

Press Release

**United VARs Receives 2017 SAP Pinnacle Award:
»Special Recognition Partner of the Year«**

Digital transformation: Small to midsize enterprises are expanding their global business and entering new markets with SAP S/4HANA / United VARs, the world's largest and most innovative SAP reseller alliance, unites local strengths with global scale / Recognized for the first time with an SAP Pinnacle Award for its outstanding abilities in developing innovative solutions

Copenhagen, Denmark 31 May 2017 – United VARs today announced that it has received a 2017 SAP Pinnacle Award as the Special Recognition Partner of the Year, which recognizes its outstanding contributions as an SAP partner. SAP presents these awards annually to the top partners that have excelled in developing and growing their partnership with SAP and helping customers run better. Winners and finalists in 20 categories were chosen based on recommendations from the SAP field, customer feedback and performance indicators, including a Customers' Choice award, which recognizes a customer-nominated SAP partner.

As the largest alliance of value-added resellers of SAP solutions, with a network of companies comprising over 40 resellers of SAP solutions covering more than 80 countries, United VARs are recognized for providing a very high level of expertise with SAP solutions, services and support delivered in the local language. United VARs demonstrated a deep understanding of the local business rules, regulations and laws as well as providing innovative solutions for customers, helping them maximize the value of their investments in SAP software.

»Instead of satellite offices, such as are generally the rule at major IT corporations, we at United VARs have the most-powerful SAP partners on board in each of our countries. This means that the responsibility for quality, budget, performance and innovation is not only firmly anchored on site, but also eye to eye on the CEO level. This is precisely why United VARs partners are in such demand and the alliance is so successful. Following our admission into that elite group of SAP global platinum resellers in 2015, and in light of how individual partners in the alliance have already earned 7 SAP Pinnacle Awards in the past 5 years, we are proud that United VARs itself has been presented with an SAP Pinnacle Award for the first time in its capacity as an alliance. This sends a powerful message to our customers as they expand their global business and reach new markets through digital transformation with SAP