### 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

**Total Registered:** 22,381

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

#### 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

**Total (Customers and Prospects):** 8,220

#### 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

**Total (Customers and Prospects):** 8,220

#### 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

**Total (Customers and Prospects):** 8,220

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

#### Number of Exhibiting Partners
- 222