

Profile

SAP has more than 25 years' experience in developing forward-looking information management software solutions in continuous dialog with its customers, who are companies and organizations of all sizes and in all sectors. Starting from raw data and facts, SAP's products and services create information that supports strategic action for business success. The Company orients its efforts strictly to the practical needs of customers, and has an emphatic worldwide market and technology lead in Enterprise Resource Planning software. An analysis by prominent researcher AMR shows SAP's world market segment share is 33% – bigger than the next four competitors combined. According to a study by Gartner Group, a noted market research institute in the field of information technology, SAP is the only ERP vendor qualifying as a "leader", scoring ahead of all competitors both for completeness of vision and ability to execute.

Constant innovation is SAP's recipe for further strengthening its market position. The Company continuously improves existing products, and is fast to market with products from new development initiatives and technologies. The driving forces behind this process are the employees (approximately 19,300 worldwide) and research and development investment (DM1.12 billion, corresponding to 13% of 1998 sales revenue). For SAP, the education, training, and motivation of employees is just as important as product development. There is no other sector where the market position of vendors is so dependent on employees' creativity and enthusiasm for innovation as in the software industry.

The foundation of SAP's worldwide success is the R/3 System. It is in use in more than 107 countries, and is today recognized as the industry standard. Since the introduction of R/3 in 1992, SAP and its partners have installed approximately 20,000 R/3 Systems. This broad customer base opens wide avenues for SAP growth, for example by orienting software development to specific industry sectors. This removes the distinction between standard systems and industry software, and accomplishes the step from a standardized solution to a family of individual solutions.

The New Dimension product offensive is penetrating additional growth markets outside the core R/3 area. For example, SAP Supply Chain Management answers customers' growing demands for efficient control of logistics processes across company boundaries. The worldwide EnjoySAP initiative focuses on the needs of software users. The goal of EnjoySAP is to further improve the user-friendliness of SAP products, including the ability to tailor solutions to individual users' procedures.

Successful continued development of the R/3 product, orientation to industry sectors, and the New Dimension initiative have combined to give SAP a promising outlook for future growth.

Today and in the future, SAP solutions control value processes across company and sector boundaries to support the work of ever more users in ever more organizations.