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AMERICAS' SAP USERS' GROUP ANNOUNCES GLOBAL, INDEPENDENT USER COMMUNITY FOR BUSINESS OBJECTS CUSTOMERS AND PARTNERS

Global BusinessObjects Network Launches at User Conference in October

CHICAGO, Sept. 3, 2008 – The Americas' SAP Users' Group (ASUG), the world's largest customer-run community of SAP professionals, announced today the formation of the Global BusinessObjects Network (GBN), an independent user community for customers and partners of Business Objects, an SAP company. The new, not-for-profit organization is member-led and provides participants from around the world with a network to exchange ideas, find answers to solution challenges, and establish a cohesive, powerful customer voice.

“When SAP acquired Business Objects earlier this year, we wanted to welcome users by creating a separate group dedicated to the Business Objects ecosystem and to helping users reach the highest levels of success with their business performance strategies,” said Steve Strout, chief executive officer of ASUG. “The GBN provides Business Objects customers and partners something they have not experienced before: a unified, member-driven group committed to providing multiple educational opportunities, a direct connection to Business Objects product managers, and the ability to learn about and leverage best practices from users around the globe.”

Business Objects is the world’s leading provider of solutions that optimize business performance. SAP acquired Business Objects in January 2008 to expand its business user solution portfolio. Business Objects was recently recognized by independent technology analyst firms Gartner, Inc., IDC, and Forrester Research as the leading business intelligence (BI) software provider.

"The Global BusinessObjects Network is a valuable addition to the Business Objects ecosystem," said John Schwarz, chief executive officer of Business Objects. "This new organization brings together regional groups from around the globe to provide members with a forum to share best practices, leverage each other's product knowledge and develop lasting relationships. I encourage our customers to become actively involved in this new community and help build a cohesive customer voice."

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Because the GBN is member-driven, a steering team of customers and partners was selected to help build the community. The team will work to establish services offered, membership structure, and educational programming. The GBN Steering Team members include:

- Kip Barkley, T. Rowe Price
- Mark D. Frederick, Ball Corporation
- Dan Grew, AstraZeneca
- Ken Hartman, Hughes Network Systems, LLC
- Brad Hay, WorkSafeBC
- Jamie Oswald, Sisters of Mercy Health System
- David Rathbun, Integra Solutions (unit of Quorum Business Solutions)
- Simon To, Rent-A-Center, Inc.

“As an avid Business Objects user and a leader in my local user group, I believe strongly in the solutions and the need for an independent, global user organization that helps drive product development,” said Mark D. Frederick, GBN steering team chair and business intelligence senior system analyst for Ball Corporation. “I’ve used Business Objects solutions for more than 10 years and have often wanted an independent group that could provide education as well as networking opportunities. I’m proud to be the GBN steering team chair and look forward to building a valuable community for customers and partners worldwide.”

“SAP has a long, rich history of working closely with user groups and supporting their efforts to understand and provide input into our solutions,” said Stefan Kneis, global head, SAP Global Customer Community. “We have a strong relationship with ASUG and support its development of the GBN. We look forward to working closely with GBN members and ensuring that their voices are heard within SAP and Business Objects.”

To introduce Business Objects customers to the value of a connected, global community, membership will be free until 2010. For more information on how to join the community and to participate in building the new group, go to www.gogbn.org.

Business Objects User Conference 2008

GBN officially launches at the Business Objects User Conference, Oct. 20-22 in Dallas, Texas and is working together with Business Objects to create a first-rate educational experience and networking venue.

The conference features extensive educational opportunities including more than 150 break-out sessions and several hands-on labs and solution demonstrations designed to help maximize a company's business performance optimization investments. A few event highlights are:

- Product demos and test drives for:
 - BusinessObjects™ XI 3.0 solutions
 - Crystal Reports® 2008 software
 - BusinessObjects Data Services software
 - Xcelsius® 2008 software
- Proven tips, tricks, and techniques
- Real-life best practices from experienced Business Objects users
- Self-driven and guided demonstrations
- Hands-on training
- Access to Business Objects experts

The Business Objects User Conference will be co-located with ASUG's FALL FOCUS: Business Management event. A single registration fee allows attendees access to both events. For more information, go to www.asug.com.

To register for the user conference, go to www.gogbn.org/annualconference.

About GBN

The Global BusinessObjects Network (GBN) is an independent, member-driven community that brings together Business Objects customers and partners from around the world to share knowledge and best practices, creating a powerful customer voice. Leveraging the Americas' SAP Users' Group's (ASUG) established relationship with the entire SAP ecosystem, the GBN provides members immediate value: a direct connection with Business Objects and SAP for input on product, service, and company direction. For more information, visit www.gogbn.org.

About ASUG

The Americas' SAP Users' Group (ASUG(R)) is an independent, volunteer-run organization that facilitates connections among members of the SAP ecosystem. As the most valued voice for SAP customer influence, ASUG maintains its unique position by connecting SAP experts who share their knowledge back with the community—creating an ongoing cycle of shared experience that enables strong business results and real competitive advantage for the entire SAP ecosystem. (www.asug.com).

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