


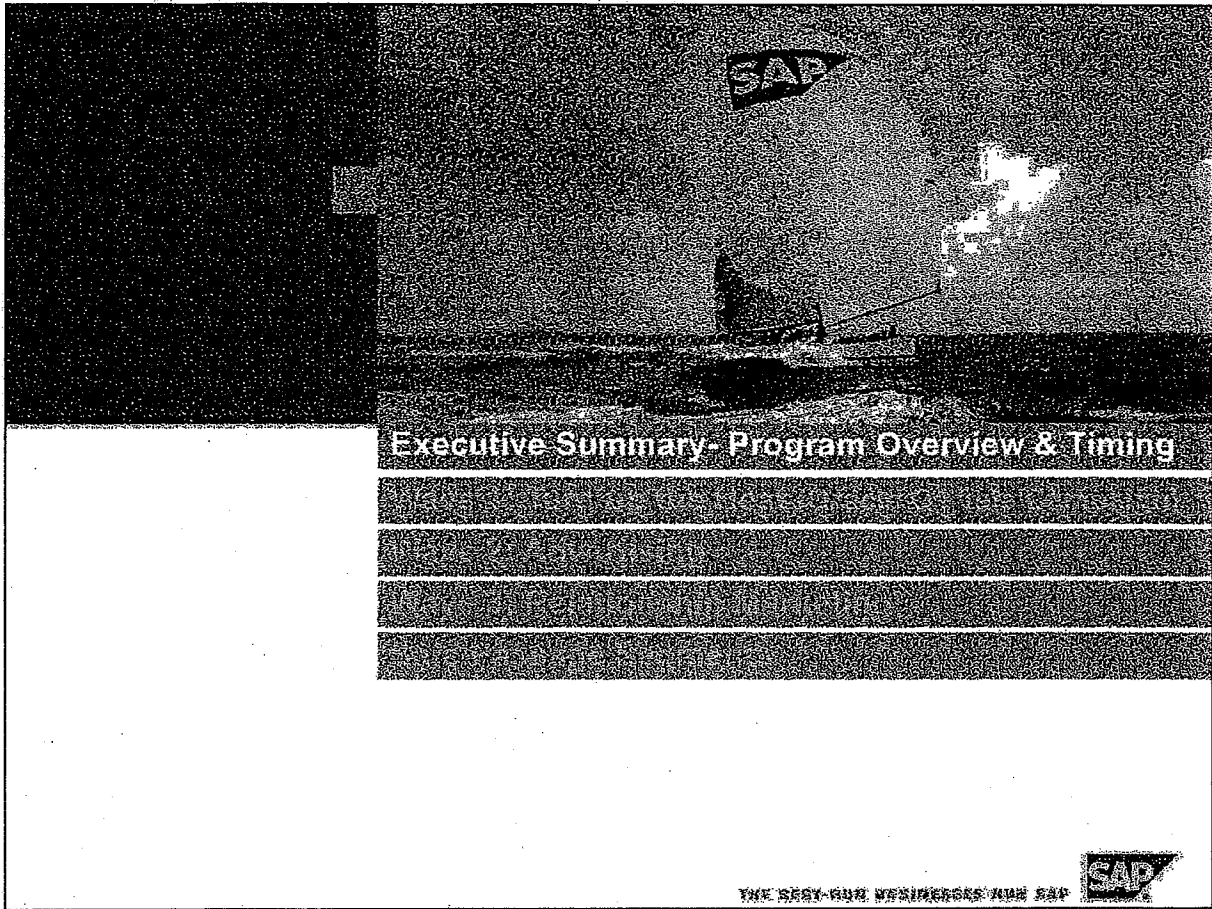
EXHIBIT 24

PENGAD 8000-631-6088
EXHIBIT
181
Hurst
4/30/08



Safe Passage II Integrated Marketing Program

THE SAFE-PASS BUSINESS AND MAP 



Executive Summary - Program Overview & Timing

THE BEST-BUY BUSINESS



Safe Passage II Designed To Win Oracle Customers Executed In Three Reinforcing Waves

Goals

Take customers from Oracle and increase SAP pipeline ...

... through successful execution of an integrated 360 degree program with both "one-to-one" and "one-to-many" elements ...

... that drives customer specific offers targeted at Oracle's installed base

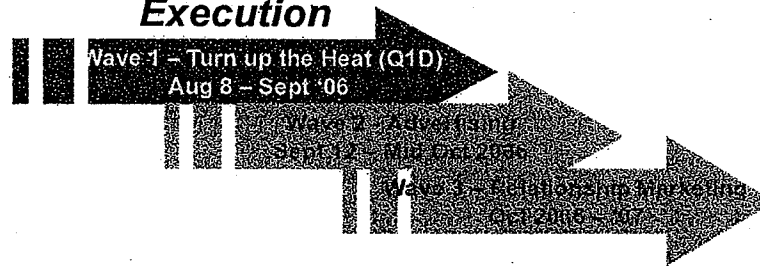
Objectives

Deploy success oriented, segmented offers. Offers driven by science (e.g., analysis, pilot testing)

Maximize customer touch-points through a multi channel campaign that drives on-going interaction from lead gen to deal close (e.g., Apollo on the Road Events)

Ensure field readiness for each program with tools, assets, & training

Execution



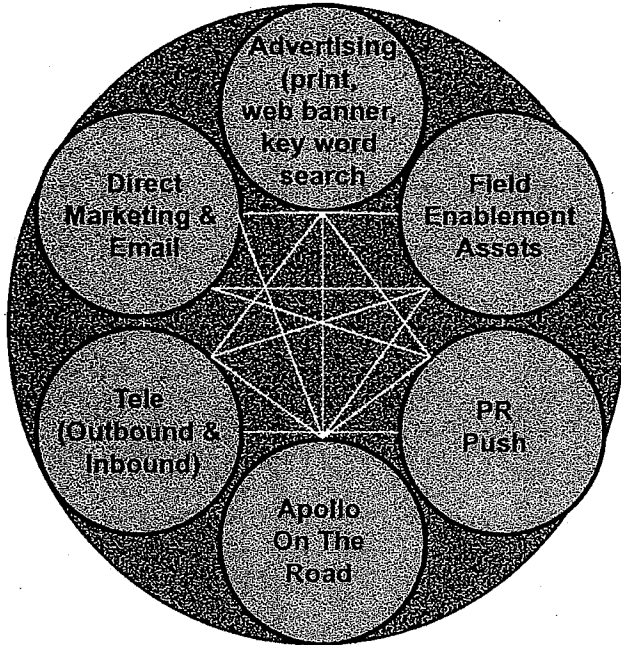
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THE BEST-BUY BUSINESS PLAN SAP



Safe Passage II Executed Through Multiple Elements

Multiple Safe Passage Elements



Drive content, messaging and offers by segment through systematic analytics

Countries deploy elements differently

- ▣ **Advertising:** US only due to country restrictions on using competitors name, September
- ▣ **Direct Marketing & Email:** Countries participating in Q1 tele, October
- ▣ **Tele Outbound & Inbound:** Scripts available October (English)
- ▣ **Apollo on the Road:** Event Agenda, Project Plans available September. Latin America, Canada and US first participation. EMEA Central interested.
- ▣ **PR Push:** Plan being run by Global Communication 100 days/100 customers
- ▣ **Field Enablement:** Assets and training available for SP Programs October

Specific regional availability detailed on next slide



Wave 1: Q1 Oracle Competitive Campaign Overview

Campaign Overview:

Launching a global tele-marketing and direct marketing campaign follow-up focused on Oracle's installed based and exclusively on deals NOT in the SAP pipeline

Objective:

Offer Oracle customers alternatives with respect to their decisions to purchase Oracle applications or upgrade to new versions of Oracle.

Wave 1 - Turn up the Heat (Q1D)
Aug 8 - Sept '06

Target:

12,000 plus Oracle/PSFT/JDE/Siebel organizations were identified for contact

Offer 1:

Total TomorrowNow Support with 1 Year Free Maintenance

■ TomorrowNow will extend software support to 2015 for current JDE, Siebel, & PeopleSoft customers. Offer to Close: If the prospect accepts the offer within 30 days, TomorrowNow will provide one year of maintenance at no TomorrowNow fee.* If client accepts offer, he has 24 months to lock in Offer 2. **

Offer 2:

Solution Discount Towards Purchase of SAP Licenses

■ SAP is offering up to 100% license discount on the purchase of SAP Applications based on the value of the Oracle, PeopleSoft, JD Edwards or Siebel application most comparable to the selected SAP Application(s). Offer to Close: Sign a license contract within 60 days, and receive one year of Premium Support at 17% rate, which includes a migration plan assessment.

* When customer commits to at least a two year initial support services term with TomorrowNow

** SAP small and medium enterprise customers are eligible for the TomorrowNow support offer



Wave 2: Advertising Campaign Overview

Campaign Overview:

Run Direct Response Print, Banner, and Keyword Search Ads featuring offers to JDE, PSFT, and Siebel install base

Objectives:

- Energize sales force
- Signal to marketplace that SAP will be aggressive in the battle with Oracle
- Provide alternatives for the JDE, PSFT, Siebel install base who are feeling pressure to migrate to Oracle
- Increase Safe Passage migrations to SAP

Strategy:

First Wave:

■ Launch September 12 with "JDE/PSFT/Siebel Customers: Save Money. Buy Time" creative with Tomorrow Now offer:

- ◆ Strong customer benefit focused message
- ◆ Aggressive, without overtly mentioning or disparaging Oracle
- ◆ Very consistent with the SAP Brand

■ Monitor campaign results and Oracle/SAP earnings announcements

Second Wave:

■ Launch second burst in October with any of the following options:

- ◆ Continue with "Save Money. Buy Time."
- ◆ More Oracle-specific messaging to dial up aggressiveness:
- ◆ "Is Oracle Giving You Options or Ultimatums?" (either offer)
- ◆ "Oracle Says "Do As We Say Our 50% Off Full Support Offer Says Do What You Want!" (with Tomorrow Now offer)

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Wave 3: Relationship Marketing

Campaign Overview:

Complete closed-loop relationship marketing campaign that leverages targets from prior campaigns and net new specific segments of the Oracle applications install of PSFT, JDE, Oracle e-business and Siebel customers with compelling messages and new offers.

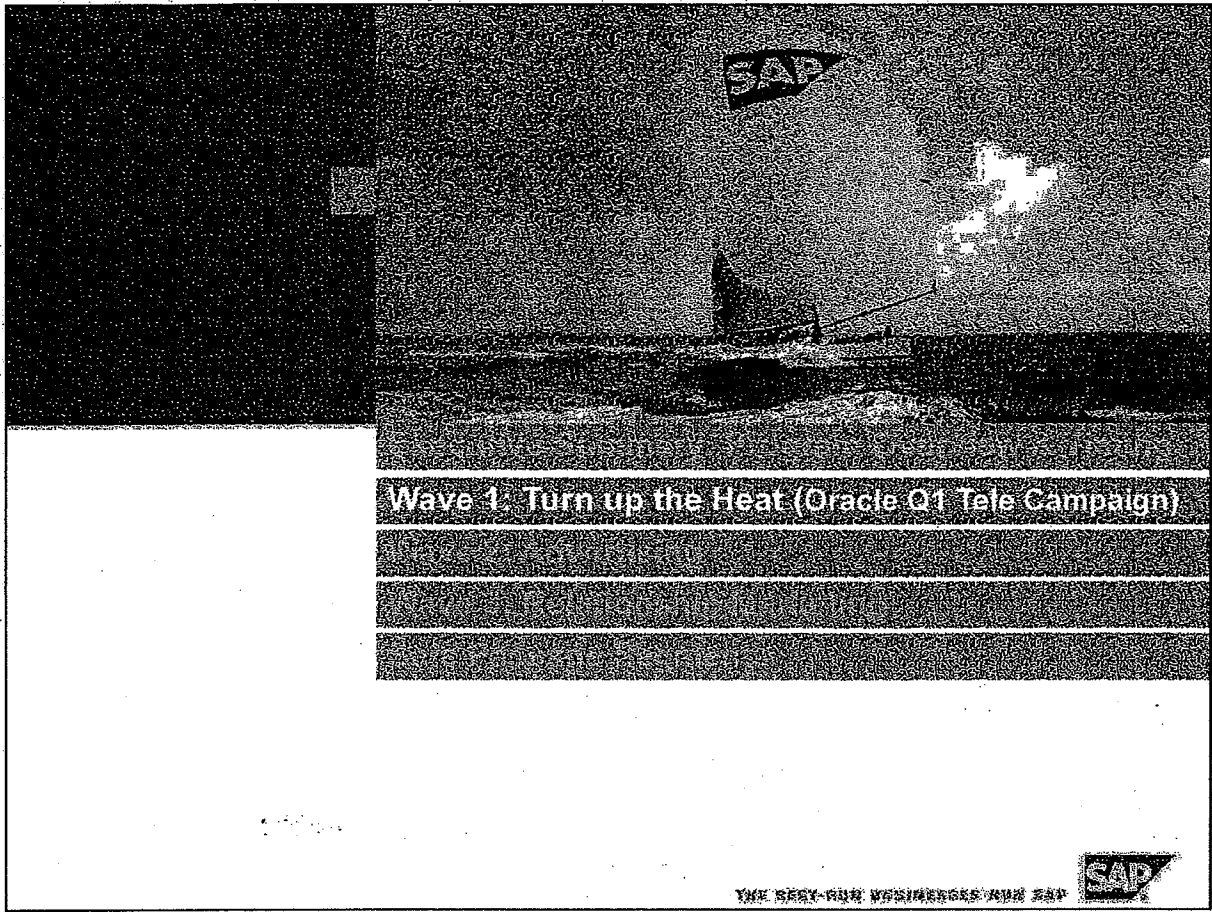
Objectives:

- Create on-going communication stream from lead generation through closing offers.
- Multi channel campaign including Apollo on the Road Events
- Specific offers for specific segments that will be running on a monthly basis

Tactics:

- Offers
- Direct Marketing/Tele Marketing (Strategy, Tactics, Assets)
- Field Enablement (Messaging, Training, Tools)
- Partners (Offers, marketing assets, training)
- PR (Leverage Global PR Plan for SP)
- Apollo-on-the-Road (Events)





Wave 1: Turn up the Heat (Oracle Q1 Tele Campaign)

THE BEST FOR BUSINESS™ AND SAP



SP II Wave 1: Turn up the Heat Campaign Overview - US

■ Call Campaign Target Audience:

◆ PSFT, JDE, and Siebel Oracle E-business:

- \$50 million and below: Offer 1
- TSO Accounts: Offer 1 and Offer 2
- ESO Accounts: Offer 1 and Offer 2
- Oracle eBusiness: Offer 1 not applicable
- Decision Makers – IT, CIO, CFO, CEO, procurement managers
- No SAP current customers
- No SAP current pipeline opportunities

■ Background: Campaign Tactics

◆ Tele Marketing –

- Third party tele firm making calls to Oracle accounts with offer information for TSO and below accounts

◆ ESO AE's – calling into targeted lists provided by regional Field Operations Directors

◆ If interested then passed to IAE's for more detailed conversation

◆ Email and landing page produced by MCO –sending email if customer requests more information

■ Relevant dates:

- ◆ Aug 8 – Calls started in US followed shortly thereafter in other countries



SP II Wave 1: Turn up the Heat Campaign Overview — Outside US

■ Call Campaign Target Audience:

- ◆ PSFT, JDE, and Siebel Oracle E-business:
 - Oracle eBusiness: Offer 1 not applicable
 - Decision Makers – IT, CIO, CFO, CEO, procurement managers
 - No SAP current customers
 - No SAP current pipeline opportunities

■ Background: Campaign Tactics

- ◆ Tele Marketing – Third party and regional tele firm making calls to Oracle accounts with offer information for
- ◆ If interested then passed to regional inside sales teams for more detailed conversation
- ◆ Email and landing page produced by MCO –sending email if customer requests more information

■ Countries Participating

- ◆ Uk
- ◆ Canada
- ◆ Nordics
- ◆ Spain
- ◆ Italy
- ◆ France
- ◆ ANZ
- ◆ Malaysia
- ◆ India

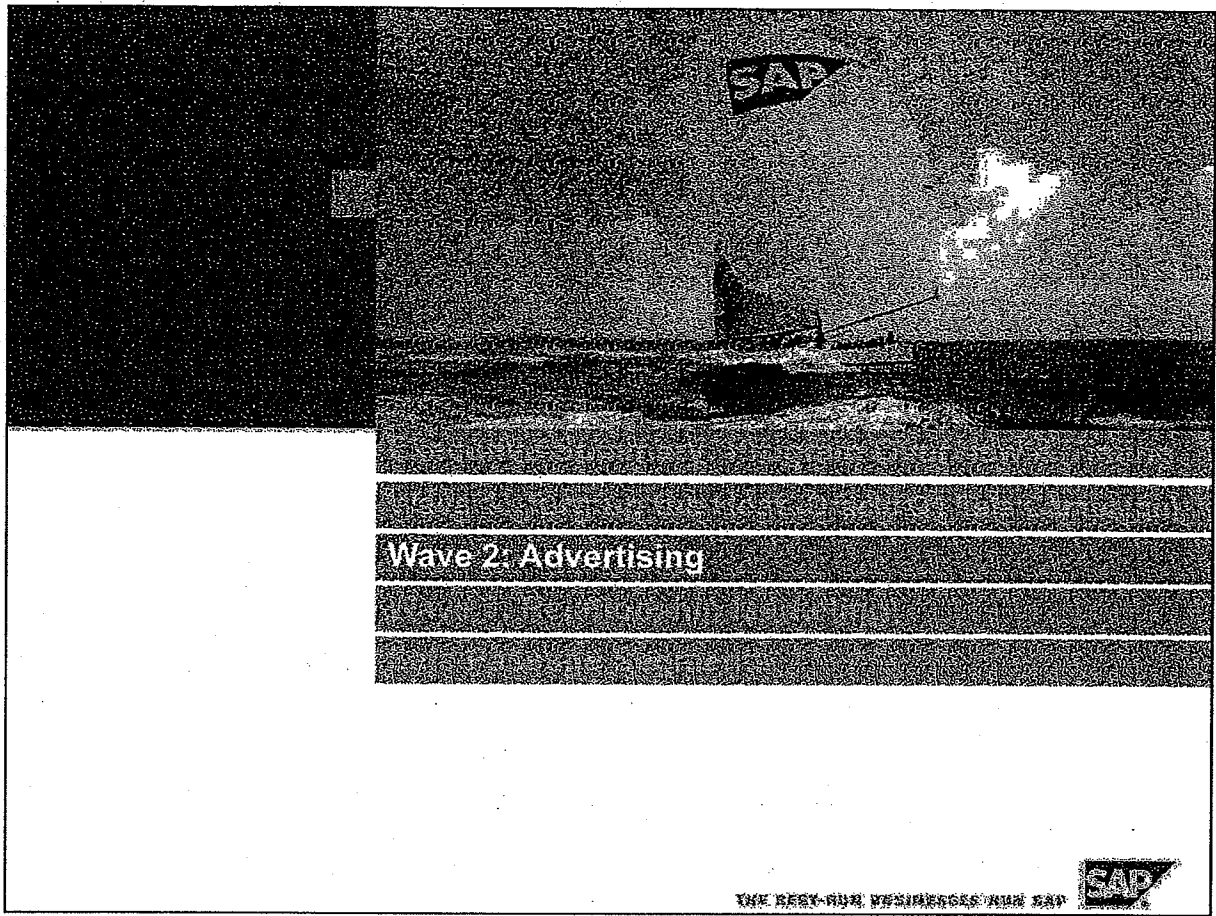


Campaign Results

The Oracle Q1 Tele Campaign provided TomorrowNow and SAP a total of 421 prospects that will be further qualified before becoming a "lead" in the SAP systems.

Region	Organizations	Prospects	Offices	Offices	Open
US (CSD Calls)*	7275	300	230	30	40
US ESO (AE Calling)	165	0	0	0	0
Canada***	1070	7	4	1	2
UK	776	17	8	1	8
Nordics	54	0	0	0	0
France	545	0	0	0	0
Italy	72	0	0	0	0
Spain	111	0	0	0	0
ANZ	943	55	37	11	7
Malaysia	1043	10	1	5	4
Singapore	386	3	3	0	0
India	552	29	6	11	12
TOTAL	12992	421	289	59	73





Wave 2: Advertising

THE BEST RUN, WISCONSINIAN SAP



SPII Wave 2: Advertising Campaign Offers

Run Direct Response Print, Banner, and Keyword Search Ads featuring offers to JDE, PSFT, and Siebel install base.

Advertising offer:

- **50% savings on current Support and Maintenance Fees:** TomorrowNow, the industry's most experienced third-party provider of enterprise maintenance and support for PeopleSoft, JDE and Siebel solutions offers savings of up to 50 percent on annual support fees currently being paid to Oracle.

Other offers to be used to close deals (will not be on any customer facing assets):

- **Solution Credit Towards Purchase of SAP Licenses:** SAP is offering up to 100% license credit/discount on the purchase of SAP Applications based on the value of the Oracle, PeopleSoft, JD Edwards or Siebel application most comparable to the selected SAP Application(s).
- **Value Engineering engagement to qualified customers.** Value Engineering provides an actionable plan to maximize business value, a comprehensive TCO analysis and the required governance process for project success. A benchmarking study to identify performance gap and recommended best practices to close the gap. This will help the client ensure a low risk migration and optimal speed to value.
- **Migration Assessment** – A 2 day evaluation of current Oracle, JDE, PSFT, or Siebel implementation and SAP will provide a proposal of the level of effort required and an estimate on implementation.




SPII Wave 2: Advertising Campaign Creative

Save Money. Buy Time. (with Tomorrow Now Offer)


**J.D. EDWARDS
USERS:
SAVE MONEY.
BUY TIME.**

With the Tomorrow Now Offer, J.D. Edwards users can save up to 15% on their license fees. This offer is available to new and existing users. To learn more, visit www.sap.com/jde.

THE BEST-GUN BUSINESS WITH SAP 


**SISEL USERS:
SAVE MONEY.
BUY TIME.**

With the Tomorrow Now Offer, SISEL users can save up to 15% on their license fees. This offer is available to new and existing users. To learn more, visit www.sap.com/sisel.

THE BEST-GUN BUSINESS WITH SAP 

**PEOPLESOFT
USERS:
SAVE MONEY.
BUY TIME.**

With the Tomorrow Now Offer, PeopleSoft users can save up to 15% on their license fees. This offer is available to new and existing users. To learn more, visit www.sap.com/peoplesoft.

THE BEST-GUN BUSINESS WITH SAP 



S/II Wave 2: Banner Advertising Launch Creative

Save Money. Buy Time. (with Tomorrow Now Offer)

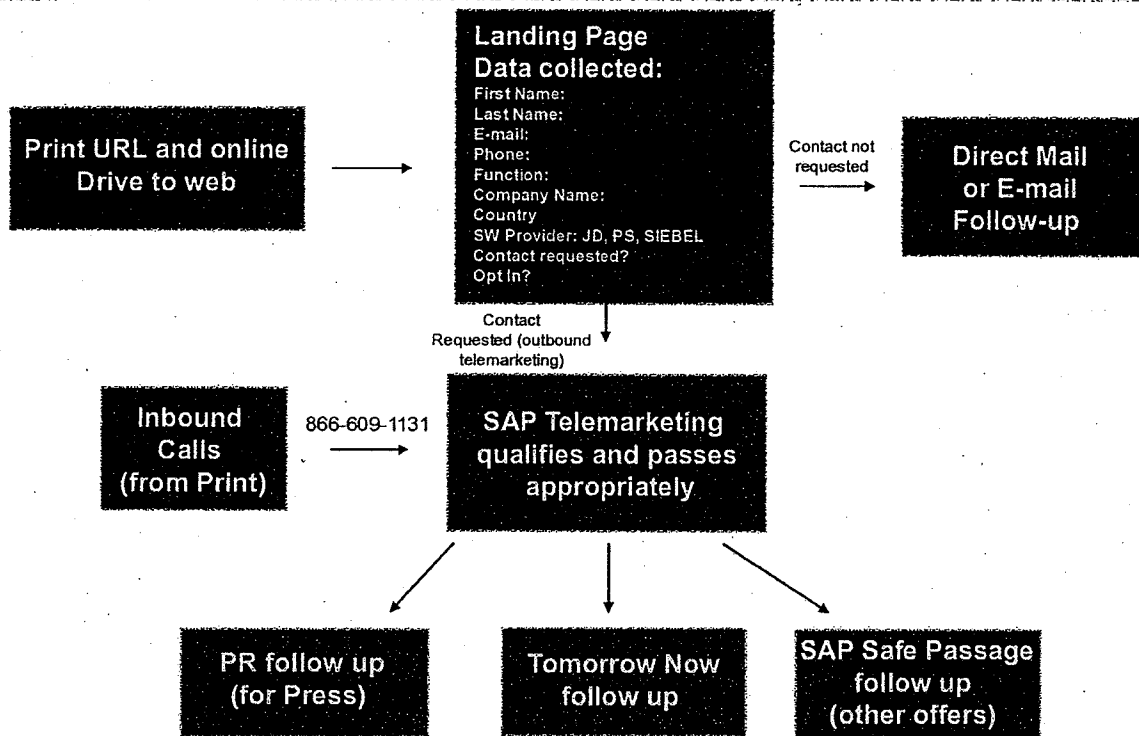


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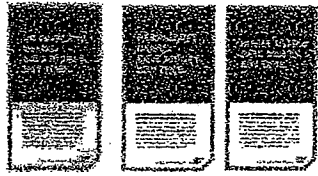
THE KEY-VALUE APPROACH WITH SAP



Safe Passage Advertising Response Flow



Drive to Web Flow



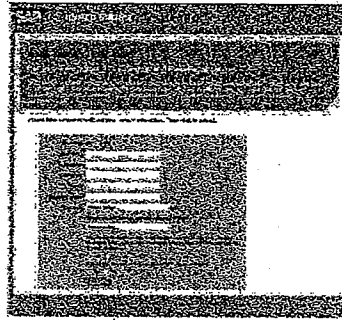
Save Money Save Time Print



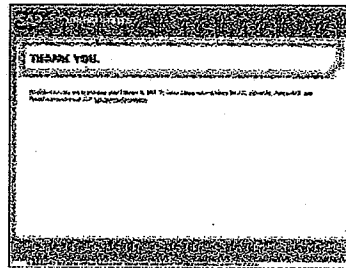
Save Money Save Time Banners



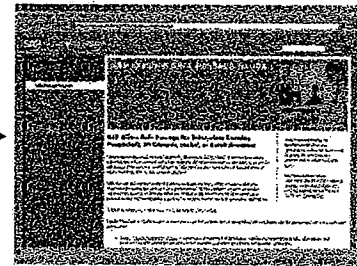
Keyword Search



Landing Page/Data Collection



Thank You Page (with e-mail follow-up)



sap.com/safepassage



SPII Wave 2: Second Round Creative Options

**IS DRACLE
GIVING YOU
OPTIONS IN
ULTIMATIVES?**

DRACLE, A DIVISION OF SAP, PROVIDES THE BEST VALUE TO OUR
CUSTOMERS BY OFFERING THE MOST ADVANCED AND COMPREHENSIVE
SOFTWARE SOLUTIONS TO MEET YOUR BUSINESS NEEDS. DRACLE'S
SOFTWARE SOLUTIONS ARE DESIGNED TO HELP YOU GROW YOUR
BUSINESS AND INCREASE YOUR PROFITS. DRACLE'S SOFTWARE
SOLUTIONS ARE THE ONLY SOLUTIONS THAT CAN HELP YOU
GROW YOUR BUSINESS AND INCREASE YOUR PROFITS.

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SAP LOGO ARE TRADEMARKS OF SAP AG.

**Could feature either or
both offers**

**DRACLE SAYS
YOU AS WE SAY
OUR SOFTWARE
FULL SUPPORT
DRACLE SAYS AS
WHAT YOU WANT**

DRACLE, A DIVISION OF SAP, PROVIDES THE BEST VALUE TO OUR
CUSTOMERS BY OFFERING THE MOST ADVANCED AND COMPREHENSIVE
SOFTWARE SOLUTIONS TO MEET YOUR BUSINESS NEEDS. DRACLE'S
SOFTWARE SOLUTIONS ARE DESIGNED TO HELP YOU GROW YOUR
BUSINESS AND INCREASE YOUR PROFITS. DRACLE'S SOFTWARE
SOLUTIONS ARE THE ONLY SOLUTIONS THAT CAN HELP YOU
GROW YOUR BUSINESS AND INCREASE YOUR PROFITS.

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**Features Tomorrow
Now offer**

**DRACLE SAYS
YOU AS WE SAY
OUR SOFTWARE
FULL SUPPORT
DRACLE SAYS AS
WHAT YOU WANT**

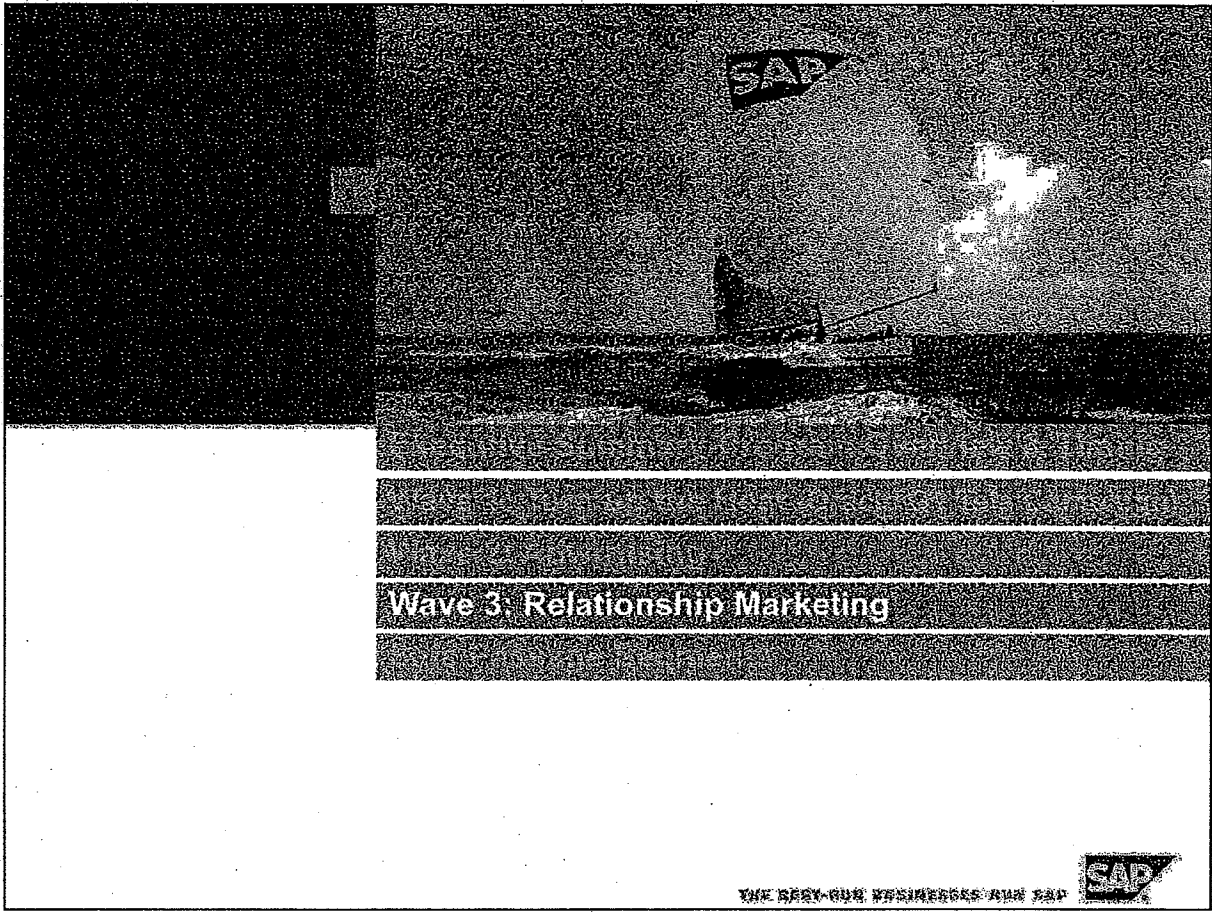
THINK AGAIN.

DRACLE, A DIVISION OF SAP, PROVIDES THE BEST VALUE TO OUR
CUSTOMERS BY OFFERING THE MOST ADVANCED AND COMPREHENSIVE
SOFTWARE SOLUTIONS TO MEET YOUR BUSINESS NEEDS. DRACLE'S
SOFTWARE SOLUTIONS ARE DESIGNED TO HELP YOU GROW YOUR
BUSINESS AND INCREASE YOUR PROFITS. DRACLE'S SOFTWARE
SOLUTIONS ARE THE ONLY SOLUTIONS THAT CAN HELP YOU
GROW YOUR BUSINESS AND INCREASE YOUR PROFITS.

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**Could feature either or
both offers**



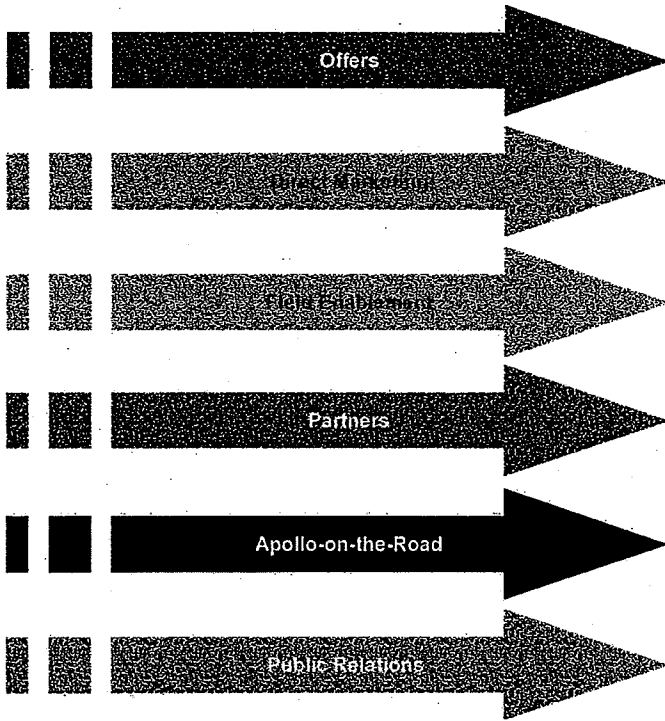


Wave 3: Relationship Marketing

THE BEST-GUEN BUSINESSES RUN SAP



SP II: Wave 3 - Work Streams

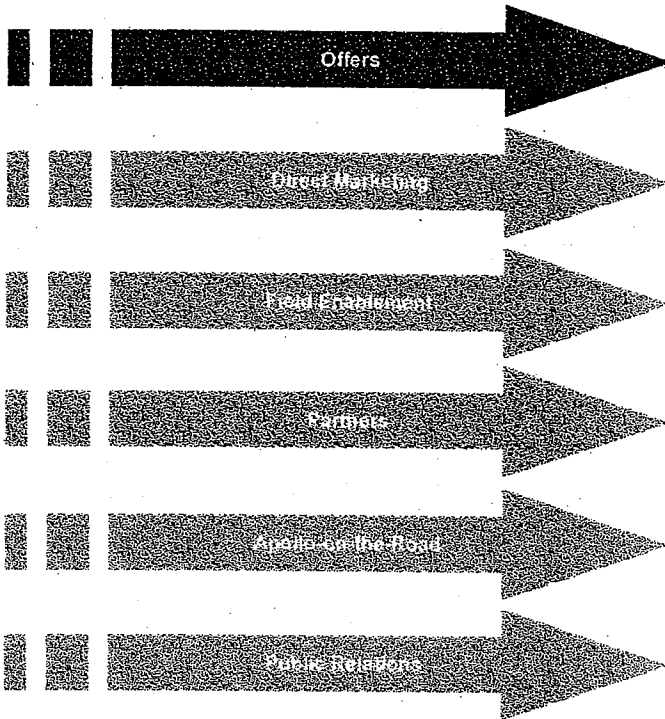


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THE KEY-ONE WINNERS FOR SAP



SP II: OFFERS



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THE KEY-TO BUSINESS WITH SAP



SP II Wave 3: OFFER Workstream



Team Objectives:

Identify, Create, and get Approved compelling and differentiated offers that build on the Oracle market perception of being difficult to work with and neutralize the SAP perception of costly/difficult implementations:

Core Team:

- Terry Hurst
- Marcia Jacobs
- Jeff Winter
- Anke Doerzapf

Extended Team:

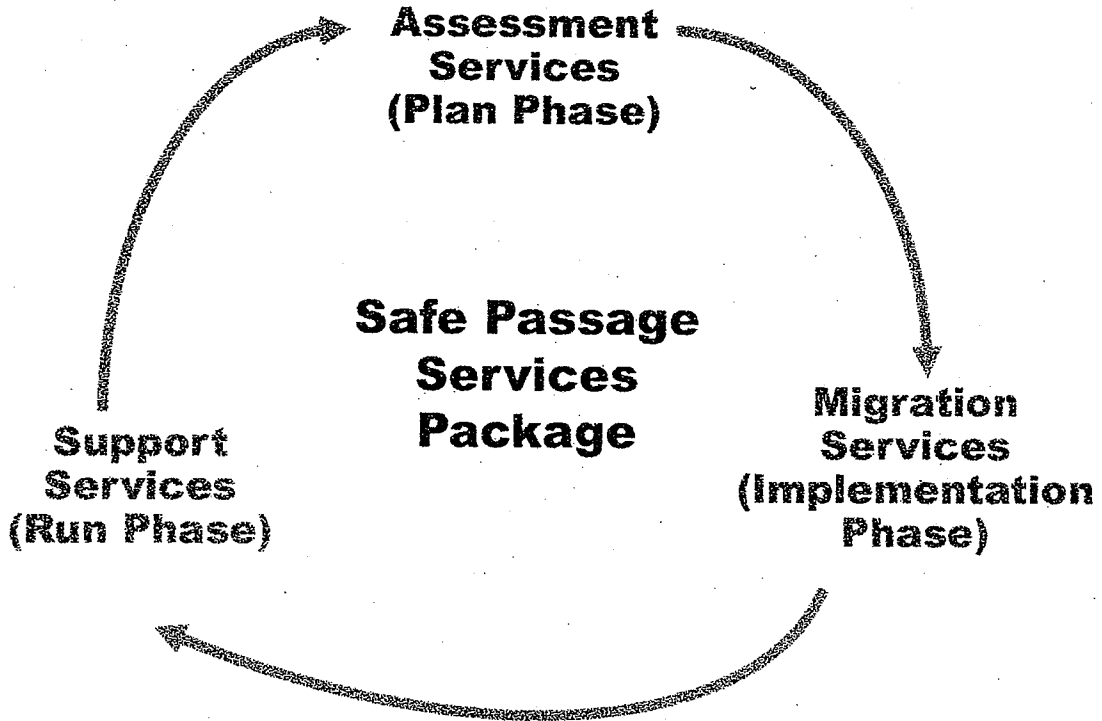
- Rayn V.
- Carmen O'Shea
- Harald Pietrus/Christian Mueller
- Barbara Pleibel/Mary Cauwels
- Shawn Blevins
- Bob Geib
- Mike Wendell
- Petra Grewenig
- Juergen Helmle
- Karen Zwissler

Deliverables:

- ✓ Catalog of Offers
- ✓ Updated Terms & Conditions
- ✓ Offer FAQ
- ✓ SP II Global Launch Deck
- ✓ Legal approval of offers
- ✓ Rev rec approval of offers
- ✓ Contracts approval of offers



Safe Passage - Services Life Cycle



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THE BEST-RUN BUSINESSES RUN SAP



Proposed Offerings

- mySAP License – up to 100% license credit
- Data Migration (ADM Tool)
- Migration Assessment
- Migration Services (implementation)
- Value Engineering Assessment
- Safeguarding
- Application Management / Application Hosting
- Education and Training
- SAP Financing – “Pay-as-you-Benefit”
- TomorrowNow Maintenance
- BPO for SafePassage

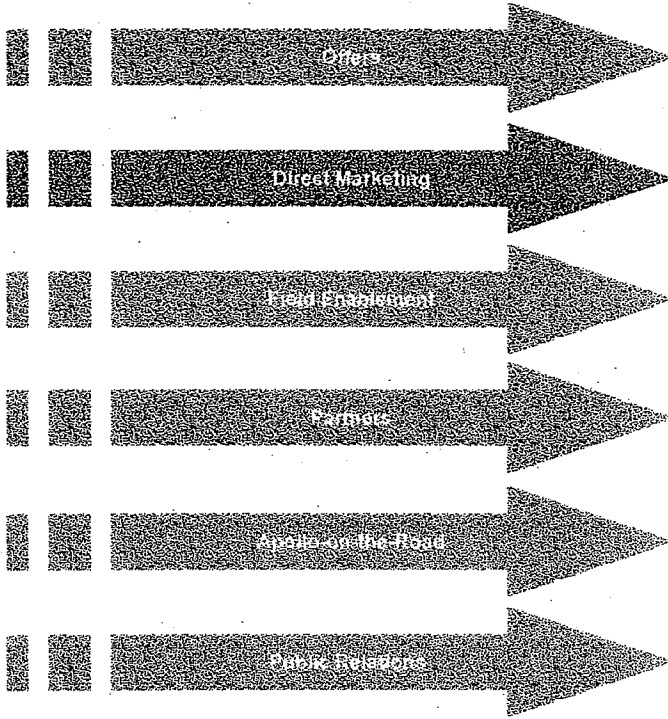


Proposed Offerings

- mySAP License – up to 100% license credit
- Data Migration (ADM Tool)
- Migration Assessment
- Migration Services
- Safeguarding
- Application Management / Application Hosting
- Education and Training
- SAP Financing – “Pay-as-you-Benefit”
- TomorrowNow Maintenance
- BPO for SafePassage



SP II: DIRECT MARKETING



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WE SERVE OUR BUSINESS WITH SAP 



Team Objectives:

Create a complete closed-loop relationship marketing campaign that targets specific segments of the Oracle applications install of PSFT, JDE, Oracle e-business and Siebel customers with compelling messages and new offers.

Core Team:

- Terry Hurst
- Marcia Jacobs
- Nancy Engels

Extended Team:

- Rayn V.
- Lauren Bachenheimer
- Allen Thompson
- Mike Shubra
- Mary Cauwels
- Denise Leo
- Petra Grewenig
- Tara Allison

Deliverables:

- ✓ Contact Strategy
- ✓ DM assets
- ✓ Online assets (Banners, etc.)
- ✓ Email assets
- ✓ Target list of prospects by
 - ✓ Region
 - ✓ Vendor (PSFT, JDE, Siebel)
 - ✓ Industry
 - ✓ Company Size





Deploy a multi-touch integrated marketing strategy to engage prospects, offering maintenance and migration offers that become more personalized and accelerate prospects through the CEL

Offer for Waves a, 1, 1a:

- **Employ strong call to action to drive JDE, PSFT, and Seibel install base registrations: TomorrowNow, offers savings of up to 50 percent on annual support fees currently being paid to Oracle**

Segmentation

- **Define segments with unique characteristics, to whom we should message differently and prioritize communications plan for Waves 2-3**
- **Leverage analytics from tele effort and Waves a,1, 1a results to identify tiers for calling prioritization**
 - ◆ **Who is most willing to talk**
 - ◆ **Who is most likely to respond (i.e. competitors, size, industries, roles)**
 - ◆ **Where did interest come from**
- **Develop content & messaging to accommodate versioning and focus development of messaging/offers on these segments**



SP II: Adv & Direct Marketing Plan



Wave a: "Disrupt" Outbound Tele and Follow-up Email

Wave 1: Deploy DR Print, Banners, and Keyword SEM, Inbound Tele, Outbound Tele to Responders Requesting Contact and Contact Verification, List Purchase, Landing Page Flow, Web Content Refresh

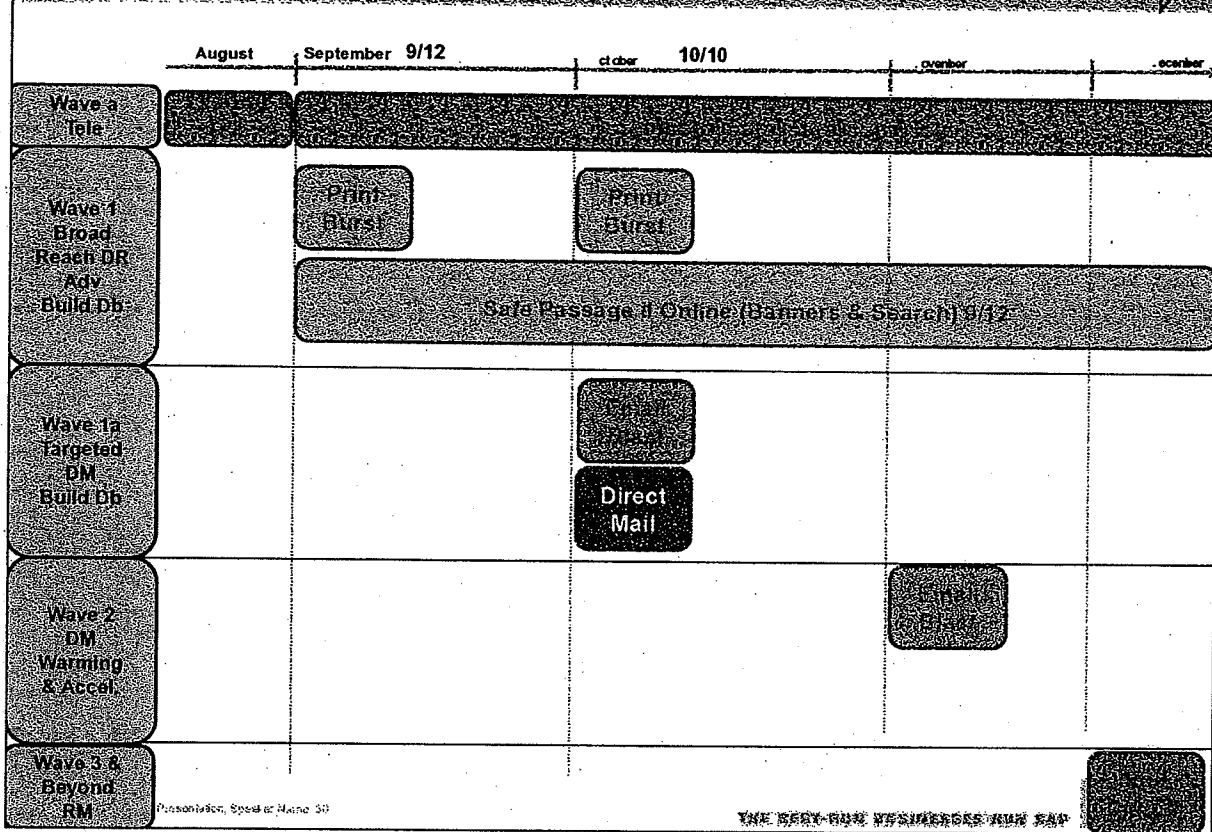
Wave 1a: Integrate Targeted DM & Email with Wave 1 activity

Wave 2: Leverage Email to warm/accelerate Wave a, 1 and 1a nonresponders and responders. Tele will be deployed where deemed appropriate

Wave 3 & Beyond: Revisit migration strategy and relationship marketing program based on data/analytics to drive content, messaging and offers by segment. Tele will be deployed where deemed appropriate



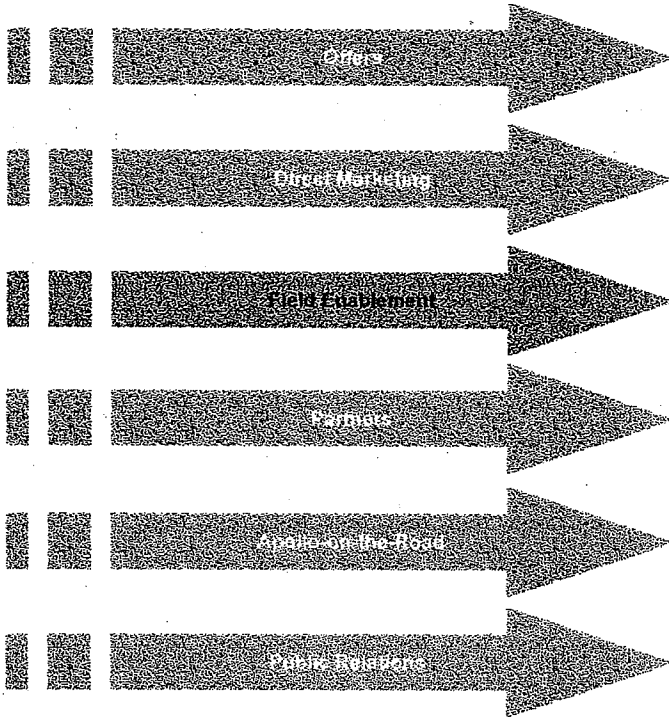
SP II: US Campaign Calendar



Person/Act, Speed or Name 30

THE VERY BEST OF BUSINESS WITH SA

SP II: FIELD ENABLEMENT



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THE KEY-ONE BUSINESS AND SAP 

SP II: FIELD ENABLEMENT Work Stream



Objectives:

Roll out the program to the regions with detailed explanation of the offers and positioning materials.

Core Team:

- Terry Hurst
- Marcia Jacobs
- Shawn Blevins
- Pam Dunn
- Anke Doerzapf
- Malin Liden

Extended Team:

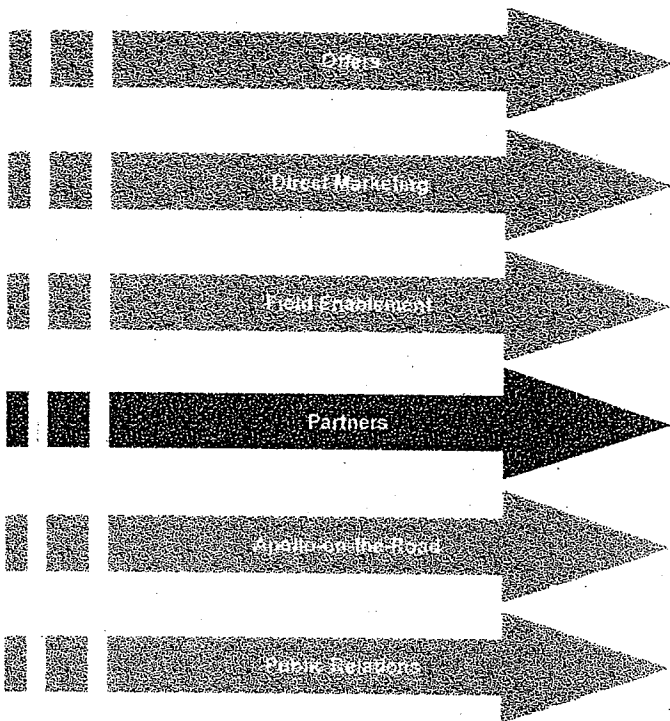
- Mary Cauwels
- Petra Grewenig
- Barbara Pleibel
- Karen Zwissler
- Alejandro Pifarre
- Juergen Helmle
- David Ludlow

Deliverables:

- ✓ Messaging and Positioning
- ✓ AE training – “Train the trainer”
- ✓ Customer ppt
- ✓ Customer Leave Behind
- ✓ SP Success story
- ✓ Scripts/VITO Letters
- ✓ FAQ's
- ✓ SP II Launch Deck
- ✓ Webex Training



SP II: PARTNERS



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THE ONLY-ONE BUSINESS AND SAP



SP II: PARTNER Work Stream



Objectives:

Develop offers, marketing assets, and engagement plans to support offers from partners.

Core Team:

- Terry Hurst
- Marcia Jacobs
- Jeff Winter
- Anke Doerzapf

Deliverables:

- ✓ Partner Strategy
- ✓ Engagement plan
- ✓ Joint offerings
- ✓ Joint Marketing collateral

Extended Team:

- Mary Cauwels
- Chris Mueller
- Harald Pietrus
- Marina Simonians
- Patrick Hart



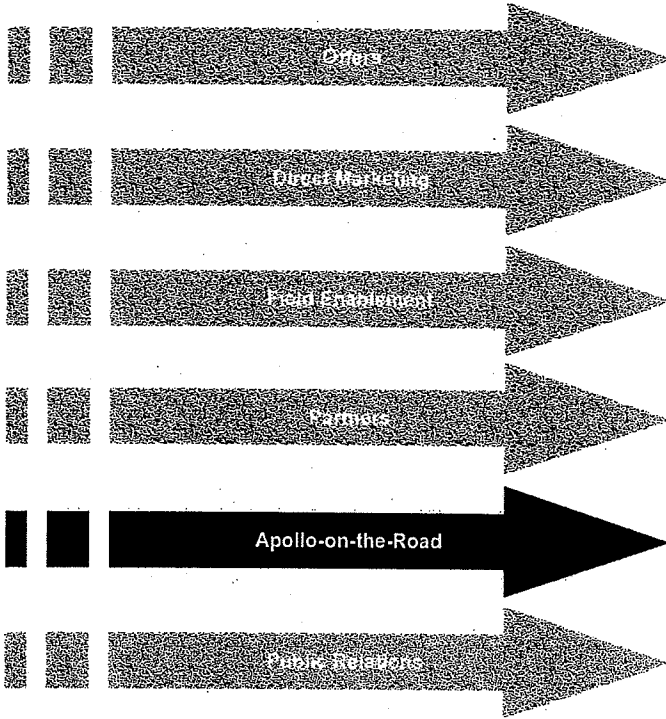


Proposed Offerings

- . mySAP License – up to 100% license credit
- . Fixed time and price Data Migration
- . Migration Assessment
- . Fixed time and price Migration Services (implementation)
- . Application Management / Application Hosting
- . Education and Training (discounted eLearning)
- . SAP Financing – “Pay-as-you-Benefit”
- . TomorrowNow Maintenance
- . BPO for SafePassage



SP II: APOLLO-ON-THE-ROAD



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THE BEST-GUARD BUSINESS WITH SAP



SP II: APOLLO-ON-THE-ROAD Work Stream



Objectives:

Roll out the program to the regions with detailed explanation of the offers and positioning materials.

Core Team:

- Marcia Jacobs
- Angela Hade
- Pam Dunn
- Shawn Blevins
- Mary Cauwels

Extended Team:

- Sales Operations
- Web Services
- Regional Reference Team
- Global Events Lead
- Global Travel Services
- Ground Transportation

Deliverables:

- ✓ Program Plan
- ✓ Event program management
- ✓ Targeted Lists
- ✓ Agenda
- ✓ Proposed Customer Speakers
- ✓ SP Success story
- ✓ Event Briefing Package
- ✓ Field Communication
- ✓ Invitation
- ✓ Webex Training



Apollo-on-the-Road: Pipeline Build Event



Objective: Target Top Oracle Marquee Customers currently not in pipeline, or actively engaged in sales cycle, to attend a half day session to learn about SAP the company, its commitments to its customers, to be used as a door opener and an initial conversation.

Target

- "Top" Oracle Customers*
- Currently not in the pipeline or actively engaged in sales cycle
- Sapphire Orlando declined list

Leverage Existing Events

- Leverage planned Business Forums
 - ◆ Regional US W – Leveraging Business Forum Long Beach, CA
 - ◆ Regional US MW – Leveraging Business Forum Chicago, IL

Regional Standalone

- Breakfast Meetings
 - ◆ Mexico
 - ◆ Brazil
 - ◆ Texas
 - ◆ NewtownSquare?

* Oracle, Siebel, PSFT, JOE, RETEK



Apollo on the Road: Assumptions



Minimum attendance for each event is 20 people. 30 to 40 would need to accept the invitation to guarantee 20 attendees.

Budget for each event is reduced due to the following reasons:

- Travel is now minimum. Each event will target prospects around that city. May only have to pay for customer speaker
- No hotel or transportation is required
- One meal

Latin American events should have the same budget allocation

Two Regional events are proposed to run at the same time as the Business Forum as to leverage the agenda and to leverage Bill McDermott

We have suggested one meeting to be held at SAP A headquarters in NewtownSquare based on the request from Bill McDermott. This is for discussion purposes not a recommendation in this proposal.

Events do not start until October allowing the field to focus on closing Q3 deals.



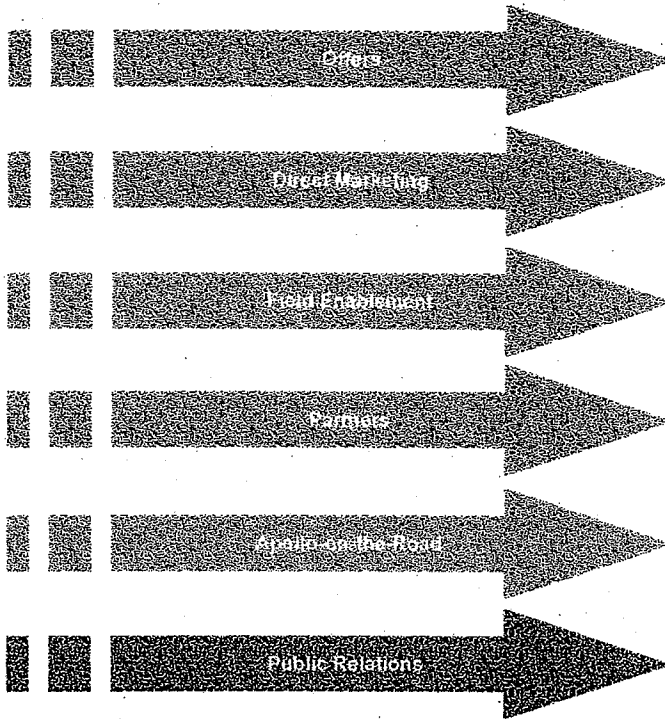
Apollo on the Road: Proposed Schedule for '06

Recommend we hold 5 to 6 Apollo on the Road Events in Q4 of 2006. These events are to be a prototype for monthly events that will run in 2007. We will test running the events as a "standalone" event in a city and as a break out session at a business Forum. Based on the results of the events we will set the schedule for 2007.

Sept	Oct	Nov	Dec
	Regional US MW Leveraging Business Forum Chicago, IL	Regional SE TBD Standalone Texas Latin America- Standalone Mexico Combine with TN announcement Toronto Canada TBD Standalone	Regional NE Mingle with the Best NYC



SP II: PUBLIC RELATIONS



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THE BEST-BUY BUSINESS WITH SAP



SP II: PUBLIC RELATIONS Work Stream



Objectives:

Roll out the program to the regions with detailed explanation of the offers and positioning materials.

Core Team:

- Marcia Jacobs
- Terry Hurst
- Kate Murphy

Extended Team:

- Mike Prosceno
- Rayn V.

Deliverables:

- ✓ Program Plan
- ✓ Event program management
- ✓ Targeted Lists
- ✓ Agenda
- ✓ Proposed Customer Speakers
- ✓ SP Success story
- ✓ Event Briefing Package
- ✓ Field Communication
- ✓ Invitation
- ✓ Webex Training



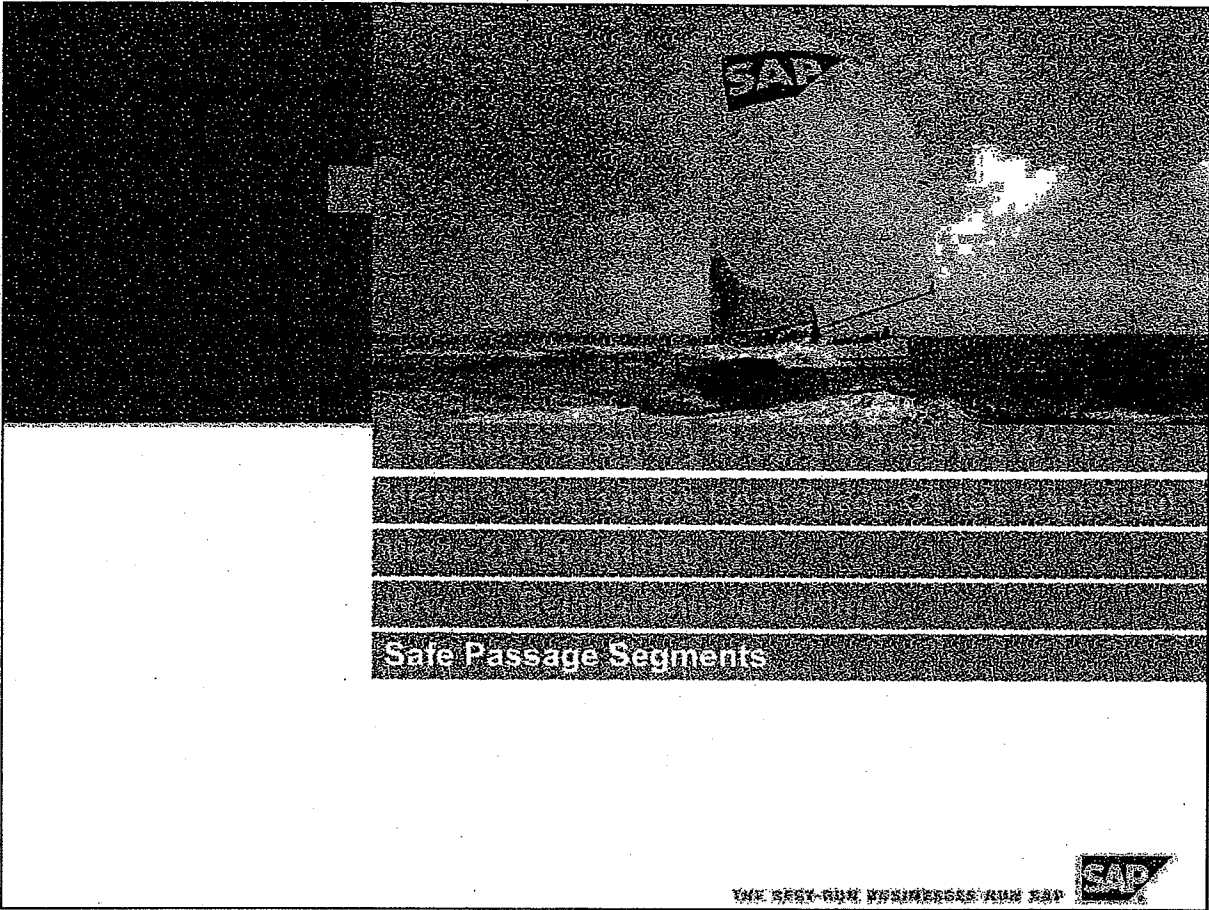
**Influence market positively for SAP**

- Media Editorial Board Meetings
 - ◆ EMEA, Americas, APA
 - ◆ Focused on the SAP Key messages
- By-lined articles
- Media Pitching to Oracles favorite Pubs in each Region
- Customer Success Campaign
 - ◆ Press Releases
 - ◆ Position Customer Success Narratives
 - ◆ Customer-based Story pitches (Retail, SME...)


Reduce Oracle impact/effectiveness in market place

- Target key Tier 1& 2 publications (Business/Trade) and push negative Oracle stories
 - ◆ By Region across all key attributes
 - ◆ As an Entity: Oracle's Vision, Quality, Price, Corporate Culture (Oracle Comp Matrix)
 - ◆ Oracles Top Business Challenges 1) Retention the PeopleSoft, J.D. Edwards, and Siebel customer bases which could lead to a decline in Oracle's maintenance revenue stream. 2) The Promise of Fusion may exceed actual delivered performance. 3) Open Source databases and software encroaches on Oracle's position by causing pricing pressure on the core Oracle 10g business. 4) Multiple overlapping products which could cannibalize revenue and lead to disruption in the sales cycles. 5) Oracle's high service margins could be threatened by the difficulty in integrating the many applications code bases. 6) SAP continues to take customers from Oracle. 7) There could be significant slowing in the RAC database option business that would threaten Oracle's overall growth. 8) Oracle may have difficulty reselling its database technology and Fusion middleware into its acquired customer bases, significantly reducing the value of the acquisitions and threatening its strategy.





Safe Passage Segments

THE BEST-BUY BUSINESS PLAN EAD 

Safe Passage Segments

Safe Passage Segments, offers, partners and tactics will be tested before a national or global roll out. The following is the pilot programs to be launched in October. (some are already in market)

Pilot

- SW Region: Bill McNamara
- TSO: Lloyd Adams
- Canada
- EMEA Central (Baan)



SP II: Segmentation JDE

■ Target Profile:

- ◆ JDE customers
- ◆ Mid Market
- ◆ Manufacturing

■ Project Team:

- ◆ Terry Hurst
- ◆ Marcia Jacobs
- ◆ Richard Ogburn
- ◆ Lloyd Adams

■ Proposed Offers:

- ◆ Packaged Solutions
- ◆ CapGemini: A fixed price proposal to migrate your business operations to the SAP application platform
- ◆ A Value Engineering industry benchmark survey executed by SAP to support the development of your business case.
- ◆ TN



SP II: Segmentation - PSFT

■ Target Profile:

- ◆ PSFT HR customers
- ◆ Running PS 8.8 and earlier
- ◆ Running SAP R/3 4.6c earlier

■ Project Team:

- ◆ Terry Hurst
- ◆ David Ludlow
- ◆ Anke Doerzapf
- ◆ Pam Dunn

■ Proposed Offers:

- ◆ BPO
- ◆ TN
- ◆ Migration Assessment
- ◆ Value Assessment



SP II: Segmentation - Siebel

■ Target Profile: Needs further

- ◆ Siebel
- ◆ Running non Oracle Databases
- ◆ Industry focus (CP...)

■ Project Team:

- ◆ Terry Hurst
- ◆ Marcia Jacobs
- ◆ Angela Bandlow
- ◆ Dita Niak

■ Proposed Offers:

- ◆ CRM on Demand: XX Users Free per installation for X year.
- ◆ 100% discount on original software license investment
- ◆ TN support services
- ◆ Migration Assessment
- ◆ Value Assessment

