

# Installation Membership

## Leverage the Value of Americas' SAP Users' Group (ASUG) Membership

As the world's largest, independent community of SAP and SAP BusinessObjects customers and providers, ASUG is a trusted source for experience-driven education and peer networking, and serves as the collective influential voice of customers shaping the future of SAP products and services. Here is what ASUG can do for your company:

The **Annual Conference**, ASUG's premier event, provides three and a half days of face-to-face education spanning the entire spectrum of SAP-related content, as well as comprehensive ASUG Influence activities, structured networking, and a Partner Show Floor. Each fall, the **ASUG FALL FOCUS** and **SAP BusinessObjects User Conference** events provide members with additional opportunities to participate in education, networking, and influence activities.

**Virtual education** opportunities like Special Interest Group (SIG) Webcasts allow participation in education offered by experts from members' own desktops, where they enjoy the ability to provide real-time input. SIGs are virtual ASUG communities aligned with a specific business process, industry, or technology.

**Chapter meetings** deliver face-to-face education and bonus networking opportunities to members in their respective neighborhoods. Chapters are regionally-based ASUG communities throughout the U.S. and Canada. They often collaborate with SIGs for additional content.

On the **ASUG Web site** members can tap into SAP-related knowledge and experience through the online collaboration tools, or download educational Webcasts and presentations for their own SAP reference libraries from the Learning Center.

**ASUG Influence** offers a unique opportunity for ASUG Installation Members to impact existing and future SAP products and services. Leveraging the collective voice of more than 1,000 SAP customer companies and the strong strategic partnership between ASUG and SAP, ASUG Influence is able to provide members interested in shaping current and future SAP solutions the unique opportunity to provide input directly to SAP.

**ASUG Benchmarking** allows members to gain valuable insights into the maturity of their organization's strategies, and compare their performance with their peers and other SAP users. Participation allows them to determine where their organization excels and where they need to improve, and track their performance. They learn about current and emerging best practices and identify areas for growth.

**You can begin exploring the options available to your company by visiting [www.asug.com](http://www.asug.com).**

If you have any questions contact Member Services at 312-321-5142 or [memberservices@asug.com](mailto:memberservices@asug.com).

### ASUG HEADQUARTERS

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