



Global SAP User Groups Organization

Knowledge Transfer Portfolio for SAP User Groups

Pedro Arrontes – Head of Customer Trust and Adoption Services (SAP SE)
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PUBLIC

SAP Global User Groups Organisation

Global User Groups Organization

- SUGEN and Charters
- AUSIA and Programs/Projects
- Influencing Programs
- Knowledge Transfer
- Strategic Exchange

<http://www.sap.com/usergroups>

<http://www.sap.com/k4u>

Customer Center of Expertise (Customer COE)

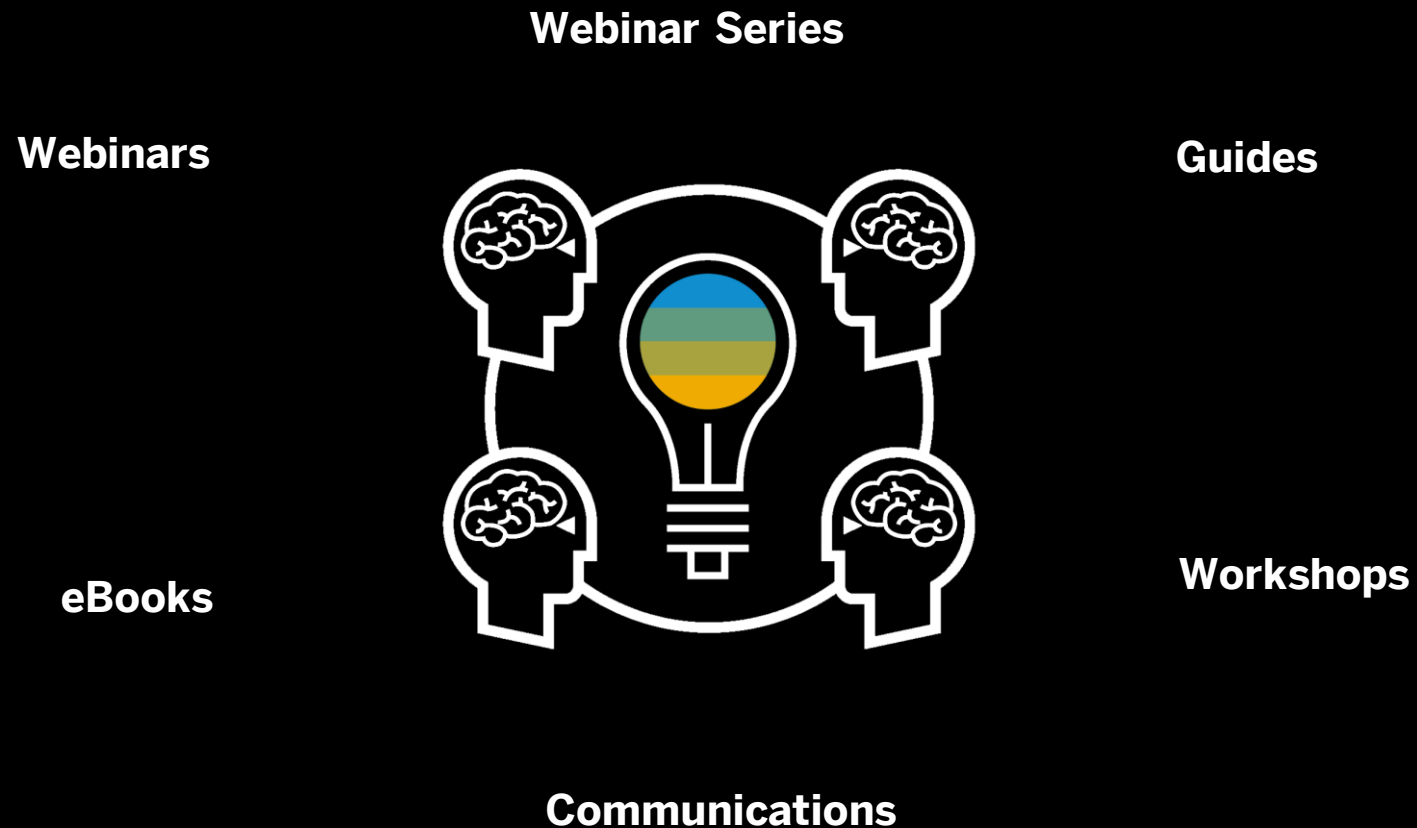
- Bridge between IT and Lines of Business
- Central Collaboration Hub
- Service Provider and Business Enabler
- Continuous Collaboration and Innovation
- Guarantee Business Continuity efficiently and effectively

<http://support.sap.com/ccoe>

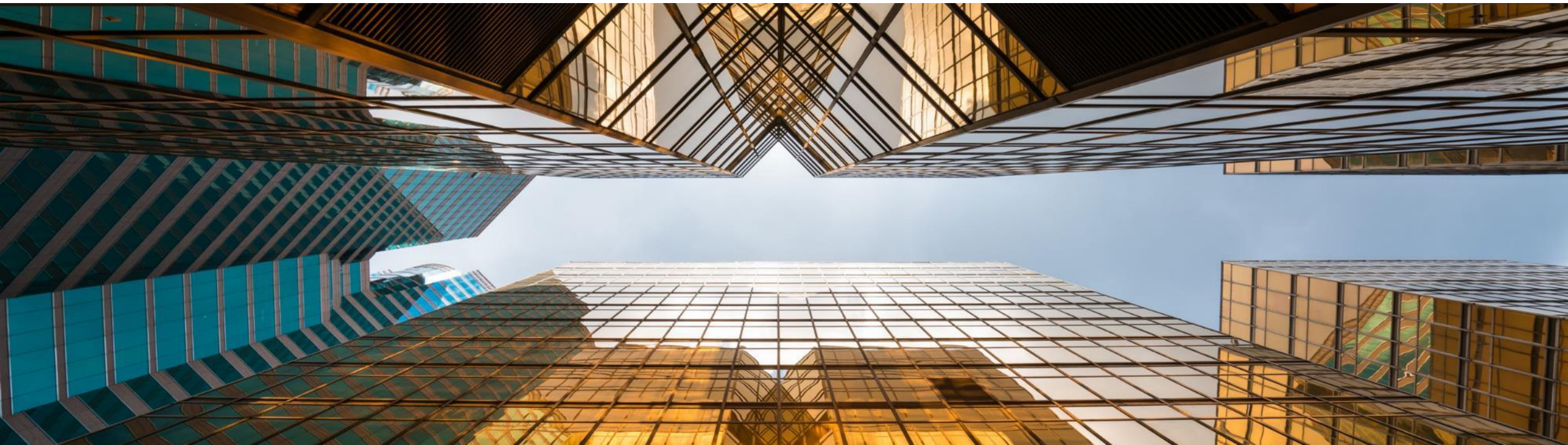
SAP User Groups – Cross Team

- Strategic SAP Programs and Initiatives like S/4HANA Movement, Influencing, Value of Support, etc.
- Knowledge Transfer (Webinars, Workshops, Events, Newsletter, Communications Roll-in/Roll-Out)
- SAP User Groups Platforms (SAP.com, Knowledge for You)

Knowledge Transfer Asset Types



Knowledge Transfer – Webinars



Knowledge Transfer – Webinars

MAIN TOPIC	SUBTOPIC	DESCRIPTION	LINK
The Intelligent Enterprise	Integration	Discover SAP's Integration Strategy and its different pillars. Also don't miss the opportunity to find out about the Intelligent Enterprise Integration approach and SAP's unique asset to cover all relevant business processes of an organization end-to-end.	<ul style="list-style-type: none"> • Integration Webinar Series
	SAP S/4HANA	SAP S/4HANA lets you rethink enterprise management, simplify and run the organization in real time, and connect people, networks and systems. Deployable in the cloud or on premise, SAP S/4HANA can drive instant value across lines of business and industries with the ultimate in sophistication: simplicity.	<ul style="list-style-type: none"> • SAP S/4HANA Webinars
	SAP C/4HANA / Customer Experience	SAP C/4HANA is an integrated offering designed to modernize the sales-only focus of legacy CRM solutions. SAP now ties together solutions to support all front-office functions, such as consumer data protection, marketing, commerce, sales and customer service. The SAP C/4HANA portfolio includes SAP Marketing Cloud, SAP Commerce Cloud, SAP Service Cloud, SAP Customer Data Cloud and SAP Sales Cloud.	<ul style="list-style-type: none"> • SAP C/4HANA Webinars
	SAP Leonardo	SAP Leonardo is a combination of intelligent technologies, services, and industry expertise that can help you optimize your processes and resources – and ignite innovation in any area of your business.	<ul style="list-style-type: none"> • SAP Leonardo Webinars
	SAP Cloud Platform	SAP Cloud Platform is an open platform-as-a-service (PaaS) that delivers in-memory capabilities, core platform services, and unique microservices for building and extending intelligent, mobile-enabled cloud applications. The platform is designed to accelerate digital transformation by helping you quickly, easily, and economically develop the exact application you need – without investing in on-premise infrastructure. Based on open standards, SAP Cloud Platform offers complete flexibility and control over your choice of clouds, frameworks, and applications.	<ul style="list-style-type: none"> • SAP Cloud Platform Webinars
	Industries in the context of Intelligent Enterprise	Intelligent enterprises start the transformation journey in their home industry. SAP offers solutions driven by intelligent technologies for best-practice business processes that help you run better in the experience economy.	<ul style="list-style-type: none"> • Industries Webinar Series

Knowledge Transfer – Webinars

MAIN TOPIC	SUBTOPIC	DESCRIPTION	LINK
Experience Management	Experience Management	SAP Experience Management solutions combine X-data and O-data. By collecting experience data at every meaningful touchpoint, you can analyze and understand experience gaps – and determine what to do about them. Your company can then automate actions across business functions to drive improvement in customer, employee, product, and brand experiences. Learn more about SAP's Experience Management solutions and how your organization can benefit from it in our webinar series.	<ul style="list-style-type: none"> • Experience Management Webinars
Globalization	Globalization	SAP Globalization Services helps you adapt to the evolving global regulations, locally. Our mission is to empower all businesses to run compliant locally and compete globally. For an introduction to globalization, you can check out our eBook on Globalization Services . More details on the current Brexit topic can be found in the Brexit Checklist compiled by the DSAG.	<ul style="list-style-type: none"> • Globalization Webinar Series

Knowledge Transfer – Webinars

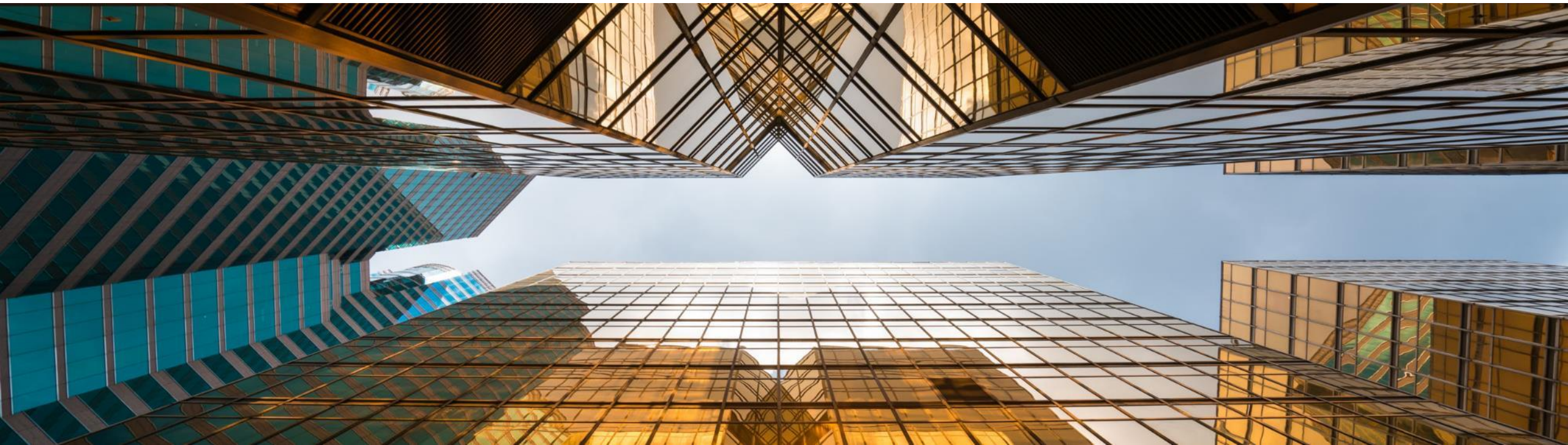
MAIN TOPIC	SUBTOPIC	DESCRIPTION	LINK
Data & Analytics	SAP BW/4HANA	SAP BW/4HANA: Streamline processes and support innovations with a single, trusted source for real-time insights. Based on SAP HANA, our next-generation data warehouse solution can help you capitalize on the full value of all your data from SAP applications or third-party solutions, as well as unstructured, geospatial, or Hadoop-based.	<ul style="list-style-type: none"> • SAP BW/4HANA Webinars
	SAP Analytics Cloud	SAP Analytics Cloud: is one simple cloud solution connecting your people, information, and ideas to enable fast and confident decision making. Machine learning technology and embedded artificial intelligence help you to discover deep insights, simplify access to critical information, and empower informed decision making for all.	<ul style="list-style-type: none"> • SAP Analytics Cloud Webinars
	SAP Data and Database Management	SAP Data and Database Management: Discover how database and data management software from SAP provides the core technology infrastructure you need to innovate and lead in an increasingly digital world. Find out how, with the SAP HANA platform powering your digital core, you can deliver modern applications for the digital economy.	<ul style="list-style-type: none"> • SAP Data and Database Management Webinars
Customer Center of Expertise	Customer Center of Expertise	Customer Center of Expertise (Customer COEs) act as collaboration hubs across IT and Lines of Business in their companies. They have the knowledge, the capabilities, and the network to centrally drive continuous improvement and continuous innovation.	<ul style="list-style-type: none"> • Customer Center of Expertise Webinars

Knowledge Transfer – Webinars

MAIN TOPIC	SUBTOPIC	DESCRIPTION	LINK
SAP Road Maps	SAP Road Maps by Industry	In the SAP Road Map Webinar series, SAP Experts share current capabilities and planned innovations for our products and solutions, allowing customers and partners to form effective adoption plans and make informed decisions. This is also an opportunity to have influencing conversations with SAP's Product and Solution Owners, whether it be to provide feedback or ask questions.	<ul style="list-style-type: none">• Industry Road Map Webinars
	SAP Road Maps by Product		<ul style="list-style-type: none">• Product Road Map Webinars

New for Q2 2020: S/4HANA Movement Webinar Series with 22 Webinars

Knowledge Transfer – Guides



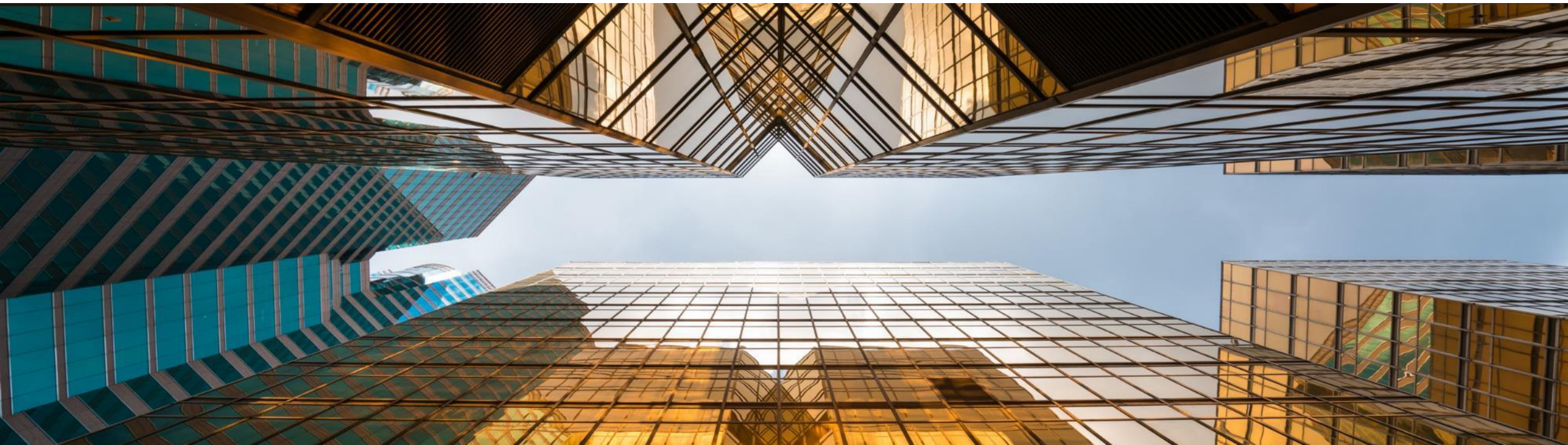
Knowledge Transfer – Guides

MAIN TOPIC	SUBTOPIC	DESCRIPTION	LINK
The Intelligent Enterprise	SAP S/4HANA Guide	Discover SAP S/4HANA - the digital core of the Intelligent Enterprise! You can acquire basic knowledge on the ERP system in our Get To Know section, go for advanced information with Deep Dive, or find out about S/4HANA's crucial role in the context of the Intelligent Enterprise. You can also discover use cases and success stories by searching through Customer Experience.	<ul style="list-style-type: none"> • SAP S/4HANA Guide
	SAP C/4HANA Guide	Discover SAP C/4HANA with our SAP C/4HANA learning journey for User Groups! This in-memory customer experience (CX) suite offers cloud solutions for marketing, commerce, sales, service, and customer data and uses technologies like machine learning to power real-time engagements.	<ul style="list-style-type: none"> • SAP C/4HANA Guide
	SAP Leonardo Guide	Discover SAP Leonardo - the 'intelligence' in the Intelligent Enterprise! You can acquire basic knowledge on SAP Leonardo intelligent technologies in our Get To Know section, go for advanced information with Deep Dive, or find out about use cases and success stories by searching through Customer Experience.	<ul style="list-style-type: none"> • SAP Leonardo Guide
	Innovation Scenarios	SAP Cloud Platform is an open platform-as-a-service (PaaS) that delivers in-memory capabilities, core platform services, and unique microservices for building and extending intelligent, mobile-enabled cloud applications. The platform is designed to accelerate digital transformation by helping you quickly, easily, and economically develop the exact application you need – without investing in on-premise infrastructure. Based on open standards, SAP Cloud Platform offers complete flexibility and control over your choice of clouds, frameworks, and applications.	<ul style="list-style-type: none"> • SAP Leonardo Innovation Scenarios

Knowledge Transfer – Guides

MAIN TOPIC	SUBTOPIC	DESCRIPTION	LINK
CIOs & Customer COEs	Guides for CIOs and CCOEs	Here we are offering documents such as whitepapers and guides that help CIOs and Customer Centers of Expertise (Customer COEs) with daily and strategic challenges they are facing in today's digital economy, guiding their path towards the Intelligent Enterprise.	<ul style="list-style-type: none"> • Guides for CIOs and CCOEs
GDPR	GDPR Guide	The General Data Protection Regulation (GDPR) is a new European Union (EU) law that gives residents greater protection and control of their personal data. It will regulate the data companies in and outside the EU can collect, store, and transfer – as well as how they use it.	<ul style="list-style-type: none"> • GDPR Guide
Value of Support	Value of Support	The Value of Support Charter delivers a clear understanding of what support offerings are provided by the different SAP maintenance contract types.	<ul style="list-style-type: none"> • Value of Support
Innovation	Innovation Guide	The SAP Innovation Guide offers customer organizations a single point of entry to identify and evaluate SAP Innovations. During the phases of the Innovation Guide, customers receive an overview of potential innovations, including aspects like business process, available functionality, deployment options, role models, technical and business implications while still considering the overall company strategy adopting SAP Innovations. SAP will help customers find the right solution and path for their respective situation including available SAP programs, channels, tools and services.	<ul style="list-style-type: none"> • Innovation Guide
SAP Licensing & Process	Licensing and Process Guide	Here you will be guided through all important topics around the lifecycle of your SAP Licenses. In addition you can access information about SAP Support Services.	<ul style="list-style-type: none"> • Licensing and Process Guide

Knowledge Transfer – eBooks



Knowledge Transfer – eBooks

Topic	DESCRIPTION	LINK
<p>SAP S/4HANA</p>	<p>Our SAP S/4HANA lets you rethink enterprise management, simplify and run the organization in real time, connect people, networks and systems. Deployable in the cloud or on premise, the Intelligent Core SAP S/4HANA can drive instant value across lines of business and industries with the ultimate in sophistication: simplicity.</p>	<ul style="list-style-type: none"> • SAP S/4HANA Webinar Series eBook
<p>SAP S/4HANA Movement Program – NEW</p>	<p>In this series of webinars on the SAP S/4HANA Movement Program, you have the opportunity to learn more about the program's different pillars, and how packaged tools and services enable your organization to manage a seamless transition to SAP S/4HANA.</p>	<ul style="list-style-type: none"> • SAP S/4HANA Movement Program
<p>SAP Globalization Services - NEW</p>	<p>SAP customers and partners can rely on SAP Globalization Services as a trusted advisor for all globalization matters. The product management team provides dedicated services to evaluate, plan, and implement global installations. Customers and partners can tailor these services to their specific needs, based on their experience and the complexity of their global project.</p>	<ul style="list-style-type: none"> • SAP Globalization Services eBook
<p>SAP C/4HANA</p>	<p>In this SAP C/4HANA webinar series, participants will gain insights on the entire SAP C/4HANA portfolio and how it can provide a holistic customer experience, covering all customer touchpoints, identifying customers individually, and interacting with them on a personal level. Topics include SAP Marketing Cloud, SAP Commerce Cloud, SAP Service Cloud, SAP Customer Data Cloud, and SAP Sales Cloud.</p>	<ul style="list-style-type: none"> • SAP C/4HANA Webinar Series eBook
<p>SAP BW/4HANA</p>	<p>Streamline processes and support innovations with a single, trusted source for real-time insights. Based on SAP HANA, our data warehouse solution SAP BW/4HANA can help you capitalize on the full value of all your data from SAP applications or third-party solutions, as well as unstructured, geospatial or Hadoop-based.</p>	<ul style="list-style-type: none"> • SAP BW/4HANA Webinar Series eBook
<p>User Group Growth: Young Talents and LoBs - NEW</p>	<p>This eBook focuses on how User Groups can attract millennials/young talents as well as different Lines of Business. Both parties have to be core priorities when talking about strategic and sustainable growth for User Groups. This eBook should serve as a starting point to take action.</p>	<ul style="list-style-type: none"> • User Group Growth: Young Talents and LoBs

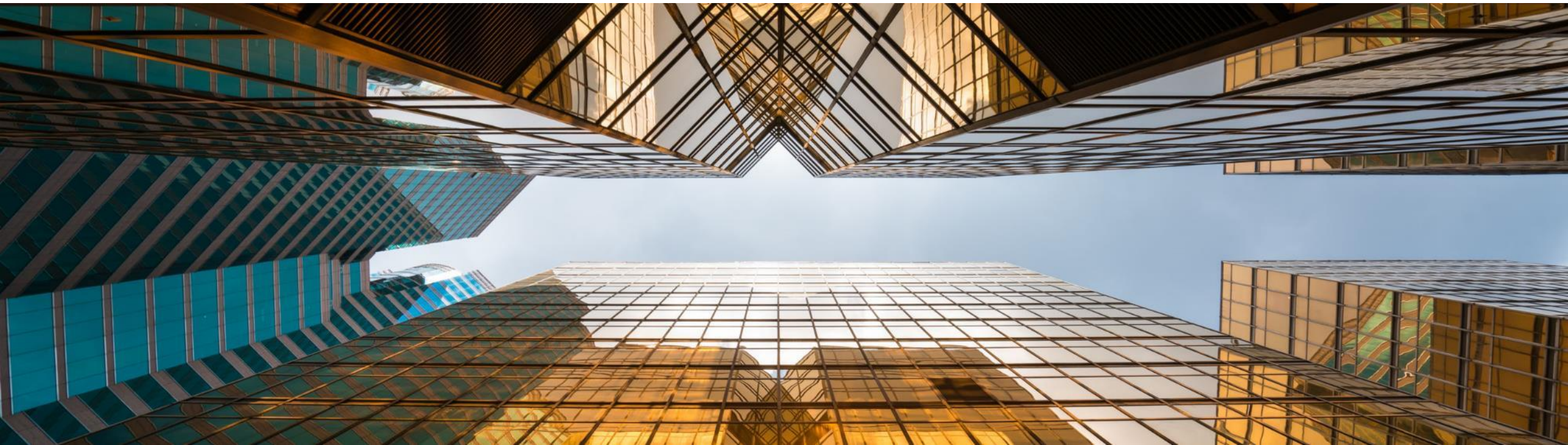
Knowledge Transfer – eBooks

Topic	DESCRIPTION	LINK
<p>SAP Data and Database Management</p>	<p>Discover how data and database management software from SAP provides the core technology infrastructure you need to innovate and lead in an increasingly digital world. Find out now how, with the SAP HANA platform powering your digital core, you can deliver modern applications for the digital economy.</p>	<ul style="list-style-type: none"> • SAP Data and Database Management Webinar Series eBook
<p>SAP Leonardo</p>	<p>SAP Leonardo is a holistic digital innovation system that seamlessly integrates future-facing technologies and capabilities into the SAP Cloud Platform, using our Design Thinking Services. This powerful portfolio enables you to rapidly innovate, scale new models, and continually redefine your business.</p>	<ul style="list-style-type: none"> • SAP Leonardo Webinar Series eBook
<p>SAP Leonardo Internet of Things</p>	<p>This SAP Leonardo webinar series focuses on IoT and provides listeners with the opportunity to learn about SAP Leonardo and the Internet of Things from a number of perspectives. The series should encourage a rethinking of business processes to be able to collect massive amounts of sensor information, to process these into meaningful insights.</p>	<ul style="list-style-type: none"> • SAP Leonardo IoT Webinar Series eBook
<p>Value of Support</p>	<p>The Value of Support Webinar Series provides you with targeted, easy to use recommendations where SAP Support can help you with achieving your business and IT goals, execute your projects successfully and optimize your IT operations.</p>	<ul style="list-style-type: none"> • Value of Support Webinar Series eBook
<p>SAP Transformation Navigator</p>	<p>The SAP Transformation Navigator is a self-service road-mapping tool to help you chart your digital transformation with SAP S/4HANA. It has helped SAP customers reimagine innovation for their businesses, with more than 30,000 product maps generated in the first year alone.</p>	<ul style="list-style-type: none"> • SAP Transformation Navigator Webinar Series eBook

Knowledge Transfer – eBooks

New for Q2 2020: [Incident Management eBook](#)

Knowledge Transfer – Workshops



Knowledge Transfer – Workshops

Topic	DESCRIPTION	LINK
SAP S/4HANA – The Intelligent ERP	<p>Our SAP S/4HANA Workshops not only give an overview on the entire SAP S/4HANA portfolio and roadmap, but also highlight its business value, answer technical questions, and provide clarity on the different transformation paths.</p>	<ul style="list-style-type: none"> • SAP S/4HANA – The Intelligent ERP Workshop
SAP S/4HANA – Deep Dives	<p>This half-day workshop is the right one for you if you already have a general understanding of SAP S/4HANA yet wish to get to the next level of knowledge. It is divided into three parts and provides a more detailed overview on the business, technical and transformation view of SAP S/4HANA.</p>	<ul style="list-style-type: none"> • SAP S/4HANA – Deep Dives Workshop
SAP C/4HANA – The Intelligent CRM	<p>Companies need to provide seamless and personalized customer experiences if they want to stay competitive. This SAP C/4HANA Workshop introduces the only solution available in the market that enables a holistic customer view via end-to-end process integration.</p>	<ul style="list-style-type: none"> • SAP C/4HANA – The Intelligent CRM Workshop
SAP Leonardo – Emerging Technologies	<p>These half-day, hands-on workshops give practical guidance on the various SAP Leonardo capabilities and help you determine which ones are most suitable for your business.</p>	<ul style="list-style-type: none"> • SAP Leonardo – Emerging Technologies Workshop

Knowledge Transfer – Workshops

Topic	DESCRIPTION	LINK
<p>GDPR – Achieve Compliance</p>	<p>Find out how you can achieve GDPR compliance with your built-in software capabilities and discover available services and functionalities offered by SAP and its partners.</p>	<ul style="list-style-type: none"> • GDPR Workshop – Achieve Compliance
<p>SAP Cloud Platform & Design Innovation Customer Forum</p>	<p>In these either one- or two-day collaborative workshops, participants get the latest information on the SAP Cloud Platform, as well as the technical insight to leverage current end-to-end technology solutions.</p>	<ul style="list-style-type: none"> • SAP Cloud Platform & Design Innovation Customer Forum Workshop
<p>SAP Solution Manager 7.2. – Global Roadshow</p>	<p>Get a comprehensive overview of the current SAP Solution Manager hot topics, including demos, feature overview, value and transition aspects, as well as a roadmap and an outlook into the future.</p>	<ul style="list-style-type: none"> • SAP Solution Manger 7.2. – Global Roadshow Workshop
<p>SAP CodeJam – Developer Workshops</p>	<p>Confronted with an end-to-end scenario, participants will work together on their own solution and get to see how different technologies are integrated. Topics covered include Big Data, UI, Mobile, and Core.</p>	<ul style="list-style-type: none"> • SAP CodeJam – Developer Workshops

Single Source of information of the Knowledge Transfer Portfolio for SAP User Groups available on

<http://www.sap.com/k4u>

Communication Formats

SAP User Groups

- Biweekly Webinars Newsletter
- Monthly Newsflash

Customer Center of Expertise

- Monthly Advisory Sessions
- Quarterly Newsletter



Requerimientos de AUSAPE a la SAP Global User Groups Organisation:

- Formatos educativos (Webinarios, Workshops, Demos, etc.)
- Contenido de SAP (Productos, Soluciones, Servicios, etc.)
- Información sobre Programas o temas estratégicos
- Lengua de temas formativos

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