SUGEN SAP BusinessObjects Charter

International Survey

Summary Report

Introduction

The SAP User Group Executive Network (SUGEN), an independent global network of 13 SAP user groups, started the SUGEN SAP BusinessObjects charter, which is a strategic program designed to increase the engagement between SUGEN and SAP AG in order to more effectively address the needs of SAP BusinessObjects customers.

The charter's first task was to conduct a survey of SAP BusinessObjects customers across the globe to identify what they want from their local or regional SAP user groups and from SAP as a vendor, thus enabling the SAP user groups and SAP to better address the SAP BusinessObjects customers' needs.

The survey was conducted globally amongst SAP BusinessObjects customers in the countries or regions of 12 SUGEN SAP user groups from May 25 to July 22, 2010.

In total, 1,129 people across 32 countries completed the online survey.

Participating SUGEN user groups were: ASUG (North America), ASUG Brazil, ASUG Mexico, AUSAPE (Spain), DSAG (Germany, Austria, Switzerland), JSUG (Japan), SAPSA (Sweden), SAUG (Australia), SAP UK & Ireland User Group, SUG-MENA (Middle-East, North Africa), USF (France), and VNSG (Netherlands).

This report contains a summary of the key findings.

Summary of key findings

Respondents within the SAP BusinessObjects community

The majority of the people who completed the survey are customers (85%). The remaining 15% consisted of partners (7%), people who are both customers and partners (5%), or those to whom the mentioned categories did not apply (3%).

Being informed about the survey*

Most respondents (61%) were informed about the survey by their local or regional user group. A small percentage were informed via BOB (the BusinessObjects Board). Social media accounted for very small percentages (Facebook and Twitter both less than 1%, and LinkedIn 1%). However, please note that not all user groups used BOB and/or social media for informing their local or regional SAP BusinessObjects communities about the survey. Finally, 34% selected the 'Other' option.

* Question not available in Japan

Working with SAP BusinessObjects solutions

The people who took the survey were asked how long they worked with SAP BusinessObjects solutions. They are more or less equally divided over the different categories:

- 1-3 years: 32%
- 4-6 years: 26%
- 7-9 years: 20%
- 10+ years: 22%

Feedback to SAP

The majority of the respondents said their needs are being met by SAP. When asked, the respondents identified several key areas they would like to see SAP focus on, including overall solution quality, technical support and communication of product direction, along with pricing, licensing and upgrades/maintenance. Many respondents used the opportunity to bring forward specific comments and suggestions for improvement.

Membership of user groups

When asked if the respondents were a member of a user group, if there was one in their area, 35% replied positively. The other respondents said they were not a member (49%) or indicated that there was no user group in their area (16%)*.

Subsequently, those who were not a member of a user group were requested to indicate their interest in joining an organization for SAP BusinessObjects users and/or partners. A majority of them (76%) were either very interested (29%) or somewhat interested (47%). Not interested were 19%. And the remaining 6% selected the 'Not applicable' option.

* This answer option was not available in Japan.

Attendance of SAP BusinessObjects user group events

Being asked if they attended an SAP BusinessObjects user group event in the past, 39% indicated that they did and 61% that they did not. Of the persons who did, 93% thought it was valuable to a more or lesser degree (very valuable 12%, valuable 44%, somewhat valuable 36%). A small percentage saw little or no value (7%). The respondents who did not attend any SAP BusinessObjects user group events were asked to indicate what their primary reason for not attending was*. They replied as follows:

- Not a group in your area: 14%
- Perceived time required: 27%
- Lack of appropriate service offering: 10%
- Unaware of a group in my area: 49%

* Question not available in Japan

Attendance of conferences featuring SAP BusinessObjects solutions

Almost one-third of the respondents (29%) attended a conference that featured SAP BusinessObjects solutions in the past, whereas 71% did not. The respondents who did attend such a conference were then asked to indicate the conference.

- SAP BusinessObjects User Conference: 41%
- Insight: 40%
- SAPPHIRE: 19%

Services in an organization for SAP BusinessObjects users/partners

The respondents indicated the importance of the following services in an organization for SAP BusinessObjects users and/or partners:
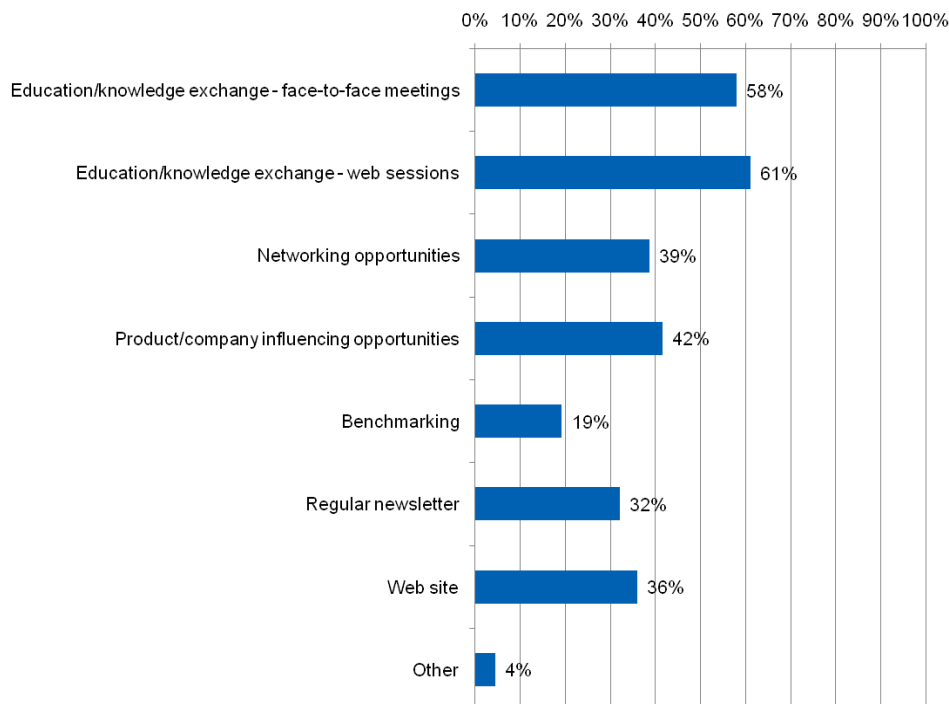
Reasons for joining a national organization for SAP BusinessObjects users/partners*
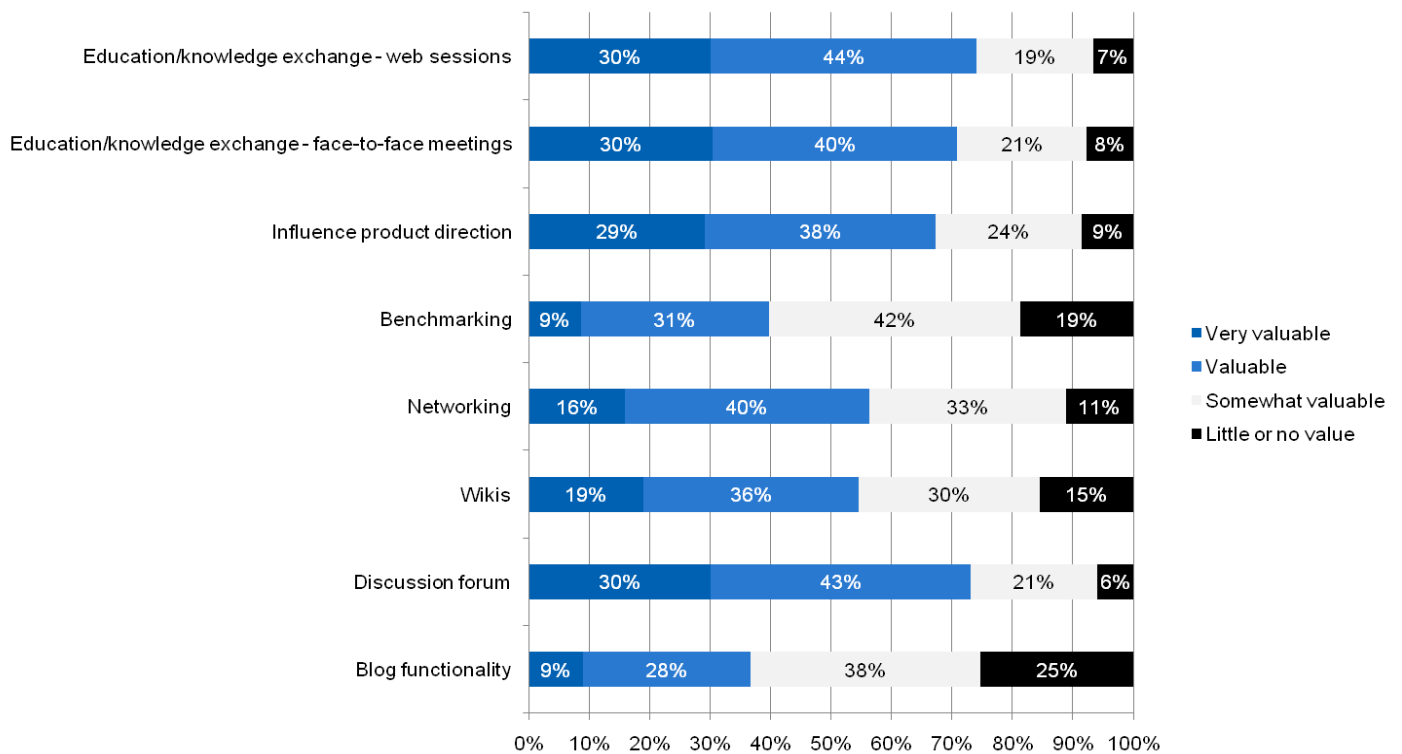
The question regarding this topic offered the following set of answer option. The respondents were invited to select all options that applied.

1. Sharing knowledge and experience: 66%
2. Educational services: 56%
3. Professional/personal development: 55%
4. Product influencing opportunities: 44%
5. Networking opportunities: 41%

* Question not available in Japan

Importance of potential member services

The respondents were requested to rank the following potential member services in importance:

Service	Very valuable	Valuable	Somewhat valuable	Little or no value
Education/knowledge exchange – web sessions	30%	44%	19%	7%
Education/knowledge exchange – face-to-face meetings	30%	40%	21%	8%
Influence product direction	29%	38%	24%	9%
Benchmarking	9%	31%	42%	19%
Networking	16%	40%	33%	11%
Wikis	19%	36%	30%	15%
Discussion forum	30%	43%	21%	6%
Blog functionality	9%	28%	38%	25%

Contact

Nearly two-thirds (62%) of the respondents entered their e-mail addresses for receiving communication by their local or regional user group.