

BATTLE CARD

SAP Business One

Competitor overview

Formerly known as TopManage, first developed in Israel, then bought by SAP for USD 8m in 2002.

Positioned as standard accounting and lower mid-level ERP solution

Distribution and light manufacturing focussed

Target market: 5 to 100 employees (average size: 5-10 Users)

Customers face additional costs for MS Server license, partner verticals, BI and other tools

Product comparison

Functionality	Competitor	SERP	Description
Database	MS SQL Server or SAP HANA DB. Both options are extra charged	Hansaworld DB. Free	Does it require another software for the database?
Email sending and receiving	Standard	Standard	Is it possible to send and receive emails from the system, and is another software required?
Deployment method	Client, App and web client	Client, App and web client	How does the user use the system? Client, web client, App?
Supported OS	Client: MacOS, Win, Android, iOS Server: Win only, Linux (SUSE Linux only and SAP HANA required)	Client: MacOS, Win, Android, iOS Server: Linux, Win, MacOS	What OS can be used to run clients and the server on?
Licensing model	Subscription / Perpetual with 20% maintenance each year	Subscription only	What is the licensing model (subscription, purchase and maintenance, transaction based, free, other)?
Cloud infrastructure support	Public and private, scalable	Public and private, scalable	Can the infrastructure run on the cloud?
BI functionality	BI integrations to PowerBI / SAP Analytics Cloud	Flex.bi https://flex.bi/	Are there any BI tools available?
Webshop	Requires Integrations to other Webshops	Standard, integrations available	How can a Webshop be implemented?
Integration methods	Built-in Connectors (requires additional HANA DB Business Service Layer) API Connections File based integrations	Standard, REST API/ web requests / file exchange	How can the system be integrated with other products/systems?
Integration options	Through partners	Go to: hansaworld.com	What integrations are available in the product?
Verticals	Modules, mostly 3rd party required	Modules, same software	How are verticals developed (same software or integrations)?
CRM	Built-in module	Built-in module	Is CRM available?

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Customizations	User Interface Configuration Templates Alternatively 3rd party Add-ons	HAL	How can customizations be made?
Additional software	Windows Server with IIS server, DI Server, SQL Server DB or SAP HANA DB	None	What additional software is required to run the ERP (e.g. Active Directory, Share Point)?
Version updates	Complex , to be planned	Automated, optional	How are system updates done?
Languages / localizations	41 languages, 50 localizations	37 languages, 42 localizations	Is the product available in other languages and localized in different countries/regions?
Product delivery strategy	Through partners	Through partners	How is the product implemented and delivered to the end customer?
Upscaling	Needs extra implementation by authorized partners Customers are encouraged to migrate to SAP S/4 HANA when they reached to grow in users	Easy to subscribe and start using through customer portal, upscaling to additional users, verticals and localizations available instantly	How can the product be upscaled?

SWOT analysis

Top strengths	Top weaknesses
<ul style="list-style-type: none"> ■ Bigger partner network ■ SAP brand is well known in the market using SAP Business One as cheaper alternative to SAP S/4 HANA ■ Aggressive marketing strategy 	<ul style="list-style-type: none"> ■ Complex and not so straightforward installation ■ Hidden costs from additional hardware requirements and DB or 3rd party addons and integration needs ■ Higher ERP implementation costs

Top opportunities for us	Top threats for us
<ul style="list-style-type: none"> ■ Many SME customers are encouraged to migrate to SAP S/4 HANA for future roadmap which is a bigger investment than their budgets ■ Crowded partner ecosystem results in partners with very low profit margins ■ Possibility to win customers through faster implementation and more vertical modules in one standard package 	<ul style="list-style-type: none"> ■ Backed by SAP Marketing ■ Promoted by big hosting companies as alternative to SAP S/4 HANA and Oracle ERPs ■ More partners per country