

In its 25th anniversary year, SAP's successes with its products, services, and customer events were numerous. These efforts and achievements were often recognized and cited by media and other institutions.



## JANUARY

: Construction begins on the new Basis Application Center. Upon completion, the new facility will provide space for approximately 1,600 employees.

## FEBRUARY

: Deutsche Post AG goes live with SAP's Human Resources component, the largest R/3 Human Resources installation in the world. Its tasks include handling payroll accounting for 300,000 German postal service employees.

: SAP and Software AG found a joint consulting enterprise.

## MARCH

: SAP's participation in CeBIT '97, the world's largest information technology trade show, generates 3,000 sales contacts during the seven-day fair – a 25% increase over the previous year. R/3 and the Internet, R/3 Retail, the euro, and year 2000 compliance are the hot topics.

: SAPNet is introduced, offering an Internet-based information and communication service for customers, prospects, partners, and employees.

## APRIL

: SAP celebrates its 25th anniversary in Mannheim with special guests German Chancellor Helmut Kohl and the Prime Minister of the state of Baden-Württemberg, Erwin Teufel. Chancellor Kohl makes a speech: "The SAP Success Story is Unparalleled."

: SAP hires its 10,000th employee.

## MAY

: More than 3,000 shareholders attend SAP's tenth Annual General Meeting.

: SAP and Stevie Wonder jointly found the "SAP/Stevie Wonder Vision Award" to promote innovative technical solutions to help integrate blind and visually impaired people into the workplace.

## JUNE

: Auto industry giants VW and Daimler-Benz close deals for extensive R/3 installations. In November, the largest auto manufacturer in the world, General Motors, will decide to use SAP's financial software company-wide.

: The European user conference SAPPHIRE in Amsterdam sets a new record with over 5,200 visitors from 53 countries. SAP showcases the Business Information Warehouse and announces plans to introduce AcceleratedSAP worldwide (a faster, more efficient way to implement R/3).

: Prof. Dr. Hasso Plattner, co-founder and Deputy Chairman of the Executive Board of SAP, receives the renowned "Information Technology Leadership Award" in Washington D.C. Prof. Plattner's acceptance speech will become a part of the permanent archive of the National Museum of American History at the Smithsonian Institute.

## JULY

: SAP hosts over 7,500 employees and their partners at a celebration of the company's 25th anniversary.

: The Japanese user conference SAPPHIRE takes place in Yokohama. It is the most successful customer event in Asia, with over 10,000 visitors.

: The Supervisory Board approves proposals to list SAP on the US stock market. Dietmar Hopp and Hasso Plattner are named Co-Chairmen of the Executive Board.



January: Construction begins on the new Basis Application Center opposite the Development and Sales Center in Walldorf

## AUGUST

: SAP America, Inc. and Intel found Pandesic. This joint venture offers an integrated hardware, software, and service solution that enables companies to conduct business with their suppliers and customers over the Internet.

: SAPPHIRE '97 in Orlando, the user conference hosted by SAP America, again breaks all records with over 12,000 visitors from 65 countries. Intel CEO Andy Grove and Hasso Plattner make the keynote speeches.



August: With over 12,000 visitors, SAPPHIRE Orlando, the user conference hosted by SAP America, breaks all records

June: Prof. Dr. Hasso Plattner receives the "Information Technology Leadership Award" in Washington, D.C.

## SEPTEMBER

: In a study of German companies listed on the DAX, SAP receives an AA rating from the German monthly "manager magazin", putting SAP in first place for the fifth consecutive year.

: SAP America, Inc. announces plans to erect a new headquarters for approximately 2,400 employees in Newtown Square, Pennsylvania. Construction costs are estimated at US \$150 million.

## OCTOBER

: Nearly 3,000 visitors attend the Technology Days in Karlsruhe, where Microsoft founder and CEO Bill Gates is the keynote speaker.

## NOVEMBER

: "manager magazin" votes SAP "Company of the Year" for the fourth time, with top marks in "Balance Sheet Analysis" and "Stock Development."

: SAP is awarded the first German "Investment in Jobs" prize. The prize recognizes SAP's creation of 748 permanent positions in 1996.

## DECEMBER

: Another honor is bestowed by "manager magazin". In an analysis of the 500 largest quoted securities in Europe, SAP takes first place by a wide margin.

: Release 4.0 of R/3 is completed and shipped to pilot customers on schedule. Just four weeks after delivery, the first pilot user goes live.

November: SAP is awarded the first German "Investment in Jobs" prize in recognition of its creation of 748 positions in Germany



March: SAP records 3,000 sales contacts at CeBIT '97, significantly more than expected



## HIGHLIGHTS '97

## "THE SAP SUCCESS STORY IS UNPARALLELED"

German Chancellor Dr. Helmut Kohl paid tribute to SAP and the achievements of the founders and employees of the company in his keynote address at SAP's 25th anniversary celebration in April. Kohl praised SAP's success and innovation and cited SAP as a model company. "SAP has created 10,000 jobs, with 5,000 in Germany, and contributes significantly to our tax base. I am extremely grateful for this," he said. The Prime Minister of the German federal state of Baden-Württemberg, Erwin Teufel, was also among the 750 guests of honor from the German political, business and media world who participated in the April 11 event in Mannheim. "SAP is a dynamic company in a dynamic market," said Teufel in his open-



ing address. "The headquarters are in Walldorf, Baden-Württemberg – the market is the whole world. Baden-Württemberg is proud of SAP." Dr. Heinrich von Pierer, Chairman of the Executive Board of Siemens AG, emphasized in his address SAP's unique corporate culture as one of the secrets of the company's success: "One of the prerequisites for continued success is a distinctive corporate identity. SAP is certainly not lacking in this respect. Employees can be proud that they are able to contribute to the success of such a dynamic company."

## A BETTER RETURN ON INFORMATION

In the spirit of SAP's team-focused corporate culture, co-founders Dietmar Hopp, Prof. Dr. h. c. Hasso Plattner, and Dr. h. c. Klaus Tschira each highlighted a key aspect of SAP. Dietmar Hopp assessed the company and its employees: "We recognized that by avoiding bureaucracy we can promote efficiency and innovation with informal teamwork. We have been fortunate in the selection of our employees. We are proud of the SAP workforce and their constant commitment to high performance." Referring to SAP's product development, Hasso Plattner commented: "Concentrating on the product is fundamental to SAP's success. The ability of our employees to identify themselves with the product has always been central to our excellent performance." Klaus Tschira stressed the benefits of SAP's partnerships: "SAP's partner strategy is based on fairness, openness, non-exclusion, and mutual learning." Helga Classen, Deputy Chairperson of SAP's Supervisory Board, congratulated SAP on behalf of company employees. Emphasizing SAP's team spirit, partnership, and service-oriented thinking, she said: "We must insure that the flexibility, independence and responsibility we give our employees are reflected in our relationships with customers and partners."



German Chancellor Dr. Helmut Kohl, SAP founders Prof. Dr. Hasso Plattner, Dr. Klaus Tschira, Dietmar Hopp, and the Prime Minister of the state of Baden-Württemberg, Erwin Teufel (from right to left) at SAP's 25th anniversary celebrations in April 1997



## A SUPERLATIVE ANNIVERSARY CELEBRATION

On July 5, a party was held for over 7,500 employees and their partners to celebrate the company's anniversary. Guests were treated to a culinary feast, while magicians, performers and fire-eaters contributed to the festive atmosphere. The music provided an upbeat tempo, bringing employees and their partners out on the dance floor. The Althoff Circus presented selections from its latest program. And the celebration was topped off with a spectacular fireworks display to the accompaniment of Ravel's Bolero. SAP employees voiced their enthusiasm and appreciation: "Fantastic party", "excellent", "just brilliant", "thanks to every-one who made this event possible."

Over 7,500 employees and their partners celebrate SAP's 25th anniversary in July

## EVENING FESTIVITIES

Guests enjoyed the entertainment provided by some 40 artists from all over the world, performing on four separate stages. Songs from the 20's and 30's, flamenco sounds, samba rhythms, and a range of acrobatic and folklore performances represented the global spectrum of music and dance. The surprise appearance of the Mannheimer Adler, the German ice-hockey team, was received with overwhelming applause. The professional team, sponsored by SAP, had won the German championship games on the same evening.

