

SAP - Company Profile

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SAP Company Profile SAP SE is a German multinational software corporation that develops enterprise software to manage business operations and customer relations. A global leader in enterprise application software, SAP helps companies of all sizes and industries run at their best by enabling customers to become intelligent, sustainable enterprises.

1. Basic Information *

Founded Year: 1972 * **Founders:** Dietmar Hopp, Hasso Plattner, Klaus Tschira, Claus Wellenreuther, Hans-Werner Hector * **Current CEO:** Christian Klein * **Headquarters Location:** Walldorf, Germany * **Number of Employees:** Approximately 112,000 (as of Q1 2024) * **Website:** sap.com * **Contact:** support@sap.com | +1-800-872-1727

2. Company Overview SAP's core business involves providing innovative enterprise resource planning (ERP) and other business application software solutions. The company's platforms integrate various business functions, from finance and human resources to supply chain and customer experience, enabling digital transformation for businesses worldwide. SAP's mission is to help the world run better and improve people's lives. Key historical milestones include its founding by ex-IBM engineers in 1972, the introduction of the R/3 client-server system in 1992, and the strategic shift to cloud computing and the launch of SAP S/4HANA in the 2010s.

3. Key Products and Services SAP offers a broad portfolio of software solutions, including:

- * **SAP S/4HANA:** The flagship intelligent ERP suite for large enterprises.
- * **SAP SuccessFactors:** Cloud-based human experience management (HXM) solutions.
- * **SAP Ariba:** Leading solutions for procurement and supply chain collaboration.
- * **SAP Concur:** Integrated travel, expense, and invoice management services.
- * **SAP Business Technology Platform (BTP):** A platform-as-a-service (PaaS) offering for data management, analytics, application development, and AI.
- * **SAP Customer Experience:** Cloud-based CRM solutions covering marketing, sales, and service.

4. Leadership Team

- * **CEO:** Christian Klein
- * **CFO:** Dominik Asam
- * **Chief Technology Officer & Head of Development:** Jürgen Müller
- * **Chief People Officer & Labor Relations Director:** Sabine Bendiek
- * **Chairperson of the Supervisory Board:** Punit Renjen

5. Market Position SAP holds a dominant position as a global leader in enterprise application software and ERP solutions. With a market capitalization of approximately \$230 billion (mid-2024), it is the largest non-American software company by revenue. Its main competitors include Oracle, Salesforce, Microsoft (Dynamics 365), Workday, and Infor. SAP operates across more than 180 countries, serving over 400,000 customers worldwide.

6. Recent Achievements (2023-2025)

SAP has demonstrated significant progress, particularly in its cloud and AI strategies:

- * **AI Integration:** Major announcements and investments in generative AI capabilities across its entire portfolio, notably with "SAP Business AI," integrating AI into key business processes.
- * **Cloud Growth:** Continued strong double-digit cloud revenue growth, driven by the successful adoption of SAP S/4HANA Cloud and other cloud solutions.
- * **Strategic Partnerships:** Expanded collaborations with hyperscalers like Microsoft, Google Cloud, and AWS to enhance cloud delivery and AI integration capabilities.