



SAP Business Application Services for Mid-Market Enterprises – Provider Compendium 2024

May 2024: Complimentary Abstract / Table of Contents

Provider Compendium
Enterprise Platform Services



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- ▶ Exponential Technologies
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- ▶ Global Business Services
- ▶ Google Cloud
- ▶ HealthTech
- ▶ Human Resources
- ▶ Insurance Business Process
- ▶ Insurance Information Technology
- ▶ Insurance Technology (InsurTech)
- ▶ Insurance Third-Party Administration (TPA) Services
- ▶ Intelligent Document Processing
- ▶ Interactive Experience (IX) Services
- ▶ IT Services Excellence
- ▶ IT Talent Excellence
- ▶ Life Sciences Business Process
- ▶ Life Sciences Commercial Technologies
- ▶ Life Sciences Information Technology
- ▶ Locations Insider™
- ▶ Marketing Services
- ▶ Market Vista™
- ▶ Microsoft Azure
- ▶ Microsoft Business Application Services
- ▶ Modern Application Development (MAD)
- ▶ Mortgage Operations
- ▶ Multi-country Payroll
- ▶ Network Services and 5G
- ▶ Oracle Services
- ▶ Outsourcing Excellence
- ▶ Payer and Provider Business Process
- ▶ Payer and Provider Information Technology
- ▶ Price Genius – AMS Solution and Pricing Tool
- ▶ Pricing Analytics as a Service
- ▶ Process Intelligence
- ▶ Process Orchestration
- ▶ Procurement and Supply Chain
- ▶ Recruitment
- ▶ Retail and CPG IT Services
- ▶ Retirement Technologies
- ▶ Revenue Cycle Management
- ▶ Rewards and Recognition
- ▶ SAP Services
- ▶ Service Optimization Technologies
- ▶ Software Product Engineering Services
- ▶ Supply Chain Management (SCM) Services
- ▶ Sustainability Technology and Services
- ▶ Talent Genius™
- ▶ Technology Skills and Talent
- ▶ Trust and Safety
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Locations: costs, skills, sustainability,
portfolios

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Introduction

SAP's mid-market services market has already made a significant impact, contributing an impressive US\$10 billion+ with a double-digit Year-over-Year (YoY) growth rate. Since the launch of SAP BTP, RISE with SAP, and GROW with SAP offerings, the momentum is growing for Small and Medium-sized Businesses (SMBs) to adopt the SAP suite.

SAP's mid-market customers have distinct priorities compared to the large clients. Unlike their larger counterparts who have the resources to build complex solutions with extensive customization, a majority of the SMBs seek packaged solutions including pre-configured industry solutions to transform their processes and experiences. These solutions are cost-efficient and the spend is staggered on multiple short sprint of engagements.

With distinct enterprise demands and evolving SAP offerings, service providers are investing in talent initiatives and building differentiated IP assets to help enterprises in their SAP journey.

This research includes detailed profiles of 15 service providers for SAP Services for Mid-Market. The report is based on Everest Group's annual RFI process for the calendar year 2023, interactions with leading providers, client reference checks, and ongoing analysis of the SAP services market.

This report includes the profiles of the following 15 leading SAP business application services providers : Birlasoft, FPT Software, Genpact, Hitachi Digital Services, Kaar Technologies, Kellton, Mphasis, Quinnox, Reply, Softek, Stefanini, Techwave Consulting, Tenthpin Management Consultants, Tietoevry, and Zensar

Scope of this report

Geography: global

Industry: market activity and investments of 15 leading service providers

Services: SAP business application services

The SAP Business Application Services for Mid-Market Enterprises – Provider Compendium 2024 has 15 providers

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Provider 1 profile (page 1 of 4)

Provider overview

Vision for SAP Business Application Services
 Provider 1's vision is to be a global SAP player covering the complete SAP product portfolio providing full consulting competencies with a strong focus on innovative solutions

Current partnership status with SAP: Gold Partner

Number of projects completed (till June 30, 2023): 250+

Number of SAP Business Applications certified FTEs (till June 30, 2023): 450+

Proportion of SAP Business Application Services revenue

By geography

- North America
- Europe
- United Kingdom
- South America
- Middle East and Africa
- Rest of World

By key products

- SAP S/4HANA
- SAP Ariba
- SAP SuccessFactors
- SAP Analytics Cloud
- SAP Industry Solutions
- Other applications

1 Others include SAP Concur, SAP BTP, RISE with SAP, GROW with SAP, SAP ECC, SAP FieldGlass

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Provider 1 profile (page 2 of 4)

Key solutions and investments

Proprietary solutions

Solution name	Industry in focus	Focused SAP module(s)
Solution 1	Horizontal	RISE portfolio (S/4HANA, BTP, BPI (Signavio), and Business Networks)
Solution 2	Retail and consumer products	Google AI with integration in SAP S/4HANA, category management, etc.
Solution 3	Retail and consumer products	SAP Sales Cloud, and SAP BTP

SAP-certified solutions on SAP marketplace

Solution name	Industry in focus	Focused SAP module(s)
Solution 1	Public Sector	SAP Ariba and SAP BTP
Solution 2	Travel and Aerospace	SAP Commerce Cloud
Solution 3	Energy and Utilities	SAP S/4HANA, SAP BTP, and SAP CX

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Provider 1 profile (page 3 of 4)

Key solutions and investments

Key investments

Investment theme	Focused SAP module(s)	Details
Industry Cloud	SAP BTP, SAP diverse	Co-innovation and public
RISE/GROW with SAP	S/4HANA cloud, SAP BTP	Develop expertise
Acquisition	SAP S/4HANA, SAP BTP, and SAP CX	Acquired market.

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Provider 1 profile (page 4 of 4)

Case studies

CASE STUDY 1
 Process optimization for one of the largest providers in electromobility

Business challenge
 To further promote the adoption of e-mobility as the pillar of the transition toward more sustainable forms of transportation, the client decided to optimize its sales, services, and marketing processes and align them with the growth trajectory of its business development. It wanted the implementation of the SAP Sales Cloud as well as the SAP Marketing solution, Emarsys, as the backbone of its optimization process.

Solution and impact
 The client chose SAP CX solutions for seamless ERP integration and a comprehensive customer view. Provider 1 helped implement a real-time omnichannel platform with SAP Emarsys, streamlining marketing technologies and enhancing automation. This enables hyper-personalized communication and efficient campaign management, backed by AI prediction. The cloud-based solution ensured scalability and automatic updates, driving the client's marketing strategy forward.

Impact

- Increased efficiency with optimized processes
- Enhanced CX

CASE STUDY 2
 Business process integration through the SAP Sales Cloud for a leading consumer goods company

Business challenge
 The client wanted all its relevant business processes to be available in an optimized and integrated form in a new solution for all departments.

Solution and impact
 Provider 1 implemented the SAP Sales Cloud for the client's digital strategy, enabling intelligent visit execution and streamlined key account management. It also incorporated template-based promotions and automated order creation, ensuring readiness for the digital future across all work environments.

Impact

- Ensured a smooth integration into the existing IT infrastructure
- Ensured that all the information was in one central place
- Created the support of offline scenarios
- Ensured time-efficient and device-independent work

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Research calendar

Enterprise Platform Services

	Published	Current release	Planned
Reports title	Release date		
Microsoft Dynamics 365 Services – Provider Compendium 2023			July 2023
Enterprise Platform Services: Voice of the Customer 2023			August 2023
Salesforce Services – Unpacking Salesforce Industry Cloud Growth Momentum			September 2023
Oracle Cloud Applications Services – Provider Compendium 2023			October 2024
Pega Services PEAK Matrix® Assessment 2023			February 2024
SAP Business Application Services for Mid-Market Enterprises PEAK Matrix® Assessment 2024			April 2024
Pega Services – Provider Compendium 2024			April 2024
Oracle Cloud Applications (OCA) Services – Cloud ERP as a Catalyst to Enterprise AI Adoption			April 2024
SAP Business Application Services for Mid-Market Enterprises – Provider Compendium 2024			May 2024
Salesforce Services PEAK Matrix® Assessment 2024			Q2 2024
Salesforce Services – Provider Compendium 2024			Q2 2024
SAP Business Application Services – Global PEAK Matrix® Assessment 2024			Q2 2024
Microsoft Dynamics 365 Services PEAK Matrix® Assessment 2024			Q3 2024
Microsoft Dynamics 365 Services – Provider Compendium 2024			Q3 2024
Microsoft Dynamics 365 – State of the Market			Q3 2024

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