

CASE STUDY

Driving Product Excellence Through the Power of Elite Tech Teams



INTRODUCTION

SAP SE, founded in 1972 and headquartered in Germany, is a global leader in enterprise software, offering solutions that enhance business operations, efficiency, and innovation. Serving over 450,000 customers worldwide, SAP provides ERP, cloud, and data management solutions. SAP Labs, its R&D network, develops and improves the product portfolio. SAP Labs Hungary, established in 2005 in Budapest, specializes in software development, cloud solutions, and AI innovations, collaborating with local and global partners to drive digital transformation.

SOLUTIONS

SAP Labs aimed to hire top-tier developers from Eastern Europe, particularly Hungary, Romania, the Czech Republic, and Poland, to enhance its product portfolio and drive product excellence. beecrowd's high-volume recruiting solution identified the best candidates quickly. The process attracted 1,200 global candidates and was completed in just 5 hours. beecrowd's automated technical assessments ensured an unbiased, impartial evaluation, enabling SAP Labs to swiftly identify the most skilled developers to contribute to their innovation and product improvements.

BENEFITS

Access to Global Talent Pool, including LATAM

SAP Labs was able to reach developers from Eastern Europe and beyond, tapping into a broader and more diverse talent pool.

Fast and Efficient Hiring Process

beecrowd's automated technical assessment solution allowed SAP Labs to efficiently evaluate and select top candidates, saving significant time.

Reliable service and support from beecrowd

beecrowd handled every aspect of the recruitment event, from planning to execution, ensuring a seamless process and allowing SAP Labs to focus on strategic decisions.

SUMMARY

Challenges

- Time-consuming recruitment process
- Limited access to global talent
- Possibility of bias in evaluation
- Complex tech assessment logistics
- Challenge in scaling recruitment efforts

Benefits

- Efficient tech assessment process
- Unbiased, impartial evaluations
- Access to a broader, global talent pool
- Reliable support from beecrowd with full event organization
- Minimal effort required from SAP Labs' team



Balazs Nyers
COO - SAP Labs
Hungary

"Organizing an online recruitment event featuring competitive programming is a challenging task, even for a software company. That's why we were delighted to partner with beecrowd, which quickly handled the end-to-end organization of the entire event with minimal effort on our part!"



Károly Lajkó
T&A - SAP
Europe, Middle
East and Africa

"Collaborations that start with a productive brainstorming session are always the best. But beecrowd also delivered on its promise to organize an incredible online recruitment event featuring competitive programming for SAP."