



For Immediate Release
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Chelford SAP Solutions Ltd Achieves SAP Accreditation for Active Quality Management

*Collaborative Quality Drives Customer Satisfaction and Implementation
Success for SAP Channel Partner, Member of the SAP® Extended Business Program*

Basingstoke, United Kingdom — July. 19, 2010 — Chelford today announced it has received the certificate of a new global quality accreditation program by [SAP AG](#) (NYSE: SAP). The certificate was awarded by the SAP Active Quality Management organization for Chelford's demonstration of clear quality standards and processes. Through collaborative interaction with SAP, Chelford helps ensure that a customer project is delivered to specification, on budget and on time.

SAP launched a new global quality accreditation program for value-added resellers (VARs) that focus on [SAP® Business All-in-One solutions](#) as well as members of the [SAP® Extended Business program](#). The accreditation is awarded globally to channel partners that prove active quality management of their sales processes and delivery methodologies. Chelford is closely aligned to the key principles of quality that SAP believes to be fundamental to the success of every implementation, designed to deliver high-quality software and support while providing the right processes, tools and services to drive successful projects and delivery.

Businesses today are continually challenged to manage risk in increasingly complex projects. As a certified member of the global quality accreditation program, Chelford will be able to help SAP customers avoid escalations, maintain profits, reduce profit dilution and improve successful delivery through the program lifecycle. In addition, the program offers a quality approach for sales processes and delivery methodologies through access to enhanced SAP channel quality templates and processes. With a distinct focus on quality deliverables, the accreditation also helps partners improve the success of bids by providing a sales differentiator from other partners through quality wording and information as well as risk mitigation activities.

“This accreditation is a credit to our team and our commitment to providing customers with a clear view of SAP's ability to influence the success of its program,” Justin Brading, Managing Director. “By using SAP quality principles, we can help ensure that our customers achieve smooth implementations as we anticipate benefits as measured against business requirements. This accreditation reaffirms the work we do to enable effective implementation of business processes using SAP solutions and to fulfill requirements to the highest standard.”

The annual partner quality plan and quarterly quality reviews form the basis for the global quality accreditation program by providing a way to monitor joint performance and measure success. Partners are required to submit an annual quality plan to showcase how they will improve quality in their own organization during the year. In addition, the quarterly quality review enables joint risk monitoring via open bilateral communication as well as identifying and preventing issues.

“At SAP, we are continually striving to help customers manage the implementation of integrated software solutions, and encourage our partners to work to the principles of quality adhered to throughout SAP,” said Stephen Read, Director of SME for the UK and Ireland. “The new global quality accreditation program allows us to work with partners such as Chelford to help ensure customers receive the necessary information to make informed decisions about their solution and implementation options, as well as realize the value of their investment early on and to its full potential.”

About SAP® Business All-in-One

SAP® Business All-in-One solutions are comprehensive and flexible business management software with built-in support for industry best practices. The solutions best fit the needs of midsize companies looking for a comprehensive, integrated industry solution to power their business end-to-end. In one configurable solution, SAP Business All-in-One helps companies manage everything from financials, human resources, procurement, inventory, manufacturing, logistics, product development and corporate services, to customer service, sales and marketing. SAP Business All-in-One solutions are available from SAP and over 1,100 qualified partners that deliver more than 700 industry-specific solutions in 50 countries. The solutions can be easily configured to meet the business requirements of midsize companies in any industry. SAP provides all the deployment tools and methodologies that partners need to deliver fast, predictable implementation with low risk, low cost and rapid time to value. Additional information is available at www.sap.com/businessallinone.

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.

About Chelford SAP Solutions

Chelford is one of SAP’s longest standing and most successful SAP Business All-In-One resellers in the UK and Ireland. We provide industry-tailored SAP Solutions addressing the needs of midsize companies to improve their business processes and support growth. Over 60 customers, across different industries, rely on Chelford for support and maintenance of their SAP systems and landscape. A typical Chelford customer has chosen us as their preferred IT partner based on our experience and proven track record of delivering cost effective solutions on time, within budget and to their business specification. For more information visit www.chelfordsolutions.com

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(*) SAP defines business software as comprising enterprise resource planning, business intelligence, and related applications.

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Report on Form 20-F filed with the SEC. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of their dates.

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