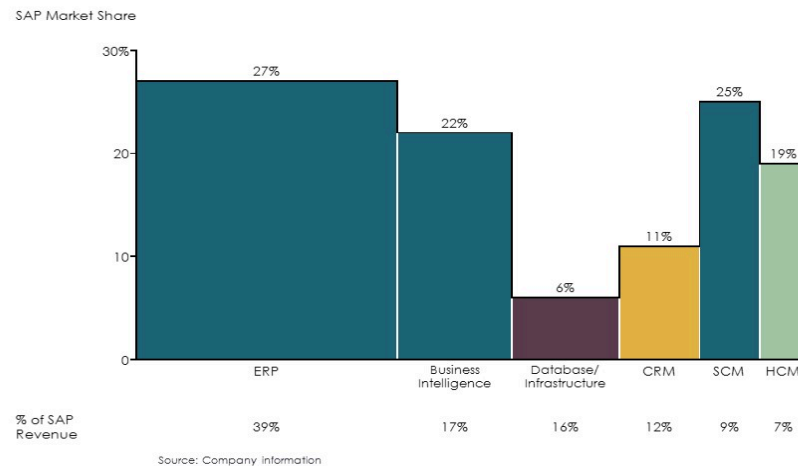# SAP Market Share by Segment

Nearly 2/3 of SAP's revenue is in software segments where it has a market share over 20%.

SAP Market Share

	ERP	Business Intelligence	Database/ Infrastructure	CRM	SCM	HCM
SAP Market Share	27%	22%	6%	11%	25%	19%
% of SAP Revenue	39%	17%	16%	12%	9%	7%

Source: Company Information

     Based on the graph, the most popular business software is called **Enterprise Resource Planning (ERP)** software, mostly because of its capacity to integrate key business operations like finance, human resources, sales, etc. It serves as an intermediary, facilitating easy communication between several departments by giving them access to and sharing of common data. This guarantees that no team has to worry about data manipulation or inconsistencies interfering with their ability to complete duties effectively.

     Supply Chain Management (SCM) software is the second most popular after ERP software. SCM is essential to maximizing product production and distribution because it makes sure that goods flow through the supply chain as cheaply as possible. SCM is, in essence, essential to profitability because, by means of optimizing supply chain processes, companies may lower costs and boost profit margin which is a vital element of sustainable growth and competitiveness.

     The third most popular software is **Business Intelligence (BI)**. By transforming and analyzing massive data sets into targeted, useful insights, business intelligence (BI) facilitates decision-making. It helps companies to recognize patterns, predict or anticipate outcomes, and

make well-informed operational choices. Businesses can improve their strategic planning and stay on the correct track to accomplish their goals by utilizing this software.

Software for **Human Capital Management (HCM)** is the fourth most popular tool. Payroll management, training, and recruitment are just a few of the HR tasks that HCM enhances and streamlines. By automating administrative duties, it enables firms to make workforce-related choices quicker and more effectively. HCM cam also increases recruitment outreach, which enables businesses to draw in a more varied talent pool and boost overall HR process efficiency.

Although it is used the least frequently, **Customer Relationship Management (CRM)** is nevertheless vital for companies that depend substantially on consumer interactions. CRM software creates a one platform for all client data, including contact details, purchase history, and service interactions. Businesses are able to increase revenue and customer satisfaction by anticipating consumer demands, personalizing interactions, and improving customer service. CRM is a useful tool for enhancing customer relations and sales procedures because of its automated functions, which include distributing marketing materials according to consumer preferences and streamlining request fulfillment.

Lastly, even though these may be least used, **Database and Infrastructure** software is nevertheless quite important. This program ensures that servers, databases, and other systems run safely and dependably by managing and maintaining the core of an organization's IT infrastructure. Although it doesn't directly generate profit, it supports all other business processes by making sure that data is maintained safely and that systems operate as intended. This is essential for the correct operation of CRM, ERP, and other business tools.