

Busting the myths of SAP Cloud ERP

How SAP delivers exceptional value and prepares growing businesses for what's next

Busting the myths of SAP Cloud ERP applications

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Misperceptions that are holding businesses back



Growth moves fast, and misconceptions can move even faster. Many organizations assume SAP Cloud ERP applications are built only for large enterprises, too complex to adopt, or too rigid to support the speed they need.

But the truth is simple: SAP delivers exceptional business value for companies of every size, industry, and region.

SAP Cloud ERP provides a core environment that brings together processes, built-in AI, continuous innovation, and the flexibility to expand as your business evolves. All these features can be implemented without rebuilding your core processes and data or taking on technical debt.

Let's set the record straight on what SAP really offers and why more than 460,000 organizations worldwide—80% of which are in small and midsize companies—our solutions to help grow their business with confidence.

More than

460,000

organizations worldwide trust SAP to grow their business with confidence



Myth 1

SAP Cloud ERP is too expensive.

When predictable costs with fit-to-standard implementations replace unpredictable projects, more resources are free for innovation. That's how growing companies achieve enterprise-level performance without a hefty price tag.

SAP Cloud ERP is built to grow with you, not strain your budget. With subscription-based pricing, you can immediately leverage the features and functionalities you need now, then scale up as your requirements evolve. Preconfigured, fit-to-standard best practices can further reduce costly customizations and unpredictable implementations.



electrip

Electrip

As it scaled EV charging operations across Europe, Electrip Group turned to SAP Cloud ERP to build a scalable, cost-effective foundation without heavy upfront investment. Flexible licensing and cloud-based infrastructure let the company pay only for what it uses, aligning costs with growth while continuous updates and automation drive greater efficiency.

Read the customer story





Lagom

Lagom

With just 28 employees, Lagom Professional Services unified finance and staffing on an SAP Cloud ERP solution built to scale with the business. The firm cut month-end close from four days to two, reduced finance effort by 40%, and lowered infrastructure costs by 10%—delivering significant value for even the smallest growing companies.

Read the customer story

Myth 2

SAP Cloud ERP is built only for big, multinational, and global companies.

SAP's modular cloud ERP applications are built for businesses of every size, not just global enterprises. Scalable architecture and flexible pricing make it easier to start small and grow with confidence.

With built-in best practices and industry-ready templates, companies can run like leaders from day one. In fact, approximately 80% of SAP customers are small and midsize businesses—further proof that enterprise strength isn't just for enterprises anymore.[1]

1. SAP customer data, 2025.



Myth 3

The deployment of SAP Cloud ERP takes too long and is complicated.

Quick realization of significant value requires a rapid implementation approach—not long, resource-heavy projects. Then, you can maintain momentum in your transformation as the business scales.

The implementation of SAP Cloud ERP is accelerated with the aid of preconfigured industry best practices and the tools and processes for a guided setup. Automation capabilities embedded in the solutions streamline configuration, testing, and data migration. And the support of the SAP partner ecosystem can help ensure you stay on schedule and within budget.



PureTech Scientific

PureTech Scientific

Following a carve-out, PureTech Scientific LLC deployed SAP Cloud ERP in just 15 weeks, with no internal IT team. Within two weeks of go-live, the company processed $5 million in orders while meeting tight transition service agreement deadlines and proving SAP solutions enable fast, straightforward deployments with immediate business impact.

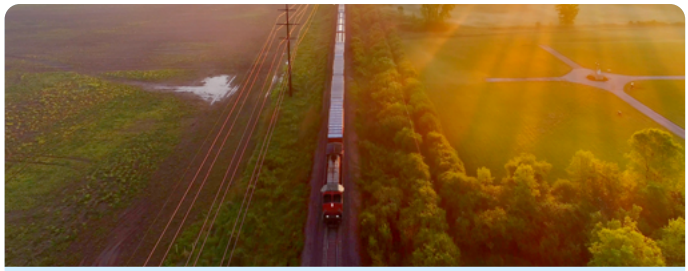
Read the customer story

Kickstart your ERP journey with clarity and speed

The digital discovery assessment toolkit helps you define scope, timelines, and key processes upfront, creating a clear path to success. With SAP best practices, SAP Cloud ALM tool, SAP Build solutions, and support from SAP partners, the SAP Activate methodology can help you go live in as little as 10 weeks—enabling you to move faster, transform smarter, and scale with confidence.

Learn more





SMART
RAILWAY TECHNOLOGY

SMART Railway

Following a spin-off, SMART Railway Technology GmbH quickly adopted SAP Cloud ERP as its system of record, enabling employees to reach 100% productivity in just three days. Access to SAP Fiori apps and self-service tools gave teams real-time visibility across operations, helping the company innovate six times faster and collaborate more effectively starting on day one.

Read the customer story

Myth 4

SAP Cloud ERP is too difficult to understand and adapt.

The modular design of SAP Cloud ERP is focused on simplifying how businesses of all sizes run—especially growing companies—with clarity and control. This gives you the flexibility to tailor your starting point based on your top priority and biggest challenges and to prepare for future opportunities.

Ready-to-use dashboards, guided workflows, and embedded AI make work intuitive, while built-in best practices streamline finance, supply chain, and people processes. Automation cuts manual effort and decision friction, while giving you control of your business with real-time insights. Routine updates and cloud delivery keep everything running smoothly, so your teams stay focused on growth rather than maintenance.



Myth 5

SAP Cloud ERP requires heavy customization to integrate with existing platforms.

The flexibility of SAP Cloud ERP eliminates the need for extensive customization. Each one is built with scalability, extensibility, and integration in mind, so you can connect them to the applications, tools, platforms, and systems that you already use.

Preconfigured industry best practices help you start faster with less effort. Standard APIs and extensions on SAP Business Technology Platform make integration simpler while keeping your core features and functionality standardized. The result is a future-ready system that adapts to your business, not the other way around.



TCC™

Trade Capital Corporation® (TCC™) TCC turned to SAP Cloud ERP when global complexity demanded more agility. Adopting a clean-core, fit-to-standard approach, the company went live in just 67 days—simplifying processes and boosting transparency. Today, TCC scales faster, runs smarter, and proves SAP meets sophisticated needs without heavy customization.

Read the customer story





ASCEND ELEMENTS

Ascend Elements

As Ascend Elements evolved from start-up to sustainability leader, its legacy systems quickly fell behind. Then came SAP Cloud ERP—connecting operations, delivering real-time insight, and simplifying every process. With a scalable foundation now in place, the company is expanding globally and proving SAP solutions grow with ambitious businesses.

Read the customer story

Myth 6
SAP Cloud ERP is not meant for growing companies like mine.

SAP Cloud ERP applications are not slimmed-down versions of enterprise systems. They offer flexibility, affordability, and speed that smaller organizations demand while delivering the same reliability trusted by global leaders.

SAP Cloud ERP includes built-in best practices drawn from decades of industry experience, helping you scale confidently as your business expands. With predictable subscription costs, simplified updates, and partner-led deployment, you can grow faster without increasing IT complexity.



Myth 7

SAP Cloud ERP is not a good fit for our industry.

SAP Cloud ERP applications are built for real industries, not generic use. Each includes preconfigured best practices and data models tailored to specific sectors, ranging from manufacturing and retail to professional services and wholesale distribution.

With more than 25 industry templates and embedded analytics, SAP Cloud ERP adapts to your workflows and delivers insight to help ensure your business fulfills industry regulations, customer expectations, and business requirements. The result is immediate relevance starting on day one.



De Prado

De Prado

De Prado, a family-owned olive oil producer, needed an ERP solution to support their growth plans and solve the lack of data and processes integration. With SAP Cloud ERP, the company has been able to standardize and optimize processes, align them with industry best practices, and adapt them to their specific needs.

Read the customer story





UniBetter 联创杰®

UniBetter

Known in the Chinese market as Shenzhen Lianchuangjie Technology, UniBetter uses SAP Cloud ERP and SAP Business Technology Platform to deliver measurable returns supporting rapid growth. The company cut its procurement cycle time by 40%, reduced inventory carrying costs by 20%, lowered manual effort by 30%, and closed books three times faster.

Read the customer story

Myth 8

There's not enough proof to convince us about the ROI of adopting SAP Cloud ERP.

Everyday performance proves the value of SAP Cloud ERP. Measurable ROI comes in the form of faster close cycles, reduced manual work, and improved cash flow visibility—all enabled by connected, data-driven processes.

Real-time analytics make results transparent and trackable. With automation and best practices built in, companies achieve continuous efficiency gains and sustainable growth. This is clear proof that ROI is an outcome, not a promise.



Myth 9

SAP Cloud ERP is sophisticated, but we don’t see enough value in adopting it.

The true value of SAP Cloud ERP applications lies in what they help you save and achieve. Connected processes eliminate duplication and manual work, while real-time insights improve performance across every function.

With automation, built-in analytics, and proven best practices, growing companies can see faster decisions, lower costs, and higher returns. This combination of enterprise-grade intelligence and measurable impact makes SAP Cloud ERP a smart investment that pays back in growth and efficiency.



万鸿双喜

Wanhong Shuangxi

Consumer products manufacturer Wanhong Shuangxi Group Hebei Co., Ltd. adopted SAP Cloud ERP as it scaled from a small workshop into a national business. By replacing manual, weight-based processes with real-time visibility, standardized controls, and unit-level traceability, the company strengthened cost management and operational efficiency across inventory, transportation, and finance. This delivered clear, measurable results, including a 30% reduction in inventory management labor costs.

Read the customer story





AA 艾艾精工

AA Industrial Belting

AA Industrial Belting (Shanghai) Co., Ltd. transformed its operations with SAP Cloud ERP and SAP Preferred Success services. Cloud updates and expert guidance reduced maintenance costs by 50% while focusing its internal IT team on innovation. With a simpler administration approach, the company now enjoys enterprise-grade support without needing in-house SAP experts.

Read the customer story

Myth 10
SAP solutions requires a lot of in-house expertise to function smoothly.

Cloud delivery from SAP doesn't require a deep bench of SAP solution experts to stay ahead. System updates, security, and maintenance are all managed automatically by SAP, so your IT team can spend less time on administrative tasks and focus more on business performance and innovation.

As an SAP certified partner, we can fill your expertise gap. We can guide your deployment and provide training and ongoing support, so your solutions continue to evolve with your business. In return, your company experiences enterprise-grade reliability without the burden of managing it yourself.

Build the skills to get more value from SAP solutions

Access on-demand resources, guided exercises, and expert instruction to help your teams grow with confidence. SAP Learning Hub offers hands-on practice and live sessions, while SAP Learning Class courses—delivered online or on site—provide structured, instructor-led training.

Learn more

The intelligent portfolio built for companies growing with purpose

SAP is a proven partner for growing companies, trusted by thousands worldwide to help them scale efficiently and adapt over time. Nearly 80% of SAP customers are small and midsize businesses simplifying operations, automating critical processes, scaling with confidence, and sustaining growth without adding unnecessary complexity.

With the modularity of SAP Cloud ERP, organizations can start transforming where it matters most and expand as priorities evolve. Continuous innovation across cloud, data, and AI helps teams work smarter, gain insights faster, and adapt with confidence. Most important, the enterprise-grade security, compliance, and reliability built into SAP Cloud ERP are helping growing businesses turn challenges into opportunities and ambitions into results.



Let’s build what’s next—together

You’ve heard the myths. Now, see the reality.

SAP Cloud ERP applications are built to help growing companies move with clarity, speed, and confidence. With a unified core foundation, built-in AI, proven industry practices, and continuous innovation, you can gain technology that scales with your ambitions—without adding complexity and technical debt.

Instead of stitching solutions together or pausing growth for system changes, SAP Cloud ERP gives an integrated set of intelligent cloud capabilities that adapts as your business evolves. The results are streamlined operations, faster insights, predictable outcomes, and a clear path to value from day one.

Momentum favors companies that are ready for what’s next. With SAP Cloud ERP applications, you’re equipped to move forward with agility and a partner trusted by hundreds of thousands of businesses worldwide.



[Headline: 100 characters or less]

[Body sentence: about 100 characters, convey the benefit of your solution]

CTA: 30 characters or less

Insert company logo here

Insert SAP partner logo here

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