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To whom it may concern:

SAP is excited about the possibility to support the FuturICT research project. FuturICT addresses grand challenge questions in both Information Technology and for Society. Furthermore, it is carried out by internationally top scientist in these areas. SAP is looking forward to possibly collaborate with academia and other industrial and institutional partners in this project.

SAP is the world-wide leader for business software. In particular, SAP develops standard software for many verticals, including all industries, education, and government. SAP follows a data-centric approach to support organizations: SAP software supports the processes that generate data and provides the tools to analyze and visualize data in order to help policy makers understand the current status, make predications, and carry out what-if analyses, to name just a few examples. For this reason, SAP is excited about FuturICT's approach of a new data-driven science.

The FuturICT project will help SAP in several different ways. First, of course, SAP is interested in many of the scientific results; e.g., in the areas of financial markets, health care, and social behavior. These results are directly relevant for many SAP customers. Second, SAP is highly interested in technological advances explored in the FuturICT project. FuturICT addresses several grand challenge problems of Computer Science and the results are directly applicable to SAP products. Third, FuturICT will help educate a new generation of data scientists; i.e., open-minded and interdisciplinary students who explore and experiment with data in new and creative ways.

SAP has ongoing and long-term collaborations with several universities that are involved in FuturICT; in particular, with ETH Zurich. FuturICT is a great opportunity to deepen and broaden these collaborations and apply the developed techniques for a broader scientific community.

I look forward to discussing FuturICT in more detail and learning more about partnership opportunities.

Sincerely,

A handwritten signature in black ink that reads 'Hofmann'.

**Paul Hofmann, Ph.D.**  
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