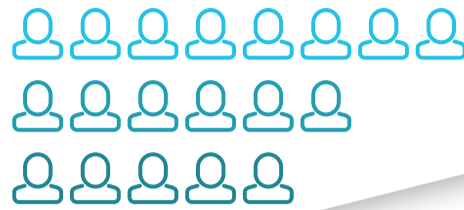


# Customers that SAP Latin America accompanied in their Digital Transformation in Q3-2017



1,100  
NEW CUSTOMERS



**DOUBLE DIGIT** GROWTH IN CLOUD ACROSS THE REGION



SAP ANALYTICS SOLUTIONS GROW AT **DOUBLE DIGIT**



STELLAR PERFORMANCE OF THE HUMAN CAPITAL MANAGEMENT SOLUTIONS OF **SAP SUCCESSFACTORS**



STRONG GROWTH AND CLOUD ADOPTION IN THE **GENERAL BUSINESS** SEGMENT THAT INCLUDES **SMEs**



PIONEER COMPANIES BEGIN TO INCLUDE INNOVATIVE SOLUTIONS FROM **SAP LEONARDO** IN THEIR DIGITAL STRATEGIES



**SAP HANA ENTERPRISE CLOUD (HEC)** CONTINUES TO DELIVER **DOUBLE DIGIT** GROWTH



23 YEARS

OF PRESENCE IN LATIN AMERICA WITH MORE THAN 38,200 CUSTOMERS OF ALL SIZES AND FROM ALL INDUSTRIES IN THE REGION

**Bancolombia**, the largest commercial bank in Colombia with operations in other countries of Latin America and the Caribbean, has selected SAP SuccessFactors to develop and retain an employee base exceeding 32,000. This banking institution has a longtime partnership with SAP, and a clear Digital Transformation strategy, that now has evolved to include better management and innovation by the company's greatest asset, their employees.

**La Europea**, leader in sales and distribution of wines, spirits and gourmet products, continues its digital transformation path by selecting SAP S/4HANA and HANA Enterprise Cloud to improve its processes and make strategic decisions. With more than 60 years in Mexico, 62 stores, 4 distribution centers and 1,300 employees, the Mexican company will also rely on solutions like SAP Extended Warehouse Management, SAP Hybris and SAP SuccessFactors to manage its facilities and online store in real time, with the perfect integration of its human resources.

**Sancor Cooperativa de Seguros Ltda**, a leading insurance company in Argentina with operations in Brazil, Colombia, Uruguay and Paraguay, acquired SAP S/4HANA and SAP HANA Enterprise Cloud in order to advance its Digital Transformation strategy, and support its domestic and international expansion. With the goal of drastically reducing their use of paper, and making data from their core system readily available for consulting, management and decision making, the SAP solution will allow Sancor to track processes ranging from claims to policy renewals in real time, and integrate transactions.

**Citrosuco**, which supplies about 25% of the global orange juice market, turned to SAP as a partner in its Digital Transformation journey. The Brazilian-owned corporation has an ambitious innovation plan that includes the latest technology from SAP Leonardo, Vehicle Insights and IoT, together with SAP S/4HANA and the full suite of SAP Supply Chain. The combination of SAP solutions will enable better planning based on demand, and the ability to connect farms to manufacturing sites, for an orchestrated process that will also optimize transportation logistics worldwide. In addition, the company has acquired SAP Ariba, SAP SuccessFactors, SAP Hybris and SAP Fieldglass, to manage its Human Resources, Suppliers, eCommerce and its vendors and external workforce.

**Alpina**, Colombia's leading dairy, food and beverage company, started its Digital Transformation journey by acquiring SAP S/4HANA to unify all its business processes and advance innovation. The company and its affiliates, which operates in Colombia, Ecuador, Venezuela and the U.S, will also implement SAP SuccessFactors and SAP Ariba, to manage and develop its more than 3,600 employees, as well as boost its supply chain management with world class standards, to continue offering the best products to its customers.

**94%** of the 500 largest companies in Latin America are **SAP customers**, according to the AméricaEconomía Magazine ranking

**América**  
economía

