



# SAP ITALIA S.p.A.

THE BEST RUN 

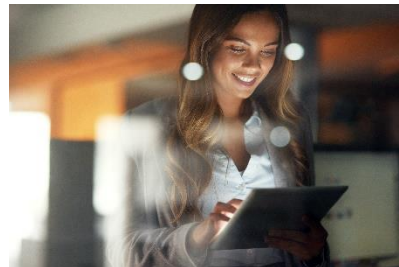


ASSOLOMBARDA

Filiera Attrattività & Hospitality

## SAP

SAP's strategy is to help every business run as an intelligent enterprise. As a market leader in enterprise application software, we help companies of all sizes and in all industries run at their best: 77% of the world's transaction revenue touches an SAP® system. Our machine learning, Internet of Things (IoT), and advanced analytics technologies help turn customers' businesses into intelligent enterprises. SAP helps give people and organizations deep business insight and fosters collaboration that helps them stay ahead of their competition. We simplify technology for companies so they can consume our software the way they want – without disruption. Our end-to-end suite of applications and services enables business and public customers across 25 industries globally to operate profitably, adapt continuously, and make a difference. With a global network of customers, partners, employees, and thought leaders, SAP helps the world run better and improve people's lives.



## Portfolio Categories

We deliver comprehensive solutions for all business processes across all industries to run your business better, faster, and simpler enterprise-wide

### ERP and Finance

SAP S/4HANA  
ERP for Small and Midsize Enterprises  
Financial Planning and Analysis  
Accounting and Financial Close  
Treasury Management  
Accounts Receivable, Billing and Revenue Management  
Governance, Risk, Compliance (GRC) and Cybersecurity

### CRM and Customer Experience

SAP Customer Experience solutions  
Customer Data  
Marketing  
Commerce  
Sales  
Service

### Network and Spend Management

Supplier Management  
Strategic Sourcing  
Procurement  
Services Procurement and External Workforce  
Selling and Fulfillment  
Travel and Expense

### Supply Chain Management

Supply Chain Planning  
Supply Chain Logistics  
Manufacturing  
Product Lifecycle Management  
Enterprise Asset Management

### HR and People Engagement

Employee Experience Management  
Core HR and Payroll  
Talent Management  
HR Analytics and Workforce Planning

### Business Technology Platform

Database and Data Management  
Application Development and integration  
Real Time Analytics  
Intelligent Technologies  
Machine Learning  
Artificial Intelligence  
Robotic Process Automation  
Process Intelligence

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