Most SAP partners are engaged in developing or executing on a digital strategy.

In 2022, enterprises worldwide will spend $2.0 trillion on technology and related services to implement and manage Digital Transformation (DX) initiatives.

In the early stages of maturity, only 10% of organizations are digitally determined, transforming markets and reimagining the future through new business models and digitally enabled products and services.

By 2022, enterprises worldwide will spend $764 billion on technology and related services to implement and manage Digital Transformation (DX) initiatives.

By 2022, $1.8 trillion will be spent on technology and related services to implement and manage Digital Transformation (DX) initiatives.

By 2020

Market Transformation Leads to Accelerated Opportunity

SAP Partners on the Digital Journey

SAP Partners Digital Maturity

The SAP Partner Economy

By 2024

Partner Opportunity in a Transforming World

How Digital Transformation is driving value for the SAP Ecosystem

The SAP Cloud Partner Opportunity represents:

- For every $1 of SAP software sold in 2018, partners generated $3.88 through their own value creation.
- For partners engaged in SAP cloud, it’s $5.55.
- For cloud software, it’s $6.48.
- Nearly 60% of net-new partner opportunity will be built around SAP cloud.
- The SAP cloud opportunity will grow: 26% in North America, 26% in Asia Pacific, 18% in Western Europe, and 23% in Rest of World.
- The SAP cloud opportunity will grow: 23.4% CAGR through 2023. This growth rate is 2.3x the rate of other partners.
- $53 Billion captured by partners that lead with services*
- $42 Billion by partners that lead with resale/integration*
- $24 Billion by partners that lead with software development*

In 2022, enterprises worldwide will spend $2.0 trillion on technology and related services to implement and manage Digital Transformation (DX) initiatives.

In this market, SAP partners have captured $764 billion, or 14.2% CAGR.

IDC research is © 2019 by IDC. All rights reserved. All IDC materials are licensed with IDC’s permission and in no way does the use or publication of IDC research indicate IDC’s endorsement of SAP’s products or strategies.