

PR POLICIES FOR PARTNERS



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GENERAL GUIDELINES FOR ALL SAP-RELATED ANNOUNCEMENTS

The following PR policies have been devised specifically for SAP Partners, and those organizations that have contractual agreements with SAP AG or SAP America, Inc., which are related to the guidelines of SAP Partner Services Network (www.sap.com/partners).

These policies are intended to serve as a valuable resource on how best to efficiently prepare for and engage SAP on public relations opportunities, and are broken down into the following pertinent areas:

- General Guidelines for ALL SAP-related Announcements
- Partner-Only Announcements
- Joint Announcements
- Partner Collateral
- Partner Communications Contact

I. General Guidelines for ALL SAP-related Announcements

1. Any announcement which references SAP's company or subsidiary name(s), solutions, products, services, or partnership must be reviewed and approved by the appropriate SAP Partner Communications, the SAP manager(s) in charge of the relationship and, or whoever is in direct responsibility for the product, initiative or technology referenced, as well as SAP legal.

Important: Only SAP public relations personnel are authorized to commit SAP to PR activities, including, but not limited to, press releases, press call downs, financial or industry analyst meetings/engagements, or the use of SAP personnel as sources of attribution, etc. Partners are encouraged to contact SAP Partner Communications in any, and all cases where SAP is to be involved in external communications activities.

2. SAP reserves the complete right to its company name, its logo, and the names of its products and solutions. As such, there is absolutely no implied right for the use of SAP's name, logo, etc. for any partner without the approval of SAP Public Relations.

3. SAP only accepts announcements for review that are in electronic form as a Microsoft Word attachment, and are in English, unless the announcement is to be issued exclusively in a language other than English.

4. As a general rule, it is SAP's policy not to provide an SAP quote for use in an SAP partner release. SAP quotes are reserved for strategic press releases, and those releases are at the determination and discretion of SAP. SAP reserves the right to make edits based on this policy to SAP partner press releases that give the appearance of joint announcements (i.e. "SAP and XYZ announce ...") and in other circumstances based on the sole discretion of SAP.

5. When drafting an announcement, SAP Partners must adhere to the legal guidelines for using SAP trademarks to ensure proper naming and legal trademark of SAP products and services. SAP Partners must utilize the SAP "One Voice" Handbook to consistently and accurately communicate about SAP products and solutions.

6. SAP will not attempt to approve any announcements that are pending a signed contractual agreement.

7. The first reference of SAP in a press release needs specific reference to SAP AG or SAP America, Inc., depending on content and relationship.

8. To simplify the review and approval process of an announcement, please consult your SAP alliance management team or SAP Partner Communications prior to drafting a release (see Part V. for Contact Info).

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PARTNER-ONLY ANNOUNCEMENTS

II. Partner-Only Announcements

1. Validation of a Partner Announcement

SAP partners with numerous organizations in support of its product, services, and solution offering in order to benefit its customers. The large majority of partner news that is SAP-related is considered to be partner-only announcements (meaning that the partner conducts the PR activities – drafting and issuing the release, securing press interviews, etc., and that wording reflects that “XYZ announced that it has ... with SAP ...”).

2. SAP Review Process

SAP Partner Communications is the liaison and serves as a first point of contact and advisor in ensuring that a release has been reviewed and approved in its entirety

- Partners should allow for an average of five business days for SAP to review and approve a release. On occasion, this time will need to be extended as the duration of approvals is subject to the availability of the SAP personnel needed to be involved in reviews, as well as the depth of subject matter or content of the press release. Specific review procedures will be in place for major SAP events such as SAPPHIRE and SAP TechEd, as needed.
- A release is not considered approved by SAP until SAP Partner Communications has had the final review and has given explicit approval in writing – verbal or written approvals from SAP personnel who manage the relationship with the partner shall not be considered approvals for PR purposes. There are no tacit approvals.

3. General Guidelines for SAP Partner-Only Announcements

- Partner press releases should support and endorse SAP products, services and messages providing a win-win situation for both SAP and its Partner, and of course, the customer.
- The SAP Boiler Plate, other than the trademark attribution statement, should not appear in partner-only announcements, and is only permitted in joint announcements.
- It is the sole responsibility of the partner to obtain a customer’s approval to be mentioned in a release
- SAP requests that partners provide an electronic copy of the final version of the release to SAP Partner Communications prior to distribution to press

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JOINT ANNOUNCEMENTS

III. Joint Announcements

1. Validation of a Joint Announcement with SAP

- In a very limited number of cases, SAP supports joint announcements with Partners. These involve the most significant partnerships with maximum impact on the SAP customer(s) and user communities. The news must tie to a joint strategic initiative such as business development, a compelling customer-win, customer oriented go-to market strategy, and should also revert back to one of SAP's corporate strategic initiatives.

2. General Guidelines for Joint Announcements

- SAP-approved and endorsed joint announcements will be posted on the SAP worldwide public website, www.sap.com/press.
- All joint announcements will list PR Contacts from both SAP and the Partner. This indicates to the press that the announcement has been jointly announced by SAP and the partner, and offers press an opportunity to verify or obtain additional information if needed
- Joint announcements are not to be issued by both companies to the same audience segments at the same time, as press will only be receiving the same news twice.
- The SAP Boilerplate (company profile, trademark attribution, and other legal notices) will be represented in all joint announcements, in conjunction with the partner boilerplate. Note: The SAP boilerplate is not to be modified or abbreviated.

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PARTNER COLLATERAL

IV. Partner Collateral

1. General Guidelines

- All SAP-related collateral or medias (i.e. White papers, Ads, Brochures, Partner Success Stories that reference SAP customers, Cds, and Videos) must be reviewed and approved by SAP.
- The SAP manager in charge of the relationship and, or in direct responsibility for product, initiative or technology referenced, as well as SAP Partner Communications are the advisors in ensuring that collateral has been reviewed and approved in its entirety.
- Partners should adhere to the legal guidelines for using SAP trademarks to ensure proper naming and legal trademark of SAP products and services, and abide by the SAP Logo Usage Guidelines when constructing SAP-related collateral.
- Partners should allow for an average of five business days for SAP to review and approve collateral. On occasion, this time will need to be extended as the duration of approvals is subject to the availability of the SAP personnel needed to be involved, as well the depth of subject matter or content of the collateral.

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PR CONTACT

V.PR Contact

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