

ASUG 101



Today's Agenda

- ✓ Dive into your ASUG Member benefits.
- ✓ Discover the value of filling out your asug.com profile.
- ✓ Q&A



THE ASUG MISSION

We **help** people and organizations **get** the most **value** from their investment in SAP technologies.

ALL EMPLOYEES IN MEMBER ORGANIZATIONS HAVE ACCESS TO ASUG MEMBER BENEFITS

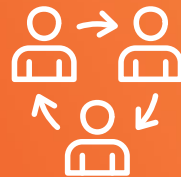
ASUG is a member community that is designed to help you:



LEARN

STAY ON THE LEADING EDGE

Learn from SAP experts and stay on the leading-edge of SAP practices



CONNECT

EXPAND YOUR NETWORK

Connect with a community of over 130,000+ SAP-savvy professionals to solve business challenges



GROW

INCREASE YOUR EXPERTISE

Grow your career, increase expertise and build your professional community

LEARN:

STAY ON THE LEADING EDGE

- Insights – interviews, guest perspectives, and case studies, plus weekly First Five newsletter and ASUG Talks podcast
- ASUG Quarterly Research Reports
- ASUG Member Pathfinder
- Industry and Technology Conferences
- SAP Sapphire and ASUG Annual Meeting
- Tech Connect
- Live and on-demand webcasts



CONNECT:

EXPAND YOUR NETWORK

- Local and Regional Chapters
- ASUG Women Connect
- ASUG Executive Exchange



GROW:

INCREASE YOUR EXPERTISE

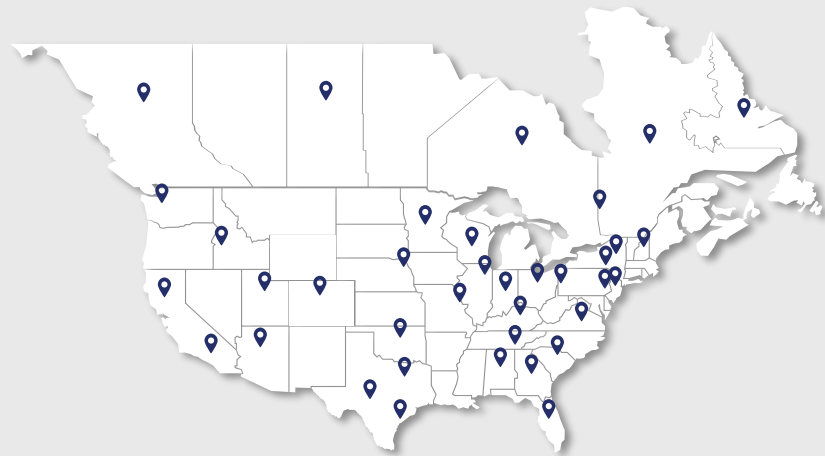
- ASUG Community Alliances: Task Forces, Influence Councils, and Town Halls
- Leadership opportunities
 - ASUG Volunteers
 - ASUG Champions
 - Speaking opportunities





ASUG REGIONAL CHAPTERS

Get energized by connecting with an ASUG chapter in your area. Chapter meetings foster professional and collaborative relationships with fellow SAP users in your community, so you can expand your network and discover new ways to mitigate challenges.



SHARE YOUR STORY



Scan to access the form.

ASUG EVENTS

A full slate of events crafted around key topics of interest for specific industries, business roles, and technologies to support you and your organization on your SAP journey:

- SAP Sapphire and ASUG Annual Conference
- SAP for Utilities, Presented by ASUG
- ASUG Best Practices
- ASUG Tech Connect



ASUG INSIGHTS



Browse articles featuring ASUG members, exclusive SAP news and interviews, guest perspectives from industry thought leaders, and research and analysis. Watch for our weekly **First Five** newsletter, and tune into season 3 of the **ASUG Talks Podcast**.

ASUG FirstFive
This Week's Top Insights for ASUG Members

Stay informed about SAP insights and ASUG updates with our revamped First Five newsletter for all ASUG Members!

Here's what to expect:

- SAP news, interviews, and updates
- Insights from ASUG Members transforming their businesses
- Guest perspectives from industry thought leaders

The graphic shows a hand holding a smartphone displaying the ASUG FirstFive newsletter. The phone screen shows a header with the ASUG logo and 'FirstFive' text, followed by a list of articles. One article is highlighted with a green background and features a large 'Q3' and a dollar sign. The background of the graphic is a blurred image of a person's hands typing on a laptop keyboard.

ASUG COMMUNITY ALLIANCES



Community Alliance Structure

Each ASUG Alliance is comprised of three unique event types dedicated to learning and improving SAP.

ALLIANCES

Town Hall

Virtual event focused on **educating and listening to feedback from the community at large.**

Task Force

Virtual **peer-to-peer discussions** about member-driven topics or customer case studies.

Influence Council

Virtual event to **identify, prioritize, and amplify ASUG member feedback** to drive enhancements and shape the future development of SAP solutions.

ASUG Champions

ASUG champions play an important role in membership by keeping their organization connected to the ASUG and SAP community. As the main point of contact for ASUG Customer Success Managers, Champions ensure that their organization maximizes its membership by staying informed about and involved with their ASUG membership.

Champions are highly regarded as leaders within the ASUG community and enjoy unique benefits for their service:

- Grow your professional profile
- Develop SAP expertise
- Receive speaking opportunities
- Get invited to exclusive ASUG events
- Earn prizes and recognition

“

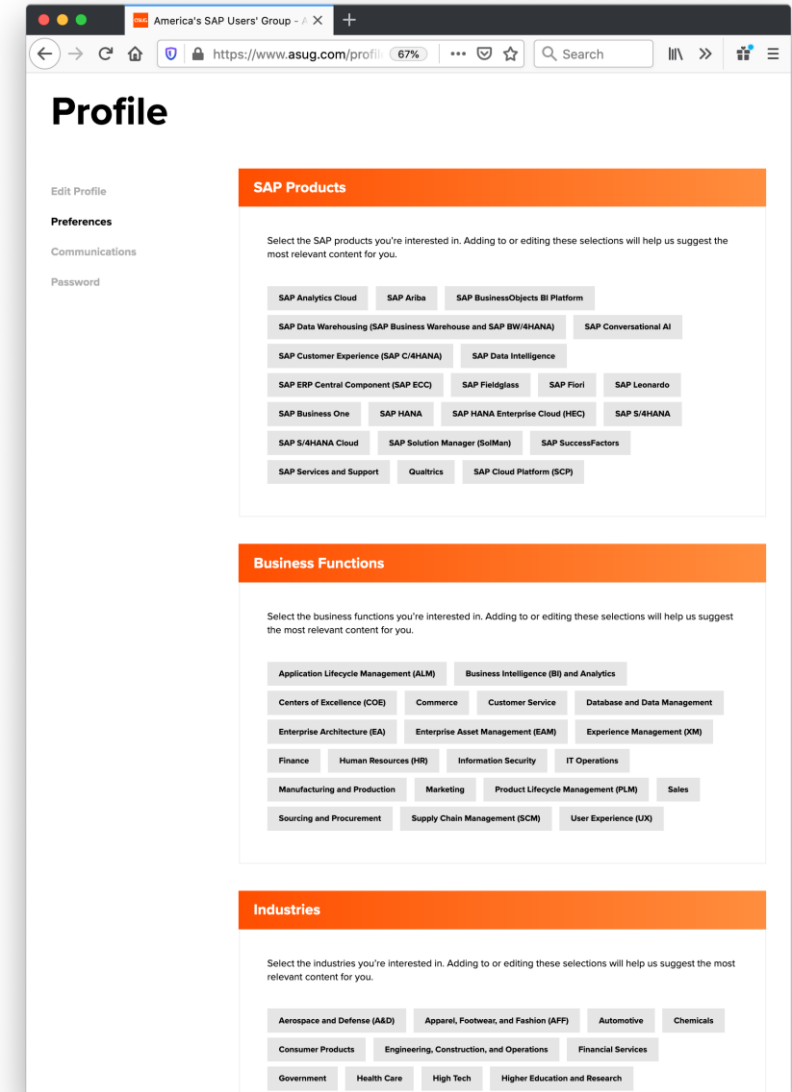
As a champion, I'm identified as a resource within the ASUG community as someone staff can rely on to help share knowledge, or I can participate as a mentor. I want to help and give back and being a champion is an avenue to celebrate and enable that. ”

Richard Hornung, SVP of SAP Center of Excellence (CoE) at Moody's

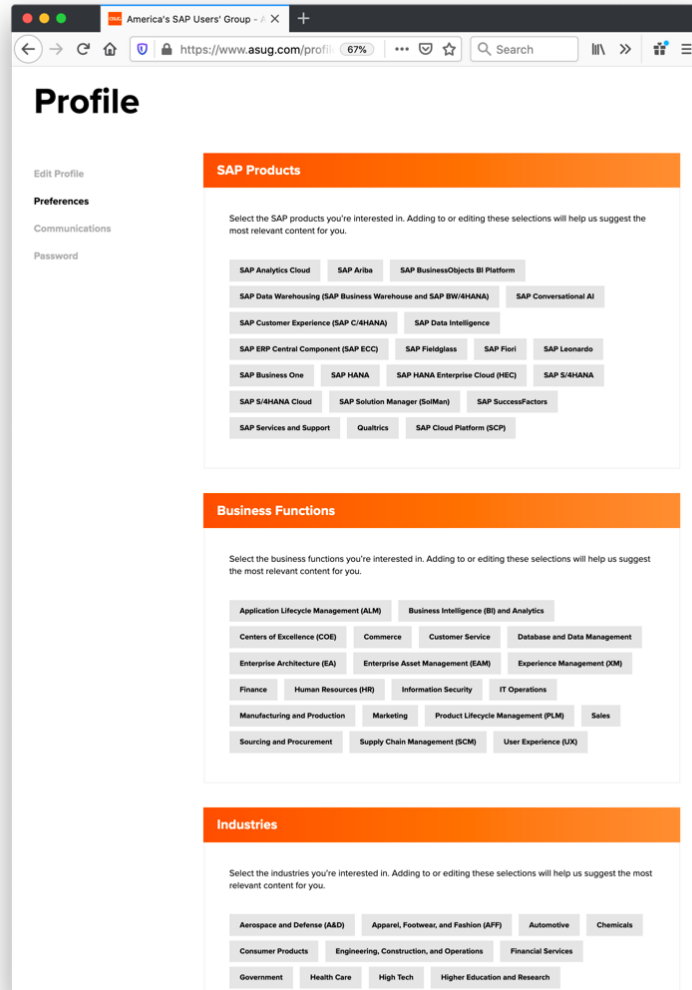
Create your ASUG profile

Take advantage of the full potential of your ASUG membership by creating a profile on [asug.com](https://www.asug.com).

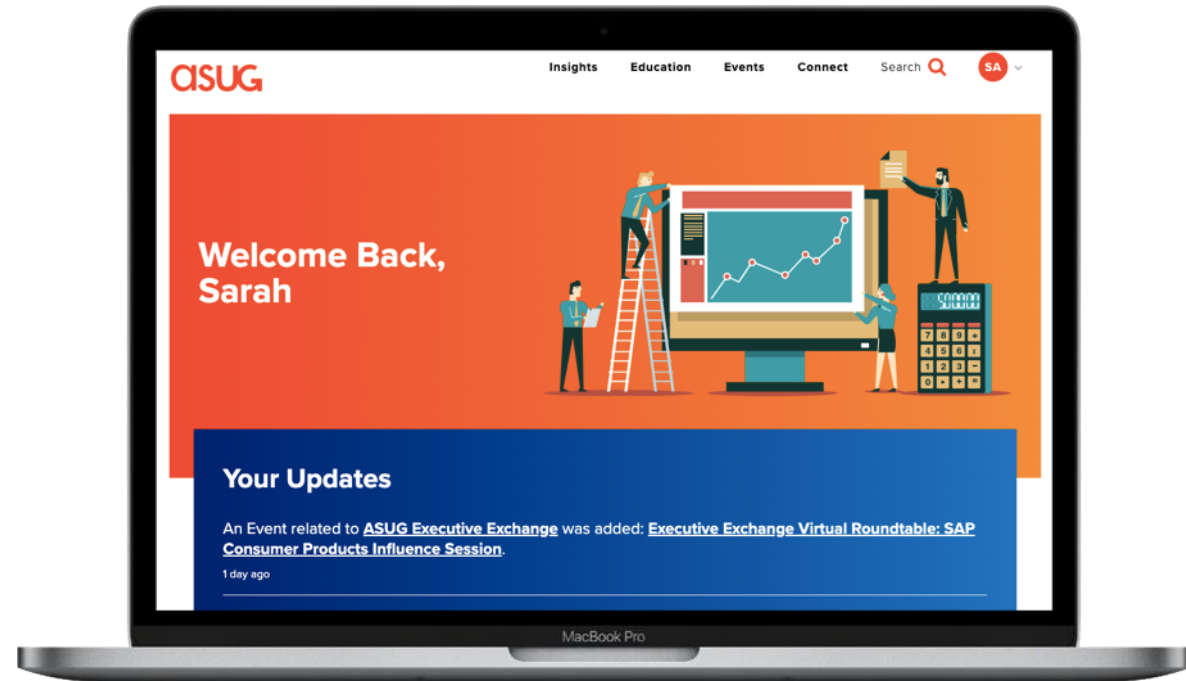
- Log in.
- **Update your preferences** for a personalized experience, including your member dashboard.
- **Follow groups** of interest for notifications and updates.
- Invite your colleagues to update or **create their profiles**.



Each user can set up their own personal profile—everyone has different needs and roles, so we understand that one size doesn't fit all.



Every time you log in, you'll get customized content relevant to your interests, upcoming events related to groups you follow, saved insights, and suggestions for additional content you may like.



Questions?

Log in to your profile on asug.com and update your preferences to stay connected and make more possible.



Follow us on LinkedIn: [ASUG - Americas' SAP Users' Group](#)



Follow us on X: [@ASUG365](#)

**For questions about
membership,** Contact
memberservices@asug.com.



ASUG