



Welcome to SAP

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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.



**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 revenue¹**
- 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



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



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.



SAP Completes
Acquisition of
WalkMe



THANK YOU