



GLOBAL



SAPPHIRE® 2008: BUSINESS BEYOND BOUNDARIES

Dear SAPPHIRE partner:

To help you shape your marketing messages and activities before and during SAPPHIRE 2008, we want to introduce this year's theme and the underlying messages:

BUSINESS BEYOND BOUNDARIES

As the speed of business continues to accelerate, companies need to increase process flexibility and continuously optimize performance. Pressures to innovate, to be compliant, to wring efficiencies from their systems and processes, to adapt business models and meet changing customer demands continue to weigh on CEOs, CIOs, and their teams.

At the same time, businesses are even more required to be connected – to their customers, their suppliers, subcontractors, and partners. This need for connectedness is a direct result of increased globalization as businesses look to find competitive advantage in the global economy.

Businesses are in the throes of extending and transforming their networks, making sure their IT solutions can create value beyond the four walls of the enterprise while helping them develop innovative processes and business models across their business networks.

SAP is the smart choice to make IT the strategic support for business network transformation and continuous improvement. With the acquisition of Business Objects, SAP is even better positioned to help each company become a "best-run business."

The idea of continuous improvement – or "closed-loop business optimization" – will be at the forefront at SAPPHIRE. How businesses can continuously improve by ensuring that their global strategies are executed properly across their entire value chains is at the heart of offerings from SAP and Business Objects.

In an increasingly connected global economy, and volatile times, to be a best-run business means ensuring that all aspects of the business network work as one – wherever they are in the world – **to work in concert beyond the four walls of the enterprise**.

The attached Microsoft PowerPoint presentation outlines the SAPPHIRE value proposition and explains why the conference is a must-attend event for the entire SAP ecosystem.

We wish you a successful SAPPHIRE, and we hope we will partner again for upcoming conferences..

Yours sincerely,

The SAPPHIRE Team

[Contact SAP](#) | [Copyright/Trademark](#) | [Privacy](#) | [Impressum](#)

Sitz der Gesellschaft/Registered Office: Walldorf, Germany Vorstand/SAP Executive Board: Henning Kagermann (Sprecher/CEO), Léo Apotheker (stellvertretender Sprecher/Deputy CEO), Werner Brandt, Claus Heinrich, Gerhard Oswald, John Schwarz, Peter Zencke
Vorsitzender des Aufsichtsrats/Chairperson of the SAP Supervisory Board: Hasso Plattner Registergericht/Commercial Register
Mannheim No HRB 350269

Diese E-Mail kann Betriebs- oder Geschäftsgeheimnisse oder sonstige vertrauliche Informationen enthalten. Sollten Sie diese E-Mail irrtümlich erhalten haben, ist Ihnen eine Kenntnisnahme des Inhalts, eine Vervielfältigung oder Weitergabe der E-Mail ausdrücklich untersagt. Bitte benachrichtigen Sie uns und vernichten Sie die empfangene E-Mail. Vielen Dank.

This e-mail may contain trade secrets or privileged, undisclosed, or otherwise confidential information. If you have received this e-mail in error, you are hereby notified that any review, copying, or distribution of it is strictly prohibited. Please inform us immediately and destroy the original transmittal. Thank you for your cooperation.