

SAP's Support Model 2010+

The Best Support for Your Business

SAP Support offerings

Information package for SAP User Groups

January 14, 2010

The Choice

- Tiered Support Offering; first choice until **Mar 15, 2010 (direct)** and **Apr 30, 2010 (indirect)**
- One selection per entire landscape; including new license scope
- Possibility to switch
 - Standard Support → Enterprise Support Within 90 days notice
 - Enterprise Support → Standard Support Notify before
September 30th to receive
Standard Support as of Jan. 1 following year
- PSLE is unchanged and managed on a customer by customer bases

The Price

- **Existing license**
 - Enterprise Support → 2010: 18,36% (cap) for existing contracts
 - Standard Support → 2010: 18% (cap), CPI increase based on contractual terms
- **New license**
 - Enterprise Support: → 22%; no CPI increase until 1/2017

The Engagement

- We will help to make an educated decision
 - letters and AE has to reach out to each customer
- Existing contracts will be honored

Customer feedback on Support Needs

Strengthening IT for better business



Business Needs



Business Strategy Evolution

- Engage IT team in business strategy development
- Support for ever changing business needs
- Reduce impact of change

Business Process Improvement

- IT resources lacking ability to support business processes improvement
- Limited understanding of SAP solution
- Limited business process performance transparency

TCO Reduction

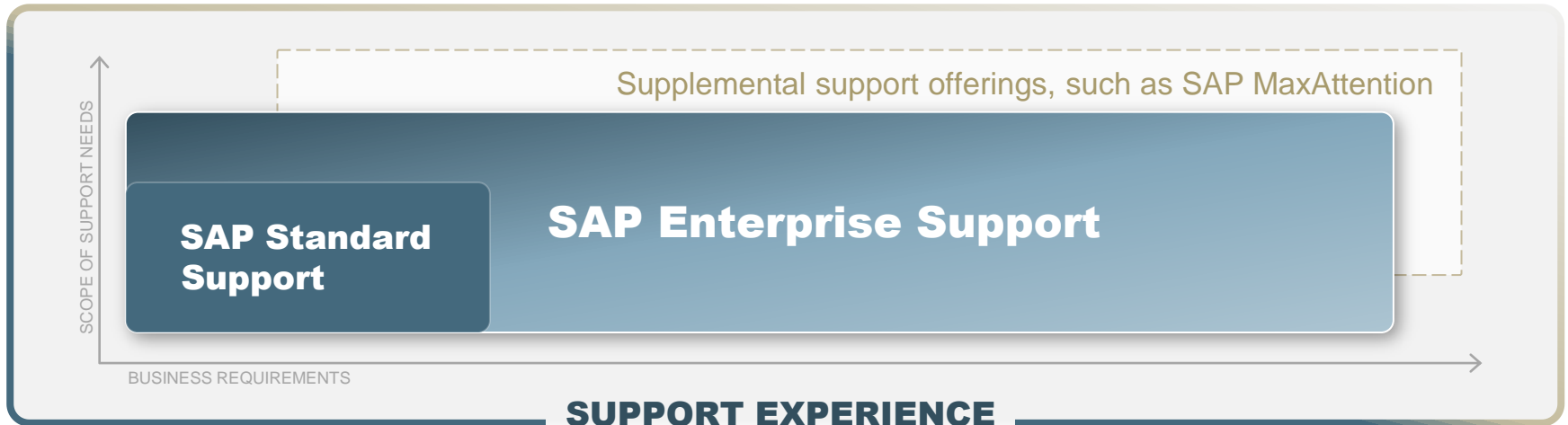
- IT resources adding tangible business value (rather than transactional support)
- Ownership within the business for IT solution and respective costs
- IT as strategic asset (rather than financial liability)

Keep the System Running

- Limit impact of IT disruption to business operations
- Provide stable and available IT solution
- Prompt expert response to critical situations

SAP Support Portfolio

Meeting your varied business requirements



SAP Standard Support

- Reactive
- Technology
- Risk Mitigation

SAP Enterprise Support

- Proactive
- Technology & Processes
- Continuous Improvement
- Service Level Agreements

Supplemental support offerings

- Customer specific Service Level Agreements
- Continuous Project and Operational Risk Mitigation
- On-site, close to collaboration
- Strategic engagement for ongoing innovation

Notes Update | Support Packages | Enhancement Packages | Release Update

SAP's Support Portfolio

Scope designed to fit your support needs



Support Deliverables

Business Strategy Evolvement

- Integrated Part of business growth plan
- Cross organization, highly automated business processes
- Project-based risk mitigation

Business Process Improvement

- Transparency on business process performance
- Free and skilled IT resources to support Business Processes Improvement
- Map business process requirements and SAP capability

TCO Reduction

- Automation of IT operations
- Proactive monitoring and reporting
- Leverage best practices for IT operations
- Mitigate governance gaps

Keep the System Running

- Core bug fixes and support packages
- Risk mitigation
- New functionality

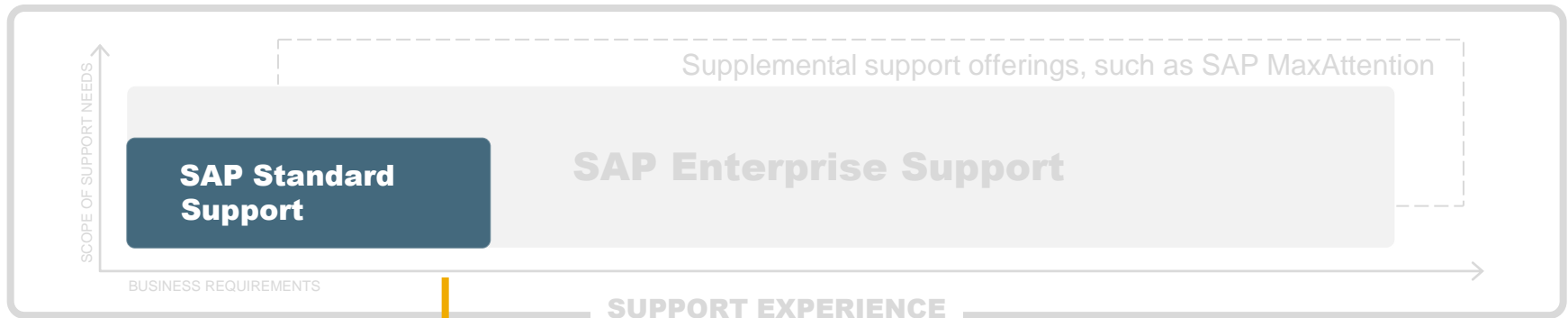
Supplemental support offerings

SAP Enterprise Support

SAP Standard Support

SAP Standard Support

Basic Deliverables to Ensure Stable Operations



Business Strategy Evolution

Business Process Improvement

TCO Reduction

Keep the System Running

Comprehensive knowledge about SAP technology used and access to SAP development

- Standard system health checks before major projects/changes
- Software updates and enhancements
- Incident support and knowledge base via SAP Service Marketplace

SAP Enterprise Support

Transforming IT from Transactional to Business Enablement



Business
Strategy
Evolution

Business
Process
Improvement

TCO
Reduction

Keep the
System
Running

Improved business user productivity

- Performance and optimization services for improved end user experience
- Consolidate business processes for faster deployment of functionality

Leveraging Internal Expert Knowledge for business enablement

- SAP Business Process Analysis/Monitoring Services enables transparency and identifies improvement potential on business processes
- Support architect days lead to improved functional usage in commonly used custom business transactions, mitigating need for development/modifications

Improved Operational Efficiencies

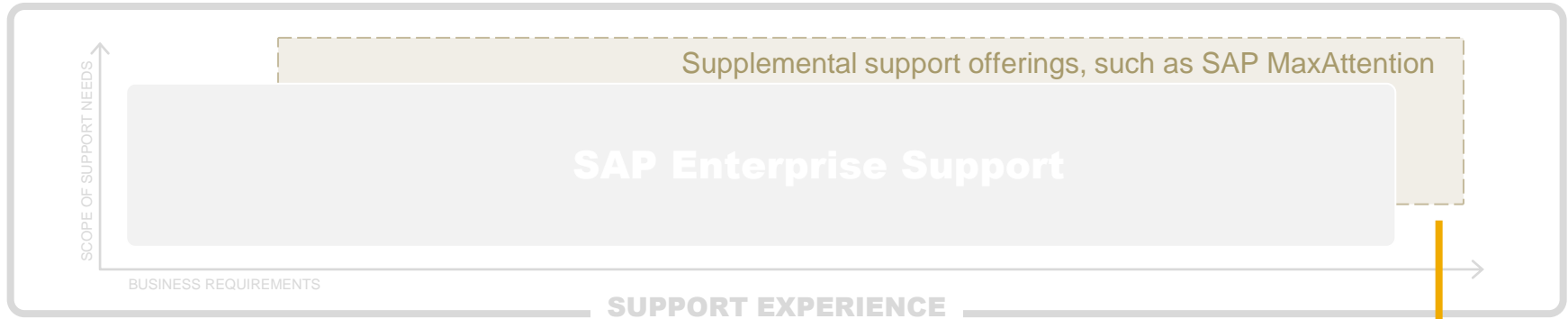
- Run SAP operations standards lead to reducing cost and downtime, freeing resources
- Application Lifecycle Management framework leads to improved transparency
- SAP Enterprise Support Report leads to clear visibility of your solution landscape highlighting usage and improvement potential

Integrated SAP operational tools enablement

- SAP Solution Manager scenario enablement and activation → aligned to business specific needs

Supplemental support offerings

Transforming IT from Transactional to Business Enablement



Business
Strategy
Evolution

SAP MaxAttention

Business
Process
Improvement

TCO
Reduction

Keep the
System
Running

SAP Safeguarding

Integrated Part of business growth plan

- Executive engagement with on-site presence
- Understanding your business drivers and priorities

Meet Specific Business Needs

- Generating and executing specific project plan
- Address project risk and operational change management

Get the most out of SAP Investments

- Preventive and accelerated problem resolution via on-site Technical Quality Manager (TQM)
- Gain business related transparency on SAP functional capabilities

Project-based risk mitigation

- Leveraging SAP expert knowledge to mitigate project risk
- Providing balance score card and joint issue traction
- SAP expert resource as integrated part of your operational or project team



Maximizing your success

SAP Enterprise Support

supports continuous improvement
and successful solution
operations at lower risk and cost

SAP Standard Support

ensures stable operations

Improved business users productivity



Improved operational efficiencies



Leveraging internal expert knowledge for business
enablement



Integrated SAP operations management tools



Support Advisory as a passport to the whole of SAP,
focusing on maximize realized value to our customers



Response to technical disruptions



Sustained system integrity



SAP SUGEN Customer Program will continue to show the value of SAP Enterprise Support*.

* For more information: click and go directly to the SAP Enterprise Support knowledgeforum

Maximizing your success

SAP Enterprise Support

supports continuous improvement
and successful solution
operations at lower risk and cost

SAP Standard Support

ensures stable operations

Root Cause Analysis via SAP Support Backoffice
to restore operations in production down situation

SLAs for Severity 1 and 2 messages

Business Suite 2004, R/3 4.6c and 4.7 Enterprise
extended Maintenance frame

Predictability of Maintenance fees

Price difference between standard and Enterprise
Support for 2010

Continuous improvisation and improvement of
support offering

Maximize Value of SAP latest functionality



SAP SUGEN Customer Program will continue to show the value of SAP Enterprise Support*.

* For more information: click and go directly to the [SAP Enterprise Support Knowledge Forum](#)

What to consider when choosing your support offering?



Maturity

- Scalable operational processes (such as testing)
- Skill and resource coverage of your entire solution
- Strong governance, identified power users across all Lines of Business
- Access to best practices and advise to mitigate risks



Flexibility and Governance

- Organization changes in the mid-term
- Adaptability of integrated Business Processes
- Collaboration with customers, vendors, partners
- Planned organic and non-organic growth
- Strategy for areas of improvement



Criticality for the business

- IT Service Level Agreements with Lines of Business
- Ability to upgrade without disruption to your business
- Impact on business due to system downtime

Maintenance Pricing Examples

Existing customers considering SAP Standard Support



PRICING TABLE
FOR
ALL CUSTOMERS

| | NEW CONTRACTS | EXISTING CONTRACTS |
|--|---------------------|--|
| SAP Standard Support | 18%, + CPI increase | 18%, + CPI increase |
| SAP Enterprise Support | 22% | 22% for contracts since 07/2008 18.36% for older contracts ramping up to 22% by 2016 |
| Supplemental support is priced on a customer-by-customer basis | | |

TYPICAL CUSTOMER SITUATION TODAY

AFTER SWITCH TO STANDARD SUPPORT
IN 2010

LICENSE ASSUMPTIONS

- No new licenses

| SAP Enterprise Support | | | SAP Standard Support | | Delta |
|------------------------|---------|---------|----------------------|---------|--------|
| License | Maint % | Payment | Maint % | Payment | |
| 1M | 18.36% | 183.6K | 18% | 180K | - 3.6K |
| 5M | 18.36% | 918K | 18% | 900K | - 18K |

LICENSE ASSUMPTIONS

- 70 % of existing licenses
- 30% of new licenses

| SAP Enterprise Support | | | SAP Standard Support | | Delta |
|------------------------|------------|---------|----------------------|---------|----------|
| License | Maint % | Payment | Maint % | Payment | |
| 1M | 18.36%/22% | 194.52K | 18% | 180K | - 14.52K |
| 5M | 18.36%/22% | 972.6K | 18% | 900K | - 72.6K |

Pricing Overview

(SAP Enterprise Support / SAP Standard Support)



Initial **decision** required →

March 15, 2010 (Direct)
April 30, 2010 (Indirect)

| CHOICE | CONTRACT TYPE | YEARS | | | | | | | |
|------------------------|--|-----------|--|-------------------|----------|----------|----------|----------|-------------------|
| | | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | |
| SAP Enterprise Support | SAP Enterprise Support new contracts | 22.00 | | | | | | | |
| | Existing Contracts signed before July 2008 | 18.36 Cap | 18.9 Cap | 19.5 Cap | 20.1 Cap | 20.8 Cap | 21.4 Cap | 22.0 Cap | |
| SAP Standard Support | Existing Contracts | 18.0 Cap* | 18.0 + CPI increase on maintenance fee | | | | | | |
| | New Contracts | | 18.0 | Maint. List price | | | | | Maint. List price |

* CPI increase for DE-AT customers already on Standard Support will start in 2011

Where do I go from here?

- Take the time to understand our support offering
- Reach out to the Support Advisory if you have specific questions about the benefits of SAP Enterprise Support
- Discuss your view with your account executive, they know your business and can help you make an informed decision
- Make your choice and communicate to your Account Executive before 15th of March 2010

- **Press release from SAP – January 14th, 2010 14:30h CET**
- **Press Call**
- **New Support Portfolio messaging placed on SAP.com and service Marketplace showing all 3 support options – January 14th, 2010**

- **Additional information to SAP user groups**
 - **Monday, January 18, 2010 10:00h CET**
 - **Monday, January 18, 2010 16:30h CET**

- **Customer invoice letters with amount for Enterprise Support going to all customers – Post announcement**

- **Letter to targeted customer groups**
- **Account Executive to reach out to their customer before January 22th, 2010**