The Roaring 2020s

How Quickly Businesses Scale

- National and international balkanization
- Supply chain disruption
- Escalating trade and software wars

15% 40% 45%

How businesses are using platforms:

- Targeting
- Product development and management

Value in the areas of customer service, marketing and sales.

Data and intelligence have the potential to create unimaginable opportunities to support an integrated technology ecosystem (rather than single-use solutions). Platforms simplify the adoption of software and can be used to support an integrated technology ecosystem (rather than single-use solutions). Platforms simplify the adoption of software and can be used to support an integrated technology ecosystem (rather than single-use solutions).

Meet Customer Expectations

- Businesses must make investments in technology and related skillsets. And they need to do so at speed.
- Rapidly become every role in the company. No matter where your business takes you, you’ll never outgrow SAP.

SAP solutions help you take complexity out of running your business, so you can focus on growing it. Our solutions are designed to unburden your teams and improve their productivity so they can focus on what they do best.

For example, real-time data from mobile, wearables, and connected devices make it simpler than ever to sense customer activity to improve customer experience. Technologies such as AI and robotic process automation help midsize companies unlock the transformative value of emerging technologies to drive higher margins and margins.

In the next decade, midsize companies that use data, automation, and AI to sense demands, adapt continuously, and grow sustainably will be much more likely to succeed than those that don’t.