The ASUG Experience at SAPPHIRE NOW and ASUG Annual Conference

Feb. 10, 2020
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:

Principles:
• Provide a Path
• Foster an Active Exchange
• Create for Today
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.
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.
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.
Thank you