



Aubay Italia S.p.A.

Rome, Italy

www.aubay.it (Italian)

Industry

Professional services

Industries Served

Consumer products, industrial machinery and components, automotive, professional services, high tech, media, and engineering, construction, and operations

Products and Services

Strategy, consulting, digital, technology, and operations

Employees

>1,000 (>5,000 worldwide)

SAP® Solutions

SAP® Business ByDesign® solution, the SAP Analytics Cloud solution, SAP Cloud Platform, and the SAP Leonardo digital innovation system

Making Digital Transformation Intuitive for Customers with SAP® Business ByDesign®

Aubay is a professional service provider represented in seven European countries with more than 5,000 employees around the world. It provides customers across all main industries with a broad range of services and solutions in strategy, consulting, digital, technology, and operations – helping them bridge the gap between business and technology. Aubay Italia began its partnership with SAP in April 2017 and quickly closed two new deals in the first three months.

Before: Challenges and Opportunities

- Build a business model based on customer needs, business process knowledge, innovation, and sustainable growth
- Support customer's digital transformation by providing cloud solutions from SAP that help companies better harness the power of emerging technologies, unlock new opportunities, and lower costs
- Provide support services that help customers realize the maximum value from their software investments

Why SAP

- ERP leader that adds value as a co-innovation partner and brings a reputation that sharpens Aubay's competitive edge
- Powerful cloud-based solutions that help companies prepare for a digital future and enable new ways of doing business
- SAP Business ByDesign, an ideal ERP solution for small and midsize companies and also for large enterprises wanting to manage subsidiaries in an integrated way
- Development of add-ons based on SAP Cloud Platform and SAP Leonardo
- Plans to further integrate SAP solutions to meet specific customer needs using SAP Cloud Platform and SAP Leonardo

After: Value-Driven Results

- Increase customer ROI through the digitalization of operations and support for a solid growth strategy
- Ability to blend data from SAP Business ByDesign with different sources, using SAP Analytics Cloud to create compelling data visualizations and run ad hoc reports
- Close collaboration with SAP on a shared marketing plan
- Participation in a cloud acceleration program at SAP

“We joined an award-winning partner program that gives us everything we need to build and grow a successful business working with SAP software.”

Alberto Chiardola, SAP Business Unit Director, Aubay Italia S.p.A.



2 deals

Closed within the first 3 months of partnering with SAP

200

Customers served in Italy

€8 million

Expected revenue growth in 2017

Strong

Focus on the general business market