

SEQUEL

# Brand Naming

(Workbook, tab 5)

PREPARED FOR SAP RFP: WORK EXAMPLE



# Reimagining Brand Architecture for Business Impact

Brand Naming, Tab 5, Q: 01

**SAP**

## **Situation**

SAP had gone through several years of acquisitions and added several brands to its portfolio. An outdated brand architecture lacked organizing principles and no scalable process existed to guide decision-making.

## **Challenge**

To deliver on its promise of being the enabler of intelligent, sustainable enterprises, SAP needed to make it easier for customers and prospects to understand the organization's offering.

## **Solution**

Working alongside strategic branding agency Sequel, the SAP team:

- Established brand portfolio structure and strategy
- Provided high-level guidance and criteria for naming decisions
- Created guiding principles for acquired brand integration practices
- Positioned naming team as strategic partners

## Results

**This work served as a catalyst for transformation, reinventing how SAP goes to market and providing a clearer vision of what SAP does as a company.**

- Simplified structure has made it easier for customers to understand what SAP offers and exemplifies the organization's business strategy
- The brand architecture serves as an essential tool for guiding strategic business decisions
- Brand and product marketing teams now work together in a more collaborative and effective way, agnostic of internal organizational structure

From rigid to  
responsive brand  
portfolio.



**To maintain and build brand equity while supporting innovation and momentum, the brand architecture needed to be more responsive to market opportunities and recast with an eye towards simplicity and clarity.**

## **The strategic brand architecture evolution included:**

- Adding market categories organized based on customer needs and pain points
- Introducing a level of sub-brands, but eliminated legacy icons to focus building equity in the SAP corporate brand
- Expanding the Products and Services category to allow for cross functional solutions that help demonstrate an integrated story

# Reimagined Brand Architecture

Corporate Brand														
SAP														
Market Categories														
Enterprise Resource Planning	Cloud ERP	Application Development & Automation	Integration	Data and Analytics	Extended Planning & Analysis	Artificial Intelligence	Sustainability Management	Human Capital Management	Spend Management			CX	Business Network	Business Process Transformation
Sub-Brands														
SAP S/4HANA	SAP S/4HANA Cloud	SAP Business Technology Platform						SAP SuccessFactors	SAP Ariba	SAP Fieldglass	SAP Concur	SAP CX	SAP Business Network	SAP Signavio
Marketing Handle														
Solutions, Products, Services & Support*														
Illustrative examples														
SAP S/4HANA	SAP S/4HANA Cloud, private edition	SAP Build	SAP Integration Suite	SAP Data Intelligence Cloud	SAP Analytics Cloud	SAP AI Core	SAP Cloud for Sustainable Enterprises	SAP SuccessFactors Compensation	SAP Ariba Financial Supply Chain	SAP Fieldglass Services Procurement	SAP Concur Expense	SAP Marketing Cloud	SAP Business Network for Procurement	SAP Signavio Process Manager
SAP Business One	SAP S/4HANA Cloud, public edition	SAP Build Process Automation	SAP Data Intelligence	SAP Datasphere	SAP Integrated Business Planning	SAP AI Launchpad	SAP Sustainability Control Tower	SAP SuccessFactors Learning	SAP Ariba Procurement	SAP Fieldglass Vendor Management System	SAP Concur Invoice	SAP Sales Cloud	SAP Business Network for Supply Chain	SAP Signavio Process Intelligence
	SAP Business ByDesign	...	...	...	...	...	...	...	...	...	...	...	...	...
RISE with SAP			GROW with SAP				SAP Services and Support							

\*Representative view of the offerings and overall portfolio



From restrictive  
rules to helpful  
tools.



**The previous decision tool for migrating acquisitions did not maximize opportunities for leveraging the acquired brand.**

**Further, the Naming Decision Tree was too detailed and complex to be user-friendly.**

## **New criteria were developed to serve as the framework for a dialogue, not as “gates.”**

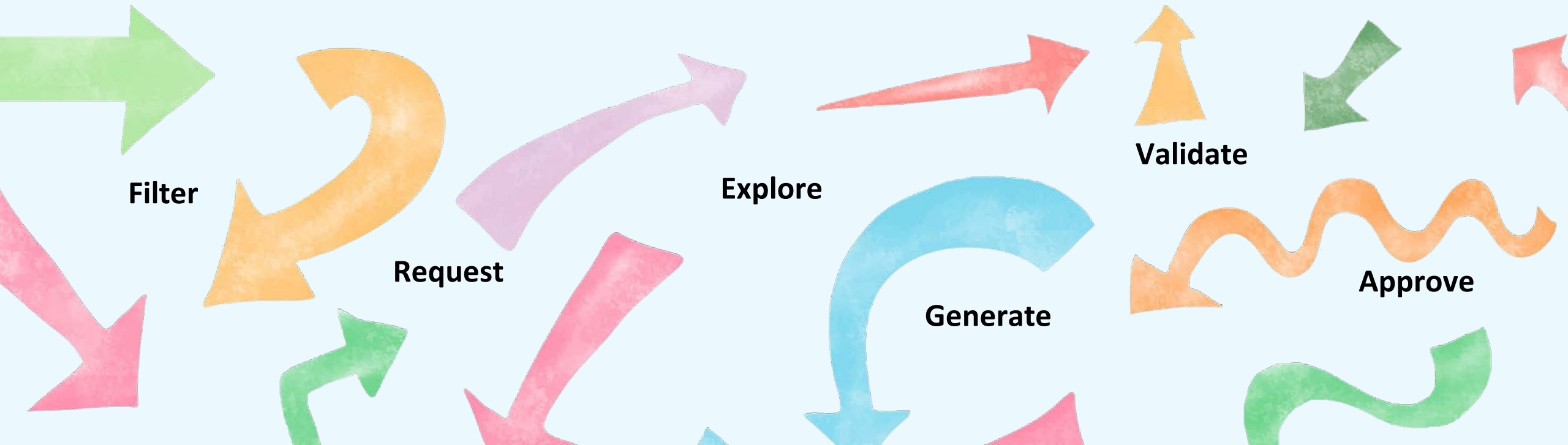
- Goal is to get the most out of acquired brands before integrating them and introducing new brands for appropriate market opportunities
- Criteria also developed for managing existing portfolio brands over time to avoid proliferation and maintain momentum

From brand  
police to strategic  
partner.





**The previous name approval process was too lengthy, with brand and product marketing getting involved very late in the game.**



**The branding team is now brought in earlier in the process. Product, marketing and brand teams collaborate and have a strategic discussion to maximize the role of naming.**



# Results



## Results

# 1

The new architecture provides a clearer vision of what SAP does as a company.

- Helps customers find what they are looking for
- Shows the relationships between brands and offerings
- Guides how acquired brands should be positioned relative to existing offerings

SAP's brand architecture is now used as a central tool for guiding strategic decisions that impact how SAP's offerings are named, organized, and presented in the marketplace.



## Results

# 2

Working collaboratively, brand and marketing teams come together to manage naming practices more effectively.

- Monthly naming council meetings ensure Executive alignment happens
- Needed experts are brought in to help inform decisions and keep all eyes focused on the customer
- Best practices are shared to ensure holistic management of the SAP brand