

GLOBAL PR POLICIES FOR SAP PARTNERS

The following policies have been devised specifically for SAP partners. The term “SAP partner” used in these policies means companies and organizations that have signed a written agreement related to SAP partner programs (www.sap.com/partners) or other engagements with SAP SE or any of its subsidiaries or affiliates. These policies are intended to serve as a resource on how to efficiently prepare and engage with SAP on public relations opportunities and are broken down as follows:

- General Guidelines for SAP-related Announcements
- Partner-Only Announcements
- Joint Announcements
- Global Partner PR Contacts

I. General Guidelines for SAP-Related Announcements

1. The SAP Partner Public Relations team, the SAP manager(s) managing the relationship or responsible for the offering referenced and SAP’s legal department must review and approve all announcements that reference SAP or a subsidiary name (s), solution, product, service and/or partnership with SAP before such announcement is distributed publicly.

Important: Only SAP Partner Public Relations can commit SAP to PR activities. Examples of PR activities include press releases, press call downs, financial or industry analyst meetings or engagements, or the use of SAP personnel as sources of attribution. Please contact SAP Partner Public Relations to discuss SAP’s involvement in any communications or PR activity.

2. SAP reserves all rights to its company name, logo, and its product and solution names. Companies that have contractual relationships with SAP through the signing of a partner contract or achievement of SAP-certified integration status must receive authorization from SAP prior to use of the company name, logo, product or solution names.
3. Global partner announcements submitted to SAP for review must be in electronic form using Microsoft Word and written in English and/or German, unless the announcement is to be issued exclusively in a language other than English or German.

Important: If the press release will be issued in a language other than English or German, please send it directly to the [local PR contact](#) in the country where the release is planned for publication. If such press release is submitted by an SAP global technology partner, SAP global services partner or a global VAR for SAP, it must also be sent to the global SAP Partner Public Relations team (*see section IV below for contact information*) for approval. Based on the news to be announced, it may need to be submitted for approval in English to the global PR team as well.

4. As a general rule, SAP does not permit quotes attributed to its executives to be included in partner press releases. SAP quotes are reserved for the most strategic press releases and are at SAP’s sole determination and discretion. However, the SAP Partner Public Relations team will strongly consider providing a quote for the following types of partner press releases:



- Releases issued by global technology or global services partners – if the announcement is focused on customer success or the business unit deems the announcement is 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 is strategic to SAP (e.g., from a product, industry or regional perspective);
 - Announcing that a solution has been endorsed by SAP;
 - Releases issued by SAP OEM partners that are deemed strategic to SAP by the OEM team and/or solution marketing;
 - Releases issued by SAP channel partners that are of strategic value to a certain geography;
 - Releases issued by SAP partners – if the announcement is focused on customer success and SAP was involved in the implementation, if a solution is being announced that was developed in cooperation with SAP, 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 attribution of SAP marks, products and services. SAP partners must adhere to SAP's branding and communications guidelines. You may request the SAP Partner Communications Guidelines from the SAP Partner Public Relations team.
 6. SAP will not 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 Partner Public Relations 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 products, services and solution offerings to benefit its customers. The large majority of partner news that is SAP-related should be issued by the partner, where the partner conducts all PR activities, like drafting and issuing the press release, securing press interviews, and ensuring wording reflects that "XYZ announced that it has ... with SAP....".

Important: SAP has press release templates available for use by partners when drafting a press release. Please contact SAP Partner Public Relations prior to drafting a press release to see if a template exists on the category of news to be announced.

2. SAP Review Process – SAP Partner Public Relations serves as the liaison, first point of contact and advisor to ensure that a release has been reviewed and approved by the required internal teams within SAP.
 - Partners should plan at least five to seven business days to give SAP the time required to review and approve a press release. This time may need to be



extended depending on the availability of the SAP personnel required to be involved, the depth of subject matter or content in the press release.

Important: Specific review procedures and timelines will be in place for major SAP events like [SAPPHIRE NOW](#) or SAP TechEd and can be found on the websites for these events under “Exhibitors.”

- Further approvals are required if an SAP quote is included in a partner announcement. This will generally add an additional three to five business days to secure such approvals.
- A press release is not considered approved by SAP until SAP Partner Public Relations has reviewed and given explicit approval in writing. Verbal or written approvals from all other SAP personnel are insufficient to be considered approvals for PR purposes.

3. General Guidelines for Partner-Only Announcements

- Partner press releases should support and endorse SAP products, services and messages, providing a win-win situation for SAP and the partner and for customers, if customers are mentioned in the release.
- The SAP boilerplate (company profile), other than the trademark attribution statement, shall not appear in partner-only announcements and is only permitted in announcements issued jointly with SAP.
- If a customer, analyst firm or other third party is mentioned or quoted in a partner press release, it is the partner’s sole responsibility to obtain approval from such customers, analyst firms or third parties.
- SAP requires its forward-looking statement to be included in any press release that contains a quote made by SAP.
- SAP requests that partners provide an electronic copy of the final version of the release to SAP Partner Public Relations prior to distribution to members of the press.

III. PR Policies for Joint Announcements

1. Validation of Joint Announcements with SAP

- In a very limited number of cases, SAP supports joint announcements with its partners. These involve the most significant partnerships with maximum global impact on the SAP customer(s) and user communities. The news must tie to a joint strategic initiative, co-innovation efforts or go-to market strategy, and should highlight one of SAP’s corporate strategic initiatives. Please refer to the following examples of announcements where SAP agreed to issue news jointly:
 - [SAP, IBM Join Forces to Transform Talent Management with Complementary Industry-Leading HR Solutions](#)
 - [HP and SAP Accelerate Journey to SAP S/4HANA on HP Helion Managed Cloud](#)
 - [Accenture and SAP to Launch New Business Solutions Group to Accelerate Time to Value for Client- and Industry-Specific Cloud-Based Solutions](#)



2. General Guidelines for Joint Announcements

- SAP-approved and endorsed joint announcements will be posted on the SAP worldwide public website at <http://www.news-sap.com/partner-news/>.
- All joint announcements must list media relations contacts for both SAP and the partner to make clear that the announcement has been jointly issued by SAP and the partner, and offers members of the media an opportunity to verify or obtain additional information if needed.
- Parties issuing joint announcements will work together to ensure that joint press releases shall not to be issued by both companies to the same media audience segments simultaneously.
- SAP's boilerplate (company profile), trademark attribution, forward-looking statement and other legal notices must be represented in all joint announcements, in addition to the partner's boilerplate. Note: SAP's boilerplate cannot be modified or abbreviated.

IV. Global SAP Partner Public Relations Contacts

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For a complete list of worldwide SAP PR contacts, please visit:
<http://www.news-sap.com/press-room/press-contacts/regional-pr-contacts/>

