

EXHIBIT BB

Unknown

From: Wendell, Michael
Sent: Thursday, February 03, 2005 8:29 PM
To: McStravick, Gregory
Subject: RE: "CLEAR SAILING" SYLT 2005

Sensitivity: Confidential

Greg, REDACTED
No mention of Partners
1. I've seen no progress on getting Partners engaged. REDACTED

Mike Wendell
+1 215 283-4465

-----Original Message-----

From: Homlish, Martin
Sent: Thursday, February 03, 2005 8:27 PM
To: Kagermann, Henning; Agassi, Shai; APOTHEKER, Leo; Oswald, Gerhard; Zencke, Peter; Brandt, Werner; Heinrich, Claus
Cc: Bradley, David; Mann, Steven; Popper, Susan; McCarthy, Anne; Wohl, William; Graf, Peter; McStravick, Gregory; McDermott, Bill; Gupta, Gitanjali; Baur, Thomas; Crean, Tim; Herzberg, Nils; Lutz, Scott; Ziemen, Thomas; Brice, C. Edward; Breuer, Martin; Rossius, Stephan; Sander, Edward; Prosceno, Michael; Cohen, Martin; Busse, Torsten; Tedesco, Costanza; Steinert, John; Peterson, Karen; Vaughan, Jane; Loisel, Heather; Wendell, Michael; Tseng, Stephen; Chou, Carlos; Clarke, Christopher; Bauer, Steve; Degler, Tara; Pleibel, Barbara; Brubaker, Brad
Subject: "CLEAR SAILING" SYLT 2005
Importance: High
Sensitivity: Confidential

Dear Board Members:

Attached are four short documents for Sylt that will provide an overview of our Oracle competitive program management approach and current activities -- now called "*Clear Sailing*."

Document 1 sets the stage for our next sustaining phase of activities, reprises our key competitive strategies (tactics for which will evolve rapidly), and describes our core team and project management approach. Our Global Marketing team will provide overall strategic and project management coordination, with Gita Gupta as project manager under Dave Bradley's direction.
<< File: Clear Sailing Project Management.zip >>

Document 2, provided by the Global Communications team, effectively summarizes our US and worldwide communications strategies and activities.
<< File: Clear Sailing Communications Recommendations.ppt >>

Document 3, provided by Shai and Peter Graf, identifies a set of focused questions that will trip Oracle up, since Oracle cannot answer these questions credibly. This document is intended as input into Communications strategy and tactics. It also contains facts about Oracle's technical weaknesses that we can use as background information for further activities. Finally, it summarizes the truth about SAP's

HIGHLY CONFIDENTIAL INFORMATION -
ATTORNEYS' EYES ONLY

SAP-OR 00126416-17 (COLOR 000001)

UNITED STATES DISTRICT COURT
NORTHERN DISTRICT OF CALIFORNIA
Case #: 07-cv-01658-PJH
PLNTF EXHIBIT NO. 0171
Date Admitted: 1/15/10
BY: [Signature]
Nichole Heuerman, Deputy Clerk

capabilities, should we have to set the record straight on Oracle's FUD.

<< File: Questions that get Oracle into trouble.ppt >>

Document 4, "*The Truth About Oracle V2*" is our rebuttal to the claims made by Oracle's Executive Leadership team at their Financial Analyst day on January 26. This is representative of what will be a continuous flow of facts and perspective to arm our Field and Partners in what is sure to be an ongoing war of words.

<< File: The Truth About Oracle's ClaimsVIIMannFinal.doc >>

This is just the beginning of a long term 18 -24 month effort, which is why it is critical that we are perfectly aligned, and speak with one voice through the entire project. We are confident that we have assembled the best team, and we are ready to win!

Regards,

Marty



Clear Sailing:
Sustaining Our Momentum in Competitive Waters

**SAP Project Management Approach
February 3, 2004**

CONFIDENTIAL

THE BEST-RUN BUSINESSES RUN SAP 

Situation Analysis

⇒ **Market consolidation has changed the competitive landscape.** Oracle is positioning itself to aggressively challenge SAP for leadership in business software solutions.

⇒ **Oracle is highly motivated to drag SAP into a PR battle,** and we can expect a relentless campaign over the next 24 – 36 months to de-position SAP. In the wake of the 18 month PS takeover news cycle, Wall Street is watching journalists are on the sidelines waiting to write the next and chapter.

⇒ **Media interest is high** – provocative statements from Oracle, and simple statements from executives will drive the news cycle in most key markets.

⇒ **Recent SAP share price drop** caused mainly by disappointment on SAP operating margin guidance coupled with Oracle projections of strong top line and margin targets. Some possible selling by hedge funds and long-term holders taking profits due to "lack of a catalyst" to drive near term SAP share price and SAP trading at highest valuation in peer group.

Internal pressure at SAP is high to **"take on Oracle"** in response to public provocation from Oracle. We are emboldened by strong financial performance, especially after nine good quarters in the US market, which is the key battleground.