



## **In Cloud Solutions Receives SAP® EMEA Partner Excellence Award 2016 for SAP Business ByDesign**

### *Award Presented at SAP Field Kick-Off Meeting 2016*

**London [February, 2016]** — In Cloud Solutions today announced it is the recipient of an SAP® EMEA Partner Excellence Award 2016 for SAP® Business ByDesign. Awards were presented by [SAP](#) to the top-performing SAP partners in the EMEA region that have made outstanding contributions to driving our customers' digital transformation. Recipients of this year's awards have been – in partnership with SAP – helping customers adopt innovation easily, gain results rapidly, grow sustainably and run more simply with SAP solutions.

Liz Matraves, one of the company's founding partners says “we understand SAP Business ByDesign, we understand processes and more importantly we understand what our customers are trying to achieve.”

Selected from SAP's wide-ranging partner base, nominations for the SAP Partner Excellence Awards were based on internal SAP sales data. A steering committee composed of regional and global SAP representatives determined winning partners in each category according to numerous criteria such as sales achievement and performance. Awards were presented in a variety of categories, including overall sales, innovation, technology, services and solution-specific areas.

“SAP congratulates In Cloud Solutions as the recipient of the SAP EMEA Partner Excellence Award 2016 for SAP Business ByDesign,” said Rodolpho Cardenuto, President, Global Channels & General Business, SAP. “This award is a testament to the amazing work and value that In Cloud Solutions continue to deliver. Together with our partners, we deliver simple solutions for growing companies. As we move into 2016, we look forward to continuing to support our partners to grow their opportunities with SAP and to jointly deliver value for our customers.”

Caroline Atkinson one of the founding partners of In Cloud Solutions says they are “delighted with the recognition we have achieved in such a short space of time and we are looking forward to working with even more companies and helping them out with their development.”

In Cloud Solutions received its award during the SAP Field Kick-Off Meeting Barcelona, an annual gathering of SAP executives, SAP field employees and partners. It is SAP’s largest yearly sales meeting, intended to gain and exchange information on SAP’s strategy, sales methodology, business growth opportunities and product innovations as well as drive success during the upcoming year.

### **About In Cloud Solutions**

In Cloud Solutions was created in March 2012 by Caroline Atkinson and Liz Matraves who spotted a gap in the market selling SAP Business ByDesign to SMEs. Whilst based in the UK, In Cloud Solutions operate all over Northern Europe and Africa, offering a variety of cloud software solutions including SuccessFactors and Cloud for Customer.

Having attained Gold Partnership status with SAP in 2014 and the SAP Recognised Expertise for SAP Business ByDesign in 2015, In Cloud Solutions aim to become the go-to solutions partner for ERP and CRM of all SMEs.

Learn more about In Cloud Solutions at [www.incloudsolutions.co.uk](http://www.incloudsolutions.co.uk).

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#### **SAP Forward-looking Statement**

Any statements contained in this document that are not historical facts are forward-looking statements as defined in the U.S. Private Securities Litigation Reform Act of 1995. Words such as “anticipate,” “believe,” “estimate,” “expect,” “forecast,” “intend,” “may,” “plan,” “project,” “predict,” “should” and “will” and similar expressions as they relate to SAP are intended to identify such forward-looking statements. SAP undertakes no obligation to publicly update or revise any forward-looking statements. All forward-looking statements are subject to various risks and uncertainties that could cause actual results to differ materially from expectations. The factors that could affect SAP’s future financial results are discussed more fully in SAP’s filings with the U.S. Securities and Exchange Commission (“SEC”), including SAP’s most recent Annual 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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