



Tricentis

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To:

IPP Process Playbook GMBH  
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## Letter of reference

The company IPP Process Playbook GmbH has been supporting us since our (re)-positioning within the SAP environment in 2021. This includes developing an industry strategy as well as monitoring and supporting the go-to-market in order to achieve pre-defined sales targets.

Tricentis is a software testing company founded in 2007 and headquartered in Vienna, Austria and Austin, Texas. Tricentis provides software testing automation and software quality assurance products for enterprise software. The goals of Tricentis are:

- Accelerate release cycles
- Automate test and reduce costs
- Improve software quality and reduce risks

With the AI-Driven Test Automation inside the SAP market, Tricentis has a strong position in the technology sector, but not in the business markets.

Because of Dr. Gerhard Keller's knowledge of SAP and his distinct industry experience, IPP Process Playbook has been assigned to strengthen the positioning of Tricentis within these relevant industrial sectors.

The goal is to show Tricentis prospects that so called End-to-End (E2E) processes need an integrated test of SAP and NON-SAP functionality supported by Tricentis. With IPP Process Playbooks, Tricentis can show SAP customers the value of Tricentis in a very simple and effective way. The aim is to convince SAP customers that they must test the SAP and NON-SAP functionality in a harmonized integrated way.

We would like to thank IPP Process Playbook for the great support on building our SAP vertical scenarios (E2E) for

- Enterprise Resource Planning (Order-to-Cash and Procure-to-Pay)
- Utilities
- Manufacturing
- Retail
- Consumer Packaged Goods

At this moment as we finished the Utilities Playbook first we have been adopted at the SAP Utilities website of SAP with the Vertical Process descriptions an integral part of our story. Because we also leveraged this at the conference in Munich in May 2022, we now have active running opportunities at the largest Utility EDP in Portugal, EON, Iberdrola (Spain), Vestas in Denmark, Welsh Water UK, Anglian Water UK, Singapore Power and great alignment with the industry team of SAP led by Stefan Engelhardt and Peter Mueller. As SAP has 90 % market share in this vertical (5600 customers), this is great news for efforts and results being visible.

As we then focussed on Manufacturing, it was great to see that SAP Germany with the likes of BMW, ZF Friedrichshafen, Mercedes and Volkswagen are starting to also engage with our first joint Webinar using our vertical created message.

For Retail and CPG the wins with H&M (Sweden), Heineken (HQ) in particular are showing our approach is also taking shape in this vertical with ASDA closing in UK as giving us a platform to pitch Corte Anglais in Spain.

Thank you again for your support and looking forward to sharing more success.



Ronald Tetteroo

VP of SAP Strategic Partnership – SAP Partner Alliance