

# Customer Content Release Form

## Written content

Customer company name:	
Authorized customer contact:	
BP number:	
Content/asset and file name:	
Content type (see options below):	
Date	
Theme/Solution/Service:	
SAP contact person (AE):	
Content Production Lead (Customer Central Contact)	

**CONTENT TYPES: BUSINESS TRANSFORMATION STUDY/ CUSTOMER SUCCESS STORY/ CUSTOMER REFERENCE SLIDE/CUSTOMER SUCCESS PROFILE/ SOCIAL MEDIA BLOG POST/ CUSTOMER JOURNEY APP/ STAND-ALONE CONTENT MODULE(S)**

With his/her approval the undersigned (“Authorized Customer Representative”), as an authorized representative of the above named company (“Customer”), voluntarily confirms that he/she has reviewed the materials stated above and provides SAP with his/her approval. This approval means that the Authorized Customer Representative, on behalf of the Customer, has reviewed the document [attached hereto as Exhibit A] and approves of SAP AG’s and SAP’s subsidiaries’ worldwide use of the content, **not including trademarks/logos**, for SAP local and global marketing and promotional purposes. This may include, but is not limited to, reusing the content internally or externally, in full or in separated parts as individual content elements/modules, for presentations, publications, advertising, and social media communications such as sap.com, Facebook, Twitter, and so on. The Customer’s name and trademarks/logo may be used together with text summarizing and referencing the attached document and also for translations of the document to other languages. Once approved, the Authorized Customer Representative and the Customer release and discharge SAP from any and all claims resulting directly or indirectly from any use, adaptation, modification, reproduction, and use of the content.

**Authorized Customer Representative provides evidence of his/her approval by signing below:**

Name (print):	
Position/Role	
Signature	
Date	

**Customer Content Release Form: Exhibit A**

Insert document or content module(s).

EXAMPLE: Customer Quote

“SAP SRM enables us to standardize our procurement process and supplier management, provides end-to-end business information transparency, and supports the lasting growth of our company.”  
XYZ, Vice President of Procurement, XYZ Company (Germany)



Below details required to update the address on the SAP website

Customer company name:	
Address line 1	
Address line 2	
Street	
City	
State	
Pin code	
Email id (generic)	
Contact details (land line)	