

9 Ways

to Grow Your SAP Business in the Cloud

A Guide for SAP-Certified Partners

Are you leaving revenue on the table with your SAP strategy?

Your business customers are moving to the cloud to become intelligent enterprises. But they need help from experts like you.

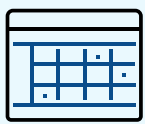
For SAP-certified partners, the cloud offers unprecedented opportunities to grow **YOUR** business, by helping your customers grow **THEIR** businesses.



of businesses say **the cloud** is the foundation of their digital transformation strategy

OFFER CLOUD MANAGED AND PROFESSIONAL SERVICES

1 SAP Migration to Cloud



46%

of businesses used an SAP managed service provider to **migrate SAP workloads to the cloud**

2 Workload Optimization and Management



33%

said they rely on a certified SAP partner for **ongoing management of SAP in the cloud**

3 S/4HANA Implementation

Businesses need help moving to cloud-based S/4HANA.



68%

plan to use a service provider for **SAP deployments**

DELIVER INNOVATIVE NEW SERVICES

4 Analytics & Artificial Intelligence



71%

of businesses say they look for an SAP partner that **offers integrated intelligence and analytics functionality**

5 Next-Generation Technologies

(e.g., Internet of Things, Blockchain)



67%

turn to cloud to take **advantage of new technologies**

6 Third-Party Apps and Microservices



80%

they will **turn to a certified SAP partner** to integrate SAP with in-house or cloud-based applications

REACH NEW MARKETS

7 New Geographies



74%

of businesses say they look for an SAP partner that **has global data centers**

8 New Market Segments

The cloud makes SAP affordable and accessible even to small and mid-sized business.



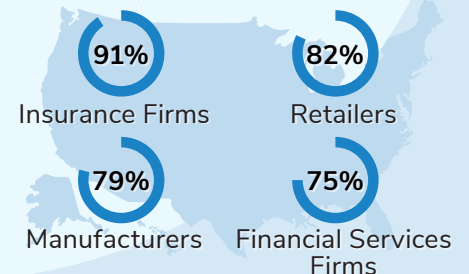
40%

of managed SAP users **are mid-sized businesses**

9 Industry Verticals

Leverage market opportunities by focusing your SAP products on specific verticals.

In the US, SAP customers include



CHOOSING THE RIGHT CLOUD

Look for a cloud provider that:

- ✔ Supports a hybrid environment
- ✔ Embeds intelligence into the platform
- ✔ Facilitates next-generation technologies

With the right cloud partner, your SAP business can reach new heights—and your clients can realize their goal of becoming intelligent enterprises. Don't fall behind; find the right cloud partner for your SAP-enabled business today.

[Learn about SAP on IBM Cloud |](#)