SAP Customer Engagement Initiative

Cycle 2025-2 Update for ASUG, DSAG, INDUS, UKISUG, USF, VNSG, SAUG, AUSAPE, ASUG Brazil

PUBLIC

THE BEST RUN SAP

Agenda

Projects of interest for ASUG, DSAG, INDUS, UKISUG, USF, VNSG (direct link to slide)

Registrations throughout the cycles (direct link to slide and slide)

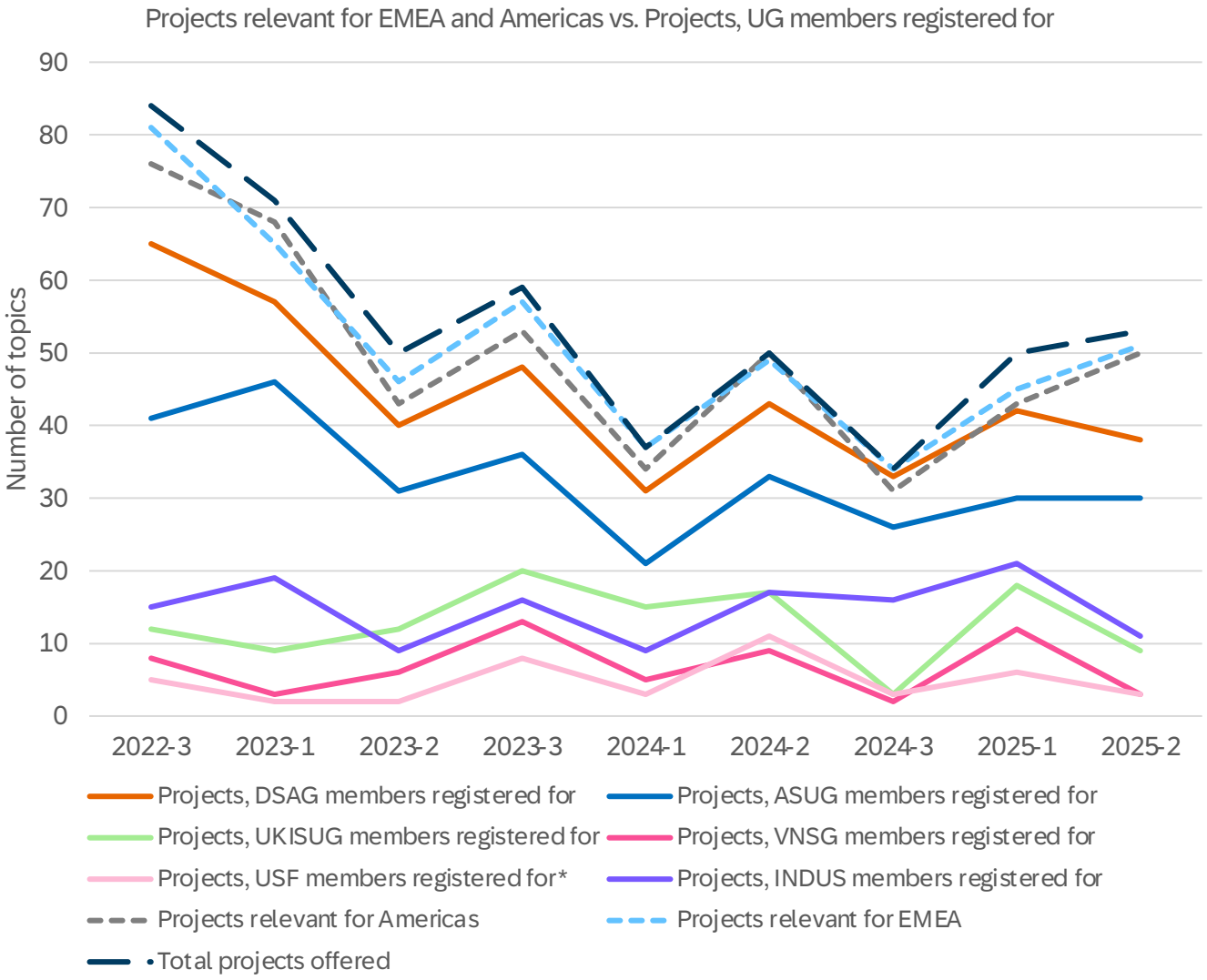
Registrations per project globally in 2025-2 (direct link to slide)

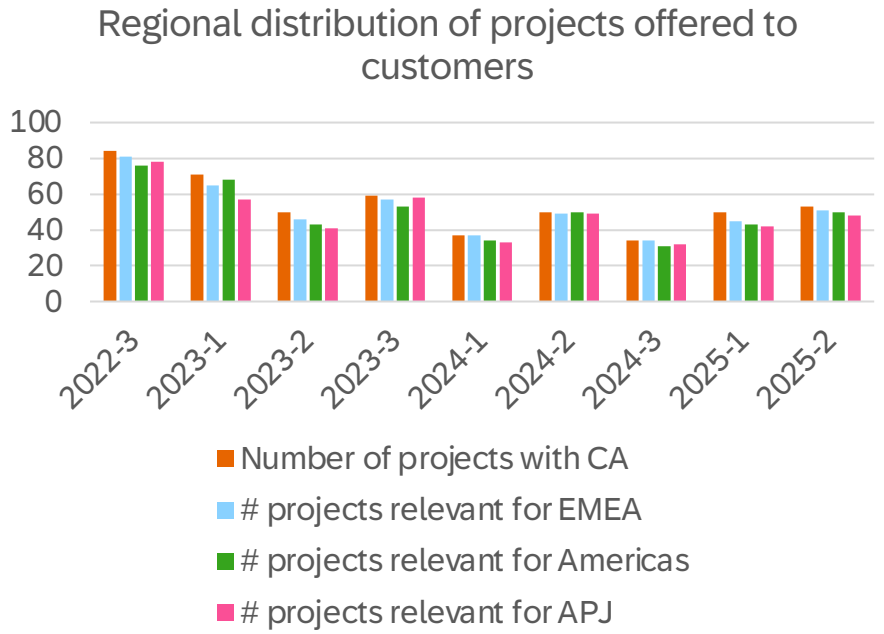
Top 10 projects globally in 2025-2 (direct link to slide)

Top projects of interest for User groups (ASUG and DSAG, UKISUG and VNSG, INDUS and SAUG)

Registrations per day (direct link to slide)

Projects of interest for ASUG, DSAG, INDUS, UKISUG, USF, VNSG





Registrations throughout the cycles (1/2)

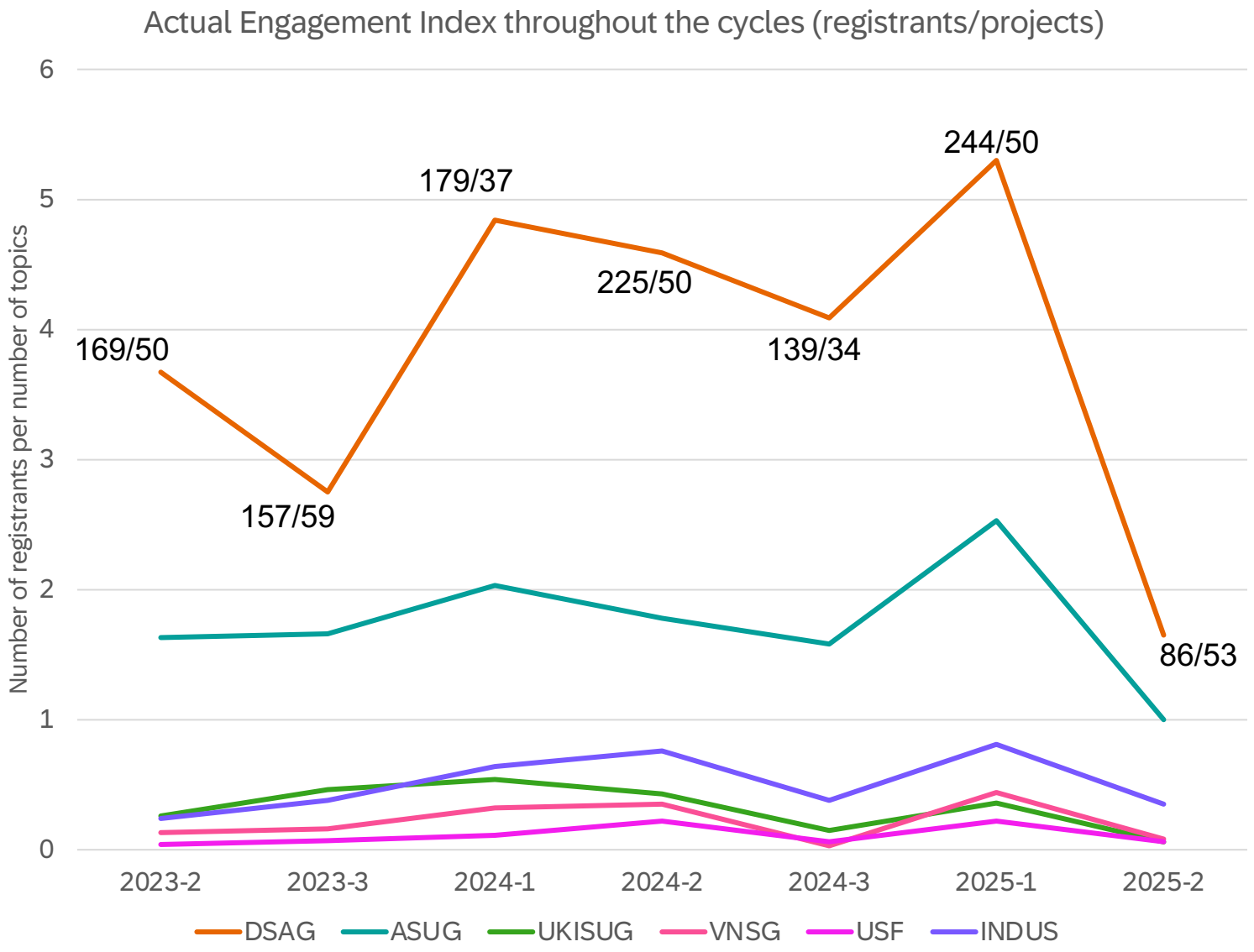
Engagement index

On a global scale we observe an average of 21,5 registrations per topic (426 registrations from 300 unique registrants from 230 companies for 51 out of 53 projects). This cycle we have participants from 30 different countries.

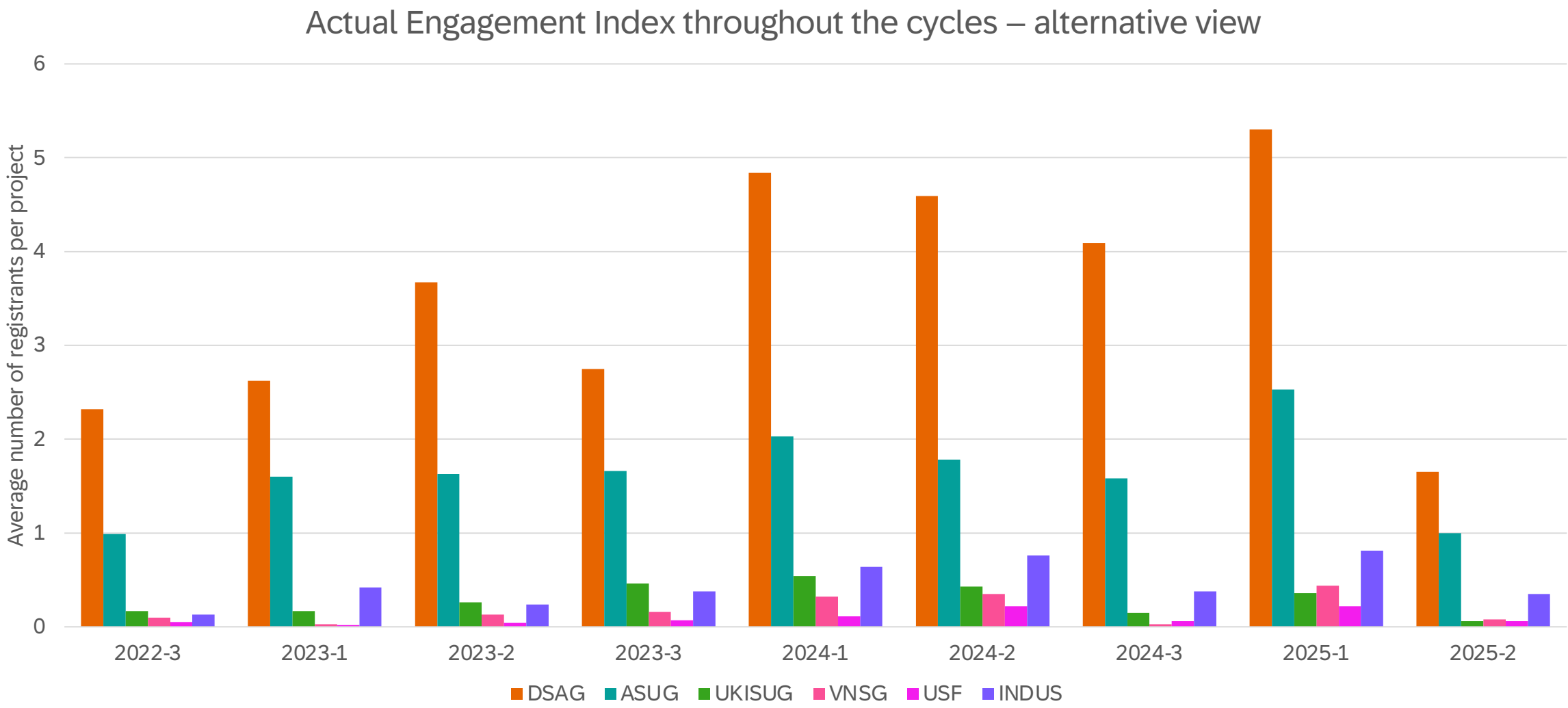
Being fully aware that not every topic is relevant for all User Groups and that participation varies we use an Engagement Index (average number of registrants per number of projects relevant for this region) to compare the User Group's overall engagement throughout cycles. (Aims of Engagement Index can be aligned differently with each User Group.)

Absolute number of registrants per User Group per cycle

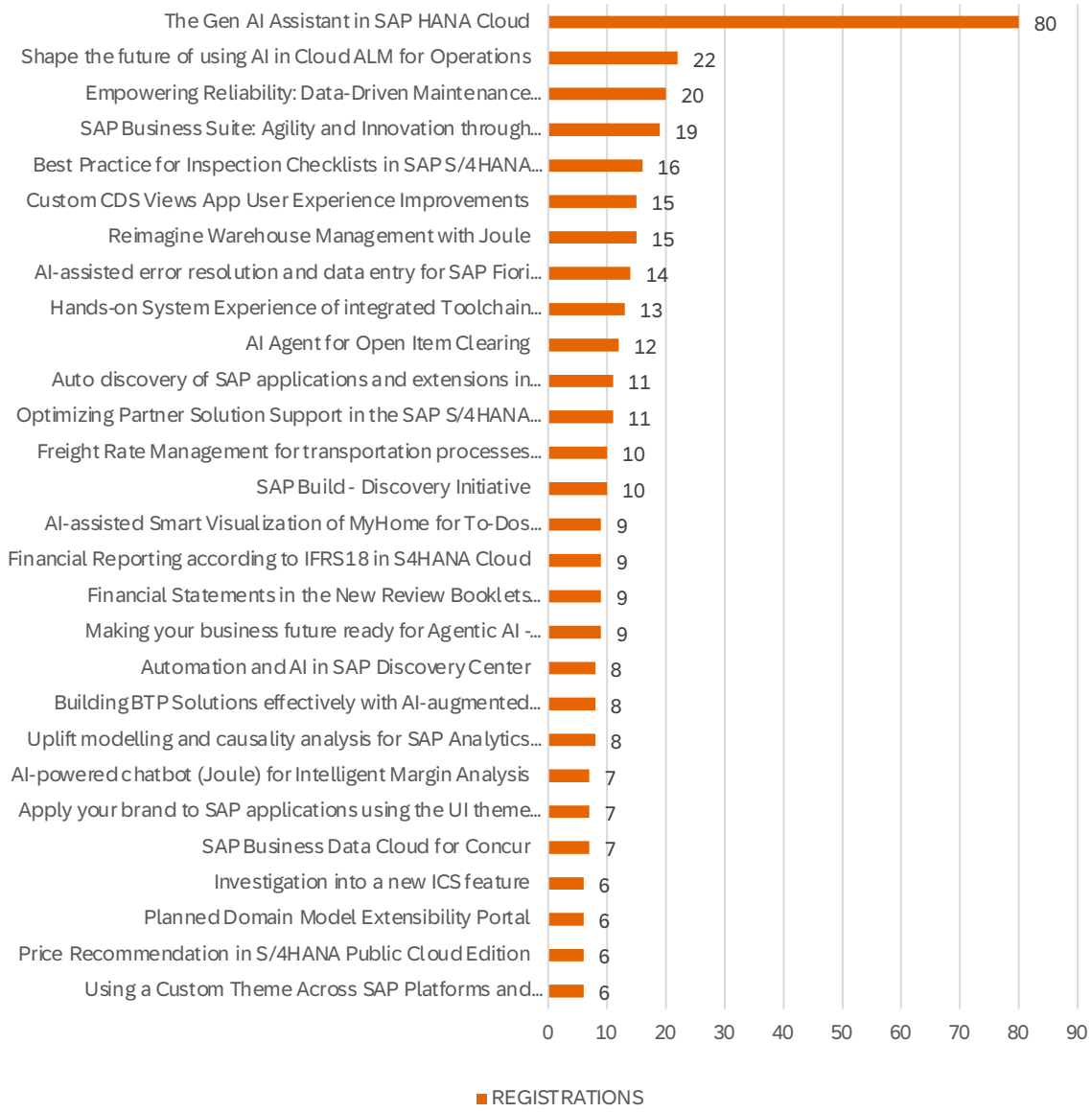
Cycle (# projects)	DSAG	ASUG	UKISUG	VNSG	USF	INDUS
2022-3 (84)	188	75	14	8	4	10
2023-1 (71)	170	109	11	2	1	24
2023-2 (50)	169	70	12	6	2	10
2023-3 (59)	157	88	26	9	4	22
2024-1 (37)	179	69	20	12	4	21
2024-2 (50)	225	89	21	17	11	37
2024-3 (34)	139	49	5	1	2	12
2025-1 (50)	244	109	16	20	10	34
2025-2 (53)	86	50	3	4	3	17



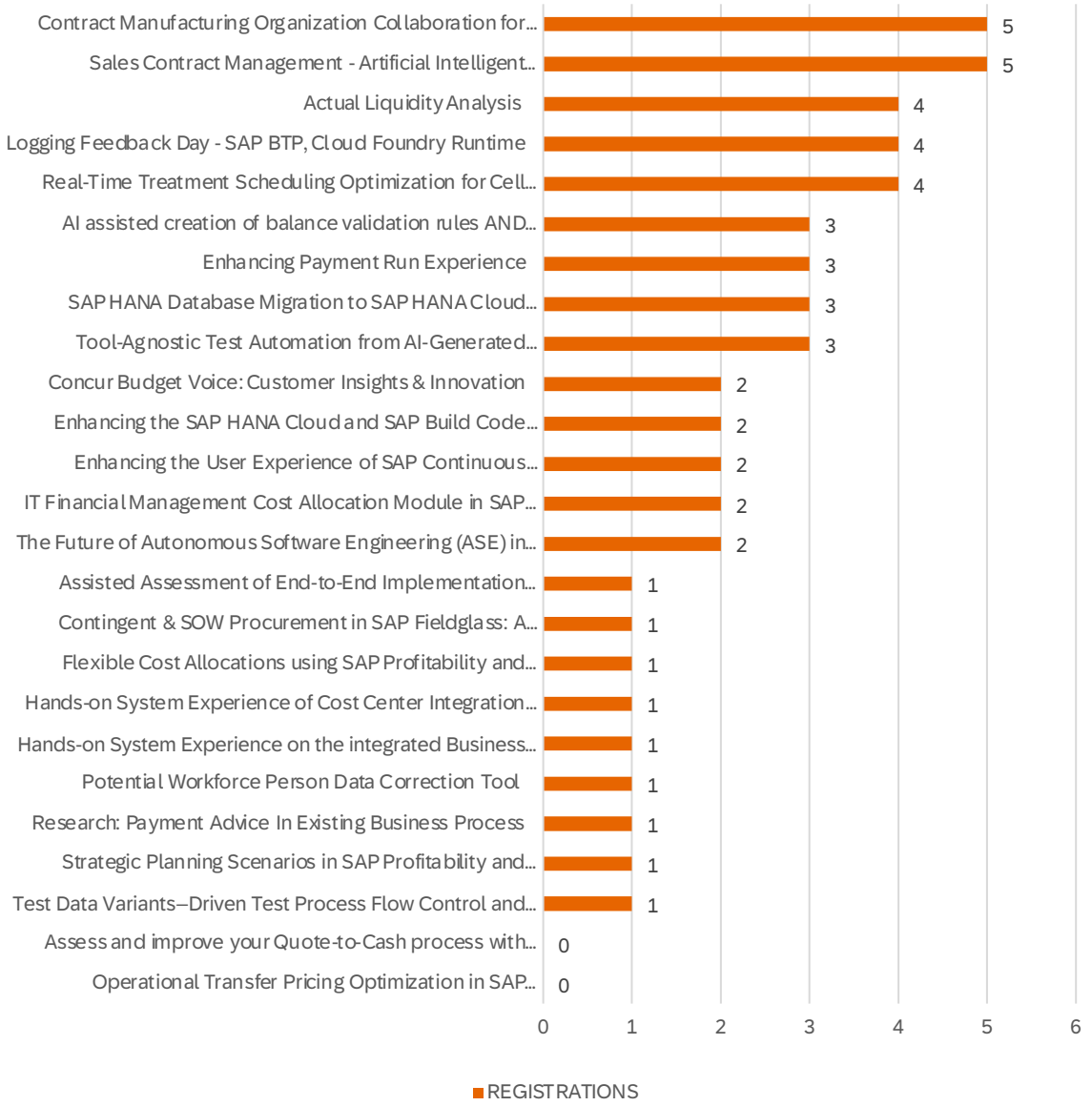
Registrations throughout the cycles (2/2)



Registrations per topic globally in 2025-2

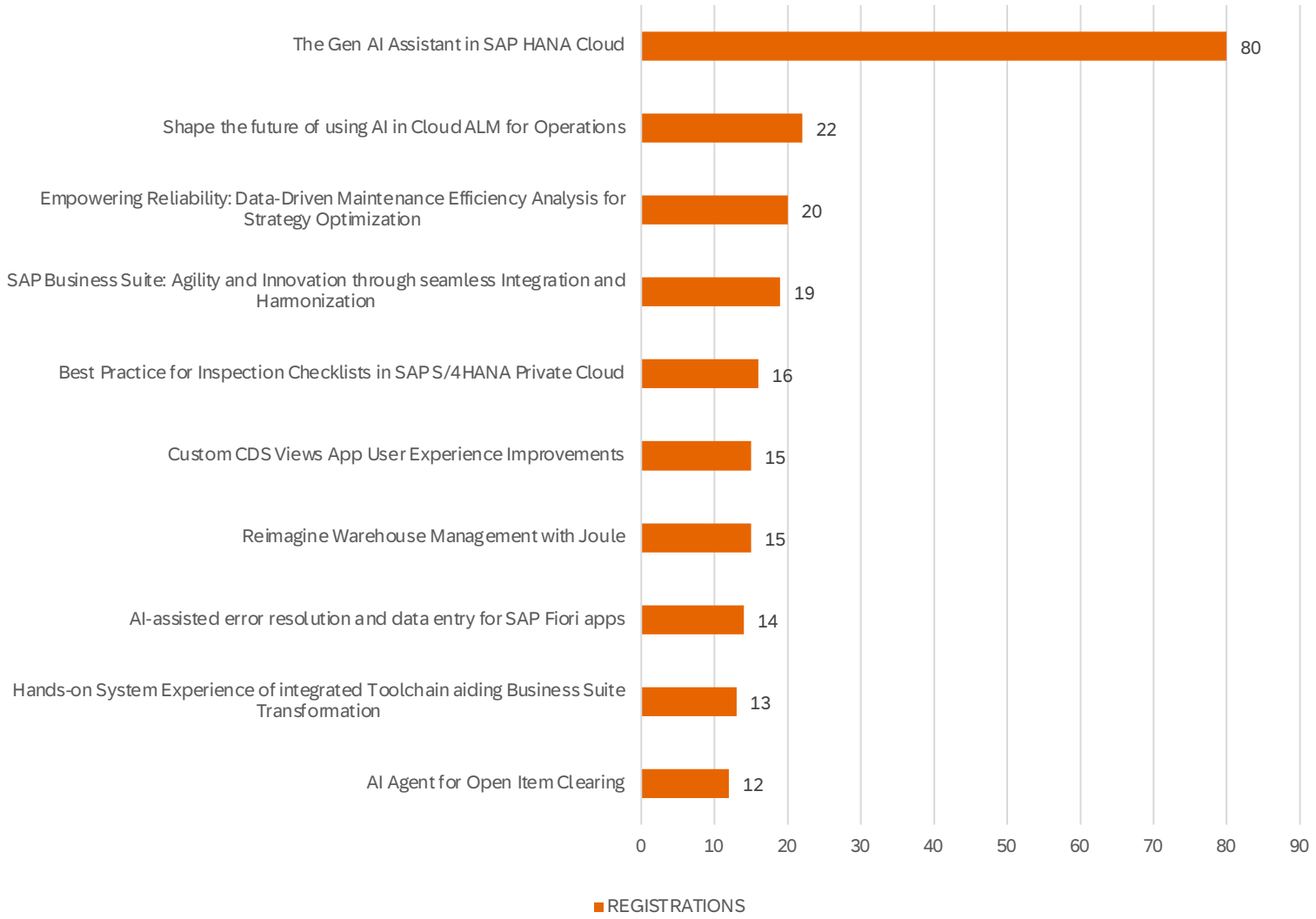


80 – 6 registrations



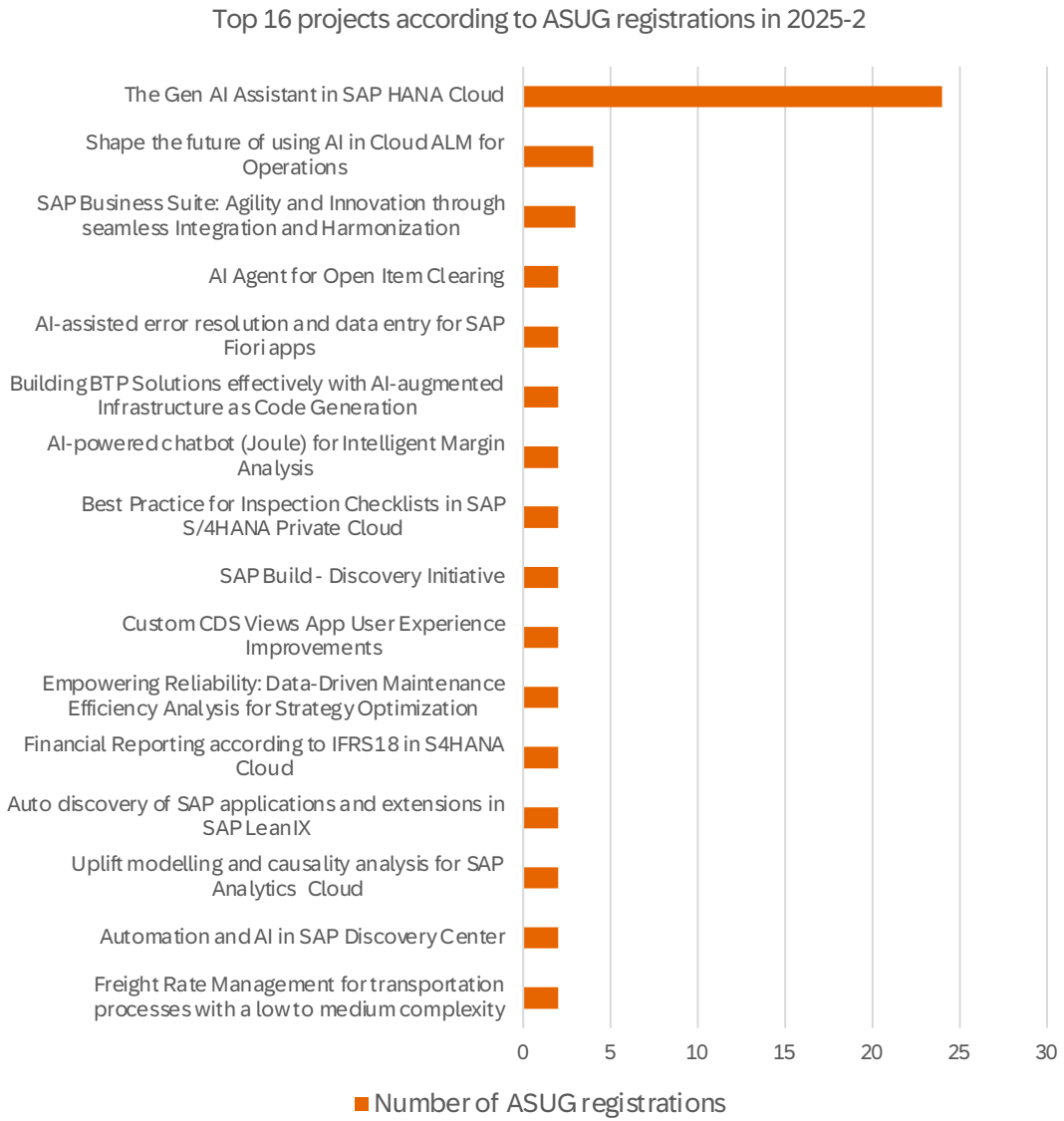
5 – 0 registrations

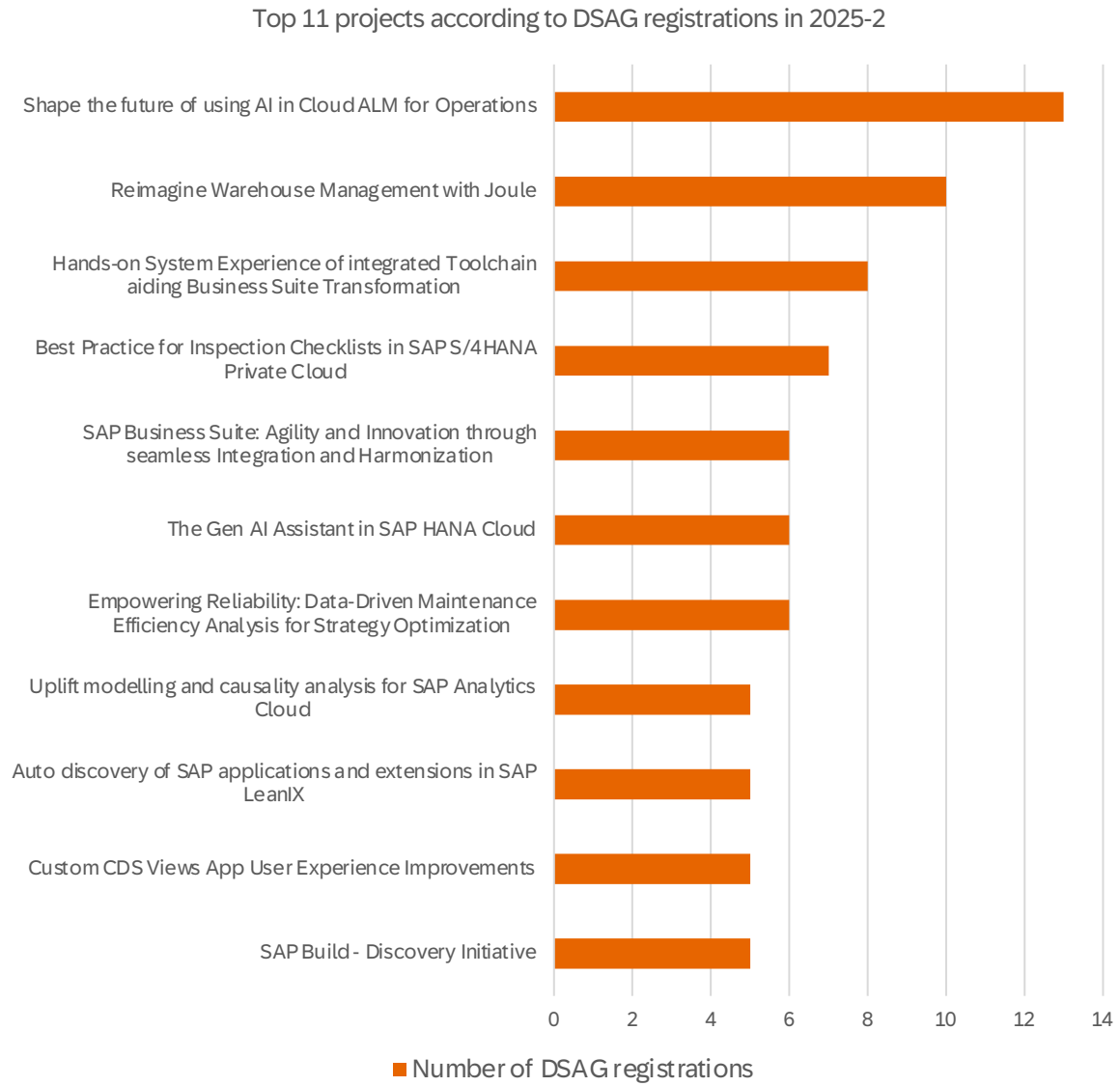
Top 10 Projects of Cycle 2025-2



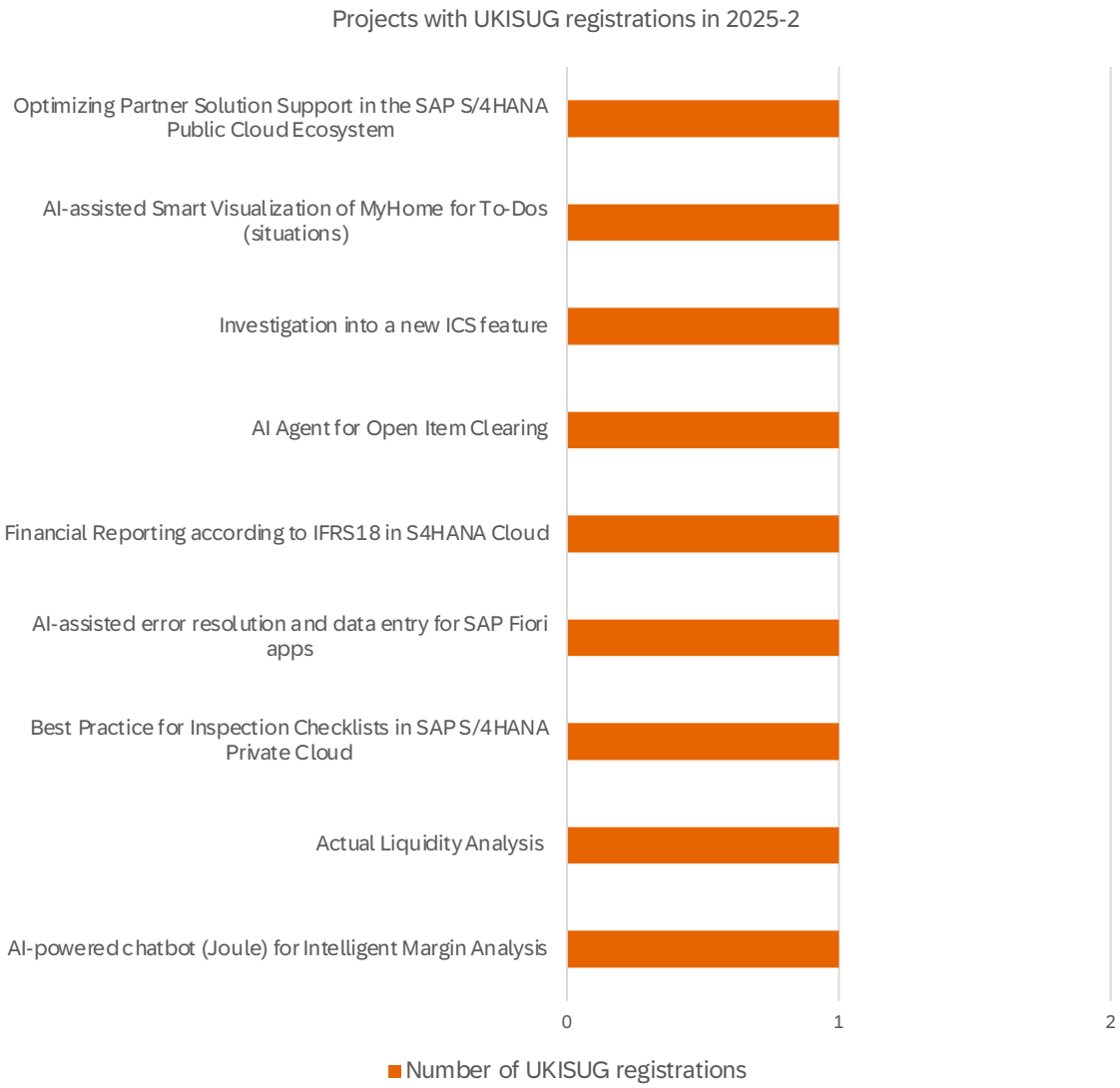
- Good mix of registrations across all LoBs
- In total 178 registrations for SAP S/4HANA projects (41,8% of all registrations for 21 projects)
- SAP BTP projects with 60 registrations for 12 projects (14,1% of registrations)
- Also, high numbers for Data & Analytics projects (93 registrations for 4 projects, 21,8% of registrations)

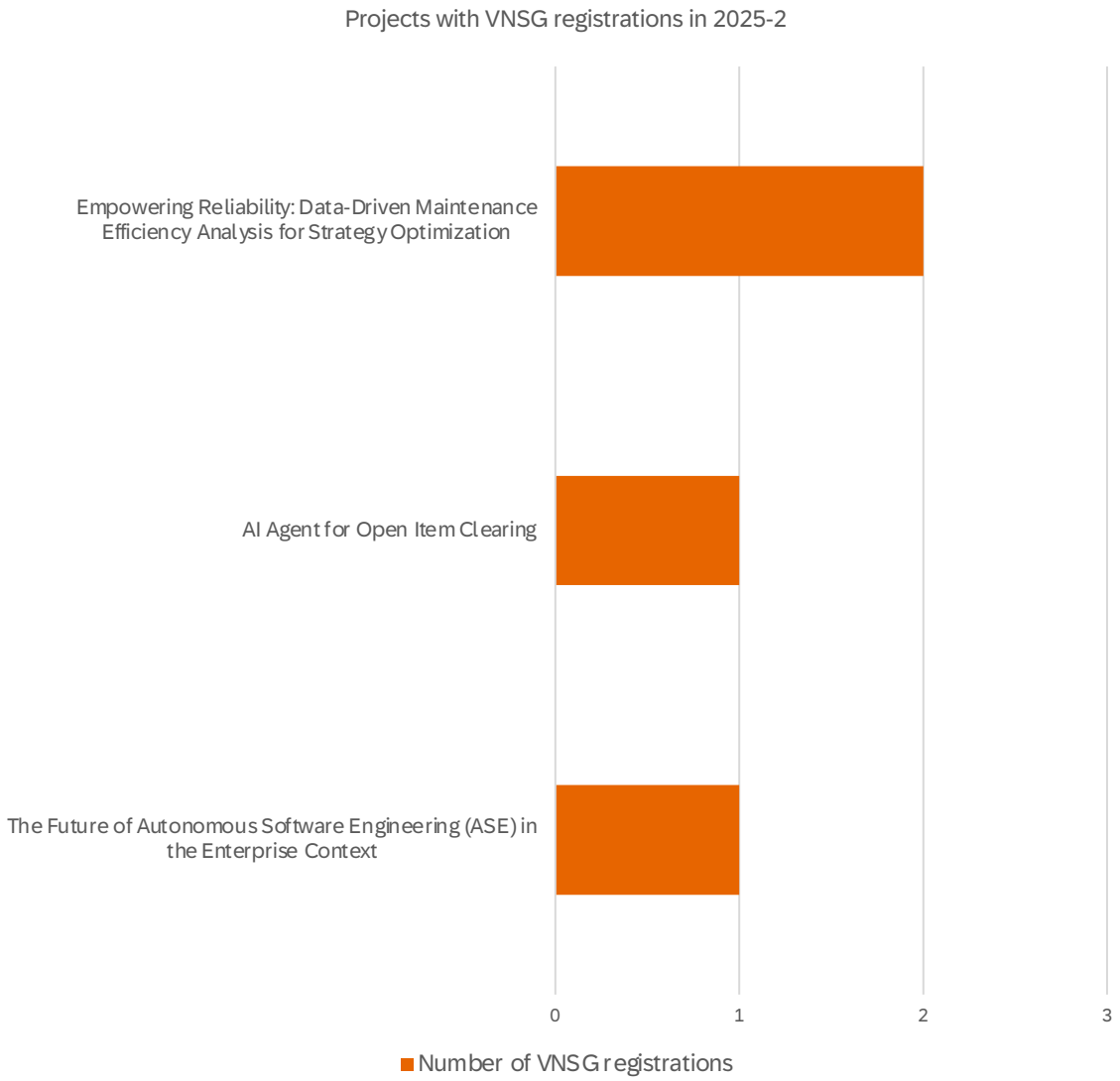
Top projects of interest for User groups (1/3) – ASUG and DSAG



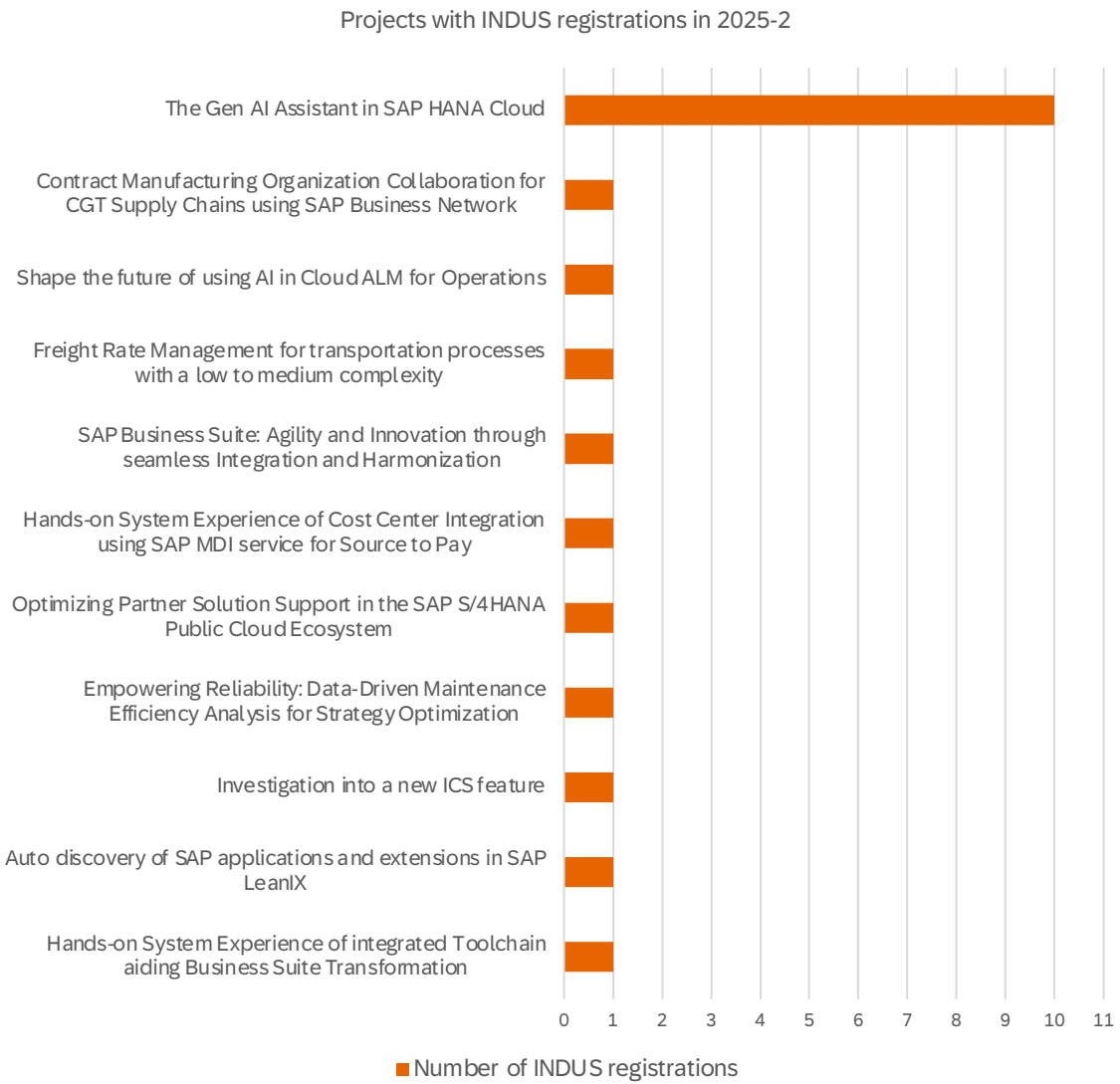


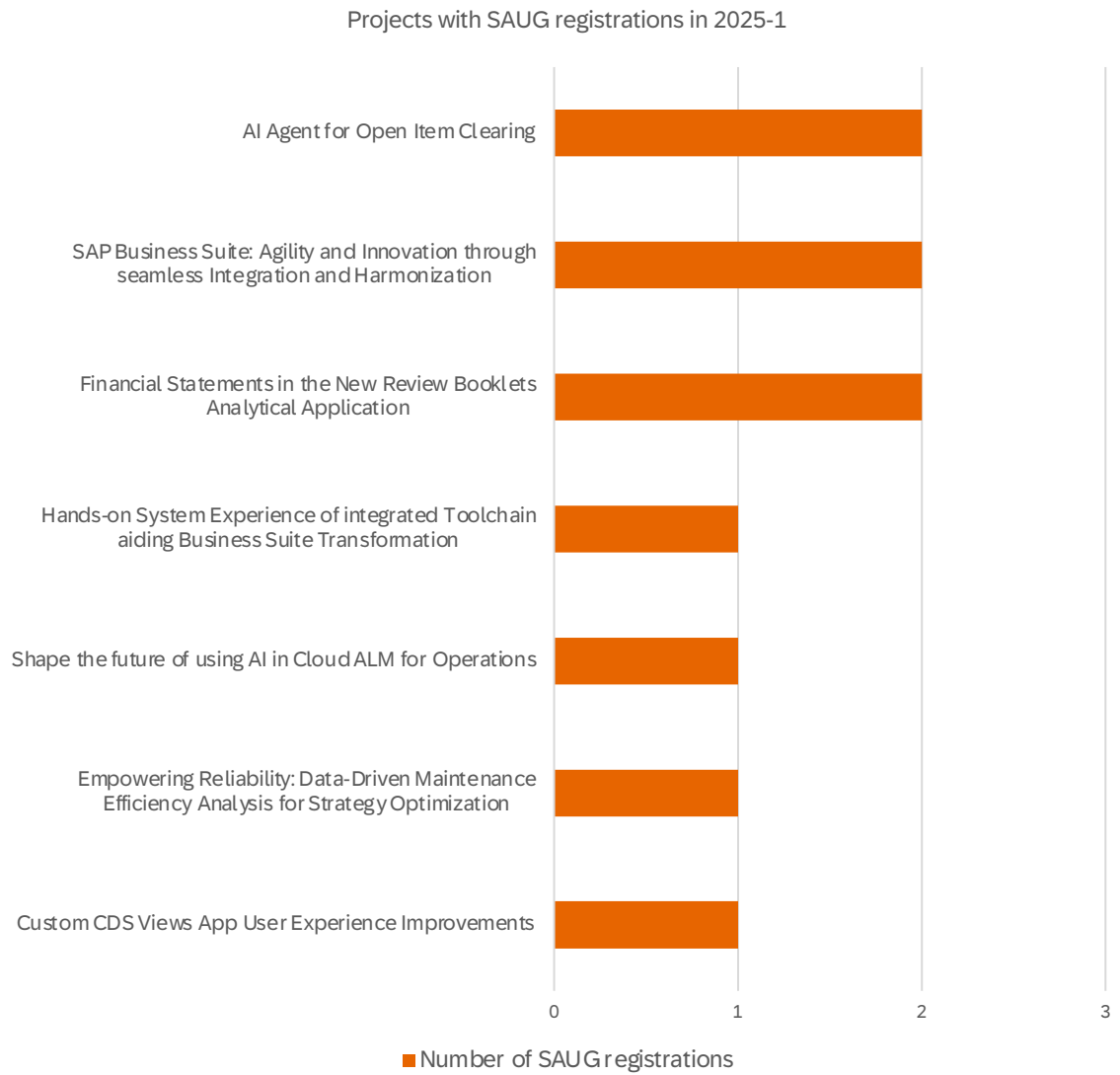
Top projects of interest for User groups (2/3) – UKISUG and VNSG





Top projects of interest for User groups (3/3) – INDUS and SAUG





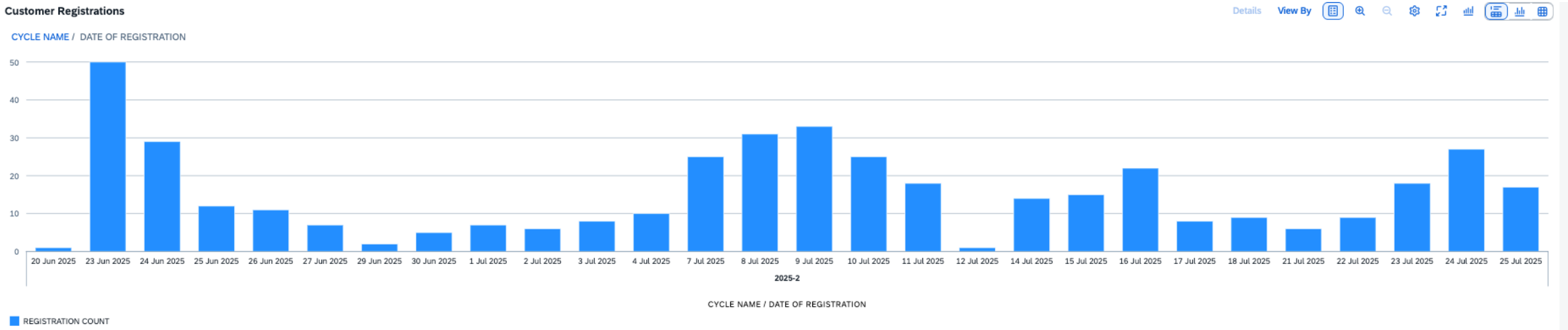
CEI Cycle 2025-2: SAP Community as of August 13, 2025

CEI team on SAP Community

Area	Views
All Projects	2704
SAP Business Technology Platform	454
SAP S/4HANA and SAP S/4HANA Cloud	613
Data & Analytics	569
Artificial Intelligence	830

Project leads on SAP Community

Area	Views
SAP Customer Engagement Initiative Cycle 2-2025 - Finance Projects	260
Customer Engagement Initiative- Freight Rate Management in transportation processes	678

CEI Cycle 2025-2

- The 53 projects published on influence.sap.com received 426 registrations from 300 unique registrants from 230 companies, which result in a quota of 8,04 registrations per project (Goal: 6) – Details, see in Analytics
- This cycle we have participants from 30 different countries.
- Promotion activities including SAP Community, SAP User Groups, SAP Colleagues, LinkedIn.