

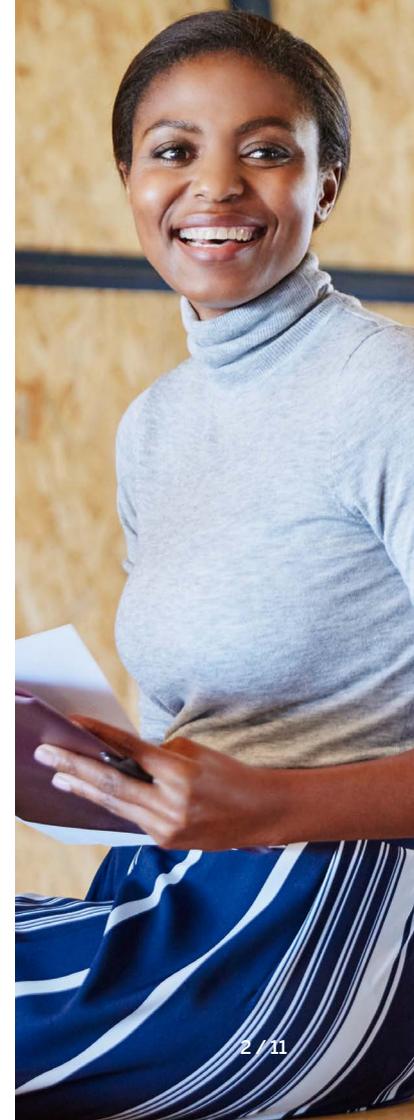


SAP Cloud Platform

Accelerating **Sustainable Growth** for Your Midsize Company with a Right-Sized, Integrated Foundation on SAP® Cloud Platform

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Move Like a Startup and **Innovate** Like Your Largest Competitor

Striving to grow and take on new markets is no small feat, but you are sized perfectly to win with fast innovation, greater agility, and less bureaucracy. By adopting SAP® Cloud Platform, you can maintain everything that makes your business great as you scale and grow with **efficient processes, data insights, and intelligent technologies**.

INFUSE YOUR BUSINESS WITH **INTELLIGENCE-DRIVEN CAPABILITIES**

In the early days of a business, employees seem to work in lockstep with insight gained from close customer relationships and collaborative engagement. However, as the workforce

grows, customer base expands, and sales volume soars, such operational strengths can break down quickly without the right support.

With SAP Cloud Platform, you can establish the digital foundation necessary to keep up with rising demand for your goods and services – regardless of your budget, workforce size, and digital skill. The platform for application innovation, integration, and extension provides a unique and comprehensive set of technology and business services.

Your company can innovate with SAP Cloud Platform to build, personalize, extend, and connect business applications as well as leverage intelligent technologies that are the right size for your business. Additionally, you can acquire the agility, focus, and insight necessary to respond to change and keep customers engaged.



Empower **Intelligent Decision-Making** with Intelligent Solutions

Designed to scale with your business, SAP Cloud Platform supports and integrates all SAP and third-party back-end software systems, covering everything from employee engagement and customer experience to finance, procurement, and the digital supply chain.

SAP Cloud Platform allows you to develop, run, and manage applications without the complexity of building and maintaining the infrastructure typically associated with developing and launching an app by delivering services such as:

- **Open platform:** Build, integrate, and extend personalized, collaborative, cloud-based mobile apps by using a comprehensive set of intelligent technologies and business services. SAP Cloud Platform, together with Cloud Foundry technology, allows for agile innovation with any programming language or service with the freedom to deploy on a hypercloud of choice.

- **Integration:** Unite existing back-end systems with processes, data, and business knowledge across cloud, on-premise, and hybrid solutions. Take advantage of intelligent technologies such as machine learning, automation, the Internet of Things (IoT), Big Data, and analytics.
- **SAP Fiori® user experience:** Create easy-to-use mobile apps that meet your individual business priorities.
- **Enterprise iOS and Android apps:** Deliver streamlined mobile apps using powerful features and integration with back-end SAP software systems.

By combining services from SAP Cloud Platform with intelligent technologies and integrating them into an intelligent suite of business applications, you can attain your vision of a connected intelligent enterprise that innovates with agility and speed.



SAP Cloud Platform empowers growing companies to **meet agile business requirements** faster than ever with the trust that comes from an SAP solution.

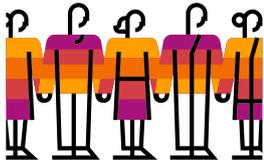


Create a **Modern, Accessible, and Engaging** Employee Experience

Most midsize businesses chase every opportunity to grow. Employee numbers increase; the pace of operations accelerates; and market reach, network, and product offerings expand. And throughout every disruptive shift and nuanced change, the shared values and purpose that led to their success in the first place can often get lost.

The key to balancing culture and revenue growth is improving employee engagement, recruiting high-quality talent, and investing in digital skills. And these three capabilities should be prioritized ahead of strategies such as entering new markets, risk management, and mergers and acquisitions.¹

Your growing company can use SAP Cloud Platform to quickly blend new tools and applications into your existing environment with robust integration capabilities. You can create, scale, and preserve a culture that can keep up with customer demands, market dynamics, and social concerns. You can quickly extend the right information and processes into new applications as well as touch points across the employee experience, wherever they may be. Plus, you can use best practices to get core applications running quickly and effectively while addressing your unique business needs.



Deliver an employee experience that **encourages compliance to business practices** while reducing turnover and giving executives and HR managers insights into performance trends and opportunities.

1. [“The Transformation Imperative for Small and Midsize Companies,”](#) Oxford Economics, sponsored by SAP, 2018.



BUILD AND DEPLOY NEXT-GENERATION HR CAPABILITIES

SAP Cloud Platform modernizes and connects existing core data sources and processes to create smooth experiences enriched with intelligent technologies such as machine learning and the IoT, enabling use cases such as the following.

Onboarding Automation

Establish business rules that identify and trigger a purchase requisition for IT equipment and track order fulfillment and approvals.

One-Stop Shop for All HR Interactions

Increase productivity by directing all HR-related workflows and processes to one centralized location so employees can stay focused on the tasks critical to their jobs and HR teams can remain compliant.

Mobile HR Interactions

Incorporate business processes into a mobile experience that is branded and tailored to the user. Enable fast access to and updates on information such as vacation time, pay stubs, and time and attendance.

Embedded Rewards and Recognition

Boost employee motivation and engagement, and translate it into retention, job satisfaction, and talent growth. For example, you can enhance performance and compensation processes and include spot rewards, collaborative recognition, and collaborative mentoring.

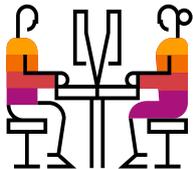


Enable Strategic Change with More Streamlined, Automated Processes

Workflow efficiency and speed are critical to the sustained expansion and profitability of a growing company, especially when competing with startups and more-established brands.

To stay competitive in today's high-pressure, ever-evolving economy, businesses need unified processes that offer consumer-grade user experiences to engage employees as well as business partners and customers. In essence, they need to embed intelligence throughout their operations, processes, and business.

SAP Cloud Platform can help support and adapt your applications and intelligent scenarios – such as the IoT, machine learning, and predictive analytics – with secure and scalable connectivity and integration across complex, multivendor, and hybrid landscapes. You can process high volumes of real-time data to automate processes while uncovering insights and enabling fast decision-making.



Accelerate business responses with automated and streamlined processes to deliver on the expectation of a consumer-level user experience – no matter your size.



DISCOVER BETTER WAYS TO **DELIVER YOUR BUSINESS PROMISES**

SAP Cloud Platform enables the agile development of applications to support the specific needs of your business. Your innovations can include cloud-based applications that connect your collaboration networks, integrate your data sources, and harmonize end-to-end processes across applications.

For example, you can quickly build an application that runs on iOS and Android devices to allow your field service agents to get the information they need when they need it and report any updates in real time. Your representatives can access the application with their mobile devices to log support tickets, review

customer updates, and send queries to appropriate experts. You can also empower them with social tools such as the SAP Jam™ collaboration platform, as well as critical business data, to increase visibility and engage diverse customer interaction channels.

This is just one of a limitless range of scenarios that you can innovate and roll out with SAP Cloud Platform. By using secure, scalable, agile applications while preventing information silos, your business can gain an unprecedented level of agility and speed to scale operations quickly and competitively today and for years to come.



Innovate Continuously Without Disrupting Your Business

Keeping up with the competition as well as an ever-changing marketplace can be a Herculean feat for any growing business. But once a new implementation project or business model innovation disrupts your operations, the risk of falling behind – without a chance of catching up – becomes a reality.

Built on open standards, SAP Cloud Platform enables your business to rapidly develop new applications, extend existing ones, and integrate modern mobile apps – all while keeping

your core business processes running smoothly. The platform acts as the connective tissue between your current business practices and your future state by supporting a real-time, secure environment to access data and applications from multiple systems and environments.



SAP Cloud Platform provides the open standards you need to **capitalize on your digital investments** and emerging market opportunities.



DISCOVER, TRY, BUY, AND MANAGE ACCESS TO INNOVATIONS

With SAP at your side, you can take advantage of integration of partner applications into your existing solution landscapes and gain immediate access with single sign-on. We provide a digital marketplace, SAP App Center, to give you the space to explore solutions at your own pace – from discovering and trying to ordering, paying, deploying, and managing your chosen third-party solutions.

Covering all lines of business and platform groups, SAP App Center features more than 1,000 partners that have built over 1,600 applications, which all integrate with SAP solutions. These applications give real-time access to innovative solutions, microservices, and plug-ins to extend your SAP and third-party solutions and set the foundation you need to digitally transform your business.

Streamlined procurement processes are built into SAP App Center to help you manage the entire lifecycle of your purchases – from license acquisition to user management and renewals – simply and centrally. Customers can buy application licenses directly from SAP partners with the flexibility to negotiate for the best price, including the support to customize agreement terms. Plus, the unified user experience of the site provides a central environment for managing multiple application subscriptions, billing conditions, and vendor communications.

You can also choose to receive or pay invoices with the support of SAP Ariba® solutions, through a credit card or by a settlement outside the digital marketplace. SAP App Center also facilitates role-based, workflow-driven orders, allows the use of multiple currencies, and supports the generation of usage analytics.



Set a Foundation for Sustainable Growth with **Intelligent Operations**

From employee performance and customer demand to supply chain risks and shifting market dynamics, the volume of insights necessary to build a growing company is endless. Midsize businesses that have the ingenuity to manage, share, process, and analyze this information anywhere and at any time are the ones running their operations intelligently.

SAP Cloud Platform clears a fast and scalable pathway to highly engaged employees, integrated core processes, improved customer experiences, and tighter supplier collaboration. Business functions can tap into user experiences that meet the needs of their specific roles and departments. New innovations can be

brought to life, and existing applications can be extended more easily and economically as the business grows. You can integrate assets with the IoT, social networks, collaboration tools, business networks, and diverse customer interaction channels.

The list of possibilities that SAP Cloud Platform brings is endless. Isn't it time that your growing business embraces the full power of your existing digital investments and extends them to deliver on your customer expectations?

LEARN MORE

For more information about SAP Cloud Platform or to try it for free, call your SAP representative or visit us [online](#).

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