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Value Based Selling At SAP America

Celera Partners Helps SAP Super Charge Top Line Revenue Growth By Recruiting High-Impact Sales/Marketing Talent

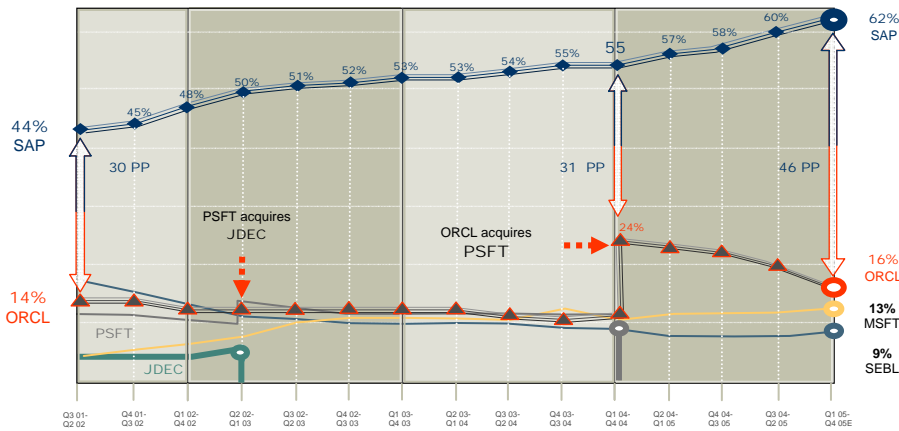
During 2003-2004 Celera Partners helped SAP build a Value Based Selling (VBS) capability. As a result of this recruiting effort, Celera Partners has developed a dedicated VBS Specialty Practice focused on recruiting high-impact sales/marketing talent capable of super charging top line revenue growth. Celera Partners has what you need to jump-start your VBS capability. VBS is a proven approach to sales and marketing which has enabled dedicated companies to win the lion's share of big business-to-business deals.

During the past 13 quarters, SAP America has sustained a 93% sales success rate, dramatically increased deals in the pipe line, accelerated the sales cycle while decreasing SG&A costs. SAP America's VBS capability is the go-to-market engine responsible for creating an additional \$55 billion of market capitalization, with value growing from \$10/share in October 2002 to \$54/share by end of March 2006. The market has generously rewarded SAP because their VBS go-to-market model is seen as creating durable shareholder value built upon a difficult to copy VBS capability that is highly differentiated and resists commoditization. SAP America is on track to grow revenue by 600% in less than 5 years.

Peer Group Share

Rolling 4 quarters; based on comparable software revenues

Figure 1



Source: SAP — Celera VBS Solutions Group

"We reorganized by region, industry and market segment, by large or mid-market or medium-size customers...It's a new program called value engineering, it started a year ago, and now we have taken it to a pretty exact science."

Computerworld 4/22/04

Bill McDermott
 CEO
 SAP America

"Today there are only a handful of technology companies that have dedicated significant financial and human resources to building VBS organizations. Celera Partners knows what it takes to design a high impact VBS organization as well as identify and attract the highly sophisticated talent necessary to build them."

Senior Vice President
 VBS Group
 SAP America

"We are fighting with pee shooters against SAP with howitzers. No wonder we're getting the #@! beat out of us!"*

Group Vice President
 PeopleSoft

Build a VBS Capability: Recruit High-Impact Sales and Marketing Talent

Phase 1. VBS Pilot: recruit battle tested VBS executives that will monetize quick wins. Initiate VBS on high touch strategic accounts. Win deals with higher degree of certainty and accelerate sales cycle.

Phase 2. Scale VBS Organization: target new opportunities and industries. Scale the VBS team. Design and begin to lay the foundation for making VBS part of the company DNA. Best practices for marketing/sales management are perfected on strategic accounts and repurposed for broader commercial applications (low touch deals-channel partners).

Phase 3. Make VBS Part Of Company DNA: "the holy grail", this represents the culmination of VBS best practices and your company's future growth engine: recycle best practices for strategic and low touch deals; cross-selling thrives; field marketing, sales and development organizations read from the same go-to-market playbook; automation of VBS best practices drives unprecedented growth opportunities.