

THE CLOUD 2020-01-15 18:19

Spanish SAP elevator to AWS lands in Sweden



PRO The Barcelona-based company Linke established itself in Sweden last year. Now you are going to chase Nordic customers who want help with the move of SAP to AWS clouds.

Companies' willingness to move IT to the cloud creates new companies and they are clearly becoming more and more a niche. A clear example of this is Spanish Linke, which since last summer has been active in the Swedish market and is now opening a Swedish office.

The consulting company is fully specialized in companies that want to move all or part of their SAP installation to Amazon Web Services cloud. The Nordic team will be led by Sofie Borglund, who has more than 20 years of experience in the SAP world behind her, where she has worked at SAP's Swedish subsidiary. She will now build the Nordic company, where recruitment of new colleagues is high on the agenda.

"It is the market and demand that is attracting us to Sweden and the Nordic countries now. It is AWS that determines where we go", she says about the timing that Linke's Nordic operations are now in place.

The name Linke derives from the fact that the company's founders are left-handed, and thus has nothing to do with politics, although it can certainly be perceived as such in SAP's home country.

How do you see competition in Sweden, are there more people doing what you do?

“No, we're pretty much alone about it. There are certainly others in Europe who are dealing with it”.

Sofie Borglund says that they look at customers throughout the Nordic region, and since it is about companies that have SAP installed, there are plenty of large companies among the most interesting customers.

"We have all kinds of customers, and we have some coming in Sweden, Finland and Denmark," she says.

ERP systems are one of the parts of corporate IT that usually take a long time before it is moved to the cloud, but Linke and Sofie Borglund say that there is a great interest among Nordic customers to move all or part of their SAP installation to the cloud.

“In the public sector, for example, you may not put your patient archives in the cloud, but we can move everything if the customer wants. Nowadays it is very safe, and especially now that the companies are still in Sweden, people are a little calmer”.

How closely do you work with Swedish SAP?

“What we do always goes through AWS, but I've worked at SAP and know most of them there, so we obviously have close dialogues with them as well”.

The company already exists in nine countries. President Chabier Sanvicente comments on the expansion to the Nordic region as follows:

“In 2019, we have opened offices in France and Sweden. At the same time, we are focusing on our expansion in the rest of the EMEA region, and we will also explore new markets similar to the Swedish one, where specialization within SAP and AWS is still moderate. This means that we can offer competitive advantages to the companies in the Nordic countries who choose to invest in digital transformation and the public cloud”.