

FREQUENTLY ASKED QUESTIONS

SAP QUALITY AWARDS FOR 2009 POSTPONED UNTIL 2010

Due to a combination of factors, including current economic conditions and the need to support our customers and partners in putting business needs ahead of nomination processes and ceremonies, also in response to customer feedback, it has been decided to postpone the event until 2010. This will allow Active Quality Management to develop a new format for the awards that addresses feedback from customers, partners and the judging panel and ensures we are sensitive to the current economic climate.

We have put together a list of questions and answers to help convey our reasoning behind the decision to postpone. More information on the 2010 Quality Awards will be provided as it becomes available.

Questions and Answers

What are the SAP Quality Awards?

Through SAP Active Quality Management, SAP takes action to work closely with our partners and customers to better mitigate risks and help ensure that there are many successful implementations of SAP Solutions. The SAP Quality Awards have been an annual highlight to recognize customers who endorse our quality principles. In the past, more than one hundred self-nominations from customers have contributed to SAP's continuous aspiration to improve and consequent accelerated focus on quality. In addition, the awards ceremony allowed short-listed customers to network and exchange their experiences, honour the award recipients, and expand the understanding and reach of quality through media across the region. Winners and short-listed participants received great industry recognition and exclusive opportunities with SAP.

Learn more about [Active Quality Management...](#)

What is SAP's plan for the EMEA Quality Awards 2009?

While quality continues to be a key focus for SAP, SAP has taken the decision to postpone the SAP Quality Awards. SAP does not foresee either the award nomination or ceremony taking place in 2009.

Why have the SAP Quality Awards 2009 been postponed in EMEA?

There are a number of reasons why we have taken this difficult decision:

- 1) The Quality Awards have not been cancelled; we have postponed them until we are all in a more appropriate economic environment.
- 2) 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 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.

3) 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 our 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 time period for nominations.

4) Taking all these aspects into consideration, we will be working on a new format that not only addresses the feedback from last year's SAP Quality Awards but also ensures that we remain sensitive to the current economic climate.

Is this decision a cost-savings measure? Is this related to the announced reduction in workforce?

Various discussions regarding the format for the Quality Awards, taking into consideration also virtual and web elements, have been ongoing since the 2008 award ceremony. We are using this as an opportunity to hone our approach to best meet the needs of our customers.

The decision to postpone the awards is unrelated to the recent announcements regarding reductions in our workforce.

Is this decision related to the cancellation of SAPPHIRE in EMEA?

The cancellation of SAPPHIRE EMEA unfortunately eliminates a very suitable platform for the SAP Quality Awards and has played a role in the decision to postpone the awards for this year.

However, finally, the decision has been taken independently and based on conversations with customers, partners, panel judges, and SAP experts.

What does this mean for my engagement with SAP's Active Quality Management Team?

This does not affect the co-operation with SAP's Active Quality Management Team in any way! The SAP Active Quality Management Team stays your point of contact for quality and best practice and will continue to focus on ensuring quality in EMEA. We learn through each implementation and customer feedback so that we can continue to improve quality by working more closely with our stakeholders. Find out more about SAP's commitment to quality. Contact [Henrik Wilken](#) (VP Active Quality Management) with any questions.

Will there be a Quality Awards program in the future?

SAP is working on a new format for the Quality Awards. Customers and partners will be informed on future Quality Awards as details become available.

How can I keep up to date about future initiatives around this program?

Please check the [Active Quality Management](#) website for updates.