



This IDC Partner Case Study showcases the effort and outcomes specific to Accenture's SAP Business Group engagement with SAP and its SAP Business Technology Platform (SAP BTP).

Expanding on a Full Spectrum of Capabilities with SAP BTP: Accenture's SAP Business Group

WRITTEN BY:



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PARTNER SNAPSHOT

PARTNER:

Accenture is a global professional services company serving clients in more than 120 countries.

- 720,000+ employees
- Annual revenue of US\$61.6 billion
- SAP Business Group has a focus across functional and industry categories and SAP technologies.

ACCENTURE'S SAP RELATIONSHIP:

Accenture is an SAP Global Strategic Service Partner and has been an SAP partner for 40+ years.

ACCENTURE'S SAP BTP BENEFITS:

- Services and software revenue
- Quicker implementation and development times
- Customer lifetime value
- Expanded market opportunities
- Market differentiation

Introduction to Accenture

Accenture is a global professional services company with more than 720,000 employees worldwide. The SAP Business Group within Accenture has approximately 75,000 SAP practitioners. Accenture is an SAP Global Strategic Service Partner, has partnered with SAP for 40+ years, and serves more than 750 active SAP clients each year.



Longer-term relationships with clients allow for Accenture's SAP Business Group to achieve expanded innovation with SAP BTP.

Holistic Approach

Services and software are the key drivers of Accenture's SAP Business Group value relative to SAP BTP, and that value represents a continuum of innovation driven by customer need. SAP BTP represents an opportunity for Accenture's SAP Business Group to showcase the full spectrum of its capabilities, taking customers through a complete business value discussion to white-glove support.

"It's about what we do holistically and taking advantage of what SAP BTP offers in the most strategic way for our clients during the consulting, implementation, and application management processes," said David N. Pereles, Managing Director, Accenture, and lead for SAP Cloud Architecture Advisory & Extensibility in North America.

Accenture's composable approach to SAP BTP — offering a holistic service and solution set that can be developed and added to over time — drives revenue and profit for the company's SAP Business Group based on its ability to help customers transform their businesses. Accenture's SAP Business Group revenue drivers relative to its SAP BTP engagements, in ranked order of revenue, include the following:

1. Implementation services
2. Consulting services
3. Application support
4. Productized software

Expanded Possibilities

SAP BTP helps Accenture innovate with its clients, extending their capabilities with new technologies and integrating with SAP and other cloud-native solutions. This supports services and product revenue growth for Accenture's SAP Business Group that aligns with the capabilities and functionality of SAP BTP.

"We think of it as how to take advantage of the new services that SAP BTP provides rather than tracking revenue of BTP in deals. There is a significant uptick in our clients' interest in how to consume the cloud utilizing SAP's BTP services," said Pereles.

"The whole thought process is using BTP to behave differently, not only for today but years out. We are seeing customer adoption continuing to grow with the investment SAP continues to put into it."

Longer-term relationships with clients allow for Accenture's SAP Business Group to achieve expanded innovation with SAP BTP. This is especially true because innovation happens within the platform rather than the core SAP application, which makes the process of adding functionality or updating related solutions much easier. *"Keeping the core clean allows us and our clients to continue to advance in different ways in the cloud. There's more of an appetite to change and shift and more of that thinking because it's easier to do,"* said Pereles.



"We want to help our clients think differently and allow them to simplify changes that they want to make. That's what BTP is allowing us to do; it's changing our delivery, and it's changing our way of supporting our clients."

DAVID N. PERELES, Managing Director, Accenture



“On some of the BTP functionality and use cases, it’s now weeks, not months or even years, to address customer problems. We’re seeing a compressed transformation, delivering more value faster and to multiple parts of the business in parallel.”

DAVID N. PERELES, Managing Director, Accenture

Ease of Development and Go to Market

Custom work has been made easier for the Accenture SAP Business Group, and this process of keeping customization out of the core business system helps customers realize a lower total cost of ownership (TCO) but also enables the partner to use innovation to address business requirements. Reducing time to transformation for customers is an important goal for Accenture's SAP Business Group because it accelerates time to value for clients. *“Clients start to see the ability to address 80% of their requirements through standardization and for the remaining 20% leveraging BTP to address their needs,”* said Pereles. *“On some of the BTP functionality and use cases, it’s now weeks, not months or even years, to address customer problems. We’re seeing a compressed transformation, delivering more value faster and to multiple parts of the business in parallel.”*

Accenture also relies on SAP's openness with its road maps, enabling the partner to advise clients with confidence and identify white space opportunities that can be turned into custom or packaged development work. *“If we don’t have a perspective on what’s coming, it makes it hard to advise clients*

on meeting specific challenges,” said Pereles, adding that this also leads to SAP account executives (AEs) engaging in the sales process with the Accenture SAP Business Group, related to either its services or its software, or both.

Accenture uses SAP BTP to develop new solutions/ software based on areas of greatest need for its clients. This is often in areas where SAP doesn't currently have functionality, making it ideal for clients running SAP systems. *“It’s a huge advantage when SAP AEs sell our software because they may be working with a client that we typically don’t service,”* said Pereles. *“All of the solutions that we have on SAP Store are white space for SAP, where they don’t have a solution set to address the problem.”*

Accenture currently has several SAP BTP applications available on [SAP Store](#) for functional business requirements such as HR, finance, and sales and customer service, which use machine learning, AI, and other components within SAP BTP. SAP Store becomes another avenue for increased exposure and revenue for the partner. *“Our software takes advantage of the services SAP is offering with BTP, and we sell the resulting applications directly to clients or the SAP account executives can resell it and get sales credits,”* said Pereles.



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Market Differentiation

There is also a level of market differentiation that Accenture can gain for its SAP Business Group relative to SAP BTP. This is important, especially when considering Accenture's focus on business value through the company's consulting-led approach that delivers business-led or IT-led compressed transformation to clients, accelerating time to value while reducing implementation risk. Clearly, if SAP BTP did not meet the requirements of Accenture's clients' business issues, it wouldn't be proposed. This provides more technology options for the Accenture SAP Business Group and its clients when thinking of SAP solutions.

“The easiest way to talk about market differentiation is that BTP allows us to deliver results in a faster, cheaper, and easier way so that we can look at problems differently and address them in a shorter time frame,” said Pereles. *“We don't approach customers 'technology first.' It's all about the business problem, and BTP is allowing us to solve things in a differentiated manner.”*

Methodology

The information contained in this IDC Partner Case Study comes from two interviews with David N. Pereles, Managing Director, Accenture, and lead for SAP Cloud Architecture Advisory & Extensibility in North America, that focused exclusively on Accenture's relationship and engagement with SAP and specifically on Accenture's work with SAP Business Technology Platform (SAP BTP).

About the Analyst



Paul Edwards

Director, Software Channels and Ecosystems, IDC

Paul is focused exclusively on providing research-backed guidance to leading software and cloud vendors on partner strategy. In his role, Paul extensively studies vendor and partner dynamics as they relate to and impact go-to-market strategy with partners. This includes analysis of business models and practices in the development, implementation, and management of effective partner strategies across the ecosystem.

[More about Paul Edwards](#)

Message from the Sponsor

SAP is the market leader in enterprise application software, helping companies of all sizes and in all industries run at their best. Our end-to-end suite of applications and services enable our customers to meet their unique business process challenges, operate profitably, adapt continuously, and make a difference.

SAP Business Technology Platform (SAP BTP) brings intelligent enterprise applications with development, process automation, integration, data and analytics, and artificial intelligence capabilities into one platform. This unified platform enables our partners and customers alike, to realize business and technical advantages — driving speed, flexibility and accelerated time to value.

Our strategy is to work with partners, building and innovating around SAP BTP, to deliver the intelligent sustainable enterprise for our customers so they can achieve their desired outcomes. SAP BTP enables partners to have a broader transformation conversation, speed time to value and deliver an end-to-end approach in solving customer business issues.

To learn more about how SAP partners are innovating on SAP BTP, access the IDC Success Guide: [SAP Business Technology Platform and Partner Success: A Foundation for Customer Lifetime Value](#)

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