



The Problem

The Channel Management of SAP Germany wanted to analyse how far their partners are prepared to meet SAP's expectations and their objectives for the upcoming year. Additionally the expected results should help to create more effective partner programs based on the concrete needs.

The Goal

While most consultants simply benchmark the performances of businesses to each other, PDAgroup's Partner Analysis for SAP partners is based on SAP's expectations. In addition to interviews with partners, Christian Ecks, Head of Channel Management for SAP Business One in MEE was interviewed and asked to evaluate the same criteria than the channel partners. The aim was to elicit the demands/targets that SAP places on partners in order to set a target level that can be used to illustrate to each partner whether or not it is close to fulfilling these expectations and to what extent it misses the mark.

The Result

The results revealed that the partners in Germany who participated have a relatively high level of maturity and already meet the expectations of SAP in certain individual areas. However, specific problem areas were identified, such as customer loyalty or knowledge management. These issues were approached by SAP by carrying out specific follow-up activities. Multiple partners have already noticed how the Partner Analysis and follow-up activities have contributed to the success of their business. Some improved their risk awareness, others optimized their lead generation and created already some new business based on optimised processes.

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“What is interesting is the comparison between our partners' self-evaluations with our expectations. We plan to perform these analyses on additional partners so that we can make the most out of both our cooperation with them as well as the findings of the analyses.”

Christian Ecks
Head of Channel Management
for SAP Business One in MEE



“Along with the analyst and trainer from PDA-group, we designed a specialized sales plan and strategy. After a few days of coaching we were ready for kick off. After only four weeks, two of my sales representatives had generated over 20 customers who had expressed interest in a specific solution without any additional support. I am extremely satisfied and glad that we used the PDAgroup Partner Analysis.”

Jens Wemheuer
CEO of Infinitas GmbH

