

ASUG

2025

Pulse of the SAP Customer Research Report

The 2025 ASUG Pulse of the SAP Customer Research provides an in-depth look at the shifting priorities and technological advancements crucial to ASUG members. ASUG conducted this eighth annual research involving a survey of 787 ASUG members in November 2024.



Key Organizational Priorities

S/4HANA remains top of mind for SAP customers.

In 2025, SAP customers are focusing on ensuring their organizations are successful and efficient. Moving to SAP S/4HANA remains a top priority for ASUG members. As IT environments become more complex, integration—in particular with non-SAP systems—takes on greater importance; standardizing business processes, automation, and maximizing use of existing technologies also remain key priorities, reflecting the need for organizations to prioritize efficiency and scalability. Among those respondents already using SAP S/4HANA, whose migrations are complete, top focuses include integration and business process standardization. Other areas that organizations are increasingly focused on include cybersecurity and data protection. Collectively, these transformative efforts are shaping a landscape in which strategic integration and robust security measures are essential to organizations' success.

2025 Top Focus Areas



47%

vs. 48% in 2024

Moving to SAP S/4HANA



44%

vs. 36% in 2024 ↑

Integration between SAP and non-SAP systems



37%

vs. 33% in 2024

Integration within SAP systems



36%

vs. 33% in 2024

Standardizing business processes



35%

vs. 34% in 2024

Automation



33%

vs. 29% in 2024

Maximizing use of existing technologies



33%

vs. 28% in 2024 ↑

Cybersecurity and data protection

Source: 2025 ASUG Pulse of the SAP Customer Research

Top Technologies Influencing Digital Transformations



67%

vs. 62% in 2024

**Data analytics /
dashboards**



51%

vs. 57% in 2024



Cloud



46%

vs. 38% in 2024



AI / ML

Source: 2025 ASUG Pulse of the SAP Customer Research

Organizations will leverage data analytics, AI/ML, and automation to drive their organizations forward.

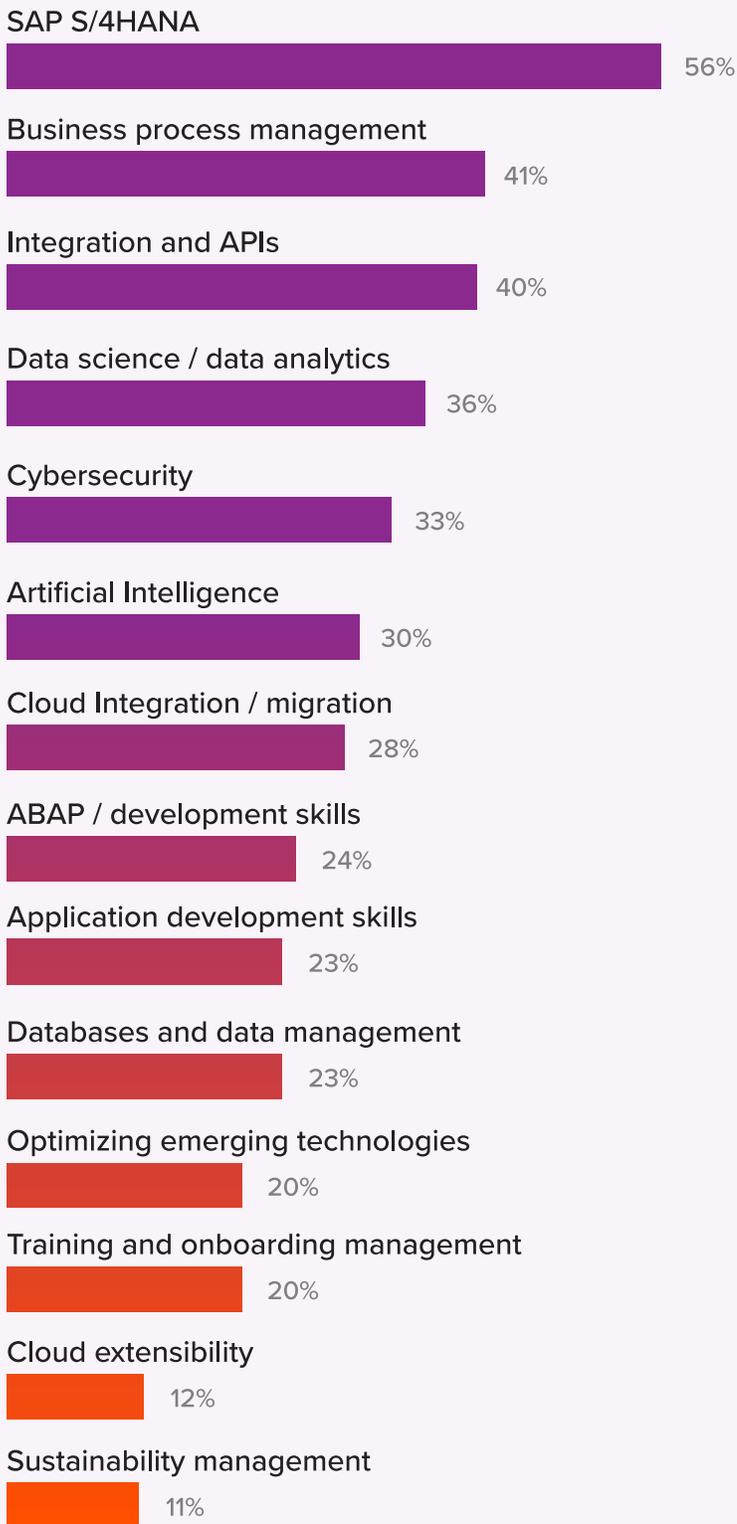
Data analytics and dashboards are expected to play a pivotal role in digital transformation efforts over the next two years. Cloud was the next technology cited as influencing these efforts, closely followed by AI/ML (artificial intelligence/machine learning) and automation.

It is noteworthy that fewer organizations now consider the transition to cloud technology in of itself to be a primary factor driving their future digital transformations. This trend can be attributed to the widespread adoption of cloud solutions, which is explored in greater detail further down in this report.

The influence of AI/ML on digital transformation continues to grow, with an 8% increase in respondents expecting it to have a significant impact on their business in the next two years. Additionally, conversational interfaces and chatbots are gaining momentum with SAP users (8% increase compared to 2024), underscoring the growing prominence of AI-related technologies.

Looking ahead, organizations are set to leverage data analytics, AI/ML, and automation to drive their digital transformation efforts, as cloud technology becomes a standard component of their infrastructure.

Skills Most Important to Organizations in 2025



Source: 2025 ASUG Pulse of the SAP Customer Research

To continue evolving, organizations are prioritizing a variety of skills.

The skillsets organizations prioritize align with their primary focus areas for the upcoming year. SAP S/4HANA expertise remains the top skill set required by organizations. Additionally, business process management is a key area for which organizations are developing skillsets, essential for optimizing workflows and ensuring smooth transitions during digital transformations. Attention and investment in the new generation of SAP professionals is also seen as necessary. While many ASUG members have decades of experience within the SAP ecosystem, recognizing and supporting the skills of the next wave of professionals is important for ongoing organizational growth and development.

Organizational Challenges

Budget challenges are widespread, but it's the move to S/4HANA that's the number one challenge facing ASUG members.

For the second consecutive year, budget limitations were the challenge plaguing most ASUG members regardless of organizational revenue size. However, when asked about the #1 challenge facing their organizations, 26% of respondents cited moving to SAP S/4HANA, whereas budget issues are only the primary challenge for 10% of organizations.

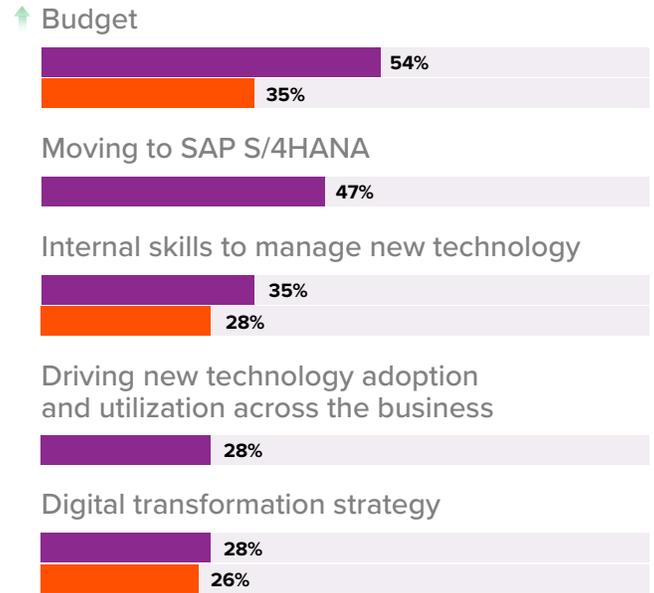
Master data maintenance and governance also moved up to the second spot, edging out integration. This shift highlights the growing recognition of the importance of accurate and reliable data in driving success through digital transformation.

Respondents are experiencing both technical and organizational challenges, which presents a particular problem for business leaders determining which issues to prioritize in 2025, compared to previous years. Technical challenges often include integrating legacy systems with new technologies, ensuring cybersecurity measures are robust and up-to-date, and managing the complexity of cloud migrations. On the organizational side, challenges such as budget constraints, change management, and aligning digital transformation initiatives with overall business strategies are prominent.

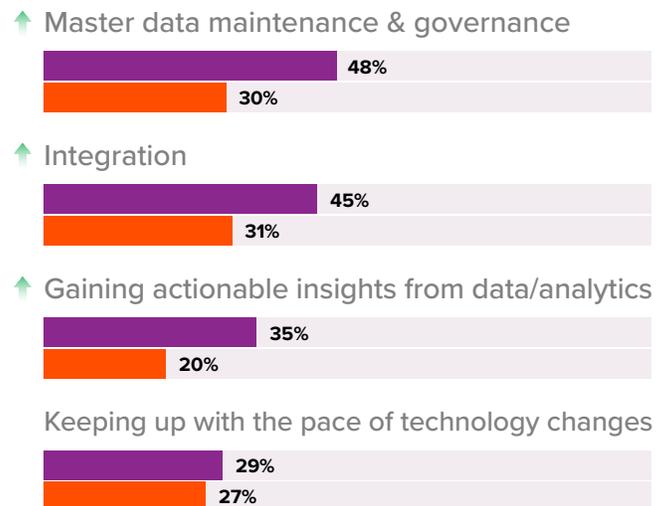
Top Challenges Organizations Face

2025 2024

Organizational



Technical



Source: 2025 ASUG Pulse of the SAP Customer Research

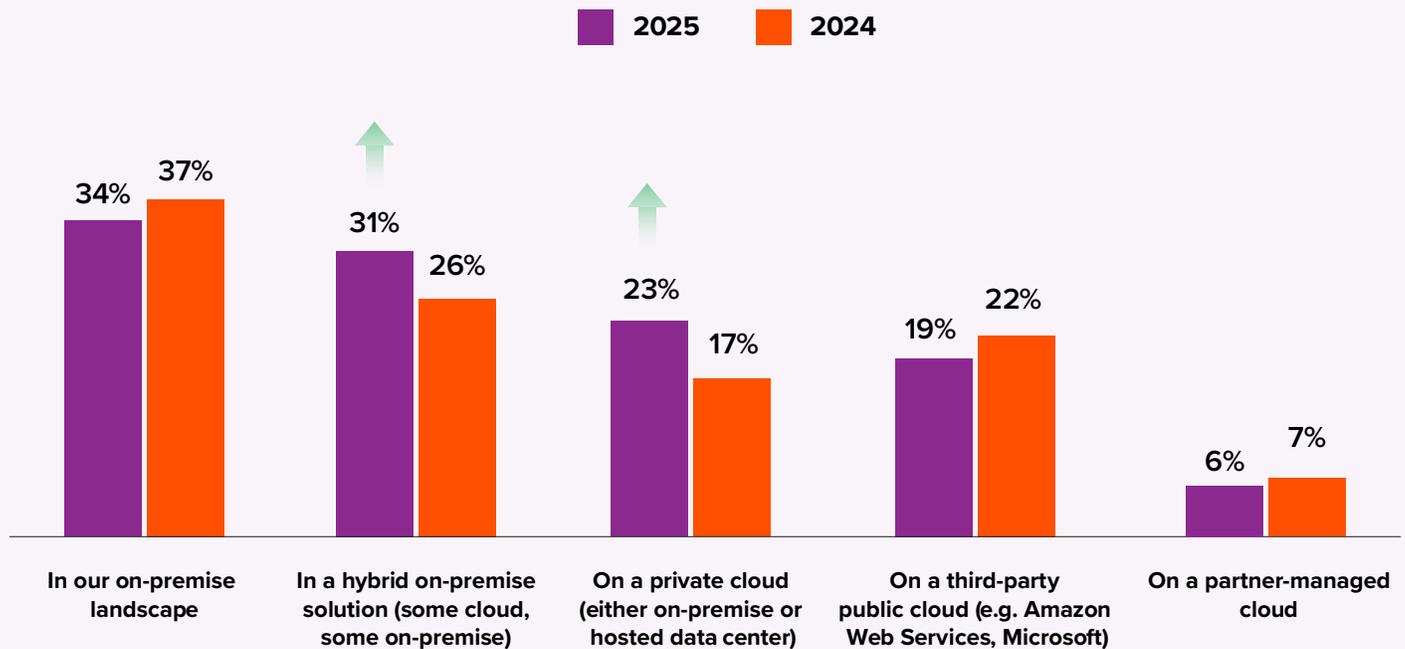
A Look at Cloud Journeys

More SAP users are shifting to the cloud.

ASUG reports a steady increase in cloud solution use, with on-premises installations expected to fall below 30% by 2026. The adoption of hybrid and private cloud solutions is increasing after a period of stability. Fewer respondents in 2025 anticipate that cloud solutions will have a significant impact, which aligns with the increasingly widespread use of cloud technology.

For organizations that prefer on-premises solutions, cost, data security, and privacy concerns are the main factors preventing a shift to the cloud. Budget constraints and a focus on data for ASUG members may further delay transitions to cloud services.

SAP Environments



Source: 2025 ASUG Pulse of the SAP Customer Research

SAP Investment

S/4HANA migrations are increasing organizational SAP investments.

Overall, respondents are either increasing or maintaining their investments in SAP technologies, with a notable increase in the number of those making more investments compared to 2024. The primary reason for the increase in SAP investments is the implementation of SAP S/4HANA.

The main reasons why investments remain unchanged include efforts to maintain or leverage current investments and budget constraints. These factors are consistent with the top reasons given last year, and with budget consciousness continuing to be a common challenge for organizations in 2025.

Top SAP Products in Consideration for Future Use

45% ↑
vs. 39% in 2024
Rise with SAP

41% ↑
vs. 39% in 2024
Business Process Management with SAP Signavio

40%
SAP Datasphere

36% ↓
vs. 47% in 2024
SAP S/4HANA

34% ↑
vs. 32% in 2024
SAP BTP

Source: 2025 ASUG Pulse of the SAP Customer Research

2025 Investment in SAP


59% vs. 52% in 2024 ↑
Making more investments into SAP


35% vs. 42% in 2024 ↓
Keeping the same level of SAP investment as before


6% vs. 5% in 2024 ↑
Making fewer investments in SAP

Source: 2025 ASUG Pulse of the SAP Customer Research

Organizations focus areas driving SAP product interest.

Looking at organizations SAP technology stack, SAP ECC usage continues to decline as customers shift to S/4HANA, with significant increases seen through RISE and GROW with SAP. SAP Analytics Cloud usage also grew notably, aligning with organizations' prioritization of data-driven decision making.

Overall, future product considerations remain similar to 2024, though interest in SAP S/4HANA and SAP Analytics Cloud have decreased due to a substantial increase in usage. Respondents increasingly intend to use RISE with SAP in the future, along with SAP Signavio and SAP Datasphere (new to the list in 2025). Increasing interest in SAP Signavio aligns with organizations focusing on standardizing business processes.

Stay Ahead of the Curve

The transition to SAP S/4HANA remains a central focus for organizations utilizing SAP. However, there are clear signals that ASUG members must contend with other growing priorities in the near-term future.



Data Governance and AI

Data governance has emerged as a significant challenge, largely due to increasing implementation of AI technologies.

Organizations are recognizing the need for a better organizational setup to effectively implement AI and achieve impactful results. Proper data management and governance are crucial to harnessing the full potential of AI.



Business Process Management

The standardization of business processes, once a major focus, had become routine at many enterprises. However, with the recent focus on business AI, the need for refined business process management has taken on a renewed importance.



Cybersecurity

Cybersecurity, historically lower on the priority list, has gained more attention among ASUG members in 2025. As the pace of technological advancement accelerates and industry standards continue to evolve, organizations must prioritize robust cybersecurity measures to protect their data and systems.



Skills Development

Investing in the training and development of employees is crucial to maintaining a competitive edge. This involves not only enhancing technical skills but also fostering a culture of innovation and agility within organizations. As digital transformation efforts progress, the ability to effectively manage and leverage data will become increasingly critical.