

Customers that SAP Latin America accompanied in their Digital Transformation in 2017

STRONG **DOUBLE DIGIT** GROWTH IN CLOUD IN LATIN AMERICA; GREAT PERFORMANCE IN BRAZIL



SOLID PERFORMANCE OF SOFTWARE SOLUTIONS WITH **SAP HANA** REPORTING **DOUBLE DIGIT** GROWTH



CLOUD BUSINESS **DOUBLED** IN THE LAST TWO YEARS



STELLAR PERFORMANCE OF **SAP HYBRIS**; ESPECIALLY IN Q4



CONSUMER PRODUCTS AND BANKING AMONG THE TWO **TOP INDUSTRIES** WITH SOLID GROWTH



STRONG GROWTH AND CLOUD ADOPTION IN THE PARTNERS SEGMENT THAT SELLS TO SMEs



3,500 NEW CUSTOMERS

24
YEARS

OF PRESENCE IN LATIN AMERICA WITH MORE THAN **39,500 CUSTOMERS** OF ALL SIZES AND FROM ALL INDUSTRIES IN THE REGION

Natura, the largest Brazilian manufacturer of cosmetics, with 6,400 employees and a network of 1.8 million consultants across 8 countries, continues its digital transformation by acquiring SAP Cloud Platform. The multinational is looking to enhance its complex chain of sales channels that includes stores, online and direct sales. Natura will be build a solution to digitally capture order tracking information and increase its logistics accuracy.

Mabe, the largest Mexican supplier and exporter of home appliances with presence in 70 countries, has a sustained and strong focus on using innovative technologies to promote growth and to secure a product of extraordinary quality. After acquiring SAP HANA last year, the company now continues its digital transformation journey by incorporating solutions like SAP Hybris and SAP Success Factors, to strengthen its omnichannel and human capital management strategy.

Banco Galicia, one of Argentina's main banking institutions servicing over 7.5 million individual and corporate customers, turned to SAP to increase the functionality of its accounting and payments systems. With SAP for Banking, this financial service leader will take advantage of the simplification and flexibility of the SAP core banking solution, to improve its customer service channels and strengthen its market leadership.

With over 100 years of operation in Central America, **Banco Atlantida** takes a further step to strengthen its digital transformation with SAP as its strategic partner. This leading bank, which already runs on SAP HANA, acquired SAP S/4HANA Banking and SAP Omnichannel Banking in order to extend its platform to more than one million customers in the Central American region, and in the process, gain the increased flexibility it requires for growth.

Makro is a cash-and-carry wholesaler that sells high volumes of food and non-food at low prices to professional customers. Makro business in Latin America is owned and operated by the Dutch group SHV. With presence in Brazil, Argentina, Colombia, Peru and Venezuela, the wholesaler is adopting SAP Hybris solutions such as Marketing, Predictive Analytics, Commerce and Loyalty, looking to conduct targeted campaigns, implement loyalty programs and support internal teams to analyze shopping habits of customers.

With 21,000 direct employees serving 12.5 million customers, **Banorte** is the second largest banking institution in Mexico, the number one provider in loans to governments, and the second largest bank in mortgage loans. Hand in hand with SAP, Banorte continues its digital transformation journey by adding SAP HANA, with the long-term goal of becoming a real-time innovative banking platform with the SAP commitment and support in order to continue delivering value solutions to the Bank.

Comfama is a nonprofit organization from Colombia that reaches nearly 4 million low-income people in the state of Antioquia, offering innovation in health services, education, lodging, culture, financial services and recreation. They selected SAP Hybris to transform customer service processes and improve support of more than 2.5 affiliated users. Comfama also invested in SAP Cloud Platform to simplify its operations and make data analysis more efficient, and ultimately continue to improve the quality of life of millions of People in Colombia.

Alicorp, the largest Peruvian consumer goods company with operations in South and Central America has embarked on a digital transformation and turned to SAP to support their journey. The company has invested in an end-to-end SAP landscape including SAP Cloud Platform, SAP SuccessFactors Employee Central and SAP Integrated Business Planning – to modernize and integrate its commercial, logistics and financial departments of its subsidiaries in order to grow and reach the economic goals set by the board.