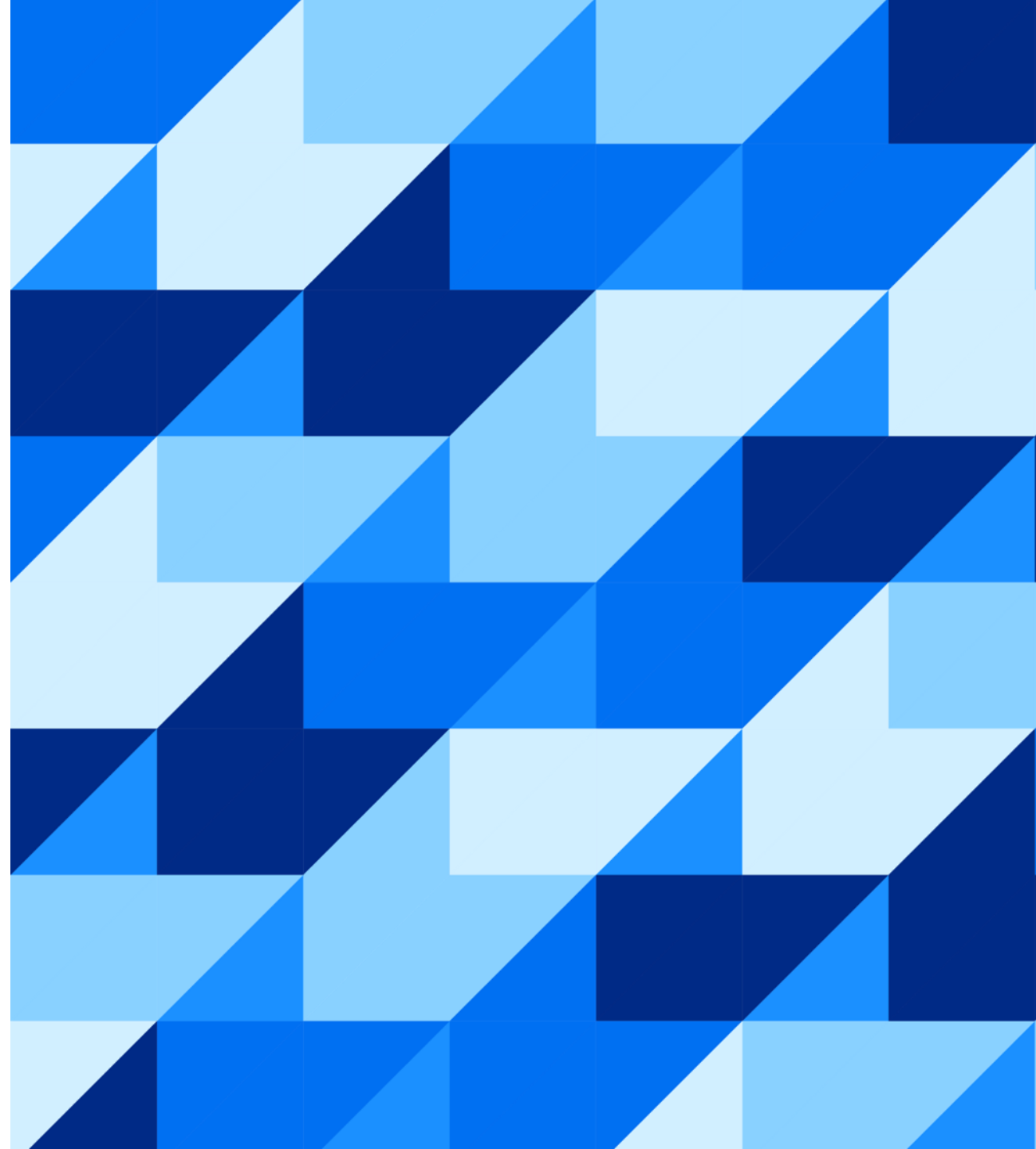




Update and Insights SAP User Groups

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Liaison, SAP Global User Groups Organization, SAP SE

November 13, 2025



Topics - Overview

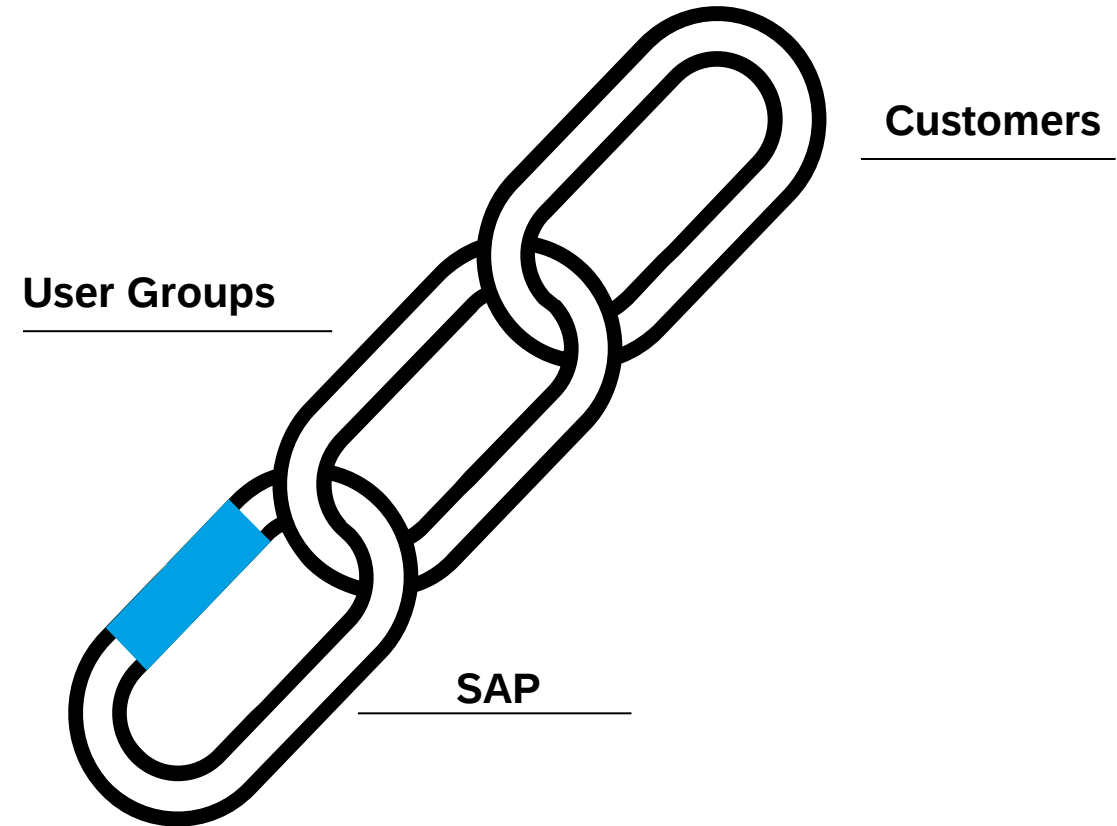
SAP Global User Groups Organization - A Strong Link Between SAP and SAP User Groups

SAP User Groups – A Strong Link Between SAP and SAP Customers

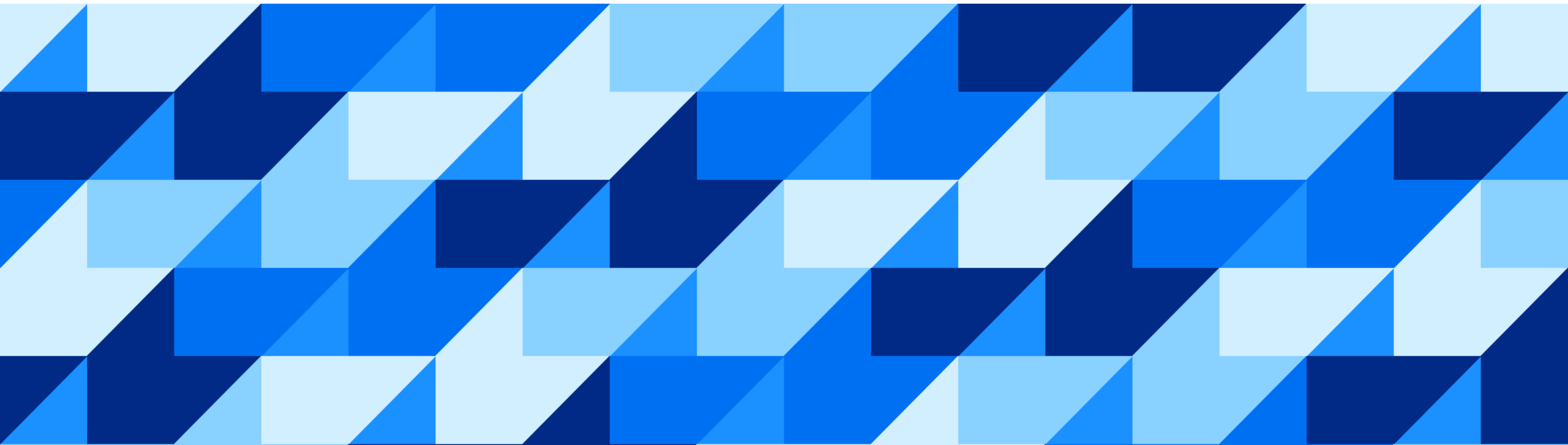
SAP User Groups - Core Principles

SUGEN - Global User Group Network

SAP User Groups - Best Practices & Lessons



SAP Global User Groups Organization (GUGO)

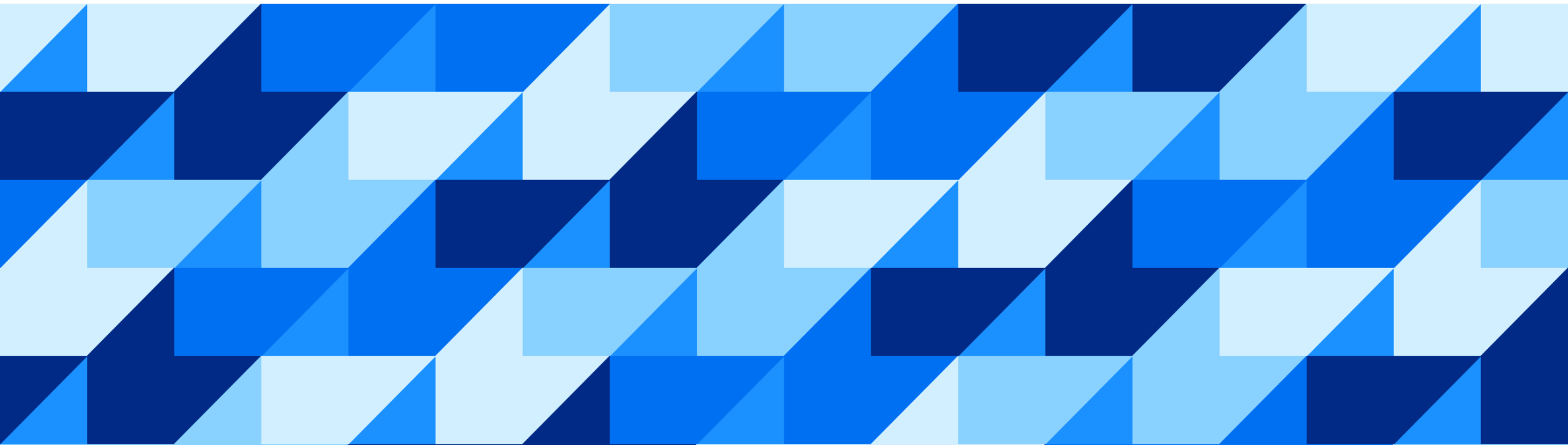


Global User Groups Organization – A Strong Link Between SAP and SAP User Groups

SAP Global User Groups Organization (GUGO) drives and manages SAP's relationship with SAP User Groups worldwide and supports the SAP User Groups to become valuable networks for their members

- Major [communications channel](#)
- Roll out [information](#)
- Sharing [best practices](#)
- Coordinate and connect with [SAP experts](#) — local and global
- Facilitate [knowledge exchange](#)
- Support setup of [webcasts, theme days and master classes](#)
- Strategic [partnership](#) with SAP User Groups
- 34 members / 2 teams: Liaisons and Customer Trust and Adoption Services & CCOE

SAP User Groups



SAP User Groups – A Strong Link Between SAP and SAP Customers

Longterm Trustful Strategic Relationship

SAP

- Collect **feedback**
- Understand **customers' requirements**
- Facilitate SAP **innovation roll-out**
- Address **new customers**

→ **Shared strategic objectives**
→ **VISION**

User Groups

- Insights into SAP's **roadmap**
- **Early** transparency
- Exclusive **insights**
- Creates **culture** of community
- Facilitate **networking**

→ **Thought leader**
→ **EVANGELIST**

Customers

- **Connection**
- **Exchange**
- **Best practices**
- Adopt SAP **innovation**
- **Optimize** SAP investments

→ **Competitive advantage**
→ **CHAMPIONS**

SAP User Groups - Core Principles

Independent Organizations with local or regional focus

Customer Community - Exchange one of the most valuable assets of a User Group

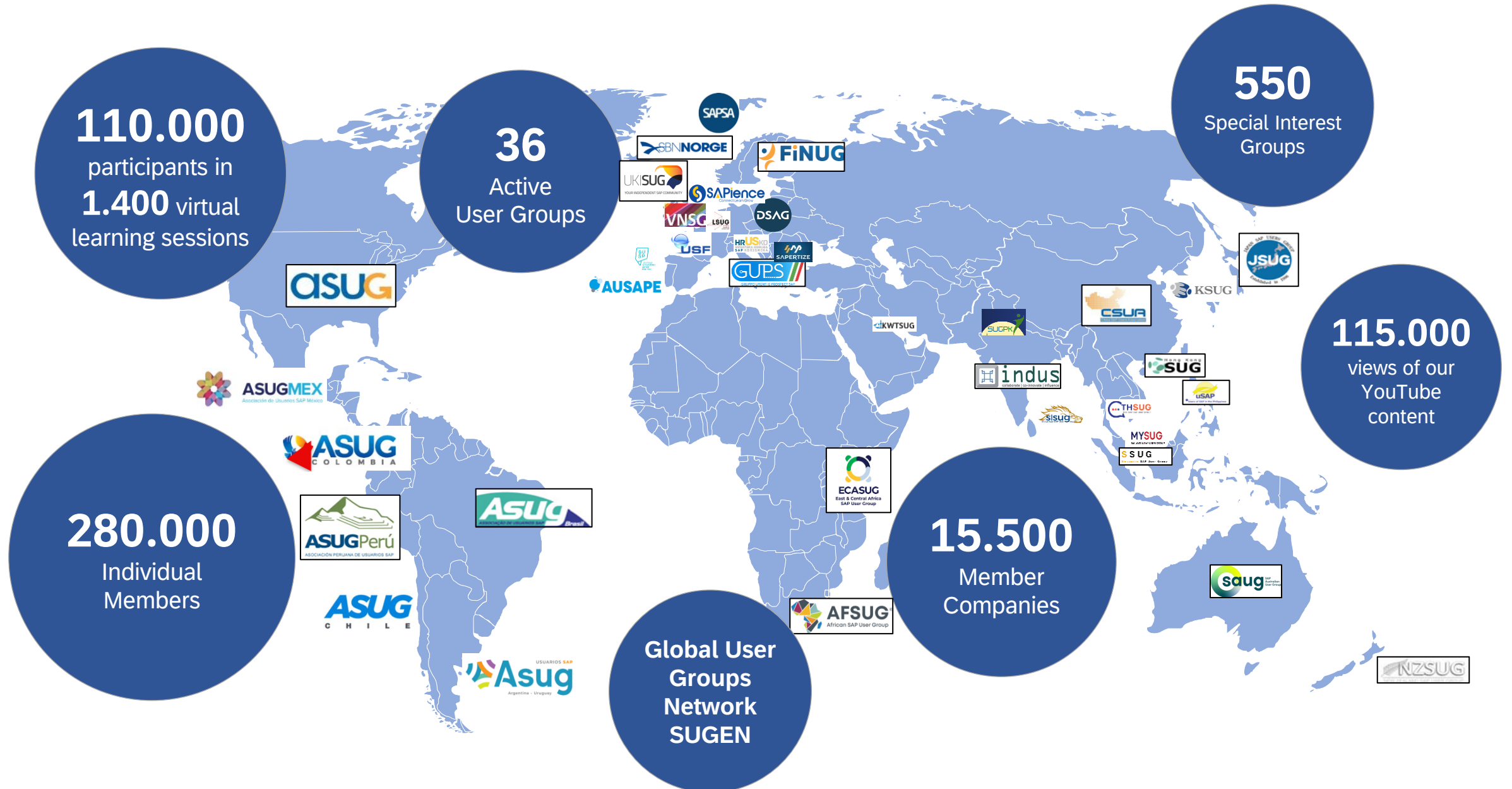
Mission - independent advocates of their members

Events, Meetings, Alliances, Programs, Newsletter - members form a network through the User Group platform

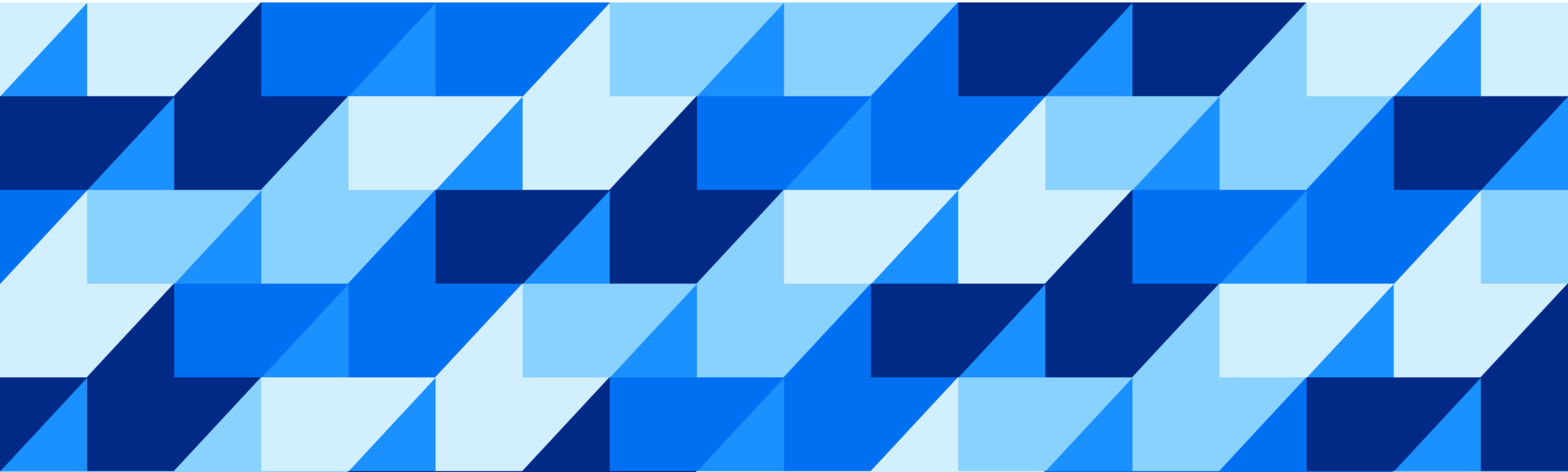
Members determine which topics are important

Focus Groups - where members find like-minded people (mostly along the SAP solutions) and exchange relevant information /
backbone of FGs - volunteers

SAP User Groups - Global Overview



SUGEN - Global User Group Network



SUGEN

Global exchange platform - 20 represented SAP User Groups

Collective view of strategic topics

Ongoing communication between SAP and the User Groups

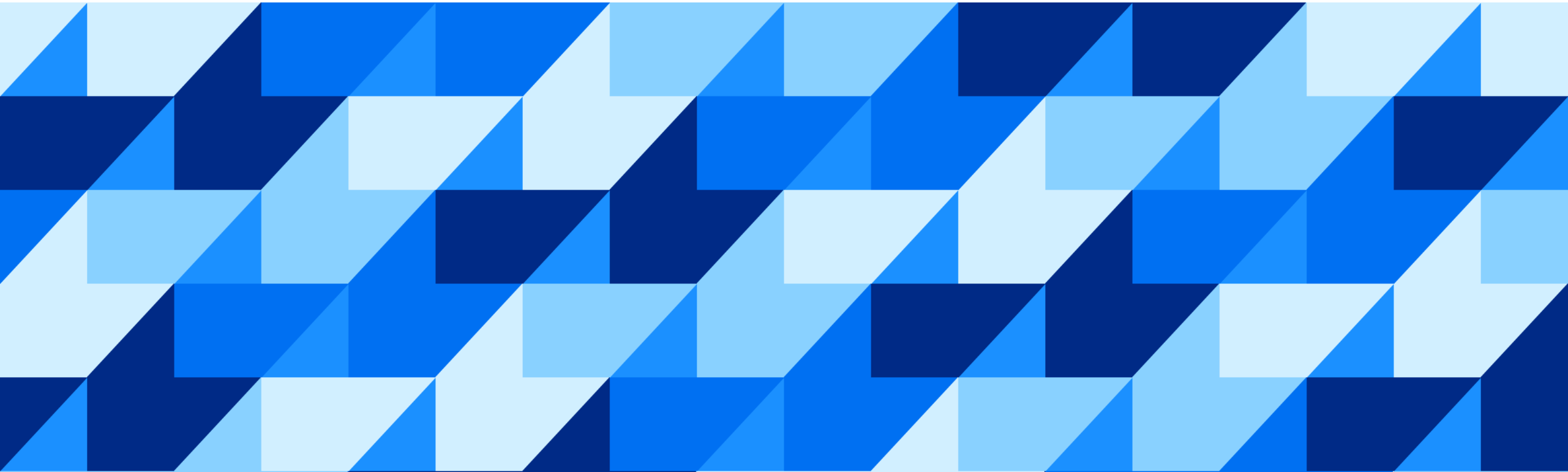


SUGEN – Members

- African SAP User Group (AFSUG)
- ASUG Argentina
- ASUG Brazil
- ASUG Colombia
- ASUG Mexico
- Asociación de Usuarios de SAP España (AUSAPE)
- Belgian SAP User Group (SAPience.be)
- Finish SAP User Group (FINUG)
- Indian Users of SAP (INDUS)
- Italian SAP User Group (GUPS)
- Japanese SAP User Group (JSUG)
- Luxembourg SAP User Group (LSUG)
- SAP New Zealand User Group (NZSUG)
- SAP UK & Ireland User Group (UKISUG)
- SAP Svenska Användarförening (SAPSA)
- SAP Australian User Group (SAUG)
- SAP Brukerforening Norge (SBN Norge)
- Singapore SAP User Group (SSUG)
- Utilisateurs SAP Francophones (USF)
- Vereniging Nederlandstalige SAP Gebruikers (VNSG)



SAP User Groups - Best Practices & Lessons



SAP User Groups - Best Practices & Lessons

Create Content - SUGEN “Guide to Growth”

Support Community - AFSUG, SAP and UNICEF

Develop Students - SAP University Alliances

Manage Web and Social Media - Speak with one voice

Connect with Other User Groups - EMEA User Groups: Annual SIG Leads Meeting

Support Personal Development - UKISUG - podcasts, articles, master classes, forums

Recognize Volunteers - Awards, ceremonies to honor engagement, loyalty, trust

Useful Links



<https://www.sap.com/about/customer-involvement/user-groups.html>

Landing Page:

- RISE with SAP Landing Page for SAP User Groups: <https://events.sap.com/sap-user-groups/en/rise>

KT Series:

- Transformation Curriculum webcast Series (+30 webcasts): <https://www.youtube.com/playlist?list=PLpQebylHrdh7WMU3RRilp-kdAkqmb8MQx>
- RISE with SAP webcast Series (6 + 4 update webcasts): <https://www.youtube.com/playlist?list=PLpQebylHrdh7xQxCLFkRSM-PW3pRjtNRA>
- Security and Cybersecurity webcast series (+25 webcasts): <https://events.sap.com/sap-user-groups/en/security>
- SAP BTP webcast series (+50 webcasts): https://events.sap.com/sap-user-groups/en/sap_btp
- Inside SAP webcast series (SAP runs SAP – 10 webcasts): <https://www.youtube.com/playlist?list=PLpQebylHrdh7Pt0mIPjcw79MyNfjTWhdV>
- Tech Talks (C-Level Sessions – 6 webcasts): https://www.youtube.com/playlist?list=PL3ZRUb1AKkpRZjXf6RD6xy0hFtxH_vpnl

Reach out to

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