



SAP Customer Engagement Initiative

Cycle 2022-1 Update for ASUG, DSAG, INDUS, UKISUG, USF, VNSG

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PUBLIC

Agenda

Topics of interest for ASUG, DSAG, INDUS, UKISUG, USF, VNSG (direct link to [slide](#))

Registrations throughout the cycles (direct link to [slide](#) and [slide](#))

Top 12 projects globally in 2022-1 (direct link to [slide](#))

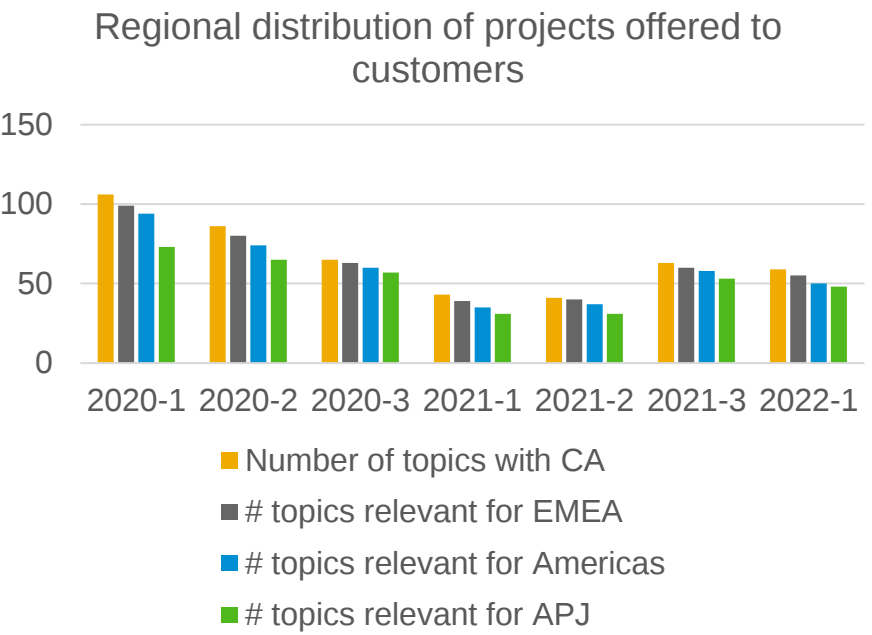
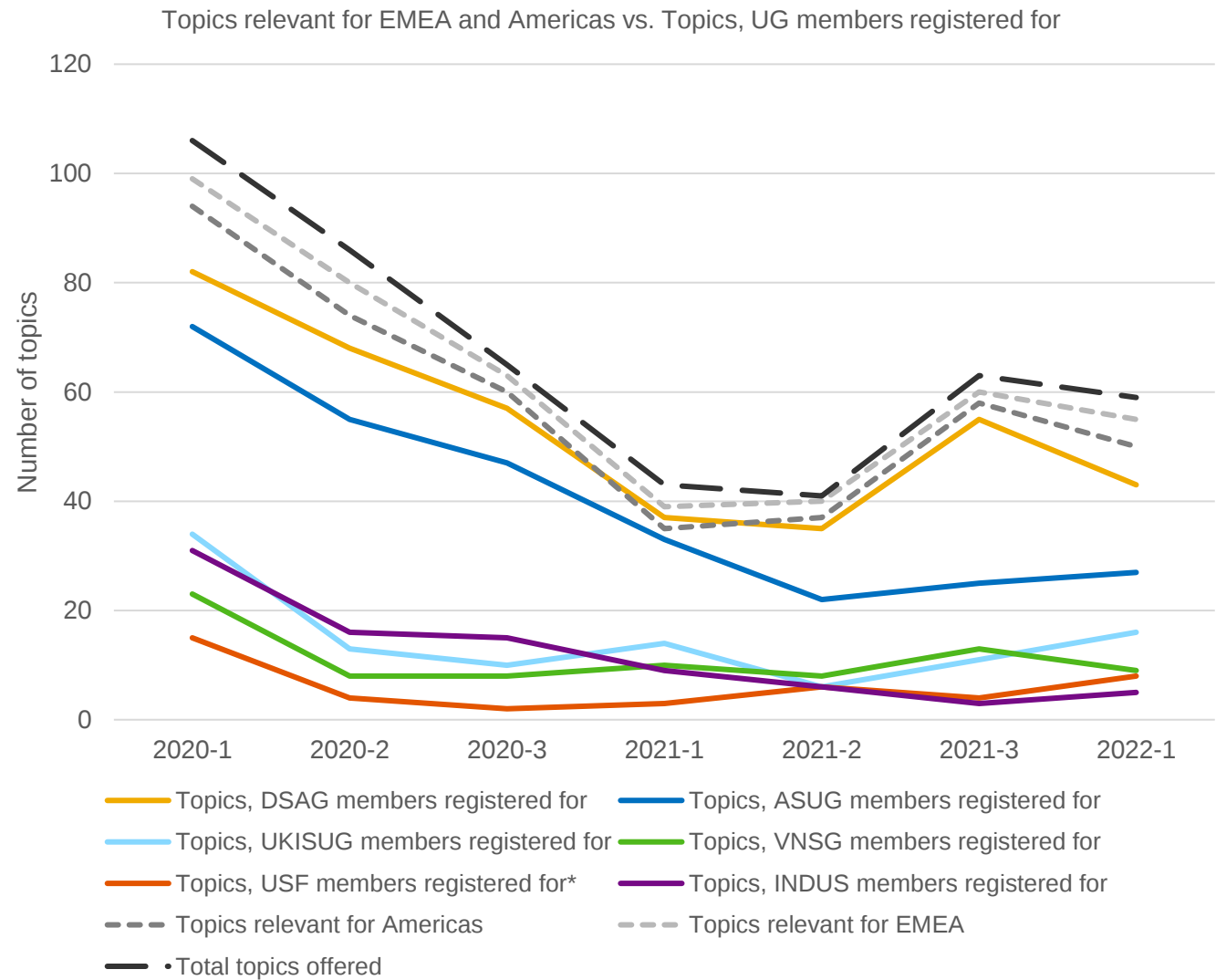
Top topics of interest for User groups ([ASUG and DSAG](#), [UKISUG and VNSG](#))

Registrations per topic globally in 2022-1 (direct link to [slide](#))

Registrations per day (direct link to [slide](#))

How to adjust the reporting to your own user group ([Appendix](#))

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



Registrations throughout the cycles (1/2)

Engagement index

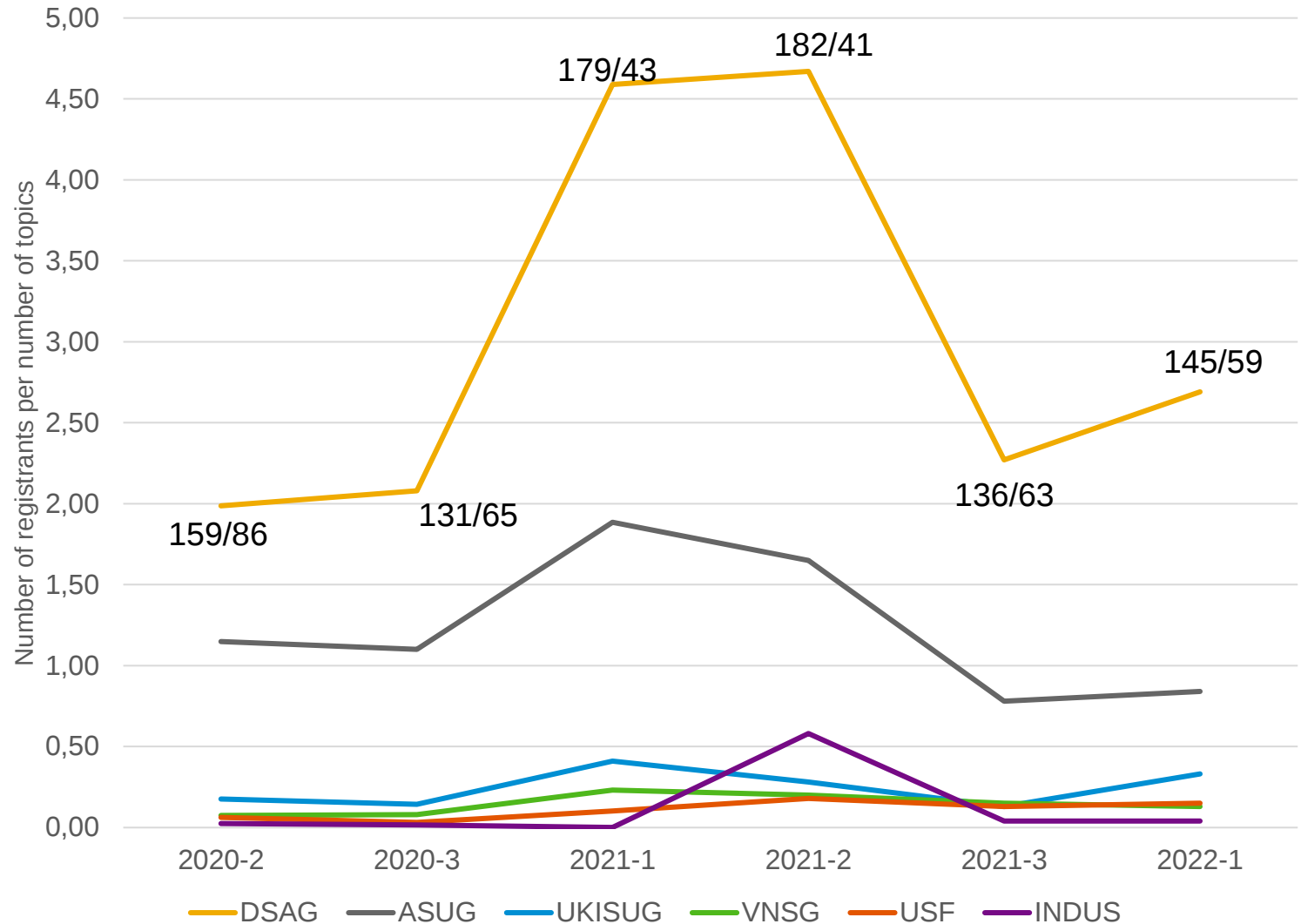
On a global scale we observe an average of 8.7 registrants per topic (e.g. 513 registrations from 369 unique registrants for 59 topics).

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 topics 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

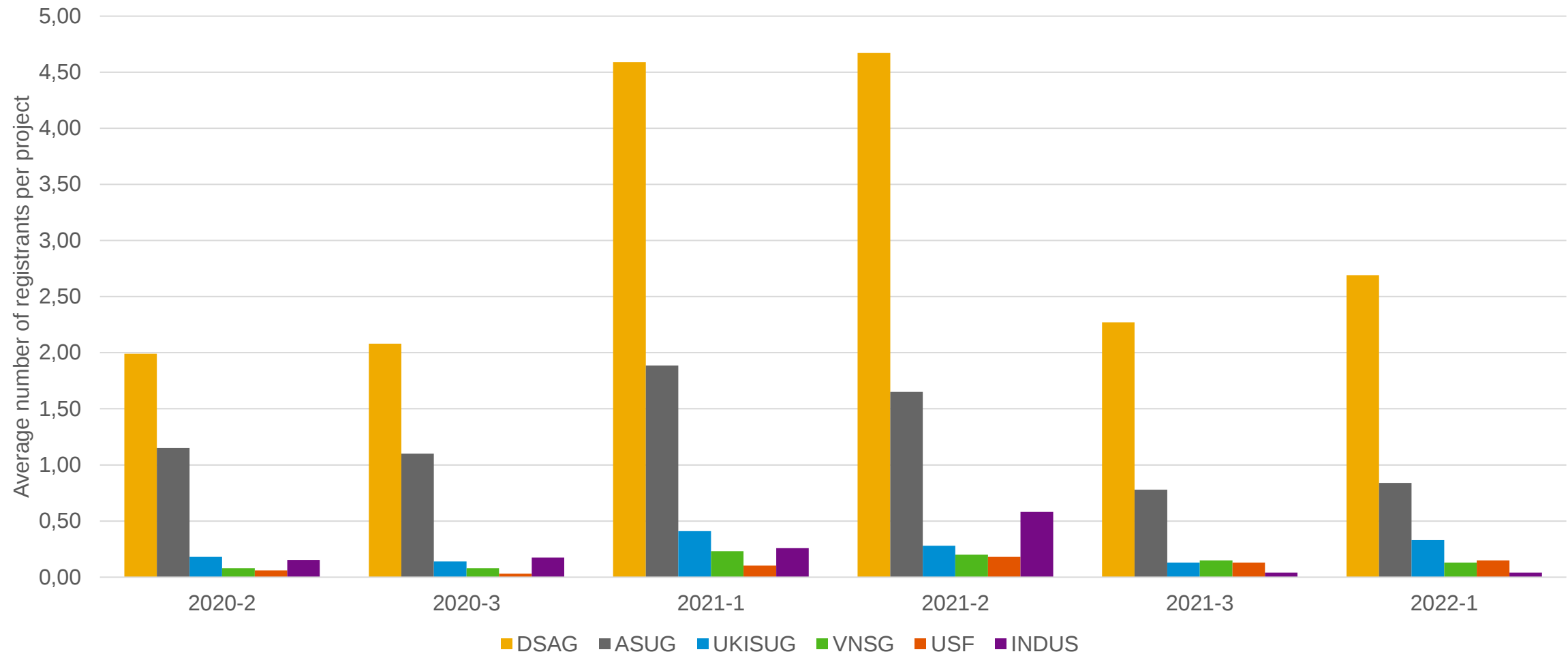
Cycle (# projects)	DSAG	ASUG	UKISUG	VNSG	USF	INDUS
2020-1 (106)	305	138	31	20	11	27
2020-2 (86)	159	85	14	6	5	10
2020-3 (65)	131	66	9	5	2	10
2021-1 (43)	179	66	16	9	4	8
2021-2 (41)	182	61	11	8	7	18
2021-3 (63)	136	45	8	9	8	2
2022-1 (59)	145	42	18	7	8	2

Actual Engagement Index throughout the cycles (registrants/projects)

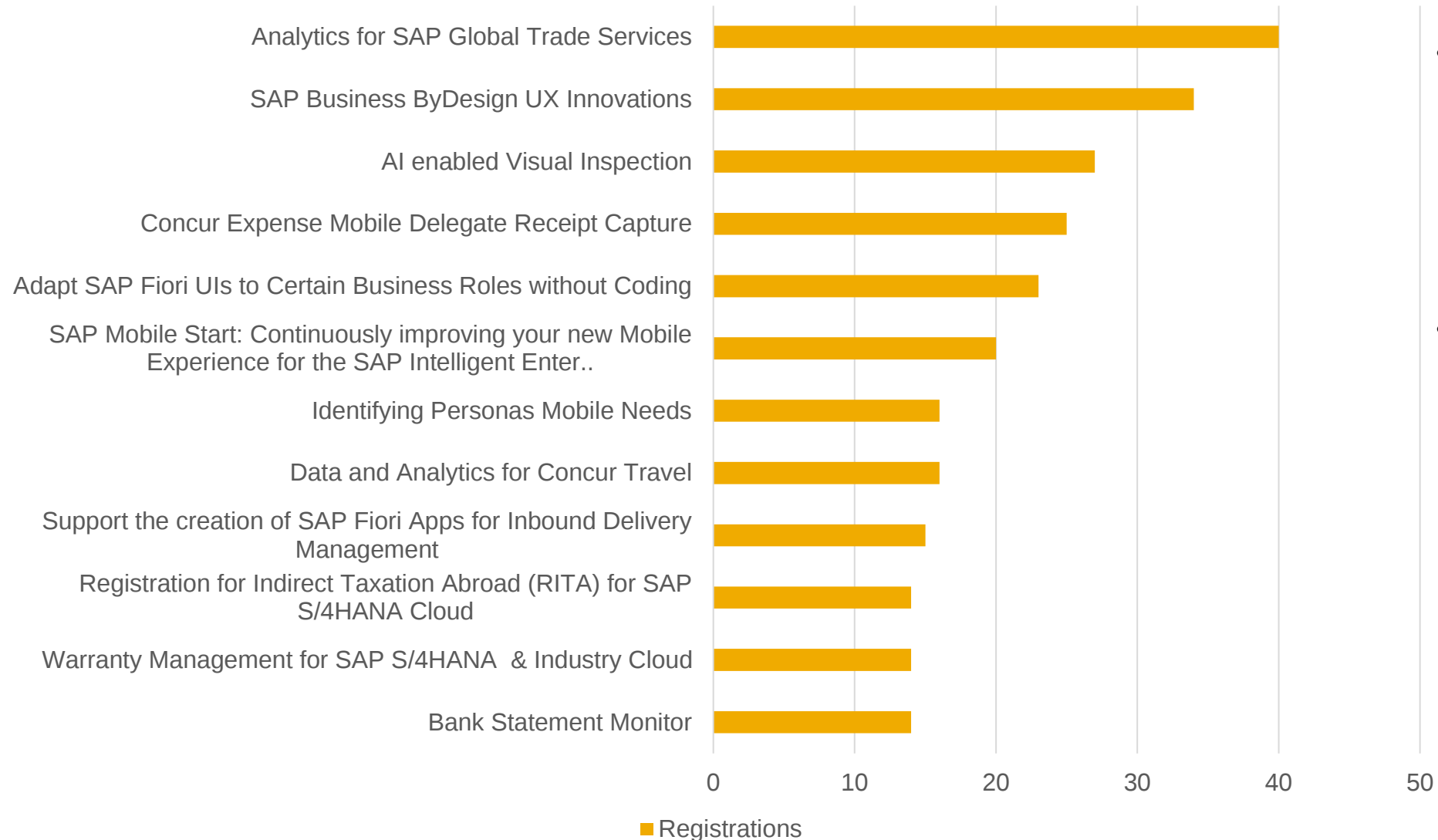


Registrations throughout the cycles (2/2)

Actual Engagement Index throughout the cycles – alternative view

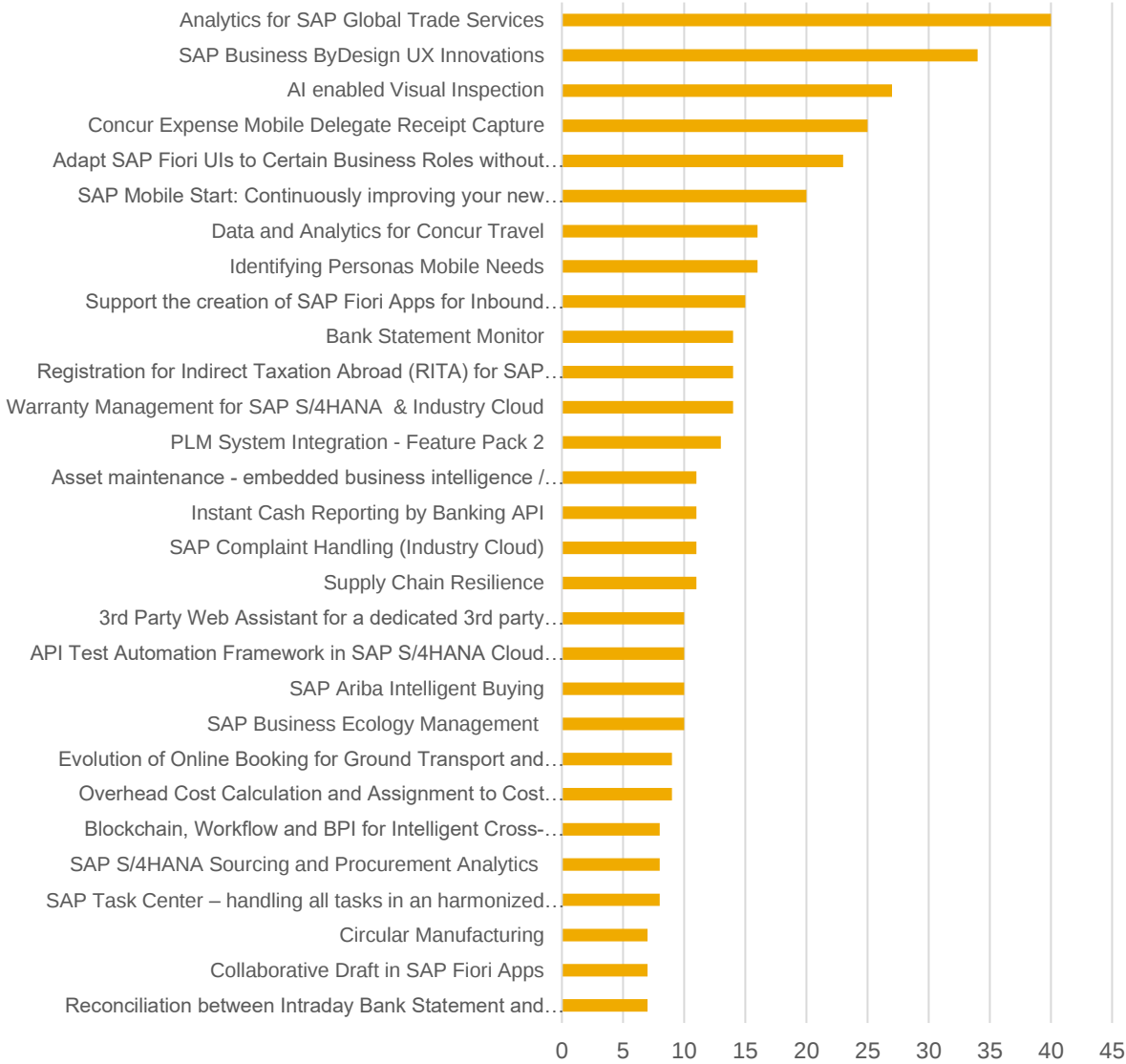


Top 12 Projects of Cycle 2022-1

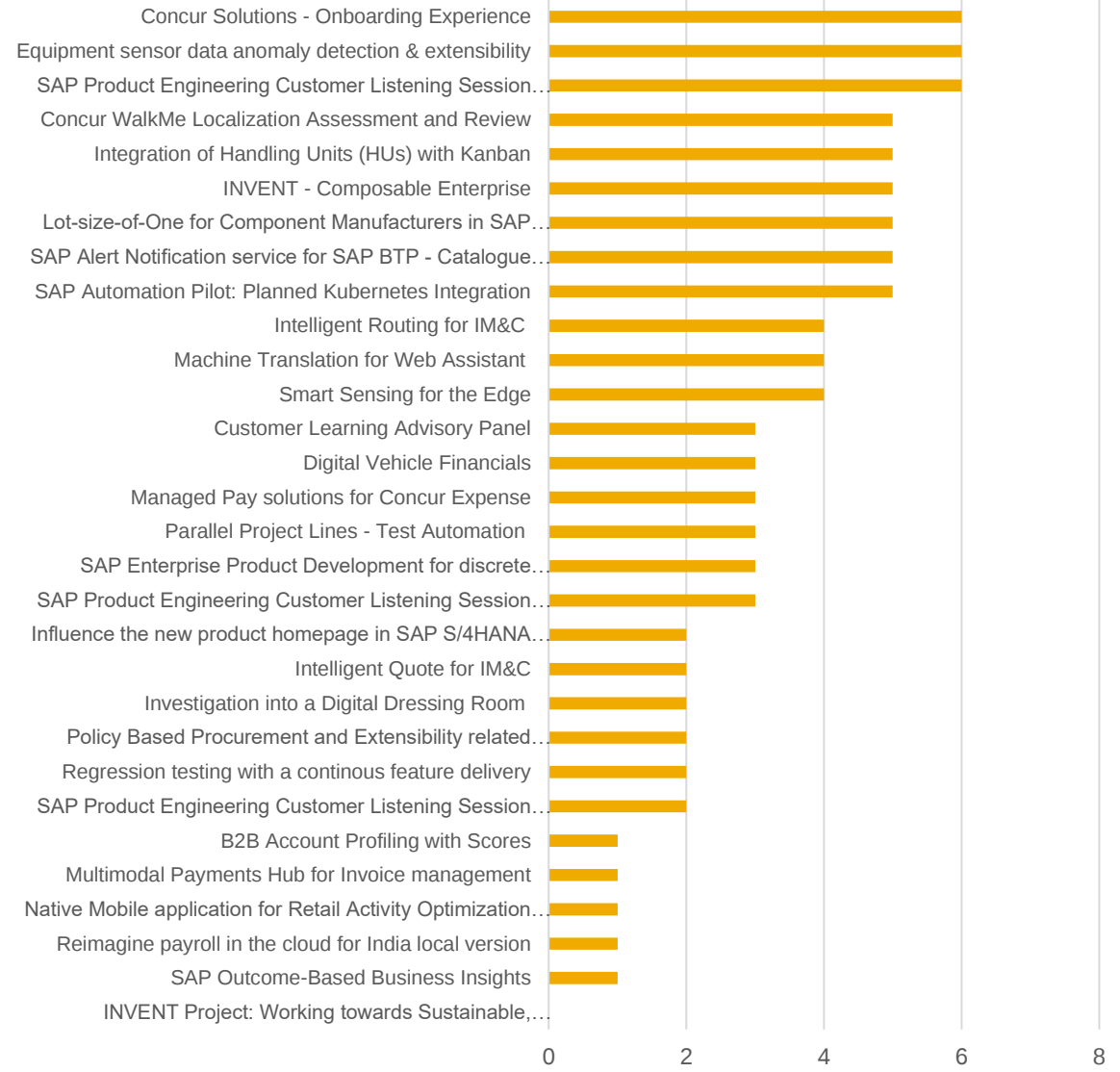


- Continuously high interest in SAP S/4HANA (294 registrations for 29 projects) with 7 projects in the Top 12
- High interest in Concur topics (65 registrations)

Registrations per topic globally in 2022-1

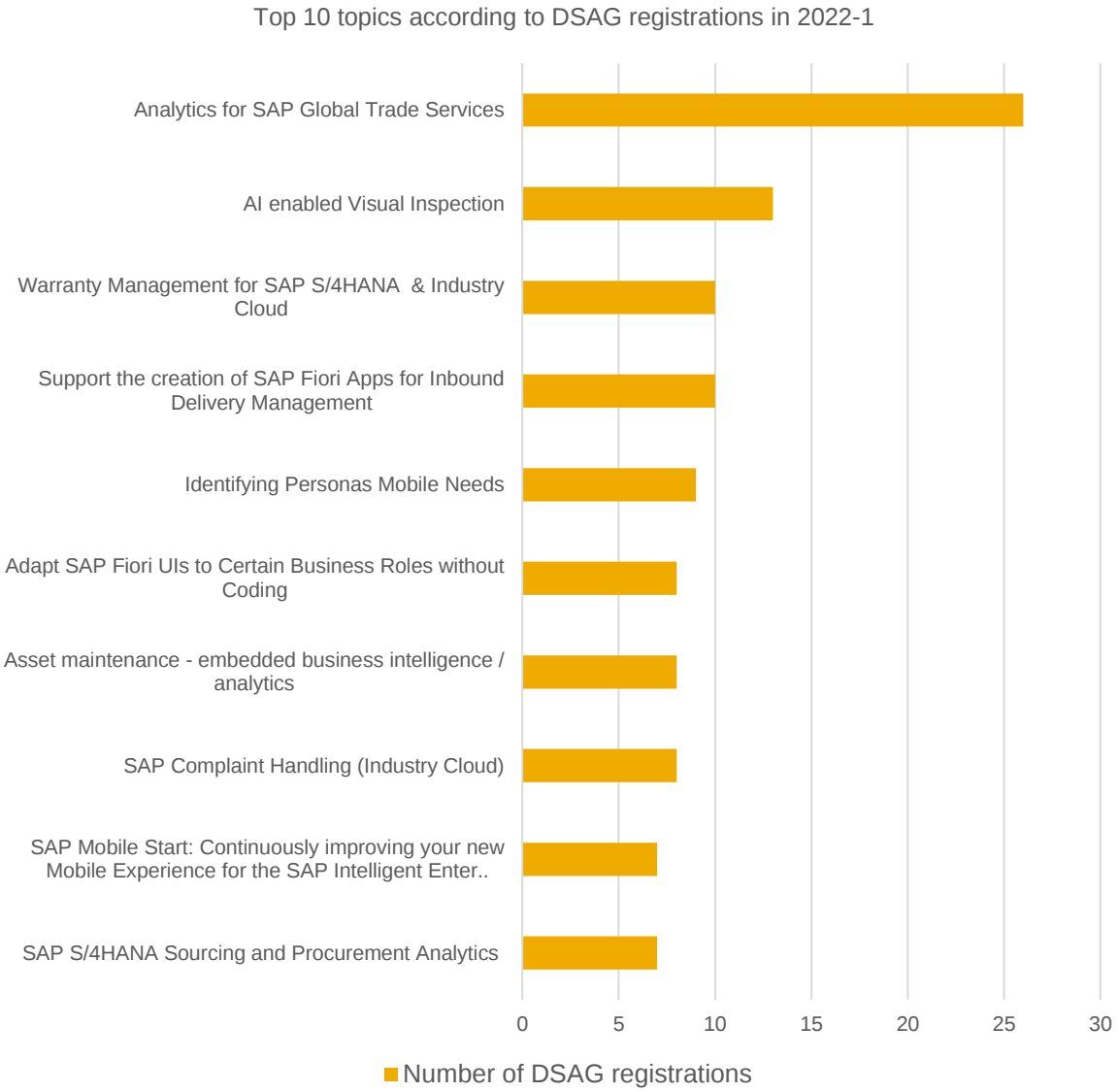
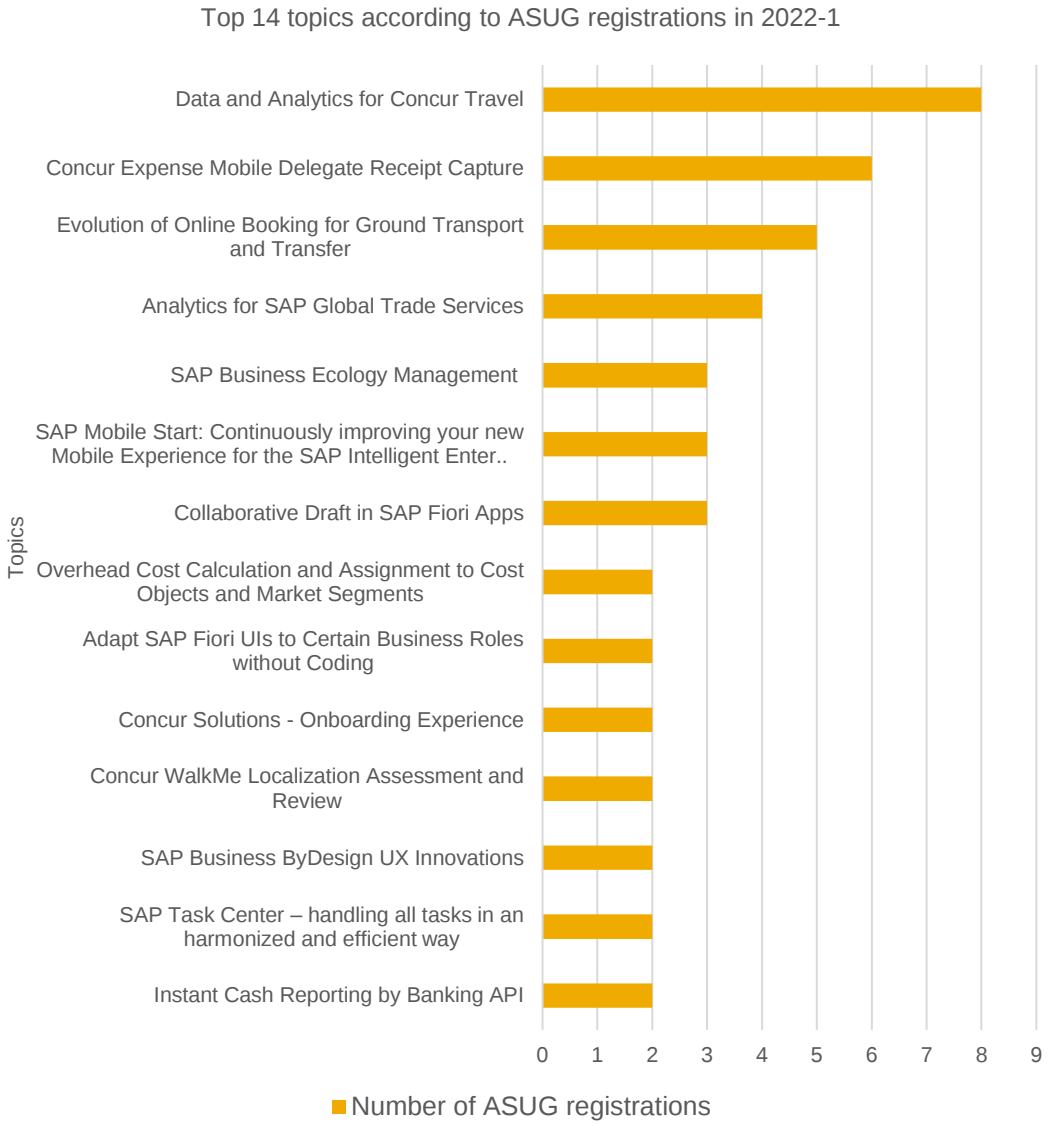


■ Total 40 – 7 registrations

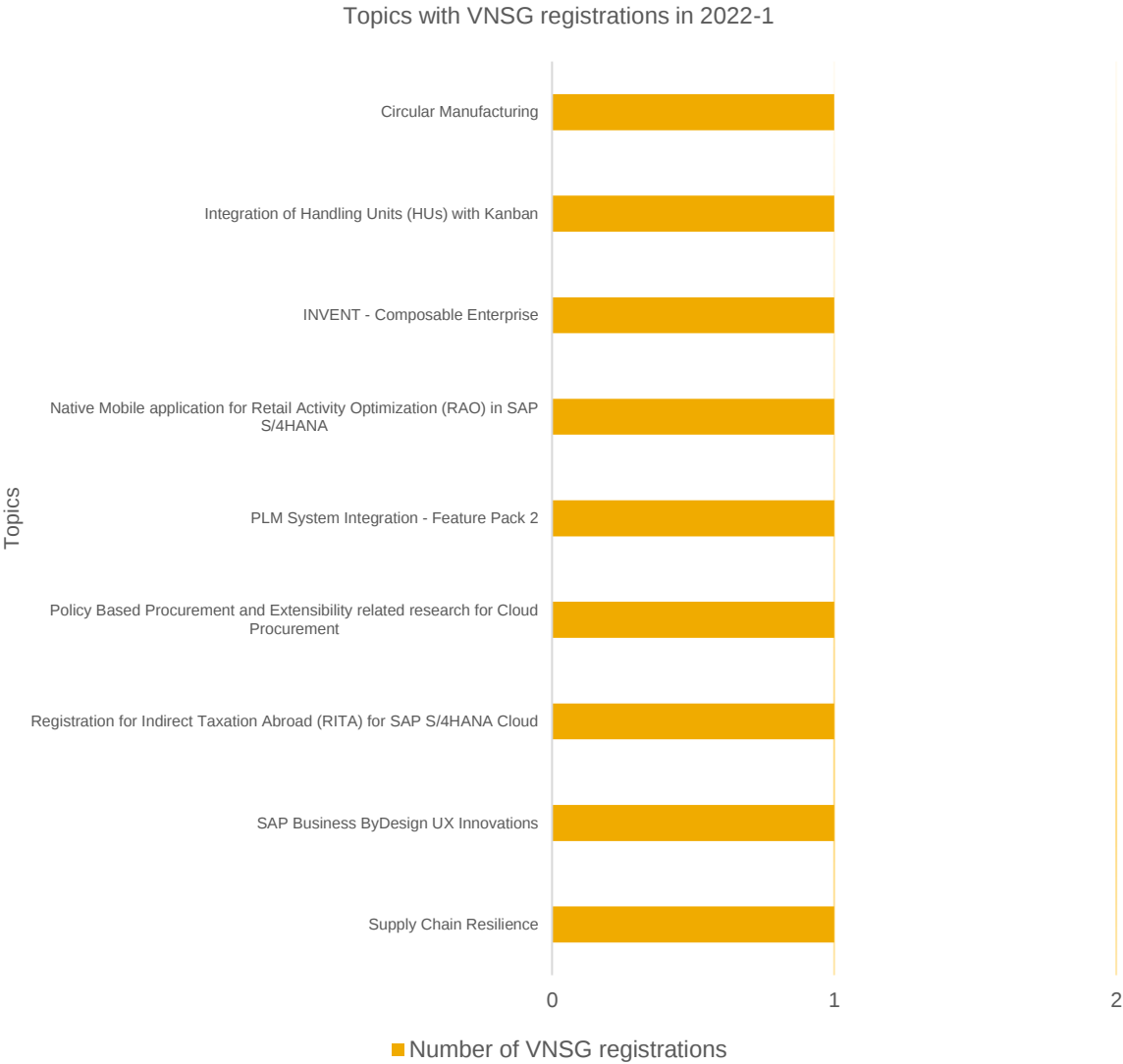
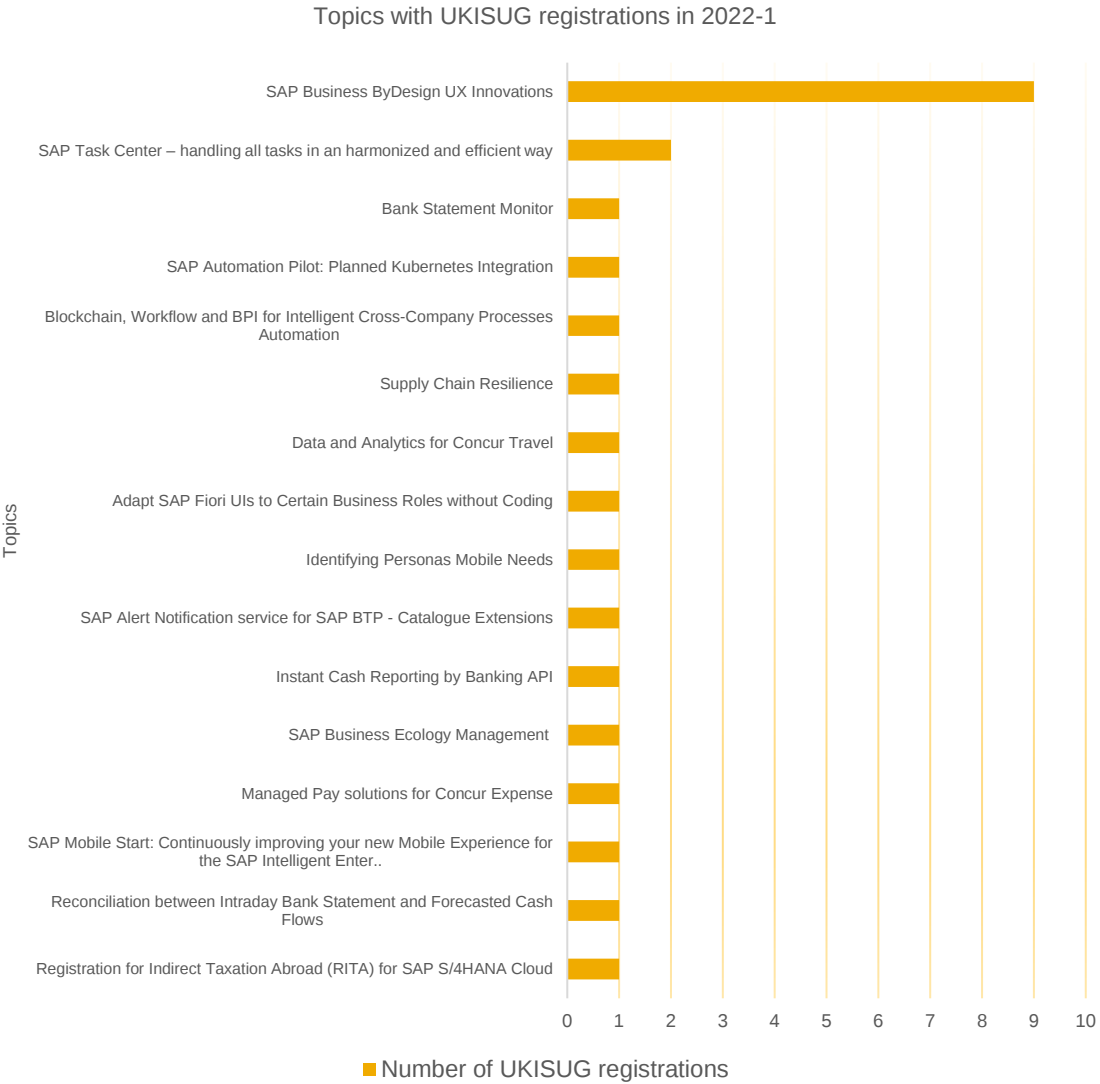


■ Total 6 – 0 registrations

Top topics of interest for User groups (1/2) – ASUG and DSAG



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



CEI Cycle 2022-1 – Twitter @SAPInfluencing

as of March 14, 2022



[Twitter posts](#) from the following areas:

- SAP S/4HANA
- SAP S/4HANA Cloud
- Network and Spend Management
- SAP Business Technology Platform
- CRM & Customer Experience
- Consumer Industries
- Discrete Industries
- Energy & Natural Resources
- Supply Chain Management
- SAP Concur
- CEI Focus Topics
- Customer Learning Advisory Panel

Top mention: [Sindhu Gangadharan](#)

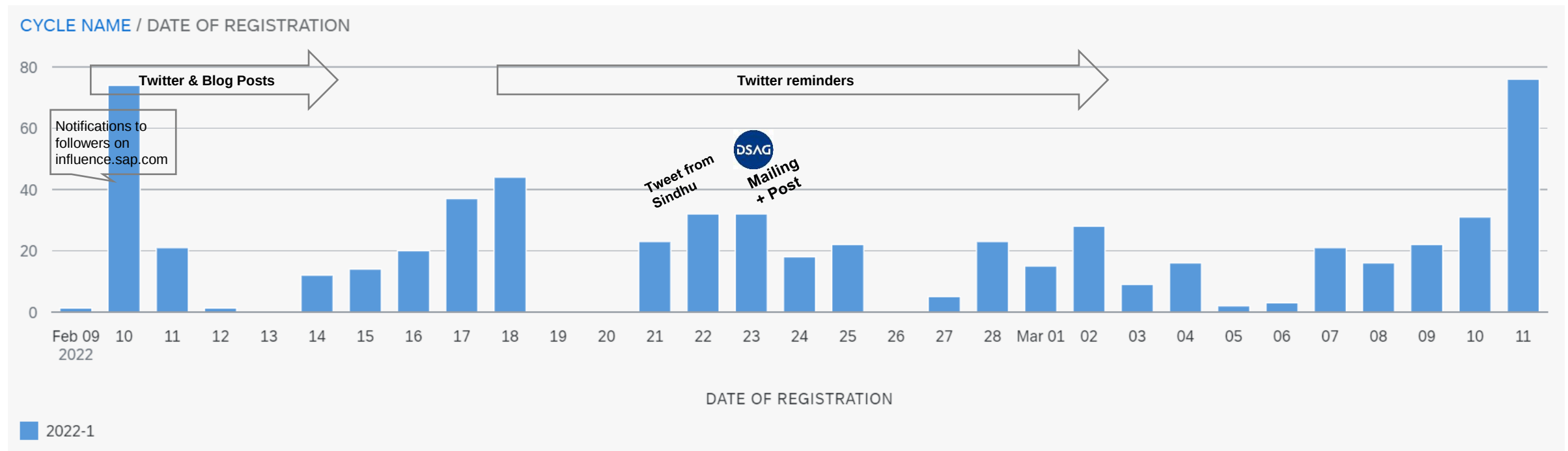
[Top Media Tweet](#)

NEW: [Sprinklr SAM Board](#) this tool allows SAP colleagues with a Sprinklr license to pick and choose our posts to publish them on Twitter, Facebook and LinkedIn.

Registrations per day during the registration phase CEI Cycle 2022-1

as of March 14, 2022

- The 59 projects published on influence.sap.com received 513 registrations from 369 unique registrants, which result in a quota of 8,7 registered customers per project (goal: 6) – [details, see Analytics](#)
- Promotion via Social Media (Twitter, SAP Community, SAP Executives, SAP User Groups, SAP Colleagues, LinkedIn & Sprinklr Dashboard). Social Media activities stopped due to the evolving situation in Ukraine from March 4 on.



CEI Cycle 2022-1 – SAP Community, LinkedIn and Newsletters

as of March 14, 2022

CEI on SAP Community

Area	Views	Area	Views
All CEI Projects	267	SAP S/4HANA Cloud	69
Energy & Natural Resources	239	CRM & Customer Experience	61
Spend Management	130	Supply Chain Management	57
SAP S/4HANA	90	SAP Business Technology Platform	59
Focus Topics for CEI	80	SAP Concur	50
Call out to SAP Partners	71	Discrete Industries	49
CRM & Customer Experience	61	Consumer Industries	40



LinkedIn, SAP Community
& Newsletters

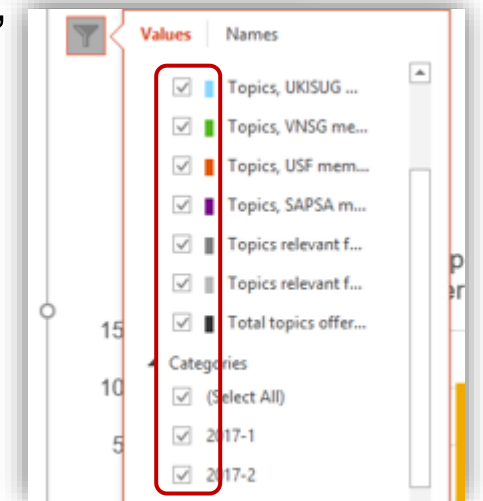
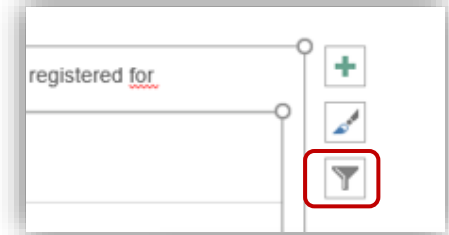
- [DSAG Mailing February 23, 2022](#)
- [SAP Automation Pilot Native Kubernetes Integration: join us on the SAP Customer Engagement Initiative \(Cycle 1-2022\) | SAP Blogs](#)
- [Influence SAP Alert Notification service for SAP BTP through our SAP Customer Engagement Initiative \(Cycle 1-2022\) | SAP Blogs](#)
- [Join this Customer Engagement Initiative to shape SAPUI5 key user capabilities | SAP Blogs](#)

Appendix

How to adjust the reporting to your own user group

To adjust the graphs to show your own User Group/a selection of User Groups and/or specific Cycles:

1. (Left) click on the graph and click on the “filter symbol” that appears
2. Select/unselect the User Groups and cycles as you wish and click “Apply”



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