ECOSYSTEM PRODUCTS & INNOVATION

SAP App Center is the digital innovation marketplace where customers can discover, try and buy trusted partner solutions to power their digital transformation.

Transparent

We create a seamless buying experience by breaking down silos, eliminating unknowns, and giving customers the information they need to make informed decisions.

Smart

We can strategically map how a customer moves within our ecosystem so they arrive at the right purchasing choice.

Integral

Our ecosystem is a valuable, channel-agnostic network delivering what the customer wants, when they want it.

Innovative

Discover unparalleled innovation with hundreds of applications supporting all SAP solutions.

CUSTOMER-SPECIFIC BENEFITS

Find the app you need – no custom development required

Try & buy partner solutions validated by SAP

24/7 global access to certified partner offerings

Scalable trials

Enterprise-grade procurement functions:

- Two-tier system
- Receive and pay invoices using Ariba Pay, credit cards or settle off-platform

Centralized management of licenses, subscriptions, billing and communications

PARTNER BENEFITS

Sell solutions globally to SAP's **378K+** customers

Billing, invoicing & payment processing

Own every part of the customer relationship

Support for customer-specific pricing, discounts and T&Cs

Simple-to-use self-service publishing

App marketing and lead-generation support; AEs earn quota credits

Workflow-driven auto and manual delivery channels

AVAILABLE **GLOBALLY**

500+ TRIALS EXECUTED BY **350+** CUSTOMERS

NEARLY **1,500** SOLUTIONS

FROM **1,040** PARTNERS

$3.2M REVENUE PROCESSED for partners

€ £ RM $ R
$ ₩ A$ kr. ₱
C$ Fr. $ NZ$ ₹
¥ kr. ₣ kr. ﷼
Q

21 DIFFERENT CURRENCIES SUPPORTED

LINES OF BUSINESS REPRESENTED

- SAP Cloud Platform
- SAP Analytics
- SAP SuccessFactors
- SAP Hybris
- SAP Ariba
- SAP S/4 HANA
- SAP Concur
- SAP Business One
- SAP Business ByDesign

+ Fieldglass coming soon

RELENTLESS ADAPTATION

We are making it simple for everyone to do business with SAP – from discovery to adoption, and purchase to renewal.

<SAP Digital/>

PRIMARY INDUSTRIES OF 27 SERVED

- Consumer & Retail
- Discrete Manufacturing
- Energy & Natural Resources
- Financial Services
- Public Services

Looking to the Future

It's our vision that digital will become the biggest sales channel by volume by 2020.

All data as of Q1 2018