

SAP TechEd 2011 Las Vegas
Marketing Sponsorships

SAP TechEd 2011 Las Vegas Marketing Sponsorships

The Venetian/Palazzo Congress Center | Las Vegas, NV
September 12-16, 2011

The SAP TechEd logo is positioned in the bottom left corner of the image. It features the word "SAP" in white, bold, sans-serif font inside a blue rectangular box. To the right of this box, the word "TECHED" is written in a larger, white, bold, sans-serif font. The background of the entire page is a photograph of the Venetian/Palazzo Congress Center in Las Vegas at night. The building is illuminated with warm lights, and the word "VENETIAN" is visible vertically on one of the towers. In the foreground, there is a large, ornate fountain with multiple tiers and statues, also illuminated. The sky is dark, and the overall atmosphere is that of a vibrant, high-end event venue.

Table of Contents

| | |
|---|----|
| Table of Contents..... | 2 |
| SAP TechEd 2011 Marketing Sponsorship Overview | 3 |
| Terms and Conditions | 3 |
| At-A-Glance Listing | 4 |
| Speaking Opportunity – Present a One-Hour Lecture Session | 5 |
| Flash Drive..... | 6 |
| On-Site Guide Advertisement – Back Cover | 7 |
| On-Site Guide Advertisement – Inside | 8 |
| General Session Chair Drop | 9 |
| Mobile On-Site Guide..... | 10 |
| Exhibit Hall Directory | 11 |
| Hotel Room Drop | 12 |
| Boardroom – Available Daily – Monday through Friday | 13 |
| Meeting Room – Available Daily – Monday through Friday..... | 14 |
| Sybase TechWave On-Site Guide Advertisement – Back Cover | 15 |
| Sybase TechWave On-Site Guide Advertisement – Inside | 16 |
| Sybase TechWave Pen..... | 17 |
| Logo Guidelines | 17 |

SAP TechEd 2011 Marketing Sponsorship Overview

Enhance your presence and maximize your company's investment at SAP TechEd Las Vegas with these various marketing sponsorships and advertising channels available to our conference exhibitors. You may purchase any of these marketing sponsorships online as part of the application to exhibit or through the Marketing Sponsorship application on the Exhibitor Console.

Increase your company's visibility at the conference and make a lasting impression on SAP customers, prospects, partners, and employees!

- Exhibitors may sponsor as many sponsorships as they like based on availability, unless noted otherwise.
- Sponsorships are available on a first-come, first-served basis.
- Have a unique idea for a marketing sponsorship? Submit a detailed proposal to Ellen Stangroom at e.stangroom@sap.com, Sandy Lorenz at sandra.lorenz@sap.com or Katherine Soong at katherine.soong@sybase.com.

Terms and Conditions

The following Terms and Conditions are in addition to the SAP TechEd 2011 Las Vegas Exhibitor Program Rules and Regulations:

- SAP must receive this Agreement immediately and in no less than 2 days following the submission of the Application. The Agreement must be executed by an authorized representative of the Exhibitor indicating their agreement to the terms specified without any changes.
- The Application submitted by the Exhibitor is an integral part of this Agreement and cannot be changed once submitted and the Exhibitor is committed and may not change the Exhibitor's Marketing Sponsorship Selection(s) made as summarized below at the end of this Agreement.
- Full payment for Marketing Sponsorships specified must be received before August 12, 2011.
- Acceptance by SAP of this signed Agreement is contingent upon SAP's management review and approval. SAP is not obligated to accept any Agreement and may reject any Agreement at its sole discretion.
- SAP is under no obligation to reserve or order any Sponsorship deliverables for the Exhibitor until a signed Agreement is received and accepted.
- The Exhibitor will be responsible to coordinate and facilitate to meet the deadlines for the necessary Marketing Sponsorship deliverables (i.e., proofs, final art, samples, etc.).
- UNDER NO CIRCUMSTANCES will SAP produce Exhibitors' marketing deliverables until a final approved version has been provided by the Exhibitor, and approved by SAP. Any such approval shall not be unreasonably withheld or delayed. The final proof is required prior to the published deadline.
- Published deadlines are FINAL. No extensions will be allowed. If an Exhibitor's proof or final artwork is not received in the required format prior to the published deadline, SAP may terminate the Agreement without refund. Under such conditions, the Exhibitor agrees that SAP is entitled to retain all payments made, not as a penalty, but as liquidated damage.

- Sponsorship deadlines and details are located on the Marketing Information page of the SAP TechEd 2011 Las Vegas Exhibitor Information Web Site. This Marketing Information page and the Exhibitor Rules and Regulations referenced on this Web site are also incorporated by reference and made a part of this Agreement.

At-A-Glance Listing

Gray indicates SOLD OUT or Unavailable

| Sponsorships | Quantity | Fee |
|--|----------|----------|
| Speaking Opportunity – One-Hour Lecture Session | 10 | \$10,000 |
| Lecture Session Recording | 7 | \$ 4,500 |
| Flash Drive | 1 | \$10,000 |
| On-Site Guide Advertisement – Back Cover | 1 | \$ 6,000 |
| On-Site Guide Advertisement – Inside | 2 | \$ 3,500 |
| General Session Chair Drop | 1 | \$ 6,000 |
| Mobile On-site Guide | 1 | \$ 7,000 |
| Exhibit Hall Directory | 2 | \$ 4,000 |
| Hotel Room Drop | 5 | \$ 2,000 |
| Boardroom: Available Daily – Monday to Friday | | \$ 1,000 |
| Meeting Room: Available Daily – Monday to Friday | | \$ 1,000 |
| Sybase TechWave On-Site Guide Ad – Back Cover | 1 | \$ 2,500 |
| Sybase TechWave On-Site Guide Ad – Inside | 3 | \$ 1,500 |
| Sybase TechWave Pen | 1 | \$ 1,500 |

Speaking Opportunity – Present a One-Hour Lecture Session

10 OPPORTUNITIES

SAP TechEd is the largest educational event to focus on SAP technology, and SAP TechEd Las Vegas offers you an exceptional opportunity to reach thousands of SAP technical and business process professionals from around the world. Present a one-hour lecture session to showcase your solution, your best success story, your integration with SAP.

- **SAP must pre-approve the session title, abstract, and final presentation.**
- Once the speaking opportunity is purchased, an information sheet will be provided with submission instructions and deadlines.
- Each speaker receives a complimentary Lecture-only registration.
- Sessions will be highlighted with a PARTNER notation and will be integrated into the SAP TechEd Las Vegas session agenda and included in any session agenda handouts, assuming deadlines are met.

Opportunity fee: \$10,000

Sign-up deadline: July 17

Title and abstract due: July 17

Final presentation due: August 5

Lecture Session Recording

Expand Your Reach by having your session recorded and added to the SAP TechEd Online Las Vegas playlist. SAP TechEd Online, the virtual component to SAP TechEd, is a year-round Web site available to the SAP Community Network's 2.4 million members. In 2010, SAP TechEd Online realized over 200,000 videos viewed.

Opportunity fee: \$4,500

Sign-up deadline: July 17

Note: *The Platinum and Gold Plus packages include a Speaking Opportunity - One-Hour Lecture Session. Purchase the above marketing opportunity if interested in additional sessions. They do not include the session recording*

Flash Drive

EXCLUSIVE

Each SAP TechEd attendee will receive a USB flash drive pre-loaded with lecture session handouts and hands-on session exercises. Demonstrate your company's commitment to sustainability and make a lasting impression as the Flash Drive sponsor. Your company logo will appear on one side of the flash drive and the SAP TechEd logo will appear on the other side.

As a sponsor of the flash drive, you have the added opportunity to include one piece of collateral. The collateral file must be supplied in PDF format and be pre-approved by SAP.



| | |
|--------------------------|---|
| Opportunity fee: | \$10,000 (inclusive of all production and shipping costs) |
| Sign-up deadline: | July 22 |
| Logo due: | July 22 |

Note: *We will use the logo provided during exhibit sign-up. If you prefer to use a different version, please follow the **Logo Guidelines** at the end of this document and provide to your conference exhibit manager prior to the due date above.*

On-Site Guide Advertisement – Back Cover

EXCLUSIVE

The official SAP TechEd 2011 Las Vegas On-site Guide contains information about the conference agenda, keynotes, Clubhouse, evening events, floor plans, and important conference logistics. The format of the On-site Guide is a pocket-sized guide and will be handed to all attendees at registration. The guide will also provide an exhibitor listing and a map of the convention center, including the exhibit hall.

Don't miss the chance to put your company message in front of attendees on a daily basis! Increase your company's visibility by prominently placing your company's ad on the back cover of the On-site Guide.

One (1) full-color; full-page advertisement placed on the back cover of the conference On-site Guide. Artwork specs are listed below.

SAP must pre-approve advertisements for content.

Opportunity fee: \$6,000 (plus exhibitor's applicable artwork production costs)

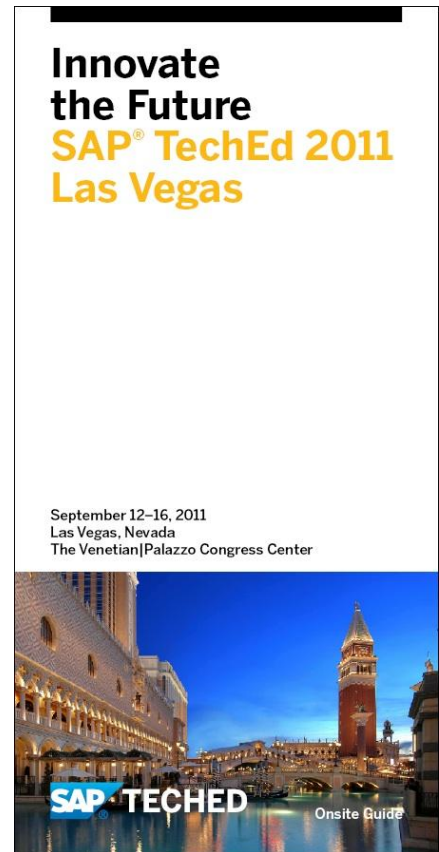
Sign up deadline: August 12

Proof due to exhibit manager: August 12

Final ad due to Noelle Fischer at n.fischer@sap.com: August 22

Art specs:

- Provide ad in hi-res "press quality" PDF, Adobe InDesign CS3 or later or Adobe Illustrator (EPS w/embedded fonts and placed images).
- This ad will be inserted into a PC file. Please be sure a suffix is included on the end of file names (examples: ad.indd, ad.eps).
- Trim size: 3.75x8.5; bleed size: 4x8.75; live area: x11.75. The guide is saddle-stitched.
- Please do not use MAC fonts unless you can convert them to outline or provide a PC version of that same font. If you cannot supply PC fonts or convert to outline, your ad materials will go directly to our printer.
- Provide contact information for the agency or art department that created the ad.
- Please send digital files via: FTP (contact Noelle Fischer at n.fischer@sap.com for more information, or to supply log-in info), CD, DVD, or e-mail (if under 1.5M) to Noelle.
- If done in InDesign or Illustrator file please include all fonts and images.
- If compression is needed for e-mailing, please use ZIP (use suffix .zip). Please do not send an .EXE file as the SAP firewall will not accept it.
- If mailing the artwork, provide a color proof of ad; a color laser printer printout is fine.
- Contact Noelle at n.fischer@sap.com for shipping instructions.
- Ads will be printed in CMYK.



On-Site Guide Advertisement – Inside

2 OPPORTUNITIES

The official SAP TechEd 2011 Las Vegas On-site Guide contains information about the conference agenda, keynotes, Clubhouse, evening events, floor plans, and important conference logistics. The format of the On-site Guide is a pocket-sized guide and will be handed to all attendees at registration. The guide will also provide an exhibitor listing and a map of the convention center, including the exhibit hall.

Don't miss the chance to put your company message in front of attendees on a daily basis! Increase your company's visibility by prominently placing your company's ad in the On-site Guide.

One (1) full-color; full-page advertisement placed inside the conference On-site Guide. Artwork specs are listed below.

SAP must pre-approve advertisements for content.

Opportunity fee: \$3,500 (plus exhibitor's applicable artwork production costs)

Sign up deadline: August 12

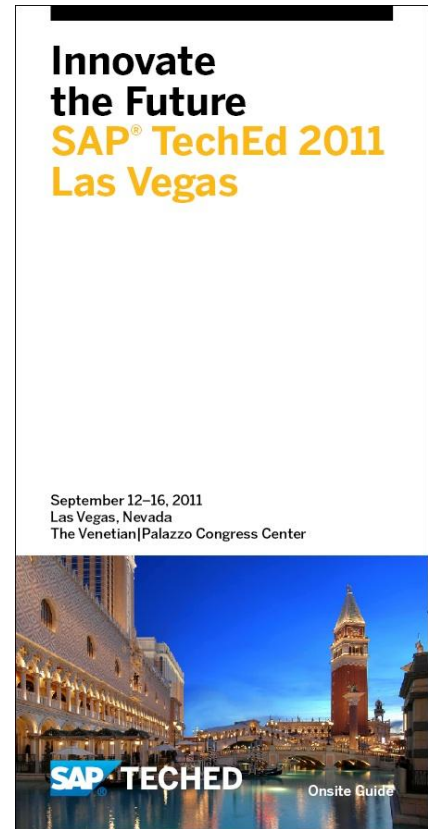
Proof due to exhibit manager: August 12

Final ad due to Noelle Fischer at n.fischer@sap.com: August 22

n.fischer@sap.com:

Art specs:

- Provide ad in hi-res "press quality" PDF, Adobe InDesign CS3 or later or Adobe Illustrator (EPS w/embedded fonts and placed images).
- This ad will be inserted into a PC file. Please be sure a suffix is included on the end of file names (examples: ad.indd, ad.eps).
- Trim size: 3.75x8.5; bleed size: 4x8.75; live area: x11.75. The guide is saddle-stitched.
- Please do not use MAC fonts unless you can convert them to outline or provide a PC version of that same font. If you cannot supply PC fonts or convert to outline, your ad materials will go directly to our printer.
- Provide contact information for the agency or art department that created the ad.
- Please send digital files via: FTP (contact Noelle Fischer at n.fischer@sap.com for more information, or to supply log-in info), CD, DVD, or e-mail (if under 1.5M) to Noelle.
- If done in InDesign or Illustrator file please include all fonts and images.
- If compression is needed for e-mailing, please use ZIP (use suffix .zip). Please do not send an .EXE file as the SAP firewall will not accept it.
- If mailing the artwork, provide a color proof of ad; a color laser printer printout is fine.
- Contact Noelle at n.fischer@sap.com for shipping instructions.
- Ads will be printed in CMYK.



General Session Chair Drop

EXCLUSIVE

Get noticed at SAP TechEd 2011! Put your message in the hands of thousands of attendees at the general session on Tuesday morning, September 13. Envision your item—a brochure, flyer, or giveaway—on every chair where the keynote speech will be given.

Sponsor bears all material/production costs. SAP will facilitate placement of your promotional item on every chair. SAP must pre-approve item for content and presentation.

| | |
|--------------------------------------|--|
| Opportunity fee: | \$6,000 (plus exhibitor's applicable production costs for chair drop item) |
| Quantity: | 4,000 pieces |
| Proof due to exhibit manager: | August 19 |
| Items due (on-site): | September 8 |
| Ship to: | FREEMAN SAP TechEd 2011 ATTN: General Session Chair Drop 6675 West Sunset Road (215 & Rainbow) Las Vegas, NV 89118 |

Note: Freeman will accept crated, boxed or skidded materials beginning August 12.



Mobile On-Site Guide

EXCLUSIVE

Attendees will have the opportunity to view event information from their mobile devices via the Mobile On-site Guide. This modern and convenient tool will bring to attendees' mobile devices the practical information needed to find their way around the event, including session grids, details regarding what is being showcased at each of the demo stations, event logistics and other event activities. Attendees will be able to access their saved agendas and most importantly have up-to-date information on session changes and event news.

The Mobile On-site Guide is a companion piece to the printed On-site Guide, containing the same information but even better - as it will have access to up-to-the-minute session changes. These guides are the foremost on-site, and post-show, reference for attendees of SAP TechEd.

As the exclusive sponsor of this sustainable opportunity, the exhibitor will receive the following:

- Company logo with a hyperlink to your company's Web site will appear on the cover page of the Mobile On-site Guide
- Recognition as the Mobile On-site Guide sponsor on the SAP TechEd conference Web site
- Logo and sponsorship recognition in the printed On-site Guide

| | |
|--------------------------|----------|
| Opportunity fee: | \$7,000 |
| Sign-up deadline: | August 5 |
| Logo due: | August 5 |

Note: We will use the logo provided during exhibit sign-up. If you prefer to use a different version, please follow the **Logo Guidelines** at the end of this document and provide to your exhibit manager prior to the due date above.



Exhibit Hall Directory

2 OPPORTUNITIES

Want the attendees at SAP TechEd Las Vegas to know who you are while they figure out where they stand? Prominently display your company's ad or logo on the front panel of a freestanding Exhibit Hall Directory. The Exhibit Hall Directory will feature the exhibit hall floor plan and exhibitor listing. Directories will be back lit and located in high traffic areas.

SAP must pre-approve advertisement for content.

- Opportunity fee:** \$4,000 (plus exhibitor's applicable artwork production costs)
- Sign-up deadline:** August 5
- Proof due to exhibit manager:** August 5
- Final art due:** August 12
- Art specs:**
- 72 1/2" x 44 11/16"
 - Ad in .EPS vector format plus colored copy of artwork shipped with CD. See 'Freeman Artwork Submission Guidelines' in the Exhibitor Manual for more details.
- Ship final art to:** FREEMAN
Attn: Mike Kane
2200 Consulate Drive
Orlando, FL 32837
Ph: 407-313-5819
E-mail: mike.kane@freemanco.com



Hotel Room Drop

5 OPPORTUNITIES

Would you rather your company's marketing material receive the quiet attention it deserves? Be a sponsor of the Hotel Room Drop. You provide an approved collateral piece or giveaway item to The Venetian and The Palazzo hotels. The hotel staff will then deliver your item to each attendee's guestroom.

Exhibitor bears all material/production/shipping and hotel costs and will manage directly with the conference hotels. There is an estimated 3,000 rooms on peak night. Hotel charges start at \$1.50 per room for delivery.

SAP must pre-approve the item for content and presentation.

Opportunity fee: USD \$2,000 (exclusive of production/shipping/hotel costs)

Sign-up deadline: August 5

Proof due to exhibit manager: August 5



Boardroom – Available Daily – Monday through Friday

Would your company be served by meeting with prospects and customers in a private conference room? Or do you need space for staff or on-site meetings?

Your boardroom in the Congress Center is offered on a daily basis and will include a table and seating for 16 people, electricity and your logo on signage outside the door. Sign up early to select the day that is best for you.

Exhibitor bears all additional costs and responsibilities. Items such as Internet, phone lines, AV, catering, etc. are the responsibility of the exhibitor. Once the boardroom is reserved, the above items may be ordered via the online Exhibitor Manual.



Opportunity fee: USD \$1,000 (plus exhibitor's applicable costs noted above)

Sign-up deadline: August 15

Logo due: August 15

Note: We will use the logo provided during exhibit sign-up. If you prefer to use a different version, please follow the **Logo Guidelines** at the end of this document and provide to your exhibit manager prior to the due date above.

Meeting Room – Available Daily – Monday through Friday

Meeting rooms in the Congress Center are available for daily use to meet with prospects, customers or staff.

Your meeting room will include tables, chairs, electricity and your logo on signage outside the door. Sign up early to select the day that works best for your needs. Rooms are available Monday through Friday, room sizes vary. Photos are for illustration only.

Exhibitor bears all additional costs and responsibilities. Items such as Internet, phone lines, AV, catering, etc. are the responsibility of the exhibitor. Once the meeting room is reserved, a Meeting Room Information Sheet will be provided and the above items may be ordered via the online Exhibitor Manual.

As you are planning for SAP TechEd please be reminded that exhibitor activities that conflict with the conference program are not permitted. This includes breakfasts, receptions or any other activities occurring in Las Vegas during the published conference program schedule. For the purposes of this conference, a conflicting activity is defined as one that assembles over 50 conference attendees in one location.

Opportunity fee: \$1,000 (plus exhibitor's applicable costs noted above)

Sign-up deadline: August 15

Logo due: August 15

Note: *We will use the logo provided during exhibit sign-up. If you prefer to use a different version, please follow the **Logo Guidelines** at the end of this document and provide to your exhibit manager prior to the due date above.*

Sybase TechWave On-Site Guide Advertisement – Back Cover

EXCLUSIVE

The official Sybase TechWave On-site Guide contains information about the conference agenda, keynotes, Clubhouse, evening events, floor plans, and important conference logistics. The guide will be handed to all TechWave attendees at registration. The guide will also provide a Sybase exhibitor listing and a map of the convention center, including the exhibit hall.

Don't miss the chance to put your company message in front of attendees on a daily basis! Increase your company's visibility by prominently placing your company's ad on the back cover of the On-site Guide.

One (1) full-color; full-page advertisement placed on the back cover of the conference On-site Guide. Artwork specs are listed below.

Sybase must pre-approve advertisements for content.

Opportunity fee: \$2,500 (plus exhibitor's applicable artwork production costs)

Sign up deadline: July 29

Proof due to Patricia Griffin at pgriffin@sybase.com: July 29

Final ad due to Karen Tucker at Karen@cconceptsinc.com: August 5

Art specs:

- Provide ad in hi-res "press quality" PDF, Adobe InDesign CS4 or earlier or Adobe Illustrator CS4 or earlier (EPS w/embedded fonts and placed images).
- This ad will be inserted into a PC file. Please be sure a suffix is included on the end of file names (examples: ad.indd, ad.eps).
- Trim size: 8.5" x 11" (trim), 7.5" x 10" (live), 8.75" x 11.25" (bleed)
- Please do not use MAC fonts unless you can convert them to outline or provide a PC version of that same font. If you cannot supply PC fonts or convert to outline, your ad materials will go directly to our printer.
- Provide contact information for the agency or art department that created the ad.
- If done in InDesign or Illustrator file please include all fonts and images.
- If smaller than 5 MB email to Karen@cconceptsinc.com and reference Sybase TechWave 2011 Ad in your subject line.
- If larger than 5 MB: Post files to your ftp site and email Karen@cconceptsinc.com the log on info. Or send via a YouSendIt or DropBox link to Karen@cconceptsinc.com.
- If mailing the artwork, provide a color proof of ad; a color laser printer printout is fine.
- Contact Karen@cconceptsinc.com for shipping instructions.
- Ads will be printed in CMYK. (Please turn all PMS inks to CMYK).

Sybase TechWave On-Site Guide Advertisement – Inside

3 OPPORTUNITIES

The official Sybase TechWave On-site Guide contains information about the conference agenda, keynotes, Clubhouse, evening events, floor plans, and important conference logistics. The guide will be handed to all Sybase TechWave attendees at registration. The guide will also provide a Sybase exhibitor listing and a map of the convention center, including the exhibit hall.

Don't miss the chance to put your company message in front of attendees on a daily basis! Increase your company's visibility by prominently placing your company's ad on the back cover of the On-site Guide.

One (1) full-color; full-page advertisement placed on the back cover of the conference On-site Guide. Artwork specs are listed below.

Sybase must pre-approve advertisements for content.

Opportunity fee: \$1,500 (plus exhibitor's applicable artwork production costs)

Sign up deadline: July 29

Proof due to Patricia Griffin at pgriffin@sybase.com: July 29

Final ad due to Karen Tucker at Karen@cconceptsinc.com: August 5

Art specs:

- Provide ad in hi-res "press quality" PDF, Adobe InDesign CS4 or earlier or Adobe Illustrator CS4 or earlier (EPS w/embedded fonts and placed images).
- This ad will be inserted into a PC file. Please be sure a suffix is included on the end of file names (examples: ad.indd, ad.eps).
- Trim size: 8.5" x 11" (trim), 7.5" x 10" (live), 8.75" x 11.25" (bleed)
- Please do not use MAC fonts unless you can convert them to outline or provide a PC version of that same font. If you cannot supply PC fonts or convert to outline, your ad materials will go directly to our printer.
- Provide contact information for the agency or art department that created the ad.
- If done in InDesign or Illustrator file please include all fonts and images.
- If smaller than 5 MB email to Karen@cconceptsinc.com and reference Sybase TechWave 2011 Ad in your subject line.
- If larger than 5 MB: Post files to your ftp site and email Karen@cconceptsinc.com the log on info. Or send via a YouSendIt or DropBox link to Karen@cconceptsinc.com.
- If mailing the artwork, provide a color proof of ad; a color laser printer printout is fine.
- Contact Karen@cconceptsinc.com for shipping instructions.
- Ads will be printed in CMYK. (Please turn all PMS inks to CMYK).

Sybase TechWave Pen

EXCLUSIVE

Each Sybase TechWave attendee will receive a pen with their conference materials. Your company logo will appear on one side of the pen.

Opportunity fee: \$1,500 (inclusive of all production and shipping costs)

Sign-up deadline: August 12

Logo due: August 12

Note: *We will use the logo provided during exhibit sign-up. If you prefer to use a different version, please follow the **Logo Guidelines** at the end of this document and provide to your exhibit manager prior to the due date above.*

Logo Guidelines

Please review these instructions before submitting your company logo:

- Do not send your logo in bitmap formats: no .GIF, no .JPG, and no .TIF
- Logos must be created in VECTOR-based application, such as Adobe Illustrator
- Files must be saved in .AI or .EPS formats
- Importing a bitmap file (JPG or TIF for instance) of your logo into Adobe Illustrator and saving as an AI or EPS file won't change the fact that it's a bitmap. If you don't have the correct file format, ask your graphics dept. or advertising agency to supply you with one
- All fonts must be changed to outlines and logo colors converted to CMYK
- If your company has a web-safe colored logo in a vector-based format, supply it as well, but be sure its named as such...example: companyx_web.eps
- Name your file after your company, we receive many logos... example: companyx.eps
- Per SAP branding guidelines, do not use/mention "SAP" in your tagline or logo graphics
- Hint for making your company's logo "pop"... If you have a version of your company logo without a tagline, submit it! Logos will be sized down on our Web site and in our On-Site Guide, often taglines are unreadable at this scale

For questions regarding the above, please contact Noelle Fischer at n.fischer@sap.com.

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