

**SAP TechEd Las Vegas 2017
Attendee Demographics**

Relationship	Total	%
SAP Customer	2633	48.2%
SAP Partner and Independent Consultants	1717	31.4%
SAP Employee	1061	19.4%
Other	55	1.0%
Total	5466	100%

Industry	Total	%
Aerospace and Defense	174	3.2%
Automotive	153	2.8%
Banking	85	1.6%
Building Materials	48	0.9%
Cargo Transportation & Logistics Service	26	0.5%
Chemicals	121	2.2%
Consumer Products	450	8.2%
Defense and Security	40	0.7%
Engineering, Construction and Operation	90	1.6%
Fabricated Metal Products	12	0.2%
Forest Products, Furniture & Textiles	38	0.7%
Healthcare	169	3.1%
High Tech	569	10.4%
Higher Education and Research	51	0.9%
Industrial Machinery and Components	108	2.0%
Insurance	44	0.8%
Life Sciences	116	2.1%
Media	60	1.1%
Mining	18	0.3%
Oil and Gas	170	3.1%
Passenger Travel & Leisure	9	0.2%
Postal	9	0.2%
Primary Metals	7	0.1%
Professional Services	574	10.5%
Public Sector	117	2.1%
Retail	231	4.2%
SAP Consolidated Companies	47	0.9%
Sports & Entertainment	19	0.3%
Telecommunications	42	0.8%
Utilities	116	2.1%
Wholesale Distribution	83	1.5%
Not required	1670	30.6%
Total	5466	100%

Job Function	Total	%
Executive Board	17	0.3%
Chief Digital Officer	9	0.2%
Chief Executive Officer	69	1.3%
Chief Information Officer	34	0.6%
Chief Operating Officer	20	0.4%
Chief Sales Officer	21	0.4%
CTO	8	0.1%
CFO	1	0.0%
Chief HR Officer	1	0.0%
CMO	8	0.1%
Consultant	577	10.6%
Director	507	9.3%
Employee	901	16.5%
Engineer	317	5.8%
IT - Analyst	474	8.7%
IT - Architect	206	3.8%
IT - Developer	172	3.1%
IT - System Administrator	354	6.5%
Manager	610	11.2%
Managing Director	70	1.3%
Other	85	1.6%
President	21	0.4%
Project Manager	259	4.7%
Team Lead/Supervisor	510	9.3%
Vice President	215	3.9%
Total	5466	100%

What is your primary reason for attending? (Top Responses)

- Network with other SAP users, fellow attendees, and SAP Partners
- Gain hands on experience with solutions
- Find new SAP solutions
- Learn how to optimize or upgrade my current SAP solutions