



SAP GROW | SAP Cloud ERP

SAP GROW for growing companies

A guide for companies ready to grow
beyond their current systems

Table of contents

- 3 The challenge
- 4 Moving beyond systems that no longer fit
- 5 Growing companies trust SAP GROW
- 6 AI built into how work gets done
- 7 Industry-ready from day one
- 8 Start fast, expand at will
- 9 Predictable costs, no surprises
- 10 Getting started with SAP GROW
- 11 What's included with SAP GROW for finance
- 12 What's included with SAP GROW for supply chain
- 13 What's included with SAP GROW for HR
- 14 Enterprise-grade capability, built for speed
- 15 A better foundation for what comes next

Scaling a business introduces a different kind of ERP challenge.

Growth brings opportunity, but it also exposes the limits of systems that weren't built to scale. The pressure to move faster, drive efficiency and productivity with AI, and gain better visibility across the business—without increasing costs and risks—has never been greater. Yet many feel stuck: they've outgrown their current tools, while larger ERP platforms still feel too expensive, disruptive, or difficult to adopt.

Moving beyond systems that no longer fit

When your business outgrows its ERP

At a certain stage of growth, the challenges facing a business change. Efficiency stops being an optimization goal and becomes a necessity. Rising costs, tighter margins, and increasing complexity leave little room for waste. Leaders are expected to find efficiencies faster, protect profitability, and keep the business moving forward.

In many cases, disconnected applications, manual workarounds, and limited visibility start to create unnecessary drag across the organization. Teams spend more time reconciling data than acting on it, operations lack real-time insight, and IT becomes reactive instead of strategic.

Over time, structural and process inefficiencies accumulate across more tools and teams, and everyday work demands more effort than it should—introducing friction that holds back innovation, momentum, and leadership’s ability to make timely decisions.

A better way to modernize core systems

SAP GROW offers a flexible, low-disruption entry point to AI-powered cloud ERP, designed to help companies move forward with speed and scalability.

With a defined starting point, companies establish a strong foundation in finance, supply chain, and HR using embedded AI and industry-ready best practices from day one. As this foundation enables greater efficiency, consistency, and data-driven decision-making, organizations can begin to move toward becoming a more autonomous enterprise over time.

Many organizations are already simplifying operations with cloud ERP—setting a new baseline for how work gets done.

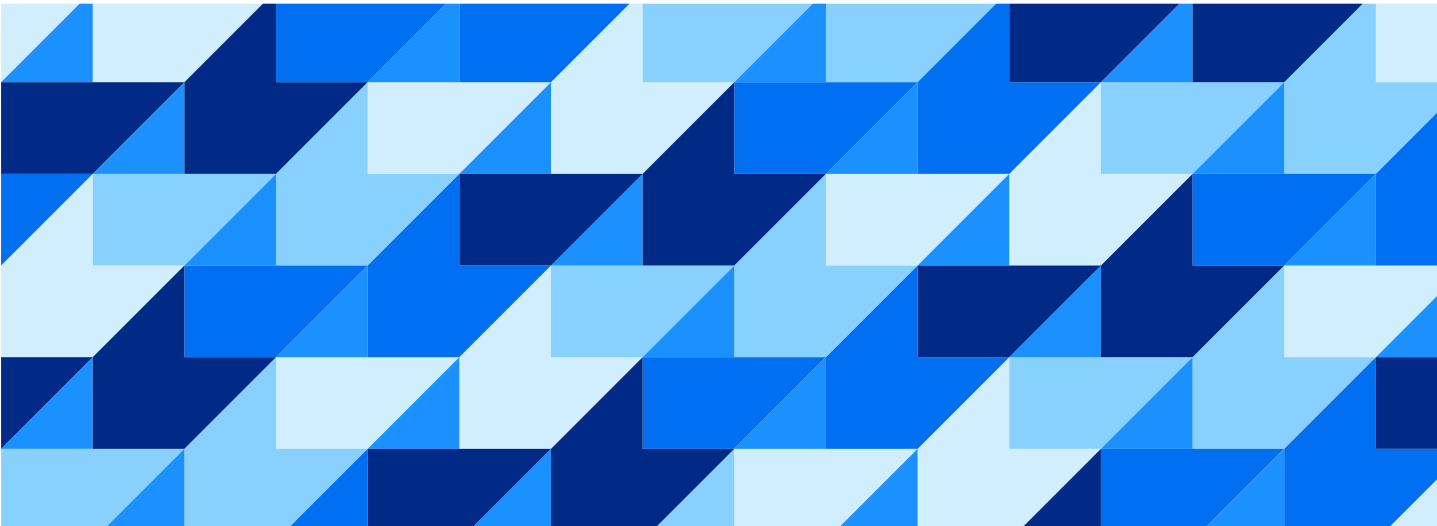


Growing companies trust SAP GROW

Businesses across industries and regions rely on SAP GROW to support growth, scale with confidence, and adapt as new demands emerge.



- | | | |
|--|---|--|
| 1 Payless Retail/Consumer | 6 MJ Quinn Infrastructure/Utilities services | 11 Provol Packaging technology solutions |
| 2 Winncom Distribution/Technology products | 7 Hesperia Group Passenger travel and leisure | 12 Mitsui O.S.K. Lines Maritime transportation |
| 3 Grupo Baxis Mining/Materials | 8 Brussels Airport Company Passenger travel and leisure | 13 Squadron Energy Renewable energy |
| 4 Motomex Automotive | 9 KWC Consumer products | 14 Çetaş Otomotiv A.Ş. Automotive |
| 5 Masterboi Ltda. Agribusiness | 10 JSW Minerals Mining/Materials | |



AI built into how work gets done

When AI is applied in isolation, insights are limited. Decisions may be locally optimized, but they miss the broader context of how the business operates. AI embedded across core processes provides cross-functional insight, enabling more accurate recommendations and better decision-making across the organization.

With SAP Cloud ERP, AI is embedded directly into the end-to-end processes throughout finance, supply chain, and HR workflows—so intelligence spans departments, enabling optimized recommendations and more effective actions across the business. Through the SAP GROW approach, companies can adopt these capabilities in a practical way: using Joule to automate repetitive tasks, surface company-wide insights in real time, and answer questions quickly in plain language.

“We’ve achieved remarkable results after a short two-month implementation. Our financial processes are more efficient, so we can effectively provide real-time investor reports to guide the future direction of our company.”

Amine Menacer, CTO and Founder, TOP

In practice

Western Sugar

- Automated ~40,000 supplier invoices directly within finance workflows.
- Reduced manual invoice processing time by 25% using embedded AI.

TOP

- Cut monthly financial close time by 75% with automation in two months.
- Gained real-time insight to support day-to-day decision-making as the business grew.

Industry-ready from day one

ERP systems that lack industry depth can leave teams building ad hoc tools and reinventing processes, often introducing inefficiencies and avoidable issues. What should be standard quickly becomes custom, slowing progress before value is realized.

Through the SAP GROW approach, companies adopt SAP Cloud ERP using preconfigured, industry-specific workflows shaped by decades of experience across a wide range of industries. Organizations start with processes already in use across their industry, supported by built-in content and localizations that scale across regions.

“Our ERP transformation was a strategic and structured shift from a legacy system to a modern cloud-based ERP solution. Migrating to SAP Cloud ERP provides us with a foundation for scalability and efficiency.”

Andrés Martin-Birner, Founder and Chief Executive Officer, BIKE24

In practice

Rio2 Limited

- Scaled from a 20-person development team to a multi-country operation with 2,500+ employees.
- Implemented operational control while simultaneously building a mine and scaling the business.
- Achieved a 40% faster financial close with real-time, cross-country reporting.

BIKE24

- Established preconfigured best-practice ERP processes to support a high-volume, multi-country e-commerce operation.
- Standardized finance, logistics, and supply-chain workflows to support sales in over 80 countries and 230,000 SKUs.



Start fast, expand at will

ERP systems designed around a narrow initial focus often become harder to expand as new capabilities are needed. Each change requires reconfiguration, bolt-on tools, or parallel processes that fragment data and slow adaptation.

With SAP GROW, adaptation is no longer a rework exercise. New or advanced capabilities can be added on the same cloud ERP foundation, without disrupting your business. A single data model and connected workflows enable organizations to maintain oversight and control as operations extend across regions, functions, and business models.

“SAP S/4HANA Cloud Public Edition offers us not only the functionality we need now but also a platform for our future needs and growth. With SAP, we are optimally prepared for whatever comes next.”

Arno van der Heijden, Supply Chain and Operations Manager,
Wefabricate B.V.

In practice

TIMETOACT Group

- Consolidated 11 ERP systems from more than 25 acquisitions into a single cloud ERP foundation.
- Established a unified platform to support ongoing acquisitions and group-wide visibility without re-implementation.

Wefabricate

- Built a future-ready ERP foundation designed to scale with the business.
- Gained full visibility into production costs to support growth without adding operational complexity.

Predictable costs, no surprises

When ERP costs aren't clear upfront, projects expand, requirements shift, and budgets become harder to control, often raising concerns long before work gets underway. As a result, companies hesitate to commit, even when the need for the system is clear.

SAP GROW reduces this uncertainty by offering a prescribed scope and transparent pricing from the start. Companies know what they're buying, what's included, and what it will cost to run. A clearly defined delivery approach and capped investment help limit scope creep and runaway budgets as teams move forward.

“SAP S/4HANA Cloud Public Edition has helped us tremendously to be more efficient, not only from a cost-control standpoint, but also for better evaluating opportunities that may arise.”

Eduardo Flores Zelaya, Managing Director, Bacis Grupo

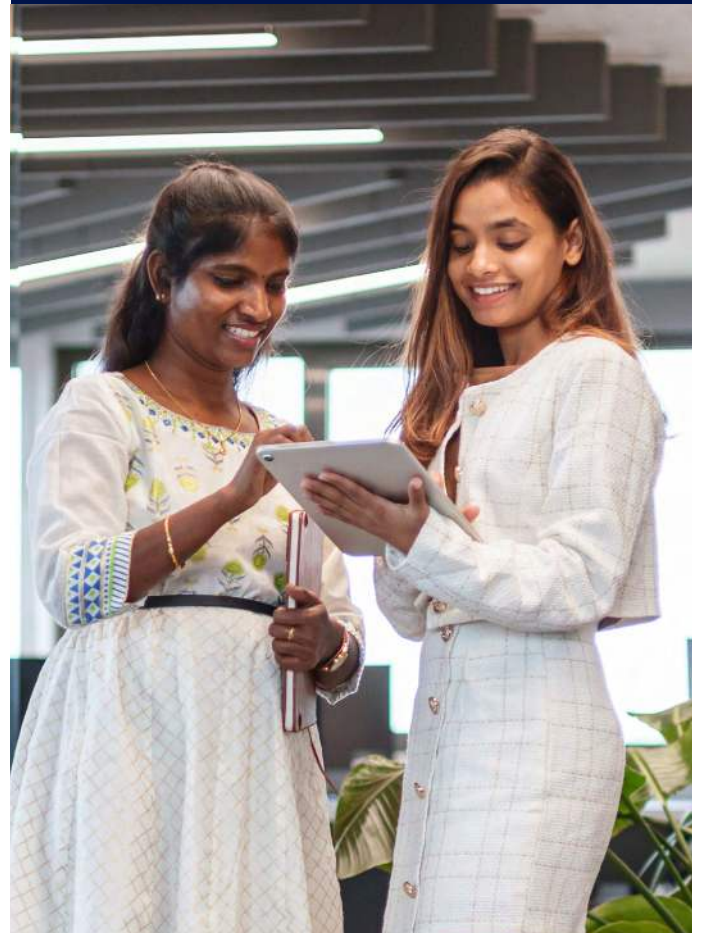
In practice

Guidant Measurement

- Accelerated implementation and time-to-value through SAP GROW Fast.
- Built a scalable digital core to streamline global operations.
- Positioned the business for future growth and acquisitions.

Grupo Bacis

- Implemented cloud ERP on schedule and within budget.
- Reduced cost uncertainty through standardized, industry-ready processes.



Getting started with SAP GROW

SAP GROW helps companies determine where to begin with AI-powered cloud ERP based on what matters most today. Each entry point is supported with a clear structure and a path forward, allowing organizations to move deliberately and build on progress over time.

Start with	What it gives you	Expand into
Finance	• Procurement • Sales • Financial analytics • Cash and liquidity • Accounting • Governance and compliance	• Core HR • Product lifecycle • Logistics
Supply chain	• Product lifecycle • Production planning • Procurement • Manufacturing operations • Sales • Logistics • Maintenance	• Financial analytics • Time tracking • Payroll
HR	• Core HR • Compensation • Performance and goals	• Procurement • Logistics • Accounting



What's included with SAP GROW for finance

Organizations can begin with the [SAP Finance Base](#) and add SAP Finance Premium or individual capabilities as needed, all on the same SAP Cloud ERP foundation. Here's what's included.

SAP Finance Base

- Financial, revenue, and cost accounting
- Reporting and compliance for financial, tax, and trade
- Cash, liquidity, and working capital management
- Central payments and bank connectivity
- Foundational order-to-cash solution
- Easily extend and automate your financial applications with SAP Build

SAP Finance Premium

- Includes all capabilities in SAP Finance Base
- Subscription management
- Customer experience and enterprise service management
- Corporate expense management
- Procurement networks orchestration
- Project and resource management



What's included with SAP GROW for supply chain

Improve overall performance and sustainability tracking with SAP Cloud ERP for supply chain management. Start with the [SAP Supply Chain Base](#) and add SAP Supply Chain Premium or individual capabilities as needed.

SAP Supply Chain Base

- Core functionality to run your supply chain, tightly integrated with the rest of your business
- Design products and manage their lifecycle
- Run production from top floor to shop floor
- Store and ship products efficiently
- Plan and execute plant maintenance
- Easily extend and automate your supply chain management applications with SAP Build

SAP Supply Chain Premium

- Includes all capabilities in SAP Supply Chain Base
- Deliver sustainable, compliant products and packaging
- Gain visibility of materials and emissions across your value chain
- Track and reduce product and corporate carbon footprints
- Minimize operational risk while ensuring safety and regulatory compliance across your business



What's included with SAP GROW for HR

Begin optimizing core HR performance with the [SAP HCM Base](#) and add SAP HCM Premium or individual capabilities as needed, all part of the SAP Cloud ERP offering.

SAP HCM Base

- Manage and pay your entire workforce with an AI-enabled global HR platform
- Simplify and automate processes with a modern single source of truth for people, data, and processes
- Drive essential talent management and evaluation with native performance solutions
- Support efficient pay and rewards management with native compensation capabilities
- Empower and engage users with intuitive AI-enabled self-service for HR tasks

SAP HCM Premium

- Make your workforce unstoppable with AI-powered applications that connect your people, business, and goals
- Simplify and automate processes with a modern single source of truth for people, data, and processes
- Align and evaluate performance with native goals and performance management
- Manage pay and rewards efficiently with native compensation planning and administration
- Accelerate skills and career growth with anywhere learning and AI-enhanced recommendations and talent planning tools
- Improve regulatory compliance and reduce legal risk by automating mandatory training and tracking completion
- Apply predictive analytics and insights to inform workforce decisions across the business



Enterprise-grade capability, built for speed

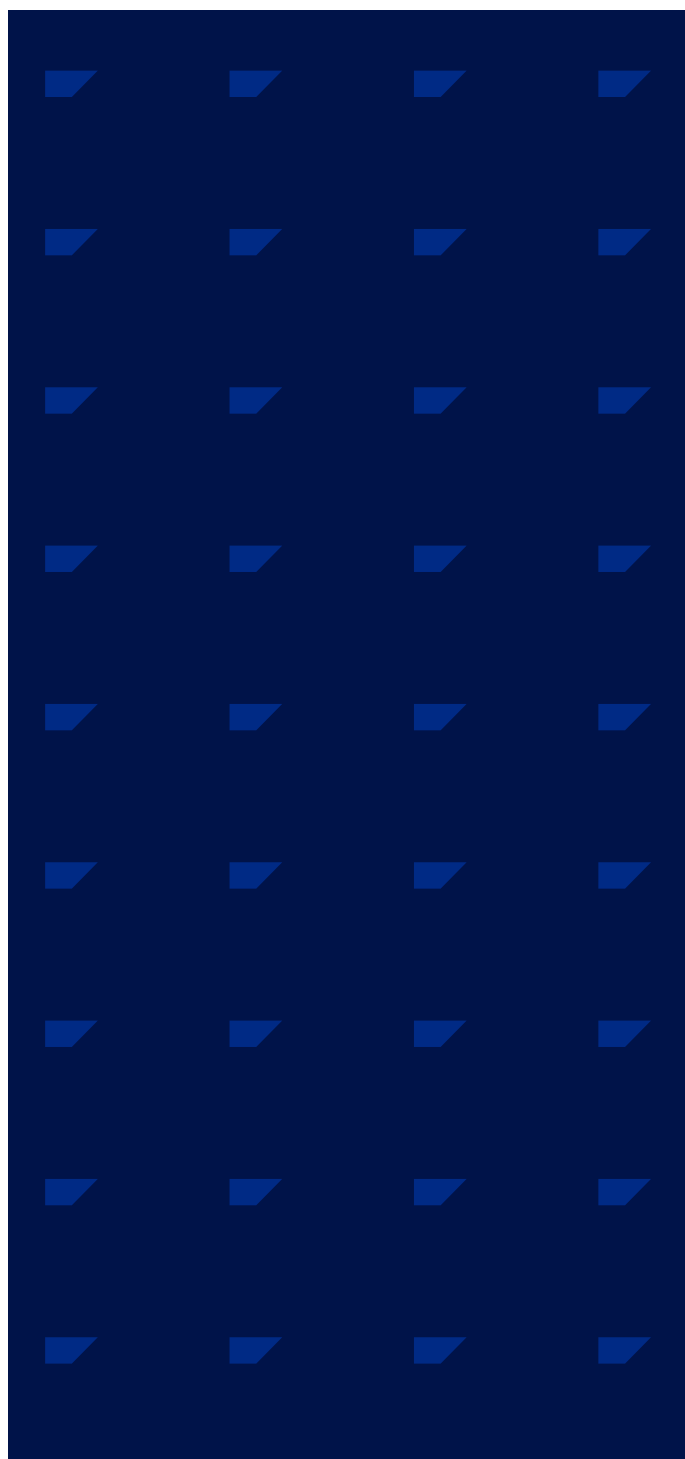
Choosing cloud ERP is a strategic decision—but finding the right fit can be just as challenging as the decision itself. SAP GROW provides the framework, while SAP GROW Fast is a partner-led implementation service with transparent pricing for a prescribed scope that removes surprises, accelerates speed and minimizes deployment risks.

SAP GROW Fast:

A standardized path to value

SAP GROW Fast gives partners a consistent framework for delivery, combining predefined core scope, proven templates, and SAP-approved tools to accelerate implementation timeframes with transparent pricing so there are no surprises. Guided configuration, fit-to-standard processes, and built-in lifecycle management help teams stay aligned, avoid rework, and reach productivity sooner while supporting ongoing operations as the business evolves.

Certified SAP partners with industry-specific, regional, and SAP Cloud ERP experience lead each implementation, applying proven best practices, informed by how businesses in those industries actually operate. This structured approach keeps projects focused and controlled, reducing complexity and shortening timelines without requiring large internal IT teams. The result is a smoother path to cloud ERP and a foundation built to scale.



A better foundation for what comes next

More progress. Less disruption.

Growth changes what businesses need from systems. Tools that once supported daily operations can become harder to scale, slower to adapt, and more difficult to manage as complexity increases.

SAP GROW offers a more practical way to move to AI-powered cloud ERP—helping organizations move forward without the disruption of frequent rebuilds or added manual work. By starting with a clear scope, embedded intelligence, and industry-ready best practices, companies can move forward with confidence and maintain momentum as the business environment changes.

With SAP GROW, organizations can:

- **Help teams focus on what matters** by automating repetitive work so people can focus on decisions, impact, and growth.
- **Reach value sooner** by adopting industry-ready processes that accelerate productivity and returns.
- **Scale as needs evolve** without switching platforms or rebuilding what already works.
- **Get a modern cloud ERP** without the enterprise-size bill, with defined costs that protect against runaway projects.

[Request a demo](#)



Explore SAP GROW

Take [the product tour](#) to see how SAP GROW supports core finance, supply chain, and HR processes.

Bring out your best.