

Top 10

Ten reasons customers choose SAP
to help transform their business.



1

Leadership

Expert solutions for companies of all sizes

2

Innovation

Innovate without disruption

3

Industries

Benefit from comprehensive industry expertise

4

Analytics

Industry leaders in business analytics

5

Mobility

Unwire your enterprise

6

Real Time

Deliver the real-time enterprise

7

Value

Maximize business value

8

Cost

Lower IT costs

9

Support

Get peace of mind

10

Choice

Leverage an open ecosystem

Top 10

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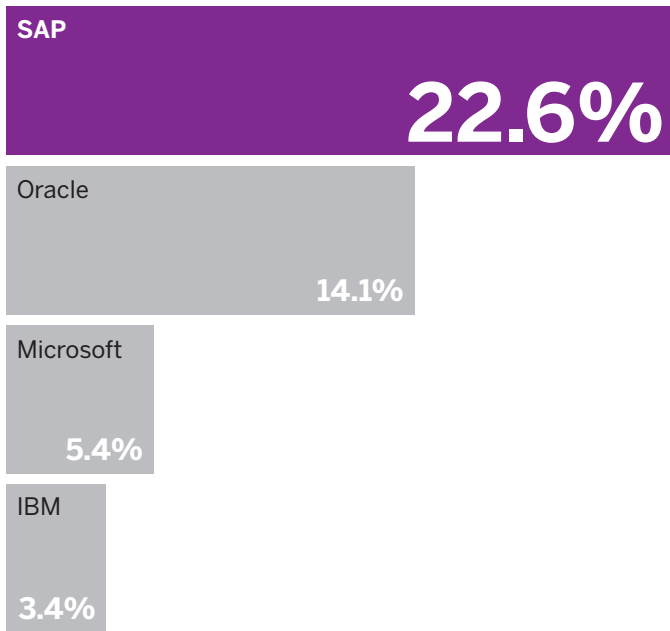
9
Support

10
Choice

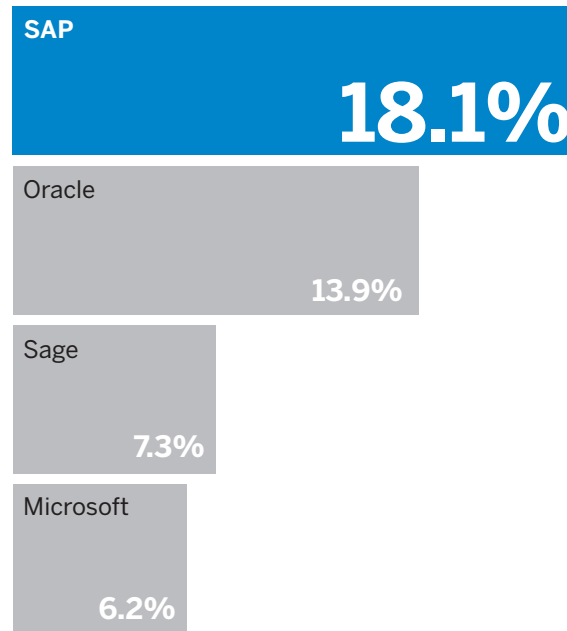
We are the leading provider of enterprise applications.



Total enterprise applications market
Share of market, 2010



Small and medium businesses
Share of market, 2008



SAP serves customers worldwide

120
countries

24
industries

37
languages

75
country offices

1,700+
service partners worldwide

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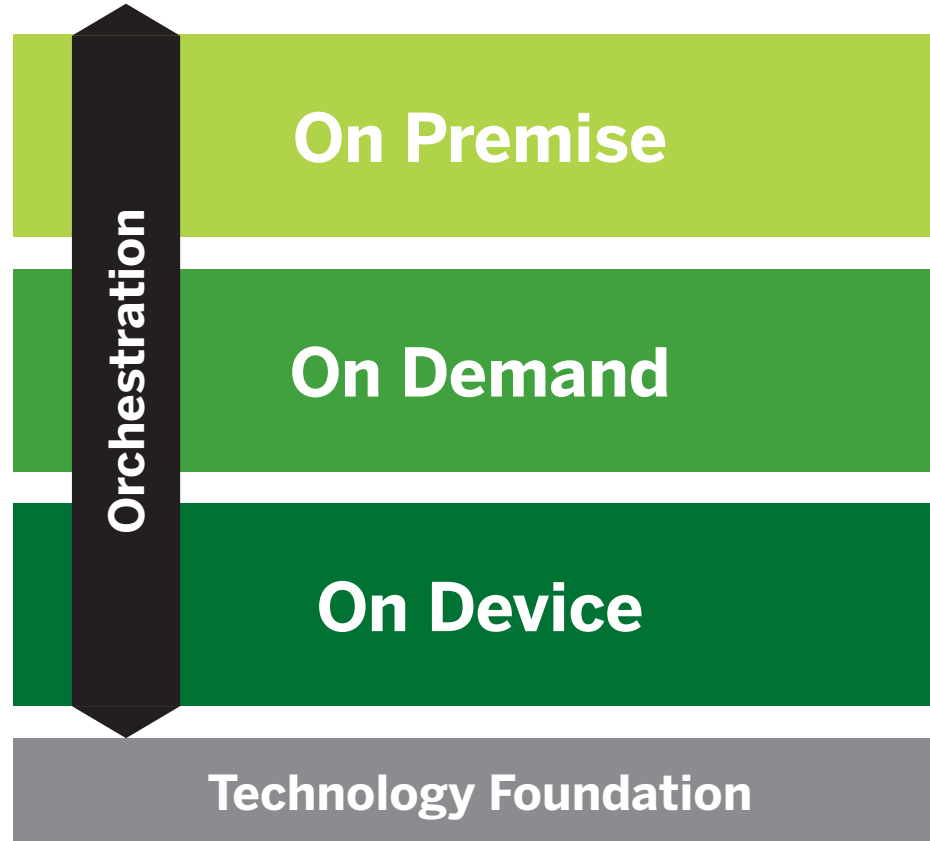
10 Choice

We offer your business innovation without disruption.

Our integrated solutions provide innovative results

Our unique approach provides consistency across all on-premise, on-demand, and on-device applications, designing and orchestrating them to fit together as “networked solutions.”

Our product strategy leverages in-memory, cloud, and mobile technologies in a way that builds on our existing application platform, helping to minimize disruption for our customers.



How we deliver innovation

We build

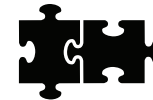
An industry leader in R&D investment*

Custom development for customers



We integrate

Acquire companies that deliver innovation, not legacy technology



We partner

Co-innovating new solutions and technologies with customers and partners



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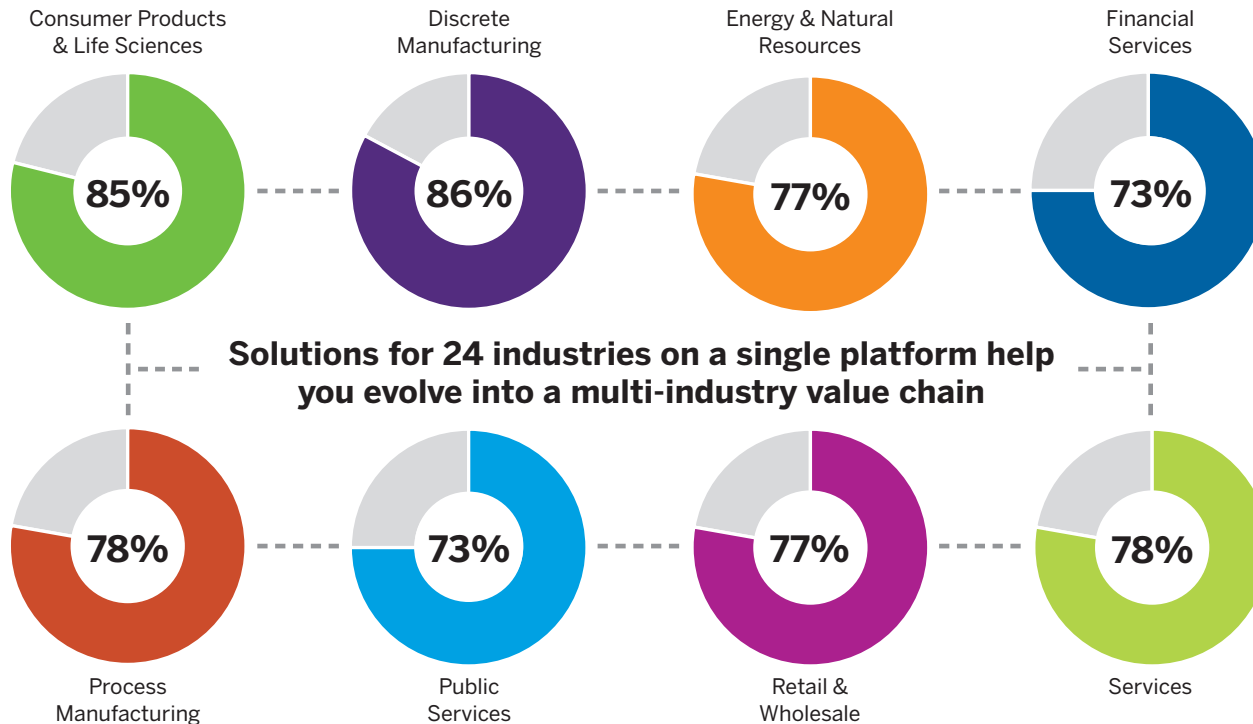
9 Support

10 Choice

We have the industry experience and expertise to help run your company.

Who we help

SAP share of Forbes 2000 companies by sector



How we help

SAP's unique capabilities

Multi-industry support on a single platform

Deep industry-specific capabilities

Embedded, preconfigured best practices

Industry-driven development and co-innovation

Clear industry road maps

Comprehensive industry partner ecosystem

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We are a worldwide leader in business analytics.

Gartner recognizes SAP as a Leader in all four solution areas

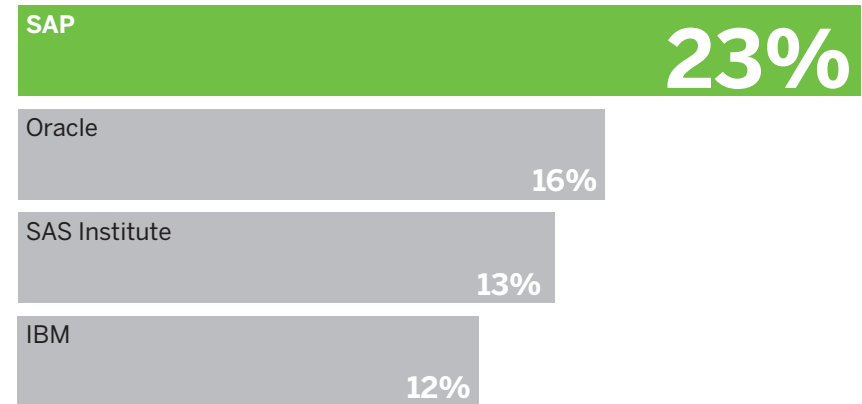
BI Platforms

Corporate Performance Suites

Data Integration Tools

Data Quality Tools

Business analytics market Share of market, 2010



Drive higher performance at lower cost with SAP BusinessObjects

#1

in real-time functionality (Dynamic Data Movement)

Lowest TCO

measured on a per seat deployed basis

Customers and partners trust SAP's analytics for their business

40,000+

customers worldwide

7,000+

partner organizations

Sources L to R: Gartner, Inc., Magic Quadrant for Business Intelligence Platforms, G00210036; Magic Quadrant for Corporate Performance Management Suites, G00210145; Magic Quadrant for Data Integration Tools, G00207435; Magic Quadrant for Data Quality Tools, G00200603. Gartner Market Share Analysis: Business Intelligence, Analytics and Performance Management, Worldwide, published May 2011. Bottom L to R: IDC, "Worldwide Data Integration and Access Software 2009 Vendor and Segment Analysis," Doc.# 225992, Dec. 2010, Dynamic Data Movement defined on page 4. Nigel Pendse, The BI Survey, 2009. SAP internal data, as of January 2011

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Our market-leading mobile solutions will unwire your enterprise.

Enterprise Mobility



Device management

Recognized revenue leader in mobile device management enterprise



Messaging

1.5 billion SMS and MMS messages processed daily
4.5 billion subscribers
900 mobile carriers



Application platform

Best-selling mobile enterprise application platform among enterprise application providers

We are the proven market leader in mobility solutions

20,000

Enterprise mobility customers

85%

share of Fortune 100 enterprise mobility customers



As a combined entity, SAP and Sybase possess a unique position in the enterprise mobility market, with the ability to offer analytics-enabled **infrastructure**, a leading mobile enterprise **applications platform**, mobile **device management** and security, and mobile applications across **multiple device types**.

IDC Insight "SAP and Sybase: The Promise of Mobility Takes Shape," September 2010

Sources L to R: IDC, "Worldwide Mobile Device Management Enterprise 2010-2014 Forecast and 2009 Vendor Shares," Doc.# 224437, Aug. 2010; Sybase company reports and press releases, Sybase 10-K 2009; SAP analysis of third-party market data

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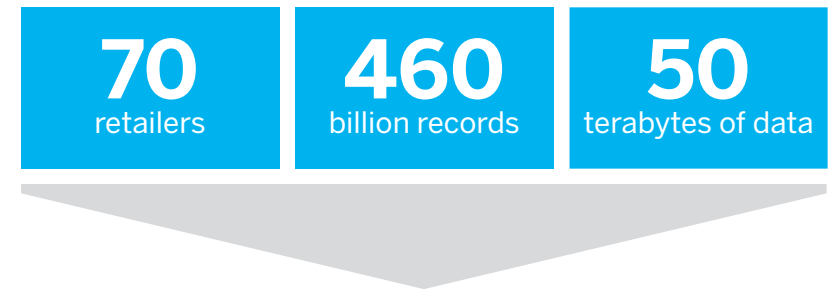
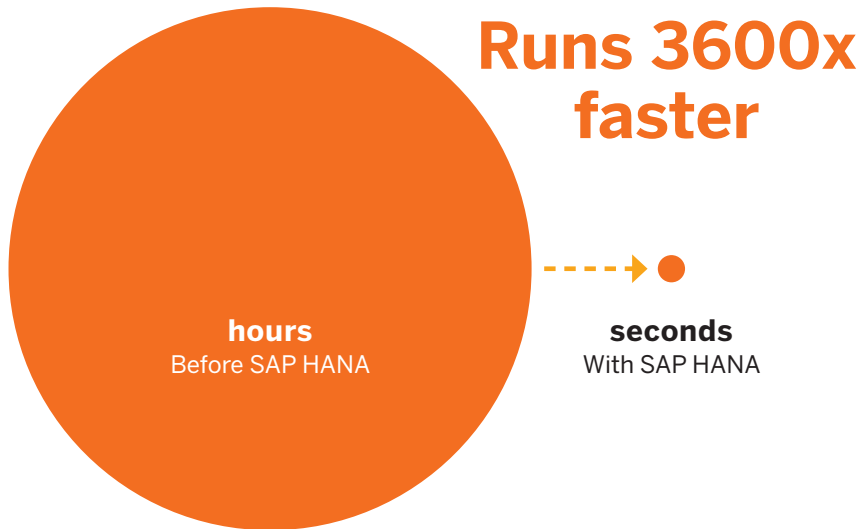
We deliver the “real” real-time enterprise through the most advanced in-memory technology.

SAP In-Memory Appliance Software (SAP HANA™)

SAP HANA is the engine of the real-time enterprise. It provides a foundation on which to build a new generation of applications, enabling customers to analyze large quantities of data from virtually any source, in real time. The example below showcases actual customer performance of a core reporting process.

Experience the real-time Enterprise in action

A live analysis of a consumer products company data reveals how SAP HANA analyzes current point-of-sale data in real time—empowering this organization to review segmentation, merchandising, inventory management, and forecasting information at the speed of thought.



0.04 seconds
analysis response time

**on any device,
anywhere, anytime**

Source Customer results may vary and will depend on system configuration. Left: Based on tests conducted by SAP with a construction industry customer’s data from SAP Business Suite transactions. On an average, queries ran 3600X faster than on SAP Business Suite with traditional disk based databases. Results achieved with SAP HANA 1.0 with one 4-way, 8 core server (2.27 GHz clock speed) with 0.5 TB of Main Memory, 2 TB of SSD storage, 1Gb Ethernet running on an open source operating system. Right: Based on tests conducted by SAP with 460 billion rows of point-of-sale data provided by a leading consumer products customer. Results achieved on a typical business query with SAP HANA 1.0 with 10 nodes. Each node consists of one 4-way, 8 core server (2.27 GHz clock speed) with 0.5 TB of Main Memory, 2 TB of SSD storage, 10Gb Ethernet running on an open source operating system.

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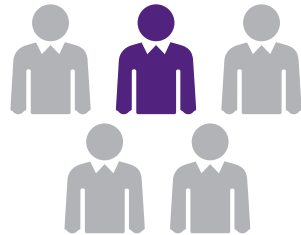
10 Choice

We provide superior services to measure and maximize your business value.



Benchmark your business process

Establish a performance baseline and set goals for business transformation using our database of over 10,000 submissions



Certify your teams for value

Value Academy
Over 2,000 companies have participated in our training academies to develop value management capabilities

Value Lifecycle Management
On-demand business case creation and realization



Collaborate with SAP for value

Value Engineering
Collaborative business case development for your business transformation

Business Transformation Services
Maximize value realization throughout your life-cycle

Value management helps companies run:

2.0x more
On Time

1.9x more
On Budget

1.6x more
On Value



SAP's value management program is the most advanced effort of its kind...offer[ing] advanced business solutions along with deep-domain expertise and insights.

Bob Evans, "Global CIO: SAP Shares Corporate Treasures With Customers," InformationWeek, October 22, 2010

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We help reduce your total IT cost so you can increase spending on innovation.

How we can help

23% Lower

implementation service cost per component than leading competitor

9.3% Lower

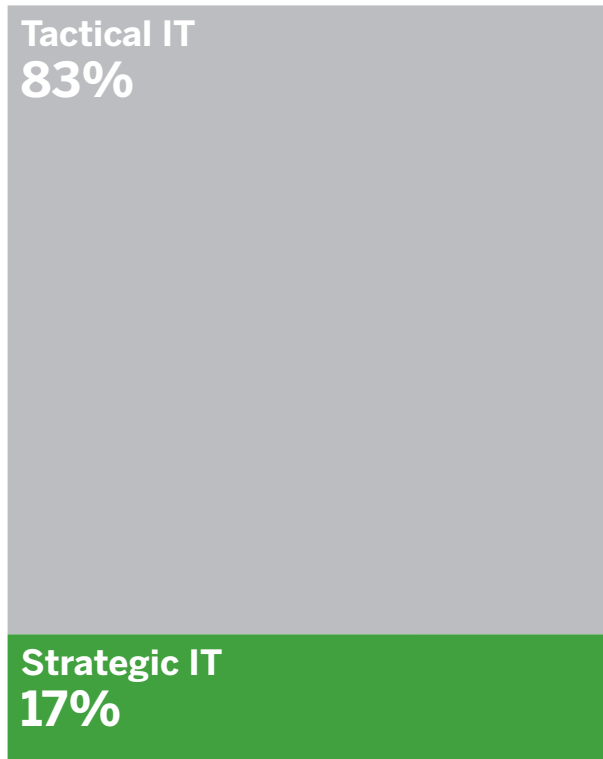
total software, service, and support per user than leading competitor

Fixed Rate

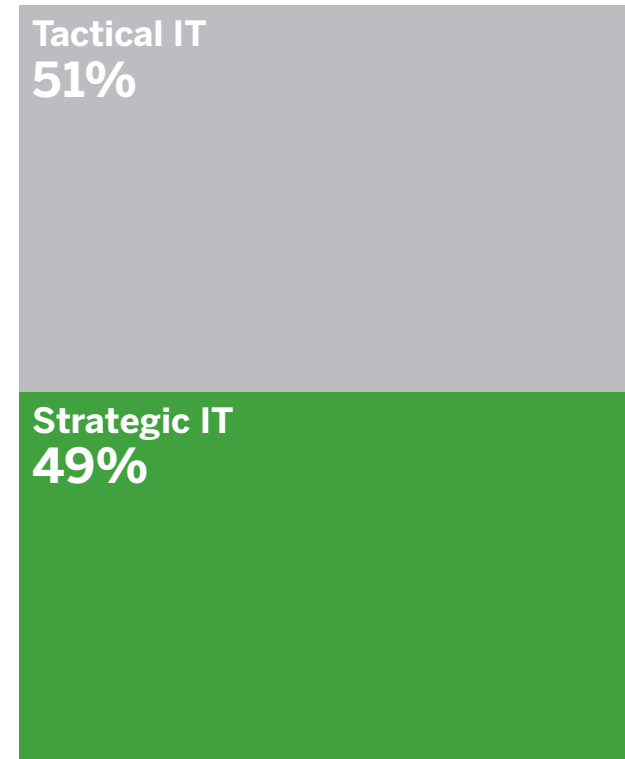
for SAP Enterprise Support through 2016

Faster success

with engineered services like Rapid Deployment Solutions to optimize cost and time



Limited implementation: IT operational costs consume the majority of resources.



Full end-to-end implementation: Lower operational costs allow for greater spending on innovation.

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With superior support services, we give you peace of mind about your organization.

Our full range of support options is tailored to your needs



SAP Enterprise Support offers unparalleled value

	24x7 Service Level Agreements	Fixed-Price Commitment	End-to-End Support
SAP Enterprise Support	✓	✓	✓
Oracle Premier	✗	✗	✗
Microsoft Business Ready Advantage Plus	✗	✓	✗

Our dedication is unrivaled with one-hour message response time, and four-hour resolution time, anywhere in the world.

Our rate will not increase due to inflation, price changes, or any other factors through at least 2016.

Our service is inclusive of hardware, software, network, third-party solutions, and customer development.

Sources and notes 24/7 Service Level Agreements: "Oracle Software Technical Support Policies, Effective Date 12-May-2011", Oracle. "Business Ready Advantage Plus Plan", Microsoft. Fixed-Price Commitment: "Support Integration Frequently Asked Questions", Oracle, <http://www.oracle.com/us/support/support-integration/support-integration-faq-328532.html>. "Business Ready Advantage Plus Plan", Microsoft. End-to-End Support: "Oracle Premier Support for Your Oracle Solutions" brochure, 2009. "Microsoft Support Lifecycle Policy FAQ" (Last review: April 29, 2011), <http://support.microsoft.com/gp/lifepolicy>.

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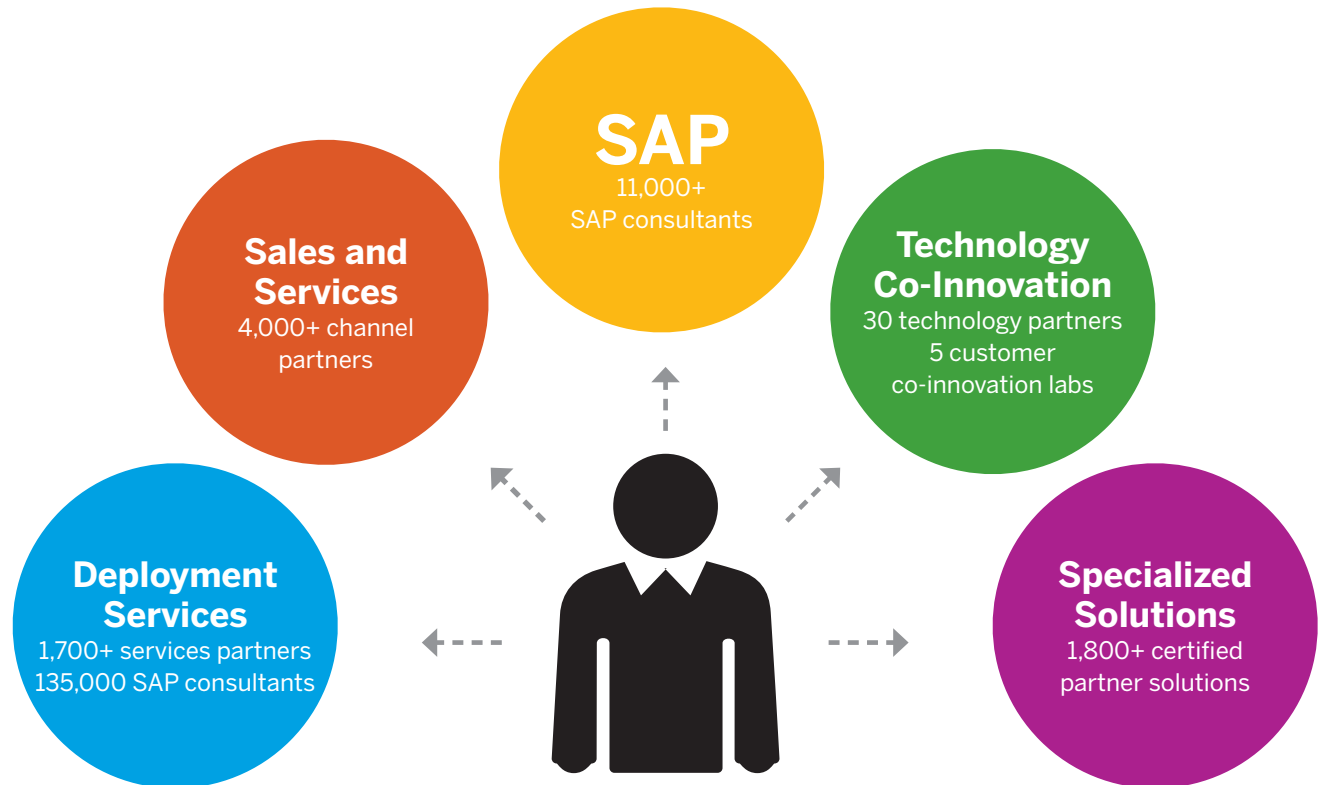
10 Choice

Our open ecosystem gives you more choice and more flexibility.

Our strong partner relationships give you greater flexibility

Finding the best fit software for your business is our sole focus. We are the only provider that can deliver the highly specialized solutions you need, with the built-in versatility you want.

Plus, our partners deliver even more choice—helping to complete the software stacks of our diverse customer base.



+2 Million Community Members

Top 10

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