

PRISM

PARTNER-READY INTELLIGENCE FOR SAP MODERNIZATION ™

From SAP Partner to the Partner

SAP Calls First.

SAP Ecosystem Strategy • Executive Co-Sell • Business AI & Modernization

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WHY PRISM

27 years inside the SAP ecosystem.

Now focused on helping partners navigate it.

PRISM combines firsthand SAP ecosystem leadership, partner GTM experience, and current field intelligence to help partners strengthen relevance, activate the right relationships, and execute with greater commercial discipline.



EXPERIENCE

27 YEARS

IN THE ECOSYSTEM

SAP Executive Leadership
Global Partner Ecosystem
Strategic Partner Alliances
GTM and Ecosystem Programs



IMPACT

$150M+

IN GTM IMPACT

Partner GTM
Co-sell activation
Executive alignment
Account prioritization
Ecosystem growth strategy



ACCESS & EXECUTION

FORMER SAP GLOBAL VP

INSIDE PERSPECTIVE
REAL-WORLD EXECUTION

Executive relationships
Field alignment
Partner commercial readiness
AI & modernization growth
Measurable business outcomes

Experience. Access. Execution.

From ecosystem participation to SAP field relevance.

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WHO WE WORK WITH

Helping SAP partners strengthen field relevance

From emerging SAP Build partners to global system integrators, PRISM helps partners align with SAP strategy, strengthen field relevance, and accelerate sustainable growth.



SAP Build Partners & ISVs

Software companies building SAP extensions, Business AI, industry solutions, and cloud applications across SAP Business Suite and SAP's AI and data ecosystem.



Technology Firms New to SAP

AI, data, automation, cybersecurity, fintech, and cloud companies expanding into the SAP ecosystem through PartnerEdge, solution positioning, and go-to-market alignment.



System Integrators & Service Providers

Consulting and services firms delivering SAP Cloud ERP (S/4HANA), Clean Core, SAP Integration Suite, Business AI, Business Data Cloud, and enterprise transformation programs.



Growth-Focused SAP Partners

Established SAP partners scaling executive engagement, SAP field relevance, new market opportunities, and revenue growth.

Different Partners. One Growth Ambition.

Build relevance. Accelerate growth. Win with SAP.

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HOW WE HELP

Helping SAP partners align their capabilities with SAP's highest strategic priorities and accelerate sustainable ecosystem growth.

PRISM connects SAP strategy, ecosystem intelligence, executive access, and commercial execution to help partners strengthen relevance and accelerate growth.



SAP Strategy & Market Positioning

Align partner capabilities, offers, and differentiation with SAP priorities and customer opportunity.

AI, Data & Modernization Growth

Translate SAP's Autonomous Enterprise vision, Business AI, Industry AI, data, and modernization priorities into commercially relevant partner growth opportunities.

Field Relevance & Ecosystem Access

Strengthen SAP field alignment, executive relationships, account relevance, and co-sell engagement.

Commercial Readiness & Growth Execution

Turn ecosystem readiness into disciplined GTM execution, qualified opportunities, adoption, consumption, and measurable growth.

Turning SAP strategy into partner relevance, execution, and growth.

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REPRESENTATIVE USE CASES

Examples of the strategic engagements where PRISM helps SAP partners build relevance, activate the SAP ecosystem, and accelerate measurable growth.

01

STRENGTHENING SAP POSITIONING

Align offers, differentiation, and growth priorities with SAP strategy, customer opportunity, and field relevance.

02

AI & MODERNIZATION GROWTH

Translate SAP's Autonomous Enterprise strategy, Business AI, Industry AI, and modernization priorities into commercially executable partner growth motions.

03

COMMERCIAL READINESS

Strengthen GTM discipline, SAP program alignment, and commercial execution required to convert readiness into measurable growth.

04

EXPANDING SAP FIELD RELEVANCE

Build the executive relationships, field alignment, account relevance, and internal sponsorship needed to gain SAP attention.

05

ACCELERATING CO-SELL EXECUTION

Turn SAP alignment into repeatable field engagement, qualified customer opportunities, and measurable pipeline progression.

06

ENTERING NEW GROWTH MARKETS

Apply existing capabilities to new SAP solution areas, industries, customer segments, and modernization opportunities.

Different growth challenges. One objective: greater SAP relevance and measurable growth.

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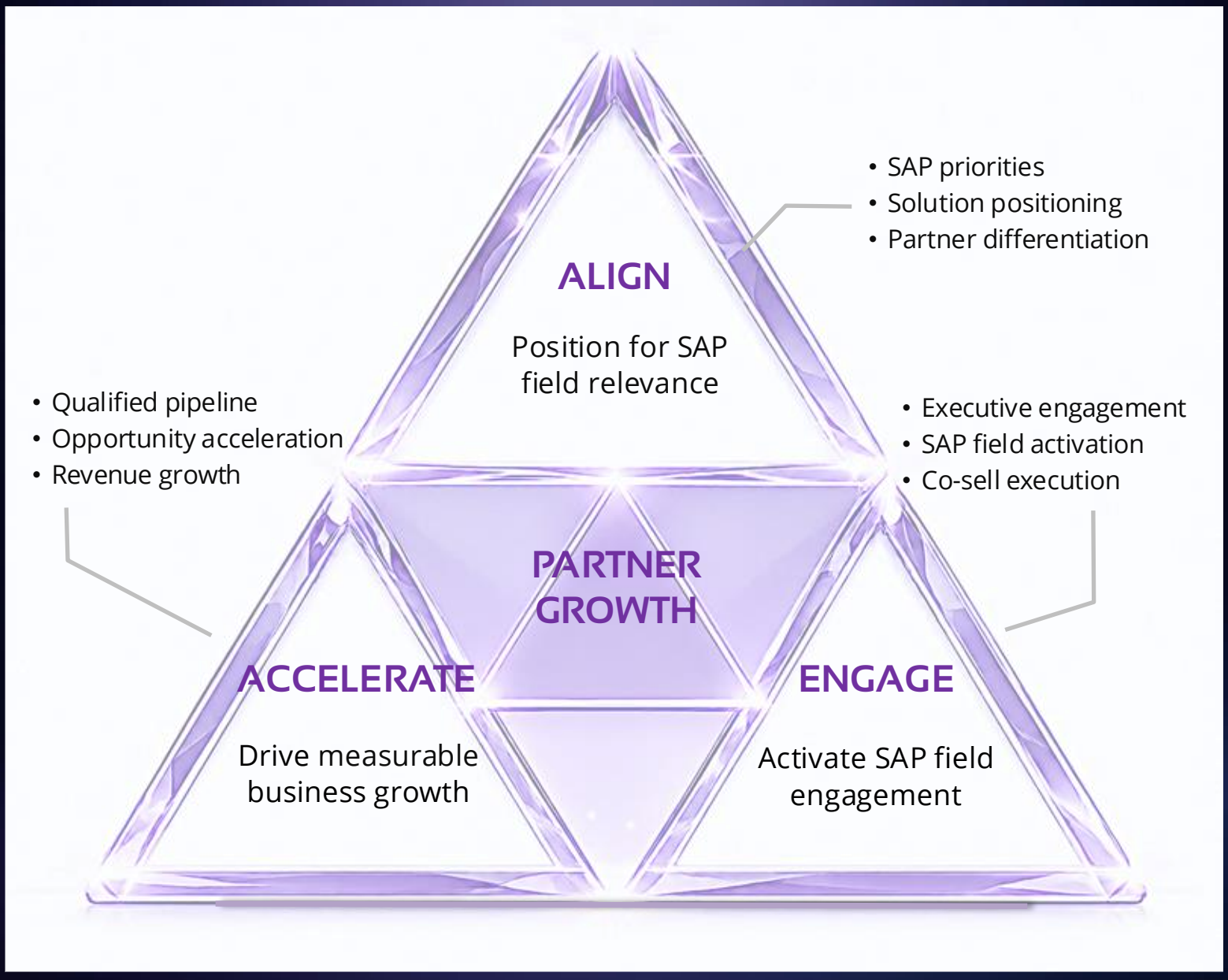
THE PRISM PARTNER GROWTH SYSTEM ™

A repeatable advisory framework that transforms SAP ecosystem participation into SAP field relevance, executive engagement, and measurable business growth.

PRISM helps partners move from ecosystem participation to SAP field priority by **aligning strategy, engaging the field,** and **accelerating measurable business outcomes.**



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CONTACT US

Helping SAP partners build field relevance, executive engagement, and measurable business growth.

Michelle Huang
Founder & CEO
Former SAP Global VP
27 Years of SAP Ecosystem Leadership

Ready to strengthen your SAP growth strategy?

PRISM works with SAP partners, ISVs, and technology firms to strengthen market positioning, SAP field relevance, and disciplined growth execution.

Let's start the conversation.

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Let's build your next SAP growth story.

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