

Newsflash for SAP User Groups **SAPPHIRE** Edition



Dear SAP User Groups,

The 30th [SAPPHIRE NOW](#) in the history of SAP took place from May 7-9 as a joint event with the [ASUG Annual Conference](#), both ending with great success last week in Orlando. More than 22,000 participants from over 100 countries attended the event and more than 200,000 joined the event virtually to learn more about SAP's latest innovations. Great speakers contributed to the key notes and expert sessions, amongst others Tony Blair, former British Prime Minister, Geoff Scott, CEO of ASUG (Americas' SAP Users' Group), Executive Board member Adaire Fox-Martin, CEO Bill McDermott and SAP Co-founder Hasso Plattner.

In this SAPPHIRE edition, you have the opportunity to learn more about the latest SAP innovations that have been announced at this event.

Please feel free to share this edition with your User Group members.

Your Global SAP User Groups Organization

Our Top Highlights:

1. [Indirect Digital Access Pricing Model](#)
2. [SAP for Me](#)
3. [SAP Analytics Cloud](#)
4. [Robotic Process Automation](#)
5. [SAP C/4HANA Foundation](#)

6. [SAP S/4HANA Movement and SAP Adoption Starter](#)
7. [SAP Partners with Ecosystem to Guide Customers to the Cloud](#)
8. [Launch „SAP HANA Cloud Services“](#)
9. [Launch „SAP Data Warehouse Cloud“](#)
10. [Three New Qualtrics Solutions](#)
11. [Ten New Qualtrics Offerings](#)

1. Indirect Digital Access Pricing Model

The new [Digital Access Adoption Program](#), initiated in close collaboration with [DSAG](#) (German SAP User Group), [ASUG](#) (Americas' SAP Users' Group) and [SUGEN](#), enables customers to move to the Digital Access licensing model with transparency and total confidence, based on the assurance that there will be no hidden revenue around licensing fees.

[Read more](#)



2. SAP for Me

SAP for Me ([#SAPforMe](#)) was launched as a new central digital entry point for SAP customers, offering relevant online self-services, highlighting important tasks, actions and events, as well as providing valuable information in the context of the SAP product portfolio in use. Find out more about SAP for Me in this [video](#) and be the first to learn more in our [upcoming Knowledge Transfer webinar](#).

[Read more](#)



3. SAP Analytics Cloud

Would you like to feel more confident about business decision made in your company? Gain insights on how SAP Analytics Cloud supports this process. Check the latest updates on [SAP HANA and SAP Analytics Cloud](#) and learn more about the latest innovations in our [upcoming SAP Analytics Cloud webinar series](#).



[Read more](#)

4. Robotic Process Automation

SAP Intelligent Robotic Process Automation (RPA) combines classic robotic process automation (RPA) with machine learning. Tightly integrated into SAP's digital core, SAP Intelligent RPA enables customers to create "digital desktop robots" that automate their business processes and make intelligent decisions. Learn more about it in our [Knowledge Transfer Webinar](#).



[Read more](#) [Watch the video](#)

5. SAP C/4HANA Foundation

SAP C/4HANA, the new technology layer, enables customers to rapidly implement new business models, provide an engaging customer experience, and keep operational costs low. Learn more in the [SAP C/4HANA Foundation Introduction-Webinar](#).



[Read more](#)

6. SAP S/4HANA Movement and SAP Adoption Starter

The [SAP S/4HANA Movement Program](#) helps SAP customers manage their journey to SAP S/4HANA efficiently. Discover the latest assets, providing clear guidance and support as you begin designing your move to SAP S/4HANA. Interested in a fast track transition to the SAP S/4HANA? Join the [Adoption Starter engagement](#) now!



[Guide to SAP S/4HANA](#) [SAP Technical Brief](#) [Whitepaper](#)

7. SAP Partners with Ecosystem to Guide Customers to the Cloud

The "Embrace" project puts the customer move to SAP S/4HANA in the cloud in the language and context of their primary industry by recommending the platform, software, services and infrastructure from SAP as well as their preferred hyperscaler and service partner.



[Read more](#)

8. Launch „SAP HANA Cloud Services“

SAP Supervisory Board Chairman and Co-Founder Hasso Plattner announced the next stage of SAP HANA: the SAP HANA Cloud Services. Joined by Gerrit Kazmaier (Senior Vice President – SAP HANA & Analytics) on stage, he discussed how SAP HANA Cloud services aim to bring the power and performance of the SAP HANA database to the cloud, where they act as a single gateway to data of any size and address the challenges of distributed data landscapes.



[Read more](#)

9. Launch „SAP Data Warehouse Cloud“

Discover how Hasso Plattner and Gerrit Kazmaier unveiled the SAP Data Warehouse Cloud, the first solution planned to be built with SAP HANA Cloud Services. Faster results, simplicity and cost flexibility are main benefits provided by this solution. Be the first to leverage those benefits for your company and apply [for the early customer hands-on experience \(beta testing\) program](#).



[Read more](#)

10. Three New Qualtrics Solutions

SAP introduced [three SAP Qualtrics solutions](#) transforming existing HR platforms into enterprise-wide systems of action, the **SAP Qualtrics Employee Engagement**, the **SAP Qualtrics Employee Lifecycle** and the **SAP Qualtrics Employee Benefits Optimizer**. Discover these solutions in the article below.



[Read more](#)

11. Ten New Qualtrics Offerings

SAP has rolled out ten new offerings that combine experience data (X-data) with operational data (O-data) to measure and improve the four core experiences of business — customer, employee, product and brand. These new offerings, [four for customer experience \(CX\)](#), [three for employee experience](#) and three in market research,



embed X-data directly into enterprise applications, such as CRM, ERP or HCM, thereby driving continuous action and improvement.

[Read more](#)