IDC

This IDC Partner Case Study showcases the value that Navisite has realized in its relationship with SAP and its SAP Business Technology Platform (SAP BTP).

Realizing Growth and Customer Success Through SAP BTP: Navisite

WRITTEN BY:

Paul Edwards
Director, Software Channels and Ecosystems, IDC

PARTNER SNAPSHOT

PARTNER:
Navisite is a digital transformation services firm that delivers on midmarket customer requirements.
- Approximately 2,000 employees
- Industry focus on manufacturing, life sciences, and technology (ISV/SaaS)

NAVISITE'S SAP RELATIONSHIP:
- SAP partner since 1998
- Premier Gold Partner
- Expertise in data and analytics, data integration, application development/management, automation

NAVISITE'S BTP BENEFITS:
- Services growth
- Profitability
- Consolidation of applications and tools
- Ongoing customer engagements
- Accelerator and process improvements
- Quicker time to market
- Cloud-agnostic approach

Introduction to Navisite

Navisite is a digital transformation partner for growing and established brands. The partner provides global capabilities, customer-centric solutions, and flexible approaches that are specifically rightsized for the needs of midmarket customers across industries, including manufacturing, life sciences, and technology (ISV/SaaS). The SAP partner has approximately 2,000 employees in the United States, the United Kingdom, India, and Costa Rica.

Growth in SAP BTP-related business for Navisite is approximately 40%.

As an SAP Gold Partner, Navisite combines business process knowledge, SAP credentials, and technical and industry expertise to help customers drive business outcomes. Navisite's SAP services provide strategic advisory, implementation, and managed services to support customers — with customers taking advantage of Navisite's expertise in data and analytics, data integration, application development and management, and automation to support their goals.

Business related to SAP represents approximately 20% of Navisite's total revenue, most of which comes from its services. In late 2020, Navisite expanded its engagement with SAP technology through the acquisition of Dickinson & Associates, an SAP-only services company.

Services Growth and Profitability

The value in Navisite's relationship with SAP and particularly SAP BTP originates in Navisite's services approach. The partner is achieving customer success through the delivery of solutions based on SAP BTP. In addition to providing end-to-end SAP services, the partner's team of SAP professionals focuses on helping customers implement or further extend the capabilities of SAP and S/4HANA through SAP BTP and integrate the right mix of database, data management, analytics, and intelligent technologies.

Growth in SAP BTP-related business for Navisite is approximately 40%. Approximately 60% of Navisite's SAP BTP-related revenue comes from data and analytics, 30% from data integration, and 10% from application development and automation.

One-Stop Shop for Customer Transformation

One of the growth drivers for Navisite is the wave of change that has swept through the market as organizations look to modernize, lower costs, and build more competitive and resilient businesses. As SAP customers move to SAP S/4HANA and the cloud, the partner is finding increased interest in and adoption of SAP BTP to accelerate transformation and drive greater intelligence and business agility. Navisite helps customers take the next steps in their SAP journey with SAP BTP to integrate core business workflows, harness enterprisewide data, and maximize their investment in SAP and the cloud.

"We've seen a big shift in customers looking to transform and modernize, and we've seen good traction there with BTP," said Navisite Director of Business Intelligence Tim Korba, adding that the partner now does most of its SAP work within BTP, taking advantage of analytics, machine learning, artificial intelligence (AI), robotic process automation (RPA), and SAP Analytics Cloud planning.

The combination of SAP BTP integrated with SAP S/4HANA and all the consolidated tools represents value for Navisite and its customers, according to Korba, based on the premise that both platform and partner can provide a one-stop shop to the customer. *"Our differentiator is that we're a partner that can do many things to transform customers, but we're also working with BTP expecting to deliver all of the things that customers require,"* he said.

"As customers start their journey, they can achieve business outcomes early with BTP."

SHIKHER VERMA, Director of Intelligent Technologies, Navisite

Customers for the Long Term

Another element that's important for Navisite relative to its SAP BTP engagements is developing a long-term relationship with its customers. Navisite's set of SAP services, along with its technical and functional capabilities, provides an end-to-end approach that delivers ongoing guidance and continued improvement and support for SAP customers at any point of their journey. Navisite's approach with customers starts in an advisory capacity in understanding business requirements prior to deploying a solution like SAP BTP. But once deployed, the platform supports expanded capabilities and usage as customer needs evolve over time.

"As customers start their journey, they can achieve business outcomes early with BTP and continue to evolve and innovate and leverage technology as a differentiator throughout the organization," said Navisite Director of Intelligent Technologies Shikher Verma. *"Our value comes into play when we get into ideation workshops with the customer and help them navigate through this overall innovation journey, the capabilities available, and the use cases that are applicable."*

Longer-term relationships with customers provide opportunities for Navisite to deeply understand customer business requirements. This is especially true for Navisite because of its industry focus and expertise that can be extended and repeated across many businesses in the same industry. In essence,

different avenues of discovery are opened up for customers that can be met by Navisite innovation in alignment with SAP BTP. *"Industry alignment always helps, especially for SAP BTP, because even within the same industry and different customers, you can identify unique niche use cases,"* said Verma.

Accelerators and Time to Market

That deep knowledge also allows for the development of consulting best practices and innovations in the form of accelerators and prepackaged processes, improving business functionality and insights for customers (e.g., modeling of data for an analytics dashboard or easing the deployment/implementation of SAP BTP). All the innovations can become repeatable and scalable and actively contribute to new projects and new services related to the platform. *"Our approach is to help customers build a use case, like automation. We can make a blueprint of their business process, identify bottlenecks, and make recommendations over time, including where they may need a bot, or where we can write a program to automate tasks, or where they need a monitoring application,"* said Verma.

Equally important is getting those accelerators and other development efforts to customers in a timely manner. For example, the reduced development times within SAP BTP enabled Navisite to create a time-entry application for a life sciences customer and roll it out globally in five months rather than a

The reduced development times within SAP BTP enabled Navisite to create a time-entry application for a life sciences customer and roll it out globally in five months rather than a year.

Return to Page 1

> **"BTP allows the business to be more evolved, which allows for faster proof of concepts and shorter development times."**
>
> **TIM KORBA, Director of Business Intelligence, Navisite**

year. With that reduced time to market, the specific business issue was addressed comparatively quickly, enabling the customer to focus on other transformation priorities or innovation projects. Navisite can do rapid prototyping because the SAP BTP technology stack provides that agility, meaning business users can get fast results and then agree to build it out into production. *"The tools within BTP are user friendly, but they're also business friendly. BTP allows the business to be more evolved, which allows for faster proof of concepts and shorter development times,"* said Korba.

SAP BTP Market Expansion

Navisite is building out industry-specific accelerators utilizing SAP BTP to make the platform more attractive to more customers and to get quicker wins. For example, these accelerators include creating connectors between SAP Analytics Cloud and SAP S/4HANA, leveraging RPA to improve processes, or implementing an industry or specific functional process, such as order to cash or procure to pay. *"We think it makes BTP even more attractive if we provide some additional offerings outside what SAP already has. And a lot of customers don't know what is available to them and the capabilities. We're opening up their eyes to the art of the possible, and the art of the possible is now becoming a reality,"* said Korba.

Navisite is also now expanding its market for SAP BTP to non-SAP customers because of SAP's cloud-agnostic approach and SAP BTP capabilities, including data and analytics, data integration, AI/ML, and core integration. *"It allows us to expand BTP to customers that may not have thought about this before because it can sit on any hyperscaler like AWS and Azure, and it has a lot of capabilities they can take advantage of,"* said Korba.

Methodology

The information contained in this IDC Partner Case Study comes from three interviews with Navisite staff that focused exclusively on Navisite's relationship and engagement with SAP and specifically the company's work with SAP Business Technology Platform (SAP BTP).

> **"BTP is an innovation platform, and more than likely it's not one service that is applicable for the customer. If you're solving a business problem, there can be multiple services from BTP that will be required to solve it."**
>
> **SHIKHER VERMA, Director of Intelligent Technologies, Navisite**

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**

IDC Custom Solutions

This publication was produced by IDC Custom Solutions. As a premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications, and consumer technology markets, IDC's Custom Solutions group helps clients plan, market, sell and succeed in the global marketplace. We create actionable market intelligence and influential content marketing programs that yield measurable results.

IDC   🐦 @idc   in @idc   idc.com

Privacy Policy | CCPA