

# **The State of Supply Chain Management for SAP Customers:**

## **A Recap of our Research**

Carolyn Szczurek, Research Manager, ASUG

March 11, 2021



# About ASUG Research

The ASUG research team uses quantitative and qualitative research methods to capture a unique view of what the largest group of SAP users in North America is thinking, doing, and planning for their road maps.

## Examples of Topics We Cover



cloud strategies



emerging  
technologies



SAP S/4HANA  
myths and ROI



industry tech  
trends

# Supply Chain Management (SCM) Insights for 2021

1

Key Trends and Pressures for SAP SCM Customers

2

The Secrets Behind Satisfaction for SAP SCM Customers

3

What Does it All Mean?

# Presenting Today



Carolyn Szczurek, Research Manager,  
ASUG



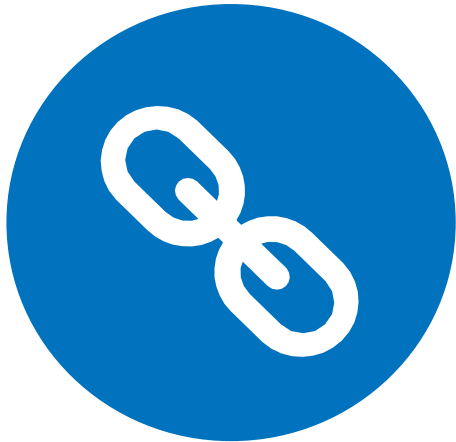
Barrie Corp, Supply Chain Manager,  
Gainesville Regional Utilities



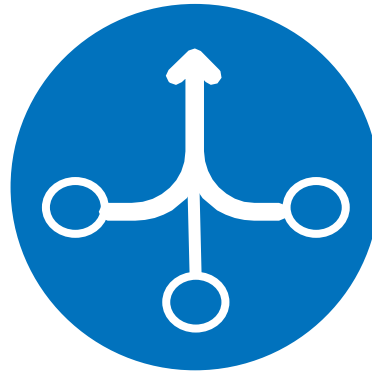
## **Key Trends and Pressures for SAP SCM Customers**

# What's on the Minds of SAP SCM Customers

## Customer Trends



Improving supply chain transparency



Streamlining processes through mobility and automation



Delivering visibility through data analytics

**Source:** ASUG State of the Industry research (July 2020; n=61)  
Size of icon indicates amount trend was noted by respondents

# Digitization and Dashboards Are On Their Road Map



31%

are considering using  
SAP Digital Supply Chain



86%

of participants expect data  
analytics/dashboards to  
impact their jobs

Source: ASUG State of the Industry research (July 2020; n=61)

# Pain Points for SAP SCM Customers

## Pressures They're Feeling



Extreme demands on supply chain processes



The rapid pace of technology change

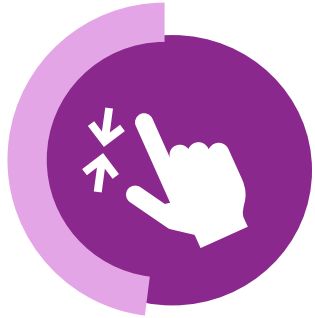


The commitment required from SAP S/4HANA implementations

**Source:** ASUG State of the Industry research (July 2020; n=61)  
Size of icon indicates amount trend was noted by respondents



# The Breakdown of Supply Chain Areas and Outsourced Support



**48%**

are outsourcing specific jobs, projects, or functions to help supply chain management

## Top Areas of the Supply Chain Receiving Outsourced Support



Warehousing

**43%**



Shipping

**43%**



Transportation/  
fleet management

**43%**

Source: ASUG State of the Industry research (July 2020; n=61)

# Effective Business Processes and Communications Are Critical



54%

of supply chain customers expect to optimize their business processes when adopting SAP S/4HANA



57%

of supply chain customers note effective communication between IT and Line-of-Business (LoB) users at their organization as a critical factor relating to their job

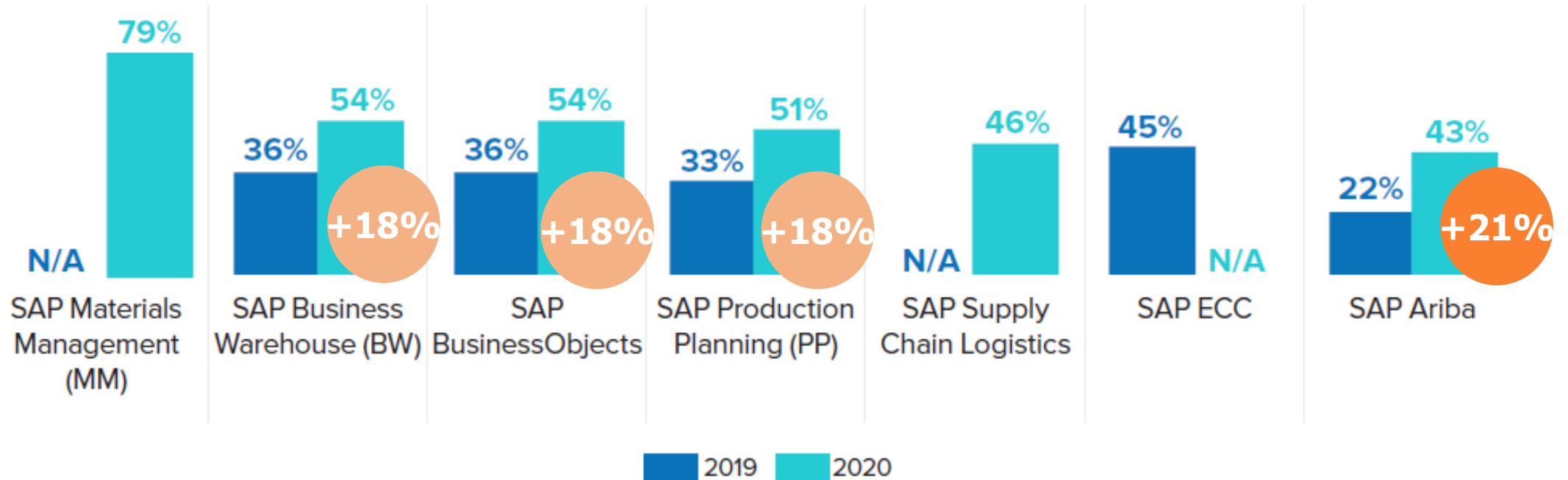
Source: ASUG State of the Industry research (July 2020; n=61)

# Responsibility for Purchasing and Implementing SCM Technology

	 Primary responsibility for purchases	 Primary responsibility for implementations
C-levels	<b>24%</b>	<b>15%</b>
LoB team	<b>36%</b>	<b>54%</b>
IT team	<b>20%</b>	<b>49%</b>

Source: ASUG State of the Industry research (July 2020; n=61)

# Key Products Used by SAP SCM Customers



Source: ASUG State of the Industry research (July 2020; n=61)

# SAP S/4HANA Is On The Horizon



**38%**

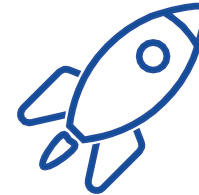
of participants consider implementing SAP S/4HANA their most important technology project within the next two years



**52%**

of participants are considering adopting SAP S/4HANA

## Top Benefits of Adopting SAP S/4HANA



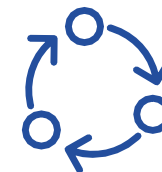
**67%**

Improved performance



**63%**

Faster access to analytics



**54%**

Optimization of existing business processes

Source: ASUG State of the Industry research (July 2020; n=61)

# Cloud Strategy Developments



We have a cloud strategy in place.

34%



We have a cloud strategy in place, but we are in the early stages.

31%



We do not have a cloud strategy in place yet but are exploring it.

27%



We do not have a cloud strategy in place and are not exploring it.

8%

Source: ASUG State of the Industry research (July 2020; n=61)

## Where SCM Customers Need the Most Help



32%

Optimizing current products



20%

Integrating current technologies



20%

Exploring new products

Source: ASUG State of the Industry research (July 2020; n=61)

# The Secrets Behind Satisfaction for SAP SCM Customers





# What's Top-of-Mind and What Drives Satisfaction Behind the Scenes

## Critical Factors



**Importance**



**Satisfaction**

Master data management/  
governance/data integrity

Effective communication between  
IT and LoB users

## Hidden Motivators



**Importance**



**Satisfaction**

Supply chain transparency

Automation of manual processes

## Minimum Expectations



Change management/getting users  
comfortable with new technology

**Source:** ASUG State of the Industry research (July 2020; n=61)

## A Breakdown of Industries That Participated



**31%**  
Manufacturing



**10%**  
Consumer products



**10%**  
High tech

Source: ASUG State of the Industry research (July 2020; n=61)

## What Does it All Mean?



## What Does it All Mean?



Digitally transform the supply chain



Leverage mobility, automation, and rely on data analytics to upgrade processes and guide decision-making



Solve challenges related to managing ever-changing supply chain demands, keeping up with evolving technology, and finding the time and money for SAP S/4HANA implementations



Work to collaborate across LoB and IT teams to purchase and implement SCM-related technologies

Source: ASUG State of the Industry research (July 2020; n=61)

**Questions?**

# A Copy of the Full Report

The State of the  
Supply Chain for  
SAP Customers



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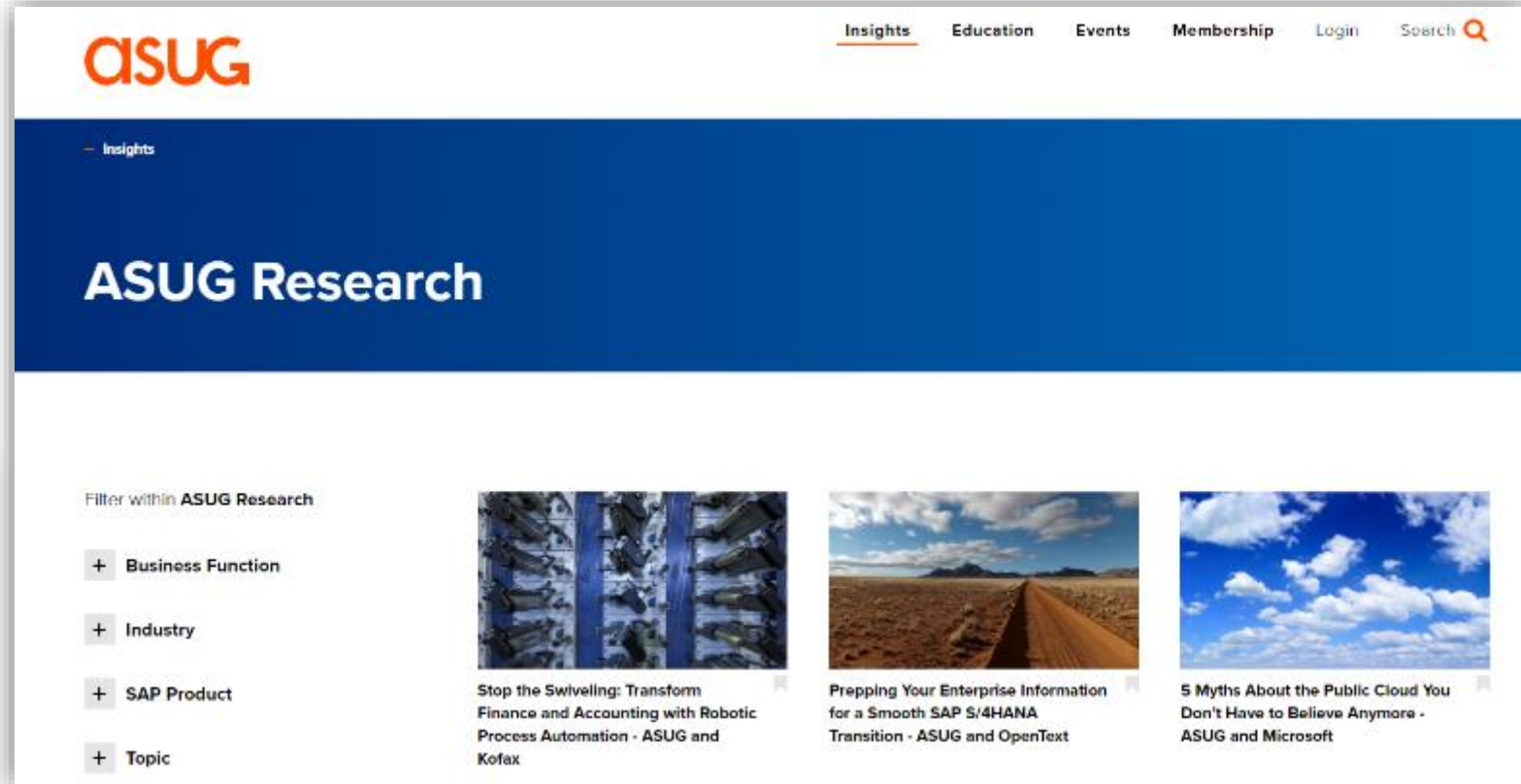
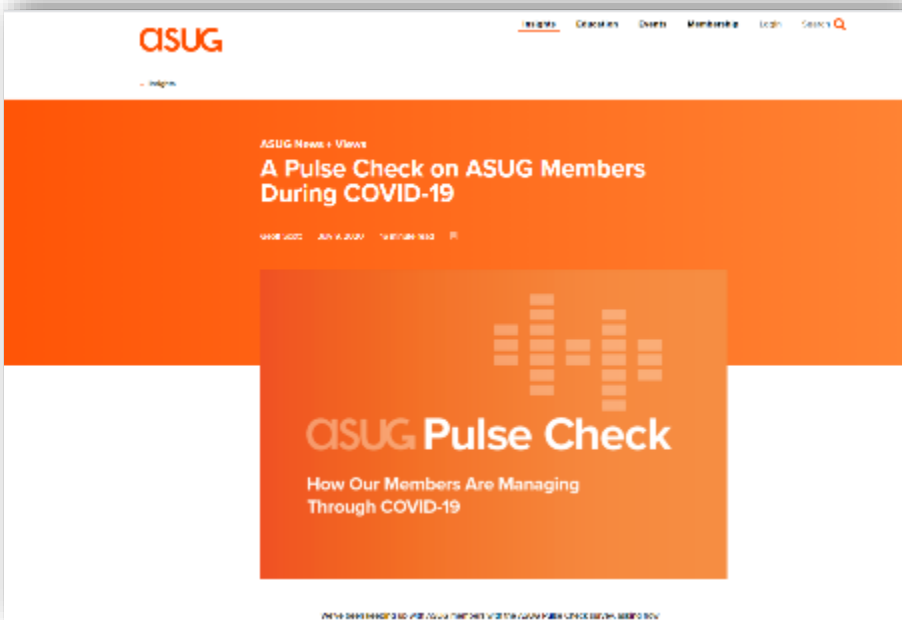
## Top things to do next:

- Create or update your ASUG member profile
- Browse our library of upcoming and on-demand webcasts on ASUG.com
- Register for ASUG Best Practices: SAP S/4HANA Virtual Conference
- Sign up for the ASUG First Five
- Join an ASUG Think Tank
- Contact an ASUG Customer Success Manager for more specialized assistance

## Don't miss these upcoming ASUG events:

- ASUG Best Practices: SAP S/4HANA Virtual Experience – March 2021
- ASUG Best Practices: SAP for EAM Virtual Conference – April 13-14, 2021
- ASUG Best Practices: SAP for Supply Chain Virtual Conference – May 11-12, 2021

# Where to Find ASUG Research



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ASUG

Best Practices

## SAP for Supply Chain

Virtual Conference | May 11–12, 2021



**Gain key insights to building  
a resilient supply chain.**

Save the Date



# Don't Miss This Upcoming Training!

## May 17-21: Inventory Management and Physical Inventory

Contact  
[training@asug.com](mailto:training@asug.com)  
to register!

### This course will prepare you to:

- Understand the basic functions of inventory management and physical inventory
- Create different goods movements in the SAP system
- Explain the special functions of inventory management and physical inventory
- Customize settings relevant to inventory management and physical inventory

# Thank you.

Stay connected. Share your SAP experiences anytime, anywhere.  
Join the ASUG conversation on social media: **@ASUG365 #ASUG**

