XaaS: How midsize organizations are innovating services





Research highlights

A comprehensive survey by SAP and Oxford Economics explored the views of 750 executives in midsize service-focused organizations. The results highlight how they're adopting technologies and adapting to customer demands to drive growth and performance.

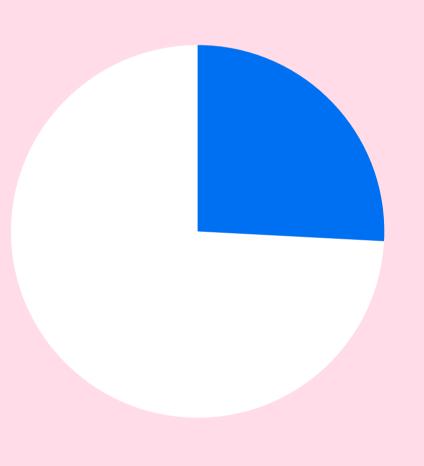
Overcoming barriers to growth

of executives cite scalability as a major hurdle to meeting customer demands

report that rapid obsolescence of their offerings – and the need for continuous innovation is a key challenge

say finding the right talent is a barrier to achieving their growth agenda

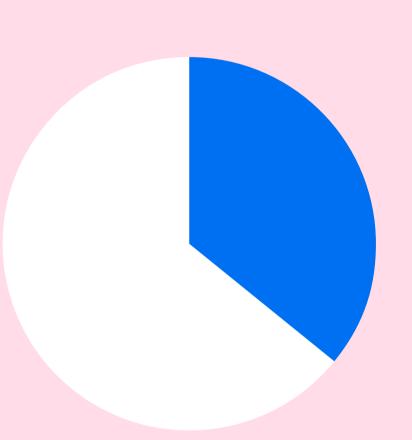
Monetizing services to stay competitive



26% of respondents ranked fulfilling and delivering services efficiently and on time as the top priority for securing competitive advantage



34% emphasized the importance of streamlined project plans based on accurate costings for increasing profitability, competitiveness, and efficiency



36% identified the ability to easily replicate and adjust successful projects during the bidding process as most impactful on profitability

Adopting the right technology to meet customer demands

of service-focused companies have embraced cloud solutions to enable agility and deliver the experiences that today's customers expect

plan to adopt AI within the next year to drive operational efficiency and productivity, and gain insights into customer behaviors

78.53%58%

are held back by legacy IT, so the focus is on getting the operational backbone that can support faster service delivery and a morescalable business model



Learn more

Discover proven strategies for leveraging technology to accelerate service innovation and drive business growth and profitability.

Contact your SAP partner for a free copy of the report.

About the research

Oxford Economics and SAP gathered insights from more than 750 executives in service-based organizations across a variety of industries and over 100 countries.