

# Top 10

Reasons why customers choose to work with SAP Partners

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# Introduction

SAP Partners play a crucial role in implementing the best solutions to address unique business needs. In fact, Partners handle the small and midsize enterprise (SME) market exclusively, providing their customers with expertise together with flexible tailor-made delivery.



Partners support over



**80,000 customers**

in all types of industry sectors

SAP Partners are geared to meet the demands and dynamics of growing businesses with the latest mobile solutions, business analytics, business process improvements, and cutting-edge technology innovations. SAP is for every business, regardless of size, and the Partners are there to simplify the process of choosing and deploying innovative solutions and getting a business up and running with a solution configured to its exact needs.

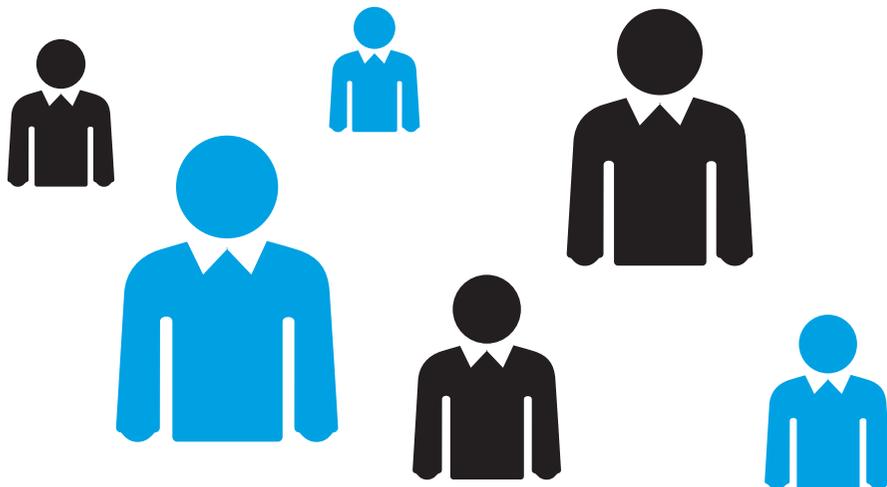
Thousands of Partners take SAP's core solutions and develop innovative add-on functionality, delivering tailor-made solutions in the process. Partners support over 80,000 customers in all types of industry sectors with the right package to meet each customer's specific needs.

We spoke with many customers to find out the 10 most important reasons for choosing an SAP Partner and here is what they said:

- **Relationships**
- **Expert knowledge**
- **Track record**
- **Support**
- **Speed of implementation**
- **Custom tailoring**
- **Goal-driven**
- **Future orientated**
- **Managing change**
- **International experience**

## Relationships

Relationships are as unique as snowflakes. No two customers, no two businesses, and, therefore, no two relationships, are exactly the same. They cannot be reproduced – not more quickly, not more cheaply. Not at all. A relationship is our ultimate “unique selling point.”



Customers are our business, and cultivating successful relationships is essential. We are motivated and inspired every day by the ways our Partners find creative solutions to address business problems, develop ground-breaking ideas, and stay connected to what is most important to their customers.

Customers do business through our Partners because they want that experience and they value the relationship they build with people from a similar-sized company. Seeing the world from the same perspective is important and can lead to some very close Partnerships.

“We hit it off immediately. We liked their business-to-technology approach, and they immediately understood our needs,” comments Bruno Ramiouille, director of IT and operations at B2Boost.

“We formed close professional ties thanks to our exemplary cooperation. The team was so strong that, for the six months that we worked on this project, Mibcon actually became an internal component of RPG Real Estate,” says Vladislav Štefaňak, director of the enterprise performance management division at Mibcon, an SAP Partner.

“Throughout the entire undertaking, collaboration with ITML was outstanding. The teamwork was excellent. You really couldn’t fault it. ITML was definitely the right choice,” explains Peter Lüers, SAP in-house consultant at Nordmann GmbH, Rassmann, speaking about SAP Partner ITML.

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**“They have an excellent relationship with the staff in our IT department and are seen as part of the team here.”**

Krishna Kumar, head of information technology at Doha Bank Qatar, speaking about SAP Partner Clariba.

## Expert knowledge

Everyone wants to be an expert. However, to achieve expertise requires more than simply being involved. Expertise comes at a price, and people go to extreme lengths because they have a passion and that passion drives them to be the best.

Expertise comes from measuring results, making adjustments, and improving constantly by learning from what works best. Through our Partners, we deliver over 1,300 industry-specific solutions based on a solid foundation of best practice and expertise.

11,500 Partners work around the world in over 30 languages as local and expert resources for thousands of SME customers. They offer breadth of coverage across products and services as well as extensive industry experience.

“CONTEMPORARY’s expertise was invaluable. Without it, the project would have taken much longer,” reports Paul Tyler, business and knowledge systems manager at Stevenage Borough Council, which chose SAP Partner CONTEMPORARY.

# 11,500

Partners work around the world in over **30 languages**

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**“The BSB team showed they truly understood our sector and its needs.”**

Katty Imberechts, CFO of Ipalle, about working with SAP Partner BSB.

## Track record

Track records are important in business. We learn from an early age that the way we present ourselves in everyday situations reflects directly on us and has a huge impact on our future.

SAP has been  
building a track  
record for over  
**40** years



We know that every product we produce and every interaction with our customers is a reflection on SAP, our brand, and, by extension, us as individuals. It is simply a matter of pride, and that is the same for our Partners. When you have pride in everything you do, it shows.

SAP has been building a track record for over 40 years and today our Partners are more important than ever in maintaining that reputation. That is one of the top reasons Partners are valued by our customers.

“We selected itelligence as our systems integrator because of the expert knowledge of its consultants and excellent references,” says Laura Hetherington, marketing executive at Bepak Injectables, of SAP Partner itelligence.

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**“We were impressed by the expertise and extensive experience ITML could bring to the table, and we had a good feeling about working with the team.”**

Peter Lüers, SAP in-house consultant at Nordmann, Rassmann GmbH, who worked with SAP Partner ITML.

Relationships

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## Support

In today's global business world, support should be more than a help desk clearing your tickets as quickly as possible. Businesses are constantly evolving and that can have a huge effect on the systems that help them stay ahead of the competition.

# 11,500

**Partners around the world deliver resources to thousand of customers**

Partners can support your needs, whether you need to make simple changes to a reporting format or strive for something more complex, such as taking the business into a new market. Whatever the scale of change, the impact on the business could be significant, so having the right support is vital.

By taking care of routine support tasks, your SAP Partner can free up your time and provide peace of mind because you know that your systems are running optimally and that your users are working effectively.

We have 11,500 Partners around the world who deliver expert resources to thousands of customers. After helping you deploy your solution, they work with you to provide the right level of support.

With decades of experience, our Partners know how to support you with an engagement that helps you implement, operate, innovate, and run better on a continuous basis.

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**“Like a true Partner, their support was really crucial.”**

Stefan Dusart, COO at Ethnicraft, about SAP Partner Expertum.

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## Speed of implementation

The old saying goes, “A happy customer will tell one person. An unhappy customer will tell ten people.” The key to success is to set realistic expectations, and then not to just meet them but to exceed them.



Delivery expectations are easy to set but it takes dedication to meet them. We thrive on our reputation for delivering on time everytime. That’s why our customers value our ability to deliver what they want, when they want it. Partners can get you up and running with a solution shaped to your needs. Whether you want to analyze mountains of data, automate complex business processes, or outmaneuver your competition, our Partners can deliver solutions that can help support those ambitions.

“In five days, CONTEMPORARY built 25% of the scorecard dashboards and trained our staff to use SAP BusinessObjects Dashboards to build the other 75%.” says Paul Tyler, business and knowledge systems manager at Stevenage Borough Council, which chose SAP Partner CONTEMPORARY.

“We had a very tight schedule, but the project went exactly to plan,” says Andy James of South East Water, who worked with SAP Partner Blueprint Management Systems.

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**“My implementation Partner was IT Performs, and they did a fantastic job. They managed to help us implement our entire SAP® BusinessObjects™ solution within nine days, which was nothing short of spectacular.”**

James Turner, IT manager at Activia Healthcare.

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## Custom tailoring

There is nothing quite like wearing a custom suit for which every stitch and cut was done for just one individual. In fact, it will fit only one person in the world perfectly.



Our Partners deliver that same made-to-measure approach, ensuring that clients get the exact solution they require. No two businesses are alike and our customers value the expertise our Partners provide in delivering a custom approach.

SAP Partners excel at streamlining the process of selecting and installing the right SAP innovations that will deliver exactly what your business needs. Their understanding of, and familiarity with, the solutions available, combined with the ability to develop custom solutions for a range of industries, means they can get you up and running in a time frame that matches your plans.

“Solteq specifically designed its qualified SAP Business All-in-One Partner solution for small and midsize pharmaceutical companies like ours,” explains Hannele Winter, IT manager at Medix Biochemica, about SAP Partner Solteq.

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**“We developed a completely integrated end-to-end solution, based on our needs, together with mYuice. This was unprecedented for the kitchen industry.”**

Henk Burg, Toine van Rooij, operations director at Bruynzeel Keukens, about SAP Partner mYuice.

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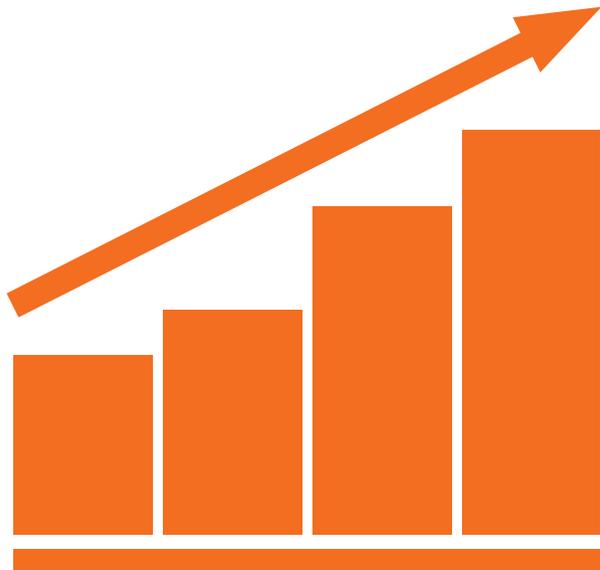
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## Goal-driven

Whether you have 50 employees or only one, your business success depends on your ability to set and achieve goals. Unfortunately, figuring out exactly what the right direction is, and drawing up the road map to get there, isn't always easy.



Establishing business goals involves a fair amount of reflection on what makes your business tick and what you want its future to be. Partners are there to help simplify the process of choosing and deploying SAP innovations that will support your ambitions.

Thousands of SME customers from all types of industries are transforming their businesses with SAP solutions, and each one does so with carefully planned business goals. SAP Partners will help you set your goals and realize them, from improving cash flow, margins, and financial management through to streamlining supply chain operations and achieving better collaboration with suppliers.

Bruno Ramioulle, director of IT and operations at B2Boost, chose Velixis, an SAP Partner that focuses on business intelligence (BI) solutions. "Once our needs were analyzed and defined, it was easy to build a solution that fit," says Ramioulle, who praises the ease of use of the solution Velixis implemented. "They really have senior expertise with BI architecture. Their ideas were very clever."

"LDH was impressed with the steps intelligence took to understand our business and goals. They took the time to develop a solution that was right not only now but also for the future," says Paul Nicholas, logistics director at LDH (La Doria), speaking about SAP Partner intelligence.

**"Our Partnership is based on predefined expectations to ensure that the system satisfies the needs of all those involved."**

Edictis training project leader at Helicon Opleidingen, of SAP Partner intelligence.

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## Future orientated

Adapting to the future is more important than ever. In today's fast paced world, understanding what is on the horizon and how it will affect your business and your customers is a real challenge.

Organizations must set their focus on understanding the business and the market, and on being able to innovate faster or operate more profitably.

Reacting to change is more important than ever and that is why customers value the Partner approach. Partners are not just concerned with getting you up and running. They are there to help you select the right tools to run your business processes better and to look ahead so that you maintain them in the future.



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**“Solteq takes care of all matters concerning maintenance and inspection. Together, we are constantly developing the system further.”**

Hannele Winter, IT manager at Medix Biochemica, about SAP Partner Solteq.

## Managing change

SAP is engaged in providing world-class business solutions and in providing customers with the ability to run better.



Sometimes change can unsettle a business, so being able to adapt and empower users is vital. That is why SAP Partners consider the impact of every new solution, not just on the business but also on the people within it.

Partners recognize the importance of users and right from the start, prioritize their needs so that business performance is not only maintained but also enhanced. Whether your Partner sets up a training facility online or builds a custom train-the-trainer program, the Partner will carefully assess the needs of your people as well as the needs of your business.

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**“To overcome the resistance from staff to changing long-standing processes, OTE and Mahindra Satyam developed a train-the-trainer program where a key user from each location received extensive classroom instruction on the new application. This gave us the opportunity to win over people on a one-on-one basis.”**

Dileep Somani, chief information officer at OTE Group, about working with SAP Partner Mahindra Satyam.

## International experience

The world is getting smaller and what businesses do each day has the potential to impact people all over the globe. That means our customers rely on our Partners' familiarity with international standards so that they make the right choices each and every time.



“Our new solution supports the regulatory requirements in all countries where we do business, making it easier for us to achieve compliance,” says Ismo Råman, CEO of Medix Biochemica, who worked with Partner Solteq. “It also makes it easier to manage the company.”

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**“Milcon is very familiar with economic issues, international accounting, and international standards. Its mix of knowledge, expertise and specialization proved to be optimal for us.”**

Radana Šaškova, financial manager at RPG Real Estate, about SAP partner Mibcon.

# Summary

SAP Partners aim to work with you to enhance and grow your business.



Partners are not just concerned about getting solutions up and running. They are there to help you select the right tools and deploy them so that you can run your business processes better. SAP Partners play a critical role in helping organizations identify, purchase, and implement the ideal solution to address a particular business need.

SAP Partners deliver the purchasing choice, consultation, implementation, local industry expertise, and quality that customers demand. No matter what qualities you seek in a Partnership, be assured that SAP has a Partner that is right for you.

To find your ideal Partner contact us today.

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