



Focus on core industries and cloud competencies pays off

Soluciones de Consultoría y Proyectos TI S.L. (SCP TI) is a Spanish SAP channel partner dedicated to reselling and implementing SAP software. Focusing on four core industries has helped the IT consultancy achieve great success, and it jumped at the opportunity to enter the cloud solutions market in 2013. Since then, SCP TI has gained great experience in implementing cloud software.

Company

Soluciones de Consultoría y Proyectos TI S.L.

Location

Madrid, Spain

Areas of Expertise

Services, Pharmaceuticals, Automotive and Renewable Energies industries

Products and Services

SAP® Cloud for Sales, SAP® Business ByDesign®; proprietary interface facilitating data exchange between SAP software and property management systems used by hotels

Employees

30

Web Site

www.scpti.com



Flying high with cloud software

SCP TI was founded in Spain in 2009 and has been an SAP channel partner and value-added reseller ever since. The company is focused entirely on SAP solutions, so wanted to branch out into reselling cloud software as soon as SAP stepped into this market.

Johnny Velilla, Managing Director of SCP TI, explains: “We wanted to start selling cloud solutions as soon as possible, so began in May 2013. Even before that, we gained experience in the cloud business by collaborating with other partners.”

In 2013, SCP TI closed two deals involving SAP cloud solutions. The SAP partner is mainly active in Spain, but also has a presence in Germany, Italy, Austria and the USA.

“Cloud software offers excellent prospects if you want to work internationally as it facilitates remote projects,” says Mr. Velilla. He continues: “We’ve noticed that cloud software is particularly attractive for SME customers, as it offers them a great deal of flexibility. The sales cycle is much quicker, too. The software either fits the customer or it doesn’t. So a decision can be made very quickly. The whole business is very dynamic and that suits us.”

Partnering with SAP has opened up new doors for SCP TI. Mr. Velilla explains: “In Spain, you are much more competitive as an SAP partner. We really benefit from being associated with the brand. The SAP sales team is very supportive, too. For example, they come with us when we meet prospects. This reassures potential customers that they can trust us.”

“We are 100 percent focused on SAP solutions. And cloud software enables us to do business in a way that suits us perfectly.”

Johnny Velilla, Managing Director, Soluciones de Consultoría y Proyectos TI S.L.

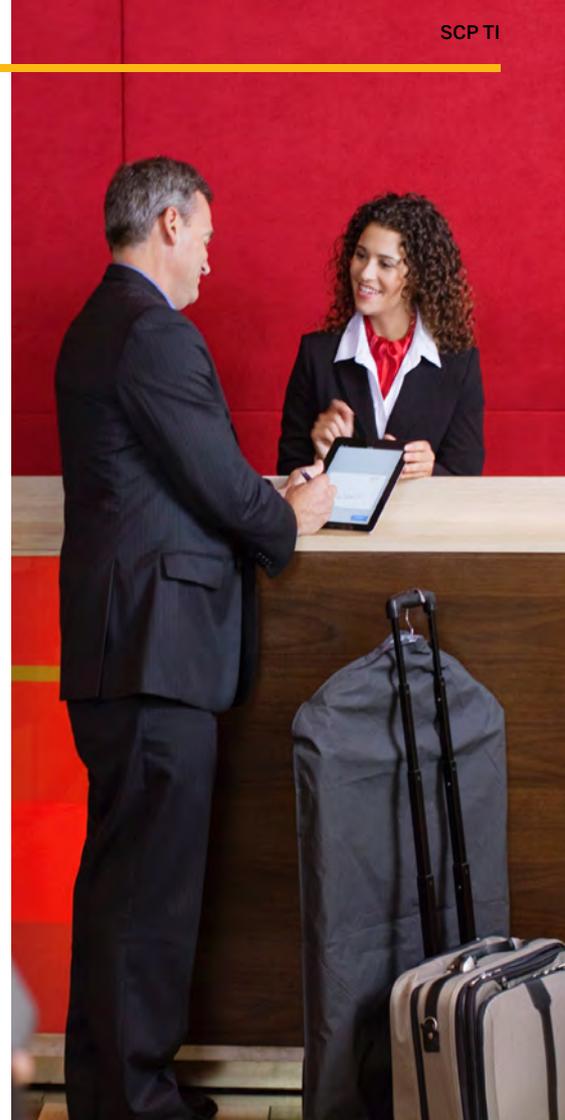
Executive overview

Future plans

Building a great reputation

SCP TI has particular expertise in the hotel sector, where it has developed its own interface to facilitate integration between specialized hotel solutions and SAP software. So far the interface has enabled successful integration with three leading front-end solutions for hotel management. This has led to increased demand from other vendors with customers who want an SAP solution and need a partner to deliver the integration.

In the future, SCP TI plans to continue to grow its activities with cloud solutions while maintaining its on-premise business. The cloud services appeal to customers due to the IT consultancy's integrated support. As Mr. Velilla says, "We want to become the leading reseller of SAP cloud solutions in Spain. We plan to increase our cloud business and hire new consultants. This way, we will enable SMEs to improve their performance by quickly responding to business changes – the common key to future success."



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