SAP
Enterprise Resource Planning System

Overview
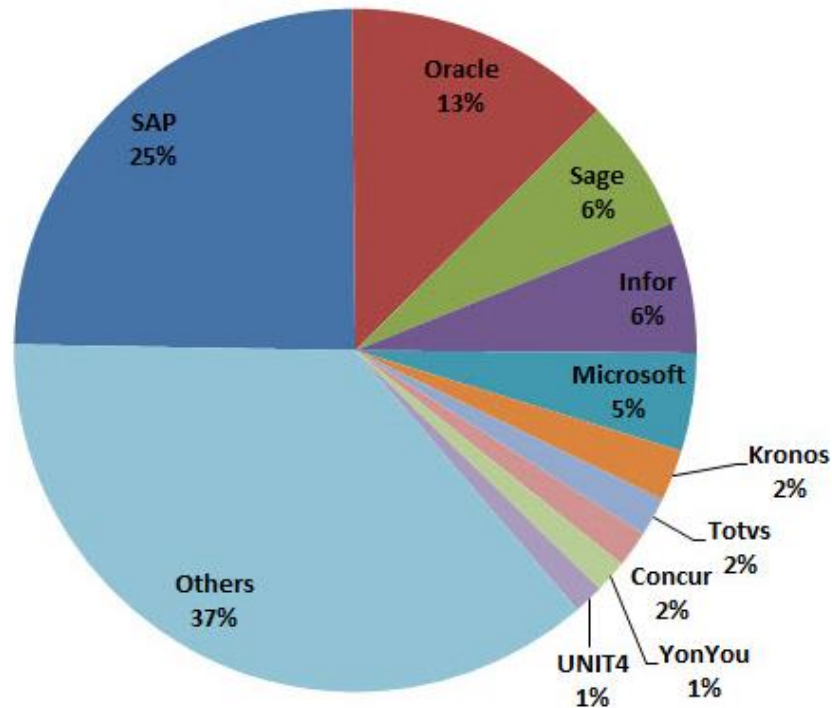
Technische Universität München

Chair for Information Systems

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Worldwide ERP software market share 2012

Market size: 24.5 billion $, 2.2 % Growth over 2011

Pang, C.; Dharmasthira Y.; Eschinger C.; Motoyoshi, K.; Brant K.F. (2013): Market Share Analysis: ERP Software, Worldwide, 2012. Gartner, 2013.

SAP - Overview

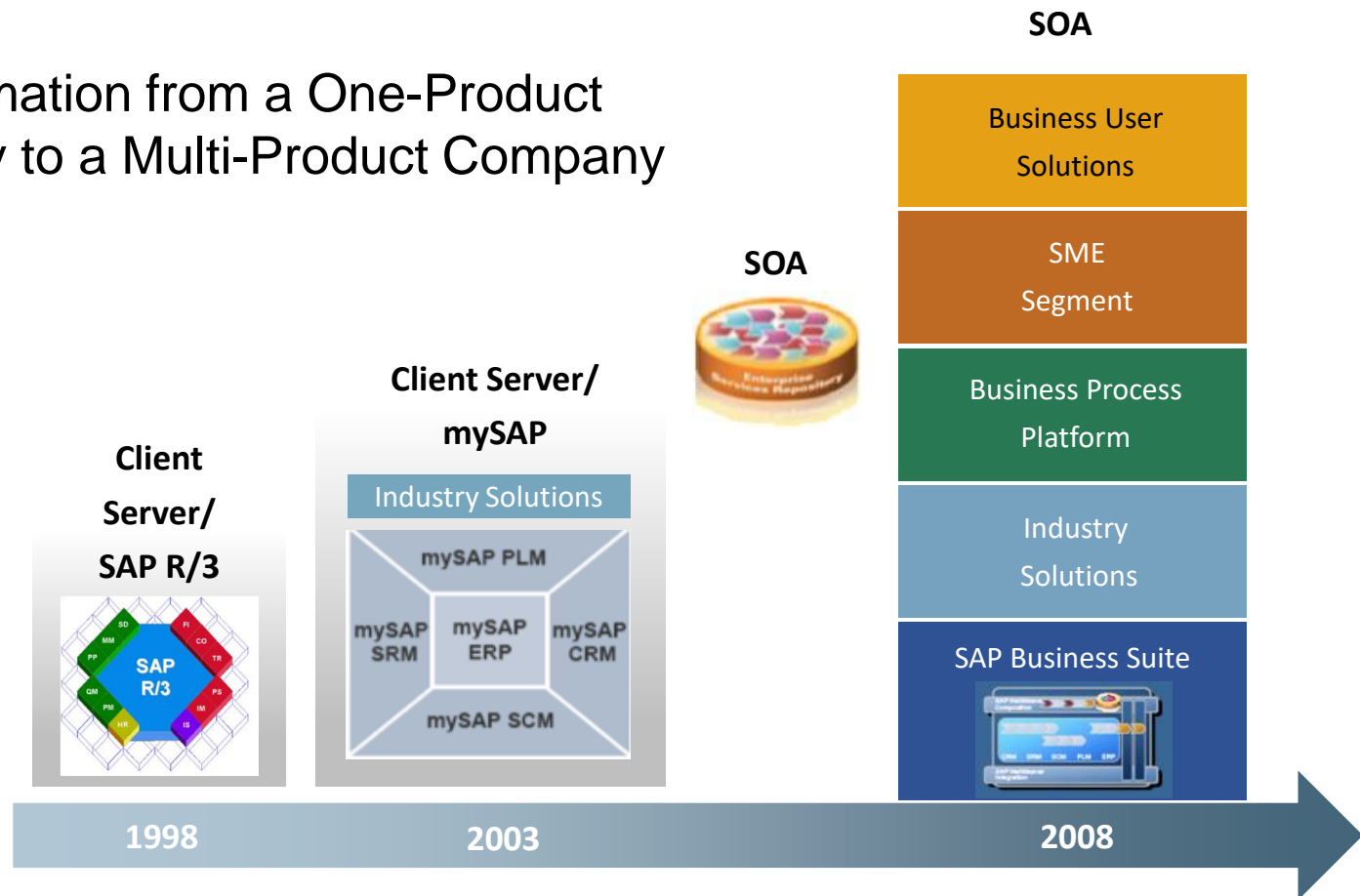Facts and Figures
(Fiscal Year 2012):

- Founded in 1972
- Head office in Walldorf
- Total revenue 2011 was 16.22 billion Euro
- Over 64.000 employees
- Over 232.000 clients in more than 180 countries
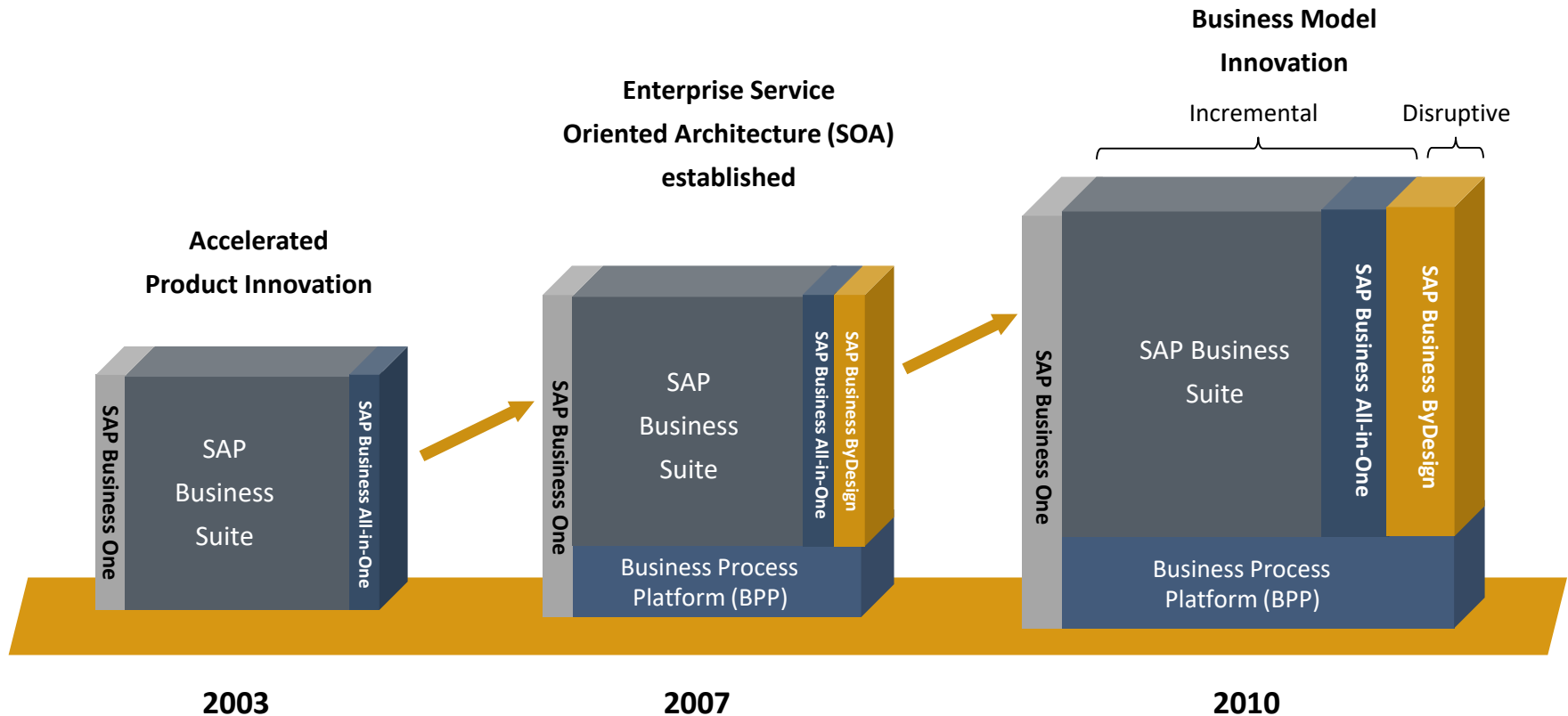- CEO: Bill McDermott

Source: http://www.sap.com/corporate-de/investors/pdf/SAP-2012-Geschaeftsbericht.pdf

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SAP Development during the past decade

Transformation from a One-Product
Company to a Multi-Product Company

SOA

Business User Solutions

SME Segment

Business Process Platform

Industry Solutions

SAP Business Suite

SOA

Client Server/ mySAP

Industry Solutions

mySAP PLM

mySAP SRM   mySAP ERP   mySAP CRM

mySAP SCM

Client Server/ SAP R/3

SAP R/3

1998   **2003**   **2008**

Reference: www.sap.com; last access: 2009/09/30

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SAP's Road Map to Success

Business Model Innovation

Incremental   Disruptive

Enterprise Service Oriented Architecture (SOA) established

Accelerated Product Innovation

SAP Business One

SAP Business Suite

SAP Business All-in-One

SAP Business One

SAP Business Suite

SAP Business All-in-One

SAP Business ByDesign

Business Process Platform (BPP)

SAP Business One

SAP Business Suite

SAP Business All-in-One

SAP Business ByDesign

Business Process Platform (BPP)

2003   **2007**   **2010**

Reference: www.sap.com, last access: 2009/09/30

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SAP Solutions

Enterprise Software

- SAP Business Suite
  - SAP Customer Relationship Management
  - SAP ERP
  - SAP Product Lifecycle Management
  - SAP Supplier Relationship Management
- SAP Solutions for sustainability
- SAP BusinessObjects Intelligence Platform
- SAP BusinessObjects GRC solutions
- SAP BusinessObjects EPM solutions
- SAP solutions for auto-ID and item serialization
- SAP Manufacturing
- SAP Service and Asset Management
- Solution extensions
- Alloy
- Duet

Solutions for Small Businesses and Mid-Sized Companies

- SAP Business All-in-One
- SAP Business ByDesign
- SAP Business One
- SAP BusinessObjects Portfolio
  - SAP BusinessObjects Edge
  - Chrystal Report
  - Xcelsius
  - Free retails

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SAP for every business size/type

Business size/ -type		**SAP offers**
Large enterprises / companies		**SAP Business Suite & Best Practices** > 500 employees and/or users Size of organization or company-specific processes
Small to midsized companies/ subsidiaries	Integration	**SAP Business All-in-One** up to 500 employees, up to 300 users Size of organization or complexity of industry-specific processes, e.g. pharmaceutical, heavy manufacturing
		SAP Business ByDesign Fully integrated business management SW for midsize companies or small businesses
		SAP Business One 10-200 employees, 3-100 users Simple processes: sales, distribution , CRM. MRP and financials

Reference: www.sap.com, last access: 2009/09/30

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SAP Portfolio

BIG	**SAP Business Suite & Best Practices**	> 2,500 employees	20,000 firms	~ $30 bn. market
MEDIUM	**SAP All-in-One**	< 2,500 employees	60,000 firms	~ $10 bn. market
	SAP Business ByDesign	100 - 500 employees	1.2 million firms	~ $19 bn. market
SMALL	**SAP Business One**	< 100 employees	55 million firms	~ $14 bn. market

Reference: www.sap.com, last access: 2009/09/30

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SAP Business One

- launched in 2002 especially for small and midsized companies
- comprehensively and fully integrated
- fast adoption
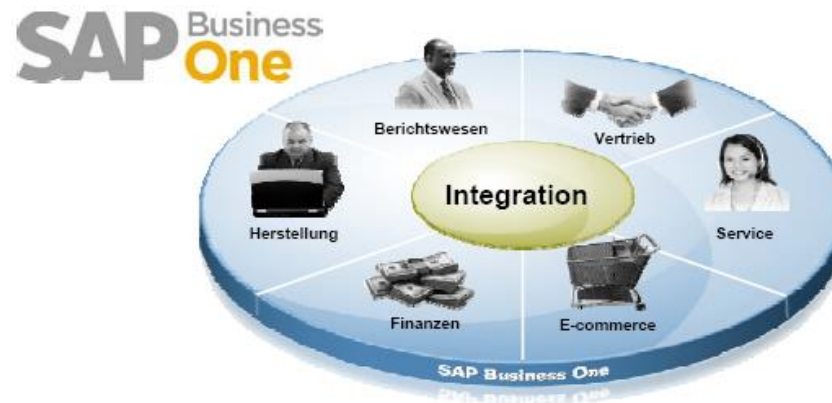
- Solutions for accounting and finances, CRM, warehouse management and production control, purchase, reporting
    - already more than 13,000 users
    - easy and intuitive application

Reference: http://www.sap.com, last access: 2009/10/14

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Business ByDesign - Scenario Overview

Build your business

- A solid foundation for Enterprise Management

Optimize operations

- Project and Supply Chain Management

Develop relationships

- Customer and Supplier Relationship Management

Improve transparency

- Built-in Business Analytics, Performance Management, Compliance Management

Reference: http://www.sap.com, last access: 2009/10/14

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Affordable, Predictable, Easy to Adopt
Breaking the compromise

On-demand
- Always up-to-date software, managed by SAP experts in world class data centers

Built-in service and support
- Remote monitoring with automated support
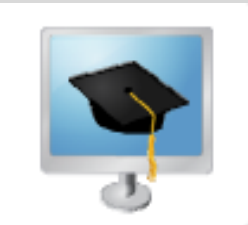
User training and education
- Self-guided, self-paced, context sensitive built-in learning

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SAP Business Suite

Components:
- SAP Customer Relationship Mgmt. (CRM)
- SAP Enterprise Resource Planning (ERP)
    - SAP ERP Financials
    - SAP ERP Human Capital Management
    - SAP ERP Operations
    - SAP ERP Corporate Services
- SAP Product Lifecycle Mgmt. (PLM)
- SAP Supplier Relationship Mgmt. (SRM)
- SAP Supply Chain Mgmt. (SCM)

- completely integrated total package of business applications
- to be supported business processes such as financial and personel managements, manufacturing, procurement, product development, marketing, selling and service, logistics, IT-management
- all applications based on technology platform SAP NetWeaver
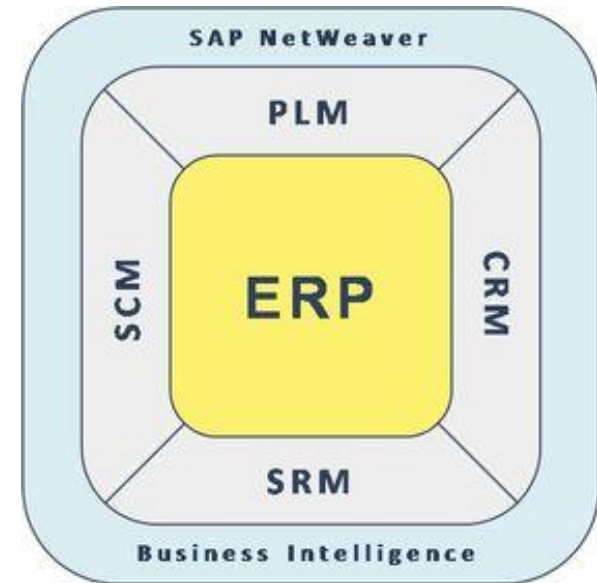
SAP – Business Suite Products

Intersectoral Solutions
- SAP Workplace
- SAP CRM
- SAP SCM
- SAP Marketplace
- SAP E-Procurement
- SAP BI
- SAP PLM
- SAP HR
- SAP Financials
- SAP Mobile Business

Industry Solutions
- SAP Aerospace & Defense
- SAP Automotive
- SAP Banking
- SAP Chemicals
- SAP Consumer Products
- SAP Engineering & Construction
- SAP Financial Service Provider
- SAP Healthcare
- High Tech
- SAP Higher Education & Research

- SAP Insurance
- SAP Media
- SAP Mill Products
- SAP Mining
- SAP Oil & Gas
- SAP Pharmaceuticals
- SAP Public Sektor
- SAP Retail
- SAP Service Providers
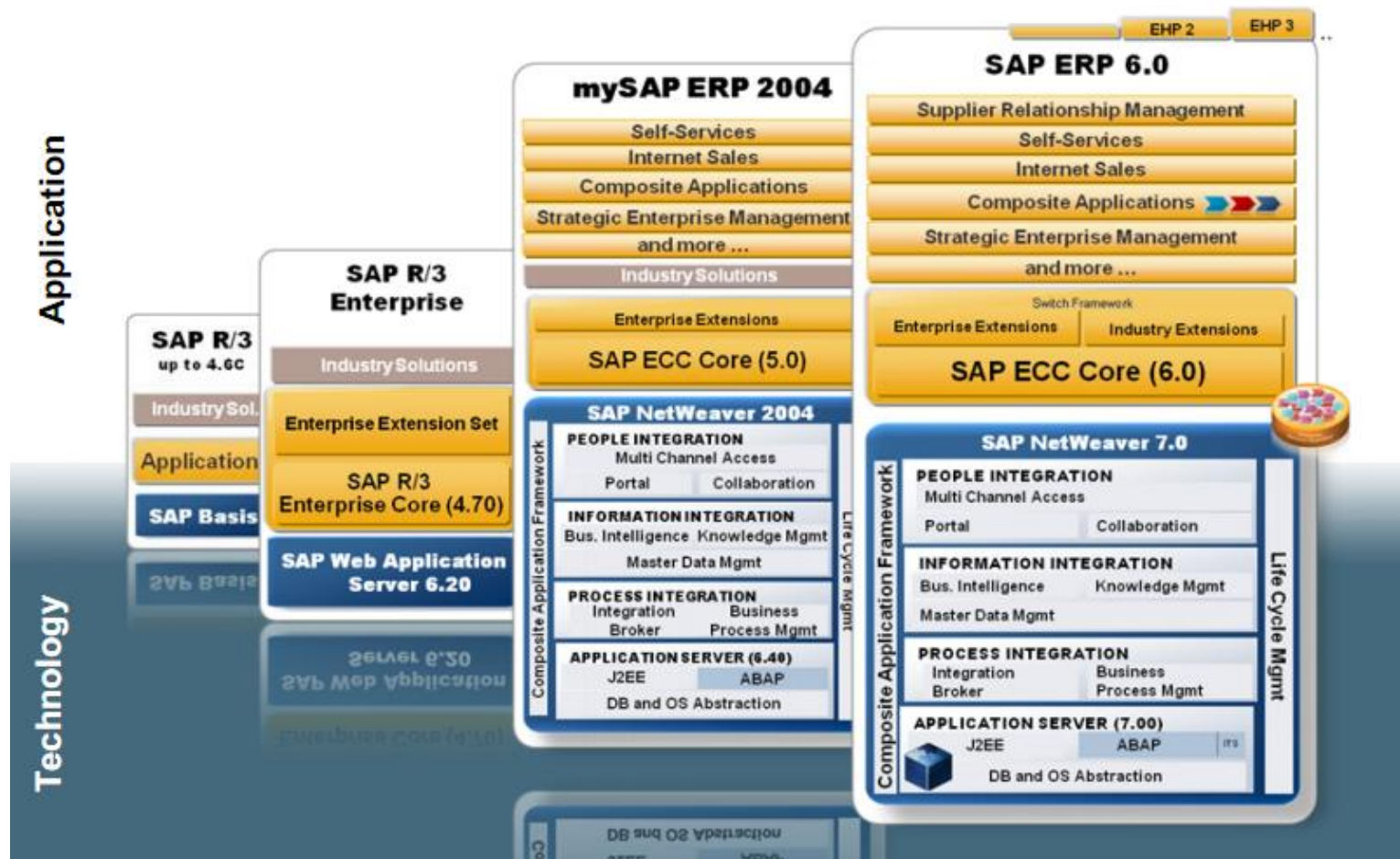- SAP Telecommunications
- SAP Utilities

Infrastructure and Services
- SAP Technology
- SAP Services
- Hosted SAP Solutions

Reference: www.sap.com, last access 2010/03/30

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Architecture of SAP ERP

Reference: http://www.sap.com, last access: 2010/05/04

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SAP NetWeaver

The SAP NetWeaver technology platform has been divided into four sub areas:

(1) People Integration:
Allows to provide individuals with the right information
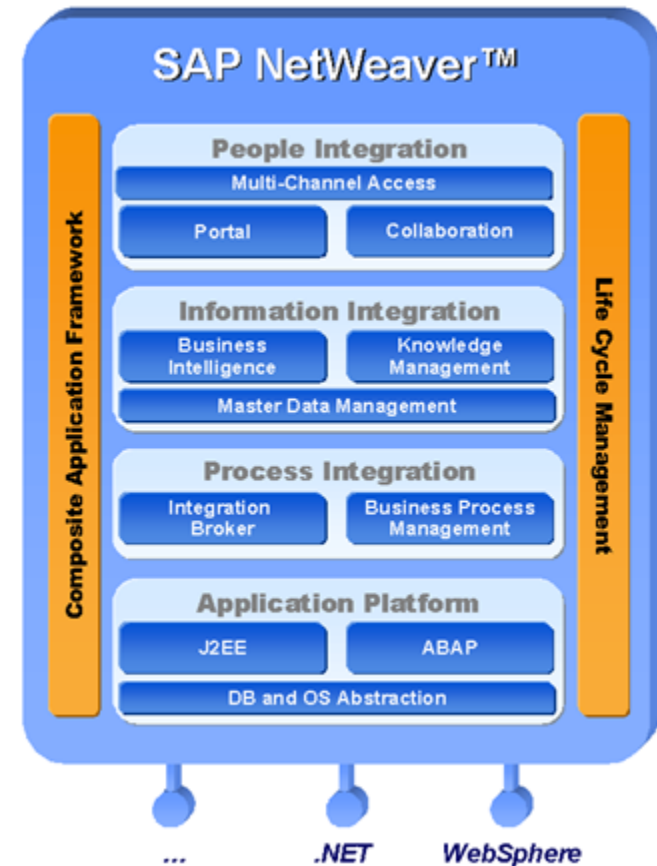
(2) Information Integration:
Summarizes components that generate added value through integration of information

(3) Process Integration:
Enables the interaction of heterogeneous components within a business process

(4) Application Platform:
Common environment for ABAP and J2EE compliant components

Reference: http://www.oio.de/sap-netweaver-components.htm; last access: 2009/09/30

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