

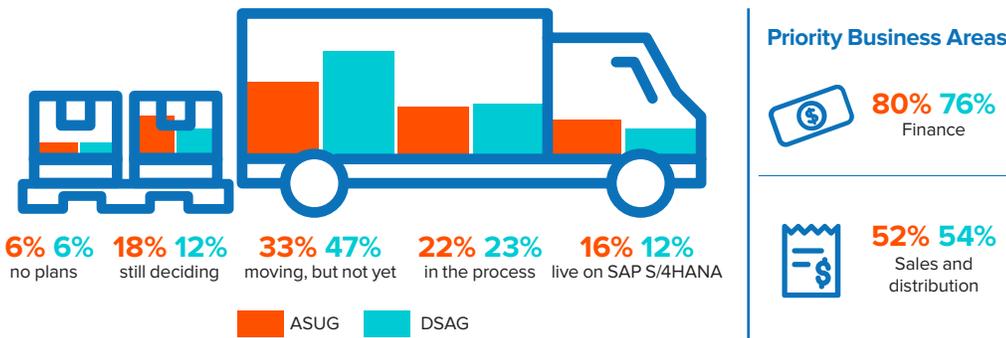


SAP S/4HANA Adoption Plans for ASUG and DSAG Members

In 2020, ASUG joined with DSAG (Deutschsprachige SAP-Anwendergruppe) to examine the similarities and differences among SAP customers in Canada, the U.S., Germany, Austria, and Switzerland. Our goal was to better understand their experiences with SAP S/4HANA.

ASUG and DSAG ran this study after SAP extended maintenance for its legacy ERP to 2027 and the COVID-19 pandemic hit Europe and North America. Despite this timing, we saw few significant changes in adoption plans compared with other ASUG data, including the 2020 ASUG Pulse of the SAP Customer study that fielded in late 2019.

Figure 1: Status of ASUG and DSAG SAP S/4HANA Adoption Journeys



Source: ASUG and DSAG research, March–May 2020.

For both user groups, the majority of customers who are going live are planning to move within the next one to five years. Though we asked the question with a different scale, we found that more DSAG members are further away from a go-live date than ASUG members. Impressions of SAP and SAP S/4HANA were highest among those who have already migrated to the ERP system. This trend held across ASUG and DSAG, though it's worth noting that slightly more ASUG members are live (16% vs. 12%).

The majority of customers in both groups either took or are planning a brownfield implementation, followed closely by those who decided on a hybrid approach. While introducing SAP S/4HANA to their organizations, all respondents are prioritizing finance the most, followed by sales and distribution.

Implications: SAP Customers Share More Commonalities than Differences

When we began this study, we anticipated greater differences in customers' plans to implement SAP S/4HANA due to the pandemic. Based on our results, we expect SAP S/4HANA adoption rates to stay on track. It's important to determine which of these groups your organization falls into: Are you an adopter on the road to going live in one to two years or are you a planner who will go live in three to five years? Either way, your peers recommend doing the upfront work needed to prepare your data, eliminate customizations, and optimize business processes.

[Download the executive summary of the ASUG and DSAG study.](#)

Based on quantitative and qualitative research from ASUG and DSAG members conducted March–May 2020. ASUG (n=483) DSAG (n=217). Live customers on SAP S/4HANA: ASUG (n=79), DSAG (n=27).

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.



The German-speaking SAP user group is one of the world's most influential user groups. With more than 60,000 members from over 3,500 companies, its strong network comprises medium-sized businesses to DAX-listed corporations, across all sectors of the economy in Germany, Austria, and Switzerland. Thanks to its reach, the group has unique insights into the digital challenges faced by companies in these markets. DSAG uses this knowledge to represent the interests of SAP users and pave the way to digitalization for its members.

© 2020. Americas' SAP Users' Group. All rights reserved. All SAP products are the trademarks or registered trademarks of SAP SE in Germany and in several other countries.