

ASUG

Community Conversations

**Recapping the ASUG Best Practices for
Oil, Gas, and Energy Conference: Key
Takeaways and What's Ahead**



Today's Agenda

- Welcome
- Insights from ASUG
- Insights from SAP
- Insights from ASUG Talks
- Community Q&A
- What's Next?

Guest Speakers:

Brent Potts

**Sr. Director, Global
Marketing, Oil, Gas,
and Energy |
Chemicals | AI Lead
for Industries SAP**

Jim Lichtenwalter

**Executive Producer
ASUG Talks Podcast**

2025 Event Debrief

Event Highlights

- 498 attendees
- 26 partners
- 63 speakers
- 33 sessions
- 3 keynotes



**ASUG Best Practices
Oil, Gas, & Energy**



Top 6 Sessions – Oil, Gas & Energy 2025

1. A Clean Core Evolution: Chevron’s Growth Beyond SAP BTP—Leveraging ABAP Cloud, Co-Innovation, and SAP’s Expanding Solution Landscape

★ **Notes:** #1 in attendance *and* highly rated (4 ratings) — clear overall standout.

2. Real-World Innovation with SAP BTP: Merit Energy’s Use of SAP Build & SAP Datasphere

★ **Notes:** High attendance and perfect rating — consistently top performer.

3. Brick by Databrick: An AI Strategy for Oil & Gas with SAP BDC

★ **Notes:** Excellent session blending AI and SAP innovation.

4. ConocoPhillips’ Digital Transformation: Live with SAP S/4HANA on RISE with SAP

★ **Notes:** 2nd in attendance, but no ratings — strong demand signal.

5. Opening Keynote: Accelerating Transformation at Scale – ExxonMobil’s Cloud Journey with RISE with SAP

★ **Notes:** Massive attendance; keynote ratings show exceptional reception.

6. SAP BTP 101: An Introduction to SAP Business Technology Platform

★ **Notes:** Core educational session with great engagement.

Feedback on Content

Strong Points

- Sessions were informative, relevant, and provided insight into SAP roadmap and new technologies.
- Good mix of SAP product updates, customer presentations, and lessons learned from peers.
- Practical discussions on innovations, AI use cases, and managing complex landscapes were appreciated.
- Product demos and real-world examples added value when included.
- Sessions featuring industry peers' S/4HANA journeys were particularly helpful for benchmarking.

What this Community Wants More Of

- Desire for more in-depth content on change management and people-focused best practices.
- More technical depth in BTP, DataSphere, and post-implementation strategies.
- Some sessions were too generic or upstream-focused; more downstream and industry-specific content needed.
- Include more variety of session types including open forums, and roundtables for interaction.
- Avoid overlap with other SAP events to keep content unique and compelling.

What this Community Wants More Of

Rank	Topic Area	Mentions	Subtopics / Notes
1	SAP S/4HANA & Implementation / EAM / Finance	5	S4, S/4 Enterprise Asset Management, Signavio implementation & process monitoring, New EAM products & functionality, S4 Implementation / Finance - AP processing
2	Integration & Data Strategy	3	Integration Suite, Datasphere / SAC / BDC, Data strategy
3	AI & Analytics	3	AI (2 mentions), Analytics, Joule (AI), SAP Data & AI
4	Customer Challenges / Peer Experiences	2	Customer challenges, Peer Experiences
5	Change Management / Business Readiness	2	Change management, Business readiness
6	Future Roadmap / Technology Platform	2	Future roadmap, Business Technology Platform (lay terms)
7	Cloud Strategies	1	Public vs Private Cloud
8	Industry-specific / Downstream Oil & Gas	1	Downstream oil & gas
9	SAP RISE / New Products	1	SAP RISE

Please comment in the chat!

What do you want to learn more about?

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Community Poll:

What are your thoughts?

The background of the slide features a man in a white hard hat and a blue polo shirt with a safety harness, smiling and looking upwards while holding a tablet. Behind him is a large offshore oil rig at sea during sunset or sunrise, with a blue gradient on the left side of the image.

Oil, Gas, and Energy

An SAP Marketing Perspective of BPOGE

Public

2025

BPOGE from a marketing perspective

Opportunity to let customers know “what’s new” with SAP Oil, Gas, and Energy

Very first slide of Stephane Lauzon’s keynote presentation this year was a demo of new GenAI bot, “Where’s my stuff”

Opportunity to learn more customer success stories

Opportunity to capture and promote these stories to a broader audience:

Videos captured this year (subject to review and approval):

- ExxonMobil (co-innovation with SAP)
- NextDecade (AI-Powered Digital Adoption with WalkMe),
- IKAV (using SAP software to fix an ailing LNG plant and flipping it)

Articles in Forbes magazine

- SAP has its own Forbes channel for us to promote thought leadership



From BPOGE 2024



From BPOGE 2025

Find more online

- SAP Oil, Gas, and Energy LinkedIn Group: <https://www.linkedin.com/groups/4546067>
- www.sap.com/oilgasandenergy

Supporting the **SAP Customer Engagement Initiative**

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Help Shape the Future!

Join SAP's Customer Engagement Initiative (CEI) to collaborate directly with SAP experts. Find the list of available projects sorted by Areas of Interest (Products or Industries):

-  Commitment: 4–6 hrs/month
-  Format: Calls, workshops, usability testing
-  Language: English
-  Registration: Open until Nov 14, 2025

Scan to register and influence the future of Customer Engagement!

ASUG Community Conversation: Powering Progress & Driving Transformation in Oil, Gas, and Energy with SAP

Meet our panelists:



Robert Davis II

Global Lead for Upstream Oil, Gas, & Energy - Energy and Utilities Industries at SAP | Solution Advisor | Upstream Oil



Andre Dohlen

IBU Industry Expert for Downstream Oil, Gas and Energy SAP



Krishanu Bhattacharya

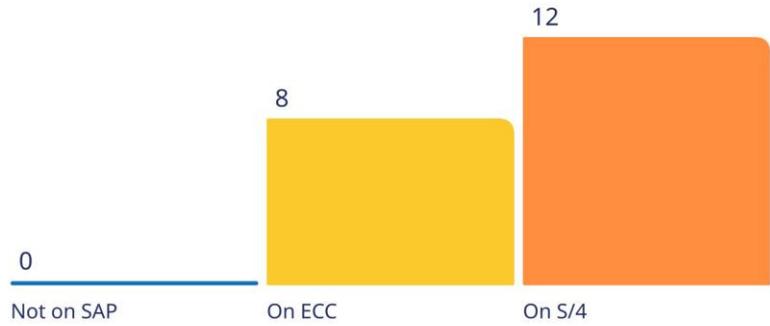
Practice Director, SAP Customer Success Services Oil and Gas London



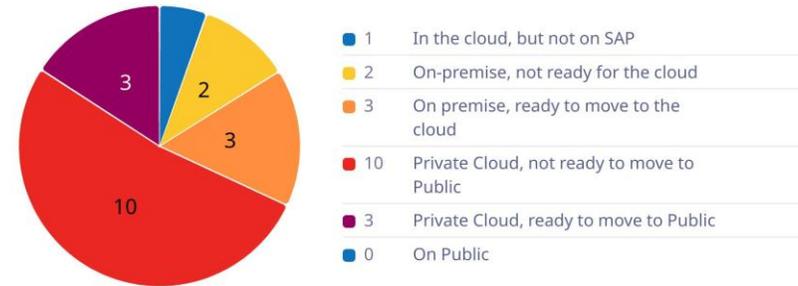
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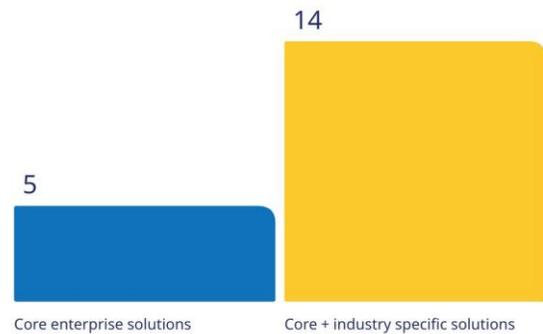
Where are you in your SAP journey?



Where are you in your cloud journey?



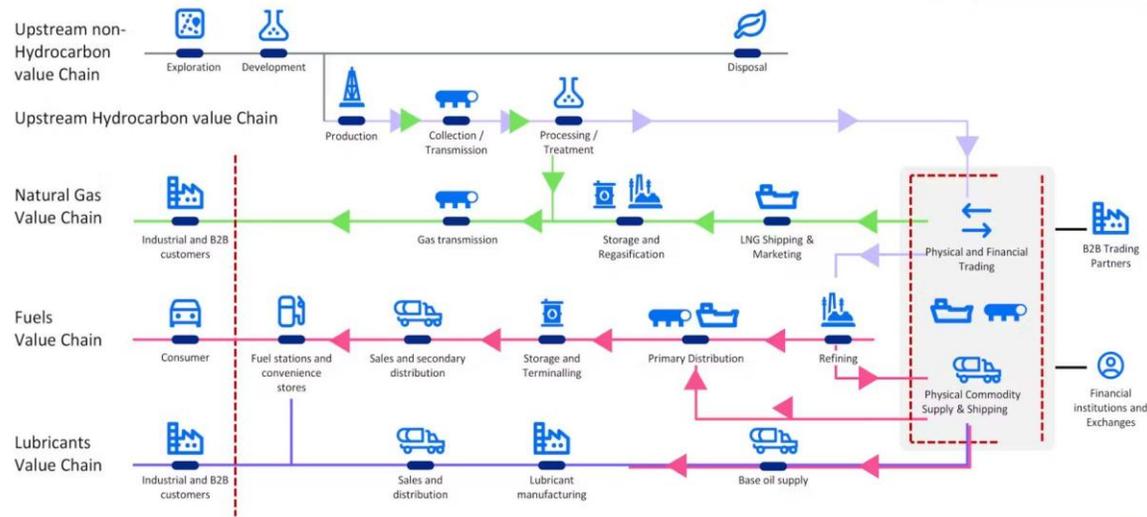
What SAP solutions are supporting your business?



What enterprise solutions are supporting your business?



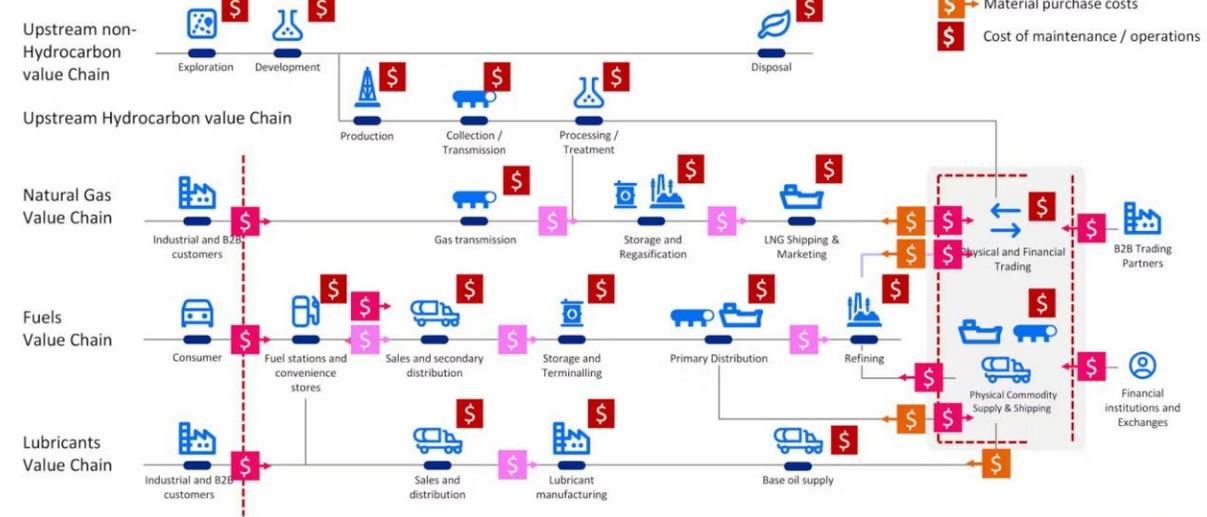
Industry focus 1: Follow the hydrocarbon molecule



INTERNAL - SAP and Customers Only



Industry focus 2: Follow the revenues and costs



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SAP Business Suite for Oil, Gas, and Energy

SAP is uniquely positioned to lead companies into this new era of enterprise management



Strategic priority:

Drive Business Transformations in the Cloud

Tactical priorities for the industry:

- 1 Achieve End-to-End Visibility of the Commodity Supply Chain
- 2 Manage Energy Diversification
- 3 Optimize Enterprise Asset Management

Strategic priority: Drive Business Transformations in the cloud

- 1 **Process Standardization**
- 2 **Process & Data Harmonization**
- 3 **Business Suite Adoption**
- 4 **Clean Core* Achievement**

- Process Standardization:**
 - Commoditize processes across the value chains and process areas.
 - Bring simultaneity to process and solution adoption.
- Process & Data Harmonization:**
 - Data model and organizational structure simplification.
 - Transformative process adoption, for e.g. shared services, sustainability, group IT management etc.
- Business Suite Adoption:**
 - Think in terms of end-to-end processes.
 - Standardize cloud service adoption beyond S/4HANA private cloud.
- Clean Core* Achievement:**
 - Lower your technical debt.
 - Bring predictability and optimization potential to upgrades and innovation adoption

*For published guidance from SAP regarding clean core, please refer to the [Process Whitepaper](#)

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Keynote Highlights

Opening Keynote: **Accelerating Transformation at Scale – ExxonMobil’s Cloud Journey with RISE with SAP**

Kurt Aerts, ExxonMobil · **Stéphane Lauzon**, SAP · **Klaus Borkenstein**, SAP

Showcased how ExxonMobil is modernizing its digital core through RISE with SAP, driving agility, efficiency, and sustainability across its global operations.

Powering Progress Through Community: Insights, Journeys, and the Future of Oil, Gas, & Energy

Melanie McMahan, Occidental Petroleum · **Bob Pennington**, CITGO Petroleum · **Justin Lester**, Industry Expert · **Kenny Shih**, Hilcorp · **Jim Lichtenwalter**, ASUG

ASUG TALKS Live Highlighted the power of collaboration, peer insights, and ASUG research in shaping transformation strategies across the energy ecosystem.

From Data to Decisions: Customer-Led Strategies for SAP BTP, MDG, and Data Transformation

Priya, Chevron · **Aldo Leon**, Messer · **Laxman Challa**, Southwest Gas · **Carolyn Szczurek**, ASUG

Featured customer stories on building strong data foundations with SAP BTP and MDG—sharing lessons learned, success factors, and practical insights for transformation.

ASUG TALKS

+ 7.5K Downloads



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Community Poll and Audience Q & A

What are your thoughts?

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What's Next?

Opportunities to Connect

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Stay Connected with your OGE Community

Connect on ASUG.com



Connect on LinkedIn



Upcoming Events:

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ASUG { Tech Connect }

In partnership with SAP TechEd

November 4–6, 2025 • Louisville, Kentucky



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Thank you!