TOP 10

Business Goals of Midsize Companies
and How to Achieve Them

Europe and the Middle East

THE BEST RUN **SAP**

Midsize businesses like yours are the leaders creating new ideas and reshaping industries.

Your company can take advantage of the benefits of its size – such as being able to innovate quickly with greater agility and less bureaucracy – while adapting to shifting customer expectations, disrupted supply chains, and uncertainty in the market. The goal is to do all this without losing any of the aspects of your business that have made it great.

Read on to learn the top 10 business priorities shared by midsize companies* and tips on how to achieve them.

*Source of the top 10 priorities list: the Oxford Economics research study "Digital, Resilient, and Experience-Driven: How Small and Midsize Companies Can Prepare for the New Economy," sponsored by SAP and based on an Oxford Economics survey of 2,000 business professionals from companies with less than 1,000 employees in 19 different countries.

Top 10 Business Priorities

1 Improve the Customer Experience

2 Enable Growth (Revenue, Market Share, or Billable Hours)

3 Attract New Customers

4 Improve the Employee Experience

5 Increase Profits and Reduce Costs

6 Minimize Business or Compliance Risk

7 Innovate (New Products, Services, or Business Models)

8 Increase Employee Productivity and Efficiency

9 Enable Specific Digitalization and Business Transformation Initiatives

10 Increase Organizational Agility

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Improve the Customer Experience

Map the customer journey to specific channels and touch points to help ensure every interaction and outcome is appropriate at all times.

Access a complete view of customer needs by tying all customer-facing applications together with a single customer database.

Derive the real-time data insights you need to provide a differentiated customer experience that delivers the right offer at the right time, in the right channel, to the right customer.

Innovate new channels with chatbots and conversational AI to assist customers with a self-service experience and escalate issues faster.

"SAP BTP is helping us enhance the services we deliver to our customers by improving user experiences and providing each employee with the right tools and information to complete day-today tasks efficiently."

– Emmanuel Roland, Chief Digital and Technology Officer, Evernex

"SAP for Retail solutions enable a first-class experience along all touch points of the customer journey – be it in one of our restaurants, in-store, or online."

– Herbert Seckler, Founder and Owner, Weinhandel Sansibar

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Enable Growth (Revenue, Market Share, or Billable Hours)

Find new opportunities to expand your business with variations of existing products, new products, or new markets.

Gain customer insights using analytics to provide relevant cross-selling and upselling opportunities.

Respond quickly to opportunities, with 360-degree visibility and a comprehensive view of business operations, by securing a single point of truth across your business.

Set a strong foundation of agile finance processes to help ensure the effectiveness of a new product, pricing scheme, or revenue strategy.

Prepare to adapt business models by scaling quickly and flexibly in ways that meet new requirements as your company grows.

> "To support future business growth plans, it was essential to standardize processes and gain real-time visibility into the supply chain and finance operations. SAP S/4HANA was key to achieving this goal."
>
> – Pascal Koster, Chief Technology and Innovation Officer, Hyperoptic Ltd.

> "The private edition of SAP S/4HANA Cloud provides the kind of scalability Mynaric needs as a fast-growing company. This new foundation for our business supports our developing go-to-market strategy and goals for international expansion."
>
> – Alexander Enzinger, Head of Controlling, Mynaric AG

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Attract New Customers

Leverage insights from a variety of sources, including online and offline transactions, marketing activities, service interactions, social media, and even data from devices based on Internet of Things (IoT) technology for a complete view of your customer.

Engage with your customers where and how they prefer – online or offline, mobile, social, or chat – and deliver consistent experiences through all these touch points.

Deliver differentiated and contextual experiences, whether you are selling to consumers or organizations.

Harness new technologies, such as machine learning and the IoT, to gain intelligence and efficiency in your customer acquisition processes.

Close deals faster by taking advantage of collaboration technology such as video conferencing and social collaboration platforms.

> ❝ SAP Commerce Cloud provides a firm foundation for our online store, enabling us to grow the business and reach new markets."
>
> – Riccardo Zisa, Digital Lead, ARYZTA Food Solutions Ireland

> ❝ Our initial goal was to automate inefficient and error-prone processes. But SAP Commerce Cloud offers much more: an all-around successful customer journey for customers and retailers. This also is having an impact on our sales."
>
> – Jörg Follmann, Sales Manager, Mosel Türen Sales Company Ltd.

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Improve the Employee Experience

Blend talent management and collaboration not only to transform the new-hire experience and help employees ramp up quickly, but also to accelerate employee development and career progression.

Engage employees and motivate them to perform at their best through ongoing dialogue with managers and continuous coaching and feedback.

Provide clear and compelling career paths to engage employees and cultivate talent, supported by blended learning opportunities.

Foster a learning culture by increasing collaboration and knowledge sharing between employees, managers, and experts.

Listen, understand, and respond to employee needs and experience gaps to ensure your employees are resilient and productive.

> **SAP SuccessFactors Work Zone is helping us to truly empower and engage our employees by creating one space where employees can find everything they need and get virtual support to get their work done – no matter where they are."**
>
> – Yoav Ventura, Co-Founder and Managing Partner, AKT Global

> **With SAP SuccessFactors and SAP S/4HANA Cloud solutions, we are better able to support our business stakeholders while nurturing our people and improving talent retention – crucial if we are to achieve our growth ambitions."**
>
> – Markus Mann, Head of Human Relations, Q_PERIOR AG

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Increase Profits and Reduce Costs

Practice strategic sourcing to improve profits by lowering costs associated with finding and qualifying suppliers through the use of advanced collaboration tools and commerce networks.

Use your team members efficiently and reduce staff overhead by scheduling talent effectively and matching available resources to your business needs.

Improve your supply chain with visibility across every step of the process by tracking customer demands, asset use, and inventory levels.

Cut the cost of IT ownership with solutions hosted in the cloud and integrated software – such as suite solutions, rather than point solutions – to streamline IT management.

> Our deployment of SAP Ariba Sourcing brought us transparency, savings, and scalability. I especially appreciate the engagement and support of our partner, Apollogic, in helping to build a dynamic purchasing process."
>
> – Agnieszka Kołodziejczak, Indirect Spend Manager, Lotte Wedel Sp. z o.o.

> We slashed our IT total cost of ownership by reducing complex customization and our data footprint, cutting the number of legacy systems with a simplified IT system landscape based on SAP S/4HANA and lowering hardware costs."
>
> – Brynjolfur Sigmarsson, Director of Accounting, Origo Group

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Minimize Business or Compliance Risk

Establish basic policies, compliance, and controls across core business processes that support operations and audit teams.

Manage access governance for business-critical and financial applications to help ensure the right people have access while limiting unnecessary access without oversight.

Screen business partners, if engaging in cross-border trade, to avoid doing business with sanctioned or denied and restricted parties.

Carefully manage imports, exports, and free trade agreements to reduce taxes and tariffs and improve compliance for cross-border trade.

Stay compliant as your business expands internationally by choosing technology vendors that understand global requirements – such as tax legislation – and provide solutions that address your needs and vision.

> **Elettronica Aster selected SAP S/4HANA because it guarantees accurate and robust data processing and a high level of information security."**
> – Giorgio Balzarotti, Finance & IT Manager, Elettronica Aster

> **In today's world, offering an agile and fast response to change requires the use of tools through which information is easy to retrieve and visualize, with software that must be intuitive, flexible, and available on any device."**
> – Carlo Paschetto, CIO, Industrie De Nora

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Innovate (New Products, Services, or Business Models)

Empower people to share ideas and knowledge across the business and geographical borders and with internal and external stakeholders by adopting a range of collaboration tools and platforms.

Listen to your customers and capture their input to identify opportunities for new or refined product offerings.

Move your innovations in a positive direction by using analytics to gain rapid feedback on what is and what is not working.

Gain guidance on possible future outcomes and potential marketing opportunities with intuitive, predictive features.

Monitor new market developments closely, including what your competitors are doing, to stay aware of new opportunities.

> " Our SAP IoT solution empowers us to build stronger relationships with our customers by helping them optimize production line efficiency – and gives us the insight we need to develop even smarter products."
>
> – Christoph Leppla, Head of Research and Development, MOSCA GmbH

> " Building on the RISE with SAP offering together with All for One Group, we gain the ability to modernize our operations and standardize our processes, ensuring we can grow cost-efficiently and focus on product innovation with digital services for the future."
>
> – Carlos Carranza, CIO & CMO, PFEIFER Holding GmbH & Co. KG

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Increase Employee Productivity and Efficiency

Reduce time spent on administration and free employees for meaningful tasks with automated workflows that use technology based on the IoT and machine learning.

Enhance decision-making with in-memory computing solutions that provide updates in real time and management dashboards that present the information in an easy-to-review format.

Blend talent management and collaboration to accelerate new-hire onboarding, employee development, and career advancement.

Establish a trajectory of high growth by deploying a cloud-based analytics solution that simplifies the user experience and scales business capabilities.

Monitor your key performance indicators across all functional areas of your business in real time to track progress and identify opportunities for improvement.

❝ We achieved go-live with minimal disruption to our business. SAP S/4HANA now contributes to more efficient finance processes, helping us do more with less and cope with the growing demand for insightful data and more complex reporting without adding to our staff resources."

– Kristjana Hreiðarsdóttir, Chief Accountant, Akureyrarbær

❝ SAP Analytics Cloud enables us to unify planning and analysis processes with ease and empower our users to accelerate decision-making through better insights and more flexible planning."

– Sophie Stefano, Financial Analyst and Project Manager,

Brussels Business Support Agency (hub.brussels)

Enable Specific Digitalization and Business Transformation Initiatives

Centralize digital transformation efforts under the leadership of a dedicated executive sponsor who can influence the entire company to embrace change.

Support business growth and achieve digital transformation goals, with an edge over competitors that are not as innovative, by developing a technology road map.

Simplify processes with integrated software across purchasing, finance, accounting, and the shop floor.

Adopt technologies with embedded intelligent capabilities, such as machine learning and artificial intelligence, instead of implementing them as separate tools.

"SAP BTP offers a vital platform that opens up SAP solutions to the latest technologies, including mobile applications. It has helped us extend SAP ERP to optimize our warehouse and material reservation management and take forward our digital transformation."
– Maricla Martucci, SAP Application Manager, EP Produzione

"SAP S/4HANA translates to reliability, greater system speed and more accurate results for analysis. Now it is much easier to access the data I need to manage. It's the best decision we've made for our digital transformation."
– Ekin Tükek, General Manager, Flokser Kimya

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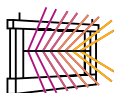
Weave agility and security into the fabric of your business operations by seeking out flexible and customizable technology and deploying it in the cloud.

Accelerate decision-making by embracing real-time information across the business and applying analytics capabilities to deliver insights with the most significant impact.

Respond faster to a continuously changing market by using analytics to track critical information about competitors, prices, and discounts.

Engage employees and motivate them to perform at their best by enabling an ongoing dialogue with managers and encouraging continuous coaching and feedback.

> Having SAP S/4HANA at Sharjah Co-op made us more cost-effective. As a company, we became more agile and more efficient."
>
> – Rashid Abdalla Bin Huwaidin, Sourcing and Merchandising Director, Sharjah Co-op

> Steinbeis Papier is set to become an agile organization with smarter decision making powers: a firm able to swiftly course correct and keep optimizing its business processes."
>
> – Ulrich Feuersinger, CEO at Steinbeis Papier GmbH

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Why Do Midsize Companies Choose SAP?

SAP helps midsize businesses like yours that are creating new ideas and reshaping industries to keep driving change and keep moving forward – whether you have a few employees or a few hundred.

Eighty percent of our customers are small and midsize companies, so we have solutions designed and priced for you, such as solutions connecting finance, operations, HR, and sales to create exceptional employee and customer experiences. We also offer proven procurement, inventory, and industry-specific processes to help you move faster, adapt quickly, and face any competitor. Our local partners can get you up and running in weeks, so you can keep business moving forward today and be confident that SAP will be with you wherever you go next.

Stay nimble and resilient

Take mundane and menial tasks off the table, and streamline the core functions every business has to do. As you control cash flow, build forecasts, manage your people, engage customers, and identify risks and insights, you'll benefit from what's working for businesses all around the world and be prepared to quickly change course when challenges pop up.

Create experiences that create loyalty

Build an operational powerhouse where every part of the business clicks, creating continuity that leaves customers feeling impressed with each interaction. And as your team evolves, keep the empowering, engaging, and energized employee experience and culture that makes your company great.

Find what fits now and for whatever is next

Choose solutions that are priced and packaged precisely for what you need. Put a proven foundation – one you can trust as the backbone of your business – in place that supports innovation and stability today while preparing you for whatever you'll face tomorrow.

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Next **Steps**

To explore the SAP portfolio of solutions for midsize companies, please visit us **online** or try the **SAP solution finder tool**, which offers solution recommendations and resources based on your company's needs.

Learn more about some of the customers featured in this brochure:

- **Elettronica Aster**
- **Hub Brussels**
- **Industrie De Nora**
- **Origo Group**

- **Q_PERIOR AG**
- **Sharjah Co-op**
- **Steinbeis Papier**

Search the **SAP partner finder** for help in transforming your business. At SAP, we rely on our worldwide channel network of more than 23,000 partners to make our solutions more relevant to and attainable by companies just like yours.

For more information, contact your SAP representative.

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