Why SaaS Vendors Are Betting on the SAP Partner Ecosystem

A strategic guide for SaaS executives on the real competitive stakes of the SAP PartnerEdge Build and Sell tracks, the two most lucrative routes into the world's largest enterprise software ecosystem.

Published by
AvoTechs — SAP Advisory & Implementation Specialists
avotechs.com
support@avotechs.com

© 2026 AvoTechs. All rights reserved.

Executive Summary

The enterprise software landscape has arrived at a critical juncture where the traditional, siloed, Software-as-a-service (SaaS) model is being superseded by an era of integrated ecosystems. As the global B2B SaaS market transitions from a valuation of $390 billion in 2025 toward a projected $1.58 trillion by 2031, the competitive differentiation for vendors has shifted from broad feature sets toward deep domain expertise and seamless interoperability within established enterprise cores.

For the modern SaaS executive, the decision to invest in the SAP partner ecosystem is no longer merely a tactical channel consideration but a fundamental strategic commitment to the "Intelligent Enterprise" framework. This Whitepaper examines the multi-faceted ROI of this investment, exploring the technical, commercial, and strategic dimensions that drive value for SaaS companies in an increasingly integrated global economy.

What This Document Covers

- Why the SAP partner ecosystem is a strategic distribution opportunity, not just a certification
- The commercial mechanics of the Build track: financial model, certification path, SAP Store economics
- The commercial mechanics of the Sell track: commission structure, operational requirements, quota reality
- How the two tracks differ strategically, financially, and operationally
- The ROI data behind BTP investment and Endorsed App status
- AI's role in reshaping how SAP partners compete and win
- Regional market dynamics and where the opportunity concentrates
- Specific recommendations for SaaS executives at different company stages

© 2026 AvoTechs. All rights reserved.

1. The Scale of the SAP Ecosystem

The scale of the SAP ecosystem represents a unique gravity in the technology sector. With 99 of the world's 100 largest global companies operating as SAP customers and approximately 77% of all global transaction revenue touching an SAP system, the platform serves as the fundamental plumbing of the global economy.

For a SaaS vendor, this environment **offers an underutilised opportunity to** get access to the **"Digital Core" of the world's most significant enterprises via the** SAP PartnerEdge program. Being a certified, listed, co-sellable SAP partner means access to SAP's global sales force and a presence in the marketplace enterprise buyers actively use.

440K+	$10.01	25K+
SAP Customers Globally	**Partner Value Per $1 SAP Earns**	**Companies in the SAP Partner Network**
Across 180 countries	*Software partner multiplier*	*Build and Sell combined*

The Market Opportunity Inside the SAP Partner Ecosystem

The SAP partner economy acts as a force multiplier. Several studies suggest that for every dollar of software revenue generated by SAP, the surrounding partner ecosystem can unlock upwards of $6.40 in multi-sector revenue through services, add-ons, and integrated solutions.

Metric	Value	Significance for SaaS Vendors
SAP Total Addressable Market (2025E)	$670 Billion	Represents a massive, pre-qualified spending pool
SME Customer Percentage	80%	Indicates a broad market reaching beyond just Tier 1 global giants
Predicted SaaS CAGR (2026-2031)	26.24%	Underscores the urgency of establishing a platform foothold

The decision-making process for SaaS executives must account for the reality that 69% of senior leaders in the SaaS space are increasing their investment in partnerships heading into 2026.

© 2026 AvoTechs. All rights reserved.

Furthermore, the SAP S/4HANA application market, which represents the addressable opportunity for Build-track partners building products for the SAP ecosystem, was valued at $20.35 billion in 2024 and is projected to reach $48.46 billion by 2033, growing at a CAGR of 10.12%. The broader ERP market is projected to hit $120 billion by 2030, with cloud ERP growing at 14.5% annually versus 2.0% for on-premises systems.

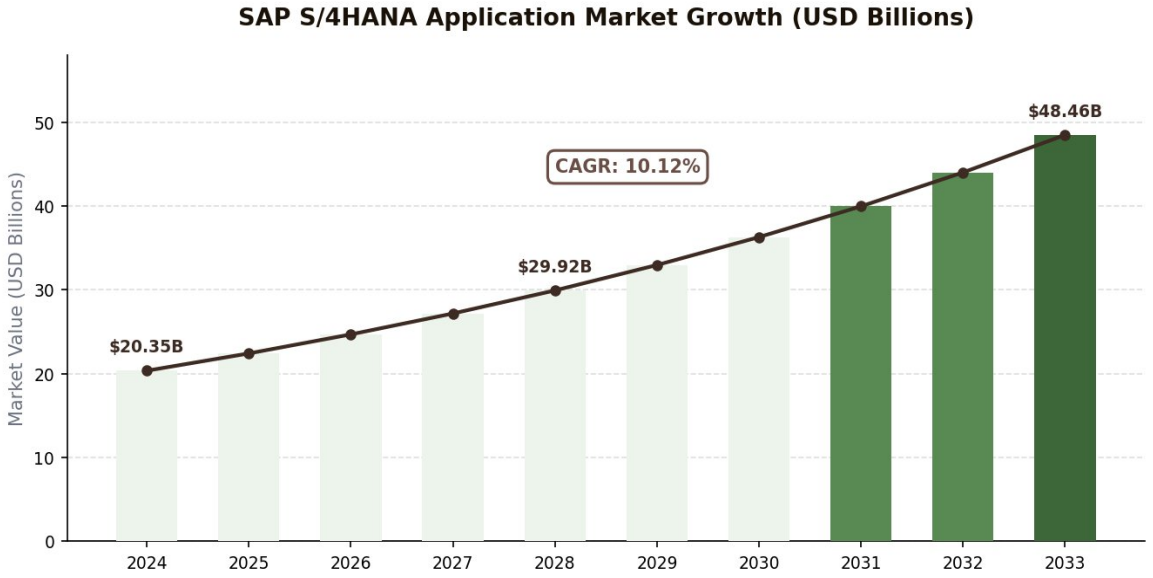

Figure 1: SAP S/4HANA application market projected to reach $48.46B by 2033. This is the total addressable market for certified SAP partner solutions

These numbers frame the commercial context. The enterprise buyers writing cheques for SAP infrastructure are the same buyers evaluating the SaaS solutions that connect to it. A presence in the SAP Store means the product is accessible to 440,000+ customers across 180 countries. The numbers are not comparable to any self-built distribution channel a SaaS company can create independently.

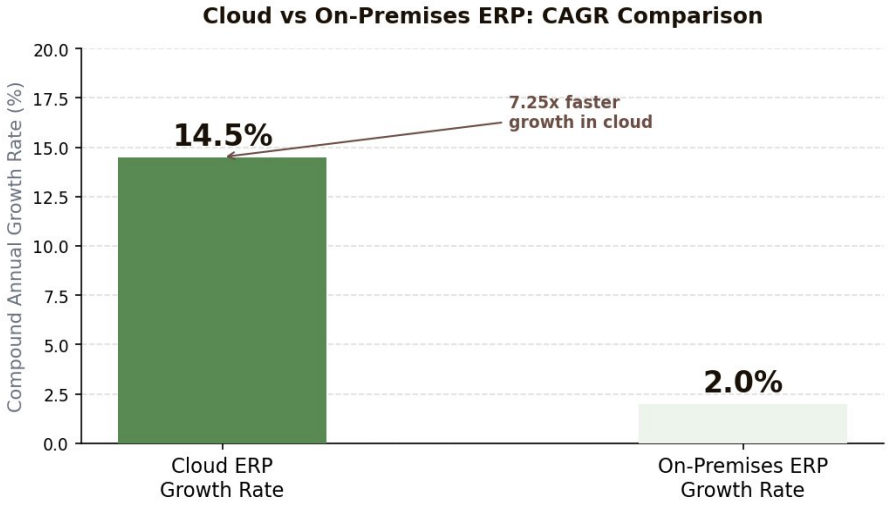

Figure 2: Cloud ERP growing 7.25x faster than on-premises ERP. The enterprise market is accelerating into cloud-first SAP architectures, expanding the opportunity for certified SaaS partners

© 2026 AvoTechs. All rights reserved.

The Partner Value Multiplier. The Number That Makes the Case

The clearest financial argument for SAP ecosystem entry is the partner multiplier. IDC research commissioned by SAP quantified it precisely: for every dollar SAP earns in revenue, software partners (ISVs and SaaS vendors) generate $10.01 in economic value through their own products. Service partners (SIs and VARs) generate $8.81.

This multiplier is not a marketing claim; it reflects the actual revenue generated by SAP's 25,000+ partner companies as a function of SAP's own top line. As SAP grows, cloud revenue grew 28% year-on-year in Q2 2025, the economic opportunity for partners compounds proportionally.

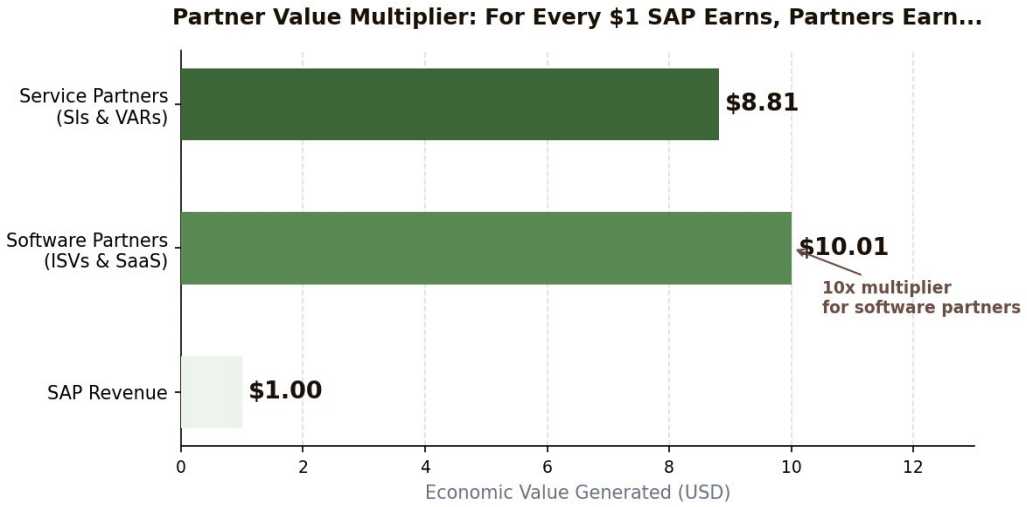

Figure 3: For every $1 SAP earns, software partners generate $10.01 in economic value — the ecosystem is explicitly structured to multiply partner revenue

Demand for SAP-related services and solutions is growing at 15% year-on-year. For SaaS companies evaluating where to invest in enterprise distribution, this is the market context. a growing platform, a multiplier model, and 440,000 enterprise customers who use the SAP Store as an active procurement channel.

© 2026 AvoTechs. All rights reserved.

2. Understanding the SAP PartnerEdge Program

The SAP PartnerEdge program is the framework that governs how third-party software companies, consultants, and resellers engage with SAP commercially. It defines what you can sell, how you get paid, what tools and support you get access to, and what SAP expects from you in return.

Within PartnerEdge, there are multiple engagement models. The two that matter most for SaaS companies are Build and Sell. These are not variations of the same thing. They serve fundamentally different business models, carry different financial structures, require different organisational capabilities, and create different kinds of commercial outcomes. Getting clear on which one fits your business is the most important strategic decision in this process.

2.1. The SAP Build Track (for Companies with their Own IP)

The Build track is for SaaS companies and ISVs whose primary commercial asset is software they've built. If your product does something valuable in the context of SAP systems (integrates with S/4HANA, extends SuccessFactors, enhances Ariba, connects to SAP BTP) the Build track is how you certify that product, list it commercially, and access SAP's distribution infrastructure.

The commercial logic is direct: SAP wants certified, high-quality third-party solutions in its marketplace because they increase the value of the overall SAP platform for customers. In return for building and certifying your product to SAP's standards, you get listed on the SAP Store, access to co-selling support from SAP's field sales team, and a presence in front of 440,000 enterprise buyers who are actively procuring solutions for their SAP environments.

For an ISV or SaaS vendor, the Build track serves as an accelerant to the product revenue by getting an access to using SAP's technology stack and distribution infrastructure.

The Build Journey: From Open Ecosystem to SAP Store

The Build track has a defined progression that SAP calls the Build Journey: a seven-stage lifecycle taking partners from initial exploration to commercial listing. Understanding this progression matters because it determines how you stage your investment.

It starts with the SAP Open Ecosystem: a no-cost entry point that lets you access BTP tooling, developer sandboxes, and SAP APIs to prototype and validate your integration before committing to the full program. This is not a trial period; it's a legitimate starting point where real product development happens. Companies that use the Open Ecosystem properly arrive at the full PartnerEdge Build tier with an integration that is close to certification ready.

The transition from Open Ecosystem to full PartnerEdge Build is marked by the Application Readiness Check (ARC), a rigorous technical review where SAP's certification team evaluates the architecture, security posture, multi-tenant design, and integration quality.

© 2026 AvoTechs. All rights reserved.

Pass the ARC, complete the due diligence requirements, and your solution gets listed on the SAP Store. Go in underprepared, and you get sent back to fix the gaps before you can proceed.

SAP Build Track: From Open Ecosystem to First Revenue

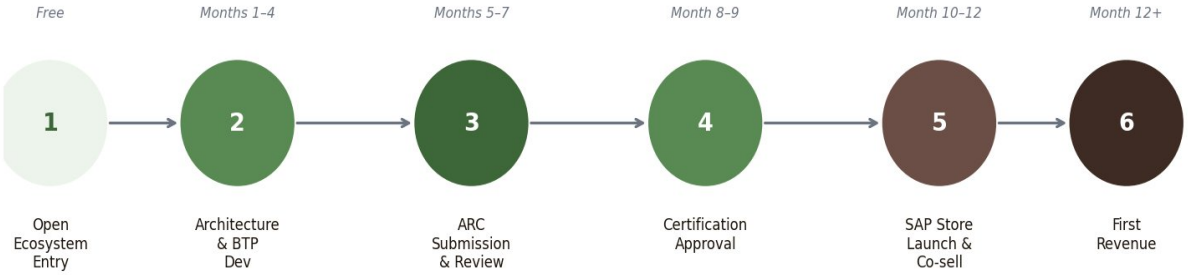

Figure 4: SAP Build track journey: typically, 10–12 months for well-prepared vendors

What Build Partners Actually Get

- Access to SAP BTP. The development and integration layer for the entire modern SAP stack, including APIs, pre-built connectors, developer sandboxes, and BTP credits
- A path to SAP Certification through the ICC. A formal validation that your product meets SAP's integration and quality standards
- Commercial listing on the SAP Store once certified. Accessible to 440,000+ enterprise customers across 180 countries
- Assisted selling. SAP's own account executives can actively co-promote your app to their enterprise accounts
- Marketing Development Funds (MDF) valid for 21 months. Usable for digital selling, co-branded content, and demand generation campaigns
- Partner portal access for deal registration, account mapping, and pipeline management tools

The Financial Model

The Build track operates on a revenue-share model. SAP takes a percentage of the gross revenue generated through the platform. The percentage depends on how your solution uses SAP's infrastructure:

Cost or Revenue Component	Rate / Cost	Applies To
Program Annual Fee	~€2,000	Full PartnerEdge Build membership
BTP Usage (Partner Licensing)	Variable (discounted)	Dev, test, and production BTP licenses
Solution Certification (ICC/ARC)	€3,000+ per solution	Technical validation and SAP Certified badge

© 2026 AvoTechs. All rights reserved.

Cost or Revenue Component	Rate / Cost	Applies To
Revenue Share (Integration Apps)	15% of gross revenue	Apps connecting to SAP systems via APIs
Revenue Share (BTP-hosted Apps)	25% of gross revenue	Apps built and hosted entirely on SAP BTP
Revenue Share (Free/Content Tools)	0%	Whitepapers, templates, free utilities

The cost structure is front-loaded in engineering effort and certification. Building a multi-tenant SaaS application on BTP that passes the ARC typically takes 9–12 months with a dedicated team. That's the investment window before revenue begins. Go in with that expectation built into your business case. Companies that don't are the ones that treat certification like a formality and end up failing the ARC.

The SAP Endorsed App Tier

The standard SAP Store listing is a credible starting point. The Endorsed App tier is where the commercial return compounds significantly.

Endorsed Apps undergo premium certification, static code scans, security assessments beyond ICC standard requirements, and a deeper technical review of architecture and roadmap alignment. In return, they receive featured placement on the SAP Store, priority co-sell support from SAP's field team, and are often treated as part of SAP's own portfolio in strategic enterprise deals.

Endorsed App status is associated with 50–150% higher deal volumes compared to standard certified solutions. For a SaaS company that has already made the investment to get listed, the additional investment in Endorsed App certification is one of the highest returns move.

Certification Tier	Technical Validation	Store Visibility	Co-Sell Access	Typical Deal Impact
Open Ecosystem	None	Not listed	None	Prototype only
SAP Certified (ICC)	Scenario-based testing	Solutions Directory	Limited	Trust signal
PartnerEdge Build	Full ARC review	SAP Store listing	Standard	Active pipeline
SAP Endorsed App	Premium + static code scan	Featured placement	Priority	+50–150% deal volume

© 2026 AvoTechs. All rights reserved.

2.2. The SAP Sell Track (for Distribution-Led Businesses)

The Sell track is a completely different commercial model. If the Build track rewards you for what you've built, the Sell track rewards you for how well you can sell to your existing customer base.

Under the Sell track, you become an authorised SAP reseller. You sell SAP's own cloud products (S/4HANA Public Edition, SuccessFactors, SAP Analytics Cloud, and others) to your customers and **earn commission on those license sales**. Your value proposition is not proprietary software IP. It's your ability to package SAP's portfolio with your own implementation expertise, industry knowledge, and managed support, and deliver that as a combined offering to enterprise buyers.

This is a fundamentally different business from building a SaaS product. The revenue model is different, the sales motion is different, the team you need is different, and the commercial obligations are significantly heavier. For organisations built around SAP implementation and consulting***, the Sell track is a natural and highly lucrative formalisation of what they're already doing. For product-led SaaS companies, it rarely is.***

What Sell Partners Actually Get

- Authorisation to resell SAP licenses and cloud subscriptions
- SAP sales enablement: training and certifications for your sales and pre-sales team
- Access to SAP demo environments to run customer workshops and proof-of-concepts
- Deal registration and pipeline management through SAP's partner portal
- Eligibility for co-selling motions where SAP's own field team supports your deals
- Account mapping: potential access to SAP's customer base through referral and joint account planning

The Operational Requirements

The Sell track carries substantially heavier operational requirements than the Build track. SAP treats Sell partners as an extension of their own sales and delivery organisation, and they staff their partner requirements accordingly.

A local entity applying for the Sell track is typically expected to have a minimum of 25 employees on payroll. Beyond headcount, the following roles must be filled by unique individuals, **each holding valid SAP certifications:**

- One Cloud Subscription Sales Lead
- One Pre-Sales Activity Specialist
- One Marketing/Demand Generation Lead
- Three SAP-Certified Cloud Solution Consultants (certified in specific cloud dimensions e.g., S/4HANA Public Edition, SuccessFactors)
- One Customer Success Manager focused on adoption, renewals, and lifecycle management

© 2026 AvoTechs. All rights reserved.

The Sell track is not designed for a product-led SaaS company with a team of 20.

The Financial Model (Cloud Choice Flex)

The commercial model of the Sell track is SAP's Cloud Choice Flex (introduced to give partners better cash flow in a cloud-first world by front-loading commission at contract signature rather than at full implementation.

The model splits revenue into two lifecycle stages:

Lifecycle Stage	Commission Rate	Payment Timing
Consider & Select	10% of Total Contract Value (TCV)	One-time, paid after customer's first invoice
Adopt & Operate	10% of Annual Contract Value (ACV)	Quarterly throughout the contract term and renewals
SME Market Deals	Up to 15–20% ACV	Specialised incentives for Small/Midsize Enterprise deals

For companies with strong enterprise pipelines and established SAP implementation practices, the recurring quarterly Adopt & Operate payments create a predictable revenue stream that mirrors the SaaS subscription model, which is part of why the Sell track is commercially attractive for the right kind of organisation.

On the Build track, certification is for the solution. On the Sell track, certification is for the people. Every new sales hire needs to be certified, and certifications must be maintained as roles change.

> ***QUOTA REALITY:*** *Sell partners must commit to an annual business plan with defined revenue targets. Minimum thresholds, typically four deals per year or €300k in Annual Contract Value, are enforced. Miss them, and SAP can place you under review or revoke your partner status.*

© 2026 AvoTechs. All rights reserved.

SAP Solution Certification Paths for SaaS Vendors

Program/Path	Certification Type
SAP Partner Edge Build	Requires standard certification (ICC) plus additional store-readiness checks (ARC).
SAP ICC (Integration Certification)	Scenario-based testing against SAP products and BTP APIs/events.
SAP Endorsed Apps	Premium Certification. Stringent technical quality checks, static security code scans, and cloud quality checks. Must pass standard ICC tests plus added security protocols and benchmark performance standards; invitation only.

> *Before submitting for SAP certification, do an internal readiness assessment against the ICC checklist. Fixing gaps before certification submission costs a fraction of what it costs to fail, restart, and rebuild.*

3. Build vs. Sell (The Strategic Comparison)

The most common mistake SaaS companies make in approaching SAP PartnerEdge is choosing the wrong track. The Build vs. Sell decision is not a technical choice. It's a strategic one about what kind of business you are.

© 2026 AvoTechs. All rights reserved.

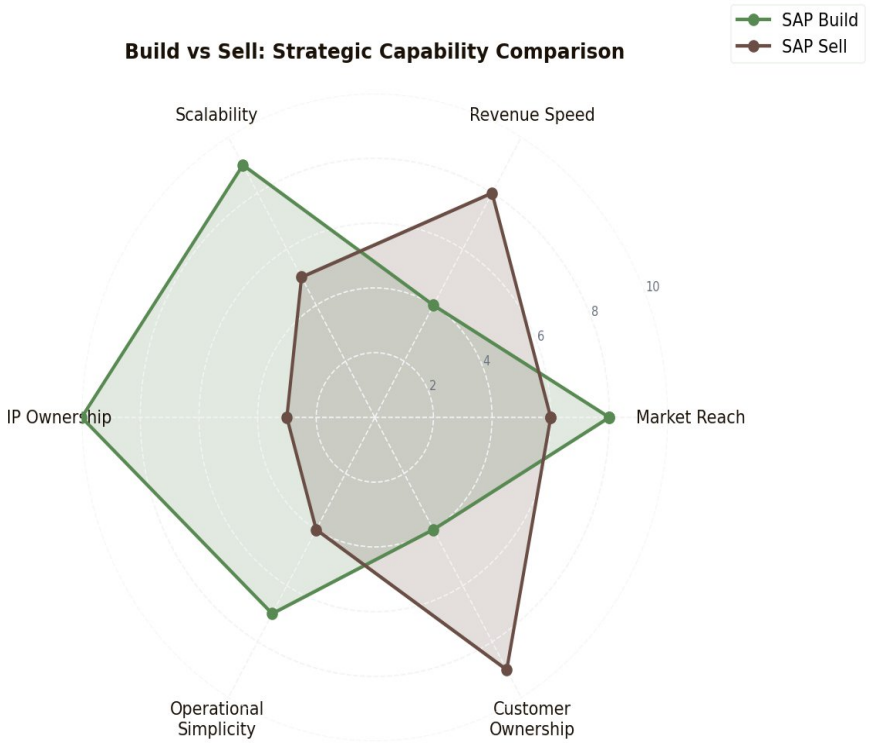

Figure 5: Build vs Sell strategic capability comparison (the two tracks are optimised for completely different commercial strengths and business models)

The Core Strategic Difference

Build rewards technical excellence and product investment. Your competitive position in the SAP ecosystem is determined by the quality and depth of your product integration, your certification tier, and how well your solution performs for enterprise customers. The revenue share takes a percentage of your product revenue, but what you get in return (SAP Store distribution, co-selling access, partner marketing support), is difficult to replicate independently at any scale.

Sell rewards sales infrastructure and market relationships. Your competitive position depends on the strength of your enterprise pipeline, the depth of your SAP implementation expertise, and your ability to deliver customer outcomes that drive renewals and expansion. The commission model is attractive, but it only works if your pipeline is strong enough to sustain the headcount and certification overhead the track requires.

Head-to-Head Comparison

Criteria	SAP Build	SAP Sell
Business Model	IP creation and commercialisation	Market distribution and customer lifecycle
Target Company	ISVs, SaaS vendors with proprietary product	VARs, SIs, consulting firms, MSPs

© 2026 AvoTechs. All rights reserved.

Criteria	SAP Build	SAP Sell
Core Asset	Your software and integration IP	Your sales force and implementation expertise
Certification Type	Solution certification (your product)	Personnel certification (your people)
Revenue Model	Revenue share on your own product sales	Commission on SAP license resale
SAP Store Listing	Yes, global enterprise discovery	No direct product listing
Min. Headcount	No mandate, start technically lean	~25 employees + 7 certified roles
Annual Investment	Lower entry; dev tooling and BTP fees	Higher (reseller fees, headcount, certifications)
Time to First Revenue	9–12 months (build, certify, list)	Faster to activate; longer sales cycles
Key Risk	Certification is non-trivial if underprepared	Missing quotas risks partner status
Best Fit	Companies betting on their product	Companies betting on their relationships

4. The ROI Case. What the Numbers Say

The commercial case for SAP PartnerEdge entry is often stated in vague terms, such as "access to SAP's customer base," and "co-selling opportunities." This doesn’t help an executive build a return-on-investment model.

Here's the case in concrete numbers.

SAP BTP: The 516% ROI Study

IDC research on SAP BTP found an average three-year ROI of 516% for organisations that deployed BTP as their core integration and extension platform. Payback period was under 14 months on average.

For a Build-track SaaS vendor, this number serves two purposes. First, it validates your own investment case for building a BTP-native integration. Second, it's a selling point in enterprise conversations, your prospect is investing in infrastructure that independent research shows generates a 516% return, and your product sits on top of that infrastructure.

© 2026 AvoTechs. All rights reserved.

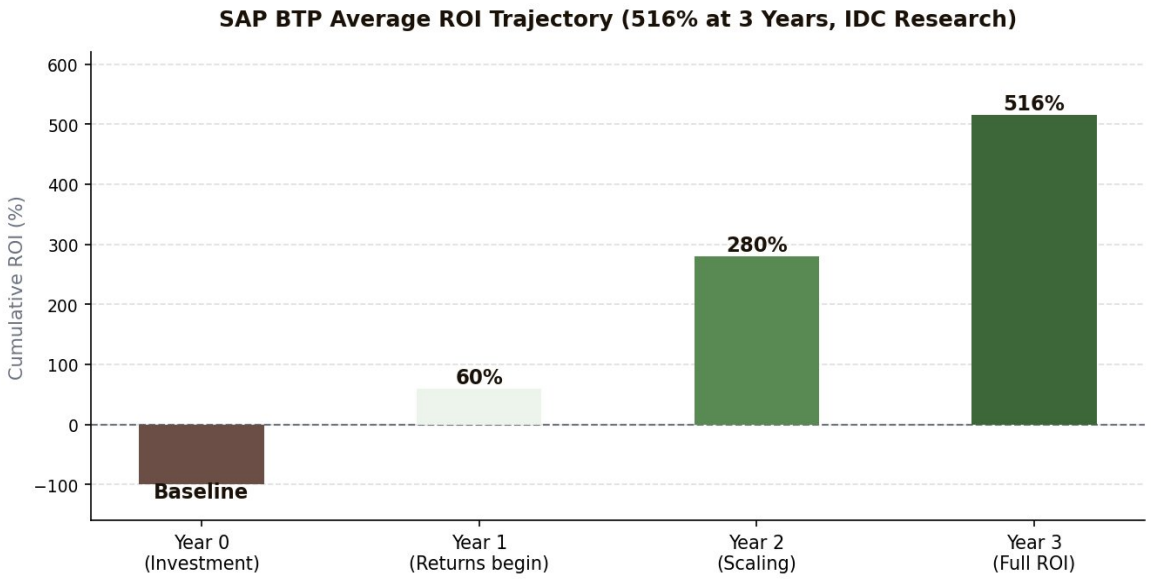

Figure 6: SAP BTP average ROI trajectory, 516% at 3 years with a sub-14-month payback period (IDC Research). Build-track partners inherit this ROI narrative in enterprise sales conversations.

The Partner Multiplier in Practice

The $10.01 partner value multiplier is not an average padded by a few exceptional partners. It reflects the structural economics of the SAP ecosystem: as SAP grows its enterprise customer base, the demand for compatible third-party solutions scales proportionally. SAP's cloud revenue grew 28% year-on-year in Q2 2025, and free cash flow exceeded €8.24 billion for the year. The platform is growing, and the multiplier compounds with it.

For a Build-track partner, the practical implication is this: your product's commercial upside is not limited to the deals your own sales team closes. Every enterprise account SAP's field team manages is a potential assisted-selling opportunity for your listed solution. That's a distribution leverage that has no equivalent in a self-built go-to-market.

The Endorsed App Commercial Uplift

The step from standard PartnerEdge Build to Endorsed App status is the highest-return certification investment available to a Build-track partner. The data shows 50–150% higher deal volumes for Endorsed App solutions compared to standard certified listings, driven by featured placement on the SAP Store, priority co-sell allocation from SAP's field team, and the signal that Endorsed status sends to enterprise procurement: this vendor has been vetted at the highest-level SAP offers.

Endorsed App certification requires a more intensive technical review, static code scans, security assessments, architecture validation beyond the standard ARC. The investment is real. But for a SaaS vendor with a product that's already SAP-listed and generating commercial traction, it's one of the clearest paths to accelerated pipeline growth available.

© 2026 AvoTechs. All rights reserved.

5. The AI Dimension. How It Changes Partner Economics

The SAP PartnerEdge landscape is being reshaped by AI faster than most partners have registered. It is already affecting which partners get prioritised for co-sell support, which solutions get featured in enterprise procurement conversations, and what enterprise buyers expect from certified solutions.

By the end of 2024, SAP had released 130 AI use cases and 1,300 skills for its AI copilot, Joule. By Q2 2025, AI was integrated into two-thirds of SAP cloud orders. SAP underwent a €3.2 billion restructuring specifically to reallocate engineering resources toward AI and cloud. The direction of the platform is unambiguous.

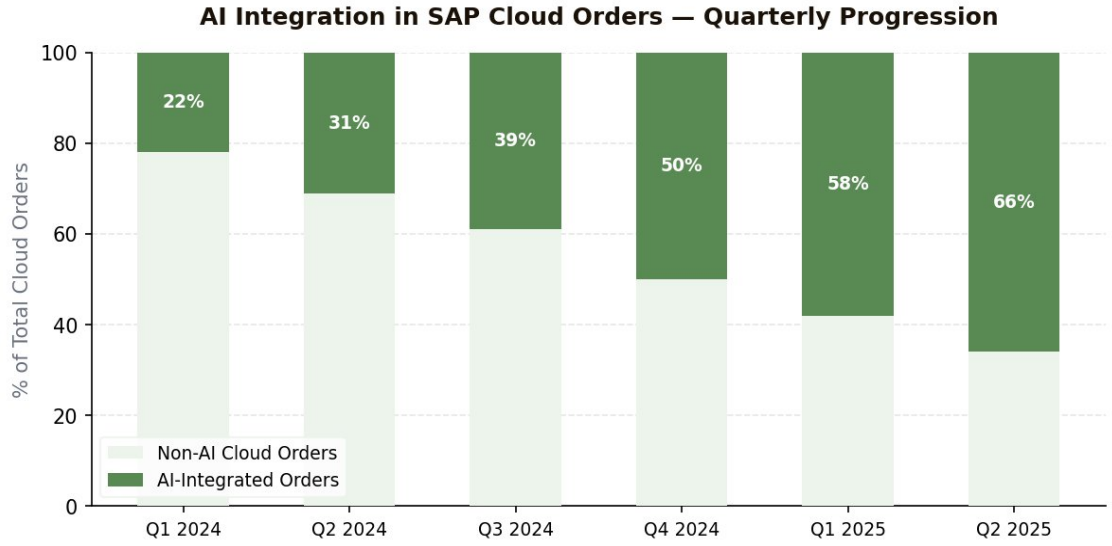

Figure 7: AI integration in SAP cloud orders grew from ~22% (Q1 2024) to ~66% (Q2 2025) — partners whose products aren't AI-ready are competing for a shrinking share of the deal flow

Partners whose solutions align with SAP's cloud and AI direction will be actively prioritised for co-sell resources, MDF allocation, and partner incentives.

If your Build-track solution doesn't have AI integration, Business Data Cloud compatibility, or agent-capable architecture, you will be competing against partners who do, for the same co-sell support, at a structural disadvantage.

Agentic AI and What It Means for Build Partners

The frontier of SAP AI is Agentic AI, systems that independently plan and execute multi-step workflows across connected applications. SAP has already deployed specific agents: a Cash Management Agent, an International Trade Classification Agent. More are being released on a quarterly cadence.

In an agentic architecture, your product becomes a node in an automated workflow that SAP's AI orchestrates. A procurement AI executing a contract generation workflow calls upon a connected legal SaaS tool. A finance AI running a reconciliation process calls upon a connected analytics platform.

© 2026 AvoTechs. All rights reserved.

Build-track partners who architect their integrations to be invocable as AI agents will be embedded in enterprise AI workflows in a way that creates switching costs and long-term commercial durability.

This is the architecture decision that separates the partners who will matter in the coming decade from the ones who will be competing for replacement.

The Commercial Impact of AI on the SAP Sales Cycle

Metric	Non-AI Performance	AI-Enhanced Performance	Impact
MQL to SQL conversion	~13%	~20–25%	~1.7x improvement
Deal delivery speed	Baseline	41% faster	Reduced sales friction
Lead generation volume	Baseline	+50% increase	Via AI agent scaling
Sales rep output (high-volume roles)	Baseline	Up to 50% boost	Joule next-best actions

© 2026 AvoTechs. All rights reserved.

6. Regional Market Dynamics

The SAP PartnerEdge opportunity concentrates differently across regions, shaped by sector composition, regulatory environment, and SAP maturity. For SaaS vendors with defined geographic priorities, these dynamics change where and how to invest in partnership.

United States: Volume and Security

The US holds 49.7% of the global ERP market by revenue. It is the largest single SAP market by deal volume, with deep penetration in manufacturing, retail, and financial services. The primary enterprise procurement driver is trust and security. Build-track partners targeting the US need a security story that matches enterprise expectations. **Sovereign Cloud certifications and robust compliance posture are table-stakes for government and regulated commercial sectors.**

Germany and DACH: The SAP Heartland

SAP's home market is the world's most mature SAP ecosystem. GDPR-native architecture and German-language support are not optional here; they are baseline requirements for serious enterprise consideration. The DACH region is also where the most sophisticated SAP procurement practices exist. Certified partners with deep technical credentials are evaluated differently than generic SaaS vendors. **If you're targeting this market, your SAP certification story matters more than almost anywhere else.**

United Kingdom: Compliance-Driven Opportunity

The UK market is characterised by deep SAP adoption in financial services, retail, and consumer goods. Post-Brexit regulatory divergence has created specific demand for compliance and reporting tools that integrate with SAP, a defined opportunity for Build-track partners in regulatory technology, financial reporting, and audit. **The enterprise buyer in this market is sophisticated and risk-averse; SAP certification is a meaningful trust signal in procurement.**

Nordics: AI-Forward and Underserved

Nordic enterprises are among the most technically advanced SAP users globally. Public sector, utilities, and manufacturing are dominant verticals. EU sustainability reporting mandates are creating specific demand for SAP-integrated ESG tools, one of the most underserved Build-track opportunities on the SAP Store right now. **The Nordics are also the region most actively investing in AI-enabled SAP solutions, making it the highest-value target market for Build partners with strong AI architecture.**

Australia and New Zealand: Concentrated and Relationship-Driven

The ANZ enterprise market is smaller but concentrated. Resources, infrastructure, and financial services are the dominant SAP verticals. In a market where enterprise networks are tight and procurement decisions are relationship-influenced, ***SAP certification carries disproportionate credibility weight. Being listed on the SAP Store in ANZ signals formal vetting in a community that values due diligence.***

© 2026 AvoTechs. All rights reserved.

7. Strategic Recommendations

These recommendations are written for executives making the SAP PartnerEdge investment decision.

1. Decide Your Track Before You Spend Anything

The Build vs. Sell decision determines your entire SAP commercial model. Answer one question honestly: is your company's primary asset proprietary software IP, or is it the ability to deliver SAP implementations and manage customer relationships at scale? If IP — Build. If implementation and distribution — Sell. If you're not sure, it's almost certainly Build, because the Sell track's 25-employee minimum and seven certified-role requirement make the answer immediately obvious.

2. Use the Open Ecosystem to Validate Before You Commit

The Open Ecosystem entry point costs nothing and gives you access to BTP tooling, developer sandboxes, and SAP APIs. Prototype your integration before committing to the full program. Companies that skip this stage and go straight to PartnerEdge Build frequently discover architectural issues that require expensive rework. Use the Open Ecosystem to arrive at the full program close to ARC-ready.

3. Build Clean Core from Day One

Clean Core compliance, all extensions built side-by-side on BTP, none modifying the ERP core, is not a certification requirement you retrofit at the end. It's an architectural principle you design from the beginning. Companies that build the wrong way and attempt to retrofit before the ARC face the most expensive and time-consuming path to certification. The technical debt is real and the ARC will find it.

4. Target Endorsed App Status as a 12–18 Month Goal After Listing

Standard PartnerEdge Build listing is your starting point. Endorsed App status is where the deal volume uplift (50–150%) and priority co-sell access happen. Build your product roadmap with Endorsed App requirements in mind from the start. Static code scan readiness, security documentation, and the additional architectural evidence required should be planned for, not scrambled for when you're ready to apply.

5. Make Your Product AI-Invocable, Not Just AI-Compatible

There's a meaningful difference between a product that uses AI features and a product that SAP's Joule AI layer can invoke as an agent in an orchestrated workflow. The 2025 PartnerEdge update makes AI alignment a commercial differentiator in co-sell prioritisation. Design your integration to support asynchronous agent calls and event-driven architecture patterns now, this is the direction the platform is moving, and retrofitting it later is expensive.

6. Treat MDF as a Co-Funded Marketing Budget

© 2026 AvoTechs. All rights reserved.

SAP's Market Development Fund programme offers funds valid for 21 months, usable for digital selling campaigns, LinkedIn Sales Navigator access, co-branded case studies, and demand generation. Most Build-track partners under-utilise this benefit significantly. Build a quarterly MDF spend plan and treat it as a co-funded marketing channel rather than a discretionary credit you claim when convenient.

© 2026 AvoTechs. All rights reserved.

The Road Ahead: 2026 and Beyond

The SAP PartnerEdge program is one of the most commercially structured partnership models in enterprise software.

As we look toward 2026, the SAP PartnerEdge program is becoming 100% cloud-focused, placing a premium on measurable performance in the cloud-powered AI economy. This shift incentivises partners who align their delivery practices with SAP's cloud methodologies and deliver measurable outcomes throughout the customer lifecycle.

For SaaS vendors, the strategy must be "Cloud First, AI Everywhere."

The successful vendors of the next decade will be those who:

Embrace the Clean Core: By keeping the customer's digital core stable, vendors ensure they are the first choice for long-term strategic transformation.

Leverage the Multiplier Effect: Realise that a dollar of SaaS revenue is only the beginning; the real profit lies in the long-term services and lifecycle engagement enabled by the SAP ecosystem.

Harness Agentic AI: Moving beyond simple data display to deploying autonomous agents that can act within the SAP environment to solve complex business problems.

The "bet" on the SAP partner ecosystem is, in essence, a bet on the continued dominance of the Integrated Enterprise.

With the global economy increasingly running on SAP's infrastructure, the ROI for SaaS vendors is found in the intersection of scale, trust, and technological innovation. Those who master the complexities of the ecosystem will find themselves at the forefront of a $1.58 trillion market, armed with the credibility and connectivity required to win the world’s most significant enterprise customers.

© 2026 AvoTechs. All rights reserved.

About AvoTechs

AvoTechs is a boutique SAP advisory and implementation firm that specialises in SAP PartnerEdge ecosystem entry for SaaS companies and ISVs. We work with product companies from initial track selection and architecture review through to SAP certification, SAP Store launch, and commercial go-to-market execution.

If you're evaluating the Build or Sell track and want an honest, experience-based assessment of what it would take for your specific product and business model, reach out.

avotechs.com

support@avotechs.com

Sources & Data References

B2B SaaS Market Size, Share Analysis, Growth Report 2026 – 2031 - Mordor Intelligence, https://www.mordorintelligence.com/industry-reports/b2b-saas-market

SAP Industry Overview and Insights - Houlihan Lokey, https://cdn.hl.com/pdf/2024/hl-sap-industry-overview-october-2024.pdf

IDC FutureScape: Worldwide Digital Business Strategies 2024 Predictions, https://www.idc.com/wp-content/uploads/2025/03/IDC_FutureScape_Worldwide_Digital_Business_Strategies_2024_Predictions_-_2023_Oct.pdf

Accelerating AWS Partner Success: New Initiatives to Drive Customer Value in 2025, https://aws.amazon.com/blogs/apn/accelerating-aws-partner-success-new-initiatives-to-drive-customer-value-in-2025/

B2B SaaS companies are doubling down on partnerships as a top ..., https://partnerstack.com/resources/research-lab/charts/b2b-saas-companies-are-doubling-down-on-partnerships-as-a-top-strategic-priority-in-2026

The Hidden ROI Metrics B2B SaaS Teams Ignore, https://b2bsaasmarket.com/blog/the-hidden-roi-metrics-b2b-saas-teams-ignore

SaaS Partners and Ecosystems Driving Software Growth, https://saasgravity.com/saas-partners-and-ecosystems-driving-software-growth/

How to Technically Prepare Your SaaS for SAP ICC (A Practical Guide for Vendors), https://avotechs.com/blog/preparing-your-saas-for-sap-icc/

SAP Store: Frequently asked questions, https://www.sap.com/store/faq.html

The Top 10 B2B SaaS Partnership Strategies - Channel as a Service, https://channelasservice.com/the-top-10-b2b-saas-partnership-strategies/

© 2026 AvoTechs. All rights reserved.

What it means to be an SAP certified app - Thomson Reuters, https://tax.thomsonreuters.com/blog/what-it-means-to-be-an-sap-certified-app/

5 Interesting Learnings from Blackline at $600,000,000 in ARR - SaaStr, https://www.saastr.com/5-interesting-learnings-from-blackline-at-600000000-in-arr/

How to Become an SAP Build Partner and Get Listed on the SAP ..., https://avotechs.com/blog/become-sap-build-partner/

Inside the Architecture of SAP Integration Suite: How SAP BTP Enables Modern Integration, https://blog.sap-press.com/inside-the-architecture-of-sap-integration-suite

SAP PartnerEdge – Build General Terms and Conditions for Open Ecosystem, https://partneredge.sap.com/en/public/tandc_oe-build.html

How to Pass the Application Readiness Check on the SAP Store - AvoTechs, https://avotechs.com/blog/how-to-pass-sap-arc/

SAP S/4HANA Application Market Size, Share & Growth Graph by 2033 - Straits Research, https://straitsresearch.com/report/sap-s-4hana-application-market

The Evolution of SAP PartnerEdge: Propelling Cloud-Driven Business in the AI Era, https://news.sap.com/2025/01/sap-partneredge-cloud-driven-business-in-ai-era/

SAP Industry Overview and Insights - Houlihan Lokey, https://cdn.hl.com/pdf/2024/hl-sap-industry-overview-october-2024.pdf

SAP Transformation Report 25/26 - K2 Partnering Solutions, https://k2partnering.com/whitepapers/k2ps-sap-transformation-report-25.pdf

SAP Announces Emphasis on Cloud, AI in SAP PartnerEdge Program Update, https://sapinsider.org/blogs/sap-announces-emphasis-on-cloud-ai-in-sap-partneredge-program-update/

Selling SAP Solutions | SAP Partners, https://www.sap.com/partners/partner-program/sell.html

SAP expands Australian Sovereign Cloud capabilities as part of ongoing public sector investment - SAP Australia & New Zealand News Center, https://news.sap.com/australia/2025/09/03/sap-expands-australian-sovereign-cloud-capabilities-as-part-of-ongoing-public-sector-investment/

85 SaaS Statistics, Trends and Benchmarks for 2026 - Vena Solutions, https://www.venasolutions.com/blog/saas-statistics

© 2026 AvoTechs. All rights reserved.