

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

June 2024: Complimentary Abstract / Table of Contents





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- Pricing Analytics as a Service
- Process Intelligence
- Process Orchestration
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- ► Retirement Technologies
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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

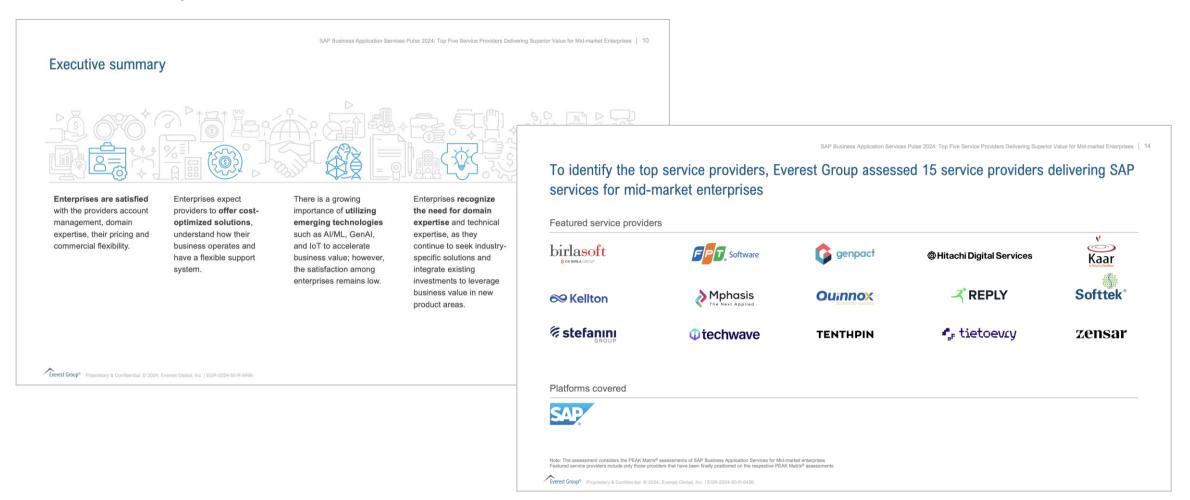
Geography: Global

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



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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