

EXHIBIT PP

Message

From: Homlish, Martin [/O=SAP/OU=AMERICA1/CN=RECIPIENTS/CN=000000061818]
Sent: 7/29/2006 6:58:52 AM
To: McCarthy, Anne [/O=SAP/OU=AMERICA1/CN=RECIPIENTS/CN=000000131178]
CC: APOTHEKER, Leo [/O=SAP/OU=EUROPE1/CN=RECIPIENTS/CN=000000042403]; McDermott, Bill [/O=SAP/OU=AMERICA1/CN=RECIPIENTS/CN=000000124288]; Mann, Steven [/O=SAP/OU=AMERICA1/CN=RECIPIENTS/CN=000000119821]
Subject: FW: Q1 Oracle Disruption Plan

Hi Anne,

I wanted to share with you the plan we developed as per the FLT meeting last week around disruption of Oracle's Quarter. As you can see below, Leo has now approved the plan which we will launch in the US market on August 4. Steve Mann will be contacting you to provide additional details around the execution.

Regards,

Marty

Martin Homlish
President & CEO, SAP Global Marketing, Inc.
Global Chief Marketing Officer, SAP AG
Corporate Officer, SAP Group
95 Morton Street
New York, New York 10014
T 212-346-5331
F 212-346-5326
E martin.homlish@sap.com

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

From: Homlish, Martin
Sent: Saturday, July 29, 2006 7:48 AM
To: APOTHEKER, Leo; McDermott, Bill; DL FLT
Cc: Welz, Bernd; Hommel, Uwe; Hommel, Uwe; Nelson, Andrew; Geib, Robert; Mann, Steven; Kalinowski, Michael; Carolan Jr, Ronald; Popper, Susan; Tedesco, Costanza; Bonvanie, Rene; Brice, C. Edward; Abolhassan, Ferri; Runge, Wolfgang
Subject: RE: Q1 Oracle Disruption Plan

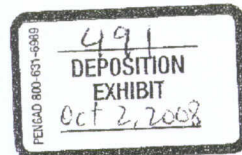
Leo,

Thanks for the positive response, and approval of the plan. We will now immediately move forward. Also, as far as NEWS is concerned, we did send the plan to Wolfgang Runge in Ernie's absence, but will immediately advise Ferri as per your recommendation. Talk to you soon.

Best Regards,

Ma

Martin Homlish
President & CEO, SAP Global Marketing, Inc.



SAP-OR00205643

UNITED STATES DISTRICT COURT
NORTHERN DISTRICT OF CALIFORNIA
Case #: 07-cv-01658-PJH
PLNTF EXHIBIT NO. 0333
Date Admitted: 11/15/10
By: [Signature]
Nichole Heuerman, Deputy Clerk

Global Chief Marketing Officer, SAP AG
Corporate Officer, SAP Group
95 Morton Street
New York, New York 10014
T 212-346-5331
F 212-346-5326
E martin.homlish@sap.com

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

From: APOTHEKER, Leo
Sent: Saturday, July 29, 2006 1:43 AM
To: McDermott, Bill; Homlish, Martin; DL FLT
Cc: Welz, Bernd; Hommel, Uwe; Hommel, Uwe; Nelson, Andrew; Geib, Robert; Mann, Steven; Kalinowski, Michael; Carolan Jr, Ronald; Popper, Susan; Tedesco, Costanza; Bonvanie, Rene; Brice, C. Edward
Subject: Re: Q1 Oracle Disruption Plan

Marty

Excellent plan! I fully support it and look forward to the results. Ernie is on vacation and not reachable for the next 8 days but maybe Ferri can help in deciding on the NEWS countries.

Warm regards

Léo

Sent from my BlackBerry Wireless Handheld

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

From: McDermott, Bill
To: Homlish, Martin; DL FLT
CC: Welz, Bernd; Hommel, Uwe; Hommel, Uwe; Nelson, Andrew; Geib, Robert; Mann, Steven; Kalinowski, Michael; Carolan Jr, Ronald; Popper, Susan; Tedesco, Costanza; Bonvanie, Rene; Brice, C. Edward
Sent: Sat Jul 29 03:31:51 2006
Subject: RE: Q1 Oracle Disruption Plan

Thank you Marty and team!

We are excited to execute this plan.

Best regards,
Bill

From: Homlish, Martin
Sent: Friday, July 28, 2006 5:51 PM
To: DL FLT
Cc: Welz, Bernd; Hommel, Uwe; Hommel, Uwe; Nelson, Andrew; Geib, Robert; Mann, Steven; Kalinowski, Michael; Carolan Jr, Ronald; Popper, Susan; Tedesco, Costanza; Bonvanie, Rene; Brice, C. Edward
Subject: Q1 Oracle Disruption Plan

SAP-OR00205644

Hello Everyone;

During this week's FLT meeting, my team committed to delivering a plan by today that will allow SAP to disrupt Oracle's quarter over the next 30 days so that they do not meet expectations of ~\$225m USD in License Sales. Our strategy is to quickly identify Oracle customers who are likely to switch to SAP and uncover JDE, Siebel or PeopleSoft customers facing a forced upgrade due to termination of their applications support.

How Will We Do This: By rapidly implementing an aggressive telemarketing and direct marketing campaign focused on 30,000 JDE, PeopleSoft and Siebel, IT Directors/CIOs, Procurement Managers and CFO's. The underlying strategy is to focus exclusively on prospects NOT in SAP's pipeline thereby minimizing the financial impact to SAP and driving incremental revenue.

Where will we do this: Focus countries include: US and Canada, UK, Australia, New Zealand

Timing: August 4th launch date

Prospect Offers:

· Offer 1: Total TomorrowNow Lifetime Support with Free Maintenance: SAP will offer the first year of maintenance for free and extend software support to 2015 for current JDE, Siebel, & PeopleSoft customers. Maintenance rate is 50% of client's current rate. Offer to Close: If the prospect accepts the offer within 45 days SAP will extend a try and buy for the customer -- between the date of acceptance with TN and the date they were to renew maintenance with Oracle, maintenance will be offered at no charge to the customer.

· Offer 2: SAP Solution BuyBack: SAP is offering 100% license credit on any Oracle, JDE, PeopleSoft, or Siebel replacement application (CRM, SCM, PLM, Analytics, DUET) that a customer selects from SAP. Offer to Close: Sign a purchase contract within 60 days and SAP, offer a 25% discount off its Safeguarding implementation service.

Financial implications:

Financial implications are minimal since this program is targeted at net new customers hence are incremental revenue opportunities. However, we estimate 1.37mm Euro in cost for the SafeGuarding discount and between 3 and 4mm Euro in lost revenue for TN try and buy and free maintenance.

Results: We estimate that these offers, delivered to a universe of 20,000 prospects will result in about 200 customers for each offer and Bill McDermott and team have approved the plan for launch in the Americas on August 4th.

Decisions/Actions to move forward

1. Leo/Gerd: Please review and approve offers
2. Bernd-Michael/Bernd Welz/Uwe Hommel/Andrew Nelson - consult on offers as appropriate.
3. Regional Presidents: Please confirm geographic coverage. Are there other countries that need to be covered? Or countries that should be added.
4. Andrew Nelson - confirm TN to scale to meet increased demand

Please get back to myself or Steve Mann, our program lead, with your responses to the action items above by Monday July 31st in order to launch in the Americas by August 4th and launch in the UK, Australia, New Zealand by August 8th.

Best Regards,

Marty