



SAP and Utopia expand partnership to provide enterprise information and asset management services to Australia and New Zealand

Information explosion leads to increased demand for Utopia's Enterprise Data Lifecycle Management (EDLM) solutions

SAP and Utopia, Inc., a leading data consulting and services provider, announced today that they will be expanding their partnership to cover Australia and New Zealand. Utopia will be opening new offices in the ANZ region to provide Enterprise Information Management (EIM) and Enterprise Asset Management (EAM) services to local SAP customers. Utopia specialises in enterprise data lifecycle management (EDLM) and has been an SAP partner in North America since 2005. The company has seen significant growth in recent years and has expanded its operations into the UK, EMEA, MENA and Asia Pacific. Demand for EIM and EAM services is already high and is continuing to grow on a global scale as the amount of data that companies have to manage increases on a daily basis. With services covering data strategy, data migration, master data, data quality, data governance, and archiving, Utopia will be helping companies in Australia and New Zealand develop a clear enterprise information management (EIM) strategy for managing structured and unstructured data. Utopia will be targeting mid to large size organisations in Australia and New Zealand and will be pursuing a go-to-market strategy that positions its services alongside the SAP EIM software toolset, drives customer value through direct customer engagement and engages with the SAP ecosystem. Scott Raggatt, Sales Director, Australia & New Zealand at Utopia, said: The ability to make business decisions based on timely, complete and accurate management information is becoming a key differentiator for businesses. The expansion of our company to include Australia and New Zealand will allow Utopia to help local customers shape their business data and make better decisions. We will draw on Utopia's global pool of professionals and combine this with local expertise. With over 500 consultants working for Utopia globally, our resourcing model is set up to provide SAP ANZ customers the best of both worlds. Greg Ryan, Director of Ecosystem, SAP ANZ, said: The demand for value added EIM and EAM solutions in Australia and New Zealand is very strong at the moment so we are glad to be able to work closely with Utopia to bring these services to SAP's customers. Organisations are facing an increasing challenge to manage their business data and Utopia has the right expertise to help them. Utopia has already begun staffing efforts in Australia and New Zealand for consultants with strong data services skills to fulfil local demand for 2012 and beyond.

-ends-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 95,000 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. (*) SAP defines business software as comprising enterprise resource planning, business intelligence, and related applications. About Utopia, Inc. Utopia, Inc. is a global data consulting and services firm employing Utopia's proprietary Enterprise Data Lifecycle Management (EDLM) methodology. Utopia's offerings include strategy development, master data management, data migration, data archiving, data quality, and data governance. Utopia is an SAP Gold Partner in the SAP Consulting Program for North America. Utopia was named North America Services Partner of the Year 2010 by SAP America, Inc. and a Gartner Cool Vendor in Application Services, 2011. (i) Copyright 2011 Utopia, Inc., Mundelein, Illinois, USA. All Rights Reserved. SAP and all SAP logos are trademarks or registered trademarks of SAP AG in Germany and in several other countries. Other brand and product names are trademarks of their respective companies. (i) Gartner Cool Vendors in Application Services, 2011 by Susan Tan, Matthew Goldman, Arup Roy, Helen Huntley, Partha Iyengar, Alex Soejarto, Asheesh Raina, April 7, 2011. # # # Note to editors: To preview and download broadcast-standard stock footage and press photos digitally, please visit 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. 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 Australia on Twitter at @SAPANZ. Follow Utopia on Twitter @UtopiaInc

Contacts

Andy Sephton, Recognition PR
+612 9252 2266
mailto: asn@recognition.com.au