SUGEN DIGEST

SAP User-Group Executive Network

Foreword

by Gianmaria Perancin, Chairman SUGEN CLT, Chairman *Utilisateurs SAP Francophones, USF*

The F2F meeting we had in November was another important milestone in SUGEN history.

The Best Practice Day held on Nov 25th has shown how much User Groups are able to grow in maturity and, therefore, in attracting new members. The experiences shown by AUSAPE, AFSUG, SAPSA were very inspiring in how to promote the value of being part of a User Group. At the same time, the new branding policy of SAPience.be has been impressive as it strongly highlight how User Groups are keys for leveraging the network for increasing competences. Key words such as Connect, Learn and Grow, are the real DNA of User Groups, and this is also true for SUGEN, at a global level.

During the two following days, thanks to the Executive Exchanges, SUGEN could see the importance that SAP gives to Business Transformation Platform, Enterprise Architecture, Artificial Intelligence, Customer Experience ; but also, to topics about Security and Compliance, or Sovereign Cloud, to protect the "intangible assets" of companies, that are represented by the data they own.

The possibility to see how we progress with the Charters was addressed during the internal SUGEN topics, as well as how GUGO is working in supporting User Groups. Those were two key moments for appreciating our collaboration and prepare the future material we will share locally.

FINUG also presented their experience in promoting an "ERPSim game" based on S/4HANA with students and University in Finland : this shown the capacity in attracting future SAP users, through gamification of real business processes.

Obviously, the in-depth discussion SUGEN had with Thomas Saueressig about business transformation has shown how SAP supports customers in adopting cloud and clean core, but also how much the partners are going to change their business models. For sure, SUGEN must play a key role here : our members in each of our User Groups will be satisfied with SAP solutions and products only if the partners can be up to date and trained with all innovations provided by SAP and implement them efficiently.

This should lead SUGEN to consider how strong our network must be in representing the sounding board of the entire SAP ecosystem, so to provide tangible valuable feedback and help SAP in understanding customers' and partners' expectations.

It is through this continuous honest and constructive feedback that SUGEN will keep its value in the future and therefore reaching new achievements for all the users and partners of all SAP solutions, products and services.

Gianmaria Perancin

SUGEN Group Picture November 2024

Best Practice Day – Bridging Global Insights and Collaboration

by Amanda Gibbs, CEO, *African SAP User Group, AFSUG*
& Ronald Schippers, Director, *Dutch SAP User Group, VNSG*

SUGEN Best Practice Day: Bridging Global Insights and Collaboration

The SUGEN Best Practice Day, co-hosted by Amanda Gibbs of AFSUG and Ronald Schippers of the VSNG, is an event for sharing insights, global collaboration and knowledge-sharing among SAP User Groups. Held at the innovative SAP AppHaus in Heidelberg, the event gathered 17 user groups, alongside SAP experts and volunteers, to exchange best practices and amplify the collective voice of the global SAP community.

A Journey of Connection

The day began with an engaging icebreaker, inviting participants to introduce themselves through reflections on their personal journeys from childhood to their current roles. This warm and personal start set the tone for an open and collaborative atmosphere throughout the event.

Insights and Innovations in membership engagement, activation and growth

The morning featured a series of impactful presentations by representatives from five user groups: AUSAPE with Ana Encinas, SAPSA with Alexander Motsch, ASUG Brazil with Kelly Teixeira, SAPience with Gert de Pauw, and AFSUG with Amanda Gibbs.
Key question all presenters elaborated on was: What are you (as a User Group) doing to increase the engagement level and the number of active members? The outcome showed great best practices on new and effective strategies for member engagement, driving innovation, and leveraging SAP solutions to address common challenges. The focus, centered on engaging and activating member companies while attracting new members was setting the stage for in-depth discussions and knowledge exchange.

A Global Perspective on Best Practices

A panel discussion with contributor from four user groups delved deeper into topics about innovative approaches to member engagement, scalable strategies for user group initiatives, and the transformative power of community-driven solutions.

Louise Steenekamp, Vice Chair from AFSUG, Eva-Maria Fahrer, CEO - Adfahrer – SBN, George Papadopoulos, Chief Operating Officer at SAP Australian User Group and Mathilde Fleury, Manager International & SAP Relationship at USF France, by sharing their User Group insights that could be adapted globally, this session emphasized the interconnectedness of challenges and opportunities within the SAP ecosystem.

Building a Unified Vision

In the afternoon, the day concluded with a dynamic roundtable discussion in a format of table rotation, where participants brainstormed around enhancing board member engagement in user groups, exploring best practices, and ideating new roles and strategies.

3 groups brainstormed all on the 3 Board Membership questions:

- What best practices can you share on involving the board and board members into User Group Initiatives?
- What are the main contributions you expect of Board Members of User Groups
- What innovative ideas are you thinking off to grow the impact of the UG Board members?

The collaborative dialogue not only reinforced the importance of shared learning but also charted a path forward for unified advocacy and influence within the SAP ecosystem.

A Testament to Community Strength

SUGEN Best Practice Day demonstrated the strength and potential of the global SAP community. It showcased how diverse user groups can come together under a shared mission to empower users, drive innovation, and amplify their collective voice. The

event was a testament to the enduring value of collaboration in ensuring continued growth and success within the SAP ecosystem.

With a renewed vision and strengthened connections, SUGEN participants left the AppHaus inspired to bring these insights back to their local communities, fostering further innovation and global alignment.

Amanda Gibbs & Ronald Schippers

SAP Global User Groups Organization Update on November 26

by Yasmin Awad, SVP, *SAP Global User Groups Organization, SAP*

Yasmin Awad, Senior Vice President and Head of SAP Global User Groups Organization, highlighted the impactful collaborations and successes achieved between SAP and the global SAP User Groups:

1. **Joint Programs:** Yasmin gave an overview of SAP's strategic initiatives and how they are driving meaningful change and value for user group members. These programs include *Move to the Cloud*, *User Group TechEd Stops*, and *Educate to Employ*, an initiative aimed at improving employment opportunities for specific groups. Additionally, SAP is enhancing the learning experience by rolling out a new, inclusive learning platform for employees, partners, and customers.
2. **Achievements:** Yasmin presented as results of the collaboration practical guides that help customers to adopt SAP solutions like the [Move to the Cloud – A Practical Guide](#) series which offers comprehensive sessions featuring SAP experts. The [RISE landing page](#) provides guidance to customers as well as ebooks on RISE with SAP ([English](#)/[Spanish](#)) and [Integration](#).
3. **Feedback**: Probably the most important pillar in the collaboration between SAP and its user groups is the continuous feedback loop from customers to SAP. This feedback has always been vital to SAP's evolution as it drives improvements in both products and services, ensuring that SAP stays responsive to the needs of its community.
4. **The Future**: Looking ahead, Yasmin's team will focus on visioning how to collaboratively shape the future of the user groups, developing long-term strategies and to ensure continued relevance in the ever-evolving tech landscape.

Yasmin put a strong emphasis on how proud SAP is to collaborate with its user communities, achieving incredible progress together and setting the stage for a future of shared success and innovation.

SUGEN Executive Exchanges on November 27

by Duke Mathebula, SUGEN CLT Member, *African SAP User Group, AFSUG*

SAP Enterprise Architecture – Thomas Pfiester - November 27

The objective of the session with Thomas Pfiester, Executive Vice President & Head of Global Customer Engagement & Services, was to demystify the term and topic of [Enterprise Architecture](#) (EA) as well as to outline SAP's strategic direction regarding EA. A standardized approach to EA was presented, based on feedback from customers indicating a need for experts with both technical and transformational proficiency. Enterprise Architects will be attached to SAP's leading offering, RISE with SAP, and benefits will be linked to five defined SAP Delivery and Engagement Clusters. A case study from Angelini Industries demonstrated a successful SAP EA implementation. SAP's EA does not replace the enterprise architect on customer side but offers guidance to building an SAP reference architecture.
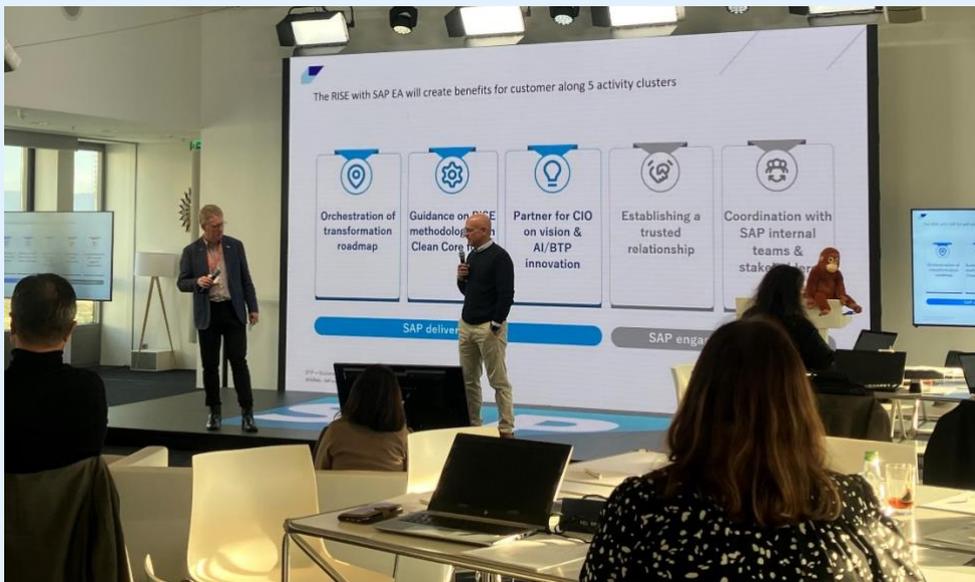
SAP AI Strategy – Kai Mühlbauer – November 27

The session with Kai Mühlbauer, Global Head of AI Product & Partner Management at SAP, highlighted SAP's AI strategy, emphasizing that high-quality AI results stem from a strong data foundation and seamless integration across SAP solutions. Through the [SAP's generative AI hub,](#) customers and partners can utilize the same applications used by SAP to build applications and expand capabilities. The [SAP Discovery Center](#) offers access to the over 100 AI use cases that are already available and also allows ROI calculations via the [AI Calculator](#). In 2025, the plan is to enable the monitoring of consumption of AI use

cases in SAP landscapes. Notably, over 450 partner AI apps are currently available for implementation.

SAP CX Strategy – Rachel Laventure – November 27

Rachel Laventure, Senior Vice President & Global Head of UX & Product Success, Industries & CX (Customer Experience) at SAP, focused on SAP's Customer Experience (CX) strategy, highlighting components such as Service, Sales, Customer Data, Customer Engagement, and Commerce. [Intelligent CX from SAP](#) connects the front- with the back end in order to ensure a seamless end-to-end process flow. With the illustration of [San José Sharks](#) as a customer example, the session elaborated on SAP's vision of adaptive, industry-tailored CX, offering 900+ innovations across Intelligent CX from 2023 onwards to date.

The latest SAP CX customer success stories can be found in our [e-book](#).

SAP Security & Compliance Strategy – Marielle Ehrmann – November 27

The session on SAP's Security & Compliance Strategy with Marielle Ehrmann, SAP's Chief Security Compliance & Risk Officer, shed light on the increasing number of threats and regulations in today's digital landscape and how resilience is critical for identifying, detecting and managing cyber security threats.

With NIST CSF (Cyber Security Framework) as standard, SAP is committed to elevating customer trust and ensuring compliance with regional requirements. It was noted that Compliance Reports would be combined in the future and compliance frameworks have been expanded to handle risks associated with AI.

SAP Sovereign Cloud – Johannes Muellenberg & Pascal Scheuermann – November 27

This SAP Sovereign Cloud session with Johannes Muellenberg, Global Head of Sovereign Alliances at SAP, and Pascal Scheuermann, Head of the GS2 Telecommunications Compliance team, examined the concept of Sovereign Cloud and outlined that storing data and operating locally is in the centre of it. With a newly established strategy on Sovereign Cloud, SAP has built up dedicated cloud teams per country. The Sovereign Cloud is already generally available in six countries (s. illustration below), while the concept could also expand to other countries in the future. The approaches are differing per country, e.g. in Germany Delos Cloud will only be available for government purposes. An additional announcement for Europe is expected in 2025.