



4 Cross-Border Insights on SAP Customers from ASUG and DSAG

In 2020, ASUG joined with DSAG (Deutschsprachige SAP-Anwendergruppe) to examine the similarities and differences between SAP customers in Canada, the U.S., Germany, Austria, and Switzerland in our most ambitious collaborative research study to date.



How SAP Can Improve the Customer Experience

Both ASUG and DSAG members agreed that enhanced customer support would increase their satisfaction with SAP. ASUG respondents ranked this first in importance, while DSAG respondents counted it among their top four priorities. The groups also suggested the need for a better experience for end users, while DSAG respondents specifically mentioned improving product integrations—a theme that appears throughout the research.



What SAP Customers Can Do to Help Themselves

We asked SAP customers to advise their peers on how to improve their own experiences. Reducing customizations topped the list for both ASUG and DSAG, with the cautionary note to stick to the SAP standard or risk spending more time and money. Respondents also called out the value of building in-house knowledge and teams of SAP experts. DSAG members focused on the importance of pursuing a big-picture digital strategy, while ASUG members emphasized change management and process evaluation.



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.



What Drives SAP Purchases and Product Use

Support and cost are the most important factors for both user groups when purchasing SAP solutions. But peer and partner recommendations carry far more weight among ASUG members than DSAG members. SAP ECC and SAP Fiori are among the top products in use for both groups. Regional differences do apply to some SAP cloud-based products. These are more popular with North American customers today, though more DSAG customers are considering them for the future.



Status of SAP S/4HANA

We ran this study after SAP extended maintenance for its legacy ERP to 2027 and during the global COVID-19 pandemic. Despite both factors, we did not see a significant change in SAP S/4HANA adoption plans compared with previous studies. There are slightly more live SAP S/4HANA customers on the ASUG side (16%) than at DSAG (12%). Overall, both groups are planning to move within the next one to five years. We also found that customer impressions of SAP and SAP S/4HANA tend to skew positive for live customers.



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.

 [Read more highlights from ASUG CEO Geoff Scott.](#)

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Based on quantitative and qualitative research from ASUG and DSAG members conducted March–May 2020. ASUG (n=483) DSAG (n=217)

