



**For Immediate Release
May 16, 2013**

SAP Unifies Comprehensive Cloud Portfolio With SAP HANA® Cloud Platform to Serve Companies of All Sizes

*Simplicity and Flexibility Offered With Single, Modern Real-Time Cloud Platform as Foundation for Entire Portfolio:
Managed Cloud, Line-of-Business Applications and the World's Largest Business Network*

Kuala Lumpur, Malaysia. — May 16, 2013 — [SAP AG](#) (NYSE: SAP) today announced a unified strategy and vision for its broad cloud portfolio, combining the proven depth of enterprise solutions with the simplicity of cloud on SAP HANA® Cloud Platform for the real-time enterprise. SAP HANA Cloud Platform will serve as the foundation for the full portfolio of cloud solutions from SAP. With this integrated approach, companies of all sizes can gain the flexibility, choice and lower cost needed to innovate for growth across their entire business in the cloud. This will help companies of any size create entirely new experiences for their customers, empower employees at scale, optimize the use of resources or unlock value for their business. Building on last week's [bold announcement of SAP HANA® Enterprise Cloud](#), SAP is sharing its unified cloud vision with its customers, partners and ecosystem this week at [SAPPHIRE® NOW](#), being held in Orlando, Florida, May 14-16.

To offer maximum flexibility and lower total cost of ownership (TCO), the unified SAP cloud portfolio will empower customers to leverage and extend their existing investments with multiple deployment choices — whether in their data center, the public cloud, the managed cloud or a hybrid environment to help meet the changing needs of any organization. And with SAP HANA Cloud Platform as the underpinning, customers will be able to rely on maximum scale for all cloud-based SAP solutions, including line-of-business cloud applications, cloud-enabled business network and social collaboration solutions, and a managed cloud environment for SAP HANA.

"We are known around the world for delivering unsurpassed industry domain expertise to our customers, built up over 40 years of enterprise application leadership, and now we are offering that extensive knowledge in the cloud," said Bill McDermott and Jim Hagemann Snabe, co-CEOs of SAP AG. "Our message to customers is simple: You can have your cloud, your way in real time, with a beautiful user experience, from the trusted leader in enterprise business solutions. With the new SAP HANA Cloud Platform as the foundation for all of our offerings, we are proud to be the trusted innovator to accelerate business value in the cloud."

With the unified SAP cloud portfolio, customers can:

Adapt to Business Change in Real Time With SAP HANA Cloud Platform

With the industry's only cloud platform built on SAP HANA, SAP aims to help customers rapidly sense, analyze and respond to changes in their business for continuous innovation, in real time. SAP HANA Cloud Platform, including application development and integration services, database and analytics services and foundation services, will be the underlying platform for the overall SAP cloud portfolio. SAP HANA Cloud Platform is also an integral part of the [recently launched SAP HANA Enterprise Cloud](#), which powers the deployment of applications powered by SAP HANA and SAP® Business Suite powered by SAP HANA and SAP NetWeaver® Business Warehouse (SAP NetWeaver BW). It can also be used by SAP, customers and partners to integrate and develop extensions to existing on-premise applications or cloud applications.

Achieve Fast Time to Value Without Compromise With SAP HANA Enterprise Cloud

[Announced last week](#), SAP HANA Enterprise Cloud is a managed cloud offering designed to combine the power of real time with the simplicity of cloud. It will provide customers in 25 industries with a new deployment option to run their mission-critical SAP® ERP, SAP® CRM and SAP NetWeaver BW powered by SAP HANA, as well as new and unprecedented applications powered by SAP HANA, as a managed cloud service with elastic petabyte scale, for faster time to value.

Empower Lines of Business With Purpose-Built Cloud Applications

As part of SAP's unified cloud strategy, all line-of-business cloud applications will ultimately move to SAP HANA Cloud Platform. Purpose-built line-of-business cloud applications from SAP use SAP HANA Cloud Platform for integration and extensibility to provide maximum flexibility and simplicity for business and IT users alike.

SAP today offers a comprehensive portfolio of cloud applications, with over 29 million users in the cloud, along with experience with the world's largest cloud implementations and an unparalleled user experience – all leveraging the industry expertise from more than 238,000 SAP customers in 191 countries across 25 industries. Line-of-business cloud applications from SAP help to solve critical line-of-business problems such as improving customer experience, engaging employees and optimizing resources, with a user experience that will engage the 21st century workforce.

SAP offers public cloud solutions for an organization's four most critical assets and relationships:

- **People:** Solutions from SuccessFactors, an SAP company, drive workforce strategies and insights with confidence, empowering people to take charge of their career.
- **Money:** SAP® Cloud for Financials (formerly SAP Financials OnDemand), SAP® Cloud for Travel (formerly SAP Travel OnDemand) and SAP Business ByDesign® solutions drive real-time intuitive financial insight to everyone across the business, helping ensure compliant accounting and financial reporting for global enterprises.
- **Customer:** SAP® Cloud for Sales, SAP® Cloud for Service, and the new SAP® Cloud for Marketing are collaborative, connected and insightful solutions using the underlying technology available in SAP® Cloud for Customer (formerly SAP Customer OnDemand). A user-centric design makes it easy-to-use, while also empowering customer-facing personnel to make every customer engagement more relevant, personal and differentiated.
- **Supplier:** Ariba, an SAP company, combines industry-leading cloud-based procurement and invoicing applications with the world's largest Web-based trading community to help companies connect and collaborate with a global network of partners more efficiently and effectively than ever before.

Join a Network of More than a Million Businesses With the Ariba® Network

SAP offers access to the largest business trading network in the world. The Ariba Network is a multi-enterprise platform that provides a more efficient way for superior business-to-business connectivity and process automation. The Ariba Network not only removes the hassles and costs of inter-enterprise collaboration but also delivers unique capabilities and insights that are only available in a true, open networked model. And with the SAP HANA Cloud Platform, this information will be provided to the right people in the right places faster than ever. For example, Ariba Spend Analytics is now powered by SAP HANA. Other solutions in the Ariba portfolio are planned for availability powered by SAP HANA in the coming months.

Bring People Together to Solve Complex Business Problems Through Social Collaboration

Having experienced a growth rate of over 850 percent year-over-year, the SAP® Jam social software platform delivers social collaboration where and how people work, connecting customers, partners and colleagues with information, applications and processes to solve business-critical problems and to drive results – all within business applications – on mobile devices or in the SAP® Jam social software platform. In keeping with SAP's unified strategy for a common cloud architecture, social collaboration will be integrated across all SAP solutions powered by SAP HANA.

Optimize the Mobile Experience Quickly and Securely

SAP today also [announced the SAP® Mobile Secure solution portfolio](#), the leading enterprise mobility management portfolio designed to provide customers with enterprise-grade security for devices, apps and content. This [new portfolio](#) optimizes the mobile experience for users of today's most popular mobile devices, apps and content. SAP Mobile Secure also offers a new cloud solution, with the cloud edition of the [SAP® Afaria® mobile device management solution](#), to help companies quickly and easily secure and manage mobile devices for only one euro per device per month.

For announcements, blog posts, videos and other coverage during SAPPHERE NOW, visit the [SAP Newsroom](#).

SAPPHERE® NOW

With SAPPHERE® NOW, SAP offers its customers, partners and prospects even more opportunities to engage in dialogue with peers, participants and thought leaders around the globe. Being held in Orlando, Florida, May 14-16, 2013, this enhanced, real-time event connects attendees on site with global participants through state-of-the-art broadcast studios and an online experience that incorporates the latest social media and community functionality.

Whether on site or online, participants can gain insight as to how SAP is delivering on its product strategy and helping organizations around the world to run better. For more information, visit www.sapphireNOW.com. Follow SAPPHIRE NOW on Twitter at [@SAPPHIRENOW](https://twitter.com/SAPPHIRENOW) and visit the SAP Newsroom at www.news-sap.com.

Note to Editors:

Webcasts, announcements, media roundtables, keynote presentations and blog posts from SAPPHIRE NOW will be available in the SAP Newsroom at: www.news-sap.com. 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 email links and subscribe to RSS feeds from SAP TV. Follow SAP on Twitter at [@sapnews](https://twitter.com/sapnews).

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 238,000 customers 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.

© 2013 SAP AG. All rights reserved.

SAP 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 other countries. Please see <http://www.sap.com/corporate-en/legal/copyright/index.epx#trademark> for additional trademark information and notices.

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), EDT

For more information, press only:

Patrishia Lyle, +603 2094 0760, patrishia.lyle@fleishman.com – FleishmanHillard