

**ASUG**

# **Community Conversations**

**Recapping the SAP for Utilities  
Conference: Key Takeaways and What's  
Ahead**



## *Today's Agenda*

- Welcome
- Insights from the Expert
- Insights from ASUG
- Community Q&A
- What's Next?

## Guest Speakers:

Marc Rossen

**Enterprise Architect  
at Snohomish County  
PUD.**

Alyssa Perna

**SAP Content  
Producer ASUG**

# SAP For Utilities 2025 Highlights

With Expert  
Speaker

**Marc Rossen**

**Enterprise Architect  
at Snohomish County  
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# SAP For Utilities 2025 Highlights

From ASUG

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**ASUG**

Built with the Community:

**What topics matter most**

***Polls and Insights from ASUG***

***Members***

# SAP for Utilities 2025 Debrief

Event Dates: September 8-10, 2025  
Location: Denver, CO



**SAP for Utilities**

Presented by **ASUG**



# Content Overview

This was the 18th annual SAP for Utilities Conference

## Highlights:

- We had record attendance this year with 1,449 attendees
- Beat ticket and partner sales goals
- We tested the waters with having two pre-conference seminars which were both sold out and had a waiting list

## We had:

- 153 speakers
- 80 sessions
- 3 Keynotes
- 2 Preconference workshops

The agenda with more track details can be found on the website [here](#).

# Top-rated Sessions – all included the customer perspective!

Session	Pre-registration	Session Scans	Average
From Complexity to Clarity: <b>PG&amp;E's</b> Clean Core Transformation with RISE with SAP	261	163	212
Unlocking the Power of SAP S/4HANA – The Clean Core Strategy for Utilities with <b>Eugene Water &amp; Electric Board (EWEB)c</b>	237	129	183
<b>Consumers Energy:</b> A Playbook on How to Launch Your SAP S/4HANA Project	232	146	189
Digital Transformation Success: <b>TECO Peoples Gas</b> Streamlines Field Operations with SAP and Mirata	167	133	150
How <b>SCE</b> Is Leveraging WBS to Enrich Regulatory Accounting & Reporting While Maintaining a Clean Core	167	118	143
<b>Dominion Energy:</b> Driving Change & Cultivating Success Through Innovation, Metrics, & Mindset	164	112	138

## Areas of Opportunity – 2026

### *Top content requests for 2026, according to survey results*

Attendees overwhelmingly want deep-dive, practical **sessions** focused on migration, modernization, and optimization:

- SAP S/4HANA transformation remains the top interest.
- **NEW!** AI and BTP are rapidly growing areas of focus.
- EAM including **NEW!** Finance, and HR (SuccessFactors) are core interest areas by function.
  - *Finance was mentioned 10 times and HR / SuccessFactors was mentioned 8 times in the survey comments.*
- Respondents want utility-specific, real-world examples—not high-level overviews.
- A consistent theme: desire for clarity, depth, and actionable insights across all content tracks.

Not specific to the conference but to **year-round offerings**, attendees want ASUG to focus on actionable, forward-looking education that helps utilities navigate transformation with confidence. Top priorities include:

- AI and automation (especially through Joule and BTP)
- SAP S/4HANA migration and RISE architecture clarity
- Practical lessons learned and ROI-focused outcomes
- Deeper dives into EAM, FSM, and Finance transformations
- Cross-functional education on integration, governance, and change management.

**They also value peer-led storytelling, detailed roadmaps, and community connection to continue learning between conferences.**

# Key Content Themes from Attendee Feedback

**Question:** "Would you like to share anything else with us today?"

*Attendees want practical, actionable content focused on implementation, lessons learned, and emerging technologies, with clear distinction between technical and business tracks, broader utility representation, and access to reference materials.*

## 1. Broad Utility Representation

- Keynotes and sessions should cover all utility types, not just grid-focused topics.
- Include perspectives from utility leaders, not just SAP leadership, in keynotes and panels.

## 2. Distinction Between Technical vs. Business Tracks

- Attendees want clear distinction between technical and business-focused sessions.
- Sessions should provide practical takeaways for both audiences.

## 3. Access to Knowledge & Learning Materials

- Make slides, session notes, and workshop materials available to attendees. - **If we had permission to share the slide decks, we put them in the [content library](#) post-event!**

## 4. Keep Bringing Real-World Experiences and Lessons Learned

- Include lessons learned, high/low points, and practical outcomes from implementations.
- Peer utilities sharing what worked, what didn't, and key takeaways is highly valued.

## Key Content Themes from Attendee Feedback - *continued*

*Question: "Would you like to share anything else with us today?"*

### 5. Transformation & Implementation Insights

- Focus on SAP S/4HANA migration, RISE with SAP, and clean core strategies.
- Provide implementation experiences, best practices, and guidance for small **and** large utilities.

### 6. Emerging Technologies - *A new priority focus for 2026*

- Include content on AI applications, Joule, and BTP.
- Cover practical use cases, business value, and integration into utilities.

### 7. Specialized Topics – *Consider adding more finance & HR sessions to the 2026 agenda (perhaps a pre-conference workshop?)*

- Ensure content covers Finance, HR, EAM, FSM, Service Cloud, and BDC.
- Include sector-specific topics, e.g., Water/Wastewater, supply chain, and operational excellence.

### 8. Roadmaps and Strategic Planning

- Sessions should provide future roadmaps, vision alignment, and strategic planning insights.
- Highlight long-term utility transformations, SAP product roadmaps, and emerging functionality.

# Areas of Opportunity Continued – 2026

Breakdown of conference topics requested by interest:

## 1. S/4HANA Migration, RISE with SAP, and Cloud Transformation

- Migration strategies and timelines (ECC → S/4HANA)
- Readiness and project requirements before RISE journey
- Business cases and ROI/NPV for transformation
- Hybrid vs. greenfield approaches
- Lessons learned and accelerators from other utilities
- Managing constant SAP roadmap changes
- Cloud considerations, clean core strategies, and practical cleanup steps
- Differentiation by modules (ERP, EAM, CIS)

## 2. Artificial Intelligence (AI), Joule, and Business Technology Platform (BTP)

- Leveraging AI for operations, implementation, and workforce management
- Joule and BTP use cases from utilities and other industries
- AI functionality in finance and operations
- Optimizing operations and customer experience with AI tools (FSM, AI Scheduler, C4C AI, etc.)
- Understanding when and how to introduce AI into future-state plans

# Areas of Opportunity – 2026

Breakdown of conference topics requested by interest:

## 3. Enterprise Asset Management (EAM) and Field Services

- EAM master data, mobility, and asset management strategies
- Intelligent Asset Management adoption and roadmaps
- Field Service Management (FSM) and mobility use cases
- Managing streetlights, power plant maintenance, and persona-driven functionality
- Clear EAM roadmaps from SAP and peer utilities

## 4. SAP SuccessFactors (HR)

- Implementation guidance, lessons learned, and deployment challenges
- Payroll, time evaluation, and workforce transformation
- Staffing resources and SAAS module roadmaps

## 5. SAP Finance and Treasury

- Utility-specific finance transformation under S/4HANA
- Treasury management with a utilities focus
- Finance-related AI use cases
- ROI/NPV evaluation and business case development

## 6. Business Data Cloud (BDC)

- Licensing and roadmap under RISE
- Integration with BTP and AI
- Real-world use cases and benefits

## Areas of Opportunity – 2026

Breakdown of conference topics requested by interest:

### 8. SAP CX / Service Cloud / Customer Experience

- Transition to Service Cloud V2 and CX 2.0 capabilities
- Integration challenges with other SAP platforms
- Balancing on-premise vs. cloud-based customer engagement solutions

### 9. Environmental, Health & Safety (EHS) and Compliance

- Safety, security, and compliance use cases for critical infrastructure
- EHS, GHG, legal, and regulatory topics
- Risk and sustainability reporting in utilities

### 10. Strategic Roadmaps and Long-Term SAP Vision

- Building 1-, 3-, and 5-year SAP roadmaps for utilities
- Understanding SAP's future roadmap and what will actually be realized
- Insights from mature SAP utilities with broader product portfolios

### 11. Data Management and Standardization

- Master data governance and process standardization
- Integration challenges with multiple systems
- Signavio use cases for process improvement

## Areas of Opportunity – 2026

Breakdown of conference topics requested by interest:

### 12. Emerging Technologies and Innovation

- Use of AI, BTP, and other tech to future-proof utilities
- Evaluating the SAP partner ecosystem
- Emerging tech sessions that are actionable today

### 13. Industry-Specific Focus Areas

- More focus on Water/Wastewater (not just energy)
- Roadmap for unregulated energy companies

### 14. Supply Chain, Procurement, and Materials Management

- Materials Management, Ariba, and SAP Supply Chain add-ons

### 15. Collaboration and Year-Round Engagement

- Desire for ongoing community conversations and continuous learning beyond the conference

**Thank you.**

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*What's Next?*

**Opportunities to Connect**

# Supporting **the Utilities** **Community** - *Opportunities*

**Help Shape the Future of Compatible Unit Management!**

# ASUG



Join SAP's Customer Engagement Initiative (CEI) to collaborate directly with SAP experts on reimagining Compatible Unit (CU) management across industries. Be part of defining standardized, scalable, and efficient CU processes for SAP S/4HANA Cloud Private Edition.



Commitment: 4–6 hrs/month



Format: Calls, workshops, usability testing



Language: English



Registration: Oct 13 – Nov 14, 2025

Scan to register and influence the future of CU!



# Utilities Community Events

## Hydro One's Transformation Journey

Oct. 23 | 11 a.m. ET / 10 a.m. CT

Explore mobile-enabled asset management with SAP Work Manager & Service & Asset Manager integrated with GIS. Hear about strong adoption, positive feedback, and lessons for SAP S/4HANA transformation



## Planning & Partnerships: SaskPower's S/4HANA Conversion

Oct. 28 | 12 p.m. ET / 11 a.m. CT

Learn how SaskPower delivered its SAP S/4HANA conversion on time and under budget. Focus on strategic alignment, governance, and cross-team partnerships



# Upcoming Events:

ASUG



ASUG { Tech Connect }

In partnership with SAP TechEd

November 4–6, 2025 • Louisville, Kentucky

# Engage With **Your Community**

**ASUG**

Utilities Community on ASUG:



Utilities Community on LinkedIn:



**ASUG** Community **Conversations** | Editorial Coverage in **First Five** | ASUG Talks **Podcast** | Networking &

***More***

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*Thank you!*