

PRESS RELEASE

G3 Global Takes Control with SAP



**For Immediate Release
July 20, 2010**

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G3 Global, SAP Value Added Reseller, implements SAP Business All-in-One at own company to manage business processes

Feltham, UK — July 20, 2010 — SAP UKI today announced that G3 Global is now live with and already reaping the benefits of SAP Business All-in-One. G3 Global, one of SAP UKI's own leading channel partners selected SAP technology to help measure and achieve business objectives over the next five years. As a Channel Partner, and now also a customer, G3 Global is now in a strong position when it comes to SAP.

G3 Global had outgrown its various disparate legacy systems and needed an integrated solution that would help it achieve its business strategy over the next five years. G3 Global chose SAP Business All-in-One, which provides the full Enterprise Resource Planning (ERP) suite to the business, as it represented the most complete solution, and because of the strength of the SAP brand. The implementation began on Christmas Eve 2009 and was completed in a rapid timescale of six weeks.

Chris Gunter, G3 Global CEO, commented: "The implementation of SAP is vital for our strategic growth plans. We now have a real time integrated view across our entire business that has improved the reliability of our reporting, and increased the speed of decision making. Control has been placed in the hands of the right person within G3 Global leading to greater autonomy, significantly faster turnaround time and less burden on upper management. We are a now far more agile organization."

Since going live G3 Global has realized a number of benefits including reducing month end close time from 14 days to just six hours, increased transparency and improved controls on and access to information. G3 Global has now also been able to align its operations with industry best practice processes and set a solid foundation for cost effective future business performance by increasing visibility to real time information. The company now plans to scale up and implement Business Intelligence and Customer Relationship Management (CRM) over the coming months.

Stephen Read, Head of SME, SAP UKI said: "Our relationship with our customers and partners has always been a priority and now through G3 Global we are combining the two and I am delighted to see one of our partners using the SAP product they sell to make their own business run better. G3 Global's implementation has

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been nothing short of perfect, demonstrating that SAP technology can be implemented quickly and easily and that SAP offers quick time to value.”

G3 Global’s drive to constantly improve customer experience lead to the strap-line “drinking our own champagne”. This implementation has resulted in a very strong proposition and improved customer confidence knowing that G3 Global use the very solution they market and sell.

Gunter continued: “Being able to make informed decisions based on real time data has proved invaluable but the fact that we use what we sell is probably the biggest benefit we have seen so far. Knowing that G3 Global is committed to delivering a robust solution through our own experience has significantly improved customer confidence.”

On the 10 May, G3 Global was announced as a winner at the SAP UKI Quality Awards 2010, G3 Global was presented with the Gold award for best Small and Midsize Enterprise Implementation.

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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 97,000 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.

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