

Message

From: Mulloy, Chuck [/O=SAP/OU=AMERICA1/CN=RECIPIENTS/CN=000000112384]
Sent: 1/17/2005 3:31:55 AM
To: Oswald, Gerhard [/O=SAP/OU=Europe1/cn=Recipients/cn=000000034905]; Bradley, David [/O=SAP/OU=AMERICA1/CN=RECIPIENTS/CN=000000226125]; Breuer, Martin [/O=SAP/OU=Europe1/cn=Recipients/cn=000000114001]; Graf, Peter [/O=SAP/OU=AMERICA2/cn=Recipients/cn=000000103249]; McCarthy, Anne [/O=SAP/OU=AMERICA1/CN=RECIPIENTS/CN=000000131178]; McStravick, Gregory [/O=SAP/OU=AMERICA1/CN=RECIPIENTS/CN=000000124784]; Popper, Susan [/O=SAP/OU=AMERICA1/CN=RECIPIENTS/CN=000000102891]; Ziemen, Thomas [/O=SAP/OU=Europe1/cn=Recipients/cn=000000042894]; Wendell, Michael [/O=SAP/OU=AMERICA2/cn=Recipients/cn=000000115912]; Clarke, Christopher [/O=SAP/OU=AMERICA1/CN=RECIPIENTS/CN=000000119114]; Homlish, Martin [/O=SAP/OU=AMERICA1/CN=RECIPIENTS/CN=000000061818]; Mann, Steven [/O=SAP/OU=AMERICA1/CN=RECIPIENTS/CN=000000119821]; Wohl, William [/O=SAP/OU=AMERICA1/CN=RECIPIENTS/CN=000000041767]; WAGNER, STEFAN [/O=SAP/OU=Europe2/cn=Recipients/cn=000000038169]; Welz, Bernd [/O=SAP/OU=Europe1/cn=Recipients/cn=000000034205]; APOTHEKER, Leo [/O=SAP/OU=Europe1/cn=Recipients/cn=000000042403]; Tseng, Stephen [/O=SAP/OU=AMERICA1/CN=RECIPIENTS/CN=000000128549]; Fanghaenel, Karsten [/O=SAP/OU=Europe1/cn=Recipients/cn=000000115438]; KIRCHNER, Tobias [/O=SAP/OU=Europe2/cn=Recipients/cn=000000134364]; Word, Jeffrey [/O=SAP/OU=AMERICA2/cn=Recipients/cn=000000064566]; Clarke, Christopher [/O=SAP/OU=AMERICA1/CN=RECIPIENTS/CN=000000119114]; Mackey, James [/O=SAP/OU=AMERICA1/CN=RECIPIENTS/CN=000000065459]; Agassi, Shai [/O=SAP/OU=AMERICA2/cn=Recipients/cn=000000115784]
Subject: FW: Safe Passage Strategy Deck Update
Attachments: Safe Passage v6.ppt
Importance: High

All,

The attached deck is the version that will be reviewed in hard copy during the meeting today at 1:00pm in Barcelona.

Best regards,

Chuck

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

From: Lutz, Scott
Sent: Sunday, January 16, 2005 3:22 PM
To: Mulloy, Chuck; Bradley, David; Breuer, Martin; Graf, Peter; McCarthy, Anne; McStravick, Gregory; Popper, Susan; Ziemen, Thomas; Wendell, Michael; Clarke, Christopher; Homlish, Martin; Mann, Steven; Wohl, William
Subject: Safe Passage Strategy Deck Update
Importance: High

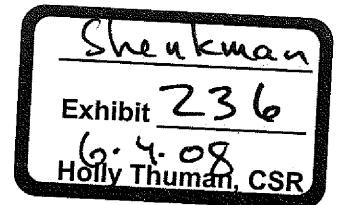
All: please find attached an updated Safe Passage strategy deck. Minor edits and inclusion of specific Field Enablement tactics from Mike Wendell.

Susan: Would you please arrange to have 10 color copies of this deck printed for Marty's meeting scheduled for early Monday afternoon. Thank you in advance.

Thanks!



Safe Passage
v6.ppt



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SAP-OR00092046

UNITED STATES DISTRICT COURT
NORTHERN DISTRICT OF CALIFORNIA
Case #: 07-cv-01658-PJH
PLNTF EXHIBIT NO. 0141
Date Admitted: _____
By: _____
Nichole Heuerman, Deputy Clerk

Regards,

Scott R. Lutz

Global Solutions Marketing, Mid-Market Programs

SAP Global Marketing

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95 Morton Street
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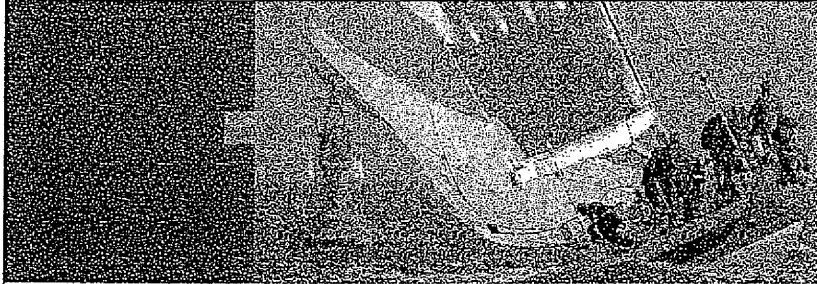
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**Safe Passage: Winning Customers
and Markets From Oracle-PeopleSoft-
J.D. Edwards**

Executive Overview
January 16, 2004
v6

CONFIDENTIAL

THE PEOPLE KNOWLEDGE GROUP 

Strategy

Goal: Our goal is to convert the majority of the PeopleSoft and J.D. Edwards customer base to SAP and contain Oracle's potential growth in the next generation application market.

Strategy: By offering full maintenance and support of PeopleSoft and J.D. Edwards systems, migration tools along with favorable upgrade licensing terms to SAP NetWeaver and mySAP ERP, SAP will siphon off the cash flow that Oracle needs to build or acquire it's next generation applications. SAP will establish or re-invigorate relationships with potentially thousands of new and existing customers.

Key Tactics:

- Announce a dramatic, market changing PeopleSoft and J.D. Edwards support and upgrade offering in January, just as Oracle announces their new strategy.
- Reach out to the joint SAP-PSFT-JDE accounts within the "Global 1,000" (est. 450) over the next 30 days (February) and aggressively convert their maintenance contracts to SAP and facilitate immediate adoption of NetWeaver and planned adoption of mySAP ERP at PSFT and JDE installations within those enterprises.
- Announce a joint initiative between SAP and IBM to service, support and upgrade the existing PeopleSoft and JDE installations by perhaps combining the IBM BCS PeopleSoft/JDE practice with the SAP practice and enable hundreds of IBM channel partners around the world to engage PeopleSoft and JDE accounts on behalf of the joint SAP and IBM initiative.
- Roll out targeted direct marketing and sales programs to a variety of PSFT and JDE market segments including strategic installed bases of mid market manufacturing, project/service industries, local/state governments and HCM
- Wrap up the first half 2005 Safe Passage campaign at the SAPPHIRES with high profile closing events and special tracks to further education and nurture PeopleSoft and J.D. Edwards customers.

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THE BUSINESS RESOURCES NEW MAP



Initial Target Audience and Offer

Target Audience

Offering:

MySAP ERP License Upgrades for PeopleSoft customers includes:

- Standard* mySAP ERP user license
- Standard* SAP NetWeaver user license
- PeopleSoft product maintenance (advanced offering) which includes access to PeopleSoft migration and integration packages and tools when available
- Partner community to provide the local, hands on tools, services and experience in successful upgrades to SAP solutions.

Terms:

- Standard mySAP ERP terms and conditions
- Based on previous PSFT investments* as a contribution toward the SAP license(s) as per the same terms and conditions of the R/3 Upgrades (conversion credit)
- Standard discounts apply
- Normal annual maintenance due upon contract completion (17%), prior to PSFT conversion credit

* All license offers include no engines. Based book value is same present terms and condition in current programs (e.g. 70%)

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THE BEST-BUY BUSINESS PARTNER



"We Care" Messaging

IT Services in the Industry

Customers' carefully constructed enterprise IT strategies have been put at risk because of Oracle's hostile takeover of PeopleSoft and the former J.D. Edwards.

- It is unclear how Oracle will deliver business solutions and support for their competing product families while they dramatically reduce their technical and customer support resources.
- For at least two to three years, PeopleSoft and J.D. Edwards customers will have to choose between either no new functionality to solve crucial industry challenges, or the disruption of a major migration project to Oracle.
- As the IT industry is consolidating customers/companies and IT budgets remain under pressure, businesses need to re-evaluate their IT strategies.

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THE BEST FOR BUSINESS™



Initial Target Segments and Offerings

Initial Target Segment	Initial Target Accounts	Demands of Target	Initial Target Offerings
Global Fortune 1000 (General)	Shared SAP/PSFT/ ORCL accounts	<ul style="list-style-type: none"> Establish ESA roadmaps Negate Oracle "FUD" about SAP platform direction 	<ul style="list-style-type: none"> ESA strategy and migration plan NetWeaver-led shared services strategy
Global Manufacturing Leaders			<ul style="list-style-type: none"> ESA-led, NetWeaver-enabled plant/subsidiary migration offering that finishes the job of Corporate Financial and HR systems integration with plant-level JDE Vertical GTM programs with PSFT's strongest partners (e.g., IBM in Life Sciences)
Mid-market Manufacturing Value Chains (Mfg/Wd/Retail) (OneWorld XE Installed Base, Select PSFT)	JDE heavily penetrated installed base, XE end-of-life in Feb '05; Loyal AS/400 - iSeries users	<ul style="list-style-type: none"> Plan to migrate to SAP in 18-36 months 	<ul style="list-style-type: none"> For Discrete Mfgs industry segments, SAP support for XE, coupled with "simulated pilot" capabilities, migration planning resources, and preferential licensing For Process Mfgs industry segments, introduce SAP Asset Management bundled with SAP Support for XE and SAP NetWeaver to enable 3-way lifecycle management (asset owners, operators, 3rd-party maintenance) Leverage IBM routes to markets and incentives

Other Focused Targets include Project/Service Industries, Local/State Government and Select Regions (e.g. ANZ) and Products (HCM)

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18E, 2007-001, 2007-002, 2007-003, 2007-004



Key Messages:

Shai Agassi – Upgrade Offering Story

Reiterate Safe Passage value statements...

Introduce the support and upgrade offering

- > Comprehensive maintenance services so they leverage existing investments... TomorrowNow background and details
- > Providing those customers with SAP NetWeaver to help them immediately integrate their diverse IT landscape with one open platform and to enable flexible business processes across the entire company.
- > With the deployment of mySAP ERP, customers can take advantage SAP's industry leading industry-specific solutions built along the Enterprise Services Architecture blueprint.

Discuss Offering Details and Terms.

- > Treating them as SAP customers....

Wrap up with positive statement on how SAP helps business grow two ways: innovation for differentiation (NetWeaver) and increased productivity with built in expertise of the world best-run businesses (mySAP ERP).

Possible IBM Announcement: ???

Introduce Q/A:

Expected News Cycle: Expect major business and IT outlets to provide a high degree coverage.

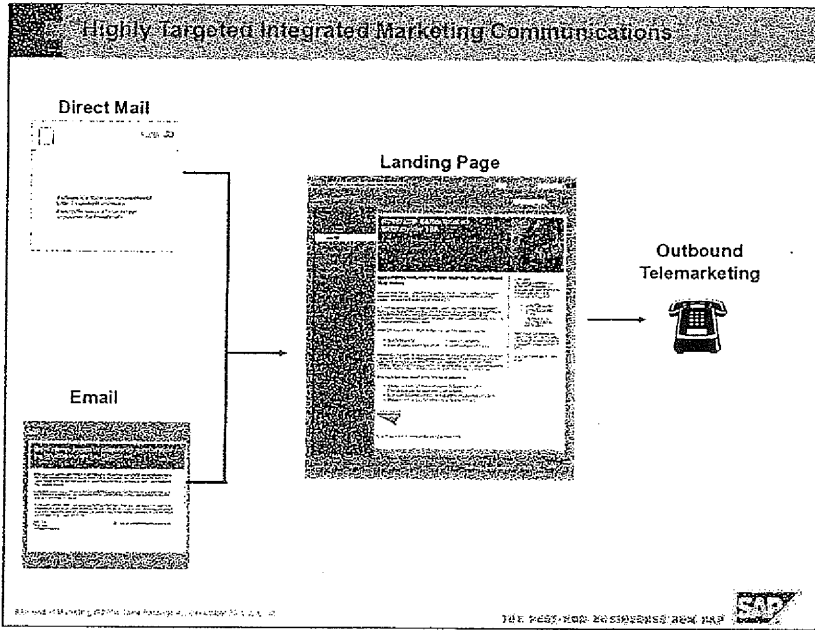
1-2 exclusive interviews for Bill McDermott and Shai Agassi. Bill Wohl to conduct rest of media.



Global Communications Strategy

- Offering the story as exclusive to the WSJ
- Monitoring Oracle strategy announcement for last minute adjustments
- Targeted outreach to various high impact outlets for the 19th
- Focus on top ten geo markets globally; US market is key battleground. Consider Leo/Bill McD./Hans Peter/Ernie as prime spokespersons
- Non-disclosure pre-briefings with Gartner/Meta, AMR and others
- Investor relations educate financial analysts to influence market behavior
- Keep high ground, and avoid appearing to be reactive to competitive offerings
- Demonstrate success stories at major SAP events (SAPPHIREs, Business Forums, etc.)
- Focus reporters on key business challenges faced by targeted segments of the market (e.g., global manufacturing leaders attempting to integrate plant-level JDE)
- External program also facilitates recruitment efforts from JDE/PS/Oracle
- Internal communication designed to keep employee audience "on message"
- Highlight customer successes from previous conversions





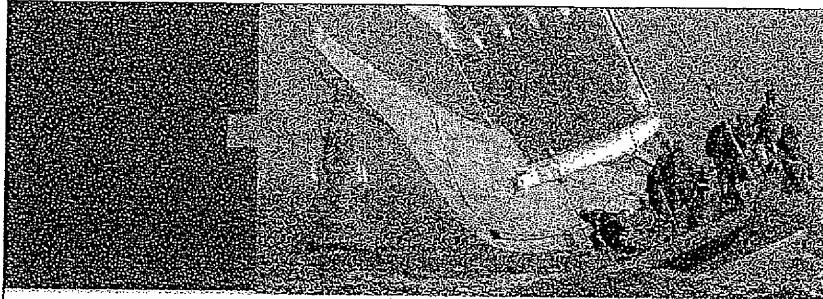
Sales Enablement Strategy

- Prepare sales force with initial information about overall message, strategy and offer through SMI prior to announcement
 - Update Safe Harbor SMI page to Safe Passage with offer overview
 - Prepare FAQ
 - Provide references of SAP customers who also run PSFT and will endorse offer & program
 - Leverage existing Safe Harbor competitive information
- Conduct webcasts to further educate and train AEs on offer & program
- Drive awareness and use of Sales Response Line for real-time updates and answers
- Secure Executive support to assist in setting sales appointments in Top 50 identified accounts
- Deliver full sales kit to assist AEs in sales calls
- Roll out additional enablement on segmented offers
- Communicate importance of "no pressure" tone to AEs through all sales enablement efforts
- Syndicate to other regions


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Appendix Slides

THE 4000-NUMER 84-SHOWNES GUN MAP 

Initial Timeline		
Date	Event	SAP Message
Jan 14	ORCL Internal announcement	<ul style="list-style-type: none"> Proactive press/analyst/partner discussions to provide substantive perspective on Oracle's intentions and directions Insert SAP messaging into Oracle press coverage Announce "We Care" high level messaging Communication earnings call (?), FACI Internal announcement of R/3 equivalent maintenance offering for PSFT customers
Jan 16	ORCL industry analysts/press event	
Jan 19	SAP Safe Passage announcement	
Jan 26	ORCL financial analyst event SAP Earnings announcement (WDF) SAP Second Announcement	
Mid-late Jan Jan 28	SAP FKOMS Expected Oracle Rebuttal	<ul style="list-style-type: none"> Inform Field and Partners of approach, key messages, resources
Mid-Feb	Proactive press/analyst outreach and Direct Marketing campaign	<ul style="list-style-type: none"> Introduce SAP offerings with promotional launch Continued press coverage of Safe Passage campaign Leverage IBM supporting programs through joint communications
Late-Feb	Nat'l Mfg Week IBM PartnerWorld Proposed IBM Announcement	<ul style="list-style-type: none"> Mid Market PSFT/JDE Manufacturing campaign kicks off Selected 3-way alliance discussions with large partners: SAP and IBM ecosystem support announcement Regional SI offering (TBD)
March	CeBIT HK Keynote Launch EMEA programs	<ul style="list-style-type: none"> SAP mid-market ad campaign breaks HK CeBIT keynote references Safe Passage EMEA syndication, Germany launch point - CeBIT Announcement of targeted support and migration offerings Declaration and proof of superior value in specific industries/companies Closing events and PSFT VIP tracks
March- Ongoing	US Business Forums Best of SAP Tour	
Apr-May	SAPPHIRES	

Sales Enablement & Execution Deliverables

Offer Overview In SMI	1/18	Offer Messaging and Details- S. Lutz	C. Clarke/M. Lewin
AEFAQs	1/18	Content- M. Wendell	C. Clarke/M. Lewin
Customer References	1/19	NW- O. Inbar ERP- TBD	C. Clarke/B. Pleibel
Scenario Migration and Integration Briefs	1/19	One Voice Editing- J. Kalfel	D. Frauenfeld
Fact Sheet	1/19	IDC Analysis- S. Mann	S. Mann
Sales Response Line Briefing	1/26	Offer Messaging and Details- S. Lutz	O. Wegner
Sales Briefing Webcasts	1/26		M. Wendell
Top 50 Customer Profiles	1/26	Top 50 List- M. Wendell	K. Peterson
Sales Script (Talking Points)	1/26	Offer Messaging and Details- S. Lutz	M. Wendell
Thank You Letter	1/26	Offer Messaging and Details- S. Lutz	D. Leo
Full Sales Kit (Sales Discussion Guide, Competitive Guide, Customer Successes)	2/3	All of the above	E. Sender

SALES ENABLEMENT & EXECUTION DELIVERABLES

DATE: 1/26/2011 10:58:58 AM



Direct Marketing Deliverables			
Inbound & Outbound Tele scripts	2/3	Offer Messaging and Details- S. Lutz	D. Leo
Direct Mail/e-mail & Landing Page	2/3	Offer Messaging and Details- S. Lutz	D. Leo
Targeted Lists	2/3	CMI Lists crossed vs. SAP- S. Mann	G. Peay/S. Flett

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Field FAQ

What has Oracle promised PSFT (JDE) customers?

What did SAP announce on January 19th?

What is our key message, and who are we targeting?

What is the value prop to the customer?

What is our offer?

What else can we include in the offer?

When talking to these customers, what should I listen for?

What questions/objections might the customer have?

What partners are available to help?

Questions regarding TomorrowNow

- What PSFT and JDE versions are covered?
- What are the details of their support model?
- What value does SAP/TN bring that a customer can't get from another MSP?

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THE MESSAGE BUSINESS/DEAL MAP



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