

SUGEN Digest, Q3 2011

It has been a while since the last issue of the SUGEN Digest, but SUGEN is alive and kicking. Welcome to this new issue of the SUGEN Digest, our communication to all SAP user groups around the world, designed to keep you informed of SUGEN's progress and provide you with information to share with your membership.

During the last period, SUGEN members gathered in Walldorf in December 2010 and Orlando in May 2011 to review progress on existing charters with SAP, share Best Practices, discuss SUGEN's current governance model, and review proposals for new charters the group would undertake in 2011. User groups in attendance included AFSUG (Africa), ASUG (USA/Canada), ASUG Brazil, ASUG Mexico, AUSAPE (Spain), DSAG (Germany, Australia, and Switzerland), JSUG (Japan), SAPSA (Sweden), SAUG (Australia), SAP UK & Ireland, SBN (Norway), SUG-MENA (Middle East and North Africa), USF (France), and VNSG (Netherlands).

New leadership team

Already announced in the press release of March 15, the SUGEN members elected a new leadership team until the close of 2012. With twice the regular term, the SUGEN leadership team can provide more long-term continuity and improve the members' abilities to achieve their mission; to influence the product strategy, development and services of SAP. In addition, the leadership team can drive SUGEN to allow growth in membership. The leadership team now consists of:

- Otto Schell – DSAG (Germany)
- Per Högberg – SAPSA (Sweden)
- William Khalil – SUG-MENA (Middle East/North Africa)
- Tonnie van der Horst (chairman) – VNSG (the Netherlands)

Also in July 2011, Yasmin Awad took over from Greg Pike as Senior Vice President Global User Group Organization and SAP representative in the SUGEN leadership team.

New members

The African SAP User Group [AFSUG](#) and the Indian user group [INDUS](#) have joined SUGEN. With the increase of the number of members to fifteen and the broader global coverage, the position as discussion partner of SAP on behalf of the users becomes stronger. SUGEN is delighted with these two new members that meet the quality criteria that are required from user groups that are part of the global network. Now SUGEN is represented on the entire African continent with the addition of AFSUG. And INDUS takes care of a better representation of the Asia-Pacific region.



[SAP User-Group Executive Network Collaboration Workspace](#)

[SAP User Groups Around the World](#)

[SAP User Groups Spotlight](#)

VNSG – Dutch-speaking SAP Users Group

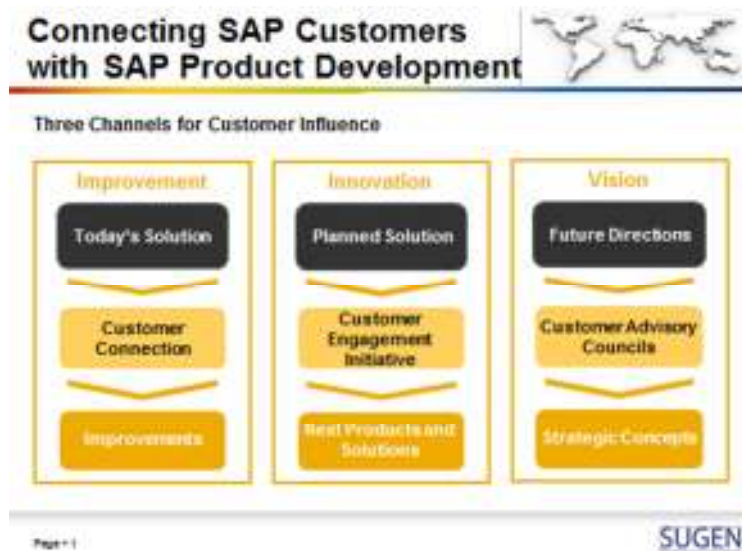
The [VNSG](#) is the oldest SAP user group in the world, founded in 1988. Our objective is to increase the added value of the SAP investment for our 900 members. The three pillars are knowledge sharing, networking and influencing. At the basis of our user group are 30 SIG's. Activities and publications for our members include the VNSG Conference, several one-day topic events, workshops and the VNSG Magazine.

Finished Charters

In the past period, no less than four charters have been finished. In the first place it is the Enterprise Support Charter, which could be finished because SAP offers choice between different support models again since the beginning of 2010. The Solution and Technology Adoption Charter was finished because SAP improved the offerings that support good adoption of new solutions and technology, such as Customer Validation, Customer Proof, New Solution Adoption and Rapid Deployment Solutions. The Long-Term Product Strategy Charter resulted in a comprehensive program for short-, mid- and long-term product influencing. Deliverables are the online Roadmap sessions, the Customer Engagement Initiative that is already running since 2009 and Customer Connection, which is described in more detail below. Finally, the BusinessObjects Charter was finished after delivering several programs to improve the overall customer experience for BusinessObjects customers. One of the deliverables is a special area on SAP Community Network (SCN), which contains the latest information and tips for planning, maintenance and implementation of the software.

Customer Connection

As a direct result of the Long Term Product Strategy Charter, the Customer Connection program was introduced as part of the overall Influence Initiative. The idea behind it is that customers identify and drive the improvements in the SAP software.



Customer Connection involves collecting and prioritizing improvement requests for SAP solutions in mainstream maintenance. The developments are delivered through notes and support packages. Collecting improvement requests is done through so-called focus topics that are open during several weeks according to a global planning. Currently, the Customer Connection program is rolled-out to different user groups within SUGEN.

License Model Charter

The first new Charter in 2011 is the License Model Charter. After the earlier Charters around support and solutions, this is the third important strategic subject for SAP customers. Due to the rapidly changing technical and business environment, SAP's software licensing model has evolved over the years and the price list has become more voluminous and complex. As a result, some customers lack a clear understanding of how the products they have licensed in the past correspond to the products in the current SAP price list, and they are looking to obtain a better understanding of what they have licensed. Additionally, customers are interested in SAP's long-term product strategy in order to understand how it will impact them from a licensing standpoint.

We will inform you about the progress and proceedings of this Charter in next issues of the SUGEN Digest.

New Charters ready to start

There are two other Charters that SUGEN decided to start with. The first one is the [In-Memory/HANA Charter](#). SUGEN acknowledges that HANA is a game changing technology for all existing and new SAP customers with a huge impact on the business. On the other hand, the SAP customers have already invested heavily in SAP and don't start with "a clean sheet". The second new Charter is the [Knowledge Transfer Charter](#). The objective will be to improve the knowledge transfer from SAP to customers and from SAP global to SAP subsidiaries.

More information will follow during the remainder of 2011.

Focus on an Annual Conference: SAUG Summit 2011



This year's SAUG Summit with the overall theme "Powerful Connections" turned out to be one of the most vibrant and diverse events yet. From the very first presentations, it was clear that we are entering an exciting time of change. Throughout the event, traditional content was mixed with the new emerging products and solution areas to provide our members the broadest possible view of the current and future SAP landscape. Almost over 570 attendees from all parts of the SAP ecosystem visited the Sydney Convention Centre and enjoyed 3 packed days of sessions, workshops, discussions and networking.

The second day of the event included a full day CIO Council meeting of 32 attendees including SAP senior executives. Discussions were held around the shortage of SAP skills, SAP/Customer engagement and how to realise the benefits of your SAP solution.

The third day held the award presentation for the InnoJam winners. This event was held in Australia for the first time on the weekend prior to the Summit. Forty attendees were formed into groups to work on solutions for current business issues. Even the non-technical people who attended found it a valuable weekend and we are hoping to hold another InnoJam in 2012.

We were pleased to have special guest Bridgette Chambers, ASUG CEO present a keynote for the first time. Nellie Greely was also in attendance and on the third day, we held a meeting between ASUG, NZSUG (New Zealand User Group) & SAUG – a first!

A selection of photos and videos are available to get an impression of SAUG Summit 2011: [Summit Pictures](#), [Video of the Solution Manager Workshop](#) and [InnoJam Video](#)

We encourage you to share this information with your membership and to share back with us any questions or comments, so that we can address them in future issues of the SUGEN Digest.

The next version of the SUGEN Digest will be distributed in Q4, 2011. We look forward to hearing from you in the meantime.

Sincerely,

Otto Schell, DSAG

Per Högberg, SAPSA

William Khalil, SUG-MENA

Tonnie van der Horst, VNSG