



Oneida Selects SAP and IBM to Drive Agility, Streamline Operations

Midmarket Industry Solution from SAP and IBM to Help Oneida Optimize Worldwide Supply Chain Operations, Better Manage Customer and Supplier Relationships

ONEIDA, N.Y. -- Aug. 31, 2006 -- SAP America, Inc., a subsidiary of SAP AG (NYSE:SAP), today announced that Oneida Ltd., a premier marketer of stainless steel flatware and tabletop products for the consumer and food service markets, has selected SAP and IBM to optimize business processes and support the company's global growth strategy with rapidly deployable, business management solutions featuring built-in vertical industry expertise. After a comprehensive evaluation of several vendor solutions, Oneida selected and will deploy an IBM "Express" mySAP (tm) All-In-One solution based on industry best practices and featuring the implementation expertise of SAP and IBM. With the selection, Oneida joins a growing number of midsize enterprises that have selected SAP and its partners based on their ability to deliver proven industry solutions with predictable, fixed-scope implementations to companies.

Oneida will leverage the solution to replace disparate regional legacy systems with a single global system to streamline operations and more efficiently manage customer and supplier relationships and its global supply chain. With the help of SAP and IBM, Oneida will be able to better manage its working capital worldwide with global visibility and transparency of information, both internally and externally, within its global operations, supply and customer bases.

"SAP and IBM are recognized market leaders in midmarket enterprise software and systems implementations. Their combined strengths in delivering projects on time and on budget, and meeting global business objectives, will provide us minimized business risk, greater confidence and clearer future vision than any other combination of vendors," said Rob Hack, senior vice president and chief information officer, Oneida. "A leading requirement for Oneida was to deploy a solution with embedded industry best practice-based processes, allowing us to focus on the strategic competitive advantages that differentiate us in the market place."

"IBM is delighted to work with Oneida and SAP to bring a level of standardization and integration across Oneida's business processes and global supply chain through this Express Advantage solution. It's a great example of teaming up to bring business value to the mid-market," said Harris Warsaw, vice president of IBM Small and Medium Business, Americas.

In a highly competitive global marketplace, companies must manage shrinking margins, increasing demands on regulatory compliance and rising costs, while maintaining the flexibility to quickly respond to changing customer interests and the needs of the suppliers who serve them. The deep level of integration from the IBM configured SAP solution will allow Oneida to have a real-time view of worldwide supply chain processes and information to improve relationships with customers and create efficiencies that directly impact the company's bottom line.

"Midsize enterprises make up more than two-thirds of our customer base and Oneida will benefit from SAP's long-term experience in serving the unique needs of this key market segment," said Rodney Seligmann, COO of the Territory Sales Organization, SAP America, Inc. "We are pleased to add a company with the prestigious brand recognition and reputation of Oneida to the growing list of companies that are helping to make SAP a standard for midsize enterprises."

Oneida, headquartered in Oneida, NY, kicked off its SAP implementation in June 2006.

About SAP

SAP is the world's leading provider of business software*. Today, more than 34,600 customers in more than 120 countries run SAP(r) applications-from distinct solutions addressing the needs of small and midsize enterprises to suite offerings for global organizations. Powered by the SAP NetWeaver(r) platform to drive innovation and enable business change, SAP software helps enterprises of all sizes around the world improve customer relationships, enhance partner collaboration and create efficiencies across their supply chains and business operations. SAP solution portfolios support the unique business processes of more than 25 industries, including high tech, retail, financial services, healthcare and the public sector. With subsidiaries in more than 50 countries, the company is listed on several exchanges, including the Frankfurt stock exchange and NYSE under the symbol "SAP." (Additional information at (<http://www.sap.com>))

(*) SAP defines business software as comprising enterprise resource planning and related applications such as supply chain management, customer relationship management, product life-cycle management and supplier relationship management.

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