

## SAPPHIRE NOW and ASUG Annual Conference

May 7-9, 2019

### Attendee Demographics

Relationship	
SAP Customers and Prospects	8,220
SAP Partners (to include exhibitors)	8,155
SAP Employees	5,193
Other (Press, ASUG Staff, Analysts)	813
<b>Total Registered</b>	<b>22,381</b>

Industry	
Aerospace and Defense	357
Agribusiness	123
Automotive	338
Banking	163
Building Materials	115
Cargo Transport & Logistics	81
Chemicals	355
Consumer Products	999
Defense and Security	52
Engineering, Construction, Operations	181
Fabricated Metal Products	77
Fashion	65
Forest Products, Furniture & Textile	104
Healthcare	299
High Tech	651
Higher Education and Research	95
Industrial Machinery and Components	276
Insurance	140
Life Sciences	363
Media	90
Mining	98
Oil and Gas	378
Other	721
Passenger Travel & Leisure	98
Postal	4
Primary Metals	40
Professional Services	284
Public Sector	360
Retail	525
Sports & Entertainment	50
Telecommunications	179
Utilities	349
Wholesale Distribution	210
<b>Total (Customers and Prospects)</b>	<b>8,220</b>

Countries	
Total Countries Represented	100
US	66%
Germany	7%
Canada	5%
All others	22%

Job Function	
1st Level Management	2,535
Owner	59
CEO/President	160
Executive Management Level	1,023
Employee Level Project Management	1,649
Vice President Senior Management Level	2,794
<b>Total (Customers and Prospects)</b>	<b>8,220</b>

Department	
Controlling	141
Customer Facing: Marketing	95
Customer Facing: Sales	179
Customer Facing: Service & Consulting	127
e-Commerce	78
Finance/Accounting	636
Human Resources	157
Information Technology	5,204
Legal	12
Operations Business Processes	374
Operations Technical Process, Production, Manufacturing	150
Other	544
Procurement/Purchasing	140
Research/Development	60
Supply Chain Management/Logistics	323
<b>Total (Customers and Prospects)</b>	<b>8,220</b>

Social Media Reach
Earned Reach: 521M+
Earned Mentions: 43,221
Video Views: 826,677

<b>Number of Exhibiting Partners</b>	<b>222</b>
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