

***ISG** Provider Lens™

SAP HANA Ecosystem Services

Germany 2021

Quadrant
Report



A research report
comparing provider
strengths, challenges
and competitive
differentiators

Customized report courtesy of:

Infosys®

August 2021

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The market research and data analysis in this report, including research information from the ISG Provider Lens™ program, ongoing ISG research programs, discussions with ISG advisors, briefings with service providers and analysis of publicly available market information from various sources. The data compiled in this report is based on information last updated in May 2021. Interim mergers and acquisitions, including the related changes, are not taken into consideration in this report.

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EXECUTIVE SUMMARY

The SAP HANA in-memory database and its base applications have been well established in the business software market for several years and are continuously being expanded. Service providers and customers have gained knowledge regarding the main implementation of these applications. In addition, SAP will continue servicing its predecessor products until the end of 2027 to give its existing customers a considerable time to adapt to upcoming changes. SAP indicates that its products are successful, many customers are purchasing the licenses.

The rapid advancements in SAP HANA's offerings on cloud-based infrastructure have significantly impacted the framework. With the hyperscalers' presence expanding, there will be many transitions to a cloud-based operating model in the upcoming SAP projects. It should also be noted that the use of public cloud requires a higher degree of standardization. The migration to the infrastructure offerings progressed significantly in development systems, test systems and sandboxes. Many customers in the German market are still reluctant to change their production systems. Therefore, in 2021, SAP launched the RISE with SAP program to support cloud transformation in the future. RISE offers bundled licenses and cloud migration and operation services. Since this offering has been in the market only for a short time, there are no success stories and reliable evidence for its acceptance. However, this program appears to be an interesting offer specifically for the midmarket, which is in Germany a rather important segment of the economy. Many service providers who are present in the German market already qualify as SAP partners for the RISE program.

The customers' migration rate toward new products has failed to meet SAP's expectations. In Germany this holds true specifically for the transformation of the productive SAP systems ERP (versions ECC 6.0 and older) to S/4HANA. The onset of COVID-19 pandemic in 2020 significantly impacted a large number of companies; many major projects were ceased or temporarily delayed. However, this does not justify the slow changeover, as this phenomenon was witnessed even before the pandemic. To improve the situation, SAP initiated the MOVE program, which provides its customers with better support and guidance in their conversion projects. ISG observed that the transformation process is complex, especially among large companies. In addition, the rapid development of S/4HANA products and the change in the framework lead to significant uncertainty in transformation. As a result, many companies are developing a preliminary project for strategy finding and program planning to address these uncertainties. The following questions are being asked to guide these efforts:

- Should the existing systems be upgraded, or should HANA's ability be leveraged by completely changing the system architecture? For SAP, the focus should be on the recognition of digital core through S/4HANA implementation.
- Should the transition to a cloud-based infrastructure be part of S/4HANA transformation? If yes, should either the application conversion or the migration to the cloud infrastructure take place first, or should both the steps be carried out together through reimplementation?

In these cases, system strategy development and business case differentiation require significant effort, and the implementation that follows requires massive changes in the company's business processes. Therefore, the providers should be able to provide technical support and have strong expertise in developing system strategy and roadmaps that are suitable for each company. In this study, the providers are chosen and evaluated based on the following quadrants:

■ S/4HANA System Transformation – Large Accounts

This quadrant evaluates consulting and system integration service providers for testing enterprise applications using SAP S/4HANA and SAP Business Suite with SAP Fiori as the user interface. The key focus is on service providers that can manage the complexity and scale of large enterprises. Participating companies are expected to have the frameworks, tools and accelerators to support the needs of system transformations and global rollouts.

Accenture, Atos, Camelot ITLab, Capgemini, Infosys, T-Systems and **TCS** are the Leaders in this quadrant. **Cognizant** has been chosen as the Rising Star.

■ S/4HANA System Transformation – Midmarket

This quadrant evaluates consulting and system integration service providers for developing, deploying and testing enterprise applications using SAP S/4HANA and SAP Business Suite with SAP Fiori as the user interface. These providers mainly focus on mid-sized companies that are usually active internationally, but mainly operate in one region, in this case the Germany, Austria and Switzerland (DACH) region, and often have less complex system landscapes compared to large enterprises.

All For One Group, Arvato Systems, DATAGROUP, Devoteam, Fujitsu, Innovabee, NTT DATA, Scheer and **Syntax** are the Leaders in this quadrant.

■ Managed Application Services for SAP ERP

This quadrant evaluates a service provider's capability to offer managed services, including maintenance and support functions that comprise monitoring, remote support and centralized management of applications for SAP S/4HANA and legacy SAP Business Suites such as ECC 6.0. The evaluation considers the service provider's ability to offer functional competence and high-performance delivery models, clear service structures, and transparent pricing models.

Accenture, All For One Group, Atos, Capgemini, DXC, Infosys, NTT DATA, TCS and **T-Systems** are the Leaders in this quadrant. **Wipro** has been chosen as the Rising Star.

■ Managed Cloud Services for SAP HANA

This quadrant evaluates service providers that manage hybrid cloud environments, security access, monitoring, system availability, interface performance, disaster recovery, backup, restoration, data compliance, and other infrastructure and cloud operations.

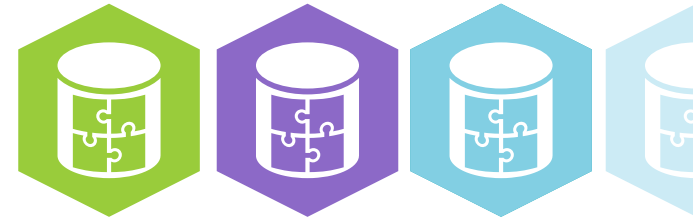
Accenture, All For One Group, Atos, CANCOM, Capgemini, Fujitsu, NTT DATA, T-Systems and **Wipro** are the Leaders in this quadrant.

■ SAP Business Technology Platform (BTP) and Intelligent Technologies

This segment examines the capabilities of providers in the design, development, change, integration and support of enterprise applications on SAP BTP. These providers offer lab

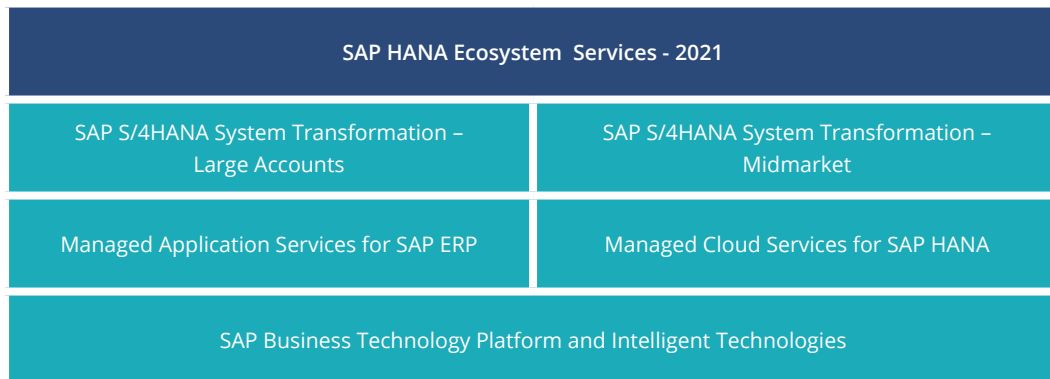
facilities for client experimentation with emerging technologies to develop new processes and business models. They provide workshops, design thinking and other methods to drive innovation for SAP S/4HANA.

Accenture, All For One Group, Atos, Camelot ITLab, Capgemini, Infosys, Scheer and **T-Systems** are the Leaders in this quadrant. **Wipro** has been chosen as the Rising Star.



Introduction

Simplified illustration



Source: ISG 2021

Definition

Market Overview

With more than 21,000 partner companies, SAP has a significant impact on the IT market in terms of both innovation and global IT spending share. This research study identifies the top SAP partner companies that offer differentiated services for enterprise clients and deliver the best results from their SAP S/4HANA investments.

In recent years, many database providers have developed in-memory technology. Unlike conventional technologies, a large part or all the relevant application data is stored in the hardware's main memory. This results in improved access to data and, in turn, faster application.

HANA technology has significantly changed the enterprise applications market landscape. In addition to infrastructure aspects, it addresses the broad SAP application portfolio. The technology can be combined with data management optimization approaches (data aging) and improves

Definition (cont.)

the integration of data analytics into transactional systems. SAP's S/4HANA simplifies database structures within the SAP Business Suite (Run Simple), and its BW/4HANA is a business warehouse version that is optimized for the HANA database. In 2018, SAP also launched a new CRM solution, namely C/4HANA. SaaS is playing a more important role, which is further emphasized by SAP with its Cloud First strategy.

Another major trend is the rapidly increasing share of public cloud service providers for infrastructure services for SAP HANA-based applications. The demand for on-premises support will remain high in the foreseeable future. However, cloud-based applications are expected to dominate in the future. SAP responded to this with the recently launched RISE with SAP program, which aims to transform existing applications into S/4HANA Cloud.

Scope of Study

The market for services related to the SAP product range, particularly HANA, is complex, due to the implementation of applications and their operation, their infrastructure, and the respective platform, including many innovative topics. The complexity of the topic is discussed in this study in a total of six quadrants, which cover the current focus areas. For the whole of SAP HANA, having knowledge on the related SAP products and general skills such as delivery model or project experience is not enough for a service provider to take the leading position in the respective quadrant. The providers should also demonstrate better understanding of HANA's strategic dimension, competently support customers with strategy development, offer complete optimization of an application system landscape, and provide a balance between standardization and individual developments for critical processes.

Definition (cont.)

The following quadrants are discussed in detail:

- SAP S/4HANA System Transformation – Large Accounts
- SAP S/4HANA System Transformation – Midmarket
- Managed Application Services for SAP ERP
- Managed Cloud Services for SAP HANA
- SAP Business Technology Platform (BTP) and Intelligent Technologies

ISG Provider Lens™ study offers IT decision-makers the following:

- Transparency on the strengths and weaknesses of relevant providers
- A differentiated positioning of providers based on competitive strength and portfolio attractiveness
- Perspective on different markets, including global, the U.S., Germany, Switzerland, the U.K., France, Nordics and Brazil

The study serves as an important decision-making basis for positioning, key relationships and go-to-market considerations. ISG advisors and enterprise clients use information from these reports to evaluate their current vendor relationships and identify potential new engagements.

Provider Classifications

The provider position reflects the suitability of IT providers for a defined market segment (quadrant). Without further additions, the position always applies to all company sizes classes and industries. In case the IT service requirements from enterprise customers differ and the spectrum of IT providers operating in the local market is sufficiently wide, a further differentiation of the IT providers by performance is made according to the target group for products and services. In doing so, ISG either considers the industry requirements or the number of employees, as well as the corporate structures of customers and positions IT providers according to their focus area. As a result, ISG differentiates them, if necessary, into two client target groups that are defined as follows:

- **Midmarket:** Companies with 100 to 4,999 employees or revenues between US\$20 million and US\$999 million with central headquarters in the respective country, usually privately owned.
- **Large Accounts:** Multinational companies with 5,000 or more employees or revenue above US\$1 billion, with activities worldwide and globally distributed decision-making structures.

Provider Classifications (cont.)

The ISG Provider Lens™ quadrants are created using an evaluation matrix containing four segments (Leader, Product & Market Challenger and Contender), and the providers are positioned accordingly.

Leader

Leaders have a comprehensive product and service offering, a strong market presence and established competitive position. The product portfolios and competitive strategies of Leaders are strongly positioned to win business in the markets covered by the study. The Leaders also represent innovative strength and competitive stability.

Product Challenger

Product Challengers offer a product and service portfolio that reflect excellent service and technology stacks. These providers and vendors deliver an unmatched broad and deep range of capabilities. They show evidence of investing to enhance their market presence and competitive strengths.

Market Challenger

Market Challengers have a strong presence in the market and offer a significant edge over other vendors and providers based on competitive strength. Often, Market Challengers are the established and well-known vendors in the regions or vertical markets covered in the study.

Contender

Contenders offer services and products meeting the evaluation criteria that qualifies them to be included in the IPL quadrant. These promising service providers or vendors show evidence of rapidly investing in products/ services and follow sensible market approach with a goal of becoming a Product or Market Challenger within 12 to 18 months.

Provider Classifications (cont.)

Each ISG Provider Lens™ quadrant may include a service provider(s) which ISG believes has strong potential to move into the Leader quadrant. This type of provider can be classified as a Rising Star. Number of providers in each quadrant: ISG rates and positions the most relevant providers according to the scope of the report for each quadrant and limits the maximum of providers per quadrant to 25 (exceptions are possible).

Rising Star

Rising Stars have promising portfolios or the market experience to become a Leader, including the required roadmap and adequate focus on key market trends and customer requirements. Rising Stars also have excellent management and understanding of the local market in the studied region. These vendors and service providers give evidence of significant progress toward their goals in the last 12 months. ISG expects Rising Stars to reach the Leader quadrant within the next 12 to 24 months if they continue their delivery of above-average market impact and strength of innovation.

Not In

The service provider or vendor was not included in this quadrant. Among the possible reasons for this designation: ISG could not obtain enough information to position the company; the company does not provide the relevant service or solution as defined for each quadrant of a study; or the company did not meet the eligibility criteria for the study quadrant. Omission from the quadrant does not imply that the service provider or vendor does not offer or plan to offer this service or solution.

SAP HANA Ecosystem Services - Quadrant Provider Listing 1 of 3


	SAP S/4 HANA System Transformation – Large Accounts	SAP S/4 HANA System Transformation – Midmarket	Managed Application Services for SAP ERP	SAP Business Technology Platform and Intelligent Technologies	Managed Cloud Services for SAP HANA
abat	● Not In	● Product Challenger	● Product Challenger	● Not In	● Not In
Accenture	● Leader	● Not In	● Leader	● Leader	● Leader
All For One Group	● Not In	● Leader	● Leader	● Leader	● Leader
Allgeier	● Not In	● Market Challenger	● Market Challenger	● Contender	● Not In
Arvato Systems	● Not In	● Leader	● Product Challenger	● Product Challenger	● Product Challenger
Atos	● Leader	● Not In	● Leader	● Leader	● Leader
Axians	● Contender	● Not In	● Not In	● Not In	● Not In
Birlasoft	● Not In	● Contender	● Product Challenger	● Not In	● Not In
Camelot ITLab	● Leader	● Not In	● Not In	● Leader	● Not In
CANCOM	● Not In	● Not In	● Not In	● Not In	● Leader
Capgemini	● Leader	● Not In	● Leader	● Leader	● Leader
cbs	● Product Challenger	● Product Challenger	● Not In	● Not In	● Not In
Cognizant	● Rising Star	● Not In	● Product Challenger	● Product Challenger	● Product Challenger

SAP HANA Ecosystem Services - Quadrant Provider Listing 2 of 3

	SAP S/4 HANA System Transformation – Large Accounts	SAP S/4 HANA System Transformation – Midmarket	Managed Application Services for SAP ERP	SAP Business Technology Platform and Intelligent Technologies	Managed Cloud Services for SAP HANA
DATAGROUP	● Not In	● Leader	● Product Challenger	● Product Challenger	● Product Challenger
Deloitte	● Market Challenger	● Not In	● Not In	● Market Challenger	● Not In
Devoteam	● Not In	● Leader	● Contender	● Not In	● Not In
DXC	● Product Challenger	● Not In	● Leader	● Product Challenger	● Product Challenger
EPI-USE	● Not In	● Product Challenger	● Not In	● Contender	● Not In
FIS	● Not In	● Product Challenger	● Product Challenger	● Not In	● Not In
Fujitsu	● Product Challenger	● Leader	● Product Challenger	● Contender	● Leader
GISA	● Not In	● Contender	● Not In	● Not In	● Not In
HCL	● Product Challenger	● Not In	● Product Challenger	● Product Challenger	● Product Challenger
IBM	● Not In	● Not In	● Not In	● Not In	● Market Challenger
Infosys	● Leader	● Not In	● Leader	● Leader	● Product Challenger
Innovabee	● Not In	● Leader	● Not In	● Not In	● Not In
Metafinanz	● Not In	● Contender	● Not In	● Not In	● Not In

SAP HANA Ecosystem Services - Quadrant Provider Listing 3 of 3

	SAP S/4 HANA System Transformation – Large Accounts	SAP S/4 HANA System Transformation – Midmarket	Managed Application Services for SAP ERP	SAP Business Technology Platform and Intelligent Technologies	Managed Cloud Services for SAP HANA
MHP	● Product Challenger	● Not In	● Not In	● Not In	● Not In
Mindtree	● Product Challenger	● Product Challenger	● Not In	● Product Challenger	● Contender
Mphasis	● Contender	● Contender	● Contender	● Not In	● Contender
NTT DATA	● Product Challenger	● Leader	● Leader	● Market Challenger	● Leader
PwC	● Market Challenger	● Not In	● Not In	● Not In	● Not In
Scheer	● Product Challenger	● Leader	● Product Challenger	● Leader	● Not In
Sopra Steria	● Contender	● Product Challenger	● Market Challenger	● Not In	● Not In
Syntax	● Not In	● Leader	● Product Challenger	● Product Challenger	● Product Challenger
Syskoplan	● Not In	● Contender	● Not In	● Not In	● Not In
TCS	● Leader	● Not In	● Leader	● Product Challenger	● Product Challenger
Tech Mahindra	● Product Challenger	● Not In	● Product Challenger	● Product Challenger	● Contender
T-Systems	● Leader	● Not In	● Leader	● Leader	● Leader
Wipro	● Product Challenger	● Not In	● Rising Star	● Rising Star	● Leader



SAP HANA Ecosystem Services Quadrants

ENTERPRISE CONTEXT

SAP S/4HANA System Transformation – Large Accounts

This report is relevant to enterprises across industries in Germany for evaluating providers of SAP S/4HANA consulting and implementation services for large system transformations.

In this quadrant report, ISG highlights the current market positioning of SAP S/4HANA consulting and implementation services providers for large clients in Germany, based on the depth of their service offering and market presence.

Enterprises in Germany are leading in adopting S/4HANA in their business processes. Owing to the challenging and changing work environments, many enterprises have started to move operations to the cloud. ISG notes that many of these implementations take place in different cloud environments (public, private or hybrid) based on the criticality of the data. Hence, enterprise clients are seeking providers that can help implement cloud-based SAP solutions, including S/4HANA.

S/4HANA transformation across industries has been influenced by the pandemic, with most enterprise clients focusing on developing automation-led processes rather than people-intensive processes. To cater to enterprise needs, service providers have incorporated automation-led approaches to achieve better project synchronization and to help enterprises in complex transformations. DevOps and continuous integration/continuous delivery (CI/CD) processes have reduced the risk for S/4HANA transformation and accelerated the deployment for many enterprise clients.

The complexities of an SAP S/4HANA implementation are directly proportional to the size of an enterprise. Because most large enterprise implementations occur at a global level involving multiple regions, the projects become very complex. Therefore, large enterprise clients prefer service providers with a skilled workforce, high integration capabilities and a global presence. Enterprises should not only look at the depth of offering of a service provider's offering, but also the provider's regional presence and local expertise.

Who should read the report:

Marketing and sales leaders should read this report to understand the relative positioning and capabilities of service partners that can help them effectively harness SAP S/4HANA services for day-to-day analysis and dashboarding.

IT and technology leaders should read this report for a clear understanding of the strengths and weaknesses of service providers in the SAP S/4HANA ecosystem, and to understand how they integrate the latest technologies and capabilities into their S/4HANA offerings to gain a competitive edge in the market.

Line-of-business, industry leaders and finance leaders should read this report to understand the relative positioning of the partners that can help them effectively procure SAP S/4HANA services with respect to their business/industry and to ensure return on investment.

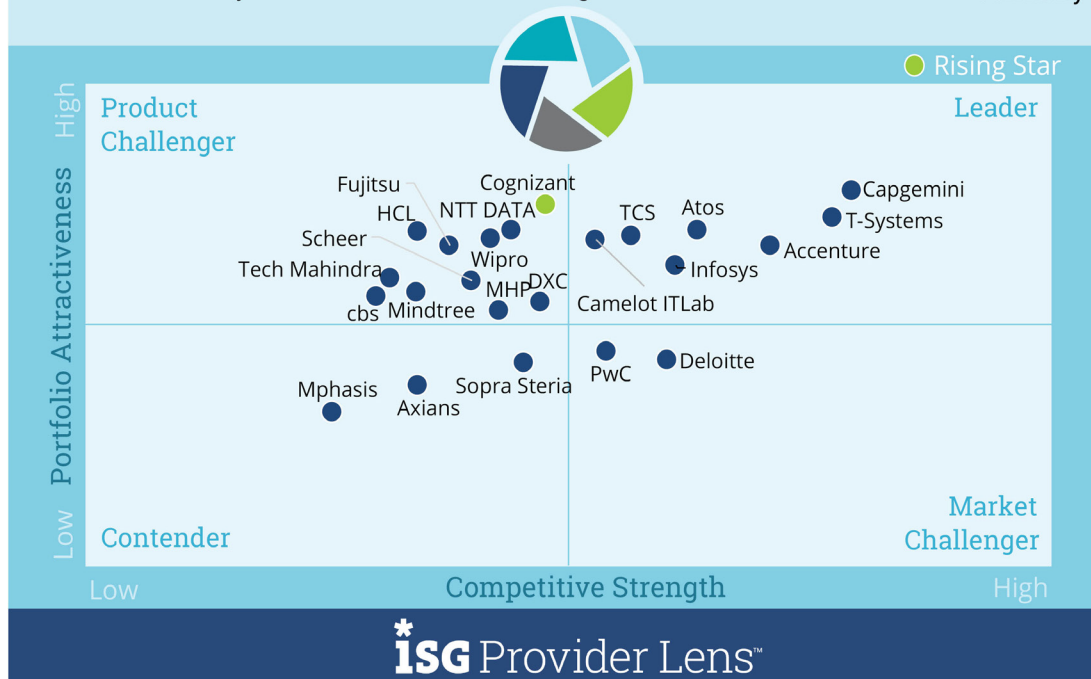
SAP S/4HANA SYSTEM TRANSFORMATION – LARGE ACCOUNTS

Definition

This quadrant evaluates the consulting and system integration service providers for the development, usage, and testing of corporate applications using SAP S/4HANA and SAP Business Suite with SAP Fiori as the user interface. The evaluation includes planning, design, and applications modeling, and also the ability of the respective service provider to deal with the complexity and scope of large customer companies. Participating companies are expected to have frameworks, tools, and accelerators to support large system transformations.

SAP HANA Ecosystem Services SAP S/4HANA System Transformation – Large Accounts

2021
Germany



Source: ISG Research 2021

SAP S/4HANA SYSTEM TRANSFORMATION – LARGE ACCOUNTS

Eligibility Criteria

- Comprehensive service portfolio including development, integration, and testing of SAP S/4HANA; the service provider can verify at least one implementation of S/4HANA or SAP Business Suite on HANA
- Proof of S/4HANA consulting competence and implementation experience in Greenfield or Brownfield implementations
- Provision of on-premises and cloud-based implementations
- Cross-regional availability for SAP-certified consultants and experts to support cross-border and multilingual implementations
- Optimal onshore-offshore delivery models to handle the complexity and scale

Observations

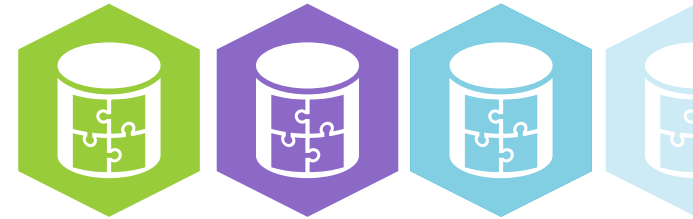
Some observations on the Leaders and Rising Star for this quadrant are included below:

- **Accenture**, with its extensive technological competence and in-depth industry knowledge, provides technology and process expertise.
- **Atos** has a well-structured portfolio with many preconfigured solutions and has been continuously expanding its position in the DACH region in recent years.
- **Capgemini** is an extremely competent partner with a global delivery model. It has a strong methodological competence and powerful tools to support transformations. The company is moving toward a digital core. With the acquisition of Altran, its portfolio is significantly expanded.
- **Camelot ITLab** mainly focuses on value chain optimization, especially in the supply chain and logistics space. Together with SAP, it offers various innovative solutions.
- **Infosys** has expertise in template-based global rollouts and transformation methods. It applies a data-oriented approach using SAP standard tools such as DMLT.
- **T-Systems** has recently strengthened its longstanding market position through significant investments. It offers an attractive solution portfolio that supports the entire lifecycle phases of S/4HANA applications for all deployment options.

SAP S/4HANA SYSTEM TRANSFORMATION – LARGE ACCOUNTS

Observations (cont.)

- **TCS** offers various powerful industry solutions and a strong delivery model, along with comprehensive methods and tools, to support S/4HANA transformation projects.
- **Cognizant** (Rising Star) offers many preconfigured solutions and tools and frameworks to manage project transformation. It is also investing heavily to strengthen its position in the DACH region.



INFOSYS



Overview

Infosys is a global technology and IT service provider based in Bangalore, India. It offers various services such as architecture consulting, agile implementation, global rollouts, applications integration, IT modernization, digital transformation and complete operational support. The company currently employs approximately 259,000 people and generated \$13.6 billion of sales during 2020-2021. Its portfolio mainly focuses on SAP products and HANA-based applications.



Strengths

Sophisticated methodologies for transformation to the cloud: Under the name Live Enterprise, Infosys offers a complete framework for the transformation into cloud-based applications. In addition to several project methods and associated tools, it uses AI in project implementations. Along with technological aspects, Infosys also focuses on optimizing project implementation and provides related services and tools as part of its STEER program.

High competence in tool-based migration: In addition to common migration methods (greenfield and brownfield), Infosys has a high level of competence in data-oriented migration methods using relevant tools offered by SAP SLO or SAP Data Management and Landscape Transformation (DMLT).

Strategic alliance with SAP: Infosys and SAP have a strong strategic alliance, which includes several certifications and joint innovative solutions and product development.

Significant presence in the DACH region: The company has a strong onshore presence as it has many delivery centers in the DACH region.



Caution

Infosys' diverse portfolio for the transformation to S/4HANA is difficult for customers to understand. It is recommended to define suitable standard packages to provide easier entry.

The possibility of reverting the heavily modified SAP applications into the original during the transformation to S/4HANA should be strongly emphasized in the portfolio.



2021 ISG Provider Lens™ Leader

Infosys combines advanced technical competence with powerful methods and tools, which makes it a competent partner for transformation to S/4HANA.

ENTERPRISE CONTEXT

SAP S/4HANA System Transformation – Midmarket

This report is relevant to midmarket enterprises across industries in Germany that are evaluating S/4HANA consulting and implementation services providers. ISG defines midmarket as companies with less than 5,000 SAP users and revenues of less than US\$1 billion.

In this quadrant report, ISG highlights the current market positioning of SAP S/4HANA consulting and implementation services providers for large clients in Germany, based on the depth of their service offering and market presence.

Despite the impact of COVID-19, enterprises in Germany had a clear strategy and roadmap for their digital transformations. The German market comprises both large and midsize enterprises, and the midmarket witnessed many of the same trends as large enterprises.

Unlike large enterprises, midsize companies in Germany started adopting S/4HANA in their business processes after the COVID-19 outbreak in 2020 due to strong work-from-home policies.

S/4HANA transformation across industries has been influenced by the pandemic, with most enterprise clients focusing on developing automation-led processes rather than people-intensive processes. To meet these enterprise needs, service providers have developed automation frameworks and tools using technologies such as AI and ML

for smoother and faster transitions. Midsize enterprises seek providers that can help implement cloud-based S/4HANA in their business processes.

Midmarket clients have fewer complex requirements, and smaller project scale, compared with large enterprises. Therefore, midsize companies prefer providers with strong onshore and nearshore delivery capabilities and high integration capabilities. Many midsize enterprise clients that are pursuing S/4HANA may have non-SAP legacy ERP systems. Hence, these companies should particularly look for service providers with migration capabilities and the ability to offer ready-to-use templates or solutions for specific micro-segments.

Who should read the report:

Marketing and sales leaders should read this report to understand the relative positioning and capabilities of service partners that can help them effectively harness SAP S/4HANA services for day-to-day analysis and dashboarding.

IT and technology leaders should read this report for a clear understanding of the strengths and weaknesses of service providers in the SAP S/4HANA ecosystem, and to understand how they integrate the latest technologies and capabilities into their S/4HANA offerings to gain a competitive edge in the market.

Sourcing and procurement managers should read this report for a clear understanding of the S/4HANA market and the service provider landscape of offerings to help them identify or distinguish players based on their respective needs.

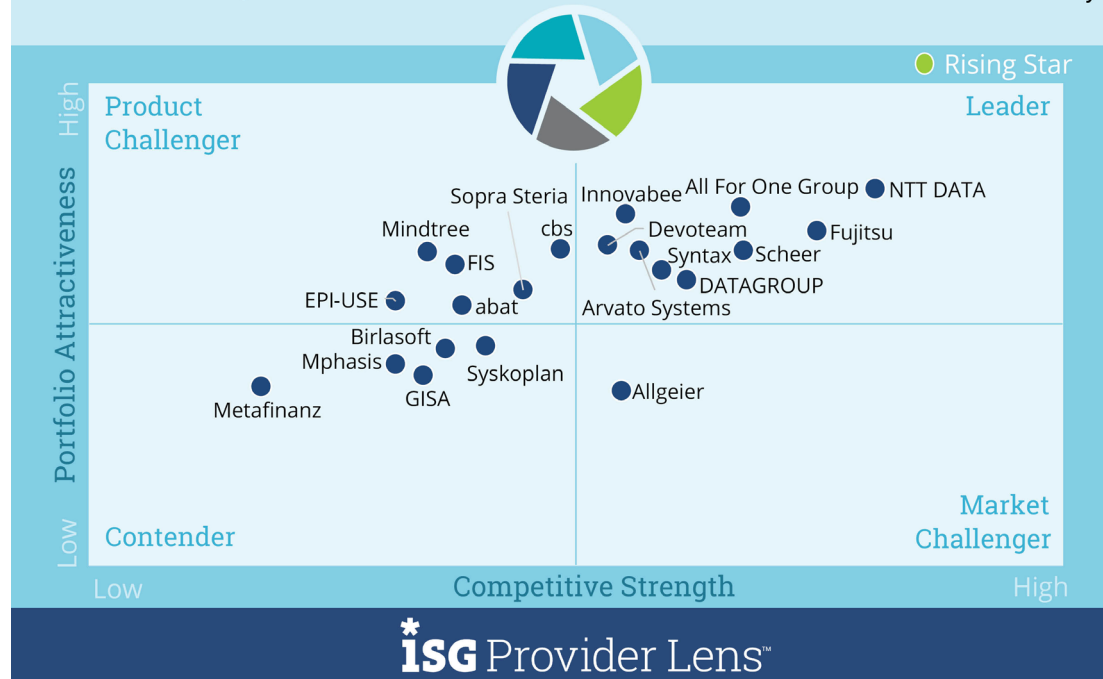
SAP S/4HANA SYSTEM TRANSFORMATION – MIDMARKET

Definition

This quadrant evaluates consulting and system integration service providers based on their ability to provide a rapid implementation of SAP S/4HANA implementations for mid-sized customers (companies with fewer than 5,000 employees or sales of less than \$ 1 billion). Mid-sized customers have less complex requirements compared to large companies, and the projects are not as extensive. The participating service providers can implement SAP solutions using various methods, including the SAP package solutions for small and mid-sized enterprises (SMEs). Templates for SAP S/4HANA should be used, including industry-specific templates, to shorten the transformation cycle and while also enable standard processes. Multi-tenant SAP S/4HANA implementations are also put into consideration but are not mandatory for this quadrant assessment.

SAP HANA Ecosystem Services SAP S/4HANA System Transformation – Midmarket

2021
Germany



Source: ISG Research 2021

SAP S/4HANA SYSTEM TRANSFORMATION – MIDMARKET

Eligibility Criteria

- Utilization of SAP accelerators and templates for agile SAP S/4HANA implementations
- Consulting and implementation services offering for midsized customers
- Availability of ready-to-use templates or solutions for specific microsegments
- Availability of onshore or nearshore delivery options for local customers; Offshore deliveries, while desirable, are not mandatory for this quadrant.

Observations

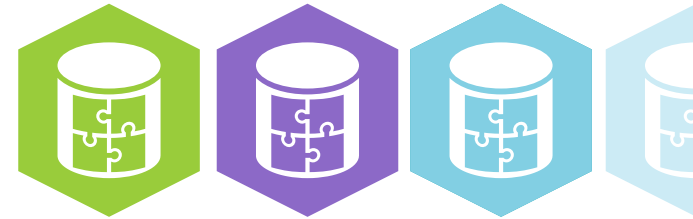
Some observations on the Leaders for this quadrant are below :

- **All For One Group** has a comprehensive service model for the transformation to S/4HANA. It also has a powerful tool support that covers all relevant deployment options, including the data-oriented bluefield methodology.
- **Arvato Systems**, based on a tried-and-tested portfolio for methods and tools, offers a wide range of standardized solutions with a specific focus on logistics processes and integration of IoT mechanisms for data acquisition and process integration.
- **DATAGROUP** excels in the conceptual phases of transformation with target-oriented methods and uses rapid prototyping for lean implementations. In addition, the company focuses on the implementation of reporting through embedded analytics based on S/4HANA.
- **Devoteam**, in addition to its high methodology competence, focuses on the entire system landscape optimization of customers. It also creates a central and consolidated database for customers by using data-as-a-service in its portfolio.
- **Fujitsu**, with Process/4, offers a methodical approach to support customers in their transformation to S/4HANA. Furthermore, the company has in-depth manufacturing industry expertise.

SAP S/4HANA SYSTEM TRANSFORMATION – MIDMARKET

Observations (cont.)

- **Innovabee** consistently pursues the approach of implementing preconfigured industry-specific standard solutions using agile methods. The company offers its services in other countries through an international partner network.
- **NTT DATA** offers a complete portfolio for all levels of SAP applications implementation and uses a reliable delivery model with a high proportion of nearshore and onshore resources.
- **Scheer** has a sophisticated process-oriented procedure model. The company has established a process modeling tool with the ARIS package, which is its unique selling proposition. Other focus area of the company includes process automation to increase efficiency.
- **Syntax** offers end-to-end support for S/4HANA, from planning through implementation to system operation. It covers all common deployment options, ranging from on-premises to a public cloud.



ENTERPRISE CONTEXT

Managed Application Services for SAP ERP

This report is relevant to enterprises across industries in Germany for evaluating managed application services providers for SAP ERP.

In this quadrant report, ISG highlights the current market positioning of providers of managed application services for SAP ERP in Germany, and how each provider addresses the key challenges faced in the country. These providers focus on helping enterprise clients to effectively manage SAP ERP, which includes SAP S/4HANA, SAP Enterprise Central Component (ECC) and legacy R3.

In Germany, the increasing need for automation among enterprises for repetitive tasks to streamline cost structure and ensure process efficiency is driving the market for SAP managed application services. Like large enterprises, small and midsize companies seek managed application services for their existing SAP ERP solutions such as Level 2 and Level 3 application support, incident resolution, maintenance, security and user support. This is because these enterprises face challenges in maintaining applications. Enterprises need these services fine-tuned to their business objectives with reduced risk and high agility to align with dynamic business environments. Hence, they are looking for a rapid solution design and optimized service delivery across their businesses from the service providers.

Who should read the report:

IT and technology leaders should read this report for a clear understanding of the strengths and weaknesses of providers offering SAP ERP managed services, and their competency in developing frameworks and tools to effectively manage their applications.

Sourcing and procurement managers should read this report for a clear understanding of the service provider ecosystem for SAP ERP managed services and how various providers can be compared with each other.

MANAGED APPLICATION SERVICES FOR SAP ERP

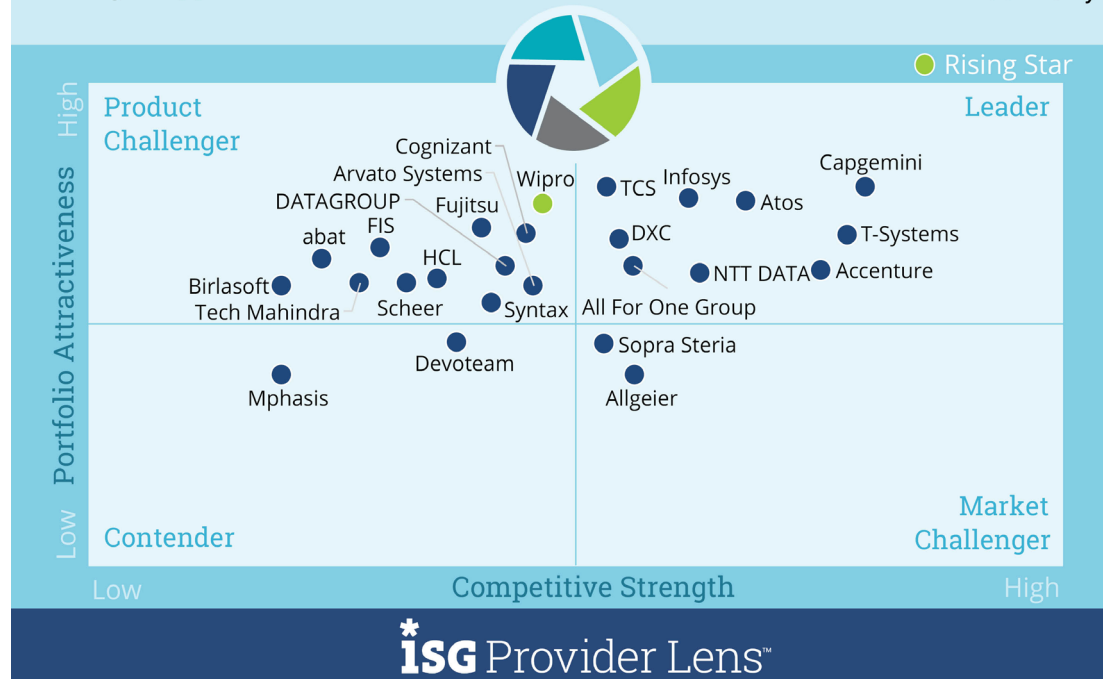
Definition

This quadrant evaluates providers' managed service performance, including maintenance and support functions that include application monitoring, remote support, and centralized administration for SAP S/4HANA and older SAP business suites such as ECC 6.0.

Managed application services for malfunctions include troubleshooting, level 2 and 3 application support, user support, ticket lifecycle management, troubleshooting, problem management, root cause analysis, and an interface to SAP product support (after authorized by the customer). Service requirements typically include user management (adding and changing user-profiles and disabling user access), performance reporting, database services, security (access) monitoring, and license compliance. Vendors who have Center of Expertise (CoE) certification are rated higher, but this is not a requirement for this quadrant.

SAP HANA Ecosystem Services Managed Application Services for SAP ERP

2021
Germany



Source: ISG Research 2021

MANAGED APPLICATION SERVICES FOR SAP ERP

Eligibility Criteria

- Offerings available for application optimization, application support, and testing
- Application extensions and changes on offerings, utilization of SAP Service Pack Stacks (SPS), and business effects forecast when required
- Ability to stabilize applications and offer SAP basic support
- Proven expertise in incident management and various ticket system tools, SAP Solution Manager, and other solutions for application documentation

Observations

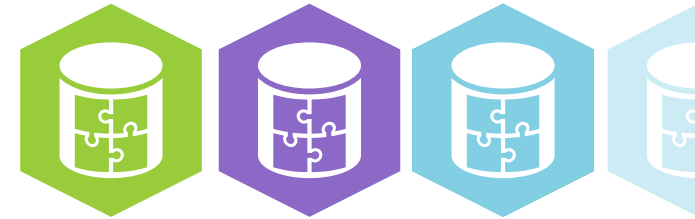
Some observations on the Leaders and Rising Star for this quadrant are below:

- **Accenture** excels with a clear focus on data management as part of managed application services, in addition to a strong global delivery model. It increasingly uses automation to increase efficiency.
- **All For One Group**, based on the well-structured service catalog with high price transparency, offers reliable data volume management for HANA-based applications and, thus, takes the highly volume-dependent license costs for HANA into account.
- **Atos** has a powerful delivery model with a strong onshore and nearshore presence in the DACH region, plus has excellent support tools and extensive end-to-end expertise.
- **Capgemini** has delivery centers in all regions and can, therefore, react flexibly to all possible lineups from the customer. Its ADMnext is an extremely powerful and innovative platform that supports application management.
- **DXC** has many years of experience in reliable system operation and offers impressive methodological tools for the efficient provisioning of managed application services.
- **Infosys** mainly focuses on achieving improvements in business processes. It also has a reliable portfolio of methods and best practices and a platform for service management, especially developed for SAP-based application operations.

MANAGED APPLICATION SERVICES FOR SAP ERP

Observations (cont.)

- **NTT DATA** offers a comprehensive portfolio for managed application services, which also has sophisticated activities automation. The company has recently expanded its market position in the DACH region.
- **TCS** has cross-application competence and is willing to enter an end-to-end market with a focus on large global customers. The company also focuses on increasing efficiency through automation.
- **T-Systems** traditionally has a strong market position in the DACH region due to its extensive knowledge on the operation of large SAP agencies. It also focuses on achieving value contributions through continuous improvement in application management.
- **Wipro** (Rising Star) offers powerful methods and tools for managed application services and flexible pricing models. It invests heavily to strengthen its market position in the DACH region.



INFOSYS



Overview

Infosys is a global technology and IT service provider based in Bangalore, India. Its services include architecture consulting, agile implementation, global rollouts, applications integration, IT modernization, digital transformation and complete operational support. The company currently employs approximately 259,000 people and generated \$13.6 billion of sales during 2020-2021. Infosys' portfolio mainly focuses on the SAP product range, especially HANA-based applications.



Strengths

Wide framework for managed application services: Infosys' Live Enterprise Application Management Platform provides a general and vendor-independent framework for managed application services. It includes all relevant service components with innovative approaches such as machine learning, automation and advanced analytics. Based on this framework, Infosys often provides end-to-end services in its engagements and manages a suitable governance model together with the customer.

Powerful platform especially for the operation of SAP-based applications: Infosys' ValuePLUS 2.0 framework offers services specifically designed for SAP-based applications. It includes all relevant process elements from root cause analysis and problem analysis to suitable automation and operations management based on AI. For service management, Infosys uses its in-house developed SAP Service Management Suite (SMSS).

Focus on benefits in business: Apart from improving IT processes, Infosys focuses on achieving specific improvements in business processes using the respective application such as through comprehensive monitoring of business process-relevant KPIs.



Caution

Infosys' Managed Application Services portfolio focuses on various components in the service provisions, i.e., more into inner view. The customer-oriented view should also be combined with a well-structured and well-communicated service catalog.



2021 ISG Provider Lens™ Leader

Based on several methods and tools, Infosys is considered a strong managed application services provider for SAP ERP applications with a considerable presence in the German market.

ENTERPRISE CONTEXT

Managed Cloud Services for SAP HANA

This report is relevant to enterprises across industries in Germany for evaluating managed cloud services providers for SAP HANA.

In this quadrant report, ISG highlights the current market positioning of managed cloud service providers in Germany, and how each company addresses the key challenges faced in the country. These providers focus on helping enterprise clients to effectively migrate or maintain the applications in the cloud or in their own data centers.

Enterprises in Germany have now started to take the cloud-first approach for existing and new applications, owing to the challenging and changing work environments resulting from the COVID-19 pandemic. To be successful in their digital transformation, the enterprises are taking a unified approach to maintaining their technical infrastructure across clouds (private, public and hybrid).

Managed cloud service providers can help these enterprises unburden themselves from the responsibility of day-to-day operations by keeping their IT infrastructure updated to optimally run, maintain and migrate SAP applications without errors or downtime. Enterprises can also benefit from a managed cloud service provider's expertise in volume management, application code management and cloud cost optimization.

Enterprise clients that are procuring managed cloud services should consider a service provider's capabilities in operating in the cloud and its credentials and level of certifications.

Who should read the report:

IT and infrastructure leaders should read this report to better understand the relative strengths and weaknesses of managed cloud service providers and to ascertain how their approaches to the market can impact enterprise cloud strategies.

Marketing, sales and field services leaders should read this report to understand the relative positioning and capabilities of partners that can help them procure managed cloud services. The report also highlights service providers' capabilities in maintaining or migrating data in data centers and the cloud.

Sourcing and procurement professionals should read this report to have a better understanding of the current landscape of managed cloud service providers.

MANAGED CLOUD SERVICES FOR SAP HANA

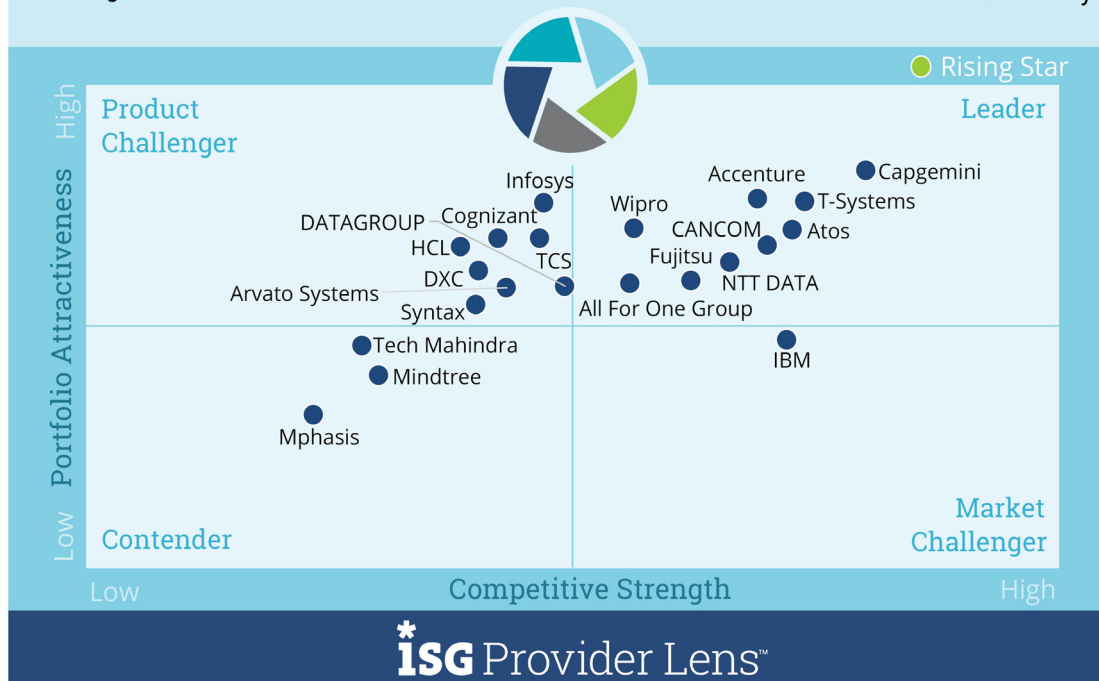
Definition

This quadrant evaluates service providers who provide hybrid cloud environments management, security access, monitoring, system availability and interface performance, disaster recovery, backup, recovery, data compliance, and other infrastructure and cloud operations. The initial technical barriers and customers' resistance to moving their ERP to the cloud is gradually decreasing, therefore these providers can now support their customers with the migration from a private cloud to a public cloud.

This quadrant primarily includes providers who can demonstrate their expertise in maintaining smooth SAP S/4HANA operations, which requires in-depth knowledge of the underlying in-memory database technology. To optimize this type of application, reliable services for data volume administration, application code administration, and cloud costs optimization are important. However, the suppliers should still be able to support SAP HANA and older SAP ERP versions for customers who run old instances together with SAP S/4HANA.

SAP HANA Ecosystem Services Managed Cloud Services for SAP HANA

2021
Germany



MANAGED CLOUD SERVICES FOR SAP HANA

Eligibility Criteria

- SAP deployment, management, and operation in the cloud, including, but not limited to hyper-scale public clouds such as AWS, Azure, and Google
- Proven ability to assist customers with their hybrid cloud implementations of SAP systems and databases, at least with infrastructure design
- Selected as Tier III data centers for hosting SAP S/4HANA or certification as a cloud partner with specialization in SAP S/4HANA
- Certification for data center security, data protection, and IT processes; Minimum accreditations are ISO27001 (security) and IT Infrastructure Library (ITIL) Incident Management
- SAP-certified employees for HANA and other SAP technologies support

Observations

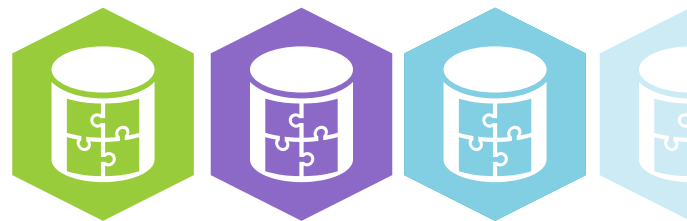
Some observations on the Leaders for this quadrant are below:

- **Accenture** has strong partnerships with all hyperscalers and has a broad coverage on the normally complex system landscape requirements in large companies.
- **All for One Group** offers powerful tools for efficient management of cloud-based environments and has many certifications from SAP.
- **Atos'** Orchestrated Hybrid Cloud for SAP provides a complete solution for complex system landscapes management. The company has strong expertise and extensive experience in common deployment options, including hybrid models.
- **CANCOM** is a reliable provider that mainly focuses on the DACH region. It combines a clear structure and high price transparency in its service models with flexible deployment options. The company also offers strategy advice from an expert.
- **Capgemini** offers a high-performance cloud management platform that can be combined with all hyperscalers. The platform offers high configurability and powerful automation tools to help increase efficiency.

MANAGED CLOUD SERVICES FOR SAP HANA

Observations (cont.)

- **Fujitsu** has extensive knowledge in infrastructure and operation for all deployment options and offers a powerful solution for system management in hybrid scenarios. It offers transparent pricing models to increase its portfolio credibility.
- **NTT DATA** provides a reliable multi-cloud strategy, including wide coverage on hybrid scenarios. It also ensures that all activities are managed together with its customers using a comprehensive governance model.
- **T-Systems** has a powerful managed hybrid cloud platform that manages various cloud services. It also supports customers through their transformation with detailed advisory services on strategy, planning and design on the target landscapes.
- **Wipro** focuses on efficiency through extensive automation and integration of multi-cloud environment management into the surrounding service management. Through significant investments, the company has recently strengthened its position in the DACH region.



ENTERPRISE CONTEXT

SAP Business Technology Platform and Intelligent Technologies

This report is relevant to enterprises across industries in Germany for evaluating service providers offering SAP Business Technology Platform (BTP) and Intelligent Technologies.

In this quadrant report, ISG highlights the current market positioning of providers of SAP BTP and Intelligent Technologies in Germany. It covers their capabilities in designing, developing, modifying, integrating and supporting applications for enterprise systems and in delivering services for digital transformation using SAP BTP and Intelligent Technologies.

As a part of their digital transformation, enterprises are looking to transform their processes and business operations and are making progress on their intelligent enterprise journeys. The focus on using high-end technologies such as analytics, AI and ML for processing SAP data has also increased among enterprises. However, the adoption of this platform among enterprises is low in Germany compared to some other regions.

Enterprises also want to integrate their existing applications (both SAP and non-SAP) under one unified platform to enhance the user experience and increase process efficiency using technologies such as AI and ML. Service providers can integrate these solutions into one and help enterprises achieve agility, business value, data to value, and extensibility of SAP and non-SAP applications.

Who should read the report:

Marketing, sales and field services leaders should read this report to understand the relative positioning and capabilities of service partners that can help implement SAP BTP and intelligent technologies effectively. The report also highlights the advanced capabilities of service providers, including application development, and the use of application programming interfaces (APIs) and new methodologies.

IT and technology leaders should read this report for a clear understanding of the strengths and weaknesses of service providers and to comprehend how they integrate the latest technologies and capabilities into their offerings to gain a competitive edge in the market.

SAP BUSINESS TECHNOLOGY PLATFORM AND INTELLIGENT TECHNOLOGIES

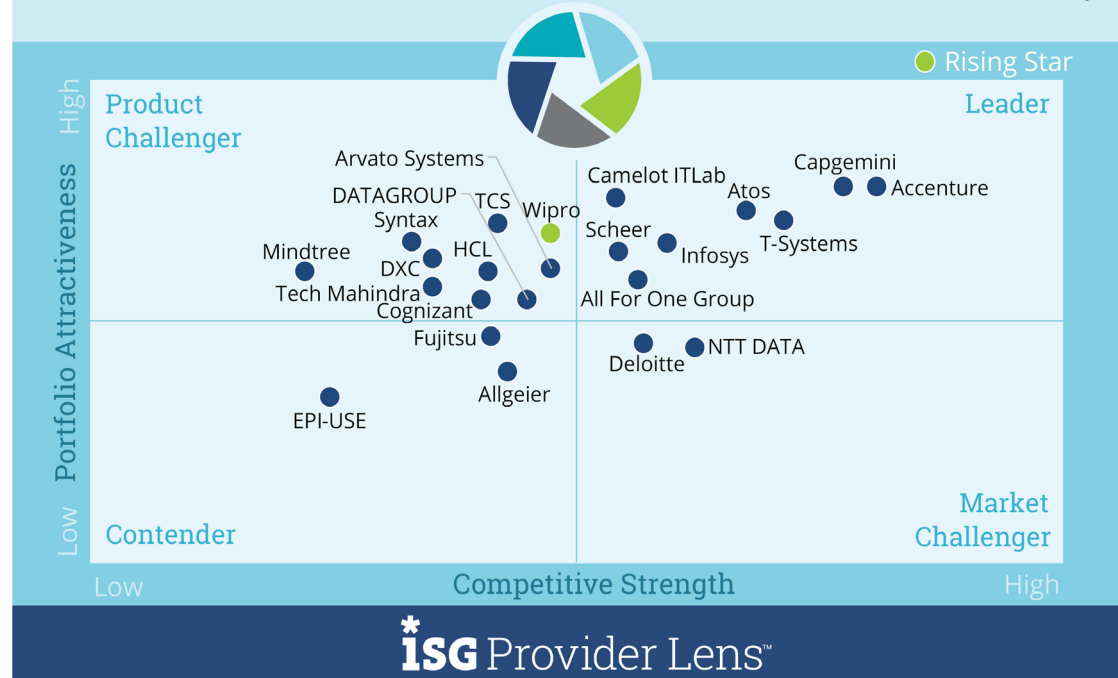
Definition

This segment studies the provider's capabilities in the design, development, modification, integration, and support of corporate applications on the SAP Business Technology Platform (BTP). These providers have laboratories so customers can experiment with new technologies. They also offer innovation workshops, design thinking, and other methods to drive innovations around SAP S/4HANA. Alternatively, use cases and frameworks were developed to accelerate innovations or to expand the functionality of SAP S/4HANA. This includes ready-to-use fraud prevention apps and analytics dashboards that were presented to ISG as part of previous studies.

BTP services include platform-as-a-service and application development for data integration, mobile-enabled services, analytics, and application development and delivery via multi-cloud platforms.

SAP HANA Ecosystem Services
SAP Business Technology Platform and Intelligent Technologies

2021
Germany



Source: ISG Research 2021

SAP BUSINESS TECHNOLOGY PLATFORM AND INTELLIGENT TECHNOLOGIES

Eligibility Criteria

- Consulting and implementation service offerings for SAP BTP
- Expertise in AI, ML, blockchain, and IoT technologies
- Proven support on BTP applications based on case studies
- SAP certifications for applications, developers, or at partner level
- Leading BTP service partners should ideally give case presentations in large events and SAP award ceremonies, to gain customer recognition and increase awareness.

Observations

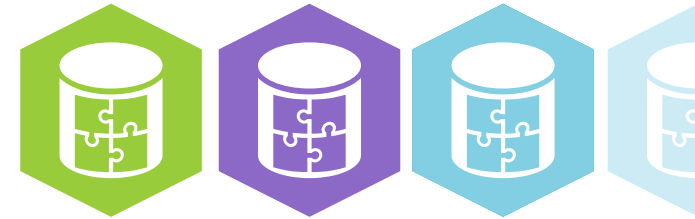
Some observations on the Leaders and Rising Star for this quadrant are below:

- **Accenture** has a reliable innovative process model that uses design thinking and agile methods. It also maintains a development partnership with SAP for industry-specific and functional solutions using BTP.
- **All for One Group** consistently uses BTP for developments outside the standard core applications and offers pay-per-use billing models.
- **Atos** focuses on the integration of production-related data when using SAP Business Technology Platform and distinguishes itself through advanced analytics.
- **Camelot ITLab** demonstrates high competence in using SAP BTP and employs its dedicated teams to develop many innovative solutions that use SAP BTP as an integration platform such as machine learning, blockchain or advanced analytics.
- **Capgemini** has dedicated centers of excellence that focus on developing minimum viable products (MVPs) based on SAP BTP and an agile model. BTP is also consistently used to maintain the standard in the digital core.

SAP BUSINESS TECHNOLOGY PLATFORM AND INTELLIGENT TECHNOLOGIES

Observations (cont.)

- **Infosys**, together with its customers, uses agile process model to develop innovative solutions based on SAP Business Technology Platform and consistently uses BTP as a central integration platform for SAP HANA.
- **Scheer** has extensive experience in using SAP BTP to develop innovative and intelligent solutions.
- **T-Systems** offers BTP as a central integration platform in its portfolio. It also includes several implemented use cases for retail, logistics and analytics.
- **Wipro** (Rising Star) offers numerous BTP-based preconfigured solutions. It invests heavily to strengthen its regional presence and gain the leadership position in this quadrant.



INFOSYS



Overview

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Strengths

Extensive experience in SAP BTP: From the beginning, Infosys was SAP's partner in the Medallion initiative on the intelligent enterprise. As part of this initiative, Infosys uses its IP and existing development expertise to develop innovative solutions together with SAP. A separate SAP Co-Innovation Lab (COIL) was built for this purpose. In addition, Infosys has many specific BTP-based extensions to S/4HANA, many of which have been certified by SAP. One example is the Smart Supply Chain IoT solution, which combines blockchain technology and IoT to meet the increasing security requirements in traditional supply chains and ensure compliance with legal regulations.

Agile process model for developing innovative solutions with the customer: In intelligent enterprise, Infosys offers a lean process model based on agile methods to develop prototypes for innovative solutions. It is based on a five-stage design thinking process, where the first prototype is developed based on an expected outcome in a usually one-day workshop course.

Consistent use of BTP as central integration platform in SAP HANA: Infosys consistently relies on BTP as a platform for integrating applications and, thus, follows the platform strategic positioning by SAP.



Caution

The portfolio should emphasize the use of SAP BTP as a tool for outsourcing individual extensions and maintaining the standard in the core application (the company's principle to "keep the core clean").

The use of BTP for advanced analytics should also be emphasized.



2021 ISG Provider Lens™ Leader

As one of SAP's initial partners, Infosys has strong expertise and certified solutions for BTP.



Methodology

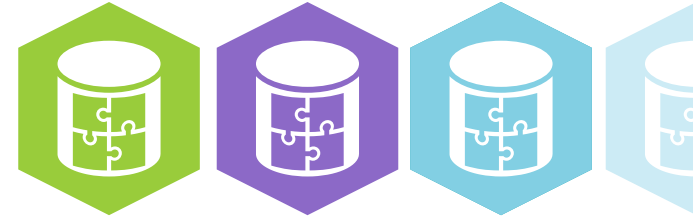


METHODOLOGY

The research study “ISG Provider Lens™ 2021 SAP HANA Ecosystem Services, Germany” analyzes the relevant software vendors/service providers in the Germany market, based on a multi-phased research and analysis process, and positions these providers based on the ISG Research methodology.

The study was divided into the following steps:

1. Definition of 2021 SAP HANA Ecosystem Services, Germany market
2. Use of questionnaire-based surveys of service providers/vendor across all trend topics
3. Interactive discussions with service providers/vendors on capabilities & use cases
4. Leverage ISG's internal databases & advisor knowledge & experience (wherever applicable)
5. Detailed analysis & evaluation of services & service documentation based on the facts & figures received from providers & other sources.
6. Use of the following key evaluation criteria:
 - Strategy & vision
 - Innovation
 - Brand awareness and presence in the market
 - Sales and partner landscape
 - Breadth and depth of portfolio of services offered
 - Technology advancements



Authors and Editors



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Senior IT Management Advisor, Germany

Mr. Suletzki relies on a deep understanding of core business processes and in-depth know-how of IT management. He has more than 30 years of experience as Senior IT Manager, Senior Project Manager and – at the beginning of his career – as IT consultant. His main areas of expertise comprise IT application management, IT architecture, data modelling as well as IT sourcing strategy and execution

Rainer acts as independent consultant with a focus upon application management for SAP and specifically for SAP HANA. On behalf of ISG he conducts studies within the framework of ISG Provider Lens and takes on client projects with definition of IT strategy and the resulting sourcing decisions.

Before becoming an independent consultant, Rainer worked more than 30 years for a global German Life Science corporation.

Rainer holds graduate degrees in Economics and Computer Sciences.



ArulManoj M, Enterprise Context and Global Overview Analyst

Senior Analyst

Arul has been working with ISG for more than two years and his area of expertise is on Application Development & Maintenance (ADM). During his tenure, he has developed content for ISG Provider Lens™ in the areas of Next-gen Application Development & Maintenance (ADM), SAP HANA and Leonardo Ecosystem and Data Analytics Services & Solutions. As part of ISG Provider Lens™, Arul is responsible for supporting research authors and authoring blogs about niche technologies, market trends and insights.

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Mr. Aase brings extensive experience in the implementation and research of service integration and management of both IT and business processes. With over 35 years of experience, he is highly skilled at analyzing vendor governance trends and methodologies, identifying inefficiencies in current processes, and advising the industry. Jan Erik has experience on all four sides of the sourcing and vendor governance lifecycle - as a client, an industry analyst, a service provider and an advisor. Now as a research director, principal analyst and global head of ISG Provider Lens™, he is very well positioned to assess and report on the state of the industry and make recommendations for both enterprises and service provider clients.

ISG Provider Lens™ Report: SAP HANA Ecosystem Services

August 2021

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