

For Immediate Release
March 2, 2010

SAP and Sybase Deliver First Set of Applications to Millions of Mobile Workers Worldwide

SAP Extends Reach of SAP® Business Suite Applications, Including SAP® CRM, to iPhone, Windows Mobile and Other Mobile Device Users

HANNOVER, Germany and DUBLIN, Calif. — March 2, 2010 — [SAP AG](#) (NYSE: SAP) and [Sybase Inc.](#) (NYSE: SY) today announced two new solutions for mobile workers to carry out key business and customer relationship management (CRM) processes via iPhone and Windows Mobile. Built on the industry-leading [Sybase® Unwired Platform](#), the mobile solutions extend the capabilities of [SAP® Business Suite](#) applications, including [SAP® Customer Relationship Management](#) (SAP CRM), and also can be customized to tap into a variety of back-end data sources, including databases, Web services, files and any enterprise application that leverages service-oriented architecture (SOA). The announcement was made at the CeBIT trade fair, being held in Hannover, Germany, March 2-6.

The population of mobile workers and the number of personally owned devices entering the enterprise is growing exponentially. According to industry analyst group IDC, “The worldwide mobile worker population is set to increase from 919.4 million in 2008, accounting for 29% of the worldwide workforce, to 1.19 billion in 2013, accounting for 34.9% of the workforce.” SAP and Sybase are empowering mobile workers to quickly act on information with seamless integration to business processes and networks, enabling them to boost productivity and make informed, timely business decisions, all the while staying in close contact with their customers, suppliers, partners and employees.

The new offerings include:

- **Sybase® Mobile Sales for SAP CRM** automates sales processes, increases productivity and enhances customer service by equipping sales professionals with anywhere, anytime access to SAP CRM 2007 through smartphones such as iPhones and Windows Mobile devices.
- **Sybase® Mobile Workflow for SAP Business Suite** enables mobile workers to complete business processes — such as workflow items and alerts, time recording and travel requests that require immediate action — through a familiar and secure email inbox.

“Over the last few years, we have seen significant shifts in the expectations of end users and their relationship with enterprise software,” said Kevin Nix, senior vice president, Business Solutions and Technology, SAP AG. “The new generation of business users demands immediate access to SAP solutions anytime, anywhere using mobile devices. Our partnership with Sybase allows us to deliver instant value to people

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everywhere to help maintain relationships with customers, partners and suppliers and make quick on-the-go decisions, on the device of their choice.”

These mobile productivity applications are built by Sybase to meet the needs of SAP customers, are fully certified and supported by both SAP and Sybase, and tap the proven mobile infrastructure strengths of Sybase Unwired Platform and the SAP NetWeaver® technology platform. SAP and Sybase intend to continue co-innovation efforts to broaden development of mobile applications and devices, which will increase the value of investment in SAP business software. (See also previous announcement, [“SAP and Sybase Put the Power of SAP® Business Suite in the Hands of the Mobile Workforce.”](#))

“We are extremely pleased to deliver on our highly collaborative co-innovation partnership with SAP with the release of our joint mobile CRM and workflow solutions,” said Gary Kovacs, senior vice president, Markets, Solutions & Products, Sybase. “Millions of SAP users around the world now have secure and fast access to critical business information, along with the ability to complete time-sensitive business workflow processes, all from their mobile device of choice. Additionally, for customers requiring highly customized mobile SAP applications, Sybase offers the most comprehensive mobility expertise and mobile enterprise application platform for rapid development and deployment of custom mobile solutions and provides extensive service support through a thriving partnership ecosystem.”

For more details on this announcement, please visit www.sybase.com/partner/SAP. To read what some of SAP and Sybase’s supportive partners have to say about these offerings, please see [“Addendum: SAP and Sybase Partner Testimonials.”](#)

About Sybase

Sybase is an industry leader in delivering enterprise and mobile software to manage, analyze and mobilize information. We are recognized globally as a performance leader, proven in the most data-intensive industries and across all major systems, networks and devices. Our information management, analytics and enterprise mobility solutions have powered the world’s most mission-critical systems in financial services, telecommunications, manufacturing and government. For more information, visit www.sybase.com. Read Sybase blogs: <http://blogs.sybase.com>.

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About SAP

SAP is the world's leading provider of business software(*), offering applications and services that enable companies of all sizes and in more than 25 industries to become best-run businesses. With more than 95,000 customers in over 120 countries, the company is listed on several exchanges, including the Frankfurt stock exchange and NYSE, under the symbol “SAP.” For more information, visit www.sap.com.

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(*) SAP defines business software as comprising enterprise resource planning, business intelligence, and related applications.

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