

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.

1

Overcoming barriers to growth

38%

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

40%

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

40%

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

2

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

3

Adopting the right technology to meet customer demands

78%

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

53%

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

58%

are held back by legacy IT, so the focus is on getting the operational backbone that can support faster service delivery and a more-scalable 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.