



SAP appoints Greg Ryan as Director of Ecosystem for SAP ANZ

SAP AG (NYSE: SAP) today announced the appointment of Greg Ryan as Director of Ecosystem, ANZ, reporting locally to Helen Masters, Vice President Commercial and Emerging Markets, Australia and New Zealand (ANZ). Ryan will be responsible for leading all strategic and operational aspects of the SAP Ecosystem and Partner programs, as well as managing third-party software go-to-market strategies across ANZ. Our ecosystem, which includes third-party software suppliers, play an integral role in our strategy, said Ms Masters said. I am confident that Gregs leadership skills, strategic knowledge and comprehensive experience will build on the success of the ecosystem, and SAP as the leading partner of choice. Ryan said, We work closely with leading innovators, developers and resellers of SAP technology across markets, regions and industries to create a vibrant partner community - and deliver value to our customers. I am looking forward to driving this part of our business forward as we look to grow the ecosystem share of SAPs revenue. The next three to four years will be an exciting time for SAP and our partners as we drive a fundamental transformation across the marketplace with HANA, Mobility and Cloud based solutions. Greg Ryan has been with SAP for seven years. In his previous role as Account Director, he was responsible for direct sales in SAP Strategic Accounts. Ryan has had a long and distinguished career in enterprise software. Prior to joining SAP, he led sales of new business for Intenia / Lawson, where he was salesman of the year on a number of occasions. Prior to Intenia / Lawson, Ryan had many successful years in sales and business operations at IBM Australia. -Ends- Follow SAP on Twitter: SAP Australia and New Zealand: @SAPANZ About SAP SAP is the worlds 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 102,500 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.

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