



# What's New @SAP in Nordic & Baltic

Marika Auramo,  
September 12, 2019

PUBLIC

**THANK YOU USER GROUPS  
FOR**

**SAP® for Me**

**DIGITAL ACCESS**

**GREAT EVENTS**

**AND FOR CHALLENGING US**



# Lead

**S/4 HANA Engagements by  
an Industry content**

**End-2-End Process view  
and keeping the Core clean**

# Focus

**Hyperscale vendor co-  
operation kicked-off in all  
countries  
- Reference architecture**

**Closer co-operation with  
the Partners**

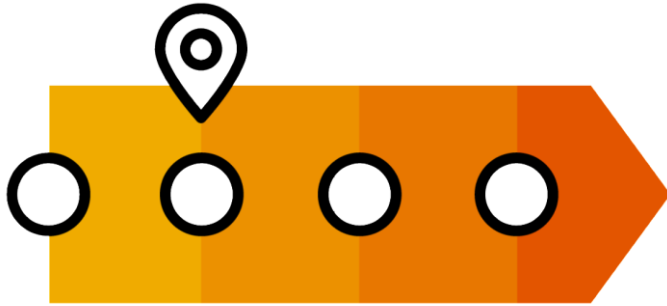
**Provide external  
enablement in new ways**

# Grow

**Expert base in the Nordics**

**Value of Data Management  
Platform**

# Key SAP Trends in Nordic Customer Base



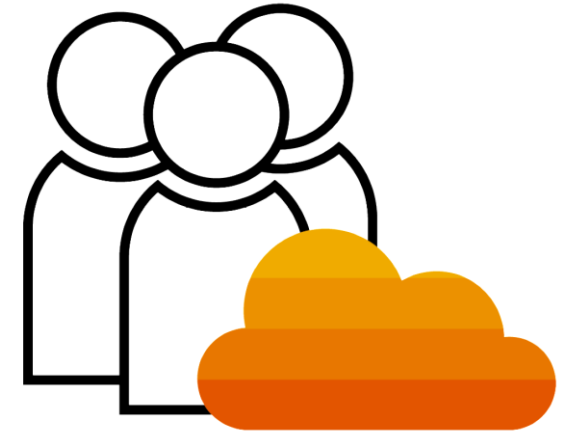
## SAP S/4 HANA MOVE

- SAP Global Status Q3/2019: 11,500 licenses customers globally (approx. 2800 runs S/4, estimation in the Nordics 280)
- SAP S/4HANA is the fastest growing product in SAP history.
- IDC survey conducted in April 2019, 54% of SAP ERP customers plan on deploying SAP S/4HANA within three years.
- SAP Nordic & Baltic show higher adoption rate and speed than SAP Global – across customer segments;
- We experience peak in adoption intention 2019 – expect to continue 2020-2022 -> Get Ready for MOVE program!

# Key SAP Trends in Nordic Customer Base

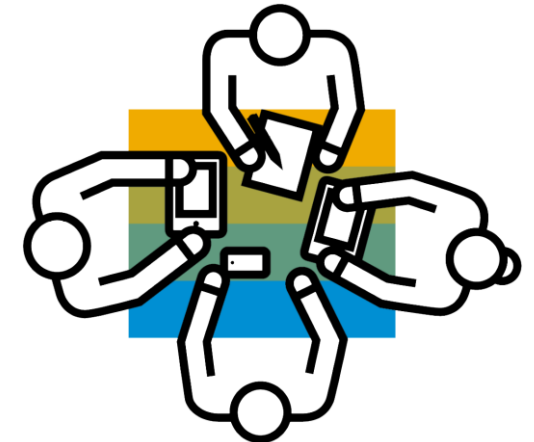
## SAP AND CLOUD

- Maturing local offerings with Google Cloud, MSFT Azure, AWS
- Cloudification of core ERP slower than predicted by analysts
- Hybrid, secure deployments on the rise
- SAP Development: Major invest in enhancing integrations between S/4 and all LoB cloud solution



## SAP AND EXPERIENCE MANAGEMENT / CUSTOMER EXPERIENCE

- Growing awareness of SAP redefining CRM: holistic, secure view of customer across all touchpoints; increase ability to act on customer insight
- Retail/Consumer industries leading by improving customer experience thru end-to-end solutions
- Growing business opportunity in CX for SAP & partners



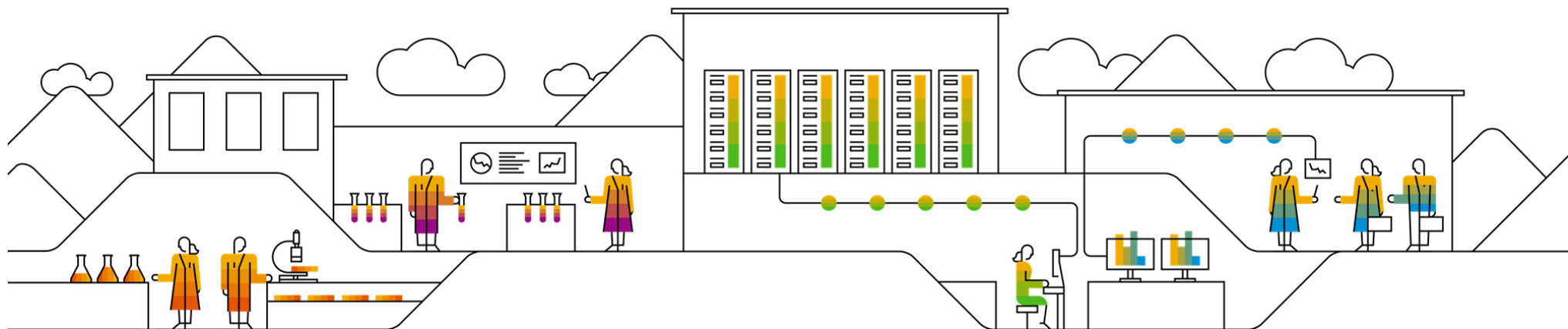
# Key SAP Trends in Nordic Customer Base

## TOP OF AGENDA

- Sustainability top on agenda of C-level companies
- Data security and privacy

## ...AND HOW DO NORDIC CUSTOMERS EXPERIENCE SAP?

- SAP involvement in all critical SAP deployments (Design authority and other Quality Assurance services)
- Success with Digital Access
- Enabled ecosystem key for business success
- Drive innovation agenda while modernizing the core



**Thank you.**