriffen. Trenne Wörter, die schwer lesbar sind, mit einem Bindestrich – das sind oft aus mehr als zwei Substantiven zusammen- gesetzte Begriffe oder Wörter, in denen mehrere Vokale oder Konsonanten aufeinander folgen. Ab fünf Silben ist ein Bindestrich hilfreich für die Lesenden.

Statt	Lieber
Eventhighlight	Event-Highlight
Neukundenakquise	Neukunden-Akquise
Produktdemonstration	Produkt-Demonstration

Für eine bessere Lesbarkeit ist auch ein Trennstrich nach einem Fugen-S erlaubt.

Sendungs-Informationen, Installations-Anfrage

## Fremdwörter

Nutze nur Anglizismen, wenn es dafür keine besseren deutschen Begriffe gibt, oder wenn der englische Begriff in die deutsche Sprache eingegangen ist.

Stand-by, Downtime, Software

Folge den Angaben des Dudens, wenn es um „eingedeutschte“ Anglizismen geht.

Know-how, Bestseller, Touchscreen

Findest du für einen bestimmten Fall keinen Eintrag im Duden, schreibe die Wörter auseinander, ohne Bindestriche. Oder orientiere Dich an der in der Branche üblichen Schreibweise.

Ziehe bei oft gebrauchten Fremdwörtern die eingedeutschte Schreibweise der fremdsprachlichen Schreibweise vor.

Statt	Lieber
Graphic	Grafik
Photo	Foto



## Satzzeichen

### Anführungszeichen

Verwende immer deutsche Anführungszeichen:  
„unten und oben“.

### Währungseinheiten

Kürze die Währungseinheit Euro durch EUR ab. Mache zwischen der Zahl und EUR ein Leerzeichen. Andere Währungseinheiten wie Dollar und Pfund werden vor den Betrag gesetzt.  
250 EUR  
\$835

### Bindestrich vs. Gedankenstrich

Der Bindestrich (-) verbindet zwei Wörter miteinander und steht immer ohne Leerzeichen. Der Gedankenstrich (–) dient zur Kennzeichnung einer größeren Pause zwischen einzelnen Wörtern oder innerhalb eines Satzes, zeigt den Übergang zu einem anderen Thema oder dient zur Abgrenzung eines eingeschobenen Satzes oder Satzteils. Er steht aber auch für das Wort „bis“, zum Beispiel in Uhrzeiten.

# Zahlen

## Zahlen vs. Buchstaben

Schreibe kleine Zahlen inklusive zwölf aus; verwende ab 13 Ziffern.  
nach vierwöchiger Testphase  
über 200 User

## Ausnahmen

Schreibe Zahlen in Redewendungen oder Sprichwörtern immer aus.  
in den eigenen vier Wänden  
Nullkommanichts  
Tausendsassa  
Jetzt schlägt's dreizehn

## Hohe Zahlen

Schreibe Zahlen über 999 mit Tausender-Punkt.  
1.000  
21.479  
450.000

## Noch höhere Zahlen

Nummern in Millionen werden beziffert.  
1 Million  
10 Millionen  
15 Millionen

## Dezimalzahlen

Kennzeichne dezimale Teilungen mit einem Komma.  
50,25 EUR  
1,2 cm

Schreibe Millionen mit Dezimalzahl immer in Zahlen.  
1,5 Millionen  
13,5 Millionen

## Ausnahme

Bei runden Beträgen entfallen Komma und anschließende Nullen.  
50 EUR  
1 cm

## Daten und Uhrzeiten

### Daten

#### Einzelnes Datum

Schreibe das Datum immer aus, inklusive vierstelliger Jahreszahl. Bei einstelligen Zahlen entfällt die Null.

1. Januar 2024

#### Zeiträume

Verwende bei der Angabe von Zeiträumen „bis“. Schreibe Monat und Jahr nur einmal am Ende, wenn sie sich nicht ändern.

1. bis 4. Januar 2024

#### Ausnahme

Ist wenig Platz, verwende die Kurzform.

01.01.24

### Uhrzeiten

#### Einzelner Termin

Schreibe bei Uhrzeiten das Wort „Uhr“ aus. Setze einen Doppelpunkt, um die Stunden von den Minuten zu trennen. Bei einstelligen Uhrzeiten entfällt die Null.

9 Uhr, 10:30 Uhr

#### Zeiträume

Schreibe bei der Angabe von Zeiträumen „bis“. Stehen volle Stunden für sich, fallen die Minutenangaben weg.

9 Uhr, 10:30 Uhr

8:30 bis 17:00 Uhr, 8 bis 17 Uhr

## Telefon- und Faxnummern

### National

Gliedere Telefon- und Faxnummern nach aktueller DIN 5008 Norm mit Leerzeichen und Bindestrich: Ortsvorwahl, Hauptanschluss, Durchwahl. Vor der Durchwahlnummer steht ein Bindestrich.

01234 567891

01234 567891-10

Gliedere Mobilnummern ebenfalls mit einem Leerzeichen nach der Vorwahl.

017112345678

### International

Leite länderbezogene Zusatznummern durch ein „+“ vor der Landesvorwahl ein.

+49 1234 567891

+49 1234 567891-10

Gliedere Mobilnummern ebenfalls mit einem Leerzeichen nach der Vorwahl.

+49 17112345678

**Wie wir mit Kunden sprechen**

# Anrede

## Du vs. Sie

Sowohl online – auf der Website, dem Job-Portal und Social Media – als auch in der Print-Kommunikation wird ausschließlich gesiezt.

Dies ist analog zu unserem Plattform-Partner SAP sowie Partnern wie AWS, Microsoft und Google Cloud.

In interner Kommunikation kann geduzt werden. Bei Textformen, in denen der Leser persönlich angesprochen wird, kann „Du/Dein/Ihr/Euer“ groß geschrieben werden – das wirkt respektvoller.



## Genderneutrale Sprache

### Vermeidung des generischen Maskulinums

Achte darauf, maskuline Pronomen nicht übermäßig zu verwenden, wenn auf alle Geschlechter Bezug genommen wird. Texte lesen sich oft flüssiger, wenn die maskuline Form generisch anstelle von „er/sie“ oder „sein/ihr“ verwendet wird. Wenn angebracht, kündige die generische Verwendung von maskulinen Pronomen an oder vermerke sie in einer Fußnote:

Damit der Text leichter zu lesen und zu verfolgen ist, werden maskuline Pronomen generisch verwendet.

Referenzen sollten jedoch immer in Bezug auf alle Geschlechter verstanden werden.

### Direkte Ansprache

Wenn möglich, verwende die direkte Ansprache, also „Sie“. Bitte beachten Sie beim Datentransfer, dass ... Sie können Downtimes reduzieren, indem ...

### Umschreibungen oder neutrale Formulierungen

Wähle neutrale Formulierung, wenn diese geläufig erscheint und in den natürlichen Sprachgebrauch übergegangen ist.

Statt	Lieber
Zuschauer	Publikum
Mitarbeiter	Mitarbeitende
Teilnehmer	Teilnehmende

In längeren Texten solltest Du vorzugsweise Paar-Formulierungen (Beid-Nennung) wählen.

### Ausnahmen

Bei den Worten Kunde und Partner bleibt die maskuline Variante bestehen.

## Gruß- und Abschiedsformeln

### Grußformeln

#### Formelle Kommunikation

Verwende bei formellen Kontakten die standardisierte Anrede.

Guten Tag Vorname Nachname, ...

Wenn Dir der Name deines Ansprechpartners nicht bekannt ist, verwende „Sehr geehrte Damen und Herren“. Alternativ kannst du auch folgende geschlechtslose Grußformeln nutzen.  
Guten Morgen, Guten Abend, Guten Tag  
Herzlich willkommen

Schreibe nach der Anrede klein – es sei denn, der Satz beginnt mit einem Substantiv.

#### Informelle Kommunikation

Kennst Du den Angesprochenen persönlich, kannst Du natürlich auch eine persönlichere Ansprache verwenden.  
Hallo Max!

### Abschiedsformeln

#### Formelle Kommunikation

Verwende beim Erstkontakt standardisierte Grußformeln.

Nach diesen wird kein Komma verwendet.

Freundliche Grüße

Freundlicher Gruß

Alternativ können auch höfliche, kontextbezogene Abschiedsformeln verwendet werden.

Haben Sie ein schönes Wochenende!

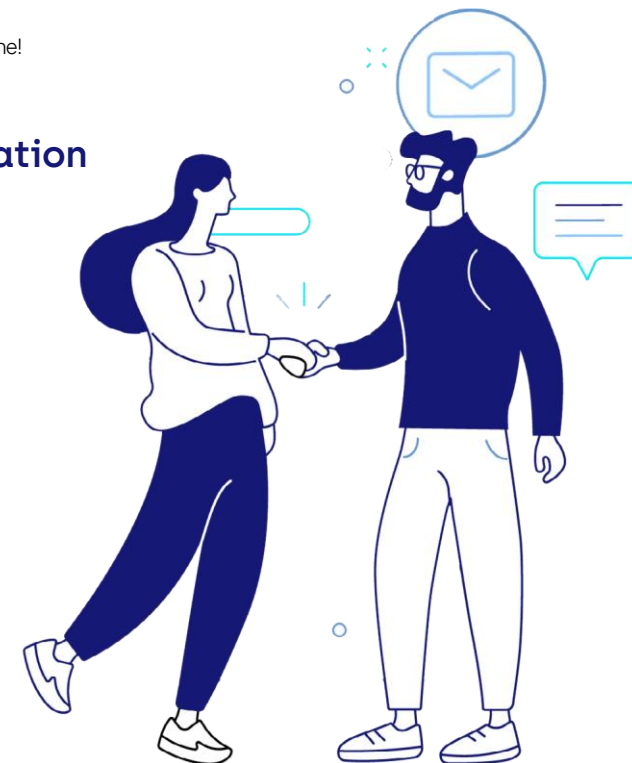
Ich wünsche Ihnen einen guten Start in die Woche!

#### Informelle Kommunikation

Kennst Du den Angesprochenen persönlich, kannst Du natürlich auch einen persönlicheren Abschiedsgruß verwenden.

Mach's gut

Bis zum nächsten Mal





# Appendix: V.A.L.U.E.S., extended



## What's valuable?

This principle emphasizes the importance of communicating the tangible value and benefits our products and services offer to our customers. Rather than focusing on features, it encourages highlighting positive outcomes and solutions.

When incorporating this principle into our communication, we strive to clearly articulate how our products or services make a meaningful impact in the lives of our audience.

This means we do not only present features but translate them into concrete advantages, address specific needs, solve problems, and enhance the overall user experience.



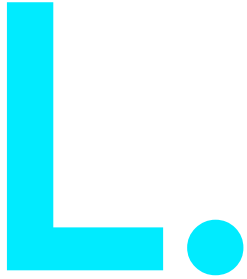
## What's active?

We want to promote dynamic and engaging interactions with our audience.

By using the active form, we ensure that our messages are direct, clear and impactful. This facilitates an immediate connection with the reader, fostering a sense of involvement and interaction.

Say „At SNP, we provide“ instead of „SNP provides.“

By avoiding conditional forms and modal verbs, we signal decisiveness and clarity. This makes us convey a sense of authority and assurance.



## What's leading?

We do not only address the present – we actively project our messaging towards the future, providing our audience with a clear vision and insight into what lies ahead.

In our communication, we're forward-thinking and visionary, showcasing a clear trajectory and the potential of our products and services. By offering future perspectives, we instill a sense of anticipation and excitement, positioning our brand as an industry leader and innovator.

This also gives our audience orientation. In presenting a forward-looking perspective, we guide them through a narrative that aligns with their aspirations and needs. This not only establishes trust but also positions SNP as a reliable source of guidance and insight.



## What's uncomplicated?

At SNP, we often talk about products and processes that are quite complex. That's why we need to make sure that our language isn't. Our messaging needs to be easily comprehensible.

This is why we streamline our language, minimize complexity and avoid unnecessary jargon as well as intricate terminology. Our communication needs to be tailored to the knowledge level and familiarity of the reader. By employing a language that is clear, concise and relatable, we enhance accessibility, facilitate better understanding and ensure greater retention of information.

A large, bold, cyan-colored letter 'E' followed by a solid cyan dot, representing the 'E' in the V.A.L.U.E.S. acronym.

## What's empathetic?

We actively engage our audience and establish a personal connection.

The switch from “we” to “you” communicates a sense of direct relevance and consideration for the individual needs, preferences, and experiences of our audience.

We acknowledge their presence, concerns and aspirations, fostering a sense of inclusivity. We understand their challenges and show genuine interests in their concerns.

A large, bold, cyan-colored letter 'S' followed by a solid cyan dot, representing the 'S' in the V.A.L.U.E.S. acronym.

## What's structured?

Information needs to be well-organized and easily navigable. This enhances readability and ensures that our audience can efficiently grasp our key messages.

We organize information logically, with a clear introduction, body and conclusions.

This way, we create a user-friendly reading experience. It ensures that our audience can absorb content effortlessly, supports comprehension, and contributes to a positive and professional impression of our communication.

For further information on the SNP Corporate Language Guideline,  
please contact

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