

SAP

# Welcome to SAP

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SAP





### **March 2025 –**

SAP announced Europe's most valuable company.

CEO Christian Klein:

“SAP has the richest business data set of all tech companies” which allows it to deliver a multitude of new AI services.

A large, semi-transparent SAP logo is displayed on a blue banner that appears to be hanging from a ceiling. The banner is set against a dark, blurred background of what looks like an office or a public space. The logo is in a light blue color, matching the SAP brand colors.

**Software giant SAP  
becomes Europe's most  
valuable firm amid  
German stock market boom**

# SAP: The world's largest provider of Enterprise Application Software

## Key Facts

- **€34.18bn** total revenue, thereof **€17.14bn cloud revenue**<sup>1</sup>
- Only **Fortune 50** global tech company **headquartered in Europe**
- **>100,000** employees across the globe

## Customers

- **98 of the 100 largest companies** in the world are SAP customers
- SAP customers generate **84% of total global commerce**
- **SMEs make up 80%** of SAP's customers

## Portfolio

- **AI embedded** across the portfolio
- Solutions for **26 industries** and **12 lines of businesses**

## Ecosystem

- **>100 development locations** and **14 SAP Co-Innovation labs** worldwide
- **Sapphire Ventures:** Invested in **>140** companies in 10 countries

1. Full Year 2024; 2. Calculations performed by SAP. Gartner®, Market Share: All Software Markets, Worldwide, 2023, released in April 2024. GARTNER is a registered trademark and service mark of Gartner, Inc. and/or its affiliates in the U.S. and internationally and is used herein with permission. All rights reserved.; 3. Combines Gartner sub-segments „Core Manufacturing and Operations Management“ and „Supply Chain Production“, SAP market share is 16.3%; 4. Database Management System, SAP market share is at 20%. Note: SAP is not responsible for the content of third-party research reports.

# Our goal

# #1

## Enterprise application and Business AI company

powered by our leading platform

# #1

in market  
share

# #1

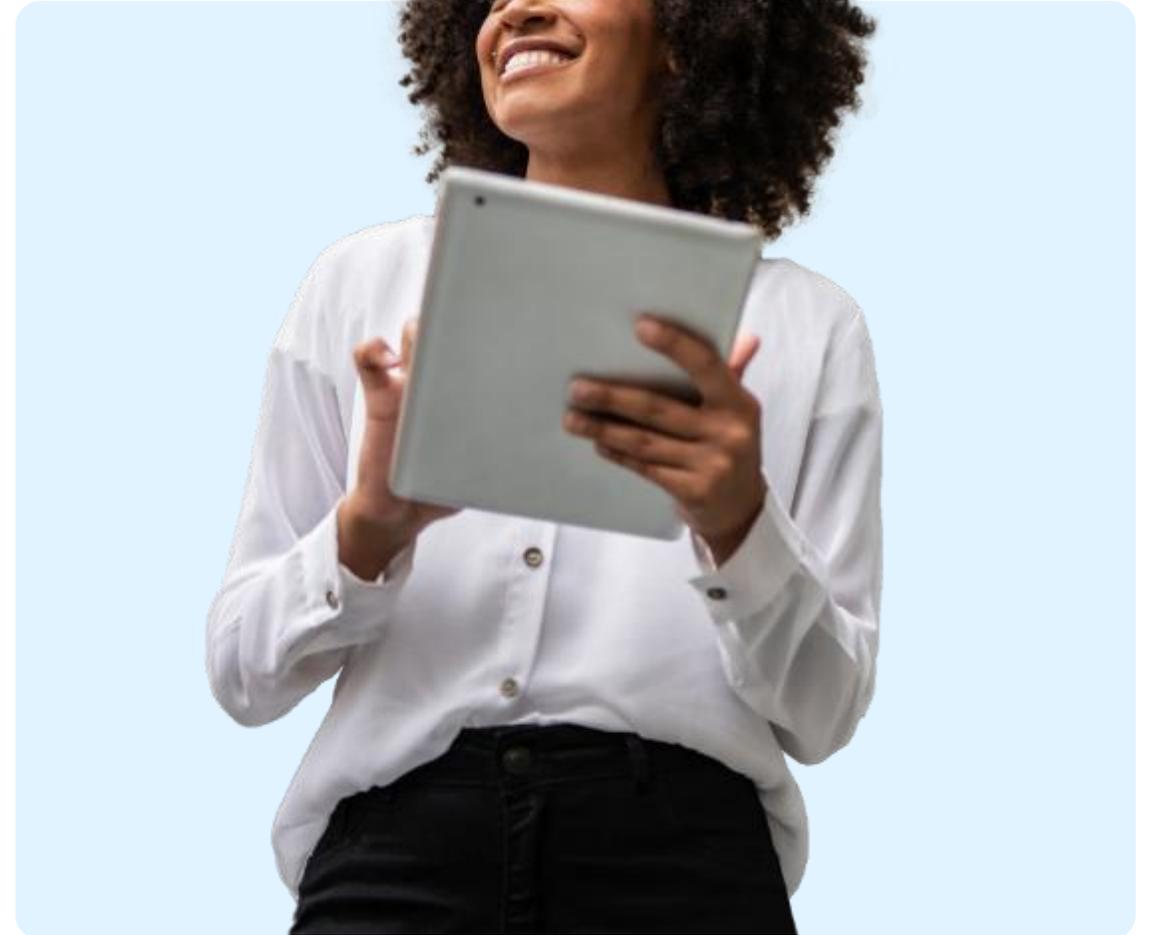
in customer  
satisfaction

# #1

in customer  
lifetime value

# #1

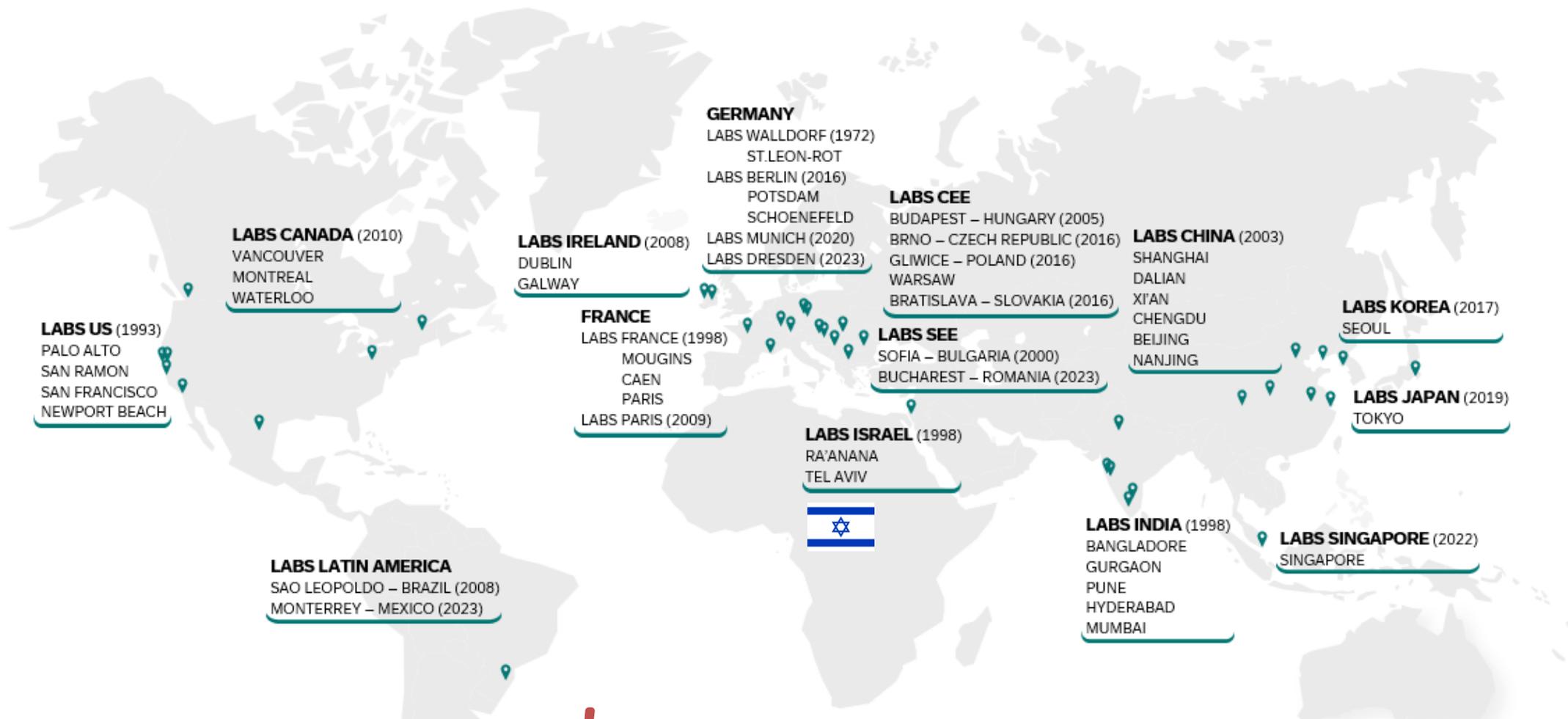
in portfolio  
adoption





# SAP Labs Israel 2025

Local Innovation, Global Impact



# SAP LABS NETWORK

## Key Facts & Figures



# SAP Labs Israel

## Local Innovation, Global Impact

Established  
1998



**1200**  
Employees

**Ra'anana**  
**Tel Aviv**



**32%**  
Women

**21%**  
Women in  
Management



**42**  
Average Age

**9**  
Average Length  
of Service



**30%**  
Early Talents  
(students &  
juniors)



**Knowhow  
& Expertise**  
AI  
Platform Technology/  
Cloud Native  
Commercial  
infrastructure



**12**  
Acquisitions

2024: WalkMe  
2021: Scale MP



**#6**  
Best Place to  
work 2024

# SAP Labs Israel

## Innovation – Ecosystem – Core Tech



### CORE TECH FOCUS

Powerhouse for deep tech development and platform focus



### INNOVATION 2 SCALE

- Innovation inside out and outside in: excellence in **ideation 2 production. High standard compliance and enterprise readiness**
- 90% of SAP acquisitions in IL were **successfully integrated and scaled**
- Entrepreneurial spirit: >50% of our employees have start-up experience and remain innovators at SAP



### ECOSYSTEM

- Built on 12 acquisitions
- Partners programs and co-innovation with local startups
- The core added value of the Lab is strong cloud delivery capabilities and innovating through collaboration with the IL tech eco system
- Strong focus on local Public Sector (gov. and military)



### EARLY TALENTS & ACADEMIC RELATIONS

- Interns consist ~10% of Lab employees, representing a strong SAP presence in leading universities
- Strong R&D collaboration with the Academia in IL, research and joint projects
- Significant leverage of Early Talents in Lab activities



### STRONG EXECUTION

- Cloud Native Center of Excellence
- The SAP R&D in Israel drives revenue streams
- Cloud Culture – Strong cloud operations teams
- Leading in new technologies: Expert developers working with technologies like GenAI, K8S, GO, Istio, Envoy, and more



## SAP LABS IL – BUILT ON ACQUISITIONS

From  
innovation  
to scale

Year of Acquisition	Company
2024	WalkMe
2021	Scale MP
2017	Gigya
2014	OpTier
2007	Ingeneo
2005	Virtual Locality
2004	A2i
2002	GUI Machine Technology
2002	Expression Solution
2002	Top Manage
2001	TopTier
1998	Ofek Tech



➤ **WalkMe Ltd. (NASDAQ: WKME)**

- Headquartered in Tel Aviv
- Established in 2011
- # of employees ~1,000, of which ~300 in R&D
- Acquired by SAP in 2024

➤ **Digital Adoption Platforms (DAP)**

- Pioneering the DAP market
- Helping organizations navigate technology change by providing users with guidance & automation features that enable them across applications, resulting in higher adoption and driving value realization.

➤ **Value for SAP**

- Complementing SAP's Business Transformation Management portfolio around SAP Signavio and SAP LeanIX solutions to help customers on their transformation journeys.



**THANK YOU**