

GLOBAL PRESS RELEASE POLICIES FOR SAP PARTNERS



The following policies are for SAP partners. The term “SAP partner” applies to companies and organizations that have signed a written agreement related to [SAP partner programs](#) or other engagements with SAP SE or any of its subsidiaries or affiliates. These policies serve as a resource to help our partners efficiently prepare and engage with SAP on press release opportunities:

- I. General Policies for SAP-Related Press Releases
- II. Partner-Issued Press Releases
- III. Jointly Issued Press Releases
- IV. Global SAP Partner Public Relations Contacts
- V. Review of Partner-Issued Press Releases

I. GENERAL POLICIES FOR SAP-RELATED PRESS RELEASES

1. SAP must review and approve all press releases that reference SAP or an SAP subsidiary, our solutions, products, services, and/or partnerships with SAP before a press release is distributed publicly.

Note: Only SAP Partner Public Relations can commit SAP to PR activities. Examples of PR activities include, but are not limited to, press releases, press call downs, financial or industry analyst engagements, or the use of SAP personnel as sources of attribution.

2. SAP reserves all rights to its company name, logo, and its product and solution names. Companies that have contractual agreements with SAP or achieve SAP-certified integration status must receive authorization from SAP prior to using the SAP company name, logo, and product or solution names.
3. Global partner-issued press releases submitted to SAP for review must be in electronic format using Microsoft Word and written in English and/or German, unless the press release is to be issued exclusively in a language other than English or German.

Note: If the press release is issued in a language other than English or German, please send it directly to the [local PR contact](#) in the country where the release is planned for publication.

4. As a general rule, SAP does not permit quotes attributed to its executives to be included in partner-issued press releases. Including a quote is at SAP's sole determination and discretion. However, the SAP Global Partner and SME team will strongly consider providing a quote for the following types of partner-issued press releases:
 - Global partners issuing press releases on technology or services that are focused on customer success
 - Partners offering solution extensions or SAP-preferred partner solutions – if the press release is focused on customer success
 - OEM press releases
 - Partners that are of value to a certain geography
 - Press releases focused on customer success if SAP was involved in the implementation or a solution that was developed in cooperation with SAP
 - Press releases related to the Accelerate Industry Initiative with specific approval through Industries leadership
5. When drafting a press release, partners must adhere to SAP's [trademark guidelines](#) to ensure proper naming, branding, and attribution of SAP's products and services. Partners must also adhere to the brand and communications guidelines for partners. The guidelines are available for download in the [Logos, Images & Guidelines](#) section on the SAP PartnerEdge Web site.
6. SAP does not approve any press releases without a signed contractual agreement.
7. To simplify the review and approval process of a partner press release, please consult your SAP partner manager or contact Partner_PR@sap.com prior to drafting a release.

II. PARTNER-ISSUED PRESS RELEASES

1. Validation of partner-issued press releases:

SAP cooperates with numerous organizations in support of its products, services and solution offerings to benefit its customers. The large majority of partner news that is SAP-related should be issued by the partner, where the partner conducts all PR activities, such as drafting/issuing the press release and securing influencer interviews.

Note: SAP has press release templates available for use by partners when drafting a press release. These templates are available on the [SAP PartnerEdge Web site](#).

2. Review process:

SAP's Global Partner and SME Communications team serves as first point of contact and advisor to ensure that a release has been reviewed and approved by the required internal teams within SAP.

- Partners should plan at least five to seven business days to give SAP the time required to review and approve a press release. This time may need to be extended depending on the availability of the SAP personnel required to be involved, or the depth of content in the press release.

Note: Specific review procedures and timelines will be will be communicated separately for major SAP events like SAPPHIRE NOW or SAP TechEd and can be found on the websites for these events under "Exhibitors."

- Further approvals are required if an SAP quote is included. This will generally add an additional three to five business days to secure such approvals.

- A press release is not considered approved until SAP Global Partner and SME Communications has reviewed and given explicit approval in writing. Verbal or written approvals from other SAP personnel are insufficient to be considered approvals for PR purposes.

3. General Policies for partner-issued press releases:

- Partner-issued press releases should support SAP products, services and messages, providing a win-win for the partnership.
- The SAP boilerplate (company profile) shall not appear in partner-issued press releases.
- The SAP trademark attribution statement should be included in all press releases that mention the SAP company name, logo, and product and solution names.
- If a customer, analyst firm or other third party is mentioned or quoted, it is the partner's sole responsibility to obtain the respective approval.
- SAP requires its forward-looking statement to be included in any press release that contains a quote made by SAP.
- SAP requests that partners provide an electronic copy of the final version of the press release prior to public distribution. With the exception of event-focused, non-partner, and certification announcements, an SAP-approved copy of a partner-issued press release will be posted in the [SAP Partner News Room](#) for English language releases and in [SAP Partner Nachrichten](#) for German language releases.

III. JOINTLY ISSUED PRESS RELEASES

1. Validation of jointly issued press releases with SAP:

- In a limited number of cases, SAP supports jointly-issued press releases with its partners. These involve the most significant partnerships with maximum global impact on the SAP customer(s) and user communities. The news should align closely with joint strategic initiatives, co-innovation efforts or go-to market strategies, and highlight one of SAP's corporate priorities.

2. General guidelines for jointly issued press releases:

- SAP-approved joint press releases will be posted in the [SAP News Center](#).
- All joint press releases must list media relations contacts for both SAP and the partner. This provides points of contact for influencer inquiries.
- Parties issuing joint press releases will work together to ensure that the news will not be issued by both companies to the same media audience segments simultaneously.
- SAP's boilerplate (company profile), trademark attribution, forward-looking statement and other legal notices must be represented in all joint press releases, in addition to the partner's boilerplate. Note: SAP's boilerplate cannot be modified or abbreviated.

IV: GLOBAL SAP PARTNER PUBLIC RELATIONS CONTACTS

SME Partner:
 Angelika Merz
 +41 58 871-7216
angelika.merz@sap.com

Global Partner:
 Brian Berkenstock
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V: REVIEW OF PARTNER-ISSUED PRESS RELEASES

Please send a final draft to partner_pr@sap.com for approval and expect a review cycle of 5–7 days.

For a complete list of worldwide SAP PR contacts, please visit [SAP Press Contacts](#).

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