

**FOR IMMEDIATE RELEASE**



**Media contact:**

Victoria Park

[victoria.park@sapphiresystems.com](mailto:victoria.park@sapphiresystems.com)

020 7648 2008

## **SAP Rewards Top Partners for Customer Relationship Achievements**

**SAP PartnerEdge awards acclaim top SAP Business One partner, Sapphire, following high customer satisfaction**

**London, UK – 11 February 2011** – SAP UK & Ireland this week announced the winners of its annual 2010 PartnerEdge awards. Sapphire was rewarded for excellence in the Outstanding Sales Performance for 2010 category for SAP Business One.

SAP's PartnerEdge program offers education and support, dedicated sales & marketing support, and business opportunities & leads, to value-added resellers (VARs), to enable them to successfully sell, build and deliver SAP solutions to meet the needs of a growing UK & Irish market. The SAP PartnerEdge awards are designed to acknowledge the partners who have most heavily invested in their customers' success. Outstanding Sales Performance awards were given for showing an innovative response to win business in an ever competitive marketplace

SAP rewarded eight of their partners for excellence in a number of categories.

"The channel market is vastly expanding, and our partners are crucial to our target of doubling the channel's share of SAP sales over the next four years" said SAP UKI Channel Director, Robert Furnivall. "We are grateful to our whole partner eco-system, and the PartnerEdge awards are our way of recognising partners for ensuring that our mutual customers are provided with the very best possible solutions and services. Congratulations to all of those who have received awards."

David Singh, Sales and Marketing Director at Sapphire Systems, said "We are very pleased to have been recognised by SAP with this award. Sapphire's 'customer first' ethos has helped us build long lasting relationships with our customers and also engage with new customers. SAP Business One is a great solution, but it is important to offer users a range of post implementation services including training, consultancy and support. Proactive account management and customer newsletters and events – online and in person – also form part of the Sapphire offering."

- END -



David Singh, Sapphire's Sales and Marketing Director, accepting the award from John Antunes Director of SME and Channels, UK & Ireland, Cathy Daum EMEA Vice President Ecosystems and Channels and Robert Furnivall Ecosystems and Channels Director, UK & Ireland.

**About Sapphire Systems plc**

Sapphire is an SAP Gold partner – number one for SAP Business One in EMEA, the global leading Infor FMS SunSystems partner and the leading Wax Digital partner. 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 650 customers worldwide from their offices in the UK, USA and India. Sapphire is a founder member of the British Application Software Developers Association and was one of the first signatories of the BASDA Green Charter.

**Web:** [www.sapphiresystems.com](http://www.sapphiresystems.com)

**Twitter:** @SapphireSystems

Sapphire Systems plc  
**London, UK**  
 +44 (0)20 7648 2000  
 Northern & Shell Building  
 10 Lower Thames Street  
 London  
 EC3R 6AF

Sapphire Systems plc  
**Manchester, UK**  
 +44 (0)16 1227 8177  
 Kilburn House  
 Manchester Science Park  
 Lloyd Street North  
 Manchester  
 M15 6SE

Sapphire Systems plc  
**Birmingham, UK**  
 +44 (0)121 697 4771  
 2<sup>nd</sup> Floor  
 3 Brindley Place  
 Birmingham  
 B1 2JB

Sapphire Systems plc  
**Edinburgh, UK**  
 +44 (0)131 200 6156  
 Conference House  
 152 Morrison Street  
 Edinburgh  
 EH3 8EB

Sapphire Systems Inc  
**New York, USA**  
 +1 (212) 541 2406  
 The Chrysler Building, Floor 26  
 405 Lexington Avenue  
 New York  
 10174

Sapphire Systems Inc  
**Los Angeles, USA**  
 +1 (310) 231 8731  
 11601 Wilshire Blvd  
 Los Angeles  
 California  
 90025

Sapphire ERP Systems Private Ltd  
**Mumbai, India**  
 +91 (0)22 6604 4909  
 809-810, Trade World "B"  
 Wing  
 Kamala Mills  
 Lower Parel  
 Mumbai 400 013



### **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 105,000 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](http://www.sap.com).

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

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.

Copyright © 2010 SAP AG. All rights reserved.

SAP, R/3, mySAP, mySAP.com, xApps, xApp, SAP NetWeaver 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 in several other countries all over the world. All other product and service names mentioned are the trademarks of their respective companies. Data contained in this document serve informational purposes only. National product specifications may vary.

### **Note to editors:**

To preview and download broadcast-standard stock footage and press photos digitally, please visit [www.sap.com/photos](http://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](http://www.sap-tv.com). From this site, you can embed videos into your own Web pages, share video via e-mail links and subscribe to RSS feeds from SAP TV.

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

### **For more information, press only:**

Molly McDonagh, UKI PR Manager, SAP, [molly.mcdonagh@sap.com](mailto:molly.mcdonagh@sap.com) / +44 (0)7966 975 287