



For Immediate Release
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SAP Ranked Leader in the Combined Performance Management and Analytic Applications Market for Second Consecutive Year by Leading Analyst Firm

SAP Achieves Fastest Market Growth Rate of Top Five Vendors in Financial Performance and Strategy Management, Part of the Overall Business Analytics Market

PALO ALTO, Calif. and WALLDORF, Germany — Aug. 12, 2009 — [SAP AG](#) (NYSE: SAP) today announced that IDC has reported SAP as the market leader in performance management and analytic applications, based on software license and maintenance revenue. The aggregate performance management and analytic applications market includes financial performance and strategy management (FPSM) and various other analytic applications such as customer relationship management (CRM), supply chain, workforce and service operations analytics. This market, which SAP terms enterprise performance management (EPM), represents \$8.37 billion out of the total \$24.1 billion business analytics software market. The market analysis, titled “Worldwide Business Analytics Software 2009–2013 Forecast and 2008 Vendor Shares,” found that SAP leads in the performance management and analytic applications market, with a 20.3 percent share of the market.¹

The IDC report also shows that year-over-year growth rate in this market segment for SAP was 13.9 percent — higher than the growth rate for the next five competitors, as well as the market as a whole, which grew 8.9 percent.

Further, IDC states in “Worldwide Financial Performance and Strategy Management 2008 Vendor Shares: Market Consolidation Drives Domination” that SAP now has a 23.7 percent of the FPSM market.² According to the report, SAP experienced 28.4 percent year-over-year market growth in FPSM, which was double the overall FPSM market growth rate of 12.2 percent. Overall, SAP was the fastest growing of the top five vendors in the FPSM market for two years in a row.

“The IDC data presented in our 2009 business analytics report shows that SAP leads the combined performance management and analytic applications market,” said Dan Vesset, vice president, Business Analytics Solutions, IDC. “SAP has strategically used its Business Objects, OutlookSoft and Pilot Software acquisitions over the last 18 months to deliver financial performance and strategy management applications solutions for companies that have historically used SAP, as well as for new customers, resulting in not only leadership for the combined market of financial performance management and analytic applications, but also an impressive growth rate.”

The leadership validation for the combined market of performance management and analytic applications arrives just weeks after IDC ranked SAP, including the SAP® BusinessObjects™ business intelligence (BI) solutions, the number one vendor for BI tools with a 20.4 percent market share (see “[SAP Ranked Number One](#)

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[Business Intelligence Vendor in Revenue by Leading Industry Analyst Firm](#)). The BI tools market makes up \$7.8 billion out of the total \$24.1 billion business analytics software market.³

“SAP has been rapidly gaining market share, with a more modern, easy-to-use enterprise performance management solution that is more functionally complete and extends beyond finance to all parts of the organization, setting us apart from competitors that offer hard-to-use point solutions on arcane architectures,” said Sanjay Poonen, executive vice president and general manager, SAP BusinessObjects Performance Optimization Applications, SAP. “With a converged set of leading performance management, business intelligence and governance, risk and compliance solutions, SAP continues to provide business users with the insight and clarity required to optimize business performance, even in the current economic climate. We are pleased to see IDC, one of the leading industry analyst firms, validating our leadership in the combined performance management and analytic applications market and showcasing how our growth rates display the incredible momentum of customers flocking to enterprise performance management solutions from SAP.”

¹Worldwide Business Analytics Software 2009 - 2013 Forecast and 2008 Vendor Shares, IDC #219383, August 2009

²Worldwide Financial Performance and Strategy Management 2008 Vendor Shares: Market Consolidation Drives Domination, IDC #218656, June 2009

³Worldwide Business Intelligence Tools 2008 Vendor Shares, IDC #218598, June 2009

About SAP

SAP is the world's leading provider of business software(*), offering applications and services that enable companies of all sizes and in more than 25 industries to become best-run businesses. With more than 89,000 customers in over 120 countries, the company is listed on several exchanges, including the Frankfurt stock exchange and NYSE, under the symbol “SAP.” For more information, visit www.sap.com.

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(*) SAP defines business software as comprising enterprise resource planning and related applications.

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