

AG Consultancy & Apps Ltd (AG)

Award Winning Multiple-specialist SAP Solutions helping realize the potential in a digital world

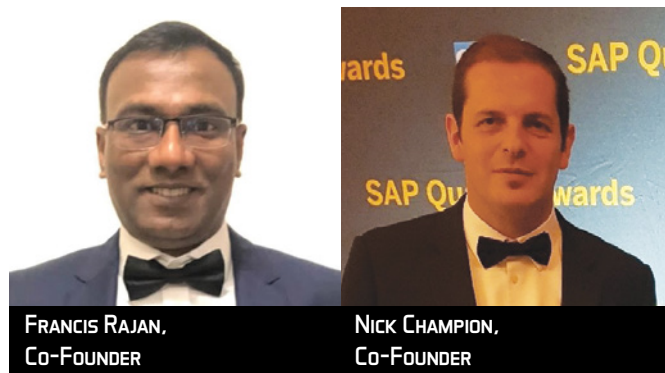
With multiple SAP specialisms across dynamic and high growth disciplines of Enterprise Asset Management (EAM), New Technologies (including RPA, AI/ML, Process & Task Mining & Low Code/No Code) and Core SAP (inc' S/4HANA upgrades, M&A, S&A and Data) it is clear award-winning SAP Gold Partner AG is more than just a traditional SAP services company.

AG's co-founders Francis Rajan and Nick Champion had rich experience of working at leading consulting companies like IBM and Accenture as well as various SAP end users and had worked together directly at one of the UK's most prestigious and innovative FTSE100 companies. They could clearly see the gaps and inefficiencies inherent when engaged with the large Integrators - but also the limitations of working with independent consultants. It was clear there was an opportunity to do better and in 2014 they committed to do something about it. With their combined experience, AG was built from the ground up to offer value orientated, high quality multi-specialist SAP Consulting & Support Services tailored combining deep SAP expertise coupled with rich industry knowledge.

AG had been recognized for their values, innovation and achievements from as early on and were nominated for inclusion in the 2016 SAP special edition of CIO Applications. In a recent interview Champion and Rajan share with us their insights on how things have progressed over the past 5 years and how AG continues to innovate and add value to the SAP community today.

Could you give us a background on AG and your position in the market?

With the era of Digital Transformation we are witnessing a period of incredible innovative and competition. SAP is at the heart of the Business Software sector with reports of +70% of all global transactions touching an SAP system. The SAP services sector is highly competitive with a surplus of global Tier 1 giants such as Accenture, IBM, Wipro, etc vying against a plethora of niche consultancies competing in the space where the behemoths just don't have the specialist expertise. At AG we are specialists, multi-specialist across multiple connected areas and we bring expertise which spans both an SAP and Industry perspectives - this means we bring the right insight, rich experience and an innovative pragmatic approach which offers both depth and breadth consistently resulting in great outcomes and happy customers who invariably come back for more and recommend us to their friends, etc.



FRANCIS RAJAN,
Co-FOUNDER

NICK CHAMPION,
Co-FOUNDER

AG's unique positioning with multiple specializations focuses in the following areas:

1. SAP Enterprise Asset Management (EAM)

AG are the UK leaders in this specialist niche area catering to asset-intensive industries like Oil & Gas, Petrochemical, Energy & Utility companies as well as companies with significant or specialist manufacturing equipment that need to be maintained. AG are at the forefront of working with SAP with their industry leading Intelligent Asset Management (IAM) suite of cloud based tools which supplement core SAP EAM offering a revolution in technology based integration and intelligence across the entire digital supply chain.

2. New Technologies for SAP

AG are natural leaders in the high growth intersection where SAP meets Robotic Process Automation (RPA) and other Artificial Intelligence & Machine Learning innovations as well as associated technologies such as Process & Task Mining, IoT/IIoT & Low Code/No Code. These technologies can be applied across any area of SAP and seamlessly across any combination of SAP + Non-SAP based processes.

3. Core SAP (S/4HANA, etc)

AG offer exceptional experience and value across the core SAP disciplines such as Finance, Supply Chain, etc., especially when transitioning from SAP ECC to S/4HANA or supporting any Merger & Acquisitions (M&A) activities - or even things like Security & Authorisations or Data remediation. We support companies in the preparation and execution to cater to changing business needs or to take advantage of technology innovations so they can leverage the potential of what the constantly evolving SAP Business Technology Platform offers.

Following a period of considerable consolidation in the SAP Market place with all of the mid-tier UK consultancies acquired by the Tier 1 integrators there are a dearth of independent specialists remaining leaving a noticeable gap. AG are one of the largest remaining independent SAP Consultancies and are uniquely positioned with our focus across multiple high growth specialisms.

We have aligned our strategy and business model based on symbiotic relationships across each one of these exciting growth areas. By truly integrating multiple discrete specialisms actively and holistically we are able to improve the way SAP processes operate. There is great value in being a specialist, but we believe there is greater value in integrated specialisms and that's where we are unique.

How do you typically operate and what are the Qualities that make us so special?

For each assignment we apply rigorous and robust methods whereby we start out by making sure that we understand the business challenge or goals - any solutions we deliver must align with business objectives and be fit for purpose. We document the design and ensure approval before embarking on build & test phases whereupon we ensure we have completed thorough UAT before Go-Live and finally transition to support. Our methodology is based on a fairly traditional approach which underpins many 'Best Practice' methodologies but one which we practice to a very high standard and which consistently delivers great results.

In the 5 years since we were first featured in CIO Applications we have entered the SAP UK & Ireland Quality Awards three times and on each occasion we made it to the final, going all the way to Gold Winners (Innovation Category) and then as overall regional Finalists at the last cycle. Securing one of only 3 x annual SAP UKI Gold Quality Awards is highly prestigious and usually the preserve of Tier 1 global partner projects. This was an incredible achievement for which we are very proud. Building on the theme of Quality we have since achieved full ISO 9001 Quality Certification (with BSI) which provides further recognition that we are set up to make a habit of excellence across all aspects of what we do.



AG offer something unique.... truly specialist expertise and an innovative pragmatic approach across multiple integrated specialist areas in SAP, we're driving exceptional business outcomes through SAP digital transformation today

We have also been recognized for our business excellence and our striving ambitions to continue with our strong successes so far and were selected to join the Oxford Saad University 10KSB business growth program 2021 sponsored by Goldman Sachs. This has helped to shine a spotlight on some of our fundamental structures around Strategy, Marketing & Leadership, etc. and we have taken the opportunity to make a few refinements and were delighted to get such a strong endorsement from the Oxford University Team. We were also ratified as one of the fastest growing companies in Europe by virtue of the Financial Times FT1000 in 2021.

What does the roadmap look like for AG?

We experienced reduced growth for 2020 and 2021 due to Covid, but we also recognize that many businesses have suffered greatly during this period and that any growth at all could be viewed as an exceptional achievement. We see promising signs of a return to strong growth and are committed to further develop investing in our own 'accelerator' and 'off-the-shelf' SAP orientated products. We are investing more than ever in Sales & Marketing so that we are more effective in telling and leveraging some of our great stories and we are building a Data driven Sales & Marketing engine that is equipped to fuel our ambitious growth. We are also fully alert to potential opportunities to make strategic acquisitions both in our established home markets and which could accelerate our international expansion.

We're naturally very proud to be Gold Partners with both SAP and UiPath and are fully committed to maintain and develop key partnerships and explore carefully selected potential high impact symbiotic or strategic alliances. AG will also continue to strive to get recognition for our good work and happy clients and to carefully develop our team with plans to build a workforce of 250 high performing experts across the UK, Europe, Middle East, APAC, and the Americas.

In summary, AG offers our clients something unique.... truly specialist expertise and an innovative pragmatic approach across multiple integrated specialist areas. We offer high quality services which are exceptional in terms of value, agility and integrity and consistently deliver great outcomes and happy customers - AG already have already sent a beacon of light over the past few years and all the signs are that their future will shine ever brighter. **CA**