

The ASUG Experience at SAPPHIRE NOW and ASUG Annual Conference

Feb. 10, 2020



Introduction

ASUG members make up the world's largest network of SAP customers, partners, and professionals. Together, we drive organizations, teams, and careers forward by expanding what's possible with SAP solutions



Mission:

To help people and organizations get the most from their SAP investment.

Vision:

To be the most impactful technology community on the planet

Values:

Join Together, Work Fearlessly, Lead the Charge, Inspire Trust, and Celebrate Customers.

Principles:

- Provide a Path
- Foster an Active Exchange
- Create for Today

Putting it into practice for 2020 at SAPPHIRE NOW and ASUG Annual Conference

In 2019, we laid the foundation with our Find Your Path Hub activation. In 2020, ASUG will offer a fully integrated experience encompassing all attendee touchpoints including: ASUG Hub, Keynote Stage, Education Zone, and Ancillary events.



Experience the **Network Effect**

When we combine our strengths and expertise, there's nothing we can't do. Together, we make the most of now. And master what's next.

Inspiration

Networking

Education

Don't Miss Out

SAP SAPHIRENOW
ASUG Annual Conference
Orlando, Florida
May 12-14

Whether in the ASUG Hub, at our keynote, or attending one of our 500 educational sessions, ASUG members will participate in activities that showcase the power of the ASUG network—while simultaneously giving them opportunities to grow their personal network to help solve business challenges and master what's next.

Maximize Your Experience with an ASUG Pre-Conference Seminar
Monday, May 11

Register Today

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Join the World's Largest Gathering of SAP Users

Impact

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Thank you

ASUG