

# GLOBAL PR POLICIES FOR SAP PARTNERS

The following PR policies have been devised specifically for SAP partners. For the purposes of this publication, the term “SAP partner” refers to companies that have signed a partnership agreement with SAP as well as other third-party organizations that have contractual agreements with SAP AG or any of its subsidiaries, which are related to the guidelines of SAP partner programs ([www.sap.com/partners](http://www.sap.com/partners)). These policies are intended to serve as a valuable resource on how best to efficiently prepare for and engage with 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
- Global Communications Contacts

## I. General Guidelines for ALL SAP-related Announcements

1. Any announcement that references SAP’s company or subsidiary name(s), solutions, products, services and/or partnerships with SAP must be reviewed and approved by SAP Integrated 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’s legal department.

Important: Only SAP Global Communications is authorized to commit SAP to PR activities, including, but not limited to, press releases, press call downs, financial or industry analyst meetings and/or engagements, or the use of SAP personnel as sources of attribution, etc. Partners are encouraged to contact SAP Integrated 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. Companies that have contractual relationships with SAP through the signing of a partner contract (e.g., as an



official partner in such categories as SAP channel partner, SAP software solution partner, SAP services partner, etc.) or achievement of SAP certified integration status (e.g., “Powered by SAP NetWeaver”, “Certified for SAP NetWeaver” and “SAP Certified Integration”) must receive authorization from SAP prior to use.

3. SAP only accepts global partner announcements for review that are in electronic form, submitted as a Microsoft Word attachment, and written in English and/or German, unless the announcement is to be issued exclusively in a language other than English. If it will be issued in a language other than English or German, please send the release directly to the local PR contact in the country where you plan to publish the release. If you are unsure of the local PR contact, please work with your local SAP contacts to get in touch with the regional communications manager.
4. As a general rule, SAP’s policy does not typically permit SAP quotes to be included in partner press releases. SAP quotes are reserved for the most strategic press releases, and those releases are at the determination and discretion of SAP. SAP does give strong consideration of providing a quote for the following types of partner press releases:
  - Those issued by global technology or services partners – If the announcement is focused on customer success or the business unit deems the announcement strategic to SAP (e.g., from a product, industry or regional perspective)
  - Releases issued by partners offering solution extensions or providers of SAP-endorsed business solutions – If the announcement is focused on customer success or the business unit deems the announcement strategic to SAP (e.g., from a product, industry or regional perspective)
  - Those that highlight proof points in support of the SAP Co-Innovation Lab
  - Announcing achievement of “Powered by SAP NetWeaver” status for a composite application or that a solution has been endorsed by SAP
  - Releases that provide examples of adoption of enterprise service-oriented architecture (enterprise SOA) or other SAP platforms
  - Releases highlighting customer success with solutions that have achieved “Powered by SAP NetWeaver” status
  - Releases issued by SAP channel partners that are of strategic value to a certain geography

- Releases issued by SAP software solution partners – If the announcement is focused on customer success or the business unit deems the announcement strategic to SAP (e.g., from a product, industry or regional perspective)
5. When drafting an announcement, SAP partners must adhere to the legal guidelines for using SAP trademarks to ensure proper naming, branding and trademark attribution of SAP products and services. SAP partners must utilize the SAP “One Voice” guidelines 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. To simplify the review and approval process of a partner press release, please consult your SAP partner manager or contact SAP Global Communications prior to drafting a release (*see section IV below for contact information*).

## II. PR Policies for Partner-only Announcements

1. Validation of a Partner-only Announcement:  
SAP cooperates with numerous organizations in support of its product, services and solution offerings in order to benefit its customers. The large majority of partner news that is SAP-related is considered to be issued as 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 Integrated 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 by SAP in its entirety.
  - Partners should allow for an average of five business days for SAP to review and approve a release, though it is our goal to provide approval as quickly as possible. 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 and timelines will be in place for major SAP events such as SAPPHIRE or SAP TechEd.

- If an SAP quote is included in a partner announcement, please be aware that further approvals will be required, which may add additional time to the approval process (often an extra two or more business days).
- A release is not considered approved by SAP until SAP Integrated 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 the partner – as well as customers, if mentioned in the release.
- The SAP boilerplate, other than the trademark attribution statement, should not appear in partner-only announcements, and is only permitted in joint announcements.
- If a customer, analyst firm or other third party is mentioned and/or quoted in a partner press release, it is the sole responsibility of the partner to obtain approval of said third party mentioned/quoted in the release.
- If an SAP quote is included in the partner press release, the SAP forward-looking statement must also be included, according to the guidelines of the SAP legal department.
- SAP requests that partners provide an electronic copy of the final version of the release to SAP Integrated Partner Communications prior to distribution to members of the press.

## III. PR Policies for Joint Announcements

### 1. Validation of a Joint Announcement with SAP

- In a very limited number of cases, SAP supports joint announcements with its partners. These involve the most significant partnerships with maximum impact on the SAP customer(s) and user communities or are tied to the signing of a strategic global reseller agreement. The news must tie to a joint strategic initiative, a compelling customer win or go-to market strategy, and should also revert back to one of SAP's corporate strategic initiatives. Please refer to the



following links below as examples of joint announcements:

<http://www12.sap.com/global/templates/press.epx?pressid=7607&query=DUET>  
(Joint product development)

<http://www12.sap.com/usa/about/press/press.epx?pressid=8929> (Joint product development)

<http://www12.sap.com/global/templates/press.epx?pressid=9949&query=Accenture> (Joint product development around SAP CRM)

<http://www12.sap.com/usa/about/press/press.epx?pressid=10415> (Global Reseller Agreement)

<http://www12.sap.com/usa/about/press/press.epx?pressid=10308> (Global Reseller Agreement)

## 2. General Guidelines for Joint Announcements

- SAP-approved and endorsed joint announcements will be posted on the SAP worldwide public website at [www.sap.com/press](http://www.sap.com/press).
- All joint announcements will list media relations contacts for both SAP and the partner. This indicates to the press that the announcement has been jointly announced by SAP and the partner, and offers members of the media 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, thereby ensuring that members of the press do not receive the same news twice.
- The SAP boilerplate (company profile), trademark attribution, forward-looking statement and other legal notices will be represented in all joint announcements, in conjunction with the partner's boilerplate. Note: The SAP boilerplate is not to be modified or abbreviated.

## IV. SAP Global Communications Contacts

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For a complete list of worldwide SAP PR contacts, please visit:

<http://www12.sap.com/about/newsroom/pr-contacts/index.epx>

