



About ASUG Communities

ASUG Communities represent groups of ASUG Members who come together around shared topics, industries, or roles/functions to connect, learn, and grow. These Communities engage members through year-round programming, including in-person events, virtual Community Conversations, and digital content such as articles, resource guides, and more.

Each ASUG Community supports the broader ASUG mission of helping organizations maximize their SAP investments while aligning with the organization's 2026 strategic priorities. Through these Communities, ASUG delivers ongoing value by providing relevant content, meaningful connections, and practical insights that help members succeed with SAP.

About SAP Points of Contact (POCs)

SAP Points of Contact (POCs) serve as the primary liaison between SAP and ASUG for each Community. They collaborate closely with ASUG staff and ASUG Community Volunteers to ensure year-round programming reflects SAP's innovation areas, customer use cases, and strategic priorities.

SAP POCs play an integral role in helping ASUG deliver consistent, relevant, and balanced programming across in-person, virtual, and digital experiences—representing SAP's perspective while supporting ASUG's member-first mission.

Collaboration with ASUG Staff

Each ASUG Community is supported by dedicated ASUG staff who manage strategic direction, planning, and execution. SAP POCs work hand-in-hand with ASUG staff to propose ideas, identify speakers, and collaborate on programming that aligns with SAP's solution priorities and ASUG's audience needs.

While SAP POCs provide subject matter expertise and connections, ASUG staff maintain final decision-making authority to ensure all programs align with ASUG's mission, values, and evolving strategy toward 2026.

SAP POC Role and Expectations

SAP POCs contribute to delivering year-round ASUG Community programming across in-person, virtual, and digital experiences. They help identify SAP experts and customer speakers, suggest relevant topics, and collaborate on digital content that supports the Community's educational and engagement goals.

SAP POCs are encouraged to:

- Partner with ASUG staff and Community Volunteers to plan programming that aligns with ASUG's overall strategy and 2026 priorities.
- Recommend SAP subject matter experts or customer presenters for Community Conversations, events, or articles.
- Contribute ideas for digital content such as blogs, resource guides, or thought leadership features.
- Share insights from SAP's innovation portfolio, roadmaps, and customer engagement initiatives.
- Participate in planning discussions and ASUG Community calls to ensure strong collaboration.
- Promote ASUG Community programs within SAP networks and engage in post-event follow-ups when appropriate.



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- Demonstrate respect, collaboration, and partnership in all interactions with ASUG Members, Volunteers, and staff.

SAP POC Benefits

SAP POCs gain recognition as trusted collaborators in ASUG's member engagement and thought leadership ecosystem. Their involvement strengthens SAP's visibility within customer communities and fosters meaningful relationships across the SAP ecosystem.

Benefits of serving as an SAP POC include:

- Opportunities to showcase SAP's innovation and leadership to targeted member audiences
- Strengthened relationships with ASUG Members, Volunteers, and industry peers
- Enhanced alignment with ASUG's Communities strategy and long-term vision
- And more