



PRISM

PARTNER-READY INTELLIGENCE FOR SAP MODERNIZATION TM

SAP GTM Growth Offers

**Strengthening Partner Quality for
Sustainable SAP Growth**

**Position.
Enable.
Activate.**

Selected deliverables may
align with SAP Development
Fund-eligible activities.



Why PRISM

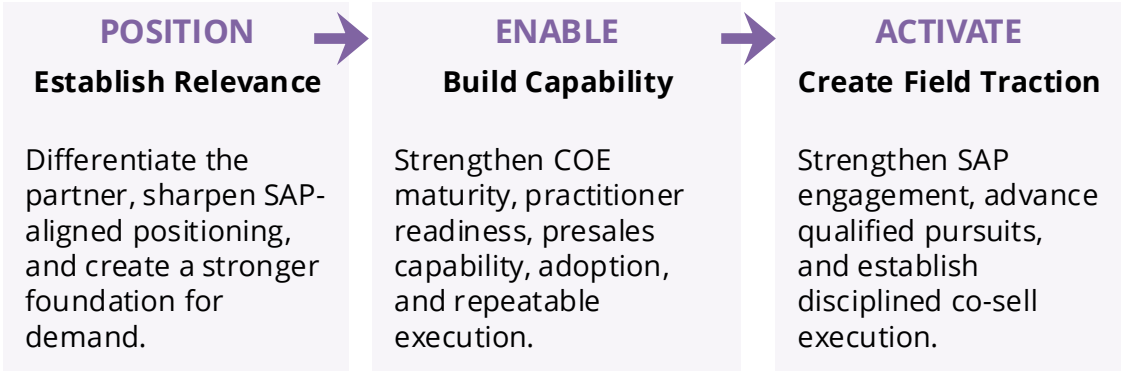
Building Partner Quality for Sustainable SAP Growth

Strong SAP capability alone does not create sustainable partner growth. Partners also need differentiated market relevance, capable practitioners, repeatable execution, customer adoption, and the ability to scale.

WHAT STRONG PARTNER QUALITY REQUIRES

MARKET RELEVANCE Clear differentiation aligned to SAP priorities, customer needs, and business outcomes.	PRACTITIONER READINESS Qualified practitioners with the skills, appropriate SAP certifications, and implementation readiness to execute.	COE & PRESALES MATURITY Clear ownership, governance, knowledge transfer, and the capability to support discovery, solution shaping, and seller execution.
ADOPTION & OUTCOMES Customer adoption, value realization, and demonstrable business impact.	REPEATABLE EXECUTION Methods, assets, and operating discipline that support consistent delivery with less dependency on SAP resources.	SCALE & REFERENCEABILITY Capacity, speed-to-value, and referenceable customer outcomes that support growth at scale.

HOW PRISM HELPS BUILD IT



Position. Enable. Activate. — a focused path to stronger Partner Quality and sustainable SAP growth.

Selected deliverables may align with SAP Development Fund-eligible activities, subject to partner eligibility and SAP approval.



SAP GTM Positioning Sprint

Build a Differentiated Position that Wins SAP Field Attention

This sprint helps partners clarify their unique value, sharpen their message, and articulate business outcomes that align to SAP priorities and customer needs.

OUTCOME

A differentiated, SAP-aligned market position ready for seller enablement and field engagement.

WHAT YOU GET



Market & Competitive Intelligence

Insight into market trends, SAP priorities, and competitor landscape.



Positioning & Messaging

Clear positioning statement, value proposition, and differentiators.



Buyer Value Narrative

Outcome-based storyline that connects your solutions to business impact.



Field-Ready Assets

One-pager, overview deck, and messaging framework for SAP engagements.

OUR APPROACH. (TYPICAL 4-6 WEEKS)

1

Discover & Align

Understand your business, solutions, target markets, and growth objectives.

2

Research & Synthesize

Analyze market dynamics, SAP ecosystem priorities, and competitive position.

3

Define & Refine

Craft positioning, key messages, and value narratives that resonate.

4

Validate & Finalize

Validate against SAP priorities and finalize field-ready assets.

ALIGNS TO SAP PARTNER PRIORITIES

- ✓ Solutions that solve SAP customer challenges
- ✓ Outcomes that demonstrate measurable customer value
- ✓ Differentiation that stands out in the market
- ✓ Positioning that supports SAP-aligned demand creation

BEST FOR PARTNERS WHO

- ✓ Have strong capabilities but unclear differentiation
- ✓ Are entering new markets or solution areas
- ✓ Need a clearer business-value narrative for target customers
- ✓ Need stronger relevance with SAP sellers and target customers



A clear position opens doors.
A strong message drives engagement.

Selected deliverables may align with SAP Development Fund-eligible activities, subject to partner eligibility and SAP approval.



SAP Partner Enablement & COE Accelerator™

Build Internal Capability for Repeatable SAP Execution

PRISM helps partners build the internal capability, practitioner readiness, and enablement discipline required to execute consistently, drive adoption, and scale.

OUTCOME

A stronger partner enablement foundation with capable practitioners, repeatable execution, and readiness to scale.

WHAT YOU GET

COE Practice Blueprint

Roles, ownership, governance, skills, and presales structure for a scalable SAP practice.

Train-the-Trainer Program

Curriculum, facilitator tools, and knowledge transfer to build internal enablement capability.

Solution Advisory & Seller Enablement Kit

SAP-aligned discovery, solution positioning, buyer conversations, BOM fluency, and practical field-ready tools.

Readiness & Adoption Plan

Practitioner readiness, adoption measures, reinforcement cadence, and priorities for scalable execution.

OUR APPROACH. (TYPICAL 6 WEEKS)

1



2



3



4

Assess & Align

Build & Prepare

Train & Validate

Embed & Scale

Evaluate current enablement, practitioner readiness, COE structure, and execution gaps.

Design the COE model and develop role-based enablement assets.

Equip internal champions and validate seller and solution-team readiness.

Establish adoption, reinforcement, governance, and a repeatable enablement cadence.

ALIGNS TO SAP PARTNER PRIORITIES

- ✓ Qualified practitioners behind the delivery
- ✓ Self-sufficient presales and solution-shaping capability
- ✓ Customer adoption and value realization
- ✓ Repeatable execution that can scale with growth

BEST FOR PARTNERS WHO

- ✓ Have strong SAP capabilities but inconsistent internal readiness
- ✓ Need to establish or strengthen a partner COE practice
- ✓ Want to build internal trainers and reduce reliance on ad hoc enablement
- ✓ Need more repeatable execution as the SAP business grows



**Build capability inside the partner.
Create readiness SAP can trust and scale.**

Selected deliverables may align with SAP Development Fund-eligible activities, subject to partner eligibility and SAP approval.

Start Where the GTM Gap Is

PRISM tailors the starting point to the partner's current market position, partner readiness, and SAP growth priorities.

1 Position SAP GTM Positioning Sprint

START HERE WHEN:

- ✓ Differentiation is unclear
- ✓ SAP relevance needs sharpening
- ✓ Entering a new market, LOB or solution area
- ✓ Messaging is not yet field-ready

OUTCOME:

A differentiated, SAP-aligned market position ready for enablement and field engagement.

2 Enable SAP Partner Enablement & COE Accelerator TM

START HERE WHEN:

- ✓ Positioning is already established
- ✓ COE or practice capability needs structure
- ✓ Presales or Solution Advisory capability needs strengthening
- ✓ Execution and adoption need greater repeatability

OUTCOME:

Stronger internal capability and repeatable SAP-aligned execution.

3 Activate SAP Field Activation & Co- Sell Accelerator TM

START HERE WHEN:

- ✓ Positioning and internal readiness are in place
- ✓ SAP field visibility or relationships need strengthening
- ✓ Qualified pursuits need clearer ownership and structure
- ✓ Co-sell execution and follow-through are inconsistent

OUTCOME:

Stronger SAP field traction and repeatable co-sell execution.

Partners may enter at the stage that reflects their current growth gap or sequence the offers as part of a broader PRISM growth engagement.

Where applicable, PRISM evaluates whether selected deliverables may align with **available SAP ecosystem investments**, including Development Funds.

Subject to partner eligibility, applicable SAP requirements, and SAP approval.

LET'S START THE CONVERSATION

Explore the right starting point for your SAP growth priorities.

Scan to contact
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