# Spotlight | SAP Compete

- **How often do we compete against SAP in the ERP sector?**

    - Corporate & Enterprise customers (>1.000 employees): appr. 50% of all leads
    - above 3.000 employees: almost always
    - sometimes no direct competition when we win by platform decision
    - Industries: mostly production, retail, service industry

- **How do we win?**

    - platform – wide range of services, technical advantages, esp. IOT, AI, Cloud
    - usability & flexibility esp. for customers who already use Microsoft
    - Integration to M365, Power BI (Fabric), Azure & Teams, etc.
    - Cloud first: good scalabilty
    - good references of partners

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- **Why do we loose?**

    - the „myth" SAP is still strong; I can „afford" it
    - good funtionality of SAP , especially in the Finance area (CFO as decision maker)
    - specialized ISV solutions for special industries
    - SAP is very strong in some specific indusries, e.g. Automotive
    - great reference base by SAP
    - higher education level for juniors / trainees

- **What could Microsoft improve?**

    - management presence and committment on customer side / „SAP was here already 2 times"
    - improve Pricing – very complicated and cost advantage is about to disappear
    - decrease prices for Azure plans, sandboxes, data base capacity
    - real industry solutions – motions like the latest industry clouds are useless
    - increase partner incentives instead of decrease
    - improve country specific solutions