

SAP QUALITY AWARDS 2009 POSTPONEMENT TO 2010



The SAP Quality Awards in 2008 were a remarkable success and much of this was due to the diligence and heartfelt commitment to quality shown by our customers and judging panel. We would like to express our appreciation to all who participated.

However, it is with regret that we have decided to postpone the SAP Quality Awards until 2010. Below we share with you the reasons behind this difficult decision.

The SAP Quality Awards offer a tremendous opportunity to recognize the work undertaken jointly by our customers, partners and SAP to better mitigate risks and help ensure that each and every one of our implementations is successful. Quality - and value delivery - remains at the very core of SAP's DNA. Having weighed up the numerous considerations involved in running such an event, we have decided to postpone the SAP Quality Awards until 2010. This is why:

- In the current economic climate, we are fully aware that our customers must put their business needs ahead of nomination processes and ceremonies. Indeed, we feel that it is more appropriate to allocate resources to focus on ensuring value and supporting the business needs of our customers in these unprecedented and challenging times.
- Participants of the SAP Quality Awards in EMEA leverage SAPPHIRE for their travel, planning and associated logistics. As SAPPHIRE EMEA will not take place in 2009, we do not have this platform to leverage. With travel budgets under increasing scrutiny, it is simply not appropriate to encourage customers to travel.
- Customer feedback from the 2008 SAP Quality Awards at SAPPHIRE Berlin indicated a preference for the awards to become bi-annual, thus, giving a longer timeframe for nominations.

Taking all these aspects into consideration, we will be working on a new format that not only addresses feedback from last year's SAP Quality Awards but also ensures we are sensitive to the current economic climate. The SAP Active Quality Management team remains your point of contact for quality and best practice and will continue to focus on ensuring quality in EMEA. We will, of course, provide details about the SAP Quality Awards 2010 as soon as they become available.

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