



**For Immediate Release  
May 19, 2009**

## **MSC Industrial Direct Selects SAP to Improve Data Management**

*Midsized Wholesale Distribution Company Selects SAP to Ensure Accuracy, Completeness and Consistency of Product Information*

**FORT LAUDERDALE, Fla. — May 19, 2009** — MSC Industrial Direct Co, Inc., one of the nation's largest providers of industrial supplies and equipment, has selected the SAP NetWeaver® Master Data Management component (SAP NetWeaver MDM) to transform how product information is managed throughout its enterprise. More accurate, consistent product information will help and support its growth and cost savings goals. Wholesale distributors globally are using business solutions from SAP to automate and optimize business processes, reduce supply chain costs, increase cash-flow and facilitate collaboration with suppliers, customers and partners. The announcement was made at the National Electrical Leadership Summit being held in Fort Lauderdale, Florida, on May 16–20, 2009.

A midsize wholesale distribution company, MSC is a distributor of metalworking, maintenance, repair and operations supplies to industrial customers throughout the United States. With approximately 590,000 industrial products from 3,000 suppliers in its portfolio, MSC reaches over 357,000 customers through direct-mail catalogs, the Internet, direct sales and third-party e-commerce Web sites. MSC will rely on SAP software to provide a central data repository for product information, which will support its plans to increase productivity throughout the organization.

“SAP will help MSC address several key business challenges, including managing more than three million different stock-keeping units, or SKUs,” said Charles Bonomo, vice president and CIO, MSC. “Multi-channel businesses such as ours need to store increasingly more information about each product SKU in order to manage the ever-growing complexities and needs of our diverse customer base.”

As more of the company's suppliers provide product information electronically, MSC needs a more flexible way to load the data and better synchronize product information. In addition, it wants a new solution that provides simpler, more scalable user interfaces for data maintenance and searching. Finally, MSC needs to enhance data accuracy to meet the needs of the growing enterprise.

SAP NetWeaver MDM gives businesses like MSC an "out-of-the-box" solution that enables them to monitor, maintain, enhance and share product information across an enterprise. With SAP software, MSC will be able to consolidate its master data—this single, consistent view of all product data will help improve internal and external business processes. This will help enable MSC to focus on efficient new product introductions, cataloging and publishing with an eye toward increased efficiencies, lower costs and improved customer satisfaction.

"We are seeing strong demand from wholesale distributors for better control and visibility into the myriad of business challenges they must manage," said EJ Kenney, vice president Consumer and Distribution Sector, SAP Americas. "SAP for Wholesale Distribution offers companies a solution that provides business-level context and industry specific functionality to give customer insight, efficiency and cost control for today's market."

### **About SAP® for Wholesale Distribution**

*SAP® for Wholesale Distribution* is a set of state-of-the-art software solutions for midsize and large wholesale distribution businesses worldwide. With SAP for Wholesale Distribution, companies can improve their operational excellence and profitability while supporting innovative business models and customer services. The solutions include SAP core enterprise software combined with industry-specific applications that support fundamental business requirements, helping organizations solve real-time business issues and adapt to an ever-changing business and IT environment. SAP for Wholesale Distribution is powered by the SAP NetWeaver® technology platform, an extensive integration and application platform that lays the foundation for innovative, cross-functional business processes.

### **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 86,000 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](http://www.sap.com).

###

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

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.

Copyright © 2009 SAP AG. All rights reserved.

SAP, R/3, mySAP, mySAP.com, xApps, xApp, SAP NetWeaver and other SAP products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP AG in Germany and in several other countries all over the world. All other product and service names mentioned are the trademarks of their respective companies. Data contained in this document serve informational purposes only. National product specifications may vary.

**Note to editors:**

To preview and download broadcast-standard stock footage and press photos digitally, please visit [www.sap.com/photos](http://www.sap.com/photos). On this platform, you can find high resolution material for your media channels. To view video stories on diverse topics, visit [www.sap-tv.com](http://www.sap-tv.com). From this site, you can embed videos into your own Web pages, share video via e-mail links and subscribe to RSS feeds from SAP TV.

**For customers interested in learning more about SAP products:**

Global Customer Center: +49 180 534-34-24

United States Only: 1 (800) 872-1SAP (1-800-872-1727)

**For more information, press only:**

Jim Dever, +1 610 662 1341, [james.dever@sap.com](mailto:james.dever@sap.com), EDT

SAP Press Office, +49 (6227) 7-46315, CET; +1 (610) 661-3200, EDT; [press@sap.com](mailto:press@sap.com)

Jim Sarlo, Burson-Marsteller, +1 (312) 596-3525, [jim.sarlo@bm.com](mailto:jim.sarlo@bm.com), CDT