

## SUGEN Digest, Q2 2016

Welcome to this issue of the SUGEN Digest, our communication to all SAP user groups around the world, designed to keep you informed of SUGEN's progress and provide you with information to share with your membership.



[SAP User-Group Executive Network Collaboration Workspace](#)

[SAP User Groups Around the World](#)

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## SUGEN F2F Meeting, June 14-16, 2016 - Update

### Foreword by Chairman William Khalil (SUGMENA)

The first SUGEN face to face meeting for 2016 took place at SAP Headquarters in Walldorf, Germany between June 14th and 16<sup>th</sup>. The three days were a great success the result of a partnership effort between SUGEN members and SAP. The encounters were diverse in content from strategic discussions to best practice sessions on operational matters. The 14 SUGEN user groups that attended out of the total 19 SUGEN members had strategic discussion with SAP on topics in areas of SAP Product & Innovation Technology, SAP S/4 HANA, SAP Portfolio, and Value of Maintenance. The SAP Global User Group Organization (GUGO) shared the latest update on the centralization and access to information on user groups on SAP.com. The discussions on SUGEN topics were in critical areas of licensing, innovation adoption, and customer influence. SUGEN had two individual sessions to share user group strategies and the SUGEN future discussions. During the best practice sessions, topics included user groups' relevancy, knowledge transfer, member's engagement, and user groups and SAP listen. The attendance, participation, and discussions were significant from all SUGEN members attending and SAP showing the mutual interest in the partnership to collaborate in a real network.



Chairman of SAP User Groups Executive Network (SUGEN)

### SAP S/4/HANA

Dr. Wieland Schreiner provided SUGEN attendees a very lively update on the release of S/4, status of the roadmaps and some updated statistics on adoption.

The Adoption of S/4HANA with many live customers and running projects gives SAP tremendous confidence in their business. We heard that the roadmaps are continuing to be clarified and more info available along the LOB facet. High level information was presented on S/4 and collaboration with tools in the networked and corner space, Supply Chain management, and Next Generation Order Management. A lot to absorb.

Next, the SAP S/4HANA Journey Map was presented, a "central page" where all SAP S/4HANA related information and documents are available. Then SUGEN attendees broke into working groups to provide feedback to SAP on availability and clarity of the messaging available. Feedback from the teams indicated that the availability of information and messaging is more available, communication and education plans and roadmaps are more abundant, the Global communities could all benefit from more Technology based stories and the opportunity to consume the information based on a "persona" would be highly beneficial.

The overall feeling was that there continues to be a growing inventory of information on S/4 and that continuing clarity and segmentation for consumption would be beneficial for all.

Contributed by Chris Crone (ASUG North America)

### SAP Portfolio Strategy

"The Future is Cloudy" according to SAP SVP Product Strategy Hala Zeine. She doesn't say this because she believes it is difficult to know how SAP's product portfolio should look but because she believes that Cloud will play an integral part in the SAP offerings of the future.



At the recent SUGEN meeting held in Walldorf Hala gave a great update on the way SAP decides what products and services should be part of the SAP landscape in the future. She explained what Bill McDermott refers to as the SAP Product "Scientific Method". This is the process where SAP reviews the market direction and matches it with SAP's product development and product offering direction.

She believes that "Cloud" technology will be an enabling and an integrating factor that will be used to create new applications that use APIs to connect IoT and traditional device based Apps. Applications of the future will need to have robust security and be tuned to the usage patterns of Millennials.

Development of new products will be enabled by an API economy, where developers can produce cloud connected APIs for specific new applications. These APIs can be produced quickly and will evolve on a relatively short life cycle.

Hala has presented at the last two SUGEN meetings and it is expected that SUGEN will continue a dialogue with Hala and hear future updates on the SAP Portfolio at subsequent meetings.

Contributed by Grahame Reynolds (SAUG)

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## SAP Product & Innovation Technology

SUGEN met with Björn Goerke, Executive Vice President and Corporate Officer, SAP Product & Innovation Technology, reporting to Bernd Leukert. The core discussion focused on a set of questions prepared by the network in the following areas cybersecurity for the Internet of Things, 3D printing, HANA Cloud Platform (HCP), HANA Cloud Integration (HCI) and HANA Enterprise Cloud. Björn's domain of responsibility is everything between database and application (S/4HANA, Ariba, ...), including UX, mobile, .... HCP is a Platform as a Service (PaaS).



As S/4 HANA is the systems of record, with HCP companies can build both system of differentiation and system of innovation. SAP HCP is an open platform-as-a-service that provides unique in-memory database and application services. It is the proven cloud platform that enables customers to rapidly develop new applications or extend existing. HCP is not a development environment for S/4 HANA which is ABAP based but a sidecar solution based on Java technology. HCI is SAP's future platform for integration.

Contributed by Frank Haes (SAPience.be)

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## Executive Exchange with Christian Klein

In this Executive Exchange we were introduced to Christian Klein. Christian Klein is Chief Operating Officer (COO) in addition to being the Chief Controlling Officer (CCO). Klein is tasked with ensuring the optimization of SAP's end-to-end business processes, supported by a highly automated and integrated IT landscape. In his role as SAP Chief Controlling Officer he is also responsible for SAP's group controlling and oversees the company's 2015–2020 growth and profitability strategy.



Christian, informed us about important activities which are planned or already ongoing and will influence both SAP's internal and external activities. E.g. investments in Cloud solutions and Data Centers, a strong focus on streamlining internal processes E2E across the value chain.

In the 60 minute candid conversation, he openly shared his view on the activities in his new role:

- The need to simplify and automate processes to better align them to the different business models of SAP.
- A need to improve the understanding of the financial analysts' community to better understand the portfolio of businesses operated by SAP and to get them to appreciate the different drivers of each of the businesses (traditional "on-premise", platform as a service, software as a service and the new / startup).
- Re-platform SAP IT and to use SAP's new innovations to increase agility and speed. Help give feedback to development for improvement as SAP deploys new tools and technology whilst decreasing customization.
- Help to simplify the license model incl. contracts and SLAs.
- Improve internal resource management and drive achievement of both top and bottom line targets whilst improving customer retention and acquisition.
- He explained that the transition from ERP solutions to S/4 HANA has a strong focus on the business processes in the transition process, not only on the technical aspects.

The journey that SAP has embarked on for accelerated growth requires him to work very closely with all the stakeholders within SAP (Supervisory Board, Executive Board, Workers Council, Employees and the Ecosystem) to make sure that SAP is ready to execute on this bolder strategy.

Christian has been central in developing and designing the database, used in the Digital Board room (and the BO Cloud for Analytics solutions). The role of CCO provides Christian with optimal insight and understanding related to the challenges he meets in his COO role. Managing the transition from 'old' products to the 'new' products is very challenging, since many people are involved in this process and where adaptability is crucial. But the project is going well and Christian views the future with very positive eyes.

The SUGEN members took away practical learnings on change management and simplification whilst getting a peek into the changes in workings at SAP to embrace a much bolder strategy to grow its portfolio and customer base whilst making it easier for existing and new customers in implementing new solutions.

Contributed by Manish Choksi (INDUS) and Andries van Bruggen (SBN)

## Update on SAP Listens

[SAP Listens](#) is SAP's global relation survey program to engage and act upon customer feedback concerning their overall relationship with SAP. For customers this is a path to feedback to SAP on their experience influencing the alignment of SAP's focus and actions with customer priorities.



What are customers telling SAP?

Customers are clear on their expectations to SAP and what they need the most. SAP should:

- Continue the efforts in maintaining the quality of software solutions and services, as results show that customers are highly satisfied with this.
- Run simple and reduce complexity to ensure continued focus on how customers consume and experience SAP software.
- Strive to strengthen the access to information on what's new incl. roadmaps and strategy to better plan the paths forward

What happens with the feedback?

SAP is analyzing all customer survey feedback continuously. And with enhanced follow-up, both with individuals, groups of customers and SAP User Groups, SAP is committed to understanding the root-causes of issues raised and shape actionable improvements in the areas that deliver the most value to customers.

SAP offers User Groups/Special Interest Groups the opportunity to delve into the findings and share insights impacting their SAP experience. User groups interested to learn more can contact Mette directly.

Contributed by Mette Tang (SAP)

## Update on Customer Influence Programs

Heinz Haefner, Market Introduction, SAP SE

- SAP realized that due to the influencing programs customers are complaining less and that they provide a lot of opportunities to improve SAP's relationship with its customers.
- The program offers customers the opportunity to:
  - Innovate with SAP in current development projects with the Customer Engagement Initiative
  - Experience a new product release in the test phase (before product release)
  - Adopt SAP innovations early on with the Early Adopter Care (after product release)
  - Improve existing SAP products by requesting small enhancements with the Customer Connection and Idea Place
- Also the roadmaps and Live Influence sessions on user group events are very successful.
- One of Heinz' bigger concerns is to make sure that customers see the positive changes. 500 customers that downloaded updates saw improvement at their companies.

- SAP has launched more than 260 different Customer Engagement Initiative projects where customers can participate and help improve.
- More and more companies are downloading improvement notes, 2,500 already this year. Right now, SAP is at the same level as last year in terms of global downloads. This is really a good result, as there are still 7 months until the end of the year to increase downloads.
- Heinz asked the user groups to continue to promote the customer influence programs and suggested that user groups continue the promotion of download opportunities and motivate the members to create an account on the customer influence site. The next CEI Cycle 2016 will start October 3<sup>rd</sup>.
- The pilot on SuccessFactors will run on the Customer Influencing pages. Further projects with SuccessFactor, Field Glass and Ariba are in planning.
- Cloud products require a new approach and the objective is to match a continuous inflow of requests with regular feedback back to customers with deliverables. SAP is working on that, collecting ideas which SAP will communicate to customers in 3 months, in order to filter, renew and refresh the opportunities. They started working with these programs in February and had their pilot experiment in April.
- Next steps will involve Cloud Influencing

Contributed by Rita Veiga (AUSAPE)

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## **Global User Groups Organisation**

Yasmin Awad, SVP Global User Groups Organization provided an update of the Global User Groups Organization, and introduced the set-up of her new unit, the “Global Customer Value Services”, explaining its scope and approach. She then delved into the activities and achievements for the User Groups executed by GUGO in 2016. Highlights are:



- The new SAP.com/community sites, containing direct links to the User Group web pages
- User Group quotes mentioned during Capital Markets Day by Rob Enslin
- New Knowledge Transfer Platform [www.SAP.com/K4U](http://www.SAP.com/K4U), with 637 webinars attended by 33.438 participants in 2016

Yasmin showed ideas for the User Groups to increase their visibility, and shared her thoughts on critical and important topics for User Groups, emphasizing Digital Transformation, SAPs future workforce for memberships (age, LoBs), and making it more attractive for members to become active.

Contributed by Tania Dinnendahl (GUGO)

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## **SUGEN Programs & Projects**

### **SUGEN License Model project continues**

Since November 2015 SUGEN has worked with SAP on two projects in the area of licensing. The following topics are among the most pressing topics for SAP customers.



1. License auditing
2. Indirect Usage

Project teams of SUGEN members and SAP representatives have been formed, problem statements have been formulated and SUGEN has given input to SAP, based on feedback of user group members. The purpose of the projects is to increase the clarity, transparency and predictability around the two topics. It is not an easy task to achieve this and there is certainly not a quick fix.

As SUGEN we are happy we are having this dialogue with SAP. We will continue with these topics throughout 2016 and keep you informed about the progress in next issues of the SUGEN Digest.

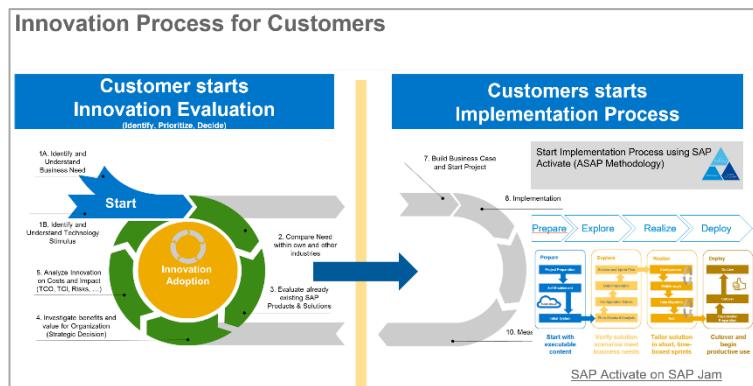
Contributed by Rob van der Marck (VNSG)

## Innovation Adoption Charter Update

The Innovation Adoption Charter is coming to a close and the progress to date and outcomes were shared with the delegates.

The recent workshop in Barcelona highlighted a number of key areas, including

- Customers need a personalized guided procedure to implement and adopt innovation, using a predefined workflow, dependent on magnitude and impact of innovation whilst including respective stakeholders and groups to consider the decision on innovation adoption.
  - Following this, conversation started with Innovation Discovery Product Management to enhance functionality towards personalized procedures and workflows.
- A major issue was identified around how SAP works with customers, with a multitude of sales teams bombarding customers with conflicting messages.
  - Customers expect a clear communication from SAP on innovation topics and SAP needs to change the way in which it works with customers.
- Relevant information and Customer Reference tools, including business case information.
  - SAP offers customers a unique process to receive comprehensive information and references to identify the real value of SAP Products and Solutions, including customer references.



The innovation process was reviewed and a number of outcomes from the work in the charter were discussed, such as

- The launch of [SAP Activate](#). Learnings from the charter helped produce this site.
- The Jam group [SAP Innovate](#), has been created as a direct consequence of the charter and will be shared with all SUGEN members.
- An Innovation Adoption Guide ebook has also been created and is available [here](#)

It is widely agreed that the charter has been successful with some very valuable deliverables for our members and the wider SAP community.

Contributed by Craig Dale (UK&I)

## SUGEN Growth – SUGEN Opens up

In November 2014 at the SUGEN Meeting held in Berlin it was decided that SUGEN should remove any artificial barriers to any recognised User Group becoming a member. The members of SUGEN present at that meeting felt that in the interests of the wider SAP User Group community it would be good to see any User Group be able to participate in SUGEN, the process was dubbed "SUGEN Opens Up".

After 18 months of this policy SUGEN has welcomed Columbia and Belgium as members. SUGEN will continue to welcome new members from recognised User Groups who feel that they want to take part in what SUGEN can offer. If a non-member User Group is wanting to join they should express an interest to their GUGO liaison who can introduce them to a member of the SUGEN growth team who will help them progress their membership.

Contributed by Grahame Reynolds (SAUG)

## SUGEN Best Practice Sessions - Review

Taking place the day before the main SUGEN meeting began, the Best Practice workshop was attended by 23 people representing 12 User Groups from around the world.



As always the topics were chosen by the attendees before the workshop and in summary, the topics and discussions explored a number of areas and realities User Groups are facing, including

- **How can you ensure your User Group remains relevant and adds value to your members and other stakeholders?**
  - User groups – indifferent of their size – identify a large number of stakeholders, both inside and outside their groups. Some new stakeholders are: the acquired companies by SAP and their communities, and ‘newly identified’ ones, i.e. students and young professionals.
  - Digitalization of our user groups will give a better insight into the needs of user group members and provide us a way to have an individualized and an improved delivery of the services our members need, thus creating value and relevancy.
  - We are facing increasing competition. In general, there is a need for more collaboration with SAP and its acquired companies, e.g. for synchronizing activities and to be in touch with the ‘new’ communities.
  - The key message from this session was they like our members are facing changing conditions which force us to rethink and potentially re-create our business models. **It is not just our members who need to transform ....**
- **More engagement with members regarding what they want or see what they need/want**
  - We looked at today’s User Group products and services i.e. face to face events; online events; influencing, along with how they could change in the future with more online collaboration, gamification and new target groups.
  - In the Digital Era, we need to be able to provide individualized services to our members and it was identified that the key route to this is to understand our members needs and that requires both experimentation and more importantly data.
    - We must not be afraid to experiment and try new things to see if they work, or not.
    - A number of ways to source data were discussed, including self-service; rewarding systems; at registration process; surveys; automated gathering.
- **Do user groups play a role in the SAP Listens?**
  - SAP delivered an update on SAP Listens, explaining the process, the results and what happens when the results are finalised (globally, regionally and individually).
  - UKISUG discussed how they have worked with SAP regarding SAP listens, sharing what they feel works well and the challenges with the operation and process.
  - Breaking into groups the delegates looked at ‘what works’ ‘what does not work’ and ‘ideas for the future’
  - The main outcomes were to ensure communication as to the purpose of the survey was clear with consistent messaging globally; local SAP interaction and engagement; customer satisfaction being a KPI for local MD; improve cooperation with User Groups and ensure there is a local SAP resource to drive the program.
- **Knowledge Transfer**
  - SAP provided an overview of Knowledge Transfer and what it consists of, along with a demonstration of the ‘Knowledge For You’ platform on [www.sap.com/k4u](http://www.sap.com/k4u). The platform provides a vast array of webinars for User Groups and their members. VNSG shared good practice, their engagement and experiences in the Knowledge Transfer program, providing other groups valuable tips on how to make the program work for their User Groups.

Contributed by Craig Dale (UK&I)

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We encourage you to share this information with your membership and to share back with us any questions or comments, so that we can address them in future issues of the SUGEN Digest.

Sincerely,

**William Khalil**, SUGMENA

**Grahame Reynolds**, SAUG

**Johan Rusaanes**, SBN

**Frank Haes**, SAPience

**Rob van der Marck**, VNSG

