

Interview with Clara Covini

“Good morning! I’m Roberto Roncagalli, Channel Enablement Manager for SAP Italy and today I’m here with Clara Covini SME Head SAP Italy in order to talk about the Best Performance Challenge, a new enablement at EMEA level in which Italy is one of the protagonists. So Clara, why is it important for partners, especially for the Italian ones, to attend the Best Performance Challenge?”

“Roberto, I think that the Best Performance Challenge could be a very good chance for our partners to test the quality and the alignment of their sales and presales structures trying out the best talents in their organizations. To tell the truth, I’m convinced that the strongest reason for attending the Best Performance Challenge will be the chance of increasing their own visibility and their own differentiation by publicly using the successful logo of the Best Performance Channel and by making themselves known on the market for this quality and this excellence. I also think that an interesting reason could be the fact that SAP is organizing this Challenge, so that there will be a reward for the ones in the enterprise who will show their quality and they will be appreciated for their personal excellence.”

“Thank you Clara. Another question: Why is the Best Performance Challenge important for SAP?”

“I think that this initiative is rather complex. Why are we doing it? We want excellences in our channel to distinguish ourselves and to be highlighted, and then we want to check the effects and the improvements in the field that we obtained thanks to the last two years of information. I also think that it is important for SAP to begin to introduce a concept of sharing both at a national and an international channel level, but also of benchmark with the logic of improving performances across the ecosystem.”

“Very good! Thank you Clara Covini, SME Head SAP Italy.”