

KPMG Law advises SAP on strategic investments in unicorn startups n8n and Parloa

KPMG Law Rechtsanwaltsgesellschaft mbH (KPMG Law) advised SAP SE (SAP) on its strategic investments in the unicorn startups n8n and Parloa. KPMG Law provided SAP with full-scope legal advice throughout both transactions.

SAP is a global leader in enterprise software and business technology solutions. Through these strategic investments, SAP aims to further strengthen its engagement in digital ecosystems and expand its capabilities in key future areas such as workflow automation, system integration, AI-driven customer engagement, and intelligent business process solutions.

n8n is a technology company providing a powerful workflow automation platform that enables organizations to automate, connect, and orchestrate complex processes across systems, applications, and data sources in a flexible and scalable manner. The platform allows companies to build customized automation workflows and supports a wide range of integration and automation use cases.

Parloa is a fast-growing technology company offering an AI-based platform for automating and managing customer interactions, particularly in voice and chat solutions for contact centers. Its technology enables enterprises to design, deploy, and scale intelligent virtual agents to improve customer experience and operational efficiency.

The SAP deal teams were led by Deepa Gautam-Nigge and Jonas Neskluda (Corporate Development) as well as Julian Klose (M&A Legal).

KPMG Law handled the entire legal advice on both transactions, including structuring aspects and all transaction-related legal matters. The mandates were led by [Dr. Ian Maywald](#) (Partner) and [Dr. Robert Müller](#) (Senior Manager, Co-Lead). The Corporate/M&A team included [Lucas Kalischo](#), [Maximilian Weiß](#), [Kilian Baum](#), Moritz-Constantin von Drygalski, and Lisa Miller. The IT/IP/Data Protection team comprised [Daniel Taraz](#), Leonie Troost Schönhagen, and [Sina Schachner](#). Employment law aspects were advised by [André Kock](#), while compliance matters were handled by [Dr. Thomas Giering](#).

KPMG Law has supported SAP in several strategic national and international transactions this year.

Ansprechpartner: