



Patterns of
Progress.
Woven in Time.

3



25 Years of **SAP LABS INDIA**

Innovating for the world

Culture and Code: Weaving a 25-Year Story of Success

Indian textile prints are a celebration of our rich cultural heritage, much like the fabric of SAP Labs India's 25-year journey – a tapestry of talent, expertise, and the experiences of people from diverse backgrounds.

Marked by continuous exploration and assimilation of local culture, our success comes from understanding and adapting to market dynamics and customer preferences, to deliver world-class solutions from India.

Organized around five key elements – product, people, purpose, planet, and impact – each section of this book is linked with an Indian textile print that carries a deep cultural significance. The textile traditions have been curated to capture the unique characteristics of excellence, diversity, community, sustainability, and collaboration. Stitching together vibrant hues and skillful craftsmanship, the book offers a peek into our values, vision, and transformative impact.

Each employee's story is reflected in the custom, handcrafted, intricate design, acknowledging their individuality and contribution to our innovation journey. Like complex motifs, these stories add depth, richness, and meaning, shaping the grand design of our growth and success in India.

Join us as we celebrate SAP Labs India's past, present, and future, and the distinct pattern it has sewn into the fabric of India's tech landscape.

Foreword

Celebrating 25 years of SAP Labs India marks a remarkable milestone in the journey of innovation and technological advancement. Over the years, SAP Labs India has consistently played a pivotal role in shaping the future of technology, software development, and business solutions. With India offering a wealth of talent and a dynamic ecosystem of partners and customers, I am thrilled to see how we have crafted success over the past 25 years.

I first came to India in 2007, and with each visit, I got to experience its vibrant culture many times. "Heart and Heritage" captures the very essence of this experience. A year ago, I had the privilege to plant a mango tree on the Labs campus. The mango tree is often praised for its longevity, power, and strength. This mango tree serves as a metaphor, thinking about it from a broader perspective. It symbolizes all the incredible work each and every person has put in, contributing to the overall success of SAP Labs India.

This book seamlessly captures the essence of power, strength, purpose, collaboration, and impact. I hope this book gives you a glimpse of the rich history of SAP Labs India and walks you through the perspectives and ideas that laid the foundation for transformative innovation.

Thomas Saueressig

Member of the Executive Board of SAP SE
SAP Product Engineering

It was nearly 25 years ago when I had the pleasure of leading SAP's expansion in India, which stands as the highlight of my career. Looking back on those days brings me immense joy, along with all the successes and challenges we encountered. It's truly remarkable to witness how this location has grown to become a leader in innovation at SAP.

One of the most impressive aspects in India was the wealth of business and economic expertise, coupled with incredible engineering and technical know-how. This abundance of knowledge made it abundantly clear that we needed to invest in a substantial local lab. We started with 50 to 100 people in 1998, and that number doubled each year. We transitioned from being an India-centric setup to becoming a global organization, with our brand equity increasing manifold.

"Heart and Heritage" is not just a literary endeavor; it's a labor of love and a testament to the enduring bonds and memories that have shaped our journey. Every sentence and paragraph resonates with a profound appreciation for the individuals who turned dreams into realities, who transformed challenges into triumphs. It stands as a living tribute to the heartfelt nostalgia that lingers in the corridors of SAP Labs India, an evocative homage to the human spirit and the enduring impact of all those who played a part in our extraordinary story.

Gerhard Oswald

Member of the Supervisory Board, SAP SE



Preface

It is with great pleasure and pride that I welcome you to this commemorative Coffee Table Book, celebrating a remarkable milestone in the journey of SAP Labs India. As we mark our 25th anniversary, we reflect on the extraordinary evolution and growth that has defined our presence in the technology landscape.

SAP Labs India has come a long way since its inception in 1998. From a small team with a big dream, we have grown into a powerhouse of innovation, dedication, and excellence with 15,000+ people in India. Today, we stand as a testament to SAP's commitment to nurturing technological talent and driving global innovation from the heart of India.

The story of SAP Labs India is not just one of success, but one of transformation. We have evolved, adapted, and thrived in an ever-changing world of technology. We have not only contributed to SAP's global success but also empowered organizations across the globe with our solutions. Our work has touched industries, businesses, and individuals, making a difference that extends far beyond the boundaries of our offices.

This Coffee Table Book is not just a celebration of our history but a tribute to the people who have been at the heart of our journey. It is a showcase of the relentless pursuit of excellence, the spirit of innovation, and the values that have guided us throughout these 25 years. In its pages, you will find the stories of our people, our partners, and our customers, who have made this incredible journey possible. You will discover the cutting-edge technologies that have emerged from our labs, transforming industries, and driving digital transformation. You will see the passion, dedication, and pride that go into every line of code, every customer interaction, and every milestone achieved.

As we look back at the past, we also look forward to the future. The digital age is progressing at an unprecedented pace, and SAP Labs India remains at the forefront of this transformative journey. Our commitment to innovation, sustainability, and making the world run better is unwavering.

I extend my heartfelt gratitude to every member of the SAP Labs India family, past and present, who have played a role in our success. I thank our customers and partners for their trust and collaboration. And, of course, I express my gratitude to you, our readers, for joining us in celebrating this momentous occasion.

I hope that this Coffee Table Book serves as a source of inspiration, a reminder of our core values, and a tribute to the incredible journey we have embarked on. May it also provide a glimpse into the promising future that lies ahead, as we continue to push boundaries and make a lasting impact in the world of technology.


With heartfelt gratitude and best wishes for the future,

Sindhu Gangadharan
SVP & MD, SAP Labs India
Head, SAP User Enablement





Chitrakars would travel from village to village, narrating their stories through Kalamkari using paints derived from plants.



Block by Block: Crafting Solutions with Artistic Precision

Kalamkari, a hand painted or block printed textile pattern, involves steps that require precision and expertise, similar to how SAP Labs India is committed to product excellence, through well-defined processes and attention to detail.

Hear from the product architects and experts at SAP who have nurtured our culture of innovation, building world-class solutions that meet our customers' unique needs. Just as the intricate motifs of Kalamkari imbue the fabric with captivating designs, these stories capture the vibrance of our innovation journey.

Navigating Emerging Technologies

Mastering domain transitions, aligning teams for success

For many years now, SAP Labs India has been leading the way in innovation. Despite changing domains and technologies, the approach has remained the same – harnessing technology to drive business transformation for both SAP and its clients.

I began my career with SAP research, working on the Internet of Things (IoT) platform. As the company pivoted to cloud computing, my role evolved to building the Database-as-a-Service team for SAP Cloud, and eventually overseeing the development of AI and Machine Learning products. Today, SAP offers state-of-the-art solutions that stretch the limits of AI to improve and optimize business processes. Along the way, I have acquired 40 patents and authored books on cloud and AI-related topics.

However, one of the challenges we have encountered is the rapid transition between different domains and aligning people on the technology front. To address this obstacle, we invested time in learning fundamental concepts, placing greater emphasis on understanding over memorization. This has also enabled us to better articulate why we opt for certain technologies over others.

Of course, adapting to new technologies comes with its share of setbacks, but solving the most pressing problems is what keeps us pushing forward. Analyzing issues, brainstorming unconventional ideas, and discovering breakthrough insights – these 'aha' moments have kept me motivated throughout my journey at SAP Labs India.

Shashank Mohan Jain
Chief Development Architect, SAP BTP

“ A key takeaway from my experience would be to focus on core concepts, and delegate mundane activities to AI systems. ”





“The solution and the experience that the end consumer gets is the new product.”

“The actual product that companies ship is going to be a souvenir with the customers.”

Product Management Mindset at SAP Labs India

Enabling a community of future-ready product managers

In this digital era, the very definition of 'product' is undergoing a change. With a strong belief in becoming technology enablers to nurture a community of next-gen product managers, we were focused on inculcating product thinking capabilities. Talking about our challenges in the initial stage, there was no system in place for grooming aspiring product managers in this function. Our task was to develop a unified framework that incorporates the inbound, outbound and strategic aspects – crafting an appealing and engaging curriculum.

As a core strategy, we chose to implement a gamified approach by combining learning sessions with research-based assignments. Most importantly, our sessions were designed to cover the various aspects of product management along with building a comprehensive understanding of the company, including a fair knowledge about corporate, product, technology strategies and the product portfolio.

Our key learning from this initiative was the normalization of perceptions regarding product management and aligning everyone to a common belief. There has been significant impact – instilling the product mindset in 120+ aspiring product managers, many of whom chose product management roles assertively post their training. The program has also created a pipeline of 200+ interested participants for future cohorts.

We have successfully built a community of inspired product managers with monthly engagement through our 'Product Thursdays' initiative, and established industry thought leadership via podcasts, masterclasses, panel discussions and peer networking with other product companies. Our initiative was received particularly well by different LOBs globally, who wanted to emulate the same in other locations.

Deepak Padmanabha
Director, Product Management CX & Industry Cloud

PVN Pavan Kumar
Chief Expert & Head of APJ, SAP's Platform Adoption & Advisory



“
Every team member has a patent and every person who collaborates with us has a patent.
”

Innovation to Impact: Pushing the Boundaries

Inside SAP's Innovation Center Network

From idea to incubation to implementation to use, the journey of a product can be fascinating and challenging at the same time. At the Innovation Center Network (ICN) in SAP Labs India, we are shaping the next generation of enterprise software by developing bold prototypes. Our approach is customer-centric, leveraging emerging technologies to solve problems for our customers.

Some of the transformative projects we are working on traverse the metaverse and explore immersive services on SAP BTP (Business Technology Platform), large language models and machine learning. We are envisioning new ways in which AI can have a significant impact on businesses running SAP.

The journey is not without challenges and not all great ideas end up as products. Sometimes, the technology may be ahead of its time, or may require a significant amount of investment and buy-in to bring it to life.

Over the years, we have learned that while technology is critical, ultimately, our focus is on addressing the unique business challenges faced by SAP and its customers. Demo-able prototypes are executed in collaboration with customers and lines of business (LOBs). We explore the possibility of creating an SAP LOB roadmap jointly built with our team at the ICN. We also aim to collect customer reference stories during the prototyping stage.

The impact of this initiative can be seen in the number of patents we have achieved. ICN at SAP Labs India is leading the way, in the areas of immersive intelligence, AI/regenerative AI, ML and predictive maintenance, positioning SAP as a thought leader in technology.

Kavitha Krishnan
Head – Innovation Center Network, Labs India



“
Learning and leadership are two sides of the same coin.
”

Thought Leadership in Technology

Exploring avenues for growth and innovation

The software industry is transitioning at a rapid pace and the only mantra to be successful and stay relevant is to adapt to new trends and learn new technologies. This for one has always pushed me to embrace a culture built on learning and innovation.

My journey at SAP Labs India started as a software developer back in 2008 – yes, it's been quite some time. Growing up, I fell in love with technology the first time I saw a computer in school. One thing is for sure, the wonders that technology has brought to our lives still fascinate me. It does pave the way for endless possibilities.

Now, as a software architect, I have the opportunity to explore new paradigms of technological innovations around us. There is a certain degree of domain proficiency that comes with being an architect. The key aspect is to stay updated and constantly strive to adapt to the strategy of the organization.

Along with being a technical expert, I have always believed that an architect must be a leader as well. Therefore, qualities like stakeholder management and adapting to team dynamics are also an integral part of the job. I consider myself lucky to have worked with wonderful teams that have supported me in my tech leadership journey.

That being said, mentoring is one of the crucial ingredients for an enterprise to foster a culture of growth and innovation. I am glad to have used this opportunity to guide colleagues in topics such as patent request submissions, public speaking and technical areas relevant to their respective roles.

Garima Srivastava
Chief Development Architect, SAP Labs India



SAP BTP – the Unified Platform Experience

Crafting a winning value proposition using the T-profile strategy

At the core of SAP Labs India's DNA lies a culture of innovation, inspiring digital collaboration and business excellence. Launched in 2021, SAP BTP (SAP Business Technology Platform) brought multiple products and product lines together, offering an end-to-end business innovation platform that powers intelligent, sustainable enterprises in the cloud. This created a need to communicate the strategy and value more holistically. Our goal was to help customers fully realize the potential of this business-centric platform by deepening their understanding of its technical capabilities.

The challenge when it comes to a complex product offering is to explain the value of business centricity and comprehensive coverage as key differentiators, while providing sufficient details of individual technical areas. With a sense of commitment to facilitate the adoption of SAP BTP, we decided to follow a T-profile approach to deliver a compelling business value proposition. We first explained the big picture – articulating the business value and positioning, before delving deeper into the innovation enablers.

Thanks to the successful collaboration between multiple product management teams, we were able to offer a cross-platform perspective and joint positioning, and at the same time, dive into the various technology areas as needed. As a result, we have seen a significant increase in the adoption of SAP BTP in the region, with more and more customers leveraging its end-to-end use cases.

With capabilities such as SAP Build for curating exceptional digital experiences and automating business processes, and the seamless integration of applications using the SAP Integration Suite, we are confident that SAP BTP will continue to enable intelligent, integrated, sustainable enterprises well into the future.

Rajeev Gollapudi
Chief Product Manager, SAP BTP Product Management

Hemanth Rach
Senior Director, SAP Build Process Automation

Sunny Kapoor
Lead Product Manager, Cloud Integration Capability,
SAP Integration Suite



It's like SAP BTP is the only technology platform out there which has an MBA business degree.





“
Bring everything you are. Become everything you want.
”

Driving Security from SAP Labs India to the World

Breaking new ground. Thriving in untrodden paths

A face-to-face interview at the beautiful Bengaluru campus in 2006 still rings out in my memory. It's been nothing short of an incredible experience to be a part of this wonderful journey, and I'm glad to have embraced the opportunity to play several key and significant roles at SAP Labs India.

From the beginning, security is one topic that I naturally gravitated to, and I've felt destined to focus on it to the best of my ability. Back in 2008, a unique opportunity knocked on my door, and I said yes. This very decision has led me to where I am today, driving SAP Labs' security strategy from India to the world by integrating security into the holistic organizational culture. A culture built on security translates our efforts to mitigate attacks against human factors and raises the bar for our security posture.

Although shifting security, privacy, and compliance requirements to the left in our product portfolios during cloud transformation was challenging, it has turned out to be the most rewarding part of the process.

In spite of choosing a less travelled or untrodden path, the mentorship and sponsorship opportunities at this wonderful organization have given me the courage to explore new avenues and thrive even in challenging circumstances – winning many accolades along the way.

Sailaja Vadlamudi
VP Security & Data Privacy, Global Application Security Lead





⚡⚡ *SAP Labs India contributes one-fifth of the total patent applications filed worldwide.* ⚡⚡

Learn. Believe. Grow. Inspire

Building an innovation culture through strategic patenting

Every engineering team generates inventions, and patent acquisition is an important part of the innovation strategy at SAP Labs India. As a patent advisor I am aligned to certain business units to manage their inventions and build a strong patent portfolio for SAP. We have been working towards various patent related KPIs over the years with a primary focus on improving the quality of inventions submitted.

Critical decision-making acumen, being aligned with the organization's strategy and staying close to business protects SAP's best interests and has a cascading effect in the generation of intellectual property (IP). Training and working with the developers, specifically women in technology, and enabling them to contribute as inventors creates a personal impact by adding value to their careers. Every single day is exciting due to the challenging and analytical nature of the job. I believe and practice 'the 5-hour rule' which enables one to set aside time for personal development and deliberate learning. That is the best investment we can make for ourselves.

At SAP Labs India, the in-house patent team prioritizes quality of inventions filed over quantity. We engage with the development community to identify exceptional innovations that organically arise from the product development lifecycle. Due to this focused effort over the last 3 years, the quality of patent submissions has increased threefold.

Shanthameena Chandrasekaran
IP Advisor



Pursuing Life's Calling Through Research

Fostering a culture of passionate inquiry and discovery

I believe that every individual has a calling and a purpose in life. The cobwebs of life certainly have their say and more often than not, we get lost in our regular work. It is through mentors that we come to realize that there is always something more that we can do. Starting with two international publications during college in 2015, it certainly appeared that research would be my calling.

However, after 3.5 years of limited publications, my passion for writing research papers was rekindled through SAP's TechNxt Program and my subjects in BITS under the SAP Scholar Program. Surprisingly, the lockdown was a boon as I spent most of my time in research and submitted 5 papers in 30 days! This was around May to June 2020, and three years later, I am happy to have published over 35 research papers in international conferences, journals, and 5 book chapters.

My efforts since then have transpired into 6 Champions Circle Awards for thought leadership and 3 Best Paper Awards in international platforms. What is even more fulfilling is pursuing my long-standing aspiration of completing a PhD, thanks to the motivation of my mentors who played a pivotal role in inspiring me to clear the IIT Kharagpur entrance.


The journey so far has taken me to several IEEE and Springer conferences as a keynote speaker, guest lecturer, reviewer, and even contribute to Faculty Development Programs. I have conducted sessions for over 5,000 people and helped more than 20 of my colleagues publish their first research paper with IEEE or Springer.

Suman De
Product Manager, Public ERP Product Insights & Modern Experience



What started as an interest became my life's purpose, and I am determined to continue to make a difference, just as REACH and TechNxt did for me.





Kantha was a medium of expression for rural women to share their stories at a time when they couldn't do so using literature.

Stitched Together: Personal Narratives from Our Diverse Team

The Kantha stitching technique, which creates a complex pattern on one side and a simple running stitch on the other, is like the diverse workforce at SAP Labs India, where people from different backgrounds and skill sets are connected in our efforts to create something valuable.

In this section, we showcase the stories of some of our exceptional team members and their experiences at SAP. Like the colored threads of the Kantha print intertwine to create a unique design, every employee's story contributes to the intricate fabric of our company culture.



“ As I reflect on this enchanting journey, I realize that I have shaped Literati, and Literati has shaped me! ”

Childhood Passion to Corporate Success

Building India's largest workplace book club

SAP Labs India is home to one of the largest corporate book clubs in the country – Literati, which I have been driving since 2009. My tryst with books began during a summer vacation in my childhood, when my parents gifted me membership to a local library. A trip to Sunny's Circulating Library soon became an integral part of my daily routine. The first book I borrowed from the library was Five on a Treasure Island from the Famous Five series by Enid Blyton. It was the beginning of a lifelong love for books.

Over time, I started collecting rare, fine and first editions of books. Signed books hold a special place in my heart and I have gone to great lengths to pursue my favorite authors to sign my books. My ever-growing collection includes books signed by Alexander McCall Smith, Harold Bloom, VS Naipaul, Salman Rushdie, Margaret Atwood, Jeffrey Archer, Amitav Ghosh, Pico Iyer, and many more. A cherished recent addition to the collection is a book signed by Indra Nooyi, the former Chairman and CEO of PepsiCo, and a leader that I deeply admire.

At Literati, some of the world's finest thinkers, leaders, and authors have been invited to speak, providing a unique opportunity for SAP Labs India employees to engage with literature and broaden their horizons. My work at SAP has allowed me to lead dual lives in the delightful worlds of software and literature.

Sumeet Shetty
Head of IE Tools India





“

*No one should
feel left out.*

”

Embracing Differences Inspiring People

A journey of inclusiveness and belonging

Life is a constant endeavor to reach greater heights and we are dependent on others for empathy in that pursuit. SAP Labs India recognizes the importance of inclusivity and support for all its employees, including those on the autism spectrum. From the moment new hires join, the company makes it a priority to ensure they feel welcomed and valued as integral members of the team.

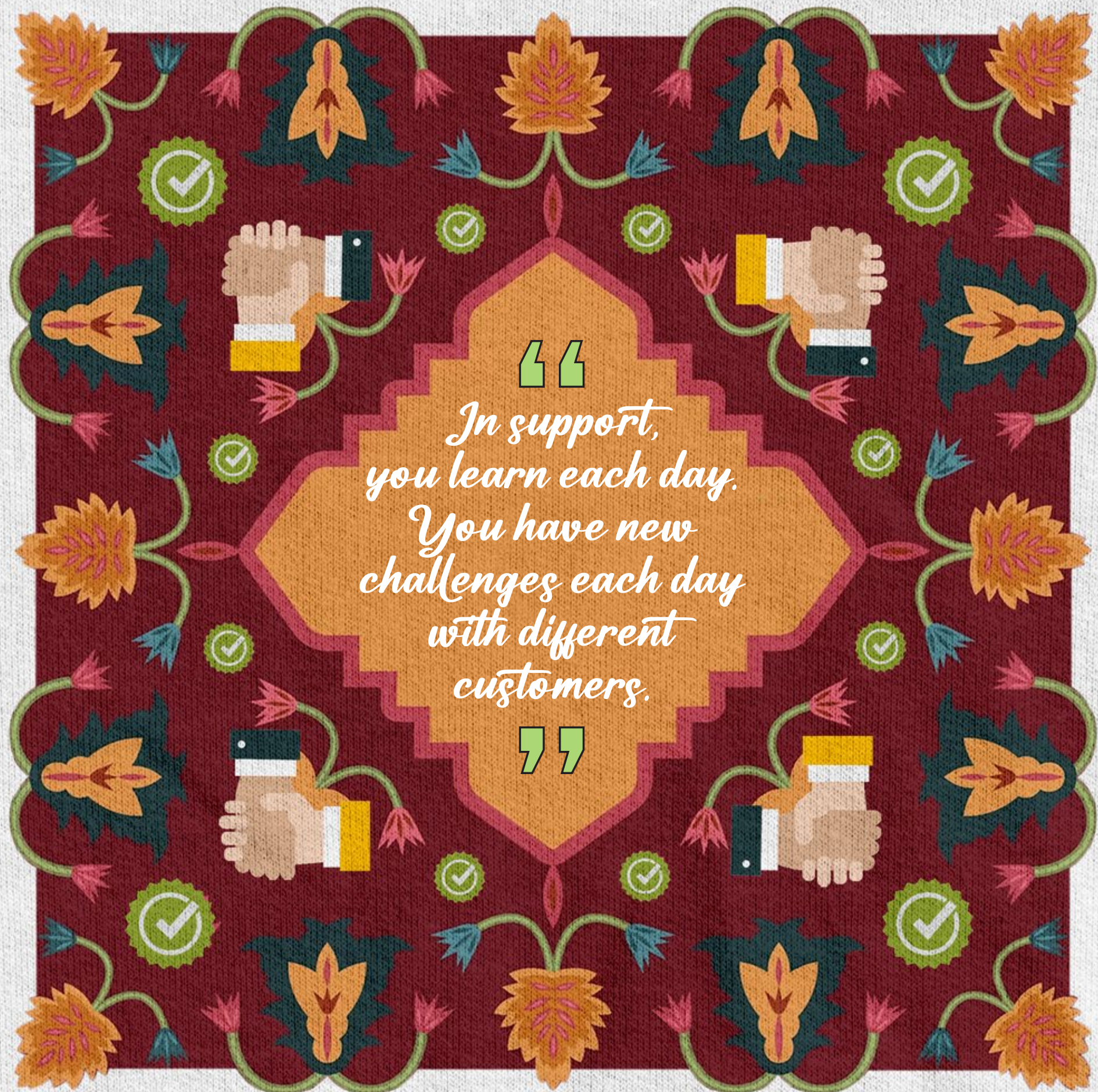
When I started working here 8 years ago, I was initially nervous about how I would fit in with my colleagues. I wasn't sure if they knew about autism and how they would respond to me. However, I was pleasantly surprised to discover that people at SAP were kind, considerate, and supportive. They went out of their way to offer help and explain tasks in a way that I could understand, which made me feel more confident.

Be it virtual or in-person meetings, outbounds, team lunches and dinners, all are included and encouraged to participate. It brings me great joy to see the month of April observed for Autism Awareness, highlighting the remarkable strengths and talents that individuals with autism display – attention to detail, commitment, honesty, punctuality, and the ability to learn quickly on the job.

At SAP Labs India, we believe that diversity and inclusivity are essential ingredients for success. I am proud to be part of an organization that celebrates differences and values each and every employee, making them feel comfortable to be their authentic selves at work. I hope that other organizations follow suit and open new doors and offer opportunities for individuals with autism.

Asha Sreedhar
Quality Associate





“
*In support,
you learn each day.
You have new
challenges each day
with different
customers.*
”



Building Trust with Customers

Transforming teams and enhancing support

Catering to customers' support needs is a top priority at SAP Labs India. Having been with the organization for 19 years and managed various teams, I've had diverse experiences that have taught me two crucial lessons. Firstly, how to convert a low-performing, low-confidence team into a high-performing and trusted team. Secondly, how to demonstrate the value of support to our customers and stakeholders.

Changing a low-performing team into a high-performing workforce involves understanding their needs and ensuring transparency. We encourage our employees to take accountability and involve them in decision-making, making them feel responsible for their work and resulting in better performance.

Support might not seem like an important job, but at SAP Labs India, we understand that the value we provide to our customers reflects the company's values. We have an outstanding sales team and innovative developers who design state-of-the-art products. However, if we aren't in a position to support our customers, it becomes challenging to grow. Therefore, we have prioritized providing excellent support. Additionally, SAP Labs India organizes customer events like the Localization Summit and Expert Talks, where we have connected with over 1,200 different customers.

I still remember one of the global events, where a customer introduced us to their CIO, saying "Thanks to the HCM support team, we can give salaries to our employees on time. If they didn't support us the way they did, our job would have been so difficult." It's moments like these that reinforce our commitment to providing the best support to our customers.

Jagjit Singh Chawla
Support Team Manager, Product Support HCM and SuccessFactors



“
The cultivation of resilience is vital to our mission, informing every aspect of our work and imbuing it with a sense of purpose and direction.
”

Infrastructure Supremacy in the Age of Disruption

Paving a bold new path with resilience and sustainability

Infrastructure supremacy is a critical success factor for any organization. Over the years at SAP Labs India, I have been fortunate to be part of exciting projects, such as monitoring the construction of the BLR05 building, designing a second campus, and leading sustainable business operations.

However, the COVID-19 pandemic presented challenges that were more formidable than any we had encountered in real estate and facility management. The impact on people and businesses required us to navigate through disruptions we weren't prepared for.

Despite the uncertainties, our commitment to learning and evolution became the gamechanger. Although we needed to optimize our operations, we remained committed to scalability, ensuring that we had the resources to pivot and adapt as necessary. Our priority was to uphold the well-being of our employees. Through these efforts and the strategic deployment of dedicated team members, we were able to weather the storm and emerge stronger than ever before, transitioning from virtual obscurity to full-fledged operations in a short period.

In today's world, infrastructure supremacy must consider the impact of sustainability. We have implemented energy-efficient technologies and transitioned to renewable energy sources. In addition, we prioritized the circular economy by recycling and reusing materials, and our suppliers followed suit by adopting sustainable supply chains.

Through significant investment in energy-efficient technologies, sustainable practices, the circular economy, sustainable supply chains, and employee engagement, we have achieved our goals of reducing environmental impact and improving sustainability credentials. We have fostered a culture of resilience and sustainability within the organization, ensuring that our operations and infrastructure continue to make a positive impact on the world.

Ravi Vajram
Sub Regional Head, India – Global Real Estate and Facilities



Building an Inclusive Work Culture

Where everyone feels valued, supported and empowered

“I feel proud to be associated with an organization that values its employees above everything else.”

At SAP Labs India, employees are provided with ample opportunities for development and self-discovery. The company has a vibrant and inclusive culture that fosters an environment of learning and continuous improvement. The energy and enthusiasm in the workplace are palpable, and employees are empowered to express their ideas and opinions without fear of judgment. Moreover, the management provides opportunities for growth and career advancement, enabling employees to take on challenging projects and develop their technical and analytical skills.

Recognizing that employee well-being extends beyond professional growth, the organization encourages a range of social, cultural, and sports activities. They promote teamwork, collaboration, and overall employee wellness. During my first stint at SAP Labs India, Bengaluru, I actively participated in these programs and enjoyed being part of enthusiastic groups such as running, music and the Sankalpa interest group.

After 5 wonderful years, I had to leave the city for personal reasons but remained in touch with former colleagues. In 2018, I decided to resume my journey with SAP Labs India which turned out to be one of the best decisions I ever made. The company has demonstrated commitment to its people during challenging times, and went to great lengths to ensure employees and their families were taken care of during the pandemic.

Looking back at my career, I can say without a doubt that my time at SAP Labs India has been one of the most formative and enriching experiences of my life. The company's culture and dedication towards employee welfare, coupled with avenues for growth, have made it an exceptional place to work.

Arun Rache Gowda
Development Manager, SAP Labs





The Code That Brought Us Together

Inspiring the developer community at SAP Labs India

Code can be a universal language that connects people across functions and geographies. SAP TechEd, one of Asia's largest technology conferences, is focused on showcasing SAP products, technologies, and services. Its key objective is to foster collaboration between IT professionals and business leaders. SAP d-com is another initiative that centers around coding and innovation. This internal event is exclusively for SAP Labs employees, including developers, engineers, architects, and product managers.

The synergy that is created when SAP experts come together to brainstorm on how to improve lives through global events like TechEd and d-com is remarkable. Inspiring speakers take center stage to showcase the global impact of their work, and key topics emphasize the role of coding in driving innovation and transforming businesses.

As a content lead, I've had the privilege of working with highly skilled and innovative teams for over a decade. My journey at SAP Labs India has been an exciting and fulfilling experience marked by continuous learning and collaboration. Our primary goal with these events every year is to create significant impact for our customers, partners, and event attendees, delivering greater business value.

Creating the right balance between highly technical content and content that demonstrates business value is essential. As a team, we take immense pride in curating an exceptional experience. Thousands of participants have marveled at the power of SAP products and technologies. The impact of these events is immeasurable, and it is an honor to be part of such a remarkable community.

Peeyush Chaurasia
Regional Content Lead, SAP TechEd Bangalore & SAP d-com India



Breaking Barriers. Building Community

SAP Labs India's journey to true inclusion

SAP is committed to creating an inclusive workplace through its Diversity and Inclusion (D&I) initiatives. As a consulting manager who joined SAP Labs India in 2014, I was impressed by the organization's focus on inclusivity from the very beginning. I had the opportunity to participate in initiatives like Bridge Forum, and Diversity and Inclusion. However, it wasn't until I led the Pride@SAP ENG that I truly appreciated the amount of effort it takes to create an inclusive environment.

After last year's pride march, I had thoughtful conversations with a few colleagues from the LGBTQIA+ community. We acknowledged that while we had made progress, there was still much work to be done. True inclusion is a journey whose destination requires that we do not have to talk about it anymore or work hard at it anymore eventually.

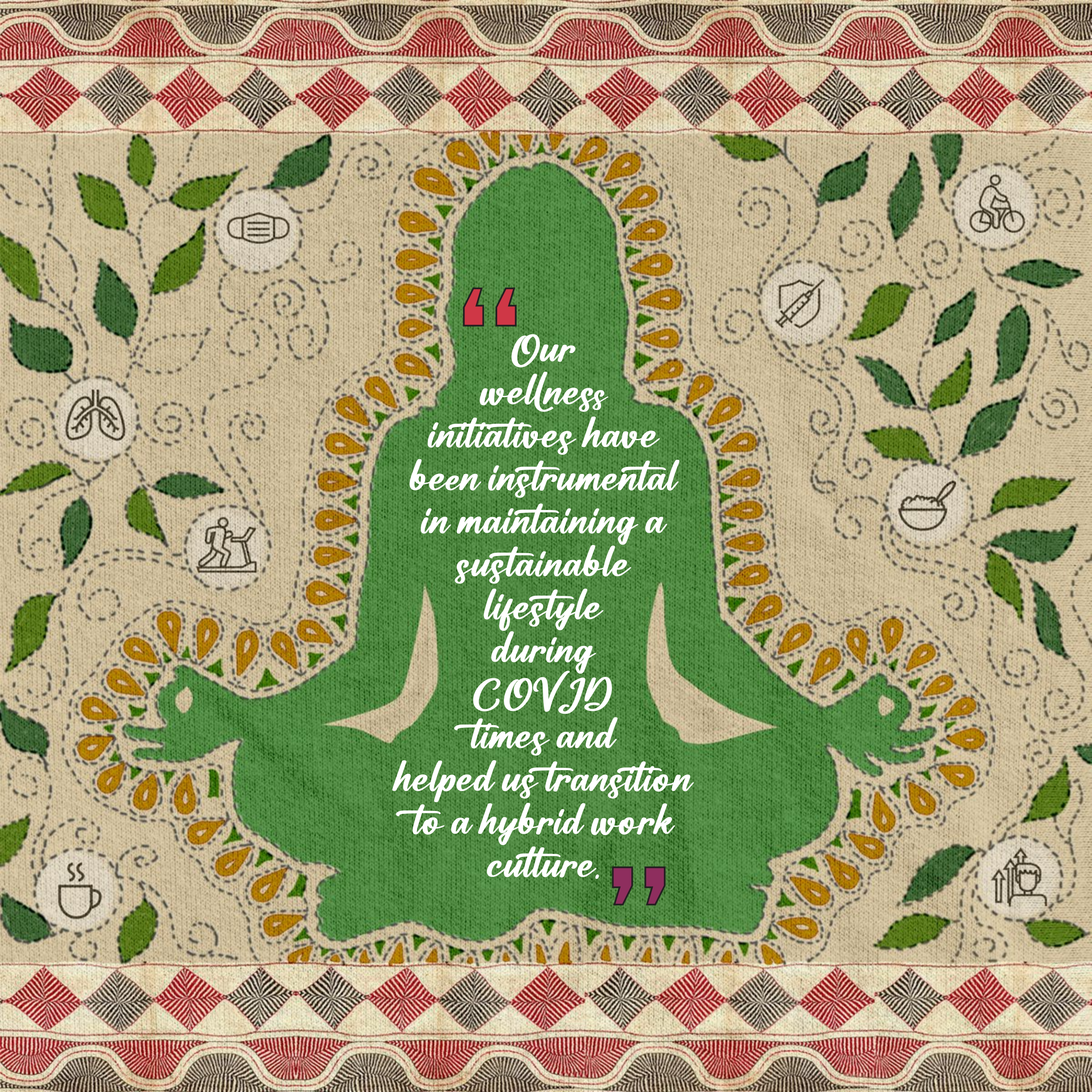
Until then, we at SAP Labs India will continue to work hard and inspire an inclusive environment. Yes, we will learn, we will course correct, but most importantly, keep pushing forward. Like we've always done. Our dedication to D&I is not just a statement; it is a core value that we live and breathe every day.

I can say with utmost conviction that we are more inclusive today compared to 5 years ago. We will be more inclusive 5 years later than we are today. Until one day, there is no more progress to be made. We would have arrived. And hopefully along the way, we would have a whole bunch of people say, "They do it well, don't they?"

Sai Krishna Parlapalli
Lead – Support Center, India



“
D&I is deeply
ingrained in our
DNA at SAP
Labs India.”



“ Our wellness initiatives have been instrumental in maintaining a sustainable lifestyle during COVID times and helped us transition to a hybrid work culture. ”

Achieving a Healthier, Happier Workplace

Going above and beyond for employee well-being

Health and wellness are important factors that contribute to quality of life. SAP Labs India recognizes this and goes beyond creating innovative solutions for customers. The organization has always placed emphasis on the total well-being of its employees, providing them with excellent healthcare benefits and trust-based work. These initiatives have become more robust over the years, making health and wellness integral components of our workplace design philosophy.

Our culture is geared towards an environment that supports the physical, emotional, mental, and financial wellness of employees, allowing them to bring their best selves to work each day. We run fitness programs, health check-ups, the Indian Fitness League (IFL) challenge, SAP Roadies Run, breast cancer screening, 108 sun salutations challenge, vaccination programs, and more. Our beautiful campus provides ample opportunities for outdoor activities through sports facilities, gym, and the joggers' track.

We also prioritize emotional and mental well-being by providing access to resources such as Employee Assistance Program (EAP) counseling services, stress management workshops, and mindfulness trainings, some of which are extended to family members as well. Furthermore, we promote work-life balance through flexible work arrangements.

To measure the effectiveness of our initiatives, we participate in an internal annual health survey called "Run Healthy." We are proud to have achieved a Run Healthy maturity index rating of 4.85/5 for India as of 2022. We take feedback from our employees seriously and regularly revise our wellness program accordingly.

The health and wellness initiatives at SAP Labs India are driven by a group of dedicated health champions who work closely with the global health and well-being team. We are not only creating a healthier, more engaged and productive workforce but also fostering a sense of camaraderie and belongingness for an inclusive work culture.


Gayathri Mohan
Health Ambassador – India
Head of People Relations APJ and GC

Sridhar M
Health Champion, SAP Labs India
Associate Manager, Intelligent Operations

Praveen C
Health Champion, SAP Labs India
Development Manager, S/4 Retail
Industries Cloud

Karthikeyan B
Health Champion, SAP Labs India
Development Expert, Application Innovation
Services – Private Cloud Product





“ We all develop as individuals through crucible experiences, but I've had an eventful time working with great teams. ”

Lessons in Authentic Leadership

Building a supportive workplace culture and driving success

SAP Labs India is a growing organization with five locations across the country: Bengaluru, Gurgaon, Pune, Mumbai, and Hyderabad. Each regional center contributes to the company's rapid and sustainable growth. When SAP acquired Callidus, I was part of the team handling SPM products, which grew stronger after the acquisition.

While managing my team, testing automation, monitoring performance and integrating activities, along with being an internal committee member of RAW at SAP Labs India, I was honored with the Site Lead role for the Hyderabad location. The opportunity allowed me to view things from a different perspective outside of my business role. During the COVID-19 pandemic, we supported employees and maintained business operations while spreading positivity, which allowed me to connect with phenomenal leaders and excellent peers.

Early in my career, I worked with teams where most of the members were men, and didn't have strong female role models. I wanted to approach leadership authentically and adopt the behaviors necessary for success. Fortunately, a few women outside of work, including my mother, influenced me greatly.

There's been a fundamental theme in my career around creating an environment where psychological safety is prioritized. I have been in situations where people didn't feel comfortable expressing themselves or lacked opportunities because of their gender, education, background, or even the way they spoke.

At SAP Labs India, we have tried to challenge that behavior and build a supportive and inclusive workplace for all. I've always believed that being true to yourself and putting your whole self into your work is the best way to thrive and succeed.

Vasavi Rongali
SPM Commissions QA, Senior Director & Site Lead,
SAP CallidusCloud



The Human Side of Technology

Driving HR transformation through the 4Rs

At the heart of our business are the people who make it all possible. We strive to create exceptional employee experiences by implementing people strategies that enhance our company culture. Our initiatives are tailored to meet local needs while drawing on global practices, always prioritizing the well-being and happiness of our employees.


My journey at SAP has been transformational, leveraging the power of the 4 Rs: Reinvention, Relevance, Relationships, and Rejuvenation. Reinventing myself at every step has helped me stay relevant, while focusing on the big picture and relationships has helped me achieve my goals. Rejuvenation is also crucial; being kind to yourself and staying centered.

Every career presents opportunities, some of which may look like challenges in the beginning. How we react to them, determines the path forward. When I joined SAP Labs, the HR team in India was going through a transition. However, I focused on what I could control, and used the time to access internal reports and form my perspective, which helped me build credibility early on.

At SAP Labs India, we prioritize new ideas and I credit the company for giving me a platform to execute them. We launched a never before attempted policy for entrepreneurial sabbaticals six years ago, democratized learning through Teach-Hub, and established Girls Power Tech to provide underprivileged girls access to employment. In 2022, we won our first award for LGBTQI+ inclusion.

SAP Labs India is unique due to the super authentic people who work hard every day to make SAP strong. They are our greatest asset and will lead us to even greater success in the next 25 years.

Shweta Mohanty
Head of HR – SAP India



“
*90% of our success
in any role depends
on how we deal
with people.*
”

Fostering the SAP Community in India

Curating a platform for personal and professional growth

Collaboration, peer-to-peer learning, and networking are fundamental to the idea of community building. As I transitioned from content consumer to creator, my journey with the SAP Community opened up new avenues for me to connect with like-minded individuals and kept me updated with the latest technologies.

Despite being home to the largest number of SAP Developers and Consultants globally, there is a certain lack of awareness about the benefits of contributing to the SAP Community. This was intensified due to the pandemic's reduced peer-to-peer learning opportunities.

To bridge this gap, we started community initiatives like SAP Stammtisch, an informal Meetup where customers, partners, and SAP employees could gather over coffee to learn more about SAP and exchange ideas. We then advanced to larger events such as SAP Tech Night and SAP Inside Track (SIT), ensuring the latest SAP technologies such as SAP BTP, SAP Build, AI, and others were covered, which were well received by the SAP Community.

These efforts sparked a greater interest in the community and led to similar events being organized in Gurugram, Pune, Hyderabad, Chennai, and Kolkata. Furthermore, we hosted the world's largest SIT in Bengaluru. This massive event saw over 1400 attendees, featuring 70 sessions led by over 100 speakers from customers, partners and SAP employees.

Being part of the organizing team helped me understand the broader SAP topics beyond a single product, develop my leadership, and public speaking skills, and gave me an opportunity to give back to the community. Today, I'm thrilled to be collaborating with some of the top leaders at SAP Labs, continuously striving to expand and strengthen the SAP Community in India.

Mahesh Palavalli
Senior Developer



Organizing the next SIT with 1,400+ attendees seemed impossible, but we were able to establish a bigger core and volunteer team consisting of amazing individuals.





“
*We believe happy
and engaged
employees are more
productive, more
creative, and more
innovative.*
”

Health and Wellness at Work

Decoding SAP Labs India's employee-centric culture

SAP Labs India places its employees first and foremost. While it's no surprise that the company bagged the top employer award for 5 consecutive years, they have continued to focus on the overall growth of employees, with health and wellness being a top priority.

To drive engagement, the organization leverages in-house experts to execute multiple events, including mental health initiatives such as SAP's flagship event 'Search Inside Yourself', which was conducted for the first time in-person at the Gurgaon location. The company also promotes team building through games during external hiking trails and childhood favorites like treasure hunts.

However, the pandemic brought a new set of challenges. With employees unable to meet face-to-face, the company continued to conduct online health sessions to keep people engaged. Employees submitted videos of their home workout routines, such as jumping jacks and planks, which were well-received. Post-pandemic, SAP Labs India has expanded its initiatives from health to overall employee engagement. The company celebrates festivals, encourages special interest groups, and drives CSR events such as book/clothes donations, and visits to old age homes.

Overall, these efforts enhance collaboration between employees, improve company culture, and increase productivity. SAP Labs India's commitment to employee well-being has undoubtedly contributed to its status as a top employer. By prioritizing the growth and development of its employees, the company has created a supportive work environment that encourages innovation and success.

Vikash Kumar Agarwal
Development Manager, SAP Labs



Creating a Global Center of Excellence

From a small team to a hub of innovation and expertise

SAP Labs India in Pune has emerged as a significant location for SAP's global operations since its inception in 2004 as a unit of Sybase. Initially, the workforce was a small team comprised mainly of experts from the IITs, who focused on building a center of excellence for database technologies. Over time, the site has expanded to cover multiple technology areas, including mobility, banking, database consulting, and administration.

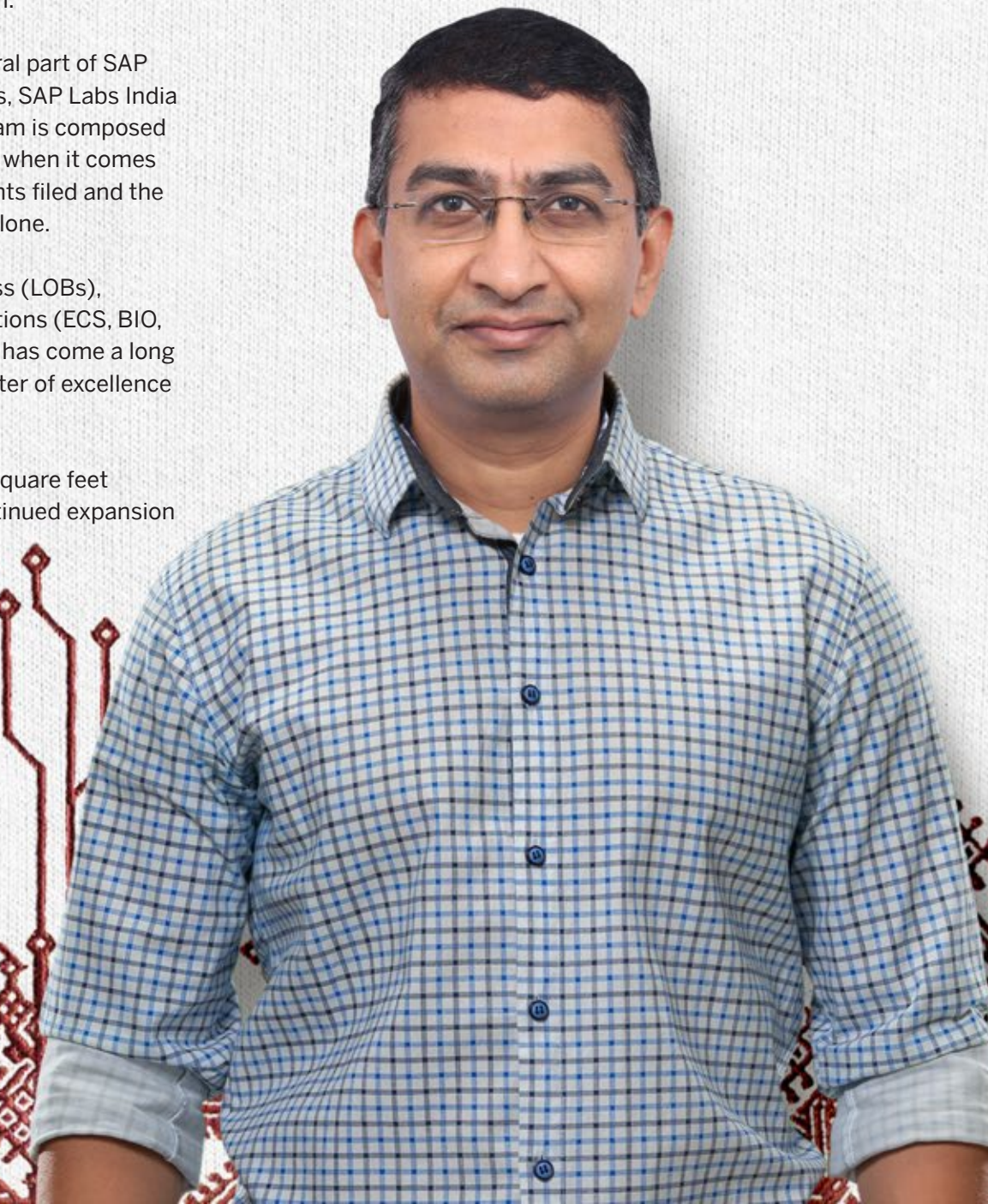
When Sybase was acquired by SAP in 2010, this location became an integral part of SAP Labs India. Despite the challenge of smaller sites facing a lack of resources, SAP Labs India in Pune was determined to build core competencies and identities. The team is composed of "technologists at heart" who ensure that they punch above their weight when it comes to product innovation. This determination has paid off, with over 100 patents filed and the majority granted in the field of database technologies, from this location alone.

We have developed a unique blend of talent across various lines of business (LOBs), including product (HANA Cloud, CIM, Fieldglass, Procurement) and operations (ECS, BIO, CPD), with each LOB offering unique value to SAP's global teams. The site has come a long way and has become an integral part of SAP's global operations and a center of excellence for various technology areas.

With the inauguration of our new campus in Pune, spanning over 30,000 square feet and designed to accommodate 300 professionals, we look forward to continued expansion and creating a lasting, positive impact in the years ahead.

Saicharan Krishnamoorthy
Lead – SAP HANA Cloud Data Lake Team

“
The new office in Pune is a major milestone, reflecting our commitment to fostering growth and innovation within India's tech landscape.
”



Lessons in Project Management Excellence

Advancing SAP's global product delivery from India

Success often follows a winding path, filled with valuable insights. My own journey began as a web developer and transitioned into an ABAP developer when I joined SAP. Over time, I assumed various roles as a Dev Lead, product owner, and later, a development manager.

Along the way, I encountered several challenges, two of which have significantly shaped my experience. Adapting to the dynamic landscape of reorganization and shifting priorities has been a concern. These fluctuations can disrupt team velocity, impacting efficiency and quality in delivery.

While we cannot completely eliminate this challenge, we can manage it effectively through clear, transparent communication, and robust planning. A well-structured backlog minimizes ad-hoc tasks, while open communication with the team and stakeholders is essential. This approach enhances project management and reduces unnecessary escalations.

Another concern is addressing attrition and keeping the team motivated. Aligning our work with the broader strategy of the Line of Business (LOB) and the organization fosters a sense of pride and belonging among team members. They grasp the significance of their contributions, understanding not just what they do, but why they do it.

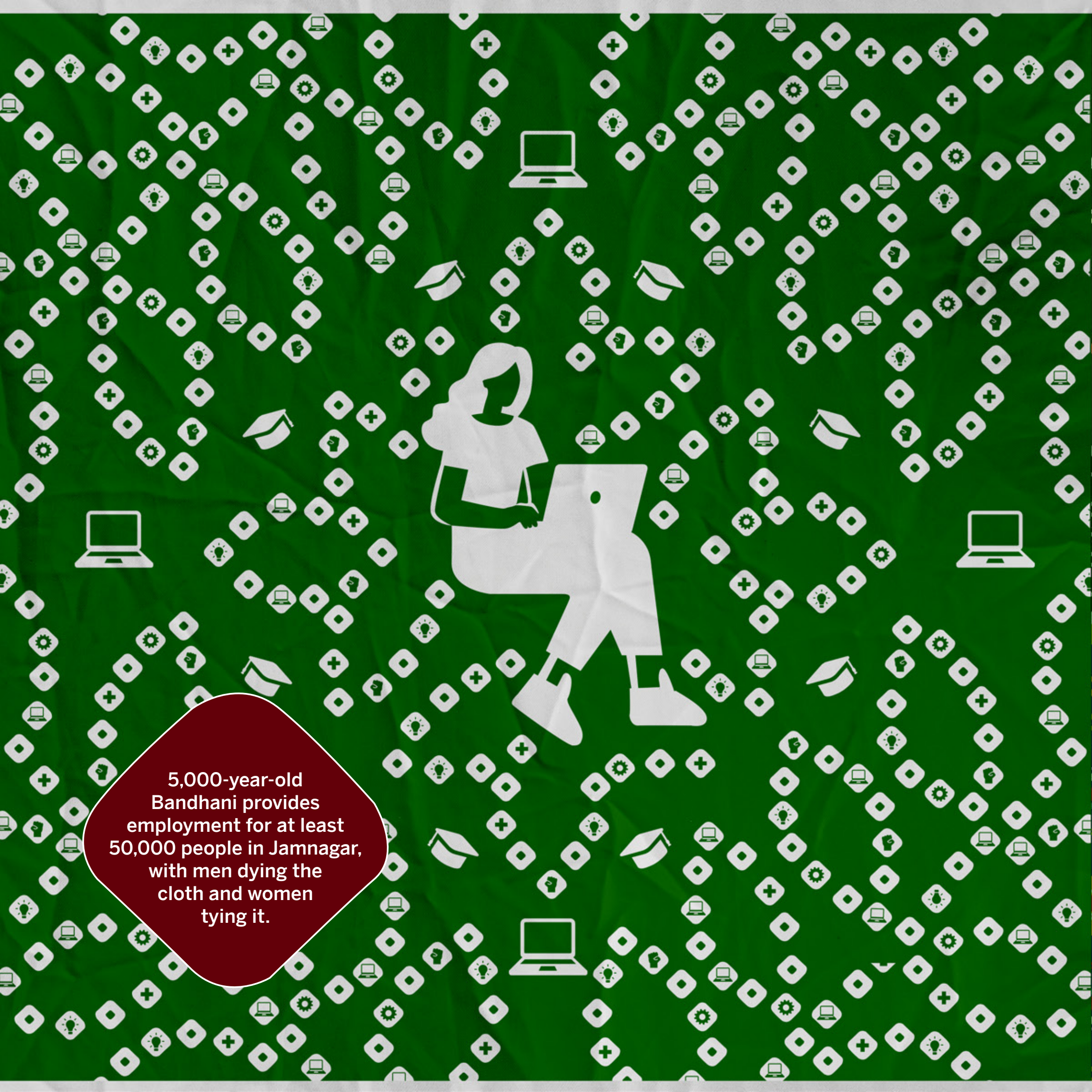
In every challenge, there lies an opportunity to learn and grow, and I am eager to follow this journey of continuous improvement. By leveraging a strong foundation in project management from SAP Labs India, we contribute to SAP's mission of delivering the highest quality products. This journey extends beyond individual growth and embodies our collective impact on SAP's global success.

Deepak Menon
Vice President, Cloud
& Lifecycle Management Software Logistics, India, SAP



“
*As a people manager,
I've learned a lot
from my team,
senior mentors and
personal experiences.*
”





5,000-year-old
Bandhani provides
employment for at least
50,000 people in Jamnagar,
with men dyeing the
cloth and women
tying it.



Connecting the Dots: Purposeful Action for Social Impact

Bandhani is an age-old Indian 'tie and dye' process used to produce beautiful cluster designs by repeating smaller patterns. The purpose-driven community initiatives at SAP Labs India empower employees and create a large volunteer pool for greater impact.

From digital skilling to social entrepreneurship, our CSR approach blends expertise, technology, and talent to serve the community. Mirroring how the Bandhani dots come together to create unexpected beauty our collective actions can make a significant difference in the lives of those around us.



Driving engaging experiences through personalized training and internal events.



Creating Opportunities through Learning

Enabling developers to build great products

Inspiring innovation across the board is fundamental to the culture at SAP Labs India. One of the key drivers is the learning initiative covering core SAP products and strategic topics like HANA, ABAP in Cloud, Open Source, Cloud Native, DevOps and Artificial Intelligence. These programs are designed to empower the workforce and engage employees as trainers and subject matter experts (SMEs).

However, with the changing environment and newer work models, SAP Labs India faced the challenge of moving in-person training sessions to a digital medium, while retaining the same level of engagement. To tackle this, we collaborated with trainers and SMEs to re-evaluate the efficacy of training sessions and how they would fit into the purview of a virtual format. Exclusive sessions were conducted for employees to increase awareness about virtual training and encourage them to invest in continuous learning.

Redesigning the content was just one part of the solution. We realized that employees needed a classroom-like experience from the get-go. It became important to come up with creative and effective ways to instill a sense of engagement and collaboration, even on a virtual platform.

At SAP Labs India, the impact of the skills management initiative has been phenomenal. With a strong cohort of 100+ trainers, more than 30 of whom are proud recipients of the Enablement Champion Awards, all the training programs have received a remarkable 4.5/5 rating and delivered significant value to the developer community. Our takeaway from this experience – learning can be so much fun!

Panneer Selvam

Corporate Learning Expert

Tanvi Agrawal

Corporate Learning Senior Specialist



Championing the Product to Purpose Evolution

Journey towards community empowerment and service

SAP Labs India has made remarkable progress in serving the broader community by transitioning from product-focused to purpose-driven over the years. SAP has always been recognized as a leading brand for ERP applications, and as a subject matter expert, I was able to provide value to our customers while continuously investing in my own learning.

As SAP's mission evolved, it aligned perfectly with my aspirations for community service. One of the areas that I was particularly passionate about was disaster management, and SAP Labs India's CSR programs have provided me with invaluable support to make a difference. During the COVID-19 pandemic, we extended our assistance to the community through several relief programs under the umbrella of SAP and the Government of Karnataka. What's more, I was proud to wear the SAP logo on my chest, representing the meaningful work we were doing.

Volunteers play a crucial role in the growth of a vibrant community, and the opportunities and recognition that SAP Labs India offers provide a great sense of achievement. In appreciation of my service spanning over 30 years, including my contribution to COVID-19 relief efforts, I received the President of India's Meritorious Award.

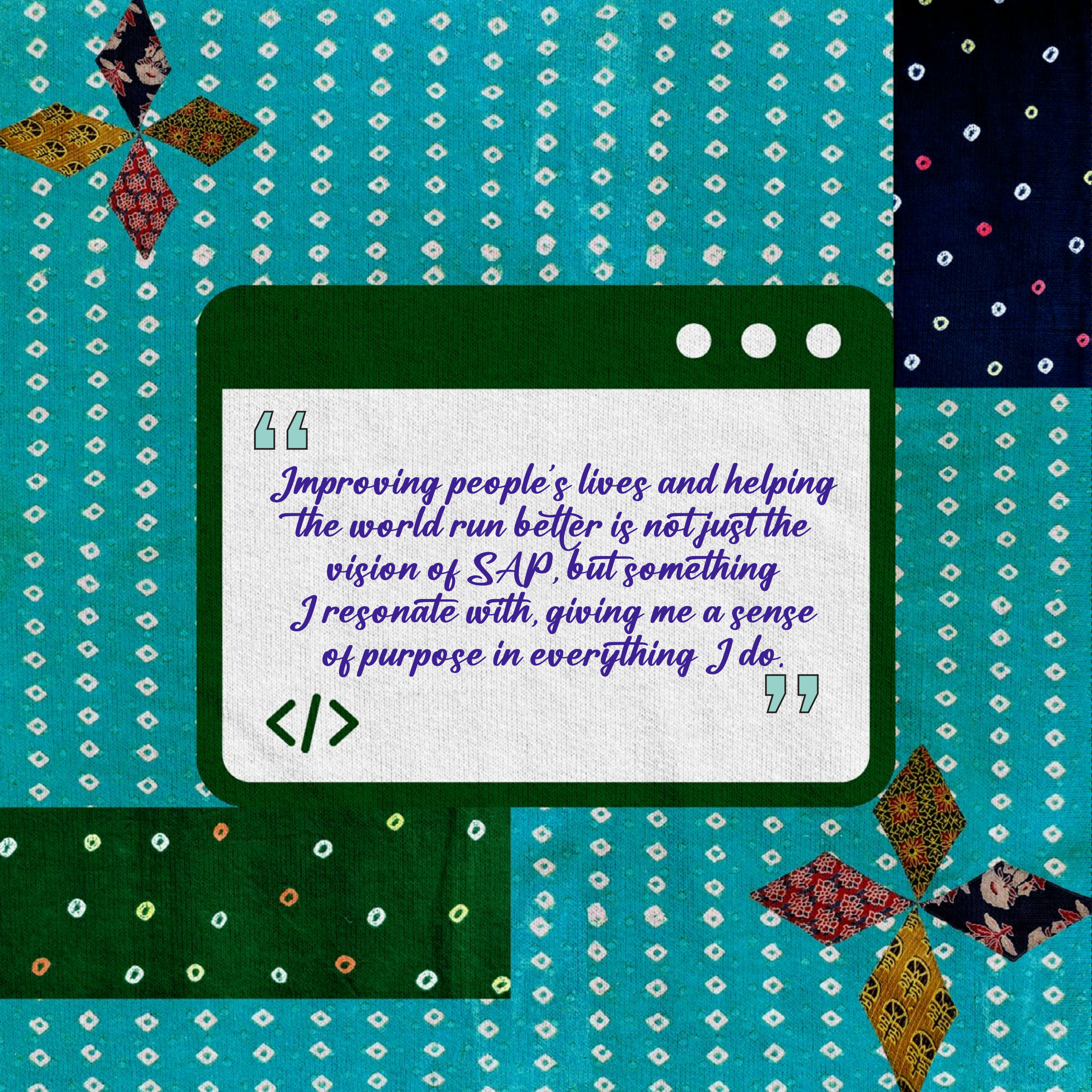
Volunteering also instills qualities like enthusiasm and compassion, which are valuable assets that can be shared with aspiring volunteers, making one a more dependable and reliable team player.

Dr. Rajesh MS

Global Component Manager – Procurement Product Support,
SAP Ariba Sourcing

“
*As a volunteer,
we take the
responsibility for
the community
and feel a sense
of pride and
commitment.*
”





Improving people's lives and helping the world run better is not just the vision of SAP, but something I resonate with, giving me a sense of purpose in everything I do.



Building Careers. Empowering Communities

Scaling up SAP Labs India's CSR impact with purpose

For several years now, SAP Labs India has been driving meaningful CSR initiatives, empowering employees to give back to society. To encourage and recognize their contributions, the organization presents special awards and recognitions to its employees.

From starting out as a developer to teaching children and teachers along with mentoring the youth, I have found my passion in driving CSR initiatives while nurturing my love for coding. SAP not only supported but also appreciated my efforts through the quarterly Champions Circle Awards and the annual awards for the Purpose category. This recognition has given me the golden opportunity to lead the purpose initiatives at SAP Labs India.

We have successfully accelerated the growth of social enterprises through pro-bono consulting and contributed towards the digital skilling of the youth. We have also made a positive environmental impact by planting saplings and working towards achieving our goal of zero waste. These diverse initiatives have helped every employee at SAP find their purpose and to volunteer to create a bigger impact.

Thanks to the power of the volunteering community, we have organized over 100 initiatives impacting more than 50,000 lives. If it were outside SAP Labs India, my contributions may have been limited to teaching a few children or assisting a non-profit organization. But thanks to these CSR programs, we have been able to extend our effort and bring positive change to many lives.

Rowllah
Software Developer





“
*Displaying heartfelt compassion
towards vulnerable communities
and the selfless individuals
who support them, is a true
labor of love.*”

Purpose-driven Community Impact

Inspiring social change through CSR excellence

As a responsible corporate citizen, SAP Labs India aims to drive positive social impact through various interventions that target education, digital literacy, social entrepreneurship, and more. Our holistic approach enables employees to engage in CSR initiatives through skills-based volunteering, fostering a culture of ownership and participation.

Being part of the CSR core team, I have played an active role in the social sector, leveraging my background in community service to create a lasting impact. We are dedicated to SAP's vision of improving people's lives and helping the world run better.

Creating a stable and nurturing environment for social impact can seem daunting, especially given the constantly changing landscape around us. At SAP Labs India, we utilize our expertise, technology and talent to find innovative solutions. Through our CSR programs, I have developed invaluable skills in foresight and devising effective strategies.

While every role comes with its own set of challenges, overcoming them has helped me find more meaning in work and in acquiring knowledge. I believe that taking small, determined steps can often lead to impactful solutions.

SAP Labs India's CSR programs have touched the lives of over 6.5 million people. Notable efforts include partnering with the government during the pandemic, and providing aid during the Bengaluru floods. Working with passionate volunteers, united by a shared desire to empathize and learn, has been a fulfilling and rewarding experience. We remain committed to extending our service and compassion to underprivileged communities.

Shivani Sinha
Audience Relations Associate – CSR





Watching these employees with special abilities thrive

at SAP provides satisfaction beyond words.



Fostering Inclusivity. Transforming Lives

Opening doors to opportunity and challenging stereotypes

At SAP, we believe that being differently abled should never translate to being unable. Our commitment as an equal opportunity employer is not a mere statement – it's embedded in our culture.

A shining example is the 'SAP Autism at Work' program. What began as a small initiative in Bengaluru a decade ago has now evolved into a global program spanning 30+ SAP locations. It has not only touched countless lives but also inspired numerous companies to follow our lead.

But our pursuit of inclusivity doesn't stop there. We are on the constant lookout for talents within the disability spectrum, working tirelessly to be an inclusive employer. We've revamped our infrastructure to ensure accessibility, implemented The Rights of People with Disabilities Act, and expanded our 'Respect at Work' initiative to address grievances related to disability.


The journey hasn't been without challenges. Few organizations had traversed this path before us. Initially, the hurdle was creating awareness and identifying candidates with a grasp of technology. Devising a comprehensive training and support system was crucial to our success.

From adapting communication styles to crafting new roles, dedicated teams have gone the extra mile to accommodate colleagues on the spectrum. Witnessing their progress from a stage where independent living was a challenge to today, where they lead fulfilling lives with families, fills us with pride. Knowing our involvement played a part brings a smile.

My dream is simple – a world where all disabilities are embraced as naturally as people who wear glasses, no longer seen as a sign of inability. At SAP, we're committed to making this dream a reality, one inclusive step at a time.

Kiran Venkataramanappa
Head of Engineering – SAP Central Business Configuration India & Co-Lead, SAP Autism at Work India





Artisans in the village of Ajrakhpur use recycled wastewater from the Gamthi dyeing process to irrigate nearby fields.

Sustainable Patterns: Our Path to a Greener Future

Traditional Gamthi designs were widely influenced by nature, with the colors created using natural products such as yellow from turmeric. At SAP Labs India, we recognize that our actions have a profound impact on the planet we inhabit and we're building sustainability into our innovations.

For us, sustainability isn't just about measuring outcomes or checking off boxes. It's a journey. We invite you to explore inspiring stories of our sustainability initiatives driven by passionate individuals, similar to how the patterns of Gamthi are pressed onto the fabric by master craftsmen.

“Turning this world green is a big challenge and requires an even bigger will.”

Beyond Top and Bottom Line. The Green Line

Embedding sustainability into ERP – the way forward

At SAP Labs India, sustainability gained its strongest foothold during the SAP TechEd Demo in 2020. Our vision to tackle 21st century climate change gave rise to the Climate 21 Program, to embed sustainability as a dimension of success. It wasn't about the top line or bottom line. We foresaw the green line – indicating a company's climate health, becoming the deciding factor for growth.

The Bengaluru team was tasked with hiring talent that could fast-track this goal. Across the value chain and the product life cycle, we needed people who could inspire companies to improve decision making and optimize resources. We implemented a recruiting process that involved a coding/architecture/design challenge in sustainability.

Once we had the right people, it was time to choose the tech stack – build in ABAP within SAP S/4HANA, or design a cloud-native application on SAP BTP. A decisive moment was choosing SAP BTP as the platform to extend our SAP S/4HANA applications and to tap into a wider partner ecosystem. We also decided to embrace Deploy with Confidence (DwC) as the DevOps methodology and set up processes to deliver bi-weekly feature releases.

We went on to build sustainability apps and met elite software delivery performance, measurable by DORA (DevOps Research and Assessment) metrics. We collaborated with early adopters and co-innovators to refine our solutions, along with delivering a beta release in September 2021.

In 2023, we're stronger than ever with five patents filed in the sustainability domain, a partnership with BearingPoint for developing apps for transport footprint calculations, and most importantly – a robust calculation engine that lets partners and customers assess corporate footprints.

Sindhu Srinivas
Development Manager, Sustainability Management India

Ramana Mohanbabu
Senior Product Manager – Sustainability





“
The goal is to transition to a 95% green commute by the end of 2023.
”

Driving Towards a Sustainable Future

SAP Labs India's vision for green commute

To effectively reduce carbon emissions, we must tackle sustainability challenges head-on. One of the significant contributors to global carbon emissions is transportation. SAP Labs India recognized this and took up the responsibility of trying to make a difference. With the goal of promoting sustainability-led transformation and digital adoption, we implemented several key initiatives.

Ten years ago, when electric vehicles (EVs) were yet to become mainstream, we launched the Green Car Policy. In 2014, we transitioned to electric-powered cabs for employees working in shifts. However, we realize that the road ahead will be difficult, as per the International Energy Agency's Net Zero Report, which projects that transportation will account for approximately one-fifth of the world's carbon emissions, and this percentage is likely to increase 20% by 2050.

With the view of creating a tangible impact and doing our part, SAP Labs India has undertaken various activities over the years. Today, our Bengaluru campus houses 65 EV charging stations that not only power the in-house cabs, but also encourage employees to make responsible choices and help create a cleaner environment.

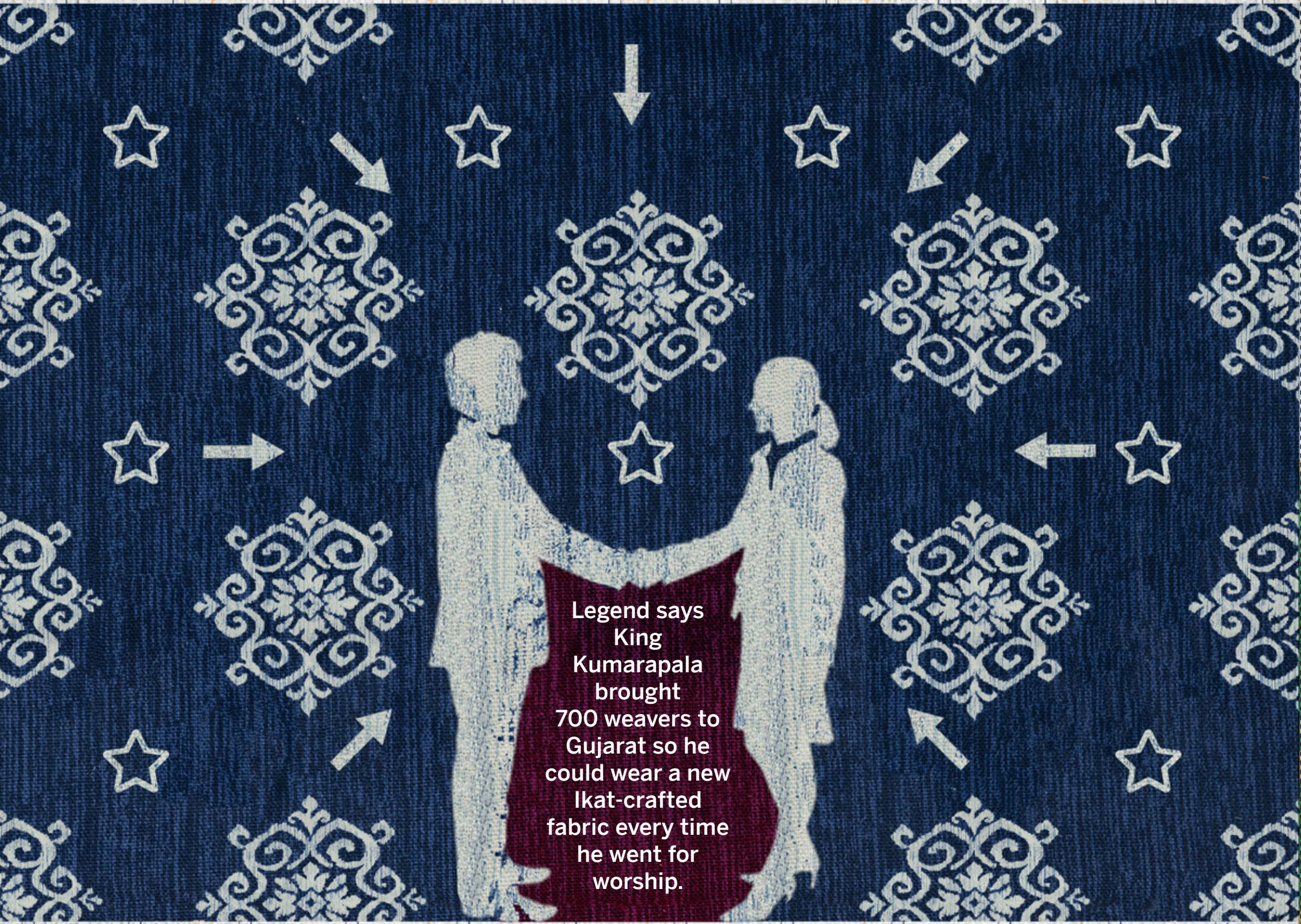
We have partnered with Yulu, a micro-mobility solution to provide sustainable first and last-mile connectivity for SAP employees. Meanwhile, working with Ather Energy, a leading Indian EV manufacturer, and an SAP customer, we organized a three-day-drive at the Bengaluru campus to give employees a first-hand experience of electric scooters.

Connecting technology to sustainability, we have developed the SAP E-Mobility solution to enable enterprises and governments to manage charging infrastructure networks. We believe this solution plays a critical role in decarbonizing the transportation industry. By actively promoting sustainability, SAP Labs India is paving the way towards a greener future.

Sudhakar Reddy
Head of Intelligent Operations

Guruprasad Javaregowda
Manager Intelligent Operations





Legend says King Kumarapala brought 700 weavers to Gujarat so he could wear a new Ikat-crafted fabric every time he went for worship.



Weft and Warp: Building Masterpieces through Collaboration

Ikat is a craft that tests the skills of two sets of craftsmen working in tandem – tie-dye experts and weavers. At SAP Labs India, we are committed to delivering the best possible solutions, incorporating the voice of the customer and fostering long-term relationships.

Our approach to customer engagement is grounded in empathy, collaboration, and a shared vision of creating value. When you picture the individual yarns in Ikat being tightly wrapped and dyed before weaving the fabric, think of how we nurture our customer relationships to build a strong ecosystem and drive positive change in the world.

“
*We have become a
trusted advisor to
PE clients,
prioritizing customer
success as our
guiding philosophy.*
”

MaxAttention to Maximum Value

Pioneering customer success in India

Customer centricity is a core value that drives our commitment to providing personalized services and fostering long-term partnerships through programs like SAP MaxAttention. In 2008, our team of six engineers at SAP Labs Bengaluru embarked on a journey to support the MaxAttention engagement in India and address critical customer situations.


However, delivering MaxAttention services with the quality and value expected by Indian customers was initially a challenge. We also faced difficulties in retaining employees and providing them with new learning opportunities. To enhance Customer Lifetime Value (CLTV), we implemented a strategy to improve end-to-end process planning, accelerate cloud deployment, derive greater value from cloud solutions, augment business outcomes from cloud adoption, and streamline IT operations in hybrid landscapes.

Over the past 15 years, we have made significant strides in technology, including RISE with SAP, cloud integrations, innovation projects, and BTP adoption to support PE (Premium Engagement) customers in India and other regions. The team has grown to more than 310 techno-functional consultants and architects who develop solution roadmaps to support our customers in their digital transformation journeys. Our accomplishments include 20 S/4HANA go-lives and successful adoption of solutions in TM, EWM, Ariba, Central Finance, C4C, BTP, and more.

Currently, we support over 100 PE engagements across India, generating approximately €44 million in revenue annually, with strategic customers such as Reliance, M&M, Infosys, HCL, Wipro, Indian Oil, GAIL, and ONGC. We continue to strive to be a Great Place to Work while remaining committed to delivering exceptional engagement and customized services to our clients.

Venkateshwara Rao Chava
VP, Head of CoE India, SAP





““
Customers place a great deal of trust when they hear from members of the product team, and it's essential to maintain this trust.””

Flying High with Supply Chain Solutions

Winning the trust of a leading aerospace manufacturer

The aerospace manufacturing industry is complex, and implementing a standard supply chain planning solution that meets all requirements can be challenging. During a long pre-sales cycle with a reputable aerospace manufacturer, SAP Labs India was tasked with positioning SAP solutions for the customer's supply chain planning needs.

Despite having seen multiple SAP solution demos in Europe and India, the customer had yet to make a final decision. To showcase the capabilities of SAP's supply chain planning solutions during the customer's visit to SAP Labs India, the team connected with colleagues in Germany to understand the status of the engagement, the challenges, and areas of concern. During the meeting, we listened carefully to the customer's business process presentation before demonstrating the live capabilities of our solution and how it could benefit their operations. We decided to present only what was possible using the standard solution.

As members of the product development team, we gained the customer's trust, advancing the sales cycle. Active listening is just as important as presenting products, and it's okay not to have all the answers. Responding to the action items after the meeting is essential.

Thanks to the team's efforts, there was significant progress in the sales cycle, with the customer implementing SAP solutions to run their business. Our ability to win the customer's confidence played a vital role in the process. We continue to stay in touch with the customer and meet with them when they are in Bengaluru.

Karthik M K
Chief Product Owner



“
Networking with market units and promoting the One SAP mantra, we are helping our customers adopt S/4HANA Cloud, public edition.
”

Product Innovation Drives Customer Experience

Building agile, intelligent, and sustainable enterprises

At the forefront of driving success for customers across various industries since its inception, SAP Labs India maintains a strong focus on customer experience. The Product Success and Cloud Co-Innovation (PSCC) team serves as a bridge between the customer and development organization, striving to enhance the product and improve the customer experience.

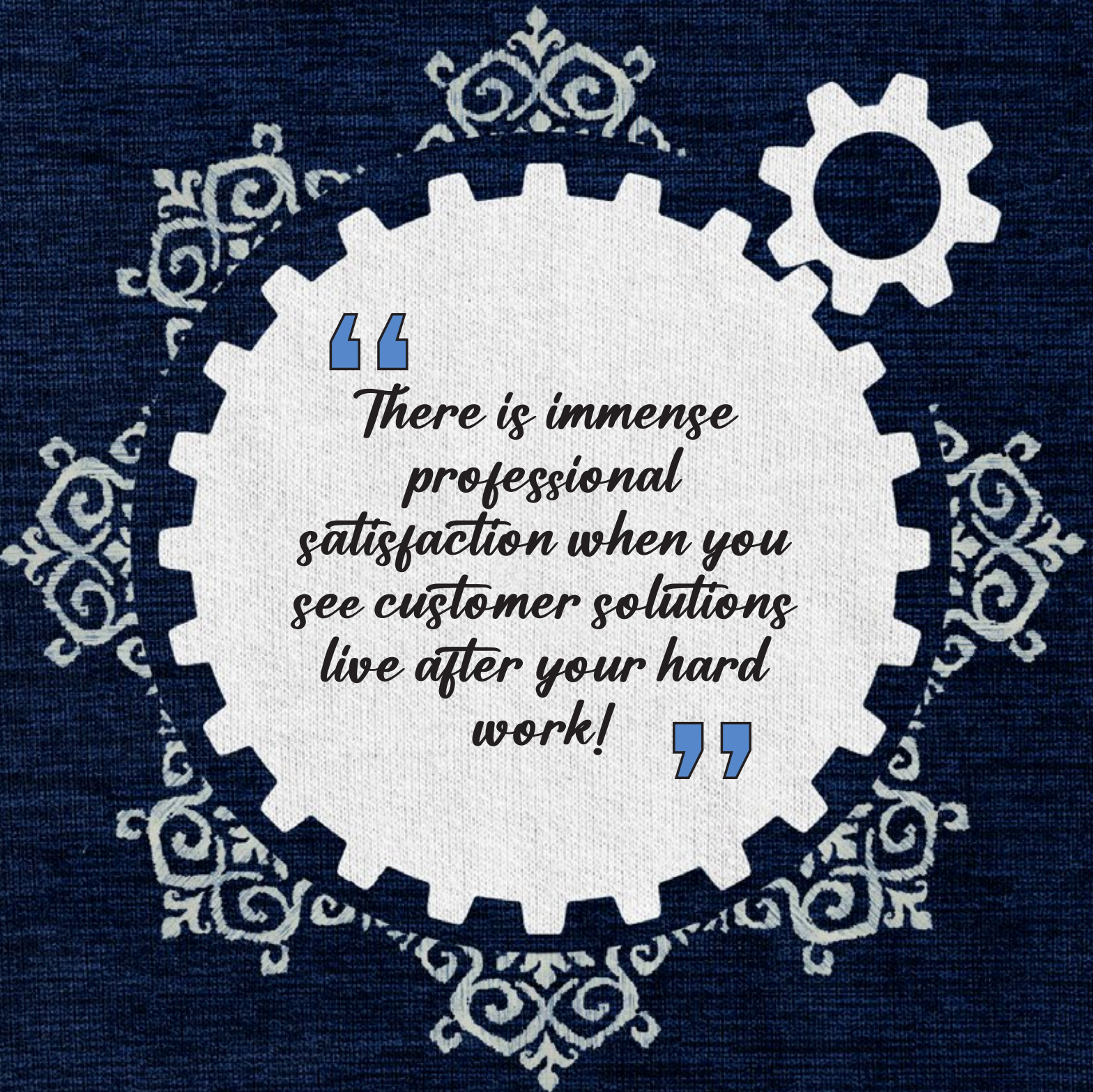
I joined SAP Labs India in 2016, and my primary focus has been on S/4HANA Cloud, public edition, driving the voice of the customer. Supported by a robust team with customer experience, line of business (LoB) and technical expertise, we guide customers and partners in the Asia Pacific and Japan (APJ) region.

Innovation is central to SAP Labs India's approach to serving customers. We are running programs such as Cloud Customer Care, Advocacy, Customer Like E2E Testing, and Partner Enablement, along with exploring topics such as Two Tier, RASD (Release Assessment and Scope Dependency), and Andina, to build product strength through our center of excellence (CoE) culture. PSCC at SAP Labs India fosters collaboration and has established connections with multiple stakeholders to drive the adoption of S/4HANA Cloud, public edition, resulting in tremendous growth due to the support of various teams.

As part of SAP's strategy to become the number one enterprise application company powered by a leading platform, SAP Labs India is committed to making every organization an agile, intelligent, and sustainable enterprise. With a focus on connectedness and sustainability, we are dedicated to helping organizations achieve their goals and become successful in today's digital landscape.

Manish Saraswat
Sr. Director PSCC APJ
SAP S/4HANA Product Success and Cloud Co-Innovation





“
*There is immense
professional
satisfaction when you
see customer solutions
live after your hard
work!*”

The Art of Co-Creating Success

Revolutionizing manufacturing performance management

Solving business challenges for our customers drives the innovation strategy at SAP Labs India. With almost two decades of experience in product development, I have had many opportunities to learn and grow in this field. Our approach is centered on leveraging cutting-edge technologies to create robust solutions that deliver excellence and impact to our clients.

When we received a requirement from two major consumer goods and food products companies for manufacturing performance management, we faced the challenge of competing with six or more vendors to develop a solution. As the product owner, I worked closely with my team to conceptualize, develop, and deliver the solution through an extensive process of customer co-innovation.

Today, the solution we developed has been adopted by hundreds of factories, and SAP MII (Manufacturing Integration and Intelligence), SAP OEE (Overall Equipment Effectiveness Management) are being used for manufacturing performance management across the industry.

At SAP Labs India, we see every customer engagement as a valuable learning opportunity. We believe that there is always something new to learn from our customer's business, which helps us continue to innovate.

When I first joined the organization, I felt proud to see the names of SAP customers displayed on large banners. Now, I feel even prouder to have played a crucial role in developing a core SAP product that many customers use to successfully manage their factories.

Sumanta Chakraborty
Chief Product Expert, SAP Digital Manufacturing



Leading the Way in Niche Technology

SAP LeadTogether forum. A catalyst for innovation

In the dynamic and ever-changing world of technology, SAP is determined to excel not only in mainstream areas but also in niche domains. SAP LeadTogether stands as a thriving community within SAP Labs India, uniting technology architects and experts in a collective effort to collaborate, innovate, and grow.

As proud sponsors of SAP LeadTogether, we've been privileged to drive numerous groundbreaking initiatives centered on enhancing expertise in technology focus areas and architecture aligned with strategic priorities. With a robust community of over 2,400 industry experts, LeadTogether has cultivated diverse thought and sparked innovation. Operating independently, it empowers experts to tailor strategies to niche demands while aligning with SAP's overarching goals and vision.

Our active and constructive collaboration with the MD's office has ensured unwavering top-level support and the seamless integration of initiatives with the company's strategic objectives. This culture of diverse thinking continues to propel SAP ahead of competitors in niche sectors.

SAP has transformed into a frontrunner, not just in mainstream technology but also in these specialized areas, solidifying its position in the ever-evolving tech landscape. We remain steadfast in our commitment to innovation and excellence, both in the mainstream and on the cutting edge of technology.

Rahul Lodhe

Senior Director for SAP Artificial Intelligence

Milesh J

Vice President Cloud ERP CDX CFND DT&ECM



LeadTogether has emerged as the epicenter of creative solutions, enriching SAP's collective understanding.





From the Curator's Desk

In the creation of this book, every word, every page, and every chapter are a heartfelt tribute to the stories and unwavering efforts of those who contributed to the remarkable growth of SAP Labs India. Each anecdote, carefully collected and lovingly penned, evoked a bittersweet symphony of remembrance. It was a journey back in time, a nostalgic expedition through the archives of SAP Labs India's history, where we rekindled the spirit of innovation, perseverance, and camaraderie that fuelled our progress. The nostalgia that permeates these pages is like a vintage photograph, capturing the essence of each moment, immortalizing the dedication and determination of those who forged our path.

Through 'Heart and Heritage,' we wholeheartedly intertwine narratives that illuminate the foundational pillars steering SAP Labs India: Product, People, Planet, Purpose, and Impact. It has been an extraordinary privilege to directly witness the convergence of diverse talents and ideas that have collectively sculpted SAP's success and to share these narratives that shine a spotlight on the exceptional individuals who have been the driving force behind the company's growth. These stories, in their entirety, serve as a profound source of inspiration, vividly demonstrating the incredible impact that both individuals and teams can achieve when united by a shared goal.

These collected stories serve as windows through which emotions flow freely, raw and unfiltered, much like a gentle breeze carrying the scents of experiences and the echoes of far-off conversations. While each story holds its unique charm, some have truly struck a chord with us, making us believe that, when you put your heart into things, there's virtually nothing that cannot be achieved. These stories traverse passionate inquiries, highlighting that personal development is the most rewarding form of investment we can make for ourselves. Whether it's rekindling childhood passions or breaking barriers through inclusivity and community building, there's a story for every belief we hold dear. We hope you enjoyed reading this book as much as we enjoyed crafting it.

Core Team – SAP Labs India



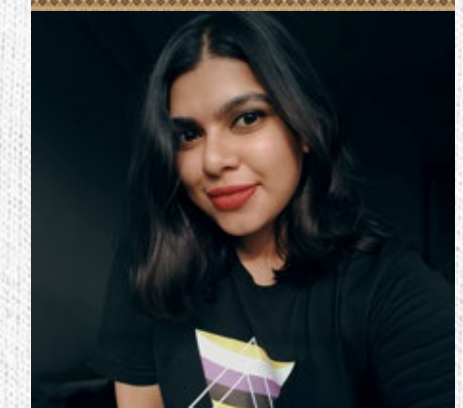
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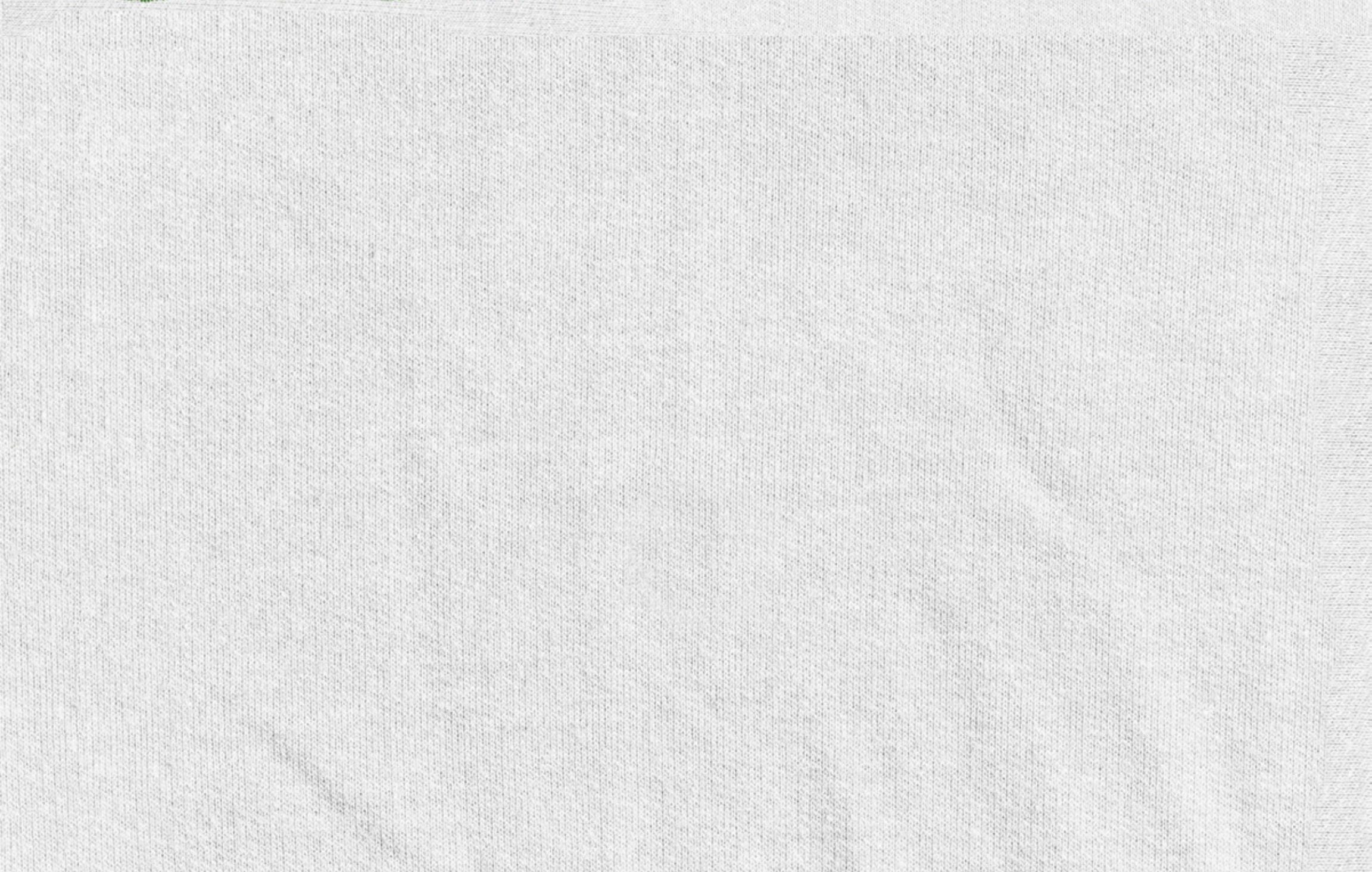
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