

Student x Industry Connect 2026 | Sub-Saharan Africa | September 2026



Potential Careers

Within the Broader SAP Ecosystem

A Guide for Future-Ready Professionals Entering the Job Market

Agenda



01

What is SAP?

Company overview, global reach, and why SAP matters to you

02

The SAP Ecosystem

SAP, Partners, and Customers — who makes up this landscape

03

Seven Career Pathways

Technical, Functional, Data & AI, Cloud, Sales, Project Management, and Corporate Functions

04

Learning & Certifications

How to get qualified, what to study, and free resources available now

05

Your Action Plan

Concrete next steps before you graduate and enter the job market

What is SAP?



The World's Leading Enterprise Software Company

Founded in 1972 in Walldorf, Germany, SAP is the global leader in enterprise resource planning (ERP) software. SAP solutions help organizations manage their core operations — from finance and procurement to supply chain, HR, and customer experience.

Today, SAP powers the most critical processes of the world's largest corporations — and increasingly, Africa's fastest-growing enterprises. When a bank processes transactions, a mine orders equipment, or a retailer manages its stock, SAP is often running behind the scenes.

400K+

Customers
Worldwide

180+

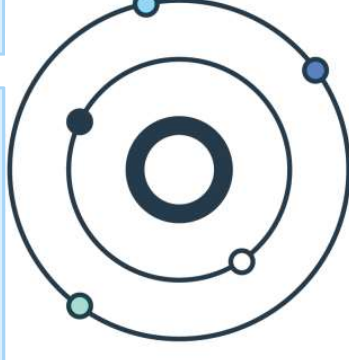
Countries
Reached

25+

Industries
Served

105K+

Employees
Globally





SAP in Sub-Saharan Africa

SAP has a significant and growing footprint across the African continent — and is actively building local talent pipelines.

3,000+

Customers across
Sub-Saharan Africa

20+

SAP offices and partner
hubs on the continent

50+

Certified SAP partner
firms in Africa

Growing

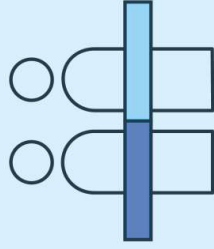
Demand for local SAP talent
in East, West & Southern Africa

The SAP Ecosystem — Who's Involved?



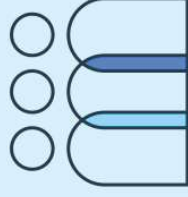
Most SAP careers exist not just at SAP, but across a vast partner and customer network spanning every industry and every country.

SAP SE (Direct)



- SAP's global product & engineering teams
- Direct sales & customer success
- Consulting & professional services
- Research, innovation & AI labs
- Finance, HR & support functions

SAP Partners



- Global SIs: Accenture, Deloitte, IBM, NTT
- Regional African consulting firms
- Independent Software Vendors (ISVs)
- Resellers & cloud solution providers
- SAP-specialist boutique firms

SAP Customers



- Internal IT & SAP CoE teams at corporates
- Banks, mines, retailers, telecoms, govt
- Shared services & BPO departments
- Logistics & manufacturing companies
- Healthcare & energy organizations

Seven Career Pathways in the SAP Ecosystem



01
Technical &
Development

02
Functional
Consulting

03
Data, Analytics
& AI

04
Cloud &
Integration

05
Sales, Pre-Sales
& Advisory

06
Project Mgmt
& Advisory

07
Corporate
Functions

01 | Technical & Development Careers



ABAP / Fiori Developer

Build and customize SAP applications using ABAP, Fiori, and UI5. The backbone of SAP customization at every implementation.

SAP BASIS Administrator

Install, configure, and manage SAP system landscapes, including transport management, security, and performance monitoring.

Integration Specialist (BTP / PI / PO)

Connect SAP systems with third-party applications using SAP Integration Suite, API Management, and SAP BTP services.

SAP Solution Architect

Design comprehensive SAP solution landscapes for enterprise clients, guiding technology strategy and system design decisions.

Ideal Background

- Computer Science
- Information Technology
- Software Engineering
- Electrical / Electronic Eng
- Information Systems

Salary Snapshot (Africa)

Entry: \$25K – \$45K / yr
Mid: \$50K – \$90K / yr
Senior: \$80K – \$130K+ / yr

02 | Functional / Business Consulting



Functional consultants bridge business processes and SAP technology. This is the most in-demand SAP career track across Africa.

Finance & Controlling (FICO)

- Financial Accounting
- Asset Management
- Management Accounting
- Group Reporting

Degree: BCom Accounting / Finance

Human Capital Management (HCM / SuccessFactors)

- Payroll & Personnel Admin
- Talent & Recruitment
- Performance Management
- Learning Management

Degree: Human Resources, Industrial Psychology

Supply Chain & Logistics (MM / SD / EWM)

- Procurement & Materials Mgmt
- Warehouse Management
- Sales & Distribution
- Transportation Mgmt

Degree: Logistics, Supply Chain, Engineering

Production Planning & Manufacturing (PP)

- Production Orders & MRP
- Shop Floor Control
- Capacity Planning
- Plant Maintenance

Degree: Industrial / Mechanical Engineering

03 | Data, Analytics & AI Careers

SAP BW/BI Consultant

Design and build enterprise data warehousing and reporting solutions using SAP BW and SAP Business Objects. The foundation of enterprise intelligence.

SAP Analytics Cloud (SAC) Specialist

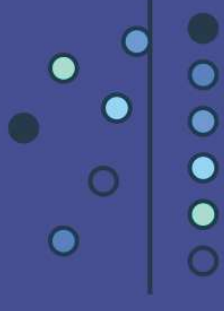
Develop interactive dashboards, planning models, and predictive analytics on SAP's cloud analytics platform, integrated with S/4HANA.

SAP HANA / Datasphere Engineer

Build high-performance data models on SAP's in-memory database platform, enabling real-time analytics and data mesh architectures.

AI & ML Engineer (SAP AI Core / BTP)

Train, deploy, and integrate machine learning models with SAP business processes using SAP AI Core, AI Launchpad, and SAP BTP services.



Ideal Background

- Statistics & Mathematics
- Computer Science / IT
- Data Science & Informatics
- Actuarial Science
- Econometrics

Business AI & Joule — Technical Career Paths



SAP Joule Developer / AI Agent Builder

Build and extend Joule AI agents using SAP Joule Studio and ABAP AI capabilities. Design conversational flows and deploy custom AI scenarios across SAP applications.

AI Prompt Engineer (SAP GenAI Hub)

Design and optimise prompts within SAP's Generative AI Hub. Evaluate LLM outputs for business accuracy and integrate AI capabilities into SAP module workflows.

SAP AI Core & AI Launchpad Engineer

Train, deploy, and manage ML models on SAP AI Core. Operate AI pipelines on SAP BTP and manage the full model lifecycle through SAP AI Launchpad.

SAP AI Solution Architect

Design end-to-end enterprise AI architectures using SAP AI Core, Joule, and BTP. Define AI governance frameworks and responsible AI deployment standards at scale.

Ideal Background

- Computer Science
- Software Engineering
- Data Science / AI
- Information Technology
- SAP BTP experience

Salary Snapshot (Africa)

Entry: \$30K – \$50K / yr
Mid: \$55K – \$95K / yr
Senior: \$90K – \$140K+ / yr

Business AI & Joule — Functional & Advisory Paths



Business AI Functional Consultant

Configure and activate embedded Business AI features in SAP S/4HANA, SuccessFactors, and Ariba. Translate business requirements into AI-enabled process improvements.

AI Adoption Lead / Change Manager

Lead Business AI rollouts and user enablement programmes. Manage organisational change and measure AI adoption to ensure sustainable value from AI investments.

Responsible AI Governance Analyst

Define and implement responsible AI policies. Audit AI outputs for bias and fairness and ensure regulatory compliance for AI-augmented SAP business processes.

SAP Joule for Consultants Specialist

Leverage SAP Joule to accelerate SAP implementations. Use AI-assisted configuration guidance and process recommendations to deliver faster, higher-quality outcomes.

Ideal Background

- Business / Management
- Information Systems
- Finance / Accounting
- Human Resources
- Supply Chain Management

Salary Snapshot (Africa)

Entry: \$28K – \$45K / yr
Mid: \$50K – \$85K / yr
Senior: \$85K – \$130K+ / yr

04 | Cloud & Integration Careers



Cloud is SAP's strategic direction. SAP Business Technology Platform (BTP) is the fastest-growing area of the SAP ecosystem — and careers here are in extremely high demand.

SAP BTP Developer

Build extensions and apps on SAP Business Technology Platform using CAP, Node.js/Java, and SAP Fiori elements.

Cloud Integration Specialist

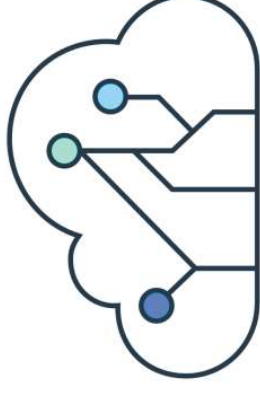
Design and operate integration flows using SAP Integration Suite, connecting cloud and on-premise systems via APIs and iFlows.

SAP Basis Cloud Administrator

Manage SAP systems deployed on hyperscalers (AWS, Azure, GCP) and SAP's own RISE with SAP cloud offering.

DevOps & CI/CD Engineer (SAP)

Implement automated pipelines for SAP BTP deployments using tools like Jenkins, GitHub Actions, and SAP Continuous Integration & Delivery service.



05 | Sales, Pre-Sales & Advisory Careers



If you have strong people skills, business acumen, and enjoy problem-solving — the commercial and advisory side of the SAP ecosystem offers exciting, well-compensated careers.

SAP Sales Executive

Represent SAP or partner products to enterprise customers. Build relationships, identify opportunities, and close deals.

Pre-Sales Consultant

Support the sales process with technical demonstrations, proposal writing, and proof-of-concept delivery. Requires deep product knowledge.

Alliance & Partner Manager

Manage relationships between SAP and its consulting or technology partners. Drive joint go-to-market strategies.

Customer Success Manager (CSM)

Ensure clients realize maximum value from SAP investments post-implementation. Drive adoption, satisfaction, and renewals.

SAP Business Development Manager

Identify and develop new markets and opportunities for SAP products in emerging markets, including African regions.

Industry Value Advisor

Provide deep industry expertise to customers (e.g., banking, retail, mining) and articulate the business value of SAP solutions.

06 | Project Management & Advisory



Large SAP implementations can run for 12–36 months and cost tens of millions of dollars. Managing them requires experienced SAP-savvy project leaders.

SAP Project Manager (PMO)

Lead end-to-end SAP implementation projects using SAP Activate methodology. Manage scope, risk, budget, and senior stakeholders.

Business Analyst (SAP Focus)

Gather business requirements, document process designs ("to-be" processes), and translate them into SAP configuration requirements.

Change Management Consultant

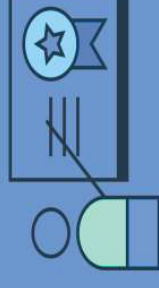
Help organizations adopt SAP solutions through structured training, communication, and user readiness programs. Often uses Prosci / ADKAR.

SAP Implementation Lead

Senior role responsible for the technical and functional delivery of a full SAP implementation, bridging consulting teams and the client.

Key Skills

- SAP Activate Methodology
- Stakeholder Management
- Agile & Waterfall PM
- MS Project / JIRA / SAP LeanIX
- PRINCE2 / PMP Certification
- Risk & Issue Management



07 | Corporate Functions Careers



You don't need to be a developer or consultant to build a rewarding career in the SAP world. Every major organization running SAP needs strong corporate functions professionals.

Finance & Accounting
• Financial Analyst / Controller • FP&A & Management Reporting • Tax, Treasury & Audit • SAP FICO end-user & super-user <i>BCom Accounting / Finance</i>

Human Resources
• HR Business Partner • Talent Acquisition Specialist • L&D and Organisational Development • Compensation & Benefits Analyst <i>HR / Industrial Psychology</i>

Legal, Compliance & Risk
• Commercial Contracts Specialist • Data Privacy Officer (POPIA / GDPR) • Regulatory Compliance Analyst • Ethics & Governance Advisor <i>LLB / Commercial Law</i>

Marketing & Communications
• Digital Marketing Specialist • Content Strategist & Brand Manager • Demand Generation Analyst • Events & Partner Marketing Mgr <i>Marketing / Communications / Media</i>

Strategy & Business Development
• Business Development Manager • Market & Competitive Intelligence • Corporate Strategy Analyst • M&A and Partnership Advisor <i>Business Administration / Economics</i>

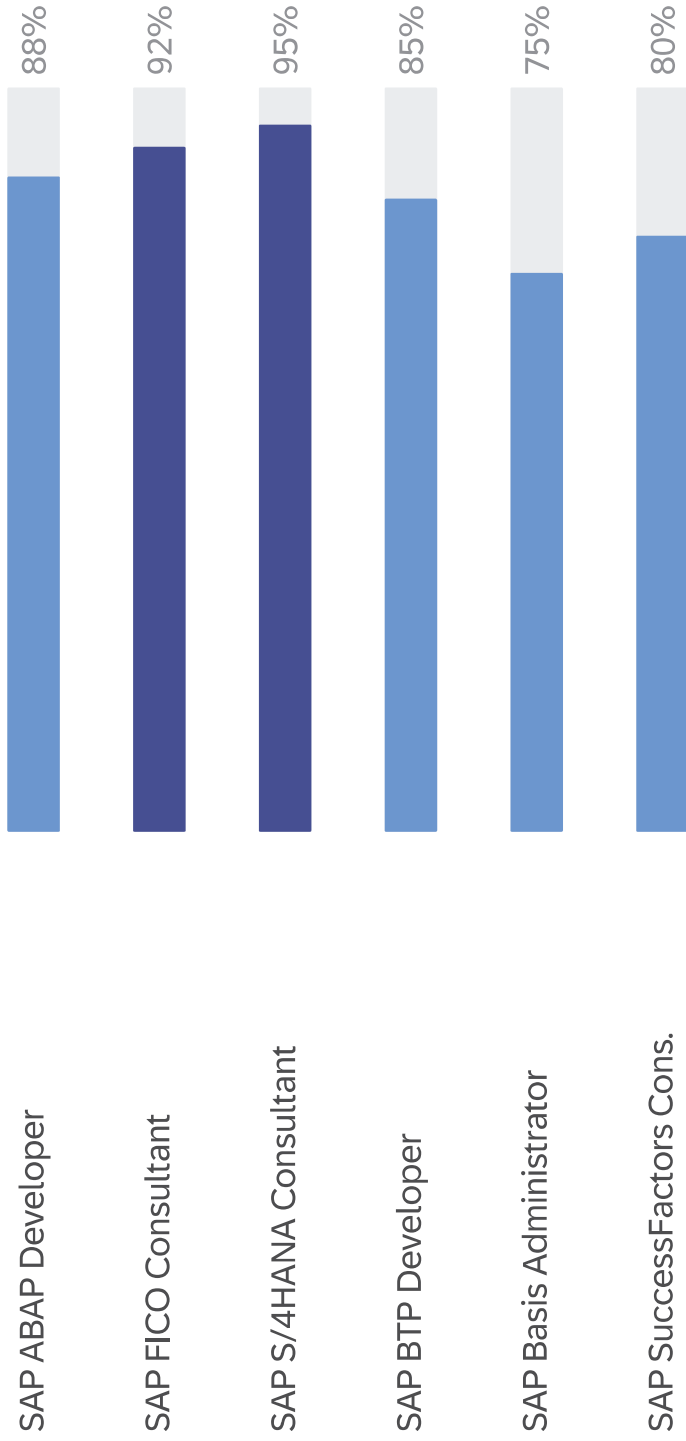
Procurement & Operations
• Procurement & Vendor Manager • Category Manager • Business Operations Analyst • Facilities & Real Estate Mgr <i>Supply Chain / Business</i>

Market Demand & Salary Landscape



SAP skills consistently command a significant premium above non-SAP IT and business roles — both in Africa and globally.

Relative Market Demand (Demand Index)



Public

Note: Ranges vary by country, employer, and specialization. Africa-wide averages shown.

Salary Ranges (Annual, USD equiv.)

Entry Level

\$20K – \$40K

Mid-Level

\$40K – \$75K

Senior

\$75K – \$130K

Architect /
Manager

\$120K+

SAP Learning & Certifications



How to become SAP-qualified while still at university:



SAP Learning Hub (learning.sap.com) offers thousands of free and paid courses, openSAP MOOCs, hands-on systems, and guided role-based learning paths. Many resources are FREE for students.

SAP Certified Associate

Entry-level certification for specific modules (FICO, HCM, BTP, etc.). The ideal first certification for graduates. ~\$500 USD, valid 1 year.

SAP Certified Professional

Mid-level certification for consultants with 2–3 years of project experience. Validates deeper configuration and design skills.

SAP Certified Specialist

Advanced certification in emerging areas: SAP BTP, AI, Analytics Cloud, or S/4HANA. Recognized globally by SAP partners and customers.

<https://learning.sap.com/lecturers>
<https://learning.sap.com/students>
<https://pages.community.sap.com/top-ics/university-alliances>



Entry Programs & Career Launchpads

SAP Young Professionals Program

SAP & AIESEC

A 12–24 week intensive training and placement program. SAP provides technical and soft skills training, then connects graduates with partner companies. Actively runs in South Africa, Nigeria, Kenya, and expanding.

SAP Academy for Technology

SAP Direct

SAP's global two-year rotational program for recent graduates. Includes training in Walldorf Germany, travel, and direct exposure to SAP product and consulting work.

Partner Graduate Programmes

SAP Partners

Major firms like Deloitte, Accenture, EY, PwC, and NTT run SAP-specific graduate programmes. Entry requires a relevant degree — and an SAP certification gives you a decisive edge.

Academic Partnerships at SAP

SAP Academic

SAP partners with universities to offer free access to SAP systems, curriculum content, and student challenges. Ask your lecturer if your institution is an Academic Partnerships at SAP member.

Your 5-Step Action Plan



Start today — before graduation — and you will be years ahead of most of your peers entering the job market.

1

Choose Your Track

Decide whether technical, functional, data, cloud, or sales suits your degree and personality. You don't need to know everything — just pick one area and go deep.

2

Start Learning for Free

Create an account on learning.sap.com and enroll in a free SAP Activate, FICO, or BTP course today. openSAP.com has excellent free MOOCs with recognized certificates.

3

Pursue Your First Certificate

Target the SAP Certified Associate in your chosen module. Study 2–4 months, book the exam through the SAP Certification Hub, and add it to your CV.

4

Connect With the Ecosystem

Find SAP partners in your country on the SAP Partner Finder (partnerWithSAP.com). Attend SAP community events, meetups, and LinkedIn groups focused on SAP in Africa.

5

Build Hands-On Experience

Apply for internships at SAP partner firms. Even 3–6 months of real project exposure transforms a certificate into credibility. SAP Activate experience is especially valuable.

Public

Africa's digital transformation is accelerating – and SAP-skilled professionals will be at the centre of it. Start now, stay curious, and build for the long term.



Start learning today:

learning.sap.com

Find a partner near you:

partnerWithSAP.com

SAP community & careers:

community.sap.com

<https://jobs.sap.com/en/>

Young Professionals:

sap.com/africa/young-professionals

