# ZIA YUSUF at SAP:
# Having Impact

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# *What is SAP?*

**Systems Application Products for Data Processing**

- Discover and understand the new technology trends
- 40% of its revenues invested into R&D

# *What is ERP?*

**Enterprise Resource Planning**

- Help to automate processes that are conducted repeatedly
- product and financial planning, developments, manufacturing, financial and control, etc.

# What are the SAP main competitors?

Oracle

Microsoft

# How large/complex are these organizations?

**Oracle**

154m developer community
400k customers

**Microsoft**

30 years n° software provider
1b computers running Windows

"SAP is one of the most networked organizations that I have been in."

SAP is formed by business units that use various methods of coordinating and controlling their interaction in order to appear like a larger entity.

# ZIA YUSUF

Colleague from HBA class introduced him to SAP

Hasso Plattne, one of the founders, hired him

+ lack of technological background
+ low salary offered.

- uncertainty

# ZIA YUSUF

❌ SAPMarkets

✔️ Corporate consulting team

**What advantages, and disadvantages, have his various organizational positions provided him?**

**Peffer's book.** People who want to increase their scaling speed in their careers are not normally the people that are centered in the core departments of the business

- *development of strong relationships with people*
- *strategic mind*
- *cultural sensitivity*

# Importance of execution vs. impression management vs. networking

**Execution.** Performance

**Impresion.** Influence

**Networking.** Pool of contacts