

SAP CANADA INC. MEDIA SHEET

CANADA'S BEST-RUN BUSINESSES RUN SAP



SAP Canada Inc., based in Toronto, is a subsidiary of SAP AG, the world's leading provider of business software. Founded in 1989, SAP Canada is headquartered in Toronto with offices in Montreal, Ottawa, Calgary and Vancouver. The software applications and consulting services that SAP Canada provides to businesses of all sizes are in demand, fuelling our growth in every region of the country.

Products and Services

SAP Canada's offering of business software products and consulting and educational services help Canadian organizations in both the public and private sectors become more productive and cost-efficient, attain better top-line and bottom-line results, and achieve "best-run business" status. Our products are specialized by industry sector (utilities, retail, financial services, public services, manufacturing, oil and gas, etc.) and are targeted at organizations of all sizes.

- SAP Canada delivers the SAP® Business Suite™ family of business applications, which includes applications for many critical business functions, including enterprise resource planning, customer relationship management, supplier relationship management, supply chain management and product lifecycle management. These applications and solutions help large enterprises increase revenues, reduce costs and best take advantage of new business opportunities.
- SAP Canada and its partners provide small businesses and midsize companies with affordable, easy-to-implement, scalable software solutions such as the SAP Business All-in-One™ solutions for midsize companies and the SAP Business One™ application for small businesses. They help companies manage their entire business, streamline operations and accelerate profitable business growth.
- Following SAP's acquisition of Business Objects, SAP has announced several product packages under the SAP® BusinessObjects™ portfolio to help users gain better business insight, improve company performance and ensure compliance with corporate governance policies.

Customers

We work with our customers to help them become more productive, cost-efficient and competitive. SAP Canada's customers range from small to large organizations and are leaders in every sector of the Canadian economy.

Employees

SAP Canada has over 2,000 employees across the country.

SAP Labs Canada

SAP Labs Canada, a division of SAP Canada Inc., is an integral part of SAP AG's global development network. SAP has 10 research and development organizations worldwide, two of which are located in Canada. By encouraging innovation and investing in people and technology, the labs support SAP's business units in developing competitive products for global markets.

- **SAP Labs Canada (Montréal and Toronto)**
SAP Labs Canada (Montréal and Toronto) develops cutting-edge software products for a wide array of SAP solutions. SAP Labs Canada in Montreal designs applications for SAP solutions in retail, mobility, utilities, media and customer relationship management. SAP Labs Canada is also home to an SAP® Business One support team, Maintenance and Support teams working for SAP Active Global Support, a Custom Development team, an SAP Integration and Certification Center and an advanced Research group. The lab also works with the local software industry ecosystem, including government agencies, universities, research centres and SAP partners in Montreal.

SAP Labs Canada in Toronto provides expertise and solution functionality in point-of-sale (POS) solutions, store inventory management, POS loss prevention, customer loyalty, and store and multi-channel customer service. The



addition of the POS application suite to the SAP for Retail™ portfolio enables retailers to optimize operational efficiencies, reduce costs, increase profitability and deliver a great customer experience.

▪ **SAP Labs Canada (Vancouver)**

As a result of SAP's acquisition of Business Objects, SAP Labs Canada now operates a second research and development organization based in Vancouver. Established in 1984, SAP Labs Canada (Vancouver) is the birthplace of Crystal Reports and the Business Intelligence (BI) Platform, which delivers comprehensive BI capabilities including dashboards, visualization, reporting, query and analysis.

SAP Labs Canada (Vancouver) is one of the largest development centres for SAP BusinessObjects software dedicated to developing products for the Independent Platform Services and Query, Reporting and Analysis product lines. As with the other SAP labs, SAP Labs Canada (Vancouver) leverages local talent and maintains partnerships with local universities.

Corporate Social Responsibility

As a business leader, SAP Canada recognizes and embraces its commitment to the communities in which our employees live and work. We believe the private sector plays a vital role in creating a level playing field and building an environment that values education, technology and innovation. Through our national and local partnership program, SAP Canada is committed to fostering mutually beneficial partnerships and building strategic alliances with organizations that promote education, economic self-sufficiency, and diversity throughout Canada, including the Corporate Council on Volunteering, Volunteer Canada, Junior Achievement of Canada, Tim Hortons Children's Foundation, Regina's Adult Learning Centre, Toronto's Ronald McDonald House, Manoir Ronald McDonald House of Eastern Ontario and Ronald McDonald House of British Columbia.

In 2009, more than 70 per cent of SAP Canada employees across Canada donated over 4,065 hours volunteering in support of national and local food banks, public schools, youth clubs, community centres and educational programming.

SAP Canada's Core Values: Customer Focus, Quality, Product Excellence, Integrity, Commitment and Passion

SAP Canada Executive Management Team

- **Mark Aboud**, Managing Director, SAP Canada
- **Maria Codipietro**, Managing Director, SAP Labs Canada (Montreal and Toronto)
- **Kirsten Sutton**, Managing Director, SAP Labs Canada (Vancouver)
- **Arthur Gitajn**, Chief Financial Officer
- **Bob Elliott**, Executive Vice President, Sales
- **Barry Michael Fisher**, Vice President, General Counsel and Corporate Secretary
- **Conrad Mandala**, Vice President, SME
- **Denise K. Michalak**, Vice President and Managing Human Resources Business Partner
- **Riaz Raihan**, Vice President, Value Engineering

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