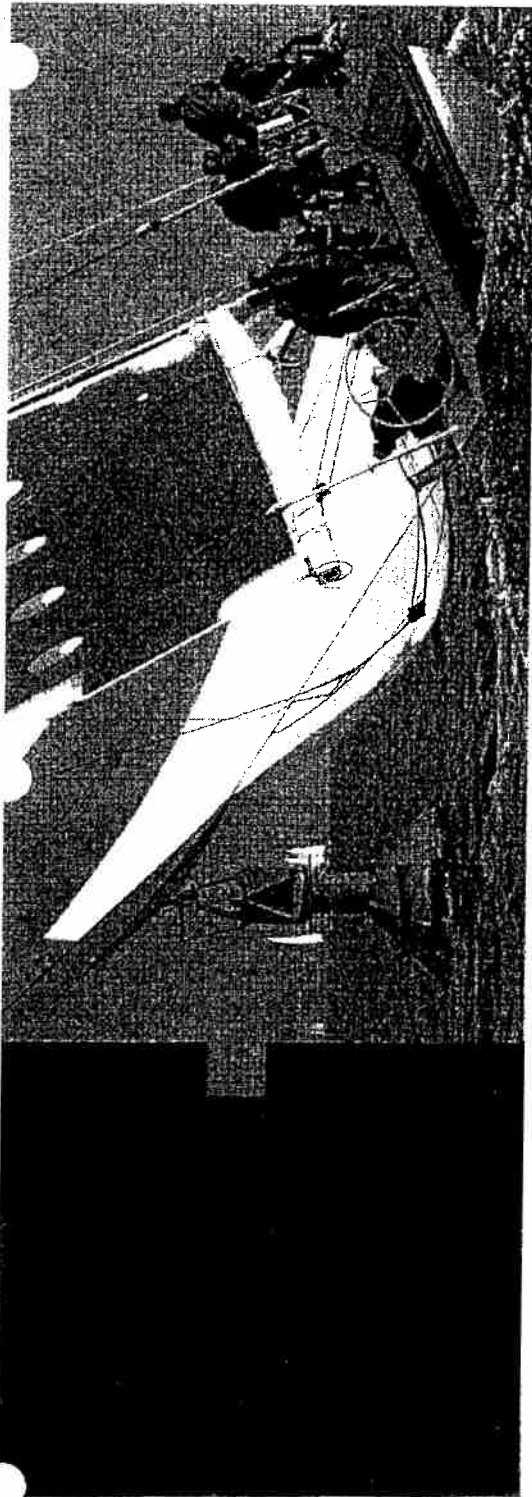


# EXHIBIT 23



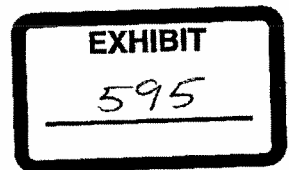
**Safe Passage:  
Winning Customers and Markets From  
Oracle-PeopleSoft-J.D. Edwards**

January 20, 2004

CONFIDENTIAL



THE BEST-RUN BUSINESSES RUN SAP



SAP-OR 00299495

UNITED STATES DISTRICT COURT  
NORTHERN DISTRICT OF CALIFORNIA  
Case #: 07-cv-01658-PJH  
PLNTF EXHIBIT NO. 0024  
Date Admitted: \_\_\_\_\_  
By: \_\_\_\_\_  
Nichole Heuerman, Deputy Clerk

## Analyst Support

*"We knew that you would make a move...but not like this. Great strategy, great acquisition, toast to you."*

*"This is a great option for mid-market companies...you will see some traction on this."*

Bruce Richardson and Jim Sheppard, AMR

*"Brilliant strategy. TomorrowNow was a great acquisition. Congratulations."*

Barry Wilderman, Meta Group

*"Oracle did not see this coming. Their strategy is like Project Green all over again. You put them into a tough spot to rationalize their strategy and position."*

*"Acquiring TomorrowNow was a great move. The increase in customers [based on our calls] independently looking at them as an alternative for support has been dramatic over the past three weeks. The strategy on migration and maintenance is solid and very well thought through."*

Yvonne Genovese and Lee Geishecker, Gartner

## Reaction to Oracle's Project Fusion

**Q:** *"This strategy is very similar to what Microsoft did with Project Green - which they have recently backed away from. Why would you not learn from market history?"*

- Gartner Analyst

**A:** *"Because we are not Microsoft - we know applications and they don't. We know that we can do it."*

- John Wookey, SVP Application Development

*"The real question is where do you [PSFT customers] want to be in 2008 with your business and your products."*

Joshua Greenbaum, EAC

## SAP Preempts Oracle in the Media

*“In one of the first skirmishes, SAP AG is rolling out a plan to woo PeopleSoft users...wary of Oracle’s plans. Oracle, meanwhile, formally launched its effort...”*

David Bank, Wall Street Journal

*“Even as...Larry Ellison was reassuring customers, SAP was laying plans to lure those customers away.”*

Akweli Parker, The Philadelphia Inquirer

*“Larry Ellison...real goal is for those customers to migrate to ‘Project Fusion’ ...SAP, too, can promise support and a migration vision.”*

Demir Barlas, Line56

*“Ellison took shots at his prime competitor...deriding SAP’s software as proprietary...To that, SAP officials say hogwash”*

Carolyn April, VARBusiness



THE BEST-RUN BUSINESSES RUN SAP

## The Situation

- ORCL announces “Fusion” application strategy with no architecture or details
- In addition, ORCL promises continued support and innovation for five product lines
- Therefore, uncertainty remains among customers
- Eventually, every ORCL customer must migrate to the “Fusion” product
- ORCL-forced disruption extends SAP’s leadership opportunity

## The Goal

Convert approximately 50% of the PeopleSoft and J.D. Edwards customer installations to SAP (100% of shared customers)

- Disrupt Oracle's ability to pay for the acquisition out of cash flow
- Shrink their share of the application market
- Discredit their efforts to create a next-generation application platform

## The Safe Passage Strategy

**Initially focus on our largest joint SAP-PeopleSoft customers in the US**

- Syndicate in Europe and Asia within next 3-4 weeks
- Second wave to target legacy JDE customers in the mid-market
- At any time, any customer can choose to become a “joint customer” ...

**Customer care is the entry point for the discussion**

- “Adopt” our clients’ PeopleSoft and J.D. Edwards installations
- Provide terms that support clients’ migration on their time scale

**Nurture the customer into a migration discussion**

- NetWeaver to extend current investments
- Create a customer focus on platform advances and business process innovation

**Maintain our Leadership positioning and message**

- Educate analysts and press with to gain their support and undermine Oracle’s story

**Execute aggressively in the Field**

- Engage with top clients and partners
- Support Account Teams with a drumbeat of sales messages, materials, and expert resources



## Our Offering

SAP will offer full product maintenance and support for all PeopleSoft and J.D. Edwards products, and provide that support through TomorrowNow, the leading third party support provider to the PeopleSoft/JDE installed base.

### Product

Standard mySAP ERP user license with 17% maintenance

### Promotional Offer

Upgrade existing PeopleSoft/JD Edwards licenses to MySAP ERP licenses, which include:

- PeopleSoft/JDE maintenance
- SAP NetWeaver use rights
- PeopleSoft product maintenance which includes access to PeopleSoft migration and integration packages and tools when available

Additionally, Partner Community to provide the local, hands-on tools, services and experience in successful upgrades to SAP solutions

### Terms

- Standard mySAP ERP terms and conditions
- Based on previous PSFT investments as a contribution toward the SAP license(s) as per the same terms and conditions of the R/3 Upgrades (conversion credit)
- Standard discounts apply
- Normal annual maintenance due upon contract completion, prior to PSFT conversion credit

# Service Offerings for PSFT\* Customers

## SAP Standard Services\*

### Maintain

Active Global Support and advanced Services for SAP Standard 17%

### Integrate

Plug and Play connectivity for smooth integration of PeopleSoft with SAP (CRM, SCM, MDM)

### Migrate

Out-of-the-box migration tools and content for PeopleSoft master data and outstanding items

## Customer Benefits

### Investment Protection

- Service Portfolio
- Safe Passage
- Interoperability
- Optimization of Support
- Save of Service Spendings

### Business Innovation

- Incremental Deployment
- Increased Value
- Functional Enhancements
- Composite Applications
- Innovative Solutions

### Take Control of Your Future

- Higher Efficiency
- Reduced TCO
- Optimized Processes
- Trusted advisor
- Reliability

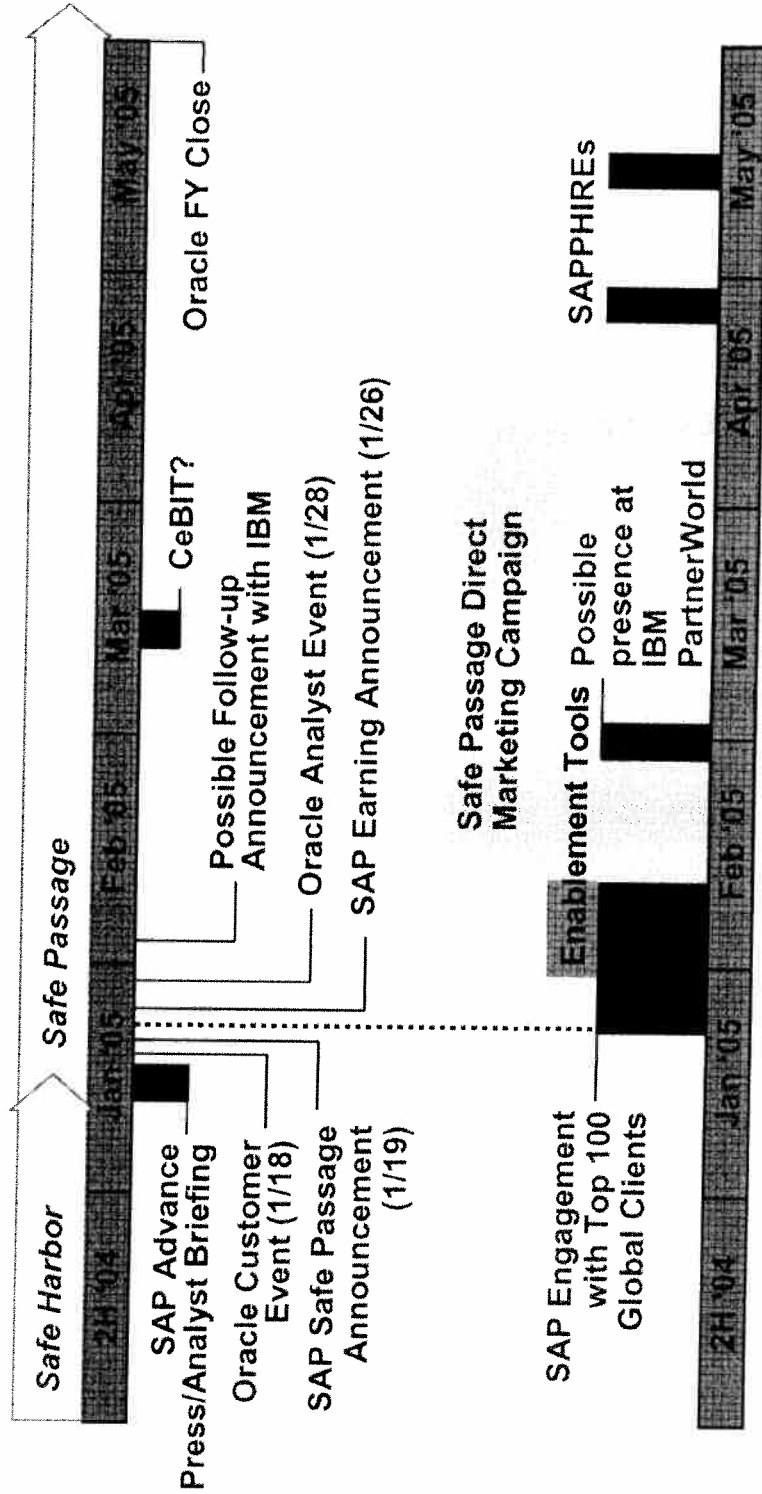
\* Including PSFT Enterprise; PSFT EnterpriseOne; PSFT World



THE BEST-RUN BUSINESSES RUN SAP

# Timeline

Our **Safe Passage** timeline is a continuation of the **Safe Harbor** program, now phased to drive aggressive execution that keeps Oracle in a reactive, defensive mode



# Target Segments and Tailored Propositions

Target Market Segment	Current Situation	SAP Competitive Goals	SAP and Partner Offerings
Global Fortune 1000 (General)	Shared SAP/PSFT/ORCL accounts	<ul style="list-style-type: none"> <li>Establish ESA roadmaps</li> <li>Negate Oracle "FUD" about SAP platform direction</li> </ul>	<ul style="list-style-type: none"> <li>ESA strategy and migration plan</li> <li>NetWeaver-led shared services strategy</li> </ul>
Global Manufacturing Leaders			<ul style="list-style-type: none"> <li>ESA-led, NetWeaver-enabled plant/subsidiary migration offering that finishes the job of Corporate Financial and HR systems integration with plant-level JDE</li> <li>Vertical GTM programs with PSFT's strongest partners (e.g., IBM in Life Sciences)</li> </ul>
Mid-market Manufacturing Value Chains (OneWorld XE Installed Base, Select PSFT)	JDE heavily penetrated installed base; Loyal AS/400 – iSeries users	<ul style="list-style-type: none"> <li>Plan to migrate to SAP in 18-36 months</li> </ul>	<ul style="list-style-type: none"> <li>For Discrete Mfgs industry segments, SAP support for XE, coupled with "simulated pilot" capabilities, migration planning resources, and preferential licensing</li> <li>For Process Mfgs industry segments, introduce SAP Asset Management bundled with SAP Support for XE and SAP NetWeaver to enable 3-way lifecycle management (asset owners, operators, 3<sup>rd</sup>-party maintenance)</li> <li>Leverage IBM routes to markets and incentives</li> </ul>

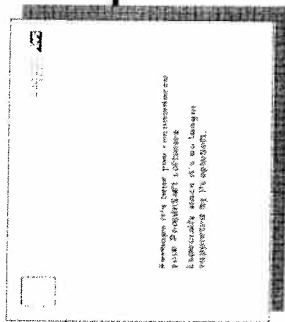
Other Focused Targets include Project/Service Industries, Local/State Government and Select Regions (e.g. ANZ) and Products (HCM)



THE BEST-RUN BUSINESSES RUN SAP

# Marketing Program

Direct Mail

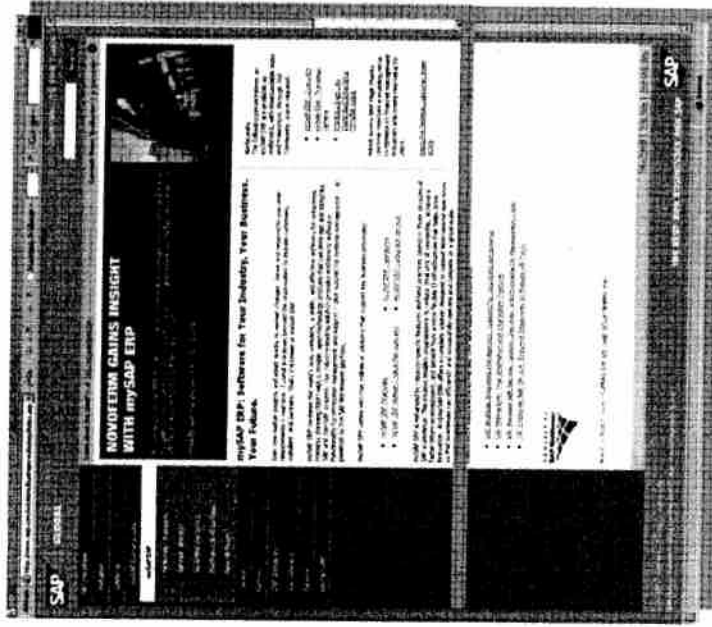


Email



Global Launch February 3

Landing Page



Outbound  
Telemarketing



THE BEST-RUN BUSINESSES RUN SAP

# Field Enablement

**SALES AND MARKETING INTRANET**

Home | SAP.com | My Yahoo! | Google | AT&T Wireless | FlyOverseas.com | SAP.com | SAPnet | United.com | T-Mobile | Check my trip - Login | LinkedIn | SAP Store

File Edit View Favorites Tools Help

Address: https://entportal.wcf.sap.corp:1443/...  
 Links: AT&T Wireless, FlyOverseas.com, SAP.com, SAPnet, United.com, T-Mobile, Check my trip - Login, LinkedIn, SAP Store

**Competitive Intelligence PSFT/ODE**

**Competitive & Market Intelligence**

Valuable Offer for SAP Customers Running PeopleSoft and JD Edwards Solutions:

- SAP has defined a clear roadmap for migration to best-in-class business software, as well as services-oriented platform to drive business innovation via next-generation applications like mySAP ERP. Customers transitioning to mySAP solutions will receive a [powerful credit](#).
- Customers will gain the immediate integration benefits from SAP NetWeaver which will allow them to extend the life of their existing investments in PeopleSoft and JD Edwards.
- SAP, through its newly announced acquisition of TomorrowNow, will assume responsibility for maintenance, service, and support issues across customers' SAP and PeopleSoft/JD Edwards environments.
- A complimentary [3-Day Technical Migration Analysis](#) will be offered for PeopleSoft and JD Edwards customers.
- AE/Selling Tools:** Prepare for customer meetings with the [Saps Passage press release](#) and [a list of FAQs](#).

Customer References:

- Many companies have transitioned from their existing business software solutions to SAP to provide them a more distinct competitive advantage. Reference these SAP successes when competing against PeopleSoft, JD Edwards, and Oracle. Reference Slides, Success Stories, are also included if available. View in slide show to access the links to these additional documents. For additional information on customer references, please contact your local customer reference program.

Press Analyst Information:

- Find a complete overview of all important press releases since the first offering from Oracle in a PeopleSoft, Oracle, TimeLine.
- Understand how the market is responding to this buyout and how it views SAP as the leader, providing strong solutions in this era of market consolidation by reading the press coverage. Much has been written on the success and failures of acquisitions and, most importantly, the disruption caused to customers.
- What are the key questions and answers related to mergers and acquisitions in the software industry and read the latest analysts' coverage and press guides about Oracle's hostile takeover of PeopleSoft.

**You Are Here:**

- Home
- Solutions Engineer Information Center
- Executive Corner
- Market Intelligence
  - Announcements & Messages
  - Competitive Intelligence
  - Market Intelligence
  - Sales Response Line
  - Competitive Battle Calls
  - Customer Satisfaction Survey
  - Local Competitive Intelligence Courts
  - Global Competitive Intelligence Court
  - SAP Corporate Profile
  - Competitive Intelligence PSFT/ODE
- Customer References
- North America Field Events

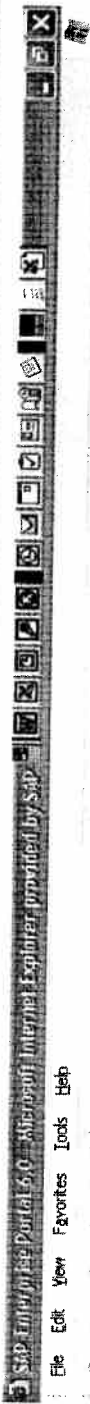
Test a trial about this page

Local intranet





# Field Enablement



## On Hand for Announcement

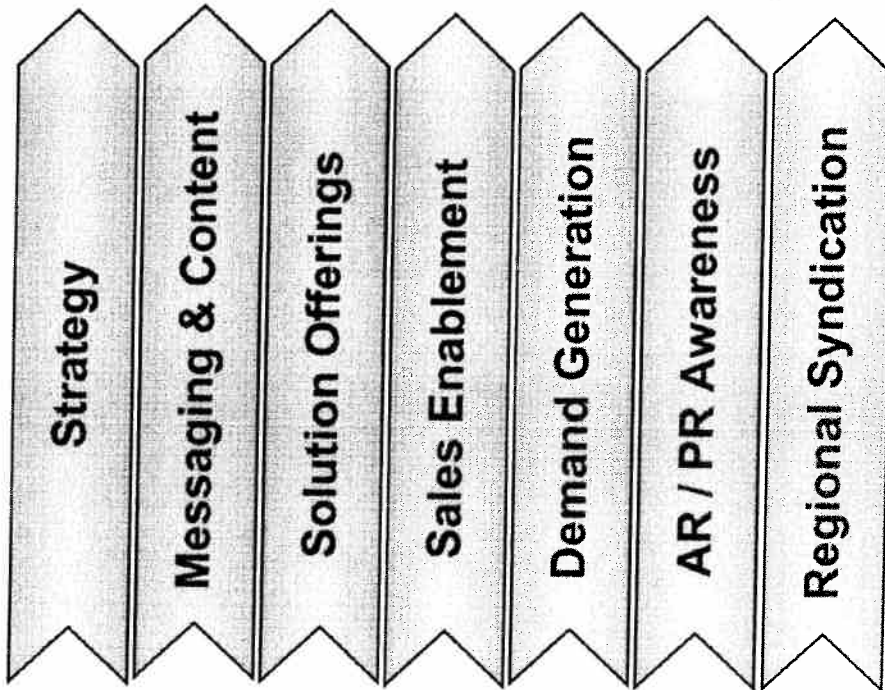
- Press Release
- Press Call Transcript
- Conversion Credit Program
- Analyst Briefs
- Press Quotes
- FAQ for Field (8 pages)
- FAQ for MDs
- 6 SAP/PSFT Customer References
- 9 SAP/JDE Customer References
- 5 SAP/ORCL Customer References
- ORCL/PSFT Timeline & Analysis (54 pages)
- Battlecards for PSFT E, E1, World and Oracle
- Project Fusion First Take Analysis
- www.sap.com landing page

## Coming Next Week

- Target Account Lists and Profiles
- Sales Scripts / Talking Points
- Email letter templates
- Customer Success stories
- Sales Discussion Guides
- TomorrowNow profile
- Tele scripts
- Analyst Briefs
- Customer-facing PowerPoint's
- Further Project Fusion analysis
- Updated Sales Guides reflecting Project Fusion realities
- Sales Success Stories
- www.sap.com updates
- Weekly email push

# Project Management

Global Marketing providing program management  
 Integrated Offering (NetWeaver + mySAP ERP + Support) managed  
 by joint team



Safe Passage Global Program Development Dashboard

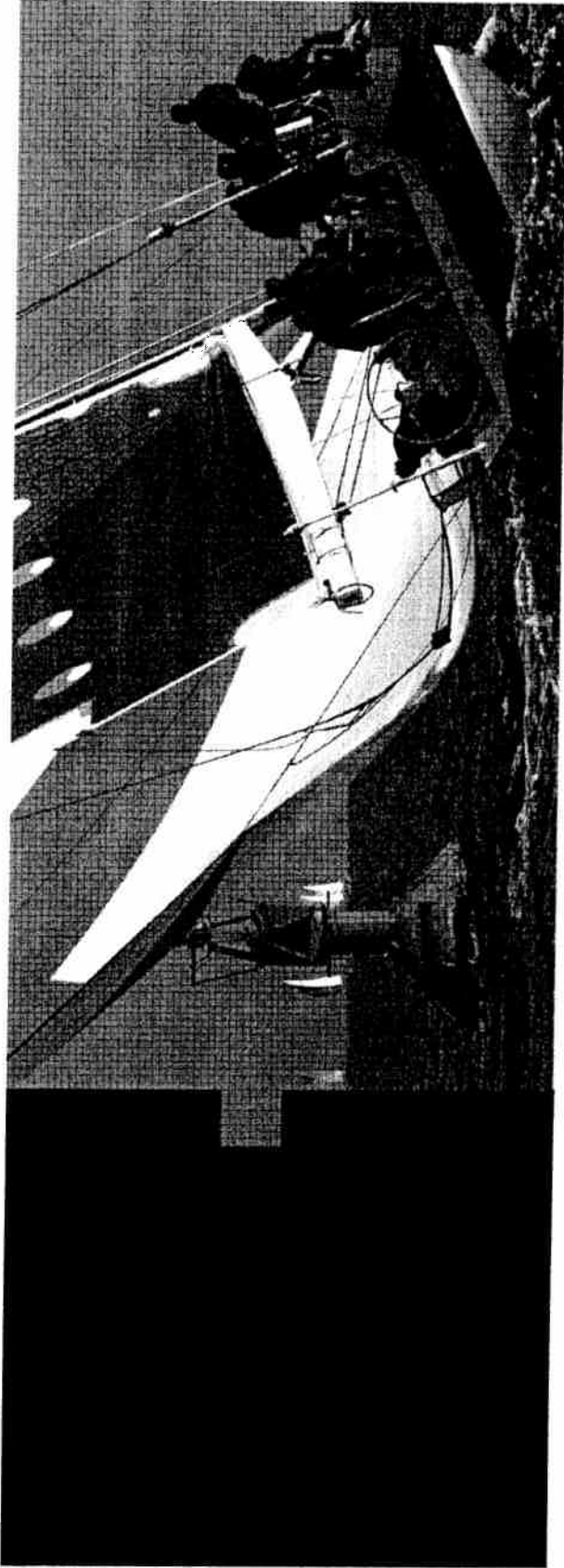
Last Updated: 17 January 2006 - 7:00 PM CET

Item	Category	Owner	Start Date	End Date	Status
1	Marketing Strategy	Mark Shear, Chris Clarke	18-Jan-05	18-Jan-05	Regional meetings
2	Marketing Strategy	Mark Shear, Chris Clarke	18-Jan-05	18-Jan-05	Management Strategy Committee Meeting w/ Support from Program Manager Team
3	Marketing Strategy	Mark Shear, Chris Clarke	18-Jan-05	18-Jan-05	Share and regional meetings
4	Marketing Strategy	Mark Shear, Chris Clarke	18-Jan-05	18-Jan-05	Share and regional meetings
5	Marketing Strategy	Mark Shear, Chris Clarke	18-Jan-05	18-Jan-05	Share and regional meetings
6	Marketing Strategy	Mark Shear, Chris Clarke	18-Jan-05	18-Jan-05	Share and regional meetings
7	Marketing Strategy	Mark Shear, Chris Clarke	18-Jan-05	18-Jan-05	Share and regional meetings
8	Marketing Strategy	Mark Shear, Chris Clarke	18-Jan-05	18-Jan-05	Share and regional meetings
9	Marketing Strategy	Mark Shear, Chris Clarke	18-Jan-05	18-Jan-05	Share and regional meetings
10	Marketing Strategy	Mark Shear, Chris Clarke	18-Jan-05	18-Jan-05	Share and regional meetings
11	Marketing Strategy	Mark Shear, Chris Clarke	18-Jan-05	18-Jan-05	Share and regional meetings
12	Marketing Strategy	Mark Shear, Chris Clarke	18-Jan-05	18-Jan-05	Share and regional meetings
13	Marketing Strategy	Mark Shear, Chris Clarke	18-Jan-05	18-Jan-05	Share and regional meetings
14	Marketing Strategy	Mark Shear, Chris Clarke	18-Jan-05	18-Jan-05	Share and regional meetings
15	Marketing Strategy	Mark Shear, Chris Clarke	18-Jan-05	18-Jan-05	Share and regional meetings
16	Marketing Strategy	Mark Shear, Chris Clarke	18-Jan-05	18-Jan-05	Share and regional meetings
17	Marketing Strategy	Mark Shear, Chris Clarke	18-Jan-05	18-Jan-05	Share and regional meetings
18	Marketing Strategy	Mark Shear, Chris Clarke	18-Jan-05	18-Jan-05	Share and regional meetings
19	Marketing Strategy	Mark Shear, Chris Clarke	18-Jan-05	18-Jan-05	Share and regional meetings
20	Marketing Strategy	Mark Shear, Chris Clarke	18-Jan-05	18-Jan-05	Share and regional meetings



THE BEST-RUN BUSINESSES RUN SAP





# **Safe Passage: Winning Customers and Markets From Oracle-PeopleSoft-J.D. Edwards**

Appendix










THE BEST-RUN BUSINESSES RUN SAP

# Safe Passage Launch Team

Project Team	Lead/Support
Management Steering Committee	<ul style="list-style-type: none"> <li>▪ Leo Apotheker, Chair</li> <li>▪ Shai Agassi</li> <li>▪ Gerhard Oswald</li> <li>▪ Marty Homlish</li> </ul>
Program Management Team	<ul style="list-style-type: none"> <li>▪ David Bradley    Martin Breuer    Peter Graf    Anne McCarthy</li> <li>▪ Greg McStravick    Susan Popper    Thomas Ziemen</li> </ul>
Project Oversight Office	<ul style="list-style-type: none"> <li>▪ Global Marketing/Scott Lutz</li> <li>▪ NA Sales &amp; Marketing /Mike Wendell</li> </ul>
Offering & Messaging	<ul style="list-style-type: none"> <li>▪ Scott Lutz    Mike Wendell    Thomas Ziemen    Peter Graf</li> <li>▪ Thomas Baur    Costanza Tedesco    Bill Wohl</li> </ul>
Sales & Marketing Execution	<ul style="list-style-type: none"> <li>▪ Mike Wendell    Steve Mann    Chris Clarke    Thomas Ziemen</li> <li>▪ Thomas Baur    Denise Leo    Ori Inbar    Greg Peay</li> </ul>
AR / PR Execution	<ul style="list-style-type: none"> <li>▪ Bill Wohl    Chris Clarke    Rick Stockton</li> </ul>



# Field Syndication

Field Syndication	
1/18	1/19
<b>Announcement</b>  FMT briefing (a.m.)  MD information (a.m.)  Briefing RSO and ERP/NW RBO's (a.m / p.m.)	 Offer Brief  Customer References  SRL Brief  Scenario Migration & Integration Briefs

Regional prime contacts:  
(ERP / Netweaver)

NA – Mike Wendell  
 APA / JP – Simon Dale  
 EMEA – Phillip Booth  
 GERPI – Thomas Baur / Markus Thurner

Global Alignment Team :

NA – Keith Peterson / Mike Wendell (Pilot)  
 AGS – Thomas Ziemen  
 BSG – Uwe Simon  
 Legal – Jochen Scholten  
 GERPI – Thomas Baur / Markus Turner

Information sharing :

SMI / ERP Homepage

THE BEST-RUN BUSINESSES RUN SAP



# Sales Enablement & Execution Deliverables

Deliverable	Due Date	Dependencies/Owner	Owner
Offer Overview in SMI	1/18	Offer Messaging and Details- S. Lutz	C. Clarke/M. Lewin
AE FAQs	1/18	Content- M. Wendell	C. Clarke/M. Lewin
Customer References	1/19	NW- O. Inbar ERP- TBD	C. Clarke/B. Pleibel
Scenario Migration and Integration Briefs	1/19	One Voice Editing- J. Kaifel	D. Frauenfeld
Fact Sheet	1/19	IDC Analysis- S. Mann	S. Mann
Sales Response Line Briefing	1/26	Offer Messaging and Details- S. Lutz	O. Wagner
Sales Briefing Webcasts	1/26		M. Wendell
Top 50 Customer Profiles	1/26	Top 50 List- M. Wendell	K. Peterson
Sales Script (Talking Points)	1/26	Offer Messaging and Details- S. Lutz	M. Wendell
Thank You Letter	1/26	Offer Messaging and Details- S. Lutz	D. Leo
Full Sales Kit (Sales Discussion Guide, Competitive Guide, Customer Successes)	2/3	All of the above	E. Sander



THE BEST-BEST BUSINESS RESULTS START



## SAP SAFE PASSAGE PROGRAM

### FREQUENTLY ASKED QUESTIONS

#### What is the offering?

##### **What is the complete offer and benefits to the customer?**

- Standard mySAP ERP user license
- Standard SAP NetWeaver user license (included in mySAP license)
- PeopleSoft/JDE product maintenance support via TomorrowNow which includes access to migration and integration packages and tools when available
- SAP and their Partners are ready to provide the best, hands-on best services and experience in successful upgrades to SAP solutions

##### **What are the terms of this offer?**

This is being provided in conjunction with a mySAP conversion. A customer will license a mySAP ERP or other solution under standard SAP terms and conditions. SAP will provide a mySAP conversion on your PeopleSoft investment consistent with the SAP membership as per the terms and conditions of the R12 upgrade policy.

#### What is SAP's Safe Passage Campaign?

##### **What is SAP's key message with the Safe Passage Campaign and who are we targeting?**

Safe Passage is for SAP clients with active investments in PeopleSoft products (Enterprise, EnterpriseOne, World) at the corporate and/or division level. The main message we want to deliver is "we care about our customers and the long-term success of their business". We want to provide our customers with the same level of long-term maintenance support through SAP. Along with SAP NetWeaver integration infrastructure and a clear roadmap for software migration to mySAP ERP, regardless of whether you are running all SAP solutions or solutions from PeopleSoft/JDE.

#### What is TomorrowNow and Why is SAP Buying This Company?

##### **What is SAP buying?**

SAP is acquiring the full business of TomorrowNow, a 8-year, Texas company that specializes in providing third-party maintenance and software support services for the PeopleSoft customer base. TomorrowNow will continue to exist and will be operated as a privately-owned subsidiary of SAP and will provide valuable support skills for these customers.

##### **Why is this important to PSFT or JDE customers?**

This acquisition provides a reliable maintenance and support offering for SAP customers currently solutions from PeopleSoft and JDE/Jaegers (JDE) with a flexible roadmap for the future that includes SAP applications, technology and maintenance services.

SAP Company Confidential, Internal Use Only  
FAQ: SAP Safe Passage Campaign (1)



# Delivery & Syndication Plan

US Launch Plan				Syndication Plan			
1/19	1/26	2/7	2/27	March	April	May	June
<b>Announcement</b>							
	Offer Brief						
	Customer References						
	SRL Brief						
	Scenario Migration & Integration Briefs						
<b>Sales Execution &amp; Enablement</b>							
	Sales Webcasts						
	Customer Profiles/Sales Script					Regional Syndication	
	Full Sales Kit					Regional Syndication	
						Segmented Offer Updates	
<b>Direct Marketing</b>							
	Tele scripts						SAPPHIRE
	Direct Mail/e-mail/Landing Page						
	Targeted Lists						



# PSFT predefined Migration Packages

## Migration Package

Extraction Tool

Migration Repository

Upload Tool

Business Process Mapping

Knowledge Ware

Go-Live Check

### SAP Value Proposition

- Global delivery capabilities
- Integrated Services
- Standardized Offering
- Integrated Quality Control
- Risk Mitigation
- Reduced Time-to-Value
- Reduced TCO; up to 75% reduction of implementation time

## Scope of Migration Package

### PSFT HR Migration Package

Employee Master Data  
 HR Org Master data  
 Payroll/Compensation  
 Time Management  
 People Development

### PSFT FI/CO Migration Package

General Ledger Data  
 Financial/Physical Assets Data  
 Customer Master Data  
 Supplier Master Data

### PSFT Core Logistics Migration Package

Material Master  
 Pricing/Conditions

### PSFT E1 & World Core ERP Migration Package

Customer master  
 Supplier Master  
 Material Master  
 General Ledger



# PSFT predefined Integration Packages

## Integration Package

Prebuild Adapters

Portal & Web Services

Configured Messagebroker

Business Process Mapping

Knowledge Ware

Go-Live Check

### SAP Value Proposition

- Global delivery capabilities
- Integrated Services
- Standardized Offering
- Integrated Quality Control
- Risk Mitigation
- Reduced Time-to-Value
- Reduced TCO: up to 50% reduction of implementation time

## Scope of Integrator Package

### PSFT Connectors for Biz Objects

Customer Orders  
Purchase Orders  
Production Orders  
Business Intelligence  
Financial Data  
Project Management Systems (xRPM)  
Portals  
Advanced Planning Systems (APO)  
Sales Force Automation  
Marketing  
Service Management

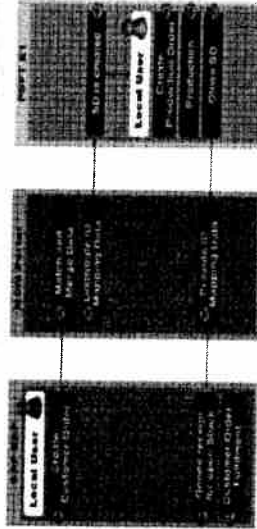
### PSFT E1 & World Connectors for Biz Obj.

Customer Orders  
Purchase Orders  
Production Orders  
Routings/BOMs  
Business Intelligence  
Financial Data  
Advanced Planning Systems  
Portals  
Business Intelligence



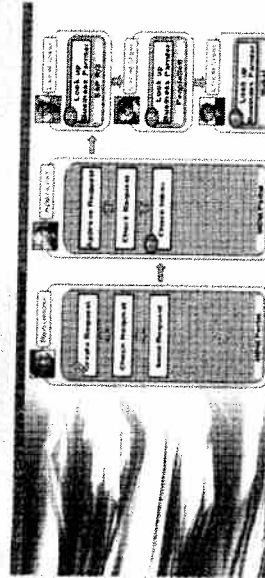
# Integration & Migration Reference Cases

## PSFT E1 Integration with mySAP CRM



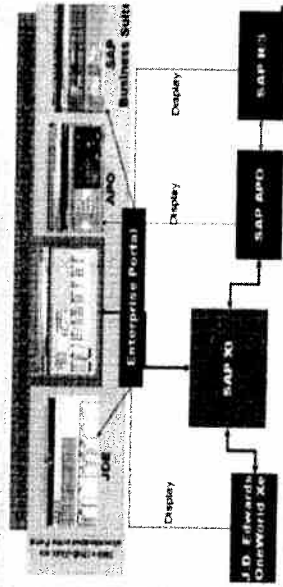
mySAP CRM Order Entry System for PSFT Manufacturing

## PSFT Integration with mySAP MDM



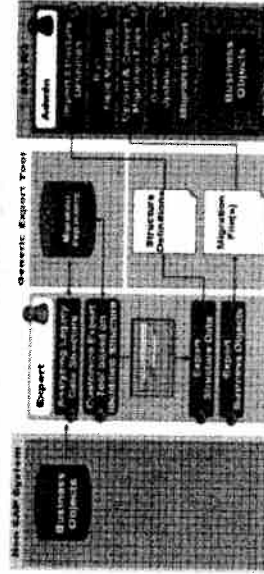
Central creation and Harmonization of PSFT Masterdata with mySAP ERP

## PSFT E1 Integration with mySAP SCM



Cross System ATP check leveraging SAP NetWeaver

## PSFT Migration to mySAP ERP



Plug & Play Migration Packages for PSFT solutions (e.g. HCM)



THE BEST-RUN BUSINESSES RUN SAP