

Company: SAP, Walldorf, Germany

Nomination Submitted by: SCHERMER

Company Description: As a global leader in enterprise applications and business AI, SAP stands at the nexus of business and technology. For over 50 years, organizations have trusted SAP to bring out their best by uniting business-critical operations spanning finance, procurement, HR, supply chain, and customer experience.

Nomination Category: Marketing Organization / Professional Categories

Nomination Sub Category: Marketing Team of the Year

Nomination Title: SAP LMM Team

1. Which will you submit for your nomination in this category, a video of up to five (5) minutes in length about the achievements of the nominated team since 1 January 2023, OR written answers to the questions for this category? (Choose one):

Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.

3. If you are providing written answers for your submission, you must provide an answer to this first question: Briefly describe the nominated team: its history and past performance (up to 200 words):

Total 189 words used.

In 2023, SAP launched its Launch & Moments Marketing (LMM) Team to reimagine the marketing of its enterprise solutions. Traditionally, SAP's top tier product launches, business initiatives, and key announcements—termed "Moments"—were standalone, one-hour events with the ripe opportunity to unify the strategy for ongoing customer engagement.

Recognizing this gap, SAP formed the LMM team to transform Moments from one-hour activations into sustained, audience-centric experiences. The team sought to shift SAP's internal culture and marketing operations, moving from an event-centric approach to a long-term, customer-first marketing strategy.

Before LMM's formation, SAP's marketing efforts had areas of opportunity to unify dozens of workstreams, find consistent messaging and remove siloed execution. The team's mission was to bring alignment, scalability, and impact to SAP's launch and Moment-based marketing—ensuring each activation delivered lasting value beyond the initial announcement.

In its first year, LMM introduced a structured, repeatable marketing framework, created playbooks and best practices for workstreams, and established a scalable model to become the foundation of SAP's future go-to-market approach. By doing so, LMM not only improved the success of key SAP Moments but also became a catalyst for marketing transformation across the organization.

4. If you are providing written answers for your submission, you must provide an answer to this second question: Outline the team's achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words):

Total 195 words used.

Since early 2023, SAP's LMM team has led a marketing transformation that reshaped how the company launches products and engages customers. Key achievements include:

1. Transforming SAP's Moment Marketing Strategy

- Developed and implemented a repeatable, integrated marketing framework that ensured each SAP Moment had a clear strategy across pre-launch, launch event, and post-launch engagement.
- Created playbooks and execution guidelines that streamlined marketing efforts across SAP's 22 workstreams, ensuring consistent messaging and better cross-team collaboration.

2. Successful Execution of High-Impact Moments

- "Rise into the Future" (ERP Product Enhancement launch): Positioned SAP's AI-powered ERP solutions as essential for business success, overcoming customer concerns about cloud migration and driving a 54% YoY increase in pipeline acceleration.
- "Data Unleashed" (Analytics & AI Launch): Implemented LMM's framework for a sustained campaign, leading to a 133% YoY increase in on-demand content engagement—demonstrating long-term customer interest beyond event day.

1. Driving Internal Marketing Transformation

- Elevated SAP's marketing model from event-driven activations to tailored customer experiences.
- Validated LMM's approach within SAP's Integrated Marketing Team, securing permanent adoption of the team's framework.

Through these initiatives, LMM redefined what Moments mean at SAP—turning product launches into high-value, audience-centric marketing campaigns that continue driving engagement long after an announcement.

5. If you are providing written answers for your submission, you must provide an answer to this third question: Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the team's past performance (up to 250 words):

Total 245 words used.

LMM's impact extends beyond individual activations—it fundamentally changed how SAP approaches marketing. Few B2B enterprises have successfully transitioned their launch strategies from single-day events to sustained, integrated marketing experiences, and SAP's LMM team accomplished this within one year.

Why This Transformation Is Unique:

- Unlike traditional B2B event marketing, which focuses heavily on day-of engagement, LMM introduced a model that ensures continued audience interaction before, during, and long after each SAP Moment.

- LMM's workstreams now execute a unified go-to-market approach, replacing a previously fragmented system where teams operated in silos.

- The repeatable marketing framework created by LMM has been permanently adopted within SAP's Integrated Marketing Team—a testament to its long-term value.

Comparing to SAP's Past Performance:

- Before LMM: SAP product launches lacked audience continuity—prospects were engaged on event day but had limited structured pathways to continue their journey.

- After LMM: Each Moment launch is now an ongoing marketing initiative, integrating content marketing, sales enablement, regional activation, and audience education to maximize engagement and pipeline impact.

Industry Benchmark Comparison:

- SAP's post-event engagement increased by 133% YoY, exceeding typical B2B event marketing benchmarks.

- SAP's approach now mirrors best-in-class B2B marketing practices seen at industry-leading tech firms, where integrated marketing drives measurable business impact over time rather than relying solely on event-day metrics.

LMM's achievements are significant because they set a new standard for SAP's marketing effectiveness. By aligning customer needs with business growth, LMM proves that great marketing isn't just about a Moment; it's about building lasting experiences.

6. You have the option to answer this final question: Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 204 words used.

To support this nomination, we are providing key materials that illustrate LMM's impact and the transformation of SAP's Moment marketing approach.

1. LMM Strategic Playbooks & Frameworks

- These documents showcase how the LMM team built a repeatable, integrated marketing approach that has been adopted across SAP's marketing ecosystem.
- They provide evidence of how LMM standardized messaging and execution across 22 workstreams, ensuring SAP's Moments deliver a unified experience to audiences.

- Reference "Standardized Playbook Instruction Manual Awards Trim" PDF attachment

2. "Rise into the Future" Case Study

- This document highlights the execution and results of SAP's AI-ERP marketing campaign, demonstrating the effectiveness of LMM's approach.
- It includes key metrics, such as a 54% year-over-year increase in pipeline acceleration, which proves that LMM's framework delivered business impact.

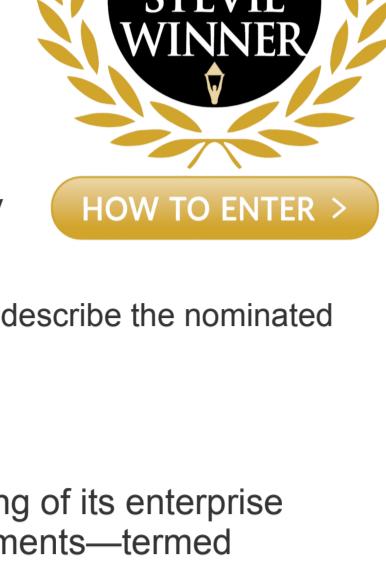
- Reference "SCH_2024_SAP_Stevie-Awards_Rise-Into-the-Future_Case-Study" PDF attachment

3. Brand Experience Award Entry

- This award entry reinforces LMM's achievement in transforming SAP's marketing strategy.
- The metrics from this entry (e.g., a 133% year-over-year increase in post-event engagement and a 61% increase in free trial conversions) reinforce LMM's ability to drive tangible marketing outcomes.

- Reference "SCH_2024_SAP_Stevie-Awards_BrandExperience" PDF attachment

By leveraging these materials, we provide a clear, measurable narrative of how SAP's LMM team redefined enterprise marketing—turning Moments into long-term, customer-first experiences that continue to deliver value.



Attachments/Videos/Links:

SAP LMM Team

[REDACTED FOR PUBLICITY]