



Do you really know your SAP contract?

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Paulo Moraes, Director, ASUG Brazil

Session ID # 84229

About the Speakers

Augusto Cruz



- Led the very first HANA Business suite implementation in South America in 2014. Served as IT executive at Suzano, General Motors and Whirlpool. President for ASUG Brazil.
- Star Wars and Seinfeld addicted.



Paulo Moraes



- Director ASUG Brazil, Member of the board of SUGEN at Waldorf, IT Professional with 30 years of experience. Elected 3 times for the board of Directors at PMI - São Paulo Charter
- Loves Pink Floyd !!!



Key Outcomes/Objectives

1. Presenting ASUG Brazil and SUGEN
2. What is the Value of Maintenance
3. How to reach a better understanding of your SAP Contract

Schedule

- ASUG Brazil
- SUGEN
- Framework for SAP contracts

Schedule

- **ASUG Brazil**
- The SUGEN
- The framework for SAP contracts

ASUG Brazil

- ASUG is a non-profit business association, that currently accounts for 59% of the national GDP generated by companies using SAP Brazil software.
- ASUG associates companies grow because they are part of a community. The members have total assistance and priority in relation to non-members, because the relationship between ASUG Brazil and SAP Brazil plus the influential participation together with SUGEN and SAP in Germany determine a boundless value. Thus, we work to make SAP's responses to the Brazilian community faster.
- In this way, the employees from the associated companies are constantly in touch with other professionals who use the same SAP tools. The exchange of experiences adds values, both for the professional and for the company.

Maturity Benchmarking Latam and Spain

| RESUMEN BENCHMARKING | | | | | | | | | | | | | | | | | |
|-------------------------------|---------------------|---------------------|--|-------------|-------------|-------------|-------------|-------------|-------------|----------------------------------|-------------|--------------|--------------|--------------|--------------|-------------|------|
| Perspectiva | Categoria | | | Chile | México | Argentina | Colombia | Perú | Venezuela | Ecuador | España | Brasil | Maximo | Promedio | Mayor | Menor | |
| ORGANIZACIÓN | Organización | | | 8 | 15 | 17 | 14 | 12 | 12 | 11 | 18 | 20 | 21 | 14 | 20 | 8 | |
| | Membresía | | | 5 | 4 | 4 | 6 | 1 | 5 | 5 | 6 | 6 | 6 | 5 | 6 | 1 | |
| | Crecimiento | | | 0 | 1 | 1 | 1 | 0 | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 0 |
| CONOCIMIENTO | Ingresos | | | 1 | 4 | 4 | 4 | 1 | 1 | 1 | 4 | 4 | 4 | 3 | 4 | 1 | |
| | Eventos | | | 5 | 15 | 13 | 13 | 4 | 7 | 8 | 15 | 13 | 17 | 10 | 15 | 4 | |
| | Comunicaciones | | | 2 | 4 | 3 | 3 | 2 | 0 | 3 | 6 | 6 | 6 | 3 | 6 | 0 | |
| RELACIONAMIENTO INFLUENCIA | Conocimiento | | | 2 | 14 | 13 | 9 | 0 | 1 | 3 | 16 | 19 | 20 | 9 | 19 | 0 | |
| | Relacionamiento | | | 4 | 9 | 7 | 6 | 2 | 5 | 4 | 8 | 8 | 10 | 6 | 9 | 2 | |
| | Customer Connection | | | 1 | 1 | 0 | 1 | 0 | 0 | 0 | 2 | 2 | 2 | 1 | 2 | 0 | |
| TOTAL | | | | 28 | 67 | 62 | 57 | 22 | 31 | 36 | 76 | 79 | 87 | 51 | 82 | 16 | |
| Perspectiva | Categoria | | | Chile | México | Argentina | Colombia | Perú | Venezuela | Ecuador | España | Brasil | Maximo | Promedio | Mayor | Menor | |
| ORGANIZACIÓN | 35% | Organización | | 30% | 0.84 | 1.58 | 1.79 | 1.47 | 1.26 | 1.26 | 1.89 | 2.10 | 2.21 | 1.48 | 2.10 | 0.84 | |
| | | Membresía | | 25% | 0.44 | 0.35 | 0.35 | 0.53 | 0.09 | 0.44 | 0.53 | 0.53 | 0.53 | 0.41 | 0.53 | 0.09 | |
| | | Crecimiento | | 20% | 0.00 | 0.07 | 0.07 | 0.07 | 0.00 | 0.00 | 0.07 | 0.07 | 0.07 | 0.07 | 0.05 | 0.07 | 0.00 |
| CONOCIMIENTO | | Ingresos | | 25% | 0.09 | 0.35 | 0.35 | 0.35 | 0.09 | 0.09 | 0.35 | 0.35 | 0.35 | 0.23 | 0.35 | 0.09 | |
| | 35% | Eventos | | 45% | 0.79 | 2.36 | 2.05 | 2.05 | 0.63 | 1.10 | 2.36 | 2.05 | 2.68 | 1.63 | 2.36 | 0.63 | |
| | | Comunicaciones | | 20% | 0.14 | 0.28 | 0.21 | 0.21 | 0.14 | 0.00 | 0.21 | 0.42 | 0.42 | 0.42 | 0.23 | 0.42 | 0.00 |
| RELACIONAMIENTO INFLUENCIA | | Conocimiento | | 35% | 0.25 | 1.72 | 1.59 | 1.10 | 0.00 | 0.37 | 1.96 | 2.33 | 2.45 | 1.05 | 2.33 | 0.00 | |
| | 20% | Relacionamiento | | 100% | 0.80 | 1.80 | 1.40 | 1.20 | 0.40 | 1.00 | 1.60 | 1.60 | 2.00 | 1.18 | 1.80 | 0.40 | |
| | 10% | Customer Connection | | 100% | 0.10 | 0.10 | 0.00 | 0.10 | 0.00 | 0.00 | 0.20 | 0.20 | 0.20 | 0.08 | 0.20 | 0.00 | |
| TOTAL | | | | 3.44 | 8.60 | 7.81 | 7.08 | 2.61 | 4.01 | 4.39 | 9.38 | 9.64 | 10.90 | 6.33 | 10.16 | 2.05 | |
| Nivel | | | | 2 | 3 | 3 | 3 | 2 | 2 | 2 | 4 | 4 | | | | | |
| | | | | | | | | | | Rango Inferior | | Techo | | Nivel | | | |
| | | | | | | | | | | Debajo del Menor | | 0 | | 2.05 | | 1 | |
| | | | | | | | | | | Entre el Menor y el promedio | | 2.05 | | 6.33 | | 2 | |
| | | | | | | | | | | Entre el promedio y el 80% del n | | 6.33 | | 8.718 | | 3 | |
| | | | | | | | | | | Entre el 80% y 95% del Maximo | | 8.72 | | 10.35 | | 4 | |
| | | | | | | | | | | Mayor al 95% del maximo | | 10.35 | | 10.90 | | 5 | |

ASUG Brazil

Grounds of ASUG Brazil

Since its foundation, ASUG Brazil has been structured in three grounds:

Relationship • Influence • Education

- ✓ **46 ASUG Days with 6,641 participants**
- ✓ **22 Annual Conferences with 23.038 participants**
- ✓ **+ than 1.100 lectures held at the events**
- ✓ **18 editions of the Impact Awards:**
 - 478 cases enrolled with the Impact Awards**
 - 54 winning companies**

ASUG Board of Directors - 100% of volunteer work



- President
Antonio Augusto Dias Cruz



- Vice President
**Wellington Brigante
Me Conheça**



- Director of International
Relations
**Paulo Sergio E. Almeida
Moraes**
LSG



- Director Of Education
**Tatiana Medina
Klabin**



- Director of Events and
Communication
Renata Marques
Whirlpool



- Director of Research and
Development
João Luiz Silva Barbosa
CEMIG

ASUG Brazil - Counselling



- **Claudio Fontes**
- Solar BR – Coca Cola



- **João Donizeti Santos**
Votorantim



- **Fernando Birman**
Solvay

ASUG Brazil PORTAL

| | <u>Year 2017</u> | <u>Year 2018</u> | <u>Growth</u> |
|----------------------------------|------------------|------------------|---------------|
| Users registered in the Website: | 18,982 | 21,228 | 11% |
| Total page views: | 35,700 | 37,268 | 4% |

Page views/month

| | |
|---------------|--------|
| October 2018 | 13.282 |
| November 2018 | 10.551 |
| December 2018 | 4.151 |
| January 2019 | 6.828 |
| February 2019 | 8.472 |
| March 2019 | 13.767 |

Bem-vindo Asug Administrador. [Sua Conta](#) | [Admin](#) | [Logout](#)

HOME INSTITUCIONAL - ASSOCIE-SE COLABORAÇÃO CONFERÊNCIA ANUAL IMPACT AWARDS ASUG DAY ASUG NEWS INTERNACIONAL CONTATO

FIQUE POR DENTRO DAS NOVIDADES. LEIA A ASUG NEWS!

Webinar Adeque seu ERP SAP e era digital!
Webinar Gravado [Assista agora](#)

Precisa de ajuda para acessar a Plataforma de Colaboração da ASUG Brasil?
[CLIQUE AQUI](#)

ASUG BRASIL:
O melhor caminho para o mundo SAP

BLOCKCHAIN: DEMANDA POR DESENVOLVEDORES ESTÁ AQUECIDA
Só nos Estados Unidos, procura por freelancers cresceu 6.000% desde o ano passado, segundo estudo Desenvolvedores com habilidades em Blockchain são um dos profissionais mais requisitados no mercado freelancer, segundo [...]

4 DICAS PARA ADEQUAR SUA EMPRESA AO ESOCIAL
A partir de julho, companhias com faturamento inferior a R\$ 78 milhões deverão enviar seus dados cadastrais e tabelas no novo sistema do governo O eSocial, novo sistema de envio [...]

4 CONHECIMENTOS DE DESTAQUE PARA PROFISSIONAIS DE TI
O mercado de trabalho acompanha as mudanças e já demanda um perfil mais abrangentes desses profissionais Quando falamos de tecnologia falamos de negócios. Afinal, com a ascensão de soluções como [...]

SIGs ASUG BRASIL
PARTICIPE DAS NOSSAS REUNIÕES

EVENTOS

Seminars in Brazil



Date: April 17th
Enrolled: 263
Attendances: 128
Presentations: 8
Sponsors: 5



Date: May 8th
Enrolled: 72
Attendances: 45
Presentations: 5
Sponsors: 2



Date: June 12th
Enrolled: 117
Attendances: 93
Presentations: 4
Sponsors: 2



Date: August 7th
Enrolled: 117
Attendances: 67
Presentations: 4
Sponsors: 3



Dates: 2018 / April 24th /
August 22nd
Enrolled: 34 / 36
Attendances: 23 / 23
Presentations: 4 / 4



Date: 2018/ November
7th
Enrolled: 50
Attendances: 42
Presentations: 9



Date: November 7th
Enrolled: 801
Attendances: 410
Presentations: 29
Sponsors: 22



Data: 2019 / April 09th
Enrolled: 64
Attendances: 43
Presentations: 9

ASUG Days – Calendar 2019

Asugday 2019 **Porto Alegre, RS**

Date: May 21st

Asugday 2019 **Belo Horizonte, MG**

Date: June 11th

Asugday 2019 **Recife, PE**

Date: August 20th

Asugday 2019 **Rio de Janeiro, RJ**

Date: September 17th

Asugday 2019 **Brasília, DF**

Date: October 15th

Asugday 2019 **São Paulo, SP**

Date: November 6th

22^ª

**CONFERÊNCIA
ANUAL 2019**



ASUG
Associação de Usuários SAP BRASIL

Date: April 9th
Enrolled: 1.362
Attendants: 913
Sponsors: 28

Audience of 913 people:

- ✓ 628 professionals from Customers
- ✓ 285 experts from Partners



ASUG

ASUG Brazil magazine

5 editions at 2018



2018 Edition:
March/April

2018 Edition:
June/July



2018 Edition:
November

2019 Edition:
March/April



MARKETING

Mailing:

ASUG Webpage (monthly average):

LinkedIn and Facebook:

Facebook Page:

2017

9,026 thousand

107

558

412

2018

10,220 thousand ← Active Contacts

115 ← Page views

598 ← Likes

468 ← Followers

ASUG Brazil - SIGs

1. Public Administration
2. Agribusiness
3. Audit and GRC
4. BITI (Technology/Business Intelligence (BI))
5. Project Management
6. Location
7. Mills & Mining
8. New Implementations
9. Pharma
10. Human Resources (HR)
11. S/4 HANA
12. TDF (Tax Declaration Framework)
13. Banks, Broker and Insurance
14. Success Factors (SF)



ASUG Brazil – 20 years in 2017 !!!



Schedule

- ASUG Brazil
- **SUGEN**
- Framework for SAP contracts

SAP User Groups Executive Network - SUGEN



SUGEN's mission is to be a powerful, international voice that unites regional SAP User Groups in an open, honest dialogue between members and SAP that ultimately drives the market toward excellence, innovation, and success.

- SUGEN is the global network of SAP User Groups providing a collective view of strategic issues that need to be addressed by SAP.
- Main purposes:
 - To identify strategic priorities and act on programs to advance and apply technology for the greatest gain of the SAP customer community
 - To foster international market views, including customers' short- and long-term demand drivers, major challenges, and business imperatives
 - To guide and inspire SAP in delivering worldwide, aligned support for the mutual benefit of SAP User Groups and SAP



SUGEN CLT

Core
Leadership
Team



Gianmaria Perancin
EDF Group CIO
SUGEN Chairman
USF Chairman

Grahame Reynolds
SAP Australian
User Group
(SAUG)



Paulo Moraes
ASUG Brasil
Director
International
Relations

Philip Adams
Head of Group IT,
Mercury
Engineering
UK User Group



Hans de Labije
Directeur VNSG



Chris Chrono
ASUG USA



SUGEN
SAP User-Group Executive Network

SAP GUGO
Global User Group Organization



Adaire Fox-Martin
Global Customer Operations



Christian Klein
Chief Operating Officer



Michael Kleinemeier
Digital Business Services

SUGEN is in constant and direct contact with SAP's board



Schedule

- ASUG Brazil
- SUGEN
- **Framework for SAP contracts**

SUGEN Charters

- SAP User Groups join forces to discuss priorities to support SAP customers
- The main issues are focus of SUGEN CHARTERS to add value on Product Strategy, Licensing, Adoption and Support
- The Value of Maintenance Charter was created to deliver value for the Support stream.



The Value of Maintenance Charter at SUGEN

The purpose of setting up this Charter was to:

- Make an **inventory** of **all** the different support **elements/services** including product support, evolution and innovation and also the quality of the services delivered
 - Which are **part** of the different type of **support/maintenance contracts**
 - Which are **not part** of any type of contract but are delivered as consultancy services
- Define for each support element/service the value for the customer
- Make clear **distinction** which support elements/services are **part** of the contract and which are not
- Make all information about support elements/services
 - transparent,
 - searchable through various entry points
 - and understandable **at different levels (strategic, tactical, operational)** for customers
- Roll-out/communicate results via Usergroups
- **Influence** and **increase the value** of support or maintenance

So the question is

- Customers are entitled to a lot of support services, content and tools when they have an SAP support contract. Customers are not always aware of all this and therefore don't benefit enough from the value that is in their contracts. This was concluded by SAP and also by user groups when they did surveys about the Service & Support domain. How to close this gap?

And the answer

- First step: to deliver a comprehensive Overview for:
 1. All types of support/maintenance contracts
 2. All possible support elements/services available in the support/maintenance environment either included in the support/maintenance contract or payable on top of the contract.
- Second step: after the customers check the Overview, feeds SUGEN back reporting improvements/ adjustments/ gaps they understand their contracts have nowadays
- Third step: feedback for SAP and receive SAP answers for the requests.
- **Out-of-scope**
 - Cloud subscription which include support/maintenance for that service
 - Prices of contracts and/or support elements/services

Value of Maintenance

- And we delivered !
- As from the beginning we stated “Practical framework or model, that makes an overview of all possible support/maintenance services with respect to all different type of support/maintenance contracts including the value for the customer” and one year ago, we delivered the

Overview of Support Models

<https://webinars.sap.com/sap-user-groups-k4u/en/overview-support-models>



Overview of Support Models



SAP customers ask for a clear breakdown of the support offerings by the different SAP Support models, and SUGEN picked up their request.

The **"Value of Support"** Charter delivers a clear understanding of what support offerings are provided by the different SAP maintenance contract types.

This charter was requested by customers and worked out together with SUGEN and SAP. Please access the [SAP Support Scope](#) which brings an overview of the support offering and provides direct links to the [SAP Support Portal](#).

[Overview of Support Models](#)



Contact Us

SUGEN - Value of Support Charter

The Pillars of Proactive Support.

September, 2017

PUBLIC



SAP and SUGEN communication – Overview of Support Models

Customers are entitled to a lot of support services, content and tools when they have an SAP support contract. Customers are not always aware of all this and therefore don't benefit enough from the value that is in their contracts. This was concluded by SAP and also by user groups when they did surveys in the area of Service & Support.

To solve this, SUGEN started the Value of Support Charter in November 2016. The main purpose of this Charter was to make an inventory of all the different support elements/services and to make this transparent and understandable at different levels for customers.

The Charter team can now present the first deliverable of the Charter, the Support Scope document, easily accessible and shareable via [Overview of Support Models](#). The document explains the scope of the different support models across four pillars and the SAP Solution Manager as foundation:

- Innovation and value realization
- Empowerment
- Collaboration
- Mission critical support

Although the document is new, the underlying information is the existing online source information from SAP which will be updated when necessary.

Good luck with understanding and realizing the value of your support contract.

The Value of Support Charter team,

Paulo Moraes, ASUG Brazil

Frank Haes, SAPIence.be (Belgium)

Simon Redondie, USF (France)

Rob van der Marck, VNSG (Netherlands)

Wassilios Lolas, SAP

Chris Crone, ASUG (North-America)

Grahame Reynolds, SAUG (Australia)

Isabelle Bodet, USF (France)

Alejandro Bonsignore, ASUG Argentina

Pedro Restrepo, ASUG Colombia

Martin Brownsword, SBN (Norway)

William Khalil, SUGMENA (Middle-East and North-Africa)

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Presentation Materials

Access the slides from 2019 ASUG Annual Conference here:

<http://info.asug.com/2019-ac-slides>

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Thank you!

Augusto Cruz

President

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