ISG Provider Lens™

SAP Ecosystem

A report summarizing the global and regional trends of SAP ecosystem partners

Customized report courtesy of: Atos

SAP ECOSYSTEM GLOBAL SUMMARY | APRIL 2025

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Cloud solutions and managed services

The migration to cloud solutions is gaining traction, with many organizations opting for managed services to streamline operations and ensure data integrity. The demand for managed cloud services is driven by the desire for scalability, security and expert guidance in cloud workload management. Enterprises are increasingly outsourcing the management of their cloud platforms, with a focus on achieving seamless transitions and maintaining compliance with regulatory requirements. This trend illustrates a broad push toward adopting flexible, hybrid and multicloud strategies to meet diverse business needs and enhance overall IT resilience. Managed services play a crucial role in facilitating ongoing optimization and support in cloud environments.

Integration of AI technologies

Integrating AI and advanced analytics is becoming a cornerstone of SAP offerings, providing organizations with powerful tools to automate routine tasks and enhance decision-making processes. Businesses are leveraging AI-driven solutions to improve CX, optimize workflows and streamline operational efficiencies. Generative AI (GenAI) is gaining popularity for its ability to deliver predictive analytics, automate data analysis and provide personalized recommendations. This increasing reliance on AI technologies fosters innovation and empowers organizations to derive valuable insights from their data, enabling them to make informed strategic decisions. However, successful integration requires robust training and adherence to compliance standards to mitigate risks.

Challenges in data migration and change management

Organizations face significant challenges in data migration as they transition from legacy systems to cloud-based environments. Ensuring data accuracy, integrity and compatibility with new systems is vital for successful outcomes, necessitating thorough planning and execution. Change management plays a critical role in easing transitions, as employees must adapt to new interfaces and functionalities. Comprehensive training programs are essential to equip staff with the necessary skills and knowledge, mitigating resistance to change. The balance between customization and standardization remains a concern, as over-customization can complicate maintenance and operational efficiencies.

Increase in RISE with SAP contracts emphasizes the need for Cloud Economics and FinOps for SAP. Providers are offering advisory and guidance for firms while transforming to SAP S/4HANA for their clients.

Akhila Harinarayan - Principal Analyst

Increased adoption of SAP S/4HANA in APAC

The APAC region is experiencing significant growth in SAP S/4HANA adoption, primarily through greenfield transformations, especially in ASEAN countries. Cloud solutions, particularly private cloud deployments, are gaining traction, with RISE with SAP and GROW with SAP enabling organizations to enhance their agility and scalability. AI technologies, such as GenAI, are increasingly integrated to automate tasks and improve decision-making processes. The demand for managed applications and cloud services is rising as enterprises seek expertise in navigating local regulations and optimizing cloud operations.

Enterprises in APAC seek providers' capabilities for a smooth transition to SAP S/4HANA while exploring cloud options, focused on improving operational efficiency across their firms.

Akhila Harinarayan - Principal Analyst

U.S. enterprises remain cautious about S/4HANA transformation

U.S. enterprises remain cautious regarding transitioning from ECC 6.0 to S/4HANA due to economic uncertainties, technical challenges and unclear ROI, leading to delayed decisions and a moderate growth rate in SAP S/4HANA adoption. SAP partners are leveraging GenAI and real-time analytics to create compelling business cases for transformation, focusing on industry-specific solutions to reduce implementation risks. The focus is on enhancing consulting capabilities, emphasizing automation and adopting innovative tools to support clients.

Enterprises in the U.S. emphasize innovative AI-enabled solutions, the need for more control and a phased transformation approach to SAP S/4HANA, prioritizing process optimization.

Tarun Vaid - Principal Analyst

Emphasis on business value in SAP implementations in the U.K.

The U.K. SAP market is shifting toward ensuring that SAP implementations deliver measurable business outcomes rather than merely technical upgrades. Enterprises are increasingly focused on process optimization, innovation and specific KPIs that gauge the effectiveness of SAP solutions. This evolution reflects a growing recognition of the need to align SAP initiatives with broader business goals, ensuring that technology contributes to strategic objectives.

Enterprises in the U.K. market are considering adoption of hybrid cloud to optimize SAP environments and to strike the right balance between scalability, agility, costs and compliance.

Maharshi Pandya - Senior Lead Analyst

Focus on regulatory compliance in Germany

German enterprises face stringent regulatory frameworks, including GDPR and labor laws, making compliance a top priority. Local SAP expertise remains crucial as companies navigate these regulations, prompting providers to maintain specialized knowledge. There is also an emphasis on developing solutions that adhere to compliance requirements across various sectors. This focus enhances trust and enables smooth transitions to cloud-based systems while meeting regulatory expectations.

German enterprises prioritize regulatory compliance, requiring specialized SAP expertise with localized skills and a clear AI strategy to smoothly transition to cloud solutions, mitigate risk and meet stringent GDPR and labor law requirements.

Oliver Nickels - Principal Analyst

Brazilian companies seek to balance investments in digital transformation

In Brazil, companies increasingly have to prioritize investments in internal improvements to align with the ongoing tax reform and other demands. This strategic approach has postponed RISE adoption in large organizations, as many focus their budgets on improving internal processes to maintain operational control. Meanwhile, midsize companies are beginning to utilize the GROW with SAP offering to optimize their operations. While GROW is often perceived as designed specifically for midsize companies, larger firms are also recognizing its value in accelerating operational efficiency, especially during their M&A processes.

Brazilian companies postpone investments in RISE to meet urgent demands, such as internal improvements due to tax reform, while midsize companies begin to adopt GROW to optimize operations.

Mara Kukla - Lead Analyst, Brazil

The 2025 SAP ecosystem study assessed 117 service providers across eight quadrants and five regions. Among the 117 providers evaluated, 48 were identified as Leaders and 16 as Rising Stars for multiple quadrants across regions.

Strengths of Leaders

- **Comprehensive transformation approaches:** Service providers emphasize robust transformation capabilities encompassing end-to-end services for SAP S/4HANA migrations. These approaches combine various methodologies, including brownfield and greenfield strategies, allowing organizations to retain important historical data and configurations while optimizing existing processes. This flexibility facilitates a smooth transition and reassures clients of the value of their investment.

- **Proprietary tools and frameworks:** Providers leverage specialized proprietary tools and frameworks designed to streamline the migration and implementation processes. Organizations can accelerate project timelines, enhance operational efficiencies and minimize risks associated with complex transformations by employing tailored assets, such as preconfigured templates and automation tools.

- **Industry-specific expertise and solutions:** A significant strength across leaders is the focus on delivering industry-specific solutions that address unique client challenges. This specialized approach enhances compliance and operational efficiency and aligns closely with clients' strategic goals in various sectors.

- **Strong emphasis on automation and AI:** Integrating intelligent automation and AI is a defining characteristic, with providers increasingly utilizing these technologies to enhance operational efficiency. Organizations can reduce manual workloads, speed up processes and improve decision-making by automating routine tasks and incorporating AI-driven insights.

- **Strategic partnerships and alliances:** Collaboration with technology partners and hyperscale cloud providers is prevalent among leaders, facilitating joint development and coinnovation initiatives. Such partnerships enhance service offerings by leveraging the latest technologies and methodologies, fostering a culture of innovation and responsiveness to evolving client needs.

Leader Board

Common Leaders Identified Across Geographies for SAP Ecosystem 2025

Service Provider	SAP S/4HANA System Transformation	SAP S/4HANA System Transformation - Large Accounts	SAP S/4HANA System Transformation - Midmarket	SAP Application Managed Services	Managed Cloud Services for SAP ERP	SAP SuccessFactors HXM Partner Services	RISE with SAP Implementation Partners	SAP Business AI and Business Technology Platform (BTP) Services	Cloud Economics and FinOps Services for SAP	GROW with SAP Implementation Partners
Accenture	U.K.	APAC, Brazil, Germany, U.S.		APAC, Brazil, Germany, U.K., U.S.	APAC, Brazil, Germany, U.K., U.S.	Brazil, Germany, U.K., U.S.	Global	Global	Global	
adesso			Germany							
All for One Group			Germany	Germany	Germany	Germany				
Arvato Systems			Germany							
Atos		Brazil, Germany	APAC, Germany, U.S.	Brazil, Germany, U.K.	Brazil, Germany, U.K.	Brazil, U.K.		Global		
BCI Consulting			Brazil							
Birlasoft			APAC, Germany, U.S.							
CANCOM					Germany					

APAC Brazil Germany Global U.K. U.S.

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Capgemini	U.K.	APAC, Brazil, Germany, U.S.		APAC, Brazil, Germany, U.K., U.S.	APAC, Brazil, Germany, U.K., U.S.	Brazil, Germany, U.K., U.S.	Global	Global	Global	
Cognitus										Global
Cognizant	U.K.	U.S.		Germany, U.K., U.S.	U.S.	U.K.	Global		Global	
DATAGROUP			Germany							
Deloitte	U.K.	Brazil, Germany, U.S.		Brazil, U.K., U.S.	Brazil	Brazil, Germany, U.K., U.S.	Global			
DXC Technology		APAC		APAC	APAC, U.S.					
EPI-USE						Brazil				
Essence			Brazil							

APAC Brazil Germany Global U.K. U.S.

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Exed Consulting		Brazil								
EY	U.K.	U.S.		U.K., U.S.		Germany, U.K., U.S.				
Globant										Global
HCLTech	U.K.	APAC, U.S.		APAC, Germany, U.K., U.S.	APAC, U.K., U.S.		Global	Global	Global	
Hexaware			APAC, U.S.			U.K.				
Hitachi Digital Services			APAC							
HR Path						Brazil				
HRST						Brazil				

APAC Brazil Germany Global U.K. U.S.

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IBM	U.K.	APAC, U.S.		APAC, U.K., U.S.		U.S.	Global	Global	Global	
Infosys	U.K.	APAC, Brazil, Germany, U.S.		APAC, Brazil, Germany, U.K., U.S.	APAC, Germany, U.K., U.S.	Germany, U.K., U.S.	Global	Global	Global	
KaarTech			APAC							Global
Kyndryl					APAC, Germany, U.K., U.S.					
LTIMindtree	U.K.	U.S.					Global	Global		
Megawork			Brazil							
Meta			Brazil							
NTT DATA		Brazil	APAC, Brazil, Germany, U.S.	Brazil, Germany						

APAC · Brazil · Germany · Global · U.K. · U.S.

Common Leaders Identified Across Geographies for SAP Ecosystem 2025

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Numen			Brazil							
Pentos						Germany				
PwC	U.K.					Germany, U.K.				
SEIDOR			Brazil							
Softtek		Brazil		Brazil						
Stefanini				Brazil	Brazil					Global
Strada						Brazil, U.S.				
Syntax			Germany, U.S.							Global

● APAC ● Brazil ● Germany ● Global ● U.K. ● U.S.

Common Leaders Identified Across Geographies for SAP Ecosystem 2025

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TCS	U.K.	APAC, Germany, U.S.		APAC, Germany, U.K., U.S.	APAC, U.K., U.S.	U.S.	Global	Global		
Tech Mahindra		APAC, Germany		Brazil, U.K., U.S.	APAC	Brazil	Global	Global		
TIVIT					Brazil					
T-Systems		Brazil, Germany	Brazil	Brazil, Germany	Brazil, Germany, U.K.					
UST			U.S.							
Wipro	U.K.	APAC, Brazil, Germany, U.S.		APAC, Brazil, Germany, U.K., U.S.	APAC, Brazil, Germany, U.K., U.S.	Germany, U.K., U.S.	Global	Global	Global	
YASH Technologies										Global

APAC   Brazil   Germany   Global   U.K.   U.S.

Rising Stars Across Geographies for SAP Ecosystem 2025

Quadrants	APAC	Brazil	Germany	Global	U.K.	U.S.
SAP S/4HANA System Transformation					Atos, UST	
SAP S/4HANA System Transformation - Large Accounts	Hitachi Digital Services	Minsait	DATAGROUP			DXC Technology
SAP S/4HANA System Transformation - Midmarket		SPS Group	DXC Technology			KaarTech, Cognitus
SAP Application Managed Services	Tech Mahindra	Minsait	DATAGROUP		Hexaware, LTIMindtree	DXC Technology
Managed Cloud Services for SAP ERP						Syntax
SAP SuccessFactors HXM Partner Services		Engine	Atos		Strada	Hexaware
RISE with SAP Implementation Partners				Cognitus		
SAP Business AI and Business Technology Platform (BTP) Services				DXC Technology		
GROW with SAP Implementation Partners				Delaware		

Who Should Read This

This report is relevant to marketing, sales, technology, procurement and business operations professionals responsible for designing, implementing and maintaining SAP ERP and other applications in their respective organizations or changing existing partnerships with service providers. Readers should look into the transformation of SAP solutions and service partners to evaluate how enterprises can best use these changes. This report is of value to enterprises of all sizes across all industries globally, including APAC, Brazil, Germany, the U.K. and the U.S.

Marketing and sales professionals

Using SAP solutions for daily analysis and dashboarding should read this report to better understand the latest practices that service providers follow to support the process and integrity of applications.

IT and technology leaders

Should read this report to understand the strengths and weaknesses of service providers and how they integrate the latest technologies and capabilities into their offerings. The report provides a detailed analysis of all service providers to help IT and other technology leaders differentiate providers based on the technologies they use and their unique capabilities.

Line-of-business (LOB), industry and finance leaders

Should read this report to understand the relative positioning of partners that can help them procure services for their business and industry.

Sourcing and procurement professionals

Should read this report to understand the service provider ecosystem for SAP ERP managed services and to compare various providers.

Product managers

Should read this report to understand how and which providers can address the challenges faced by enterprises while considering ROI and CapEx/OpEx.

Research and innovation professionals

Should read this report to understand providers' capability to innovate with the help of new technologies, such as AI, ML and IoT.

Further Reading

Further Reading

APAC

SAP S/4HANA System Transformation — Large Accounts

SAP S/4HANA System Transformation — Midmarket

SAP Application Managed Services

Managed Cloud Services for SAP ERP

Brazil

SAP S/4HANA System Transformation — Large Accounts

SAP S/4HANA System Transformation — Midmarket

SAP Application Managed Services

Managed Cloud Services for SAP ERP

SAP SuccessFactors HXM Partner Services

Germany

SAP S/4HANA System Transformation — Large Accounts

SAP S/4HANA System Transformation — Midmarket

SAP Application Managed Services

Managed Cloud Services for SAP ERP

SAP SuccessFactors HXM Partner Services

Global

RISE with SAP Implementation Partners

SAP Business AI and Business Technology Platform (BTP) Services

Cloud Economics and FinOps Services for SAP

GROW with SAP Implementation Partners (Midsize Providers)

U.K.

SAP S/4HANA System Transformation

SAP Application Managed Services

Managed Cloud Services for SAP ERP

SAP SuccessFactors HXM Partner Services

U.S.

SAP S/4HANA System Transformation — Large Accounts

SAP S/4HANA System Transformation — Midmarket

SAP Application Managed Services

Managed Cloud Services for SAP ERP

SAP SuccessFactors HXM Partner Services

Further Reading

For more information about this and other ISG Provider Lens studies

ISGLens@isg-one.com

+1.203.454.3900

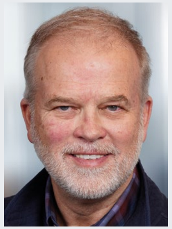
ISG Provider Lens

Author

Vartika Rai
Research Analyst

Vartika Rai is a research analyst at ISG and is responsible for supporting and co-authoring IPL Provider Lens™ studies on Analytics — Services and Platforms and SAP Ecosystem. She supports the lead analysts in the research process and authors the global summary report. Vartika also develops content from an enterprise perspective and collaborates with advisors and enterprise clients on ad-hoc research assignments.

Vartika started her current role in June 2022. Before this role, she worked on secondary research, competitive intelligence, market trends and newsletter analysis.



IPL Product Owner

Jan Erik Aase
Partner and Global Head – ISG Provider Lens™

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.

About Our Company & Research

ISG Provider Lens™

The ISG Provider Lens™ Quadrant research series is the only service provider evaluation of its kind to combine empirical, data-driven research and market analysis with the real-world experience and observations of ISG's global advisory team. Enterprises will find a wealth of detailed data and market analysis to help guide their selection of appropriate sourcing partners, while ISG advisors use the reports to validate their own market knowledge and make recommendations to ISG's enterprise clients. The research currently covers providers offering their services across multiple geographies globally.

For more information about ISG Provider Lens™ research, please visit this webpage.

ISG Research™

ISG Research™ provides subscription research, advisory consulting and executive event services focused on market trends and disruptive technologies driving change in business computing. ISG Research™ delivers guidance that helps businesses accelerate growth and create more value.

ISG offers research specifically about providers to state and local governments (including counties, cities) as well as higher education institutions. Visit: Public Sector.

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ISG

ISG (Nasdaq: III) is a global AI-centered technology research and advisory firm. A trusted partner to more than 900 clients, including 75 of the world's top 100 enterprises, ISG is a long-time leader in technology and business services sourcing that is now at the forefront of leveraging AI to help organizations achieve operational excellence and faster growth.

The firm, founded in 2006, is known for its proprietary market data, in-depth knowledge of provider ecosystems, and the expertise of its 1,600 professionals worldwide working together to help clients maximize the value of their technology investments.

For more information, visit isg-one.com.

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