



PRESS RELEASE:

DSAG Annual Conference 2018

SAP users call for standardized data models and extensive integration capabilities

Leipzig/Walldorf, Germany, 10.16.2018 – More than one-third of members of the German-speaking SAP User Group (DSAG) feel they have made good or excellent progress with digital transformation (a 3 percent increase on 2017). This was the finding of an online survey conducted this summer*. The most important factor here is developing digital skills within the workforce, followed by Artificial Intelligence/machine learning and projects around the Internet of Things. The way in which SAP users manage the challenges posed by digitalization, whether through traditional or more novel approaches, and what they need from SAP, will be the focus of the 19th DSAG Annual Conference. Once again, a record turnout is expected: around 5,000 visitors are set to attend the three-day event, which will run at the Congress Center Leipzig under the slogan "Business without borders – Architecture of the Future". It is one of the world's most important meetings of SAP users.

Digital business processes are, above all, connected enterprise-wide and run in real time – which makes standardized data models essential. Conventional heterogeneous standard solutions are no longer sufficient; the architecture of the future should instead be based on simple, clearly defined functions. "Here we are calling on SAP to provide us with solutions based on standardized data models, with extensive integration capabilities. Only then will end-to-end processes be truly possible," explains DSAG chairman Marco Lenck, highlighting the task in hand and the challenge facing SAP.

ERP systems play a critical role in the enterprise architecture of the future. 73 percent of those surveyed view them as relevant and say ERP systems continue to represent the added value within their companies. These systems are becoming

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hybrid; however, process integration is creating added value between companies outside of ERP systems.

Fewer cloud-only developments

But the architecture of the future is and needs much more than this. Used intelligently, the cloud can become a genuine innovation driver and, with continuously updated technologies, help companies differentiate themselves from the competition. DSAG members are already outsourcing marketing and sales processes, in particular; 48 percent of survey participants source these from the cloud. The survey also uncovered another significant finding: for the most part, core processes are being left in ERP, with only 10 percent of the respondents moving them to the cloud. Which leads to a further request on the part of DSAG. "We need fewer cloud-only developments and expect functional developments in terms of maintenance, not a new cloud subscription," urges Marco Lenck. "Functions within core applications must remain integrated." Only then can business processes be modeled efficiently.

Open SAP platforms

A fundamental element of the architecture of the future is versatile platforms that allow business processes to be rolled out enterprise-wide. Increasing process digitalization makes cross-platform networks essential. What's new is that these service networks are no longer based on a single provider. For SAP, that potentially means no longer being the only player in the picture. For this reason, SAP platforms must be open so that they can be easily integrated with other platforms. "Digital processes need independent, interoperable standards," explains Marco Lenck. "Conversion processes and complex interfaces hinder the speed, and therefore the success, of a company's digitalization projects."

DSAG member companies are relying on a variety of platforms: 55 percent of those surveyed consider the SAP Cloud Platform to be highly relevant for digitalization. This is followed by Microsoft Azure with 50 percent and Amazon Web Services with 31 percent. Google lies further behind, with just 15 percent.



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S/4HANA and Business Suite: elements of the architecture of the future

As part of the online survey, CIOs and company representatives were also asked about the relevance of SAP solutions for digital transformation. More than three-quarters of respondents gave S/4HANA a high degree of relevance. The SAP Cloud Platform is also up there with 47 percent. SAP Leonardo came in at 30 percent. More than half of survey participants are planning their transformation with Business Suite as their central system. It is therefore critical that the future development of Business Suite is safeguarded and not reduced or even abandoned in favor of the Cloud.

This year it is also worth taking another look at how companies are making the switch to S/4HANA. 41 percent of survey respondents expect to have completely switched over their systems by 2025, while a further 28 percent expect to be partially complete by then. “However, not all the promised functions from ERP have been replaced yet. If that doesn’t change, we’ll need some other options for ERP transformation,” says Marco Lenck, looking ahead. As a result, companies are increasingly looking to – and indeed they must – grapple with the complex challenge of building their own architecture of the future. But to do this, they need a variety of help and support. This is exactly what the DSAG is calling on SAP to provide for its members at the DSAG Annual Conference 2018.

KASTEN ANFANG

DSAG Annual Conference 2018 in Leipzig

Additional information:

Specific requirements at a glance

Technology

Companies must be able to seamlessly transfer tried-and-tested, successful tech-



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nology from on-premise environments to future hybrid scenarios, without great effort or expense.

Application Portfolio

The framework for S/4HANA implementation must be further improved and optimized.

Business Network Integration

More work must be done to achieve the homogeneous CRM suite C/4HANA that all users want.

Operations/Service & Support

The current SAP pricing system must urgently be brought up to date. This requires a flexible model based on a company's key numbers, as we have been requesting for years.

IoT/Business Transformation

Companies of all sizes need future-oriented architectures that integrate existing business processes as well as catering to all conceivable, and inconceivable, options for the future.

KASTEN ENDE

***About the survey**

This summer, DSAG conducted an online survey of SAP user businesses in German-speaking countries. CIOs and representatives from DSAG member companies in Germany, Austria, and Switzerland were surveyed. 389 DSAG members participated. Approximately half of those surveyed represent companies with between 500 and 5,000 employees.

DSAG Annual Conference 2018

Around 5.000 visitors are set to attend the three-day event hosted by the German-speaking SAP User Group (DSAG) at the Congress Center Leipzig. Eight keynote speeches, more



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than 300 presentations and 175 partners in an exhibition space of approx. 16,000 square meters make up the largest and most important SAP user meeting in Europe.

www.dsag.de/kongress

About DSAG

The German-speaking SAP User Group (Deutschsprachige SAP-Anwendergruppe e. V., DSAG) is one of the most influential SAP user groups in the world. Its strong network comprises more than 60,000 members from over 3,500 companies, ranging from medium-sized businesses to DAX corporations, and representing all industries in Germany, Austria, and Switzerland. This gives the group unparalleled insights into the digital challenges facing companies in these markets. DSAG uses this knowledge to represent the interests of SAP users and to support members on their paths to digitalization. Further information is available at:

www.dsag.de, www.dsag.at, www.dsag-ev.ch

Press contact

DSAG

Angelika Jung
German-speaking SAP® User Group (DSAG)
Altrottstraße 34a
69190 Walldorf
Phone: +49 6227 3580 9669
Fax: +49 6227 3580 959
Email: presse@dsag.de
Website: www.dsag.de

Flutlicht GmbH

Marcel Moneke/Sonja Rothfischer
Flutlicht GmbH
Phone: +49 911 474 950
Email: dsag@flutlicht.biz