In HelloNation, Business Performance Expert Martin Rowan of Naperville, IL, Explains How SAP Execution Impacts Operational Stability

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Nov 19, 2026, 12:45 ET

NAPERVILLE, Ill., Nov. 19, 2026 /PRNewswire/ -- What happens when SAP stops being used merely to explain results and starts being used to drive them? That question is addressed in **a HelloNation article** featuring insights from Martin Rowan, Managing Partner at Reveal USA, Inc. in Naperville, IL. The article explores how organizations can strengthen operational stability by moving beyond using SAP as a simple reporting layer and fully leveraging it for both planning and execution.

The article notes that many businesses still treat SAP as a reporting layer, pulling data into spreadsheets to make decisions. This practice, while common, often leads to fragmented workflows and reduced accountability. As highlighted in the HelloNation piece, when planning and execution occur outside SAP, teams face longer decision-making delays and greater inconsistencies across departments. This increase in decision latency can negatively affect overall business performance, leaving organizations to react to problems rather than prevent them.



Martin Rowan, Managing Partner

According to the article, SAP execution becomes far more effective when it is positioned at the center of both planning and operational processes. Rowan explains that teams relying on spreadsheets miss out on version control, automated checks, and system-wide integration. These gaps lead to avoidable errors, duplicate work, and misaligned strategies. The article underscores that restoring execution in SAP enhances control, speeds decision-making, and enables proactive management of business operations.

The HelloNation article emphasizes that a fully integrated SAP environment improves both decision speed and outcome reliability. When SAP execution is prioritized, teams can access real-time information that empowers them to act faster and with more confidence. This operational visibility also increases accountability, as everyone works from the same data source. Business performance becomes easier to manage because processes are consistent, and service levels stabilize across the board.

Another important takeaway from the article is the financial benefit of aligning planning and execution within SAP. Companies can free up working capital by streamlining procurement and inventory strategies. When execution decisions are based on current SAP data, rather than disconnected spreadsheet estimates, unnecessary expenditures are reduced. SAP becomes not only a planning tool but a driver of financial efficiency and operational effectiveness.

As the article explains, the shift from using SAP as a reporting layer to a full planning and execution system requires more than just technology. It demands a cultural shift within organizations. Teams must be willing to trust SAP to manage operational tasks in real time. With this shift, companies reduce decision latency, improve transparency, and make faster, more informed decisions. This kind of commitment leads to measurable gains in business performance and long-term stability.

The HelloNation feature also highlights that employees benefit from this transformation. By eliminating the need to reconcile conflicting spreadsheets, teams can focus on tasks that add value to the business. With SAP execution in place, operations become more predictable and efficient, improving the experience for both employees and customers alike.

The article titled "**When SAP Stops Explaining Results and Starts Delivering Them"** features insights from Martin Rowan, Business Performance Expert in Naperville, IL, in HelloNation.

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