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**- NEWS ALERT -**

## **Capgemini and SAP Announce Strategic Co-Innovation and Co-Development Agreement for Mobile Solutions**

*Global Systems Integrator Will Participate in Creation and Development of Mobile Solutions Product from SAP Targeting Mobile Sales Execution*

**ORLANDO, Fla., Paris, — May 15, 2012** — [SAP AG](#) (NYSE: SAP) and Capgemini today announced an agreement to co-develop a mobile sales execution solution and a joint go-to-market plan for the next five years. This follows the global managed mobility agreement Capgemini [signed with SAP and Sybase in September 2011](#). Today's announcement focuses initially on the consumer products sector to design a mobile application solution for companies selling products via mobile direct store delivery with additional requirements for accelerated customer relationship management (CRM). The solution is planned to be based on Sybase® Unwired Platform and aims to help customers reduce costs but at the same time improve customer experience, as mobile channels become increasingly important. The announcement was made at [SAPPHIRE® NOW](#), being held in Orlando, Florida, May 14-16, 2012.

*"Having worked with SAP and Capgemini for many years on the Direct Store Delivery area, we feel that their shared knowledge is a huge asset to build a solution for the consumer products industry,"* said Alejandro Bombaci, CIO for Empresas Polar, a leading consumer products manufacturer and distributor. *"Capgemini's mobile development capabilities combined with SAP products and mobile strategy experience will produce a world-class mobile solution, which includes extensive process coverage and strong data integration, that should become the de-facto standard in the industry."*

The joint team will leverage SAP excellence in back-end architecture, process consulting, custom development and technical optimization, along with Capgemini strengths in mobile architecture design, implementation and hosting services, drawing on its recently created Global Mobile Solutions Service Line.

*"We are delighted to sign this significant co-development agreement with SAP and to have been defined as the preferred systems integrator for mobile sales execution in the consumer products industry,"* said Fernando Alvarez, mobile solutions global service line leader, Capgemini. *"This agreement builds on our strong relationship with SAP in the area of mobile. It will help us deliver further value to our customers as we continually strive to build and advise on solutions, in a sector where mobile channels are developing at a rapid pace."*

*"We are partnering with Capgemini because of their strong global footprint, deep expertise in implementation, hosting services, mobile capabilities and functional expertise in the market,"* said Sanjay Poonen, president, Product Go-to-Market, and head of Mobile Division, SAP. *"We look forward to developing our go-to-market strategy with them over the next years, as one of the leading forces in the marketplace."*

Capgemini has a long-standing relationship with SAP with nearly 11,500 practitioners focused on SAP solutions globally. It provides application life-cycle services in support of SAP solutions, including on-premise, on-device and on-demand projects to thousands of clients worldwide. Capgemini has one of the broadest offerings of SAP

Services globally, including design, build, run and operate services. It delivers solutions to its customers by providing SAP software licensing, implementation, hosting, application management and business process outsourcing under one contract. In March 2012, Capgemini [received an SAP Pinnacle award](#) in the category of “Transformational Award: Unwired Enterprise.”

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

### **SAPPHIRE® NOW**

With SAPPHIRE® 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, 2012, 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.sapphire.now.com](http://www.sapphire.now.com). Follow SAPPHIRE NOW on Twitter at [@SAPPHIRENOW](https://twitter.com/SAPPHIRENOW) and visit the Events Newsroom at [www.events.news.sap.com](http://www.events.news.sap.com).

### **Note to Editors:**

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### **About Capgemini**

With around 120,000 people in 40 countries, Capgemini is one of the world's foremost providers of consulting, technology and outsourcing services. The Group reported 2011 global revenues of EUR 9.7 billion. Together with its clients, Capgemini creates and delivers business and technology solutions that fit their needs and drive the results they want. A deeply multicultural organization, Capgemini has developed its own way of working, the Collaborative Business Experience™, and draws on Rightshore®, its worldwide delivery model. Learn more about us at [www.capgemini.com](http://www.capgemini.com).

*Rightshore® is a trademark belonging to Capgemini*

### **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 190,000 customers (includes customers from the acquisition of SuccessFactors) to operate profitably, adapt continuously, and grow sustainably. For more information, visit [www.sap.com](http://www.sap.com).

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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.

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**During SAPPHIRE NOW (from May 14 to 16), to speak with press contacts on site, please dial the SAP press room: +1 (610) 661-0469.**