



Press Release

For Immediate Release

ROC to Sponsor SAP World Tour Event, New York City

PRINCETON, NJ USA (Press Release) October 15, 2009 –

ROC, the leading global SAP HCM consultancy, today announced it continues to strengthen its commitment to SAP (NYSE: SAP) as a sponsor for the SAP World Tour in New York City, being held on Wednesday, October 21, 2009, at the Marriott Marquis hotel.

Les Hayman, ROC Group Chairman of the Board and former global Board Member of SAP, will be a featured keynote speaker. Hayman's presentation, "4 Ps of HR: Polite to Police to Partner to Player," will review the critical elements that separate great companies from average companies, and how great companies drive innovation and utilize technology as a strategic weapon.

In its fifth year, the SAP World Tour events feature keynotes by top SAP executives that analyze ongoing macroeconomic and industry-wide trends, as well as industry- and product-focused breakout sessions that provide opportunities for more in-depth discussions. This year's events explore how companies can achieve transparency in every area of their operations. Attendees can learn to harness the power of technology in order to run lean operations, capture greater market share and gain transparency in their operations. In addition, the successful event platform provides companies in the small and midsize enterprise (SME) market the opportunity to explore SAP(R) solutions that address the specific challenges associated with their location, size and industry.

"We are very excited about ROC's participation in the SAP World Tour and especially having Les as a keynote presenter," said Simon Hopkins, ROC Americas Inc. Chief Executive Officer. "Les is a truly dynamic and seasoned business professional who believes passionately in his subject. He is also great fun to listen to. I am sure that his speech will be the highlight of the event for many attendees."

Mark Unangst, ROC Americas Inc. Director, said, "ROC's sponsorship in the SAP World Tour in New York City reinforces ROC's focus to the SAP HCM Ecosystem. We remain wholly committed to the SAP Human Capital Management software space and the continued, growing utilization of the SAP HCM solution by clients in US and global markets."

#

For more information:

ROC Americas Contact: Mark Unangst (203) 856-4602

<http://www.roc-group.com>

SAP and all SAP products and services mentioned herein are trademarks or registered trademarks of SAP AG in Germany and several other countries.