

Partnerships MATTER

With SAP's complex solutions suite, and aggressive go-to-market strategies, they needed a partner who could not only scale, but also have the ability and experience to be agile and effective quickly. SAP counts on its close, strategic partnership with BAO to be fast, aggressive and smart in executing critical programs to capture market share faster than the competition.

When it comes to supporting business operations, choosing the right partner is no small decision for SAP. When the company wanted to complement their stellar sales resources by getting SAP in front of key accounts quickly – providing long-term pipeline productivity and revenue growth – BAO was the right partner for the job. With BAO, SAP has gotten face time with the right people, at the right companies, at just the right time – allowing SAP to focus efforts on uncovering and closing opportunities, as quickly as possible.



In addition, SAP has:

- Converted more opportunities into pipeline compared to traditional demand generation activities
- Gained major efficiencies within sales and marketing
- Teed up sales resources with high-quality opportunities
- Dramatically boosted field reps' success rates

**Unrivaled pipeline generation that delivers unrivaled results.
At BAO, our Clients' priorities are our priorities**

**To learn more about what matters to SAP
and other BAO Clients, click [HERE](#).**