SUGEN DIGEST

SAP User-Group Executive Network



SUGEN F2F

May 05-07, 2026

We are a truly global team, representing communities of SAP customers and their users over a wide range of industries, governmental organizations, services companies etc. in all sizes, across the world. SUGEN is a global network, the sharing of minds within our network multiplies our insight, influence and power. Diversity is one of our core assets, global reach is another. Embracing diversity will be a key element to our success.

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FOREWORD

Opening Message from SUGEN CLT Chairman



By **Gianmaria Perancin**

Chairman, SUGEN CLT | Chairman, Utilisateurs SAP Francophones (USF)

The Power of Community — Staying Ahead Together

In a world where enterprise technology is evolving at an unprecedented pace, being part of an active, engaged user community has never been more valuable. The Digest you are about to read is a testament to exactly that — the strength of collective intelligence, the power of networking, and the strategic advantage of maintaining a privileged, direct channel of dialogue with SAP.

In early May 2026, ahead of SAPPHIRE, our community had the rare opportunity to engage in a series of Executive Exchange Sessions with some of SAP's most senior leaders — including the CEO, the COO, the Chief Customer Officer, and key product executives. These were not passive briefings. They were genuine, two-way conversations in which our representatives asked the hard questions, challenged assumptions, and brought the voice of our members directly to the table.

The insights gathered in those sessions — on SAP's strategic pivot toward the Autonomous Enterprise, the repositioning of the Business Technology Platform as the SAP Business AI Platform, the evolution of Joule as the primary user interface, the shift toward consumption-based pricing, and the introduction of SAP Managed Integration — were shared with our members before these announcements were made public at SAPPHIRE. That is not a small thing. That is the concrete, tangible value of belonging to an organized, recognized, and respected user community.

This kind of advance knowledge empowers our members to prepare, to plan, and to engage with their own organizations from a position of informed confidence rather than reactive surprise. It also reflects the trust that SAP places in this community — a trust that has been built over years of constructive dialogue, mutual respect, and shared commitment to customer success.

But beyond the information itself, what these sessions illustrate is something deeper: the importance of working together. As Yasmin Awad, SVP and Head of SAP's Global User Groups Organization, reminded us, the relationship between SAP, GUGO, and User Groups is unique precisely because it transforms shared challenges into collective solutions. Influencing SAP's pricing strategy, shaping cloud adoption roadmaps, advocating for on-premise connectors that extend AI innovation to all customers — these outcomes do not happen by accident. They happen because engaged communities show up, speak up, and stay at the front line.

The articles in this Digest capture the richness of those conversations. We invite you to read them not just as a summary of SAP's direction, but as a reflection of what your membership makes possible.
Stay connected. Stay engaged. Stay ahead — together.



[SUGEN Group Photo with SAP CEO Christian Klein— May 06, 2026]



SAP EXECUTIVE EXCHANGES

May 06 2025 — Executive Sessions



By **Duke Mathebula**

SUGEN CLT Member | AFSUG

Executive Exchange with David Yawalkar

Head of Solution Management RISE with SAP, SAP

In the executive exchange session with David Yawalkar, Head of Solution Management RISE with SAP, he outlined SAP's upcoming Sapphire announcements, highlighting a strategic shift from the "Business Suite" narrative toward the vision of the "Autonomous Enterprise." He explained that RISE with SAP and SAP GROW would increasingly be supported by AI, with "RISE with SAP" aimed at existing customers and "SAP GROW" targeting new customers.

He reportedly stressed that AI agents would accelerate ERP transformation by reducing cost and time, and that SAP's existing toolchain would evolve into an agent-led toolchain embedded in the RISE with SAP methodology. These capabilities would also be available to customers already on their transformation journey. He added that, under certain conditions and with a clear cloud commitment, AI agents could also support ECC customers, particularly large and complex organizations requiring more time to migrate.

It was further noted that SAP Managed Integration would be announced at Sapphire, with SAP assuming more end-to-end responsibility for integration in private cloud ERP landscapes, helping reduce operational effort and improve reliability. Finally, it was shared that SAP Business Technology Platform would be repositioned as the SAP Business AI Platform, Joule would serve as the new user interface, and pricing would gradually move from user-based to consumption-based models.

Executive Exchange with Christian Klein

Chief Executive Officer at SAP, SAP

During the session with Christian Klein, Chief Executive Officer at SAP, he outlined that Sapphire would introduce a "new SAP," with major announcements focused on AI, platform innovation, and customer value. He explained that SAP's vision was for AI agents to handle predictions, insights, and automation under human supervision, while people would remain responsible for decisions. He also emphasized that SAP's strength was the combination of AI with deep business process and regulatory context.

He further noted that SAP would launch a new Business AI platform, with agent development remaining free and agent usage free for a limited time before shifting to a mainly consumption-based model. He added that customers using external agents would not incur additional API or data access charges. It was outlined that SAP is preparing a broad extension layer for agents to support customer-specific customization rather than a one-size-fits-all model.

In addition, he stated that a new RISE with SAP offering would give ECC customers access to several AI assistants with multiple underlying agents, helping them benefit from innovation. He stressed the importance of change



management and business engagement for successful adoption, and he pointed to acquisitions such as PriorLabs, Reltio, and Dremio as steps to strengthen SAP's AI and data capabilities.

Executive Exchange with Anirban Majumdar

Head of the Office of the CTO, SAP

In the executive exchange session with Anirban Majumdar, Head of the Office of the CTO, he explained that SAP's API policy had been introduced primarily to protect systems and reduce security risks. He emphasized that the intention was not to close the ecosystem, but rather to build the right infrastructure for an open and secure ecosystem.

He further noted that SAP was defining endorsed and secure access pathways for customers and partners, including Business Data Cloud Connect, A2A via the Agent Gateway, and public APIs. It was mentioned that the formal API Usage Policy is expected in June.

During the discussion, it was suggested that practical use cases clarifying where the API policy would apply should be added to the existing FAQ document. In addition, it was pointed out that Agentic AI would create another layer of agent APIs, which could also be leveraged by third parties in the future.

Executive Exchange with Steffen Pietsch

Head of the SAP Business Technology Platform, Product Management, SAP

During the executive exchange session with Steffen Pietsch, Head of the SAP Business Technology Platform Product Management, he introduced the upcoming SAP Business AI Platform, structured around three pillars: build, contextualize and reason, and govern. He explained that the platform would bring together SAP Business Technology Platform, SAP Business Data Cloud, and Business Transformation Management under one framework to support the development, contextualization, and control of AI agents.

He further noted that SAP is pursuing an intent-driven development approach, in which users describe the business outcome they want and SAP context helps shape the solution. A key Sapphire launch would be Joule Studio, designed to guide users in creating agents. He added that the SAP Knowledge Graph would provide semantic understanding and business context.

In addition, he explained that SAP LeanIX capabilities would be included, with the SAP AI Agent Hub enabling customers to discover, manage, and monitor agents. He also highlighted the SAP Discovery Center, SAP Business Accelerator Hub, the SAP Learning platform, and the SAP Architecture Center as key resources for customers.

SAP EXECUTIVE EXCHANGES

May 07, 2026 — Executive Exchange Day



By **Kari Halmela**

SUGEN CLT Member | Chairman, FINUG

Executive Exchange with Thomas Saueressig

Chief Customer Officer and Member of the SAP Executive Board, SAP

During the Executive Exchange Session with Thomas Saueressig, Chief Customer Officer and Member of the SAP Executive Board, he addressed the company's AI strategy, organizational restructuring, pricing complexity, and the broader path toward cloud-driven innovation.

Saueressig framed AI as the "best disruption" SAP could have hoped for, arguing it will resolve long-standing user interface challenges. He presented SAP's "Business AI" approach, which embeds AI deeply into customers' data, processes, and governance structures to ensure compliance, security, and measurable business value. He also expressed confidence that AI will substantially reduce the time and cost of future system migrations.

A major structural announcement was the creation of the "Customer Value Group," a single organization unifying sales, services, and support. The restructuring aims to shift SAP from a transactional sales model toward long-term customer partnerships.

On pricing, Saueressig acknowledged the challenge with SAP's commercial complexity and described the tension between predictable customer budgets and consumption-based AI pricing. Simplification remains a stated priority, and SAP plans to provide customers with tools to track and forecast usage. He clarified that not all AI features will carry consumption-based costs — tools such as Joule will follow distinct pricing structures.

He closed by reinforcing that cloud remains the primary vehicle for rapid innovation and highlighted the need to rethink SAP's training strategy to enable scalable, in-app enablement to help customers adopt innovations more quickly to evolve into "autonomous enterprises."



[SUGEN Group Photo with Thomas Saueressig — May 07, 2026]

Executive Exchange with Sebastian Steinhaeuser

Chief Operating Officer and Member of the SAP Executive Board, SAP

In the Executive Exchange with Sebastian Steinhaeuser, SAP's Chief Operating Officer and member of the SAP Executive Board, he outlined the company's vision for becoming an AI-first enterprise software provider driving the Autonomous Enterprise. With SAP's more than 50 years of business process and industry knowledge as its core differentiator - the ERP as „the brain of every enterprise“ to be encoded into a knowledge graph and used to power reliable, context-aware business AI.

Steinhaeuser presented several near-term platform developments. SAP is consolidating its technology solutions into a unified Business AI Platform, featuring a redesigned Joule Studio 2.0 that supports AI agent creation across no-code to pro-code environments with open model choice. Above this platform, an "Autonomous Suite" is being built, where role-specific AI assistants orchestrate networks of agents to complete complex tasks across multiple domains — reducing the need for users to manage individual agents and enabling employees to focus on higher-value work.

He acknowledged the current limitations of Joule, and announced a forthcoming major upgrade transforming it into a more powerful, intent-based agentic experience layer. A significant reinvestment in industry-specific AI solutions was also announced, expanding its deep industry portfolio through seven autonomous solutions grounded in sector-specific process logic, data models and regulatory requirements. One example: autonomous regulated manufacturing in the pharmaceutical sector cited as a target outcome — delivered as a complete, single-SKU solution rather than a collection of software components.
To accelerate AI adoption, SAP is enhancing its RISE and GROW offering. He also referenced new partnerships, including Palantir and Accenture for complex data migration scenarios, and Conduct for AI-powered cloud ERP migrations. AI capabilities will be extended to customers still partially on-premise during their RISE journey. Steinhaeuser also emphasized that SAP is applying AI internally, rolling out new development tools across its

own engineering teams and simplifying commercial models and contracts to make engaging with SAP more straightforward.

For more insights check out the latest SAP Sapphire Press Release and News Guide.



[SUGEN Group Photo with Sebastian Steinaeuser — May 07, 2026]

Executive Exchange with Richard Grandpierre

Vice President Product Management & SAP Business AI, SAP

Richard Grandpierre, Vice President Product Management SAP Business AI, outlined in the Executive Exchange SAP's direction toward the "Autonomous Enterprise" — a model in which AI assistants orchestrate networks of intelligent agents to execute business processes end-to-end, replacing the need for manual navigation of traditional application interfaces.

SAP is embedding AI directly into its applications and workflows with Joule, being the primary user interface, progressively replacing legacy application navigation. Users interact conversationally with Joule to access data, trigger processes, and analyze outcomes across connected systems. The interface is evolving toward an intent-based model, in which user goals are translated directly into automated actions.

The Business AI Platform provides the infrastructure for both SAP and its customers to build and operate AI agents at scale. Joule Studio enables the creation of custom agents, and an open integration model supports cross-platform, agent-to-agent collaboration — allowing partners and customers to extend SAP's AI capabilities within a governed framework.

A notable technical development highlighted in the exchange was SAP-RPT-1.5, a foundation model purpose-built for tabular business data. Pre-trained on SAP data structures, it enables fast, scalable predictions — such as payment delays or sales completion rates — using only customer data as input. The model is accessible via the RPT-1.5 Playground, allowing organizations to evaluate its capabilities ahead of production deployment.

SAP GLOBAL USER GROUPS ORGANIZATION UPDATE

From Challenges to Opportunity

May 07 2026



By **Yasmin Awad**
SVP, SAP Global User Groups Organization (GUGO), SAP

In her GUGO Update, Yasmin Awad, SVP and Head of SAP Global User Groups Organization, outlined the shared challenges and emerging opportunities facing customers, SAP User Groups, GUGO and SAP itself in an era of rapid technological innovation.

Among the key challenges she identified were:
- Balancing cloud adoption with the continued management of legacy systems
- Integrating AI responsibly and effectively
- Addressing rising cost pressures and skills shortages
- Managing continuous organizational change
- Serving an increasingly digital-first audience while volunteer engagement declines
- Bridging the diverse interests of customers, User Groups, and SAP

To address these challenges, Yasmin highlighted four strategic areas of collaboration across all stakeholder groups:
- Influencing SAP's direction on pricing and cloud strategy
- Supporting transformation through learning academies and reskilling initiatives
- Enabling knowledge sharing through conferences and best-practice communities
- Fostering collaboration through formal governance structures and continuous dialogue

Within these areas, she demonstrated how close cooperation between SAP and its user communities enables both sides to navigate ongoing disruption and address increasingly interconnected challenges. This collaborative approach ensures that customer voices are heard, SAP solutions continue to evolve, and User Groups and GUGO play an active role as enablers and architects of transformation rather than passive observers.

Yasmin then used the remainder of her session to illustrate how this collaboration delivers tangible results for user groups and their members highlighting several examples:
- SAP's public acknowledgment that both private and public cloud solutions are strategic priorities.
- The development of an on-premise connector that allows customers to benefit from AI innovations.
- Adjustments to SAP's go-to-market strategy, shifting incentives toward customer adoption and success rather than revenue generation alone.

- The establishment of partner-led solutions for industries such as healthcare, ensuring continued support for customers with specialized requirements.

She concluded by emphasizing what makes the relationship between SAP, GUGO, and the User Groups unique: the ability to turn shared challenges into collective solutions through strong partnerships and engaged communities. As she noted, that is a true superpower.



[GUGO Update Session — Group Picture, May 07, 2026]



BEST PRACTICE DAY

May 05 2026

Amanda Gibbs
Managing Director, AFSUG

Ronald Schippers
Managing Director, VNSG

Craig Dale
Chief Executive, UKISUG

What does it really take to build a thriving, future-ready user community? That question sat at the heart of this year's **Best Practice Day on May 5, 2026**—and the answer turned out to be both inspiring and practical.

From the very start, the day set a collaborative tone. After a warm welcome and interactive icebreaker, user group representatives jumped straight into short, high-energy pitches highlighting how different communities define and deliver value today.

From Discussion to Real Action

The core of the day was hands-on. In interactive group sessions, participants explored three key phases of community success:

- **Seeding** – What makes a strong value proposition?
- **Growing** – How do we bring it to life in new, innovative ways?
- **Harvesting** – How do we make it sustainable and part of our DNA? A clear message emerged: the most successful communities are not just busy running events—they are **intentional about creating value**. Instead of focusing on volume, they invest in meaningful engagement, build trust, and recognize the people who make the community thrive.



[Interactive Group Session Seeding, Growing, Harvesting — Best Practice Day, May 05, 2026]

From Value Proposition to Execution

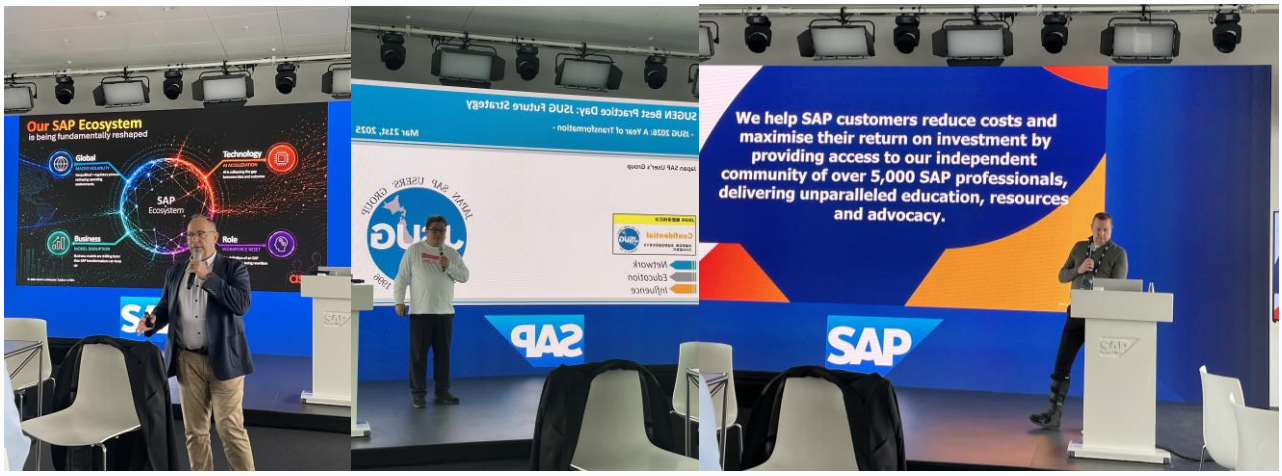
A key focus was how to turn strategy into real impact. **UKISUG** demonstrated how a clear value proposition can be directly embedded into strategy and execution. Their approach combines community, education, and advocacy with targeted initiatives such as executive engagement, referral programs, and data-driven decision-making to drive membership growth and retention.
At its core, UKISUG's model reinforces that delivering value means helping members **reduce costs, maximize ROI, and access trusted peer insight at scale**.

Real-World Inspiration from Global Communities

The afternoon brought concrete examples from leading user groups around the world:

- **ASUG Colombia** demonstrated how a strong framework—*Share, Influence, Maximize Value, Connect*—can bring large communities together and create measurable impact.
- **JSUG (Japan)** showed how even a well-established user group must reinvent itself in the era of AI, shifting focus from using technology to **transforming business with data, AI, and SAP**.
- **ASUG** (America) painted a broader picture of the future, where communities evolve into **AI-enabled, insight-driven ecosystems** tailored to different personas and needs

Across all sessions, one theme stood out:
👉 **User groups are becoming strategic platforms—not just networking forums.**



[Real World Examples- ASUG, JSUG, UKISUG – Best-Practice Day May 05, 2026]

The Big Takeaways

By the time the panel discussion and wrap-up concluded, participants walked away with a shared perspective from **AFSUG** (Africa), **SAUG** (Australia) and **AUSAPE** (Spain):

- Value comes from **people, not events**
- Trust and consistency are the foundation of any community
- The future lies in **personalized, insight-driven engagement**
- User groups play a critical role as a bridge between SAP strategy and real-world impact



[Panel Discussion with AFSUG, SAUG & AUSAPE — Best Practice Day, May 05, 2026]

Best Practice Day wasn't just another event—it was a space to **challenge assumptions, learn from peers, and co-create new ideas**. Whether through lively discussions, practical frameworks, or inspiring global examples, the day delivered something valuable for everyone involved.