

SUGEN

SAP User-Group Executive Network

DIGEST



Foreword & SUGEN Executive Exchange on April 07-09, 2025

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

SUGEN face-to-face is always a wonderful opportunity for getting better insights of SAP strategy.

Our last meeting in Walldorf was extremely worth, because we could have strong exchanges with Thomas Saueressig, about how SAP intends to deliver better services and products to the customers, and Philip Herzig, about how AI is modeling our industries.

Thomas and Philip are used to come and discuss with us, and this would already be a strong signal about how the value SAP sees in interacting with SUGEN.

It was also the very first time that SUGEN could have a discussion with Muhammad Alam, to understand better SAP focus in defining the roadmap for the future products. I underline this exchange because this means that other top SAP Executives start considering SUGEN as a real key player in their ecosystem: the consequence is that we arrive to vehiculate the thoughts and feedback collected in each of the SUGEN User Group members, to all SAP organization' levels.

We should bare this strongly in mind: as SUGEN, we are responsible for what we produce and deliver to SAP. The long-term legitimacy of SUGEN finally relies on us only, as a global network aimed to establish an open, true, constructive and transparent exchange, on behalf of all the communities we represent, with SAP.

Finally, it depends on all of us, as people, to keep this network live, and in the commitment we could have in collaborating globally in the various SUGEN activities we promote. SUGEN can rise and grow only with motivated people in the network, who use some of their time, to push the various charters and projects we define. The examples given during the BP Session, where we spoke about success out of attendance to UG events ; or the panel discussion we had, so to clarify how CLT members contribute to the success of SUGEN are just two examples about the importance of sharing success paths (but also errors to avoid) at SUGEN, and the fact the at the very end, contributions are not so demanding. It is through multiple little efforts that the community can progress.

Executive Exchange Thomas Saueressig - Customer Services & Delivery Strategy – April 07, 2025

Within the dialog with Thomas Saueressig, Member of the Executive Board of SAP SE for Customer Services & Delivery, he pointed out, that SAP is focusing on enhancing its “AI-first, Suite-first Strategy”. Moreover, he appreciated the close collaboration with User Groups. The Customer Services & Delivery (CS&D) board area aims to support customers in their cloud transformation journey, accelerate innovation adoption and further increase customer satisfaction.

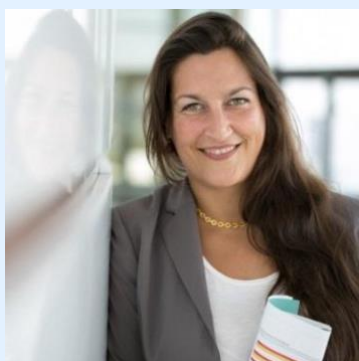
Key KPIs are usage and satisfaction, with a goal to simplify and harmonize the cloud portfolio and engagement model. The RISE with SAP offering supports business transformation across processes, applications, data, and people dimensions, using an integrated tool chain (Signavio, LeanIX, WalkMe, Cloud ALM). The focus is not on mere technical migration but on holistic business transformation. RISE with SAP is resonating well with customers, with SAP S/4HANA 2022 being the median release for RISE customers, while SAP S/4HANA 2020 is the median release for customers not being on RISE.

AI is a significant focus, with over 100 use cases launched and weekly usage reports. SAP aims to be recognized as an innovative company, ensuring customers are activating embedded AI cases and Joule is being used. Partners, who run about 95% of projects, are encouraged to evolve their business models away from individual modifications. Future customer incentives include better discounts with increased cloud usage.

Gianmaria Perancin



SUGEN Group Picture - April 2025 @ SAP AppHaus in Heidelberg



SAP Global User Groups Organization - Update

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

In her GUGO Update, Yasmin Awad, SVP and Head of SAP Global User Groups Organization, provided a brief update on the latest joint successes of the close collaboration between SAP and the User Groups around the world. These included:

- The launch of the new and concise [RISE E-book \(English Version/ Spanish Version\)](#), that is assisting existing customer on their cloud journeys
- A **Transformation Curriculum** ([Website](#), [Youtube Playlist](#)) guiding customers along the different phases of their digital transformation
- The **Adoption Catalyst** on-site events for ERP strategy definition and SAP S/4HANA moves
- The local **SAP TechEd stops** that have taken place in cooperation with DSAG, ASUG, UKISUG and SAUG
- The **Growth Initiative**, emphasizing improving the value and influence of User Groups by 2030 through the factors of cloud, AI, and Enterprise Architects.
- As well as the new setup of the **SIG (Special Interest Group) Lead Event** in EMEA

Yasmin highlighted how these successes were a testament to the power of our partnership and the strength of the User Groups. Besides these successes she also shed light on the upcoming challenges that both User Groups and SAP will likely face:

- Artificial Intelligence (Consumption of Knowledge)
- Cloud (IT operations vs. IT governance)
- Maintenance End 2027/2030 (shift in customer need for ERP transformation support)
- Geopolitical Disruptions
- Enterprise Architecture
- Multitude and Diversification of Engagement Channels / Platforms

With these challenges in mind, the SUGEN community engaged in group working sessions together with SAP that focused on the expectations and future of User Groups from different perspectives - Members, Volunteers, Prospects & SAP.

After an energizing discussion, the results were pretty clear to everyone. While User Group member will continue to value networking opportunities, events, knowledge sharing, and influencing SAP, volunteers will likely see an increased need for visibility, professional development, and access to exclusive information. Prospects will appreciate the community as a platform for speaking honestly about SAP's added value, and for SAP the group concluded that User Groups will likely act as a platform for gathering feedback and a multiplier of information.

The group work highlighted that user groups must maintain a sharp profile to remain relevant. SUGEN and Yasmin agreed work on these different personas and perspectives more intensely and set up dedicated work streams.

Yasmin Awad



SUGEN Executive Exchanges on April 08

By Duke Mathebula, SUGEN CLT Member, Chairman of AFSUG, South Africa

SAP Learning Strategy Session - Christian Weber, Michael Still

Christian Weber, Vice President, Head of Solution & Innovation Experience and Michael Still, Head of Solution & Innovation Experience Technologies, started their session by outlining significant changes that are on the horizon in SAP's certification framework, emphasizing the importance of professional development. The focus is on launching

nine new learning journeys, offering interactive scripts and practical tests, preparing learners for certification exams more effectively. The redesigned framework is not limited to upskilling but goes a step further by ensuring professionals stay certified. An innovative feature aids in the recertification process, promoting continuous learning within the SAP ecosystem.

An updated user interface on the Learning Platform offers improved navigation, facilitates engagement, and provides easier access to vital resources. Notably, the Partner Landing Page also receives a facelift, enhancing the experience for partners.

Artificial Intelligence (AI) integration elevates the learning experience, particularly in the search functions. AI-driven functionalities help in delivering relevant content faster, improving the overall learning journey. To add a personal touch, the platform provides skill-based recommendations catered to each learner's profile. Simultaneously, it offers hands-on systems akin to the actual ones used in trial and demo landscapes.

Overall, the redesigned learning journey impresses upon the significance of learner-centric platforms in fostering an educational environment that resonates with the modern, tech-enabled reality.

Executive Exchange on SAP Product & Engineering Strategy Session

Muhammad Alam, Executive Board Member for SAP Product & Engineering, reflected on the transformation that has been happening in SAP over the past years during a strategic product and engineering session. Stressing on the phenomenal potential value, he outlined a new direction for SAP - by applying a suite-first and AI-first policy to unlock more value from a product perspective.

He noted that SAP's products haven't been fully integrated into one suite and emphasized the need to do so, thereby creating a more unified, AI-driven solution for users. The suite-first strategy is a call to action for differentiating and amplifying the value of AI and creating more value for customers while set SAP apart from its competitors.

Further aspects reviewed encompassed revenue models, including details like Human Capital Management (HCM) budget allocation per region and the need for AI-based predictions for efficient workforce planning. He hinted at integrating AI in every aspect to ensure a single source of truth from the generated data.

He clarified that the focus is not to compete on the platform but rather to create value. Muhammad Alam's vision also includes SAP's Business Data Cloud story, with an ambition to lead from the front. Considering the commercial side, it was emphasized that existing SAP customers should find migration to integrated and advanced solutions more cost-effective, hence providing the best breed in a best suite.



SUGEN Group Picture - April 2025 at SAP Headquarter in Walldorf

Executive Exchange with Philipp Herzig, Chief Technology & AI Officer

Philipp Herzig, Chief Technology & AI Officer, outlined that SAP is set to lead companies into a new era of enterprise management with its Business Suite, which he labels a 'transformation engine'. This suite offers integrated applications with an end-to-end process design, producing trusted, business-critical data. The data is then centralized in the SAP Business Data Cloud, becoming a reliable and accessible 'single source of truth'. This fuels advanced AI-driven insights, enabling real-time enterprise optimization through Joule, SAP's AI copilot.

As the AI refines processes, richer data is generated to fuel smarter decisions, creating a cycle of innovation unmatched by other offerings. The AI capabilities are embedded directly into applications, where active AI agents drive business operations, dynamically adjusting staffing, rerouting supply chains, and identifying optimization opportunities in real-time.

With Joule now integrated across all applications, and coverage extended to 80% of the most used services, the system combines SAP and non-SAP data products. It also has a knowledge graph that features over 400,000 ABAP tables, putting metadata into context, providing the agents with the necessary data to work efficiently. According to Philipp Herzig, these agents understand not just the products, but also the processes, making them even more effective. All SAP Business AI features and their benefits, pricing, and resources can be accessed in the [SAP Discovery Center](#).

Duke Mathebula



SUGEN Executive Exchanges on April 09

By Philipp Adams, SUGEN CLT Member, SUGEN CLT Member, Director of UKISUG, UK and Ireland

Executive Exchange on SAP Customer Influence Strategy

Florian Heretsch, Senior Vice President, Head of Product Experience, emphasized the significance of product experience for customer satisfaction within Muhammad Alam's Product & Engineering board area. The session outlined three important programs: [SAP Customer Engagement Initiative](#), [SAP Integration Experience Feedback](#), and [SAP Continuous Influence](#). The focus lies on enhancing product success through early adopters, known as Product North Star, to refine product features and documentation.

Efforts will be directed towards scaling experience to product management and consultants, ensuring prioritization of the backlog. The session also highlighted current efforts to harmonize feedback from over 20 channels within SAP to both product management and customers for transparency. Therefore, the concept of a centralized tool was shown to streamline the feedback process. While the process for User Groups will be simplified to reduce manual effort, a close collaboration, specifically with regards to the feedback topic will be essential in the future.

SAP Business Transformation Management Strategy Session

Tobias Unger, Global Vice President Business Transformation Management, described that SAP offers a suite of [Business Transformation Solutions](#) aimed at enhancing enterprise architecture, business process management, and data utilization. Key products include SAP LeanIX for Enterprise Architecture, SAP Signavio for Business Process Management and mining, and WalkMe as a Digital Adoption Platform. Additionally, SAP Business Data Cloud integrates data across SAP and non-SAP systems, facilitating responsible AI applications.

Key integrations among these products improve agility, strategic alignment, governance and efficiency, which are the top value drivers. These aim for maximum business value through data-driven decisions and automation, improved risk management, and flexible adaptation to changes. Cost optimization is achieved by harmonizing processes and reducing redundancies.

The Signavio-LeanIX integration connects business processes with IT architecture, enhancing transparency and decision-making. Integration with SAP Cloud ALM also supports alignment between architecture and application lifecycle, improving software detection and facilitating the translation of optimized processes into workflows.

There is a substantial customer base utilizing these solutions, with around 2,500 Signavio customers and 1,500 LeanIX customers. The integration of these customer bases is planned to enable more cohesive and powerful use of the Business Transformation Suite. WalkMe is set to replace EnableNow, with a program already in place to integrate and migrate enablement content from EnableNow to WalkMe in the forthcoming quarters. Importantly, this integrated tool chain is being embedded in the RISE Methodology/Transformation Journey, underscoring its importance in SAP's strategy to facilitate comprehensive business transformation.

Overall, SAP's Business Transformation Management solutions are designed to foster continuous improvement, speed up digital transformation, and ensure significant returns on investment by aligning IT with business needs.

SAP Business Suite Strategy Session

Uwe Grigoleit, Senior Vice President Customer Evolution Program and David Yawalkar, Head of Solution Management RISE with SAP shed light on SAP's Business Suite Strategy. SAP is expanding its Business Suite by introducing foundational elements like SAP Business Data Cloud and the Business Transformation Suite alongside the SAP Business Technology Platform. The company is also incorporating innovative technologies such as the SAP Knowledge Graph, a semantic technology that enhances the connection and management of vast volumes of data. This tool supports better decision-making and streamlines operations by offering intelligent search and advanced analytics.

Moreover, SAP's AI-First strategy is being implemented to integrate AI and Machine Learning across all core business processes, automating complex tasks and providing predictive insights for smarter operations. The Suite-First strategy emphasizes the integration of all SAP applications to provide a seamless user experience and unified business process management.

The RISE and Grow with SAP programs facilitate customer transitions to the SAP Business Suite. RISE customers are increasingly upgrading their systems to newer

releases and benefiting from innovations with over 2,000 SAP S/4HANA upgrades since 2024. To further assist customers in their digital transformation, SAP has introduced the Customer Evolution Program, which includes tools and services like the [Customer Evolution Kit](#) and Transition Bridge Offerings. These programs support the initial transition to cloud databases and subsequent migration to SAP S/4HANA.

To address the nearing 'End of Life after 2030' for on-prem ERP systems, SAP offers a private edition transition option. This allows clients to run ERP in SAP's cloud environment for up to 3 years, aiding in safeguarding the transition to SAP S/4HANA while ensuring business continuity.

In summary, SAP continues to innovate with AI and semantic technologies, drives seamless integration of its solutions in the SAP Business Suite, and supports customer transitions to modern cloud-based solutions, all while preparing for the shift towards S/4HANA and phasing out older ERP systems by 2030.

RISE with SAP Methodology - Steering of SAP Partners Session - Wieland Schreiner, Hans-Georg Uebe

SAP introduced the "[RISE with SAP Methodology](#)" with an integrated tool chain as the framework SAP customers to move their SAP landscapes to the cloud. Aim is to increasing efficiency, delivering the promise of the clean core, and reducing costs. SAP Partners are asked to use the RISE with SAP Methodology in implementation projects. A significant upskilling initiative was launched for partners to enhance customer success in cloud implementations. Over 15,000 go-lives were managed by partners in 2024, focusing on cloud projects. This success was attributed to the collaboration among SAP, partners, and customers. To support developers and consultants, SAP launched Joule.

SAP introduced two programs for partners "RISE with SAP Validated Partner" and "RISE with SAP Competency Framework" to recognize partners that follow the methodology in their projects, elevated capabilities and proven expertise in supporting customers' RISE with SAP journey. This framework includes three competency levels: Essential, Advanced, and Expert. [SAP Partner Finder](#) provides enhanced visibility of partner competencies to customers.

Continuous monitoring and hands-on coaching are also part of the framework, ensuring that partners adhere to the RISE Methodology. Additionally, SAP expects all partner roles to be certified to maintain high standards in service delivery. The initiative began in May 2024 at SAPPHIRE and aims to ensure cloud-compliant implementations and prepare customers for continuous innovation.

Philipp Adams



Best Practice Session - Return on Investment (ROI) of events / The Power of Partnerships - How can User Group Partners drive Engagement and Growth?

By Ronald Schippers, Managing Director VNSG

Icebreaker

Starting the SUGEN Best Practice Day April 7th, hosted by Amanda Gibbs, Craig Dale and Ronald Schippers, the day with an Icebreaker, giving all participants the opportunity to share a Quote that inspired them.

Words of Wisdom – The famous quote that Inspires you!



"Quotation is the highest compliment you can pay to an author."

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SUGEN
SUGEN User Group Events Network

The ROI of User Group Events: Measuring Success Beyond Attendance

The first session in the morning focused on the Return on Investment (ROI) of events. It explored how events can strategically benefit User Groups and the ways to measure their success. 3 Usergroups had prepared a presentation on their perspective on the ROI of events; AFSUG, AUSAPE and VNSG.

The South African user group has hosted 18 events this year, attracting 785 participants, and has 25 more events planned. To manage these events, they use tools like CRM systems, Active Campaign, MS Teams, Mentimeter, and LinkedIn. Additionally, they organized the first-ever hackathon in South Africa, with 18 teams participating. Their upcoming SAPHila event aims to have 50 sponsors and cover eight different streams.

AUSAPE, another user group, has over 500 associates and 8,000 users. They emphasized that focusing on customer-driven events and building strategic partnerships is crucial. The session highlighted the importance of prioritizing quality events, effectively managing communities, and nurturing strong personal connections.

Similarly, VNSG concentrates on creating meaningful digital and in-person interactions through various event formats. They emphasize the importance of community, sharing knowledge, and providing a valuable experience to members. Events are planned with clear goals, focusing on high-quality content, sustainability, and inclusive teamwork involving volunteers and partners. Success depends on collaboration, balancing relevant topics with innovative ideas.

Panel Discussion

A panel of 3 User Group representatives had a conversation on the ROI of Events. Panelists were Mathilde, Malena and Aleksi.

Key recommendations from the panel:

- Keep the user group neutral and supportive, allowing members to openly exchange ideas and feedback.
- Improve sharing of knowledge and content among different subgroups within the larger user community.
- Find ways to increase membership and encourage active involvement, particularly after COVID.
- Collaborate closely with SAP to introduce new customer case studies and practical business examples.



Panel Discussion on ROI of Events

The Power of Partnerships – How can User Group Partners drive Engagement and Growth?

The second topic emphasized the importance of partnerships between SAP, user groups, and their partners. Kataro discussed JSUG's supporter program, which

includes 630 member companies and 146 partners, offering them benefits like speaking opportunities at events and regular newsletters.

Craig from UKISUG shared insights, noting that 82% of SAP business deals involve partners. He emphasized the need for delivering valuable, informative content rather than purely sales-oriented presentations. The session also discussed key metrics, like Net Promoter Scores (NPS), and addressed challenges in managing partner relationships effectively.

Key insights from open discussions:

- Continue exploring ways for user groups and partners to better understand each other's needs and jointly address challenges related to working with SAP.
- Look into harmonizing partner engagement approaches across user groups globally to create a consistent experience for all partners.

Rotating Group work: Partner Contribution Framework

We ended the best practice day with 3 working sessions on the topics:

1. **Partner involvement**

Partners are essential catalysts of growth, innovation, and community. Across every layer of our ecosystem — from user groups and individual members to our back office — their contributions have a tangible, lasting impact.

2. **Partnership success measures & outcomes**

Our partner ecosystem is dynamic, inclusive, and strategically vital. One that's fueled by insights, sustained by collaboration, and focused on delivering value for everyone involved. An extensive list of Successful contributions were build

3. **Value for the partners:**

Working with us gives partners more than just a seat at the table — it gives them a platform for growth, purpose, and progress. We offer **credibility, connections, capability**, and a community that helps them thrive.

The SUGEN Best Practice Day was again a great example of how strong and united the global SAP community really is. It showed how different user groups from around the world can come together with a shared goal: to support users, spark innovation, and make their voices heard.

The event highlighted the power of working together — proving that collaboration is key to keeping the SAP ecosystem growing and successful.

With fresh ideas and stronger connections, SUGEN participants left the AppHaus feeling inspired and ready to bring what they learned back to their own communities — helping drive even more innovation and alignment around the world.

Ronald Schippers