

# Hong Kong SAP User Group (SUG)

12<sup>th</sup> April, 2018



# Hong Kong SAP User Group – Governance Model



## HK SUG Board:

Chairperson

**Ms. Vivian Yip**

Konica Minolta Bus. Tech. Mfg. Ltd.

Vice-Chairperson

**Ms. Anita Kwong**

The Chinese University of Hong Kong

Secretary

**Ms. Alexandra Tsang**

The HK & China Gas Company Ltd.

Treasurer

**Mr. F. C. Lam**

Sinotech Asia Ltd.

Membership Dir.

**Mr. Keith Chan**

San Miguel Brewery HK Ltd.

Event Director

**Mr. Joe Chan**

Sitoy Group Holdings Ltd.

Escalation Management  
**Yasmin Awad**

Executive Liaison (= Main SAP Contact)  
**Christian Oehler**

Executive Sponsor  
-- MD

## SAP Hong Kong Stakeholders:

- --- (MD)
- Terence Leung (Marketing)
- Janice Lo (Marketing)
- Rita Ho (M-GTM)
- Kitty Cheung (DBS)
- Vanessa Ko (Presales)

# Hong Kong SAP User Group



## Overview



### User Group Details:

Name: Hong Kong SAP User Group    Founded: 1999

Webpage: <http://www.sug.com.hk/>

### Membership Numbers

	2016	2017	2018	2019
Member Companies	39	37	30	48

### Membership Fee/ Financial Model:

- 1000 HKD per company per year



### Board Members

- Chairperson | Ms. Vivian Yip | Konica Minolta Bus. Tech. Mfg. Ltd.
- Vice-Chairperson | Ms. Anita Kwong | The Chinese University of HK
- Secretary | Ms. Alexandra Tsang | The HK & China Gas Company
- Treasurer | Mr. F. C. Lam | Sinotech Asia Ltd.
- Membership Dir. | Mr. Keith Chan | San Miguel Brewery HK Ltd.
- Event Director | Mr. Joe Chan | Sitoy Group Holdings Ltd.

**SAP Contacts**

Executive Liaison:  
Christian Oehler

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**Back-office:** Unit C, 22/F, Thomson Commercial Building, 8 Thomson Road, Wan Chai, Hong Kong

## Strategic Focus

### HK SUG's Strategy:

- Facilitate networking, knowledge exchange and best practice amongst members
- Provide an independent voice for SAP users in Hong Kong & Macau
- Have a close alliance with SAP in Hong Kong & Macau
- Provide a platform for members to influence SAP and drive the future development of SAP products and services
- Provide a channel for SAP to communicate to users

### HK SUG Priorities:

- Increase membership: Develop more sense of presence and influence
- SAP S/4HANA: Focus on knowledge transfer activities to increase member awareness and adoption
- SAP Cloud Platform: Governance, Risk and Compliance
- Host a Consultation Day: For members to discuss a particular problem and get advice
- Customer Experience Sharing: more networking events and activities

### HK SUG's Mission:

- To promote the advancement, understanding and productive use of software offered by SAP and its partners;
- To educate the users of SAP and related products;
- To provide a forum for the exchange of know-how, experiences and best practices over the use of SAP and related products among SAP professionals and their users;
- To influence the development of SAP and related products - especially those local to Hong Kong, by communicating mutual concerns to the developer of SAP and to forge solutions to common user challenges;
- To collaborate with other SAP user groups, particularly those in the Asia Pacific region, for the furthering of mutual objectives.

### Challenges

- Financial independence
- Operational independence
- Member engagement

# Hong Kong SAP User Group

## External Communications







### Major Events

Name	Date	Venue	(Expected) Participants	Remarks
Half-day enablement event	15.6.2018	SAP office, HK	SUG members	Focus on Security
HK SUG half-day workshop	7. 9.2018	Welkin Computer Training	SUG members	Focus on SAP Fiori
Annual General meeting and event	13.12.2018	SAP office, HK	SUG members	Focus on SAP Migration to Cloud, Azure

### Newsletters

Name	Focus	Frequency	Recipients
TBD		XXX	XXX

### Social Media Channels

Name	Link	Contacts/Subscribers/Followers
LinkedIn  None		NA
Twitter  None		NA
Flickr  None		NA
YouTube  None		NA

# HK SUG

## Special Interest Groups

To be discussed with members



### Special plans with SIGs:

- N. a.

### Planned SIGs:

- Finance/GRC
- **Security**
- **User Experience**

### Other Groups in SUG:

- No update

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### Special Interest Groups

Name	SIG Leads (Customer/SAP)	Member no.
n. a.		

**Are you interested to lead the SAP S/4HANA Special Interest Group?**

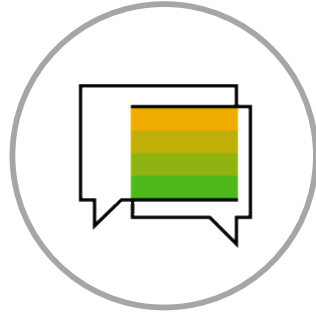
**If yes send a mail to: [membership@sug.com.hk](mailto:membership@sug.com.hk)**

# Support from SAP's Global User Group Organization



## Knowledge Transfer

1. Knowledge Transfer Sessions
2. Web Presence
3. Hands-on SAP Workshops and Best Practices



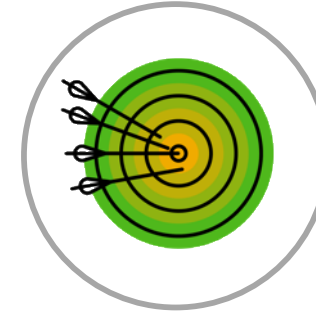
## Influence

1. Customer Connection
2. Customer Engagement Initiative
3. Customer Advisory Councils



## Events

1. Executive Meetings
2. Support User Group Conferences
3. Joint Event Calendar with User Groups



## Strategy

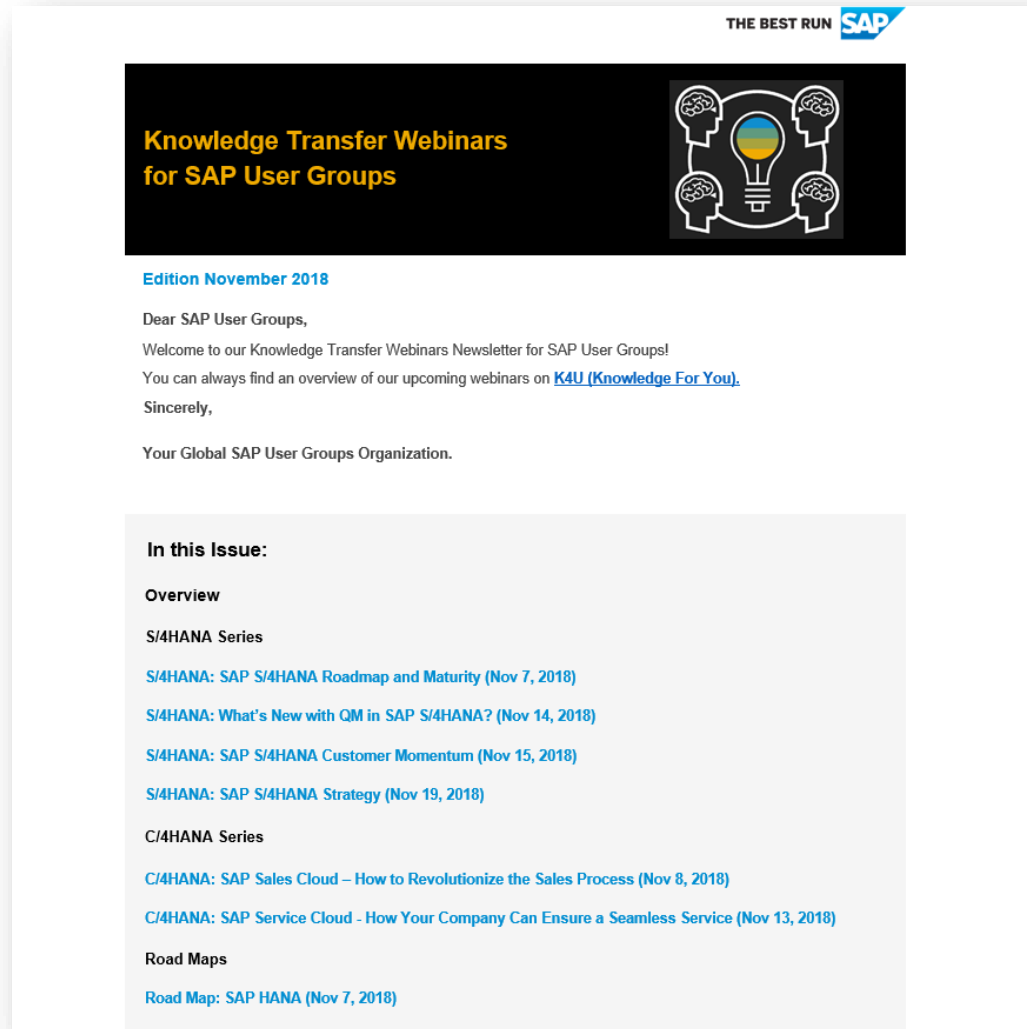
1. Roll-out of SAP Strategy
2. Promote Strategic Executive Exchange
3. Feedback of User Groups on SAP Solutions & Services



## Communication

1. Pre-Briefing of strategic SAP decisions
2. Joint Communication Activities
3. Define joint Roll-in and Roll-out Communication Channels

# Example: Monthly Newsletter provided by SAP for SUG's



# Hong Kong SUG, 12<sup>th</sup> of April: SAP S/4HANA Essentials Workshop



Time	Topic	Speaker
08:30 – 09:00	Registration and Coffee	
09:00 – 09:15	<b>SAP User Group Board Hong Kong Welcome</b>	Anita Kwong
09:15 – 09:45	<b>Discover the Value of Intelligent ERP</b>	Vanessa Ko
09:45 – 11:00	<b>Transforming Finance with SAP S/4HANA</b>	Vicki Chung
11:00 – 11:15	Break	
11:15 – 12:30	<b>SAP S/4HANA Sales, Sourcing and Procurement</b>	Matalie Yeung / Kay Lee
12:30 – 13:15	Lunch	
13:15 – 13:45	<b>SAP S/4HANA Manufacturing and Supply Chain</b>	Mike Luk
13:45 – 14:15	<b>SAP S/4HANA Analytics</b>	Michael Long
14:15 – 15:00	<b>Transition smoothly to the Intelligent ERP with smart tools and services</b>	Christian Oehler / Angela Wun
15:00 – 15:15	Break	
15:15 – 16:00	<b>Embark on the Journey to SAP S/4HANA</b>	Frank-Uwe Schaefer / Christian Oehler
16:00 – 16:45	<b>Innovation Opportunities Beyond SAP S/4HANA: Work Smarter, Not Harder</b>	Patrick Wong
16:45 – 17:00	<b>Key Takeaways and Closing Remarks</b>	Anita Kwong / Christian Oehler