



SAP Expands Maintenance and Support Portfolio, Offering Choice, Predictable Pricing and Best Value to All Customers Globally

Announces Availability of Tiered Support Program; Maintains Enterprise Support Pricing for 2010

WALLDORF, Germany – Jan. 14, 2010 — In a demonstration of its commitment to customer satisfaction, [SAP AG](#) (NYSE: SAP) today announced a new, comprehensive tiered support model that is being offered to customers worldwide. This support offering includes SAP Enterprise Support and the SAP Standard Support option and will enable all customers to choose the option that best meets their requirements. Additionally, in response to the financial challenges organizations continue to face, SAP also announced that its 2010 fees for existing SAP Enterprise Support contracts will remain unchanged from 2009 levels.**

“This tiered maintenance model will allow customers choice in the SAP support model,” said Nils Niehörster, industry analyst, RAAD Research. “By providing different support options, simplifying the pricing structure, and giving a level of predictability to budget planning, SAP is helping its customers make decisions based on their business requirements.”

“The idea that customers can choose a support offering better tailored to their individual needs is a plus for enterprises in this economy and leading in the business software space,” said Pierre Boucher, vice president, Systems and Operations, Peerless Clothing, Inc. “We find that SAP Enterprise Support is providing our business with benefits that demonstrate its long-term business value.”

“We see the value SAP Enterprise Support offers and how our business stands to benefit from the focus on lowered TCO and business continuity,” said Peter Rathfelder, executive board member, Endress+Hauser InfoServe GmbH+Co. KG. “For us, it is clear that moving from SAP Standard Support to SAP Enterprise Support is the appropriate way for Endress+Hauser.”

Support Options Provide Tailored Service Globally

Existing and new SAP customers will be able to choose the level of global IT support they receive from SAP. **SAP Standard Support** provides support features including updates, problem resolution, knowledge transfer, quality management and more to keep IT landscapes up-to-date and stable. For customers with further support needs, SAP offers supplemental support offerings, such as SAP MaxAttention or SAP Safeguarding.

SAP Enterprise Support, the industry leading proactive support offering, delivers all features of SAP Standard Support and additionally focuses on business continuity, business process improvement, protection of investment and reducing total cost of operations by helping customers to increase efficiencies and to decrease system downtime. These support offerings are provided through SAP Active Global Support (AGS), an organization that empowers companies through knowledge transfer and access to standards and best practices.

“By expanding its portfolio, SAP is offering the choice that customers expect,” said Mike Stoko, chairman, SAP User Group Executive Network (SUGEN). “SAP Enterprise Support remains the top support offering on the market, as customers participating in the benchmark program are discovering, and other customers will quickly discover the value as well.”

“SAP’s new support model is a direct response to the many discussions we’ve had with our customer and user groups,” said Léo Apotheker, chief executive officer, SAP. “We have taken into consideration the feedback and suggestions from customers worldwide. As a result, we are now providing consistent, global support alternatives that address differentiated customer needs while continuing to bring the best value and full transparency to our customers with SAP Enterprise Support.”

*** Customers with current fees that are lower than SAP-established 2009 levels may be increased in accord with their contracts.*

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 92,000 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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("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.

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