

# Achieving more together!

German-speaking SAP User Group



The German-speaking SAP User Group (DSAG)

From members for members

March 2010

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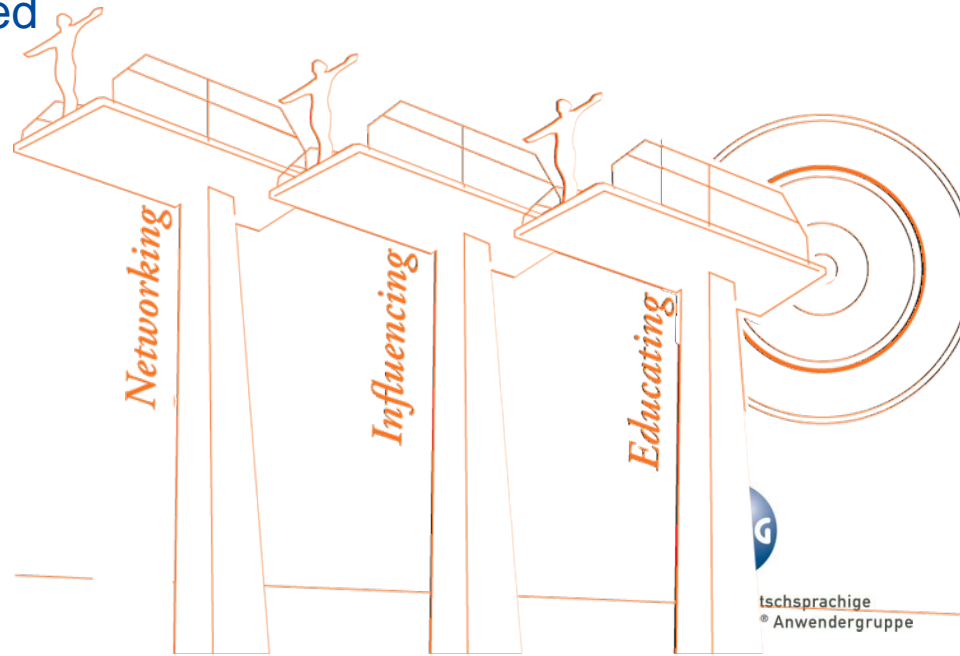
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The DSAG

# The DSAG

- **Independent customer-run community** of the German-speaking SAP users
- **Financially and institutionally** independent – also from SAP.
- **Communication platform** for exchanging experiences and any SAP related information among users – as well as with SAP.
- **Exert influence on the software development process** to assist SAP to supply more user tailored solutions and services.
- Supports members to make SAP-related decisions more sustained – based on an **exclusive knowledge advantage**.
- Increase the **efficiency** of SAP systems use in member companies.
- Facilitates **further education and training**.



# Facts and Figures

- The **largest SAP user group** with almost 2.300 corporate members.
- Consists in the **German speaking area** of:
  - almost all DAX-30 companies with their subsidiaries *and*
  - about 75 % of the MDax companies.
- Represents more than **30.000 registered individual members**.
- Is organised in:
  - **Seven Board Areas**  
Industries, Processes, Technology, Midmarket, Operations, Service and Support as well as Austria and Switzerland
  - **40 special interest groups (SIG) and 120 work groups (WG)**

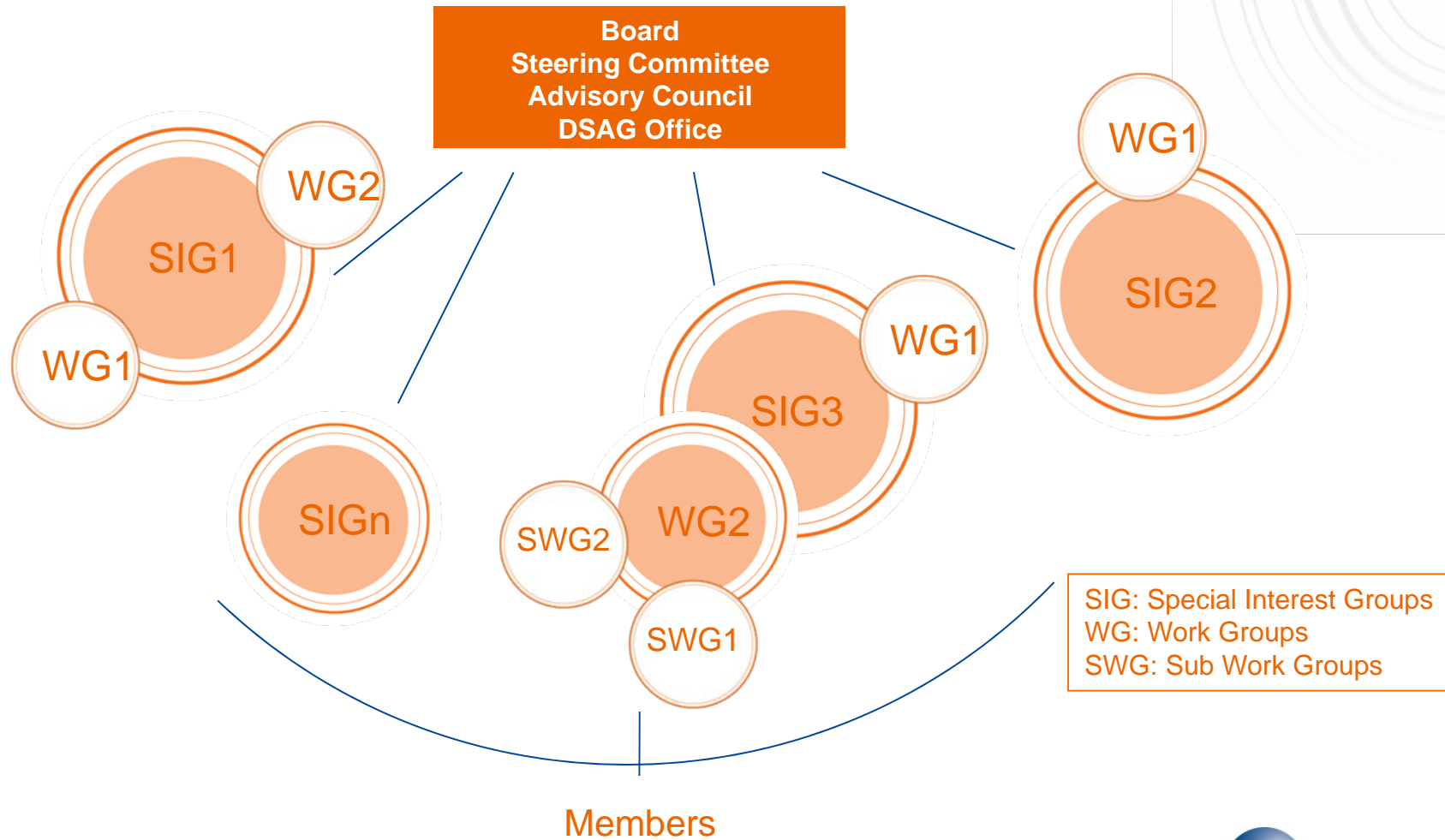


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## DSAG Bodies



# 40 Special Interest Groups – our „Core Business“

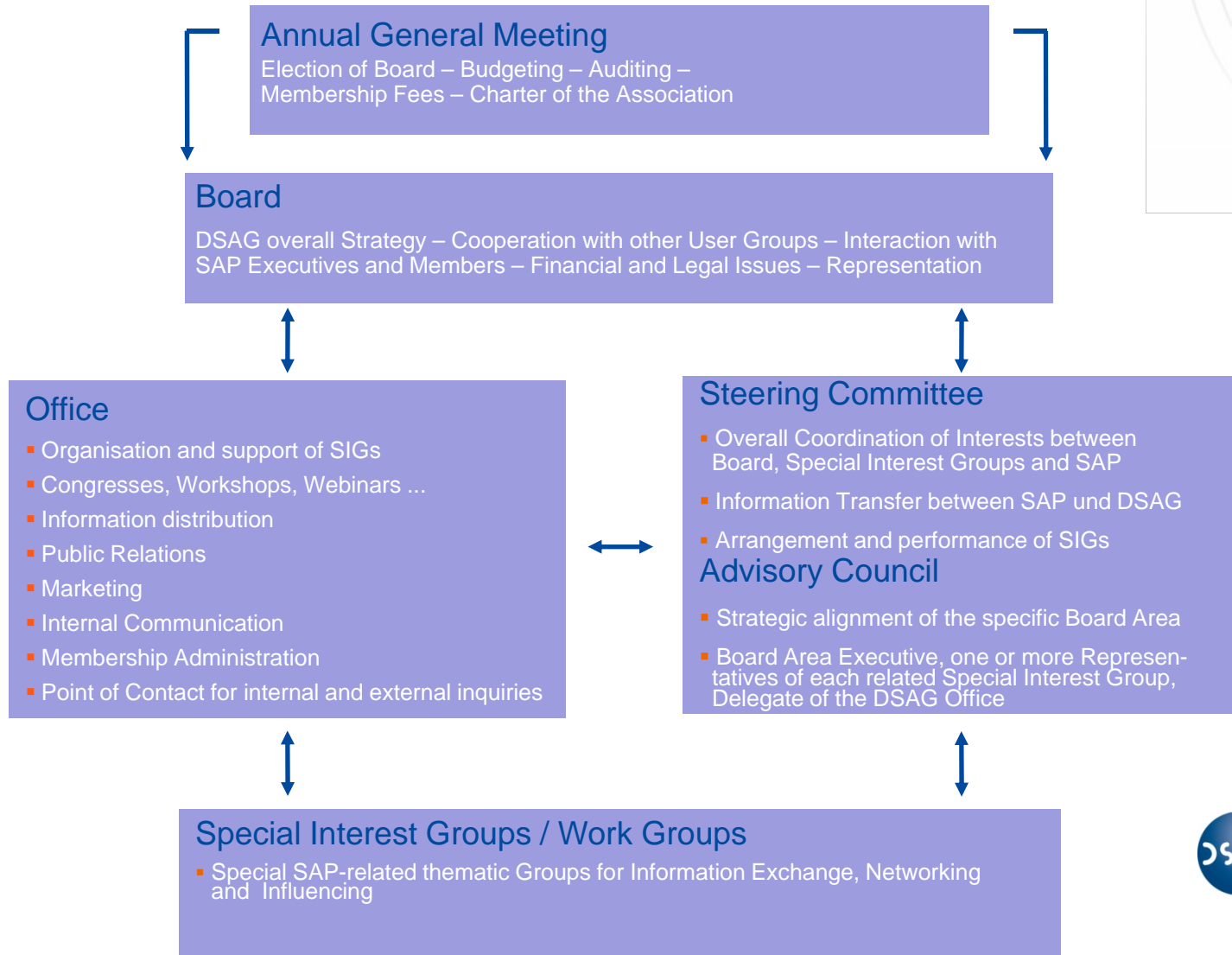
- Subdivided in 120 work groups
- Associated to five industry, processes, technology, service and midmarket related DSAG Board Areas

Industries	Processes	Technology	Operations/ Service & Support	Mid-markets
<ul style="list-style-type: none"><li>•Automotive</li><li>•Banking</li><li>•Utilities</li><li>•Retail</li><li>•Commercial Real Estate</li><li>•Hospitals</li><li>•Consumer Products</li><li>•Media</li><li>•Manufacturing</li><li>•Mill Products</li><li>•Public Sector</li><li>•Professional Services</li><li>•Telecommunications</li></ul>	<ul style="list-style-type: none"><li>•Environment, Health&amp; Safety</li><li>•Financials</li><li>•Maintenance &amp; Service Mgt.</li><li>•Human Resource</li><li>•Product Lifecycle Mgt.</li><li>•Project Management</li><li>•Quality Management</li><li>•Supplier Relationship Mgt.</li><li>•Supply Chain Management</li><li>•Sales &amp; Marketing (CRM/SD)</li><li>•<i>Business Process Management*</i></li><li>•<i>Audit / Risk Management*</i></li></ul>	<ul style="list-style-type: none"><li>•Application Integration</li><li>•Business Process Tech.</li><li>•Data Archiving and ILM</li><li>•Identity Mgt. &amp; Security</li><li>•Infrastructure &amp; Operations</li><li>•Master Data Mgt.</li><li>•Platforms</li><li>•Portals</li><li>•SAP NetWeaver Development – ABAP and Java</li><li>•<i>BI &amp; CPM*</i></li><li>•<i>Mobile Business*</i></li></ul>	<ul style="list-style-type: none"><li>•CCC / Service &amp; Support</li><li>•<i>Globalization*</i></li></ul>	<ul style="list-style-type: none"><li>•SAP in the Mid-market</li><li>•SAP Business ByDesign</li></ul>

\*Cross topics



# Interaction of DSAG Bodies



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## DSAG & SAP Partnership

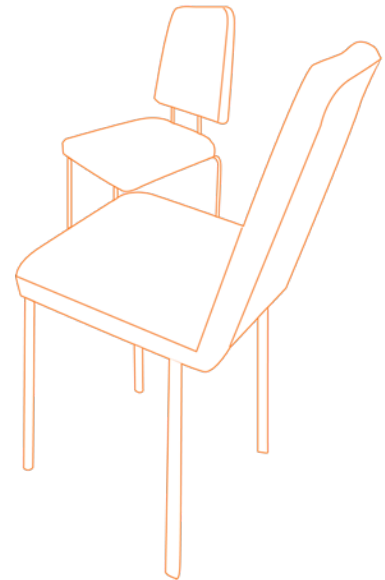
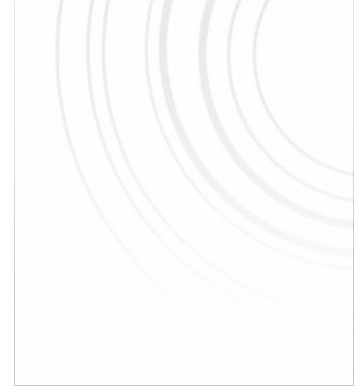
# DSAG – SAP Cooperation

- Close cooperation with SAP on various levels.
- Detailed information flow on the evolution of SAP software products and services as well as on relevant market trends.
- Preferred handling of DSAG development requests. Referring SAP status reports on a regular basis.
- Involvement in the SAP development planning.
- Appreciation of the leading role of the DSAG among European user groups.
- DSAG is a „Trusted Advisor“ for SAP decisions.



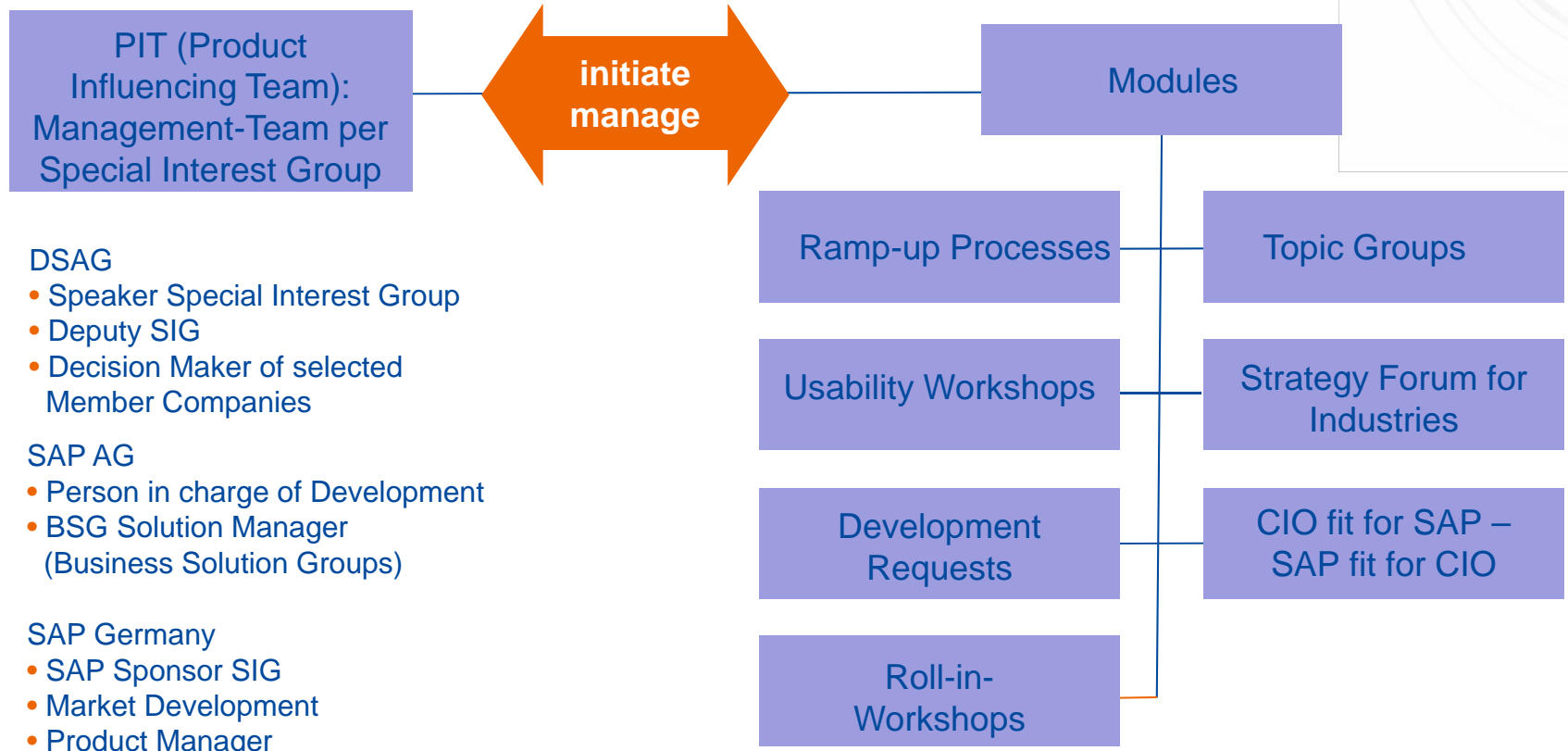
# Cooperation – on a regular Basis (Examples)

- **SLA (Service Level Agreement)** on development requests
  - Acceptance of prioritised DSAG development requirements
  - Up to two times a year per special interest group
  - Qualified response by SAP within 12 weeks
- **Establishment PIT (Product Influencing Team) Concept**
  - Standardisation and institutionalisation of the collaboration between SAP development, special interest groups and the PITs.
- **Cooperation ESC (Enterprise Services Community)**
  - DSAG was the first user group worldwide taking part
  - Exclusive process for the integration of DSAG members



# Collaboration for more User tailored Solutions

## ■ PIT-Concept



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## Benefits for members

# Overview (I)

- **Knowledge Advantage** Exchange of experience among almost 2.200 corporate members
- **Information Advantage** Broad topic related overview with 156 groups, that meet up to 3x per year.
- **Network** With other corporate users, SAP, SAP partners and service provider
- **DSAGNet** Web-Community with knowledge market place, discussion forums and download area
- **blaupause** Membership magazine – 3x per year
- **Newsletter** Latest information on SAP, the groups on cooperation's and events – 1x per month
- **Webinars** Additional information via web sessions
- **Special Interest Days** Additional events on special SAP-related topics (6-10x per year)



# Overview (II)

- **Technology Days** Annual event on two days about: NetWeaver, WAS, Portals, DB, XI, ABAP/Java ...
- **Annual Convention** Largest annual convention in the SAP environment for three days with more than 3.000 participants
- **Cooperation** SAP Press (15%), for SAP events (e. g. SAPPHIRE '10: about 20%), SAPInsider and SAP NetWeaver Magazin: free of charge; as well as better conditions for our members on selected of other external events ...
- **DSAG-CIO-Circle** Exclusive CIO round table for the communication with SAP
- **International Contacts** ASUG, VNSG, UK, F ...
- **Globalization Steering Community** DSAG, ASUG, VNSG ...



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## Membership

# Why getting involved? Comments ...

## Quote: Gerald Jüttner, Felix Schoeller Group

- „The DSAG is useful to the Felix Schoeller Group in many respect. We profit on one hand of the exchange of experiences among corporate members for the use and optimisation of our SAP systems. On the other hand the work groups offer the platform to address requirements with the necessary emphasis to SAP. Otherwise single smaller and mid-sized companies have no chance, to get their requirements incorporated in the standard. The work of the DSAG saves us a severe amount of development costs for individual add on solutions“.

## Quote: Hubert Petz, Leder & Schuh AG

- „Our in the meantime many years lasting DSAG membership proved to be a permanent information source to many aspects of ‚living with SAP‘. The DSAG – according to our experience – has succeeded in working out and finding the balance between interaction and distance to SAP. Therefore we can directly build on initiatives and information provided by the DSAG.“

Source: DSAG Annual Report



# Membership Fee: Per Corporate not per Individual Member

## Contribution Class A: 500,- Euro per Year

- Companies with 250 million Euro turnover or less, if they don't belong to contribution class B.
- Public institutions
- Fields of "research & teaching" publicly-funded higher education institutions and advanced technical colleges.

## Contribution Class B: 1.000,- Euro per Year

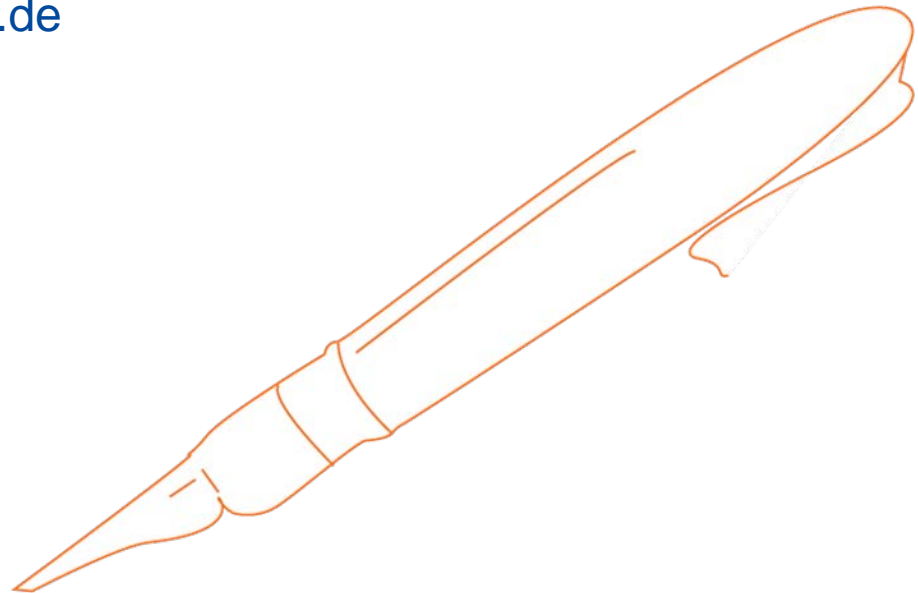
- Companies with 250 million Euro turnover or more.
- All banks with more than 500 employees.
- All hardware, software, network producers as well as training and other service providers.



# Give us a Try!

Not yet sure?

- Then try our offer for a **free DSAG membership trial** limited to eight months!
- More information at: [www.dsag.de](http://www.dsag.de)



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Contact



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# The D-A-CH (roof) for German-speaking SAP Users

