

# Top 10

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Ten reasons customers choose SAP  
to help transform their business.



1

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## Leadership

Expert solutions for companies of all sizes

2

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## Innovation

Innovate without disruption

3

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## Focus

Benefit from comprehensive industry expertise

4

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## Analytics

Industry leaders in business analytics

5

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## Mobility

Unwire your enterprise

6

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## Real Time

Deliver the real-time enterprise

7

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## Value

Maximize business value

8

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## Cost

Lower IT costs

9

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## Support

Get peace of mind

10

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## Choice

Leverage an open ecosystem

# Top 10

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Leadership

**2**  
Innovation

**3**  
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Analytics

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Value

**8**  
Cost

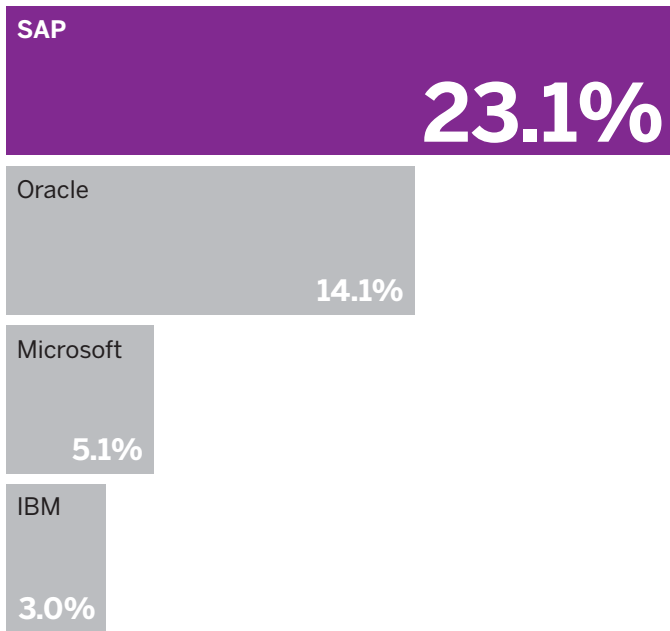
**9**  
Support

**10**  
Choice

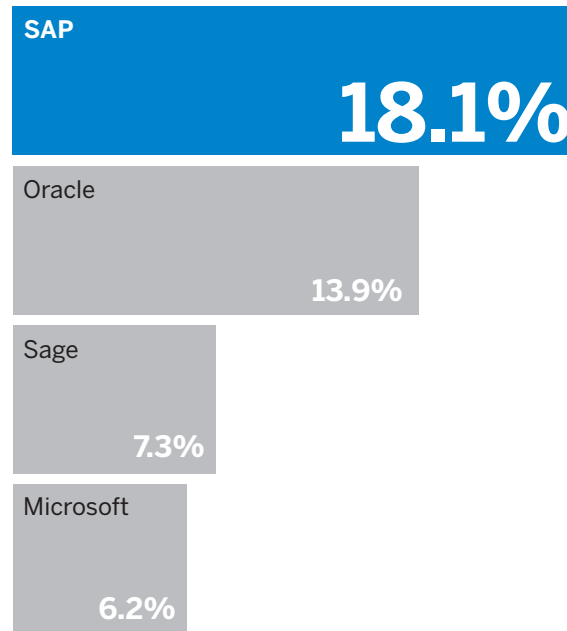
## We are the leading provider of enterprise applications.



**Total enterprise applications market**  
Share of market, 2009



**Small and medium businesses**  
Share of market, 2008



SAP serves customers worldwide

**120**  
countries

**25**  
industries

**37**  
languages

**75**  
country offices

**1,200+**  
services partners worldwide

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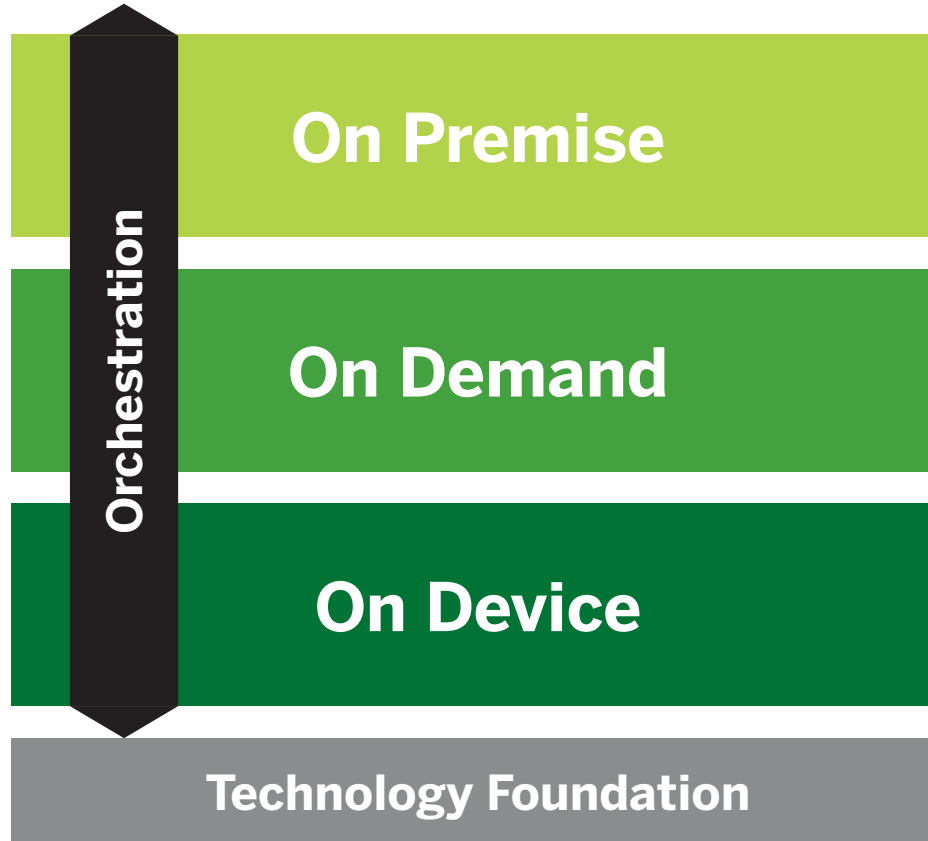
10 Choice

## We offer your business innovation without disruption.

### Our integrated solutions ensure innovative results

Our unique approach ensures 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

Industry leader in R&D investment\*



#### We integrate

Acquire companies that deliver innovation, not legacy technology



#### We partner

Co-innovating new solutions and technologies with customers and partners



**Note** \*Three-year average of R&D as percent of revenue, as reported publicly

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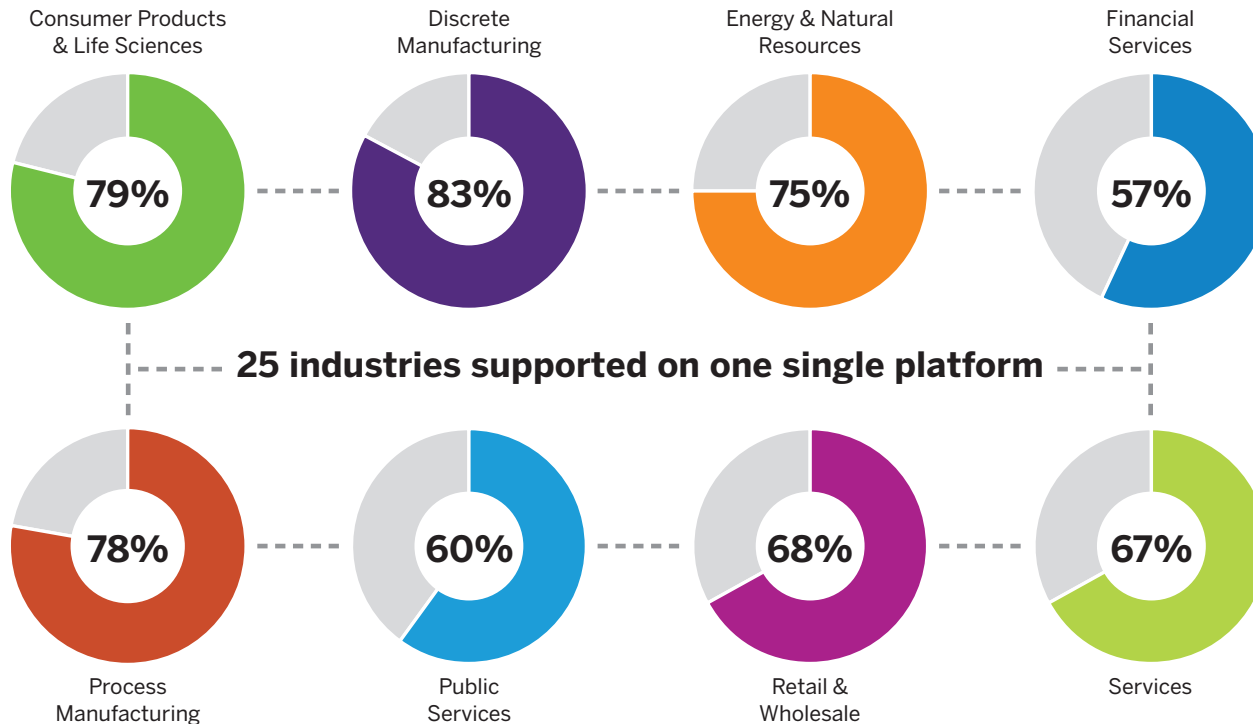
9 Support

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## 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

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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

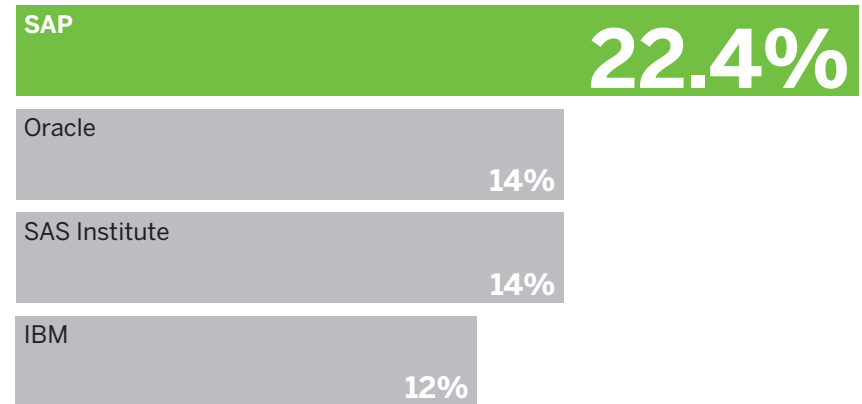
Corporate Performance Suites

Data Integration Tools

Data Quality Tools

### Business analytics market

Share of market, 2009



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, G00173700; Magic Quadrant for Corporate Performance Management Suites, G00172934; Magic Quadrant for Data Integration Tools, G00207435; Magic Quadrant for Data Quality Tools, G00300603. Gartner Market Share Analysis: Business Intelligence, Analytics and Performance Management Software, Worldwide, published May 2010. 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



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*

We are the proven  
market leader in  
mobility solutions

**20,000**

Enterprise mobility  
customers

**85%**

share of Fortune 100  
enterprise mobility  
customers

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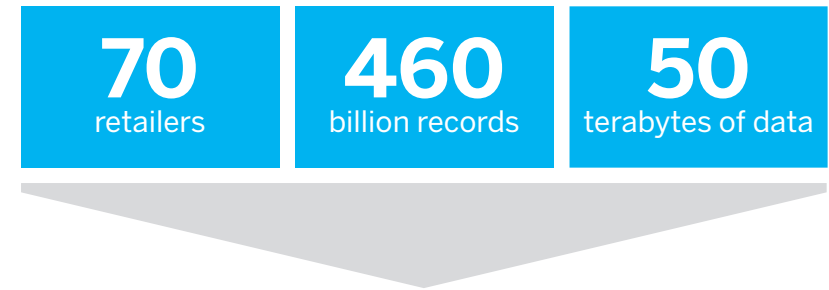
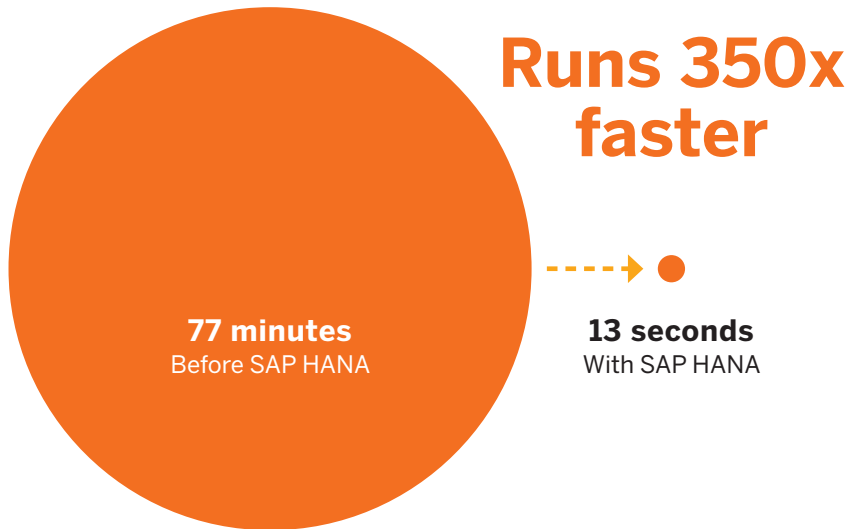
## We deliver the “real” real-time enterprise through the most advanced in-memory technology.

### SAP High Performance Analytic Appliance (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 by a consumer products company 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**



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## We provide the best 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



### Train your teams

**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**  
Consultative alignment of business strategy and IT

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

### How we can help

#### 23% Lower

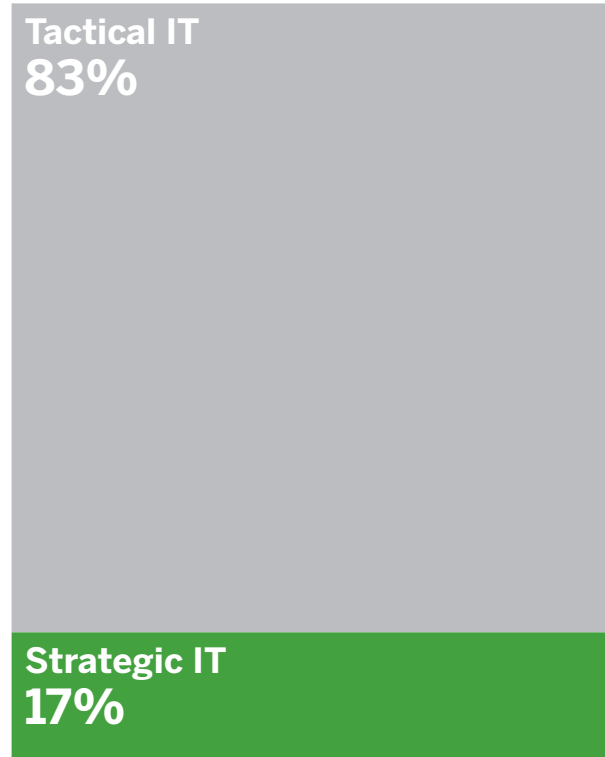
implementation service cost per component than leading competitor

#### Fixed Rate

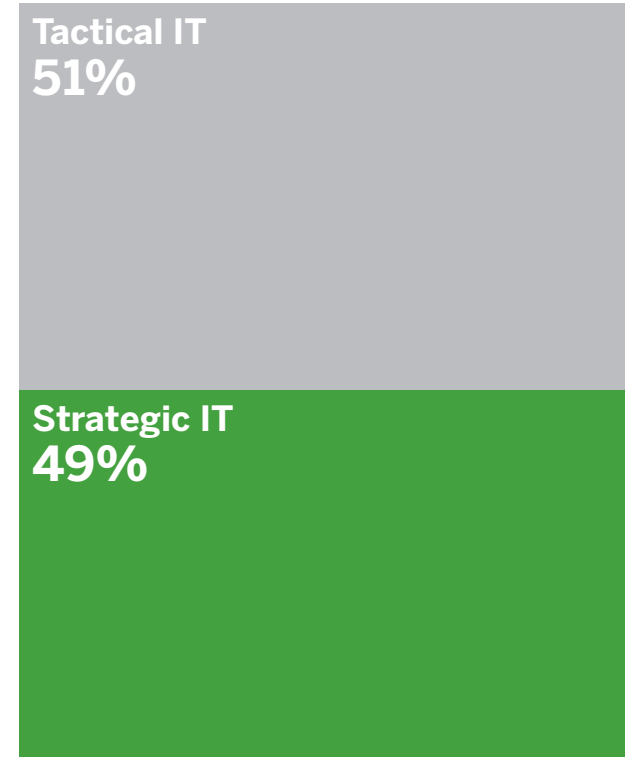
for SAP Enterprise Support through 2016

#### 9.3% Lower

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



**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 the best support services in the industry, 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 License Agreements	Fixed-Price Commitment	End-to-End Support
<b>SAP</b> Enterprise Support	✓	✓	✓
<b>Oracle</b> Premier	✗	✗	✗
<b>Microsoft</b> Business Ready Advantage Pro	✗	✓	✗

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

Our rate is guaranteed not to 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.

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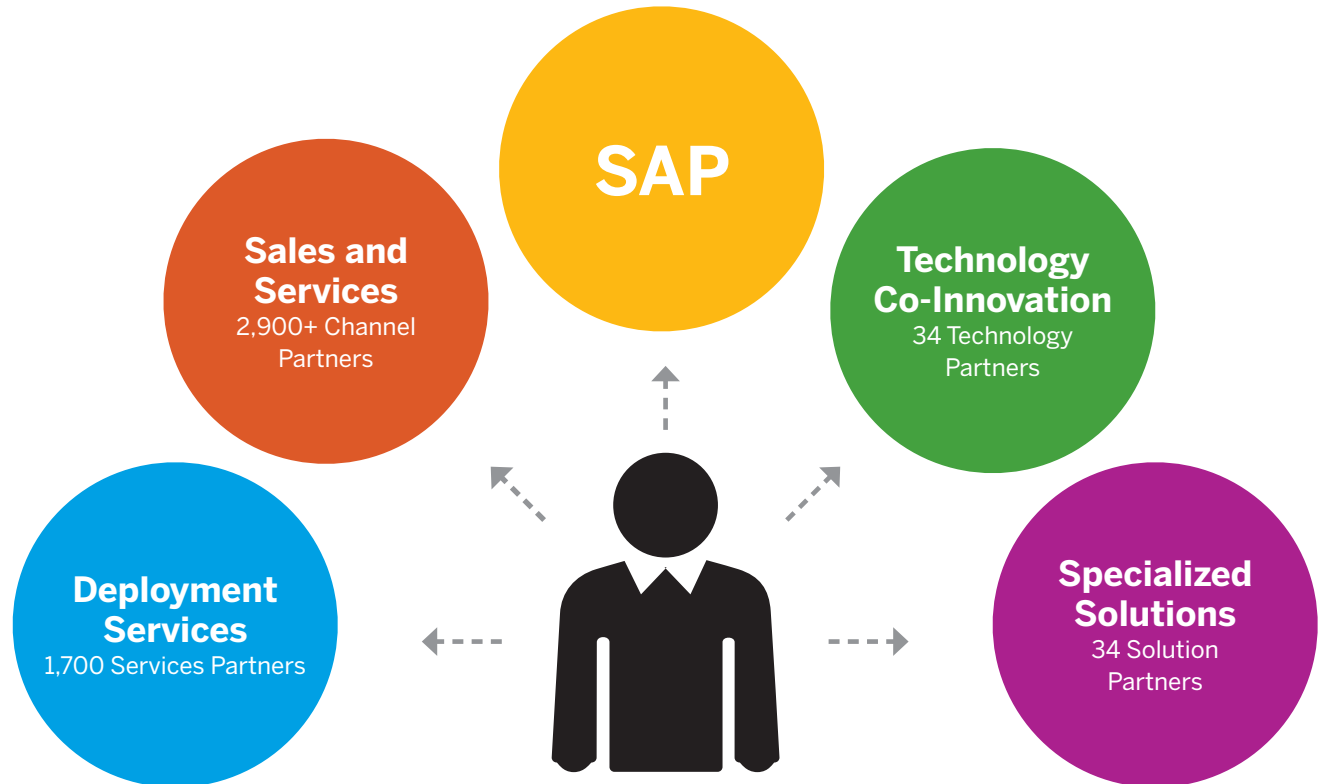
10 Choice

## 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**