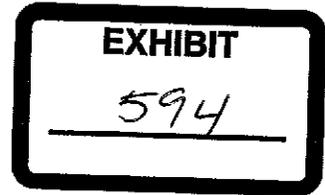# EXHIBIT 27

Message

From:	Oswald, Gerhard [/O=SAP/OU=EUROPE1/CN=RECIPIENTS/CN=000000034905]
Sent:	1/20/2005 1:25:43 PM
To:	Fanghaenel, Karsten [/O=SAP/OU=EUROPE1/cn=Recipients/cn=000000115438]; Ziemen, Thomas [/O=SAP/OU=EUROPE1/cn=Recipients/cn=000000042894]; Welz, Bernd [/O=SAP/OU=EUROPE1/cn=Recipients/cn=000000034205]
Subject:	WG: Safe Passage - Board Presentation update

-----Ursprüngliche Nachricht-----
Von: Lutz, Scott
Gesendet: Donnerstag, 20. Januar 2005 20:17
An: Wohl, William; Clarke, Christopher; Mann, Steven; Oswald, Gerhard; Agassi, Shai; APOTHEKER, Leo; Homlish, Martin
Betreff: Safe Passage - Board Presentation update

I want to update you with the results of our Board presentation today and provide visibility to immediate actions from the Board that require immediate follow through. Before I go any further, I would like to thank everyone for their contribution and deliverables during a very busy time of the year. The first week of outcomes is finishing well. Let's hope there are more like this on the way.

BOARD RESULTS
The Board was pleased with the results and progress of our bold and aggressive program. Today, we presented the attached deck (see speaker notes as well). They were particularly impressed by the media and analyst reaction and how this was quickly yet carefully crafted by the team. It was clear that Safe Passage is a priority initiative to the Board and the build out of the program needs to continue at an accelerated and high quality pace.

http://sapmats-de.sap-
ag.de/download/download.cgi?id=DURUTP90KJAMNO1G5BU67402Y33Y8CBE9QJHF8R4RF01SQT9XS

The following are actions that the Board would like to have completed quickly: (I have indicated down suggested owners)

- Establish a set of realistic goals and KPI's by next week (Scott Lutz / Mike Wendell)
  - Actions:
    - Put together straw man KPIs and goals that can be realistically instituted and achieved; (Mike Wendell already initiating)
    - Get consensus/commitment within US, then consensus/commitment with ROW
    - I.D. measurement systems
    - Implement
- Formal identification, targeting and deal flow tracking of all target accounts by next week (Thomas Baur / Mike Wendell)
- Immediately call the TomorrowNow customers with the offer. (Mike Wendell / Stephen Tseng)

There was discussion about the dynamic of the 17% offer (and the low end 10% offer from TomorrowNow) and its affect on the R/3 base as well as various scenarios of different maintenance pricing levels. It was decided to leave the offer as is and monitor the actual deals to see if there are other actions required.

There was also discussion about sales quota and deal tracking. No quota will be imposed on the field for these programs, but that it should remain a high priority and there be a measurable commitment to focus on this program.

Leo updated the Board with the fact that we have super-sized our presence at IBM PartnerWorld (Las Vegas, Feb 27 – March 2) to the highest level of sponsorship. (Note: This means we need to work quickly on an event plan, lock in venues for dinners/activities, etc NOW as well as set up the right meetings.)

NEXT STEPS
Look for a program update call as early as possible next week. We need to formalize and tighten up the work streams and, in particular, establish clear ownership of the various key strategies and activities. Of particular concern is the need to establish a single "customer" of these various deliverables. Presently, it is difficult to know if we've met a design

SAP-OR00136079

objective for an activity because there is no clear "recipient" to sign off and say "that meets the standard." The 70% vs 75% debate on the conversion credit is an example. We'll need to discuss that as well.

Next critical path items and by no means exhaustive or in priority order, except #1.: (will put into dashboard for review, assignment and action)

1.   Follow through on Board requests
2.   Monitor analyst and press commentary on Safe Passage and Oracle Fusion
3.   Deliver next wave of sales tools next week including target acct lists and customer-facing PowerPoint presentation
4.   Establish strategic programs and activities to conduct with IBM
5.   Establish second announcement angle and content (presumably with IBM)
6.   Put plan in place for content-rich, collaborative micro site (landing page) at sap.com
7.   Rapidly develop targeted direct marketing programs so we can be in market by Feb 4. First wave is the joint customers in the Global 1000 in the US
8.   Need to put together campaign plan, messaging and content for the global mfg campaign
9.   Need to put together campaign plan, messaging and content for the mid market mfg program (heart of JDE installed base)
10.   Review worst case / probable scenarios from Oracle and develop possible responses.
11.   Draft SAPPHIRE related activities, tracks and content for PSFT and JDE customers for review with SAPPHIRE event team.
12.   Develop internal awareness program including possible signage
13.   Develop and Launch Partner recruitment program including content and tools for IBM PartnerWorld
14.   Establish IBM PartnerWorld event plan and deliverables

Regards,
Scott R. Lutz
Global Solutions Marketing, Mid-Market Programs

SAP Global Marketing
Virtual Office:
95 Morton Street
New York, NY 10014
Home Office
16932 Molina Place
Parker, CO 80134

+1 303.638.6977 Main/Mobile
+1 303.805.0231 Denver Home Office
+1 610.492.1312 Fax
+1 212.653.9636 NY virtual extension
Email: scott.lutz@sap.com