

SWOT ANALYSIS

SAP 2024

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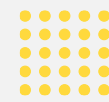




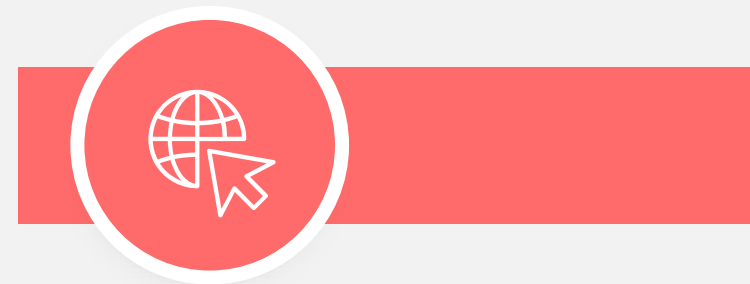
SWOT ANALYSIS – SAP 2024



STRENGTHS



- **Global Reach:** Over 400,000 customers, 22,000 partners worldwide.
- **Wide Product Range:** Extensive suite including ERP, CRM, HR, and more.
- **Industry Expertise:** 50 years of deep knowledge across 25+ industries.
- **Trusted Brand:** Supports 77% of Forbes Global 2000 companies.
- **Financial Robustness:** Strong recurring revenue and minimal debt.



WEAKNESSES



- **Complex Solutions:** Difficult implementation and management.
- **Cloud Shift:** Slow and costly migration to cloud.
- **Innovation Pace:** Lag in delivering new innovations.
- **Sales Efficiency:** Needs better go-to-market execution.



OPPORTUNITIES



- **RISE with SAP:** Growth potential through integrated cloud suite.
- **S/4HANA:** Cross-sell opportunities with next-gen ERP.
- **Qualtrics Spin-off:** Potential for unlocking value.
- **Industry Clouds:** Growth in specific sectors like retail and automotive.
- **Data & AI Use:** Enhancing business processes with intelligence.



THREATS



- **Rising Cloud Competition:** From Oracle, Workday, and others.
- **Microsoft Challenge:** With Azure and Dynamics 365 as alternatives.
- **Margin Concerns:** Due to cloud and SaaS model shift.
- **Economic Conditions:** Could limit software spending.
- **Risk of Complacency:** After decades of dominance, facing agile competitors.

