

SME Media & Analyst Relations

Timeline November 2012 > November 2014



2012

End of Q3 2012 – SAP SME Facts & Figures



October 31, 2012

- 66% of SAP's 193,000 customers are SMEs (127,300)
- 37,000 SAP Business One customers
- 22,500 SAP Business All-in-One Customers
- [More Than 150 Startups Join SAP Startup Focus Program; First 20 Companies Graduate With Cutting-Edge Apps](#)

[1st SAP SME Summit Held in New York](#)

November 29, 2012

SAP co-CEO Bill McDermott kicked off the event with the “Power of Small” influencer roundtable, in conjunction with U.S. business leaders and SMEs.

2013

[New Report from Economist Intelligence Unit \(EIU\) – Sponsored by SAP – Reveals Operational Strategies, Technologies and Processes That Power Smart Business Expansion. \[Full Report\]](#)

February 28, 2013

[SAP Invests in Emerging Entrepreneurs to Drive Innovation, Job Creation and Economic Growth. \[Press Release\]](#)

January 24, 2013

[SAP Announces SAP Business One, Version for SAP HANA; Offers Small Businesses More Visibility and Control With Business Management Solution Running Fully on SAP HANA Platform. \[Press Release\]](#)

March 5, 2013



[SAP PartnerEdge Selected as “5-Star Partner Program Winner 2013” by CRN \[Blog\]](#)

March 25, 2013

[New 9.0 Version of SAP Business One Application Helps to Realize Efficient Business Processes in Real Time](#)

May 15, 2013

[Survey Findings by Oxford Economics, Sponsored by SAP, Show SMEs are Adopting a Global Mindset \[Press Release & Infographics\]](#)

July 2, 2013

[SAP Business One Application Reaches 40,000 Customers With 4G Identity Solutions \[Newsbyte\]](#)

July 31, 2013

[SAP Channel Executive Kevin Gilroy Named Top 50 Midmarket IT Vendor Executive by Midsize Enterprise Summit \[Newsbyte\]](#)

September 26, 2013

End of Q3 2013 – SAP SME Facts & Figures 

October 31, 2013

- 80% of SAP's 251,000 customers are SMEs (202,000)
- 40,400 SAP Business One customers
- 24,000 SAP Business All-in-One Customers
- More than 1,000 Startups in SAP Startup Focus Program

[SAP Innovates With New Release of SAP Business ByDesign Solution \[Press Release\]](#)

December 11, 2013

[SAP Spurs Innovation by Powering More Than 500 Startups Globally With SAP HANA](#)

July 22, 2013

SAP EMEA SME Summit – Istanbul, Turkey

September 19, 2013

[SAP Recognized as a Leader in Industry Analyst Firm's 2013 Single-Instance ERP Magic Quadrant for Product-Centric Midmarket Companies \[Newsbyte\]](#)

September 19, 2013

[SAP Accelerates More Than 1,000 Startups Globally, Introduces "Powered by SAP HANA" Certification Initiative \[Press Release\]](#)

October 22, 2013

SAP Americas SME Summit – Sao Paulo, Brazil

November 6, 2013

[SAP Business All-in-One Solutions Powered by SAP HANA Now Globally Available in 52 Countries and for Key Industries \[Newsbyte\]](#)

November 6, 2013

2014

[NEC Enters Into an OEM Agreement with SAP to Integrate SAP Business ByDesign with Its Global Cloud-Based ERP Solutions](#) [[Press Release](#)]

January 15, 2014

[Portugal Telecom Brings Customers Streamlined Operations and Increased Agility via Cloud Services for SAP Business One Cloud Powered by SAP HANA](#) [[Press Release](#)]

February 24, 2014

[SAP Offers SMEs Greater Choice and Financial Flexibility With “Buy Now, Pay Later” Offering and New Solutions](#) [[Press Release](#)]

March 11, 2014

[Partners Invited to Nominate Nonprofits to Receive a Free Donation of SAP Business One](#) [[News Article](#)]

May 14, 2014

SAP Launches Phase II of Run Like Never Before (RNLB) Campaign – Targeted at SMEs

February, 2014

[SAP Announces General Availability of SAP Business One 9.0, Version for SAP HANA; Latest Version Empowers SMEs to Better Run Their Businesses in Real Time](#) [[Press Release](#)]

March 10, 2014

[SAP Extends “Buy Now, Pay Later” Offering to More Countries](#) [[Blog](#)]

April 23, 2014

[SAP Launches SME Ambition Umbrella Campaign](#) [[Report](#)]

July, 2014

SAP Launches SMB Solutions Group Dedicated to the Needs of Smaller Firms [\[Press Release\]](#)

July 17, 2014

SAP Channel Executive Kevin Gilroy Named Top 50 Midmarket IT Vendor Executive [\[Newsbyte\]](#)

September 17, 2014

End of Q3 2014 – SAP SME Facts & Figures ★

October, 2014

- 45,000 SAP Business One Customers
- 25,000 SAP Business All-in-One Customers
- Over 1,650 participants in SAP Startup Focus program
- In Q3 2014, over 72% of all new SAP Business Suite on SAP HANA customers coming through the indirect channel are SMEs

SAP Announces SAP Business One, version for SAP HANA, on AWS [\[Newsbyte\]](#)

November 18, 2014

4th SAP SME Summit – New York City

November 20, 2014



We continue to turn up the SME volume!

More Q4 updates coming soon.