ASUG | Prometheus Group

SAP Transformations Remain a Top Priority for Chemicals Organizations.

ASUG's research sheds new light on the challenges, trends, and priorities of the Chemicals industry.

Chemicals Companies Advancing SAP S/4HANA Adoption Due to Increased Strategic Focus

SAP S/4HANA is a key area of focus, with Chemicals customers progressing along their adoption paths. Although SAP S/4HANA migrations are a primary consideration, they also present notable challenges for organizations, particularly due to extensive customizations in ECC and the migration process itself.

SAP S/4HANA Use in 2025	RISE with SAP in 2025
57% ASUG Members in the Chemicals Industry	**27%** ASUG Members in the Chemicals Industry
61% Total ASUG Members	**25%** Total ASUG Members

Moving to SAP S/4HANA is both a top focus and a top challenge for most organizations

Top Focus Area:
Moving to SAP S/4HANA

2025: ASUG Members in the Chemicals Industry 54%
2024: ASUG Members in the Chemicals Industry 29%
2025 Total: ASUG Members 47%

Top Challenge:
Moving to SAP S/4HANA

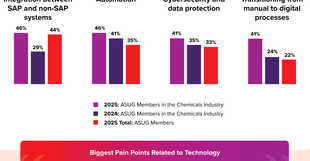
2025: ASUG Members in the Chemicals Industry 57%
2025 Total: ASUG Members 47%

Biggest Pain Points Related to Technology
Lots of customizations in our ECC and how to migrate these to [S/4HANA].

Integration and Automation Continue to Be Primary Objectives for Chemicals Organizations

Chemicals organizations continue to prioritize SAP S/4HANA migration, while also increasing integration with non-SAP systems, automating manual tasks, and strengthening cybersecurity and data protection.

Leading Focus Areas Most Important to Organizations



Biggest Pain Points Related to Technology
Ability of organization to adopt to new technology. Change management is most challenging in [an] organization that is used to old ways of working.

Chemicals Organizations Facing Data-Related Challenges

Data analytics and master data management are major challenges for chemicals organizations, following S/4HANA implementation and budget issues. Companies face difficulties with digital transformation strategy, ensuring quality data for AI, and choosing suitable tools and technologies.

Leading Challenges Organizations Are Currently Facing

	2025 Chemicals	2024 Chemicals	2025 Total ASUG Members
Budget	49%	29%	54%
Gaining actionable insights from data/analytics	41%	15%	35%
Master data/maintenance and governance	41%	35%	48%
Digital transformation strategy	35%	26%	28%
Quality and completeness of data for AI initiatives	35%	N/A*	17%
Selecting the best tools/ technologies for my organization	35%	26%	28%

Biggest Pain Points Related to Technology
Global roll out of SAP has made the shared use of master data much more complex than previous North America platform.

*This option was not provided in 2024

Prioritizing SAP Knowledge and Training to Meet Challenges

To stay ahead of rapid digital change, Chemicals organizations should invest in ongoing SAP training and resources, enabling teams to upskill and adapt quickly to advances like SAP S/4HANA.

Challenge Organizations Are Currently Facing:
Maintaining knowledgeable staff/turnover

2025: ASUG Members in the Chemicals Industry 32%
2024: ASUG Members in the Chemicals Industry 15%
2025 Total: ASUG Members 23%

Biggest Pain Points Related to Technology
Need to upskill and reskill existing workforce in order to adopt new technological change.

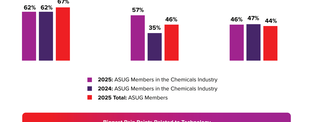
Most Important Skill Sets for Organizations

	2025 Chemicals	2025 Total ASUG Members
SAP S/4HANA Expertise	65%	56%
Integration and APIs	43%	40%
Data science/ data analytics	43%	36%
Business process management	43%	41%
Cybersecurity	41%	33%
Artificial Intelligence	41%	30%

Chemicals Organizations Focusing on Analytics, AI, and Automation

There is a strong emphasis on the impact of data analytics, cloud, AI/ML, and automation on digital transformation efforts. Chemicals organizations are prioritizing new technological advancements to drive future growth and efficiency.

Impact of Technologies on Digital Transformation Efforts



Biggest Pain Points Related to Technology
Ability of organization to adopt to new technology. Change management is most challenging in [an] organization that is used to old ways of working.

ASUG

ASUG is the world's largest SAP user group. Originally founded by a group of visionary SAP customers in 1991, its mission is to help people and organizations get the most value from their investment in SAP technology. ASUG currently serves thousands of businesses via companywide memberships, connecting more than 130,000 professionals with networking and educational resources to help them master new challenges. Through in-person and virtual events, on-demand digital resources, and ongoing advocacy for its membership, ASUG helps SAP customers make more possible.

Prometheus Group

Prometheus Group enables unified enterprise asset optimization through an integrated approach to planning, scheduling, work management, and business analytics across routine and preventive maintenance, shutdowns/turnarounds, and production scheduling. Unlike the competition, Prometheus packaged software is easy to use, can be implemented in weeks, and allows a business to quickly improve operational efficiency and the effectiveness of work processes to gain a competitive advantage. For more information, visit www.prometheusgroup.com.

About the research:

ASUG conducted this research in November 2024. The results are based on responses from 787 participants who are members of ASUG, 37 of those members are within the Chemicals industry.