

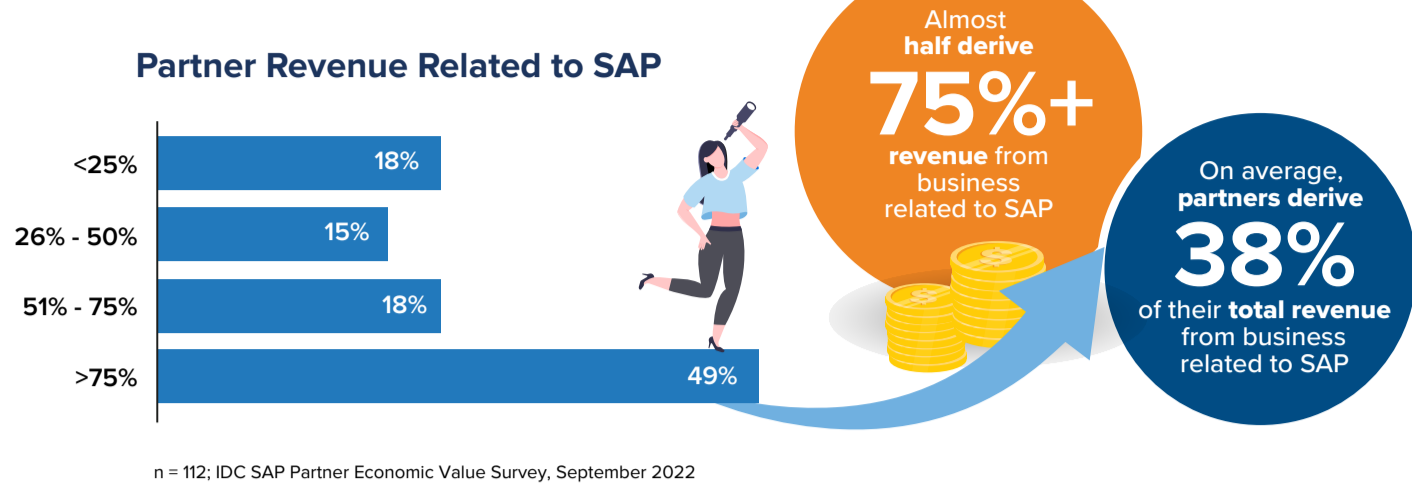


# Winning Growth Opportunities for SAP Partners

Strategies to Thrive with SAP

## SAP Partner Ecosystem Revenue Growth and Profit

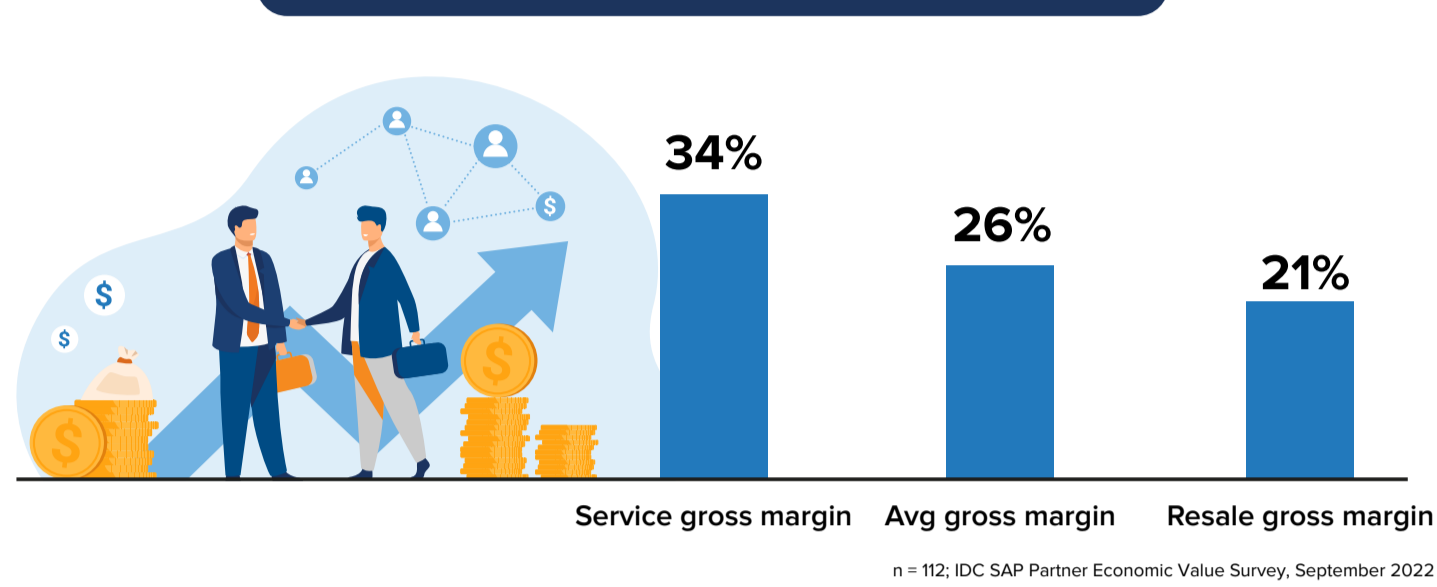
Partners Fully Engaged with SAP



### SAP Partners Bullish on Revenue Growth



### Healthy Margin in SAP-Related Business



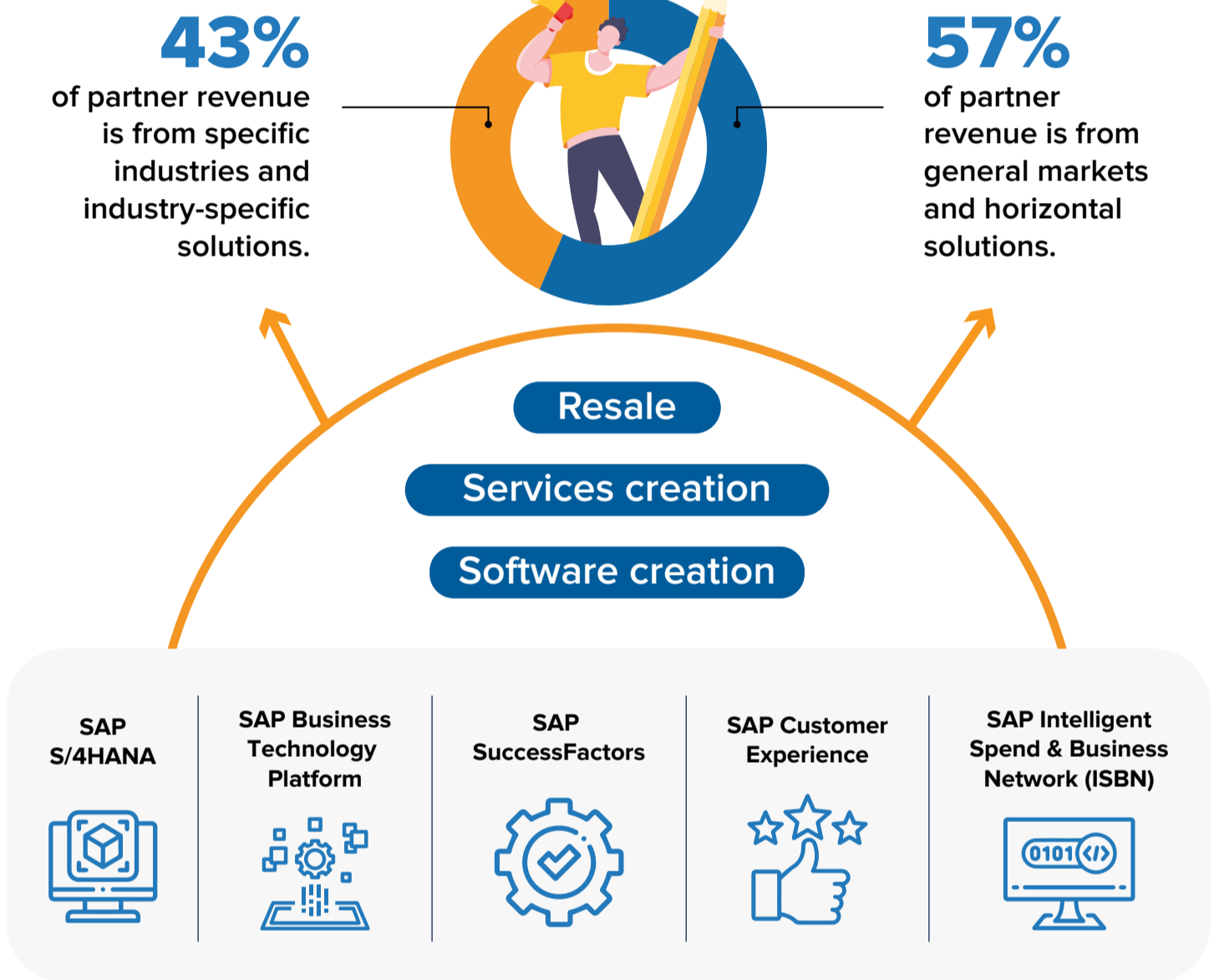
### Increased Intellectual Property (IP) Investment is Growth Accelerator for SAP Partners

SAP partners investing in creating proprietary software and services are expected to outpace other partners

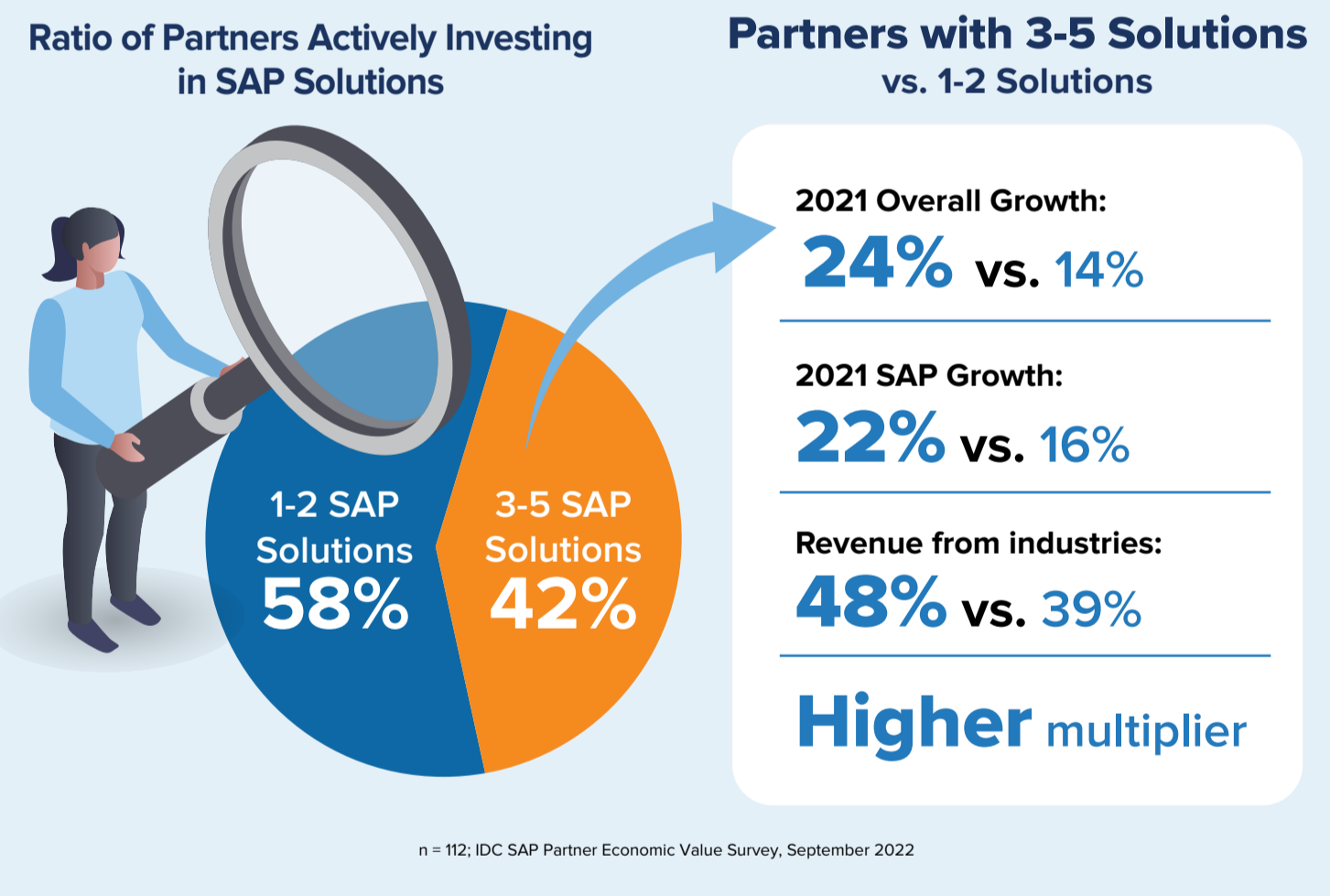
Partners investing more than **20%** of revenue in IP see **60%** higher revenue growth than partners that don't invest in IP.

## SAP Partnership and Success

Relevant Industry Focus Drives Higher Economic Value

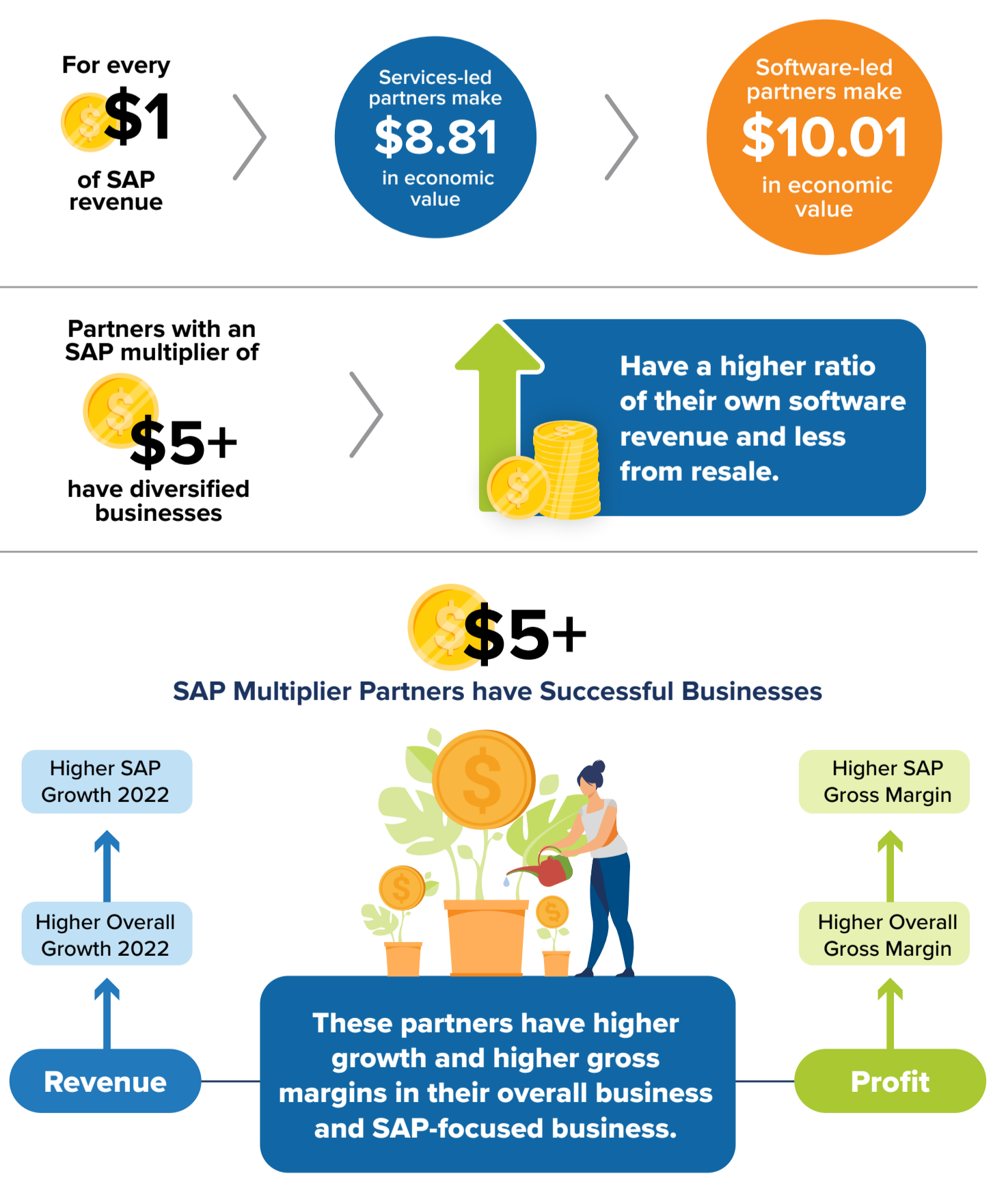


### Partners Investing in Multiple SAP Solutions Stand Out



## SAP Partner Economic Value

SAP Partners with a Diverse Practice Realize Higher Growth



## Market Spend in Services, SaaS, PaaS and IaaS Driving Partner Opportunity

