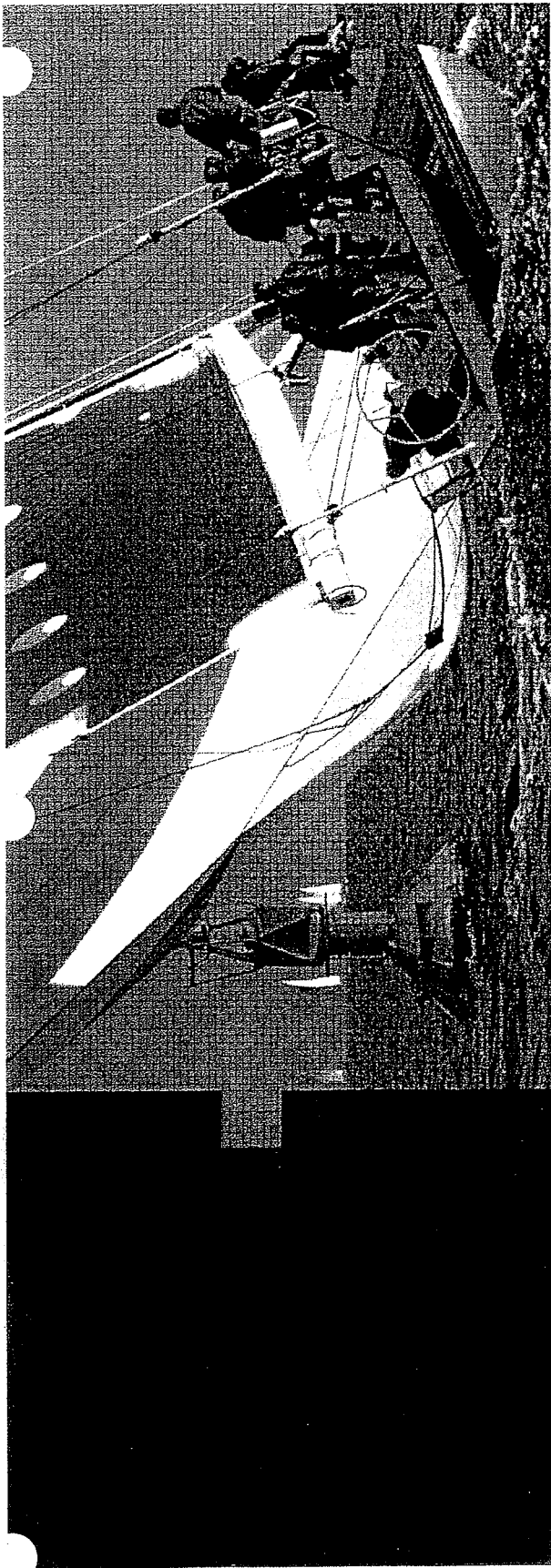


# EXHIBIT E



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

January 20, 2004

CONFIDENTIAL

EXHIBIT  
595



THE BEST-BUSINESS FOR SAP

## Analyst Support

*"We knew that you would make a move...but not like this. Great strategy, great acquisition, toast to you."*

*"This is a great option for mid-market companies...you will see some traction on this."*

Bruce Richardson and Jim Sheppard, AMR

*"Brilliant strategy. TomorrowNow was a great acquisition. Congratulations."*

Barry Wilderman, Meta Group

*"Oracle did not see this coming. Their strategy is like Project Green all over again. You put them into a tough spot to rationalize their strategy and position."*

*"Acquiring TomorrowNow was a great move. The increase in customers [based on our calls] independently looking at them as an alternative for support has been dramatic over the past three weeks. The strategy on migration and maintenance is solid and very well thought through."*

Yvonne Genovese and Lee Geishecker, Gartner



THE BEST-RUN BUSINESSES RUN SAP

SAP is a registered trademark of SAP AG in Germany and several other countries.

## Reaction to Oracle's Project Fusion

**Q:** *"This strategy is very similar to what Microsoft did with Project Green - which they have recently backed away from. Why would you not learn from market history?"*

- Gartner Analyst

**A:** *"Because we are not Microsoft - we know applications and they don't. We know that we can do it."*

- John Wookey, SVP Application Development

*"The real question is where do you [PSFT customers] want to be in 2008 with your business and your products."*

Joshua Greenbaum, EAC



THE BEST-BUY BUSINESS BUY SAP

## SAP Preempts Oracle in the Media

*"In one of the first skirmishes, SAP AG is rolling out a plan to woo PeopleSoft users...wary of Oracle's plans. Oracle, meanwhile, formally launched its effort..."*

David Bank, Wall Street Journal

*"Even as...Larry Ellison was reassuring customers, SAP was laying plans to lure those customers away."*

Akweli Parker, The Philadelphia Inquirer

*"Larry Ellison...real goal is for those customers to migrate to 'Project Fusion'...SAP, too, can promise support and a migration vision."*

Demir Barlas, Line56

*"Ellison took shots at his prime competitor...deriding SAP's software as proprietary...To that, SAP officials say hogwash"*

Carolyn April, VARBusiness



THE BEST-RUN BUSINESSES RUN SAP

© 2004 SAP AG. All rights reserved. SAP AG is a registered trademark of SAP AG in Germany and several other countries.

## The Situation

- ORCL announces “Fusion” application strategy with no architecture or details
- In addition, ORCL promises continued support and innovation for five product lines
- Therefore, uncertainty remains among customers
- Eventually, every ORCL customer must migrate to the “Fusion” product
- ORCL-forced disruption extends SAP’s leadership opportunity



THE BEST-BUY BUSINESS RUNS SAP

© 2005 SAP AG. All rights reserved. SAP AG is a registered trademark of SAP AG in Germany and several other countries.

## The Goal

Convert approximately 50% of the PeopleSoft and J.D. Edwards customer installations to SAP (100% of shared customers)

- Disrupt Oracle's ability to pay for the acquisition out of cash flow
- Shrink their share of the application market
- Discredit their efforts to create a next-generation application platform



THE BEST-RUN BUSINESSES RUN SAP

© 2006 SAP AG. All rights reserved. SAP is a registered trademark of SAP AG in Germany and several other countries.

## The Safe Passage Strategy

**Initially focus on our largest joint SAP-PeopleSoft customers in the US**

- Syndicate in Europe and Asia within next 3-4 weeks
- Second wave to target legacy JDE customers in the mid-market
- At any time, any customer can choose to become a "joint customer" ...

**Customer care is the entry point for the discussion**

- "Adopt" our clients' PeopleSoft and J.D. Edwards installations
- Provide terms that support clients' migration on their time scale

**Nurture the customer into a migration discussion**

- NetWeaver to extend current investments
- Create a customer focus on platform advances and business process innovation

**Maintain our Leadership positioning and message**

- Educate analysts and press with to gain their support and undermine Oracle's story

**Execute aggressively in the Field**

- Engage with top clients and partners
- Support Account Teams with a drumbeat of sales messages, materials, and expert resources



THE BEST-BUSINESS FROM SAP

© 2002 SAP AG. All rights reserved. SAP and the SAP logo are registered trademarks of SAP AG in Germany and several other countries.



## Our Offering

SAP will offer full product maintenance and support for all PeopleSoft and J.D. Edwards products, and provide that support through TomorrowNow, the leading third party support provider to the PeopleSoft/JDE installed base.

### Product

Standard mySAP ERP user license with 17% maintenance

### Promotional Offer

Upgrade existing PeopleSoft/JD Edwards licenses to MySAP ERP licenses, which include:

- PeopleSoft/JDE maintenance
- SAP NetWeaver use rights
- PeopleSoft product maintenance which includes access to PeopleSoft migration and integration packages and tools when available

Additionally, 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, prior to PSFT conversion credit

# Service Offerings for PSFT\* Customers

## SAP Standard Services\*

### Maintain

Active Global Support and advanced Services for SAP Standard 17%

### Integrate

Plug and Play connectivity for smooth integration of PeopleSoft with SAP (CRM, SCM, MDM)

### Migrate

Out-of-the-box migration tools and content for PeopleSoft master data and outstanding items

## Customer Benefits

### Investment Protection

- Service Portfolio
- Safe Passage
- Interoperability
- Optimization of Support
- Save of Service Spendings

### Business Innovation

- Incremental Deployment
- Increased Value
- Functional Enhancements
- Composite Applications
- Innovative Solutions

### Take Control of Your Future

- Higher Efficiency
- Reduced TCO
- Optimized Processes
- Trusted advisor
- Reliability

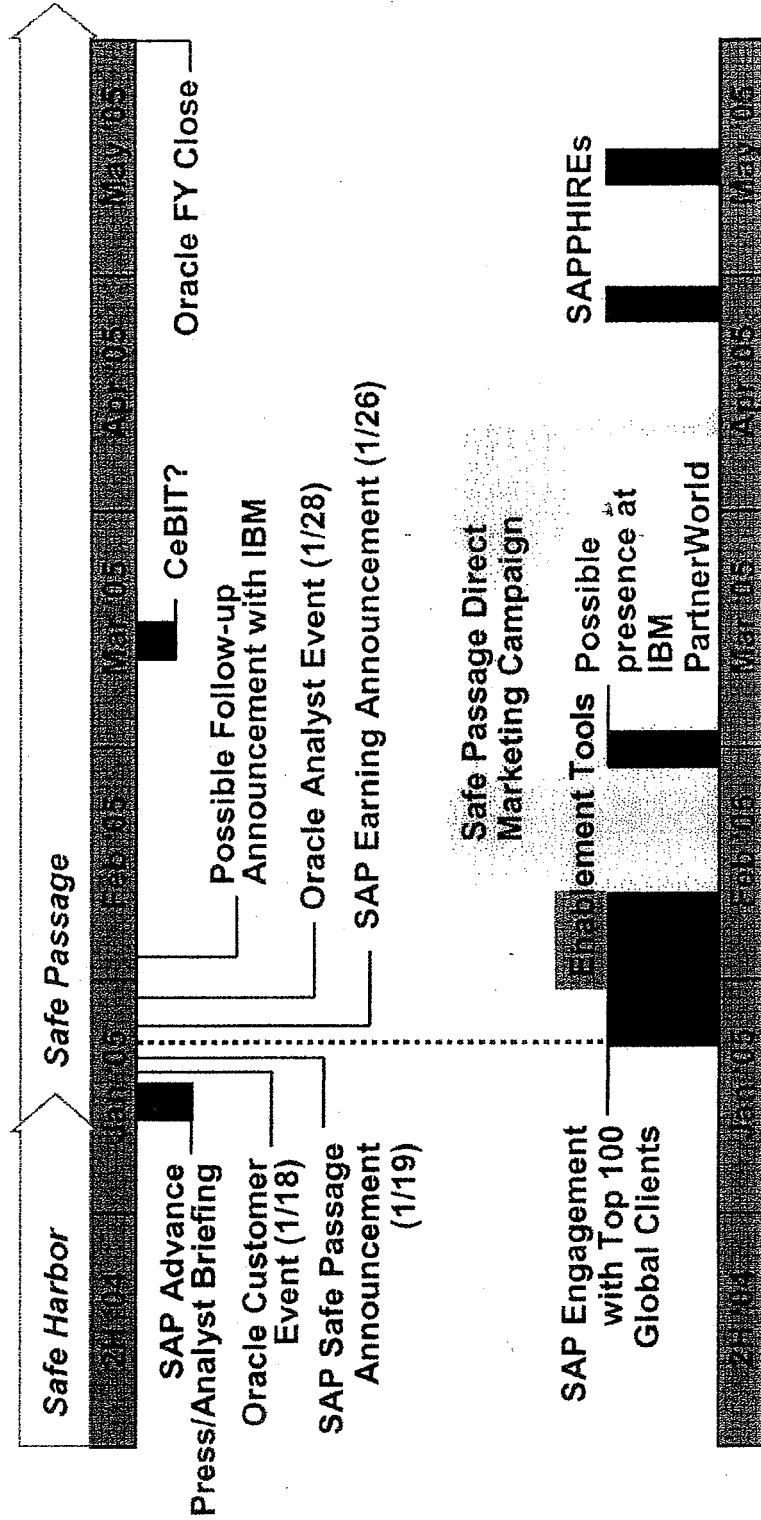
\* Including PSFT Enterprise; PSFT EnterpriseOne; PSFT World



THE BEST-RUN BUSINESSES RUN SAP

# Timeline

Our **Safe Passage** timeline is a continuation of the **Safe Harbor** program, now phased to drive aggressive execution that keeps Oracle in a reactive, defensive mode



THE BEST-BUY BUSINESS RUNS SAP

# Target Segments and Tailored Propositions

Target Market Segment	Current Situation	SAP Competitive Goals	SAP and Partner Offerings
<b>Global Fortune 1000 (General)</b>	Shared SAP/PSFT/ORCL accounts	<ul style="list-style-type: none"> <li>Establish ESA roadmaps</li> <li>Negate Oracle "FUD" about SAP platform direction</li> </ul>	<ul style="list-style-type: none"> <li>ESA strategy and migration plan</li> <li>NetWeaver-led shared services strategy</li> </ul>
<b>Global Manufacturing Leaders</b>			<ul style="list-style-type: none"> <li>ESA-led, NetWeaver-enabled plant/subsidiary migration offering that finishes the job of Corporate Financial and HR systems integration with plant-level JDE</li> <li>Vertical GTM programs with PSFT's strongest partners (e.g., IBM in Life Sciences)</li> </ul>
<b>Mid-market Manufacturing Value Chains (OneWorld XE Installed Base, Select PSFT)</b>	JDE heavily penetrated installed base; Loyal AS/400 – iSeries users	<ul style="list-style-type: none"> <li>Plan to migrate to SAP in 18-36 months</li> </ul>	<ul style="list-style-type: none"> <li>For Discrete Mfgs industry segments, SAP support for XE, coupled with "simulated pilot" capabilities, migration planning resources, and preferential licensing</li> <li>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, 3<sup>rd</sup>-party maintenance)</li> <li>Leverage IBM routes to markets and incentives</li> </ul>

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

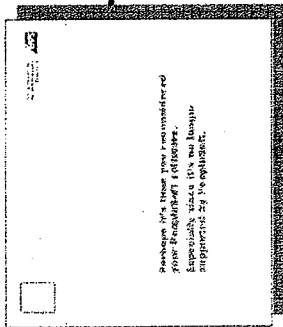


THE BEST-RUN BUSINESSES RUN SAP

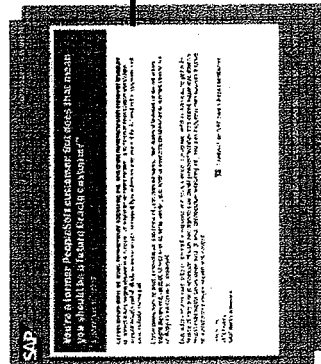
© 2005 SAP AG. All rights reserved. SAP and the SAP logo are registered trademarks of SAP AG in Germany and several other countries.

# Marketing Program

Direct Mail

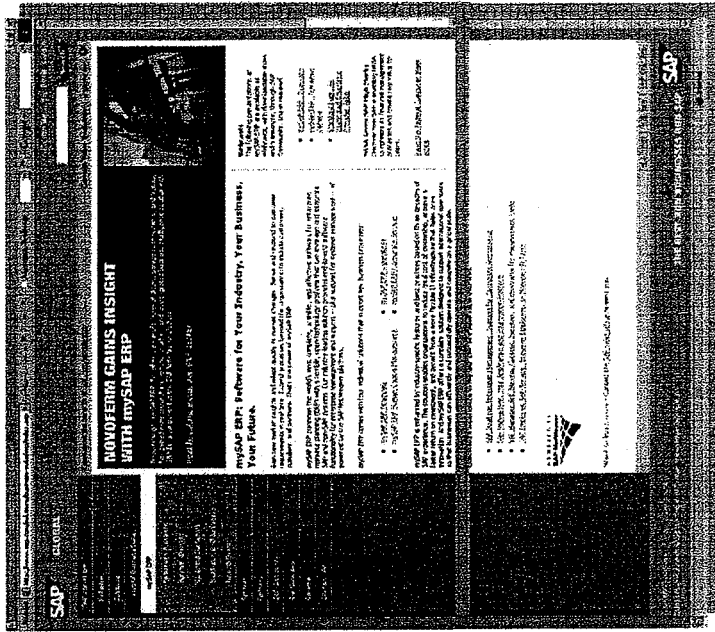


Email



Global Launch February 3

Landing Page



Outbound Telemarketing



THE BEST - 100% PROGRESS PRODIGY

# Field Enablement

Address: https://portal.wf.sap.com:1443/...  
 Links: AT&T Wireless, FlyDenver.Com, Google, My Yahoo!, SAP.com, SAPnet, United.com, T-Mobile, Check my trip - Login, LinkedIn, SAP SWT, Go

## SALES AND MARKETING INTRANET

Home | SAP News | SAP Events | SAP Training | SAP Support | SAP Community | SAP Store | SAP Press | SAP Research | SAP Analytics | SAP Innovation | SAP Solutions | SAP Partners | SAP Ecosystem | SAP Ecosystem

### Competitive Intelligence PSFT/IDE

#### Competitive & Market Intelligence

Valuable Offer for SAP Customers Running PeopleSoft and JD Edwards Solutions:

- SAP has defined a clear roadmap for migration to best-in-class business software, as well as a services-oriented platform to drive business innovation via next-generation applications like mySAP ERP. Customers transitioning to mySAP solutions will receive a [conversion credit](#).
- Customers will gain the immediate integration benefits from SAP NetWeaver which will allow them to extend the life of their existing investments in PeopleSoft and JD Edwards.
- SAP, through its newly announced acquisition of TomorrowNow, will assume responsibility for maintenance, service, and support issues across customers' SAP and PeopleSoft/JD Edwards environments.
- A complimentary [2-Day Technical Migration Analysis](#) will be offered for PeopleSoft and JD Edwards customers.
- [AE/Staffing Tools](#): Prepare for customer meetings with the Safe Passage [press release](#) and [a list of FAQs](#).

#### Customer References:

- Many companies have [transitioned from their existing business software solutions to SAP](#) to provide them a more distinct competitive advantage. Reference these SAP successes when competing against PeopleSoft, JD Edwards and Oracle. Reference Slides, Success Stories... are also included if available. View in slide show to access the links to these additional documents. For additional information on customer references, please contact your local customer reference program.

#### Press/Analyst Information:

- Find a complete overview of all important press releases since the first offering from Oracle in a [PeopleSoft-Oracle Timeline](#).
- Understand how the market is responding to this buyout and how it views SAP as the leader, providing strong solutions in this era of market consolidation by reading the [press coverage](#). Much has been written on the success and failures of acquisitions and, most importantly, the disruption caused to customers.
- What are the key questions and answers related to mergers and acquisitions in the software industry and read the latest [analyst coverage](#) and [press quotes](#) about Oracle's hostile takeover of PeopleSoft.

Local Intranet



THE BEST-BUY BUSINESS WITH SAP

# Field Enablement

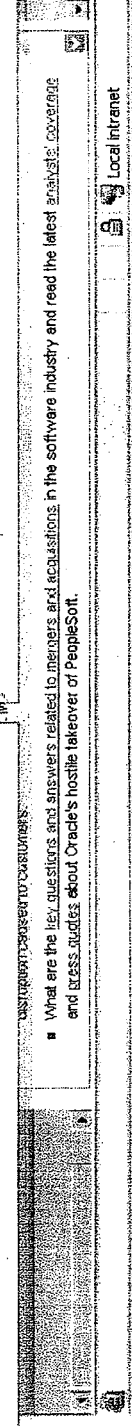


## On Hand for Announcement

- Press Release
- Press Call Transcript
- Conversion Credit Program
- Analyst Briefs
- Press Quotes
- FAQ for Field (8 pages)
- FAQ for MDS
- 6 SAP/PSFT Customer References
- 9 SAP/JDE Customer References
- 5 SAP/ORCL Customer References
- ORCL/PSFT Timeline & Analysis (54 pages)
- Battlecards for PSFT E, E1, World and Oracle
- Project Fusion First Take Analysis
- www.sap.com landing page

## Coming Next Week

- Target Account Lists and Profiles
- Sales Scripts / Talking Points
- Email letter templates
- Customer Success stories
- Sales Discussion Guides
- TomorrowNow profile
- Tele scripts
- Analyst Briefs
- Customer-facing PowerPoint's
- Further Project Fusion analysis
- Updated Sales Guides reflecting Project Fusion realities
- Sales Success Stories
- www.sap.com updates
- Weekly\*email push

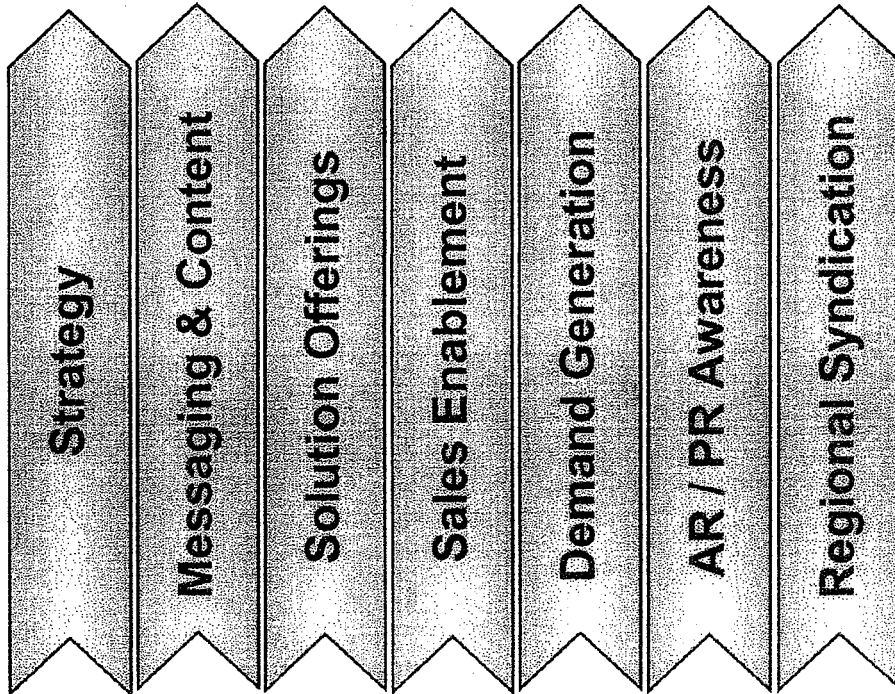


THE BEST-BORN BUSINESSES RUN SAP



# Project Management

Global Marketing providing program management  
 Integrated Offering (NetWeaver + mySAP ERP + Support) managed  
 by joint team



Safe Passage Global Program Development Dashboard

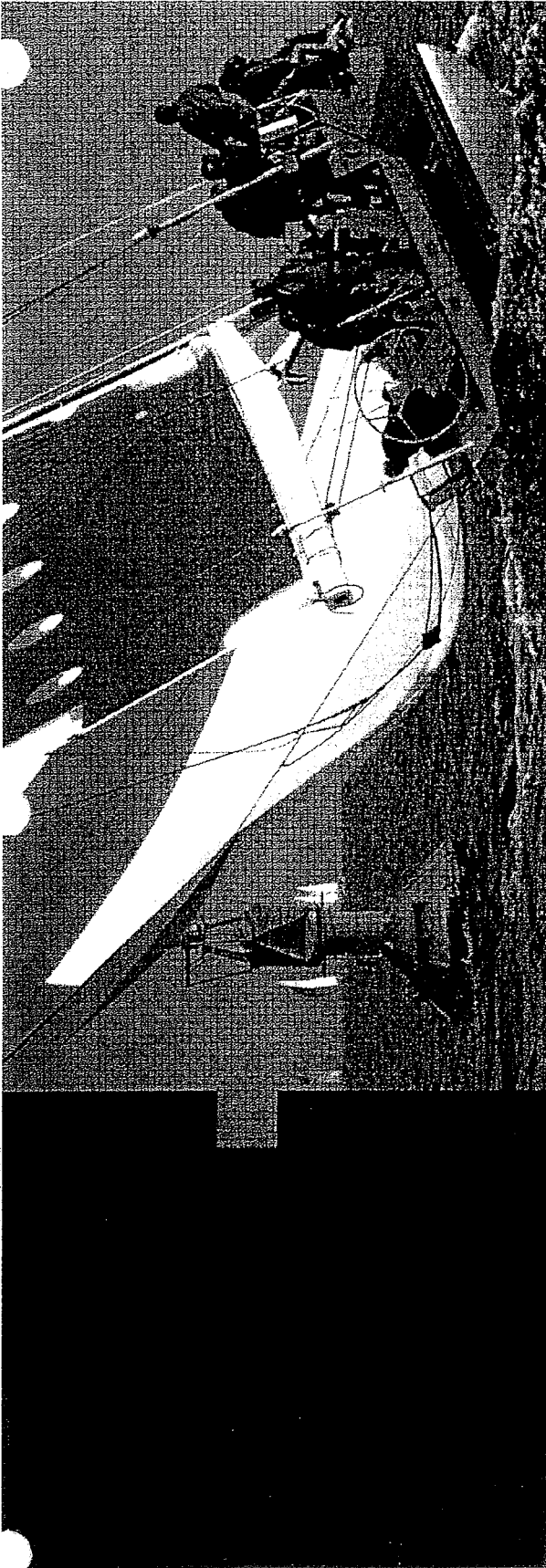
Last Updated: 17 January 2005 - 7:00 PM CET

Item	Description	Owner	Start Date	End Date	Status
1	Review Project Progress	John Gray	17-Jan-05	17-Jan-05	Complete
2	Verify aggregation and update of content and assets	John Gray	17-Jan-05	17-Jan-05	Complete
3	Review marketing plan	John Gray	17-Jan-05	17-Jan-05	Complete
4	Review marketing plan	John Gray	17-Jan-05	17-Jan-05	Complete
5	Review marketing plan	John Gray	17-Jan-05	17-Jan-05	Complete
6	Review marketing plan	John Gray	17-Jan-05	17-Jan-05	Complete
7	Review marketing plan	John Gray	17-Jan-05	17-Jan-05	Complete
8	Review marketing plan	John Gray	17-Jan-05	17-Jan-05	Complete
9	Review marketing plan	John Gray	17-Jan-05	17-Jan-05	Complete
10	Review marketing plan	John Gray	17-Jan-05	17-Jan-05	Complete
11	Review marketing plan	John Gray	17-Jan-05	17-Jan-05	Complete
12	Review marketing plan	John Gray	17-Jan-05	17-Jan-05	Complete
13	Review marketing plan	John Gray	17-Jan-05	17-Jan-05	Complete
14	Review marketing plan	John Gray	17-Jan-05	17-Jan-05	Complete
15	Review marketing plan	John Gray	17-Jan-05	17-Jan-05	Complete
16	Review marketing plan	John Gray	17-Jan-05	17-Jan-05	Complete
17	Review marketing plan	John Gray	17-Jan-05	17-Jan-05	Complete
18	Review marketing plan	John Gray	17-Jan-05	17-Jan-05	Complete
19	Review marketing plan	John Gray	17-Jan-05	17-Jan-05	Complete
20	Review marketing plan	John Gray	17-Jan-05	17-Jan-05	Complete



THE BEST-BET BUSINESS SOLUTIONS





# Safe Passage: Winning Customers and Markets From Oracle-PeopleSoft-J.D. Edwards

Appendix



THE BEST-RUNNING BUSINESSES RUN SAP








# Safe Passage Launch Team

Project Team	Lead/Support
Management Steering Committee	<ul style="list-style-type: none"> <li>▪ Leo Apotheker, Chair</li> <li>▪ Shai Agassi</li> <li>▪ Gerhard Oswald</li> <li>▪ Marty Homlish</li> </ul>
Program Management Team	<ul style="list-style-type: none"> <li>▪ David Bradley Martin Breuer Peter Graf Anne McCarthy</li> <li>▪ Greg McStravick Susan Popper Thomas Ziemen</li> </ul>
Project Oversight Office	<ul style="list-style-type: none"> <li>▪ Global Marketing/Scott Lutz</li> <li>▪ NA Sales &amp; Marketing /Mike Wendell</li> </ul>
Offering & Messaging	<ul style="list-style-type: none"> <li>▪ Scott Lutz Mike Wendell Thomas Ziemen Peter Graf</li> <li>▪ Thomas Baur Costanza Tedesco Bill Wohl</li> </ul>
Sales & Marketing Execution	<ul style="list-style-type: none"> <li>▪ Mike Wendell Steve Mann Chris Clarke Thomas Ziemen</li> <li>▪ Thomas Baur Denise Leo Ori Inbar Greg Peay</li> </ul>
AR / PR Execution	<ul style="list-style-type: none"> <li>▪ Bill Wohl Chris Clarke Rick Stockton</li> </ul>



THE REST-OF-THE-BUSINESSES RUN SAP

# Field Syndication

Field Syndication	
1/18	1/19
<b>Announcement</b>  FMT briefing (a.m.)  MD information (a.m.)  Briefing RSO and ERP/NW RBO's (a.m / p.m.)	 Offer Brief  Customer References  SRL Brief  Scenario Migration & Integration Briefs


Regional prime contacts:  
(ERP / Netweaver)

- NA - Mike Wendell
- APA / JP - Simon Dale
- EMEA - Phillip Booth
- GERPI - Thomas Baur / Markus Thurner

Global Alignment Team :

- NA - Keith Peterson / Mike Wendell (Pilot)
- AGS - Thomas Ziemer
- BSG - Uwe Simon
- Legal - Jochen Scholten
- GERPI - Thomas Baur / Markus Turner

Information sharing :

SMI / ERP Homepage  THE BEST-RUN BUSINESSES RUN SAP

# Sales Enablement & Execution Deliverables

Deliverable	Due Date	Dependencies/Owner	Deliverable Owner
Offer Overview in SMI	1/18	Offer Messaging and Details- S. Lutz	C. Clarke/M. Lewin
AE FAQs	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. Wagner
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. Sander



THE BEST-RUN BUSINESSES RUN SAP

© 2008 SAP AG. All rights reserved. SAP and the SAP logo are registered trademarks of SAP AG in Germany and several other countries.



## SAP SAFE PASSAGE PROGRAM

### FREQUENTLY ASKED QUESTIONS

#### What is the offering?

What is the complete offer and benefits to the customer?

MySAP ERP License Upgrades for PeopleSoft customers includes:

- Standard mySAP ERP user license
- Standard SAP NetWeaver user license (included in mySAP license)
- PeopleSoft/JDE product maintenance support via TomorrowNow which includes access to migration and integration packages and tools when available
- SAP and their Partners are ready to provide the local, hands-on tools, services and experience in successful upgrades to SAP solutions

#### What are the terms of this offer?

This is being provided in conjunction with a mySAP conversion. A customer will license a mySAP ERP or other solution under standard SAP terms and conditions. SAP will provide a mySAP conversion on your PeopleSoft investments consistent with the SAP license(s) as per the terms and conditions of the R2 upgrade policy.

#### What is SAP's Safe Passage Campaign?

What is SAP's key message with the Safe Passage Campaign and who are we targeting?

Safe Passage is for SAP clients with active investments in PeopleSoft products (EnterpriseOne, World) at the corporate and/or plant/division level. The main message we want to deliver is "we care about our customers and the long-term success of their business". We strive to provide our customers with the same level of long-term maintenance support through SAP, along with SAP NetWeaver integration infrastructure and a clear roadmap for software migration to mySAP ERP, regardless of whether you are running all SAP solutions or solutions from PeopleSoft/JDE.

#### What is TomorrowNow and why is SAP buying this company?

#### What is SAP buying?

SAP is acquiring the full business of TomorrowNow, a Bryan, Texas company that specializes in providing third-party maintenance and software support services for the PeopleSoft customer base. TomorrowNow will continue to exist and will be operated as a wholly-owned subsidiary of SAP and will provide valuable support skills for these customers.

#### Why is this important to PSFT or JDE customers?

This acquisition provides a reliable maintenance and support offering for SAP customers running solutions from PeopleSoft and JD Edwards (JDE) with a flexible roadmap for the future that includes SAP applications, technology and maintenance services.

SAP Company Confidential, Internal Use Only  
FAQ, SAP Safe Passage Campaign, 1



THE BEST-RUN BUSINESSES RUN SAP

SAP Group Marketing | SAP's Safe Passage | December 2010 | 20





# PSFT predefined Migration Packages

## Migration Package

Extraction Tool

Migration Repository

Upload Tool

Business Process Mapping

Knowledge Ware

Go-Live Check

### SAP Value Proposition

- Global delivery capabilities
- Integrated Services
- Standardized Offering
- Integrated Quality Control
- Risk Mitigation
- Reduced Time-to-Value
- Reduced TCO; up to 75% reduction of implementation time

## Scope of Migration Package

### PSFT HR Migration Package

Employee Master Data  
HR Org Master data  
Payroll/Compensation  
Time Management  
People Development

### PSFT FI/CO Migration Package

General Ledger Data  
Financial/Physical Assets Data  
Customer Master Data  
Supplier Master Data

### PSFT Core Logistics Migration Package

Material Master  
Pricing/Conditions

### PSFT E1 & World Core ERP Migration Package

Customer master  
Supplier Master  
Material Master  
General Ledger



THE BEST-RUN BUSINESSES RUN SAP

# PSFT predefined Integration Packages

## Integration Package

Prebuild Adapters

Portal & Web Services

Configured Messagebroker

Business Process Mapping

Knowledge Ware

Go-Live Check

### SAP Value Proposition

- Global delivery capabilities
- Integrated Services
- Standardized Offering
- Integrated Quality Control
- Risk Mitigation
- Reduced Time-to-Value
- Reduced TCO: up to 50% reduction of implementation time

## Scope of Integration Package

### PSFT Connectors for Biz Objects

Customer Orders  
Purchase Orders  
Production Orders  
Business Intelligence  
Financial Data  
Project Management Systems (xRPM)  
Portals  
Advanced Planning Systems (APO)  
Sales Force Automation  
Marketing  
Service Management

### PSFT E1 & World Connectors for Biz Obj.

Customer Orders  
Purchase Orders  
Production Orders  
Routings/BOMs  
Business Intelligence  
Financial Data  
Advanced Planning Systems  
Portals  
Business Intelligence

© SAP AG 2005. All rights reserved. SAP and the SAP logo are registered trademarks of SAP AG in Germany and several other countries.

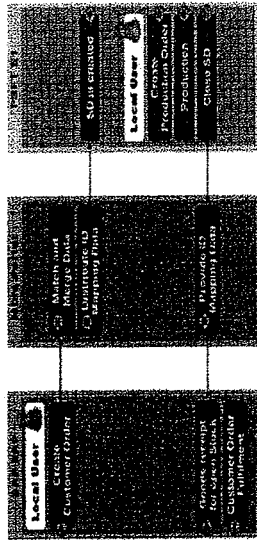
THE BEST-RUN BUSINESSES RUN SAP





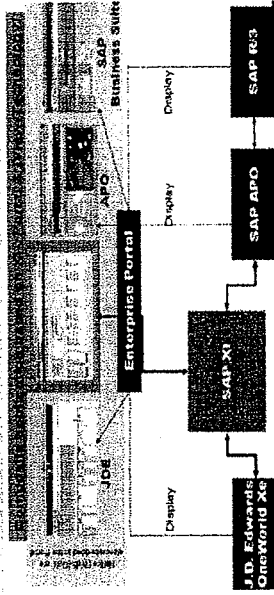
# Integration & Migration Reference Cases

## PSFT E1 Integration with mySAP CRM



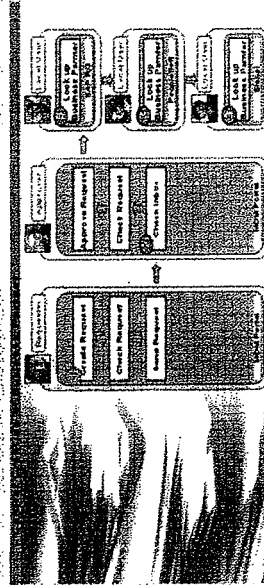
mySAP CRM Order Entry System for PSFT Manufacturing

## PSFT E1 Integration with mySAP SCM



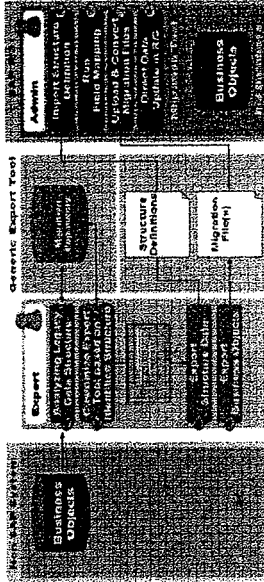
Cross System ATP check leveraging SAP NetWeaver

## PSFT Integration with mySAP MDM



Central creation and Harmonization of PSFT Masterdata with mySAP ERP

## PSFT Migration to mySAP ERP



Plug & Play Migration Packages for PSFT solutions (e.g. HCM)



THE BEST-FROM-BUSINESSES WITH SAP