



SAP Business Application Services Pulse 2024: Top Five Service Providers Delivering Superior Value for Mid-market Enterprises

June 2024: Complimentary Abstract / Table of Contents

Market Report
Enterprise Platform Services



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- ▶ 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
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Contents

4	Introduction and overview	13	SAP service provider landscape for mid-market enterprises
5	Research methodology	15	Assessment methodology
6	Background of the research	16	Top five service providers for SAP mid-market enterprises
8	Scope of the research	17	What mid-market enterprises think of top five SAP service providers
09	Enterprises' pulse assessment	18	Appendix
10	Executive summary	19	Glossary
11	Enterprises' overall satisfaction	20	Research calendar
12	Enterprises' satisfaction across key parameters		

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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 growth rate. Since the launch of SAP BTP, RISE with SAP, and GROW with SAP offerings, momentum is growing for Small and Medium-sized Businesses (SMBs) to adopt the SAP suite.

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

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

This research provides insights into the value delivered, including enterprises satisfaction for SAP business application services across key parameters and identifies the top five service providers that have delivered superior value for mid-market enterprises.

The assessment is based on over 40 unique interviews conducted in 2023-24 with enterprises globally, as part of the enterprise platform services. These enterprises were nominated as reference clients by different service providers and studied across SAP Business Application Services for Mid-market Enterprises Everest Group PEAK Matrix® evaluations.

Scope of this report

Geography: Global

Industry: Market activity and investments of the top 15 service providers serving the mid-market enterprises


Services: SAP business application services

Buyer segment: Mid-market enterprises (Annual revenue: less than US\$5 billion)

This research provides insights into the value delivered, including enterprises satisfaction for SAP business application services across key parameters and identifies the top five service providers that have delivered superior value for mid-market enterprises

SAP Business Application Services Pulse 2024: Top Five Service Providers Delivering Superior Value for Mid-market Enterprises | 10

Executive summary



Enterprises are satisfied with the providers account management, domain expertise, their pricing and commercial flexibility.

Enterprises expect providers to **offer cost-optimized solutions**, understand how their business operates and have a flexible support system.

There is a growing importance of **utilizing emerging technologies** such as AI/ML, GenAI, and IoT to accelerate business value; however, the satisfaction among enterprises remains low.
















Enterprises **recognize the need for domain expertise** and technical expertise, as they continue to seek industry-specific solutions and integrate existing investments to leverage business value in new product areas.

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SAP Business Application Services Pulse 2024: Top Five Service Providers Delivering Superior Value for Mid-market Enterprises | 14

To identify the top service providers, Everest Group assessed 15 service providers delivering SAP services for mid-market enterprises

Featured service providers

Platforms covered



Note: The assessment considers the PEAK Matrix® assessments of SAP Business Application Services for Mid-market enterprises. Featured service providers include only those providers that have been finally positioned on the respective PEAK Matrix® assessments.

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Research calendar

Enterprise Platform Services

	Published	Current release	Planned
Reports title	Release date		
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 2023
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
SAP Business Application Services Pulse 2024: Top Five Service Providers Delivering Superior Value for Mid-market Enterprises			June 2024
Salesforce Services PEAK Matrix® Assessment 2024			Q2 2024
Salesforce Services – Provider Compendium 2024			Q2 2024
SAP Business Application Services PEAK Matrix® Assessment 2024 – Global			Q3 2024
SAP Business Application Services PEAK Matrix® Assessment 2024 for Specialist Providers			Q3 2024
ServiceNow Services Niche Provider Landscape Report 2024			Q3 2024
Microsoft Business Application Services PEAK Matrix® Assessment 2024			Q3 2024
Microsoft Business Application Services – Provider Compendium 2024			Q3 2024

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