



**For Immediate Release
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Newsbyte:

SAP Awards Customers Across EMEA for Quality Excellence

SAP NEWSBYTE — Nov. 10, 2011 — [SAP AG](#) (NYSE: SAP) today announced the winners of the 2011 SAP Quality Awards for Europe, Middle East, and Africa (EMEA) for their successful implementations of SAP technology. SAP presents these awards annually to recognize customers across the EMEA region that have achieved excellent standards of quality management in their SAP projects and quickly delivered significant benefits to their organizations. The announcement was made at [SAPPHIRE® NOW + SAP® TechEd](#), being held as a co-located event in Madrid from November 8-10.

Local gold winners from a number of countries across EMEA were shortlisted to present their projects to an expert judging panel made up of representatives from SAP and external experts. Customer projects were judged against adherence to [SAP's ten quality principles](#) [PDF], demonstration of time to value and a focus of how quality excellence was achieved through the entire implementation cycle.

All of the finalists demonstrated excellent project management and execution, rapid time to value and the ability to effectively address the requirements of the business while minimizing complexity. Each winning case study shows that the quality processes they put in place during planning and implementation phases had been fundamental to their overall success, resulting in significant benefits to their businesses.

"The SAP Quality Awards celebrate the very best quality standards of customer projects that show excellent project management and execution, as well as delivery of significant business benefits quickly and smoothly," said Franck Cohen, president of Europe, Middle East & Africa region at SAP. "As such, I would like to extend my congratulations to all the gold winners and to each and every one of the customers that we recognized through this program. Their winning stories demonstrate that when quality principles are placed at the core technology implementations can be smooth, timely and highly effective."

To learn more about 2011 SAP Quality Awards winners, visit: www.sap.com/qualityawards2011.

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