

# TOP 10

## Business Goals of Midsize Companies and How to Achieve Them

THE BEST RUN 



Like all businesses, midsize companies are facing new challenges and opportunities as they strive to flourish within the modern digital economy.

Your company can take advantage of the benefits of its size, such as being able to innovate quickly with greater agility and less bureaucracy, while also preparing to scale and expand into new markets with efficient processes, data insights, and intelligent technology. The goal is to do all this without losing any of the aspects of your business that have made it great.

Read on to learn the top 10 business priorities shared by midsize companies\* and tips on how to achieve them.

\*Source of the top 10 priorities list: "Becoming a Best-Run Midsize Company: How Growing Companies Benefit from Intelligent Capabilities," IDC InfoBrief from January 2019 sponsored by SAP and based on an IDC survey of 1,957 business professionals within companies with between 10 and 999 employees in 13 different countries.

# Top 10 Business Priorities

**1** Increase Revenue

**6** Grow or Maintain Market Share

**2** Enhance Profits or Lower Costs

**7** Improve Business Agility and Responsiveness

**3** Identify and Attract New Customers

**8** Turn New Business Models into Revenue-Generating Opportunities

**4** Improve the Customer Experience

**9** Support New Products and Revenue Streams

**5** Boost Employee Productivity and Efficiency

**10** Enable Specific Digitalization and Business Transformation Initiatives

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Turn New Business Models into Revenue-generating Opportunities

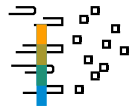
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Support New Products and Revenue Streams

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Enable Specific Digitalization and Business Transformation Initiatives

# Increase Revenue



**Gain customer insights** using analytics to provide relevant cross-selling and up-selling opportunities.



**Close deals faster** by taking advantage of collaboration technology such as video conferencing and social collaboration platforms.



**Simplify customer engagement and interactions** by supporting digital stores and improving the overall experience.



**Find new opportunities to expand your business** with variations of existing products, new products, or new markets.

“ The SAP Sales Cloud solution allows our salespeople to be more efficient and effective with their time facing the customer. It helps us give our customers the products and services they need to serve their customers. We now expect to see a **30% to 40%** increase in revenue.”

← ← – Bill Beasley, Sales Support Director, Royal Cup Inc.

As a direct result of implementing the SAP Business One® solution, Vision X achieved

**12%** year-over-year growth.

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## Enhance Profits or Lower Costs



**Practice strategic sourcing to improve profits** by lowering costs associated with finding and qualifying suppliers through the use of advanced collaboration tools and commerce networks.



**Use your team members efficiently** and reduce staff overhead by scheduling talent effectively and matching available resources to your business needs.



**Improve your supply chain** with visibility across every step of the process by tracking customer demands, asset use, and inventory levels.



**Cut the cost of IT ownership** with solutions hosted in the cloud and integrated software – such as suite solutions, rather than point solutions – to streamline IT management

“ With SAP Business ByDesign® we have been able to run and grow the business with fewer people – just by working with one solution across the globe and being able to manage the business remotely in real time.”  
– Tre Vertuca, President and COO, BackJoy Orthotics LLC

With the SAP Ariba® Snap program, we have seen a significant reduction of maverick spend in our organization  
– mostly through Amazon Business. Our finance department has an easier time closing the books at the end of the month and our end users can enjoy an at-home shopping experience at work.”  
– Marisol Buczynski-Buchanan, President and CEO, Premikati

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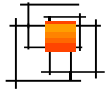
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## Identify and Attract New Customers



**Leverage insights from a variety of sources**, including online and offline transactions, marketing activities, service interactions, social media, and even data from devices based on Internet of Things (IoT) technology for a complete view of your customer.



**Engage with your customers** where and how they prefer – online or offline, mobile, social, or chat – and deliver consistent experiences through all these touch points.



**Deliver differentiated and contextual experiences**, whether you are selling to consumers or organizations.



**Harness new technologies**, such as machine learning and the IoT, to gain intelligence and efficiency in your customer acquisition processes.

“ With SAP® Customer Experience solutions, Thruaircraft Inc. increased its customer base by **70%** throughout North America and Europe.

The SAP Business One solution helped us integrate all of our business processes onto a single platform, allowing us to analyze data more quickly and from different angles. This allows us to respond to customer demand much more quickly and accurately than we were ever able to in the past.”

– Benjamin Sippl, CFO, Mugele Group



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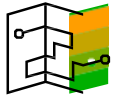
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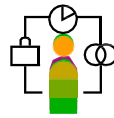
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## Improve the Customer Experience



Map the customer journey to specific channels and touch points to help ensure every interaction and outcome is appropriate at all times.



Access a complete view of customer needs by tying all customer-facing applications seamlessly together with a single customer database.



Derive the real-time data insights you need to provide a differentiated customer experience that delivers the right offer at the right time, in the right channel, to the right customer.



Innovate new channels with chatbots and conversational AI to assist customers with a self-service experience and escalate issues faster.

“ From order through delivery, we have one system of record, one version of the truth, and one platform to ensure 100% customer satisfaction.”  
– Mikael Elley, Vice President and CIO, Karma Automotive

SAP S/4HANA® will make us more efficient so we can quickly react to customer needs and serve them better. We have the information we need in real time, which helps us make better business decisions.”

– Donna Markey, Controller, Old World Industries LLC



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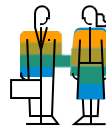
## Boost Employee Productivity and Efficiency



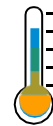
**Reduce time spent on administration and free employees for meaningful tasks** with automated workflows that use technology based on the IoT and machine learning.



**Enhance decision-making** with in-memory computing solutions that provide updates in real time and management dashboards that present the information in an easy-to-review format.



**Blend talent management and collaboration** to accelerate new-hire onboarding, employee development, and career advancement.



**Establish a trajectory of high growth** by deploying a cloud-based analytics solution that simplifies the user experience and scales business capabilities.



**Monitor your key performance indicators** across all functional areas of your business in real time to track progress and identify opportunities for improvement.

“ Our business is based on the simplicity of SAP Cloud Platform. We use it for our customers and for ourselves. Our accounts payable team loves the interface of our new expense management app. It is making their jobs easier.”

– Shaun Syvertsen, Managing Partner, Convergent IS

The SAP Business ByDesign solution helps us integrate all of our information in one platform, from CRM, project management, and HR self-service to procurement, invoicing, and financial reporting. As long as our people are online, we’re connected.”

– Peter Aynsley-Hartwell, CTO, Utopia Inc.





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## Grow or Maintain **Market Share**



**Focus on customer retention with intelligent insights** so your business can provide exceptional service and drive loyalty.



**Monitor new market developments closely,** including what your competitors are doing, to stay aware of new opportunities.



**Respond quickly to opportunities** with 360-degree visibility and a comprehensive view of business operations by securing a single point of truth across your business.



**Stay compliant as your business expands internationally** by choosing technology vendors that understand global requirements – such as tax legislation – and provide solutions that address your needs and vision.

“ We should be gathering information 10% of the time and making decisions 90% of the time. With our SAP system on SAP S/4HANA, we have more time to make the calls that differentiate us from the competition.”  
– Pete Mangan, CFO, Oclaro Inc.

SAP S/4HANA is giving us a strategic advantage over other distribution companies – period.”  
– Mike Issenman, CTO, I-D Foods Corporation

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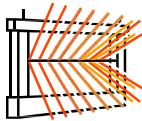
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# Improve Business Agility and Responsiveness



**Weave agility and security** into the fabric of your business operations by seeking out flexible and customizable technology and deploying it in the cloud.



**Accelerate decision-making** by embracing real-time information across the business and applying analytics capability to deliver insights with the most significant impact.



**Respond faster to a continuously changing market** by using analytics to track critical information about competitors, prices, and discounts.



**Engage employees and motivate them to perform at their best** by enabling an ongoing dialogue with managers and encouraging continuous coaching and feedback.

“ By automating talent management processes, engagement has increased by employees, by managers, and between them. Now with more top-down visibility, upper-level managers know more about their workers and details about their individual performance.”

– Scott Steele, Senior Director of HR Information Systems, Impax Laboratories Inc.

It’s one thing to pull in and analyze global data. You also have to properly identify issues and concisely communicate them to rangers so they can act. That’s where SAP Cloud Platform and SAP Predictive Analytics software could really save the day for rangers in the forest who are in harm’s way.”

– Topher White, CEO, Rainforest Connection



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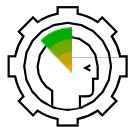
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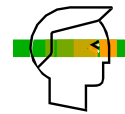
# Turn New Business Models into Revenue-Generating Opportunities



**Disrupt your industry's traditional business models** by taking your company to the next level through the exploitation of the latest technologies, such as predictive analytics, artificial intelligence, and machine learning.



**Prepare to adapt business models** by scaling quickly and flexibly in ways that meet new requirements as your company grows.



**Seize new market opportunities** by developing business models and performing tasks on the fly, with collaborative capabilities embedded in your analytics solution.



**Give your decision-makers the confidence to discover where new business models will be most effective** by adopting a financial system that provides real-time reporting and forecasting.

“ Sports Basement’s upgrade to SAP S/4HANA has created a seismic shift in every department. Instead of managing limitations, we are now empowered to dream up and execute the future of retail. The future is bright.”

– Anthony Biolatto, Chief Technology Officer, Sports Basement Inc.

We had to integrate our business processes from end to end so our entire company could work more cohesively to meet our customers’ needs. We want to know what our customers need before they do.”

– Bob Border, Vice President and CIO, Pregis Corporation

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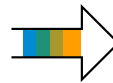
## Support New Products and Revenue Streams



**Empower people to share ideas and knowledge** across the business and geographical borders and with internal and external stakeholders by adopting a range of collaboration tools and platforms.



**Listen to your customers and capture their input** to identify opportunities for new or refined product offerings.



**Move your innovations in a positive direction** by using analytics to gain rapid feedback on what is and what is not working.



**Gain guidance** on possible future outcomes and potential marketing opportunities with intuitive, predictive features.



**Set a strong foundation of agile finance processes** to help ensure the effectiveness of a new product, pricing scheme, or revenue strategy.

“ By running as a live business with SAP S/4HANA Cloud, we can pivot very quickly with real-time information to respond to different business challenges with great nimbleness as they emerge.”

– Yosh Eisbart, CEO and Cofounder, NIMBL LLC

Our goal is to create products that help people fly the flag of commitment. With new business insight, we can continue to offer the highest quality and choice to our customers.”

– Ted Baker, CEO and Cofounder, QALO

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Enable Specific Digitalization and Business Transformation Initiatives

# Enable Specific Digitalization and Business Transformation Initiatives



## Centralize digital transformation efforts

under the leadership of a dedicated executive sponsor who can influence the entire company to embrace change.



## Support business growth and achieve digital transformation goals

with a competitive edge over competitors that are not as innovative by developing a technology road map.



**Simplify processes** with integrated software across purchasing, finance, accounting, and the shop floor.



## Adopt technologies with embedded intelligent capabilities

, such as machine learning and artificial intelligence, instead of implementing them as separate tools.

“ The SAP Analytics Cloud solution was transformational. It allows real-time updates to our plans, collaboration across the organization, advanced analytics, and one-click visualization. The end-user experience was well received from our leadership team to our analysts.”

– Stephen Hayes, Analytics Manager, Live Oak Banking Company

Running SAP S/4HANA Cloud in our own operations sharpens our skills for helping clients digitally transform and move off premise. We can better deliver the value they are looking for in a transformation when we share the experience directly.”

– Kanth Krishnan, Chief Customer Officer, Intrigo Systems Inc.



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# Why Do Midsize Companies Choose SAP?

With SAP solutions, you can grow your business in the way that's best for you. From finance and sales to HR and operations, our preintegrated software components with embedded intelligence enable your organization to stay lean, automate processes, optimize outcomes, and become a best-run business.

Our solutions are designed to deliver value right away and scale dynamically with your future growth. And with more than 250,000 small and midsize business customers worldwide, you have the commitment of an innovative, trusted provider that you will never outgrow, no matter where your company takes you.



Drive growth by integrating data across your company

Give every employee a clear, real-time view of what's happening in the business today, and empower them to predict what's likely to happen tomorrow so they can adapt quickly and plan ahead. By relying on integrated intelligence and in-the-moment insights, your growing business can deliver next-generation experiences, strengthen relationships, and maximize brand loyalty. For example, you can view sales pipelines from any angle and collect and interpret data automatically to prioritize opportunities. Furthermore, new products, services, business models, and revenue streams can be identified and planned with an in-depth understanding of what your customers value.



Connect every part of the business to reduce wasted time and talent

Empower your employees with an integrated solution that automates and unifies workflows between all critical areas of your business, eliminating administrative tasks and freeing time to focus on more strategic activities. Our common platform flows intelligence smoothly and consistently throughout your business. In return, you can put proven, intelligent processes to work immediately and start seeing results by incorporating innovations such as artificial intelligence and machine learning into your business – at your own pace.



Choose a solution that fits your needs today and adapts as you grow

Enjoy the flexibility of adding functionality and solutions as needed and scaling them as your business needs change. With proven, affordable cloud solutions supported by a trusted and experienced provider, you no longer need to invest considerable time, money, and resources to manage a growing IT landscape and deploy intelligent technologies and innovations. Instead, you can adapt and stay competitive by quickly evolving your operations through technology and business changes.



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