

2021 Research Agenda

The DART™ Methodology

SAPinsider has rewritten the rules of research to provide demonstrable insights from its fact-based approach. The DART methodology serves as the very foundation on which SAPinsider educates end users to act, creates market awareness, drives demand, empowers sales forces, and validates return on investments. It's no wonder that organizations worldwide turn to SAPinsider for research with results.

The **DART** methodology provides actionable insights including:

- Drivers** – These are macro level events that are impacting an organization. They can be both external and internal and require the implementation of strategic plans, people, processes and systems.
- Actions** – These are strategies that companies can implement to address the drivers impact on the business. These are the integration of people, process and technology. The should be business first but fully leverage technology enabled solutions to be relevant for our focus.
- Requirements** – These are business and process level requirements to support the strategies. These tend to be end-to-end for a business process.
- Technology** – There are technology and systems related requirements that enable the business requirements and support the overall strategies that the company is taking, they must consider the current technology architecture and provide for the adoption of new and innovative technology enabled capabilities.

How SAPinsiders Participate in the Research

The SAPinsider research process is an invitation-only quantitative survey and a qualitative interview-based methodology that is focused on the voice of the more than 400,000 global SAPinsider community members. During the course of a year, we survey and interview several thousand SAPinsiders and synthesize their insights. This peer best practices-led benchmarking research process extracts intricate knowledge of SAP and related ecosystem solutions, migration paths, roadmap and other insights in relation to the business drivers, strategic actions and requirements of end users. The ultimate objective of our research is to enable SAP users adopt and upgrade technology efficiently, based on sound decisions, performance parameters and business value.

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January

SAPinsider State of the Market

This comprehensive benchmark report examines the top priorities, investments and project SAPinsider companies are undertaking in 2021. Learn where SAP customers are when it comes to SAP S/4HANA and Cloud Adoption. Find out how the recent economic disruption is impacting future SAP projects. Learn which skills customers are investing in and their SAP support organizations are evolving in the coming year. Plus, gain specifics on which SAP and third party solutions customers plan to purchase and implement in 2021.

February

CIO's Agenda for SAP

SAP is a cornerstone investment for many Chief Information Officers. This executive-focused benchmark study delves into the key priorities that CIOs who run SAP are investing in for 2021. Understand the macroeconomic and business pressures that are shaping these leaders' strategies. Discover where they are emphasizing investment dollars when it comes to SAP S/4HANA, the Cloud, and other key solutions. Learn which skillsets are most important to them and how they are building nimble, responsive organizations that can support the integration and change management challenges they face in the coming year.

State of the Market: Human Experience in the Workplace

Since the beginning of 2020, employers have faced new challenges in their efforts to manage, develop, aid, attract and retain their workforces. Nearly overnight, many workforces transitioned from on-site to remote work arrangements. But just as employees are expected to adapt to a new way of working, businesses must also learn how to monitor and understand their needs and to support them by capturing and measuring employee experience. This research will determine how organizations are gathering feedback from workers, both on-site and remote, how they are assessing experience data, how they are responding to feedback, and which technologies and processes are most important to the management of employee experience. An emphasis will be placed on identifying the trends related to employee experience and how HR organizations are planning to manage and effectively use experience data going forward.

March

SAP S/4HANA Migration Benchmark Report

Over the course of 2019 and 2020, SAPinsider research saw a steady increase in adoption of SAP S/4HANA, with slightly more than 20% of our Community now reporting having implemented the platform. Aligned with this increase in adoption, we have also seen a corresponding decrease in those who indicate that they have no plans to move to SAP S/4HANA. But with many organizations putting major projects on hold during 2020, this research will determine where organizations currently stand on their migration plans, and whether they are continuing to delay implementations or are restarting their migration efforts. We will look at the data behind these findings as well as the migration strategies of all organizations in the survey.

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- March** | **State of the Market: Enterprise Data and Analytics**

Visibility into business processes and data has become not just an imperative but an expectation. However, meeting this need across the enterprise has challenged many business and IT teams. This benchmark report examines the blend of strategies, tools and processes SAPinsiders are embracing to provide insights to their business and executive teams. It will delve into the impact of SAP S/4HANA and both SAP and non-SAP cloud solutions and examine how organizations are integrating these capabilities into their overall data and analytics landscape.

- April** | **Securing the SAP Landscape Against Cyber Threats**

As organizations are moving a greater number of applications and workloads into the cloud, they are also extending their security perimeter to include those cloud-based systems. Combined with the fact that a significant proportion of users are still working in fully remote environments, many organizations have been forced to relax existing controls and restrictions in order to allow users to handle processes that might otherwise have been completed by having a short face-to-face conversation with a colleague. This SAPinsider research will look at how organizations are facing these challenges, what steps they are taking to secure their extended landscapes, and strategies that they are taking to ensure that data across the enterprise is secure.

- May** | **SAP S/4HANA Finance and Central Finance: State of the Market**

Finance and Accounting have long been the foundation of core ERP and SAP ECC. This is no different as companies make the transition to SAP S/4HANA. This benchmark report revisits where SAPinsiders are with this important transition. Learn what's driving and challenging adoption of SAP S/4HANA Finance and how the Central Finance deployment option is being viewed by the market. See how SAP S/4HANA is potentially impacting key processes from FP&A to the financial close, and which skillsets are needed to get the most out of this investment.

SAP Integration Landscape

Enterprise ERP systems are the central source of business and financial data for many organizations, and they are being integrated with multiple systems across the organizations. This SAPinsider report will look at the current state of the SAP integration landscape, see what solutions are being used, where data integrated is located, and the key criteria for selecting those tools. We will also update and revisit the results from our 2020 research.

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June **Deployment Approaches for SAP S/4HANA**

The move to SAP S/4HANA is presenting companies with a chance to reset their business processes, minimize their dependence on customization, and free themselves from outdated technology and infrastructure. This SAPinsider report will examine how and why companies are making the decision to move to SAP S/4HANA through a traditional system conversion, a new implementation of their core ERP platform, or a selective data transition, and what benefits and tradeoffs they are experiencing, as well as comparing these results to what we saw in 2019 and 2020.

Process Automation and SAP S/4HANA

Efficient business processes are the lifeblood of any organization. The opportunity to leverage intelligent technologies such as artificial intelligence, machine learning, and various forms of robotic process automation are abundant today, but organizations need to carefully select the right technologies and solutions that are the right fit for their business culture, skillsets, and existing solutions. This benchmark report revisits where SAPInsiders are on the maturity curve when it comes to process automation across core functional areas. We'll explore key technology investments and help customers navigate the challenges of automating processes between divisions and organizations.

July **User Access and Identity Management for SAP S/4HANA**

The move to SAP S/4HANA is being used by many organizations as an opportunity to create a centralized view of business and financial data across the organization. But being a single source of truth also means that organizations must ensure that every user has an appropriate level of access to that data. This SAPinsider report will consider how organizations are securing access to their SAP S/4HANA systems, what their requirements are around user access and identity management, and which tools they are using to enforce those requirements.

Modernizing Logistics and Inventory Tracking

Traditional ERP systems provide capabilities to monitor and allocate inventory and materials. SAP S/4HANA now has built-in capabilities for transportation and warehouse management. If SAP customers want to track items in real time at a more granular level, however, they will need to leverage a combination of other shipping, IoT, and track and trace solutions. This research will explore the trends in both the demand for and adoption of all of these solutions as well as their impact on supply chain performance.

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August

Governance Risk and Compliance: State of the Market

The role of GRC leaders and their teams has become more complex as regulations intensify and change at an even more rapid rate. This benchmark report looks at the top priorities that are setting the agenda for SAPinsider compliance professionals in 2021. Learn how they are evolving their GRC solution sets and applying intelligence and automation in core areas such as risk management, access control, and process control. Discover how they are bringing together key data and insights across their compliance landscape so that they can proactively address problems before they impact their organization.

September

Enterprise Cloud Deployment: State of the Market

Cloud has become a de-facto standard and technology that every organization must consider, but moving to the cloud carries unique technical considerations and skills requirements. This SAPinsider report will revisit and update our 2019 and 2020 reports on Cloud adoption in our Community and take the pulse of the enterprise market to determine where organizations are with their cloud migration, what's accelerating their plans, and what is challenging their migration projects.

Asset Management and Digital Twins

The concept of the digital twin has existed for several years but has taken off more in the PLM space than the ERP space. With SAP's deeper partnership with Siemens, that could start to change. Siemens has established itself as a leader in the IIoT and digital twin space with its MindSphere capabilities, which empower customers to maintain a digital record of assets and products from design through production and maintenance. This research will explore the SAP customer perspective in terms of the demand, adoption, and benefits of digital twins and asset management integrated with the ERP.

October

Data Warehousing/Data Management in the Cloud

With 99% of the members of the SAPinsider Community running at least some applications in the cloud, determining where and how data will be stored in the cloud is a critical need. This need is demonstrated by the fact that data warehousing, data lakes, and data storage represent the second most important workload in the cloud. This SAPinsider research will look at how organizations are planning on storing that data, what tools they are using for storing and managing that data, and what plans they have moving forward.

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October

Optimizing Financial Close and Record-to-Report Process

Over the last two years, SAPinsider research has shown that the financial close and record-to-report process represent significant pain points for most organizations. Over-reliance on manual processes and poorly integrated systems have left many companies struggling with inefficiency. This benchmark report explores where SAPinsiders are when it comes to improving their core finance and accounting processes. Understand where companies are with their use of automation and intelligence, and learn whether or not the move to SAP S/4HANA has had a significant impact on the record-to-report process. Learn what blend of SAP and non-SAP solutions companies are investing in and what the current outlook is on custom vs. the “best practices” approach.

November

How Technology is Helping HR Reimagine Work and Workplaces

Changes in work and workplaces have led HR organizations to rapidly adjust both strategy and technology to improve or maintain workforce flexibility. At the same time, HR organizations have come to understand their business continuity relied on this newly discovered workforce flexibility and agility. This benchmark study will look at the role technology is playing in helping HR organizations keep up with the demands of the current workforce climate. Through surveys and direct interviews, the report will assess what impact, if any, recent business changes have had on HR technology plans and investments and on how organizations are using or plan to use technologies such as artificial intelligence and employee experience management solutions.

CIO 2021 Assessment of their SAP Strategies

This executive benchmark report provides an early look at the year in review from the CIO’s perspective. It will compare and contrast data and findings from our February report to learn where Technology leaders were successful and challenged in their investments, projects, and strategies for 2021. Learn what became of their implementations of Cloud and SAP S/4HANA. Understand how these CIOs who run SAP supported the business and strategy of their organizations in 2021. See how their organizational strategies and skillsets shifted during the year, and how they tackled leadership and change. Explore the key investments in data, intelligence, and integration they have made, and get an early look how they are thinking about 2022 when it comes to their SAP strategic plan.

December

SAP Change Management and Testing Tools

As organizations deploy new systems and update existing applications, they need to ensure that these systems are functioning without error. This same requirement can exist when moving changes from development and test systems into QA and production as everything needs to be performing as expected to avoid business disruption. This SAPinsider research will examine the tools that organizations are using to manage changes to systems and environments, how they are performing testing, and what challenges they are facing in performing these tasks.

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◆ = Primary Taxonomy
 ◆ = Secondary Taxonomy

Month	Report	Financial Management	ERP, Platform & Infrastructure	Governance, Risk & Compliance	Application Development & Integration	IT Operations & Administration	Data & Analytics	Human Capital Management	Supply Chain Management	Security	CIO
January	SAPinsider State of the Market	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆
February	CIO's Agenda for SAP										◆
February	State of the Market: Human Experience in the Workplace							◆			
March	SAP S/4HANA Migration Benchmark Report		◆								◆
March	State of the Market: Enterprise Data and Analytics						◆				
April	Securing the SAP Landscape Against Cyber Threats			◆						◆	
May	SAP Integration Landscape				◆						
May	SAP S/4HANA Finance and Central Finance: State of the Market	◆	◆								
June	Deployment Approaches for SAP S/4HANA		◆								
June	Process Automation and SAP S/4HANA	◆					◆				
July	User Access and Identity Management for SAP S/4HANA		◆	◆							
July	Modernizing Logistics and Inventory Tracking								◆		
August	Governance Risk and Compliance: State of the Market			◆							
September	Asset Management and Digital Twins								◆		
September	Enterprise Cloud Deployment: State of the Market		◆								◆
October	Data Warehousing/Data Management in the Cloud						◆				
October	Optimizing Financial Close and Record-to-Report Process	◆									
November	How Technology is Helping HR Reimagine Work and Workplaces							◆			
November	CIO 2021 Assessment of their SAP Strategies										◆
December	SAP Change Management and Testing Tools					◆					