

SUGEN DIGEST

SAP User-Group Executive Network
Q2 2020

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.



SUGEN group picture - Face to Face November 2019

SAP User-Group Executive Network Collaboration Workspace
SAP User Groups Around the World

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FOREWORD

by Chairman Gianmaria Perancin, USF

This year 2020 is clearly not a "normal" one. Our countries are struggling with coping with the COVID-19 outbreak, to save lives, reassure citizen and support the economy. Probably life will not be the same after this crisis. SUGEN has also been impacted by this... turmoil: our Spring F2F had to be cancelled before we could exchange with SAP. We have taken this decision in order to protect our members, which is obviously our first priority.





At the same time, we have also reinvented our dynamics: we could not get to SUGEN, so we had SUGEN come to us. We have created the “SUGEN meets...” program, an exceptional schedule for exceptional times, that ensured that we could continue to share content, to keep our momentum even if we did not gather in the same room... In other words: to keep the flame of our network burning bright.

SUGEN also has this purpose to unite people in different ways, from different experiences and different countries, in order to support their different activities while unifying their intent in creating a stronger community, a stronger voice that can speak with SAP.

But the year 2020 is not only about how and when will we get out of this crisis. It is also the year where, for the first time, our best partner in all of SAP is the CEO himself. In living memory, never in the history of SUGEN, we have been able to get a more important SAP Executive as our executive sponsor.

As the Core Leadership Team, we already had the chance to exchange with Christian Klein twice during this spring, and were able to align mutually, both SAP with SUGEN and SUGEN with SAP. The main messages I could share with you today is that SAP, and Christian Klein especially, are engaged in sustaining the relationship with SUGEN and the User Groups: allow me to take this as an undoubtful sign of the value we can bring to SAP, in the valuable amount of feedbacks we can provide to SAP, in our capacity of representing the customers that SAP has worldwide.

This is our strength, for sure: but at the same time, we need to continuously remind ourselves that our strength is the result of our commitment and our mobilisation. So, we now have clearly a huge challenge on the path that is in front of us: we have to keep our value high and keep our capacity of delivery. This is what SAP expects from us, because this is also what our members ask us to do and how we can serve them best.

This is SUGEN: continuously providing feedback to SAP, and content to our members. Notwithstanding what happens, because life still goes on.

Chairman Gianmaria Perancin, USF

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COVID SESSION - SUGEN MEMBER USER GROUPS AND THE IMPACT OF COVID 19, APRIL 2020

contributed by Chris Crone, ASUG



On April 7th, over 20 representatives from various SUGEN member user groups across the globe, gathered for an informal conversation on the impact of COVID 19 on user group operations. The conversation was lead by Chris Crone from ASUG and SUGEN CLT member.

It was early in the “shut down/lock down” phase of many countries but already many were making decisions on the best way to serve members given the challenge in front of us.

The group discussed:

- What has been the immediate impact on face to face events-several user groups have cancelled events through Q2, for all of 2020 and many are in a “watch” position.
- How can we best serve our members during this time-discussed different methods to determine what our members need from an SAP perspective, from their user group and generally, how are they doing. This is being done via phone calls, email outreach, survey tools and marketing outreach.
- Many groups are continuing to focus on S/4 content and solutions that can help our members with their challenges of TODAY.
- What has been the impact on our user group staff? Are they stressed? Working too much? The more frequent check ins for those not used to working remote is essential.
- How do we make our future virtual offerings be as good as our face to face. This goes beyond the traditional webcast. All agreed this topic will be key for all of our future success.

The attendees on the call look forward to further conversation on what we each are learning as we adjust to the “new normal”.

Chris Crone, ASUG

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VIRTUAL BEST PRACTICE WORKSHOP - APRIL 2020

contributed by Craig Dale, UKISUG



“Getting to know you!”

As we approached our April SUGEN meeting, we reviewed feedback from November’s meeting and several questions were raised around the element where we discussed insourcing or outsourcing our back-office function,

number of employees etc.

As a number of attendees asked for more information on membership costs, models, revenue streams, etc. we decided to look at this and to share deeper information about our User Groups in our monthly member calls starting in April 2020.

Other feedback on potential future topics included Board and volunteer succession planning so we thought we would try and maximise the learning within the session.

We created a template for groups to help steer them on the information to share, including

- Membership types i.e. customer, partner/affiliate, individual and any relevant breakdown
 - Breakdown of levels, types, costs and benefits/inclusions of each membership type
- How we work with partners i.e. some groups allow partners same benefits of customer members, others don’t
- Main revenue streams i.e. memberships, events, additional products and services
- Board structure & strategy i.e. how many, criteria for joining, term, succession planning

On 20th April we kicked off the calls with a ‘Nordic Special’, with the User Groups of Sweden, Norway and Finland sharing more about their organisation with the other SUGEN members.

We have further sessions planned for the coming months, allowing User Groups across the world to learn from the good practice of other User Groups.

Craig Dale, UKISUG

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APRIL VIRTUAL EXECUTIVE EXCHANGES WITH SAP

contributed by SUGEN CLT (Core Leadership Team)

The SAP User Groups Executive Network (SUGEN) is regularly seeking updates and exchanges with SAP executives on various topics such as the current status of SAP S/4HANA, Integration, SAP Cloud Platform, and many more.

Thanks to SUGEN and SAP a new mode of collaboration was found to ensure the long-awaited executive exchanges with SAP during weekly virtual calls.

The series was kicked-off by Michael Ameling (Head of the Intelligent Enterprise Group), who provided an update on Integration.

In February, SAP released a strategy paper for its [Integration Plan in the Cloud](#). Michael walked the group through the plan giving insights into the different Suite Qualities of the plan, delivery dates and elements already realized. As integration has always been one of SAP's core value propositions in the past and with many User Group members seeing challenges with SAP's recent acquisitions, SUGEN acknowledges the fact that SAP is now putting emphasis on the topic.

During the second week, SUGEN exchanged with Gunther Rothermel (Executive Vice President and Head of SAP Cloud Platform).

In a very open and honest discussion, Gunther elaborated on the SAP Cloud Platform strategy that positions the SCP as an integration and extension platform. Throughout 2020, they are planning to expand the offering infused with intelligence and backed by a strong multi-cloud foundation.

Highly anticipated was the exchange with Robin Manherz (Executive Vice President and Chief Performance Officer) who is responsible for SAP's Portfolio, Licensing and Processes.

Robin strongly emphasized the importance of SUGEN and their feedback to her work. Most importantly, we touched base on the [Conversion Policy Enhancements](#) that allow customers for greater flexibility moving to SAP S/4HANA, the pay-as-you-go consumption model for customers, and the extension of the Digital Access Adoption Program. The DAAP's extension was announced early May 2020 and [SUGEN has issued a press release commenting on the extension](#).

The last exchange was held on late April with Jan Gilg (President of SAP S/4HANA) and Björn Brämer (Senior Vice President and Head of the SAP S/4HANA MOVE Program), who provided and update on the SAP S/4HANA Adoption, the future of [Compatibility Packs in SAP S/4HANA](#), and reactions of customers who have made the move to SAP S/4HANA.

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All executive exchanges were very engaging, and we had open and honest discussions. We were able to see our continuous feedback incorporated in many facets, which is great, but we were also happy to provide additional points of view.

Although some of us were getting ready to go to bed in Australia, whereas others had just gotten up in the Americas, the collaborative character of these first virtual exchanges and the outcomes of the discussions were very valuable.

SUGEN CLT (Core Leadership Team)

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