100 Most Promising SAP Solution Providers 2015

The enormous inflow and outflow of data is a quotidian trend for companies, regardless of their size and industrial operation. Data is paramount in decision-making and deriving desired business outcomes. In the realm of highly competitive business arena, there is a huge demand for tools that can effortlessly simplify the herculean task of managing, predicting, integrating, and analyzing data—both financial and enterprise—across various levels in an organization setting. SAP stands in this ecosystem as a leader in offering effective and the most befitting solutions that guarantee consistency of data, empowering enterprises to perform and deliver better results. SAP's offerings are being adopted not only by leading large enterprises, but also by small and mid-size companies to optimize their resources.

With its vast suite of solutions that span Business All-in-One, Business ByDesign, Business One, Business Suite, and mySAP, SAP allows companies to step forward and build tools to integrate SAP ideas into different business verticals. The enterprise software giant's applications are now helping organizations to achieve greater productivity and faster time to market, while decreasing operational cost and expanding the customer base. Further, developments in mobility, cloud and analytics are enabling new business scenarios and extending the reach of SAP applications to business users. SAP is now offering updated capabilities for enterprises seeking insight into large volumes of data—such as from the Internet of Things—while a new Edge edition of SAP's Lumira tool targets businesses with data-discovery features.

With the market embracing different modules of the software, the demand for interaction and collaboration between application suites to streamline business is rising. Most SAP providers are therefore offering integrated solutions that could be deployed on-premise as well as through private cloud placement, sensing the need of enterprises.

These myriad innovation calls for experts to transform SAP software and technologies into solutions that addresses strategic business needs. This is where SAP solution and consulting companies play the role of a propeller to drive enterprises to achieve excellence. The expertise of the companies to provide right data at the right time enables the marketplace to acquire sustainability, flexibility and succeed through innovation.

Amidst these developments, to help CIOs find the right SAP Solution Provider for their enterprises, a distinguished panel comprising of CEOs, CIOs, CMOs, VCs, analysts and the CIO Review editorial board has selected top players from over thousand SAP solution providers. The companies listed here demonstrate an ability to develop innovative technologies, methodologies, and outstanding customer service, while helping CIOs realign their IT strategy directly with that of the business.

In our selection, we looked at the vendor's capability to fulfill the burning need for cost-effective and flexible solutions that add value to the complex SAP landscape. We present to you CIO Review's 100 Most Promising SAP Solution Providers 2015.

rFactr

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CIOReview **SAP** 100 MOST PROMISING SOLUTION PROVIDERS 2015

An annual listing of 100 companies that are in the forefront of providing SAP solutions and impacting the marketplace

Pradeep Shankar
Editor-in-Chief
CIOReview

Company:
rFactr

Key Person:
Richard Brasser,
CEO

Description:
Provides social sales platform and integrated training that prepares sales representatives to engage in conversations with clients.

Website:
www.rfactr.com

rFactr
Driving Revenue with Social Sales: Doing More with Less

Though social channels are principally utilized for personal connections, as of late these sites have been selected by B2B organizations to engage potential customers earlier in the buying cycle. Since the conduits are open, organizations rush to Facebook, Twitter, LinkedIn, and comparable platforms to target potential clients and learn consumer behavior. However, the biggest challenge for firms is selecting the right enterprise communication tool for social network use that will scale with the organization, provide seamless management, and bridge the gap between marketing and sales. "With the rise in usage of social networking for organizations, firms demand a system to manage the use of social and exploit the sales benefits that social can provide. This is where rFactr comes in," says Richard Brasser, CEO, rFactr.

> Our solutions leverage social sites to create more opportunities, nurture leads with content, and accelerate the sales process into successful client stories

rFactr provides social business solutions for enterprise clients through their unique tools that empower frontline representatives and amplify sales activities, while delivering valuable intelligence and insights across the social ecosystem. rFactr helps companies easily command their entire sales teams' use of social to drive incremental revenue while protecting their brand value. "Our solutions have been integrated with SAP tools, so if representatives engage with the buyers online through LinkedIn, Facebook, or Twitter, they are really focused on the sales productivity, returning value," adds Brasser.

The company's software product, SocialPort™, is a social communication management system that allows organizations to share content on social platforms, enabling them to grow relationships and accelerate the sales cycle through the lead nurture phase. Users can leverage SocialPort™ to write, schedule, and publish relevant content to build rapport with their social networks while user dashboards track the effectiveness of their social selling activities. "Today's buyers are empowered with corporate websites, blogs, and social networks to help them make informed decisions, allowing them to rely less on sales teams during the buying process. Top sales performers have recognized this and are leveraging social channels to create more opportunities, nurture leads with content and accelerate the sales process. rFactr partners with clients to scale the best practices of these top performers across the enterprise," says Julio Viskovich VP of Marketing, rFactr. SocialPort™ is integrated with SAP Cloud for Sales, so there is no need to visit multiple social sites.

rFactr also provides social sales training that amplifies social selling best practices across the entire organization. The social sales training empowers each individual to create a professional social presence, build meaningful relationships online, and engage in conversations through the sharing of content that has been optimized for social channels. "It is all about getting the content organized and centralized with a dynamic approach to build a productive platform for sharing the content

Richard Brasser

across devices at any place and at anytime. Ours is an external communication system with the client's network to communicate with the customer's prospects. Our CRM applications empower the sales representatives to transform a potential lead into a client. The solution helps in managing and identifying the potential customers. SocialPort™ is the Holy Grail for sales executive that literally gives them an unfair advantage," explains Viskovich.

rFactr has been helping Microsoft partners by providing live and on-demand social sales training to kick-start social sales efforts. The company's solution also helps with user dashboards to track the effectiveness of the social selling activities and offers easy syndication of content to partner social channels.

The company is fast-growing with the technological evolution and is rolling out solutions for the emerging marketplace. "We are going to be the dominant vendor and solution provider in the SAP industry with the implementation of paramount SAP tools. We are working with top organizations all around the world and now we are moving towards the smaller firms also with better solutions to penetrate in the market," concludes Brasser. CR