

NEW YORK--([BUSINESS WIRE](#))--Accenture (NYSE:ACN) and [SAP AG](#) (NYSE:SAP) today announced an expansion of their global alliance to simplify the process for clients to purchase and implement SAP® products through Accenture. As a global value-added reseller (VAR), Accenture will serve as a single point of contact to deliver technology services and SAP products under a single framework directly to Accenture clients. This global agreement deepens and strengthens the long-time alliance relationship between the two companies and provides Accenture with all the benefits of an SAP gold partner available through the SAP® PartnerEdge® program, which can be leveraged in all of Accenture's and SAP's geographic markets.

“This new agreement signals an even greater level of commitment between SAP and our long-time partner Accenture”

Accenture and SAP recently [announced an expansion of their global alliance](#) with a unique business model to provide clients with end-to-end solutions running on the SAP HANA® platform, also under a single framework.

“SAP and Accenture recognize the strategic and significant impact that our successful partnership has on our global business and we have agreed to take our relationship to a new level,” said Mark Willford, senior managing director, Technology Ecosystem & Offerings, Accenture. “The global reseller agreement will benefit our clients by enabling new business models that provide more choice and flexibility. Introducing Accenture’s global resale capability to SAP solution-based opportunities will further differentiate our relationship and create new growth opportunities for both companies.”

Under the global reseller agreement, Accenture is bringing to market a dealer management solution for the dealer network of a heavy-equipment manufacturing company. The solution will help dealers operate their businesses more effectively through industry-leading capabilities including mobility for field sales and service personnel and improved business intelligence. The solution will feature SAP software that Accenture is configuring according to the dealers’ use cases, incorporating industry best practices for analytics, finance, sales, parts and service. Dealers will be able to access the solution and underlying SAP applications directly under an agreement with Accenture, benefiting from a simplified and flexible buying process.

“This new agreement signals an even greater level of commitment between SAP and our long-time partner Accenture,” said Kevin Gilroy, senior vice president, Global Indirect Channels, SAP. “Through this, we expect to deliver exceptional value to customers globally by providing more flexibility, choices and options for accessing SAP solutions. We anticipate that customers will benefit tremendously from a simplified process for purchasing technology services and SAP solutions delivered by our partner and new global VAR, Accenture.”

The global VAR program at SAP has specific entry requirements, such as geographic coverage, reseller and services practice coverage, as well as specifically defined revenue achievements for SAP solutions. The program demonstrates another way that SAP supports and enables its partners to overachieve in their businesses.

To learn more about SAP offerings available from Accenture, visit: <http://www.accenture.com/sap>. For more information about SAP, visit the [SAP Newsroom](#).

About Accenture

Accenture is a global management consulting, technology services and outsourcing company, with approximately 266,000 people serving clients in more than 120 countries. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world’s most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments. The company generated net revenues of US\$27.9 billion for the fiscal year ended Aug. 31, 2012. Its home page is www.accenture.com.

About SAP

As market leader in enterprise application software, SAP (NYSE:SAP) helps

companies of all sizes and industries run better. From back office to boardroom, warehouse to storefront, desktop to mobile device – SAP empowers people and organizations to work together more efficiently and use business insight more effectively to stay ahead of the competition. SAP applications and services enable more than 248,500 customers to operate profitably, adapt continuously, and grow sustainably. For more information, visit www.sap.com

Any statements contained in this document that are not historical facts are forward-looking statements as defined in the U.S. Private Securities Litigation Reform Act of 1995. Words such as “anticipate,” “believe,” “estimate,” “expect,” “forecast,” “intend,” “may,” “plan,” “project,” “predict,” “should” and “will” and similar expressions as they relate to SAP are intended to identify such forward-looking statements. SAP undertakes no obligation to publicly update or revise any forward-looking statements. All forward-looking statements are subject to various risks and uncertainties that could cause actual results to differ materially from expectations. The factors that could affect SAP's future financial results are discussed more fully in SAP's filings with the U.S. Securities and Exchange Commission ("SEC"), including SAP's most recent Annual Report on Form 20-F filed with the SEC. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of their dates.

© 2013 SAP AG. All rights reserved.

SAP and other SAP products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP AG in Germany and other countries. Please see <http://www.sap.com/corporate-en/legal/copyright/index.epx#trademark> for additional trademark information and notices.

All other product and service names mentioned are the trademarks of their respective companies.

Note to editors:

To preview and download broadcast-standard stock footage and press photos digitally,

Written by Australian Business

please visit www.sap.com/photos . On this platform, you can find high resolution material for your media channels. To view video stories on diverse topics, visit www.sap-tv.com

. From this site, you can embed videos into your own Web pages, share video via email links, and subscribe to RSS feeds from SAP TV.

Follow SAP on Twitter at [@sapnews](https://twitter.com/sapnews) .

For customers interested in learning more about SAP products:

Global Customer Center: +49 180 534-34-24

United States Only: 1 (800) 872-1SAP (1-800-872-1727)