

EXHIBIT 14

Business Case: TomorrowNow – Siebel

Board Area: Gerd Oswald

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TN-OR00995250

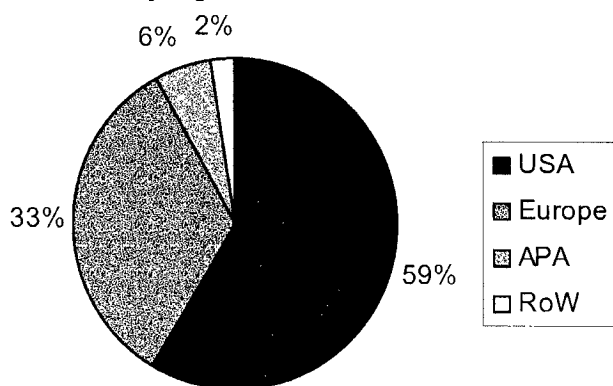
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Biz Opportunity – TNow Offering for Siebel

CUSTOMER ANALYSIS

The Siebel customer base consists of **4,000 customers**, (including large number of joint SAP/Siebel customers) and presents a huge market opportunity

Total Revenue by Region



RELEASE / MAINTENANCE STRATEGY

- Support for Siebel applications will continue until 2012
- Siebel's Standard Support fee has been 20%. **Oracle will likely try to uplift fees for many Siebel customers to 22%** by re-negotiating support contracts

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CURRENT SITUATION

Oracle will likely expand its Lifetime Support with **significant uplift of maintenance fees for Siebel customers** but so far Oracle has not provided road maps for support and enhancement plans

- Gartner recommends that other CRM vendors take advantage of the uncertainty** surrounding the Siebel/Oracle event, as it may freeze some purchase decisions by current or prospective customers
- Particularly Siebel customers using **pre-7.5-versions** should according to Gartner **weigh the implications of moving off of support** within the next three years

CONCLUSIONS

- As a result of the acquisition of Siebel by Oracle, **SAP may enhance the Safe Passage Program for customers running Siebel** to offer a way out of the uncertainties arisen by this acquisition
- The Maintenance offering** – a key part of the Safe Passage Program and provided by TomorrowNow – **can be used as enabler** for future license revenue, to grow maintenance contract volume taken away from Oracle and to generate additional maintenance revenue for SAP
- Market / **Customers are already requesting SAP to offer SafePassage / TNow Services**, especially for Joint SAP/Siebel Customers (e.g. **Unilever**)

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