# Research & Content Programs

Fact-based content to drive market awareness, lead-generation, and customer engagement

# Overview

SAPinsider is the most influential and enduring membership company committed to leading the global discussion across the SAP enterprise technology marketplace. We have 1,500,000 registered and engaged members growing 30% year over year. This is a global membership consisting of 59% technology professionals and 41% line-of-business professionals.

Our original research and content educates enterprise buyers to take action. Technology and service providers in the SAP ecosystem leverage our research and content services to convert passive interest into opt-in GDPR compliant MQL opportunities. In 2023, our research and content programs delivered 20,000 leads to our client partners. Domains of research coverage include ERP, Cloud Computing, Cybersecurity, Platform and Tools, Financial Management, Governance, Risk & Compliance (GRC), Human Capital Management (HCM), CIO agenda, Supply Chain Management, Enterprise Asset Management, Data and Analytics, AI and Automation.

Sponsor a research report or a buyer's guide to gain access to SAP practitioners who are actively evaluating software and service providers. Partner with us to bolster your content marketing arsenal with Technology Insights, Articles and Case Studies. SAPinsider is your go-to partner to drive market awareness, lead generation, and customer engagement in the SAP ecosystem.

**1,500,000**
Members Worldwide

**30%** Yearly Growth

**59%** Technology Professionals

**41%** Line of Business Professionals

# Research Reports

Differentiate yourself by establishing your credibility and align your brand to some of the most exceptional thought leadership and fact-based research in the SAP ecosystem today. We cover the most important ideas and latest trends from across the ecosystem for end-users at every step of their SAP journey.

Select a topic from our research agenda that aligns with your go-to-market priorities and partner with SAPinsider to bring actionable insights to SAP end-users. Then leverage the findings to drive market awareness, fill your pipeline, and engage with your customers.

- 200-500+ GDPR compliant opt-in registration leads guaranteed

- Select the topic(s) that aligns with your solution

- Limited to 5 sponsors per report

- Company branding — logo placement (front cover) and company overview (inside back cover) on the report

- Research results webinar sponsorship

- 12-week marketing promotion to drive opt-in download leads

- Perpetual license of report for ongoing marketing

- Lead Detail: Name, Company, Title/Role, Country, Email, Phone (if available), Industry (if available)

- Leads delivered weekly

## The CIO's 2024 Transformation Report Card

RESEARCH REPORT

SAPinsider

NOVEMBER 2024

By Rizal Ahmed

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### Sample Topics

ERP / SAP S/4HANA / Cloud
Cybersecurity
Platform and Tools
Finance
AI, Automation, and Data Analytics
Supply Chain Management
Enterprise Asset Management
Human Resource Management
Governance, Risk, and Compliance

# Research Report Agenda

## JANUARY

### FINANCE

#### Record-to-Report and Financial Close

Improving the record-to-report process through the use of advanced automation and AI is a critical priority for most finance and accounting teams. In this report we will also examine various aspects of how organizations are improving their financial close and streamlining the consolidation process to enhance transparency and compliance. Learn how customers are integrating these initiatives with their overall transformation. Discover how they are leveraging group reporting and other SAP and third-party technologies to create measurable outcomes, improved efficiency, and a reduction in costs.

## FEBRUARY

### ERP

#### SAP S/4HANA Migration

Although SAP customers continue to move to SAP S/4HANA at a steady pace, many are unlikely to have completed that move before the 2027 end of maintenance deadline. While offerings like RISE with SAP and GROW with SAP, which include access to technologies such as SAP BTP and generative AI, have seen some growth they are not having the impact that SAP would desire. Most existing customers are concerned about the complexity of the move and the shift to cloud ERP, though SAP remains focused on that strategy. This report will examine the adoption trends for SAP S/4HANA, the version of the solution that organizations are deploying, the challenges that they are encountering with the move, as well as the benefits that those that have already moved to SAP S/4HANA have received.

### DATA AND ANALYTICS

#### Data Management Strategies

The need for heightened enterprise data management has been brought into even sharper focus with the proliferation of Business AI, LLMs, 5G, IoT and other transformative technologies. With data management playing a foundational role in bettering these ventures' outcomes, SAP customers are adopting new strategies that address the quality, cleanliness, security, traceability, and governance of their data. This research will examine the drivers, challenges, approaches and technologies that SAP customers are taking with their data, whether with SAP S/4HANA or alternative data solutions.

### AI in the Supply Chain

AI is transforming the landscape of supply chain management by introducing new capabilities that enhance efficiency, prediction accuracy, and operational resilience. Related SAPinsider research indicates that 79% of companies are currently using or implementing AI in supply chain, plan to implement AI within 24 months or are evaluating AI for supply chain. Leaders in the SAP ecosystem are quickly moving past the hype to leverage AI to drive tangible benefits in areas like demand forecasting, inventory optimization, route optimization, logistics planning, and predictive maintenance. This research initiative will explore the key drivers causing companies to adopt AI in supply chain, the primary strategies companies are deploying to operationalize AI in supply chain, the critical underlying capabilities that must be in place in order for AI to deliver durable outcomes, and the leading technology tools and providers companies are using to embed AI into supply chain processes and systems.

## MARCH

### SAP BTP Data, Analytics, and Application Development

Usage of SAP Business Technology Platform (BTP) is growing, particularly among larger organizations. Based on 2024 research, the most used services are those related to integration, data and analytics, and application development. SAP BTP is helping these organizations update and improve their existing integration landscapes and providing a platform for data analysis and developing and extending applications. This research will determine how organizations are using SAP BTP, the role that integration and data play in that usage, and how important SAP BTP is in future application development for SAP customers. This report will explore how adoption of SAP BTP is increasing, which services are seeing the most use, and seeing where data, integration, analytics, and application development are playing crucial roles.

### AI and Automation in Finance

The 2025 SAPinsider report on AI and Automation in Finance builds on the previous year's insights, highlighting the increased demand for Artificial Intelligence (AI) and automation capabilities across finance and accounting (F&A) operations. The study focuses on how SAPinsider organizations are leveraging these technologies to improve operational efficiency, accuracy, and strategic decision-making. The report also examines the role of AI solutions in advancing the automation of the finance function. The research provides insight into the benefits realized by organizations that have implemented these AI-driven technologies.

## APRIL

### TEF

#### CIO's Agenda for 2025

Business leaders, particularly Chief Information Officers (CIOs), are tasked with the vital job of ensuring that their organization's data and IT structure delivers agility, visibility, and efficiency to all parts of their enterprise. With the business landscape constantly in flux, decision-makers are always searching for solutions and strategies that bolster the capabilities that their IT architecture can deliver. Take an in-depth look at the top priorities that tech executives and their organizations have for 2025. See how much progress they have made in their SAP S/4HANA, AI, and cloud journeys.

### CLOUD

#### Enterprise Cloud Deployment

Cloud environments are a vital part of the enterprise landscape for most organizations. However, for SAP customers, many workloads are yet to move to the cloud. How these workloads will move, and what technologies organizations will use to ensure that their processes can continue to flow is what SAPinsider has been tracking for the last five years. This year's report will explore the cloud adoption models that SAP customers are using, which workloads are planned for these environments, what stage organizations have reached with cloud adoption, their experiences and concerns with using cloud environments, and what impact AI is having on their plans for adopting cloud environments.

### SCM

#### Building Resilient and Agile Supply Chains

As supply chain challenges increase due to increasing supply chain complexities and disruptions, organizations are increasingly looking at leveraging visibility, data, analytics and automation tools & technologies to help them address their supply chain challenges better. As supply chains strive to become resilient and agile, they need to rethink

how they can modify their portfolio of analytics, data and automation tools and technologies. They are looking at building a robust single-source of truth for supply chain data and then leverage analytics tools that not only provide visibility and advanced analytics capabilities but also are user friendly and low-code/no-code.

## MAY

### CYBERSECURITY

#### Cybersecurity Threats and Challenges to SAP Systems

SAP systems and customers continue to be targeted by threat actors due to the critical data that they hold and the organizations that are using these systems. With the ever-increasing frequency of cyberattacks, keeping systems up to date is a crucial step in preventing cyberattacks and keeping systems available. While organizations have invested in technologies that help monitor systems and detect attacks, new and old vulnerabilities continue to be exploited. This research will explore the year over year trends in the cybersecurity space, what organizations perceive as the biggest threats to their systems, the challenges they face addressing those threats, and examining trends over the last three years of similar research.

## JUNE

### FINANCE

#### Global Tax Management

The annual SAPinsider Global Tax Management benchmark report focuses on the progress in automating e-invoice processing and indirect tax compliance among SAP users, addressing the challenges of adhering to diverse and evolving tax regulations in multiple jurisdictions. This report assesses new tools and technologies adopted by SAP customers, their integration into SAP systems, and the challenges and benefits associated with these implementations.

# JULY

### DATA AND ANALYTICS

#### Data and AI State of the Market

Artificial Intelligence (AI) in all its forms is impacting productivity in nearly every function in every industry. Analysts are estimating that Generative AI will become a $1.3 trillion market by 2032. AI has rapidly graduated from scientific exploration to business imperative. This research initiative will delve into what underpins an AI business case, what are the technology prerequisites for AI, and how do you make the decision between build, buy, or both. It will explore the skillsets required to operationalize AI and how your organizational structure could change. It will also uncover how leading companies are leveraging a

combination of SAP, hyperscalers, ISVs, consultants and integrators to deliver AI projects. Data is the lifeblood of AI so we will also look at how to prepare, validate, and organize your enterprise data to be ready for AI. And we will all learn from the first movers what it takes to deliver tangible business value with AI.

### ERP

#### Deployment Approaches to SAP S/4HANA

For organizations moving to SAP S/4HANA one of the most difficult challenges they face is around which deployment model to choose. Over the last three years a growing number of customers are planning a selective data transition as it allows them to bring forward the structure of their existing systems without all the data. But many organizations are still planning a new implementation or system conversion. This report will continue to track the deployment plans for those moving to SAP S/4HANA, what they intend to use for infrastructure, how much RISE with SAP is impacting those plans, how long respondents expect their move to take, and the factors impacting those timelines.

### PROCESS AUTOMATION

#### Process Automation and Intelligence

SAPinsiders have consistently indicated that leveraging process automation and process intelligence platforms will enable them to digitalize, discover, understand, and manage business process execution more effectively. While many of them may already have built a foundation in terms of process automation, process intelligence capabilities will allow them to leverage AI, ML and advanced algorithms to model specific events across their processes, visualize these models to identify deviations, find process bottlenecks and perform root cause analyses of process failures. Majority of SAPinsiders plan to invest in building this capability in the next two years.

## AUGUST

### DATA AND INTEGRATION

#### SAP Integration Landscape

With its long legacy, SAP landscapes have always been complex. In recent years, Cloud technology has also facilitated a growing number of SAP customers connecting their systems with non-SAP systems, leading to an integration landscape where contextual data, real-time connectivity and security have all become critically important. Since most organizations require both cloud to on-premise integration and non-SAP to SAP integration, having the right integration tools is critical to success. This report will examine the integration challenges that organizations face today, the types of integration they are adopting, the requirements for success, and which tools are in use to meet their integration needs.

## SEPTEMBER

### AUTOMATION AND DEVOPS

#### IT Automation and Orchestration for SAP

Enterprise landscapes are becoming increasingly complex with more systems being deployed every day. This has created an environment where SAP customers are struggling to streamline their operations from department to department and system to system. Beyond yet another automation project to reduce manual tasks, there's a need to make it easier for teams to embrace the flurry of automation and orchestration methodologies and systems. From hyperautomation technologies to a greater personalization and democratization of automation tools, this report discovers where organizations are considering implementing automation and orchestration capabilities for their SAP systems and why, and how they are managing the challenges along the way.

### FINANCE

#### Impact of SAP S/4HANA, Central Finance, and RISE with SAP on Finance

The 2024 SAPinsider report updates previous studies on SAP S/4HANA Finance adoption but includes insights into the migration and potential value of moving to Central Finance and RISE with SAP. This year, the focus is on how organizations are navigating these complexities and what concrete results and value they are creating in core business processes such as record-cash, treasury, and tax management. Through this research, we aim to benchmark the strategies and deployment options that SAPinsider organizations prioritize to achieve a successful SAP S/4HANA Finance transition. By providing insights and benchmarks, we will uncover the latest trends and best practices in SAP S/4HANA Finance and RISE with SAP adoption.

## OCTOBER

### CYBERSECURITY

#### Cloud and AI Security

The accelerating move of workloads to the cloud continues to bring about new security challenges for organizations. These security challenges can be compounded by the increasing adoption of AI in business processes and other scenarios. Both scenarios introduce potential new threats related to data management and integration and require a dedicated effort from SAP and security teams to ensure that systems are effectively protected? This report will explore the technologies that organizations are investing in to protect their cloud and AI environments. It will also look at the ways that, as the adoption of these technologies continues to grow, organizations are working to address the security concerns that are being introduced.

### SCM

#### Supply Chain Planning & Visibility in the Cloud

Supply Chain complexities today require both real-time data and end to end global visibility. A strategy encompassing an integration of

suppliers, production sites, commercial demand, and inventory management. Business agility is the key to keep pace with rapidly changing dynamics. Organizations are looking for effective real-time data, tracking and fast decision-making capabilities only to uncover limitations with their current on-premises data, processes, and analytics. To create a foundation for next gener-ation planning tools, both providers and end users are looking at the cloud. This can be a game-changer to centralize and integrate solutions, collect, analyze, and plan in real-time which becomes more efficient and scalable using a cloud-based solutions. This research report will explore that trend and evaluate where SAPinsiders are on this journey.

## NOVEMBER

### TEF

### CIO's Transformation Report Card

The digital migration to SAP S/4HANA is perhaps the most important strategic priority that CIOs have on the horizon. SAP customer organizations must ensure that this project is a success,

delivering sustainable and scalable change through business process automation, standardization, and overhauling essential workflows. This report explores some of the key considerations CIOs and other tech executives should make when undertaking their digital transformation initiatives, delving into challenges, goals, and how to measure the success of an SAP S/4HANA implementation and other critical projects including AI, data and analytics, cloud migrations, and others.

### ERP

### RISE with SAP

RISE with SAP remains the central focus of SAP's strategy of moving existing customers to cloud ERP. While adoption of the offering is increasing, SAP is not seeing the accelerating adoption that they had hoped would result from adding generative AI, SAP Datasphere, SAP Build, and other capabilities to the package bundles. Although more organizations are looking at RISE with SAP, there is still much that SAP needs to do to convince customers to engage with the offering. This research will examine the ongoing

### Tax Technology Innovation and Automation

The tax compliance landscape is changing rapidly due to technological advancements, regulatory changes, and a greater need for transparency. Traditional manual processes are becoming insufficient, pushing organizations to adapt their finance and tax functions to a digital environment. This trend coincides with the increasing adoption of SAP S/4HANA, Artificial Intelligence, and Automation solutions which offer real-time capabilities and improved efficiency for finance processes. This report examines how these global trends reshape tax functions within the SAP ecosystem and emphasizes the importance of integrating tax technology solutions to drive innovation and automation in tax operations.

## DECEMBER

### SCM

### Data & AI in the Supply Chain

AI is transforming the landscape of supply chain management by introducing new capabilities that enhance efficiency, prediction accuracy, and operational resilience. Related SAPinsider research indicates that 79% of companies are currently using or implementing AI in supply chain, plan to implement AI within 24 months or are evaluating AI for supply chain. Leaders in the SAP ecosystem are quickly moving past the hype to leverage AI to drive tangible benefits in areas like demand forecasting, inventory optimization, route optimization, logistics planning,  and predictive maintenance. This research initiative will explore the key drivers causing companies to adopt AI in supply chain, the primary strategies companies are deploying to operationalize AI in supply chain, the critical underlying capabilities that must be in place in order for AI to deliver durable outcomes, and the leading technology tools and providers companies are using to embed AI into supply chain processes and systems.

interest in RISE with SAP, adoption trends, hosting partners being selected by those planning on using the solution, as well as identifying chal-lenges that organizations have with the solution and how they plan to measure the success of their RISE with SAP initiatives.

### Cloud ERP - Innovation and Hyperscalers

The move to cloud ERP is at the center of SAP's long-term strategy. Customers can leverage either RISE with SAP or GROW with SAP to access cloud ERP capabilities, but central to a cloud strategy is building a foundation for innovation. In this report we will examine the factors impacting decisions around use cloud ERP, the role that hyperscalers and cloud service providers play in SAP organizations, and what factors are being used when selecting a cloud service provider for any cloud ERP deployments. In addition, questions will explore which hyperscalers are being used for cloud ERP, and the role that innovation plays in cloud ERP decisions.

# 2025 Buyer's Guides

Elevate your voice in the market and establish your solutions as the go-to choice for your potential customers.

- Executive summary of technology adoption trends, relevant fact-based research, strategy essentials and tips for buyers.

- Featured vendor roadmaps, differentiators, value outcomes, and customer use cases.

- Detailed vendor capability assessments

## 2025 Schedule

**December**

SAP S/4HANA

RISE with SAP

Data Management

SCM

# Technology Insights

Create powerful assets for your content marketing engine.

- Vendor experts, leaders & clients conduct a briefing with our analyst team to capture the vendor's story for our members, including:
  - Technology Roadmap
  - Client proof points
  - Competitive differentiation
- Technology Insights brief (2-page) is written and published via our online, newsletter and social channels
- Technology Insights video (10-15 min) is edited and published via our online, newsletter and social channels
- Perpetual use license to brief and video

# Articles and Case Studies

Two to four page article highlighting a relevant trend or customer success story.

- Editorial goals workshop
- Hosted for one year on SAPinsider.org
- Perpetual license for marketing
- Dedicated editorial consultant

# Media Awareness Program

## Monthly Program Details

### Driving Member Awareness for Your Solutions

- 300-500 word blog posts 12 times per year
- Timely news coverage
- Linked to Showcase page
- Tagged to website category
- Social media campaign
- Drives brand impressions
- Editors focus on critical issues
  - Who is using your solutions and why
  - What is the roadmap for your solutions
  - How are they implementing your solutions
  - What are the results from your solutions
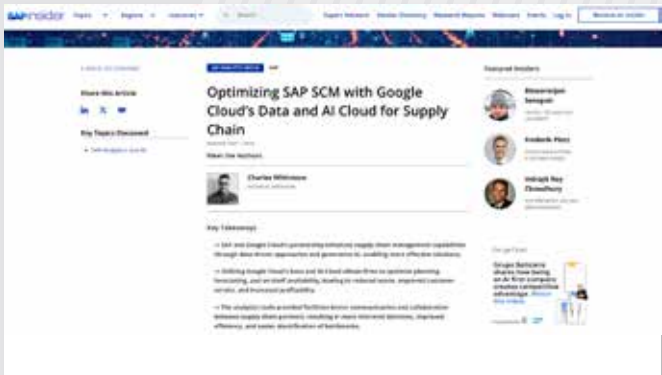
# Pricing

**Research Reports** . . . . . . . . . . . . . . . . . . . . . . . . . . . . $30,000 sponsorship | 500 Leads

**Buyer's Guides** . . . . . . . . . . . . . . . . . . . . . . . . . . . . $15,000 sponsorship | 100 Leads

**Technology Insights** . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . $15,000 to $20,000

**Articles and Case Studies** . . . . . . . . . . . . . . . . . . . $15,000 (2-pg) to $20,000 (4-pg)

**Media Awareness Program** . . . . . . . $12,000 per year / $20,000 for 2-year Coverage

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