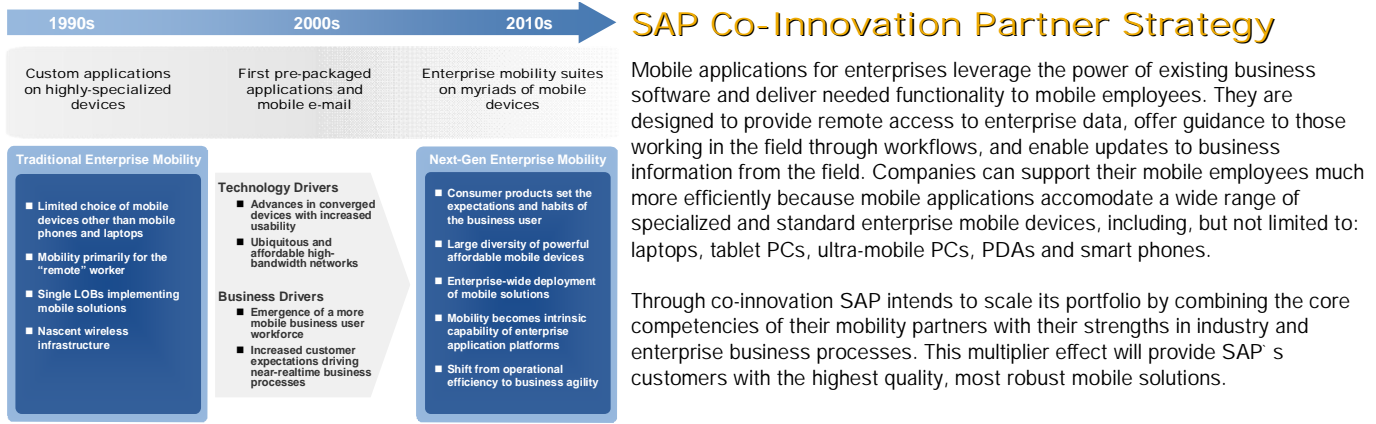


SAP Mobile Business Mission & Strategy

Enterprise Mobility Through Co-Innovation

EMBRACING STRATEGIC PARTNERS TO DELIVER WORLD CLASS APPLICATIONS



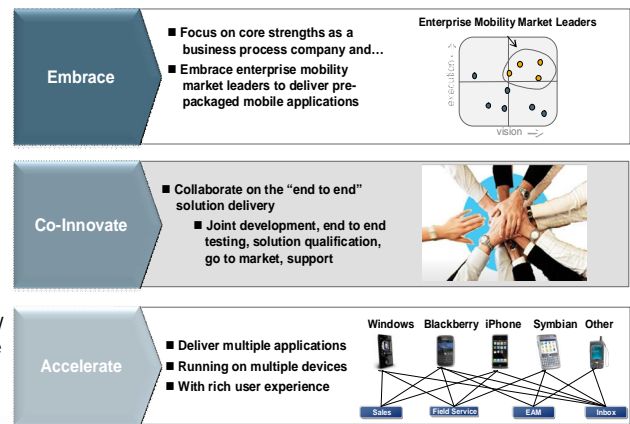
Pic.1: The Evolution of Enterprise Mobility

Mission

Foster the ease of consumption of the SAP Business Suite's extensive portfolio through mobile applications built by partners, SAP and customers.

A Three Pronged Strategy

- I. Actively support our current portfolio of mobile solutions
 - II. Invest in SAP NetWeaver Mobile, an open mobility platform for both pre-packaged as well as custom applications
 - III. Scale partner ecosystem to ensure innovative mobile applications for optimal user experience, regardless of access channel
- Enter into strategic partnerships with selected, leading mobile vendors to ensure an extended offering to our customers of mission critical mobile business scenarios
 - Customers can continue to build custom applications enjoying the full flexibility and ease of development and integration delivered by SAP NetWeaver Mobile
 - Enable easy consumption of SAP Business Suite processes via thin, rich, and thick client mobile applications by means of mobile-enable services



Pic.2: SAP - Co-Innovation Partner Strategy

Co-Innovation Partners



SAP's co-innovation partnership with RIM, the leader in enterprise mobile devices, will deliver breakthrough mobile SAP applications natively on the BlackBerry.

SAP and RIM are jointly defining, developing, testing, promoting, and supporting a series of applications that will change the way people work by enabling anytime, anywhere mobile access to SAP enterprise applications through the widely adopted BlackBerry. www.blackberry.com/sap

- CRM Sales on BlackBerry



Sybase is an industry leader in delivering enterprise and mobile software to manage, analyze and mobilize information. They are recognized globally as the performance leader. Sybase and SAP are co-innovating and collaborating to deliver the new SAP® Business Suite software for the first time to iPhone, Windows Mobile, BlackBerry and other devices by integrating it with Sybase's industry-leading mobile enterprise application platform. Through the partnership, users will have access to critical customer data in both connected and disconnected modes right from their mobile device of choice by utilizing Sybase's business process mobilization technology. www.sybase.com/sap

- CRM Sales on Windows Mobile & iPhone
- Workflow Inbox on Windows Mobile & iPhone



Syclo, a market leader in mobile enterprise platforms and applications, have an agreement centered around co-innovation with SAP AG to deliver mobile applications that enable maintenance and service technicians access to SAP® Business Suite software from a broad range of devices regardless of connectivity.

Syclo's SMART Mobile Suite includes prepackaged and pre-integrated applications for the fastest path to extend enterprise systems to field workforces. They are designed for work order execution, operator rounds, time/attendance tracking and materials management. <http://sap.syclo.com>

- Smart Work Manager for SAP Enterprise Asset Management
- Smart Work Manager for SAP CRM Service



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