

July 2026

Busting the myths of SAP Cloud ERP

SAP delivers exceptional value for growing businesses and prepares them for what’s next

Contents

10 misperceptions about SAP Cloud ERP that are holding businesses back 03

Myth 1: It’s too expensive 04

Myth 2: It’s only for big, multinational and global companies 05

Myth 3: Deployment is complicated and takes too long 06

Kickstart your ERP journey with clarity and speed 07

Myth 4: It’s too difficult to understand and adapt 08

Myth 5: It requires heavy customization to integrate with existing plaforms 09

Myth 6: It’s not meant for growing companies like mine 10

Myth 7: It’s not a good fit for our industry 11

Myth 8: There’s not enough proof to convice us about the ROI 12

Myth 9: It’s sophisticated, but we don’t see enough value in adopting it 13

Myth 10: SAP solutions require a lot of in-house expertise to function smoothly 14

An intelligent portfolio for companies growing with purpose 15

NTT DATA transforms SAP solutions into value 16

You’ve heard the myths. Now, expererience the reality 16

About NTT DATA 16

© 2026 NTT DATA, Inc.



10 misperceptions about SAP Cloud ERP that are holding businesses back

You may assume SAP Cloud ERP applications are built only for large enterprises, that they're too complex to adopt or too rigid to support the speed they need.

But the truth is that SAP delivers exceptional business value for companies of every size, in every industry and region.

In fact, more than 460,000 organizations worldwide trust SAP to grow their business with confidence — and 80% of these are small and midsize companies.

SAP Cloud ERP provides a core environment that brings together processes, built-in AI, continuous innovation and the flexibility to expand as your business evolves. All these features can be implemented without rebuilding your core processes and data or taking on technical debt.

As an SAP Global Strategic Service Partner and end-to-end SAP provider, NTT DATA helps organizations plan, implement, run and continuously improve SAP solutions.

In this guide, we separate common myths about SAP Cloud ERP from practical reality, and explore how NTT DATA's capabilities can help you maximize your SAP investment — no matter how big your organization is today, or where your growth plan takes you next.

© 2026 NTT DATA, Inc.

Myth 1

It’s too expensive

Fact: Predictable costs with fit-to-standard implementation replace unpredictable projects, freeing your resources for innovation.

SAP Cloud ERP is built to grow with you, not strain your budget. With subscription-based pricing, you can immediately leverage the features and functionalities you need now, then scale up as your requirements evolve. Preconfigured, fit-to-standard best practices can further reduce costly customizations and unpredictable implementations.

Preconfigured, fit-to-standard best practices can further reduce costly customizations and unpredictable implementations.

This is how growing companies achieve enterprise-level performance without a hefty price tag.

SAP success story: Electrip

As it scaled electric vehicle (EV) charging operations across Europe, Electrip Group turned to SAP Cloud ERP to build a scalable, cost-effective foundation without heavy up-front investment. Flexible licensing and cloud-based infrastructure let the company pay only for what it uses, aligning costs with growth while continuous updates and automation drive greater efficiency.

Read the customer story



© 2026 NTT DATA, Inc.



Myth 2

It’s only for big multinational and global companies

With built-in best practices and industry-ready templates, companies can run like leaders from day one. In fact, approximately 80% of SAP customers are small and midsize businesses — further proof that enterprise strength isn’t just for enterprises anymore.[1]

SAP success story: Lagom

With just 28 employees, Lagom Professional Services unified finance and staffing on an SAP Cloud ERP solution built to scale with the business. The firm cut month-end close from four days to two, reduced finance effort by 40%, and lowered infrastructure costs by 10% — delivering significant value for even the smallest growing companies.

Read the customer story

[1] SAP client data, 2025

Fact: Predictable costs with fit-to-standard implementation replace unpredictable projects, freeing your resources for innovation.

Scalable architecture and flexible pricing make it easier to start small and grow with confidence.

© 2026 NTT DATA, Inc.



Myth 3

Deployment is complicated and takes too long

Fact: The implementation of SAP Cloud ERP is accelerated with the aid of preconfigured industry best practices and the tools and processes for a guided setup.

The quick realization of significant value requires a rapid implementation approach — not long, resource-heavy projects. Then, you can maintain momentum in your transformation as the business scales.

Automation capabilities embedded in these solutions streamline configuration, testing and data migration. And the support of the SAP partner ecosystem can help you stay on schedule and within budget.customizatons and unpredictable implementations.

SAP success story: PureTech Scientific

Following a carve-out, PureTech Scientific LLC deployed SAP Cloud ERP in just 15 weeks, with no internal IT team. Within two weeks of go-live, the company processed $5 million in orders while meeting tight transition service agreement deadlines and proving SAP solutions enable fast, straightforward deployments with immediate business impact.

Read the customer story

© 2026 NTT DATA, Inc.

Go live in as little as 10 weeks

Digital discovery assessment

The SAP digital discovery assessment toolkit helps you define scope, timelines and key processes up-front, creating a clear path to success.

With SAP best practices, SAP Cloud ALM tool, SAP Build solutions and support from SAP partners like NTT DATA, the SAP Activate methodology can help you go live in as little as 10 weeks — enabling you to move faster, transform smarter and scale with confidence.

Application lifecycle management

A well-structured discovery phase helps define scope, timelines, and key processes from the start, creating a clear path forward.

By combining SAP best practices with proven implementation methodologies and tools like SAP Cloud ALM and SAP Build, organizations can enable a fast and efficient setup tailored to their needs. This makes it possible to go live in a matter of weeks, moving faster, transforming with confidence and scaling as the business grows.



© 2026 NTT DATA, Inc.



Myth 4

It’s too difficult to understand and adapt

Fact: The modular design of SAP Cloud ERP simplifies how businesses of all sizes run with clarity and control — especially growing companies.

Ready-to-use dashboards, guided workflows and embedded AI make work intuitive,while built-in best practices streamline finance, supply chain and people processes.

Automation cuts manual effort and decision friction, while giving you control of your business with real-time insights. Routine updates and cloud delivery keep everything running smoothly, so your teams stay focused on growth rather than maintenance.

SAP success story: SMART Railway

Following a spin-off, SMART Railway Technology GmbH quickly adopted SAP Cloud ERP as its system of record, enabling employees to reach 100% productivity in just three days. Access to SAP Fiori apps and self-service tools gave teams real-time visibility of operations, helping the company innovate six times faster and collaborate more effectively, starting on day one.

Read the customer story

This gives you the flexibility to tailor your starting point based on your top priority and biggest challenges and to prepare for future opportunities.

© 2026 NTT DATA, Inc.

Myth 5

It requires heavy customization to integrate with existing platforms



Fact: The flexibility of SAP Cloud ERP eliminates the need for extensive customization.

Each application is built with scalability, extensibility and integration in mind, so you can connect them to the applications, tools, platforms and systems that you already use.

Preconfigured industry best practices help you start faster with less effort. Standard APIs and extensions on SAP Business Technology Platform make integration simpler while keeping your core features and functionality standardized.

SAP success story: TCC

Trade Capital Corporation® (TCC™) turned to SAP Cloud ERP when global complexity demanded more agility. Adopting a clean-core, fit-tostandard approach, the company went live in just 67 days — simplifying processes and boosting transparency. Today, TCC scales faster, runs smarter and proves SAP meets sophisticated needs without heavy customization.

Read the customer story

The result is a future-ready system that adapts to your business, not the other way around.

© 2026 NTT DATA Business Solutions

Myth 6

It’s not meant for growing companies like mine



Fact: SAP Cloud ERP applications offer flexibility, affordability and speed that smaller organizations demand while delivering the same reliability trusted by global leaders.

SAP Cloud ERP includes built-in best practices drawn from decades of industry experience, helping you scale confidently as your business expands.

With predictable subscription costs, simplified updates and partner-led deployment, you can grow faster without increasing IT complexity.

SAP success story: Ascend Elements

As Ascend Elements evolved from startup to sustainability leader, its legacy systems quickly fell behind. Then came SAP Cloud ERP — connecting operations, delivering real-time insight and simplifying every process. With a scalable foundation now in place, the company is expanding globally and proving that SAP solutions grow with ambitious businesses.

Read the customer story

SAP Cloud ERP applications are not slimmed-down versions of enterprise systems.

© 2026 NTT DATA, Inc.

Myth 7

It’s not a a good fit for our industry



Fact: SAP Cloud ERP applications are built for real industries, not generic use.

Each application includes preconfigured best practices and data models tailored to specific sectors, ranging from manufacturing and retail to professional services and wholesale distribution.

With more than 25 industry templates and embedded analytics, SAP Cloud ERP adapts to your workflows and delivers insight to help your organization comply industry regulations, meet customer expectations and fulfill business requirements.

SAP success story: De Prado

De Prado, a family-owned olive oil producer, needed an ERP solution to support their growth plans and solve the lack of data and process integration. With SAP Cloud ERP, the company has been able to standardize and optimize processes, align them with industry best practices, and adapt them to their specific needs.

Read the customer story

The result is immediate relevance on day one.

© 2026 NTT DATA, Inc.



Myth 8

There’s not enough proof to convince us about the ROI

All these outcomes are enabled by connected and data-driven processes. Real-time analytics makes results transparent and trackable, and with automation and best practices built in, you achieve continuous efficiency gains and sustainable growth.

This is clear proof that ROI is an outcome, not a promise.

SAP success story: UniBetter

Known in the Chinese market as Shenzhen Lianchuangjie Technology, UniBetter uses SAP Cloud ERP and SAP Business Technology Platform to deliver measurable returns supporting rapid growth. The company cut its procurement cycle time by 40%, reduced inventory carrying costs by 20%, lowered manual effort by 30%, and closed books three times faster.

Read the customer story

Every day, performance proves the value of SAP Cloud ERP.

© 2026 NTT DATA, Inc.

Myth 9

It’s sophisticated, but we don’t see enough value in adopting it

Fact: Connected processes eliminate duplication and manual work, while real-time insights improve performance across every function.

With automation, built-in analytics and proven best practices, SAP Cloud ERP gives growing companies the ability to make decisions faster, lower costs and realize higher returns. This combination of enterprise-grade intelligence and measurable impact makes SAP Cloud ERP a smart investment that pays back in growth and efficiency.

The true value of SAP Cloud ERP application lies in what they help you save and achieve.

SAP success story: Wanhong Shuangxi

Consumer products manufacturer
Wanhong Shuangxi Group Hebei Co., Ltd. adopted SAP Cloud ERP as it scaled from a small workshop into a national business. By replacing manual, weight-based processes with real-time visibility, standardized controls and unit-level traceability, the company strengthened cost management and operational efficiency across inventory, transportation and finance. This delivered clear, measurable results, including a 30% reduction in inventory management labor costs.

Read the customer story



© 2026 NTT DATA, Inc.



SAP success story: AA Industrial Belting

AA Industrial Belting (Shanghai) Co., Ltd. transformed its operations with SAP Cloud ERP and SAP Preferred Success services. Cloud updates and expert guidance reduced maintenance costs by 50% while focusing its internal IT team on innovation. With a simpler administration approach, the company now enjoys enterprise-grade support without needing in-house SAP experts.

Read the customer story

Myth 10

SAP solutions require a lot of in-house expertise to function smoothly

System updates, security and maintenance are all managed automatically by SAP, so your IT team can spend less time on administrative tasks and focus more on business performance and innovation.

As an SAP-certified partner, NTT DATA can fill your expertise gap. We can guide your deployment and provide training and ongoing support so your solutions continue to evolve with your business. In return, your company experiences enterprise-grade reliability without the burden of managing it yourself.

Build the skills to get more value from SAP solutions

Access on-demand resources, guided exercises and expert instruction to help your teams grow with confidence. SAP Learning Hub offers hands-on practice and live sessions, while SAP Learning Class courses — delivered online or onsite — provide structured, instructorled training.

Learn more about NTT DATA and SAP

© 2026 NTT DATA, Inc.



An intelligent portfolio for companies growing with purpose

SAP is a proven partner for growing companies, trusted by thousands worldwide to help them scale efficiently and adapt over time. Nearly 80% of SAP customers are small and midsize businesses simplifying operations, automating critical processes, scaling with confidence and sustaining growth without adding unnecessary complexity.

With the modularity of SAP Cloud ERP, organizations can start transforming where it matters most and expand as priorities evolve. Continuous innovation across cloud, data and AI helps teams work smarter, gain insights faster and adapt with confidence. Most important, the enterprise-grade security, compliance, and reliability built into SAP Cloud ERP are helping growing businesses turn challenges into opportunities and ambitions into results.

© 2026 NTT DATA, Inc.

NTT DATA transforms SAP solutions into value

You've heard the myths. Now, experience the reality.

SAP Cloud ERP applications are built to help growing companies move with clarity, speed and confidence. With a unified core foundation, built-in AI, proven industry practices and continuous innovation, you can gain technology that scales with your ambitions — without adding complexity and technical debt.

Instead of stitching solutions together or pausing growth for system changes, SAP Cloud ERP gives an integrated set of intelligent cloud capabilities that adapts as your business evolves. The results are streamlined operations, faster insights, predictable outcomes and a clear path to value from day one.

As an SAP Global Strategic Service Partner, NTT DATA has the capabilities, global reach and specialized local resources to help you drive true ROI from your SAP investment. We understand your industry and know what it takes to position your organization for future growth.

From advisory and implementation to managed services and beyond, we continuously improve SAP solutions and technology to make them work for businesses and their people.

See how our solutions can transform your organization into an intelligent enterprise.

This eBook is based on original SAP content, adapted by NTT DATA.



Visit **nttdata.com** to learn more.

NTT DATA is a $30+ billion business and technology services leader in AI and digital infrastructure. We accelerate client success and positively impact society through responsible innovation. As a Global Top Employer, we have experts in more than 70 countries. NTT DATA is part of NTT Group.

© 2026 NTT DATA, Inc.