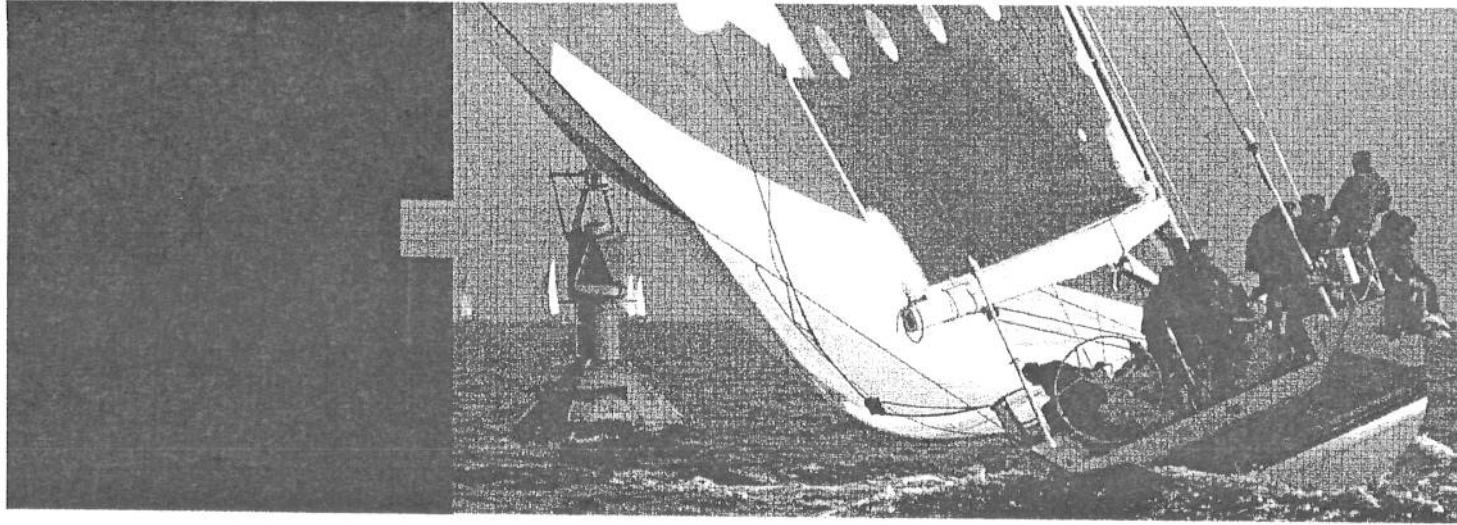


EXHIBIT U



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

January 20, 2004

CONFIDENTIAL

THE BEST-RUN BUSINESSES RUN SAP



UNITED STATES DISTRICT COURT
NORTHERN DISTRICT OF CALIFORNIA
Case #: 07-cv-01658-PJH
PLNTF EXHIBIT NO. 0024
Date Admitted: 1/14/10
BY: [Signature]
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

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 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**