SAP is committed to supporting every customer to become a best-run business. Together, we help the world run better and improve people’s lives. Being a best-run business means being an intelligent enterprise. Our strategy is therefore to deliver the Intelligent Enterprise for our customers, so they can achieve their desired outcomes.

Customers and Partners
- SAP North America serves more than 187,300 customers in 25 industries.
- SAP North America has more than 3,500 channel partners and distributors focused on the small and midsize enterprise market.
- SAP customers include:
  - 92% of the Forbes Global 2000 companies
  - 98% of the 100 most valued brands
  - 100% of the Dow Jones top scoring sustainability companies
- Our customers produce:
  - 78% of the world’s food
  - 82% of the world’s medical devices
- 77% of the world’s transaction revenue touches an SAP system

North America Key Facts
- North America headquarters: Newtown Square, PA
- Canada headquarters: Toronto, ON
- More than 24,300 employees
- More than 70 locations in major centers including: Silicon Valley, Vancouver, Chicago, Atlanta, Montreal, Dallas, Toronto, Washington, Ottawa, Scottsdale, New York, and Boston.

SAP SE in Numbers
- Financial results FY 2018 (non-IFRS)(€)
  - Revenue: €24.74bn
  - Operating profit: €7.17bn
- Financial results Q4 2018 (non-IFRS)(€)
  - Revenue: €7.48bn
  - Operating profit: €2.48bn

North America Corporate Social Responsibility
SAP North America recognizes and embraces our commitment to the communities where we live and work. Our CSR mission is to equip the world’s youth with skills they need to tackle society’s challenges and thrive in the digital economy. We hope to create lasting social change that helps the world run better and improve people’s lives. In 2018:
- More than 11,589 employees donated 41,240 hours with 21% skill-based volunteering
- 259,800+ lives impacted in the area of workforce development for the digital economy
- 735 laptops and 429 iPads donated

An Employer of Choice Throughout North America

Market Position

Enterprise Application Software
- SAP is market leader in:
  - Enterprise application software
  - Analytics and Business Intelligence
  - AI for cloud-based marketing, sales performance management and configure, price and quote
- Recognized database leader
- Broadest portfolio of modular and suite solutions available on premise, in the cloud and hybrid: customers have full choice of consumption model

Top Cloud Vendor
- Cloud user base: >186m subscribers
- SAP Cloud Platform: choice across hyperscale cloud vendors (Alibaba, Google, Amazon, Microsoft)
- Largest cloud portfolio: >100 solutions for all-lines-of-business (LoB) as well as business suites
- HCM market leader: >12m subscribers on SuccessFactors.
- 49 datacenters in 24 locations in 13 countries
- SAP Digital for online SAP and partner offerings >135,600 orders from >132 countries

Innovation
- >3.6bn R&D expense in 2018. R&D expense ratio: 14.7% (IFRS; R&D expense as % of total revenue)
- R&D headcount (FTE): 27,060 at 12/31/2018, equalling 26% of total headcount
- >100 Development locations worldwide
- 20 Development centers (SAP Labs) worldwide
- 17 Co-Innovation Labs worldwide
- 7 SAP Innovation Center Network locations
- Partner network with >18,800 SAP partner companies
- Sapphire Ventures: Invested in >90 IT startups. 53 IPOs and M&A exits since 2011
  - $2.5bn capital under management
  - Operates independently from SAP
  - Provides SAP early access to trends & innovation
- 845 patents granted and validated in 2017
- Open SAP: >3.1m enrollments on online learning platform

SAP’s End-to-End Solutions
User interface designed with a cloud experience mindset

1. Applications
- Packaged solutions for 25 industries and 7 lines-of-business: on premise, cloud, hybrid

2. S/4HANA: next generation business suite
- The digital core that drives digital transformation: reimagined business models and processes, unlocking the business value of internet of things and big data to any organization
- S/4HANA Cloud: intelligent cloud ERP, delivering instant business value, access to digital capabilities and rapid innovation, including machine learning and predictive analytics

3. SAP C/4HANA: the customer experience cloud suite:
- Customer Data Cloud: 1.6b consent records
- Marketing Cloud: >3.3b personalized interactions p.a.
- Sales Cloud used by 7m sales people
- Service Cloud: >6.1m AI assisted service tickets p.a.

4. SAP Digital Supply Chain manages entire supply chains digitally: design, planning, manufacturing, delivering and operations. Provides visibility across the network by connecting digitally to the physical reality

5. SAP Leonardo: comprehensive portfolio of solutions and services packaged by industry, combining Machine Learning, IoT, Blockchain, Analytics and Big Data on SAP Cloud Platform using Design Thinking Services

6. SAP HANA Data Management Suite turns massive amounts of distributed, structured, and unstructured data into valuable, usable knowledge

7. Total workforce management solutions: SuccessFactors supports 42 languages. Employee Central localized for 94 countries, used by >3,000 customers

2 – Business Networks
With a total commerce volume of >$2.9tn p.a., SAP’s Business Network companies provide the leading solutions in the areas of:
- Goods and services: >3.8m businesses on SAP Ariba
- Travel and expense: Concur is being used by >53m travelers.
- External workforce and services procurement: SAP Fieldglass customers manage >5.7m contingent workers in >380 countries

3 – Platforms
- SAP HANA: with >28,000 customers: market-leading platform for real-time computing:
  - Open platform, transactional and analytical
  - Rapid development environment on premise or in the cloud
- SAP Cloud Platform: open platform-as-a-service designed to innovate.
  - >13,000 customers
  - Center of SAP Intelligent Suite
  - Full release updates every 14 days
- SAP HANA Enterprise Cloud: access to the full potential of SAP HANA via private managed cloud

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