



Growing companies are rethinking SAP

How midsize businesses grow faster and scale smarter with SAP Cloud ERP



Old beliefs can quietly become financial and operational barriers to scalable and sustainable growth.

As teams expand and operations evolve, the systems behind day-to-day work start to matter more than ever. That’s why more than 460,000 midsize companies have begun questioning long-held myths about SAP solutions and exploring the potential of SAP Cloud ERP.

1 Does SAP Cloud ERP cost too much?

As complexity increases, the cost of inefficiency, manual work, and limited visibility rises quickly. What once seemed “too expensive” often looks different when growth begins to expose gaps in financial control, planning, and execution.

Lower TCO with flexible, usage-based licensing

Electrip Group pays only for the features in SAP Cloud ERP it needs while avoiding the fixed overhead and excess capacity typical of traditional enterprise systems.



2 Is SAP Cloud ERP built only for large enterprises?

Companies don’t have to be large enterprises to use SAP Cloud ERP. You can start with the features you need today, then add capabilities such as agentic AI, application extensions, and advanced integration tools as the business grows.

28-employee company running enterprise-grade ERP

Lagom Professional Services operates SAP Cloud ERP with full finance, project management, and staffing control—cutting its close cycle in half and gaining real-time financial and project visibility.



3 Does SAP Cloud ERP take too long to implement?

Growth creates urgency, and speed becomes a competitive advantage. SAP’s modern cloud ERP applications for finance, supply chain, and HR operations are designed to be implemented in phases. This allows companies to move quickly, gain value earlier, and adapt as priorities evolve.

15 weeks to go-live on enterprise-grade ERP

PureTech Scientific LLC implemented SAP Cloud ERP after its carve-out. As a result, the company had set up its core operations quickly while creating a scalable foundation for near-term revenue and long-term expansion.



4 Is SAP Cloud ERP too complex to use?

Operations become more layered as companies grow, and even simple workflows can be difficult to manage without the right systems in place. SAP Cloud ERP brings clarity, consistency, and structure so teams can work with confidence instead of creating complexity and workarounds.

100% staff productivity in just three days

SMART Railway Technology GmbH gets employees fully productive in three days with SAP Cloud ERP, replacing weeks of training and documentation while regular cloud updates eliminate disruptive upgrades.



5 Does SAP Cloud ERP require heavy customization?

Early-stage flexibility can turn into long-term fragility when systems don’t scale well. Today, SAP Cloud ERP is designed with built-in adaptability, reducing the need for heavy customization while still supporting changing business needs.

US\$25 billion supply-chain ambitions supported by standardization

Trade Capital Corporation® relies on SAP’s preconfigured best-practice scenarios and clean core approach to maintain simplicity and long-term scalability without custom code.



These questions aren’t theoretical. They show up when growth accelerates.

Why growing companies are paying attention now

Growth has a way of revealing constraints:

-  Small inefficiencies scale quickly
-  Disconnected systems slow decision-making
-  Assumptions made early influence outcomes later

Some companies are choosing to reassess early. Not to chase trends. Not to overhaul everything. But to make sure their decisions reflect today’s reality, not yesterday’s assumptions.

Are your assumptions still serving your growth ambitions?

Explore how growing companies are rethinking 10 common myths about SAP Cloud ERP and what’s actually changed as they scale.



Bring it with an AI cloud ERP

SAP GROW is your entry point to AI across finance, supply chain, and HR—paving a clear path to scalable, sustainable growth on a timeline that’s right for you.

Explore SAP GROW

