



Newsletter Vol. 80 - Introduction

Softengine News is dedicated to keeping you up to date with the latest information regarding SAP Business One systems, Softengine solutions and Best Business Practices.

What's New?

Spotlight on: SAP Ranks Among Top 25 Most Valuable Global Brands

SAP News Center Feature Article by Paul Taylor

SAP has outpaced most of its rivals to become one of the top 10 gainers in brand value over the past 10 years. The company is one of the top 25 global brands and the most valuable technology company in Europe, according to the 2015 BrandZ Top 100 Most Valuable Global Brand rankings published this week.

The report also reveals that SAP's brand value has grown four-fold over the past decade to \$38.2 billion – an achievement that ranks the company as one of the top 10 global brands.

The annual BrandZ report, produced by MillwardBrown, part of the WPP advertising group, says the value of the SAP brand has climbed by five percent over the past year and recognizes SAP as one of its 10-year top 10 risers with a 299% increase in brand value from 2006 to 2015.

The report lauds SAP for taking “a major step in its transition to the cloud from its business model of earning revenue from long-term licenses for software. SAP introduced redesigned software [SAP S/4HANA] for managing management functions, like finance and logistics, in real time.”

Overall, SAP ranked 24th in BrandZ's top 100 Global Brands listings, ahead of brands such as American Express (25), Oracle (44), and Twitter (92). Apple ranked number one with a brand value of \$246.9 billion, followed by Google, Microsoft, and IBM.

SAP also ranks as the top technology company in both Germany, its home country, and in Continental Europe, and the eighth ranked technology company in the world, ahead of other brands such as LinkedIn, Adobe, and Intel. Salesforce.com and Workday were not among the top 100 listings, which are based on consumer research and financial analysis.

“The SAP brand is a powerful force in the market,” said SAP CMP Maggie Chan Jones. “A strong brand allows us to continue meaningful conversations with customers and partners, based on trust that we can fulfill our promises.”

Interestingly, the technology and telecom providers categories comprised 44% of the \$3,300 billion in total brand value of the 100 most valuable global brands this year, compared with just 36% 10 years ago. The proportion of value generated by consumer brands in the Global Top 100 declined to 22% from percent from 34% 10 years ago.



To view the infographic full-size please download:

http://www.millwardbrown.com/BrandZ/2015/Global/2015_BrandZ_Top100_Infographic.pdf

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