



## COMDATA TECH

### PARTNERING WITH SAP GIVES IT CONSULTANCY ENTRÉE TO MIDMARKET

Comdata Tech S.p.A. of Milan, Italy – a recent acquisition of Comdata Group – focuses on IT system integration, business process outsourcing, and application management. As an SAP channel partner, Comdata Tech receives coaching and tools enabling it to resell the SAP® Business All-in-One solution to small and midsize customers.

#### QUICK FACTS

##### Company

- Name: Comdata Tech S.p.A.
- Location: Milan, Italy
- Founded: 2006
- Industry: Professional services
- Employees: 200
- Web site: [www.comdata.it](http://www.comdata.it)
- Reseller agreement established: 1998 with a company later acquired by Comdata Tech
- Target countries/markets: Italy; pharmaceuticals, manufacturing, and professional services

##### Objectives

- Gain knowledge and tools to enable Comdata Tech to serve small and midsize customers
- Qualify a new solution for chemical and life sciences businesses
- Requalify a solution for industrial machinery businesses, created by the acquired company
- Sign up 10 new customers
- Bring in €1 million

##### SAP® Solution

SAP® Business All-in-One solution

##### Why Partner with SAP

- Holistic approach to the small and midsize enterprise (SME) market
- Coaching on upgrade issues provided by the MOVE 1:1 program from SAP
- Tools and other deliverables from the SME Solution Center organization on best practices promoted by SAP

##### Benefits

- Accelerated sales processes
- Partner enablement
- Improved upgrade knowledge and ability to deal with upgrade issues
- Preparation for high-volume midmarket business

“The new qualification process ensures that we are ready to attract and serve midmarket customers. And the coaching and tools we received from SAP have allowed us to speed up our sales process and to reach our revenue goals.”

**Fabio Costa**, SAP Solution Manager,  
Comdata Tech S.p.A.



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