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SAP's Best-Kept Secret: Small Businesses and Midsize Enterprises Are Rapidly Adopting SAP's Solutions

by Dr. Prasad Akella, SAP



Approximately 80% of SAP's customers fall into the small and midsize enterprises (SME) category—a surprise for those who usually associate SAP software with large businesses. In this first installment of the new "SME Insights" column, SAP's Dr. Prasad Akella explains why SMEs are flocking to SAP's solutions, what impact these solutions are having on their businesses, and what this might mean for your company—large or small.

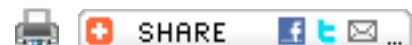
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When Allison's Pantry, a \$10 million specialty foods and baking company, outgrew its accounting software and needed to improve visibility into its operations through a truly integrated, company-wide solution, it turned to SAP Business One. When Johnson Products Company took over a line of business from Procter & Gamble and needed a business management system quickly, it implemented SAP Business ByDesign. And when Abiomed, an \$85 million medical device company, needed to increase visibility into its manufacturing operations and support growth, it selected SAP Business All-in-One. All of these projects went live very rapidly — ranging from a couple of weeks to less than six months.

Such successes from small and midsize enterprises (SME) are repeated many times every quarter, but they almost always surprise people who usually associate SAP software with large enterprises. It's SAP's best-kept secret: Approximately 80% of SAP's 105,000 customers fall into the SME category, and a large number of SAP's SME customers have fewer than 100 employees. On average, 22 new SME customers choose SAP solutions every day.

In this article, I'll explain why SMEs are flocking to SAP's solutions, what impact these solutions are having on their businesses, and what this might mean for *your* business.

April 01, 2011



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