











# Unleashing the Power of Experience Management

- Together, SAP and Qualtrics will accelerate the XM category by delivering a unique end-to-end experience and operational management system to power the experience economy.
- The combination creates a highly differentiated offering for businesses to deliver superior customer, employee, product, and brand experiences.
- Leveraging SAP's 413,000 customers and global salesforce of over 15,000, Qualtrics will be able to scale rapidly around the world.

	SAP	qualtrics
 <b>Leadership</b>	 <b>Bill McDermott</b> CEO	 <b>Ryan Smith</b> CEO  <b>Jared Smith</b> Co-Founder and President
 <b>Headquarters</b>	Walldorf, Germany	Provo, Utah and Seattle, WA
 <b>Data</b>	<b>77%</b> of the world's operational (O) data	Pioneer and leader in experience (X) data
 <b>Employees</b>	<b>95,000</b>	<b>1,972</b>
 <b>Sales Team</b>	<b>15,000+</b>	<b>450</b>
 <b>Customers</b>	<b>413,000+</b>	<b>9,000+</b> including 75% of the Fortune100 companies
 <b>Countries</b>	<b>190</b>	<b>10</b>

## Fusing X and O to Power and Transform the Experience Economy

Combining Qualtrics' experience data and insights with SAP's unparalleled operational data will enable customers to better manage supply chains, networks, employees and core processes. Together, SAP and Qualtrics will deliver a unique end-to-end experience and operational management system to power organizations.

### Experience Data

#### The Why

##### Any Engagement Method

(Web, Chat, In-app, Emails, SMS, Social Media, etc.)

##### Captures Sentiment

The "Why"

##### In the Moment

Real Time Experience Data



**Action**

### Operational Data

#### The What

##### System of Record

(ERP, HCM, CRM, customer service, etc.)

##### Transactional Facts

The "What"

##### In the Moment

Real Time Operational Data