

**FOR IMMEDIATE RELEASE**

## **Sapphire team complete training to deliver and support SAP Business ByDesign**

**Since signing the memorandum of understanding to become an “early partner” for SAP’s on-demand business solution, Sapphire become the first partner to complete training**

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**LONDON, UK – 26 June 2008.** Sapphire Systems today announced it will work with SAP as one of 3 “early partners” in the UK in its continuing global rollout of SAP Business ByDesign. SAP formally introduced SAP Business ByDesign in September 2007 as an on-demand business software solution that specifically addresses a new market of fast-growing midsize customers.

Sapphire is currently the UK’s leading provider of SAP Business One – an on premise solution that it supplies to a range of international and domestic businesses including wholesale & distribution, clothing & apparel, professional services and the media sector.

The memorandum of understanding allows the two companies to jointly develop business models for SAP Business ByDesign that address the specific requirements of a high-volume market. The aim is to meet the needs of companies that require the immediate business value that’s offered by an on-demand solution delivery.

SAP’s partner ecosystem is a core component of its’ go-to-market strategy which will drive the development, support and delivery of its SAP Business ByDesign offering. For Sapphire, being chosen as one of 3 “early partners” of the newly introduced on-demand business software solution in the UK, presents an opportunity for growth as well as further product and market differentiation.

Ralph Bolton, Technical Director of Sapphire said “By translating business requirements into an easy-to-digest business flow within SAP Business ByDesign, SAP really demonstrates that it understands how small and midsize businesses think and operate. For over 20 years, Sapphire has served the needs of small and midsize customers around the world, and SAP Business ByDesign will allow these companies to benefit further from the SAP portfolio - regardless of whether they are looking for a traditional or a hosted ERP system.”

Ralph goes on to say “Sapphire is delighted to have been selected to support SAP in developing this new offering. SAP Business ByDesign creates a significant volume business opportunity and expands the existing SAP portfolio for small and midsize enterprises. We are the first of the “early partners” to have consultants trained in the solution and are committed to providing the same high standard of service to our SAP Business ByDesign customers that our SAP Business One customers enjoy.”

Ian Caswell, Managing Director at Sapphire, comments “Beyond this new on-demand business solution for growing mid-sized companies, Sapphire has spent the previous 4 years establishing itself as premier SAP partner and is an SAP Gold Partner and the number one SAP Business One Reseller in the UK. This was achieved by meeting stringent criteria for product quality, proven industry expertise, sales team proficiency and high level of customer satisfaction.”

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#### **About Sapphire Systems plc**

Sapphire is an SAP Gold partner – number one for SAP Business One in EMEA, and the global leading partner for Infor FMS SunSystems. Since 1986, Sapphire has offered customers wide-ranging practical expertise in selecting and implementing advanced financial accounting and business management solutions, and today provides software, services and support for over 600 customers worldwide from their offices in the UK and USA. Sapphire is a founder member of the British Application Software Developers Association and was one of the first signatories of the BASDA Green Charter.  
<http://www.sapphiresystems.com/>

#### **About SAP**

As the world's leading provider of business software\*, SAP delivers products and services that help accelerate business innovation for their customers. Today, more than 47,800 customers in more than 120 countries run SAP applications – from distinct solutions addressing the needs of small businesses and midsize companies to suite offerings for global organizations. Founded in 1972, SAP has a rich history of innovation and growth that has made it a true industry leader. SAP currently employs more than 51,200 people in more than 50 countries worldwide.

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(\*) SAP defines business software solutions as comprising enterprise resource planning and related software solutions such as supply chain management, customer relationship management, product life-cycle management and supplier relationship management.

#### **About SAP Business ByDesign**

Designed for all types of companies with a £10m+ turnover, SAP Business ByDesign is a complete Software as a Services offering from SAP. SAP Business ByDesign combines a complete suite of integrated easy to use online software with a full 24 hour / 7 days a week support package for one, simple monthly rental price. Modules include Financials , HR, CRM, Projects, Sales, Billing, Procurement, Inventory, Warehousing, Manufacturing, Sales Order Processing, Supply Chain Management , Executive Dashboards and Management Reporting.

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