

# SAP Managed Service Providers Guide to New Relic

## From Server Custodian to Business Orchestrator

(Leadership Edition)



### Executive Summary

The role of SAP Managed Service Providers (MSPs) is undergoing a fundamental shift. The market no longer rewards providers for simply “keeping the lights on.” With the acceleration of **RISE with SAP**, the 2027 **legacy ERP maintenance deadline**, SAP’s increasing ownership of infrastructure, and evolving AI strategy, MSPs must evolve from server

custodians to **orchestrators of business outcomes**.

**New Relic enables this transformation** - helping MSPs move beyond siloed monitoring to **business observability**, where performance is measured by **process reliability, modernization, orchestration, and compliance**, not just server uptime.

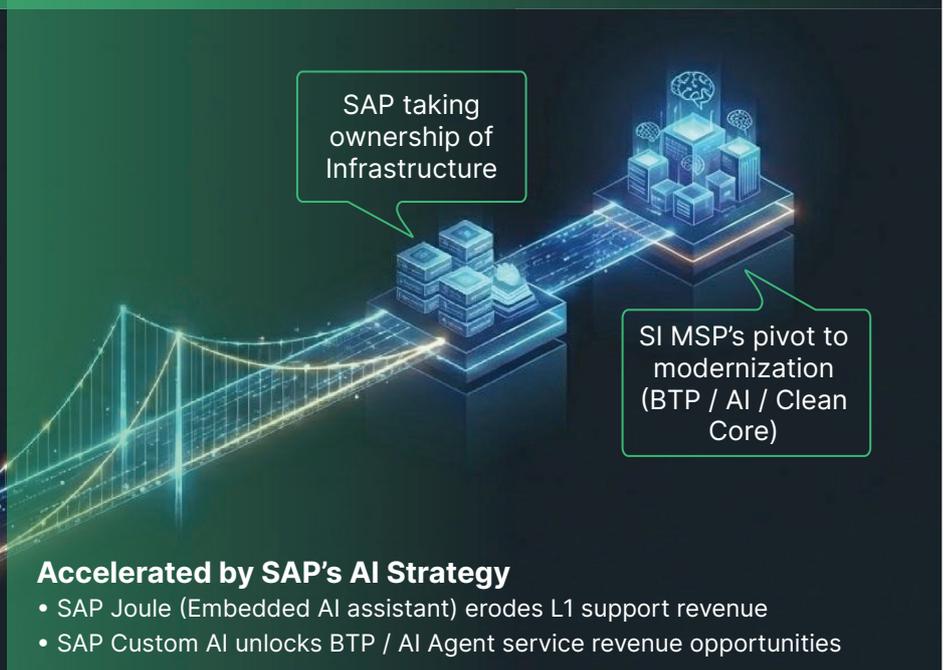
## SAP Managed Services Ecosystem

Profound Structural Shift: 2025 - 2030

### Drivers for Market Disruption



### SI MSP's Moving Higher in Value Chain



## The Market Reality

- SAP RISE absorbs core infrastructure responsibilities
- Embedded AI (e.g., Joule) erodes traditional L1 support revenue
- Customers expect measurable business outcomes, not technical assurances
- **The opportunity:** MSPs that pivot to business-centric reliability and modernization will differentiate, protect margin, and remain strategically relevant.

## The Strategic Shift MSPs Must Make

### From:

- System availability
- Reactive incident fixing
- Keep the Lights On contracts

### To:

- Business process reliability
- Proactive, AI-assisted issue resolution
- Outcome-based contracts aligned to business KPIs

New Relic provides the **single source of truth** required to enable this shift.

## Why New Relic for SAP MSPs

### Business Observability Across the Entire Value Chain

- End-to-end visibility across SAP and non-SAP systems
- Detection of business-impacting failures hidden by siloed tools
- Real-time insight into business processes integrations, and dependencies

### AI-Driven Assurance

- Faster isolation of root cause
- Reduced Mean Time to Innocence (MTTI)
- Protection of processes, customer experience, and compliance

## De-Risking SAP Migrations

New Relic transforms SAP migrations from a **leap of faith** into a **verifiable proof of performance**, ensuring the modernized environments outperforms legacy systems.

## Leadership Takeaway

MSPs that embrace business observability move from being **cost centers to strategic partners**.

New Relic is the platform that enables this evolution.

