



For Immediate Release
Sept. 28, 2011

SAP Partners Share Domain Expertise to Accelerate Customer Value from Business Analytics

“Build and Sell” Program Increases Adoption of Business Analytics Through Customized Solutions That Make Deployment Easier With Lower Total Cost of Ownership

WALLDORF, Germany — Sept. 28, 2011 — Faster, easier, custom-fit, more affordable— these are the criteria for today’s buyers of analytic applications. Meanwhile, the need to make the one-off customer solution a repeatable market success reigns among software vendors. To address the interests of both, [SAP AG](#) (NYSE: SAP) today introduced a “Build and Sell” program that enables SAP channel partners to build, market and sell analytic applications based on technology from the [SAP® BusinessObjects™ portfolio](#).

Through the build and sell program, SAP offers channel partners the means to more easily extend their reach by marketing and selling their intellectual property — designed specifically to industry or functional specifications — to others with similar needs throughout the SAP ecosystem. For customers, especially small and midsize enterprises (SMEs), this new approach allows them to identify and quickly deploy analytic applications that are custom-tailored to their own distinct industry needs while also being affordable, offering fast time-to-value and keeping total cost of ownership low.

One customer benefitting from this new model is Laboratorios Industriales Farmacéuticos Ecuatorianos (LIFE), a pharmaceutical company located in Quito, Ecuador. LIFE implemented an industry-specific analytic application, Pharmaceutical Data Warehouse, from SAP partner Noux.

“This solution allows us to analyze the performance of any product line across the criteria defined in its scope,” said Ivan Beltran, managing director, LIFE. “Our executives now have a tool that makes their work more intellectual and strategic, rather than just operational.”

With the new go-to-market opportunities and revenue sources, partners can discover a larger market for solutions they have previously developed for their own customers. In addition, by offering those predefined or preconfigured industry or line-of-business analytic applications via the [SAP® EcoHub](#) site and the [SAP® Channel Partner Portal](#), other resellers that are looking to expand to new markets can access affordable, prebuilt vertical and horizontal applications that they can sell.

“Infotrust’s BI Accelerator provides best-practice data models and semantic layers that help enterprises using MS Dynamics AX to implement business intelligence in weeks instead of months,” said Jørgen Sand Christensen, partner and alliance manager, Infotrust. “Customers can achieve fast time to value by plugging the ETL tool onto their data source and load data into the Infotrust data model. The rest has been pre-packaged in the BI Accelerator.”

SAP partners can use the SAP BusinessObjects solution portfolio to build predefined or preconfigured solutions. The program also encourages both SAP services partners and SAP software solution and technology partners to build and offer solutions via the infrastructure.

The solutions can contain content such as key performance indicators (KPIs), visualizations, best practices and data models. SAP channel partners and volume resellers that sell the solutions can use the program to gather expertise in new industries, reuse content to deliver tailored customer solutions and develop partner-to-partner relationships to help drive their business into new markets. Within the pilot program, 10 partners have built and

sold solutions to customers globally in various industries, including automotive, banking, insurance, retail and utilities.

“The new build-and-sell model presents a compelling value proposition for all parties — customers, partners and SAP,” said Fritz Neumeyer, senior vice president, Volume Reseller and Services Partners, SAP. “This new approach supports partners in delivering repeatable and sustainable solutions that are quickly deployable for rapid return on investment. The solutions are built upon the power of partners’ industry or line-of-business expertise.”

For more information, visit the [SAP Ecosystem newsroom](#).

About SAP

As market leader in enterprise application software, SAP (NYSE: SAP) helps companies of all sizes and industries run better. From back office to boardroom, warehouse to storefront, desktop to mobile device – SAP empowers people and organizations to work together more efficiently and use business insight more effectively to stay ahead of the competition. SAP applications and services enable more than 172,000 customers (includes customers from the acquisition of Sybase) to operate profitably, adapt continuously, and grow sustainably. For more information, visit www.sap.com.

###

Any statements contained in this document that are not historical facts are forward-looking statements as defined in the U.S. Private Securities Litigation Reform Act of 1995. Words such as “anticipate,” “believe,” “estimate,” “expect,” “forecast,” “intend,” “may,” “plan,” “project,” “predict,” “should” and “will” and similar expressions as they relate to SAP are intended to identify such forward-looking statements. SAP undertakes no obligation to publicly update or revise any forward-looking statements. All forward-looking statements are subject to various risks and uncertainties that could cause actual results to differ materially from expectations. The factors that could affect SAP’s future financial results are discussed more fully in SAP’s filings with the U.S. Securities and Exchange Commission (“SEC”), including SAP’s most recent Annual Report on Form 20-F filed with the SEC. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of their dates.

Copyright © 2011 SAP AG. All rights reserved.

SAP, R/3, mySAP, mySAP.com, xApps, xApp, SAP NetWeaver and other SAP products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP AG in Germany and in several other countries all over the world. All other product and service names mentioned are the trademarks of their respective companies. Data contained in this document serve informational purposes only. National product specifications may vary.

Note to editors:

To preview and download broadcast-standard stock footage and press photos digitally, please visit www.sap.com/photos. On this platform, you can find high resolution material for your media channels. To view video stories on diverse topics, visit www.sap-tv.com. From this site, you can embed videos into your own Web pages, share video via e-mail links and subscribe to RSS feeds from SAP TV.

Follow SAP on Twitter at [@sapnews](#).

For customers interested in learning more about SAP products:

Global Customer Center: +49 180 534-34-24

United States Only: 1 (800) 872-1SAP (1-800-872-1727)

For more information, press only:

Dorit Shackleton, +1 (604) 889-7841, dorit.shackleton@sap.com, PDT

SAP Press Office, +49 (6227) 7-46315, CET; +1 (610) 661-3200, EDT; press@sap.com

Victoria Gavaza, Burson-Marsteller, +1 (617) 912-5406, victoria.gavaza@bm.com, EDT

Alexandra Lipkowski, Burson-Marsteller, +49 (0)69 2 38 09-67, alexandra.lipkowski@bm.com, CET