



PRESS RELEASE

Team McLaren Mercedes Accelerates Formula One Operations with SAP

mySAP™ All-in-One Solution from itelligence to Drive Race Engine Optimization from the Drawing Board to the Racetrack

BRIXWORTH / WOKING, England and STUTTGART, Germany — Oct. 4, 2004 — SAP AG (NYSE: SAP) today announced that Team McLaren Mercedes has selected SAP® software to help optimize the engineering and production operations of its high performance Mercedes-Benz's Formula One engine division, Mercedes-Ilmor. The team is rolling out *it.automotive*—a qualified mySAP™ All-in-One solution from itelligence, an SAP business partner—to integrate all engine design, development and production data in a single, enterprise-wide system and improve collaboration among its project groups. By providing management, engineering and track-side teams with reliable, real-time information on the life-cycle status and performance of its more than 5,000 engine components, the company aims to achieve best possible performance of each engine and more quickly deploy engineering innovations.

On any given racing weekend across the global circuit, Team McLaren Mercedes runs six engines, each expected to endure 800 kilometers over a strenuous two days of test laps, qualifying rounds and racing. For Mercedes-Benz, success hinges on quickly making the best decisions on which engine parts to reuse, replace, rebuild or scrap. In order to exchange engine life-cycle data between the design and production teams and racing crews more quickly and reliably, Mercedes-Ilmor needed to replace the various legacy systems it had accumulated during its 20-year growth from a company of 25 employees to an international organization with a staff of 500. It also needed to ensure integration with Mercedes-Benz's Formula One Technical Team based in Stuttgart.

“Team McLaren Mercedes’ success depends on our ability to quickly and consistently develop, assemble and deliver our products from the workshop to the racetrack in the best possible quality,” said Martin Whitmarsh, CEO, Formula One, Team McLaren Mercedes. “With itelligence’s integrated SAP solution, we will gain more time to act on information, rather than spending time accessing it. With greater transparency and availability of essential

Public Relations:
Silvia Dicke
Tel: ++49 (0) 521-91448 107
Fax: ++49 (0) 521-91445 201
silvia.dicke@itelligence.de

itelligence AG
Königsbreede 1
33605 Bielefeld
<http://www.itelligence.de>

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information, our project teams are best equipped to bring peak-performance engines and product innovations to the race track more quickly, improving the competitive edge for the Team McLaren Mercedes Formula One racing team.”

The solution for Mercedes-Ilmor is enhanced with itelligence’s tailored applications for automotive and engineering companies and draws on product and project management functionality from mySAP™ Product Lifecycle Management (mySAP PLM).

From development and production in the workshop to testing and delivery at the various race locations around the globe, the mySAP All-in-One solution will provide Mercedes-Ilmor project teams with faster access to a single, integrated data source on the life cycle of parts for its engines. The entire track-record of each component—test results, production status and stock and shipment status—will be accessible in near real-time from anywhere in the world, enabling reliable analyses of cycle time, durability, performance and need for repair, replacement or engineering optimization. The software’s integration with the company’s computer-aided design (CAD) applications will help ensure high availability and consistency of parts lists, CAD drawings and technical documentation used internally and shared with Team McLaren Mercedes.

Project teams will manage their data and documentation with cProjects, a collaboration tool in mySAP PLM. The tool will enable tighter coordination among the various teams in fitting parts together for each engine, supporting the continual core tasks of race preparation, mid-term optimization and long-term development for the next generation of engines.

The SAP software will maintain master data on part specifications and automatically link bills of materials to capacity planning and back-office financial processes. By mapping its procurement processes to the SAP software, Mercedes-Ilmor will also be able to better shortlist its best-quality suppliers, control costs and clearly define quality standards and delivery times.

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Tel: ++49 (0) 521-91448 107
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“SAP provides small and midsize businesses with end-to-end business solutions that address their specific industry needs, giving customers a decisive strategic advantage,” said Claus Heinrich, member of the executive board, SAP AG. “The business solution for the automotive sector is capable of serving the needs of even sub-segments such as Formula One racing, where achievements are measured in terms of time and accuracy. Fine-tuned by SAP business partners to target specific industry demands, mySAP All-in-One solutions are especially geared toward midsize companies that require cost-effective applications that get up-and-running quickly to deliver fast results. The mySAP All-in-One solution from itelligence will help Mercedes-Ilmor and Team McLaren Mercedes simplify and streamline operational and managerial processes, providing an end-to-end business solution for a winning team.” SAP has been a corporate partner of Team McLaren Mercedes since 1997.

About mySAP™ All-in-One

mySAP™ All-in-One solutions are designed to meet the needs of small and midsize businesses (SMBs) with industry-specific requirements. Based on mySAP™ Business Suite, mySAP All-in-One solutions are pre-packaged, affordable and quick to implement, helping companies streamline business processes, increase efficiency and achieve a rapid return on investment. The solution’s solid SMB market presence is underlined by more than 400 microvertical industry solutions delivered through a global network of SAP business partners to nearly 5,400 customers worldwide. Leveraging SAP’s business and industry expertise of more than 30 years, mySAP All-in-One solutions enable SMBs to drive new business value, increase revenues, support higher levels of innovation and improve the effectiveness of sales and marketing campaigns. (Additional information at <http://www.sap.com/solutions/smb/allinone>)

About SAP

SAP is the world’s leading provider of business software solutions. SAP® solutions are designed to meet the demands of companies of all sizes—from small and midsize businesses to global enterprises. Powered by the SAP NetWeaver™ open integration and application platform to reduce complexity and total cost of ownership and empower business change and innovation, mySAP™ Business Suite solutions are helping enterprises around the world improve customer relationships, enhance partner collaboration and create efficiencies across their supply chains and business operations. The unique core processes of various industries, from aerospace to utilities, are supported by more than 25 SAP industry solutions. Today, more than 23,400 customers in over 120 countries run more than 79,800 installations of SAP® software. 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>)

Public Relations:
Silvia Dicke
Tel: ++49 (0) 521-91448 107
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About itelligence AG

itelligence AG is a leading international full-service provider for SAP employing some 950 highly qualified employees in 15 countries and in 4 regions (America, Western Europe, Germany/Austria, Western Europe). As a mySAP Business, Service and Support Alliance as well as Hosting Partner and Global Services Partner, itelligence realizes complex projects in the SAP environment for over 1,200 customers worldwide. The company's services range from SAP consulting and licensing to outsourcing and services to proprietary industry-specific SAP solutions. In 2003, itelligence AG generated total sales of EUR 145.6 million.

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For customers interested in learning more about SAP products:

Global Customer Center: +49 180 534-34-24

United States Only: 1 (800) 872-1SAP (1-800-872-1727)

For more information, press only:

Jim Dever, +1 (610) 661-2161, james.dever@sap.com, EDT

Roland Edwards, +49 (6227) 7-44425, roland.edwards@sap.com, CET

SAP Press Office, +1 (610) 661-3200, press@sap.com, EDT

Alla Ruggaber-Mast, Burson-Marsteller, +49 (69) 23809-54, alla_ruggaber-mast@de.bm.com, CET

Jason Wyse, Burson-Marsteller, +1 (305) 347-4327, jason_wyse@mia.bm.com, EDT

Silvia Dicke, itelligence AG, +49 (521) 91 44 8107, silvia.dicke@itelligence.de, CET

Public Relations:
Silvia Dicke
Tel: ++49 (0) 521-91448 107
Fax: ++49 (0) 521-91445 201
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