



The Power of Engaged Communities

SAP's collaboration with User Groups

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Customer



Areas of Strategic Collaboration



Knowledge Transfer

- Knowledge Transfer Sessions
- Web Presence
- Hands-on SAP Workshops
- Guides & eBooks



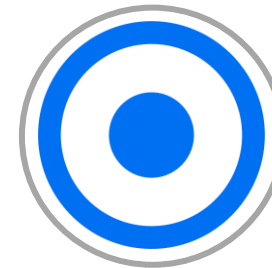
Influence

- Customer Connection
- Customer Engagement Initiative
- Customer Advisory Councils



Events

- Executive Meetings
- Support User Group Conferences
- Joint Event Calendar with User Groups
- Joint Roadshows and topic days



Strategy

- Roll-out of SAP Strategy
- Promote Strategic Executive Exchange
- Collect Feedback of User Groups on SAP Solutions & Services



Relationship

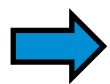
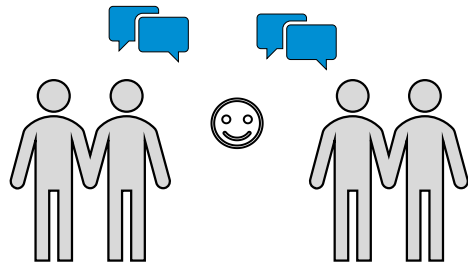
- Pre-Briefings of strategic SAP decisions
- Joint Communication Activities
- Define joint Roll-in and Roll-out Communication Channels

Two Perspectives When Talking About User Groups

INDIVIDUALS

Trusted

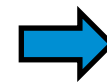
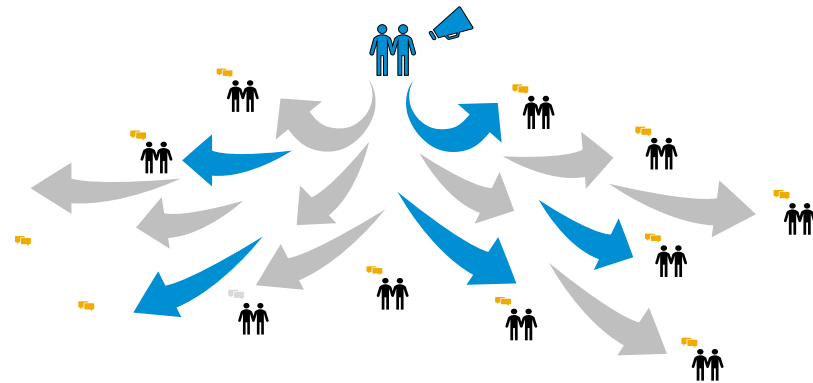
- Target Group: Dedicated Individuals at User Group Board or Back Office
- Type: Closed Dialogues (under NDA)
- Examples: Feedback, Market Sentiment, Prebriefings, Strategic Topics



Sensing Market Requirements / Influencing Activities

Public

- Target Group: User Group Members (Our Customers)
- Type: Public Information, Announcements
- Examples: Rollout Information, Knowledge Transfer, Customer Communications, Events, Sessions with UG Members



Go-to-Market

MANY

SUGEN: International Collaboration of User Groups

SUGEN is the SAP User Groups Executive Network, a global exchange platform for 20 SAP User Groups. The charter of SUGEN is to be THE Global Network of SAP User Groups that will provide a collective view of strategic topics to be addressed to SAP



Guide and Assets towards Cloud Transformation for SAP User Groups

Powered by the SAP Global User Groups Organization

Transformation Curriculum - Move to Cloud ERP Webcast Series

Practical Guide

In this webcast series, customers have the opportunity to gain a deep understanding and unique insights into why, what, and how to successfully manage the transformation to Cloud ERP. The webcast series provides a comprehensive overview of why the Cloud ERP transformation is essential for companies, how it can be successfully implemented, and what support is available to accelerate the transformation journey.



<https://url.sap/lr9dkx>

SAP Business Suite | RISE with SAP – Webcast Series

Executive Insights

Customers can learn how SAP Business Suite, with its cloud ERP applications infused with AI and context-rich data, offers a unified solution effectively negotiating modern enterprise challenges like dense data handling, and the necessity for improved system-wide visibility and efficiency. The sessions show how it propels digital transformation, making change a catalyst for progress. The series is focusing on new enterprise management pillars: AI, Data, and Cloud Applications.

Webcasts



<https://url.sap/ihvkpi>

eBook – Q4 2025



<https://url.sap/hfgoh5>

SAP Business Suite – Move to the Cloud landing page

Transformation Roadmap

This entry point provides customers with guidance on all aspects around RISE and Grow with SAP, the Transformation Journeys to SAP Business Suite. The offerings include an AI-powered cloud ERP that's managed and optimized by SAP. GROW with SAP is your journey to rapidly implement SAP Business Suite using a standardized framework, tools, and guidance. The RISE with SAP journey helps on-premises SAP ERP customers tailor their transformation to modernize their business with SAP Business Suite.



<https://url.sap/7buluj>

Thank You

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Table of Contents	
Introduction	3
1) Unlocking Transformational Power with SAP Business Suite: Navigating Modern Business Challenges	4
2) SAP Business Data Cloud: Unleashing Transformative Insights and Reliable AI	6
3) Exploring SAP Business AI's Role in Cloud ERP: A Look at Business Innovations & Future Trends	8
4) Insights into the SAP Cloud ERP Private Package Update	10
5) Unlocking Success in Digital Transformation: An Insightful Webcast on the SAP Resilient Tech Hub	17
6) SAP S/4HANA Cloud Private Edition 1923 Highlights - AI, Automation & Usability Innovations	14
7) From SAP Business Suite to SAP Cloud ERP: Revisiting the Strategy	16
8) Unlocking the Cloud: Accelerate Your ERP Transformation Journey	28
9) Introduction to SAP Customer Onboarding and Embedded Launch Activities for iRise with SAP	20
10) Exploring the RISE with SAP Methodology: Your Guiding Framework for Transformation	22

Introduction

In today's rapidly evolving digital landscape, organizations are continually seeking innovative solutions to optimize their business processes, enhance operational efficiency, and deliver greater value to their customers. The **SAP Business Suite** stands at the forefront of this transformation, offering a comprehensive, integrated set of applications designed to meet the diverse needs of modern enterprises.



Within these pages, you will discover strategies for unleashing the transformational power of SAP Business Suite, including the latest developments in Cloud ERP, AI, and automation. From exploring SAP Business Data Cloud and SAP Business AI's role in shaping future trends to understanding the key updates in SAP S/4HANA Cloud Private Edition, each session sheds light on innovative features designed to optimize enterprise performance.

The webcast on the SAP integrated tradechain provides actionable insights for streamlining your digital transformation, while the sessions on RISE with SAP's onboarding process and methodology outline a structured framework for a successful migration.

Whether you're just beginning your digital transformation journey or looking to deepen your SAP expertise, this e-book offers valuable knowledge, strategic insights, and practical guidance. Join us in exploring how SAP Business Suite and cloud solutions are transforming the future of enterprise technology, empowering organizations to innovate, compete, and succeed in a digital world.

10 insightful sessions on strategic topics such as SAP Business AI, SAP Cloud ERP, SAP Business Data Cloud and many more in one eBook

1 Unlocking Transformational Power with SAP Business Suite: Navigating Modern Business Challenges

In this webcast, we delve into how SAP Business Suite is revolutionizing enterprise management by integrating machine AI technologies, streamlining core data, and enabling a new era of operational excellence. We look at the latest innovations in AI, cloud, and digital platforms that empower organizations to break down silos, improve efficiency, and drive growth. Discover how SAP Business Suite is the key to navigating the challenges of a digital world.

Unlocking Transformational Power with SAP Business Suite: Navigating Modern Business Challenges Webcast Recording & Further Resources

Recording

Presentation

Further resources related to the session:

- ▶ [Cloud ERP - SAP Business Suite](#)
- ▶ [What is SAP Business Suite?](#)
- ▶ [Try SAP Business Suite](#)



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SAP experts explaining the SAP Business Suite Strategy and its pillars in an easily consumable format