

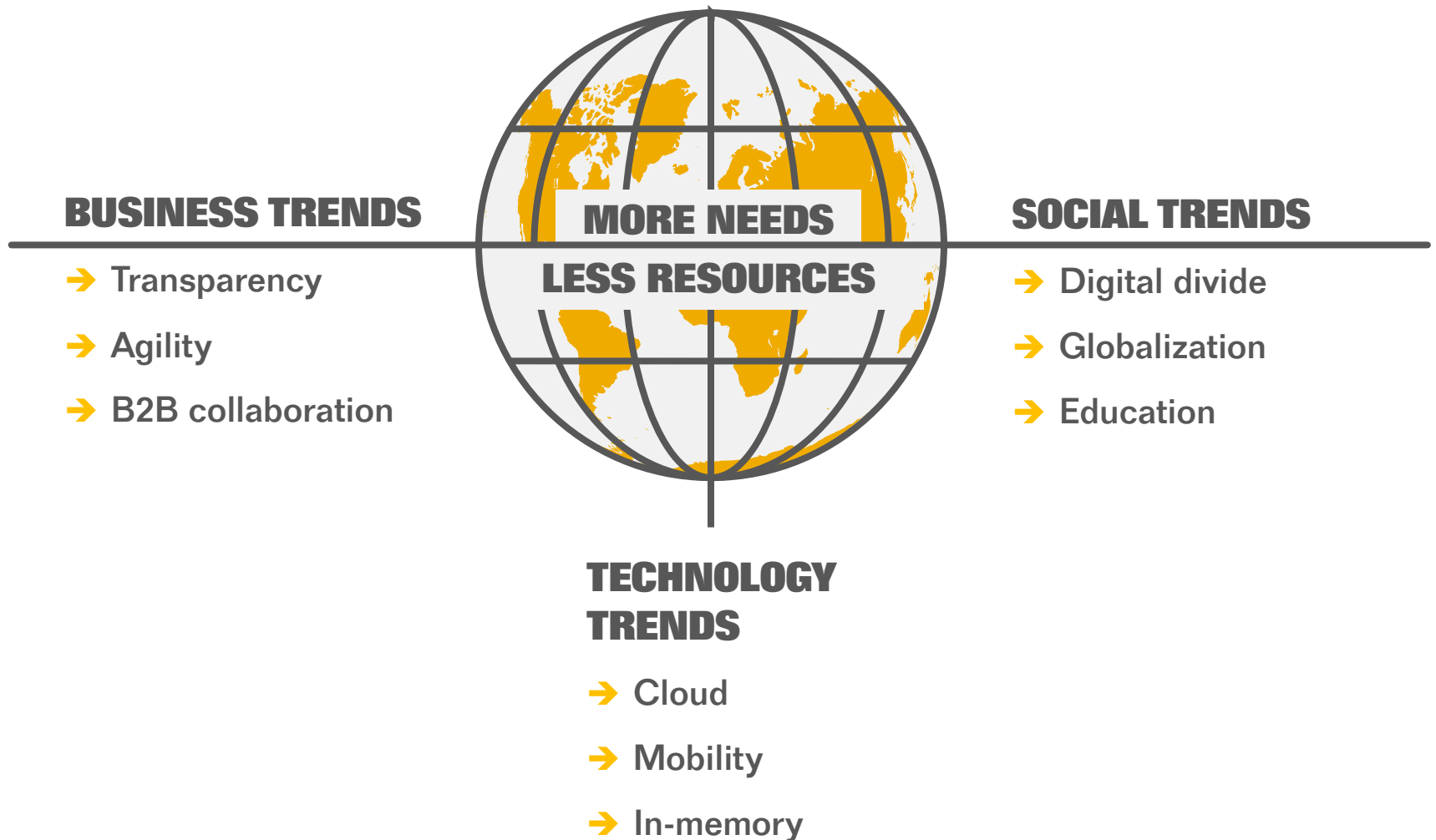


MANFRED JOSEPH
MANAGING DIRECTOR
CENTRAL & EASTERN EUROPE

THE BEST-RUN BUSINESSES RUN SAP™

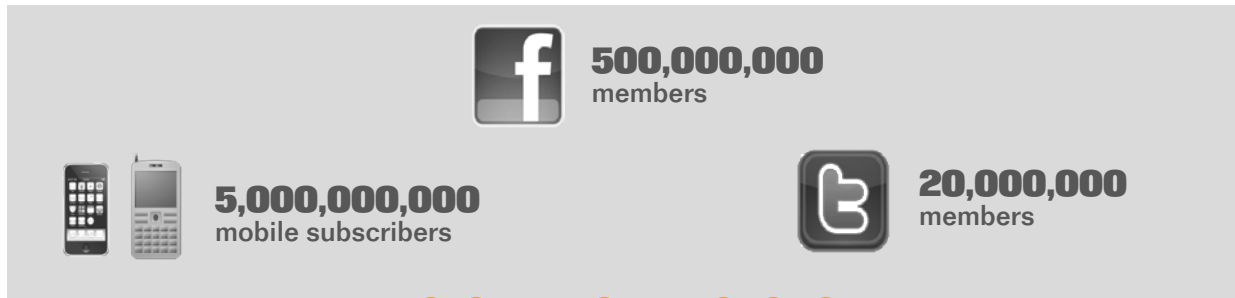


PURPOSE: LEVERAGING TECHNOLOGY TO MAKE THE WORLD RUN BETTER



BRINGING PEOPLE & BUSINESS TOGETHER

PEOPLE & DEVICE



- Unpredictable
- Unstructured
- People collaboration



PEOPLE



- Compliance
- Stability
- Business collaboration

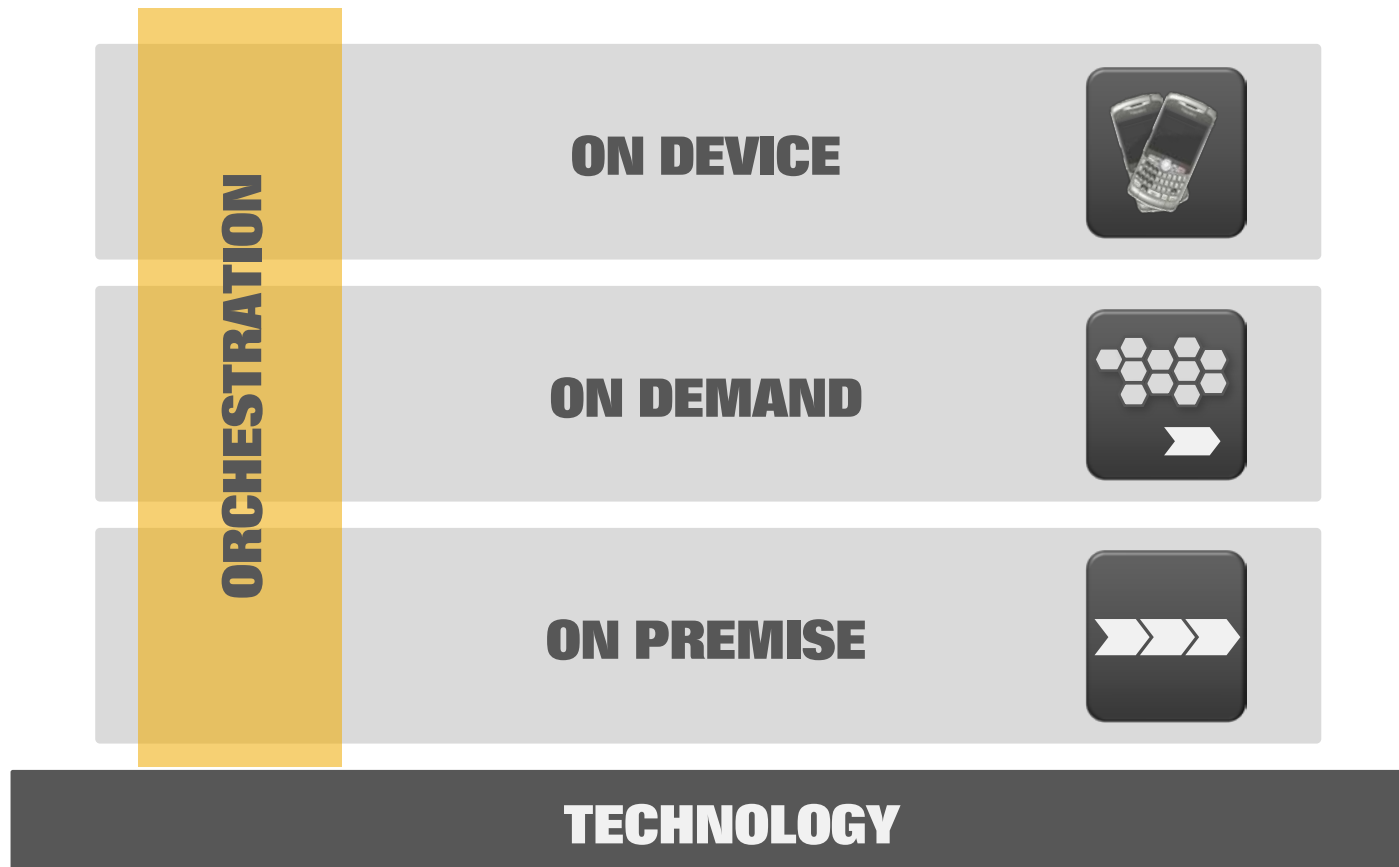
PROCESS WORLD

Status: September 2010



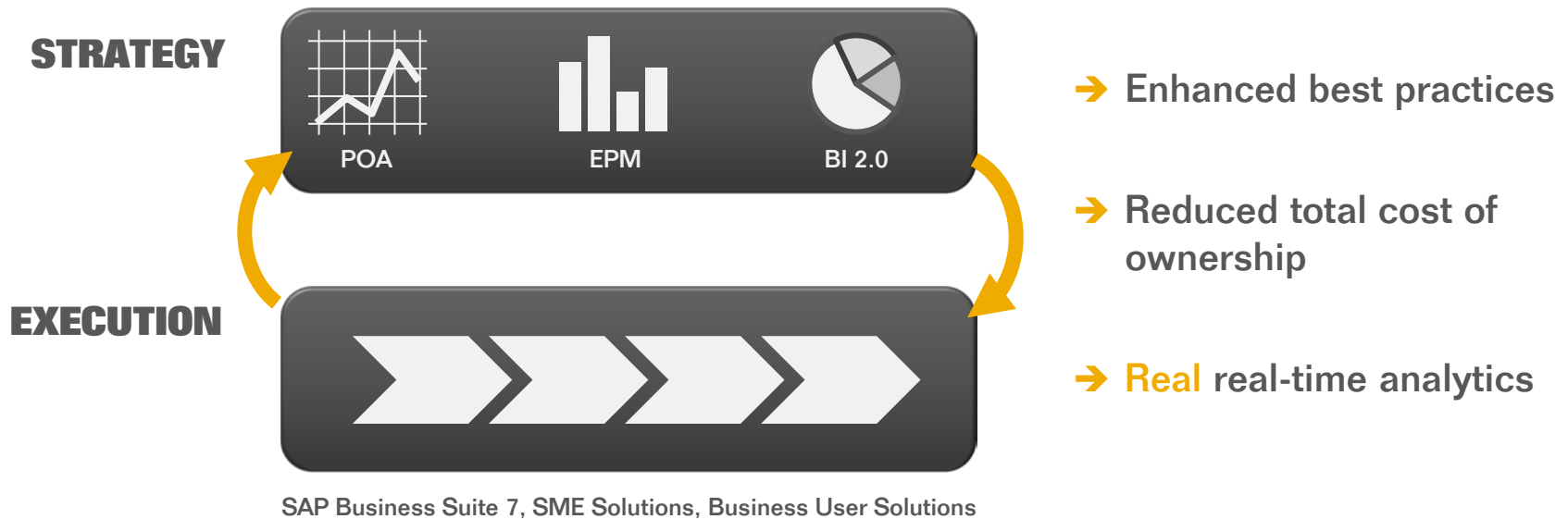
SAP PRODUCT STRATEGY

INSTANT VALUE FOR PEOPLE EVERYWHERE



ON PREMISE

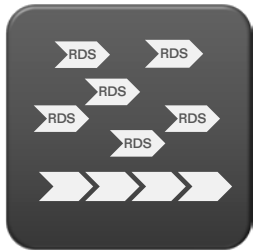
INNOVATION WITHOUT DISRUPTION



INNOVATIONS ON **PREMISE**

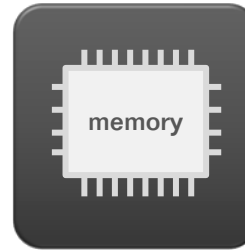
INCREASED VALUE AT LOWER COST

RAPID DEPLOYMENT SOLUTIONS



- Ready-to-run, targeted solutions
- Deployable in 6-8 weeks
- Predictable scope at low cost
- Expand existing landscape and grow as you need
- Available now for CRM, SRM, BCM
- New offerings every quarter

ACCELERATED APPLICATIONS



- 10,000 times faster
- Data intensive
- Process intensive

ON DEMAND

EASE OF CONSUMPTION

LINE OF BUSINESS SOLUTIONS



Expense Management



Sourcing On Demand



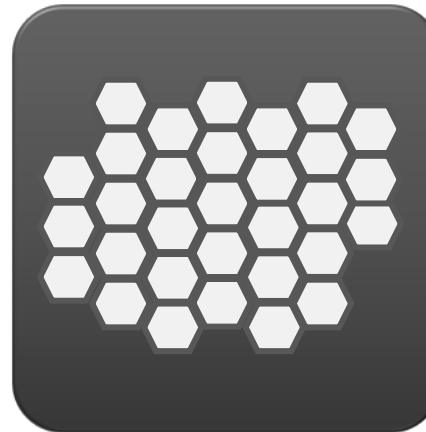
Sales On Demand



Carbon Impact

- Extend the value of the SAP Business Suite
- Seamless integration with on-premise systems

INTEGRATED ON-DEMAND SUITE

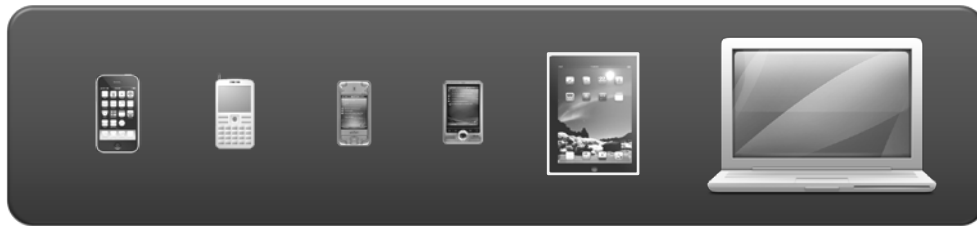


SAP Business ByDesign 2.5

- Complete suite for small and mid-sized companies
- Core to SAP's on-demand strategy

ON DEVICE

REACHING ONE BILLION PEOPLE



Any Device



Collaboration



Processes



Ecosystem

SYBASE® | An  Company

- People collaboration
- All leading mobile platforms
- Easy to extend and open for all

ORCHESTRATION

OUR PIECES FIT TOGETHER



- Common architecture
- Consumer-grade user experience
- End-to-end business processes
- Short time-to-value
- Openness

SUMMARY: **RUN BETTER** with SAP



PEOPLE: Instant Value for People Everywhere

BUSINESS: Innovation without Disruption

WORLD: Integrating Value Chains for Sustainable Growth