

# EXHIBIT P

Message

**From:** Ziemen, Thomas [/O=SAP/OU=EUROPE1/CN=RECIPIENTS/CN=000000042894]  
**Sent:** 12/23/2004 8:05:11 AM  
**To:** APOTHEKER, Leo [/O=SAP/OU=EUROPE1/CN=RECIPIENTS/CN=000000042403]; Agassi, Shai [/O=SAP/OU=America2/cn=Recipients/cn=000000115784]; Homlish, Martin [/O=SAP/OU=America1/cn=Recipients/cn=000000061818]  
**CC:** Kagermann, Henning [/O=SAP/OU=EUROPE1/CN=RECIPIENTS/CN=000000046252]; Oswald, Gerhard [/O=SAP/OU=EUROPE1/CN=RECIPIENTS/CN=000000034905]  
**Subject:** PeopleSoft Attack Program  
**Attachments:** PS\_Attack\_Program\_12\_2004\_V6.ppt

Leo, Shai, Marty,  
please find enclosed the updated version of the PeopleSoft Attack Program Presentation including the latest feedback and agreements.



PS\_Attack\_Prog...

Regarding the PSFT license recognition the current agreement is to start with minimum 75% of the net net license and leave it to the Regional Sales Heads to lift it up to 100%. Over time we should start reducing that recognition (75-100% for the first year, 50-75% for the second and after that only 50%).

Merry Christmas and a very happy New Year,

Thomas

Thomas Ziemen  
Vice President  
Service Solution Management  
SAP AG  
Neurotsiraße 1a  
69190 Walldorf  
T +49 6227 7-44766  
F +49 6227 78-20080  
M +49 171 3383644  
E thomas.ziemen@sap.com  
http://www.sap.com



HIGHLY CONFIDENTIAL INFORMATION - ATTORNEYS' EYES ONLY

SAP-OR00253278

UNITED STATES DISTRICT COURT  
NORTHERN DISTRICT OF CALIFORNIA  
Case #: 07-cv-01658-PJH  
PLNTF EXHIBIT NO. 0012  
Date Admitted: 1/14/10  
By: [Signature]  
Nichole Heuerman, Deputy Clerk



# **A Roadmap for PSFT Customers to SAP**

**Positioning Overview: December 23, 2004**

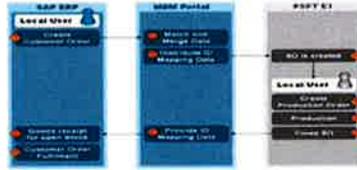
**Thomas Ziemer**  
Service Solution Management  
SAP AG

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## Integration & Migration Reference Cases

### PSFT Integration with mySAP CRM



mySAP CRM Order Entry System for PSFT Manufacturing

### PSFT Integration with mySAP SCM



Cross System ATP check leveraging SAP NetWeaver

### PSFT Integration with mySAP MDM



Central creation and Harmonization of PSFT Masterdata with mySAP ERP

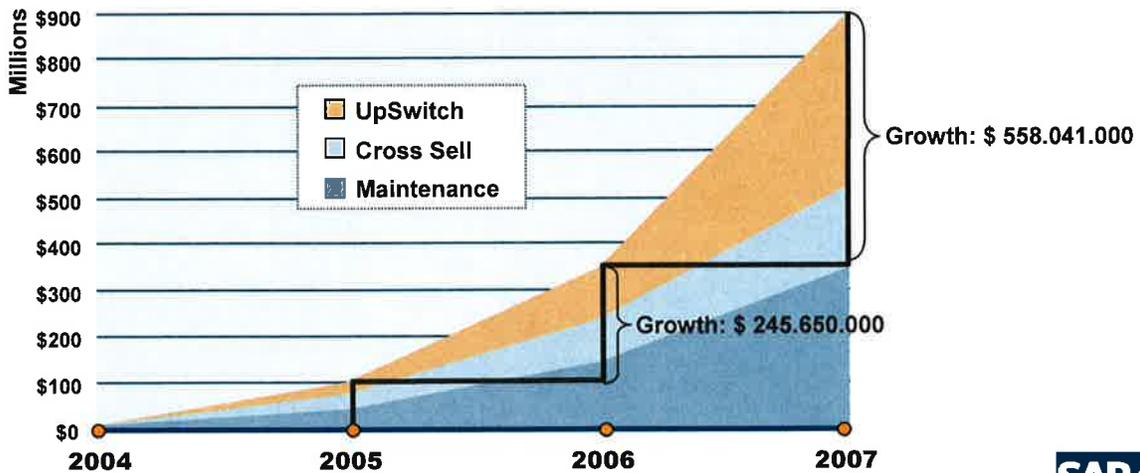
### PSFT Migration to mySAP ERP



Plug & Play Migration Package for PSFT solutions (e.g. HR). Reduce efforts by 75%

## SAP Business Opportunity

| Assumptions                             | 2005           |                      | 2006           |                       | 2007           |                       | SUM                   |
|---|----------------|----------------------|----------------|-----------------------|----------------|-----------------------|-----------------------|
|   | No of Customer | Revenue in \$        | No of Customer | Revenue in \$         | No of Customer | Revenue in \$         |                       |
| UpSwitch (discount 75% - 25%)           | 250            | 25.000.000,00        | 375            | 85.200.000,00         | 750            | 268.154.500,00        |                       |
| CrossSell (average deal size \$ 70K)    | 500            | 35.000.000,00        | 750            | 58.450.000,00         | 1000           | 85.886.500,00         |                       |
| Maintenance (17% on amount of licenses) | 500            | 34.000.000,00        | 1500           | 102.000.000,00        | 3000           | 204.000.000,00        |                       |
| <b>SUM in \$</b>                        |                | <b>94.000.000,00</b> |                | <b>245.650.000,00</b> |                | <b>558.043.007,00</b> | <b>897.693.007,00</b> |



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- The transition to a "GOOD ENOUGH" world creates an opportunity for SAP's competitors we can trust they will seize.
- Keeping them off our turf will require a dual approach:
  - ◆ RE-INVENT OUR SOLUTIONS AROUND ESA/NETWEAVER,
  - ◆ REINFORCE OUR STRENGTH – INDUSTRY SOLUTIONS.