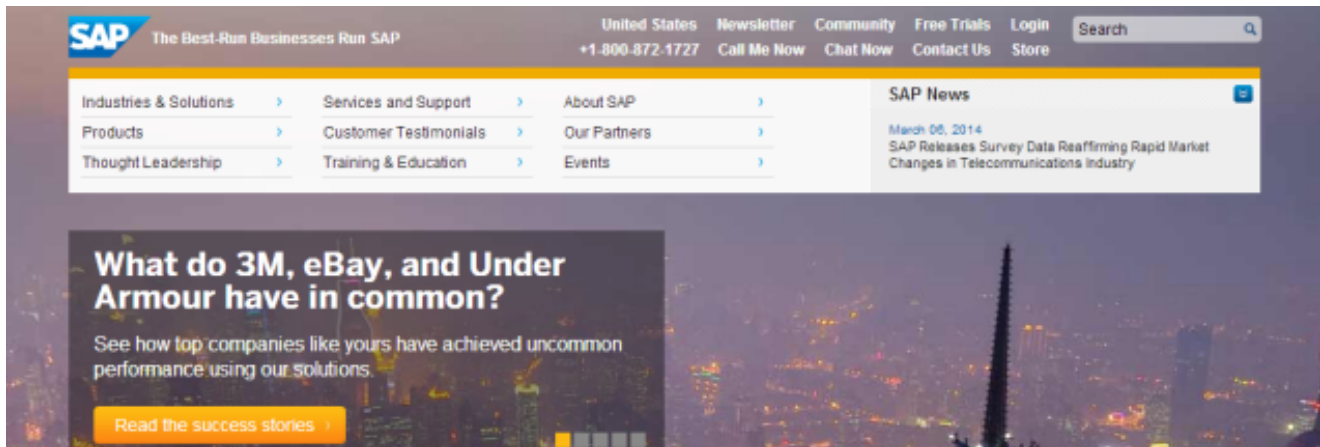


Competitive Profile | SAP.com hits a solid single plus a usability home run

siteiq.net/7672/competitive-profile-sap-com

Kenna Dian

March 20, 2014



And what does SAP prove when its usability & content scores are combined? That good behaviors will trump a little more content every time.

SAP.com spent the past two years rolling out a massive new Website – and last year’s eBusiness Index rankings told quite a tale.

Usability skyrocketed from 17th to 12th place – overall performance jumped from 14th to 9th – and SAP.com ended up with a coveted “Top Ten” ranking for the first time in its history.

Quite a tale indeed.

Fade out 12 months later and the SAP.com team has had **even more time to put finishing touches in place**. Will all of this burnishing and polishing deliver additional gains against sites such as Oracle.com, CA.com and the IBM Software website?

Based on our new eBusiness Index evaluations, the SAP.com team has **plenty to crow about**.

SAP.com | 2014

Enterprise Software Rankings



Enterprise Software Websites ranked: CA.com, IBM Software Group, Oracle.com, SAP.com.

Usability | SAP.com goes to the head of the class

2014 turns out to be the year when **SAP.com achieved the once unthinkable**: a number one usability ranking – plus 11 good practices for good measure (check out the details in the graphs below).

Contrast this to its field of competitors, where Oracle.com (#2) delivered 7 good practices, IBM Software Group came in with four – and CA.com **didn't produce a single good practice rating**.

Of course, it's not all hearts and flowers on the usability front – and some of SAP.com's challenges are real whoppers.

Take support, for example, which clocked in at 39 points, courtesy of a **disjointed free/paid footprint** that makes finding most kinds of support content a Where's Waldo? exercise.

Ditto ecommerce (52 points), where a **murky business strategy, and illogical architecture** and click streams handed SAP.com a usability last place.

With 56 points, search is also an important challenge — but it's important to remember that the **real search superstars (Dell, Cisco) fall well outside of the enterprise software clan**.

Within SAP's competitive group, the IBM Software site scores best with 58 points. Since you need 70 points for an entry level good practice, this is hardly a "yippee" moment. Bottom line? Every enterprise software site we evaluate should hang its search head in shame.

SAP.COM 2014

Website Usability & Effectiveness



70 = good practice, 80 = best practice: 65.91

▲ **65.91**

Average usability performance
2014.*

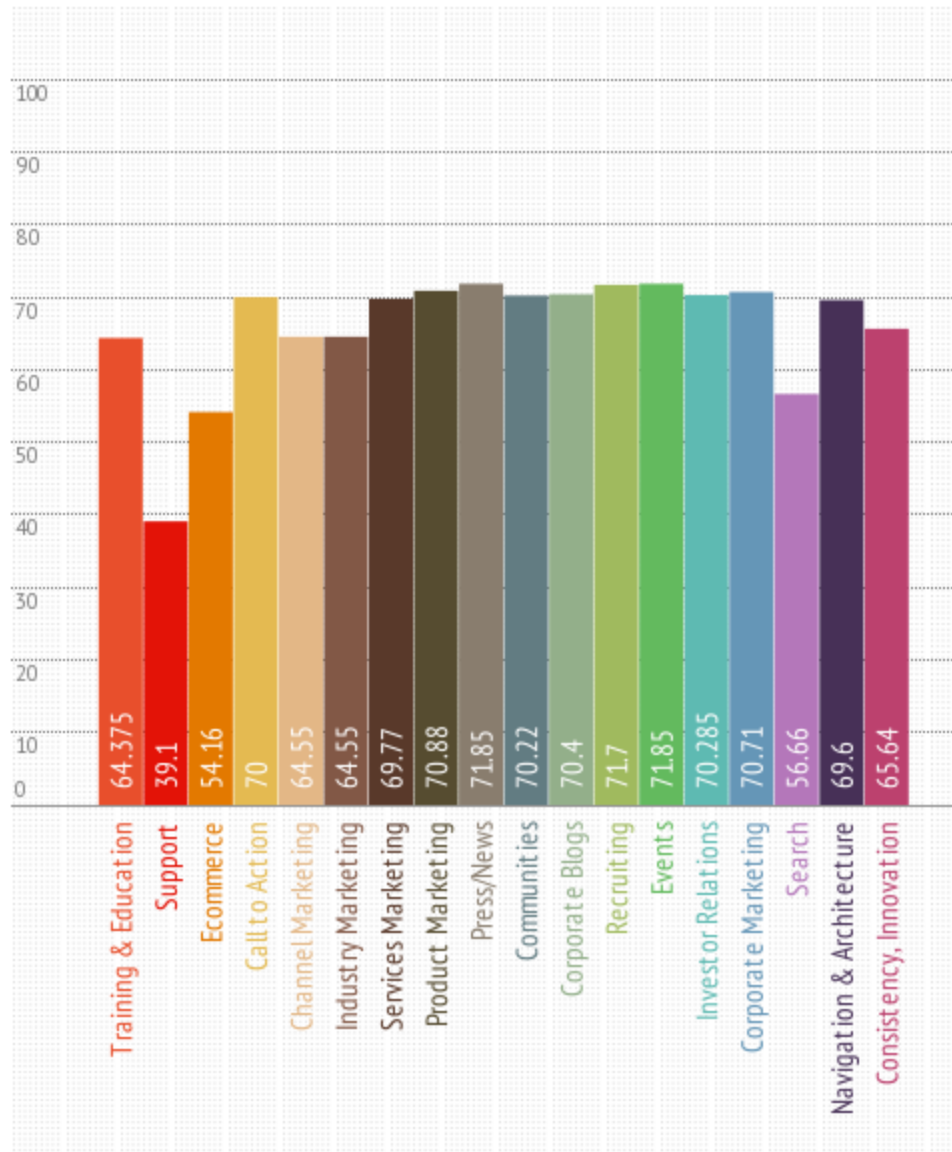
★ **62.3**

Current usability industry average
(competitive group)

70 points = Good Practice, 80 points = Best Practice

SAP | THE BUSINESS SIMPLIFICATION LEADER

SAP.com | Usability Scores by Category



SAP.com | Usability Strengths



on
Con
te Blogs
te Marketing
ews
Investor Relations

SAP.com | Usability Challenges

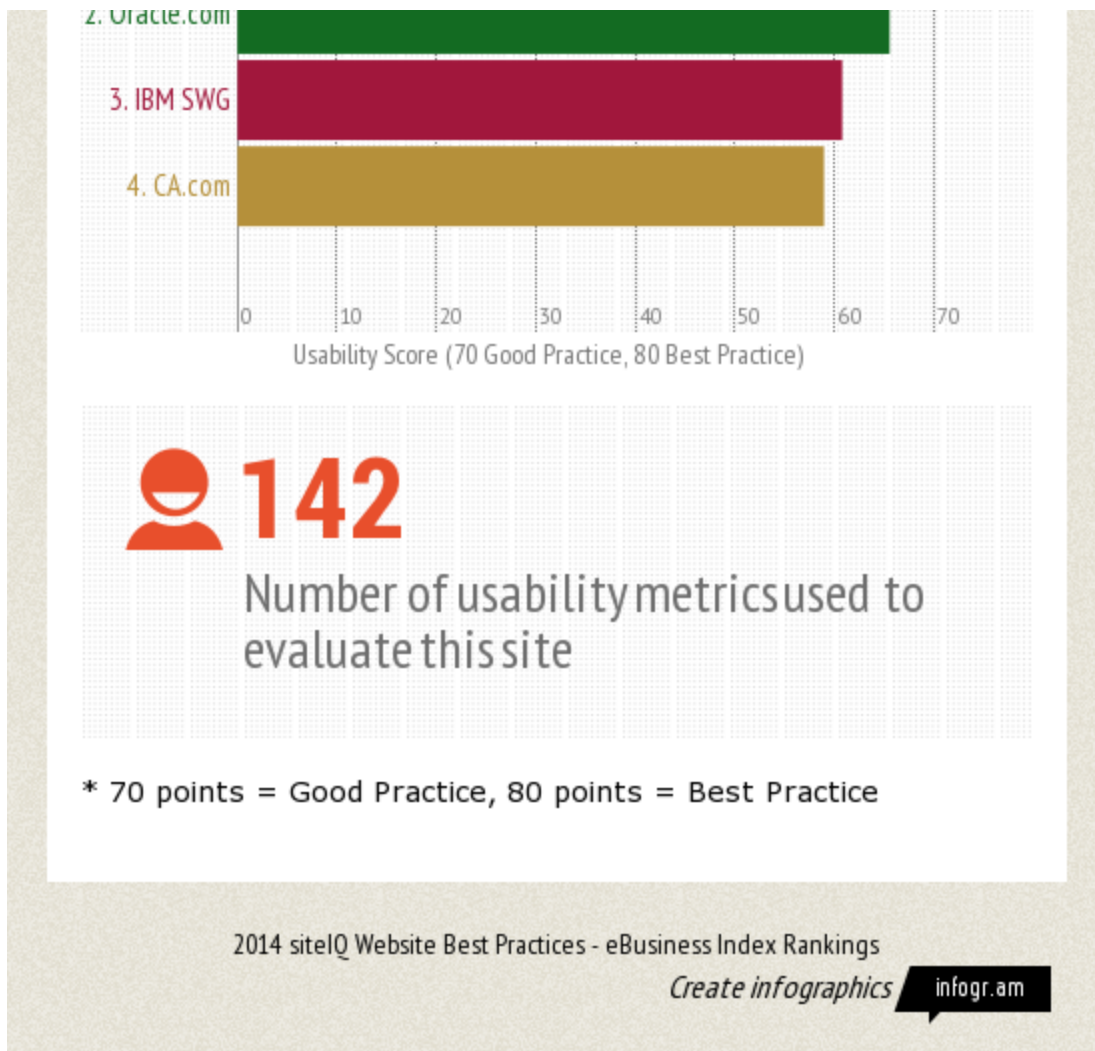
Search
Industry Marketing
eCommerce
Channel Marketing
Support

SAP.com | Usability: Competitive Ranking

1. SAP.com



Rank	Company
1	SAP.com
2	Oracle.com



Despite best efforts, SAP.com is still the content lightweight in the group

One look at SAP.com's historic content & features scores will tell you that the team has been busy filling in the blanks over the past 24 months.

In 2012, SAP.com delivered only 48% of the content & features provided on a well-dressed Website.

Fade out to today and its content & features score is **now approaching 60%**.

Unfortunately, even this attention to detail isn't quite enough for SAP.com to catch up with CA.com and Oracle.com who rule the content roost with scores just under 65%.

When content is viewed by category, **SAP.com's claims to fame lie in its news and investor relations zones – and call to action behaviors** – which all hit the Best Practice mark. At the other end of the spectrum, there's not much to learn from the site's support and industry marketing zones which deliver less than a third of the content tracked on the benchmark.

SAP.COM 2014

Website Content & Features



70 points = good practice, 80 points = best practice: 59.

▼ **59.3**

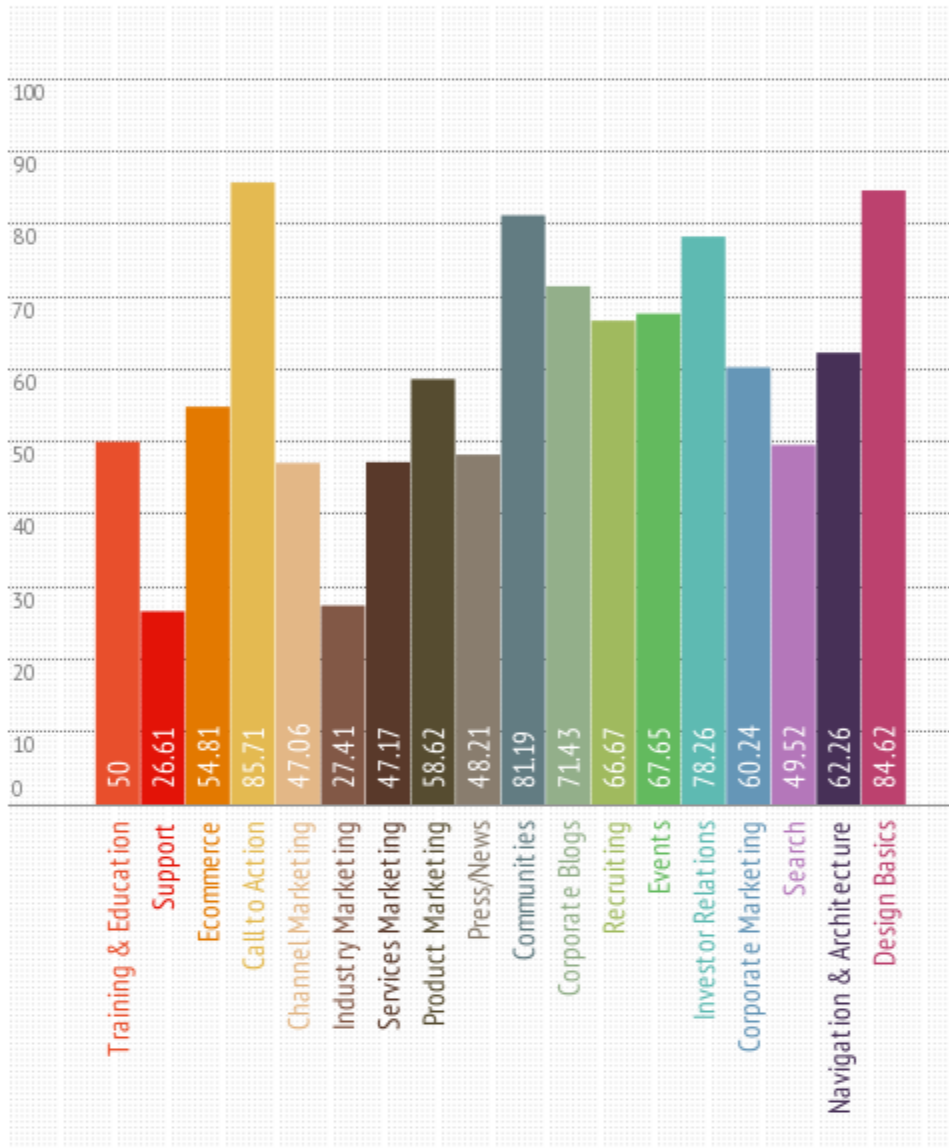
SAP.com provides 59% of required content & features*

★ **63.03**

Current content & features average (competitive group)

SAP.com | Content & Features by Category

Percent of benchmark requirements. 70% = Good Practice, 80% = Best Practice



SAP.com | Content & Features Strengths



Design Basics

Communities

Corporate Blogs
Events

Call to Action

Investor Relations

SAP.com | Content & Features Challenges

Channel Marketing

eCommerce

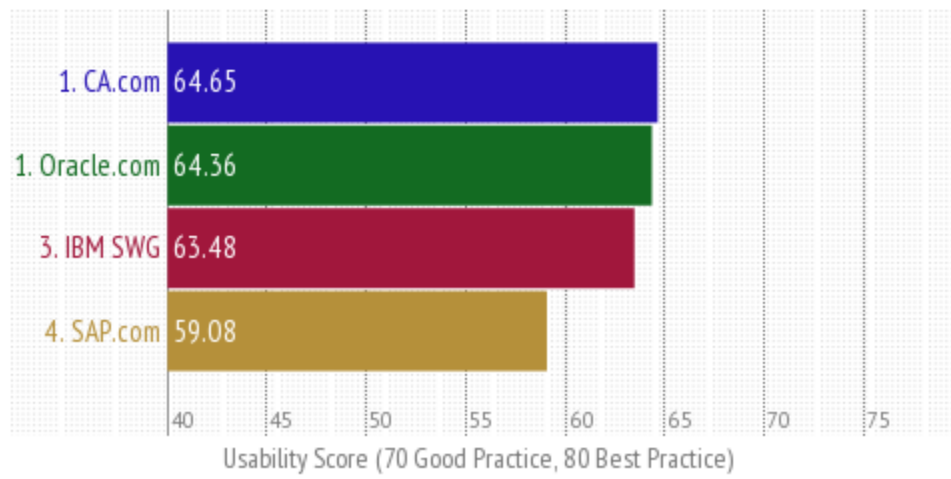
Press/News

Support

Industry Marketing

Training & Education

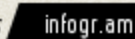
SAP.com | Content & Features: Competitive Ranking



* 70 points = Good Practice, 80 points = Best Practice

★ 1,542

Number of content & features
criteria used to evaluate this site

Create infographics 

Out of the basement and into the light

So how did SAP.com fare when its usability and content scores are combined to create an overall performance score? It proves that **good behaviors will trump a little more content every time.**

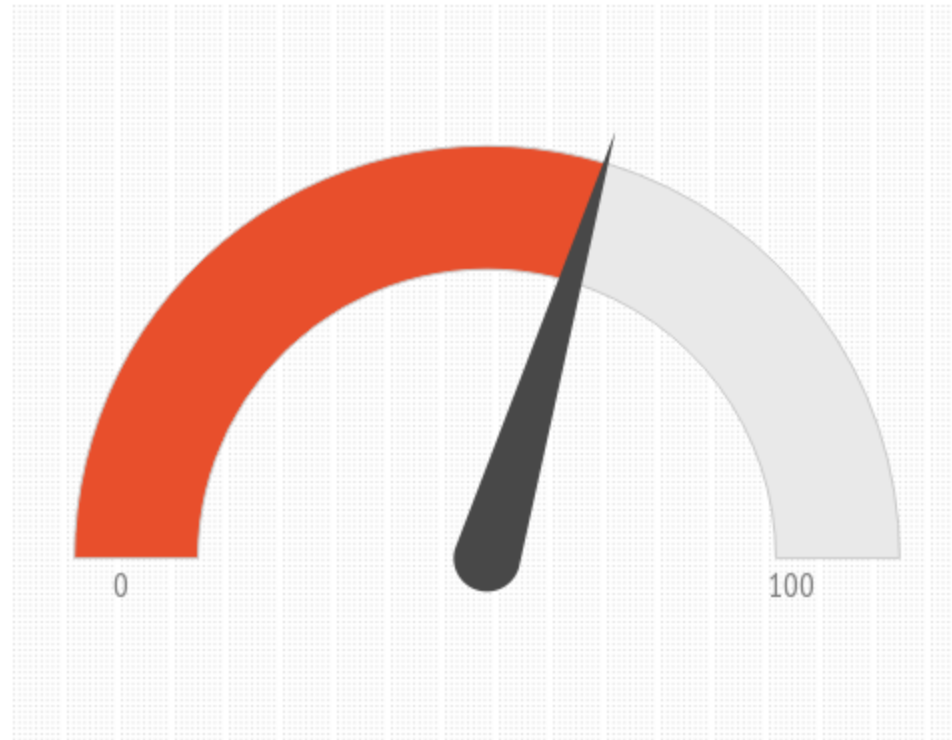
Last year, SAP.com came in last among its competitive brethren. Today its 11 usability good practices pushed it across the **second place finish line.**

Here, **SAP.com has its press, communities, and investor relations zones to thank,** along with a big high five for the site's general **call to action features & behaviors which are streaking toward Best Practice status.** Few kudos are in store for the site's support,

ecommerce, training, & search zones, on the other hand. The sub-par performances of these areas virtually assured that SAP.com end up playing second fiddle to Oracle.com.

SAP.COM 2014

Overall Website Performance



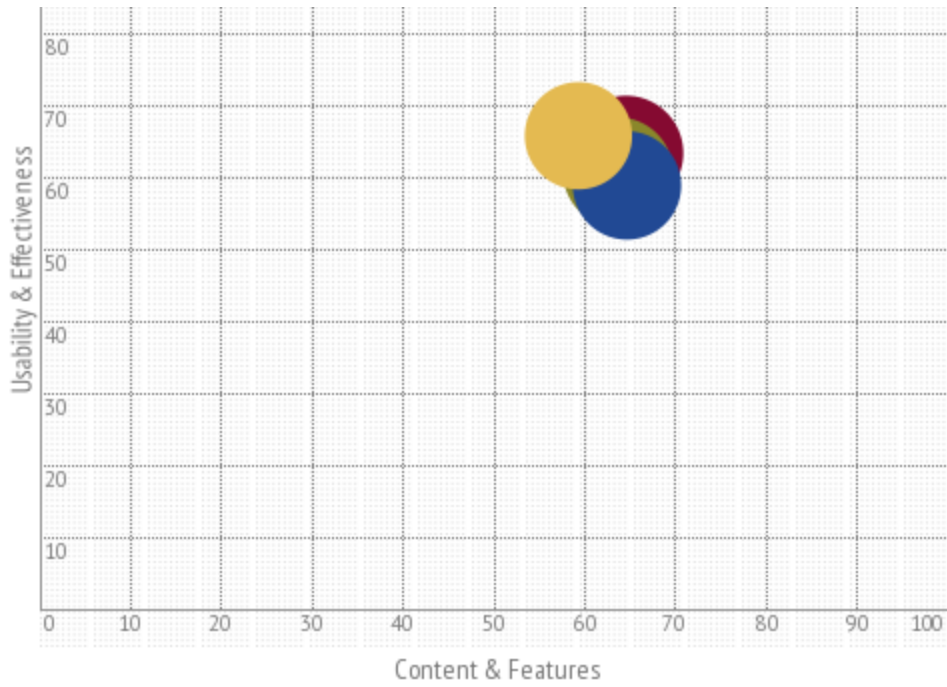
70 points = good practice, 80 points = best practice: 59.

▼ **59.3**

Average performance 2014.*

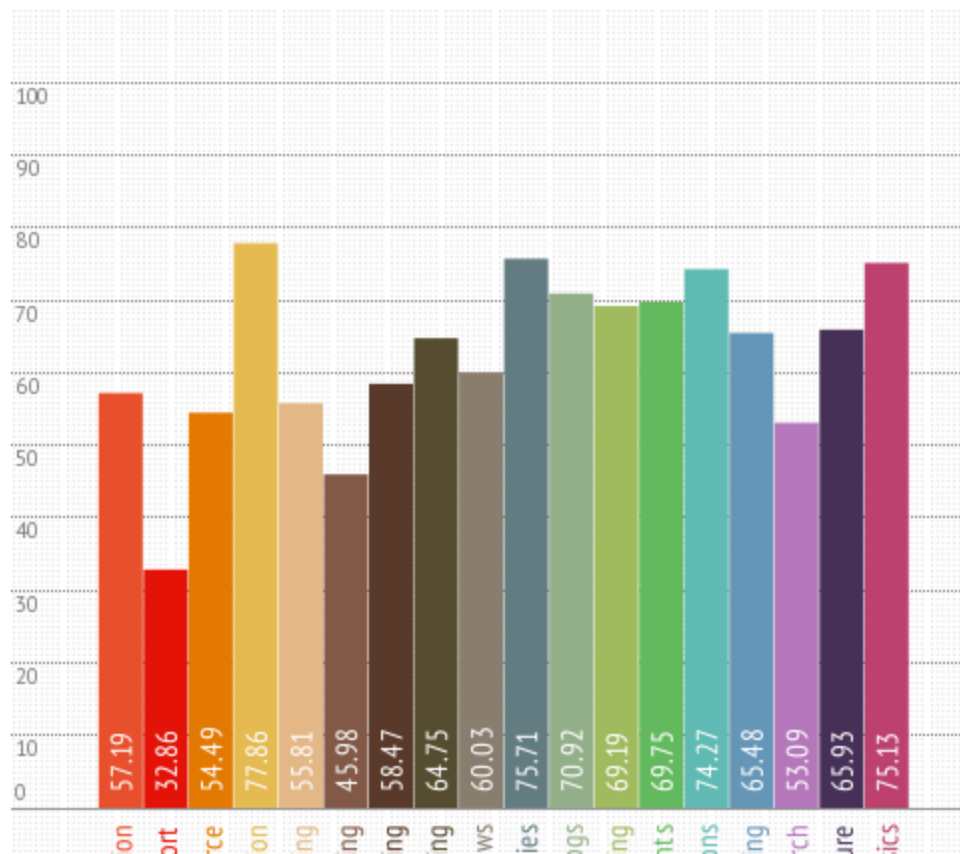
SAP.com | Competitive Performance





CA.com IBM Software Oracle.com SAP.com

SAP.com | Scores by Website Category



Training & Educati
 Suppl
 Ecommel
 Call to Acti
 Channel Marketi
 Industry Marketi
 Services Marketi
 Product Marketi
 Press/Ne
 Communit
 Corporat e Blc
 Recruit
 Ever
 Invest or Relat ic
 Corporat e Market i
 Seal
 Navigat ion & Architectu
 Design Bas

SAP.com | Design, Navigation, Search

▼ 53.09

Search is not competitive

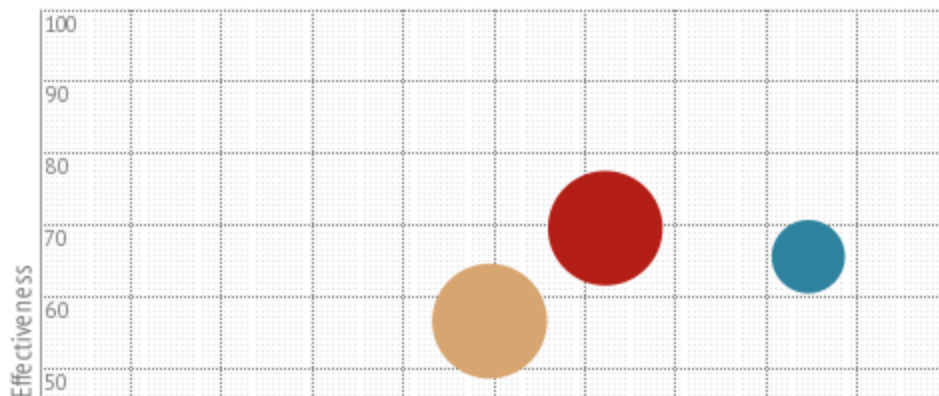
★ 84.62

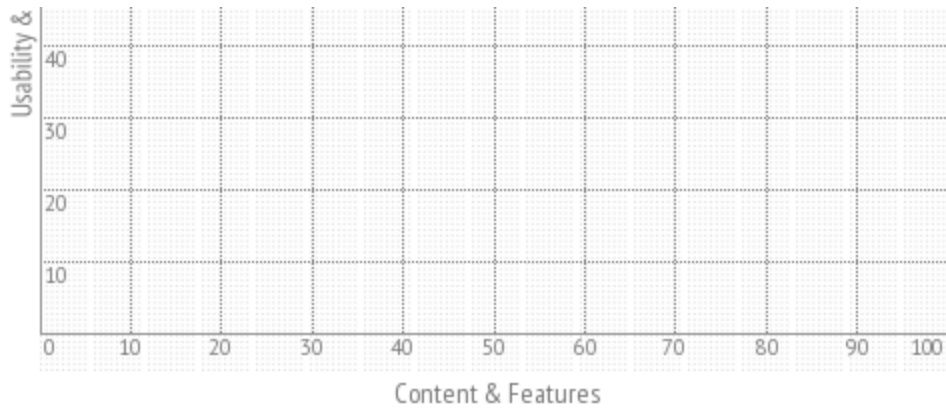
Provides all of the design basics needed for a Best Practice rating

★ 69.6

Navigation usability hits the good practice mark

70 points = Good Practice, 80 points = Best Practice





Design Basics | Navigation & Architecture | Search

SAP.com | Marketing

★ **55.8**

Channel marketing is a usability & content challenge

▼ **45.98**

Industry marketing content falls well below the industry average

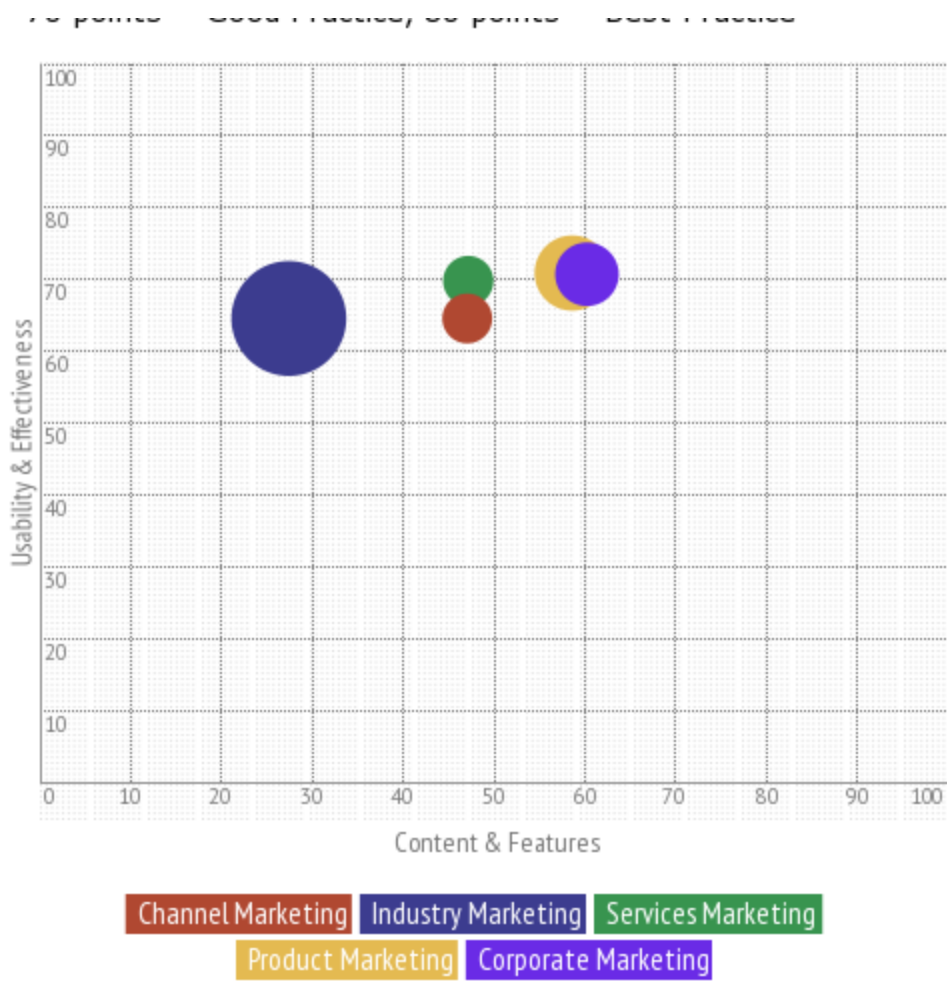
▼ **58.47**

Services marketing content is a key challenge

★ **70.88**

Product marketing delivers a usability good practice

* 70 points = Good Practice 80 points = Best Practice



SAP.com | Support, Training, Communities

▼ **32.85**

Support content & usability is not competitive

▼ **50**

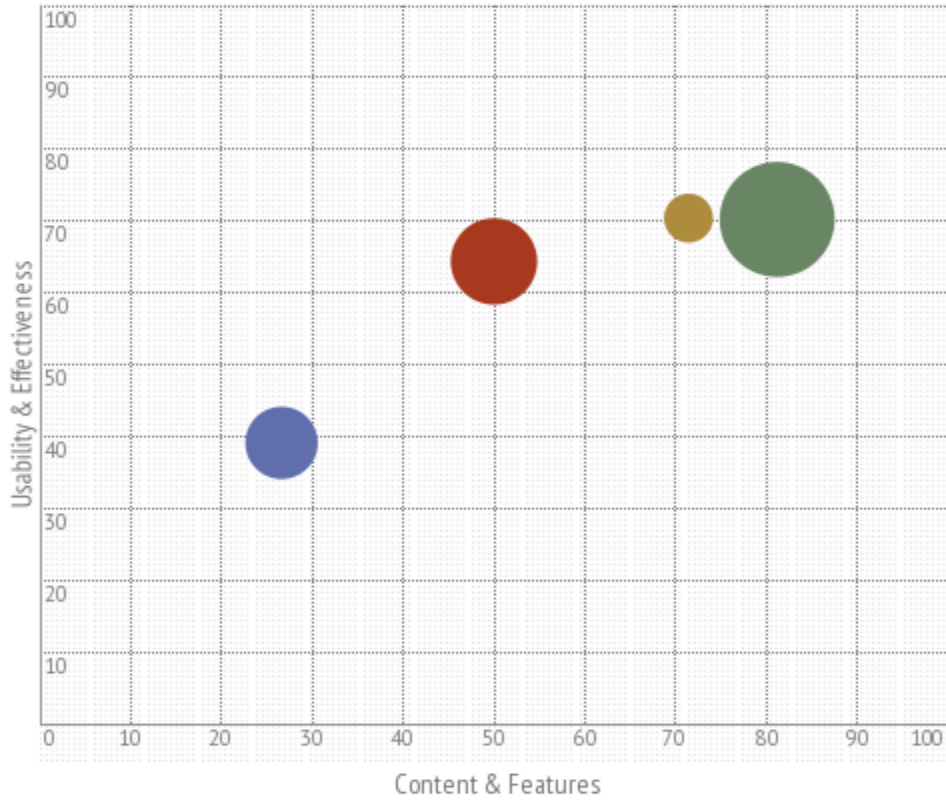
Training & education content & features are a key challenge

▲ **91.00**

★ 81.09

Community content & features are a best practice

70 points = Good Practice, 80 points = Best Practice



Training & Education Support Communities Corporate Blogs

SAP.com | eCommerce, Call to Action

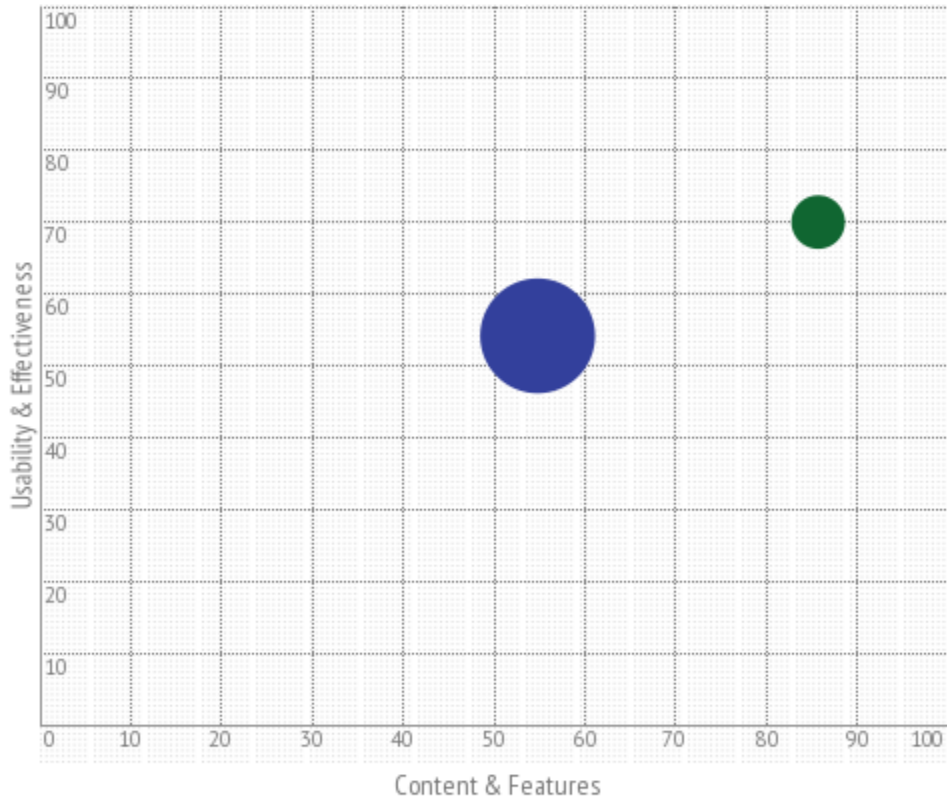
★ 85.71

Call to action features are a strong best practice

▼ 64.81

eCommerce is not competitive

70 points = Good Practice, 80 points = Best Practice



Ecommerce Call to Action

SAP.com | Corporate Marketing, Events & Careers

★ 74.27

Investor relations is a good practice

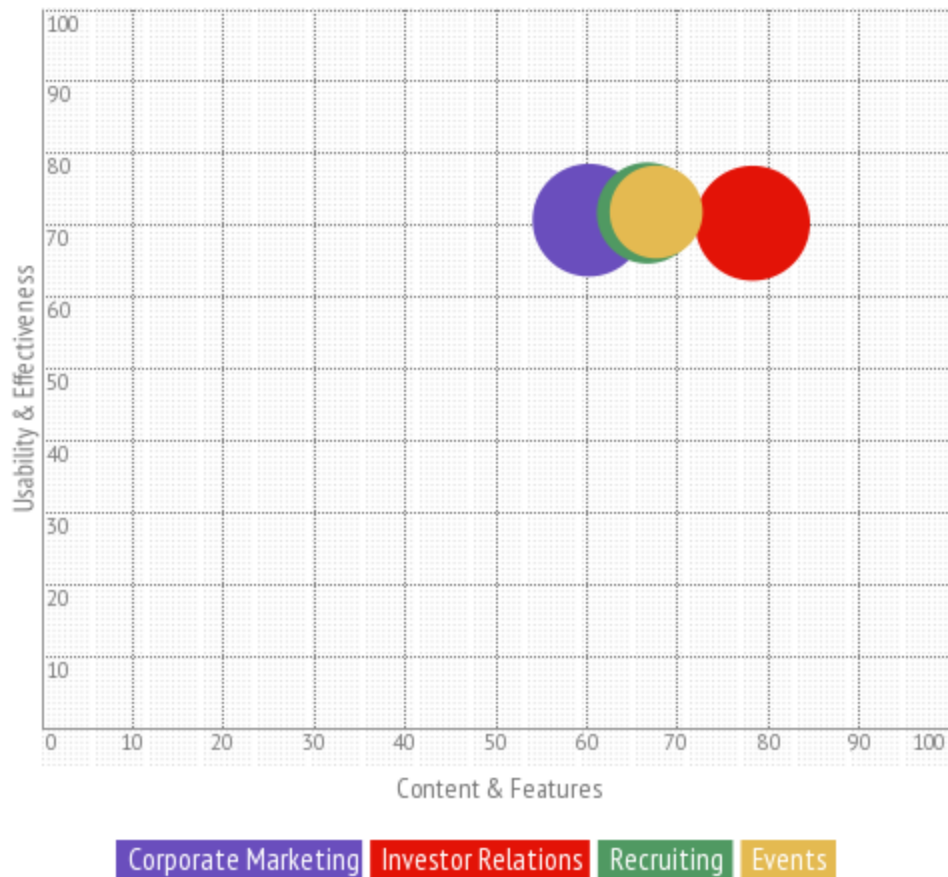
★ 71.7

Recruiting and Events usability are good practices

★ 70.71

Corporate marketing usability is a good practice

70 points = Good Practice, 80 points = Best Practice



* 70 points = Good Practice, 80 points = Best Practice

★ 1,542

Number of content & features criteria used to evaluate this site.

👤 142

Number of usability metrics used to



[/w/Imprivate]

Category: Competitive Profile

Class: Website rankings & ratings

Websites Profiled: CA, IBM Software Group, Oracle, SAP

Related:

- [About the siteIQ eBusiness Index](#)
- [Drum Roll Please! The 2014 eBusiness Index finalists – and the 3 big stories they are going to tell](#)
- [2014 Index Preview | Enterprise Software | Why Oracle is the site to watch](#)

Enterprise Software Competitive Profiles

- [CA.com | One step forward, three steps back](#)
- [IBM Software Group | Up, down and all over the place](#)
- [Oracle.com | SAP.com derails Oracle.com's dreams of a first place clean sweep](#)

About SAP

- [Oracle and SAP shut out IBM's training & education website](#)
- [SAP's solutions finder misses 2 important steps](#)
- [The 2013 Usability Top 10: IBM leads, SAP soars, and Apple screws up the rankings](#)
- [SAP.com's home page re-design re-defines Website architecture](#)

copyright © 2014, [siteIQ](#)