

ASUG

ASUG 101



We're a
Community of
**130,000+ SAP
Professionals**



Agenda

- ✓ Walk through your ASUG Member benefits
- ✓ Create your profile
- ✓ Take a tour of ASUG.com
- ✓ Answer any questions

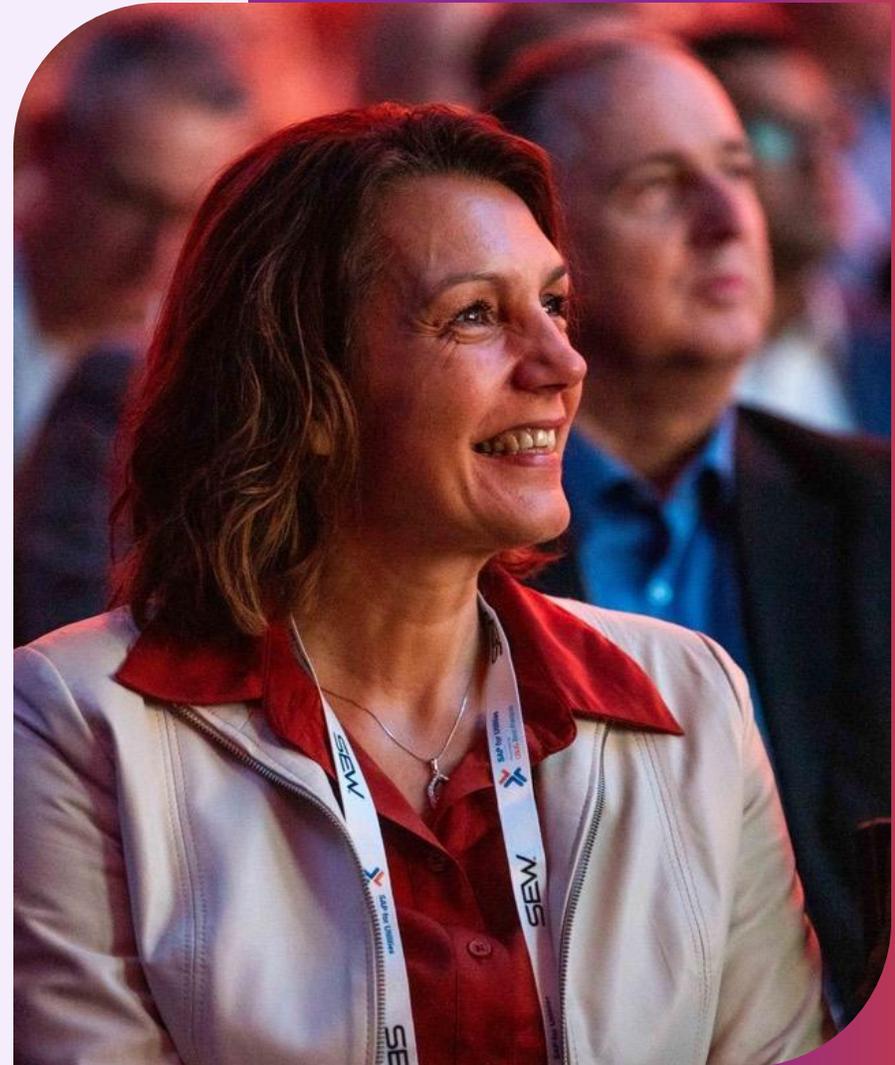
Ready? Let's get started ...

The ASUG Mission:

We help people and organizations get the most value from their investment in SAP technologies.

ASUG Members have been where you're going and can help guide you to the insights you need.

Discover the power of Community.

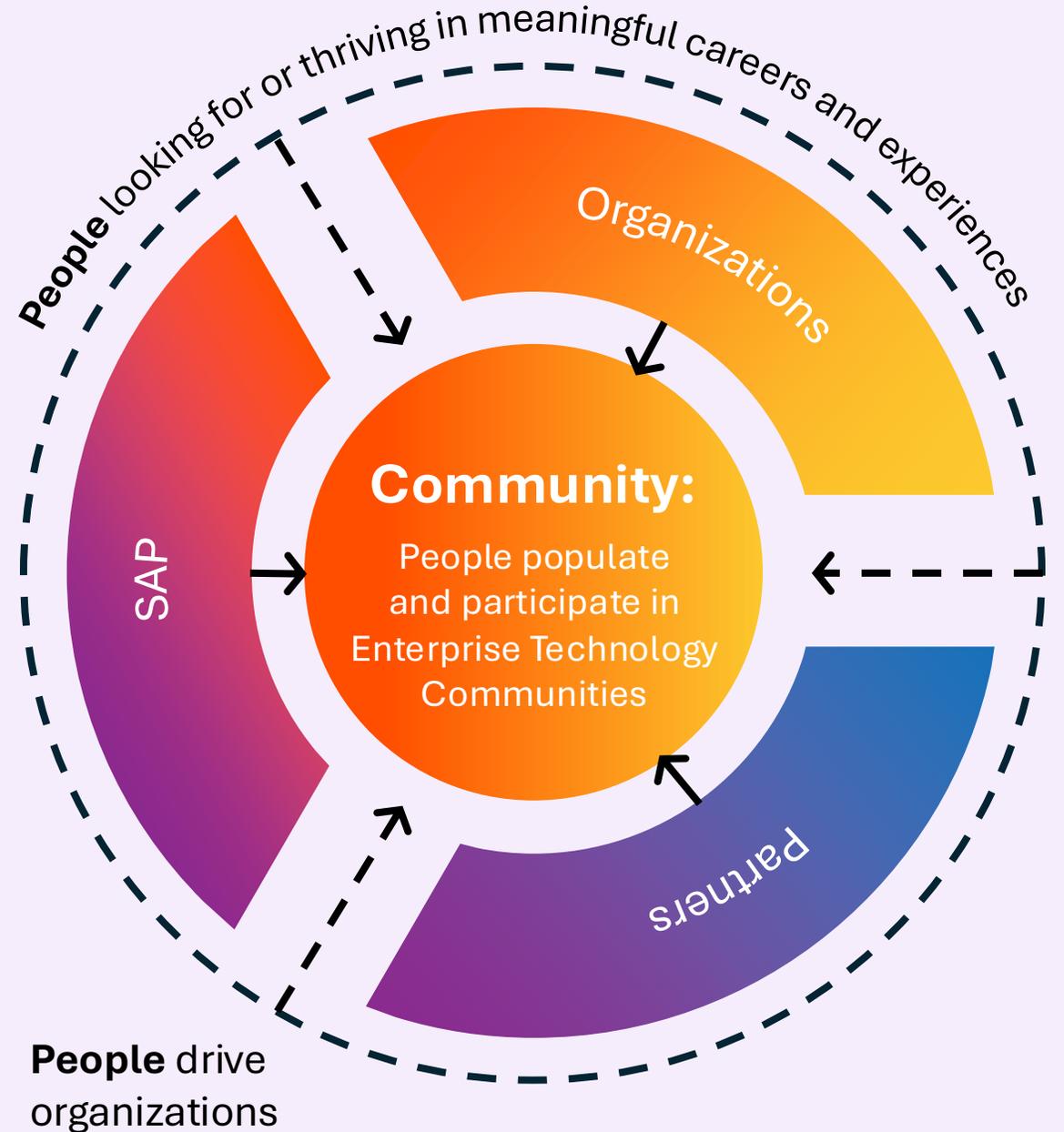


What is ASUG?

ASUG is the largest, most diverse, and most engaged SAP User Group in North America.

The Community Circle:

ASUG fosters innovations and synergies among its members: **People**, **Organizations**, **SAP**, and **Partners**.



All Employees in member organizations have access to ASUG Member Benefits.

ASUG is a member community that is designed to help you:



LEARN

Stay On The Leading Edge

Learn from SAP experts and stay on the leading-edge of SAP practices



CONNECT

Expand Your Network

Connect with a community of over 130,000+ SAP-savvy professionals to solve business challenges

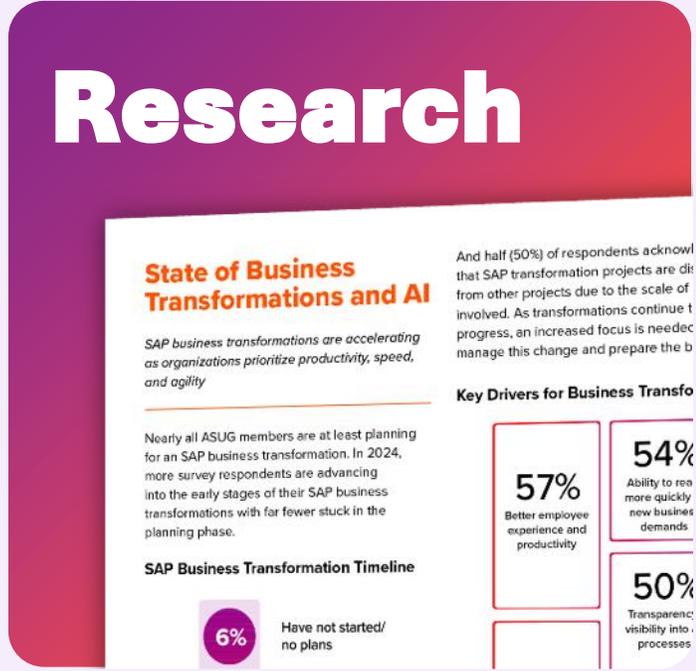
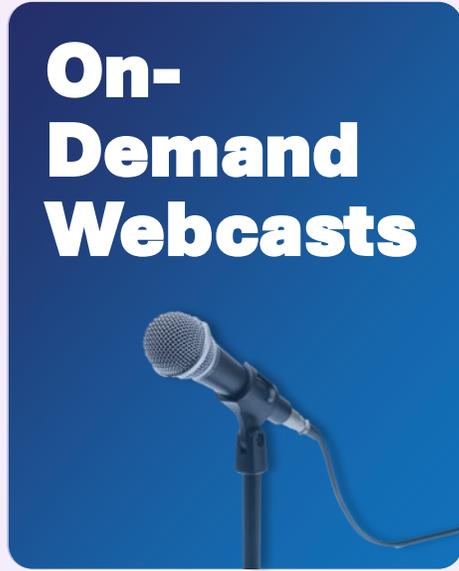
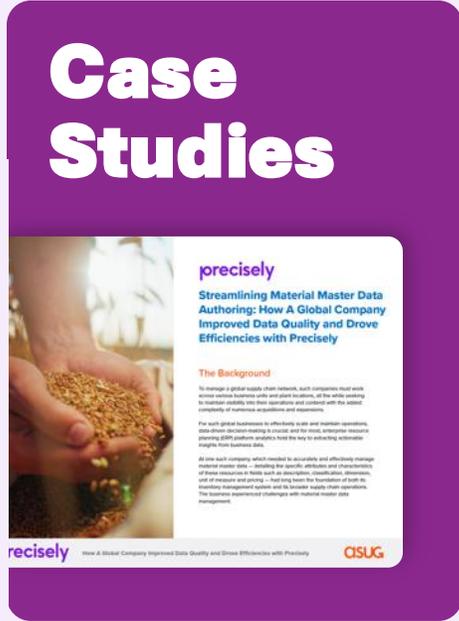
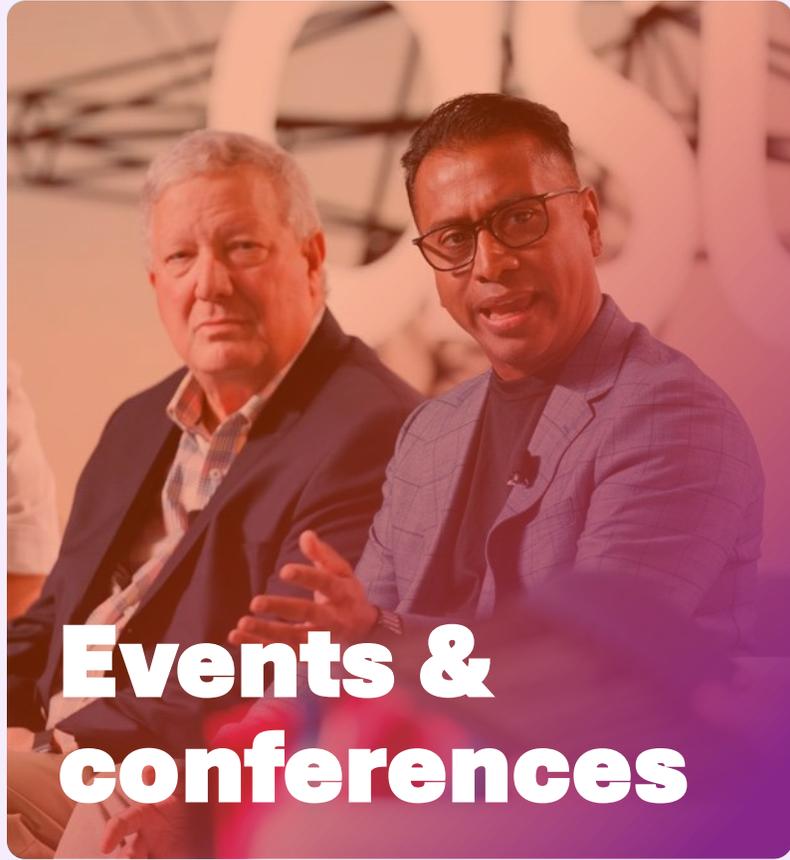


GROW

Increase Your Expertise

Grow your career, increase expertise and build your professional community

Learn with the ASUG Community





Learn

with the ASUG Community

- Insights – interviews, guest perspectives, and case studies, plus weekly First Five newsletter and ASUG Talks podcast
- ASUG Research Reports
- ASUG Content Collections
- Local and regional chapters
- Industry and Technology Conferences
- SAP Sapphire and ASUG Annual Conference
- ASUG Tech Connect
- Live and on-demand webcasts



Learn with the ASUG Community

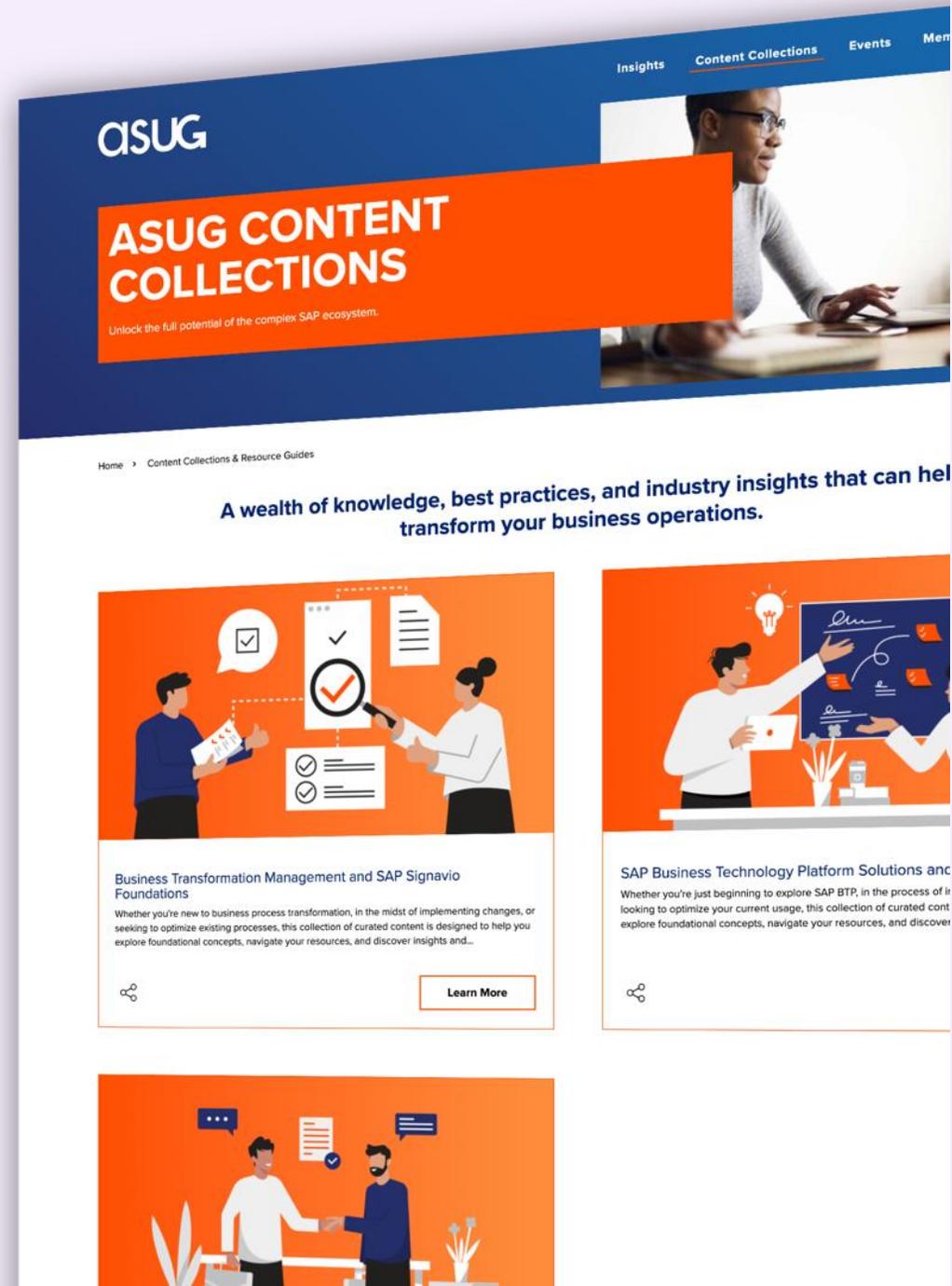
Content Collections

The ASUG Community's knowledge, all in one place.

Get access to a collection of curated content and experiences designed to help your organization's SAP technology journey. Everything you need is all in one place, including research, articles, insights, videos, customer and partner stories, and more.



**Explore ASUG
Content Collections**



Learn with the ASUG Community



Podcasts

ASUG sits down with its members, SAP experts, and thought leaders to discuss SAP topics, challenges, successes, and career experiences.

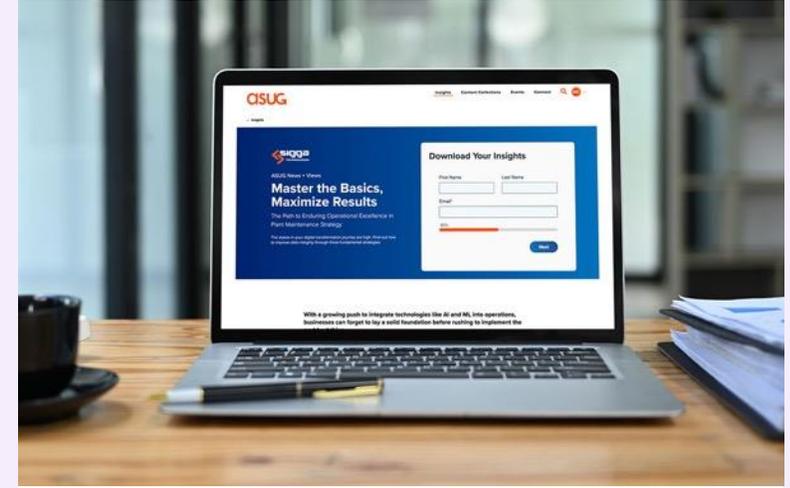
[Listen to ASUG Talks](#)



Newsletters

Get access to a collection of curated content and experiences designed to help your organization's SAP technology journey.

[Sign Up for Newsletters](#)



eBooks

Insights on SAP products and technologies, as well as best practices for SAP Customers.

[Explore eBooks](#)

Learn with the ASUG Community

Research

Get the real picture of the SAP ecosystem.

Gain data-driven insights to help guide you in making well-informed decisions. Through surveys, reports, and member feedback, it highlights key trends, challenges, and opportunities within the SAP ecosystem.

Explore recent research:



2025 Pulse of the
SAP Customer
Research



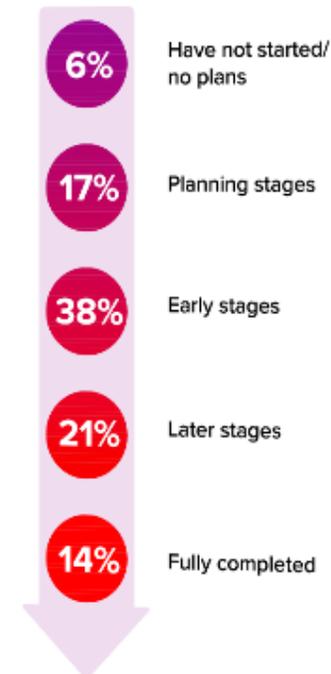
2025 SAP S/4HANA
Research Report

State of Business Transformations and AI

SAP business transformations are accelerating as organizations prioritize productivity, speed, and agility

Nearly all ASUG members are at least planning for an SAP business transformation. In 2024, more survey respondents are advancing into the early stages of their SAP business transformations with far fewer stuck in the planning phase.

SAP Business Transformation Timeline



And half (50%) of respondents acknowledge that SAP transformation projects are distinct from other projects due to the scale of change involved. As transformations continue to progress, an increased focus is needed to manage this change and prepare the business for the future.

Key Drivers for Business Transformation



Source: ASUG/SAP research, Navigating Business Transformation: Change Management, August 2024 (2024), August 2023 (2023), September 2022 (2022)

While transformations may vary across organizations and SAP transformations themselves are unique, the core motivations driving these initiatives remain consistent. Year after year, respondents cite employee experience and productivity, access to analytics and reporting, and faster reactions to new business demands as



Connect

with the ASUG Community

- Industry and Technology Conferences
- SAP Sapphire and ASUG Annual Conference
- ASUG Tech Connect
- Local and Regional Chapters
- ASUG Communities
- ASUG Executive Exchange



Connect with the ASUG Community

Chapters

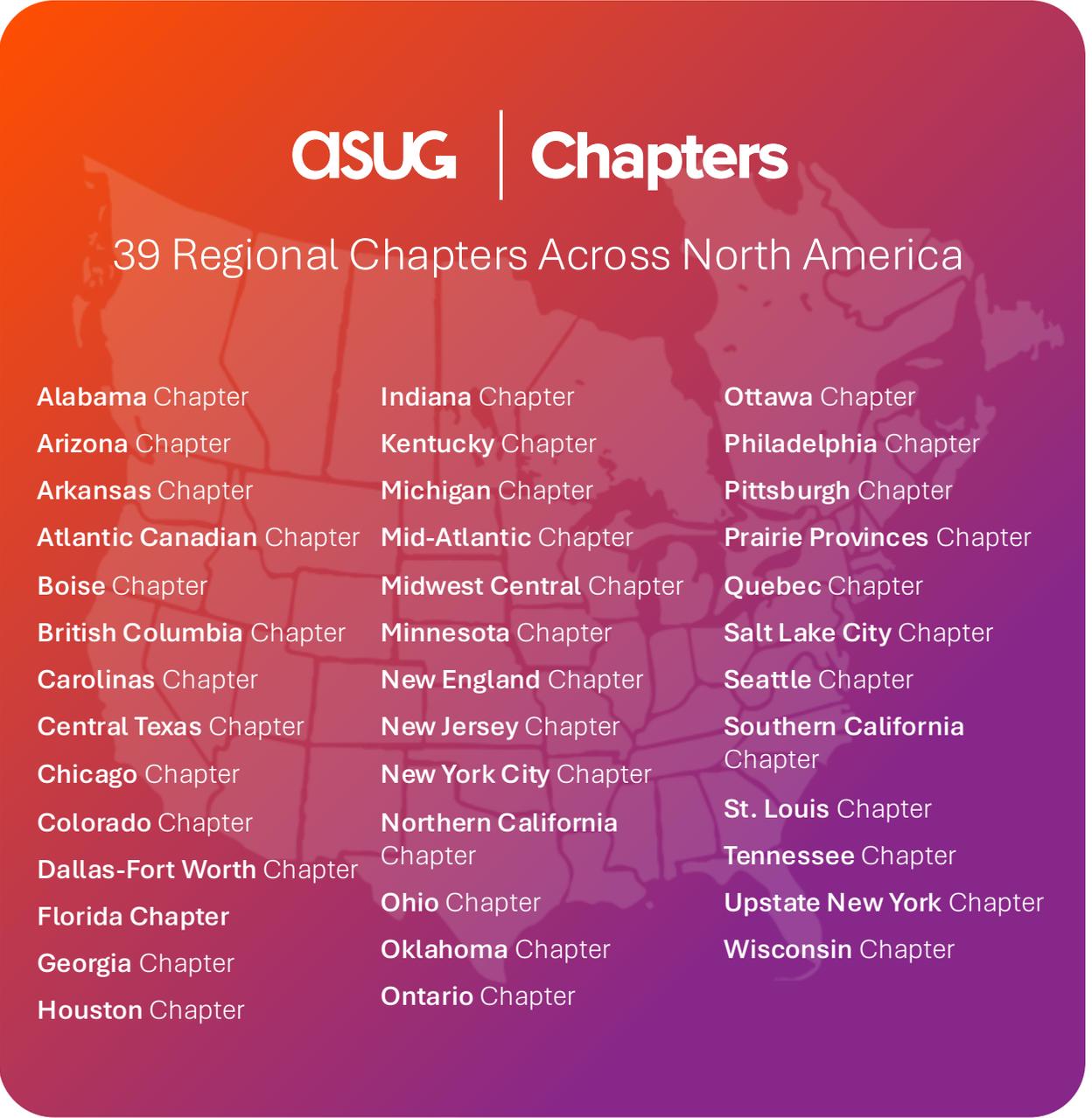
39 Regional Chapters across the U.S. and Canada

Enhance your professional journey by connecting in person with your regional ASUG Chapter. **Chapter events are always included with your ASUG membership.**

- Network with fellow SAP users.
- Foster collaborative relationships in your local community.
- Uncover innovative strategies to move forward through customer stories and education.

ASUG | Chapters

39 Regional Chapters Across North America



Alabama Chapter	Indiana Chapter	Ottawa Chapter
Arizona Chapter	Kentucky Chapter	Philadelphia Chapter
Arkansas Chapter	Michigan Chapter	Pittsburgh Chapter
Atlantic Canadian Chapter	Mid-Atlantic Chapter	Prairie Provinces Chapter
Boise Chapter	Midwest Central Chapter	Quebec Chapter
British Columbia Chapter	Minnesota Chapter	Salt Lake City Chapter
Carolinas Chapter	New England Chapter	Seattle Chapter
Central Texas Chapter	New Jersey Chapter	Southern California Chapter
Chicago Chapter	New York City Chapter	St. Louis Chapter
Colorado Chapter	Northern California Chapter	Tennessee Chapter
Dallas-Fort Worth Chapter	Ohio Chapter	Upstate New York Chapter
Florida Chapter	Oklahoma Chapter	Wisconsin Chapter
Georgia Chapter	Ontario Chapter	
Houston Chapter		

Connect with the ASUG Community

ASUG Communities

Join a Community Conversation around the SAP topics that matter to you.

Engage in dynamic discussions tailored to your industry, role, or technology focus. Share insights, solve challenges, and elevate skills through virtual forums, in-person events, and access to relevant digital content.



**Cloud ERP &
SAP S/4HANA**



Consumer Products



**SAP Business Technology
Program (BTP)**



Public Services



**Business Transformation
Management**



Enterprise Architects



Artificial Intelligence



**ASUG Executive
Exchange**



**Sustainability
Management**



ASUG Campus Connect

Grow with the ASUG Community



EXE EXECUTIVE EXCHANGE by **ASUG**

Network with other C-level SAP customers. Join a community where senior executives exchange ideas and engage with thought leaders and experts in the field.



 **ASUG Collective**
Empowering Leaders, Elevating Careers

ASUG Collective facilitates professional growth, empowers the development of leadership skills and reinforces our commitment to cultivating a community where every ASUG member can thrive on their professional journey.



Grow

with the ASUG Community

- ASUG Communities
- ASUG Executive Exchange
- Industry and Technology Conferences
- SAP Sapphire and ASUG Annual Conference
- ASUG Tech Connect
- Leadership opportunities
- ASUG Volunteers
- ASUG Champions
- Speaking opportunities



Grow with the ASUG Community

Events

BIG opportunities to learn, connect, and grow with ASUG.

Empower your entire team with exclusive experiences to stay informed about the latest SAP roadmaps, trends, and solutions, ensuring your team is at the forefront of industry advancement.

Members Receive Discounts for all ASUG Events.



SAP for Utilities, Presented by ASUG

Oct. 7–9, 2026 | San Antonio, TX

ASUG Tech Connect

Nov. 2–4, 2026 | Fort Worth, TX

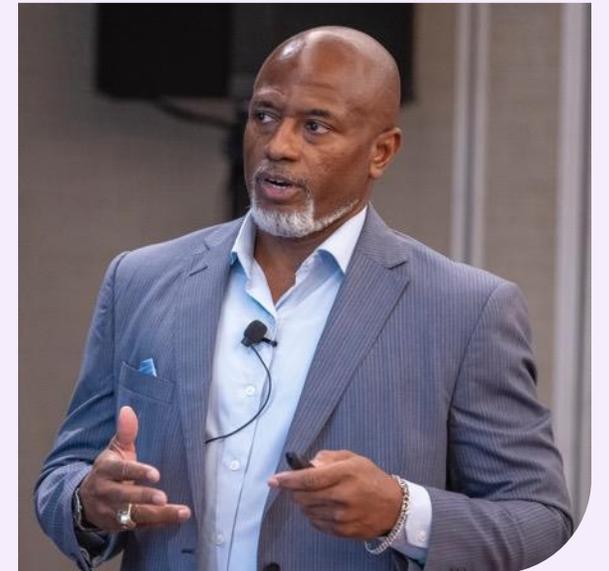


Grow with the ASUG Community

Speaking Opportunities

Build your personal brand through ASUG.

Take advantage of the opportunity to spark meaningful discussions and establish yourself as a thought leader by speaking at exclusive events reserved for ASUG Members.



ASUG Champions Strengthen our Community

ASUG Champions serve as vital links between their companies and the ASUG and SAP communities, helping their teams get the most value from their membership and technology investments.

Volunteer as a Champion to:

- Share ASUG membership and promote engagement across your company
- Enhance your SAP skills and join Champions Community Conversations
- Earn incentives, recognition, and get exclusive alerts on ASUG programs

“I was drawn to becoming a champion so I could leverage ASUG internally to assist my colleagues in different sites and areas of the company. It’s an important role that helps ensure the organization understands the benefits and value of ASUG membership and provides so many opportunities to be an advocate for ASUG internally.”

- Wallace Henry, Volvo Group



ASUG Champions



**Scan to
Become a
Champion**

Grow with the ASUG Community

Exclusive Discounts for Members

SAP Education

Members have access to 10% discounts on SAP training, which grants access to over 250 certifications in learning hubs.

*Discount cannot be applied to SAP Software or Applications

SAP Press

ASUG members save 15% on SAP Press Publications.*

*Discount cannot be applied to the SAP PRESS Subscription.

America's SAP Users' Group

Profile

Edit Profile

Preferences

Communications

Password

SAP Products

Select the SAP products you're interested in. Adding to or editing these selections will help us suggest the most relevant content for you.

SAP Analytics Cloud SAP Ariba SAP BusinessObjects BI Platform

SAP Data Warehouse (SAP Business Warehouse and SAP BW/4HANA) SAP Conversational AI

SAP Customer Experience (SAP CRM) SAP Data Intelligence

SAP ERP Central Component (SAP ECC) SAP Fieldglass SAP Fiori SAP Leonardo

SAP Business One SAP HANA SAP HANA Enterprise Cloud (HEC) SAP S/4HANA

SAP SuccessFactors SAP Solution Manager (SolMan) SAP Sustainability

SAP Services and Support Qualtrics SAP Cloud Platform (SCP)

Business Functions

Select the business functions you're interested in. Adding to or editing these selections will help us suggest the most relevant content for you.

Application Lifecycle Management (ALM) Business Intelligence (BI) and Analytics

Centers of Excellence (COE) Commerce Customer Service Database and Data Management

Enterprise Architecture (EA) Enterprise Asset Management (EAM) Experience Management (XM)

Finance Human Resources (HR) Information Security IT Operations

Manufacturing and Production Marketing Product Lifecycle Management (PLM) Sales

Sourcing and Procurement Supply Chain Management (SCM) User Experience (UX)

Industries

Select the industries you're interested in. Adding to or editing these selections will help us suggest the most relevant content for you.

Aerospace and Defense (A&D) Apparel, Fashion, and Fashion (APF) Automotive Chemicals

Consumer Products Engineering, Construction, and Operations Financial Services

Government Health Care High Tech Higher Education and Research

ASUG

Insights Education Events Connect Search SA

Welcome Back, Sarah

Your Updates

An Event related to [ASUG Executive Exchange](#) was added: [Executive Exchange Virtual Roundtable: SAP Consumer Products Influence Session](#).

1 day ago

Get involved in the ASUG Community by creating a profile on [ASUG.com](https://www.asug.com).

Each time you log in, you'll get customized content relevant to your interests, upcoming events related to groups you follow, saved insights, and suggestions for additional content you may like.

Questions?