



UK SAP SALARY & HIRING GUIDE



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WELCOME TO MASLOW'S **SALARY & HIRING GUIDE**

For customers looking to implement change, hiring is more than likely on the agenda. In this guide we will help you bench-mark your salaries and allocate appropriate budgets for using contractors.

There are a lot of salary guides available from other agencies, but they lack key facts and variables, so we've added some useful information on hiring, branding, processes, methods and some top tips too.

We hope you find this guide useful!



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MARKET OVERVIEW

The past 10-20 years has seen a lot of change across SAP customers and how they have banded their salaries for internal analysts, consultants, and developers.

For many years a lot of SAP customers positioned their salary bands in line with their IT Business Analysts, where most in-house teams were organically formed from existing employees from within the business during implementation, either IT, or operational departments, and as such, these employees received an uplift in salary and also the chance to develop their skills with a Tier 1 ERP.

But what happened when more SAP Analysts were created?

People then started to look to take their skills elsewhere as demand increased and competition in the market started as more companies moved to SAP.

For those involved in SAP during the last "market boom" day rates for contractors averaged £1000 often more as skills were scarce.

As time's moved on, the number of SAP experts increased and rates settled, however, times are changing again!

DID YOU KNOW?



80%

OF SAP CUSTOMERS
ARE SME

99

OF THE 100 LARGEST
COMPANIES IN THE WORLD
ARE SAP CUSTOMERS

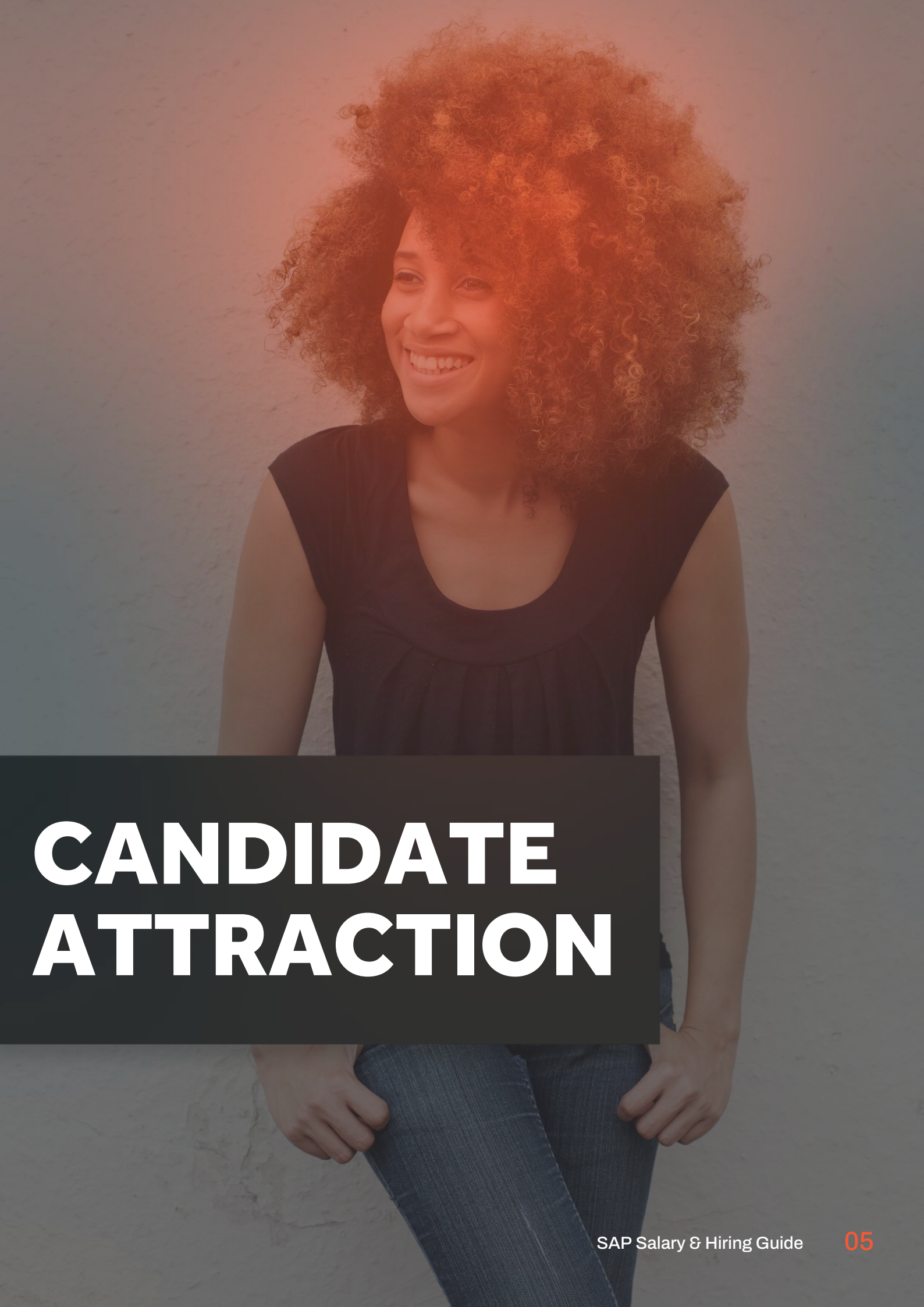
85

OF THE 100 LARGEST
COMPANIES IN THE WORLD ARE
SAP S/4HANA CUSTOMERS

87%

OF GLOBAL COMMERCE IS
GENERATED BY SAP
CUSTOMERS (\$46 TRILLION)





CANDIDATE ATTRACTION



CANDIDATE ATTRACTION **BUILD A WINNING STRATEGY**

Companies have realised that SAP talent is again becoming harder to hire. There's a retiring workforce and little investment in new SAP experts coming onto the market, followed by a Global Pandemic that has changed the market significantly, a lot of SAP customers are offering the same things.

So what is the incentive to move?

TOP 3 REASONS PEOPLE LEAVE (OR STAY) AT A COMPANY

WORK LIFE BALANCE (REMOTE WORKING)

Many employees now expect a certain degree of flexibility when it comes to their working conditions.

64%

RANKED FLEXIBLE WORKING AS THEIR NO 1 PRIORITY

SALARY AND PACKAGE

With the cost of living crisis / inflation, compensation has become ever more important.

31%

ARE UNSATISFIED WITH THEIR CURRENT SALARY

PROJECT EXPOSURE (S/4HANA)

In an ECC environment, your SAP experts may seek S/4HANA opportunities elsewhere if internal options are unavailable.

1:3

WOULD CONSIDER LEAVING FOR AN S/4 PROJECT

There are numerous variables to the above. For more **junior SAP professionals**, **exposure is key**, so if their current employer isn't giving them the growth they need, there will be someone who can, and salary will not be their main driver.

For an experienced SAP professional, which is the majority of the UK market these days, remote working and salary really are the two main areas. However, **if a hiring company can match what they have, but then throw a major S4 project in too with remote working, then they may still move on.**

CANDIDATE ATTRACTION

DIGITAL FOOTPRINT

Digital Footprint is so important these days with media channels such as LinkedIn, Glassdoor, Facebook, Twitter, TikTok and Company Websites!

Employee Experience is also so important:

- Why did your employees join and why have they stayed?
- Is this a clear message that your company portrays?
- Do you have case studies available?

If you can create a strong brand that is not just about your products and services, but also about your **people, culture, career investment, and L&D**, it will significantly help you with hiring. However, it is important to bear in mind how different departments operate. Is your online brand message accurate for your SAP/IT division(s)? Does it truly reflect what it would be like to work for you?

Your online job adverts also make up your Digital Footprint, but in most cases, these only include what companies are looking for instead of giving the reasons to apply / join.

Job adverts should be a written audition as to what makes your company great and what someone will gain from joining, both professionally and personally.

SOME TOP TIPS

- Offer an information pack to attract new talent, or work with Maslow to create one.
- Offer case studies from your employees to help give insight into employee experience, these can be video or simple Q&A articles.
- Benchmark your salaries, packages, working environment with the wider market.

DID YOU KNOW?

Displaying the salary
on your adverts can
increase applications
by 30%



HOW WE CAN HELP

Response rates from top-quality candidates for online job adverts are at an all-time low. The days of simply posting a vacancy online and quickly securing a hire are behind us. As a specialist SAP recruitment consultancy, we're witnessing a significant shift in candidate attraction strategies, requiring more innovative and targeted approaches

OUR BIGGEST SUCCESS COMES FROM CREATING SAP TALENT POOLS

At Maslow, we connect with SAP professionals on an hourly basis, giving us unique insights into what it takes to motivate them to consider new opportunities. While these professionals may not be actively job-seeking, they remain open to the right role with the right company.

This isn't a hidden talent pool—it's a trusted network of skilled individuals we've built relationships with and can introduce to the right opportunities. We've invested in cutting-edge candidate attraction technology, enabling us to expertly market our clients' roles through an advanced system that tracks, engages, and attracts top SAP talent.

This approach reduces time-to-hire for our clients and provides full visibility into the talent landscape, ensuring access to the best candidates available.

Additionally, our innovative Talent Vault allows you to explore a selection of our top-tier SAP professionals, all of whom meet Maslow's rigorous standards of quality.

ACCESS OUR TALENT VAULT



CANDIDATE ATTRACTION

HIRING CONTRACTORS

SAP Contractors in the UK are now being approached for work all over the world.

The market has really opened up for those who were once UK Only Contractors, especially now remote working has been proven to be effective, as well as the changes to the UK's IR35 regulations.

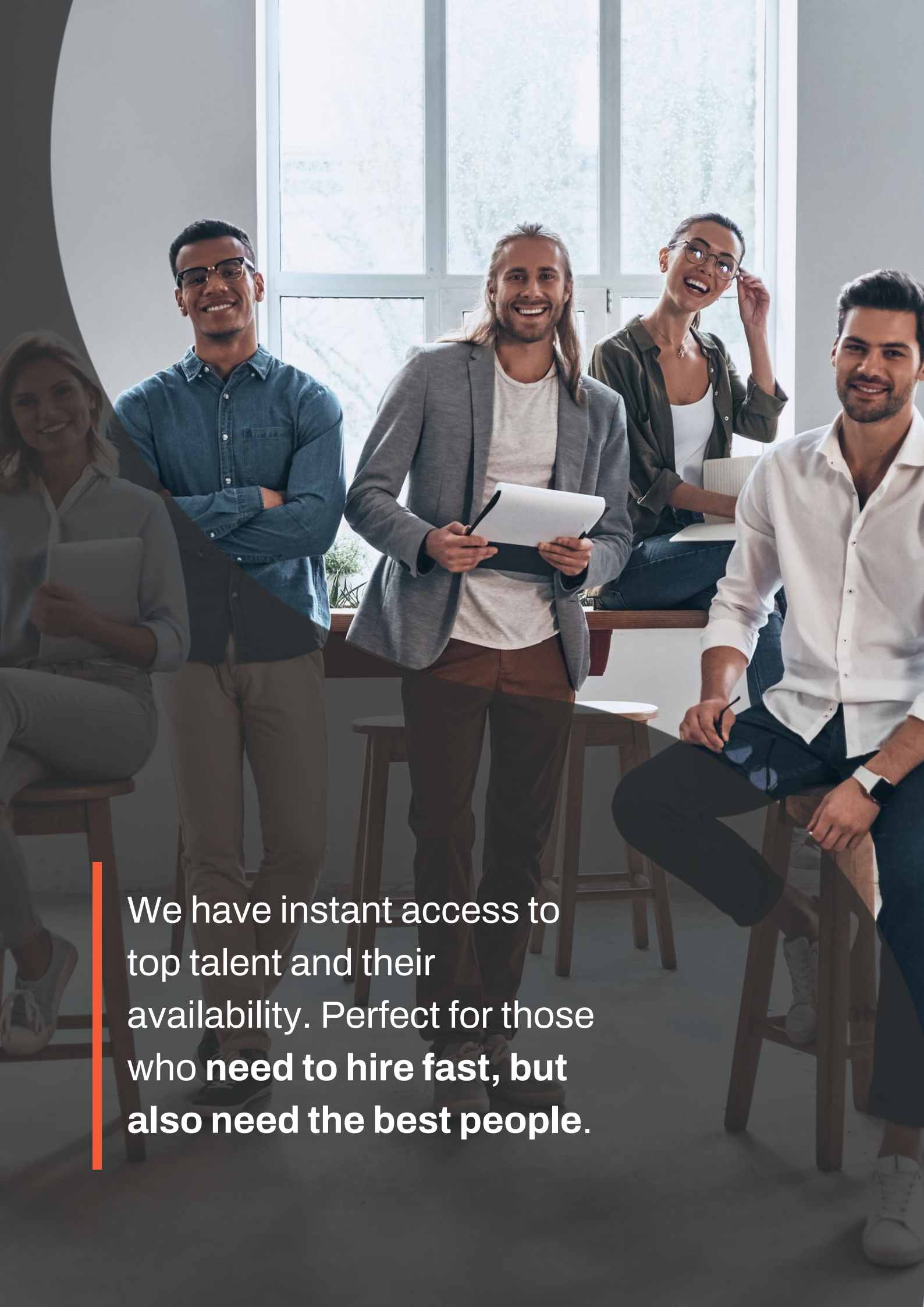
BENEFITS OF HIRING CONTRACTORS

External consultants can add a huge amount of value to SAP projects, they've more than likely worked across multiple industries and faced multiple challenges, as well as differing environments. Ensuring you select the right contractors can be make or break to your budget and your success.

SAP is huge, but the SAP market can be tight! Using an agency like Maslow can help you select the right SAP contractors first time.

57%

**OF CONTRACTORS
RECEIVE MULTIPLE
OFFERS WHEN
LOOKING FOR NEW
ASSIGNMENTS**



We have instant access to
top talent and their
availability. Perfect for those
who **need to hire fast, but
also need the best people.**

HOW TO HIRE THE BEST SAP CONSULTANTS

Conduct an IR35 assessment for each role separately

Check market rates before you approve budgets

Allow for a good amount of remote working, fully remote ideally

If using a recruiter, ensure they know the SAP market

IR35 LEGESLATION

The UK's IR35 legislation, introduced in 2000 and reformed recently, aims to prevent tax avoidance by individuals supplying services through intermediaries, like personal service companies (PSCs), but who would be considered employees otherwise. Recent changes have shifted the responsibility of determining employment status from the contractor to the end client or agency. This shift has significantly impacted the UK recruitment landscape, requiring businesses to adjust engagement models, reassess contracts, and ensure compliance, affecting hiring practices and contractor pay.

Outside IR35 status is a critical factor for SAP contractors when selecting a job.

INSIDE IR35?

The following can make it easier to hire:

- Increased day rate
- Flexible working pattern

58%

**OF CONTRACTORS
WOULD NOT
CONSIDER AN
INSIDE IR35 ROLE**

Need help with IR35?

ARRANGE A CONSULTATION



CANDIDATE ATTRACTION

PERMANENT

HIRING

We have observed that forward planning in permanent recruitment is often lacking.

Partnering with a market expert can empower companies to make more informed decisions when approving their vacancies.”

30%

**OF CONTRACTORS
ARE CONSIDERING
MOVING TO THE
PERMANENT
MARKET**

QUESTIONS THAT SHOULD BE ASKED BEFORE RELEASING A VACANCY

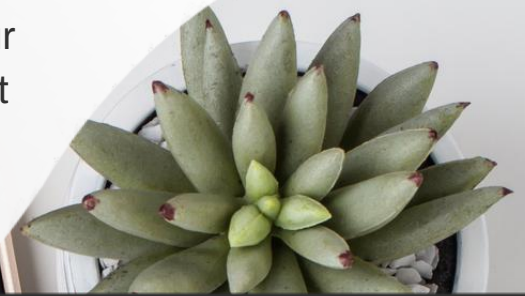
- How long will it take to find someone?
- Are we best equipped to attract the right person?
- Have we revisited our interview process recently ?
- What is the market rate at the moment?
- Do these skills exist in the local area?
- Can we afford to chance the wrong candidate attraction methods?
- Do we have the right recruitment agency?
- Can we approve the right recruitment budget?
- Can we be flexible on experience?
- Why are people leaving us?

CANDIDATE ATTRACTION

INTERVIEWING &

● ONBOARDING

If you're in the fortunate position to have obtained suitable CVs for an open role, chances are you won't be the only one looking to interview that candidate. Now is your chance to demonstrate how slick your organisation can be and also give an amazing first impression.



SOME VITAL TIPS IF YOU ARE SERIOUS ABOUT HIRING

- Acknowledge, accept, or reject a CV within 24 hours.
- Ensure you can be flexible with interview dates and times.
- Look to hire for attitude and transferable skills where possible.
- During the 1st interview, give a reason to join your business. Why should they choose your company/role?
- Remember, not everyone will work in the same way as your team, or have SAP set up in the same way. Scrap the technical tests unless it's on a system.
- Ensure the employment contract goes out promptly.
- Call your new hire as soon as you know they've accepted the job, make them feel engaged to join.
- Set '*keep in touch*' dates between offer acceptance and the start date, this can often be 3 months.



Speak with Maslow about
creating a tailored hiring process
and onboarding roadmap.



SAP SALARY GUIDE

This guide is aimed at UK SAP end customers, however, the higher end scales do reflect some consulting salaries.

Figures are based on market averages for skilled professionals, depending on required experience. The lower end of scales (if applicable) account for less experienced SAP experts, and/or salaries outside of London as well as smaller organisations. The higher end of scales account for inside, or close to London, large global SAP competency centres, and salaries that require more senior experts, or niche areas.

The higher ends are becoming more typical across the market, and roles at the lower end will stay open for longer. In the current market, more junior SAP experts (1 - 3 years' experience) are obtaining salaries of £38K to £45K on average. We've included the most hired-for roles & modules, so not every SAP area is covered.

To help you plan hires better, we've added typical difficulty levels based on modular areas and over 15 years' experience hiring across the SAP market. These levels are 1-10, with 10 being the most difficult.

LEADERSHIP

Permanent



TITLE	DIFFICULTY	SALARY (PER ANNUM)							
		£60,000	£70,000	£80,000	£90,000	£100,000	£110,000	£120,000	£130,000+
PROGRAMME DIRECTOR	6.5/10								
APPLICATIONS MANAGER	8/10								
HEAD OF SAP	7/10								
PROGRAMME MANAGER	6/10								
PROJECT MANAGER	6/10								
FUNCTIONAL MANAGER	6/10								
TECHNICAL MANAGER	6/10								
SOLUTION ARCHITECT	7/10								
SAP DATA MANAGER	6/10								
SAP TEAM LEAD	6/10								

Contract



TITLE	DIFFICULTY	DAY RATE TOTAL CHARGE / ALL INCLUSIVE							
		£500	£600	£700	£800	£900	£1000	£1100	£1200+
PROGRAMME DIRECTOR	6/10								
APPLICATIONS MANAGER	6.5/10								
HEAD OF SAP	7/10								
PROGRAMME MANAGER	5/10								
PROJECT MANAGER	4.5/10								
TEST MANAGER	6/10								
CUTOVER MANAGER	3/10								
SOLUTION ARCHITECT	7/10								
DATA MANAGER	6/10								
CHANGE MANAGER	4/10								

HANDS-ON

Permanent



		SALARY (PER ANNUM)					
TITLE	DIFFICULTY	£40,000	£50,000	£60,000	£70,000	£80,000	£90,000
SAP IBP	8.5/10						
SAP PP	8/10						
SAP QM	8/10						
SAP FICO	7/10						
SAP MM	6/10						
SAP SD	6/10						
SAP WM	7/10						
SAP EWM	8/10						
SAP TM	9.5/10						
BI/BW/ HANA/SAC	5.5/10						
SAP BPC	8.5/10						
SAP ABAP/DEV	5.5/10						
SAP PI/PO/BTP	7.5/10						
SAP DATA MIGRATION	7.5/10						
SAP MASTER DATA	5.5/10						
HR / SF	7/10						
SAP SECURITY	6/10						
SAP BASIS	5.5/10						

12%

AVERAGE SALARY INCREASE FOR
CANDIDATES WHEN MOVING ROLES

HANDS-ON

Contract

TITLE	DIFFICULTY	DAY RATE TOTAL CHARGE / ALL INCLUSIVE							
		£400	£500	£600	£700	£800	£900	£1000	£1100+
SAP APO	8/10								
SAP PP	7/10								
SAP QM	8/10								
SAP FICO	5/10								
SAP MM	5/10								
SAP SD	5/10								
SAP WM	7/10								
SAP EWM	8/10								
SAP TM	9/10								
BI/BW/HANA/SAC	5.5/10								
VIM/ARIBA	8/10								
SAP ABAP/DEVELOPER	4.5/10								
SAP PI/PO/BTP	6/10								
SAP DATA MIGRATION	6/10								
SAP MASTER DATA	6/10								
HR / SF	6.5/10								
SAP SECURITY	4.5/10								
SAP BASIS	6/10								

41%

OF DECISION-MAKERS SEE SKILLS SHORTAGES AS A TOP FACTOR IMPEDING HIRING.



Selecting the right recruitment partner is more important than ever.

GRANULAR-DETAIL-GEEKS

We're proud to fixate over the tiniest of details which most wouldn't even consider. For us, nothing is too small to overlook, or leave to chance in our pursuit of sourcing the best hard-to-find experts.

HELP WITH MORE THAN HIRING

Our joint brand piece allows us to be confident of your future successes by partnering on much more than just a job-filling basis, helping with X all the way to X.

CUSTOMER OBSESSED CULTURE

The culture of Maslow is one of high EQ, with our customers needs, as our primary priority. The team at Maslow are selected based on their skills at keeping partners delighted with our service, not simply the outstanding results we generate for them.

ABOUT US

Businesses want to engage with recruiters who offer a quality-led service and putting the customer at the centre is how we continue to create successful and long-lasting partnerships.

Our journey has begun with what we know best, SAP. We have been working in this market for over a decade and this is why our customers rely on us for advice and choose us exclusively to provide an expert level of service that our competitors often fail to deliver.



We're a results-based
business who focus on
positive results for all
parties.

OUR SPECIALISMS

ECC & S/4HANA

Moving to SAP's Digital Core? Whatever your landscape, we can help.

SAP SUCCESSFACTORS

From Payroll and EC to LMS and Recruitment modules, we have the people solutions you need.

SAP ADD-ONS

We cover the whole SAP suite including: HCM, E-WM, SAC, CX/CRM, MES, PLM, CDC, Ariba, IBP.

25_K

CONNECTED WITH OVER
25,000 ERP EXPERTS

93%

CV TO INTERVIEW

87%

VACANCY FILL RATE

MD, UK&I, BUSINESS

“Put simply, the best agency selection we have ever made.”

“Maslow worked with both our HRBP and my Managers to create a hiring roadmap for our newly acquired site in the UK. The provided guidance and support around costs and times to hire which was invaluable to us. Other agencies who we invited to present, focussed mainly on their network, only Maslow talked us through the challenges we would face, whilst still being able to instil confidence and provide alternative ideas that we never would have thought of.

Steve is a real people person who brings his confidence, passion, and knowledge to the table. Put simply, the best agency selection we have ever made.”



GET IN TOUCH

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OUR TALENT 
IS FINDING  **YOURS**