

## Online Marketplace for SAP Add-ons

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Instead of breaking the bank on custom IT developments, companies can often find the low-cost SAP add-ons they need at [www.apps4erp.de](http://www.apps4erp.de). The site brings customers and providers of ERP enhancements together.

Apps4Erp – a new online platform for SAP add-ons (screenshot: Benjamin Blaume)

The new online platform [www.apps4erp.de](http://www.apps4erp.de) (in German) means to bring together companies searching for enhancements for their SAP installations and the SAP partners who offer them. The site's operators promise increased market transparency and significantly lower prices compared to custom developments.

If users can't find what they're looking for among the SAP enhancements on offer, the site offers the option of submitting a custom request. Potential customers can describe their needs – a management cockpit for logistics, for instance – and send the corresponding form to the site's premium partners (those offering at least five apps on the platform), who can then make the customers an offer.

As of April 12, 2010, the online portal offers **109 apps** in the areas of SAP ERP, SAP BusinessObjects, SAP Business One, communications, and infrastructure. The vast majority of all the enhancements currently available deal with SAP ERP, including a program for monitoring delivery schedules and a complete SAP Customer Relationship Management (SAP CRM) package for sales. The apps come from SAP system providers and consultancies, software producers, and freelance IT consultants.

Developers can use the site to present their programs in detail. In addition to a description, those interested can typically find a series of screenshots, the app's system requirements, and an in-depth explanation of its pricing model. Many significant SAP partners have been offering their own products on the platform since its launch, including Steeb, itelligence, and TDS.

Customers can purchase apps directly from the respective sellers without incurring any additional expenses. Each provider is required to pay a basic fee of **€350 per app** for six months on the portal, plus 10% of every app's sales.

While the online marketplace does not yet support evaluations, this function is on the way. Buyers will then have the chance to share their experiences and opinions regarding certain products.



All smiles – site founders and ERP pros (from left) Peter Kogel, Peter Franz Mayer, Göran Müller, Ralf Hettler, and Günther Pache