

## **IPS Co., Ltd.: United VARs LLP Now an SAP Global VAR – Joins Elite Group of SAP Global Resellers**

### **Federation of SME-Focused Resellers Formalizes Partnership with SAP to Deliver SAP® Products and Support Services Globally Through Consolidated Framework**

28 July 2015 – United VARs LLP, in its own estimate the largest global alliance of SAP channel partners, is on the cusp of a new era. The Federation has signed a global value-added reseller (global VAR) agreement with SAP, which will allow its member companies – focused primarily on the small-to-midsize enterprise (SME) segment – to deliver via a global, consolidated framework SAP products and end-to-end support to customers that are making the digital transformation to real-time enterprises on the SAP HANA® Cloud platform.

»As an global VAR of SAP, we want to be faster in implementing innovations, closely guide the development of more powerful and service-oriented real-time business models, and more rapidly expand our own portfolio of solutions for the SAP HANA Cloud platform with support for SAP S/4 HANA, cloud solutions from SAP, as well as solutions from SuccessFactors, Ariba and hybris,« explained Detlef Mehlmann, director and spokesman of United VARs and head of Business Development International at All for One Steeb AG.

As an SAP global VAR, United VARs can now resell SAP solutions to customers of any size – SMEs up to the largest enterprises – in any country where United VARs is doing business. United VARs joins an elite group of 10 SAP partners that are part of the global VAR program. To participate, partners must meet specific entry requirements that include global reach, reseller capabilities and revenue targets.

»United VARs consists of “born to resell” partners«, said Rodolpho Cardenuto, president, Global Partner Operations, SAP. »Many of its members have been part of the SAP ecosystem for decades, and from the start, they have grown based on their outstanding reselling performance. United VARs drives most of its business within the SME segment. Now that

## **Press Release**

it is part of our global VAR program, a concerted and future focus is being established on the SME segment.«

United VARs is presently comprised of 34 SAP channel partners doing business in more than 73 countries. They are strong local players firmly anchored within the business networks of their respective regions and are working successfully on behalf of more than 5,500 customers. The alliance has a distinct advantage of being able to provide a high level of »cultural fit« with SAP solutions, services and support delivered in the local language together with a deep understanding of the local business rules, regulations and laws. This is why even major multinational corporations are increasingly turning to United VARs for opening up and developing new foreign markets.

»As an SAP global VAR, we can help unlock maximum sourcing flexibility for our customers to design and deliver flexible solutions, which even on a global scale will fit their businesses well in response to practically any unique customer challenge,« noted Alejandro Daniel O'Davoren, director, United VARs and deputy general manager of Seidor S.A. »These are important motivators for expanding our volume business with SAP.«

The partners that make up United VARs have successfully completed more than 300 projects in recent years. Many United VARs members have also earned multiple SAP Pinnacle Awards, recognizing their strengths in sales, service and innovation. These include All for One Steeb, SME VAR/Reseller of the Year 2013, Value-Added Reseller of the Year 2014 and SME Value-Added Reseller of the Year 2015, Answerthink, Value-Added Reseller of the Year 2015 and Seidor Crystalis, Cloud Value-Added Reseller of the Year 2014.



### **About United VARs**

United VARs is the largest global alliance of SAP channel partners. The network comprises 34 resellers of SAP solutions covering more than 73 countries. United VARs members are strong local players firmly anchored within the business networks of their respective countries and are working successfully for more than 5,500 customers. The alliance provides a high level of »cultural fit« with SAP solutions, services and local support delivered in the local language, together with a deep understanding of the local business rules, regulations and

## **Press Release**

laws. Members of United VARs are deeply committed to providing innovative solutions for clients and helping them maximize the value of their investments in SAP software. United VARs members have earned multiple SAP Pinnacle Awards, recognising their strengths in innovation, service and sales. United VARs LLP is part of an elite group of 10 SAP global VAR partners.

[www.united-vars.com](http://www.united-vars.com)

## **YouTube**

<https://youtu.be/QTGO9LWy34g>

### **About IPS Co., Ltd. ( <http://www.ips.ne.jp/> )**

IPS is customer's operation innovation supporting enterprise by implementing of SAP ERP, system operation and maintenance support. Since 1997 of that establishment of our business, we are the one of SAP Gold Channel partner have experienced of implementing SAP ERP for more than 80 enterprises.(※As 2015 SEP.)

In our regular seminar, 94% of participants says "Useful", we provides latest information of basic system for customers as well as we help to solve customer's inquiry and various concern.

( <http://www.ips.ne.jp/seminar/index.html> )

### **Contact : IPS Co., Ltd.**

Business Planning Department : Tomotoshi

Telephone : 03-5501-3380 (Tokyo Office)

06-6292-6249 (Osaka Office)

E-mail : [info@ips.ne.jp](mailto:info@ips.ne.jp)

<http://www.ips.ne.jp/>

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