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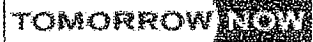
Message

From: CN=Lesley Loftus/O=TomorrowNow
Sent: 11/13/2006 8:31:15 AM
To: CN=Nigel Pullan/O=TomorrowNow
Subject: NY SAP presentation
Attachments: NY_Summit_SP_TNow_Final.ppt



NY_Summit_SP_...

Lesley Loftus
Global Director of Marketing



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TN-OR00138940

UNITED STATES DISTRICT COURT
NORTHERN DISTRICT OF CALIFORNIA
Case #: 07-cv-01658-PJH
PLNTF EXHIBIT NO. 0373
Date Admitted: _____
By: _____
Nichole Heuerman, Deputy Clerk



TomorrowNow and Safe Passage

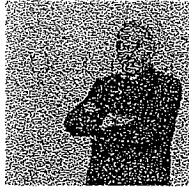
Together against Oracle

Nigel Pullan - VP EMEA & APAC Sales
Bob Geib - VP Americas Sales
Lesley Loftus - Director Global Marketing
Eric Brunelle - SAP Global Liaison for TNow

6 & 7 November 2006

THE BEST FOR BUSINESS WITH SAP





Let me give you a word of warning and it's a very serious word of warning. We have just won a few battles. This is the beginning of the war, not the end of the war. You have to assume my dear colleagues that we are dealing with a very shrewd, very smart, very tough and a very rich competitor. And it will not simply sit there and simply accept the fact that we are going to take every day market share away from them (...) We are just at the letter A and we have many more letters to work our way through (...) So I'm calling on everyone: the war is out there, we are dealing with a very mean, very tough competitor and on behalf of everyone who fights these people every day I'm calling upon everyone: let's act as a united SAP so that we can beat the enemy (...)


Leo Apotheker
Member of the SAP AG Executive Board
SAP AG

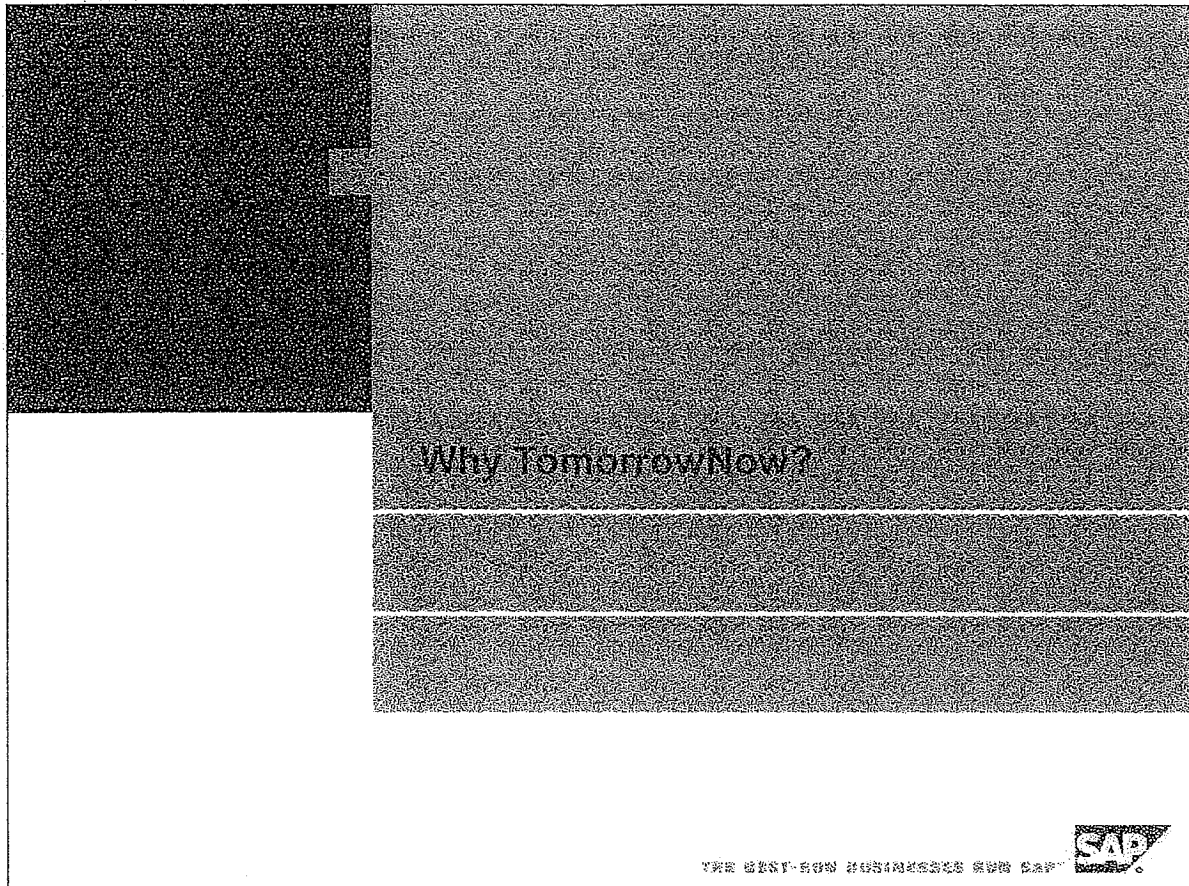


Why Tomorrow/Now?

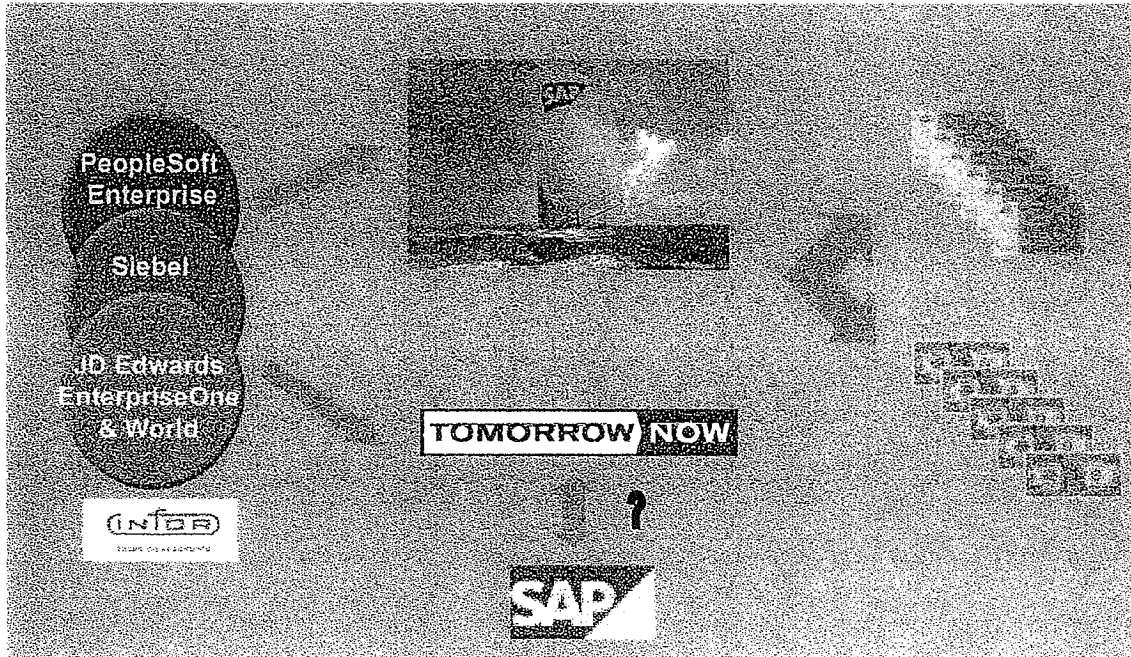
Tomorrow/Now Now

Tomorrow/Now Tomorrow

THE BEST-BUY MANAGEMENT SYSTEM 



Why TomorrowNow: Integral Part of Safe Passage



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THE BEST-BUY BUSINESS CASE FOR SAP



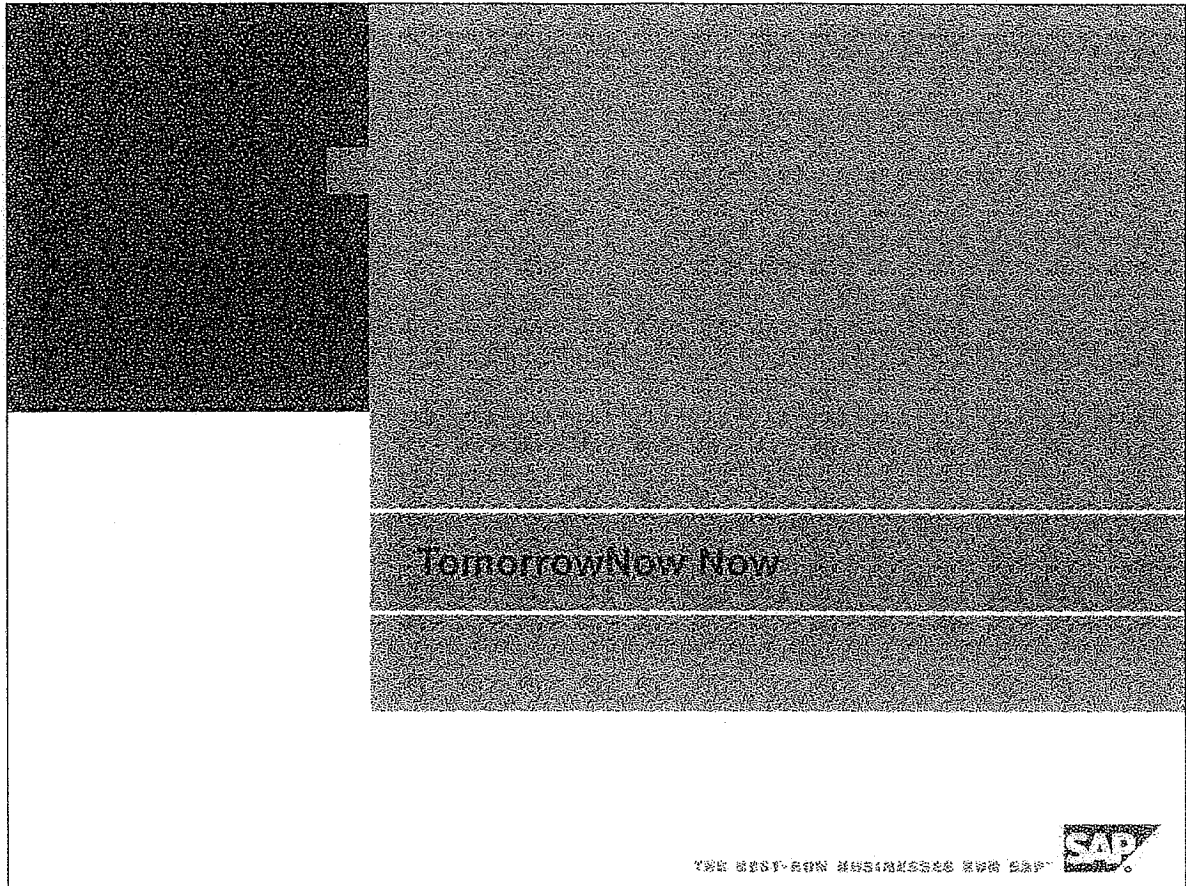
Why Tomorrow Now: Let's Act As A United SAP



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THE BEST-BUY BUSINESS FOR SAP





TomorrowNow and Safe Passage



- Our Value Proposition to Customers
- Our Value Proposition to SAP
- Misconceptions
- Success Stories
- Missed Opportunities
- How to help each other

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THE BEST-BUY BUSINESS FOR SAP



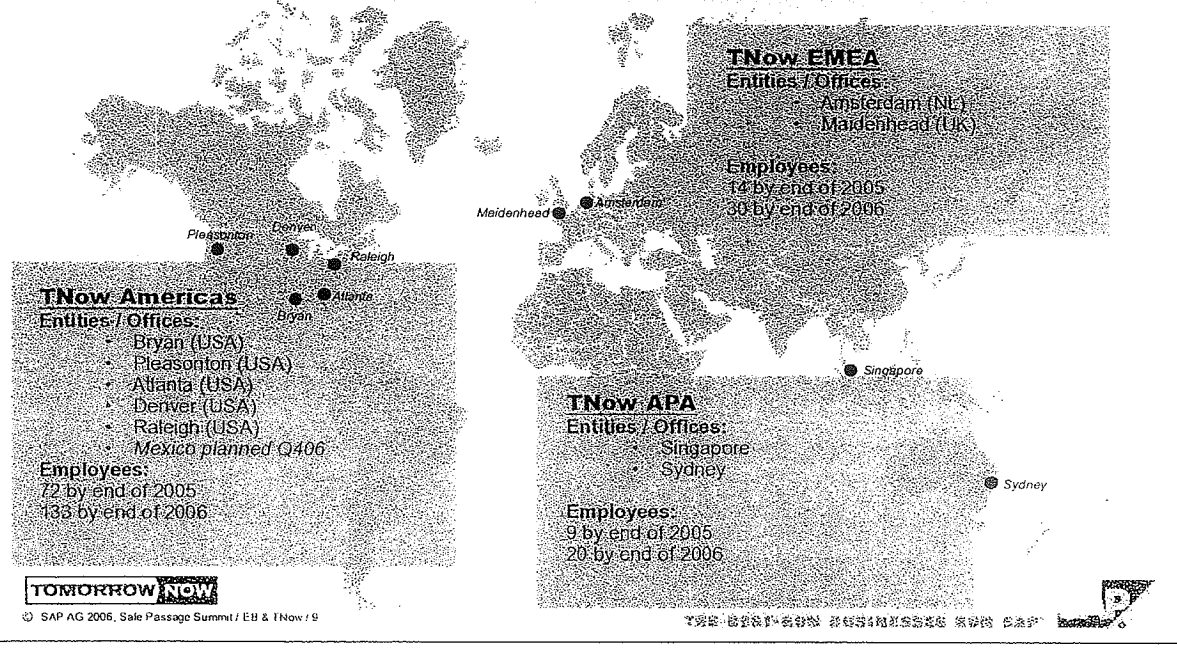
TomorrowNow Now: a Global Organization

TNow Board of Directors
 Andrew Nelson / Greg Tomp / Mark White

SAP Board Area GSS
 Gerd Oswald / Bernd Walz

TNow President & CEO
 Andrew Nelson

SAP TNow Global Biz Owner
 Thomas Ziemer



TomorrowNow Now: End Customer Value Proposition

Support for Siebel J.D Edwards, PeopleSoft and applications

Top Quality support

- 30 minute guaranteed response time
- Named Primary Support Engineer
- Average 8 years experience
- 12 languages

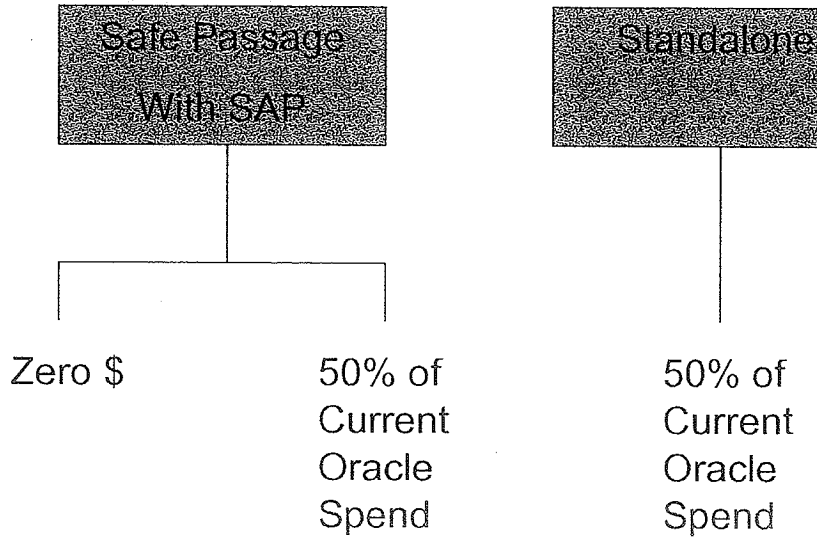
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THE BEST FROM BUSINESS FOR SAP



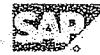
TomorrowNow Now: How We Do Business



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THE BEST-BUY BUSINESS FOR SAP™



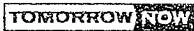
TomorrowNow Now: SAP Value Proposition – Short Term

SAP Safe Passage Customers

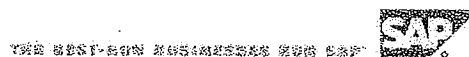
- **Have their applications supported whilst they transition to SAP software**
- **Save money in the process**
- **TN helps the ROI/TCO**

Immediate disconnect from Oracle

Target 100% involvement in Safe Passage transactions



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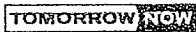
Use TN as a pipeline generator

\$1 TN standalone revenue =

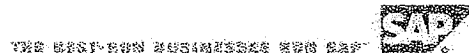
\$10 SAP license revenue pipeline

\$11M FY06 YTD TN revenue =

\$110M SAP license revenue pipeline

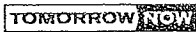


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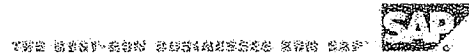


TomorrowNow Now: Marketing

- Drive change of opinion
- Integrated campaigns to drive better qualified leads
- Provide field enablement (TN and SAP Internal and External)
- Constant measuring for success
- Continue to gather intelligence to ensure smarter marketing and segmented campaigns
- Sales and Marketing working together
- SAP and TomorrowNow working together



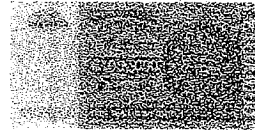
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TomorrowNow Now: Successes

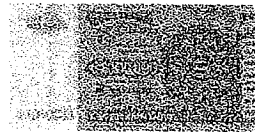
 **Electrolux**

\$ 1 M pa




SIEMENS

€ 0,8 M pa



Q1D/TUTH Campaign
15 TNow contracts

(Oracle maintenance
revenue loss)

€ 3,1 M pa



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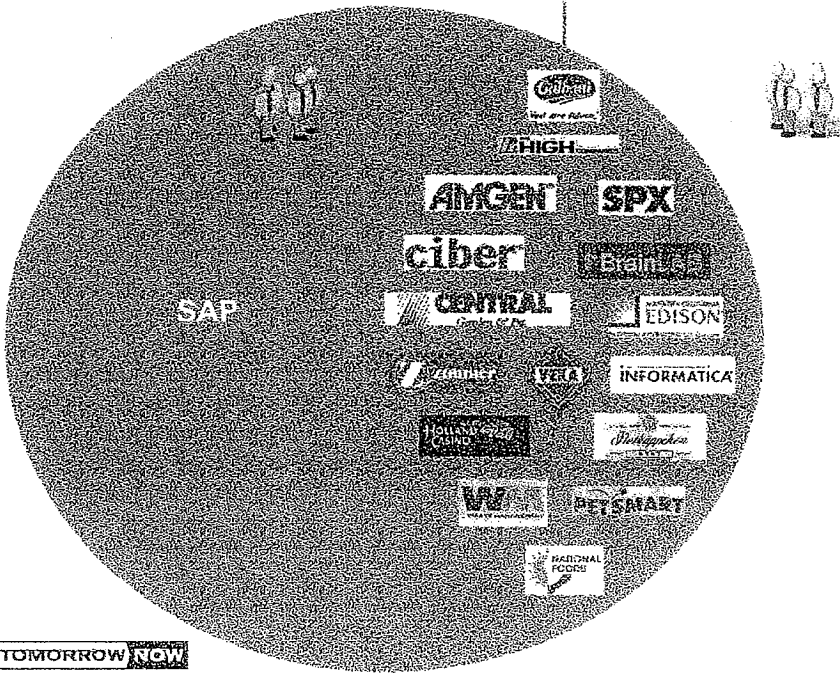
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Tomorrow Now Now: Joint Successes

16 Joint Customers



TOMORROW NOW

Status September 30, 2006

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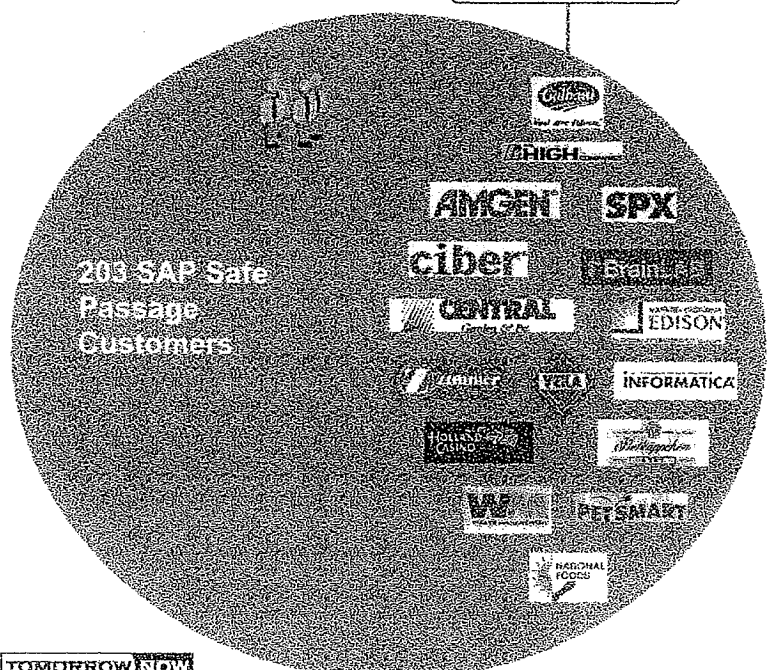
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TomorrowNow Now: Missed Opportunities

16 Joint Customers

203 SAP Safe Passage Customers



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Status September 30, 2006

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THE BEST IS NOW BUSINESS TO GO



Tomorrow Now Now: Customer Pursuit Segments

"Stand-alone"	"Hybrid"	"SAP Win"
<i>TN Stand-alone deal; customer will likely never migrate to SAP; not considered an SAP prospect</i>	<i>Customer thinking about SAP; agrees to cut costs with TN now; still an SAP prospect</i>	<i>Customer signs license deal with SAP; prospect for TN to offer support services to customer during migration period</i>



- TN leads customer acquisition and most marketing activities (SAP to help with general awareness / branding)
- SAP **does not** view these customers as potential targets

- Use segmentation to determine if SAP or TN should lead initial contact?
- SAP stays close to customer after TN wins deal
- Key is to clarify roles b/w SAP and TN (e.g. how / when to enable SAP to speak with "TN" customers)

- SAP owns the customer; leads marketing activities
- Leverage TN early in process to expedite move to TN during migration
- Key is to explain to AEs the value of TN (incentive; strategic value)



TomorrowNow Now: Framework for Joint Targeting in 2007

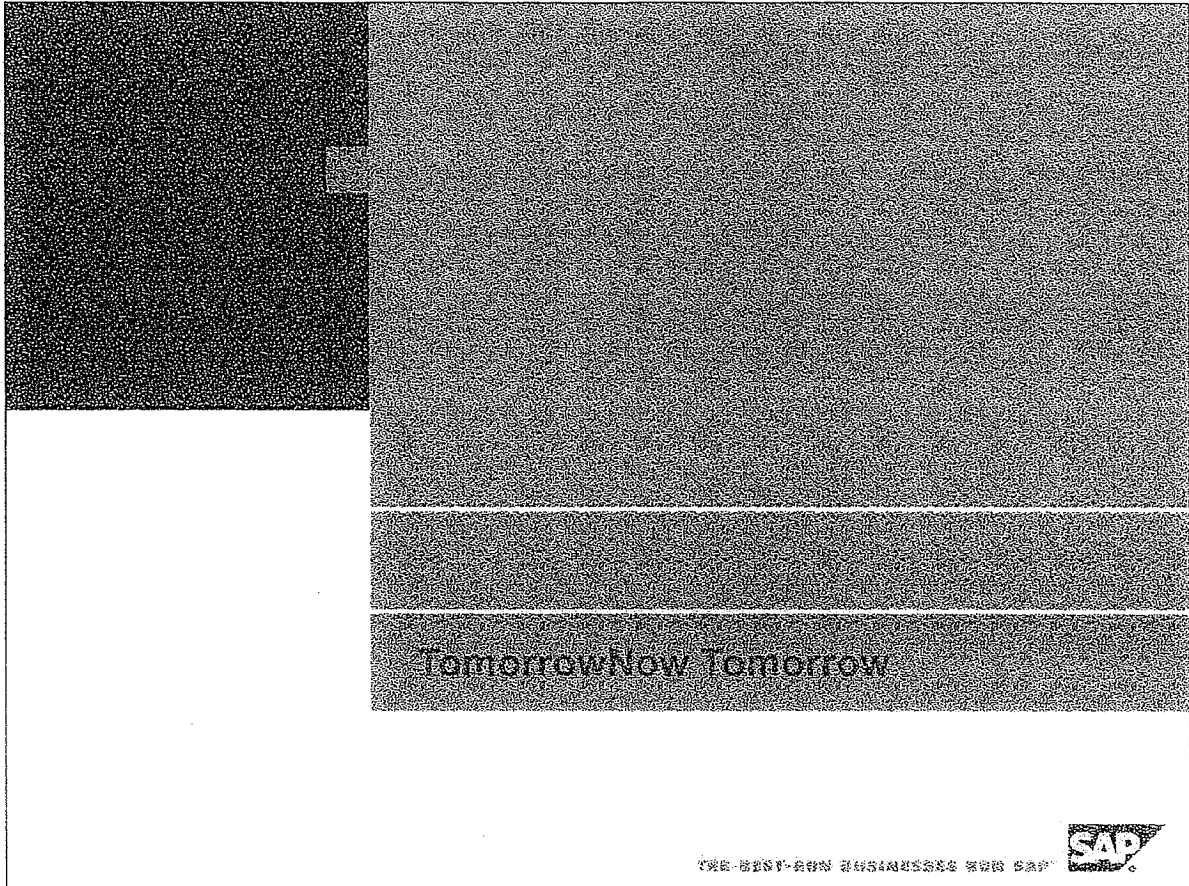
	"Stand-alone"	"Hybrid"	"SAP Win"
<i>Customer Segment Description</i>	<i>TN Stand-alone deal; customer will likely never migrate to SAP; not considered an SAP prospect</i>	<i>Customer thinking about SAP; agrees to cut costs with TN now; still an SAP prospect</i>	<i>Customer signs license deal with SAP; prospect for TN to offer support services to customer during migration period</i>
Targets & Segment Applicability			
Peoplesoft app, Oracle DB	X		
Peoplesoft app, IBM/other DB		X	X
JDE app, Oracle DB	X		
JDE app, IBM/other DB		X	X
Siebel app, Oracle DB		X	
Siebel app, IBM/other DB			X
Baan	X	X	
Others - TBD			

Example Only

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THE BEST NEW BUSINESS FOR SAP





Myths and falsehoods

- Sales is worried about Rev. Rec
- TN is a competitor
- TN is a partner
- TN will cause loss of account control
- TN is small, and SAP know best...

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THE BEST OF BUSINESS

TomorrowNow Tomorrow: Challenges Working With SAP

- Global/Regional/Functional differences
 - Programs develop centrally
 - Pushed out to regions
 - Regions make a decision if they will run program based on
 - Message, program right for countries
 - Budget
 - Timing
 - SafePassage Clients still using Oracle for support
 - Campaign plan outlined
 - Long term process to be outlined to ensure this does not happen again
- List integration
 - Merging of TN data and SAP data to enable us to
 - Re align our sales territories
 - Develop joint sales and marketing strategies
 - Support each other on deals

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TomorrowNow Tomorrow: Competition

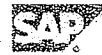
Number One – Remains Oracle

- Oracle Develop FUD
- TomorrowNow and SAP to develop messages to counteract FUD
- Respond to competition
 - Applications Unlimited
 - Reduction in cost
 - Longer term attractive deals

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THE ONLY ONE YOU NEED TO KNOW



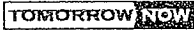
TomorrowNow Tomorrow: Suggestions For Improvement

- Include TN in VE methodology

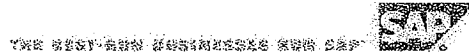
- Challenge Fusion as a strategy
 - SAP to communicate Fusion is a re-implementation

- Joint strategy to compete against Oracle pricing bundling

- Implement SPIF worldwide (AE bonus for TN lead generation)



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TomorrowNow Tomorrow: Next Steps

Marketing & Communication 2007

- ✓ Awareness, PR
- ✓ References
- ✓ SAP Info, Newsletters

Business Development

- ✓ Baan in EMEA Central; possible extension in USA and Canada (TBD)
- ✓ More business in EMEA NEWS (UK, FR, ZA) and APA
- ✓ Joint program with ADP to use payroll as a door opener in PSFT accounts

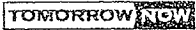
Conversion program (Convert2Win)

- ✓ Check SAP maturity of TN accounts, engage and migrate
- ✓ Concept in place
- ✓ Next: customer segmentation, rules of engagement



TomorrowNow Tomorrow: Meeting Takeaways

- Include TomorrowNow in EVERY deal
- We COMMUNICATE regularly at every level
- SAP educate the market that FUSION is a REIMPLEMENTATION
- TomorrowNow – SAP extranet



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Questions?

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