

For Immediate Release
Sept. 14, 2010

SAP Lands 1-2 Punch: Targets Industry Needs With Business Analytics and Expertise

*SAP Collaborates With Customers and Ecosystem to Create Solutions That Are Deployed Quickly,
Easily Customized and Deliver Value Rapidly*

*Ten Initial New Applications in SAP® BusinessObjects™ Portfolio Address Line-of-Business Demands in
Consumer Products, Healthcare, Financial Services, Public Sector, Retail and Telecommunications*

SANTA CLARA, Calif. — Sept. 14, 2010 — Today [SAP AG](#) (NYSE: SAP) announced an innovative new approach to business analytics designed to provide people across organizations with critical, industry-specific information wherever and however they want to use it. As a first step in that strategy, the company launched [SAP® BusinessObjects™ analytic applications](#), a family of solutions tailored to address today's challenges in specific industries and lines of business. Co-created with customers and designed to work in any environment, the applications facilitate better business decision-making by knowledge workers, providing the insight and best practices required to better understand risk, uncover opportunities and make the right decisions to optimize business. Designed to be deployed quickly and deliver value to customers rapidly, the solutions are complete and ready to go, and can also be customized further to meet particular business goals with the help of the SAP Services organization or partner ecosystem. The announcement was made at [DEMO Fall 2010](#), being held in Santa Clara, California, Sept. 13-15, where SAP Co-CEO Bill McDermott is a featured speaker.

People on the frontlines in various industries and business disciplines need timely, trusted business insight now more than ever. It takes a specially developed solution to provide employees with intuitive access to information so they can make impactful decisions fast and gain the competitive edge. For example, effective sales analysis within retail requires dynamic access to multiple data sources and systems across a retailer's supply chain. In an industry that often functions on single-digit margins, clear and accurate insight into sales and operational figures is critical to survival and can mean the difference between an outstanding quarter and a missed quarter. SAP has worked hand-in-hand with customers to address real-world business problems with the new analytic applications that leverage the market-leading SAP BusinessObjects product portfolio combined with SAP industry and line-of-business expertise.

"At Procter & Gamble we are harnessing the power of real-time business intelligence to make faster, smarter decisions and free up time to touch the lives of more consumers in more parts of the world," said Patrick Arlequeeuw, vice president of Global Business Services, [Procter & Gamble](#). "SAP is one of our key partners in the process of helping to build the reporting tools on which our worldwide business intelligence system will depend. It's all about creating the right solutions to drive our business forward."

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“As part of our long relationship with SAP, we are working together with them to develop a new solution that will help us better understand staffing needs at The Johns Hopkins Hospital, enabling us to improve operational efficiency,” said Stephanie Reel, CIO, [Johns Hopkins University](#) and [Johns Hopkins Medicine](#). “Our plan for the future is to provide our managers and employees with improved access to relevant information related to their roles and responsibilities. We look forward to working with our colleagues at SAP to meet these needs.”

Quick and Easy to Deploy: Delivers Immediate Value to Customers

Today SAP launches 10 new applications that can be deployed in as little as eight weeks and are designed to work with structured or unstructured data from any SAP or non-SAP system. The initial industries covered by SAP BusinessObjects analytic applications include healthcare, consumer products, public sector, financial services, retail and telecommunications. They tackle a diverse set of issues confronted today by professionals in finance, sales, marketing, risk assessment, patient care management, customer satisfaction and retention, and military planning. The solutions provide customers with both the insight and context they need to help their organizations succeed. The new applications include:

- [SAP® BusinessObjects™ On-Shelf Availability Analysis](#)
- [SAP® BusinessObjects™ Trade Promotion Effectiveness](#)
- [SAP® BusinessObjects™ Enterprise Risk Reporting for Banking](#)
- [SAP® BusinessObjects™ Planning and Consolidation for Banking](#)
- [SAP® BusinessObjects™ Planning and Consolidation for Healthcare](#)
- [SAP® BusinessObjects™ Quality Management for Healthcare](#)
- [SAP® BusinessObjects™ Sales Analysis for Retail](#)
- [SAP® BusinessObjects™ Customer Analysis and Retention for Telecommunications](#)
- [SAP® BusinessObjects™ Readiness Assessment for Defense & Security](#)
- [SAP® BusinessObjects™ Planning and Consolidation for Public Sector](#)

To further address individual customer requirements and accelerate deployment, SAP Services is offering an array of specially designed implementation services and customized predictive analytics services.

Partner Ecosystem Brings Additional Co-Innovation and Services Offerings

Complementing these new offerings, the SAP partner ecosystem is poised to drive additional co-innovation with customers and further build out deployments for individual customers' unique needs. SAP systems integrator partners — including [Aster Group](#), [Blueprint](#), [Capgemini](#), [Column5](#), [CSC](#), [Fusion Consulting](#), [The Glenture Group](#), [LSI Consulting](#) and [syskoplan](#) — will provide focused regional or business domain expertise. SAP will work with technology partners [HP](#) and [Teradata](#) to optimize SAP BusinessObjects analytic applications for their hosting and data warehousing solutions.

Customers From All Corners of the Globe Support SAP BusinessObjects Analytic Applications

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"Business analytics has taken centre stage at our university, with increasing focus on tracking, managing and enhancing research performance and capabilities," said Mr. Tommy Hor, director of Computer Centre, National University of Singapore (NUS). "Business analytics solutions from SAP equip decision-makers with one-stop access to insights and the ability to draw a correlation from disparate data sources which would otherwise remain isolated. NUS has been collaborating closely with SAP to create a strategic solution that will help us measure and assess our research performance. Also, by enabling intuitive access to information such as project expenses, timeline and cash flow, our researchers can spend their valuable time and energy on innovation, accelerating research findings and publishing, which would further enhance the university's international standing."

"We have had a strong relationship with SAP for over 15 years, and have been successfully using products from across the SAP portfolio to improve our company's efficiency and business processes," said Hector Calva, CIO, FEMSA Coca-Cola. "But we want to take our use of SAP solutions to the next level and give employees the foresight that enables them to really make a difference on a daily basis. We want to give our staff an easy way to harvest all the data within our SAP applications, giving them the tools they need to make sure we achieve—and even surpass—our business goals."

"We are using SAP BusinessObjects solutions for greater insight throughout the company and it is delivering better control of our business data," said Steve Bennett, national information manager, News Limited. "With SAP, we can produce reports that help us understand customer spending and revenue, enabling us to create more effective strategies across our print and digital media properties. The new industry-specific analytic solutions from SAP could bolster our efforts to transform the massive amounts of data within our systems into information we can use to improve sales and operations. We believe that these solutions could reduce the time between when insight is achieved and action is taken. In today's markets that is a capability worth banking."

"The Department for Transport's primary goal is 'working to deliver a transport system which balances the needs of the economy, the environment and society,'" said Leslie Gilbert, Finance and Planning director, Motoring & Freight Services Group, Department for Transport (UK). "We've been a long-time customer of SAP BusinessObjects Planning and Consolidation and use it every day to manage a wide range of performance issues across the business. The mandate for reducing public expenditure from the national government has made effective planning even more critical to our department, and we are pleased to see SAP provide such pertinent industry content as a standard application package complete with SAP services and support. We plan to consider SAP BusinessObjects Planning and Consolidation for Public Sector in a number of ways to improve the efficiency and availability of financial information at the heart of our department and external stakeholders."

"With the innovation only SAP can deliver, we can empower today's knowledge workers to make faster, more informed business decisions based on what is happening in their companies in real time," said Bill McDermott, co-CEO, SAP AG. "From the CEO all the way to the shop floor, the power of effective decision-

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making, when duplicated across hundreds if not thousands of employees, adds up to significant value for companies through speed, agility and changed behaviors. Co-developed with customers, SAP BusinessObjects analytic applications are available today, easy to implement on any system—SAP and non-SAP—and provide instant value to any organization.”

For more information about SAP BusinessObjects analytic applications, including demonstrations, screenshots and a replay of the press conference, please visit the [business analytics newsroom](#). Follow SAP BusinessObjects on Twitter at [@BusinessObjects](#) and join the conversation around the launch at [#SAPanalytics](#).

About SAP

SAP is the world’s leading provider of business software(*), offering applications and services that enable companies of all sizes and in more than 25 industries to become best-run businesses. With more than 102,500 customers in over 120 countries, the company is listed on several exchanges, including the Frankfurt stock exchange and NYSE, under the symbol “SAP.” For more information, visit www.sap.com.

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(*) SAP defines business software as comprising enterprise resource planning, business intelligence, and related applications.

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